

# Unifying the Canadian Accounting Profession

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President and CEO, CPA Canada  
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# Complexity of markets



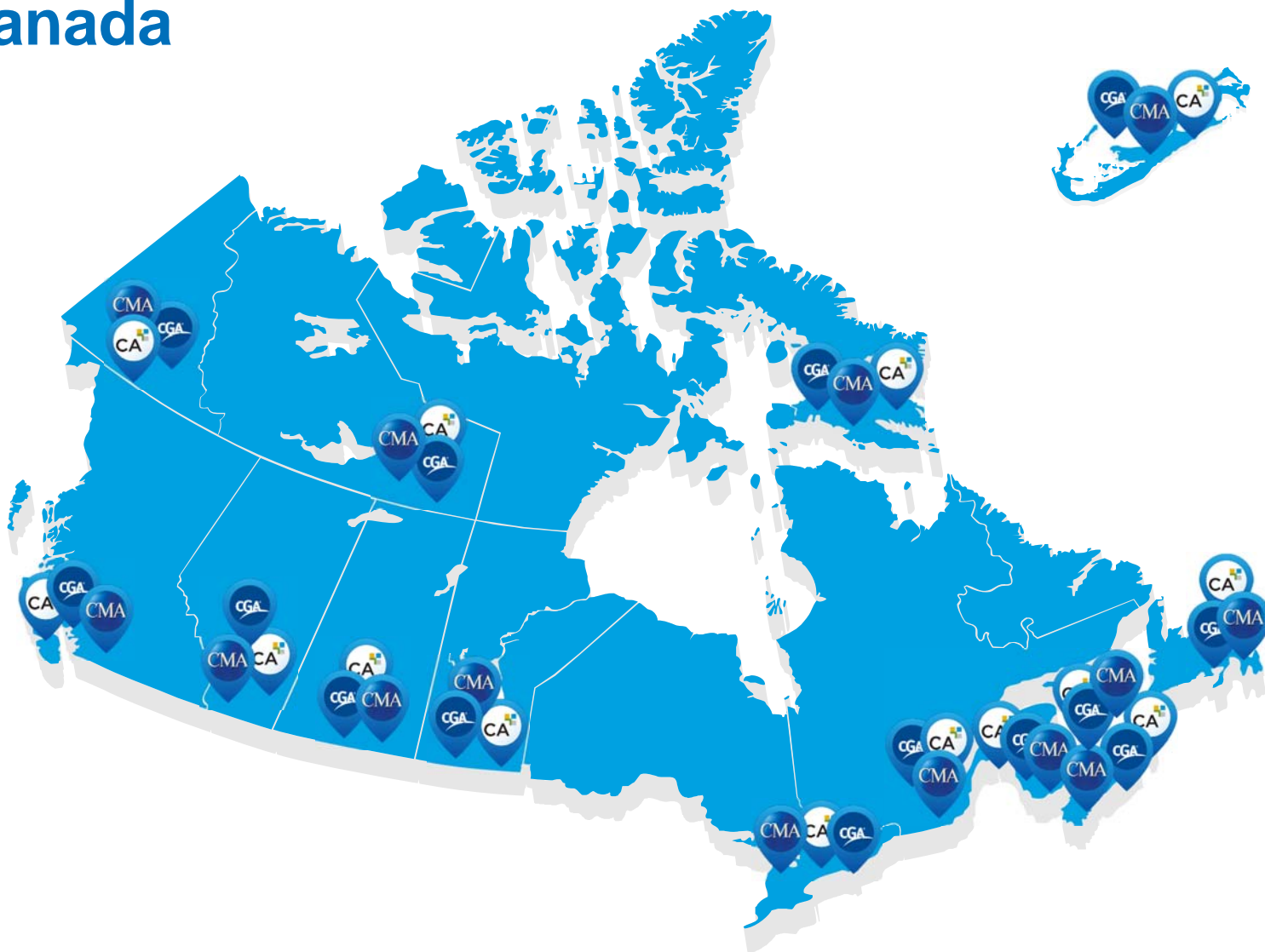


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# Canada



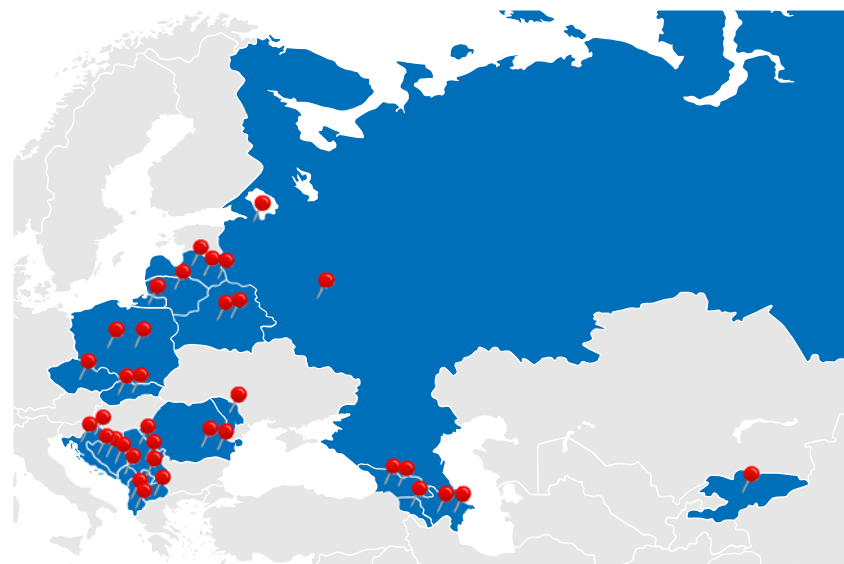
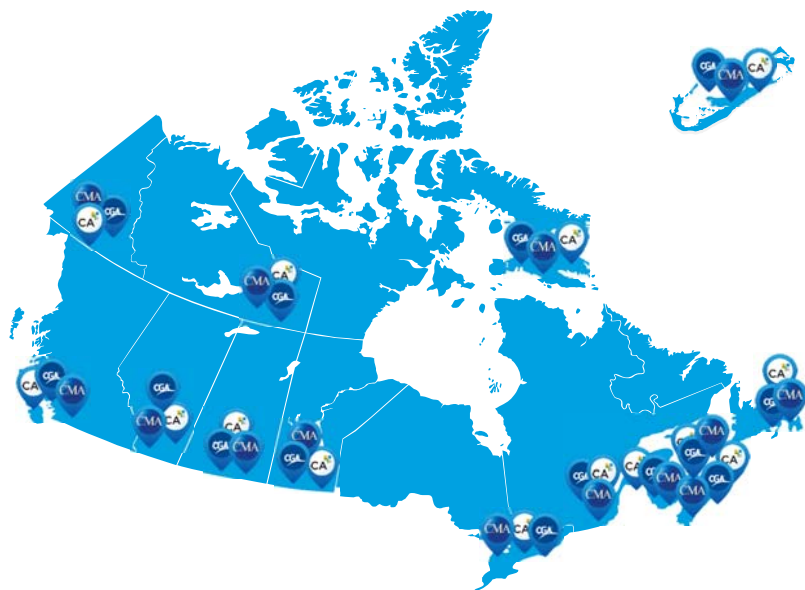


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## Not that different





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## 1920s – 2000s....One more try



## Building the framework – guiding principles

1. Evolution to one designation
2. Continued use of existing designations
3. Retention but no expansion of rights
4. New certification program
5. Post-designation specialties
6. Branding the CPA designation
7. Common code, regulations, public practice
8. Merged operations and governance





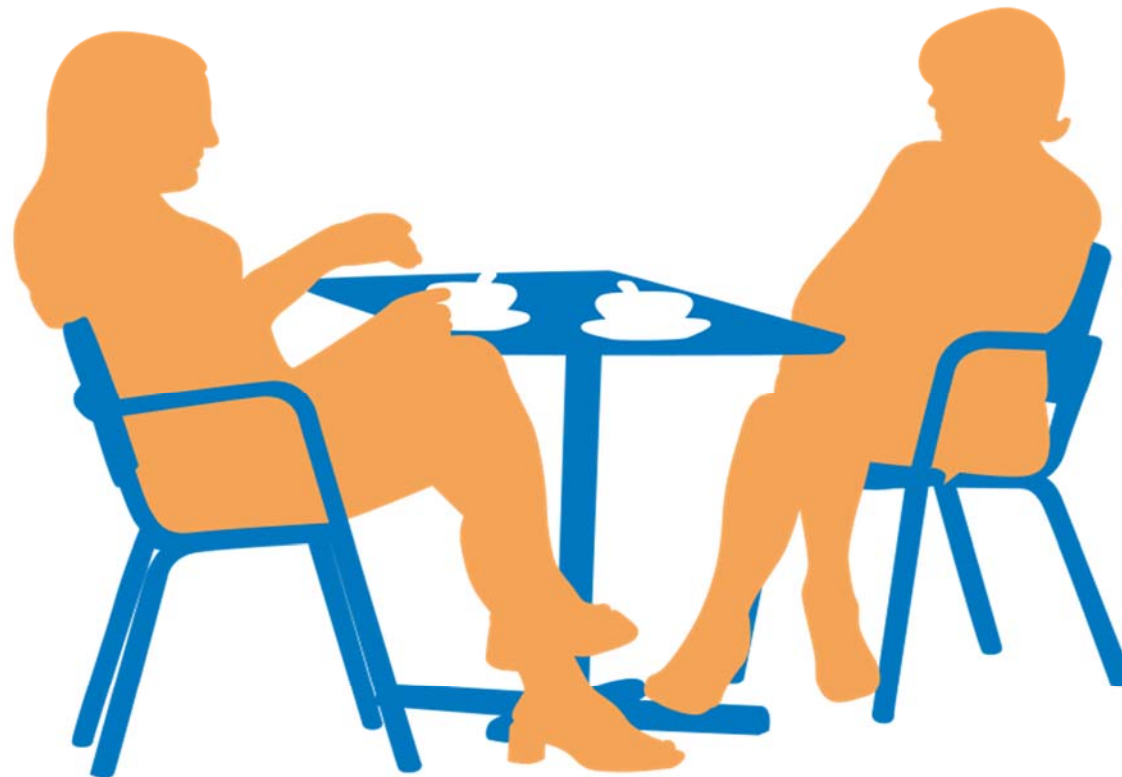
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# May 2011 – December 2012

## Round One - Dialogue with members



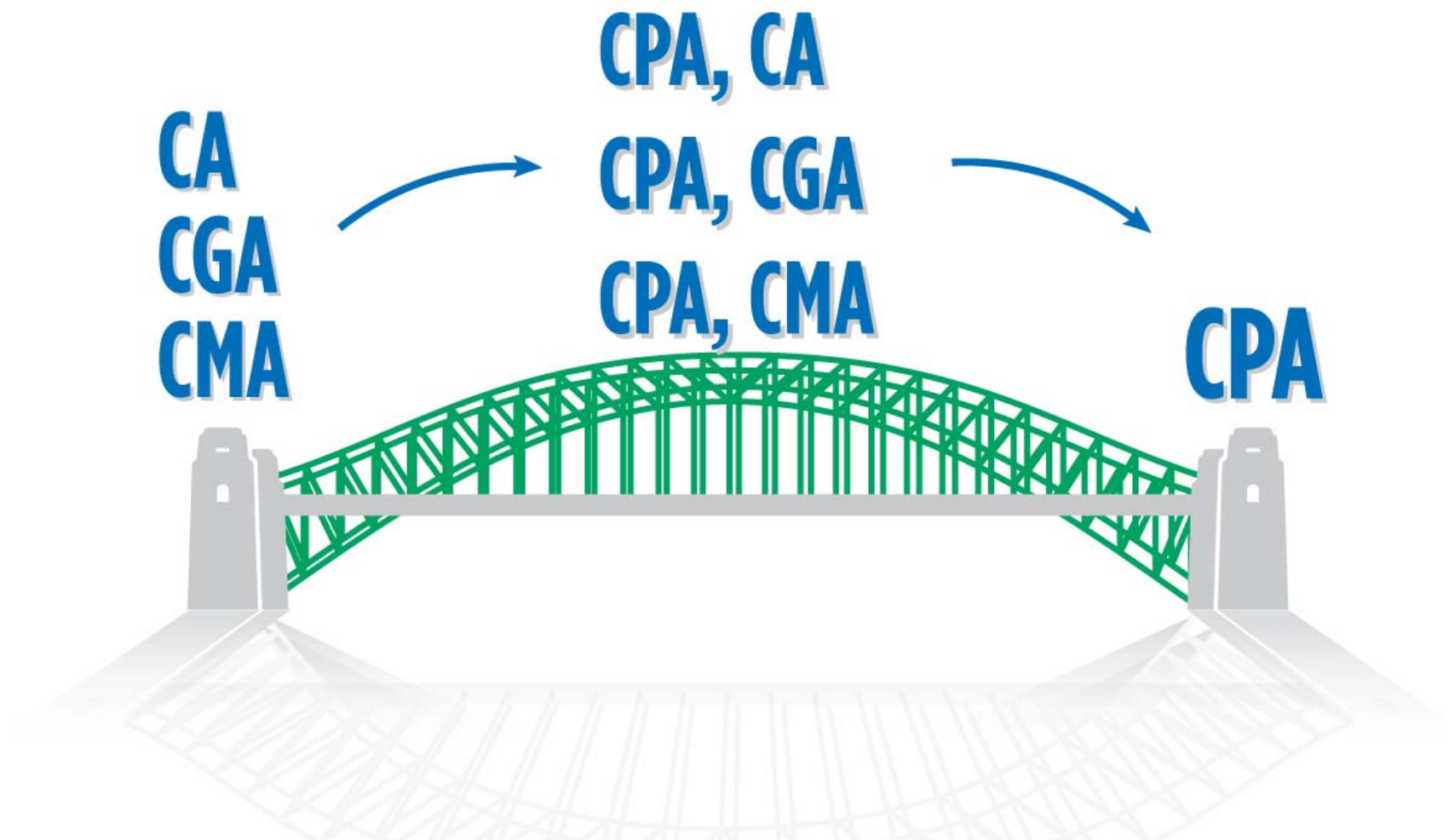


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## A measured evolution







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# A framework for uniting the profession





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# Selling the benefits of unification





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# Moving past the challenges





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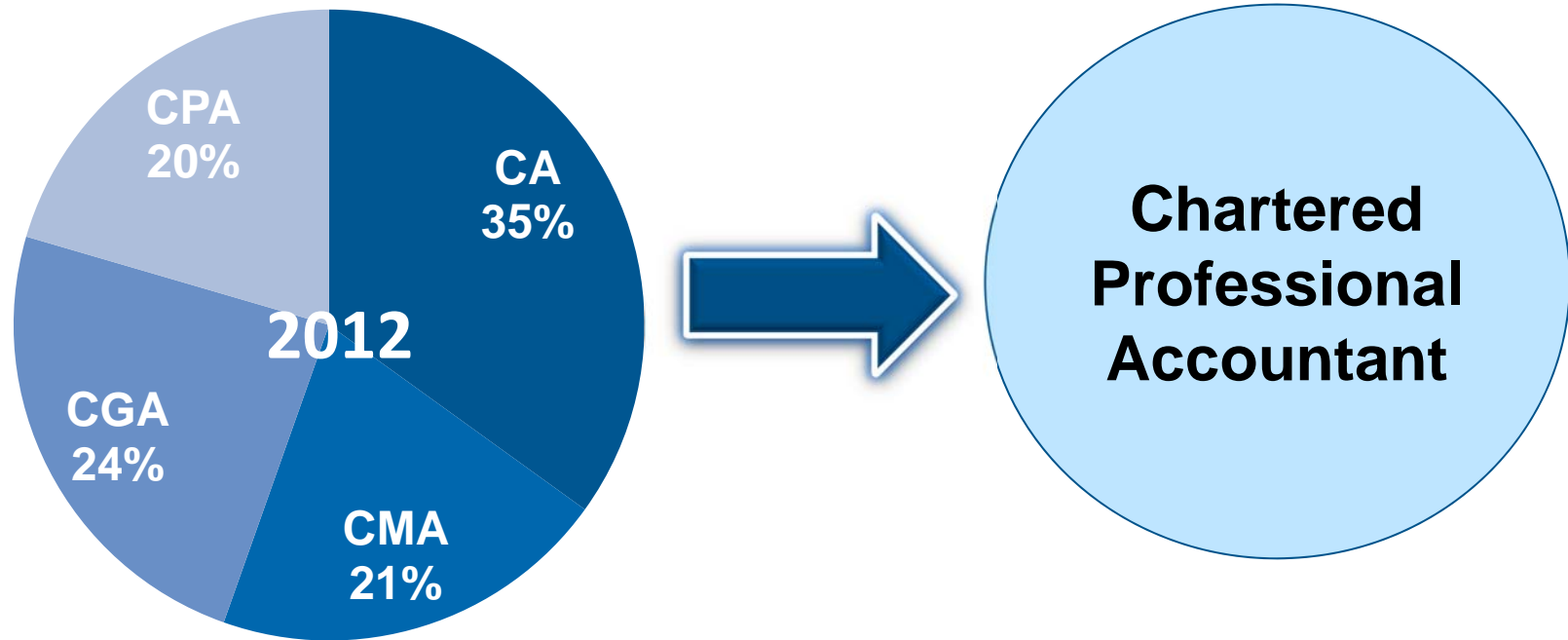
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## A sign of success - It started with Quebec



## A sign of success - It started with Quebec



- ✓ 4 accounting designations
- ✓ 38 governing bodies
- ✓ 170,000+ members

- ✓ 1 accounting designation
- ✓ 14 governing bodies
- ✓ 200,000 + members



Based on data provided by CA, CMA and CGA national bodies.

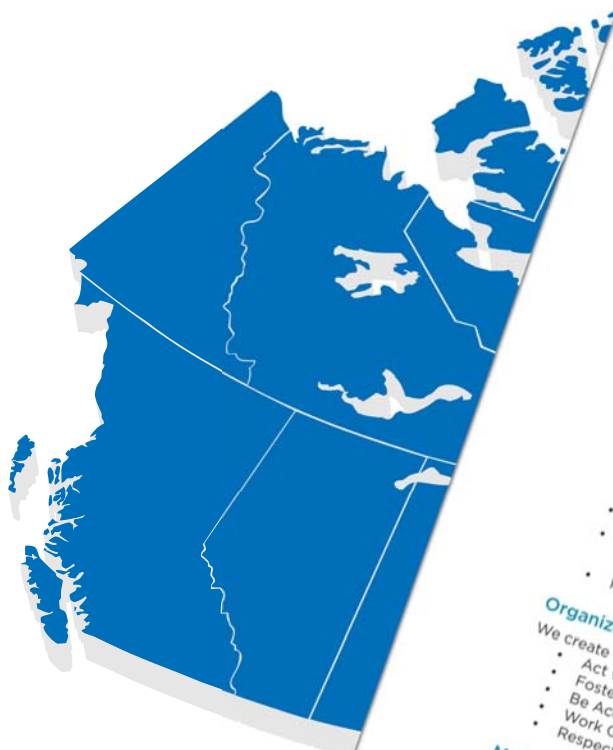


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## Why it worked



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### Our Strategic Framework

#### Mission

CPA Canada enhances the influence, relevance and value of the Canadian CPA profession by:

- Acting in the public interest
- Supporting its members
- Contributing to economic and social development

#### Vision

The Canadian CPA is the pre-eminent, globally respected business and accounting designation

#### Key objectives

- Act in the public interest
- Be a leader in accounting and business education
- Expand and satisfy the demand for high quality business and accounting professionals
- Be the most valued and trusted resource relied on by members, students and key stakeholders
- Foster member pride and engagement
- Be recognized as a leading influential voice in Canada and for the profession globally
- Foster organizational effectiveness

#### Organization values

We create trust by living our values:

- Act with Integrity
- Foster Excellence
- Be Accountable
- Work Collaboratively
- Respect Others

#### Member values

Canadian CPAs are valued for their excellence and integrity





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# Just the beginning





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## The future







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# Questions

