

# CPA AUSTRALIA MEMBER BENEFITS PROGRAM PROSPECTUS

JUNE 2020

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CPA  
AUSTRALIA



## OUR BUSINESS

CPA Australia is one of the world's largest accounting bodies with a global membership of more than 165,000 members working in 150 countries around the world.

Our core member services include education, training, technical support and advocacy. Employees and members work together with local and international bodies to represent the views and concerns of the profession to governments, regulators, industries, academia and the general public.

CPA Australia employs more than 500 people across 19 global offices, with 79 per cent located in Australasia.

We operate offices in each Australian state and territory where staff and the volunteer member Divisional Councils focus on engaging with members, employers and education providers within their local communities, including regional locations.

## OUR VISION

Partnering with members to prepare for today and tomorrow in a globally connected world.

## OUR PURPOSE

Advancing trusted and valued accounting and business professionals who enhance their communities.

### Australian Members



117,028

### International Members



49,139

### Countries



150

### Member Benefits Partners



12

# 1. MEMBER BENEFITS OVERVIEW

One of the many advantages of being a CPA Australia member is access to benefits through a privilege program that provides special offers. Since its inception more than 20 years ago, our primary goal for the Member Benefits program has been to provide relevant and differentiated products and/or services to our members in Australia and internationally.

Our partner portfolio consists of core Australian-based partners who are reviewed and refreshed annually depending on member engagement and experience. We also have a growing number of internationally-based partnerships which we are looking to expand across all our global offices.

The Member Benefits program is supported by our marketing team, who utilise dedicated marketing channels and promotional activities to communicate, engage and inform our membership of the exclusive offers (refer to section 6).

**The program is structured into two primary categories, with a selection of product and service subcategories:**

## PRIMARY CATEGORIES:

### 'My Benefits' for personal benefits

- Students
- New members
- Young professionals
- Established careers
- High net worth (i.e. C-suite)

### 'Business Benefits' for public practice and SMEs

- Public practice decision-makers
- SME decision-makers
- Mid-market decision-makers
- Corporate decision-makers

## PRODUCT/SERVICE SUBCATEGORIES



Banking



Business



Insurance



Lifestyle



Property



Technology



Vehicles

## 2. MEMBER BENEFITS PURPOSE

The Member Benefits program is underpinned and driven by a value-based model that promotes strategy, collaboration and growth. We partner with organisations who have a shared desire to support and make a difference to our members and the accounting and business finance profession. Our Member Benefits team engages with members regularly to determine their needs and drivers of value and satisfaction. This ensures the program remains relevant, fit for purpose and that offers are tailored for the specific demographic requirements of members.

Before being engaged to provide products or services to members, prospective partners are required to comply with a due diligence process. This ensures the partnership is a suitable fit, our shared outcomes are aligned and will lead us to a long, sustainable and successful partnership (refer to section 3).

Prospective partners are assessed for suitability based on alignment to the following key pillars:

### 1. MEMBER VALUE



- a) Provide a substantive benefit to CPA Australia members by offering relevant products/ services that are tailored, adapted and differentiated in the market.
- b) Products/services must be competitively priced and offer a premium service for CPA Australia members.

### 2. BRAND ALIGNMENT



- a) We partner with organisations that align to our brand values.
- b) Work collaboratively with organisations to support CPA Australia's strategic goals.
- c) Align with drivers of member value and satisfaction.

### 3. COMMITMENT TO MARKETING



- a) Co-create a detailed marketing plan for launch that will provide awareness of product/service and benefits for members with appropriate exposure to target market audience.
- b) Agree to a channel fee for access to member communication channels associated with a tailored marketing plan.

Our current membership base is diverse in its demographic and geographic spread, both in our large and established Australian base and our growing international markets. Tailored marketing plans are developed in collaboration with our partners, considering the nuances of the varying markets and relevance of product/services to our members to support shared outcomes for partners and a successful long-term partnership (refer to section 5).

### 3. PARTNERSHIP OPPORTUNITIES

#### The partner value proposition

CPA Australia is a strong, trusted and respected brand that's recognised in accounting and business financial sectors across the globe. Our members have a strong connection with our brand and regularly engage with all the member touch points.

##### IN A PARTNERSHIP, WE THINK IT'S IMPORTANT THAT OUR PARTNERS:

- align with our purpose and brand values
- create shared outcomes for us, our members and their communities
- develop tailored products/services for the benefit of our members and the accounting and business profession
- support our member loyalty and retention.

##### FOR OUR PARTNERS, THE PROVEN BENEFITS INCLUDE:

- partnering with a well-known and trusted brand within the accounting and business finance sector, and broader markets in general
- enhancing your brand awareness and exposure within the accounting and business finance sector
- increasing your network connections and engagement with decision-makers
- providing information, education and awareness of your products/services across Australia and internationally (where relevant) to an engaged audience
- increasing meaningful leads and referrals.

## CPA Australia's partnership selection criteria

### 1. COMPANY



Company with aligned values and shared goals

### 2. PRODUCT



Product relevance for our members

### 3. BENEFIT TO MEMBERS



Product differentiation from market (i.e. preferential rates, additional features, or customisation)

### 4. OPERATIONS



Seamless process to support member experience when accessing products/services

### 5. MARKETING/CHANNEL FEE



Commitment to marketing/channel access activities

### 6. CONTRACT



Must enter a CPA Australia affiliation agreement

As the Member Benefits program offers partners direct access to our CPA Australia members, we will remain at arm's-length from the purchase transaction. However, we will agree member service SLAs and should any issues arise, we will investigate and help manage issues to conclusion, as member satisfaction is a key focus for us.

To ensure we comply with legal requirements and protect our members, we ask our partners to sign CPA Australia's standard Affiliation Agreement with protections that include data protection and privacy, reputational harm, liability and insurances.

## 4. CORPORATE STRATEGY ALIGNMENT

The Member Benefits program is underpinned by our corporate drivers and so we seek partnerships that meets one or more of the following criteria:

1. Support **one or more of our six strategic goals** that deliver 'value for members, support for the community'.
2. Address one of the known **member needs and/or drivers of satisfaction and value**.

### Corporate strategic goals



**1**  
Protect, promote and enhance the integrity of the designation



**2**  
Lead the future of the accounting profession



**3**  
Provide members with personalised and engaging experiences



**4**  
Provide relevant learning and development content, resources and tools



**5**  
Attract and develop the next generation of CPAs



**6**  
Impact policy globally and be active in community advocacy

**'VALUE FOR MEMBERS, SUPPORT FOR THE COMMUNITY'**

#### Drivers of satisfaction and value

1. Cost (of additional resources /obtaining accreditation)
2. Recommended by accounting and finance industry
3. Well regarded by clients
4. Contentment and pride in designation

#### Member needs

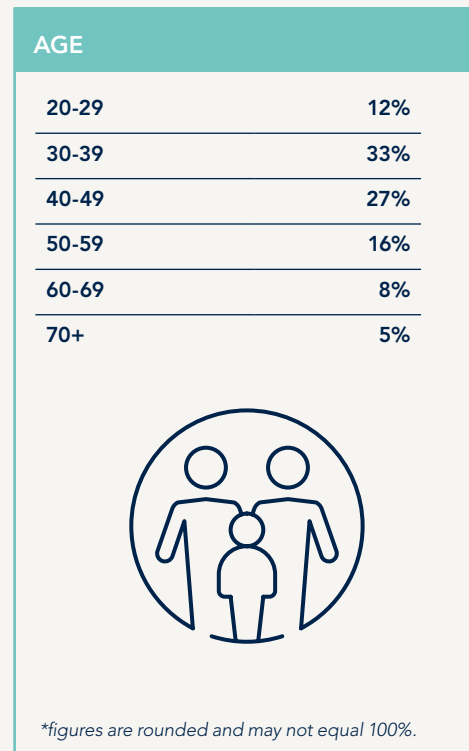
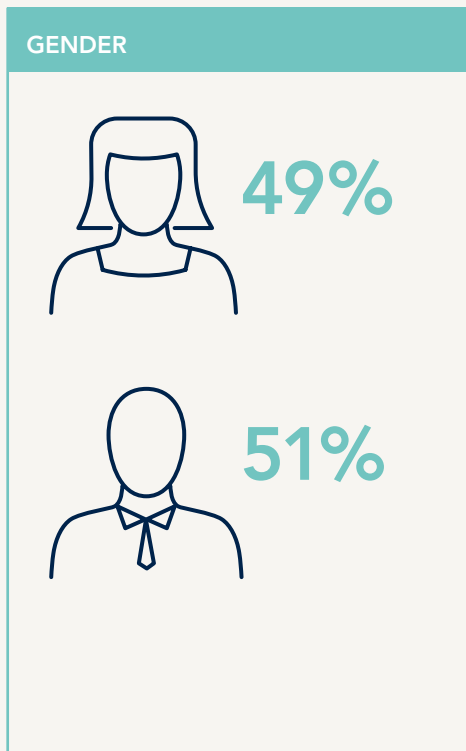
5. Industry knowledge
6. Career management
7. Skills and training

## 5. MARKETING SUPPORT

We will work with each partner to develop detailed and tailored marketing plans. Our experience shows that this will ensure a successful launch of the partnership and create awareness of your products, services and benefits for our members.

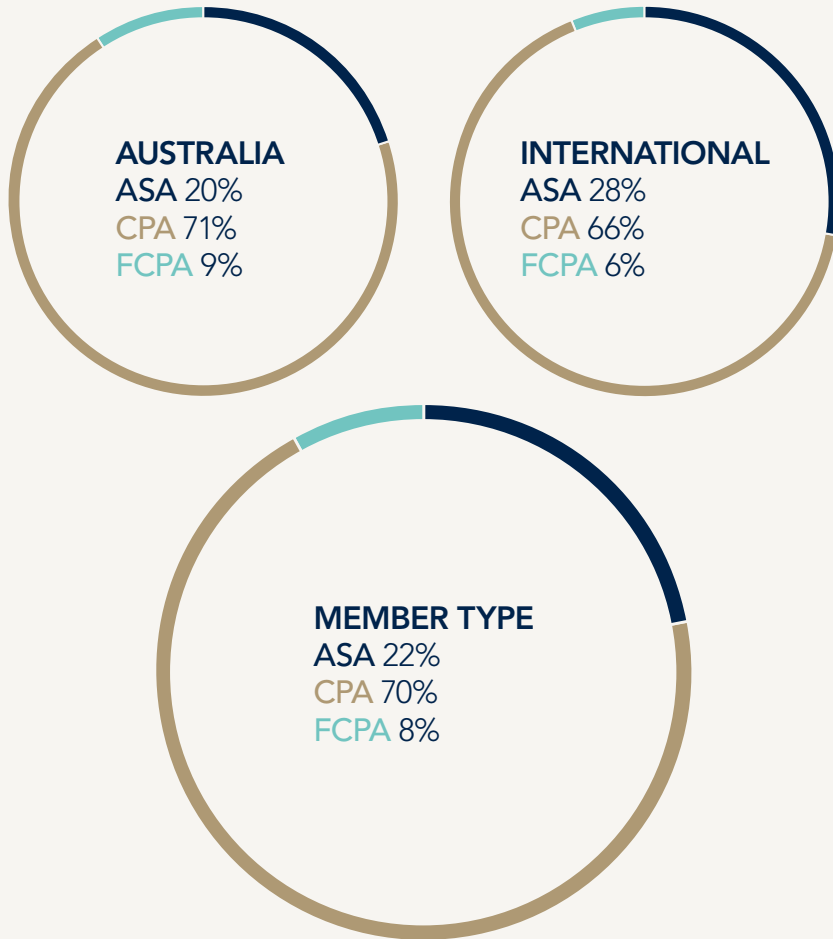
The marketing fees applied for the Member Benefits program are discounted from CPA Australia's standard advertising rates and determined by the agreed level of activities and channels accessed for promotional campaigns by the partner. Together, this is discussed in detail and agreed in collaboration with the Member Benefits team. Each year, the Member Benefits team in collaboration with partners, conducts a review of the marketing activities and member feedback to track the success of the partnership.

### CPA Australia membership profile





## Member designation as at December 2019



### MEMBER DEMOGRAPHICS

Oceania	120,107
Asia	42,995
Europe	1,679
Americas	1,231
Africa	154



Source: 2019 CPA Australia Integrated Report

## 6. CHANNEL ACCESS

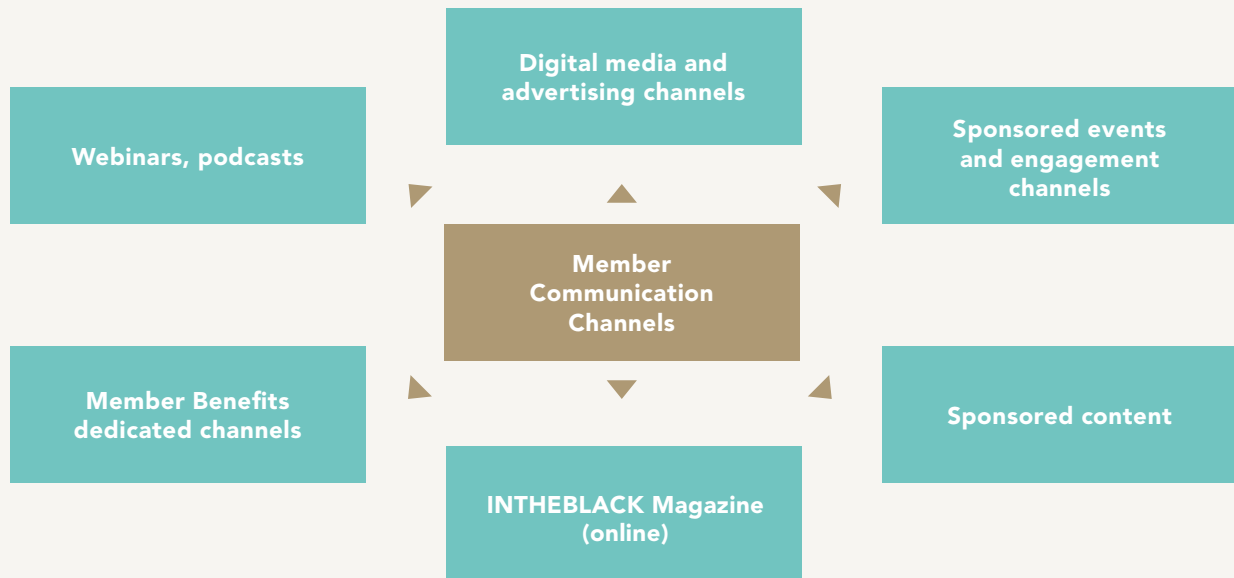
A channel fee applies to access CPA Australia's member communication channels. This is tailored to each partner and formulated based on financial analysis.

The Member Benefits program has extensive access to CPA Australia's standard member communication channels, as well as exclusive and dedicated Member Benefits channels accessed only by partners.

Our membership reach is widespread across a variety of channels. By applying segmentation, our approach ensures we engage members with benefits that are truly relevant to them. The success of the program is demonstrated through the high statistics associated with each channel and event, and we believe this targeting is what makes it so successful.

Our deliberate and organised approach gives partners the opportunity to work with our marketing team to understand our shared objectives and develop an appropriate marketing response to deliver success against our agreed goals.

### CPA Australia member communication channels



## 1. CPA Australia's digital media and advertising channels

### CPA UPDATE EMAIL

Distributed weekly

- Digital Banners (static)



**337,000+**  
subscribers



**26%-42%**  
average open rate

### CPA TAX NEWS EMAIL

Distributed weekly

- Digital Banners (static)



**41,000+**  
subscribers



**40%**  
average open rate

### INPRACTICE EMAIL

Distributed monthly

- Editorials



**14,700+**  
subscribers



**34%**  
average open rate

### INPRACTICE LANDING PAGE

Content updated monthly

- Editorials



**873**  
average monthly  
page views

## INTHEBLACK MAGAZINE (ONLINE)

### Distributed monthly

- Advertorials
- Editorials
- Sponsored content
- CPA Australia members and non-members



**118,000+**  
subscribers

## INTHEBLACK EMAIL

### Distributed fortnightly

- White paper
- Webinars
- Podcasts



**250,000+**  
subscribers



**24%**  
average open rate

## INTHEBLACK.COM WEBSITE

### Updated fortnightly

- Digital banner (animated or static)
- Sponsored content
- Advertorials
- Editorials



**107,000+**  
subscribers



**29%**  
average open rate

## 2. Sponsored events and other engagement opportunities

### Conferences

CPA AUSTRALIA VIRTUAL CONGRESS 2020	CPA Australia's premier event, connecting the biggest minds in the finance, accounting and business sectors across 14 locations worldwide annually.	<ul style="list-style-type: none"> <li>• 7,500+ attendees (2019)</li> <li>• 60% repeat attendees</li> <li>• 42% senior decision-makers</li> <li>• CPA Australia members and non-members</li> </ul>
VIRTUAL PUBLIC PRACTICE CONFERENCE	<p>CPA Australia's public practitioners are the face of our organisation and by far the most engaged section of our membership, making up more than 22,000 of our Australian members.</p> <p>Our practitioners advise up to a million SMEs. We strive to enhance what they do by connecting them with organisations that can help them and their clients to work more efficiently in a changing business environment.</p>	<ul style="list-style-type: none"> <li>• Australia and New Zealand</li> <li>• Partners, Directors, Sole Practitioners and senior decision-makers</li> <li>• CPA Australia members and non-members</li> </ul>
TECH EXCHANGE CONFERENCE	Each year an exclusive and limited number of world-class software solutions, technology providers and services deliver new ideas and practical ways technology can facilitate improved productivity and assist practice growth.	<ul style="list-style-type: none"> <li>• Attendance via invitation only to CPA Australia members</li> </ul>
NOT-FOR-PROFIT CONFERENCE	An annual event that is held in Melbourne around March, bringing not-for-profit members together with charity leaders to learn about effectively measuring and reporting impacts and outcomes, being efficient with resources, and using technology to drive a successful organisation.	<ul style="list-style-type: none"> <li>• State-based event</li> <li>• CPA Australia members and non-members</li> </ul>
CPA WEEK	An annual event that takes place in Perth around the beginning of June with workshops to develop accounting and business skills, update technical skills and network with like-minded peers across government, not-for-profits, education and corporate sectors.	<ul style="list-style-type: none"> <li>• State-based event</li> <li>• CPA Australia members and non-members</li> </ul>

## Other engagement opportunities

- Educational content
- Webinars
- Podcasts
- E-newsletters
- Discussion group meetings
- Networking events

## Top performing webinars in 2019/20



### SPONSOR: CALUMO

Date: 15 April 2020

Title: Achieving digital transformation  
in the finance team

Number of registrations: 999

Number of attendees: 482 (48%)



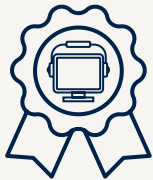
### SPONSOR: EFTSURE

Date: 8 April 2020

Title: Payments fraud and the power of  
community to protect business

Number of registrations: 423

Number of attendees: 252 (60%)



### SPONSOR: INTUIT

Date: 10 March 2020

Title: 10 steps to offering a complete  
app advisory service

Number of registrations: 710

Number of attendees: 333 (47%)



### SPONSOR: RECEIPT BANK

Date: 9 October 2019

Title: An automated accounting firm

Number of registrations: 712

Number of attendees: 293 (41%)

### 3. Member Benefits exclusive channels

In addition to CPA Australia's member channels, the Member Benefits program also has a website with two dedicated channels to run either solus or multi-partner email communications for selected partners.

The Member Benefits emails are monthly e-newsletters updating members on the latest partner offers. The audience is segmented according to member interests, which results in high engagement and click through rates.

#### Average stats as at 31 December 2019

##### MEMBER BENEFITS – SOLUS



**41%**

average unique  
open rate

**3.36%**

average unique  
click-through rate

##### MEMBER BENEFITS – MULTI-PARTNER



**39%**

average unique  
open rate

**3.14%**

average unique  
click-through rate



Solus and Multi-partner emails figures vary due to products/services tailored to specific audiences and size of group i.e. public practitioners. Each bespoke communication for partners focuses on personalisation as much as possible, considering how your product/services address member needs.

## 7. REVENUE SHARING MODEL

Each partnership arrangement is tailored specifically to the partner's needs and incorporates a pricing structure that is dependent on the type of product/services, the level of commitment to member engagement and required levels of exposure via the varying channels.

Channel fees, marketing fees and sponsorship commitments are assessed on a case-by-case basis.

This assessment will consider:

- The frequency and format of the communication plan to members, including the advertising and marketing of products for the term of the agreement.
- The type of event and sponsorship that is likely to be taken up for each year of the contract.

## 8. CONTACT US

If you think that together we can make a difference to the accounting and business finance profession, we want to know more about your organisation and what a value-add partnership may look like to help you achieve your goals and ours.

To discuss a partnership opportunity, please contact:



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