

The Institute of Chartered Accountants in Australia 2009 - 2011 Strategic Plan

Vision: Leading the profession

The Institute of Chartered Accountants in Australia will be:

- > A visionary organisation with respected thought leadership and key business partnerships
- > Providing a Chartered Accountants brand which is the passport for life long career success
- > Setting the benchmark for the highest ethical and educational standards
- > Representing and leading the members nationally and influencing regionally and globally

2009 - 2011 Strategic Issues

<u>Relevance to members and stakeholders</u>	<u>Leadership and competitive positioning of the Institute</u>	<u>Growth to ensure a sustainable future for the Institute and Chartered Accountants</u>	<u>Global positioning</u>	<u>Ensuring the Institute is fit for the future</u>	<u>People and culture</u>
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2009 - 2011 Strategic Objectives

<ul style="list-style-type: none"> • A differentiated segmentation strategy which delivers value to members throughout their life cycle • Effective and valued interaction with members • Ongoing development and revision of products & services to ensure value to members • Mutually beneficial partnerships with leading industry bodies and stakeholder groups 	<ul style="list-style-type: none"> • A focused leadership strategy which ensures influence nationally, regionally and internationally • Effective, visionary and well-publicised thought leadership initiatives which profoundly and positively impact business and the accounting profession • A well recognised and differentiated Chartered Accountants brand • Continuing regard for the importance of discipline, ethics and conduct for the profession 	<ul style="list-style-type: none"> • Ongoing review of the Chartered Accountants Program to ensure relevance and pre-eminence • Innovative and influential careers marketing to ensure the attractiveness of a professional career in chartered accounting • Ongoing brand promotion to attract new members • Ensuring ongoing recruitment, development and retention of members 	<ul style="list-style-type: none"> • Influencing the initiatives of the Global Accounting Alliance • Thinking globally and acting locally • Supporting the development of the profession globally • Ensuring participation and international forums is relevant and targeted • Broadening reach and influence in Asia to support development of the profession 	<ul style="list-style-type: none"> • A sound financial base to enable investment in key strategic issues • Appropriate infrastructure and processes to be responsive to member needs and promote sustainability • A nimble governance structure • Targeted and relevant committees providing quality input • Strategic thinking which identifies and responds to emerging trends and markets 	<ul style="list-style-type: none"> • A culture which is proactive, responsive and innovative with strong leadership • Best practice in recruitment, retention and rewards • Rigorous succession planning with high achievers identified and mentored for staff and committees • Key people recognised as experts in their fields
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Core Purpose:

Through its leadership, the Institute enhances and promotes the reputation and role of Chartered Accountants, both individually and collectively, and ensures the highest professional quality of its current and future members, for the benefit of the business community and the public interest.

Organisational Core Values:

- P**lay it straight
- R**espect builds success
- I**mprove and innovate
- D**eliver to win together
- E**xpect the best



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in Australia**