LONERGAN.

CPRA COMMUNICATION & PUBLIC RELATIONS AUSTRALIA

CPRA Agency SIG Benchmarking Survey 2025

Question breakdown

Please note:

- All revenue and charge out rate questions should exclude GST.
- FY25 = 1 July 2024 – 30 June 2025
- From the contents page, you can navigate to the different sections of the survey, send sections to other people in your organisation to complete, and also review your complete entry to confirm your answers.

Revenue, Costs and Profit

- Profit in FY25
- Revenue in FY25
    - Revenue from professional fees
    - Other revenue (costs & disbursements/chargebacks, copyright fees, other fees, interest)
    - Other income (cashflow boost, grants, etc.)
- Expenses in FY25
    - Total direct cost of goods sold (including items on-charged to clients)
    - Total staff salaries of billable staff
    - Total staff salaries of non-billable staff
    - Bonuses and incentive payments (including staff entertainment and gifts)
    - Superannuation
    - Contractors and Freelancers
    - Rent & Occupancy costs
    - IT & Technology Hardware (includes hardware and equipment)
    - IT & Technology Software (includes subscriptions and licenses)
    - Marketing/Promotion/Business Development (including client entertainment, gifts, award entries)
    - Recruitment
    - Training
    - Insurance
    - Professional Services
    - Income Tax expense
- Revenue in FY25 retained from clients in FY24
- Accounts receivable as of 30 June 2025
- Percentage of revenue from fee arrangements
- Fee-arrangement focus for next financial year

Staffing

- The following levels/job bands for staff are used
    - Director/ Partner
    - Associate Director
    - Group Account Director
    - Senior Account Director
    - Account Director
    - Senior Account Manager
    - Account Manager
    - Senior Account Executive
    - Account Executive
    - Account Coordinator
- FY25 staffing levels for permanent full-time, permanent part-time and contract/freelance
- Full-time equivalent (FTE) staff during FY25 across levels/bands
- Promotions in FY25 across levels/bands
- Number of permanent staff in the levels/bands who left during FY25
- Destination for leaving staff
- Ease of finding new staff
- Average base salaries across staffing levels/bands in FY25 and FY24
- Bonus payments during FY25 (frequency, salary%, % of staff receiving bonus)
- Billing targets (hr/day) for across staff levels/bands in FY25
- Total Hours Worked and Billable Hours Worked in FY25 across staff levels/bands
- Charge out rates in FY25 and FY24 across staff levels/bands

Clients

- Relationship with clients in FY25 (Permanent (retained), Ad Hoc (project based), Mixed) for:
    - Total number of clients
    - New clients
    - Lost/resigned
    - Fired clients
- Monthly retainer charged existing clients in FY25
- Lowest and highest fees permanent and ad hoc charged in FY25
- Number of new client pitches made and won in FY25

Topical Questions

- Organisations current working from home policy, including number of office days mandated (if any)
- Work from home arrangements for FY26
- Use of AI
- Areas AI is used within the organisation

Organisational information

- Name, organisation, postcode
- Number of employees
- CPRA and/or SIG membership