

# APESB Strategic Plan 2009–2012

## Vision

To be recognised by our stakeholders for our leading contribution in achieving the highest level of professional and ethical behaviour in the accounting profession.

We will achieve this vision by:

- > Issuing professional and ethical standards that are integral to the Australian accounting profession
- > Being innovative in engaging key stakeholders, professional accountants and the public
- > Influencing international agenda
- > Advocating that professionalism and ethical conduct drive the behaviour of accountants

## Statement of Purpose

To protect the Australian public by issuing professional and ethical standards which maximise the integrity of the accounting profession by setting out the highest principles of professional and ethical accounting practice.

## Values

We are committed to:

- > Being independent, consultative and transparent in our work
- > Encouraging universal access to standards that are easy to use and understand
- > Working innovatively in the public interest to guide the ethical and professional practices of accountants

Objective 1:	Objective 2:	Objective 3:	Objective 4:	Objective 5:	Objective 6:	Objective 7:	Objective 8:	Objective 9:	Objective 10:
To ensure the sustainability and viability of APESB and strengthen its reputation and standing	To strengthen strategic partnerships with technical experts of professional bodies to improve standards implementation	To provide leadership in the consideration, promulgation and approval of professional and ethical standards	To ensure optimal secretariat resources to support the delivery of key strategic and operational priorities	To engage expert and authoritative advice in the development of professional and ethical standards	To strengthen APESB effectiveness in making contributions to the international standards development process	To increase the level of collaboration between APESB and regulatory bodies	To increase the level of collaboration between quality review and disciplinary boards of professional bodies with APESB	To increase awareness, understanding and acceptance of APESB standards by professional accountants	To increase public awareness of accounting professional and ethical standards
<b>Strategies:</b>									
<ul style="list-style-type: none"> <li>&gt; Set and manage expectations on projections, resource requirements and plans</li> <li>&gt; Ensure infrastructure and processes are responsive to stakeholder needs and emerging trends</li> <li>&gt; Influence the initiatives of the International Federation of Accountants</li> <li>&gt; Maintain best practice corporate governance processes and effective and efficient use of resources</li> <li>&gt; Deliver creative, professional and innovative events and communications solutions</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Deliver creative, professional and innovative events and communications solutions</li> <li>&gt; Develop and implement a relationship management framework</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Establish and implement a method to record and monitor time contributions</li> <li>&gt; Attract and retain optimal mix of people, skills and knowledge to the Board</li> <li>&gt; Maintain a program of reward and recognition</li> <li>&gt; Develop and implement a program of thought leadership initiatives</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Attract and retain optimal mix of people, skills and knowledge to the Secretariat</li> <li>&gt; Recognise and publish the respective roles and responsibilities of board and management</li> <li>&gt; Create a stimulating, supportive and rewarding work environment</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Attract and retain optimal mix of people, skills and knowledge to the Taskforces</li> <li>&gt; Maintain a program of reward and recognition</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Influence the initiatives of the International Federation of Accountants</li> <li>&gt; Build a coordinated approach to identifying and responding to request for comments</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Develop and implement a relationship management framework</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Develop and implement a relationship management framework</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Implement search engine optimisation strategies</li> <li>&gt; Build and provide a central information resource for accounting professional and ethical standards</li> <li>&gt; Maintain an effective, user-friendly web site with relevant and up to date content</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Maintain effective user friendly website with relevant and up to date content</li> <li>&gt; Implement search engine optimisation strategies</li> </ul>