



# CPA ROSE MWAURA

B.Comm (Accounting), CPA(K), CPA (US)

ICPAK Council  
Re-election  
2017

## My Achievements

ICPAK is the most successful professional members organization in Kenya by far and I am very proud to be part of this success story. This success has taken effort and dedication from all.

Over the last 5 years I have actively served ICPAK in various capacities achieving the following:

### As a Council Member:

- **Championed the Devolution of services** to members, **Growth in Branches and Establishment of Physical Branch offices** - currently a total of 9 branches and over 5,000 members;
- **Completion and substantial leasing** of the **CPA Centre**;
- **Signed various MOUs and MRAs (Mutual Recognition Agreements)** to provide business opportunities for members and to ease transfer of skills for members wanting to practice in other jurisdictions.
- **Focused on Practitioners and Public Sector Accountants** including providing of guidelines and tools to improve practice management and establishing the Public Sector Committee to address the needs of Public sector accountants;
- **Focused on Advocacy through Policy Research & Thought leadership and stakeholder engagement** with National Treasury, KRA, Office of the Auditor General, Parliamentary Committees, and County Governments. Several ICPAK members have been appointed to County Audit Committees as a result of this engagement;
- **Enhancing ICPAK's Regulatory Role** by proposing amendments the Accountant's Act to give ICPAK powers on multiple licensing, ability to prescribe remuneration orders for accountants, and enhanced investigative powers, among other issues.

### As the Convener of the Member Services Committee:

In 2014 I ran for election as a Council Member with the key objective of improving service delivery to members.

As the Chair of the Member Services Committee I have:

- **Improved Customer Service delivery** through implementation of a **CRM System and Service Charter** and **Online Service Platforms** including a mobile app **ICPAK Live** which has led to improved customer satisfaction rates from 62% to 78%.
- Provided **Online Registration** and updating of CPD events and hours and different **Payment Options** for subscriptions and events;
- **Achieved an over 70% growth in membership to over 20,000 members**;
- **Growth of the CPD Calendar** by 100% to over 200 events to bring cheaper CPD events to branches and to offer more training options;
- **Established the Benevolent Scheme** catering for the last expense;
- **Focused on Young Accountants** through the **Training and Practical Experience Framework (TAPEF)** and an **Internship Programme**.
- **Provided ICPAK Scholarships** to Accounting & Finance students from needy backgrounds.
- **Introduced a Mentorship Program** targeting High Schools and Universities;
- **Revamped value proposition products** to include discounts on motor vehicles and spares, insurance, books, KCA University fees;
- **Championed the ICPAK Smart Card** which Members can use to access all value add products;



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I have been an ICPAK Council Member since June 2014.

I am Partner with Deloitte with over 20 years' experience in financial management, accounting, audit, risk management and corporate governance. I have worked extensively with both private and public sector organizations advising management and boards of directors.

I joined the Institute in 2012 and became an active member of the Member Services Committee which focuses on improving service provision to members. In 2014, you elected me as an ICPAK Council member and I became the Convener (Chair) of the Member Services Committee.

### Family:

I am married to Willis Muriu and we have been blessed with a son.

# MY PROMISE TO YOU

## ● Continue improving efficiency of service delivery to members

I will seek to complete projects that are currently in progress including:

- Implement the CPD Online program –this will provide convenient and affordable CPD;
- Continue monitoring implementation of the Service Charter and CRM system processes;
- Establishment of the ICPAK Foundation- will provide Brand eminence and fulfill our social responsibility;
- Complete Roll out of the ICPAK Mobile application – ICPAK at your fingertips;
- Develop and promote a whistle-blowing policy and mechanism that fully supports ALL members.

## ● Grow Opportunities for Members at both the National and County levels

- Seek additional opportunities for members to sit on various committees, boards, and commissions as Finance Experts by pushing for full implementation of the PFM Act and Mwongozo code;
- Continue providing Training Accreditation which provides ICPAK members with training facilitation skills used to deliver various training curricula;
- Work with the Auditor General, National Treasury and other stakeholders to identify opportunities for outsourced work for members;
- For our Youth and Young Accountants:
  - > Full implementation of the Internship and TAPEF programs for Young Accountants seeking experience.
  - > Grow the mentorship program started in 2016

## ● Devolution of services to the branches

- Increase the number of physical branches opened countrywide through allocation of resources to branches to improve services to members;
- Continued engagement with County Governments at Branch and Council of Governors level to institutionalize professionalism in the accounting, budgeting and internal audit roles and at County Audit Committees.

## ● Improved ICPAK Brand Visibility through:

- Media Commentaries on topical issues of importance to Accountants and the Country;
- Thought leadership – engaging with key stakeholders such as National Treasury, Office of Auditor General, Parliamentary Committees, KRA, Council of Governors to build reputation as a thought leader in key matters of Financial Management and Governance;
- Grow the Profile of the Institute Internationally through additional MRAs and MOUs with Global Professional Accounting Institutes and supporting the ICPAK International Chapters.

## ● Enhance ICPAK's Regulatory Role

- Push for the enactment into law of the Accountants Act review recommendations to redefine professional practice categories and licensing for all members and not just practitioners and to eliminate quacks;
- Improve resourcing of ICPAK's Professional Services Division to make it more responsive to members on technical support matters;

## My Request:

From my experience, I understand what is important to members and to the profession as a whole and I have a roadmap to achieve this.

I would like to thank you for the confidence you have shown in me over the last 3 years as your Council Member. I humbly request your vote and support to continue representing you for my 2nd and final term to ensure that we consolidate the gains made so far and act on the pending and emerging issues that are important to members and to the visibility of ICPAK as a Brand.

**Thank you and God bless you**  
**CPA Rose Mwaura**