Studies suggest strong and continuing demand for CPAs across Canada, based on the quality of the designation, longer term economic growth and members’ retirements. At the same time, immigrants will account for a larger proportion of the country’s labour market growth.

**CPA Canada’s response: anticipate market demands and members’ needs**

CPA Canada must continue to attract sufficient numbers of Canadian and international students, as well as foreign-qualified professionals, to its programs to meet market demand. To do so, we must ensure that our profession remains attractive to young people, some of whom may be eyeing non-traditional business and accounting careers.

We must also satisfy the needs of a membership that is becoming more demographically and geographically diverse, a task that requires continuous engagement.

CPA Canada has education, certification, and professional development offerings for anyone who is motivated to pursue a career in business. Among the year’s highlights:

- The first Common Final Examination (CFE) was held in September 2015 with 2,216 successful candidates. This is the first group of CPAs who will not be required to use a legacy designation after their CPA.

### Stronger ties with Canada’s Aboriginal Peoples

Canada’s aboriginal population is growing much faster than the general population, increasing by 20.1% from 2006 to 2011 compared with 5.2% for the non-aboriginal population, according to the National Household Survey. As well, the aboriginal population is much younger, with a median age of 28 years in 2011 versus 41 for the non-aboriginal population.

CPA Canada supports the Martin Aboriginal Education Initiative by connecting CPAs, who serve as mentors, with high school students. This year, CPA Canada and AFOA Canada (formerly Aboriginal Financial Officers Association of Canada) formalized a long-standing co-operative relationship with a Memorandum of Understanding (MOU). Through the MOU, CPA Canada will provide Certified Aboriginal Financial Manager (CAFM) students an accelerated path to obtaining the CPA Canada ACAF. To accomplish this, some ACAF program material will be integrated into the CAFM curriculum.

CPA Canada will also seek opportunities for members and students to increase their exposure to indigenous culture and history through professional development and education programs.

![Tashia Batstone, CPA Canada’s VP, Education Services and Terry Goodtrack, President and Chief Executive Officer, AFOA Canada, sign the MOU.](image)
• The CPA Canada Advanced Certificate in Accounting and Finance (ACAF) was launched in fall 2015. It is Canada’s only nationally recognized accounting and finance certificate and is ideal for individuals who want comprehensive training for intermediate level positions. Many internationally trained accountants will be eligible for some ACAF course exemptions and be able to complete the program in as little as six months.

• Together with CPA Ontario, we delivered a successful national conference, The ONE, which is the profession’s premier professional development offering. The two-day event attracted more than 1,200 attendees.

• By transitioning to digital marketing, we increased professional learning and development registrations for in-person courses and conferences by 25%.

• A new e-learning course, Guide to Accounting Business Culture: Adapting to the Canadian Accounting Workplace, was introduced. Designed for internationally trained accountants and students, the online sessions offer insight into the cultural nuances of Canadian business.

• A joint effort by CPA Canada and the Martin Aboriginal Education Initiative offers a unique accounting mentorship program for aboriginal youth. What began in 2008 as a pilot project in three Ontario high schools is now offered in 27 schools over six provinces.

Compensation study shows solid increases
In the second biennial CPA Profession Compensation Study to include professional accountants from all three legacy bodies, the mean compensation for traditional and nontraditional roles increased 7% from 2012 to 2014 to $151,000. The median increase was 3%. The findings were based on responses from 27,863 professional accountants across the country.

Between 2012 to 2014, mean compensation for CPAs increased 7% to $151,000

Gender matters
According to the study, female CPAs earn 83% of the median total compensation earned by male CPAs ($99,000 vs. $120,000 respectively). Women under the age of 35 earn 94% of what males in the same age group earn, while women aged 55-64 earn just 72% of the median total compensation earned by men.

In professional services firms, and business and industry, women continue to be well represented in positions up to middle management.

In 2015, more than 50 per cent of our most recent graduates were female and women make up more than 40 per cent of our membership. That proportion is not reflected in the ratio of women partners in professional services firms, where fewer than 25% of the partners are women.

CPA Canada’s Women’s Leadership Council acts as a catalyst for change, promoting a work environment within the accounting profession that provides for the retention, promotion and advancement of women to positions of leadership without bias, unintended or otherwise, based on gender.
A majority of our members work in industry, and in today’s ever-changing environment our members are in a position to help their organizations be more nimble and adaptable. With that in mind, we worked with FEI Canada to examine how Canadian organizations deal with uncertainty and risk. *The State of Enterprise Risk Management in Canada* summarizes the results of a survey of 320 financial executives as well as deeper insights from a round table discussion. A second publication, *Developing Robust Strategy for Uncertain Times: Expanding Our Concept of Management Control to Deal with Dynamic Markets*, shows CPAs how to recognize the barriers to success, and how to design management control systems to help adapt corporate strategy to dynamic market conditions.