



## **Pat Costello, Chief Executive Chartered Accountants Ireland**

**PAO Forum, Vienna  
28 April 2016**

[www.charteredaccountants.ie](http://www.charteredaccountants.ie)

EDUCATING  
SUPPORTING  
REPRESENTING



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Accountants  
Ireland**

## Presentation Overview

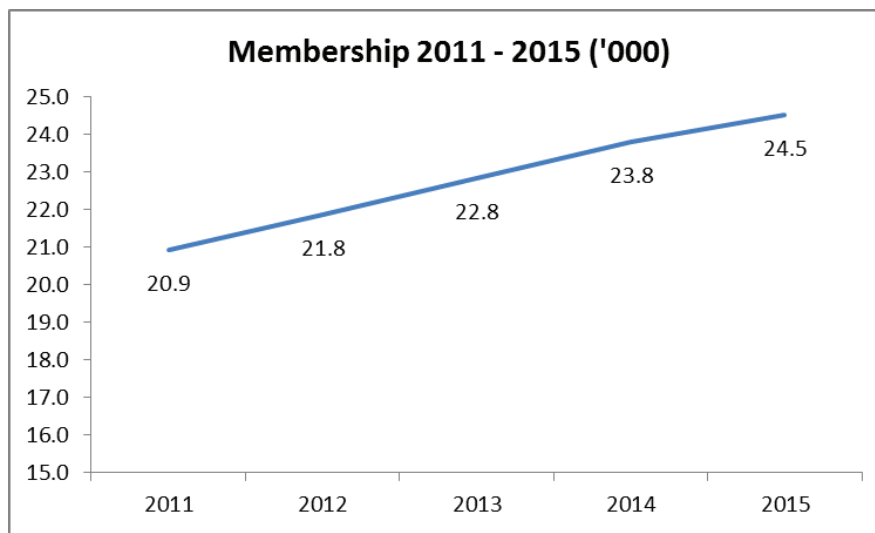
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- Membership Statistics
- Funding Model
- Core Qualification
- Staying relevant to members
- Governance
- Personal Insights
- 3 Minute Video

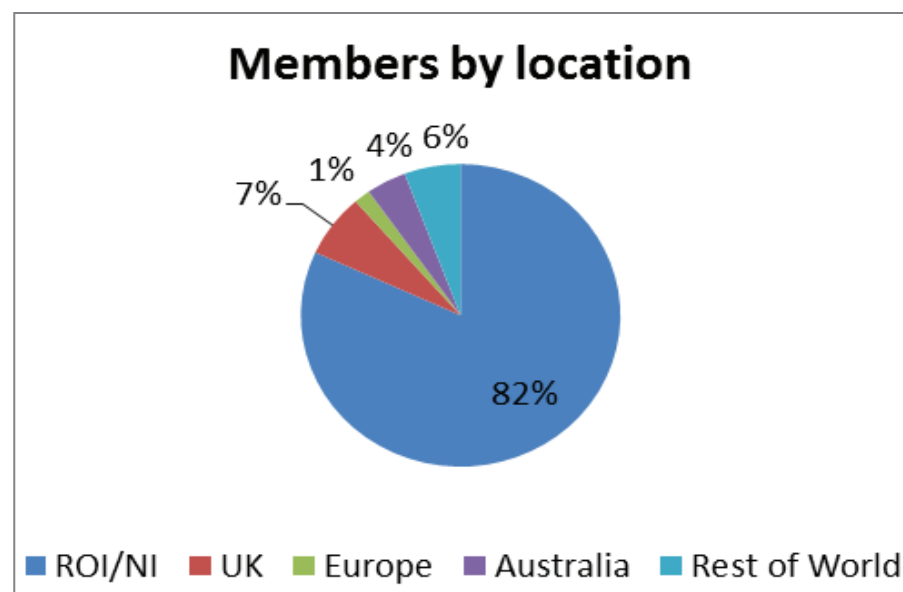


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# Membership Statistics

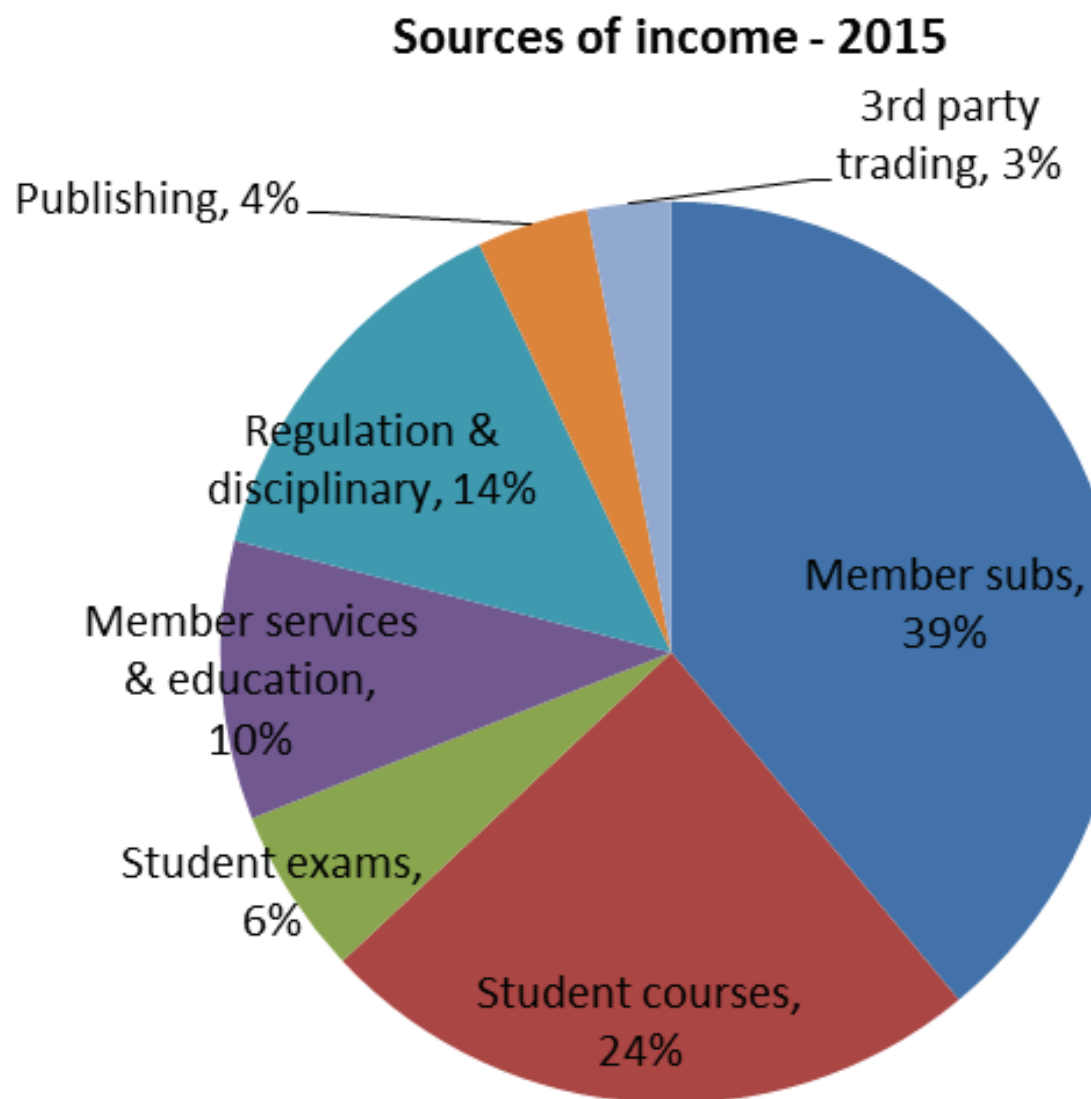


- Practice 27%, business and other 73%.
- Male 60%, female 40%.
- Under 36 years of age 45%



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# Funding Model



# Core Qualification

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# Core Qualification

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## Core Professional Values

Ethics & Professionalism

Objectivity

Self-Perception

## Business Competencies

Communication

Problem Solving

Managing Self & Others

IT Awareness

Project Management

Stakeholder Management

## Functional Competencies

Financial Reporting

Audit & Assurance

Management Accounting & Finance

Strategic & Business Management

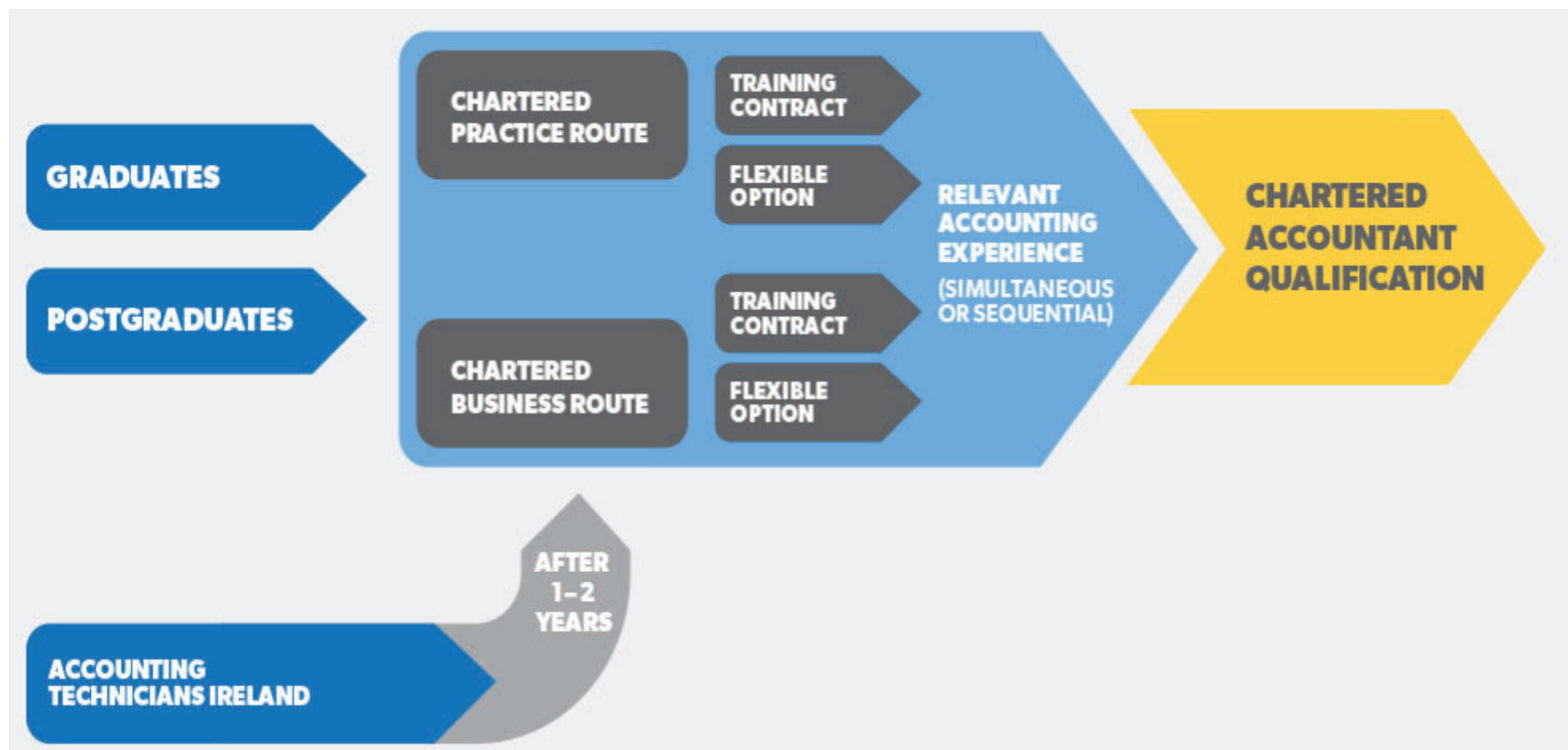
Taxation



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# Entry Routes & Careers

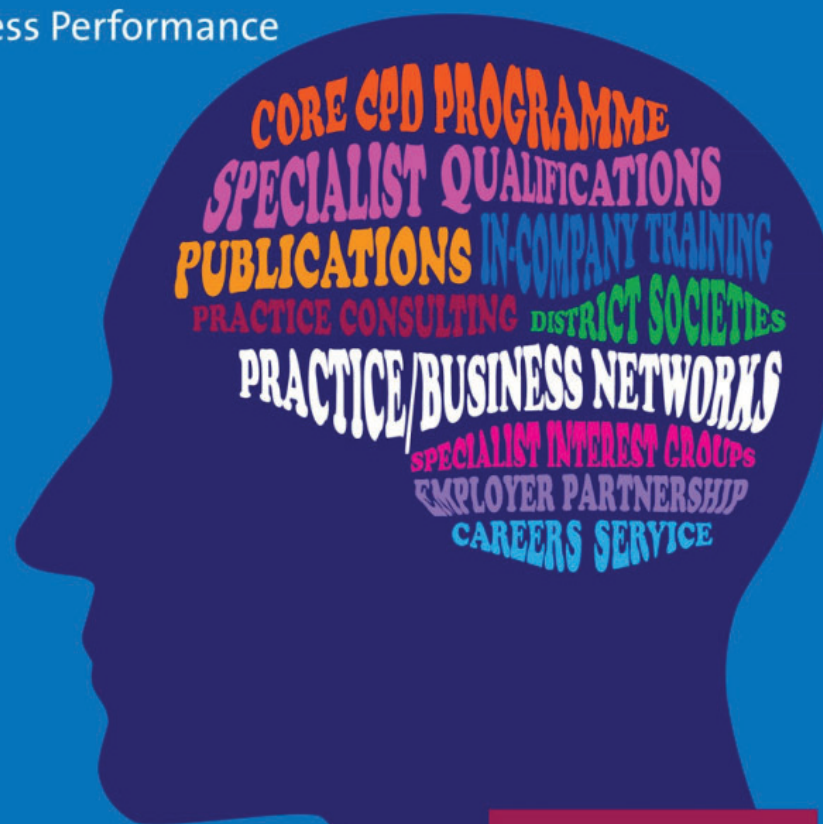


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# Chartered Accountants Professional Development

Improving Minds, Improving Business Performance



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## Staying Relevant to Members

CERTIFICATE IN DIRECTOR'S  
DUTIES & RESPONSIBILITIES

DIPLOMA IN  
INSOLVENCY

DIPLOMA IN CORPORATE FINANCE

DIPLOMA IN  
FORENSIC  
ACCOUNTING

Diploma in IFRS



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BECOME A **CHARTERED TAX CONSULTANT**  
AND IGNITE YOUR CAREER PROSPECTS



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## Staying Relevant to Members



## Publishing

- The leading provider of information to our members and the wider business community
- Supporting our students' education and lifelong learning of members
- Enhancing and promote the brand
- Developing the voice of the profession
- Encouraging new thinking and research



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## Staying Relevant to Members





## Staying Relevant to Members

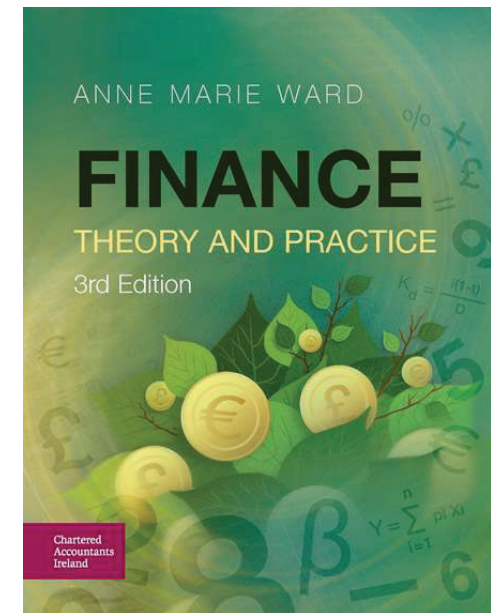
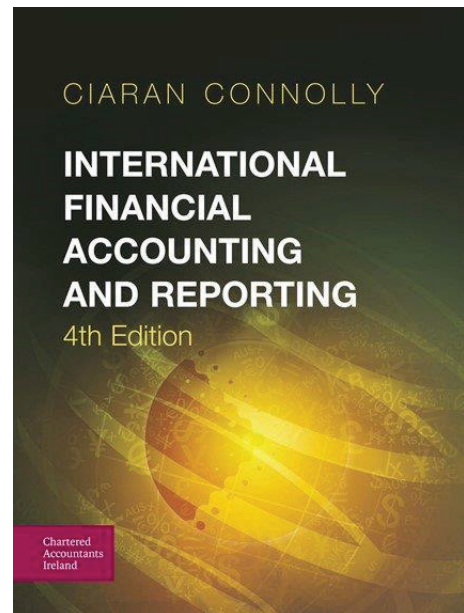
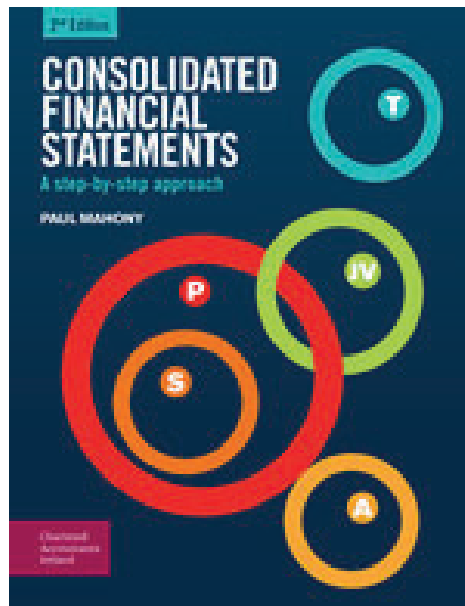


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## Staying Relevant to Members

### Student texts

- 20 new or updated titles publish annually
- 2 core texts on Institute diplomas



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## Staying Relevant to Members

- Tax - Working for you
  - Representations
  - Consultations
  - Knowledge
  - Training

**TaxSourceTotal**

All your tax information  
in one place



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## Staying Relevant to Members

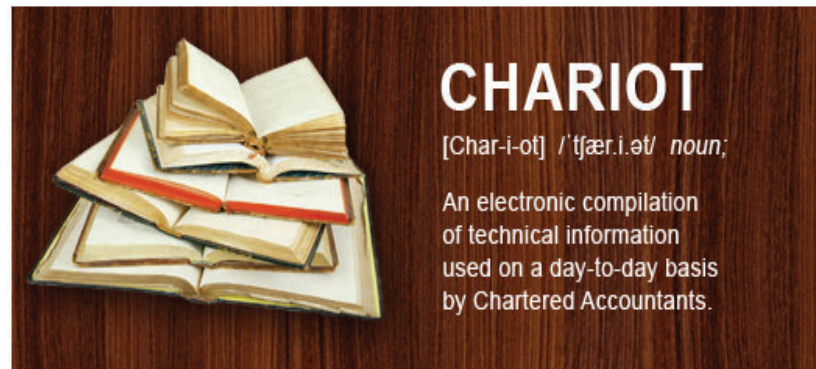
### Practice Consulting Advisory Services

- 'Going into Practice'
- Practice Life Cycle Support and Practice Management Advice
- Compliance Support
- Practice Networks



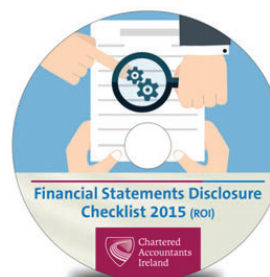
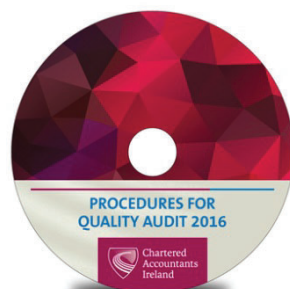
### Web based technical resources:

- 'Companies Act 2014' Microsite
- CHARIOT' – Chartered Accountants On-line Information Tool



## Staying Relevant to Members

### Practice Consulting Toolkits



17 Toolkits covering:

- *Procedures for quality audit*
- *Financial reporting*
- *Tax*
- *Solicitors Accounts Regulations*
- *Property Services Regulations*

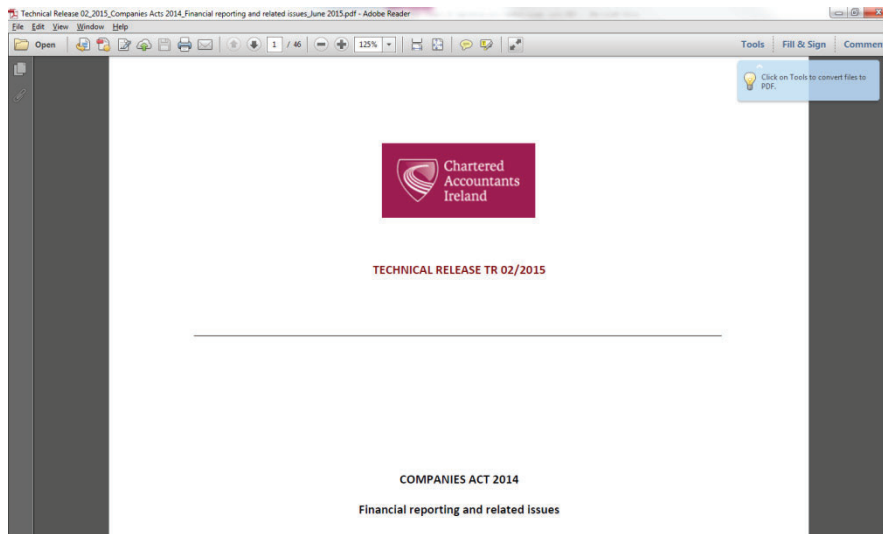


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## Staying Relevant to Members

- ‘Technical Releases’ and ‘Technical Alerts’
- Technical Enquiry Service



## Staying Relevant to Members

### Career Development & Recruitment Service

- Free impartial, confidential & member centric advice to all qualified members
- CV Review and Evaluation
- Career Coaching, Planning & Advice
- Interview Preparation & Mock Interview
- Market & Salary information & guidance
- Full end-to-end recruitment service to Industry & Practice



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# Influencing / building the brand



Central Bank demands better auditing standards

**Business sentiment jumps to seven-year high**

**Ethics code issued**

**APPLE'S TAX: THE CORE OF THE MATTER**

**What OECD tax review means for Ireland**

**Accountants seek to gain statutory footing for title**



# Chartered Accountants House



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# Governance

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- CEO/ President Working Relationship
  - Constructive challenge
  - Tone at the top
  - Building trust
  - Clarity around accountability, responsibility, authority
- 5 Year Strategic Plan
- 5 Year Financial Plan
- Annual Business Plan
- Annual Financial Budget
- Staff Goals





## Personal Insights

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- Advantages of being a small and growing institute
- Business opportunities for membership bodies
- Status of core qualification
- Public interest and institute interest to have members in business and public sector
- Importance of volunteers
- Attracting top talent



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## Personal Insights

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- Building trust
- Innovation
- Tenacity
- Welcome competition
- Be at the heart of business and society



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