



Beautiful accounting software

## MEDIA RELEASE

# Xero Partner Award Winners Australia

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[Online accounting software](#) leader Xero is excited to announce the results of the Australian Xero Partner Awards for 2013. These annual awards recognise organisations for their delivery of services using Xero and/or delivery of high quality innovation and marketing.

The Xero Partner Awards were celebrated on the gala dinner evening of the Xerocon Sydney 2013 conference, Friday 30 August. Xerocon attracted over 900 attendees from the accounting, bookkeeping and software development industries.

As well as bringing attendees up to speed with the latest Xero thinking and product roadmaps, Xerocon supports small business success by showing advisors more efficient and effective ways to help small businesses and themselves.

Australian Managing Director Chris Ridd says there is a definite air of change permeating across the Australian accounting industry and this was clearly on display with the level of excitement and engagement that took place at Xerocon.

“It’s not just about the momentum of Xero as a cloud vendor,” says Ridd. “We are seeing an entire industry coming together, made up of accountants, bookkeepers, financial advisors, add-on developers, cloud integrators and even banks that are recognising the opportunity to connect via the cloud and drive productivity gains for small business.

“We are delighted to see the huge efforts of many add-on developers, accounting practices and bookkeeping professionals in what was a hotly contested awards ceremony that celebrated some amazing innovations and best practices.”

Xerocon conferences are held in all Xero’s key regions, with San Francisco and London this month and Auckland next February. Xerocon is the largest event of its type in Australia and becoming one of the biggest industry events in each region Xero operates in.

Photos of the winners from the evening are available on request.

*Award winners over page:*

**The winners of the Xero Partner Awards are:**

Accounting Partner of the Year – [Pool Group](#)  
Bookkeeping Partner of the Year – [Eye on Books](#)  
Add-On Partner of the Year – [Receipt Bank](#)  
Emerging Add-On Partner of the Year - [Invitbox](#)  
Fastest growing partner – [Fresh Numbers](#)  
Marketing Innovation Award – [Interactive Accounting](#)  
Xero 100% Cloud – [Growthwise](#)

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**About Xero**

Xero provides beautiful, easy to use online accounting software for small businesses and their advisors. The company has 200,000 paying customers in more than 100 countries around the world. The company is listed on the NZX and ASX. See [www.xero.com](http://www.xero.com)