

PRESIDENT'S MESSAGE



AUDITING
ASSOCIATION OF
CANADA (AAC)

President: Duncan Hawkins



SEPTEMBER 2022 AGM



MESSAGE FROM THE PRESIDENT

Re-Connecting with our Industry

When I assumed role of AAC President a little more than a year ago, I envisioned a progressive direction to see us through the recent pandemic in efforts to get back to a renewed sense of normality: By building on our current membership base a stronger and more effective association, we could boost our capacity to improve value to our membership. And by marshaling our current resources to achieve our broader objectives, we could become a stronger and more effective and sustainable association.

Of course, none of us envisioned how the impact of COVID-19 would still be affecting every aspect of our lives, from health, jobs, education, market conditions, financial security, social relations, and trust.

The pandemic, in many ways, has provided the AAC the opportunity to evaluate and adopt emerging processes such as leveraging the use of online technologies and information systems that help us stay connected. This is only one way that we intend to provide value to our membership.

“The AAC Board continues to be laser focused on its mission - To represent, support, and promote our members in their chosen auditing professions, and enable them to develop themselves and provide quality services in a way that advances the public interest.”



AAC Website

We launched the AAC new website platform in September 2021, replacing the previous version that was no longer able to be supported. We remain focused on expanding the content and improving the system's capacity. The new platform's membership-focused software is designed to minimize the need for third-party IT support, which has allowed us to save on additional expenses, and this past year has seen the website's new look, feel and offerings grow as we learned to use its tools and functionality. This has brought us to where we are now in a position where we are starting to expand the development skills and routines for managing this critical resource to the AAC. Most notably are the following achievements over the past year:

- AAC Member communication through emails, blogs, notifications, and a built-in polling capacity is more easily achievable through this platform giving the AAC committees and Board the means of improving on AAC communications on events or other industry related information. We can now post and notify members and contacts, including past non-member registrants to our events, of new training and events, integrate customized registration options, and website updates than ever before.
- Expanded member profiles and locator tools help the membership and those looking for our services find skilled auditors in their area.
- We are more easily able to invoice directly from the website on events and membership details. This also includes a robust report feature that provides the AAC Board with financial details that are more readily available.
- Improved registration, data collection and analytical tools to help us respond to members, identify opportunities for growth, and pinpoint information and training needs. These help us better identify online versus in person offering options and topics of interest, to customize and locate areas of strength to leverage existing and untapped opportunities, and areas that may need more support.



- The set-up of the AAC website makes it more achievable for website volunteers to be able to provide on-going support on the website administration. The platform is user-friendly and includes a wealth of on-line self-help modules making what would be considered a daunting task more manageable.

There is so much more we can do. If an AAC member wishes to volunteer and provide support in monitoring and managing the AAC website, please submit requests to volunteer to the President at president@auditingcanada.com.

AAC Training and Online Webinars

In order to advance the AAC towards a direction that many other associations have taken, we have started to provide training and webinar sessions online through the platform “Callbridge”. This provides the AAC with the opportunity to leverage training providers in developing and providing training and webinar sessions to AAC members and non-members alike. Although we are new with this direction, the results we are seeing thus far continues to be positive for the AAC and its members. The sessions we have developed and provided thus far include:

- Regulatory Grey Areas Part 1- Environmental Requirements
- Regulatory Grey Areas Part 2- Health and Safety Requirements
- Risk Assessment and Analysis Webinar Series Part 1- How to Use a Risk Matrix to Assess and Visualize Risk
- Risk Assessment and Analysis Workshops -General Guide to a Harmonized Approach to the ISO Requirements

The AAC does have an active Webinar Committee committed and tasked with the identification and development of additional training opportunities that can be provided to AAC members.



Should members have suggestions on the types of programs that they believe AAC should consider developing and offering to its members or to include the public, suggestions can be submitted to the President at president@auditingcanada.com or Events@auditingcanada.com

AAC Conference

One of the many things that impacted us all with COVID was the inability to be able to connect with people in-person due to the extensive risks and social restrictions taken to limit the on-going spread of COVID. To that end, the AAC lost one of its unique events in the annual AAC Conference.

With social restrictions relaxing to a more normal pre-COVID basis, the AAC Board discussed a move towards getting back to providing the services and values that we are committed to by holding an in-person conference. Although the conference numbers are not what we experienced pre-COVID, this step was necessary in moving the AAC back to as close to a normal status as we were at before the restrictive measures were actioned that prevented travel and in-person events such as the conference.

I am excited that the 2022 AAC Conference went ahead and laid the foundations for what we will use to plan and present the next conference. We are hopeful, by that time, that more AAC members will be able to meet together in-person on the next conference where we will continue to provide opportunities to further educate and enhance the environmental, health and safety auditing profession.

A LOOK FORWARD

What can AAC Members Expect?

Yes, we have made some strides forward. However, we are not there yet. COVID took away a lot of time and resources forcing the AAC to prioritize their efforts for 2022. Looking into 2023, we realize that there is still work ahead such as:

1. Continuing to improve the AAC website with a focus on continuing to add



links to documents that are now stored in the background on the website. This will allow us to now make more of those documents visible to AAC members as part of their ability to access necessary current and historical AAC information.

2. Further course development and offering. This is something that is becoming more important in order to sustain not-for-profit associations in Canada. COVID has shown industry that leveraging online platforms to develop and deliver training is necessary to remain more flexible with the shifts and times in the industry.
3. Renewing our relationships with affiliates in order to expand the offering of what is available with other like-minded associations where AAC members would benefit from a mutually supportive relationships. Leveraging course offerings, access to association resources, and marketing are necessary in adding further value to AAC members.
4. Planning the next in-person AAC conference. While it may be in 2023, this will likely be in 2024 to allow the AAC time to prepare and provide an event that will support all AAC members. The resources required to put on a conference are significant. We want to ensure that the conference committee has sufficient time to develop a meaningful conference that fits in with our values and strategic direction as an association. While we strive to hold conferences annually, we are considering the option for offering a virtual conference with workshops in 2023 with an in-person conference for 2024.

Any AAC Members that would like to volunteer to support the organizing efforts for the next AAC conference, please send in your request to volunteer to the President at president@auditingcanada.com.

5. The reality is that as with any organization, AAC needs to generate revenue in order to exist. We have rigorous programs to not only identify new sources of revenue but also ensure that we are minimizing cost. Our not-for-profit status has allowed us to take advantage of savings for example significant reductions in website and online platform costs, and



the capabilities offered through those to further reduce IT, payment processing fees and separate conference call service cost needs.

6. Reviewing and updating our AAC documented governances, as necessary, in order to ensure that they are reflecting of the AAC today and the direction for the future.
7. Expand our focus on health and safety auditing, and especially improving the profile, recognition, and uptake of our CHSMSA certification, which is available only through AAC.
8. Expanding our intra-member networking events and opportunities and member profile opportunities.
9. Increase our social media presence and use of other platforms such as Eventbrite to bring more in awareness to what we, as an organization, can offer our present and potentially future members, as well as interested parties and the public.

AAC STRATEGIC OBJECTIVES

1. Be the Place Where Members Come to Learn, Participate, and Grow
2. Represent and Promote the Interest of our Members and the Auditing Profession
3. Be a Strong and Capable Organization

LAST WORDS

At the beginning of my tenure, I had a plan to help move AAC forward, using the supports and resources available, in order to continue to advance the Association as a preferred body of auditing expertise and support, especially in the area of health and safety. I quickly realized that my plans needed to shift focus where I was needed to help get the AAC back on its two feet after such a struggling 2-3



years due to COVID.

I am pleased to state that we are in a much better, and more balanced position from where we can now move forward with stronger strategic ideas in mind. Our achievements would not have been possible without the support of the AAC Board and Committees. I'd like to acknowledge their contributions and sacrifices to be the voice of the AAC membership and set in motion a direction that we can now build from with the foundation we have just laid.

To the AAC membership, my profound thanks to each of you for your dedication to the AAC and voice of what you would like from this association to add value to you and the auditing profession. We may not have achieved everything we initially wanted to but rest assured we have heard you and will continue to work towards moving your association forward.

The strength of any non-for-profit association is largely dependent on the volunteers of likeminded individuals that believe in a common goal, objective, and/ or direction. Should an AAC member wish to learn more about opportunities to become involved with our board or volunteer with any of our sub-committees, I would like to invite you to please send in your requests to the President at president@auditingcanada.com.

On behalf of the AAC Board, thank you for attending this, the 2022 AAC Annual General Meeting.

Sincerely,

Duncan Hawkins- President
President@auditingcanada.com