



NOW OPEN - the 2016 Good Bad Ugly Accounting Benchmarking Survey

For more than 13 years, **The Good, the Bad & the Ugly of the Australian Accounting Profession** (produced by Business Fitness) has delivered relevant and meaningful data and analysis to help Australian accountants improve the performance of their firm and stay on top of industry trends earning a reputation as the most established, respected and comprehensive research publication of its kind.

The 2016 Good Bad Ugly Survey is now open and all Australian-based firms (no matter the size or nature of the practice) are invited to take part.

This year, the data collection and analysis will cover just all of the important accounting firm key performance areas. Therefore just targeting your financial performance and analysing your major KPIs. This will make it more simple for you to complete the 2016 Good Bad Ugly survey. You would have noticed over the past 12 months our Good Bad Ugly Insight polls and insights relating to current industry topics such as the use of technology, outsourcing, systems and growth of the industry. You can download the reports by [clicking here](#).

Why your firm should participate in the 2016 survey?

Business Fitness appreciates that completing the survey requires your valuable time and effort. That's why they are offering each firm who participates a COMPLIMENTARY electronic copy of the final reports (valued at \$295). Those who participate will be sent their free electronic copy after the analysis is complete and before it is available to the industry.

Participating firms will also receive a COMPLIMENTARY customised comparison report (valued at \$795) which specifically compares the performance results of their firm with those of similar firms and the industry as a whole.

How to participate in the 2016 survey

The Survey is to be completed online - there are 2 sections to the survey. The process is easy and - provided you have all of the required information at hand - should take you around 15 - 20 minutes for each section.

Download
the Guide

Step 1: Before you start the online survey, it is strongly recommend that you read the [Guide to Completing the 2016 Good Bad Ugly Survey](#) so that you can see what information you will need to complete the online survey.

Start the
Survey

Step 2: Access the [online survey](#), enter your firm's information and submit your responses. You must complete and submit the online survey prior to 5pm on Friday, August 26th in order to receive a free copy of the final report.

Have some questions?

Please send any queries by email to goodbadugly@businessfitness.net. The team at Business Fitness will respond as soon as possible to all email queries.