

EVALUATING TRUST IN THE ACCOUNTANCY SECTOR FOR CHARTERED ACCOUNTANTS:

SAICA & ICAZ
(South Africa & Zimbabwe)

Wave 5 | July 2025



AGENDA

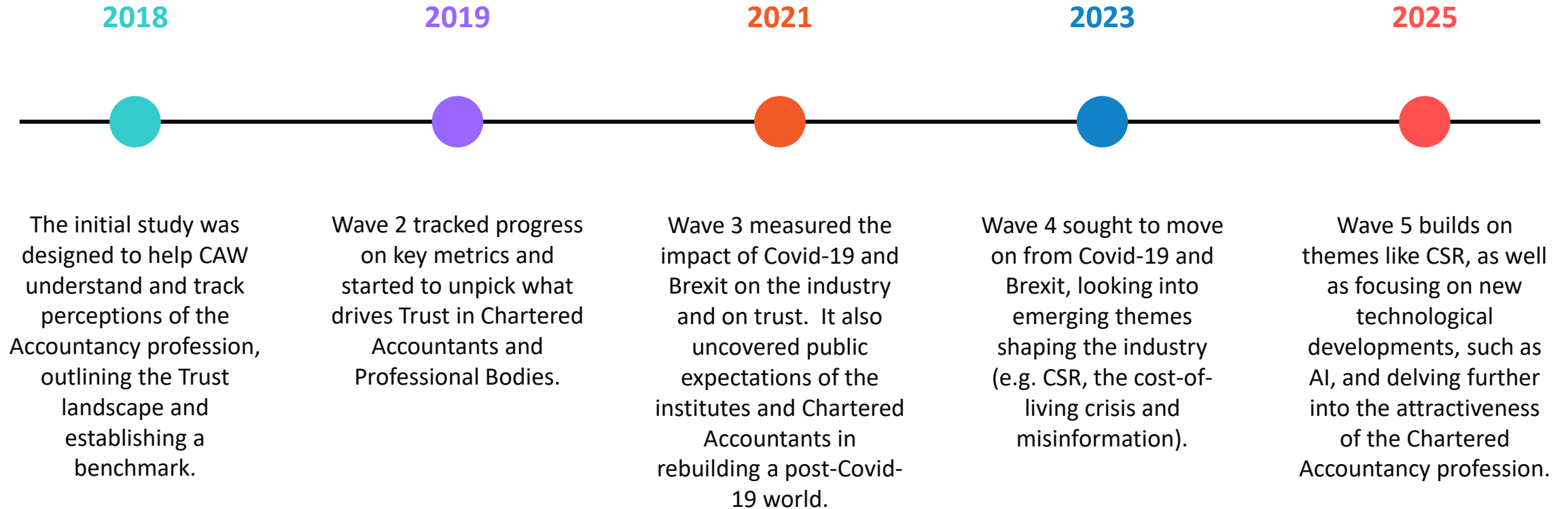
1 Background, objectives and methodology

2 Market breakdown

- *South Africa*
- *Zimbabwe*

BACKGROUND AND OBJECTIVES

Background



Objectives

Business objectives:

To build Trust in the accountancy industry across key markets

Communication objectives:

To develop a proactive reputation strategy towards business leaders across markets

Research objectives:

- Measure current levels of Trust in the accountancy sector, focusing on Chartered Accountants in particular, amongst business leaders in key markets
- Track any shifts in sentiment in comparison to the four previous waves (2018, 2019, 2021, 2023)
- Understand what is driving Trust and how to build it (in the accountancy industry more broadly and in perceptions of professional bodies operating within the sector)

Methodology

The research was conducted by Edelman Dxl, an independent market research firm, in partnership with CAW.

- **How:** 15-minute online survey
- **Who we spoke to:** Director level or above financial decision makers within a business
- **Where:** England, Wales, Scotland, Northern Ireland, Rep. Ireland, Australia, New Zealand, [Singapore \[NEW since 2019\]](#), South Africa, [Zimbabwe \[NEW\]](#)
- **When:** Fieldwork was conducted between April and May
- **Sample size:** 1,725 total participants across 10 markets



n=413



n=102



n=159



n=205



n=59



n=129



n=129



n=250



n=204



n=75

MARKET BREAKDOWN

South Africa

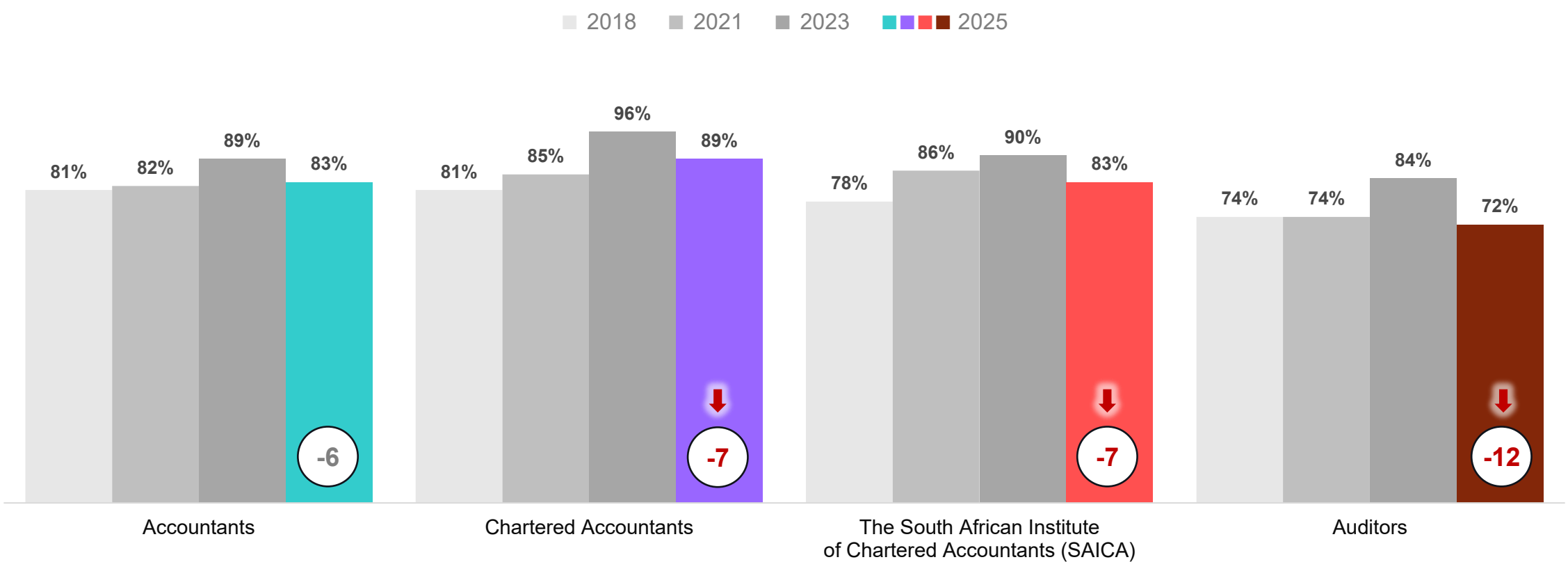


TRUST LANDSCAPE



Chartered Accountants and SAICA experienced a decrease in Trust after peaking in 2023

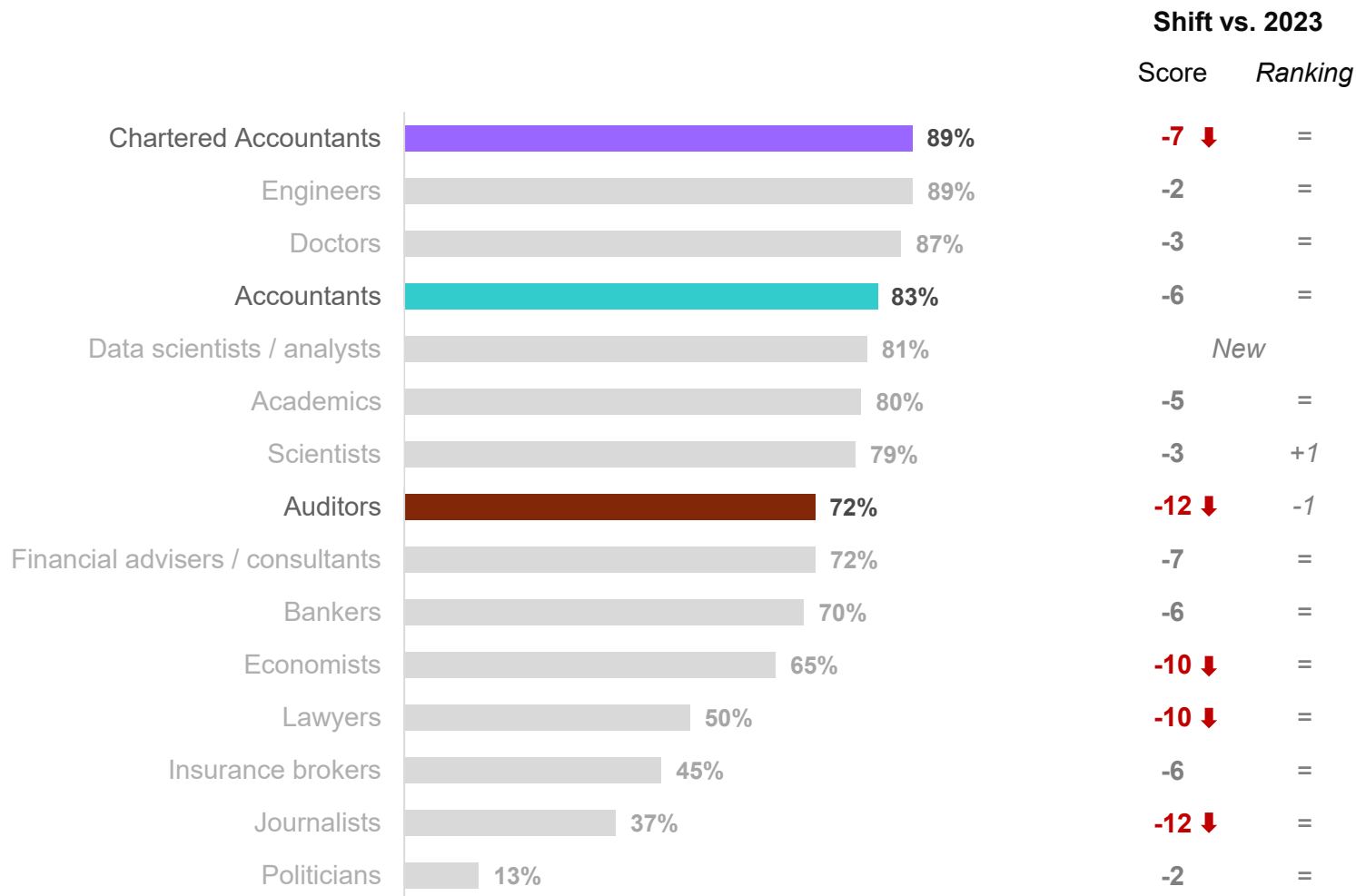
% Who trust the following to do the right thing
(Bubbles denote shift vs. 2023)





Despite the decline, Chartered Accountants remain the most trusted profession, with Accountants also ranking among the top five

% Who trust the following professions to do the right thing





Confidentiality, compliance, and transparency continue to lead drivers, as not letting external factors influence judgement enters the top five

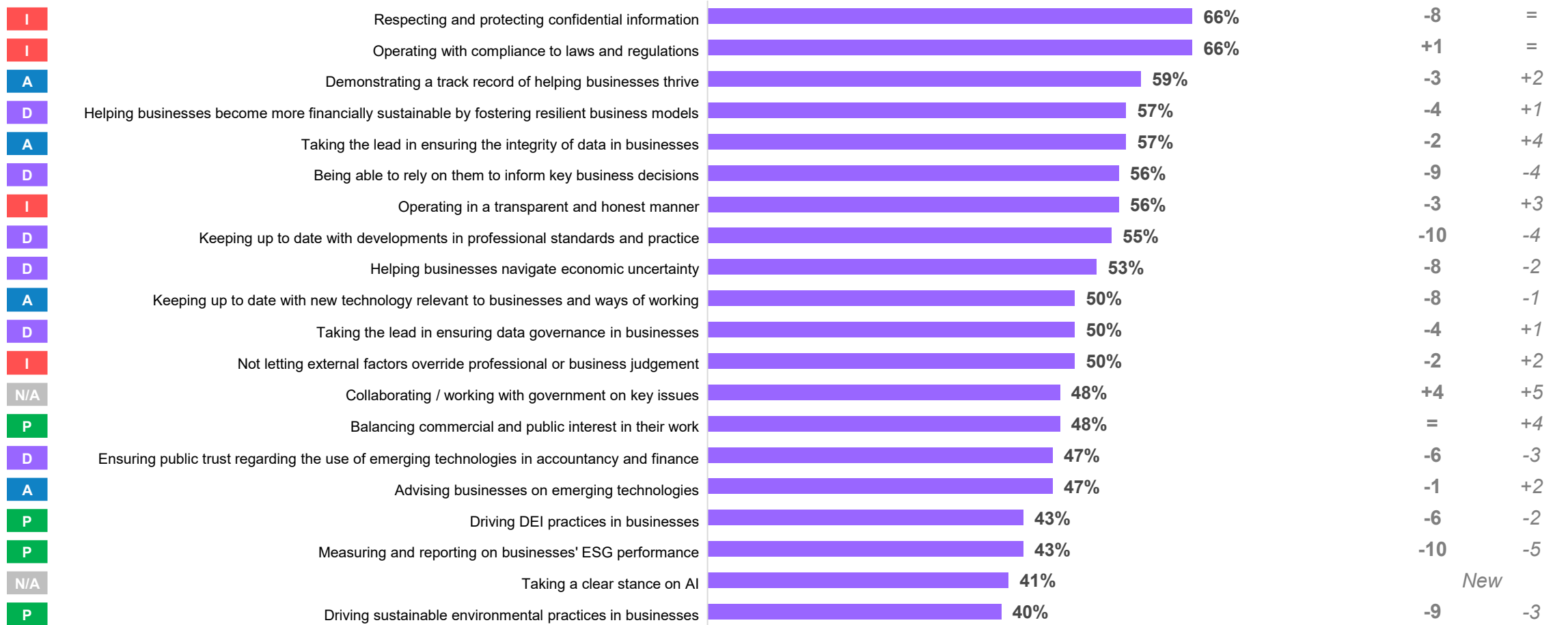
% Who say the following are very important in building Trust in Accountants





Despite overall Trust decreasing, performance perceptions of Chartered Accountants are stable

% Who say the Chartered Accountants are performing very well on the following





Lower Trust in South Africa could be driven by controversies and scandals covered by the media, rather than a dip in performance

Fraudulent accountants dent profession's reputation, says Saica as another member is jailed for R7m theft



TimesLIVE

SAICA disciplinary process found wanting in SAA biscuit saga

DAILY MAVERICK

1 November 2023

Greylisting as it relates to trusts



South Africa is running out of accountants



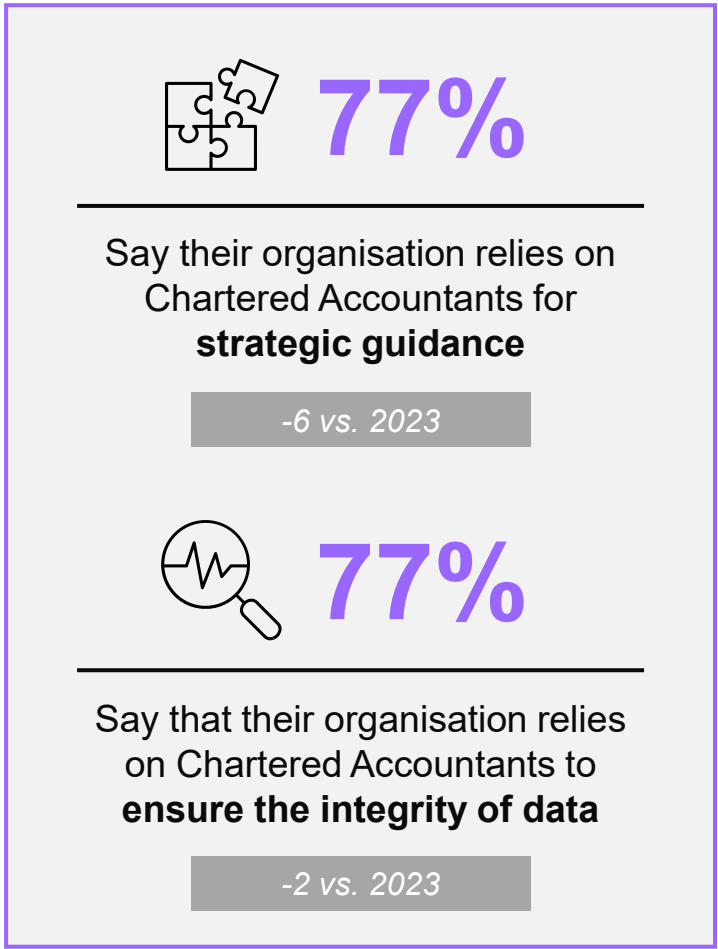
BUSINESSTECH

Ethics in Accountancy: A Critical Pillar in South Africa's Fight Against Fraud and Corruption



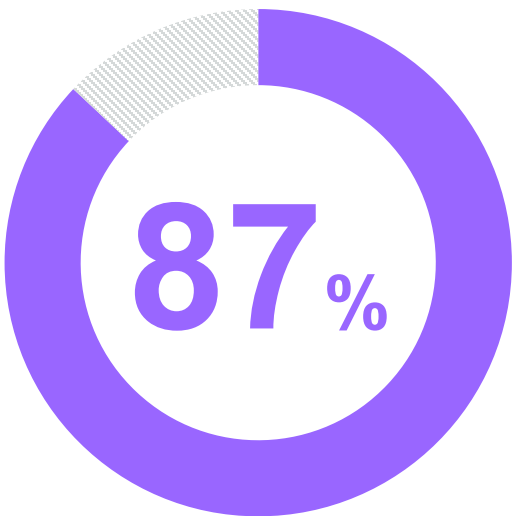
CHARTERED ACCOUNTANTS AS RELIABLE PARTNERS REGARDING NEW TECHNOLOGICAL CHALLENGES

Perceptions of Chartered Accountants' role and skills remain strong and largely unchanged

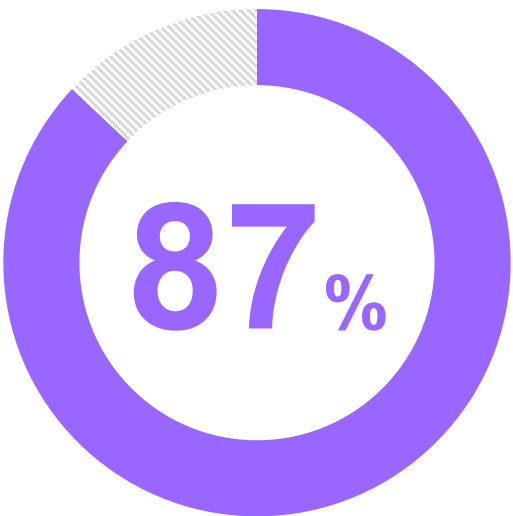




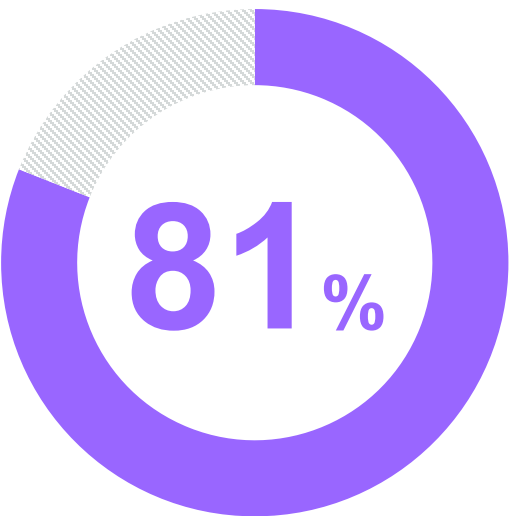
Also seen as key to AI and analysis, Chartered Accountants play a strong role in business decisions



Say that AI can process data, but Chartered Accountants **provide critical analysis** for informed business decisions



Say Chartered Accountants can play an essential role to businesses in **navigating challenges** arising from AI / automation adoption



Say that Chartered Accountants play a crucial role in **driving business AI investment**

PERFORMANCE-EXPECTATION GAP ON PURPOSE



Despite showing slight improvement overall, South Africa's performance-expectation gap on ESG measurement heavily widens

% Who say the following is very important to build Trust in Accountants vs. those who say Chartered Accountants are performing very well on them

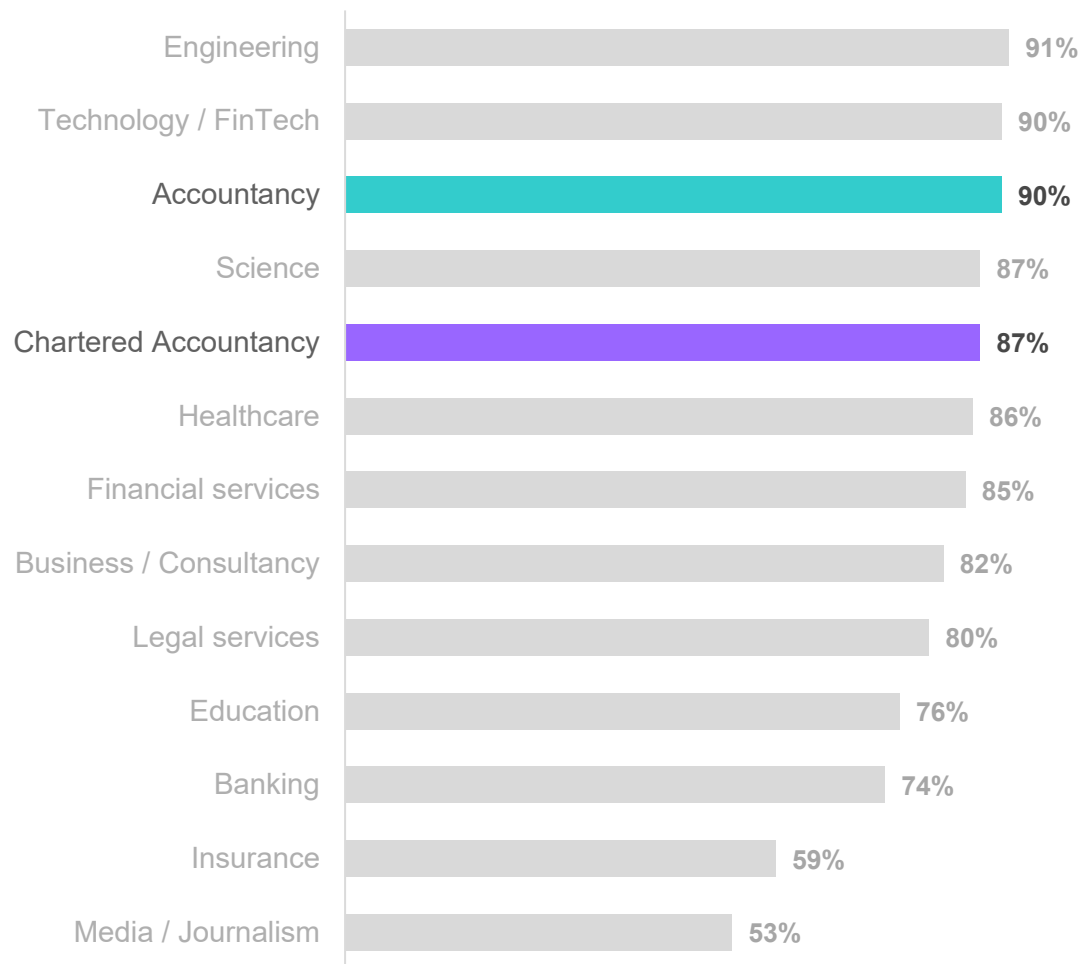
	CAW4 – 2023 Performance-expectation gap			CAW5 – 2025 Performance-expectation gap		
	Importance	Performance	Gap	Importance	Performance	Gap
Measuring and reporting on businesses' ESG performance	55%	53%	-2	54%	43%	-11
Driving sustainable environmental practices in businesses	55%	49%	-6	50%	40%	-10
Driving DEI practices in businesses	57%	49%	-8	50%	43%	-7
Balancing commercial and public interest in their work	53%	48%	-5	53%	48%	-5
NET Purpose	77%	69%	-8	75%	69%	-6

ATTRACTIVENESS OF THE PROFESSION

Accountancy attracts broad endorsement in South Africa, followed closely by Chartered Accountancy, as both are firmly positioned among the best paths for graduates

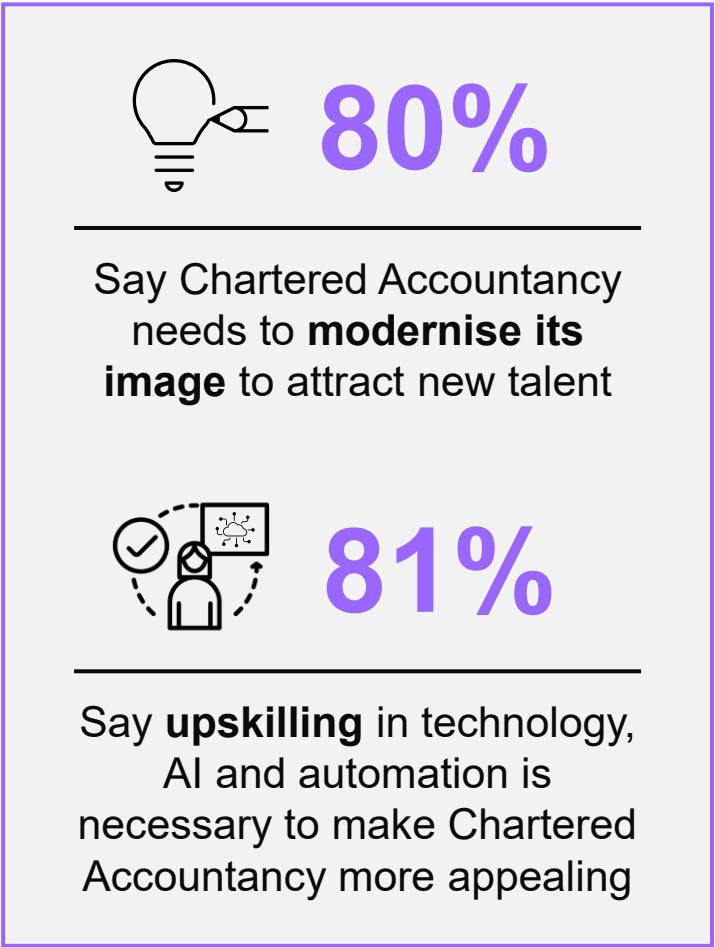


% Who would encourage new graduates to pursue a career in the following professions



See notes for question text and bases.

Upskilling and updating the profession's image are seen as key to reducing the talent shortage

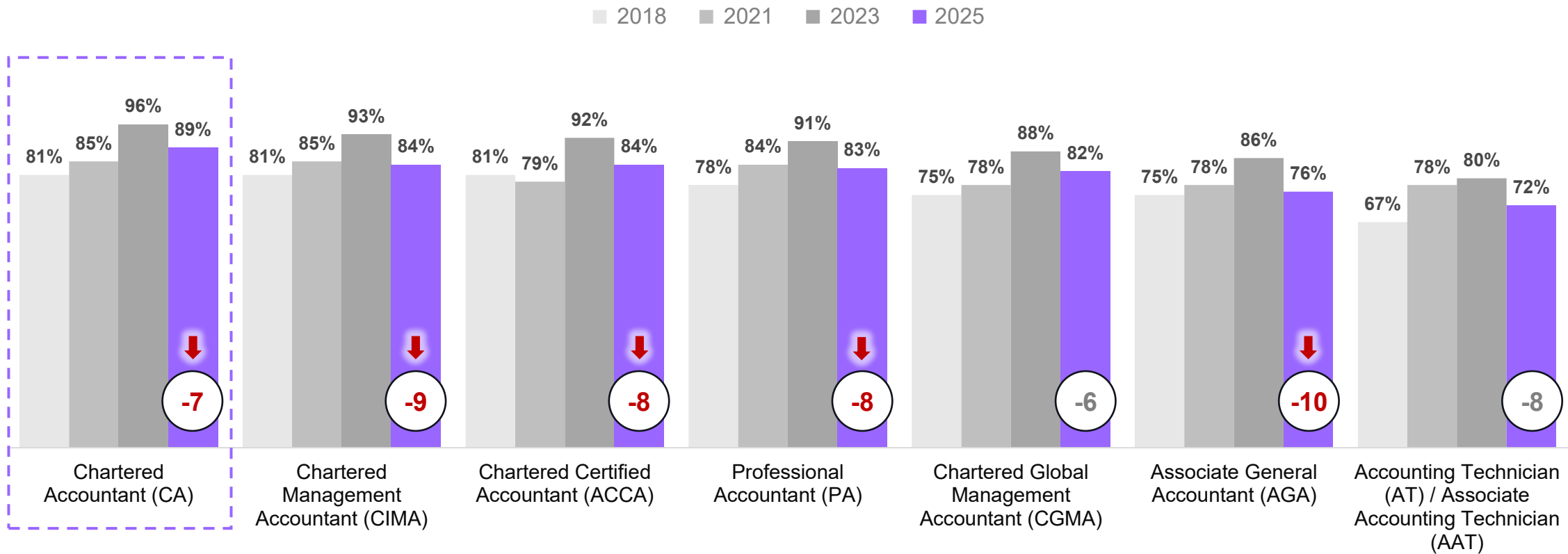


TRUST IN ACCOUNTANCY PROFESSIONALS AND BODIES IN DETAIL



The drop in Trust seen among Chartered Accountants extends across the Accountancy professionals

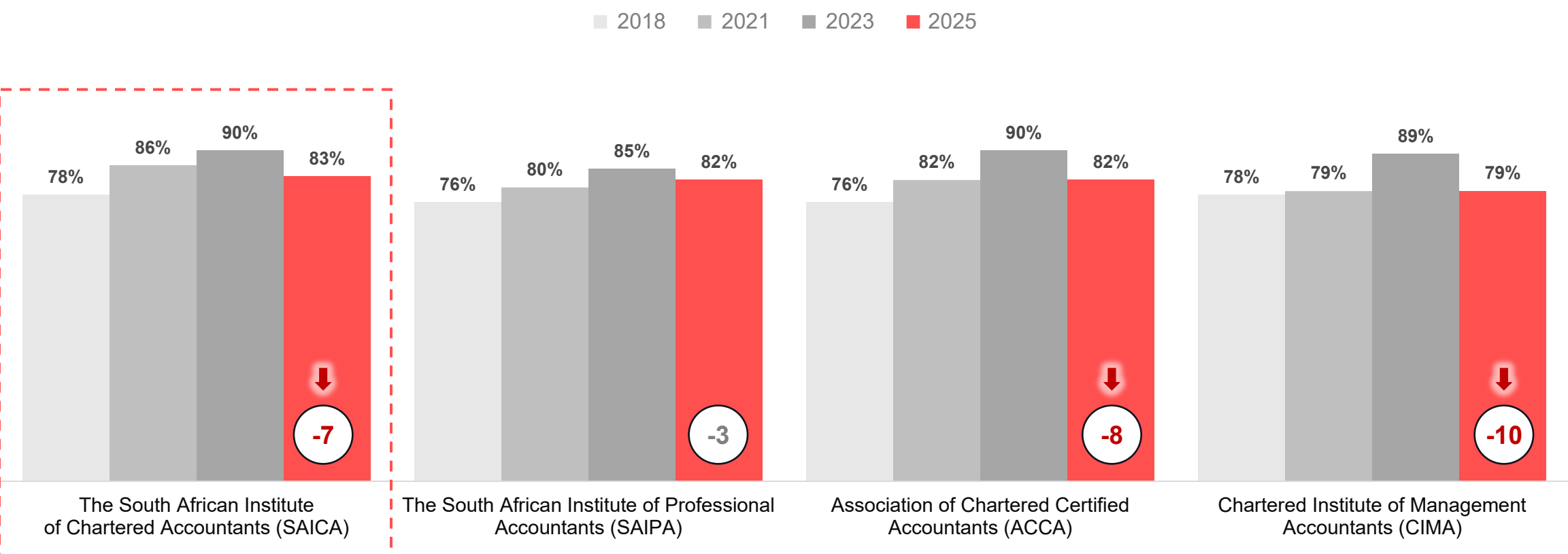
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Furthermore, various Professional Bodies see similar declines in Trust that SAICA experienced

% Who trust the following to do the right thing
(Bubbles denote shift vs. 2023)



Zimbabwe

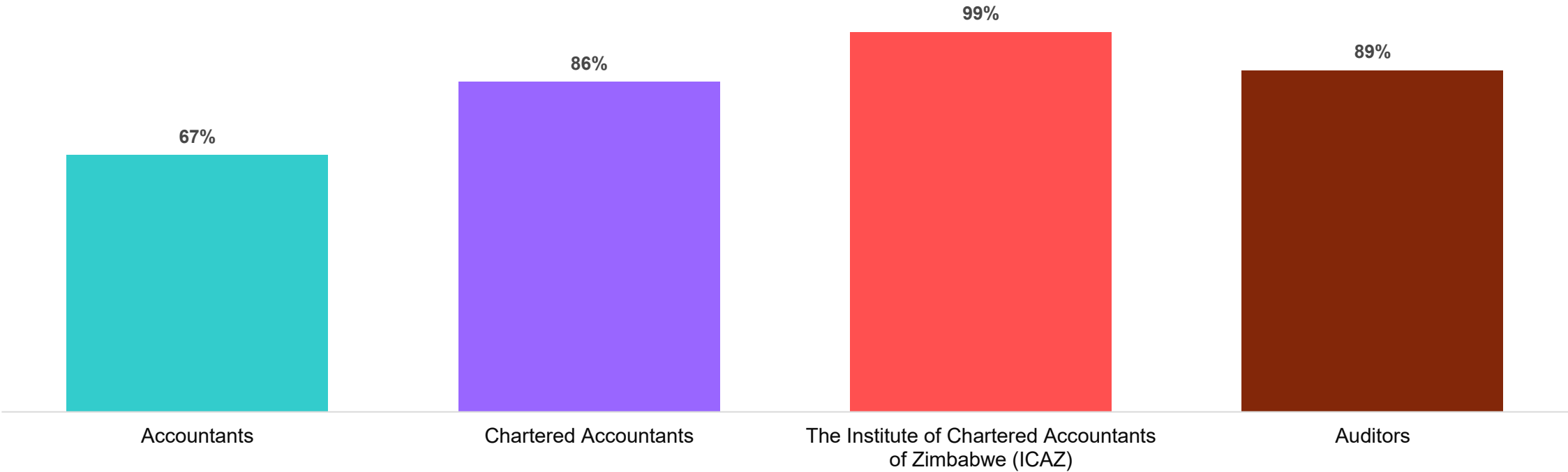


TRUST LANDSCAPE



Trust in Chartered Accountants is high, as they strongly differentiate themselves to Accountants

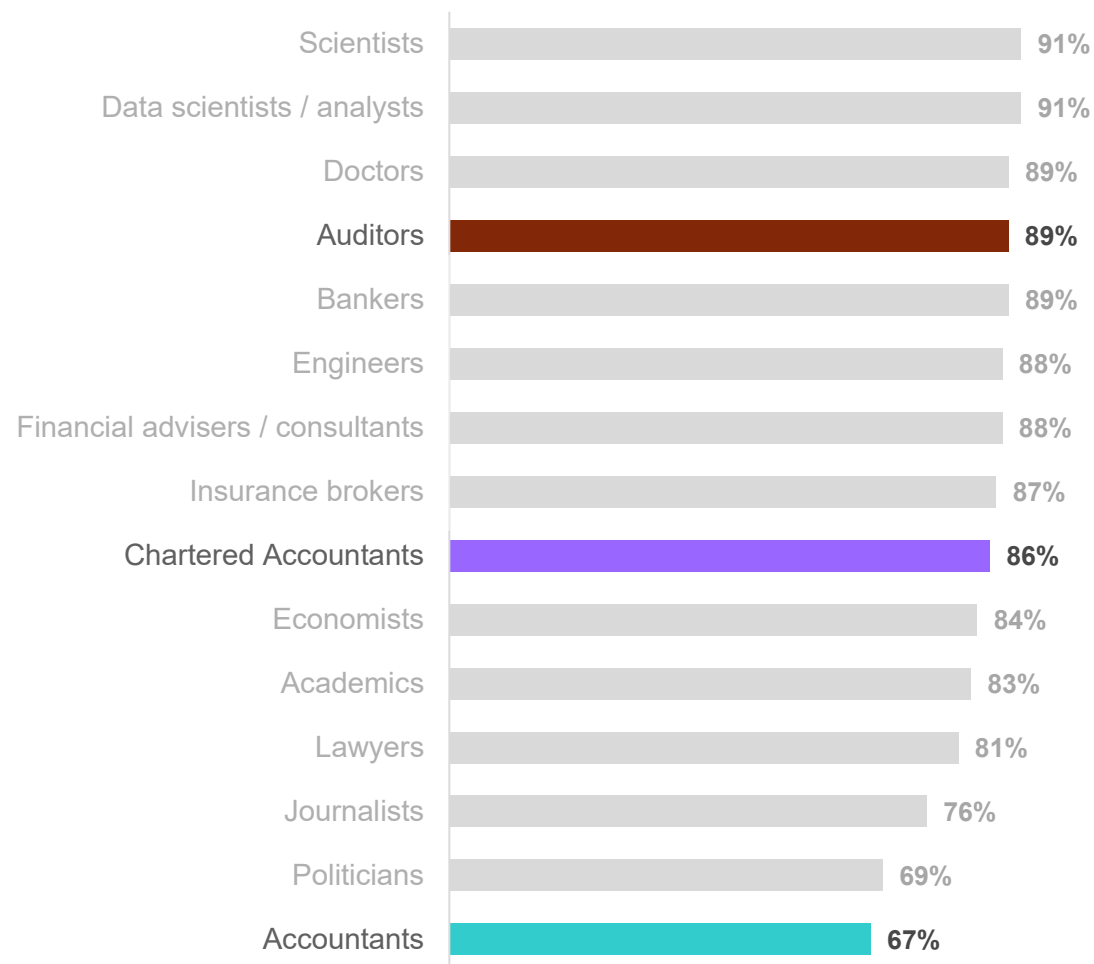
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However,
Chartered
Accountants have
room for
improvement in
Zimbabwe, finding
themselves around
the middle of the
professions
ranking

% Who trust the following professions to do the right thing



See notes for question text and bases.



Balancing commercial and public holds a unique position of importance in Zimbabwe compared to other markets

% Who say the following are very important in building Trust in Accountants





However, performance on balancing commercial and public interest is near the bottom, revealing a key opportunity to drive Trust

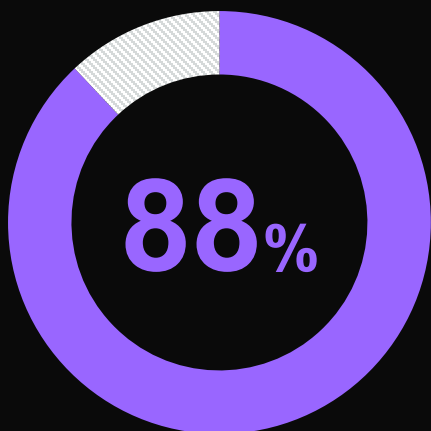
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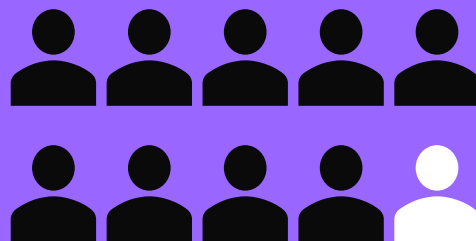
CHARTERED ACCOUNTANTS AS RELIABLE PARTNERS REGARDING NEW TECHNOLOGICAL CHALLENGES



Misinformation is a big concern in Zimbabwe, with Chartered Accountants playing a key role in guiding business and ensuring the integrity of data



Say Chartered Accountants play a vital role in helping businesses **adapt to new challenges**



9 in 10

Challenges relating to data accuracy and misinformation are **key concerns** for my business (89%)



91%

Say their organisation relies on Chartered Accountants for **strategic guidance**

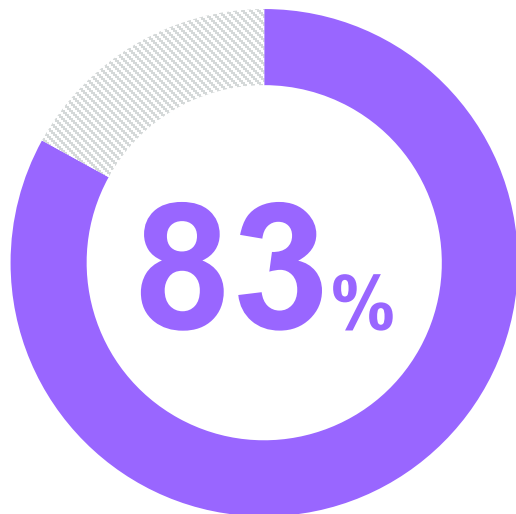


84%

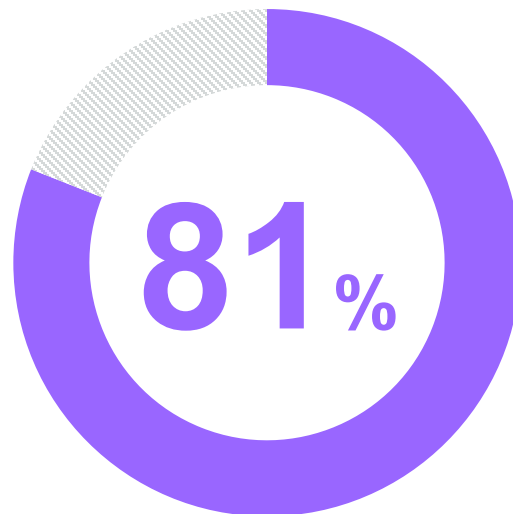
Say that their organisation relies on Chartered Accountants to **ensure the integrity of data**



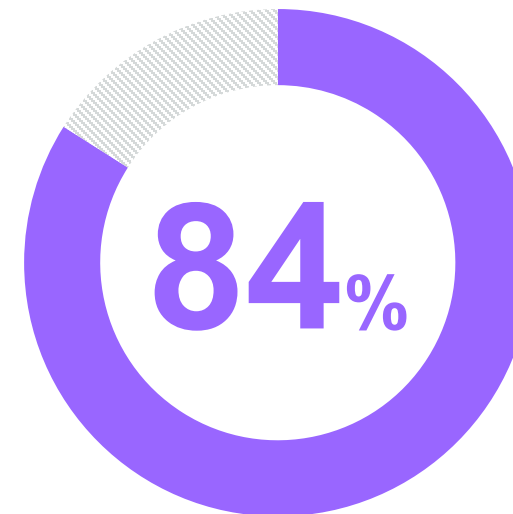
They are also highly valued for their role in analysis, investment decisions, and guidance on AI adoption



Say that AI can process data, but Chartered Accountants **provide critical analysis** for informed business decisions



Say Chartered Accountants can play an essential role to businesses in **navigating challenges** arising from AI / automation adoption



Say that Chartered Accountants play a crucial role in **driving business AI investment**

PERFORMANCE-EXPECTATION GAP ON PURPOSE



Overall, the performance–expectation gap is not wide, but there is a need to improve commercial and public interests performance

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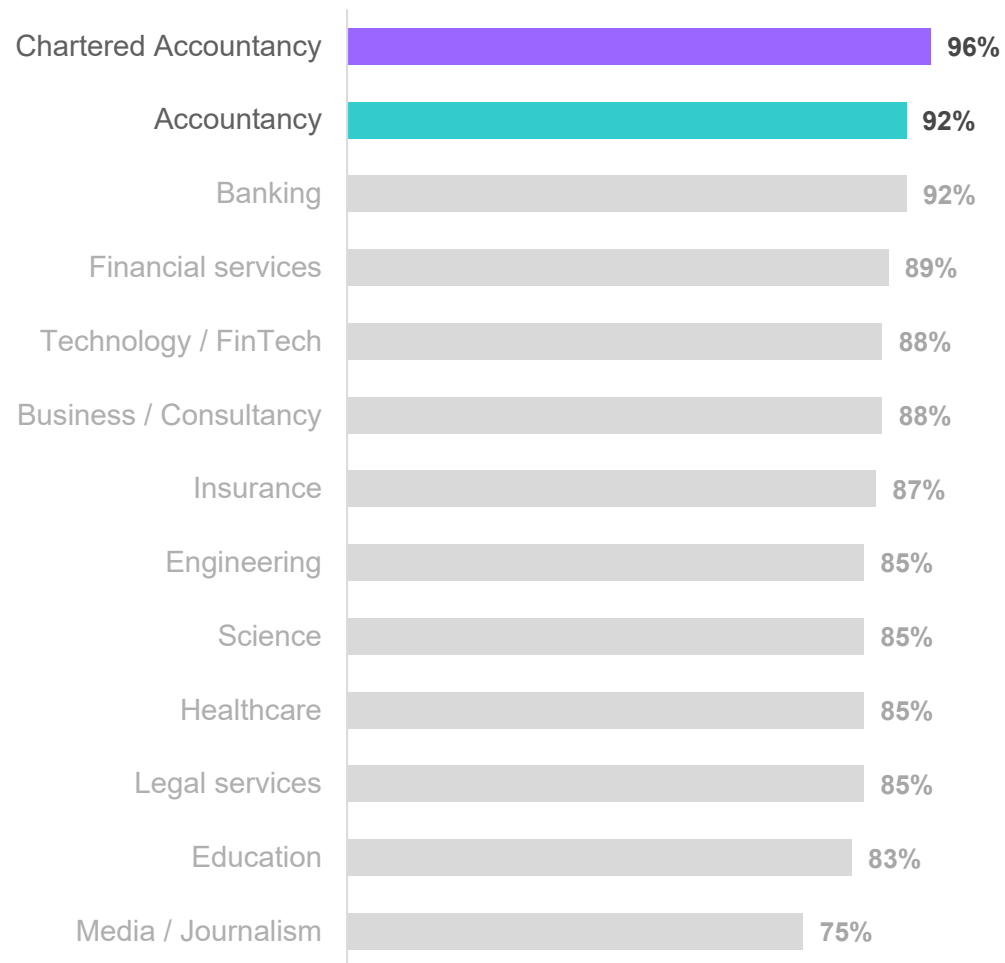
	CAW5 – 2025 Performance-expectation gap		
	Importance	Performance	Gap
Balancing commercial and public interest in their work	55%	40%	-15
Measuring and reporting on businesses' ESG performance	39%	35%	-4
Driving DEI practices in businesses	47%	47%	=
Driving sustainable environmental practices in businesses	47%	49%	+2
NET Purpose	84%	85%	+1

ATTRACTIVENESS OF THE PROFESSION

In Zimbabwe, no profession receives more support than Chartered Accountancy, making it the standout choice for graduate career paths



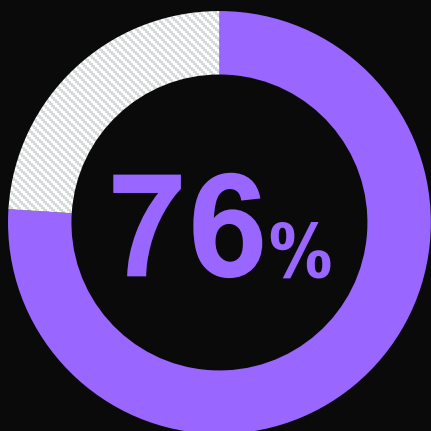
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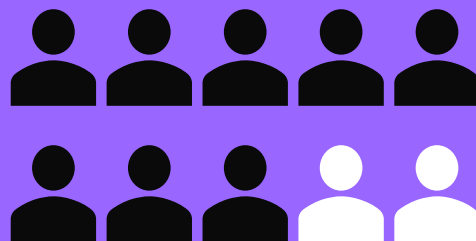
See notes for question text and bases.



In Zimbabwe, concerns about talent shortages are accompanied by calls to modernise the profession and provide upskilling on technology



Say that the **qualification process** to become a Chartered Accountant is **too challenging**, limiting new entrants



8 in 10

Say Chartered Accountancy is facing a **talent gap shortage** (81%)



85%

Say Chartered Accountancy needs to **modernise its image** to attract new talent



84%

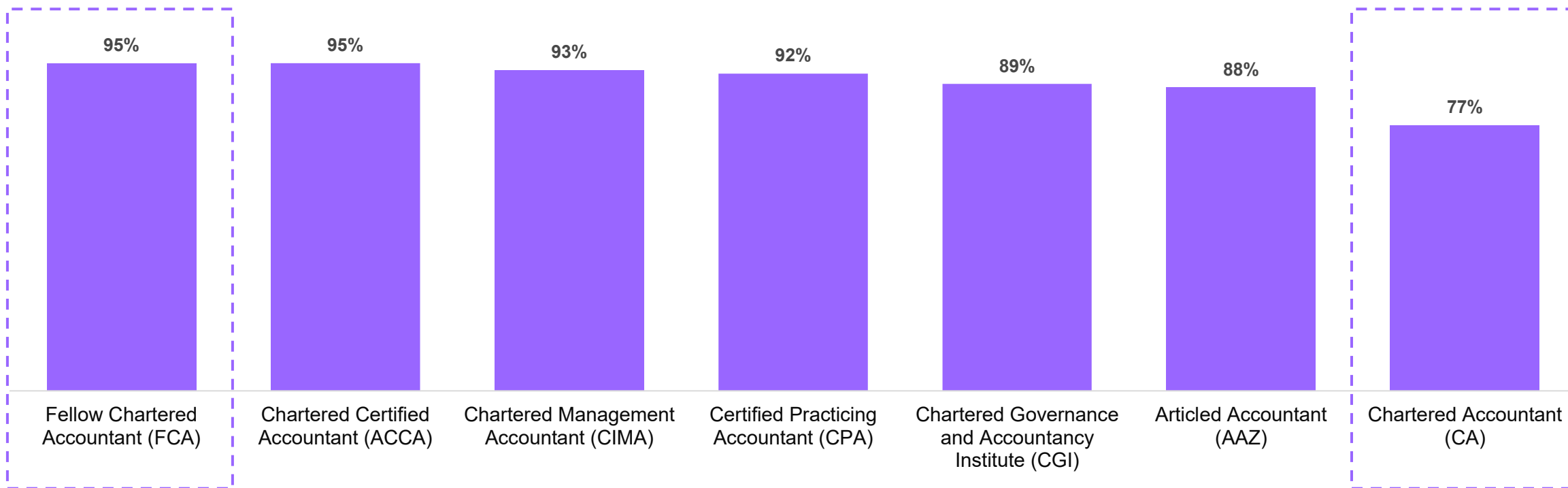
Say **upskilling** in technology, AI and automation is necessary to make Chartered Accountancy more appealing

TRUST IN ACCOUNTANCY PROFESSIONALS AND BODIES IN DETAIL



Fellow Chartered Accountants stand out in particular

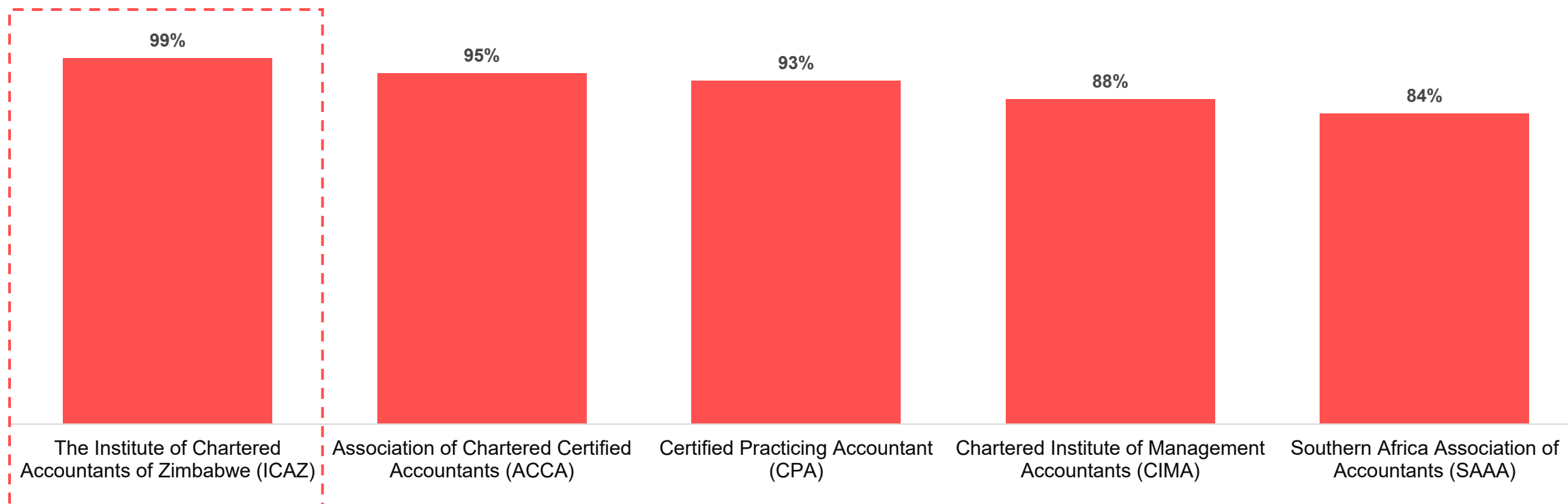
% Who trust the following to do the right thing
(Bubbles denote shift vs. 2023)





ICAZ is widely trusted with almost all FDMs showing faith in the Professional Body

% Who trust the following to do the right thing
(Bubbles denote shift vs. 2023)



THANK YOU