Advocacy Update

Building Demand for Internal Audit Across Canada

Guided by its strategic goal to "be the authoritative voice for internal audit in Canada," IIA–Canada has been making significant investments in national advocacy activities. Where our education and professional services support the supply of internal auditors in Canada, our advocacy efforts aim to build demand.

Through strategic relationships with the principal "users" of internal audit and by bringing thought leadership and educational material to our stakeholders’ platforms, we aim to influence their thinking, advance their appreciation, and enhance their support for our profession. At the beginning of this year, our National Advocacy Council established concrete targets for our efforts, focusing on the following three stakeholder communities. Stellar progress has been made in the past six months:

♦ Corporate Directors and Audit Committees: We continue to build on our long-standing relationship with The Directors College (TDC) where we have been educating current and future corporate directors on the value of internal auditing for 10 years. TDC is expanding its programming to the West and East coasts and IIA–Canada is going with them, allowing us to enlarge our footprint with this important stakeholder. We are also excited about our recent successes with the Institute of Corporate Directors (ICD), another key stakeholder that supports director education in Canada. We have had a number of successful meetings with their senior leadership and are exploring many opportunities to advance our mutual interests.

♦ CPA Canada: IIA–Canada is proud to report that we are in the process of negotiating a Memorandum of Understanding (MOU) with CPA Canada. This will build on our previous partnerships, solidify our relationship and guide future collaborative initiatives around education, thought leadership, and other benefits to members.

♦ Provincial and Federal Government: Thanks to our close relationship with the Government Internal Auditors Council of Canada, we are advancing our relationship with government auditors and, through them, are reaching their clients: deputy ministers, senior executives, and government audit committees.

By Carmen Abela, CIA, CCSA
Senior Vice Chairman of the Canadian Board
Chairman of the IIA–Canada National Advocacy Council

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To “get the word out” on the unique value proposition internal audit brings in the public sector, we are now regularly publishing a column in the Canadian Government Executive Magazine, through which we will reach thousands of public sector executives on matters pertinent to internal audit, governance, risk management, and control. And finally, our first Canadian research study is being published in the fall. Entitled Unlocking the Power of Internal Audit in the Public Sector, the study will be officially released at the National Conference in Ottawa in October.

As we continue to advance our relationships with our target stakeholders, the National Advocacy Council is also setting its goals for next year, which will include strategies to advance our professional interests in the Canadian financial sector. Ultimately, strong demand together with a strong supply of Canadian internal auditors will go a long way to entrenching the function as an asset for Canadian businesses and government.

See what some IIA global institutes from around the world did to celebrate internal audit awareness month.

International Internal Audit Awareness Month was embraced by institutes around the world. Auditors from Canada, the United States, Swaziland, Turkey, Hong Kong, Jamaica, Singapore, and many more held events, gave presentations, served treats, and more for their fellow associates to spread the word and worth of internal auditing.

An ardent supporter of the worldwide acknowledgement campaign, the audit services division at P.J. Lhuillier, based in the Philippines, posted a video on Facebook of the team participating in a flash mob for their audit clients. Auditors performed a two-minute dance to the uplifting song “Happy,” by Pharrell Williams, while displaying posters proclaiming, “May is International Internal Audit Awareness Month” and “Proud to be an Internal Auditor.”

Click here to see more from chapters and institutes around the world.
Would you have thought of a career in internal audit when you were in university?

Events held by the IIA–Ottawa Chapter for university students attracted only 5-10 students a few years ago. Those days are long gone with the creation of the Academy of Internal Auditors (AIA). The AIA is a student-driven club that advocates the internal audit profession among the post-secondary student community, including the University of Ottawa, Carleton University, and Algonquin College. Inspired by the IIA–Ottawa Chapter, the central theme for the club is professional diversity and a drive to make a difference with a meaningful career. Since its formation a year ago, the AIA has grown from its founding student member at the University of Ottawa – Mr. James Go – to hundreds of students across post-secondary institutions.

The AIA was formed in collaboration with the IIA–Ottawa Chapter and continues to work closely with the chapter for academic relations and student advocacy efforts. Working with the IIA–Ottawa Chapter, the AIA hosted a sold-out event in Ottawa in November 2013. With Mr. Kevin Page, the first ever Parliamentary Budget Officer for Canada, as keynote speaker for the evening, the event quickly sold out with 120 students and professionals in attendance. Based on positive student feedback from this event and continued growing interest in internal audit opportunities the AIA hosted an educational event on March 20 at the University of Ottawa. The Comptroller General of Canada, both Assistant Comptrollers General, and several government internal audit executives spoke on opportunities, trends, and careers to a full room of students and professionals. The enthusiasm, energy, and momentum of this club has resulted in numerous other events and initiatives, including volunteer projects underway with the World Bank.

Working closely with the AIA and the career centre of the University of Ottawa, the IIA–Ottawa Chapter is continuing to support and engage the next generation of internal auditors through fun and creative career workshops, social events, and on-campus seminars. Networking and educational events co-sponsored by the chapter and the
University of Waterloo Student Receives The IIARF’s Barrett Award

An accounting and finance student at the University of Waterloo is the recipient of the 2014 Michael J. Barrett Doctoral Dissertation Grant from The IIA Research Foundation.

This $10,000 award was given to Ian Burt based on his dissertation proposal and plans to teach internal auditing in higher education.

Burt’s dissertation research explores whether an internal auditor’s status as an organization’s employee allows him or her to discover more concerns related to the internal controls than an external auditor would. In other words, do employees share more information about internal control concerns with an internal auditor than with an external auditor?

The IIARF has provided grants to deserving doctoral candidates since 1982. In 1990 the award was named to honor the memory of Dr. Michael J. Barrett, CIA, who taught internal auditing at the University of Nebraska in Omaha and encouraged internal audit course development at educational institutions around the world.

Winnipeg Chapter

Tourism Winnipeg Honours Local Leaders for Bringing a Meeting or Convention Home

Tourism Winnipeg hosted their annual “Bring it Home” luncheon honoring those who have done an outstanding job with their passion and leadership as Winnipeg Ambassadors. This year Brian Brown represented IIA–Winnipeg Chapter for hosting the IIAC National Conference in September 2013. Not only was this a successful Winnipeg event, it was one of IIAC’s most successful National Conferences. To the left, Mayor Sam Katz presents Brown with this prestigious award.
Don’t miss this unique event. Register today!

Now in its 7th year, the IIA–Canada Annual National Conference is the premier learning and networking event dedicated to internal audit, risk, control, and governance.

The 2014 Conference will connect you with exceptional keynote speakers, panelists, and thought leaders who will share insights on issues impacting the profession and will address “Rising to New Challenges,” the theme of this year’s conference.

Six program tracks offer something for everyone, from CAEs to staff auditors to audit committee and board members, from both public and private sectors. Network with your peers, learn from the experts in the profession, and earn up to 18 CPE credits.

Audit Leadership Event (ALE) for CAEs & Audit Committee Members

Oct. 5, 2014, 11:30 a.m. – 5:30 p.m.

Reputational Management: Internal Audit on the Front Line

For public and private sector organizations alike, a good reputation is a strategic asset. But in an age of increasing transparency and growing complexity, reputations and the value they create are increasingly at risk. And the impacts can be severe.

Are you equipped to manage this risk?

Internal audit is on the front lines of reputation management. Chief audit executives and audit committees are ideally placed to leverage the function for the benefit of organizations and their stakeholders.

The Audit Leadership Event, which precedes the 2014 IIA–Canada National Conference, brings together leaders from across the country to discuss and debate the imperatives and the challenges of reputation management.

Keynote Speakers

⇒ Jaime Watt, Executive Chairman of Navigator Ltd., Principal of ENsight Canada
⇒ Vince Molinaro, Best Selling Author and Managing Director of the Leadership Practice within Knightsbridge Human Capital Solutions.

Panel Discussion

⇒ Carmen Abela, (Moderator) Senior Vice Chairman of the Board, IIA–Canada, and Managing Director of WindReach Consulting Services Inc.
⇒ Francois Guimont, Deputy Minister of Public Safety Canada and Former Deputy Minister of Public Works and Government Services Canada and the Canadian Food Inspection Agency
⇒ Michael Nelson, Chairman of the Audit Committee, Public Sector Integrity Commission
⇒ Paulette Kennedy, Chairman of the Audit Committees of Toronto Hydro and the University of Toronto
⇒ Robert Chant, Senior Vice President, Corporate Affairs and Communication, Loblaw Companies Limited

For more information or to register, go to www.iiacanadanationalconference.com