

**Company:** Small Businesses of Australia  
**Nomination Submitted by:** Annette Densham, Award Writing Specialist  
**Company Description:** Award Writing Specialist  
**Nomination Category:** Company / Organization Categories  
**Nomination Sub Category:** Company of the Year - Financial Services - Small  
**Nomination Title:** Bayside Admin & Bookkeeping



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 189 words used.**

Bayside Admin & Bookkeeping was founded by Lauren Micale to provide practical, personalised bookkeeping and administrative support for small to medium businesses. The business primarily works with women-led companies, allied health providers, and disability service organisations. With over 20 years of experience as an executive assistant, office manager, and finance professional, Lauren created the business to help others experience less stress, more clarity, and better financial control.

Starting as a solo operator, Lauren has grown the business into a boutique, high-touch service that supports clients through everything from weekly payroll to complex BAS lodgements. The team now includes up to three staff during peak periods and is known for being proactive, dependable, and deeply relationship-focused.

From 2021 to 2024, the business achieved a 396 percent growth in turnover, driven by client referrals, visibility through awards, and an increasingly confident online presence. Recognition includes Silver and Gold AusMumpreneur Awards, Bayside Business of the Month, and Bronze in the Heart of Health and Disability Awards.

Bayside Admin & Bookkeeping continues to thrive by simplifying compliance, improving client confidence, and promoting financial literacy across key sectors, always with a calm, human-first approach.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 248 words used.**

In early 2023, a small disability support provider came to us in crisis. Their payroll was being calculated in Word, invoices were sent manually, and no BAS had ever been lodged. The business was four years old and growing quickly, but their financial systems were non-existent. They needed urgent help to get back on track.

Within weeks, we implemented Xero, imported four years of financial data, registered the business with QLeave, introduced STP-compliant payroll, and set up a digital management system to centralise staff and client records. Their accountant described the turnaround as one of the most efficient he had ever seen.

This is just one example of how we deliver measurable impact. In 2023, we increased client retention by more than 80 percent, onboarded new clients purely through word-of-mouth referrals, and reduced admin time by 40 percent through the adoption of Xbert and Karbon software. Our Instagram following grew by over 700 percent, and our internal capacity increased as two part-time staff were trained and integrated into client-facing roles.

We made a strategic decision to sell our NDIS plan management division and focus fully on our strengths in allied health, disability services, and women-led businesses. Revenue grew by 396 percent from 2021 to 2024, with 2023 marking the largest leap.

We WON Silver in the 2024 AusMumpreneur Awards for Financial Services and Bronze at the Heart of Health and Disability Awards. Lauren Micale was featured in the Purpose & Passion book and presented at two national events.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 248 words used.**

The bookkeeping and BAS industry in Australia is highly saturated, with over 100,000 registered providers. Many operate at scale with offshore teams, offering templated, transactional support. In contrast, our growth has come from doing the opposite. We offer a boutique, high-trust service where every client feels known, supported, and empowered. We do not compete on price. We compete on depth of care, precision, and personalisation.

Our 396 percent revenue growth from 2021 to 2024 far exceeds the average annual growth rate of most micro bookkeeping practices, which often plateau within two to three years. In 2023, our social media following increased by more than 700 percent without paid advertising. This demonstrates the strength of our brand and message in a sector that typically struggles with visibility.

We also made a deliberate decision to exit a profitable business division, NDIS plan management, to sharpen our focus. This level of strategic clarity is rare among small practices and reflects a strong long-term vision.

Our commitment to small business owners, especially in the allied health, disability, and women-led sectors, is a key point of difference. These businesses are often underserved by larger firms or overwhelmed by generic solutions. We provide tailored, accessible support that simplifies compliance and builds confidence.

The successful onboarding and integration of part-time staff into delivery roles has improved business resilience and client service. While many solo practitioners remain overwhelmed or resistant to delegation, we have built a scalable, people-first model that balances structure, personalisation, and performance.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 112 words used.**

The Bayside Admin & Bookkeeping Support Document includes client case studies that show the practical impact of our work, particularly our transformation of a long-standing disability support provider in early 2023. This case study demonstrates how we resolved four years of financial disorganisation by implementing Xero, STP-compliant payroll, and BAS lodgements. The document also outlines the outcomes, including improved financial visibility, compliance, and streamlined operations.

This document also provides a list of awards and recognition received since 2021, including Silver at the 2024 AusMumpreneur Awards for Financial Services and Bronze at the 2024 Heart of Health and Disability Awards. These validate the excellence of our services and our standing in the industry.

**Attachments/Videos/Links:**

[Bayside Admin & Bookkeeping](#)



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