

Sole Launches to Revolutionise Accounting for Australian Sole Traders, Freelancers and Small Businesses



Brisbane, Queensland Jun 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - In a transformative move for Australia's self-employed workforce, Sole, a purpose-built accounting platform, has officially launched to make managing finances simpler, more affordable, and more intuitive for sole traders, freelancers, and small businesses across the country.

Born out of the need for a better way to handle tax and accounting obligations in Australia's evolving financial landscape, Sole has been designed specifically to cater to the unique needs of the self-employed. From BAS lodgements and GST tracking to invoicing and expense categorisation, Sole empowers its users to take control of their business finances without the burden of complex software or costly accounting services.

"At Sole, we exist to support Australian sole traders," said a spokesperson for the company. "We understand the challenges of running a small business or working independently – time is limited, budgets are tight, and the tax system can be overwhelming. That's why we've built a tool that's not only fit for purpose but also easy to use, affordable, and tailored to local compliance requirements."

With a strong focus on the Australian tax system, Sole [accounting software](#) stays ahead of regulatory changes and ensures users remain compliant with the ATO's latest standards. The platform offers features such as:

Real-time income and expense tracking

Automated GST calculations and BAS preparation

Simple invoicing tools with professional templates

ATO-ready reports and summaries

Affordable monthly plans with no hidden fees

Unlike generic software solutions, Sole has been developed with the Australian market in mind, incorporating feedback from hundreds of local business owners and freelancers. Whether you're a tradie, designer, contractor, or online seller, Sole adapts to your needs and makes it easier to focus on what really matters — growing your business.

As Australia's self-employed sector continues to grow, Sole aims to be more than just an accounting tool — it aspires to be a trusted companion for those who work for themselves.

About Sole

Sole is an Australian accounting platform built specifically for sole traders, freelancers, and small businesses. With a mission to make accounting user-friendly, cost-effective, and tailored to local regulations, Sole helps self-employed Australians manage their financial obligations with ease and confidence.

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