

Member questions before the Americas CEO Roadshow – 24 March 2022

MEMBER VALUE

MEMBER SERVICE ON THE WEBSITE AND MEMBER PORTAL

- **What is SAICA's technology strategy in the short-to-midterm (next 1 to 3 years)? SAICA still operates two disparate web-based member platforms that have still not been integrated over several years nor has the website had an overall refresh or modernisation.**

The functionality between the Member Portal and the SAICA website is due to the Ushintsho digital programme and this process has been communicated to members several times over the past few years. The Ushintsho programme is being implemented in stages and therefore various SAICA processes are migrated to the Member Portal over time. One of these processes includes financial transactions. The payment gateway on the Member Portal is due to be deployed in the first half of 2022.

- **Other institutions and professional bodies have pivoted with the pandemic and improved their Learning Management Systems ("LMS's") for purposes of learning & development, webinars etc. Does SAICA have a roadmap for the future?**

During 2021, SAICA scoped and went through a tender process for a new LMS. The contracting process was completed in November 2021 and the design and development of the new platform has commenced with the expected project completion date being September 2022. This is a very exciting project and will allow members to:

- View all SAICA events and book in one place;
- Access a wide variety of curated learning and development and thought leadership events (live and on-demand to suit the flexibility required of learning in today's world);
- A number of both free and paid for events will be provided in a number of formats including on-line forums, virtual classrooms and more;
- Certificates will be generated on "courses" (where required) and will be accessible and linked to a member's profile;
- The offerings will also be linked to the *CA Pathways to Relevance Competency Framework* and cover learning activities in the following areas:
 - Professional values and attitudes (Ethics, Citizenship and lifelong learning)
 - Enabling acumens (Decision making, Business, Digital and Relational acumens)
 - Technical competencies (updated to include the business cycle from strategy through to reporting and compliance with a shift in focus on creating sustainable value for a wide range of stakeholders); and

- Capture your Reflective Learning Plan (linked to the “courses” offered), which if utilised correctly, can then be used to report to SAICA if a member is selected for monitoring.

Learning and development is a fun and exciting place to be and we believe that it is essential that our members and associates embrace self-directed learning through the new tool, once in place. Curation of relevant learning activities and materials will also commence this year and will develop over time as we receive feedback from you.

RELEVANCE AND REPUTATION

Brand reputation management

- **What are your thoughts on the increasing number of CA(SA)'s who choose to apply their trade outside of the South African borders?**

The number of CAs(SA) that are based outside of South Africa has remained fairly consistent for several years, at just over 25% of the membership base. (View our membership statistics here). One of the value drivers of the CA(SA) designation is that it can be positively compared to similar designations globally, a consequence of which is that members are able to excel in their careers anywhere in the world. It is very difficult for SAICA to direct members where they can or can't practice, who they can or can't work for, or force a member to stay in South Africa. SAICA is proud to know that its CA(SA) designation is strong and reputable enough to ensure global opportunities and recognition for our members.