

the Professional Organiser's **EDGE**

2020 Organising Industry Survey Results

Compiled by
Angela Esnouf, The Professional Organiser's Edge

Your Snapshot

Hello! I'm Angela Esnouf and I'm pleased to share this snapshot of the organising industry with you.

As a veteran of the organising industry, people often ask me what to expect from a career as an organiser. My response is always open and honest, and I like to gather the facts to share with them. So here they are in black and white, in the 2020 Organising Industry Survey Results.



Talking about facts, let me tell you about the survey I conducted to put things in perspective. The survey was open for two weeks and closed on January 4th, 2021. The survey was created using Survey Monkey and distributed within the organising community in Australia and New Zealand via email and Facebook. The survey was open to current organisers, retired organisers and those at the very beginning of their organising career. There were 73 respondents. As not all of the questions were compulsory, not all questions received 73 answers.

The survey included questions about participation in the industry, location, business structure, longevity in the industry, income, hiring practices, average hourly rate, and hours worked in the business and on the business.

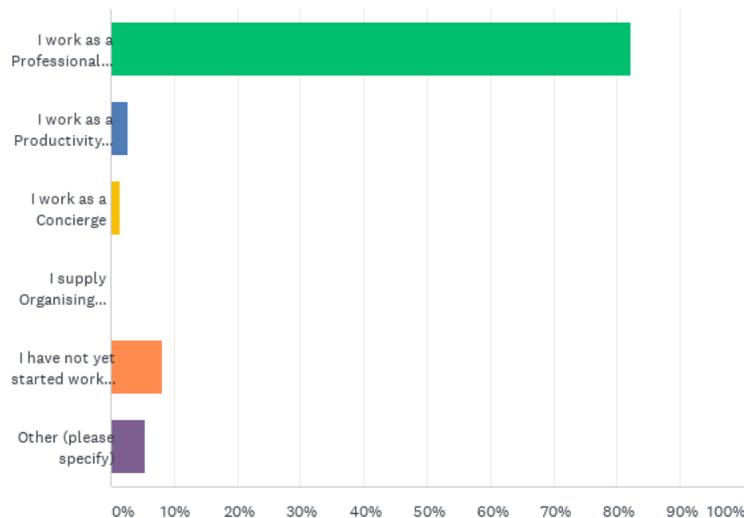
As well as collecting statistics about the industry, there was another reason for seeking information. In my work training and mentoring new and experienced organisers, it's important that I know what they need, so that I can continue to create the valuable resources, training and services to help them succeed.

I want to thank each and every person who participated in creating this snapshot of the industry as it is right now. Look out for a similar survey in December, 2021.

Here's what I learned...

Q1 What part do you play in the Organising industry?

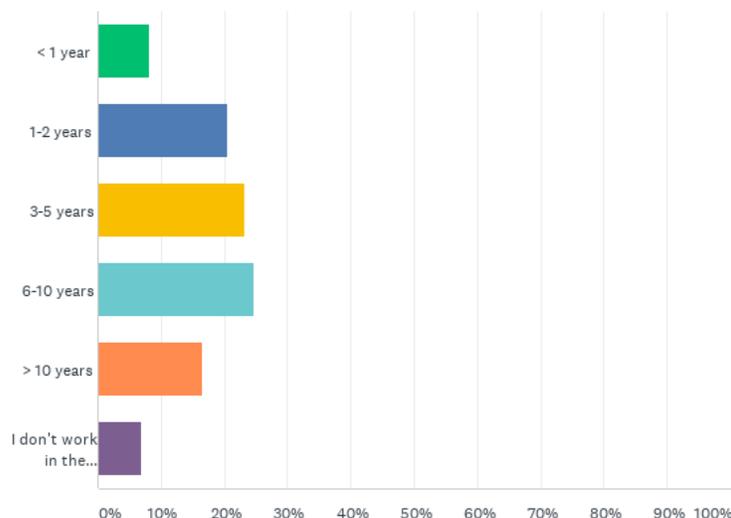
Q1 What part do you play in the Organising industry?



ANSWER CHOICES	RESPONSES %
I work as a Professional Organiser	86.3
I work as a Productivity Consultant	2.74
I work as a Concierge	1.37
I supply Organising Products	0.00
I have not yet started working the organising industry	8.22
Other	1.37

Q2 How long have you been working in the organising industry?

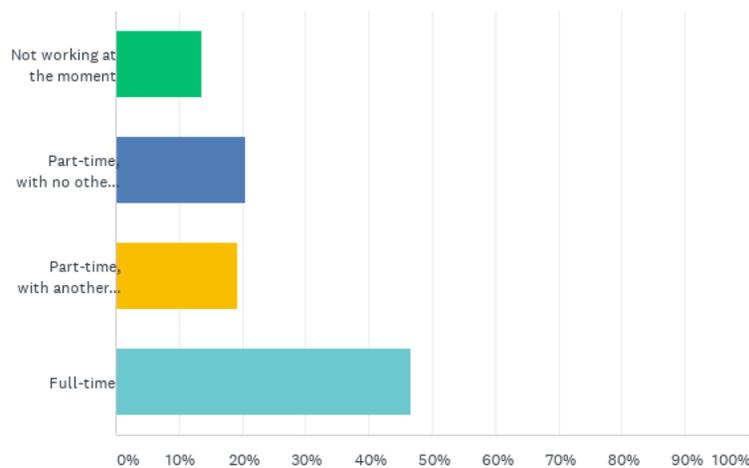
Q2 How long have you been working in the Organising industry?



ANSWER CHOICES	RESPONSES%
< 1 year	8.22
1-2 years	20.55
3-5 years	23.29
6-10 years	24.66
> 10 years	16.44
I don't work in the Organising industry	6.85

Q3 Do you work part-time or full-time in the Organising industry?

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ANSWER CHOICES	RESPONSES %
Not working at the moment	13.70
Part-time, with no other paid job	20.55
Part-time, with another paid job unrelated to Organising	19.18
Full-time	46.58

Q4 Where is your base of operations?

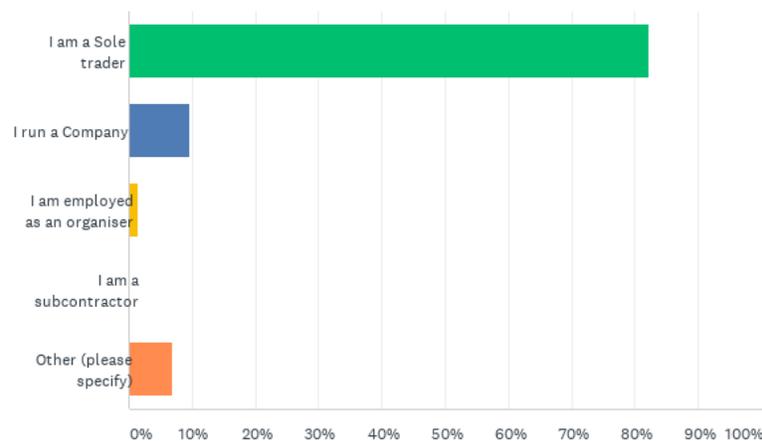
Q4 Where is your base of operations (ie office or principal location)? Country, State, City?

Brisbane Newcastle **Victoria** Sydney NSW **Australia** Canberra
Melbourne Qld **NSW** Adelaide VIC

Survey Monkey generated a word cloud of the most popular answers. However, regional areas of Australia were also mentioned. There were also a small number of respondents from outside Australia.

Q5 What is your business structure?

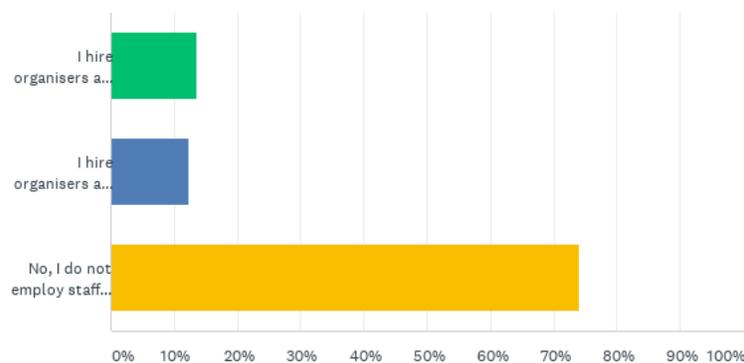
Q5 What is your business structure?



ANSWER CHOICES	RESPONSES %
I am a Sole trader	84.93
I run a Company	9.59
I am employed as an organiser	1.37
I am a subcontractor	0.00
Other	4.11

Q6 Do you employ staff or subcontractors?

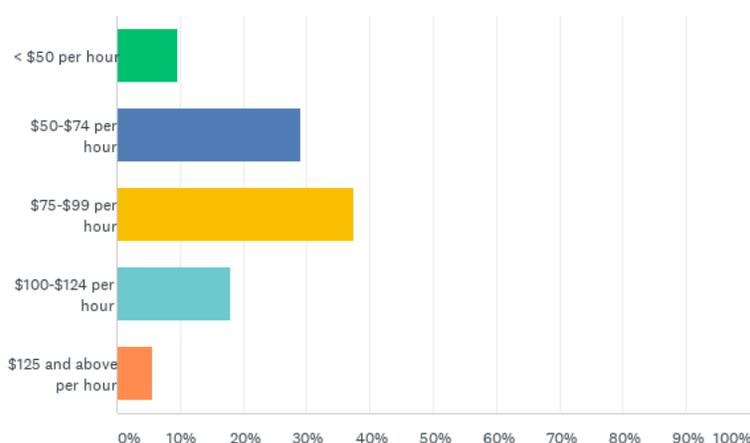
Q6 Do you employ staff or subcontractors?



ANSWER CHOICES	RESPONSES %
I hire organisers as employees	13.70
I hire organisers as subcontractors	12.33
No, I do not employ staff or subcontractors	73.97

Q7 Estimate your average hourly billing rate (AUD\$) for professional organising services in the past 12 months.

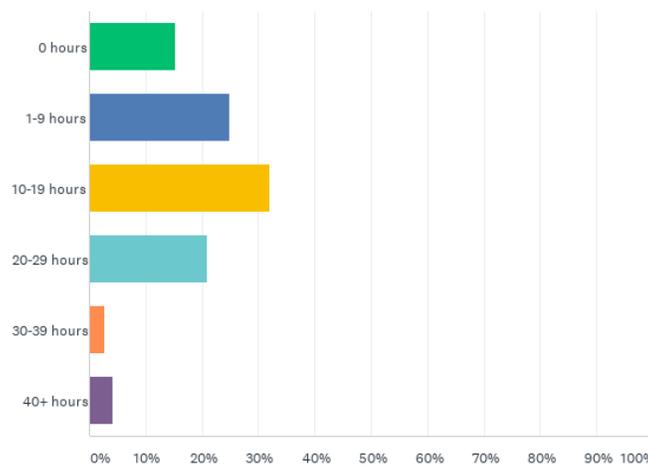
Q7 Estimate your average hourly billing rate (AUD\$ equivalent) for professional organising services in the past 12 months.



ANSWER CHOICES	RESPONSES %
< \$50 per hour	9.72
\$50-\$74 per hour	29.17
\$75-\$99 per hour	37.50
\$100-\$124 per hour	18.06
\$125 and above per hour	5.56

Q8 On average, how many billable hours per week do you work in your organising-related business or as an employee?

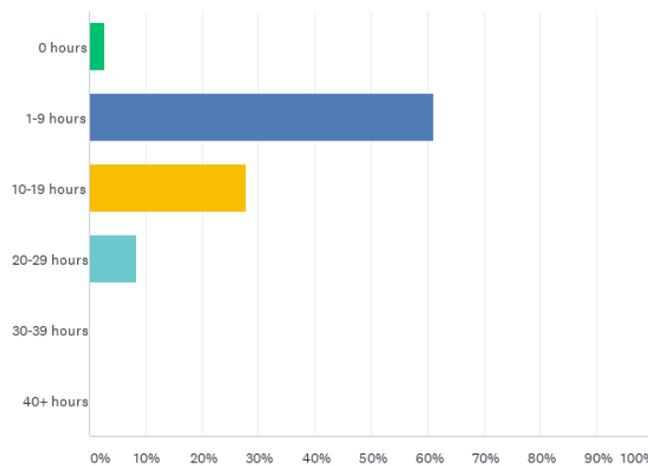
Q8 On average, how many billable hours per week do you work in your organising-related business or as an employee?



ANSWER CHOICES	RESPONSES %
0 hours	15.28
1-9 hours	25.00
10-19 hours	31.94
20-29 hours	20.83
30-39 hours	2.78
40+ hours	4.17

Q9 On average, how many non-billable hours per week do you work in your organising-related business or as an employee?

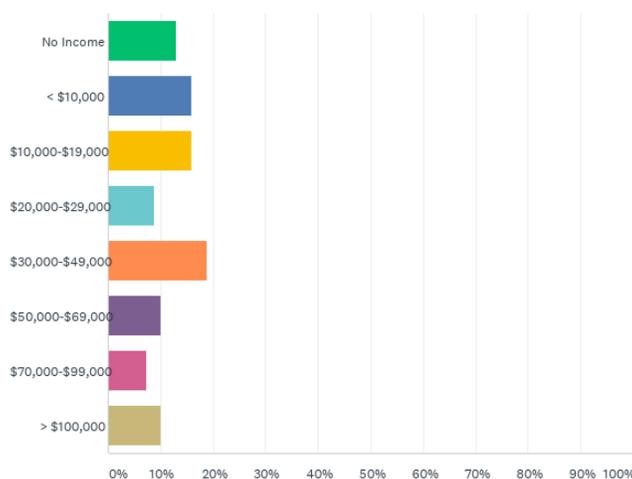
Q9 On average, how many non-billable hours per week do you work in your organising-related business or as an employee? (e.g. administration, sales, marketing, etc.)



ANSWER CHOICES	RESPONSES %
0 hours	2.78
1-9 hours	61.11
10-19 hours	27.78
20-29 hours	8.33
30-39 hours	0.00
40+ hours	0.00

Q10 Estimate your gross income from professional organising in the last 12 months (AUD\$).

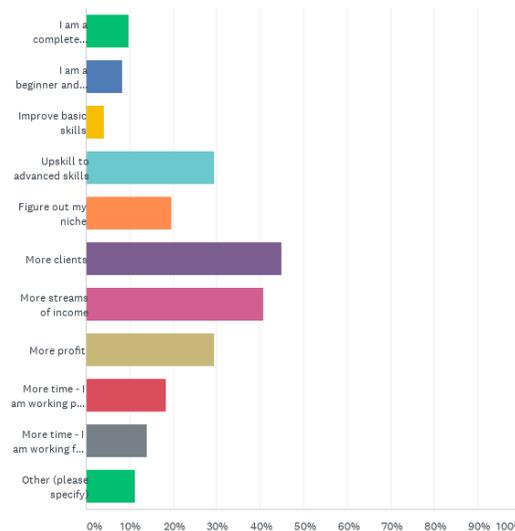
Q10 Estimate your gross income (turnover) from Professional Organising in the last 12 months (AUD\$ equivalent)



ANSWER CHOICES	RESPONSES %
No Income	13.04
< \$10,000	15.94
\$10,000-\$19,000	15.94
\$20,000-\$29,000	8.70
\$30,000-\$49,000	18.84
\$50,000-\$69,000	10.14
\$70,000-\$99,000	7.25
> \$100,000	10.14

Q11 What do you need right now in your organising business? (Tick all that apply).

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ANSWER CHOICES	RESPONSES %
I am a complete beginner. I need to start	9.86
I am a beginner and ready to launch my business	8.45
Improve basic skills	4.23
Upskill to advanced skills	29.58
Figure out my niche	19.72
More clients	45.07
More streams of income	40.85
More profit	29.58
More time - I am working part time in another job	18.31
More time - I am working full time and there's never enough time	14.08
Other	11.27

I'm Here to Help

Now it's over to you. Let me know how I can help.

I'm a veteran of the organising industry, contributor to and supporter of the organising community. Helping other organisers succeed in their business is one of my favourite things to do.

I offer training, mentoring, services and resources for every stage of the organising journey. Take a look at my [training](#) and [membership program](#) options on my website.

If you'd like to discuss how I can help with your next moves, drop me an email and let's set up a time to talk.

Cheers,

Angela

