

MEDIA RELEASE



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Breakfast talk to look at rural and regional accountants shortage

Rural and regional Australia is home to just one third of our population, yet provides two thirds of our country's export income. So the availability and maintenance of quality accounting services is vital. But the population is ageing, accountants retire and services in small towns are tending to diminish.

A current Deakin University study is examining the supply and demand of rural and regional accounting services.

Guests at Deakin's Faculty of Business and Law Business Breakfast on Wednesday, October 15, will be treated to a first hand insight into the study and its latest findings

Interim Dean of the Faculty of Business and Law, Professor Barry Cooper, will speak about the research carried out in Victoria's south west, which is the first part of an Australia wide study that will extend to areas of New South Wales and Queensland.

Professor Cooper said the research findings highlight the effect our aging population is having – and not just on accounting services.

"The baby boomers are now taking retirement, there is a movement of kids to the cities and so we have a skills shortage," he said. "Small towns are dying, shops are shutting and there are a lot of professionals not there."

Professor Cooper said a lack of staff also could prevent local businesses taking on specific work because they lacked the relevant personnel.

"Technology has helped accounting advice become more accessible," Professor Cooper said, "but the shortage of professionals is set to continue. "Even when companies are going bad they still need accountants."