MEDIA RELEASE

Xero launches love song to Australia’s accountants and bookkeepers after an EOFY like no other

Xero teams up with Sam Mac to celebrate advisors as one of the toughest year-ends on record concludes

Melbourne, Australia — 1 July, 2020 — Xero, the global small business platform, has today released an original music track to celebrate the accounting and bookkeeping industry’s monumental efforts in support of Australian small businesses this end of financial year.

The song - A Little Love Song - developed in partnership with Australian entertainer Sam “Sam Mac” McMillan, pays homage to the important work of advisors across the country, while aiming to bring some light relief to the reporting period.

It launches as advisors and their small business clients tackle a tax time like no other. Together they have been forced to navigate extreme economic challenges and new procedural requirements as a result of government stimulus packages.

“Accountants and bookkeepers have been working day and night to stay ahead of new requirements so they can support small businesses throughout the end of the financial year,” said Trent Innes, Managing Director Australia & Asia, Xero.

“In the midst of adversity, we’re hearing stories of accountants and bookkeepers saving the day for many small businesses, offering much-needed guidance – such as unpacking the requirements for packages like JobKeeper – or simply providing a shoulder to lean on.

“Our aim is to put a spotlight on the critical work done by advisors in support of small business, the backbone of the economy. We hope this song goes some way in recognising Australia’s often unsung heroes.”

Sam Mac said: "I was excited to get on board to have some fun and create this song with Xero to show some appreciation for these hard-working Aussies. It’s been a taxing year.”

“It's my pleasure to present the greatest love song ever written in dedication to bookkeepers and accountants. Admittedly, it's the only one, but technically, it's also the greatest. So let's run with that."

A Little Love Song can be viewed here.
About Xero
Xero provides a beautiful and easy-to-use cloud-based accounting software service for small businesses and their advisors around the world. Xero connects more than two million subscribers with an ecosystem of over 800 third-party apps and 200 plus connections to banks and financial service providers. The IDC MarketScape recognised Xero as a Leader in the Worldwide SaaS and Cloud-Enabled Small Business Finance and Accounting Applications 2020 Vendor Assessment. On the 2020 Financial Times High-Growth Companies Asia Pacific list, Xero was the largest company by revenue to come from New Zealand or Australia. Xero has also been included in the 2020 Bloomberg Gender-Equality Index and the FTSE4Good Australia 30 Index.