

FMI Conference – Victoria

The CPA Profession Challenges & Opportunities

May 21, 2025

Not that long ago...

LUNAR NEW YEAR DINNER 2025





COLLABORATION ACCORD

The unified CPA profession is strong and continues to thrive.

This is a period of change and significant progress has been made.

- Standards
- Education
- International

ATTRACTIVENESS OF OUR PROFESSION

- How attractive is the CPA profession and designation?
- How is the CPA pipeline faring?
- What are driving prospects' career choices?
- Accounting = STEM+++
- Training must evolve





NEW CPA PROFESSIONAL PROGRAM

Collectively, the CPA profession is working towards building a modern professional education program that upholds our high standards.

THE CASE FOR CHANGE

1. There is a growing demand for CPAs to create and sustain economic and social value. CPAs must measure performance beyond financials to meet expectations and requirements from government, investors, and standard setters.
2. CPAs are uniquely positioned to address evolving reporting requirements for governance and decision-making, especially as the prime calling of the profession is to protect the public and act in the public interest in an increasingly complex, diverse, and interconnected global environment.

THE CASE FOR CHANGE

3. Technological change is pervasive and impacting CPA roles. CPAs must understand and leverage new technology to measure and manage performance, delivering optimal value to their organizations.
4. CPAs must consider and assess value more broadly, particularly when traditional data is not available, and can play an important role in understanding how to interpret complex datasets.

CPA learning must be agile where education is evergreen, learner-centric, and better integrated with real-world experience so that we can continue to attract strong candidates and equip them with new skills and competencies.





ARTIFICIAL INTELLIGENCE

AI tools are widespread in organizations and industries and provide faster and more effective ways to analyze data, improve accuracy, generate insights and challenge perspectives.

AI ADOPTION

AI adoption is changing / challenging the profession:

- Repetitive tasks increasingly automated / invisible.
- Less time spent on document and data analysis.
- Focus on strategic work will increase.
- More value will be placed on human skills, interpretation, perception and decisions / actions.

THANK YOU

