

Our Value Proposition

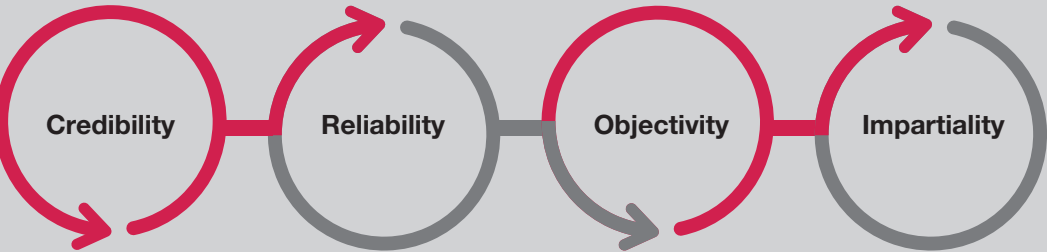
The Power of CAPA

CAPA provides a unique regional platform, created by an inclusive community of committed PAOs in Asia Pacific.

Members and other stakeholders gain a trusted partner, capable of collaborating efficiently and effectively to achieve mutual goals.

A Trusted Intermediary

CAPA has a reputation built on:



Stakeholders value, and members prosper from, these characteristics.

Members gain one or more of the following benefits:



**Development Support** through facilitation and sharing of knowledge and experience



**Increased Status** by leveraging the trusted brand, reputation and influence of CAPA and its members



**Enhanced Voice** when advocating on national and regional matters



**Extended Reach** with CAPA linking and convening stakeholders, experts and decision-makers



**Relationship Network** collaborating with fellow PAOs and other stakeholders on matters of mutual interest

Gains arise from the synergistic benefits of a broad array of cultures, histories and experiences.

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Confederation of Asian and Pacific Accountants (CAPA)

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Engaging with CAPA

Who we are, why we exist, what we do, how we work

Members Vision Relationships Inspire Voice  
Intermediary Development Convener  
Purpose Diversity Engaged Network  
Culture Mission Accountancy Support  
Inclusive Stakeholders Values Plans Reach Trusted  
Profession Future Collaboration Strategy Platform Leader

WHO WE ARE

The accountancy profession is global and diverse, with an important role to play in economic prosperity, market confidence, financial stability, transparency and accountability, and a sustainable society. The profession spans private, public and not-for-profit sectors, and encompasses financial, management and cost accountants, auditors, consultants and accounting technicians. Many qualify with, and are members of, Professional Accountancy Organisations (PAOs).

CAPA is a regional organisation, comprising 32 PAOs across 23 jurisdictions that operate in, or have an interest in, the Asia-Pacific region. Collectively referred to as CAPA’s members, these PAOs represent a membership of over 2 million accountants across the world. CAPA is incorporated in Hong Kong and operates from a secretariat office based in Petaling Jaya, Malaysia.

CAPA is a not-for-profit organisation funded through annual membership fees, with development partners occasionally funding consultants to work with CAPA on specific initiatives. It is a small organisation, yet plays a significant, influential role. Its success is highly dependent on the support, involvement and contribution of its member organisations and their representatives, some of who are volunteers.

It is one of four *Regional Organisations* recognised by IFAC<sup>1</sup>, and is also a designated *IFAC Network Partner*. Of the four regions – the others being Europe, Africa and the Americas – Asia Pacific has the largest geographical spread and the most dynamic economic growth. CAPA members come from jurisdictions with greatly varying populations, differing stages of economic development, and a wide diversity of cultures.

WHY WE EXIST

As an organisation positioned between IFAC, which represents the profession globally, and PAOs that represent the profession and serve members in each of their jurisdictions, CAPA has a unique role within the accountancy profession.



Our Purpose

To help the accountancy profession in Asia Pacific be the best it can be



Our Vision

To be recognised as an inspirational leader for the accountancy profession in Asia Pacific

<sup>1</sup> International Federation of Accountants

WHAT WE DO

Driven by our **Purpose** and **Vision**, the overall direction and focus are provided by our **Mission, Strategy** and **Value Proposition**.

Our Mission

To enhance the value of the accountancy profession in Asia Pacific by:



Contributing to the development of PAOs

Promoting ethical values and the benefits of high-quality accounting, reporting and assurance

Speaking out as a voice of the accountancy profession

Our **Strategy** is continuously assessed for relevance and periodically set out in a formal plan. It details how we achieve our **Mission** and is supported by **Annual Work Plans**.

What we do: 

- Undertake activities for the benefit and progress of our member organisations
- Convene, coordinate, collaborate to harness the collective resources of our member organisations and representatives
- Strategically prioritise work and activities, including events and thought leadership publications
- Provide a regional platform or voice to support or speak on our members’ behalf on regional or wider accountancy profession matters
- Undertake initiatives for which we are best placed to do – hence, not duplicating the work of others

What we don’t do: 

- Undertake initiatives aimed at members’ members
- Highly technical work which requires specific knowledge, expertise or experience (example standard-setting)
- Duplicate the work of our members and other stakeholders
- Provide specific country assistance, financial or otherwise (unless these contribute to the wider strategic goals)

Thought Leadership - 3 areas of recent significant focus

PAO Development



Public Sector



Accounting Technicians



Engaging with CAPA

HOW WE WORK

Our Core Values

CAPA’s core values underpin the organisation’s culture and are vitally important in the context of working across a wide geographical area and hence diverse range of histories, cultures, styles and languages. Staff and member representatives are expected to be familiar with and demonstrate these values.

Value	What does this look like in practice
Trust	Doing the right thing; confidence in each other; openness and transparency
Respect	Being culturally and linguistically aware; acknowledge the other person’s perspective(s); value the time of others
Cooperation	Willingness to work together; preparedness to compromise; follow instructions; provide timely responses
Inclusiveness	Embrace and welcome unique ideas, perspectives and experiences; provide and seek opportunities for involvement; support a collaborative environment; help people to belong
Positive Attitude	Willingness to volunteer; commitment to contribute
Excellence	Being well prepared; deliver high-quality outputs; provide high-quality inputs or responses
Kaizen, or Continuous Improvement	Belief that everything can be improved; seek to work together proactively to achieve incremental and continuous innovation and growth

An Engaged Culture

CAPA will be successful if, inter alia, its members (the PAOs and their representatives) are highly engaged in its activities. This allows the small internal team to access and benefit from the knowledge, expertise and experience of a much wider range of diverse and skilled individuals.

The Characteristics of an Engaged Culture

Member representatives can:

- Be deeply familiar with CAPA and its activities
- Contribute questions and opinions
- Facilitate high-quality input on draft publications, surveys or similar
- Facilitate responsive and timely interactions between their organisation and CAPA
- Share information and ideas with the Secretariat continually
- Volunteer or recommend relevant others for working groups, committees or events
- Connect and interact with CAPA including on online platforms such as social media
- Keep their member organisation and other relevant colleagues well informed

Member organisations can:

- Liaise with their representatives to understand CAPA’s strategies, activities and needs
- Offer input, ideas and assistance, including opportunities to collaborate
- Share information internally and encourage connection to CAPA website and social media

The outcome should be:

- Proactive involvement
- A sense of belonging and identity
- A desire to see CAPA succeed
- Excited to be involved
- An advocate for CAPA and its work

“ An engaged network of CAPA member organisations and member representatives is a collective responsibility to ensure the success of the accountancy profession in Asia Pacific. ”