

**HIGHLIGHTS OF KEY ACHIEVEMENTS FOR QUARTER 2 2018 (AS AT JUNE 30)**

***Support the development of international standards; and influence their adoption and implementation***

*Provide service support to the Standard-setting Boards (SSBs)*

- Monitoring Group (MG) review of standard setting governance continues. Next consultation/white paper due to be published in November 2018
- Interim Nominating Committee for the selection of the next International Auditing and Assurance Standards Board (IAASB) Chair had its first meeting March and a conference call in June.

*Promote the adoption and support the implementation of international standards*

- Revised [IP Policy Statements](#) approved by the IFAC Board.
- Facilitated the following translations— Arabic: *2016-2017 IAASB Handbook*; French: *2016-2017 IAASB Handbook, Revised Auditor Reporting Standards, and Statements of Membership Obligations (SMOs) 1-7 (Revised), International Public Sector Accounting Standards Board (IPSASB) Staff Questions and Answers on State-Owned Enterprises, 2015 IPSASB Handbook*; Russian: *International Public Sector Accounting Standards (IPSAS) 32, 35, 36, and 39, Improvements to IPSASs 2011, Improvements to IPSAS 2014, Improvements to IPSAS 2015, Conceptual Framework for General Purpose Financial Reporting by Public Sector Entities*; Spanish: *IPSASB Staff Questions and Answers on State-Owned Enterprises, 2017 IPSASB Handbook, Changes to the Code Addressing Non-Assurance Services Provisions for Audit and Assurance Clients in the Audit of Financial Statements, Addressing Disclosures in the Audit of Financial Statements*.
- Various other publications of the SSBs and IFAC were translated into *Czech, Greek, Hungarian, Japanese, Polish, Portuguese, Romanian, Slovenian, Ukrainian, and Vietnamese*.

*Resolve the future role and structure of the International Accounting Education Standards Board*

- Proposal on way forward approved by the IFAC Board.

*All key stakeholders accept that the standard-setting model produces high-quality international standards*

- Dialogue continues with MG, MG Working Group, and other stakeholders on review of SSB governance enhancements.

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***Be recognized as the leading voice for the global accountancy profession***

*Represent and advocate to enhance the reputation and credibility of the profession, and promote the value of professional accountants*

*(For a summary of Public Policy and Regulation activities for Q2 2018, refer to the Public Policy and Regulation Activities Report at the **IFAC Board June 2018 Meeting—Agenda Item 8.2**)*

- Supported IFAC's participation in *Developing Accountancy Capacity in Fragile and Conflict-affected States* Conference and meetings on capacity building and developing the profession in Zimbabwe. Crafted a strategic outreach plan, supporting materials and developed messaging resulting in press interviews and quotes from the Chief Executive Officer and Executive Director, Quality & Development in more than six regional and local media outlets.

## AGENDA ITEM 4.3-C

- Launched [IFAC's Regulatory Fragmentation](#) report with a robust policy engagement and international media outreach campaign, using local languages in Japan, France, Belgium, UK, U.S. and Latin America. Launch events and engagement were undertaken with senior policy makers and regulators from Heads of State offices, Finance Ministries, and Central Banks of 40+ countries as well as 30+ major international organizations such as the Organisation for Economic Co-operation and Development (OECD), Financial Stability Board and International Monetary Fund. Utilized social media posts and member organization toolkit to support outreach efforts and extend reach of media campaign.
- IFAC was officially confirmed as B20 Network Partner for the Integrity & Compliance Taskforce for 2018 and the IFAC President was invited to be a member of the B20 High Level Advocacy Caucus.
- IFAC Board and Committee representatives on B20 Taskforces include Carol Bellringer (Integrity & Compliance), Richard Petty (Financing Growth & Infrastructure), and Manoj Fadnis (small- and medium-sized entities (SME) Development). IFAC's engagement has resulted in the inclusion of several key IFAC positions in the official B20 draft policy papers including: importance of IPSASs, public financial management, integrated reporting and the Code of Ethics for Professional Accountants in tackling corruption, addressing regulatory fragmentation, and the importance of professional advisers for SMEs.
- IFAC was confirmed as the host of the 2019 OECD International Organizations Partnership Annual Meeting to be held in New York City with the OECD Secretary General and leaders from 40+ major international organizations in attendance. This event will highlight the launch of a major study on better international rule-making featuring the model of the accountancy profession for global standard setting and implementation.
- Crafted and published in Forbes a by-lined article by the Chief Financial Officer, titled [How the Global Accounting Profession Is a Catalyst for Achieving UN Sustainable Development Goals](#). The article's reach was extended with robust support on Twitter and LinkedIn.
- Alongside the Chief Executives' Forum, conducted the second IFAC Communicators' Forum to share best practice, build knowledge, and create partnerships to enhance our global reach and build cooperation between member organizations.
- In support of the [2017 Global Adoption Report](#), developed a comprehensive communications campaign, to be launched in Q2, with press release, bylined article for Bloomberg BNA, media outreach targets, social media campaign, and a member organization toolkit to amplify messaging and share data throughout the IFAC community and with stakeholders.
- Managed communications for the appointment of the incoming IFAC Chief Executive Officer (CEO).
- Supported the Small and Medium Practices Committee's [Agreed-Upon Procedures](#) document for small and medium practices and the roll-out of the [2018 Global SMP Survey](#).
- Developed a strategic communications plan to drive global awareness of the new International Ethics Standards Board for Accountants (IESBA) Code of Ethics (Code), to be launched early in Q2, including briefing and securing approval of the IESBA on the strategy and action plan.
- Supported the IAASB's 40th anniversary celebrations in the Netherlands and the announcement of experts appointed to its Emerging Forms of External Reporting Taskforce through stakeholder communication and social media.
- Supported the IPSASB's roll-out of its [Proposed Strategy and Work Plan 2019-2023](#), including media plans for consultation roundtables.

*Increase amount of positive media coverage on the profession*

- Generated more than 335 articles in major media, industry, and financial publications highlighting thought leadership and reinforcing the value of the profession in a range of global publications in various languages, including, Arabic, Chinese, Dutch, English, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Spanish, and Turkish language outlets.
- Completed multi-pronged integrated campaign surrounding the launch of IFAC/Business and Industry Advisory Committee (BIAC) Regulatory Fragmentation report. Global media push resulted in coverage in 30+ articles in 6 languages and across 10 geographies, including features in Financial Times, Bloomberg and Wall Street Journal. Integrated digital campaign garnered 250,000+ social media impressions across platforms and secured top Google search result for the report on “regulatory divergence”.
- Conducted and publicized an omnibus survey to test the public perception of the accounting profession in India, resulting in more than 20 media hits in a variety of tier-one, business and trade outlets across India in both Hindi and English with more than 3.7M impressions across social media.
- To support this year’s International Women’s Day, crafted and executed a social media campaign which included a [video](#) recorded by IFAC President, on the theme “Press for Progress.”
- In support of Small Business Week, crafted and executed a social media campaign highlighting the work and thought leadership of IFAC SMP Committee resulting in a spike in engagement on the committees’ handles.
- Secured, prepped and supported a range of conversations with top-tier and targeted media, including FT, Wall Street Journal, and Reuters, on topics ranging from anti-corruption efforts, public trust in tax, regulatory fragmentation, and standard-setting changes.

*Contribute significantly to events focused on identified platforms (round tables, conferences, etc.)*

- Supported the IFAC President, Board Members and IFAC senior leadership for outreach at a range of international events including: Ethiopia, visited by the IFAC President and Executive Director, Quality & Development in January; Zimbabwe, visited by the IFAC CEO to support IPSAS adoption and implementation and 100-year celebration of member organization; and South Africa visited by the Executive Director, Quality & Development to support the Fragile States event, all resulting in local and trade media coverage. In the second quarter, supported the IFAC President's outreach in Fiji, Ireland, Korea, China and India, twice. The second visit to India garnered significant coverage, including a live-to-air interview on national television. IFAC Board Member, Tommye Barie, represented IFAC at the annual Institute of Chartered Accountants of the Caribbean conference in The Bahamas.
  - Filmed a new ‘evergreen’ video speech by the IFAC President for deployment to member organizations in 2018.
  - Prepared messages of support for member organization events and celebrations in Bangladesh, India, Korea, Japan, Malaysia, Nigeria, and Pakistan.
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**Grow membership and improve quality**

*Members enhance/maintain QA review systems, I&D mechanisms, and promotion of A&I of international standards*

- A cumulative 147-member organization profiles have been published as of Q2 2018.
- “CARE” engagement with five member organizations: Croatia (CAAFE), Haiti (OCPAH), Chile (CCCH), Paraguay (CCPy), and Uruguay (CCEAU).

*Achieve membership growth*

- Progressed assessment of the Member application of the Association of Accountants of the Republic of Latvia, and Regional Organization application of the ASEAN Federation of Accountants.
- Developed and commenced implementation of regional priority plans as part of active management of potential membership pool to reach target of 9 new Members/Associates by end of 2020. Countries engaged through in-person or teleconference outreach cover six regions: (1) Albania, Belarus, Georgia, and Serbia; (2) Pakistan; (3) Iraq and Yemen; (4) Papua New Guinea; (5) Organization of Eastern Caribbean States and Suriname; (6) Ecuador, El Salvador, and Honduras.

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**Strengthen the global accountancy profession through providing professional accountancy development and support to Professional Accountancy Organizations (PAOs)**

*Implement the IFAC PAO Capacity Building (CB) Program*

- Continued to manage ongoing Department for International Development (DFID)-funded accountancy capacity building projects in Africa: Ghana, Nigeria, Rwanda, Uganda, and Zimbabwe, and funding of the Pan African Federation of Accountants (PAFA) Technical Director position; and in other regions of the world: Kyrgyz Republic and Myanmar.
- Held a three-day conference, *Developing Accountancy Capacity in Fragile and Conflict-affected States (FCS)*, in Johannesburg, South Africa on March 26-28, 2018. The conference, funded by DFID and The Global Fund and organized in partnership with the PAFA, facilitated a dialogue between representatives of the accountancy profession, Accountants General, Auditors General, and development partners to design a fit-for-purpose strategy to build accountancy capacity in FCS.

*Maintain strong donor relations and establish additional donor engagement*

- IFAC received a rating of A on its third DFID Annual Review.

*Promote public sector transparency and accountability*

- Progressed the target of 60 country submissions by July 15 for the International Public Sector Financial Accountability Index and related report to be issued during WCOA 2018.

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**Support PAIB and SMP constituencies, including through leveraging work of member organizations**

*Small and Medium Practices (SMP)*

- SMP Committee February and June meetings held, which included a break-out on SMP branding and marketing, initial results of the 2018 Global SMP Survey, and session on member organization technology initiatives.

- The Fourth Edition of the [Guide to Practice Management for Small- and Medium-Sized Practices](#) was launched in May, together with a series of Gateway articles. The Guide includes a new module on 'Leveraging Technology', which covers developing a technology strategy, hardware and software options, technology risks, and new and emerging technologies.
- As part of its interest to gather voices from the SMP community and for member organizations to have an opportunity to engage with their own members, the [2018 Global SMP Survey](#) was launched and translated in 24 languages to allow wide participation. The Survey closed in May and results will be featured at the World Congress of Accountants in November.
- Comment letters were submitted ahead of the IESBA Board meetings in March and June, which highlighted: (i) concerns about the possible disproportionate impact on SMPs and SMEs given the calls for change to the Non Assurance Services provisions, and (ii) the importance of acknowledging a pause in any new changes to the Code becoming effective for the next two years in response to the consultation paper for the next IESBA Strategic Work Plan. A [response](#) was submitted to the IESBA Fees Questionnaire, which noted that the IFAC Global SMP Surveys has consistently found that experiencing pressure to lower fees is one of the top challenges facing SMPs and that a collective effort from all stakeholders is needed to ensure that audit is viewed as a valuable service.
- Comment letters were submitted ahead of the IAASB Board meetings in March and June. This included highlighting the importance of application material for revised ISA 540 being specifically written to relate to smaller entities and estimates and that it is in the public interest for auditors to have adequate time for effective implementation, a focus on scalability and developing additional support material to assist with effective implementation of ISA 315 (Revised), and concerns around the complexity, length and understandability of the proposed revised ISQC 1.

*Public Accountants in Business (PAIB)*

- Launch of the [Self-Assessment Evaluation Tool](#) for PAOs to help them take a strategic and practical approach to enhancing their relevance to PAIBs.
- Special IFAC train-the-trainer workshop held in New York, for PAOs designing and facilitating their own participatory workshops with stakeholders.
- PAIB Committee published [A Vision For the Finance Professional and Finance Function](#) in May, which involved EY and Deloitte engaging with IFAC on the future of the finance professional and team. The report was has been circulated across the profession.
- Webinar for PAOs focusing on how integrated reporting relates to other reporting formats, building on the [Q&A](#) for PAOs, explaining IR, and how it fits within the corporate reporting landscape.
- Two new resources for the profession: [Identifying the Role of the Finance Function in Enterprise Performance Management](#)—captures how finance professionals and the finance function can ensure relevance based on four key enablers and [Blockchain: Impact on business, Finance and Accounting](#)—explains the fundamental concepts in blockchain, provides a broad overview of developments and use cases, and highlights the potential role of finance and accounting professionals.

*Maintain the Global Knowledge Gateway and advance other knowledge sharing / research channels*

- In June 2018 Gateway received over 1 million unique visitors since its inception.
- Unique visitors for Q2 2018 = 83,060 (168,949 Unique visitors year-to-date)
- The Latest subscribers for 2018 = 29,351
- Average visit duration = 00:01:22
- Gateway interviewed multiple thought-leaders in France and Spain to capture both French and Spanish content covering emerging technologies.
- Gateway celebrated International Women's Day highlighting interviews and articles with top women leaders in the profession on its homepage – this was promoted heavily through social media.
- Through the attendance at the Forum of Firms London Meeting and AICPA Engage, Gateway captured new content on audit quality, professional skepticism and technology trends impacting the profession.
- In addition to the 10 topic areas, Gateway focused on Artificial Intelligence, Integrated Thinking & Reporting, Big Data, Cybersecurity, Advisory Services, Talent, Public Financial Management, Diversity and Inclusion, PAO Governance, SMEs, Public Sector Debt, Branding, and Assurance.

*Technology Developments and the Challenges and Opportunities for the Profession*

- TAG Technology Series: *The A-D of Digital Disruption for Accountants* is currently under development.
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***Sustained organizational performance***

*Effective financial performance*

- Forecast IFAC revenues and expenses within -0.16% and -3.04% of budget, respectively.
- 84% dues collected as of June 30.
- Implementation of budget and forecasting software progressing well.

*Effective people – leadership and development—performance*

- Launched the IFAC People Development Program.
- Engaged a global management consultancy firm to conduct a comprehensive review and assessment of IFAC's total compensation program to ensure the organization's program supports the successful recruitment, development, and retention of talent, and ensure compliance with U.S. Internal Revenue Services ("IRS") annual reporting requirements.
- Expanded Mentoring@IFAC program to include IFAC senior staff as mentors.

*Effective infrastructure; and information, communications and technology (ICT) management*

- Replaced four existing servers which were at the end of their life cycle. This will provide flexibility for future upgrades and changes.
- Completed Toronto's office reconfiguration project, which increased staff seating and added an additional meeting space
- Equipped the SSBs with a qualitative and quantitative software (NVIVO) which allows staff to manage and analyse data

*Effective governance performance*

- Results of the second Board survey for 2018 show 80% or higher of Board members expressed satisfaction (rating of 8 or higher) for five of the six questions asked. 70% or higher expressed satisfaction with one question: Presentations by management effectively summarized issues and instigated Board discussions. (71%).

*Effective risks management*

- No increase in number of risks not adequately mitigated.