

CPA MEMBER CONNECT ANDREW HUNTER LAUNCH VIDEO TRANSCRIPT



ANDREW HUNTER

CEO – CPA AUSTRALIA

Hello. I'm Andrew Hunter, CEO of CPA Australia.

I'm really pleased to have the opportunity to introduce to you today CPA Member Connect, CPA Australia's new online community.

In our consultation with members, we have consistently heard that you want personalised and engaging experiences. You've also said you want opportunities to connect with each other as part of a professional network and to engage through digital channels.

CPA Member Connect achieves all of this in an accessible user-friendly platform.

Like never before, this year has shown us the value of maintaining connections.

With CPA Member Connect, you can search for members who share similar interests locally, or in fact anywhere in the world.

It's a place where you can network, exchange views, share articles, and discuss topics relevant to you.

It's easy to get started. Just log in through your CPA Australia account.

Conversations are already underway, so I encourage you to join in and get involved. I look forward to seeing this online community grow and develop.

Thank you all very much.