

**The questions below were raised by members during the CEO roadshow for the Americas region. The answers were provided by the relevant executives.**

## **MEMBER VALUE**

- 1. The survey for the Business Emergency Room does not list the general business coaching option which was listed as a need in the email correspondence.**

The intention with the [Business Emergency Room](#) sessions includes the express condition that we provide businesses with enough information and business coaching to implement certain measures themselves, without the business coach having to continue working with the business long-term.

That is why general business coaching is not included in the survey.

- 2. Please explain why SAICA believes overseas members get the same value from SAICA as SA practitioners as evidenced by the annual dues structure.**

Members often believe that SAICA's only offering is its seminars and events, the majority of which have been offered to members online and free of charge since the onset of the global pandemic.

Although all our members worldwide now have access to all our webcast offerings, the biggest value in SAICA membership remains the premier standing and overall value of the CA(SA) designation in the marketplace and economy. It is therefore not just about the seminars and events and whether SAICA can offer these opportunities to members for free.

The value of SAICA membership also refers to our CPD offering which includes learning opportunities to ensure our members remain relevant for the future, the quality of our qualifying exams, ensuring we adhere to the international standards, offering thought leadership articles and guides, holding members accountable, as well as our brand reputation management focus to ensure we offer the most prestigious CA designation in the world. We want the international community to seek to associate with CAs(SA), which will create opportunities for more international recognition agreements.

Chartered Accountants Worldwide also recently rebranded the old ACAUS organisation as CAW Network USA. The international institutes are working with the CAW Network USA leadership to bring designation recognition in the US as well as provide better member value and opportunities for engagement and networking in the US and Canada. Members can find more information on their website: <https://cawnetworkusa.com/>

All this work, including the work of CAW Network USA, requires funding to ensure that we create an overall valuable product and experience for our members. The value of SAICA membership is therefore applicable to all members, regardless of where they reside.

## **RELEVANCE AND REPUTATION**

No questions regarding the relevance and of the CA(SA) designation were raised.

## **TRANSFORMATION AND GROWTH**

- 3. How good is the student pipeline for the future CA(SA)?**

This question can be answered from a quantity and quality perspective.

Regarding quantity, SAICA's pipeline of future CAs(SA) is steady, with most of the South African universities (22 in total) currently accredited to offer our learning programmes. Universities have had a good intake this year.

SAICA has also introduced various initiatives to support students and improve their chances of success in our programmes.

Regarding performance quality, there was a slight decrease in 2020, mostly because universities were not well prepared for online learning when the pandemic first hit. Thankfully, we are already seeing an improvement in student engagement and our initiatives to support our ITC and APC candidates are also proving successful.

Going forward, SAICA's focus will remain on transformation to ensure that our pipeline reflects the demographics of the South African population. Therefore, equity and quality within the South African context will remain a priority for the foreseeable future.

SAICA's Initial Professional Development (IPD) committee is also working on a research project to study the impact of our exam results and a lot of work is being done regarding the implementation of our strategy, especially considering that the impact of COVID-19 may still be felt for several years. We will continue engaging with universities in this regard.

Overall, we believe we are continually improving. For example, ten years ago, only 12 service providers were accredited to offer our learning programmes and now 22 providers are accredited. They are all subject to the same accreditation criteria, and there are public and private providers, which creates healthy competition.

From a monitoring and accreditation perspective, SAICA will continue to ensure that the candidates who exit our training programmes are at the correct standard to take part in our ITC and APC.

Regarding ongoing learning, SAICA's new competency framework is heavily focused on ethics, relational acumen, decision-making acumen, professional values and attitudes (including citizenship), as well as technical and digital acumen. There will always be a need for ongoing learning and development, seeing that the marketplace is continuously changing and we need chartered accountants who can add value across all sectors of the economy.

From a generational perspective, students are no longer 'taught to' or 'lectured to' but rather 'engaged with' in their learning process. We will continue offering these new learning opportunities to our students and members to ensure they remain relevant in the future world of work.

## **ORGANISATIONAL SUSTAINABILITY**

No questions were raised regarding SAICA's organisational sustainability.