

APESB

Engagement of Members in Business (MIBs) - Elements of a (Draft) Plan

Potential Topics for consideration:

CFO/MIB Financial Accounts Representation Letters

CFO/MIB Role in Regard to the Audit Committees

CFO/MIB Role as a Director

CFO/MIB Role in Audit Tenders

CFO/MIB Role in Tax Management

CFO/MIB Role on Due Diligence Committee

CFO/MIB Role in relation to Prospectus

CFO/MIB Role in Disagreements with the Board

Plan components need to contain:

D: Diagnostic – what's known about MIB awareness of APESB and Ethics Obligations

A&R: Assessment and Responses – what are practical Responses to the Diagnostic

C: Consultation – would the Responses give effect to the Diagnostic and A&O

I: Implementation – agreed Responses are implemented

F: Feedback – has APESB achieved the Plan objective

Note: the process proposed is designed to achieve awareness and interaction in itself, so that a reasonable amount of MIB Engagement is achieved through the process per se – desirably creating a somewhat compound effect over a say 24 month period.

D: Diagnostic

- Engaging in a dialogue with each of the professional bodies about how they see this section of their membership, how they (would like to) engage with them on the issue of APESB outputs, what they think APESB can do that is useful for them etc.
- A discussion with the G100 to inform APESB about the relevance of our work to their members, and in itself to stimulate the dialogue.
- Consider a forum with FEI Australia to elicit mature and emerging members' attitudes to APESB and its outputs.
- Consider a dialogue with ASIC to ascertain any regulatory insights and perspectives.

- Engage with Big 4 to see if they have insights to offer based on their experiences.

A&R: Assessment and Responses

- Conduct some direct consultation with members in business about their perceptions in this area, how they deal with the types of issues APESB set standards on, whether there are ways APESB can set standards which help them etc. This might be done by electronic questionnaire and/or focus groups, or other mechanisms.
- Some identification of the major issues which face members in business in the ethical and professional area so that APESB can determine if there is a need to commission some work on exploring any of these.
- Develop a set of draft ideas and responses which could be road tested with relevant stakeholders to ensure that any APESB program would achieve the objectives (see C: below)

C: Consultation

- Review proposals with relevant key stakeholders and opinion leaders to ensure relevance, focus and likelihood of success.

I: Implementation

- Getting on the agenda of various seminars and conferences that MIBs may have; some of these could come through the professional bodies.
- Possibly a function where APESB engages speakers to discuss this area in light of some of the behaviours during the GFC and how the behaviour of accountants in business contributed to outcomes, either positively or negatively. Participants might include International visitors who may be prepared to participate.
- Consider proposing a publishable AFR or Boss roundtable to allow APESB views to be filtered into the professional and broader community.
- Consider sponsorship of case study articles in relevant publications of activities and matters of interest to MIBs. Examples: Lehman repo accounting, HBR case study article – see March 2010 issue,

F: Feedback

- Review the Plan and the Plan process on a continuous basis to elicit feedback and judge impacts.