

# Who we are

---

## Members

168,736

---

## Average years' membership

15.8

---

## Employees

567\*

---

## Surplus

\$6.3m

---

## Member satisfaction

6.89/10

\* Employees includes full-time, part-time and casual employees, as at 31 December 2020.

---

CPA Australia is one of the world's largest accounting bodies with a history of more than 134 years. Founded in 1886 with just 160 members, we now have 168,736 members around the globe. Further information on our members can be found on pages 50 to 53.

Our core services to members include education, training, technical support and advocacy. Employees and members work together with local and international bodies to represent the views and concerns of the profession to governments, regulators, standard setters, industries, academia and the general public.

Our sphere of operations covers offices and representative offices in all states and territories of Australia, Mainland China, Hong Kong SAR, Macau SAR and Taiwan, Fiji, Indonesia, Malaysia, New Zealand, Singapore, the UK, UAE and Vietnam.

---

### **Our vision**

Partnering with members to prepare for today and tomorrow in a globally connected world.

### **Our purpose**

Advancing trusted and valued accounting and business professionals who enhance their communities.

# Who we are

## Governance

The Board is the principal governing body of CPA Australia. The Board independently and objectively assesses the organisation's decisions and oversees the performance and activities of management.

The Board is responsible for a number of decisions including:

- Setting and approving the organisation's strategy, direction and financial objectives
- Appointing the President and Deputy Presidents
- Approving financial statements
- Evaluating the CEO's performance
- Making and amending By-Laws.

The Board is elected by members through the Appointments Council as shown in the figure below.

**Figure 1: Governance**



In 2021, the Board will introduce a new Education, Policy and Innovation Committee to oversee the significant amount of work we are doing in this area.

The Board sets the strategy of the organisation which is then executed by management. The executive team, headed by CEO Andrew Hunter and the percentage of FTE that sits under each executive is shown in the figure below.

### Figure 2: Organisational structure and FTE under each role

---

**Andrew Hunter** CEO 3% FTE

---

**Marissa Alley** Acting EGM People and Culture 4% FTE

---

**Rowena Buddee** EGM Public Practice and Professional Standards 8% FTE

---

**Nicholas Diss CPA** CFO 8% FTE

---

**Simon Eassom** EGM Education 11% FTE

---

**Karen Hellwig** EGM Member Experience 18% FTE

---

**Farid Jarrar** CIO 16% FTE

---

**Deborah Leung FCPA** EGM International 19% FTE

---

**Gary Pflugrath CPA** EGM Policy and Advocacy 3% FTE

---

**Meg Yeates** EGM Marketing 10% FTE

---

A more detailed description of our executive team including the responsibilities of their roles and their experience can be found on our website.

### Our culture

Our organisational culture is centred on three pillars:

- Collaboration with each other
- Constructive with members
- Learning focused.

In 2020, we undertook a culture survey with our employees which received a 96 per cent participation rate. Results of the survey showed an improvement compared to 2019, indicating that we have demonstrated commitment to developing behaviours and ways of working necessary to support our strategy and enable a capable and engaged workforce.

In our 2019 report, we stated that the Board, through the People, Remuneration and Culture Committee, would be undertaking a review of our cultural pillars and values. A review commenced prior to the onset of COVID-19; however, the decision was then made to defer this work to 2021 as we focused on supporting our people to work from home.