



3 BRAND AND REPUTATION

The profession continues to make great strides in establishing the value of the CPA brand among the business community, the public and other important stakeholders. Member and student pride in the designation is strong. That said, CPA Canada operates in a competitive market for business and professional services, and demand for greater transparency and accountability in business is on the rise.

CPA Canada’s response: build and protect the CPA brand

CPA Canada continually positions the Canadian CPA as Canada’s business professional, with broad and deep financial and business skills. We work to protect CPAs’ distinguished global reputation as trusted and ethical professionals who safeguard the public interest.

Work to promote awareness and recognition of the value of CPAs and the profession has generated impressive results during the past three years. Last year, significant advances were achieved across a wide array of key measures (see brand research results, page 22).

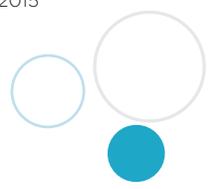
The profession’s media visibility was up by more than 25 per cent in fiscal 2015-16, largely due to proactive efforts with positive coverage and subject-matter expert commentary on key issues including taxation, financial literacy, CPA Canada Business Monitor, household debt, and accounting standards.

“As a united profession and one of the largest accounting bodies in the world, the best practices put in place during transition leave us uniquely positioned to deliver our brand promise.”

Rod Wiley, FCPA, FCMA, Board Member



CPA Canada’s Member News won a silver COPA award in 2015 for Best Email Newsletter Design and Engagement.



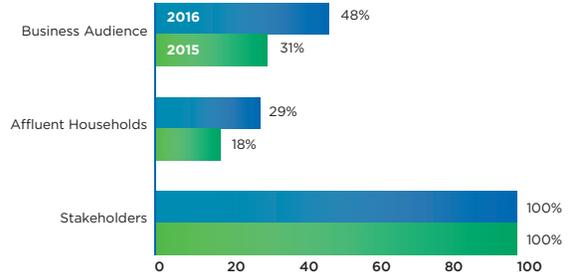
CPA Brand

The CPA profession tracks the building of awareness and recognition of the Chartered Professional Accountant brand through research undertaken by a third party. Mean score is based on a seven-point scale.



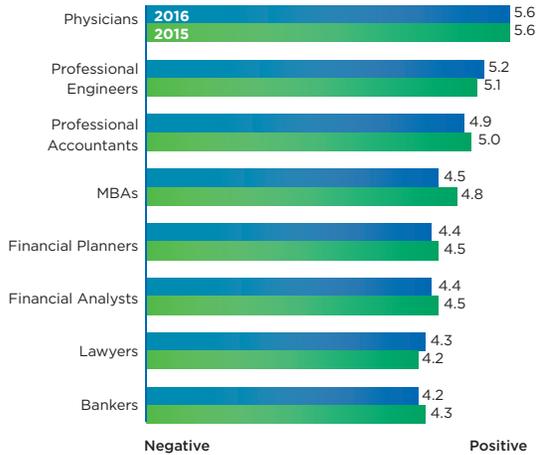
Unification

Awareness of Unification



Impression of Professions

Affluent Households

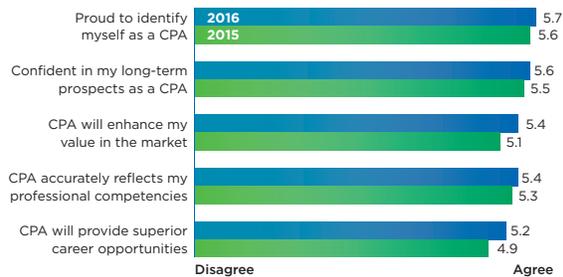


Stakeholders

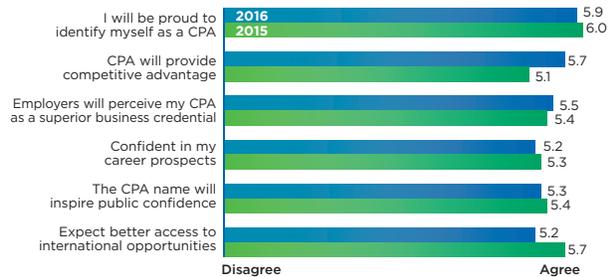


Member/Student Indices

Member Value Index



Student Confidence Index



Recognizing and fostering excellence



Our two national awards programs recognize top performers to help raise the standard of excellence in financial reporting and public sector financial management.

Corporate reporting

Through its annual Awards of Excellence in Corporate Reporting, CPA Canada recognizes the important role that high-quality reporting plays in the Canadian economy and the stability of our financial system.

This awards program raises the bar for corporate reporting practices in Canada. Program participants receive a confidential assessment of their reporting materials to help them improve year over year.

Goldcorp Inc. was recognized three times, including winning the 2015 Overall Award of Excellence in Corporate Reporting, the program's most prestigious honour. In total, 21 awards were presented at a December gala event in Toronto to winners from both the corporate and public sectors.

Public sector financial management

Our Awards of Excellence in Public Sector Financial Management recognize federal public servants who have made outstanding contributions. Presented annually in May, the awards celebrate innovative thinking, leadership, and exemplary delivery of financial management services. As well as recognition, the awards are an opportunity to promote and share best practices.

- Paul Drolet received the Lifetime Achievement Award for a distinguished 34-year career in financial management.
- Claude Rochette won the Financial Leadership (CFO) Award for exemplary performance at the Canada Border Services Agency.
- The Innovation Award went to both the Deputy Chief Financial Officers' Council and an intra-departmental Environment Canada team.

CPA Canada responds to inaccurate reports



In early October, the CBC aired reports linking CPA Canada to a court case involving KPMG. The reports contained numerous factual errors. CPA Canada immediately notified the CBC of its errors and posted a response, “CPA Canada sets the record straight,” on its website. CPA Canada also published a follow-up article from then-president and CEO Kevin Dancey. CPA Canada’s full responses can be found at www.cpacanada.ca.

CPA Canada’s position

- CPA Canada does not advocate for the interests of any individual accounting firm or member and has never had any dealings with the federal government or CRA regarding KPMG.
- CPA Canada’s mission is to act in the public interest. CPA Canada stands for a fair and ethical tax system for all Canadians. It supports the federal government’s crackdown on tax evasion and avoidance. Tax evasion is an illegal act that is harmful to economies, deprives governments of much-needed revenue for vital programs, and is unfair to those who comply with the law.
- CPA Canada is working with other leading accounting bodies globally to explore the best ways to fight tax evasion and ensure fairness. In addition, CPA Canada has made submissions to the Organisation for Economic Co-operation and Development (OECD) regarding its Base Erosion and Profit Shifting initiative. CPA Canada works with the CRA and with the federal government, through fully transparent lobbying efforts, to make the tax system better for all Canadians.