



# Auditing Association of Canada Strategic Plan

2009 – 2014

*2010 Update*

## *Our Mission*

To build an association that represents, supports and promotes our members in their chosen auditing professions, and enables them to develop themselves and provide quality services in a way that advances the public interest.

## *Our Objectives*

- Be the Place Where Members Come to Learn, Participate and Grow
- Represent and Promote the Interests of our Members and the Auditing Profession
- Build a Strong and Capable Organization

## **Meeting our Mission and Objectives**

We will achieve our mission and objectives through initiatives and programs that will always be referenced back to our objectives, actively managed through Board Committees, evaluated regularly, and validated by our membership through ongoing feedback.

### **A. *Be the Place Where Members Come to Learn, Participate and Grow***

Making our Association the place for members to learn and build their practice requires alignment between the activities of the AAC and the advancement by members of their careers. Two areas have been identified where the AAC can better support members: communications and professional development. The AAC will work with members to facilitate improved networking, information sharing, training opportunities and practice management.

<b>Key Activities</b>	<b>Committee Responsibility</b>
A1. Provide networking opportunities, including holding an Annual Conference, establishing Web-based discussion forums, regional meetings and other events.	Member Services
A2. Establish regional chapters to better involve, inform and develop our members and to attract new members.	Member Services
A3. Ensure relevant and timely dissemination of information to members; specifically, maintain a current and informative website including a value-added Members' Only section.	Member Services
A4. Identify and establish affiliation programs of interest to our membership (e.g. insurance).	Member Services
A5. Develop and provide continuing education and other professional development options, including workshops and on-line training.	Professional Development
A6. Work with recognized training providers to identify and support implementation of training programs that meet member needs and promote the Association.	Professional Development
A7. Facilitate improved practice management skills for our members (e.g. client management, report writing, business management, quality assurance).	Professional Development
A8. Conduct well-thought-out research activities, including surveys of auditing and management system practices; communicate findings to members and interested parties.	Professional Development
A9. Develop a communications strategy for the Association designed to provide effective communication to and from members on relevant issues.	Management

## **B. Represent and Promote the Interests of our Members and the Auditing Profession**

Our members and other stakeholders need a voice to protect and advance their interests, and that of the profession overall. Industry, the public and others who rely upon the services of professional auditors need an association with the experience and knowledge in the field to be involved with the bodies that set standards and policies, and to ensure they are properly informed.

The AAC will establish itself as the leading advocate for these groups in the auditing professions we represent, and will work to inform and influence decision-making at the international, national and regional levels, in government as well as among industry and other professional organizations. The AAC will also act as a steward on behalf of the profession and the public in the establishment and maintenance of auditing standards, ethics and a code of conduct.

<b>Key Activities</b>	<b>Committee Responsibility</b>
B1. Identify relevant opportunities to expand the scope of AAC's support of certifiers and certifications, as well as related assurance services (e.g. safety and health auditing; sustainability auditing; social auditing; Greenhouse Gas verification).	Certification
B2. Support certification bodies in the development and continual improvement of relevant auditor certifications that advance the interests of our members and the profession.	Certification
B3. Identify, critique and communicate certification options to allow members to make informed decisions regarding certifiers and certifications.	Certification
B4. Transfer AAC's CHSMSA designation to a suitable certifying body to oversee the certification process and promote it as one of the certifications of choice for Health & Safety Auditors in Canada.	Certification
B5. Expand our role in the development of legislation, standards and guidance documents affecting our profession; respond to and participate in government initiatives that impact the auditing and management system professions; register as an "interested party".	External Relations
B6. Actively involve non-governmental organizations, academia and other interested parties in our activities to increase the profile and credibility of the AAC with the public and other stakeholders.	External Relations
B7. Forge strategic partnerships with auditing, industry and other associations having similar or related interests.	External Relations
B8. Review the "Principles and Practices of Environmental Auditing", update it as a document for all non-financial auditing to reflect recent assurance standard developments and changes in public expectations and re-release to members and the public.	Professional Development

### **C. Build a Strong and Capable Organization**

To provide desired levels of service at the caliber expected by our members, the profession and the public, the AAC needs to expand the strength and scope of its organizational and operational capacity. In particular, the Association will focus on substantially increasing revenue generation from all sources, and growing its membership base by adding significantly greater value for members and through strategic partnerships.

<b>Key Activities</b>	<b>Committee Responsibility</b>
C1. Ensure decision-making reflects the needs and wants of members: conduct ongoing surveys of members and other stakeholders to determine service needs.	Management
C2. Develop and implement an effective administration and planning process.	Management
C3. Establish and maintain a balanced budget and positive cash flow.	Management
C4. Increase funding avenues and fund-raising activities outside of membership dues and annual conference.	Management
C5. Expand membership; identify, expand and demonstrate value to members on regular basis; look for increased membership through partnerships with like organizations.	Member Services
C6. Develop and implement a marketing focus on the demand side to generate recognition of, and a need for, the services we and our members provide.	Member Services
C7. Expand the scope of audit sectors represented by the Association.	Member Services