

Rates Report

2021 – 2022



Market Rate Analysis

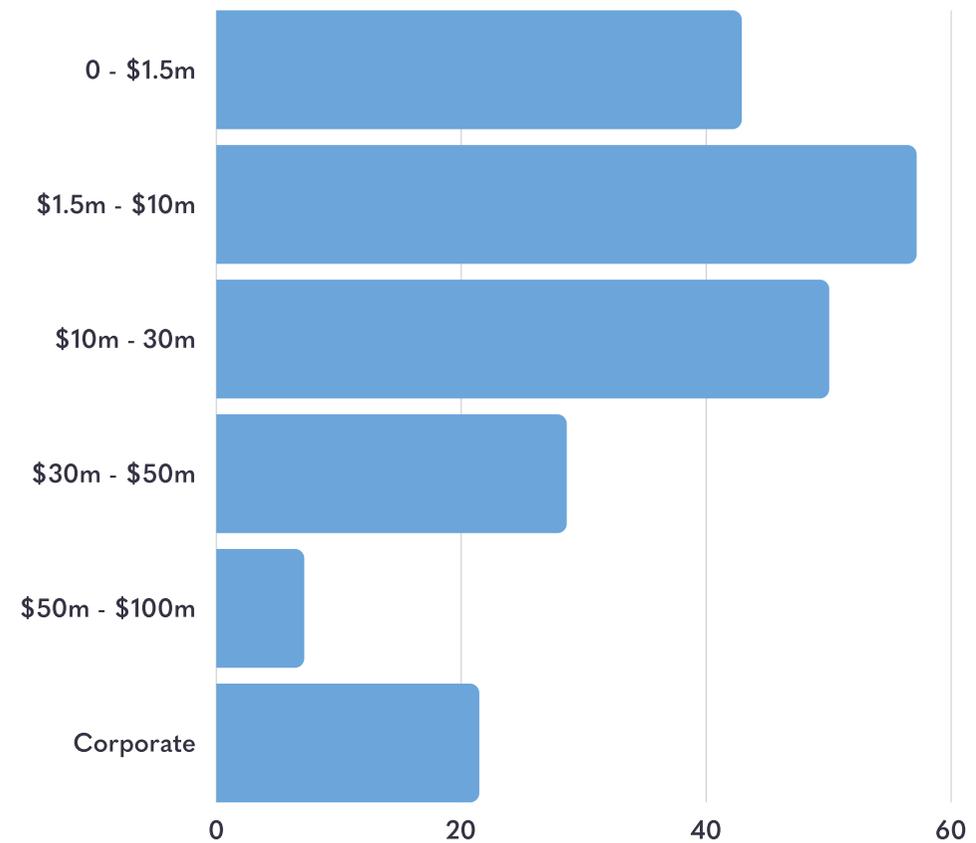
Whilst there was a significant shift in rates and trends from 2019-2020, there has not been a huge variation into 2021. This could represent uncertainty in the global market, or alternatively, indicate the maturing of the advisory board sector.

Rate details have been provided by members reflecting how they commercially engage (exclusive of applicable taxes and travel expenses). Except where noted, rate ranges are in AUD excluding GST.

| BILLING TYPE | AVG | MIN | MAX |
|--------------------|----------|----------|----------|
| Hourly | \$365 | \$250 | \$1,000 |
| 1/2 day rate | \$2,200 | \$1,000 | \$5,000 |
| Daily rate | \$2,500 | \$1,000 | \$5,000 |
| Retainer – monthly | \$3,592 | \$2,000 | \$6,000 |
| Retainer – annual | \$52,000 | \$50,000 | \$60,000 |

| HALF DAY RATE GUIDE | RANGE |
|------------------------------|-------------------|
| Business Sector (AU) | \$2,000 - \$3,500 |
| Business Sector (US) | \$1,500 - \$5,000 |
| Corporatised Advisory Boards | x2 business rate |

SAMPLE PORTFOLIOS BY REVENUE RANGE



COMMON ADVISORY BOARD STRUCTURE FOR BUSINESSES



2 INTERNAL DIRECTORS



INDEPENDENT CHAIR



2 EXTERNAL ADVISORS

Based on the data we received, the expected annual investment by organisations in their advisory board is between \$40,000 - \$70,000. This calculation represents the most common Advisory board structure and the average frequency of meetings per annum.

MEETING FREQUENCY

4 Meetings per annum. Note: the Chair has interim meetings with the organisation.

PROJECT ADVISORY BOARDS

Meeting frequency and participation may vary based on organisational needs.

Portfolio & Membership Analysis

PRIMARY SOURCES FOR PAID ADVISORY BOARD ROLES

| | |
|---------------------------------------|-----|
| Existing client work | 37% |
| Advisory Board Centre | 22% |
| Referral from a business | 8% |
| Business network groups | 8% |
| Member association | 6% |
| Referral from a professional firm | 6% |
| Referral from another advisor | 4% |
| Referral from a member of the network | 4% |
| Government program | 2% |
| Other | 2% |

NUMBER OF ENGAGEMENTS IN PORTFOLIO

1 MIN **19** MAX **5.5** AVERAGE

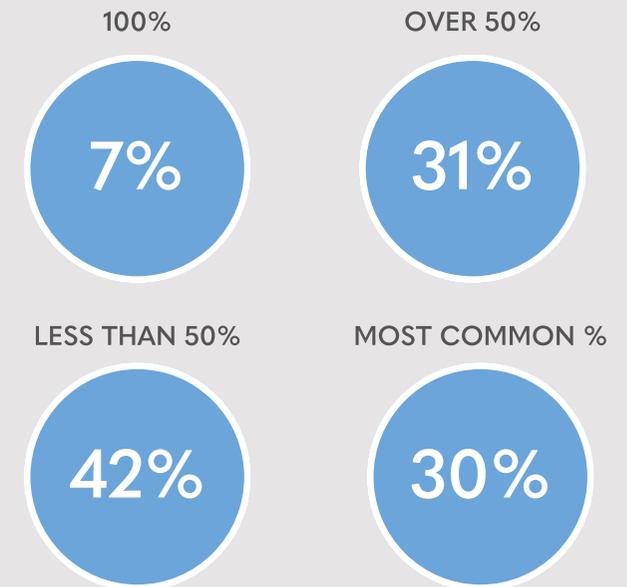
PORTFOLIO COMPOSITION

| | |
|------------------|-----|
| Pro Bono | 27% |
| Advisory Board | 25% |
| Consulting | 15% |
| Governance Board | 11% |
| Coach | 6% |
| Mentor | 6% |
| Executive Role | 6% |
| Other | 4% |

WHAT MEMBERS VALUE FROM MEMBERSHIP



% OF PORTFOLIO THAT IS ADVISORY BOARDS



RESEARCH METHODOLOGY

The data for this report was collected via surveys and focus groups of Chairs and Advisors around the world who currently sit on Advisory Boards and have an intent to be involved in Advisory Boards.

New data was collected from May to July 2021, all information is confidential.

- 69 Online Survey Responses
- 80 Qualitative Interviews
- 92% Australian based, 8% international

Except where noted, rate ranges are in AUD excluding GST and have been provided by advisory professionals reflecting how they invoice for advisory services.

HOW ADVISORS CAN USE THIS REPORT

Our member community can utilise the market rate analysis report to gain a broader insight into the advisory sector.

- Review your current rates schedule
- Review your proposal and terms
- Evaluate your current portfolio of work
- Evaluate how you position yourself in the market
- and with businesses you serve

HOW WE USE THIS DATA

We use the information contained in this report and the underlying research data to inform the market on advisory boards by:

- Providing market rate summaries on the value and cost structures of advisory boards based on report findings
- Including summary information within the Advisor Concierge for business budget considerations
- Providing market commentary in the annual [State of the Market Report](#)

ABOUT THE ADVISORY BOARD CENTRE

The Advisory Board Centre is the leading independent Professional Body providing insight, professional development and connection for the advisory community.

Established in 2016, we serve the advisory community with expert analysis, research and professional development. We draw on our experience and the relationships with businesses who utilise Advisory Boards and the professional services sector. All of our work is underpinned by our core values of source of truth, integrity and collaboration.

This report has been produced by the [Global Research Council](#), a division of the Advisory Board Centre.



A GLOBAL COMMUNITY BUILT ON ENGAGEMENT

WANT TO KNOW MORE?

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