

AGENDA PAPER

Item Number: 4.2
Date of Meeting: 9 August 2010
Subject: Proposed Strategy to engage with Members in Business

Action Required

For Information Only

Purpose

To seek the Board's input on the APESB's proposed strategy to engage with Members in Business.

Background

APESB's engagement with Members in Business to date indicate that there is a low level of awareness of APESB Standards within the business community. This is partly due to the focus of the previous professional standards being on Members in Public Practice rather than on Members in Business.

APESB in its development process of the APES series included Members in Business where applicable in the standards development process (i.e. APES 215 Forensic Accounting Services and APES 220 Taxation Services). However, as historically there were very few professional standards applicable to Members in Business the level of awareness of Members in Business has continued to be low.

Consideration of Issues

A project plan has been prepared to engage with Members in Business on APESB Standards as well as identify new topics where standards may be required.

The attached paper on potential topics to engage with Members in Business has been prepared by Kate and Peter for the Board's consideration.

The *Professional Accountants in Business Strategy and Work Plan for 2010-2012* prepared by the IFAC Professional Accountants in Business Committee has been included for the Board's information.

Staff Recommendation

The Board provide feedback and comments on the proposed Project Plan and potential topics to engage with Members in Business.

Materials Presented

- Project Plan to engage with Members in Business;
- Potential topics to engage with Members in Business; *and*
- IFAC Professional Accountants in Business Committee *Professional Accountants in Business Strategy and Work Plan for 2010-2012.*

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Date: 3 August 2010