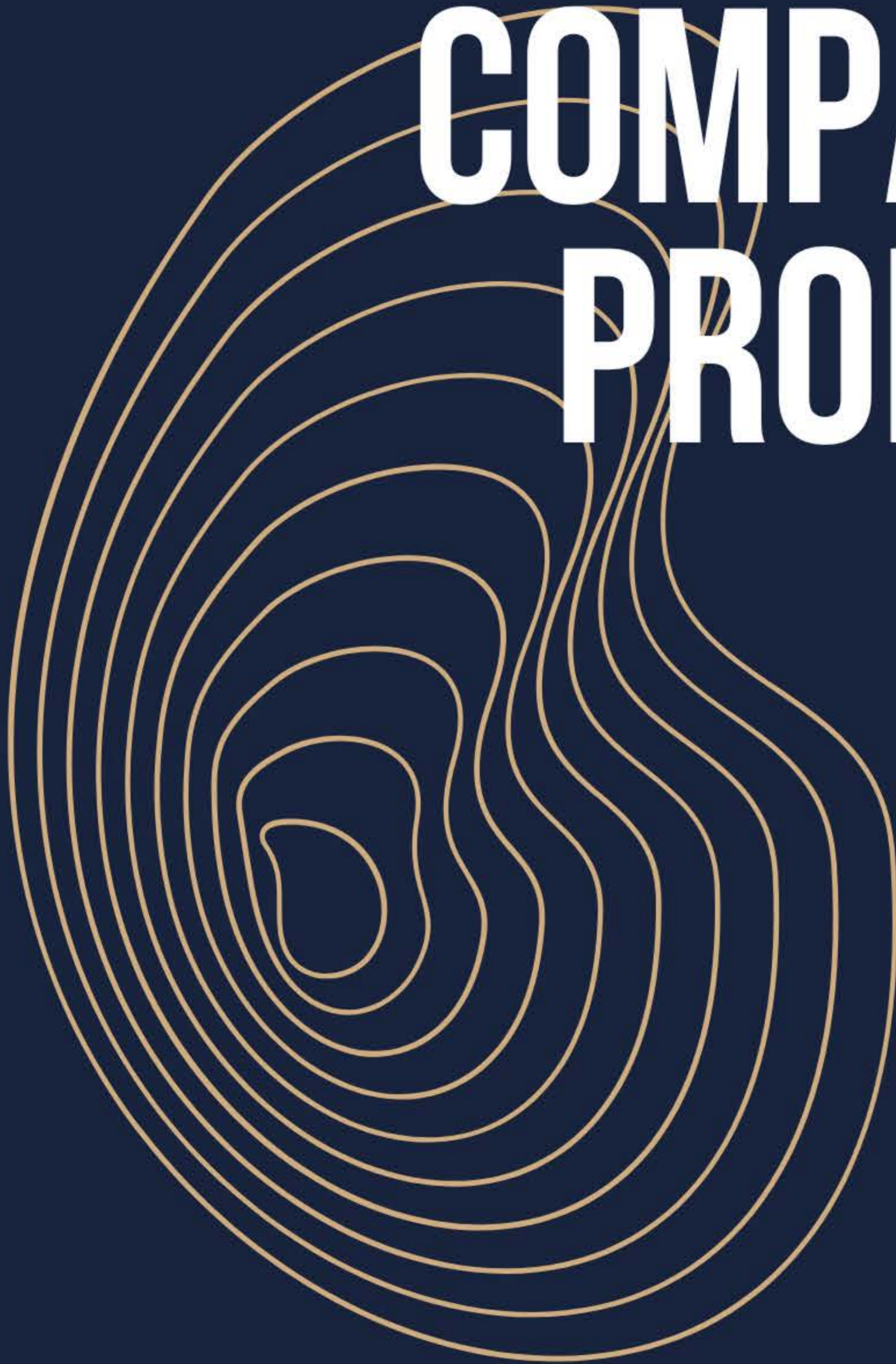




ROYCE STANDARD

# COMPANY PROFILE



<https://roycestandard.com>

The background of the entire page is a scenic photograph. In the foreground, three white sailboats with blue accents are sailing on a deep blue sea. The middle sailboat is the largest and most prominent. In the background, a lush green hillside is dotted with houses and buildings. At the top of the hill, several tall communication towers are visible against a clear blue sky with a few wispy clouds. A layer of light mist or fog hangs over the water and the base of the hill.

## About Royce Standard

Royce Standard is an Australian accounting and advisory firm built on the principles of innovation, efficiency, and measurable results. With over 50 years of combined professional experience across taxation, finance, and advisory, we deliver practical solutions that enable our clients to operate with confidence and clarity.

Our approach is grounded in strategy, precision, and consistency. We don't just provide accounting services – we partner with our clients to drive performance, improve financial visibility, and help them make informed decisions for sustainable growth.

We work with businesses of all sizes, from start-ups and SMEs to large enterprises, providing the structure and insight required to navigate an increasingly complex business environment.

From the starting gate to the winner's circle  
– your business, our journey.

# The Formula

## Our Mission and Vision

### Mission

To be consistently reachable, effective, efficient, and trusted in every interaction.

### Vision

To be our clients' first point of contact for everything – the team they turn to for anything.

Every engagement with Royce Standard is guided by transparency, professionalism, and a results-driven mindset. We aim to be your long-term partner, helping clients strengthen operations, reduce uncertainty, and realise their goals.

## Our Values

At Royce Standard, these three values define how we operate and how we deliver measurable outcomes for our clients.

### Innovation

We leverage advanced tools and systems to simplify complexity and make data-driven financial management accessible for all businesses.

### Efficiency

We streamline accounting processes, reduce delays, and ensure that every report, return, and decision is handled with precision and speed.

### Results

Every service is designed with outcomes in mind – from compliance and cash flow improvement to strategic growth and long-term financial stability.

## Our Team

**Driven by talent. Defined by trust. Focused on results.**

Our team includes 4 Partners, 16 Servicing Partners, and over 30 Accountants across Australia. Each brings specialist knowledge gained from leading accounting firms both locally and internationally.

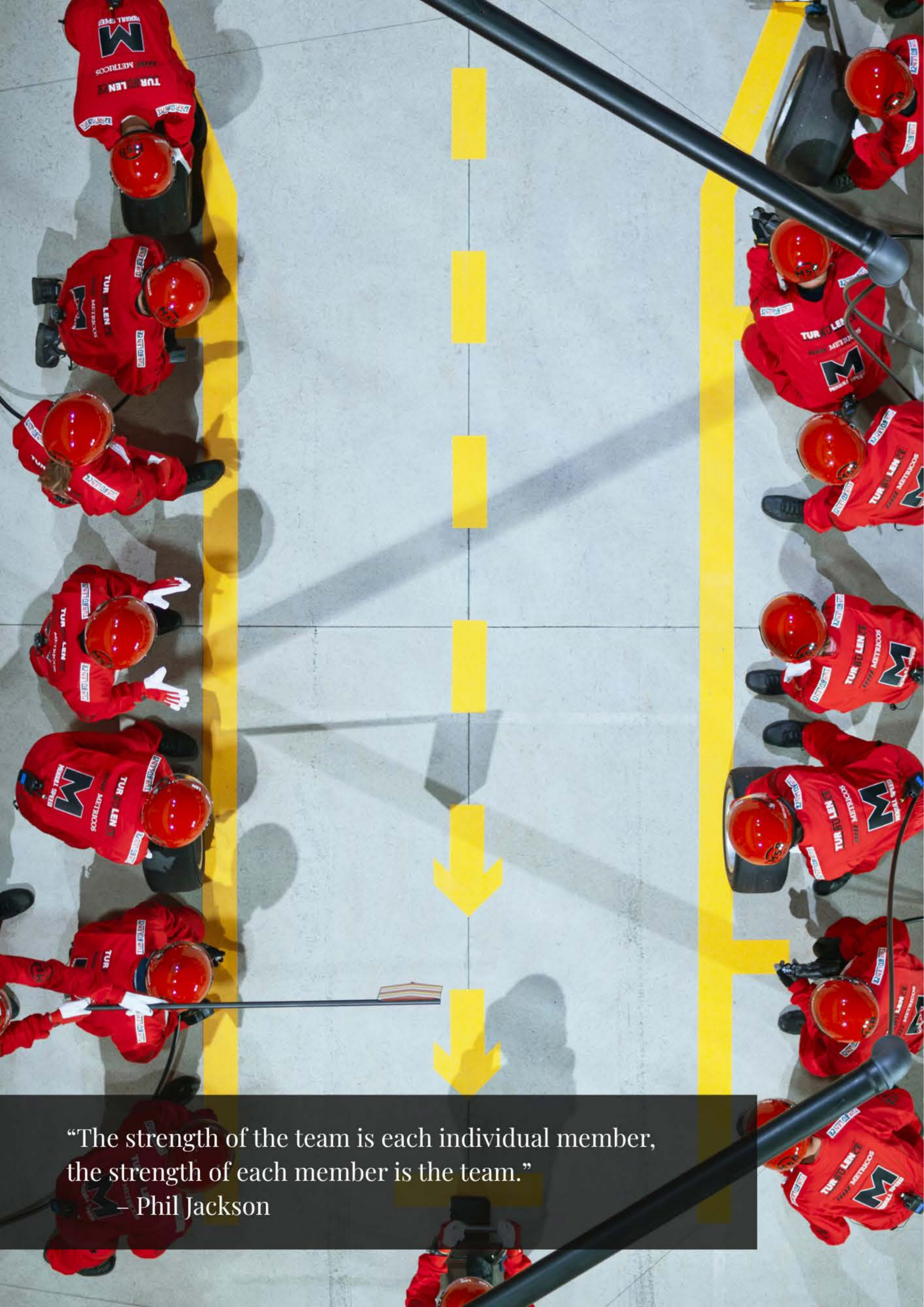
We believe collaboration creates stronger results. Every client engagement benefits from our collective experience across taxation, compliance, audit, finance, and advisory – ensuring solutions that are not only compliant but also commercially effective.

## Our Record of Excellence

- 6,347 satisfied clients served globally
- 36,579 successful engagements delivered
- 120 specialised service categories across accounting, finance, and advisory

Our consistent growth and high client retention reflect our commitment to excellence, transparency, and measurable value.





“The strength of the team is each individual member,  
the strength of each member is the team.”  
– Phil Jackson

## Industries We Serve

Royce Standard understands that every industry has unique challenges, regulations, and opportunities. Our team’s experience spans multiple sectors, allowing us to tailor financial and advisory solutions that fit each client’s needs.



### Agribusiness

Agribusiness remains central to Australia’s economy and global food systems, contributing 2.4% of national GDP and 10.8% of total exports, with more than 315,000 Australians employed across 426 million hectares of farmland. Despite a strong 2025 outlook, driven by steady demand for grains, meat, and horticulture—the industry continues to face volatility from climate change, input costs, and market disruptions.<sup>1</sup>

At Royce Standard, we help clients strengthen their resilience through precise accounting, forecasting, and business strategy. Our specialists deliver expertise in taxation, audit, valuation, and risk management, supporting agribusinesses across every stage of their operations. By combining data-driven insights with strategic foresight, we enable producers, exporters, and investors to manage uncertainty, unlock efficiency, and sustain long-term growth within one of Australia’s most dynamic export sectors.

<sup>1</sup> Australian Bureau of Statistics (ABS), Snapshot of Australian Agriculture 2025, Canberra, 2025.

<sup>2</sup> Australian Bureau of Statistics (ABS), Building and construction, Australia – June Quarter 2025.



### Construction

Construction remains a cornerstone of Australia’s economy, contributing significantly to national infrastructure, housing, and employment. In the June 2025 quarter, total construction work done rose 3.0% to \$76.1 billion, with engineering activity up 6.1% and building work steady at \$39.0 billion. However, residential activity softened, with dwelling commencements down 4.4% to 45,156 and approvals falling 6.0% in August 2025.<sup>2</sup>

At Royce Standard, we help developers, builders, and contractors manage these pressures through structured accounting, tax strategy, and financial forecasting. Our team provides project funding, capital structuring, and risk management expertise to keep construction businesses resilient, compliant, and positioned for long-term growth.

## Education

Education remains one of Australia's largest and most impactful sectors, supporting over 4.1 million students across 9,653 schools nationwide in 2024. The national student-to-teacher ratio averaged 12.9 to 1, with secondary school retention rates reaching 79.9%, reflecting steady participation across the system. Preschool engagement also continues to rise – 341,568 children aged four to five were enrolled in 2024, up 1.3% from the previous year, with 78% paying \$4 or less per hour after subsidies.<sup>3</sup>

At Royce Standard, we recognise the financial and operational challenges faced by educational providers amid evolving funding models, rising costs, and digital transformation. Our specialists assist schools, universities, and training organisations with accounting, audit, budgeting, and financial forecasting to ensure resources are used efficiently and transparently. Through disciplined financial management and strategic planning, Royce Standard enables educators to focus on teaching excellence while maintaining long-term institutional sustainability.

## Energy/Resources

Australia's energy and resources sector remains the foundation of national exports, forecast to generate \$400 billion in export earnings for 2024–25, before easing to \$348 billion in 2025–26 as commodity prices normalise. Iron ore remains the dominant export, valued at over \$125 billion, while LNG continues to perform strongly despite global supply adjustments.<sup>4</sup> The rapid expansion of critical minerals, particularly lithium, nickel, and rare earths, reflects Australia's growing role in global clean energy supply chains.

At Royce Standard, we understand the capital intensity, price volatility, and regulatory complexity shaping this industry. Our team provides tailored accounting, assurance, and financial advisory services to mining, energy, and resources clients. We assist in project financing, valuation, and restructuring strategies that strengthen resilience and unlock opportunities within both traditional and renewable resource markets. With a deep understanding of evolving energy transitions, Royce Standard equips clients to navigate change and drive sustainable growth in a competitive global landscape



## Health Professionals

Australia's health workforce is among the nation's largest and fastest growing, with over 688,000 registered health practitioners actively working across medical, nursing, dental, and allied health fields in 2022 – a 37% increase since 2013. Nurses and midwives make up 54% of the total workforce, while allied health professions have grown by 67%, reflecting the rising demand for diverse care services.<sup>5</sup>

Despite this expansion, the industry faces ongoing challenges, including workforce shortages, ageing demographics, and growing reliance on internationally trained professionals, who now account for 32% of medical practitioners. At Royce Standard, we help medical and allied health professionals navigate these pressures by managing financial operations with precision and efficiency. Our specialists provide accounting, tax, and advisory support tailored to healthcare practices, aged care providers, and corporate health organisations – helping clients streamline administration, improve compliance, and focus on quality patient care.



## Hospitality

The hospitality sector continues to be one of Australia's largest employers and most active business segments. As of June 2025, there were 702,800 jobs across accommodation, cafés, restaurants, bars, and related services – representing 1 in every 23 jobs in the national workforce.<sup>1</sup> Over the year, employment in accommodation rose by 18.7%, supported by gains in cafés and restaurants (+1.9%) and clubs and bars (+2.0%), while a rise in part-time roles (+5.3%) reflected increased flexibility across the sector.<sup>6</sup>

Australia recorded a 2.5% increase in active trading businesses in 2024–25, with 437,150 new entries and 370,500 exits.<sup>7</sup> The accommodation and food services industry expanded strongly, driven by rising demand and new small business growth.

At Royce Standard, we work with hospitality operators of all sizes, providing accounting, audit, and strategic advisory services that improve cost efficiency, strengthen financial resilience, and promote sustainable growth in a highly competitive



<sup>3</sup> Australian Bureau of Statistics (ABS), Schools, Australia, 2024.

<sup>4</sup> Department of Industry, Science and Resources, Resources and Energy Quarterly – September 2025.

<sup>5</sup> Australian Institute of Health and Welfare (AIHW), Health Workforce 2024.

<sup>6</sup> Australian Bureau of Statistics (ABS), Quarterly Tourism Labour Statistics, June 2025.

<sup>7</sup> Australian Bureau of Statistics (ABS), Counts of Australian Businesses, including Entries and Exits, July 2021 – June 2025.

## Import & Exports

The import and export industry continues to shape Australia's position in the global economy. As the world's top iron ore and coal exporter, and with two-thirds of its agricultural products sold overseas, Australia's trade strength remains tied to resource and commodity markets. In 2025, exports to China reached \$120.2 billion, with iron ore, LNG, and coal making up 80% of total exports, reflecting Australia's continuing role as a key supplier for China's industrial demand.<sup>8</sup>

On the import side, Australia spent A\$526.8 billion in 2025, led by refined petroleum, cars, and machinery, primarily sourced from China. Trade ties with the United States also continue to grow under the US-Australia Free Trade Agreement, which delivers a 30% gain in mutual trade revenue.

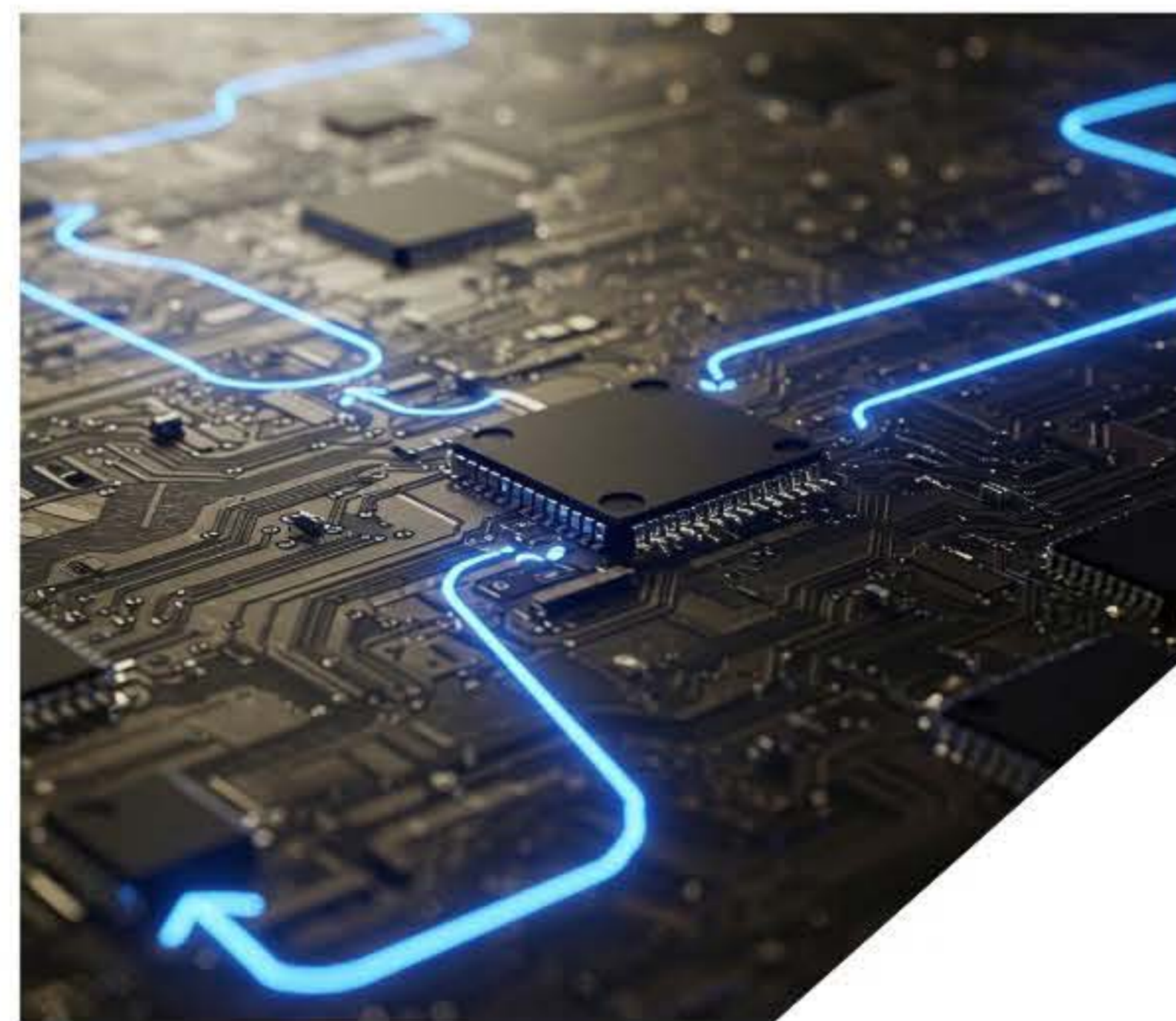
At Royce Standard, we help businesses navigate these evolving trade conditions with precision and foresight. Our team provides tailored support across tax, audit, valuation, and strategic planning to help clients manage risk, strengthen compliance, and achieve sustainable growth in an interconnected global market.



## Information Technology

The pace of technological progress – from innovation to market adoption – continues to accelerate across Australia's IT sector. In 2025, digital transformation remains a central driver of growth, with 45% of service firms adopting AI tools and automation to streamline operations and improve client outcomes.<sup>1</sup> At the same time, businesses face ongoing challenges, including rising cybersecurity risks, data governance pressures, and a shortage of skilled IT professionals.<sup>9</sup>

At Royce Standard, we recognise the importance of structure and foresight in navigating this evolving landscape. Our aim is to equip your business with the resilience to adapt to technological change while managing the financial and strategic challenges that come with it. With our expertise, your business will be prepared to handle fluctuations in market demand, compliance requirements, and operational risk.



## Manufacturing

Australia's manufacturing sector faced renewed pressure in 2024, with national output down 1.2% and profits contracting 3.3%, while employment rose 1.0% – signalling resilience amid energy price hikes and slowing productivity. Rising costs, global competition, and supply chain disruptions continue to shape the sector's performance in 2025.<sup>10</sup>

At Royce Standard, we support manufacturers in improving operational efficiency, managing risk, and identifying new growth opportunities. Our tailored services – including forecasting, tax compliance, valuation, and business restructuring – help clients strengthen competitiveness and secure sustainable performance. Drawing on deep industry experience, we guide manufacturers to optimise processes, protect margins, and adapt to evolving market conditions for long-term stability and success.



## Media & Entertainment

Australia's media and entertainment industry continues to evolve amid rapid digital transformation, economic pressure, and the growing influence of generative AI. In 2024, 65% of journalists worked in digital media, with 63% expressing concern over AI's impact on integrity and 16% reporting job losses linked to automation. Financial strain remains widespread, with 67% of journalists feeling underpaid and 41% citing money as their greatest professional challenge. Declining trust, misinformation, and audience fragmentation have further reshaped how Australians consume news.<sup>11</sup>

We help clients in broadcasting, digital production, and creative media strengthen business resilience through precise accounting, strategic planning, and risk management. Our expertise empowers organisations to streamline operations, protect intellectual property, and adapt confidently to a changing media landscape.

<sup>8</sup> Procurement Tactics, Australia Import and Export Statistics 2025 – 25 Key Figures, 2025.

<sup>9</sup> The 2025 Trends Set to Shake Up the Australian Service Industry, PwC Australia, November 2024.

<sup>10</sup> Ai Group, Australian Manufacturing Benchmark Report 2025, July 2025.

<sup>11</sup> Medianet, 2025 Australian Media Landscape Report, February 2025.

## Retail/Wholesale

Australia's retail and wholesale sector demonstrated steady growth in 2025, with total retail turnover reaching \$37.9 billion in June, rising 1.2 percent month-on-month and 4.9 percent year-on-year. Growth was largely supported by stronger household goods and clothing sales—up 2.3 percent and 1.5 percent respectively—while cafés, restaurants, and takeaway services experienced a slight 0.4 percent decline.

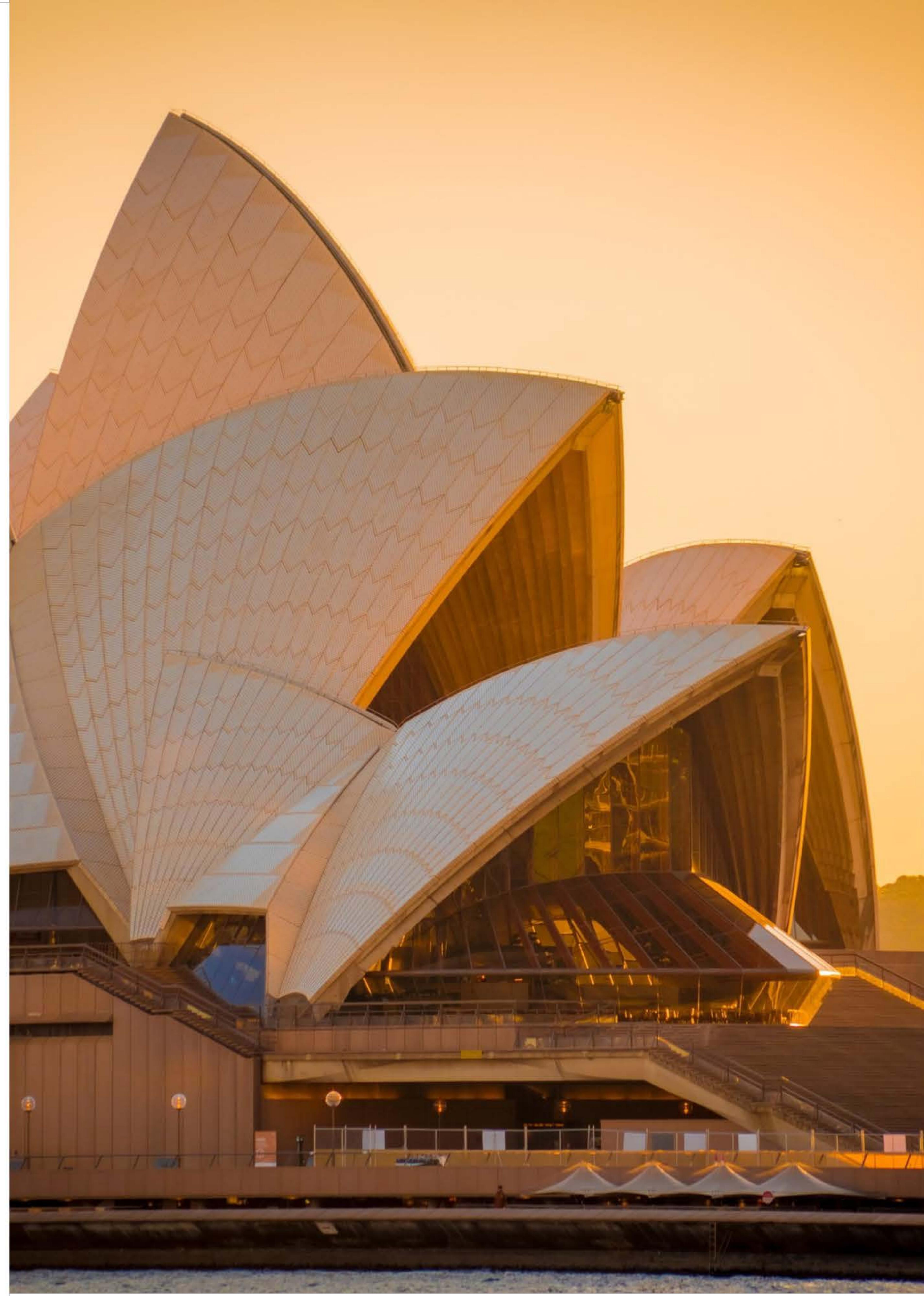
Online retailing continued its upward trajectory, climbing 3.9 percent to \$4.7 billion, now accounting for 12.7 percent of total retail turnover. Although higher inflation and cost pressures have moderated real volume growth (up just 0.3 percent for the quarter), resilient consumer spending and digital adoption remain central to the sector's performance.<sup>12</sup>

At Royce Standard, we assist retail and wholesale businesses in managing volatility through tailored accounting, forecasting, and strategic advisory services that enhance financial control, optimise margins, and support long-term stability in a changing consumer landscape.

## Trade

Australia's trade industry remains a cornerstone of the national economy, driving much of the \$568 billion construction sector and employing over 1.3 million people.<sup>13,14</sup> In 2025, trades such as carpentry, plumbing, and electrical work are among the most in-demand and highest-earning professions, with annual incomes now comparable to those of doctors and lawyers. Yet rapid growth has intensified challenges, including rising service costs, apprentice attrition, and persistent labour shortages—particularly within construction services, which account for over half of total industry labour costs.

We help trade professionals and contracting businesses manage these pressures through precise financial planning, business structuring, and risk management strategies designed to ensure profitability and sustainable growth in an evolving market.



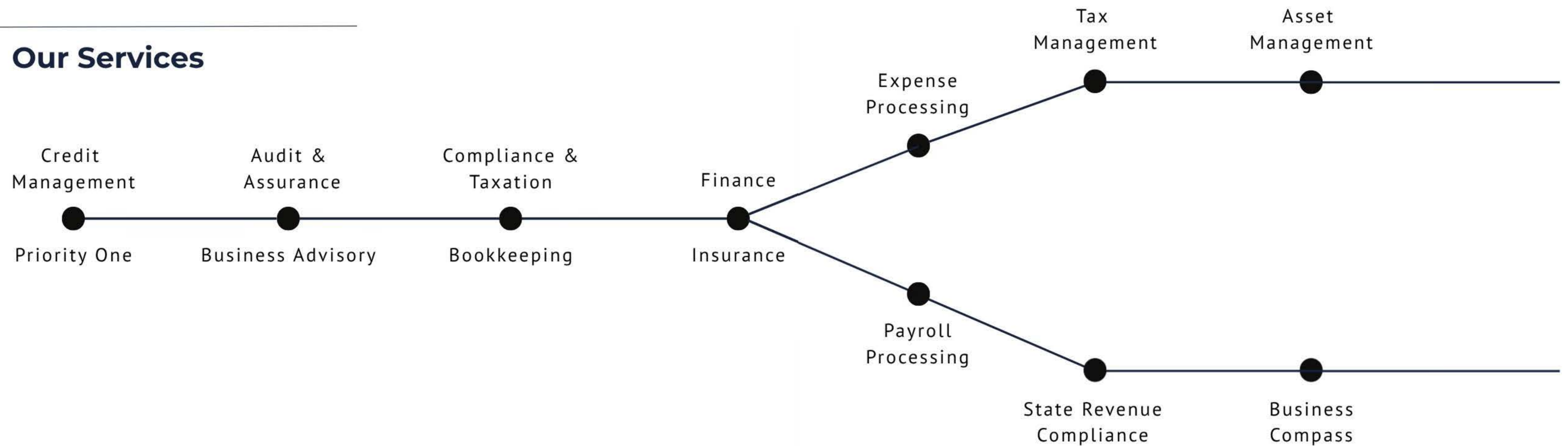
<sup>12</sup> Australian Bureau of Statistics, Retail Trade, Australia – June 2025.

<sup>13</sup> Upskilled Training, The Evolving Landscape of Australia's Tradie Industry in 2025 (2024).

<sup>14</sup> Australian Bureau of Statistics, Tradies Continue to Lead the Way in \$568b Construction Industry, 2024.



## Our Services



*Guiding Your Strategy*

*“The best jockey in the world can’t win on a horse that’s not good enough”  
— George Woolf*



One Plan. One Priority – You



## Priority One

### A Complete Business Management Suite

At Royce Standard, Priority One is our flagship all-in-one accounting and advisory program designed to bring clarity, control, and consistency to your business operations. We integrate compliance, payroll, taxation, and advisory under one unified framework – so you can focus on performance, not paperwork.

#### Key Benefits

##### 1. Transparent Reporting

Gain CEO-level visibility with data-driven reports that benchmark your results against industry standards.

##### 3. Seamless Expense Handling

Stay ahead with proactive payroll and expense management to ensure liquidity and compliance.

##### 2. Consolidated Efficiency

Integrate compliance, payroll, and tax management seamlessly for simplified operations.

##### 4. Fixed, Predictable Fees

Enjoy a transparent weekly rate with no hidden costs.

Services	Compliance	Compliance + Payroll	Complete
ATO Compliance	✓	✓	✓
Tax Planning	✓	✓	✓
Tax Management	✓	✓	✓
Business Advisory	✓	✓	✓
Bookkeeping		✓	✓
ASIC Compliance		✓	✓
State Revenue Compliance		✓	✓
Workers Compensation		✓	✓
Payroll Processing		✓	✓
Expense Processing			✓
Half-Yearly & Annual Reports			✓
Credit Management			✓



## RS Membership

### Your All-In-One Accounting Subscription

Forget hourly accounting rates and unpredictable invoices. RS Membership gives your business full access to a professional accounting team for one simple weekly fee – designed to simplify your operations and eliminate financial uncertainty.

#### Key Benefits

##### 1. Unlimited Expertise

Access experienced accountants without hourly limits.

##### 3. Scalable Support

From sole traders to multi-entity SMEs.

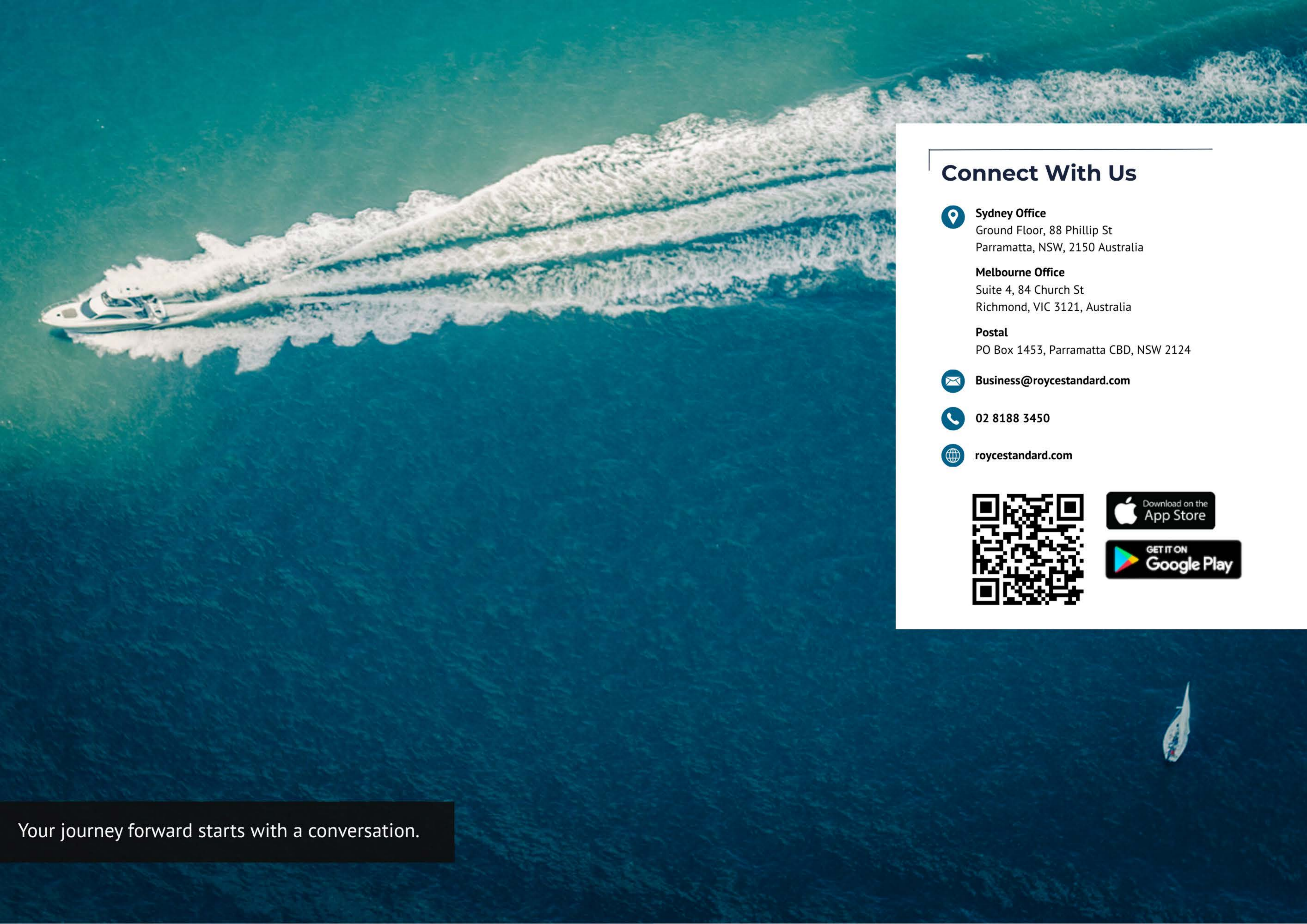
##### 2. Integrated Efficiency

Combine advisory, payroll, and compliance in one ecosystem.

##### 4. Predictable Pricing

One clear, fixed weekly fee.

Features	RS Lite	RS Pro
<b>Ideal for</b>	<b>Sole traders &amp; small businesses</b>	<b>Startups &amp; growing SMEs</b>
<b>Weekly Fee (ex GST)</b>	<b>\$59/week</b>	<b>From \$119/week</b>
Unlimited Business Advice Consultations	✓	✓
Free spreadsheet templates	✓	✓
Guaranteed Faster Turnarounds	✓	Priority
Fixed-Fee Discounts	Up to 40%	✓
Consultations with our Partner Network	✓	Priority
Annual ASIC renewals	✓	✓
Quarterly BAS Lodgement	✓	✓
Annual Tax Return	✓	✓
Payroll setup and support		✓
Software setup and support		✓



## Connect With Us



### Sydney Office

Ground Floor, 88 Phillip St  
Parramatta, NSW, 2150 Australia

### Melbourne Office

Suite 4, 84 Church St  
Richmond, VIC 3121, Australia

### Postal

PO Box 1453, Parramatta CBD, NSW 2124



[Business@roycestandard.com](mailto:Business@roycestandard.com)



02 8188 3450



[roycestandard.com](http://roycestandard.com)



Your journey forward starts with a conversation.

