

# ARE THE HOURS CHARGED BY YOUR FIRM'S PERSONNEL COMPETITIVE WITH MARKET?



## Minimise excess capacity to maximise productivity

**The efficiency and productivity of a practice are crucial elements to gauging and improving profitability.**

Many firms compare and monitor the number of hours charged to clients by their partners and staff as a way to set salaries and performance targets, finetune budgets, forecast revenue and review overall practice performance. Based on actual data supplied, these reports illustrate the number of hours charged by personnel as well as revenue produced.

The **Rob Knights & Co Efficiency & Productivity Reports** will enable you to:

- > **compare your firm's performance against peer firms based on size and location**
- > **determine if you have a capacity surplus or shortfall**

**Optimising performance and profitability is achieved through obtaining the best from your staff and partners. This data enables you to review and set budgets for these performances.**



Professional Informationalists®

### ABOUT US

At Rob Knights & Co we have worked with the professions in Australia for over 45 years. Michelle Knights, as Principal, Director and Licensee-in-Charge is a presenter, consultant and adviser to the professions. She is author of our suite of benchmarking surveys, our industry newsletter, MAP Memo and is a regular blogger. Michelle is a licensed practice broker, a popular keynote speaker at industry events and also facilitates internal partner retreats and strategic planning sessions. It is this in-depth knowledge and experience that enables us to offer a completely holistic understanding when it comes to the professions. Please visit our website: [www.robknights.com.au](http://www.robknights.com.au) for a comprehensive list of our services.

See next page for registration details



# 2021 EFFICIENCY & PRODUCTIVITY REPORTS

## Form completion options:

1. To complete and submit this form electronically, use Adobe Acrobat Reader. You can download a free version at <https://get.adobe.com/reader/otherversions/>
2. To complete manually, print out the form, fill in by hand, scan and email back to [services@robknights.com.au](mailto:services@robknights.com.au) or post to:  
Rob Knights & Co, Suite 11, 67 Wanganella Street, Balgowlah NSW 2093  
Ph: (02) 9233 4333 Fax: (02) 9949 9755

**REGISTER NOW** for the following reports which compare *hundreds of personnel* within the various staff categories across Australia:

- **Efficiency Benchmarks** – illustrates the proportion of hours charged to clients as a percentage of hours worked. *eg. 1,000 hrs charged from 1,400 hrs worked results in 71% efficiency.* Also supplied are results for administrative and non-productive activities. Data is displayed based on Region, State and Gross Fees for both professional and administrative personnel. Whole of firm and individual staff category efficiency is also considered.
- **Productivity Benchmarks** – highlight the dollar contribution of various personnel based on their categories within a region. *eg. a manager with an hourly charge rate of \$200 and 1,200 hrs charged to clients produces \$240K towards total firm revenue.* Both professional and administrative personnel are reviewed.

## Timetable

Reports will be despatched from 24 September 2021.

## To Participate

Data must be supplied by participating firms. Data collection templates are in Excel format and are available by email only. Following your registration, a template will be emailed to you outlining the required data.

Where firms elect not to return completed templates at all, a refund or transfer may be requested less a \$55 handling fee.

Registrants acknowledge that these reports are protected by copyright legislation for use solely within the office of the registered firm. Provision of this report in any form to external parties is in breach of this Act.

## REGISTRATION & TAX INVOICE

ABN: 50 001 084 920

Contact Person: \_\_\_\_\_

Firm: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## COST (inclusive of GST):

### Efficiency Benchmarks ONLY

OR

### Productivity Benchmarks ONLY

OR

### Efficiency & Productivity Benchmarks

Participating Firm	\$385
OR Non-participating Firm	\$770
Participating Firm	\$198
OR Non-participating Firm	\$396
Participating Firm	\$495
OR Non-participating Firm	\$990

## Payment details:

Payment of \$ \_\_\_\_\_ to be made by:

EFT

Account name: Rob Knights Services Pty Ltd  
BSB: 082 057; Account No: 56889 9952

or

MasterCard      Visa      Amex

Cardholder's name: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

[Download instructions for signing forms](#)

