

Vision
Exemplary levels of professionalism and ethical behaviour in the accounting profession

Statement of Purpose
To develop and issue, in the public interest, high quality professional and ethical standards

Values
To be consultative and transparent in all our activities and work independently and resourcefully in the public interest

We will promote professionalism and ethical behaviour and maximise the integrity of the accounting profession by

Standards	Engagement	Influence	Ethics Outreach
Issuing professional and ethical standards that are relevant to members of the Professional Accounting Bodies* while serving the public interest	Effectively engaging our key stakeholders, including professional accountants, the public, government bodies, regulators and the Professional Accounting Bodies	Influencing and responding to the national and international agenda in relation to professional and ethical standards	Promoting that professionalism and ethical conduct drive the behaviour of accountants and conducting outreach activities in collaboration with key stakeholders
Strategies			
<ul style="list-style-type: none"> Develop and issue Standards and Guidance notes Monitor the external environment to ensure the issued pronouncements remain relevant and identify the need for new standards and guidance Ensure that the concepts of professionalism and public interest are the cornerstones of the standard setting process Attract and retain an appropriate mix of skills, experience, knowledge and expertise to the Board, management and taskforces Ensure the organisation is governed, structured and resourced appropriately with transparent oversight 	<ul style="list-style-type: none"> Engage with key stakeholders across the profession in practice and in business in order to provide leadership in respect of accounting, professional and ethical matters Adopt a communication strategy that facilitates a continuous process of engagement that takes advantage of appropriate platforms Raise awareness within targeted audiences: Members in Business, SMP/SMEs, Universities and others Engagement and interaction with key regulators (i.e. ASIC, APRA, ATO and NZ equivalents) Maintaining ongoing communication with the staff of the Professional Accounting Bodies who are involved in professional standards, quality review and disciplinary activities 	<ul style="list-style-type: none"> Influence and engage with the work program of regulators, government bodies and other Australian standard setters Influence and engage with the work program of the International Federation of Accountants (IFAC) and the International Ethics Standards Board for Accountants (IESBA) and contribute to the agenda of the IESBA National Standard Setters Group Identify future trends and emerging issues that have an impact on the accounting profession and professional standards in order to proactively develop solutions to capitalise on these opportunities Develop and maintain a communication and awareness raising program nationally and for the Asia-Pacific region 	<ul style="list-style-type: none"> Demonstrate leadership in ethical thinking and practice Promote to the public the professionalism and ethical conduct of accountants in the public sphere Raise awareness of APESB standards with universities, the academic community and collaborate with the Professional Accounting Bodies in outreach activities to support the emerging diverse young professionals Partner with the Professional Accounting Bodies to enhance integration of APESB standards within continuing professional development programs and conduct specific activities to engage with the SMP practices Partner with the business community and influence debates on business ethics and professional standards

*Professional Accounting Bodies means CPA Australia, Chartered Accountants Australia and New Zealand and the Institute of Public Accountants who are all members of the APESB