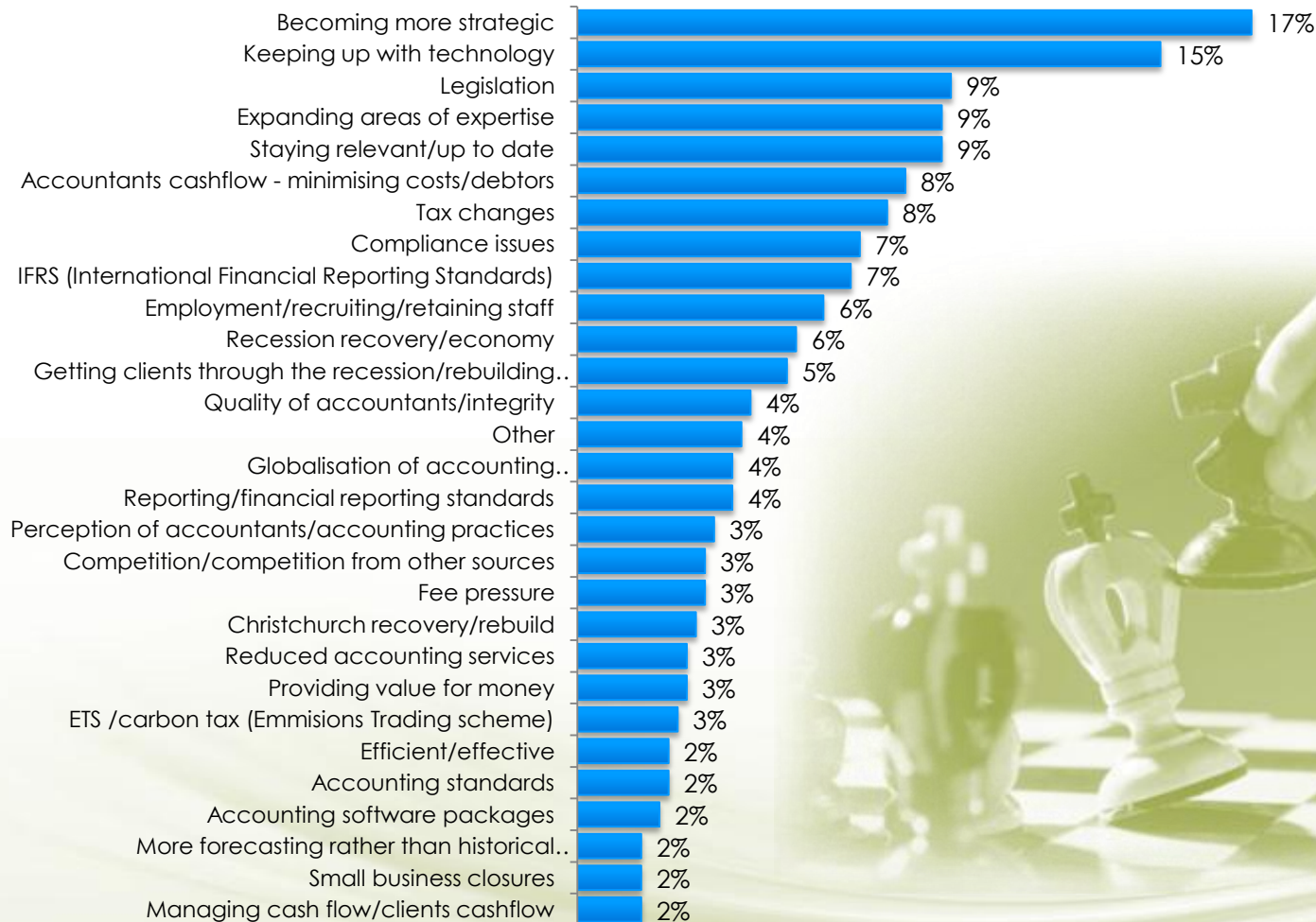
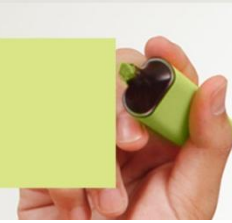


The future



Major issues over the next five years





Examples of what members actually said about 'becoming more strategic'

"Leadership in providing CEOs with strategic advice in what will be a stagnant economy for the next few years . . ."

"Delivering proactive, commercial advice and being all round trusted business advisors."

". . . Rather than focusing on the past, accountants need to look into the future and give advice and suggestions which will add value and make a difference to the organisation they work for."

"To be available to provide more advice rather than compliance. Compliance will become more automated?"

"Working beyond the number crunching and getting more involved in understanding the business and strategies to ensure success particularly in the context of the importance of South East Asia, India and China."

"Are we really adding value (or merely being bookkeepers/tax advisors). Globalisation and technology combining to drive a lot of the 'doing' to offshore locations (China/India) and having NZ-based professionals facing an increasingly demanding client base."

"Relevance! With greater ability for computers to generate financial information and reports, and the onset of the cloud in dealing with organisations like the IRD, if accountants don't start providing proper professional value added services (rather than just compliance services), then they will be looking at significantly shrinking incomes."



Examples of what members actually said about 'keeping up with technology'

"Technology changing our roles."

"Keeping up with the pace of the changing profession around IT platforms and making sure we are moving our clients to the new technology . . ."

"Helping people to cope with technology changes. There are so many competing products out there."

"Keeping up with changes in technology and dealing with 'Green Accounting' as it becomes more relevant."

"Evolving with use of technology, and adding value in new ways (by offering more useful information and advice for decision makers than previous)."

"With the electronic world every evolving there will be a greater need to keep up with technology advances - having standards in place to overcome some of the issues that are arising with the move from a paper based world."

"Keeping abreast of all the changes in government legislation, accounting rules and new technologies. These new technologies can provide wonderful efficiencies, but they also carry risks from computer fraud and hacking which need to be seriously considered, and those risks need mitigating wherever possible. Technology is moving so fast, and clients expect their accountant to keep up to date. In the UK, I have yet to find an accounting system that can run both financial and charitable (project accounts). After months of research, Xero, the market leader in cloud accounting systems has still not got there yet . . ."