

IAPA- strategy review 2016

Saturday, 25 June, Portland



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IAPA Chairman



Purpose and objective

IAPA's aim:

To maintain and enhance a leading global association of quality independent accountancy and business advisory firms, providing a full range of professional services to clients with international needs.



Creating a stronger association



A strong brand with more global visibility

Your association –
compete more effectively for
new members, providing
reliable and trusted advisors
around the world



You as members–
compete more strongly for
international client work.
Increased knowledge sharing
amongst members



Result: Increased referral flows within our association





Ambitions for IAPA in 5 years' time:

- To have increased business opportunities for all members
- To have attracted new members
- To be more evenly represented globally
- To increase interaction amongst members



Membership

Aims:

- *to have the representation of high quality firms in key locations*
- *to enhance awareness amongst members internally and externally*

Suggested definition of 'high quality firm', including:

- Top quality accountancy firm
- Sufficient numbers of qualified staff
- Prompt responsiveness
- Active participation at IAPA events
- Informs other members of important updates in their jurisdiction
- Excellent English language skills



Recruitment in key locations

Aims:

- *to review what are considered to be 'key cities' for global business*
- *to ensure the association is adequately resourced in such locations*

Network vs Association

Aim:

- *to ensure IAPA has the correct status in place, to achieve the best performance of its members and to attract additional good quality members*

Suggestion:

- It was suggested to leave the 'network' matter to those firms who were interested in pursuing the possibilities of creating a network within the association
- However, the intention of collaborating with Allinial Global is to create a premier association of independent firms

Quality Control

Aim:

- *to ensure all IAPA members (current and future) are of a quality and standard that is expected by all, and that all members can be relied upon when a client is referred to them.*

Action:

- ‘Ombudsman role’ created and policy /procedures for review being investigated



Governance and structure

Aim:

- *to ensure IAPA has, and maintains, the correct governance and structure for the association*

To be addressed in due course



Dual membership

Aim:

- *to ensure the correct policy is in place in regards to whether members can belong to another group and to determine what is best for the overall association and its members*

Suggestion:

- No member should be allowed to join another international association going forward without prior approval of the International Board

Dues structure

Aim:

- *to ensure that the dues structure is fair for existing members, taking into account the different sizes of members and different economical situations around the world, and that would attract good quality potential new members. Additionally that the structure generated sufficient revenue for the organisation to operate efficiently and to help it develop for the benefit of all members*

Suggestions:

- The minimum annual subscription be increased
- To include an amount to be put towards the attendance of the global conference
- Reduced rates for turnover < £1 million AND where GDP per capita < US\$10,000
- Tiered extra levels of dues based on annual turnover of firm
- All branch and partner supplements would then be removed
- Consideration to eventually remove referral fees

Member services

Aim:

- *To ensure members feel they get good value for money and remain engaged throughout the year with other members*

Suggestions:

- More regional split with dedicated focus
- Ensure conferences are well attended
- Ongoing assistance with marketing and PR
- Facilitating interaction amongst members
- Finding assistance and resource for members



Exclusivity of jurisdiction

Aim:

- *To enable the association to grow and develop, enhancing representation throughout the world for the benefit of member firms who need resources, and often specialised expertise, in areas outside their own jurisdiction*

Suggestions:

- A firm may be considered in any jurisdiction where the organisation currently has an existing member, but all firms within that jurisdiction must be contacted and asked if they have any objections for business and commercial reasons
- Any objections will be considered by the International Board and at the board's discretion may be used to prevent the application from being successful

Other topics

To include:

- Voting rights of members



Creating a stronger association

