



Guide to completing the 2019 Good Bad Ugly survey

Please read before completing the [2019 Good Bad Ugly survey](#).

To complete the survey quickly and efficiently, we suggest you have all the required data before starting the survey as it needs to be completed in one sitting. We've developed a checklist for all the data you need at hand to complete the survey – please see the next page.

Once you have all the required data available, it should take you less than 10 minutes to complete the survey.

All questions relate to the financial year ending 30 June 2019.

For questions that are not applicable to your firm – please don't leave it blank, enter a "0".

To receive a copy of the final report including the full dataset of information - you must complete ALL of the survey and provide genuine responses to the survey questions. At the end of the survey, don't forget to click the "Submit" button (otherwise all the information you have entered will be lost).

The deadline for completing the 2019 GBU Survey is Friday, August 30th 2019.

Should you have any questions regarding the online survey, please email us at goodbadugly@businessfitness.com.au. We will respond to your query as soon as possible. We will respond to your query as soon as possible. More information on the Good Bad Ugly can be found on our website [here](#).

Please Note:

We pride ourselves on maintaining the integrity of the data provided by you - please be assured that your firm's data will be kept 100% confidential at all times. It will be accessible only by selected senior Business Fitness team members. In the 18 years in which Business Fitness has been conducting this survey, there has never been an issue regarding privacy or confidentiality.



Your 2019 Good Bad Ugly Survey Data Checklist

Your People	
Number of Directors/Partners <i>(full time equivalent chargeable equity Partners)</i>	
Number of full time chargeable people <i>(excluding Directors/Partners, but including subcontractors)</i>	FTE
Number of full time non-chargeable people <i>(full time equivalent in support roles)</i>	FTE
Your Chargeable Hours	
Do you use timesheets? (If 'No' move to next section)	
Total number of client hours charged to WIP <i>(including Directors/Partners and before invoicing)</i>	hours
Total number of client hours charged to WIP by Directors/Partners	hours
Total number of hours worked by Directors/Partners <i>(chargeable and non-chargeable)</i>	hours
Your Billing Efficiency	
Opening debtor balance at 1 July 2018 <i>(including GST)</i>	\$
Closing debtor balance at 30 June 2019 <i>(including GST)</i>	\$
Your Revenue (If you do not complete timesheets skip to next section)	
Value of total work charged to WIP <i>(include traditional taxation work, compliance, other business services & financial planning, excluding GST before write offs/ons)</i>	\$
Value of write ons or write offs <i>(Enter write off as a NEGATIVE)</i> <i>(excluding GST)</i>	\$
Opening WIP balance at 1 July 2018 <i>(excluding GST)</i>	\$
Closing WIP balance at 30 June 2019 <i>(excluding GST)</i>	\$
Total income from other services <i>(e.g. financial planning fee for service, excluding GST & before write offs/ons)</i>	\$
Your Revenue	
Total billed revenue (\$)	\$
% of total billed revenue from compliance work	%
% of total billed revenue from tax planning	%
% of total billed revenue from self-managed superfunds	%
% of total billed revenue from other business advisory	%
% of total billed revenue from audit	%
% of total billed revenue from financial planning	%
% of total billed revenue from other services	%



Your Operating Expenses	
Total operating expenses <i>(including ALL salaries, superannuation & benefits, excluding GST)</i>	\$
Depreciation expenses <i>(on all plant & equipment, including hardware)</i>	\$
Interest expenses	\$
IT expenses <i>(including software licences & support, leasing of equipment & IT consultant fees)</i>	\$
Marketing & advertising expenses	\$
Printing & stationery expenses	\$
Professional development & staff training expenses	\$
Professional indemnity insurance expenses	\$
Other insurance expenses <i>(including contents, public liability & business risk)</i>	\$
Rent & occupancy expenses <i>(including rent, outgoings, electricity, cleaning, repairs & maintenance)</i>	\$
Telecommunications expenses <i>(including mobiles & smart phones)</i>	\$
Outsourcing expenses	\$
Recruitment expenses	\$
General subscription expenses <i>(e.g. memberships & email marketing)</i>	\$
Software for online Software as a Service subscriptions <i>(including online accounting, practice and document management applications)</i>	\$
Salaries, super, payroll tax and workcover for <u>chargeable</u> employees & contractors <i>(excluding equity Directors/Partners)</i>	\$
Salaries, super, payroll tax and workcover for <u>non-chargeable</u> employees & contractors <i>(excluding equity Directors/Partners)</i>	\$
Salaries, super & benefits paid to equity Directors/Partners	\$
Other expenses	\$
Your Net Profit	
Net profit for your firm <i>(Does 'Total Billed Revenue' less 'Total Operating Expenses' = 'Net Profit?')</i>	\$
Your Firm's Clients	
Number of clients <i>(traditional accounting, compliance, business services & fin planning clients)</i>	
Average total fee per client	\$
Number of new clients you acquired last year?	
Total revenue won from acquiring these new clients?	\$
Number of clients you lost last year?	
Total revenue lost from losing these clients?	\$



Your Tax Returns Lodged (Tip: Download Tax Agent Portal report)

How many income tax returns did you lodge for the year ended 30 June 2019 in the following categories?

- C
- I
- P
- F
- T
