

myob

# Education Partnership

Helping students start and succeed



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# Forging partnerships for future success

MYOB has been part of the fabric of doing business in Australia and Aotearoa New Zealand for more than 30 years. Having grown from our status as Australia's first unicorn, we have evolved to become a trusted and leading business management platform, providing local solutions to a significant proportion of the region's small and medium sized businesses (SMEs).

With a core purpose of helping more businesses with 0 – 1000 employees across Aotearoa New Zealand and Australia start, survive and succeed, MYOB offers a richly curated, integrated and flexible platform that enables a business to make better decisions, unlock its full potential and confidently grow.

From soloists, SMEs to mid-market enterprise businesses, MYOB believes in unleashing business potential through the power of our platform

and delivering online business management tools and accounting solutions to fit their ambitions, direct to businesses as well as through a network of accountants, bookkeepers, consultants and strategic partners.

Recognising the importance of providing the next generation of accountants, bookkeepers, business owners and technology specialists with both the knowledge and the opportunities to help them achieve success, MYOB has introduced several initiatives with education institutions, universities, TAFEs, polytechnics, high schools, registered training organisations and private training establishments, across the region.

These initiatives are designed to provide tools, training, support and networking opportunities so students can enter the workforce job-ready. We look forward to the opportunity to partner with you to help your students succeed.



**Shailan Patel**  
Education Manager



**Tricia Andrews**  
Education Manager



# Why partner with MYOB?



- Free access to our business management platform that ANZ businesses are using in market for teaching and learning purposes
- Free access to digital training tools and support, such as MYOB Academy
- Students and educators can connect and build relationships with MYOB staff.
- Receive invitations to exclusive industry events and conferences for your staff and/or students.
- Pathway for students to become MYOB Partners and/or customers.
- MYOB Business Certification for Educators.
- MYOB staff guest lecturing and/or running workshops at your institution.
- MYOB Future Makers Academy, our graduate and internship program for aspiring software developers.
- Support and/or sponsorship of student clubs and societies.
- Business and tech competitions, such as the MYOB Digital Challenge.
- Support for young entrepreneurs on their start-up journey.
- Gain an inside track to future career opportunities for your students.

# Why partner with MYOB?



In 2023, **43,344** students across Australia and New Zealand learnt MYOB Business. This follows 20,632 students learning our software in 2022.

We're delighted to be partnering with **187** education institutions from across the region that have now added the latest MYOB software to their curriculum.

And sentiment towards MYOB from our education channel is overwhelmingly positive with a CSAT of **90%**.

This is from our latest survey of students and educators that learnt or taught MYOB Business in 2023.

Key product satisfaction drivers were also extremely positive with ease of use, setting up files, speed and performance and functionality all getting high scores.

# MYOB commits to industry education with AFAANZ partnership

The Accounting and Finance Association of Australian and New Zealand (AFAANZ) announced its first tech partnership with MYOB in 2021.

As the leading accounting and finance academic association, AFAANZ provides education, training and support through a variety of means, including an annual conference, research grants for institutional members, outreach programs with EDTECH and ECR, as well as providing experts and panels for those events.

MYOB has worked even closer with AFAANZ to assist the next generation of accountants with their education journey and transition into the industry.

“AFAANZ is committed to meeting the needs of its individual members and institutional members,” said Jac Birt, former co-president for AFAANZ, professor of accounting and deputy dean at the University of Western Australia Business School.

“The accounting curriculum is changing due to changes occurring in business from a technological perspective. Partnering with MYOB provides us with excellent insights into technological trends and more specifically technology for accounting.”

Former AFAANZ co-president and professor of accounting and deputy head of department at Auckland University of Technology,



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## **Tom Scott believes the partnership means positive outcomes for tech-based accounting education.**

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For MYOB's head of referrals growth, Dale Dixon, the AFAANZ partnership has represented an opportunity for the tech provider to engage more deeply with accounting educators across Australia and New Zealand.

"This has given MYOB a greater opportunity to engage with accounting academics across Australia and New Zealand, assisting them with the support and tools they need to provide the next generation of accountants with both the knowledge and the opportunities to help them achieve success." said Dixon.

"With the rapid change to technology, it is important educators are across these changes and the effects it is currently having in practice, and MYOB's education channel can work with them to help them navigate these changes, in turn ensure their graduates are prepared for the world of work they will face post studying."

# MYOB expands commitment to education with TAFE partnership

TAFE Directors Australia (TDA), the peak national body representing Australia's network of publicly owned TAFEs and university TAFE divisions, has added MYOB as its latest corporate affiliate.

TDA's core purpose is to connect and support its member institutions in leading advocacy for quality work-ready skills across various industries, and management of a range of professional development opportunities for members throughout the leadership sector.

Speaking about the new partnership, Tricia Andrews, MYOB Education Manager, explains "collaborating more closely with TAFEs is a key objective for us, and being able to support their national body is an exciting opportunity to both further engage TAFE educators and enhance education-industry collaboration."

As a corporate affiliate, MYOB now has the opportunity to work with educators to develop curriculum and training materials that incorporate real-world examples and scenarios related to business and accounting sectors.

It also gives students hands-on experience using professional accounting and business management platforms.

One of the greatest benefits of this partnership is that the training students receive will become more relevant and engaging, and better aligned with the needs of industry.

Jenny Dodd, Chief Executive of TDA, says she is delighted to partner with MYOB.

"MYOB has been part of the fabric of doing business in Australia for more than 30 year."

"This partnership not only provides TAFEs across the country with access to industry-standard software for teaching business management and accounting, but also expands this into other disciplines to improve digital and financial literacy for all TAFE students.

This will ensure that our students are familiar with the digital tools and solutions used by businesses in the real world, and better prepare them for employment."





# MYOB Partner Awards - Your work. Your People. Your Awards.

Every year we celebrate the hard work of our partners, and those that have gone above and beyond to help students succeed.

## Education Partner of the Year

2023 University of Wollongong

2022 Learner Link

2019 University of Canterbury Business School

2018 University of Auckland Business School

## Educator of the Year

2023 Fawad Ahmad, Massey University

Inna Kazakevich, Swinburne University of Technology VET

2022 Julia Wu, University of Canterbury

Nikki Schonfeldt, University of Western Australia

## Previous Finalists

Aspire2 International

AUT Business School

Beta Alpha Psi - Oceania Region

Chartered Accountants Australia & New Zealand

CPA Australia

Fiftysix Creations

Macquarie University

Massey University School of Accountancy

The Career Academy

University of Auckland Faculty of Engineering

University of Western Australia

Wellington Institute of Technology

## Previous Finalists

Bhavik Daya, The Career Academy

Chitra De Silva, Victoria University Melbourne

Claire Cui, University of Auckland

Erick Outa, Charles Darwin University

Ka Wai (Stanley) Choi, Australian National University

Pam Benbow, Lincoln University

Sharon Beattie, Chisholm Institute

Yinka Moses, Victoria University of Wellington

# How MYOB is preparing more students for a career in business

The role of technology is pivotal in both business and education. Increasingly, educators need software solutions that not only facilitate learning, but also provide students with the experiential training they'll need to compete on the job market.

That's why MYOB has been working hard to partner with educators like Nikki Schonfeldt, a lecturer of accounting for the University of Western Australia's Business School.

As unit coordinator for the introductory financial accounting units offered as part of UWA's Master of Professional Accounting course, Schonfeldt

has a clear view of the breadth of skills her students must develop.

"Recent developments in international accounting education standards and accreditation requirements have reinforced the importance of developing ICT skills in accounting graduates to ensure they are ready for the demands of the accounting profession today," she said.

Schonfeldt then began to consider how to integrate this thinking into her course plans. "In response to these changes, I developed an integrated assignment which enables students to not only

consolidate their understanding of the accounting cycle, but also develop skills in using spreadsheets as well as accounting software."

For the rest, MYOB stepped in to offer the right tools for the task. "MYOB offers all the functionality required to execute the assignment at no extra cost to the student or the university," said Schonfeldt.

"The support resources available are comprehensive and intuitive, which means students can complete the assignment with self-directed learning, meaning we don't have to sacrifice class time to teach the use of the software.



**Nikki Schonfeldt**  
Senior Lecturer of Accounting  
MYOB Educator of the Year 2022

"This is important for two reasons: first, the accounting curriculum is content heavy, which means there is little scope to add an additional topic let alone teaching different software."

"Second, with the large volume of support readily available on the internet, students must learn how to resolve technical problems utilising online support."

"Finally, given the pace of technological change, I want my students to have the ability to adapt to change."

One of the key reasons behind the need for student access to modern accounting and business

management software lies in their power to derive actionable insight. The ability to access live reporting and the ability to develop useful insights is exactly one of the points Schonfeldt is seeking to promote in her courses.

"Accounting software has seen significant advances in recent years and is now an essential business advisory tool that can be used to run a more efficient business," she said.

"With the increased reliance on accounting software, employers expect graduates to have the ability to adapt to new technologies. It is important

for students to develop their confidence in using accounting software as those skills are transferrable to other reporting systems they will encounter as graduates."

For Schonfeldt, MYOB met and exceeded these requirements. "My experience using MYOB to administer the assignment has been very positive. The support provided by MYOB's education team has been exceptional as they've partnered with us to enhance the student experience."

# Real-world accounting education

**“Having industry relevant software experience helps students understand workflows within an organisation with the latest tools businesses are using today.”**

**Inna Kazakevich** Teacher: Accounting & Bookkeeping

Practical experience is one of the most valuable assets a graduating student can have. That’s why MYOB has been partnering with institutions like the University of Canterbury (UC) and Swinburne University of Technology (VET) to give students hands-on experience of our widely-used software.

There is great interest from the students themselves to learn cloud software. “We saw a clear need to add more practical, online components to the course,” said Inna Kazakevich,

Teacher of Accounting and Bookkeeping at Swinburne.

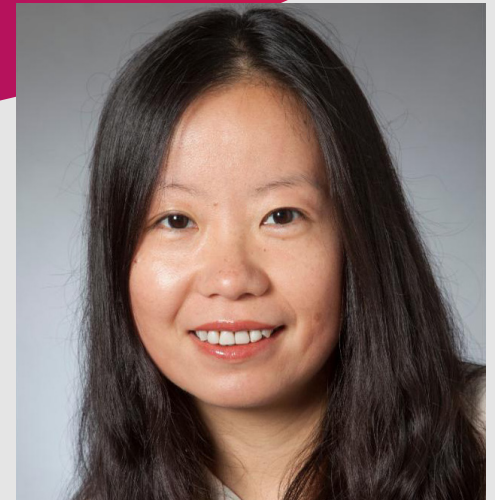
The decision to use MYOB was an easy one. Julia Wu, Senior Lecturer in Accounting at UC, said it allowed her to create a flexible, student-led learning experience.

Wu said. “We don’t ‘teach’ it in the traditional sense. Learning and assessment activities guide students through various tasks that mimic a real-world business operation.”



**Inna Kazakevich**

Teacher: Accounting & Bookkeeping  
MYOB Educator of the Year 2023



**Julia Wu**

Senior Lecturer in Accounting  
MYOB Educator of the Year 2022

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**“As it’s cloud-based, it processes transactions and reports at the right level and allows students to work on it, anywhere, anytime.”**

Julia Wu Senior Lecturer in Accounting

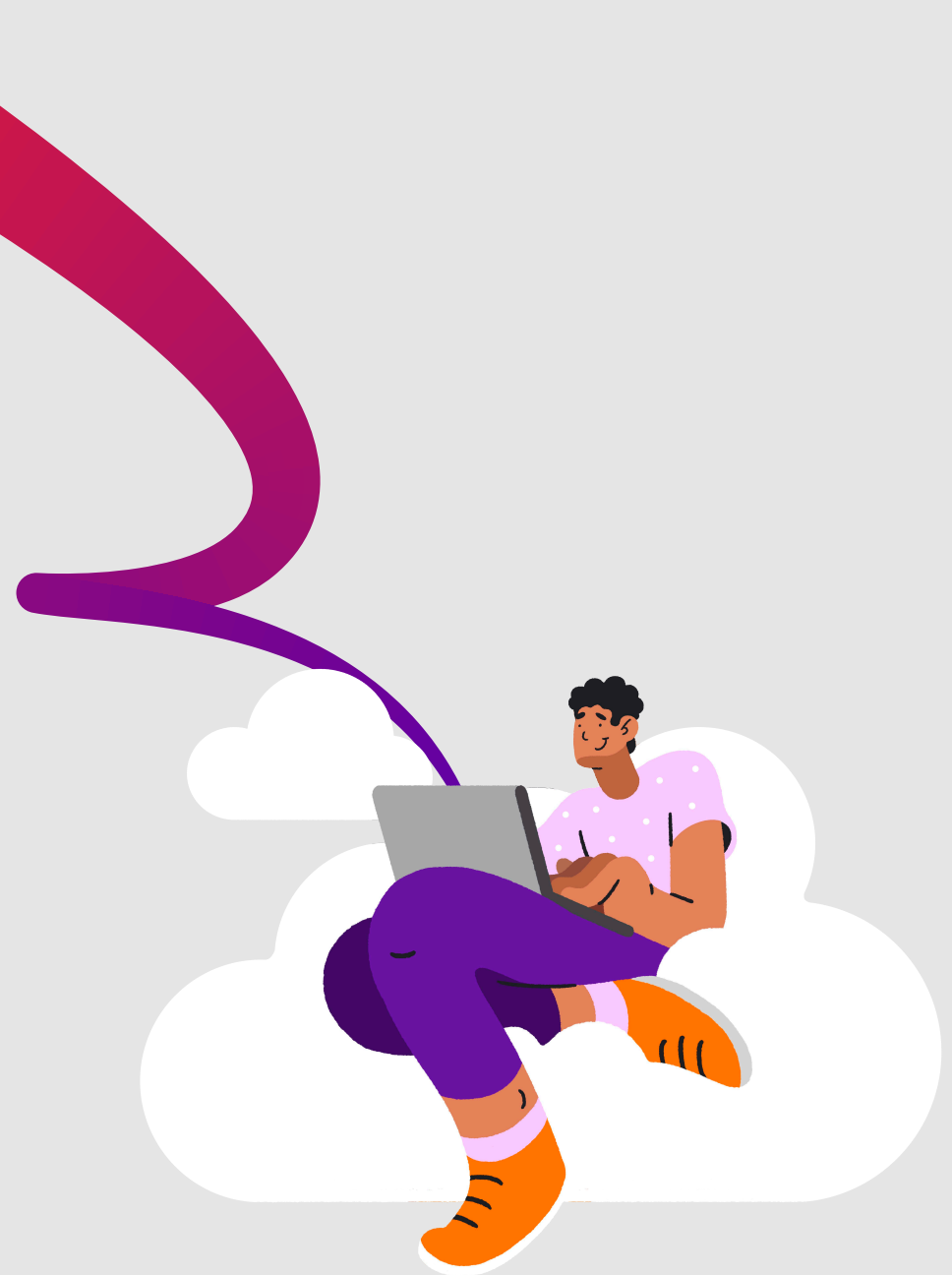
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These partnerships also benefit MYOB with useful insights and feedback on key products, according to MYOB Education Manager, Shailan Patel. “(The feedback) helps shape our future software, as well as our partnerships.”

In the end, it’s what the students think that matters.

“I really enjoyed the MYOB project. It helped me apply some of the accounting principles and practices from my degree. The most significant thing was how it enhanced my tech skills.”

“The hardest part was the management report. However, it made me more critical of financial information, and I found myself identifying problems within the financial reports that I might have taken for granted otherwise.







## Helping students successfully transition

Research shows that the transition from student to employee is taking longer and getting more difficult.

MYOB runs a number of initiatives, in conjunction with education providers, to help make the process smoother, while driving positive outcomes for everyone.

Three of our former graduate employees share their experience, and how proactive employers can make a big difference in the burgeoning careers of today's youth.

**Shree Jaiswal**  
Sales Specialist

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Having studied a Masters of Professional Accounting, Shree was introduced to MYOB and their roadshow event MYOB INCITE via the University of Canterbury CareerHub.

"Attending MYOB INCITE in 2017 and 2018 revealed the bigger picture of the accounting industry in New Zealand and Australia. Changing technology and its impact, and the Connected Practice were all brought to life. It allowed me to see how I fit in with the future and that's great for students."

**John Florez Rodriguez**  
Demand Generation Manager

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While studying for his Diploma of Business at Aspire2 International, John first came across MYOB on a trip to our offices to hear from people working in the industry. "Academia provides students with multiple core skills. However, real-life experience gained from visiting businesses, attending conferences and networking with professionals fosters a deeper understanding of what to expect. As a result, I chose to research MYOB for my final paper and, through the contacts I made, found my current career path."

**Keddy Shen**  
Senior DevOps Engineer

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While working on his Bachelor of Commerce and Bachelor of Science degrees, Keddy visited the MYOB offices as a member of Beta Alpha Psi (University of Auckland Chapter). Since then, Shen has participated in MYOB Hackdays, and worked on events run by BAP and MYOB. "Tertiary education is no longer a point of difference. Events like Hackdays give students an opportunity to learn about the industry and make connections."



# MYOB Digital Challenge fosters innovation

Innovation is at the core of the MYOB Digital Challenge. But it's also an opportunity for university students to hone and demonstrate the in-demand traits of our industry – disruptive thinking, collaboration and team work.

Originally appearing at the University of Auckland in 2015 in partnership with the University of Auckland Case Club, now the MYOB Digital Challenge is online, and international, with university students across Australia and New Zealand invited to compete.

Each team has a week to produce a video about their proposed tech based solution, along with a one-page executive summary to solve a real business problem. The results will be judged by a panel of MYOB employees. From there, the finalists go on to receive tailored mentoring and to further refine their ideas and develop a working prototype ahead of the MYOB Digital Challenge Trans-Tasman Final. Finalists will be competing for a cash prize pool of \$8,500.

“What makes this competition so unique is that it encourages the kind of entrepreneurial mindset

that will have a key role in shaping how Australians and New Zealanders do business in the future,” said Kristina Nutt, MYOB Emerging Talent Lead.

Douglas Shephard has first-hand knowledge of the opportunities the Challenge presents to graduates.

“I presented an AI-based solution with two teammates at my first Digital Challenge in 2017,” said Shephard. “In 2018, I was pitching a new application for MYOB only to see one of my 2017 teammate at the judging table as a MYOB employee.”

Mika Siddiqui competed in the MYOB Digital Challenge every year he was studying. “Each year, our teamwork skills become stronger. Another skill I feel has developed in a big way is my public speaking. I’m able to convey ideas more comfortably, which has resulted in me being a more confident person.”



# Begin a software development career with MYOB's Future Makers Academy

Our Future Makers Academy (FMA) is all about bringing people from diverse backgrounds together to build meaningful software for our customers. With a big focus on mastery of craft, our program offers a learning culture that sets the foundations for aspiring software developers.

Plus, it's not only about writing code, but also about having a growth mindset and being self-driven to adopt, develop and grow.

You'll be supported by a dedicated mentor and learning buddy, with the purpose of accelerating your coding capability.

Under their guidance, you'll work through a series of complex problems designed to identify and stretch your core skills. This will be followed by rotations in our various teams, solving real problems for our customers.

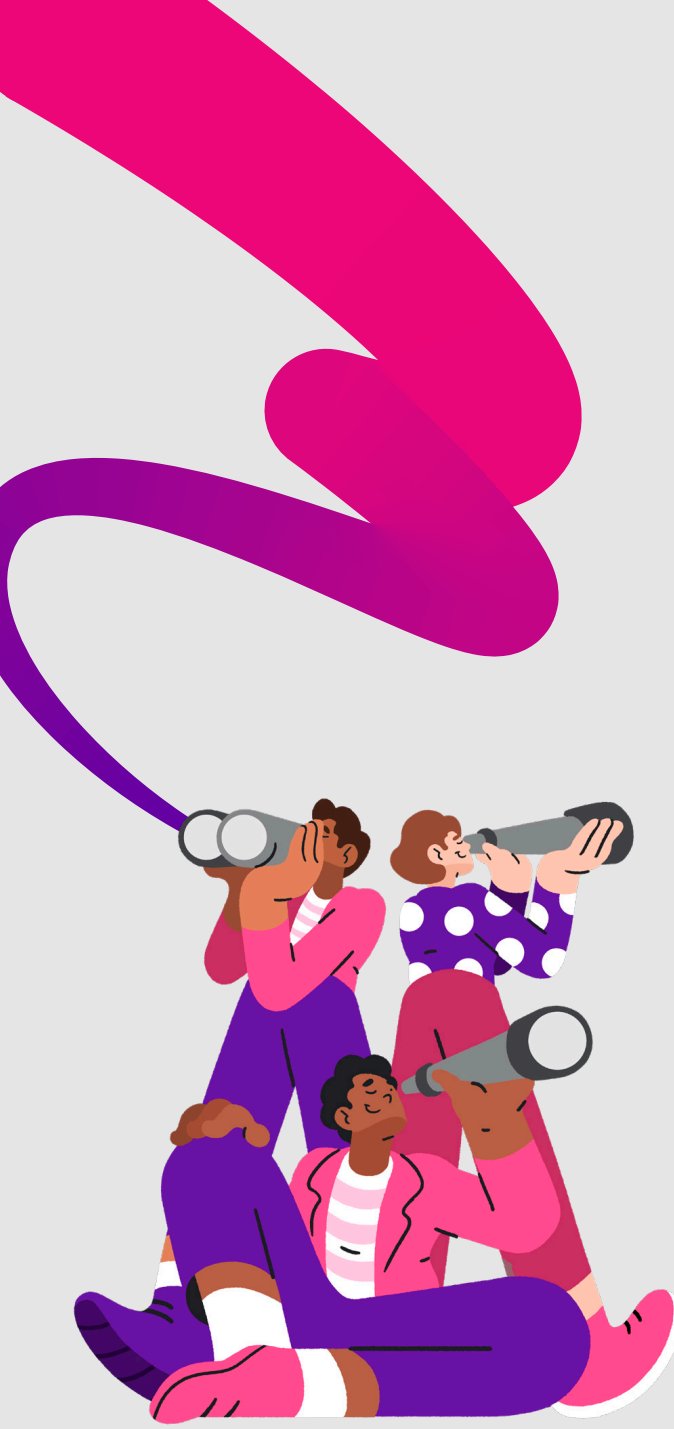
By the time you graduate from the FMA, you'll be a fully-fledged Associate Developer, having developed the critical skills for a long and successful career as a software professional.

The Future Makers Academy is recognised as a Top Graduate Employer both in Australia and New Zealand.

Our program isn't just for those with a degree; we are open to those that are returning to work, have completed a BootCamp, or are self-taught to a high level.

<https://careers.myob.com/>





## MYOB offers future insights

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**Need a window into the future of small business?  
How is the role of technology changing today's market?**

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For the answers to these and other business issues, get in touch with us for the latest MYOB content and reports to find valuable insights and data.

- MYOB Business Monitor
- SME snapshots and Reports
- Mental Health
- Consumer Reports
- Rural Reports
- Future of Business
- Future of Work
- Women in Tech
- Enterprise Insights
- The State of Startups

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## Let's talk partnerships

Email either [shailan.patel@myob.com](mailto:shailan.patel@myob.com) or [tricia.andrews@myob.com](mailto:tricia.andrews@myob.com) to discuss partnering with us.

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