



## XPAC Charter: Australia

### XPAC overview

Xero's Partner Advisory Council (XPAC) consists of a diverse panel of Xero partners and is the key partner engagement council within Xero Australia. It provides a forum and mechanism to obtain feedback and help drive conversations that will make a difference to Australian Xero partners, small businesses and their communities. It also provides input into Xero Global outcomes and strategic direction where relevant.

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. While XPAC is an important channel to gain feedback from the partner community, other forums include through Xero's official Partner Facebook Group, surveys, events and other focus groups.

This Charter outline XPAC's purpose and function, available to view at [www.xero.com/au/partner-programs/partners/xpac](http://www.xero.com/au/partner-programs/partners/xpac)

### XPAC objectives

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

XPAC will operate under the same organisational values that [Xero](#) lives by:

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

XPAC will:

- Serve as an active and engaged channel for partners and members to raise significant community issues related to Xero's operations.
- Strengthen relationships between Xero and its partners through ongoing transparent communication, industry leadership, and active engagement.
- Educate, inform, and involve members in Xero's strategy and operations to ensure they can provide high-value contributions.
- Offer meaningful, actionable feedback, advice, and guidance in line with Xero values.
- Provide insights and support to deepen Xero's understanding of the challenges, needs, and opportunities faced by the industry and Xero partners.
- Actively facilitate industry discussions and share key insights from the Xero Partner and small business community (where applicable).
- Advocate for Xero and engage with their networks and social media audiences to reinforce XPAC's leadership role.
- Obtain feedback from Xero on the outcomes of engagement topics to ensure transparency and continuous improvement.

XPAC members should seek to balance competing interests and ensure their engagement drives real impact on 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 plays a critical role in shaping Xero's direction by providing insights that inform key business decisions.

## 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) and concluding two years after commencement. Tenure may be concluded or extended at the discretion of Xero.

Annually (at the end of each two-year term), nominations will open for new members to join XPAC with 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 Australia is managed by Xero's Australian and New Zealand Communications Team and comprises a dynamic group of members representing the Australian Xero Partner community. The number of XPAC members may vary based on the needs of the program, ensuring a diverse and engaged representation of partners.

XPAC will meet on a formal basis every quarter (four times annually) with out of cycle meetings conducted as required. As required, XPAC will be invited to product workshops, meetings, brainstorming sessions, interviews and feedback sessions with teams across Xero. They also may 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 the [Xero Partners Official Facebook](#) group to answer questions, provide support and help facilitate feedback conversations. Information from XPAC meetings may be shared in the Xero Partner Community Facebook group, 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's Australian Senior Leadership team in partnership with XPAC, and will undergo regular reviews to best serve the community and Xero. XPAC members will receive remuneration in recognition of their industry expertise, contribution to Xero and time out of their business to attend to XPAC matters. **Attachment A** outlines XPAC member responsibilities.

In line with XPAC objectives, agenda items will be developed that reflect Xero's strategic goals as well as stakeholder interests and priorities.

## Membership and applications

XPAC is governed by this Charter, with oversight from the Xero Australia Senior Leadership Team.

XPAC aims to be broadly representative of the Xero Australia Partner community with respect to geographic distribution, practice size, and industry experience. The number of XPAC members may vary to ensure a diverse range of perspectives and expertise.

Nominations are open to all Xero Australia Partners, and members are appointed by the Xero Australia 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.

### Xero Responsibilities

Xero is committed to supporting XPAC members in their role by:

- Championing and advocating XPAC feedback to relevant Xero teams and external stakeholders.
- Providing XPAC members with clear and timely feedback on how their insights have influenced Xero decisions and initiatives.
- Offering support and resources that enable effective administration and participation in XPAC activities.

### Member Responsibilities

XPAC members play a critical role in shaping Xero's direction and fostering a strong Xero Partner community. As such, XPAC members are expected to actively engage and contribute in the following ways:

#### **Active Participation & Engagement**

- Attend and actively participate in all quarterly meetings, ensuring meaningful contributions to discussions and decision-making processes.
- Thoroughly review agenda topics and pre-reading materials before each meeting to facilitate informed discussions.
- Actively participate in Xero's in-person events, such as Xerocon, to represent XPAC and strengthen community engagement.
- Engage in product workshops, 1:1 product research interviews, and user testing to provide high-quality feedback, insights, and actionable ideas that drive product innovation.
- Proactively suggest agenda topics before meetings and contribute to shaping the forward program of XPAC.

#### **Ambassadorship & thought leadership**

- Be an active and visible ambassador for Xero, sharing updates, insights, and key learnings via social media channels and within the Xero Partner community.
- Engage with the Xero Partner community (including the [Xero Partners Official Facebook](#)) by answering questions, providing support, and facilitating feedback conversations.
- Champion key issues and opportunities within the broader industry and the Xero Partner ecosystem.
- Participate in interviews, profiling opportunities, and industry events as required to represent XPAC and Xero.

#### **Professional conduct & accountability**

- Uphold confidentiality by respecting and not disclosing any information or material identified as confidential.
- Maintain integrity and professionalism, ensuring that the XPAC role is not used for personal gain.
- Remain informed on industry trends, partner concerns, and key XPAC topics to provide valuable and relevant input.
- Adhere to the XPAC Charter and uphold the responsibilities outlined in this document.

## Membership Accountability

XPAC membership is a paid position, and active participation is essential to fulfilling its purpose. Xero reserves the right to terminate XPAC membership if a member fails to meet the engagement expectations outlined in this charter.

By adhering to these principles, XPAC members will help shape the future of Xero while reinforcing their role as industry leaders and valued contributors to the Xero Partner community.

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

# Attachment B: Application Process and nomination criteria

## Application process

This outlines the XPAC application process in Xero Australia.

The process is as follows:

1. **Nominations open:** XPAC Nominations open through our marketing and communications channels.
2. **Xero review:** Xero senior leaders review the nominations and hold interviews.
3. **Successful applicants notified:** Successful and unsuccessful candidates are notified via email. Successful applicants sign their XPAC agreements.
4. **New XPAC Council is announced:** We will announce our new XPAC cohort via our blog, Xero Partner Facebook Group, marketing & communication channels.

5. **XPAC commences:** New XPAC council commences with a formal in-person meeting.

**How to apply:**

- Every 2 years, nominations will be opened for new applicants to apply to XPAC
- Applicants should apply via the online XPAC nomination form (released when applications open) which is managed by the Xero Australia and New Zealand Communications Team
- Applications will be assessed by Xero Australia senior leaders, the Australian and New Zealand Communications Team.
- New council members will be appointed based on their ability to meet the following criteria, also reviewed against the current cohort of XPAC members:
  - Demonstrated commitment to the Xero community as a leading and active voice on behalf of Australian partners;
  - Suitable and representative spread of regional representation, practice size and Xero tenure / experience;
  - Industry experience and existing knowledge;
  - Commitment to challenging and championing the needs of the industry and Xero's partners.
- Xero will communicate with successful and unsuccessful applicants on the review outcome via email.
- Decisions made by Xero are final, and based on the fulfilment of nomination criteria and suitable representation.