XPAC Charter: Asia (Singapore)

XPAC overview

This Charter outlines XPAC's purpose and function. Xero's Partner Advisory Council (X PAC) consists of a diverse panel of Xero partners and is the key partner engagement council within Xero Singapore. It provides a forum and mechanism to obtain feedback, nurture the Xero partner community, and help drive conversations that will make a difference to Xero partners, small businesses and their communities in Singapore.

Members of XPAC are bookkeepers or accountants who both challenge and champion the needs of the industry and Xero's partners. The XPAC team is a core part of the Xero ecosystem, playing a crucial role as a consultative group of industry experts that provide real-time, real-life feedback, and mentoring of other Xero partners.

XPAC objectives

Xero will continually seek meaningful feedback from XPAC, consulting on key sector issues while providing a space for meaningful discussions around relevant themes that are important to XPAC.

XPAC members will operate under the same organisational values that Xero lives by:

- We make it **beautiful**
- We make it **happen**
- We make it **human**
- We make it **together**

XPAC should seek to reasonably balance competing interests and ensure that council engagement and input plays an important role in Xero's strategy, operations and customer experience. XPAC does not have any formal decision-making or management role with Xero, however as a core consultation forum, it provides important feedback for Xero to determine strategic direction and outcomes.

XPAC tenure

XPAC members will be appointed for a period of up to two years, commencing from their induction date, (the dates/ timing of which may vary). Tenure may be extended at the discretion of Xero.

At the end of each XPAC term, nominations will open for new members to join XPAC with the potential of a small cohort of XPAC members remaining on, to mentor new council members. This alternating membership cycle will allow for continuity of experience and knowledge, and mentorship between existing and new members.

XPAC operations

XPAC Asia is governed by this Charter, and managed by Xero's Asia Marketing Team with oversight from the Xero Asia Leadership Team.

XPAC will meet on a formal basis every h alf year (two times annually) with out of cycle meetings conducted as required. In line with XPAC objectives, agenda items will be developed that reflect Xero's strategic goals as well as stakeholder interests and priorities.

XPAC will be invited to product workshops, meetings, brainstorming sessions, interviews and feedback sessions with teams across Xero where applicable. They may also be asked to participate in speaking engagements at various Xero and non-Xero events.

XPAC members are encouraged to engage and interact with our Partner Community via avenues such as (but not limited to) Xero and non-Xero events, direct introductions made by Xero Account Managers, etc., to provide mentorship, support and help facilitate feedback conversations. Information from XPAC meetings may be shared with the Xero Partner Community where discussions are not covered by a non-disclosure agreement (NDA) or are not commercially sensitive to Xero's operations.

XPAC member responsibilities are developed and endorsed by Xero Asia's Leadership team, and will undergo regular reviews to best serve the community and Xero. XPAC members will receive exclusive benefits in recognition of their industry expertise, contribution to Xero and time out of their business to attend to XPAC matters. **Attachment A** outlines both Xero and XPAC member responsibilities.

Membership and applications

XPAC in Asia will comprise up to 5 members from Singapore representing the Xero Asia partner community. When suitable, Xero Asia will look to expanding the panel to include members from other countries in Asia.

Nominations are open to all Xero Singapore partners and members are appointed by the Xero Asia Leadership Team. **Attachment B** outlines the application process and nomination criteria.

Attachment A: XPAC Roles and Responsibilities

Overview

This outlines the roles and responsibilities of XPAC members and Xero to support a powerful value exchange that will benefit the partner community and create a better Xero.

XPAC member responsibilities

It is the responsibility of XPAC members to:

- Be engaged in the programme and attend XPAC meetings every half year and as otherwise required;
- Review XPAC agenda topics and pre-readings before meetings and actively participate in XPAC discussions;
- Beta test and subsequently provide feedback on new products and features where applicable;
- Mentor up and coming Xero partners (at least one per year). This could involve meeting new Xero partners as suggested by Xero sales team, assisting virtually with new Xero partner questions and engaging with newer Xero partners at Xero Events, subject to availability and capped at a maximum of 4 engagements per year;
- Become a regular and active voice within the Xero partner community, championing issues and opportunities;
- Participate in the annual Xero Asia Awards process as a guest judge (XPAC members would not participate as entrants);
- Participate in interviews, profiling opportunities and events as required;
- Respect any information or material that is advised to be confidential, and never share such information;
- Respect the position they hold with regard to access to information, and not use this position in any way for personal gain;
- Work with Xero to co-create the forward program and agendas of XPAC;
- Remain informed on current XPAC topics and industry issues;
- Grow and maintain their business and put Xero at the forefront of their operations; and
- Abide by the XPAC Charter and member responsibilities outlined in this document.

Xero has the right to terminate XPAC membership if a member does not act in accordance with this XPAC Charter.

Xero responsibilities

It is the responsibility of Xero to:

- Grant members' partner companies a one-time marketing fund of US$500 (to be used for promoting their status as an XPAC member, hosting mentoring events, etc);
- Offer 1 x complimentary ticket (not including flights and accommodation) for the XPAC member to Xerocon each year;
- Conduct 2 in-person meetings per year (workshops, updates, ask me anything);
- Offer members direct contact with the Xero Asia Leadership Team;
- Award XPAC badges for members to share with their network (on email signatures, social media, etc);
- Foster and maintain organisational support for Xero activities and outcomes, including championing and advocating XPAC feedback to appropriate Xero and external representatives;
- Provide members with feedback on how their input has influenced Xero decisions and activities; and
- Offer support that enables effective administration of XPAC.

Where possible, **subject to availability and resources available,** Xero will also offer the following benefits to XPAC members:

- Invite members to share their company stories and have them published on Xero's website;
- Invite members to take part in events organised by Xero, which will showcase them and their companies as leaders in digitalisation and within the cloud accounting space;
- Invite XPAC members to represent Xero in industry events and media opportunities;
- Grant member access to host events in the Xero Singapore office; and
- Offer 1:1 introductions to potential and existing Xero customers via the Xero Beautiful Business Community.

Attachment B: Application process and selection criteria

Application process

This outlines the XPAC application process in Singapore.

The process and timeline is as follows:

1. **Nominations Open:** XPAC Nominations open through our marketing and communications channels and applications may be sent in during this 4 week period.
2. **Xero Review:** Xero Asia Leadership Team reviews the nominations (1-2 week period)
3. **Successful applicants notified:** Successful and unsuccessful candidates are notified via email. Successful applicants must declare any conflicts of interest and then sign their XPAC agreement and non-disclosure agreement.
4. **XPAC is announced:** We will announce our new XPAC cohort via our website and other marketing & communication channels.
5. **XPAC Commences:** XPAC commences their responsibilities.

Selection criteria

New council members will be appointed based on their ability to meet the following criteria, and may also reviewed against the current cohort of XPAC members, if any. Decisions made by Xero are final, and based on the fulfilment of nomination criteria and suitable representation.

- Demonstrated commitment to leading and being an active voice on behalf of the Xero Partner Community;
- Manages a suitable and representative spread of Xero clients in their practice;
- Is able to commit to entering Xero Awards in the year of their member engagement;
- Is committed to evangelising Xero and has strong Xero brand advocacy;
- Is a champion in their partner tier (Gold and above partners only);
- Has a wealth of industry experience and existing knowledge (tech savvy, forward thinking); and
- Is able to commit to challenging and championing the needs of the industry and Xero's partners.