The Institute of Chartered Accountants in Australia
Strategic Plan 2012–2014

**Vision:** A world-class professional body of members trusted for financial leadership and the highest ethical and educational standards

**Core purpose:** Upholding financial integrity in society by being a visionary body of trusted professionals that stands for excellence, relevance, rigour and authenticity

**Values statement:** Our core values are trust, unity, innovation, accountability, integrity

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### A strong profession

- Attract and retain the best talent and develop Chartered Accountants who are valued, trusted and respected
- Strengthen the Chartered Accountants Program to maintain the standing of the CA brand
- Ensure programs and services are relevant to our members and stakeholders
- Deliver a differentiated segmentation strategy to ensure value to members throughout their life cycle
- Enable lifelong learning and professional development which upholds professional and technical standards, protecting the financial interests of society

### Leadership and influence

We uphold financial integrity by

- Lead the agenda for change by positively influencing governments, regulators, standard-setters and other stakeholders, improving business and the profession
- Engage and collaborate with other bodies and organisations to deliver better member value, support the profession, and promote financial integrity for society
- Achieve increased influence and brand recognition internationally as a leading professional body
- Generate discussion on emerging issues via thought leadership initiatives, contributing to new thinking which will positively impact business and the profession
- Uphold the importance of discipline, ethics and conduct of the profession

### Sustainability

- Ensure sustainability through appropriate infrastructure and a sound financial base
- Prepare for the business of tomorrow through considered thinking around emerging trends
- Attract and retain capable, passionate, inspirational individuals who are committed to our values
- Become a learning organisation with highly engaged teams united to build our culture and achieve our objectives