

# Member Value Proposition

“ I am part of a prestigious and valued profession that enables me to participate, lead and make a difference in South Africa and globally, while positively impacting the economy and society. ”

## AS A SAICA MEMBER, I BELONG TO A COMMUNITY THAT IS:

### RESPECTED, RECOGNISED AND RELEVANT FOR THE FUTURE



My institute upholds a high, international standard of pre- and post-qualification **education**.



My institute works continuously with the SAICA-accredited universities and training offices to ensure that we uphold high **pre- and post-qualification standards**.



I am kept up to date on matters relating to the profession and technical developments via SAICA's many **communication channels**.



SAICA's continuous **learning interventions and offerings (CPD)** ensure that I have focused development opportunities that will equip me for a changing world of work.



Brand promotion and Brand equity ensure the **professional premiership** of the CA designation, including ongoing employability.

### CONNECTED, ENABLED AND SUPPORTED



Through **advocacy and stakeholder engagement** SAICA enables me to participate in thought leadership discussions to ultimately make a positive difference in the profession, society and the economy.



My institute **represents the profession in national conversations** to positively influence policies and operations in the public interest.



I have the opportunity to be a part of various forums, committees and attend events which offer invaluable **networking opportunities**.



Thanks to **strategic and global partnerships** as well as reciprocity agreements, I enjoy international mobility.



I can **log queries** to obtain support via the Member Portal as well as the Membership Services department.

### HELD TO A HIGH ETHICAL STANDARD



My institute **holds members accountable** to the Code of Professional Conduct which ensures members behave ethically and with integrity at all times.



The SAICA **disciplinary processes**, underpinned by the SAICA by-laws, maintain the value of SAICA designations in the marketplace and on a fair and equitable basis.



My institute plays an active role in the **profession's transformation and growth** by being an example of value creation for me and the country through projects that grow the pipeline of future business leaders and provide decent and meaningful opportunities for disenfranchised South Africans.



I can help make a **positive and quantifiable economical contribution** which is one of the top five leading drivers of trust and admiration in the CA designation through ongoing relevance.

# RESPECTED, RECOGNISED AND RELEVANT FOR THE FUTURE



**My institute upholds a high, international standard of pre- and post-qualification education.**

Considering that the world is rapidly moving forward, members have to respond to the significant changes facing the accountancy profession. These include the increasing pace of change and disruptive technologies of the Fourth Industrial Revolution, as well as the continued improvement in technology and its broadening prevalence in the workplace. This is particularly relevant for accountants as intelligent systems can now execute some of their traditional basic functions. SAICA's approach to creating members who are fit for the future, include a new lifelong learning (CPD) policy, the CA2025 project and adapting our learning offerings to match a changing world of work.

## **CA2025**

The outcome of the [CA2025](#) project is to clearly define what competencies are required of entry-level and already qualified members in order for them to remain relevant in the future. The implementation of this project spans a number of years given the significance of the changes, which includes a review of SAICA's formal assessments as well as improvements to teaching and learning approaches and the post-qualification process.

## **Pathways to Relevance**

The [Pathways to Relevance](#) framework uses business processes and its value creation process to address the professional competence needs of SAICA's members who work in a wide range of roles. The framework was developed to align the competencies required of members, keeping in mind the escalating complexity

in the business environment, globalisation, digital disruption, increased stakeholder demands and the need to restore the public's trust in the profession.

The new framework provides a future-focused view into selected career paths and associated competencies required to remain relevant now and into the future. The framework defines the knowledge, skills, and attributes needed for members within ten identified career paths. Each career path has a defined set of competencies and denotes the required level of proficiency needed to perform the role effectively at entry, mid- and senior management levels.

The framework will also assist members as they apply the new SAICA CPD policy requirements, which set out that each member must prepare a reflective learning plan in which they identify the competencies required for their specific role, the competencies they need further development in and undertake relevant learning and development interventions to address those competence gaps.

[Short online courses](#) on the Fourth Industrial Revolution have been rolled out for members in partnership with the University of Johannesburg in areas that have been identified as critical skills for current and future scarce skills. These include big data, big data analytics, integrated thinking, block chain and its impact on the accountancy profession, as well as integrated reporting.

# RESPECTED, RECOGNISED AND RELEVANT FOR THE FUTURE



**My institute works continuously with the SAICA-accredited universities and training offices to ensure that we uphold high pre- and post-qualification standards.**

SAICA's business model consists of recruiting top-performing students at schools across South Africa to enter a learning path delivered through accredited providers (both through programmes SAICA accredits at universities around South Africa and training offices where practical experience is gained). Through these programmes, SAICA is able to ensure that anyone who

qualifies for SAICA CA(SA) membership has developed, to the appropriate standard, the relevant entry-level competencies (knowledge, skills, ethics and attitudes) to perform the duties expected of them as well as fostered a culture of lifelong learning that enables them to enhance and maintain their professional competence, and remain relevant into the future.



**I am kept up to date on matters relating to the profession and technical developments via SAICA's many communication channels.**

Members can keep abreast of the latest information using channels of their preference. SAICA has various channels through which it communicates to ensure members stay up to date with the latest information. Channels include SAICA social media, the monthly [Accountancy SA](#) digital magazine, the [SAICA website](#), the [SAICA News](#) show, email newsletters (CA World and Calendar of Events) as well as technical email newsletters (Integritax, Standards and Legislation, Ethics

and Governance and the SMP newsletter), as well as the Integritax Journal, which includes a monthly CPD article for members in the UK.

SAICA's regional offices also run WhatsApp broadcast alert groups, which are categorised according to member preference regarding content and information. To join any of the WhatsApp broadcast groups, please contact your [relevant regional office](#).



# RESPECTED, RECOGNISED AND RELEVANT FOR THE FUTURE



**SAICA's continuous learning interventions and offerings (CPD) ensure that I have focused development opportunities that will equip me for a changing world of work.**

## CPD policy

The objective of CPD is to ensure that members remain relevant and maintain and improve their ability to practice.

The new CPD policy, which came into effect on 1 January 2020, supports a commitment to lifelong learning based on a reflective plan where CPD activities include work-based learning, undertaking new projects at work, online reading, researching particular issues relating to clients or a specific role, and focused discussions with colleagues or professional advisers.

Under the new CPD policy, there is no requirement to achieve a certain number of hours or points – the important feature is that consideration is given to the requirements of an individual's organisational role and that learning interventions address this.

## CPD offerings, products and learning interventions

Members are kept abreast of the latest technical and non-technical information and trends through a host of relevant seminars and events as well as through various Circulars and member communications. The learning interventions are aligned to the CA2025 and Pathways to Relevance concepts and are designed to enhance members as business leaders.

- For a full list of SAICA Seminars and Events please refer to our [2021 Events Catalogue](#)
- Other online courses are available on the [SAICA website](#)

Members who have questions about the CPD policy can contact [newcpdpolicy@saica.co.za](mailto:newcpdpolicy@saica.co.za).



# RESPECTED, RECOGNISED AND RELEVANT FOR THE FUTURE



Brand promotion and Brand equity ensure the **professional premiership** of the CA designation, including ongoing employability.

SAICA has a comprehensive reputation management and communication plan which is built on reconstructing trust in the profession ([#trustreconstruction](#)) and showcasing that the profession is of national value ([#aprofessionofnationalvalue](#)).

SAICA's marketing and communication efforts focus primarily on presenting our members as [thought leaders](#) and [difference makers](#) in society, thus not only making an impact in their communities, but also having an impact on economies. SAICA further communicates often on its approach and attitude to ethical matters and how those are dealt with as part of its ongoing trust reconstruction ([#trustreconstruction](#)) exercise.

Working with [Chartered Accountants Worldwide](#) and the [Global Accounting Alliance](#) (GAA), SAICA promotes the CA brand globally for the benefit of members residing outside of South Africa, and enables these members

to access content of the institute in the GAA-affiliated country they live in, at in-country member rates.

SAICA measures its brand promotion efforts via three surveys\*:

1. An independent external survey done by Edelman International in five countries where CA institutes operate, shows that business decision makers still indicate a trust index of 85% in CAs(SA) in South Africa.
2. The latest external Ask Afrika Brand Admiration Index for CAs(SA) among business decision makers is 68%.
3. Furthermore, according to SAICA's own Professional Health Index survey amongst the youth, trainees, members and business decision-makers, unprompted awareness of the CA(SA) designation increased to 87% among business leaders.

\*All statistics quoted are results from 2020 surveys.





# CONNECTED, ENABLED AND SUPPORTED



Through **advocacy and stakeholder engagement** SAICA enables me to participate in thought leadership discussions to ultimately make a positive difference in the profession, society and the economy.

SAICA engages with a host of stakeholders locally and internationally, to the benefit of members and the profession. For a list of the most prominent stakeholders please refer to the latest [SAICA integrated report](#).



My institute **represents the profession in national conversations** to positively influence policies and operations in the public interest.

By collaborating with our members, SAICA ensures that not only can we provide better and more impactful advocacy, but that member views and concerns are primarily also considered to affect the changes required in legislation and standards. SAICA's participation on request from regulators and standards setters confirms that SAICA and its members are recognised as thought leaders.

Advocacy in the public interest with government, leaders, regulators and standard setters is a core function of SAICA. SAICA Standards is primarily responsible for technical advocacy. This function is done in collaboration with members through 38 technical committees and work groups. The importance of this function is highlighted by the fact that it is specifically included in the SAICA by-laws.

Through engagement with government, SAICA identifies opportunities for members to contribute to the development of South Africa's economy and society, thereby making a significant difference.

SAICA also runs and partners on various initiatives that seek to unite the profession to deepen the country's understanding of the challenges, opportunities and dynamics that can be leveraged off of to accelerate and prioritise the delivery of the SDGs, particularly those focussing on improving accountability and transparency and promoting peace. These initiatives, amongst others, include:

- Courageous Conversations
- The Good Governance Academy
- Unite 4 Mzansi™.

# CONNECTED, ENABLED AND SUPPORTED



I have the opportunity to be a part of various forums, committees and attend events which offer invaluable networking opportunities.

## Be part of the SAICA structures

By participating in SAICA's forums and committees, members collaborate with SAICA to ensure their input is taken into account in all SAICA's activities, including advocacy, product and service development, and the future of the profession.

In addition, members have the opportunity to serve on the SAICA Board, the SAICA National Council, regional councils, district associations and special/constituency interest groups which include, among others, the

Members in Business, Public Sector, Tax and Practice interest groups, etc.

## Networking events

SAICA provides a valuable platform for accessing ongoing learning and networking opportunities. In addition to learning offerings mentioned in our CPD and Seminars & Events pages, SAICA also offers networking events like conferences, dinners, business breakfasts, district social events, golf days and many more, when circumstances permit.



Thanks to strategic and global partnerships as well as reciprocity agreements, I enjoy international mobility.

SAICA is an active participant in a number of international forums. Interactions with our global partners are an important part of our advocacy role, which provide SAICA with valuable input to our member engagement activities and inform global standard-setting. Our international partnerships also support our strategy, ensuring the continued relevance of the profession and providing member value through a platform where SAICA can promote the CA(SA) brand and the work of the professionals who hold this designation.

1. **Chartered Accountants Worldwide (CAW)** was created by the leading international chartered accountancy institutes to promote, support and develop the vital role that chartered accountants play throughout the global economy. CAW currently comprises 15 member groups across the United Kingdom, Africa and Australasia, and creates a community of more than 1.7 million chartered accountants and students in 190 countries who share a commitment to the highest standards of



# CONNECTED, ENABLED AND SUPPORTED

professional and ethical practice. SAICA's CEO is a board member of CAW. CAW's objectives are to:

- Promote, protect and develop the CA brand for the benefit of our members worldwide
- Support and connect our members wherever they are working globally
- Strengthen the CAW family by sharing expertise and experience and maintaining the status and relevance of chartered accountancy.

CAW also promotes the alignment of CA curricula to enable associates to become full members and share full reciprocity with founding member bodies.

The CAW member engagement group shares strategic initiatives to improve engagement across all institutes. CAW members share thought leadership, training and research to provide additional value and the existing reciprocity arrangements allow for members from individual institutes to have access to certain member events at member rates.

Through the [CAW Global Identifier](#) members can connect with other members in the global network, expand their professional connections and gain access to global resources. The CAW website is also a useful resource which is accessible [here](#).

In addition, CAW Network USA was established to serve the needs of Chartered Accountants and to promote the CA designation in the USA. It is the first CAW regional network to be established.

2. **The Global Accounting Alliance (GAA)** is an alliance of ten leading professional accountancy bodies in significant capital markets in North America, Europe, the UK, Asia and Australasia. It represents more than one million members in over 180 countries around the globe and was created to promote quality services, share information and collaborate on important international issues while furthering the interests of a quality accountancy profession in the public interest. The [GAA](#) works with national regulators, governments and stakeholders

through member-body collaboration, articulation of consensus views and working in collaboration where possible with other international bodies, especially the International Federation of Accountants (IFAC). SAICA is represented on the GAA Board, the tax directors' group, the technical directors' group, the education directors' group and the sustainability and integrated reporting groups. The Institute's membership of the GAA provides SAICA members with professional support when working in another country covered by the GAA through the GAA passport.

3. **The International Federation of Accountants (IFAC)** is a global organisation for the accountancy profession dedicated to serving the public interest by strengthening the profession and contributing to the development of strong international economies. [IFAC](#) comprises over 175 members and associates in more than 130 countries and jurisdictions, representing almost three million accountants.

IFAC serves the public interest and strengthens the accountancy profession by:

- Supporting the development of high-quality international standards
- Working to prepare a future-ready accountancy profession
- Speaking out on public interest issues as the voice of the global accountancy profession.

SAICA is represented on the IFAC Board by an experienced finance professional (who is also a SAICA member) as the South African representative and the SAICA COO as technical advisor.

4. SAICA is a council member of the **International Integrated Reporting Council (IIRC)** a global coalition of regulators, investors, companies, standard setters, the accountancy profession, academia and NGOs. The [IIRC's](#) vision is to align capital allocation and corporate behaviour to wider goals of financial stability and sustainable development through the cycle of integrated



## CONNECTED, ENABLED AND SUPPORTED

reporting and thinking. SAICA's participation in the IIRC allows the Institute to influence international trends in integrated reporting, advocate for its members and build global relationships in providing guidance and thought leadership in this space.

- 5. Pan-African Federation of Accountants (PAFA)** is the continental body representing Africa's Professional Accountants. Established in May 2011, **PAFA** is a non-profit organisation with 55 Professional Accountancy Organisations (PAOs) from 44 countries. Their mission is to accelerate and strengthen the voice and capacity of the accountancy profession to work in the public interest, facilitate trade, and enhance benefits and quality services to Africa's citizens.

### Reciprocity agreements

SAICA maintains reciprocity with 14 institutes around the world. Thanks to these agreements, the value of SAICA's premier CA(SA) designation enables career progression opportunities into global, strategic roles which increases international recognition and mobility, expediting our members' pathways to international business networks and success.

### IRBA accreditation

SAICA is currently the only professional body accredited by the Independent Regulatory Board for Auditors (IRBA). **IRBA** came into being on 1 April 2006, the commencement date of the Auditing Profession Act, no.26 of 2005. The Act established IRBA to provide for the education, training and professional development of registered auditors; accredit professional bodies; register auditors; and to regulate the conduct of registered auditors.

### SAICA is a Regulatory Controlling Body (RCB)

SAICA is one of the leading professional bodies in the RCB space. SAICA benchmarks itself not only against local RCBs but also international institutes with whom we often collaborate. SAICA takes pride in serving its members and ensuring that the support they receive is world class, and it should be noted that SAICA's tax support capacity and quality of member support is reviewed by SARS every year (as part of the RCB annual reports), by IRBA in its annual review, and also annually by the Australian Tax Practitioner Board. SAICA is the only Institute in Africa to be approved by the Australian Tax Practitioner Board as an entry path to register as Tax and BAS agents.



I can **log queries** to obtain support via the Member Portal as well as the Membership Services department.

Through SAICA's **Member Portal**, members have access to technical query support for assurance, corporate reporting, integrated reporting, UIF matters, COIDA matters, CIPC matters, Master's Office matters, ethics, as well as queries on the SAICA Code of Professional Conduct and Corporate Governance.

In addition to the technical support, the Member Portal can also assist members with:

Non-technical queries

- Member in Good Standing letters
- Membership certificates
- Profile updates



CA(SA)  
CHARTERED ACCOUNTANT  
SOUTH AFRICA  
responsible leadership.

## HELD TO A HIGH ETHICAL STANDARD



My institute **holds members accountable** to the Code of Professional Conduct which ensures members behave ethically and with integrity at all times.

The [SAICA Code of Professional Conduct](#) sets out fundamental principles of ethics for professional accountants, reflecting the profession's recognition of its public interest responsibility. These principles establish the standard of behaviour expected of a professional accountant. The fundamental principles are: integrity, objectivity, professional competence and due care, confidentiality, and professional behaviour.

### Commissioner of Oaths

CAs(SA) and AGAs(SA) based in South Africa are designated as ex officio Commissioners of Oaths and are therefore entitled to exercise the powers granted in the Justices of the Peace and Commissioners of Oaths Act 16 of 1963 ([41Kb PDF](#))



The SAICA **disciplinary processes**, underpinned by the SAICA by-laws, maintain the value of SAICA designations in the marketplace and on a fair and equitable basis.

SAICA serves the interests of the chartered accountancy profession and society by upholding professional standards and integrity and the pre-eminence of the CA(SA) designation locally and internationally. The [Institute's disciplinary process](#) plays a crucial role in maintaining the integrity of the profession and protecting the public interest.

Through the exercise of professional authority over the Institute's members, the Institute is able to protect the public from unscrupulous practices, unprofessional or unethical conduct from its members, and by ensuring Continuing Professional Development and professional oversight, the Institute ensures the continuous development of its members' competencies.





CA(SA)

CHARTERED ACCOUNTANT  
SOUTH AFRICA

responsible leadership.

# MAKING A DIFFERENCE IN SOCIETY



My institute plays an active role in the profession's transformation and growth by being an example of value creation for me and the country through projects that grow the pipeline of future business leaders and provide decent and meaningful opportunities for disenfranchised South Africans.

Among South Africa's top three areas of concern are the lack of access to quality education to all, extreme poverty and unemployment, particularly in the youth demographic, and the ever-growing inequality gap that exists between our citizens.

Through SAICA's [Thuthuka](#) Education Upliftment Fund (and its Thuthuka Bursary) SAICA exemplifies the concept of value creation for our members and the country by focusing its efforts on projects that seek to:

- grow the pipeline of future accountants,
- support the transformation of the profession and the country, and
- provide decent and meaningful opportunities and services for disenfranchised South Africans.

The role of [The Hope Factory](#) and [SAICA Enterprise Development](#), on the other hand, is to play an active role in economic transformation in South Africa through advancing the sustainable growth of entrepreneurial Black-owned businesses by delivering pertinent Socio-Economic Development (SED) programmes, Enterprise and Supplier Development (ESD) programmes and customised projects that result in mobilising economic activity for unemployed black South African citizens with the help of SAICA members.



I can help make a positive and quantifiable economical contribution which is one of the top five leading drivers of trust and admiration in the CA designation through ongoing relevance.

By making a quantifiable social contribution through SAICA's national imperative initiatives, SAICA is not only contributing to the global Sustainable Development Goals (SDGs), it is also enhancing the reputation of its members by fulfilling the public interest element embedded in [SAICA's Constitution](#).