

## SAICA CEO ROADSHOWS MEMBER QUESTIONS AND ANSWERS EMEA ROADSHOW – 5 AUGUST 2021

The questions below were raised by members during the EMEA roadshow, which took place on 5 August 2021. The answers were provided by the relevant SAICA executives.

### MEMBER VALUE

1. In economically difficult times, is there a way that international members can get access to SAICA members small businesses' details so that we can utilise their services and buy their products?

Members can have a look at the ['Find a Member'](#) functionality on the SAICA website, where our members can opt in or opt out to have their details shared. In this regard, we also have to keep the POPI Act in mind.

Following the recent riots in South Africa, we have created the [Business Emergency Rescue Initiative](#), which is another mechanism for members to reach out to each other to either ask for or offer support. Within this initiative, the **Business Emergency Room**, which was originally developed at the onset of the global pandemic, has been reactivated. The purpose behind the Business Emergency Room is to support small businesses that have been impacted by the recent turbulence in South Africa. The priority and focus of the Business Emergency Room remain to accelerate economic recovery and growth through supporting small businesses.

This will be achieved by a voluntary panel of business advisory experts offering temporary, pro-bono support to businesses in response to the current economic strain and its repercussions on society. In turn, businesses will have an opportunity to apply for the support from the panel of business advisory experts.

It is important to note that the service remains purely an advisory service and not an implementation service. In addition, participation will be on a pro-bono basis for a limited period of time.

- **Business experts** who are willing to help, should kindly sign up [here](#).
- **Businesses who would like to apply for support** through the Business Emergency Room, can do so [here](#).

The specialist advisory areas are as follows:

- SASRIA Insurance claims
- Cash flow management
- Funding/Grants/Incentives applications
- Business strategy for uncertain times
- Business diversification
- Taking new products/services to market

- Business processes/Business Continuity Processes
- Business rescue
- Sector-specific advice
- General business coaching

We also encourage our members to join the SAICA community group on the Telegram Messenger app, which was created as part of the Business Emergency Rescue initiative. On this group, members are able to connect with each other to ask for and offer advice and support as needed. This app can be downloaded on mobile devices as well as on a desktop computer. Please ensure you download the Telegram Messenger application rather than other versions of Telegram.

Once you have downloaded the application to your device, add the SAICA number 074 990 5307 as a contact to your phone. You can then sign up to join the group by following this [link](#). Your membership status will be verified before you will be added to the group.

We also remind you to read the group's terms and conditions as well as the POPIA disclaimer on the sign-up page before joining the group.

- 2. There is no C-suite or executive director level role at SAICA that seems to have a clear focus on members and the membership in job roles and titles? Is there a disconnect between structure and strategy?**

Thank you for this important question. SAICA's strategy is based on four pillars, one of which is Member Value. The issue regarding Member Value cuts across different divisions and teams, who all work on member-related matters including technical issues, learning and development, CPD, compliance, seminars and events, as well as reciprocity agreements. All this work is done by various divisions and teams to the benefit to our members. Therefore, there is not a single team that focuses on members, but rather all teams have the Member Value focus as part of their strategic objectives.

We agree that the SAICA structure should support our strategy and we believe that it does. Although we currently have a vacancy at an executive director level, which is temporarily filled by an acting executive director, it does not negate the relevance of the structure in relation to the strategy.

## **RELEVANCE AND REPUTATION**

- 3. How far are SAICA and IRBA's discussions wherein SAICA will take over smaller matters that are clogging up IRBA's disciplinary roll? And will IRBA provide funding to SAICA when that happens?**

SAICA is still in discussions with the IRBA regarding these matters and we may need to take on some of their cases in order to get these finalised. We will inform members when we have made a final decision as well as on the funding required for this exercise when we know more.

**4. Thanks for the CEO's presentation, and all the Wellness presentations arranged by SAICA. You mentioned relevance and reputation at times of crisis, why does SAICA not engage/lobby government directly and make suggestions? High profile members can also be used to talk on behalf of the profession.**

As part of SAICA's strategy, we proactively reach out to government and industry stakeholders on matters relating to the profession. Most recently, we engaged with government regarding matters relating to the IRBA Board and CEO, which we communicated to all members.

We further regularly and proactively engage the government on matters including Tax, the Companies Act, the PIE score, as well as targets that must be met from the transformation perspective, amongst others. The SAICA CEO also engaged the president following the recent riots in South Africa.

SAICA sees advocacy and government lobbying as our responsibility, as it enables us to make an impact not only on behalf of our profession, but also in the wider public interest.

SAICA has also been using high-profile members and stakeholders to communicate certain messages for a while, the most recent example being the [Unite 4 Mzansi](#) campaign.

SAICA communicates its advocacy and government lobbying activities via the various communication channels and we recommend our members remain engaged with this communication.

## **TRANSFORMATION AND GROWTH**

**5. In the UK we have an apprenticeship programme at accountancy firms. This encourages new entrants to the profession. Does SAICA have a similar plan?**

Yes, SAICA does have a similar plan. Part of a South African's qualifying process as a CA is a three-year learnership, which our banking fraternity is especially active in. We have a learnership for all three our designations and we currently have 10 300 active learnerships in the country.

## **ORGANISATIONAL SUSTAINABILITY**

**6. How do our costs for disciplinary processes compare to other international accounting bodies?**

SAICA is not sure about the costs of international disciplinary processes, given that legislation and resource costs may differ from country to country. We can confirm that we are on par with the costs incurred by the IRBA in the finalisation of their high-profile disciplinary cases. We believe this to be a good local comparison.

It is important to note that the costs incurred are based on the specific details in each case and each country's processes may differ, so it is hard to do a cost comparison. For example, the requirements for document exchanges, forums which include senior advocates, record-keeping

costs, cost-recovery systems, costs of external advice (where applicable), and the potential costs of revisions when matters are taken to the High Court, all play a significant role in the cost per case. Thankfully, SAICA has a good record with regards to revisions, with only 1 case out of every 400 being taken to the High Court. This proves that our processes are thorough.

In addition, one also needs to note the positive media exposures we receive from the high-profile cases, which resulted in R4 million advertising value equivalent in 2020 alone. These exposures contribute to SAICA's brand reputation management activities.

**7. Should SAICA align with the Law society and do a joint approach at times of crisis?**

SAICA matters are usually of such a specific nature that only our disciplinary communities are well equipped to deal with those effectively. The process of SAICA is detailed and described and to get external participation in our process may be cumbersome, time-consuming and expensive. We don't anticipate this to be a possibility. Therefore, we use temporary legal resources to the extent that it is necessary.