

## CEO Roadshow – Americas Region

17 August 2021

The question below was raised by a member prior to the CEO roadshow for members residing in the Americas region. The answer was provided by the relevant executive.

### RELEVANCE AND REPUTATION

1. With the current disdain for the CA profession (worldwide) as a result of the white-collar crimes continuing to be perpetrated (at the instigation of CAs), what is SAICA recommending its members do? Previously a CA was renowned as someone with extremely high ethical standards, now we are (tongue in cheek) considered to be the same as lawyers!

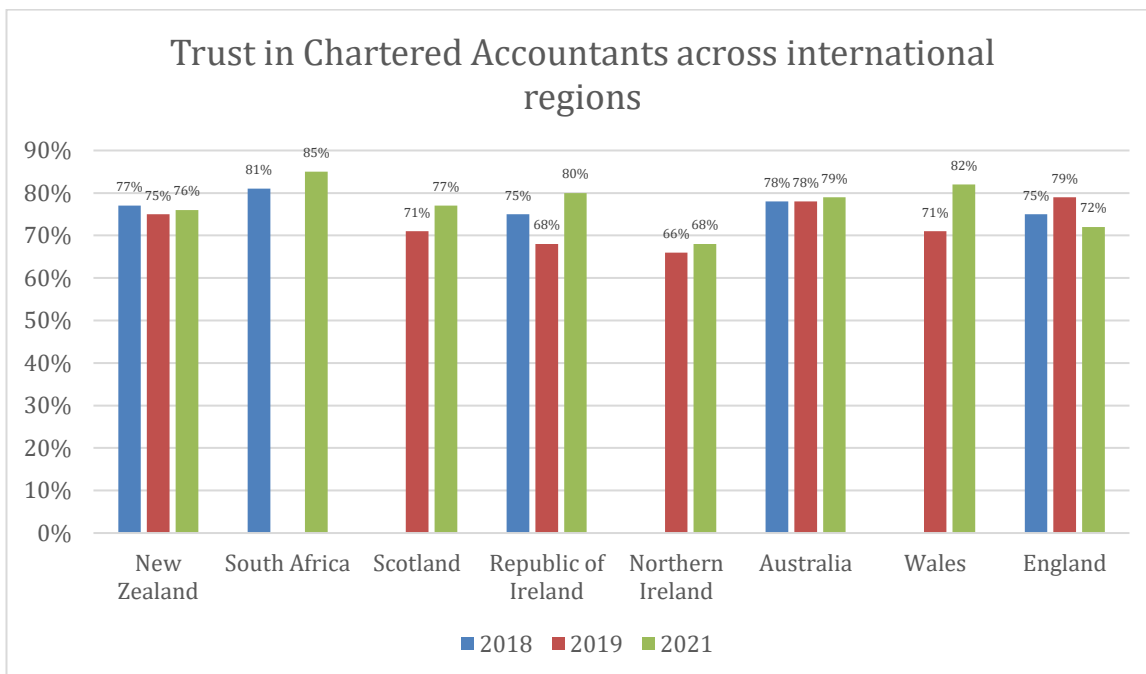
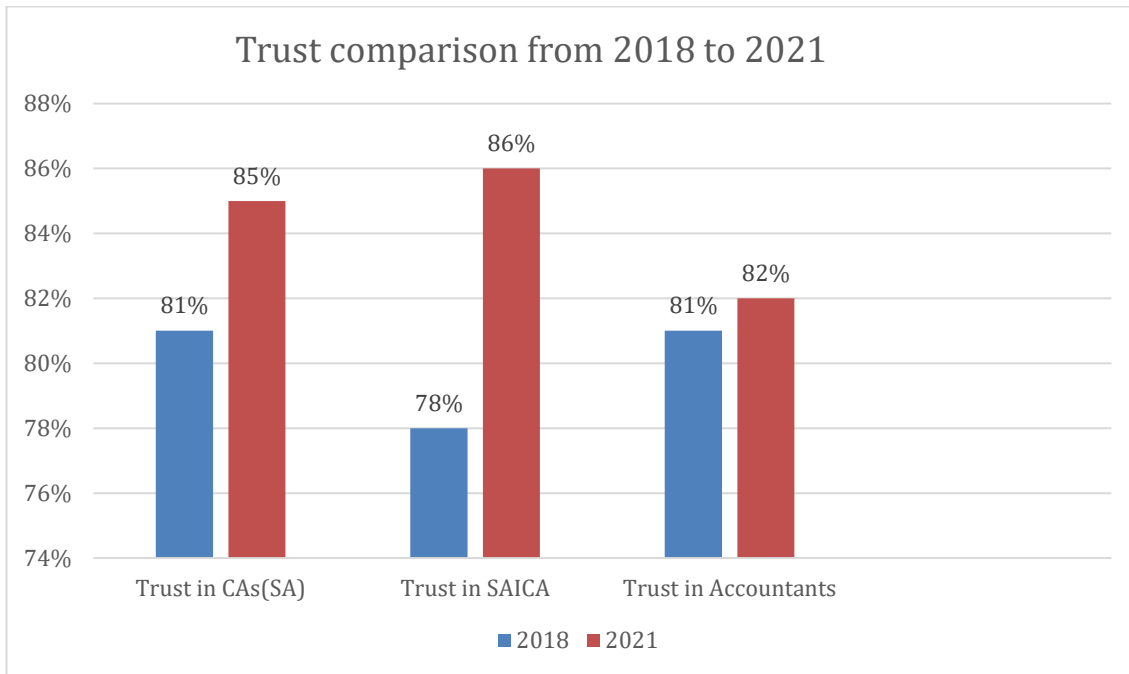
While it may be true that CAs are from time to time implicated in white-collar crimes, this group represents a minority of our members.

A recent survey by Edelman Worldwide, showed encouraging results regarding the trust in CAs around the world compared to other accountancy designations, as well as the trust in the various professional bodies.

The South African survey was done among 200 business decision-makers. Globally, South Africa was the strongest performing country.

- **Trust in Chartered Accountants** proves more resilient than the profession more broadly, strengthening across most markets. The global average for trust in chartered accountants was 78%, while trust in South African CAs(SA) improved to 85% from 81% in 2018.
- **Trust in CA bodies** also remain high across markets, with a global average of 77% trust in CA bodies, with SAICA coming out on top with 86% (from 78% in 2018).

Here are the results comparison:



*Scotland, Northern Ireland and Wales did not take part in the Edelman Survey in 2018, while South Africa did not take part in 2019.*

SAICA recommends that its members adhere to the SAICA Code of Professional Conduct, and make a point of attending SAICA's ethics workshops, which will again be offered to members in October this year. Members also need to note that SAICA has included a [compulsory CPD reflection on ethics](#) for all members, as communicated in April 2021.

At the same time, it should be noted that SAICA is implementing on an ongoing basis its own comprehensive, integrated brand reputation management and communication plan in order to improve the trust in CAs(SA) in South Africa and across the world.

It would appear from the Edelman Worldwide research that the trust in the profession is not as dire as members may believe.