



**2023**  
**BOOKKEEPER**  
**RATE**  
**GUIDE**

**Edition 3**

# INTRODUCTION

## The Institute of Certified NZ Bookkeepers is proud to present its Bookkeeper Rate Guide for 2023.

It is my pleasure to present you with this definitive snapshot of charge rates for bookkeeping services, as well as rates for paying staff and contractors as at a point in time in the 2023 year.

In its third year of publication, this guide has already proven to be an invaluable resource for New Zealand's bookkeeping professionals. The survey results provide assurance to know they are charging a fair market rate for their services, as well as providing a benchmark for the pay rates for staff or contractors at the time the survey was done. This gives them the confidence to know they are charging and paying fair rate, which provides Bookkeepers with the confidence to grow and develop their businesses.

It has been exciting to see the profession grow over the years, as more and more small businesses continue to engage the services of Bookkeepers across the country. ICNZB plays a vital role in supporting its members and the wider NZ Bookkeeping profession. With ICNZB assistance Bookkeepers can stay up to date with their knowledge and better support their clients. The resources ICNZB have developed for Bookkeepers to refer to has become greatly valued for continued growth and professional development.

Personally, I would like to thank those who participated in the Annual Benchmark Survey which drives this report – taking the time to provide our organisation with data continues to help us build awareness and the amazing work being done by Bookkeepers.

If you would like to see more data from the Annual Benchmark Survey, I recommend you check out the 2023 Focus Report on our website.



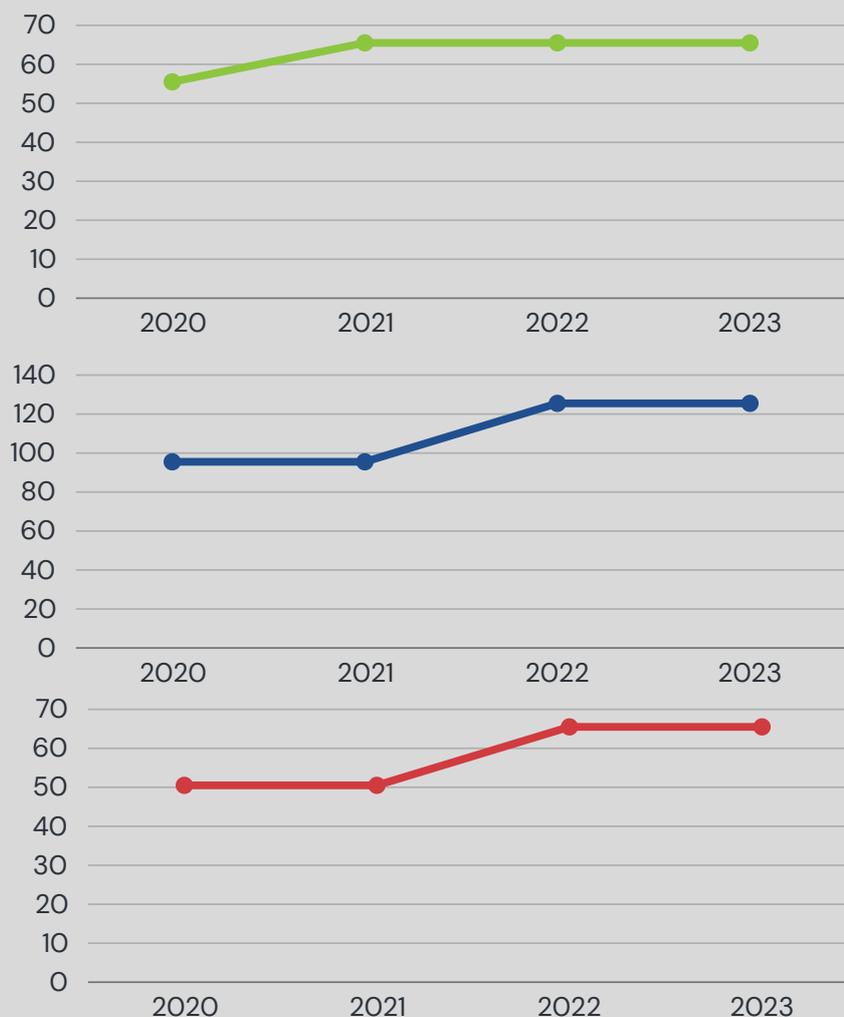
**Di Crawford-Errington**  
**President**



# BOOKKEEPING SERVICES

The average charge rates for bookkeeping and other services for 2023 are:

## YEAR-BY-YEAR COMPARISON:



## 2023 RESULTS

**\$65.50/hour**

Standard  
bookkeeping  
services

**\$125.50/hour**

High end,  
troubleshooting,  
consulting  
services

**\$65.50/hour**

Other Services

It's reassuring to see that the 2023 results data matches 2022 statistical data for hourly rates and this can also be seen within the bookkeepers standard service offerings further detailed within this report.

Bookkeepers are continuing to diversify their services to other areas with a particular interest in virtual assistance, secretarial or office management support; closely followed with forecasts/budgetary advice and reporting.

In 2023, Bookkeepers have continued to adapt their ratio of employees / contractors within their practice.

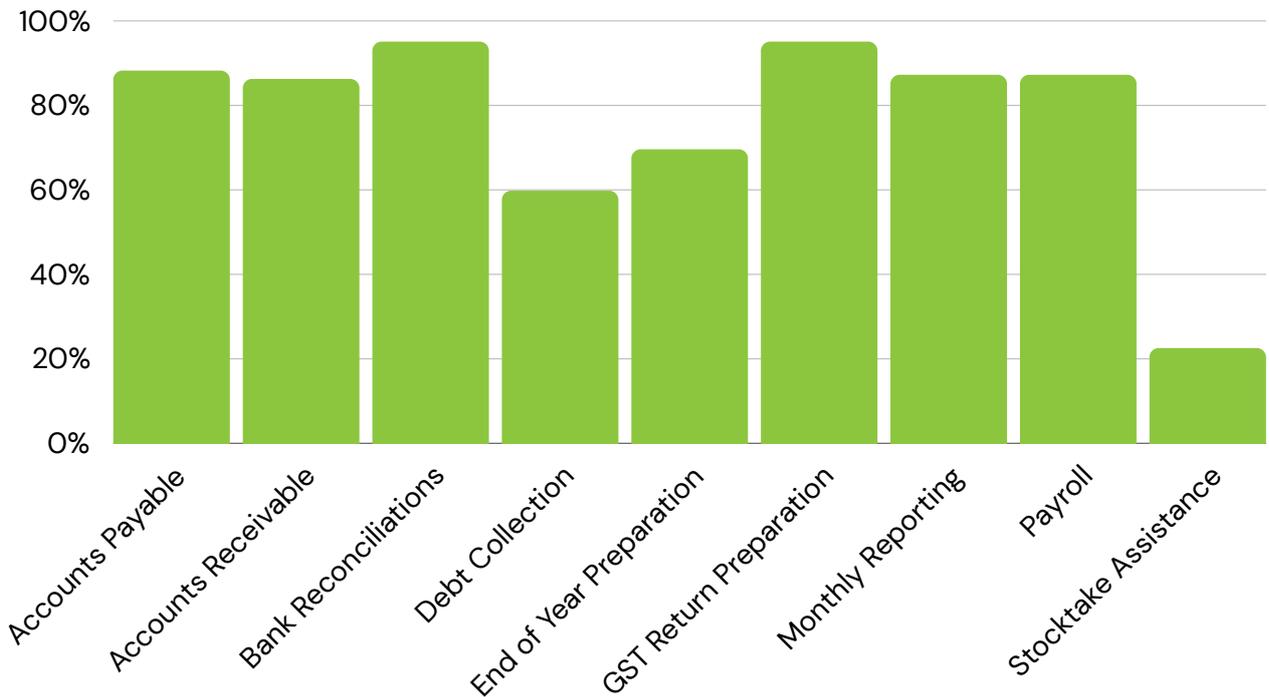
\$65.50/hour

## STANDARD BOOKKEEPING SERVICES

Listed below are the standard bookkeeping services currently offered by bookkeepers:

- Accounts Payable
- Accounts Receivable
- Bank Reconciliations
- Debt Collection
- End of Year Preparation for a Tax Agent
- GST Return Preparation
- Monthly Reporting
- Payroll
- Stocktake Assistance

Below shows the percentage of businesses that offer each service.



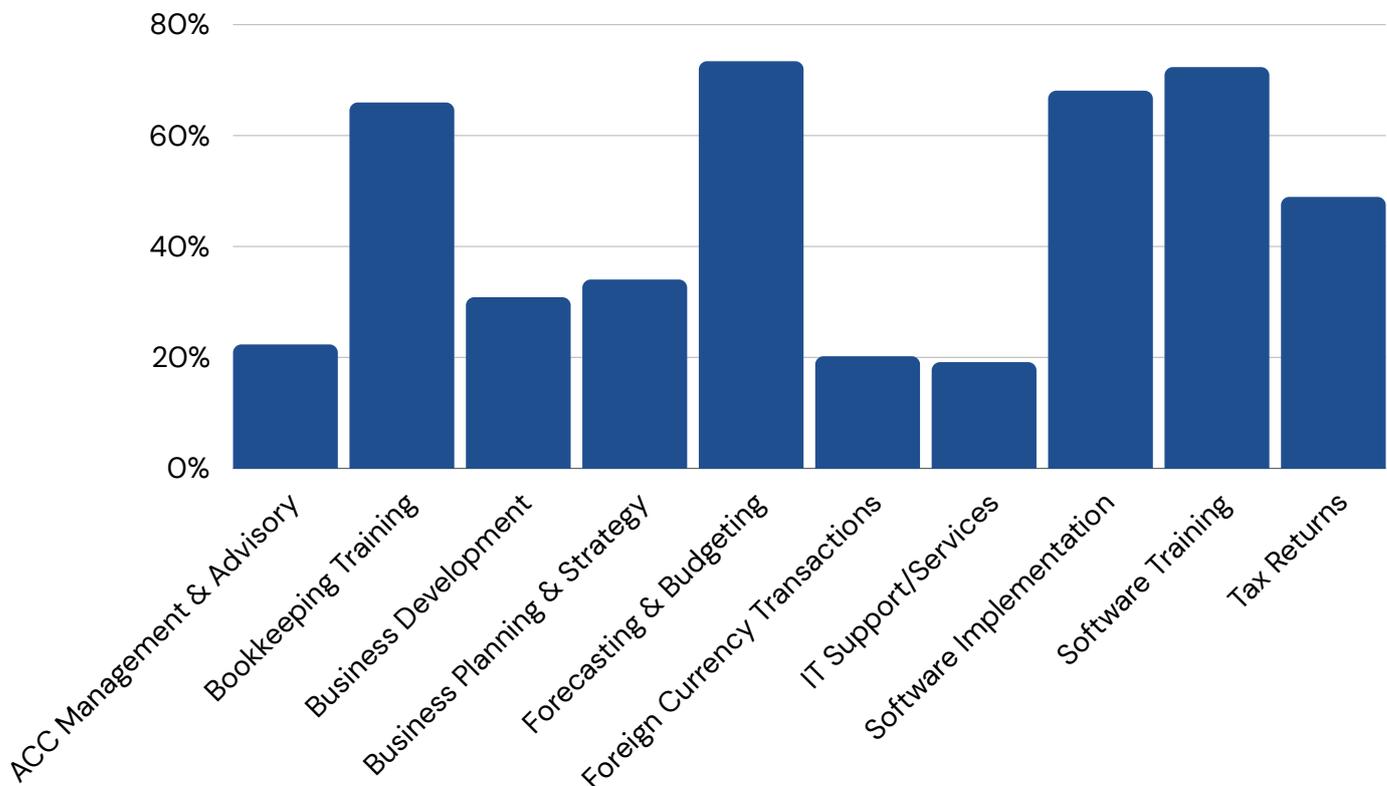
\$125.50/hour

## HIGH-END, TROUBLESHOOTING OR CONSULTING SERVICES

Listed below are the high-end, troubleshooting or consulting services currently offered by bookkeepers:

- ACC Levy Management and Advisory
- Bookkeeping Training
- Business Development
- Business Planning and Strategy
- Forecasting and Budgeting
- Foreign Currency Transactions
- IT Support/Services
- Software Implementation
- Software Training
- Tax Returns

Below shows the percentage of businesses that offer each service.



## \$65.50/HOUR OTHER SERVICES

Below details the list of other services currently offered within the annual survey:

- Administrative & Secretarial Services (Including Virtual Assistance)
- Health & Safety support
- Human Resource consultancy
- Website, Marketing and Social Media assistance
- Funding / Grants applications

As this was an open-ended question, the results closely matched past annual survey results, showing the overall trend that survey respondents continue to expand their areas of expertise to fit within their client's needs.

## 2023 – KEY FACTS



2.51% increase in businesses choosing to employ Bookkeepers solely within their practice



3.2% increase in businesses choosing to employ Contractors solely within their practice



Businesses are reporting they are not hiring or replacing employees/contractors by 5.76%



6.67% increase in businesses no longer offering high end, troubleshooting, or consulting services

| Pay Type (per Hour) | 2020      | 2021      | 2022      | 2023      |
|---------------------|-----------|-----------|-----------|-----------|
| Full Time Employee  | \$21-\$31 | \$31-\$40 | \$31-\$40 | \$31-\$40 |
| Part Time Employee  | \$21-\$30 | \$22-\$30 | \$22-\$30 | \$22-\$30 |
| Casual Employee     | \$21-\$30 | \$22-\$30 | \$22-\$30 | \$22-\$30 |
| Contractor          | \$31-\$40 | \$31-\$40 | \$31-\$40 | \$31-\$40 |

# BOOKKEEPER PAY RATE

The average hourly rate paid to employees was as follows:



# CONTRACTORS RATE

The average hourly rate paid to contractors was as follows:

**\$35.50/hour**



# FAST FACTS

- A record number of responses were received with a total of 145 completed for the 2023 Survey. In comparison to 108 in 2022 and 90 responses in 2021. Seeing these statistics increasing year on year is very gratifying.
- In 2023 we saw a change to the roles respondents identified as with a total of 49% calling themselves Bookkeepers, 14% identifying as Accountants and an 8% decrease in those identified as Business Owners at 24%.
- 70% of respondents are members of ICNZB and we observed an increase to 16% of those not connected to any professional membership organisations.
- Limited liability companies are still the most popular business structure respondents chose.

Regional membership remained consistent with previous survey data. Canterbury, Waikato, and Wellington saw an increase in memberships and for the first time we have had members move overseas who wish to continue to remain part of the Association.

# JOIN ICNZB TODAY

## We are champions for New Zealand's bookkeeping professionals!

The Institute of Certified NZ Bookkeepers is a Not-for-Profit Incorporated Society whose mission is to empower bookkeepers to be trusted and valued business professionals.

The NZ Bookkeepers Association Incorporated, known as ICNZB was founded in 2010, and since then has been committed to developing a professional Association, providing a dedicated support system for Bookkeepers throughout NZ and making the public aware of its existence.

ICNZB is a professional body and being a member provides businesses with the reassurance that they are working with Bookkeepers whose skills have been tested by the Association and who is required to comply with our strict Code of Ethical Conduct which defines our obligations as bookkeeping professionals, and the responsibilities we have to others.



## Acknowledgements

This data was collected from the 2023 Annual Benchmark Survey and information is intended as a guide only.

Thank you to the members of the public as well as our valued ICNZB members for submitting their responses to continue to inform and maintain the Bookkeeping Industry standards within New Zealand.