



International Accounting
Education
Standards Board

529 Fifth Avenue, 6th Floor, New York, NY 10017
T + 1 (212) 286-9344 F +1 (212) 286-9570
www.iaesb.org

Committee: International Accounting Education Standards Board (IAESB)
Meeting Location: Bali, Indonesia
Meeting Date: April 9-11, 2019
SUBJECT: **Stakeholder Engagement & Communications Working Group – Issues Paper (4/19)**

INTRODUCTION

1. The objective of this paper is to:
 - Update the IAESB on the activities of the IAESB Stakeholder Engagement & Communications Working Group (SECWG) since the last Board meeting in October 2018.
 - Provide a progress update on planned engagement & communications activities for 2019.
 - Obtain further input from the IAESB on engagement & communications activities.

2. Related to this Issues Paper are the following agenda items:

Agenda Item 6-1	Stakeholder Engagement & Communications Working Group – Issues Paper (4/19)
Agenda Item 6-2	Transition & Communications Plan (TCP) (4/19)

3. Members of the SECWG are:

<ul style="list-style-type: none"> • Greg Owens (Chair) • Sarah Jakubowski (Secretary) 	<ul style="list-style-type: none"> • Suzie Webb • David McPeak (in attendance)
--	--

BACKGROUND

4. Stakeholder Engagement and Communications (SE&C) is considered a key area of focus to help support the Board's work as part of the 2017-2021 Strategy and 2017-2018 Work Plan. The SECWG was formed in 2016 during which time various stakeholder research and outreach activities were completed in order to help develop a list of planned activities and resources that would be required to help support the Board's work.

5. Following the announcement about the future of the IAESB and the planned transition to the new model for accountancy education, during Q3 2018, the SECWG reconfigured its work efforts to focus on focus on the transition period and recalibrated timeline of IAESB activities during 2019.

RECENT SECWG ACTIVITIES

6. In the period since October 2018, the SECWG met 3 times via online meetings and additional ad hoc meetings were also held with various Task Forces, Working Groups and IFAC (specifically the Communications Team).

7. The SECWG also consulted with the IAESB's Steering Committee on the planned timeline for 2019 (see item 6-2).

8. To further improve coordination leading to creation of the new Model, the SECWG also met with Alta Prinsloo (New York, March 11) to overlay and compare various engagement & communication activities for the two entities.

9. Additional work effort of the SECWG has included:
 - Developing and sharing a transition plan document with 'Handover Task Force' (led by C Austin).
 - Creation of eNews publications (December 2018, January 2019, February 2019, March 2019).
 - Editorial review/input into various videos (ICT, IES 7, exposure draft, implementation support, etc).

10. The SECWG has also commenced work collating previously developed stakeholder engagement & communications analysis, ideas, feedback, research and other materials (such as background to standards development process) as part of the Handover package being coordinated by the Task Force of the same name.

DEVELOPMENT OF IAESB SECWG PLAN FOR 2019

11. Agenda Item 6-2 outlines the planned engagement & communication activities for 2019. The TCP was developed by the SECWG, with input provided by the IAESB's Steering Committee and IFAC staff (A Prinsloo).
12. The TCP has been designed to focus on the prioritized areas of IAESB activity and to recognise the:
 - Planned cessation of the Board's formal activities in June 2019.
 - Commencement of the new Model/Panel communications activities from mid-2019.
 - Wrap-up of Board activities following anticipated approval/release of finalized outputs (i.e. implementation support materials, final IESs 2, 3, 4 & 8, issuance of final handbook).
 - Importance of having a 'joint' or coordinated approach (IAESB, new Model/Panel) to communications wherever possible – to help build stakeholder confidence in new approach.
13. Many of the planned activities are dependent on other activities – specifically:
 - Finalization and launch of IFAC-wide standard setting board websites (a decision has been made to continue to build the IAESB new website, recognizing the need for a transition period and access by stakeholders). These new sites are planned to be launched end Q2 2019. IAESB site to remain active (with modified introductory wording) for a transitional period until after the new Panel Platform has been launched.
 - Development of the new Platform for the Model/Panel. This is planned to include the Handbook content and also a dashboard approach to packaging the IESs. The site will also provide an improved approach to access the IAESB and future Panel's inventory of resources (including implementation support, accounting education resources, etc). Likely launch in Q4 2019.
 - Final edits/approval to IESs 2, 3, 4 & 8 (including PIOB oversight) planned for end September along with finalization of IAESB's Handbook in October.
 - The need to make modifications to language used (preface to the Handbook, website 'story' of the IAESB) as well as potential signposting to new Model/Panel and announcements.
 - Future access by the new Model/Panel to the existing IAESB stakeholder listing will be considered by IFAC in consultation with IFAC Communications and Intellectual Property, Translations & Permissions teams (i.e. permissions, data protection).
 - Separate constitutional matters are also being considered by IFAC staff.
14. During discussions with Alta Prinsloo in New York, the SECWG also discussed the opportunity for future engagement with the new Model/Panel structure as well as activities to enable the IAESB's work to be taken forward by the new structure.
15. Ideas that were discussed included:
 - Potential involvement in the International Forum for Key Accountancy Education Stakeholders (likely every 2 years)

- How best to capture the future plans/strategic priorities that each of the Task Forces/Working Groups would have implemented if the IAESB was not following the shorter timeline:
 - Some discussion with CA's Handover Task Force (and echoed by discussed at the IAESB Steering Committee) has included whether there might be an opportunity to capture Task Force Chairs' thoughts via webinar or videos alongside the packages currently being collated.
 - Alta Prinsloo also extended an invitation to these individuals to attend the initial in-person meeting of the new Panel (likely September 12-13, 2019) to present this overview and take Q&As combined with an opportunity to meet the new Panel members.
- Membership of the new Panel is likely to differ from the existing IAESB requirements (and may instead focus on strategic and advisory activities for input to IFAC). When the various inputs (online survey of a wide range of stakeholders, International Forum for key Accountancy Education Stakeholders, and International Forum for Accountancy Education Directors) to the Panel/IFAC and a determination is made that an IES needs to be developed or an extant IES requires updating then there may be future opportunities for legacy IAESB Members and TAs to become involved in the task forces which will likely map out the likely changes.

Requested Action:

- A. Does the IAESB support or have feedback regarding 2019 planned engagement & communication activities? (see Agenda Item 6-2)?**
- B. There may be an opportunity for Task Force chairs to present the potential strategic path forward for each of these areas at the Panel's first in-person meeting in September (likely September 12-13).**
 - a. Is this something that the overall Board would like to pursue?**
 - b. Are Task Force Chairs willing to participate in this exercise (live or via video conference)?**
- C. Based on conversations with IFAC staff, there may be opportunities for Members and Technical Advisors to be involved in various sub-groups or task forces of the new Panel/Model for accountancy education based on the topical areas IFAC chooses to pursue.**
 - a. Does the Board have any feedback overall on continued involvement with the Model?**
 - b. If this opportunity did arise, would you be interested in participating in an area where you are currently involved on the Board?**

PROPOSED WAY FORWARD

16. Subject to input provided by the IAESB during the April 2019 meeting the SECWG will revise, as necessary, the planned approach for the planned activities and will work with IFAC staff, including the IFAC communications team, to ensure changes are communicated and shared.