



INSTITUTE OF  
PUBLIC  
ACCOUNTANTS®

## New Branding FAQs

### 1. What is proposed?

Over the past 12 months, the IPA has undertaken some extensive research with key stakeholders, including members and staff through a mix of focus groups and telephone interviews. The findings showed that we need to strengthen our market presence, lift our public profile, extend our voice for and align our brand with small business, as well as informing members on the advocacy work we do on members' behalf.

### 2. What will change?

We will be introducing a refreshed IPA logo. A truly global logo which will be applied consistently in Australia and throughout our international branches. We are not changing entity names; rather we are investing in a new and personable look that will position us as the modern and innovative organisation that the IPA Group represents.

We have taken stock of our purpose and we have derived at the belief that we are here **to improve the life of small business**. Therefore, updating our vision statement: **For every small business owner, to have one of our members by their side.**

### 3. What does the new logo and brand represent?

The creative design of the logo is built on what we are referring to as the power of three and gives us more flexibility in our marketing approach as it relates to the collective of our members, their small business clients and our business. Equally, it refers to the three main regions we operate in: Australia, Asia and the UK. The logo also signifies that member value is central to everything we do.

### 4. How much will the realignment cost?

Members should be assured that we are able to meet costs of the proposed rebrand from our current financial resources. We will not be undertaking exorbitant advertising campaigns; rather we will be growing the brand through consistent application across all of our media and communication channels.

We are mindful that the IPA is a membership based organisation and serving our members is our core business. We also understand that the success of our members is based partly on the recognition they receive as a member of their accounting body.

### 5. How will we be investing in the brand?

The key objective of the refreshed brand is to align ourselves with small businesses. In the next financial year, we will be focussing on getting the message of **'Making small business count'** to specific target markets. We will also be looking at how we can assist our members in practice gain more clients. A range of traditional and non-traditional communications mediums are being investigated to communicate with the various target markets.

**6. Will it affect membership fees?**

No, membership fees will not be affected.

**7. Will designations / member categories change?**

All designations and categories will remain the same.

**8. What about my membership certificate?**

All certificates will be updated. You will be issued new certificates within two weeks of the launch of the new logo (please allow a few days for postage), provided your membership fees have been paid. If you pay your renewals between 1 July and 31 August, you will receive your certificate in September.

If you are an international member, issuing of certificates will begin in September.

**9. I have just had new stationery printed, can I still use these post 10 July 2017?**

We understand that changing your company's stationery and signage that carry the existing brand can be an unplanned expense. Therefore, any stationery that was ordered through our online portal, via D and D, over the last 12 months, will be covered by the IPA to get members new stationery.

For any other stationery, although we would prefer the universal change to the new branding as soon as possible, we understand that the migration may take up to six months.

**10. I have further questions, how do I find out more?**

For further information, please contact your divisional office on 1800 625 625 and they will be able to answer any additional questions you may have.