

Industry First - Alliance for Virtual Businesses Australian Chapter (A4VBAU) Publishes 1st Comprehensive Australian Virtual Assistant Industry Survey Results

A4VB AU completes first national comprehensive study of the Australian Virtual Assistant industry to document its development, growth and impact on small businesses, entrepreneurs and solopreneurs.

Sydney, Australia (February 1, 2012) The Australian Chapter of the Alliance for Virtual Businesses (A4VB.com.au) has tabulated results of the 1st national study of the Virtual Assistant industry, consisting of statistical data ranging from best practices, operations, marketing and processes used in running a successful, professional VA business. Survey participants included individuals transitioning from administrative, executive assistant and corporate office manager positions to seasoned, Internet-savvy entrepreneurs providing administrative, marketing, secretarial and web-based services from their home offices. Examples of responses to the 110 question survey include:

81% reported flexibility/freedom to control hours, income etc. as the reason they launched their home-based business
86.6% possess extensive on-the-job experience/training in employment
51.9% work in a specific niche specialty and identified 40 niche markets where they utilize their skills
92.4% use some type of time tracking system, 90.8% depend on mobile phones as their telephone system of choice, and 59.5% do not use collaborative software. The survey also identifies the top marketing, favorite social media venues, and most active business-related clubs and associations professional Virtual Assistants join. It describes, in the respondents own words, reasons clients choose to work with VAs instead of hiring in-house support staff.

Lyn Prowse-Bishop, chair of the A4VBAU steering committee reports, Survey results provide a national benchmark for practicing and future professional VAs. It documents industry demographics, marketing, technology, compensation, and prospective niche categories, as well as a thorough snapshot of services offered by industry professionals. These results will also provide valuable information for businesses in need of virtual administrative assistance to use as a guideline as to how a VA can best assist them in and with their business. In addition, the results provide statistical data that can be used by government agencies, insurance companies, and other industries showing virtual assistance as a viable alternative to traditional employment.

Sharon Williams, chairperson of the A4VB, the Australian chapters parent organization states, Our ongoing mission is to facilitate the growth of the industry, educate members and promote the benefits of working with VAs both locally and worldwide. Williams also reported, This survey is the first in a series of country-based studies documenting one of the fastest growing work from home industries in the world. The results can provide cultural comparisons and other unique differentials among VA practices, on a country-by-country basis.

For more information about the A4VB, and
its Australian Chapter log on www.a4vb.com.au
or contact media@a4vb.com.au. To
obtain a copy of the Comprehensive Virtual Assistant Industry Survey Results visit
the A4VB
Store.

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About Alliance for Virtual Businesses

The Alliance for Virtual Businesses is a
volunteer-directed organisation, whose primary mission is to advocate globally
on behalf of the virtual assistant industry and to promote the growth of free
enterprise between virtual assistants, entrepreneurs, small businesses,
corporations, associations and other business entities. The Alliance IS the leader in promoting the VA
Industry. They communicate a unified VA message around the globe, via web 2.0,
print media, TV, internet, presentations and other modalities. Their goal is to
facilitate the growth, education, and promotion of VAs both locally and
worldwide.

Press Contact: Lyn Prowse-Bishop, Committee Head

Tel: +61 (0) 417

648 172

Email: media@a4vb.com.au

Website: <http://a4vb.com.au>

USA Contact: Sharon Williams,
Chairperson and Founder

Tel: 1-410-521-7001

Email: info@AllianceForVirtualBiz.com

Website: <http://AllianceForVirtualBiz.com>

Contacts

Lyn Prowse-Bishop, Committee Head

+61 (0) 417 648 172

[mailto: media@a4vb.com.au](mailto:media@a4vb.com.au)