

# Top accomplishments: Making a difference in the world

## **We make a difference in the world by:**

- acting in the public interest and championing sustainable growth and social development for stronger communities
- educating our members so they have the skills to successfully define the future
- supporting the standard-setting process in Canada and internationally
- developing thought leadership on key accounting and business issues and practices
- using our influence and expertise to engage in the public policy arena at the national and international levels

## Fostering economic growth and stronger communities



## CPA Canada Financial Literacy highlights



# 2,300

**2,300** financial literacy sessions delivered, reaching **60,000** Canadians



# 9,000

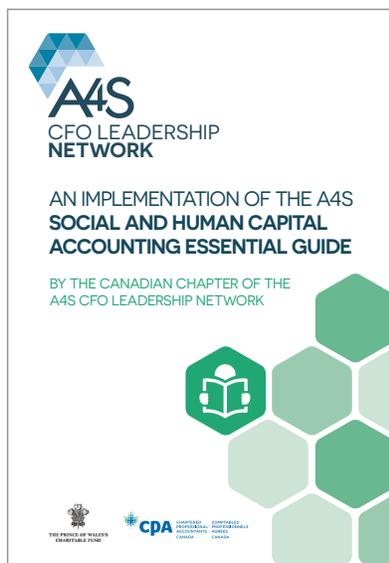
Launched the **Financial Wellness Guide** to help individuals better understand money basics. Over **9,000** online questionnaires completed



# 360 / 56

Hosted the sold-out **Mastering Money Conference** in collaboration with Chartered Professional Accountants of British Columbia

- **360** attendees
- **56** speakers



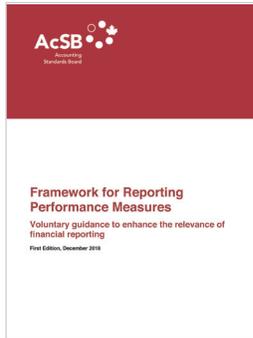
Through the Canadian Chapter of the Accounting for Sustainability (A4S) CFO Leadership Network, CPA Canada continues to develop sustainability-focused resources that benefit business and society.

**An Implementation of the A4S Social and Human Capital Accounting Essential Guide** was the first of four Canadian A4S projects to be completed. It focuses on practical examples, tools and guidance on how social and human capital can be integrated into decision-making.

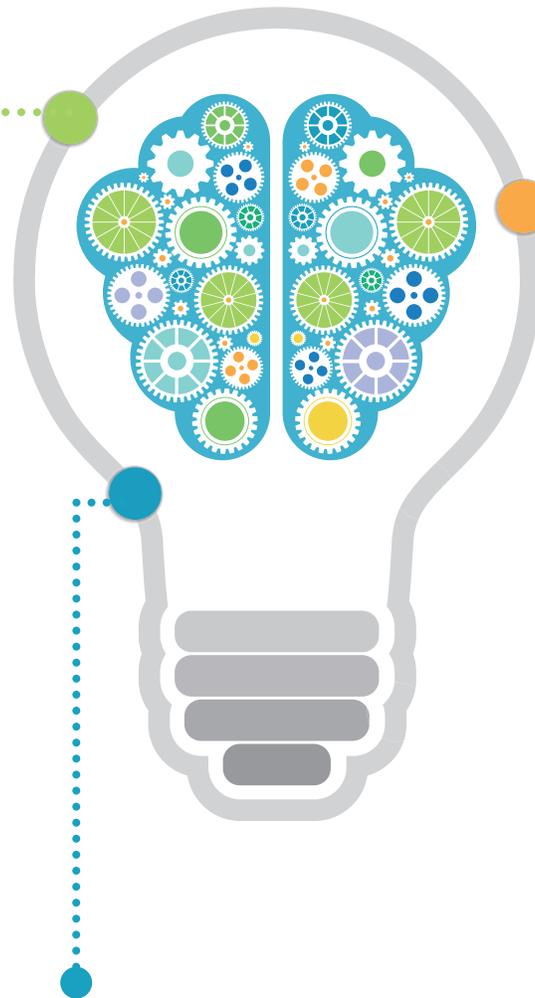
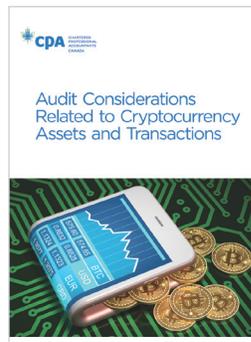
# Thought leadership

## Delivering professional insights for a digital future

CPA Canada worked with the AcSB to issue the **Framework for Reporting Performance Measures**, its first non-authoritative document, to provide guidance to improve the quality of financial and non-financial performance measures reported outside financial statements.



The **future of audit** is a priority for CPA Canada. This includes engaging senior professionals in discussions to identify the actions necessary to evolve and advance the value and relevance of audit and assurance.



## Promoting the value of the profession and Canadian CPAs

### Media



# 14.9 million impressions

earned from media coverage in fiscal 2018-2019. Topics that generated the most coverage were financial literacy and tax.



CPA Canada's Vivian Leung, senior principal, Taxation, appearing on the Business News Network (BNN), provides tips on how to build financial literacy education into everyday activities.

## Federal budget



# 4.9 million impressions

earned from media coverage of CPA Canada's 2019 federal budget analysis.  
National media outlets that reported on CPA Canada's analysis include  
*The Globe and Mail*, *National Post*, *CBC News*, *BNN*.



CPA Canada budget day team reviews the federal government's fiscal blueprint.

## World Congress of Accountants



# 5,693 delegates / 131 countries

CPA Canada representatives shared insights about the future of the profession on the global stage at the World Congress of Accountants.



CPA Canada's Gord Beal, vice-president, Research, Guidance and Support, hosted a session on climate change and the role of accountants in creating adaptive organizations.



President and CEO Joy Thomas moderated a breakout panel session on the innovation-led finance function.

## Supporting our members

Official launch of **Pivot** magazine and **Online News**. Each offers interesting insights on business, economics, culture and the profession in Canada and internationally.



259,829  
total circulation  
(print and digital)

6  
issues published per year

 Won Best Magazine at the National Magazine Awards: B2B



630,613\*  
unique page views

418,070  
users

6:45 min.  
average time on page



19,072  
unique page views

11:39 min.  
average time on page

\* Data captured is from May 2018 to March 2019.





# 7 conferences

Last year, CPA Canada offered **seven** conferences, **51** in-person courses and more than **150** flexible online learning options (this includes courses, certificate programs, virtual classrooms, virtual conferences, on-demand webinars, podcasts).



# 6,163

The number of individuals who passed the September 2018 Common Final Examination (CFE).



Co-presented with provincial CPA bodies from Nova Scotia, New Brunswick, PEI and Newfoundland & Labrador

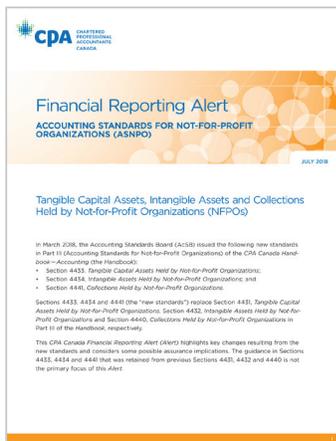


**1,305** attendees

**4** keynote speakers

**50** sessions including pre- and post-conference workshops

**4** tracks: Leadership, Financial Reporting & Accounting, Management Accounting/ Finance, Tax



CPA Canada provides resources for members and stakeholders in the not-for-profit sector, including guidance related to financial reporting.



## International



CPA Canada's international chapters hosted over **30** professional learning and development events and **20** networking and social events. The most popular events were the Hong Kong and China chapter's Annual Dinner, the Barbados chapter's Ethics and Compliance session and the Trinidad and Tobago chapter's Blockchain session.

### **New agreements and strategic partnerships**

CPA Canada is committed to increasing international labour mobility through comprehensive international credential recognition agreements.



Joy Thomas, president and CEO of CPA Canada, and Naveen N. D. Gupta, president of the Institute of Chartered Accountants of India.

One example is the Memorandum of Understanding with the Institute of Chartered Accountants of India. This agreement creates new opportunities for members and greater collaboration between the two organizations.



CPA Canada's Trinidad and Tobago chapter hosted a session on Blockchain to provide members with practical guidance.



Attendees of CPA Canada's Beijing chapter's annual member conference.