

## Member Value Proposition

### 1. Introduction

The purpose of this paper is to discuss whether CAPA should revisit its Value Proposition (VP).

### 2. Background

CAPA established its VP in 2017, focused on both members and stakeholders. At the time, IFAC did not have a VP, and from recollection neither did other regional organisations. Arguably CAPA was leading the way, albeit some PAOs would have had a VP. The CAPA VP aims to be both brief and comprehensive, reflecting the needs at the time.

#### 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 credibility, reliability, objectivity and impartiality.
- > 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.

Recently, IFAC has created a Member Value Proposition (discussions at IFAC meetings suggest it will likely be expanded to cover stakeholders), and consistent with trends that any VP should be easily recalled, is very succinct. The IFAC MVP is:

IFAC, by connecting and uniting its members, makes the accountancy profession truly global.

IFAC member organizations are champions of integrity and professional quality,  
and proudly carry their membership as a badge of international recognition.

IFAC and its members work together to shape the future of the profession  
through learning, innovation, a collective voice, and commitment to the public interest.

### **3. Commentary**

At the time the CAPA VP was created, there was much contact (and support or potential support) with development partners, and the VP was somewhat aimed towards them. The VP has served us well to date, and we are not aware of any concerns. Interestingly, IFAC has concentrated on members, though the expectations of the Forum of Firms will likely require expansion towards these stakeholders at least.

At this stage in the evolution of CAPA, and potentially new expectations of its members in a dynamically changing environment, it is considered timely to reflect on whether CAPA's VP remains fit for purpose. Any changes would likely impact the direction, nature and implementation of our work to ensure we meet member's needs. The VP acts as a guiding light for the work of CAPA, and at time when a new Chief Executive will take over later in 2025, a clear understanding of why we exist will clearly be valuable.

In light of the above, members are also encouraged to either introduce or reconfirm their own VPs.

### **4. Action**

Members to discuss any desire to revisit the CAPA VP. The Board will consider this further in their meeting.