

Your Guide to presenting to High Schools

Difference Makers.

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# Your guide to presenting to high schools.

# Why have we produced this?

We know that our Chartered Accountants (CA) members often get asked to talk about what they do – whether that be at their children's schools, or that of a family member, friend, or neighbour.

We want you to jump at these opportunities! It is always important that we engage with future generations and help them to understand what it means to be an accountant. And we know that you are passionate about what you do – and want to speak to others about this.

But we also know that you are all busy professionals, so we have produced a toolkit to help you.

In this toolkit is all you need to present as well as some handouts and tips and tricks that will help.

And we are always here to help as well. If you have any questions or comments on this content – please contact careersnational@charteredaccountantsanz.com

### What does the toolkit contain?

This pack includes:

- Explanatory notes which are the 'how to' as well as providing some tips and tricks to help you with your presentation.
- A presentation in PowerPoint format which can be tailored for your audience and the length of time you have.
- Some speaking notes and Q&A's to help you understand questions that may be asked.
- And some materials that can be left behind or provided to the teacher and school for distribution to the students. These include:
  - How to find out more,
  - The CA ANZ student membership for access to internships and other programs that they could get involved with and
  - Career cards that show a variety of career opportunities within accounting that can help them pursue their interests.

# Who has this been designed for?

This content has been designed to present to audiences in Secondary School (from year 9) in both Australia and New Zealand, to inspire young people to explore accounting as a career path.

We have removed any industry jargon, tried to keep the information light and to the point, and incorporated interactive elements – a quiz, stories from other CAs, and opportunities to ask questions.

# Your role

You have been asked to speak as a Chartered Accountant and representative of the accounting profession. Chartered Accountants Australia and New Zealand (CA ANZ) are pleased to provide this information for you, but it is important that you use this opportunity to share your story with the students. It is your personal journey; what inspired you, what drives you, and the twists and turns you may have taken, that will resonate so well with the audience.

The information we have provided is designed to supplement your story and provide some additional insights into who CAs are and what their roles may look like.

# How to use this presentation?

The presentation has been designed to be flexible for your needs. It contains some simple slides with information, an interactive element (a quiz).

It can be tailored to your needs depending on your audience and the time you have – if you have less time, you can remove the quiz questions.

# Understanding the presentation materials

There are no notes contained in the PPT presentation itself. We have created this guide to assist you in delivering this content.

# What is the main message we are trying to convey?

As you may know, the number of accounting graduates in Australia and New Zealand have been declining for the past 10 years. This is despite an increase in the number of jobs available in the accounting profession.

One of the reasons for this decline is a lack of understanding of the profession – and the perceptions that accounting jobs are boring, number-driven and likely to be automated in the future. As a CA we are sure that you know this is not the case! Outreach to students is an important part of how we change this perception.

We want students – **the CAs of the future** – to understand that accounting is more than numbers. It is being a business advisor, working in a broad range of industries, and can involve things that are as varied as flying a drone or aiding a criminal investigation.

We are keen to use opportunities such as presenting to a high school group to convey the breadth of roles accountants hold, the variety of industries that they work in, and the long-term opportunities for growth that exist.

We want to show them that with accounting, they can turn their passion or interest into their career.

# Presentation hints

Everyone has different levels of comfort with presenting – and presenting to an audience of students can pose its own challenges. The most important thing to remember is to be open, honest, and genuine. But as a reminder, a couple of other hints are below:

- Speak clearly and honestly use simple language that is easy to understand.
- Be prepared: read through the presentation and these notes before you are due to present.
- Give your own insights and story that is what they want to hear.
- If you get asked a tricky question, don't worry. We have prepared some Q&A's on the following pages, but if this still does not cover it, take note and it is an opportunity to follow up later!



Do you have a recent graduate in your team? Perhaps they could come with you to the presentation and answer questions that the students may have.

# What is the follow up?

At the end of the presentation, there is a call to action for the students to use the QR code to sign up to our free student membership program. This is available for anyone over 15 years of age. Once they sign up, they will receive monthly newsletters with inspiring content tailored to them and access to more information about the accounting profession, internships, networking events, and resources to help them in their career journey.

For teachers or careers counsellors we have provided an email copy which can be sent by you, and allows them to join our teachers' newsletter to receive further materials and tools, and to thank them for providing the opportunity to speak to the students.

# Speaking notes

Below, you will find the speaking notes designed to assist you during your presentation. Please note that these are not comprehensive speaking notes but guidance and talking points to help you structure your presentation.

#### Slide 1

Cover slide

## Slide 2



We always include an acknowledgement of country.

### **Guide around Acknowledgement of Country**

There is no specific wording for an Acknowledgement of Country, just be sincere.

Ideally it is given from the heart and, if possible, do some research on the place or Country you are acknowledging. It's a way to connect people and be present in the moment – it's a grounding before an event starts. Another way to think of it, it's like taking the time to greet and welcome visitors to your home. Suggested wording could include:

- "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today. I would also like to pay my respects to Elders past and present."
- "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present."

Aboriginal and Torres Strait Islander peoples may also wish to acknowledge their own mob/s and other First Nations peoples present.

#### For Trans-Tasman events

#### Suggested wording:

• I'd like to begin by acknowledging the Tangata Whenua of Aotearoa, and the traditional custodians of the Australian lands. I would also like to pay my respects to Elders past, present and emerging. I extend that respect to Māori, Aboriginal, and Torres Strait Islander people here.

You could also add a Māori Mihi or greeting

• Tēnā koutou katoa (Te-nah Co-toe Ca-toe-a) which means Greeting to you all.

#### Slide 3



- Thank the career advisor / teacher etc for having you today.
- Introduce yourself, acknowledgement of country if appropriate.
- Tell the audience why you are here today.

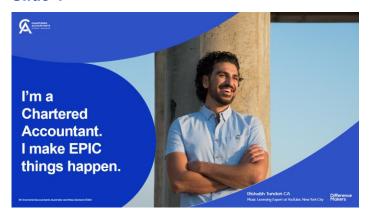
# Why are we here?

We get that right now you're probably still working out what you want your careers to look like, what and where you want to study, the options are huge and can be overwhelming.

I'm here to talk to you about the world of business and accounting.

- You can choose to do something that helps a few people, or something that helps a lot, like a charity or raising awareness for an environmental cause.
- · You can make a change.
- You can lead change.
- You could work in any industry you can imagine and in any country.

Today, I want to just give you a little insight into being an accountant. Where you can work and what you could do. And how you can get there!



And why I am here to tell you this story - I am a Chartered Accountant

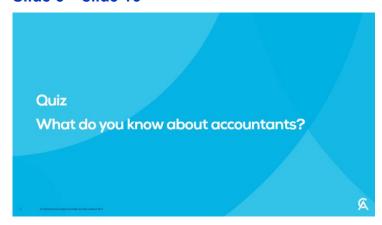
This means that I have completed additional studies once I finished my degree to take my career to new heights. I have a post-graduate qualification – a Graduate Diploma of Chartered Accounting. I can now also use the letters CA after my name, and because it is a globally recognised qualification, I can work in other countries around the world!

Here is my story...

Explain who you are and tell about your story. The below questions may help you to develop your story.

- Where do you work?
- What do you do?
- How did you get there?
- What have some of the interesting twists and turns you have taken?
- What do you enjoy about your role?
- What would surprise the audience?
- What were you passionate about as a teenager and how has that shaped your career path within accounting?

### Slide 5 - slide 16



**Now for something interactive:** I thought we would do a quiz! And see how much you know about accountants.

I am going to read some statements to you – and get you to decide if these are true or false.

Each question and answer are on a new slide... so read out the statement and then go to the next slide for the answer.

### Accountants are only good at numbers.

FALSE – of course it is important to understand numbers as an accountant, but the most important skills that we need now are problem solving, communication and analysis.

#### Bubblegum was invented by an accountant.

TRUE – Walter Diemer, who was an accountant, applied his analytical and problem-solving skills during his free time to help his company create a softer and more durable gum. His experiments ended up creating the Dubble Bubble in 1928

# There are fewer accounting jobs today than there were in the past because accounting software does the job.

FALSE – yes, there have been changes in what an accountant does due to technology, but the chances are positive as it allows us to focus on more strategic analysis. Additionally, the good news is that the profession continues to grow. Recent National Skills Commission statistics reveal demand for accountants is expected to grow more than 9.2% between now and 2026.

#### A team of accountants always knows the Oscars results before anyone else.

TRUE – in what would have to be one of the most interesting Audit jobs, two accountants are the only people who know the results before they are announced as they have to validate the votes counted and ensure they are correct.

#### I can't be an accountant - I want to make a climate change difference.

FALSE – accountants have one of the most important roles to play in climate change – ensuring that Government and businesses can quantify their climate change activity.

This also can be said for other important issues – like ensuring diversity in organisations and tracking the gender pay gap.

Ask your audience how they went. Did this give a better understanding of the variety of roles an accountant could have?

#### Slide 17

#### What is an accountant?

An accountant is a leading business professional.

They are the backbone of some of the most exciting industries, playing a vital role in helping businesses, organisations and communities reach their financial and strategic goals.





#### So, what is an accountant?

An accountant is a leading business professional.

They're the backbone of some of the most exciting industries, playing a vital role in helping businesses, organisations and communities reach their financial and strategic goals. They provide great value to organisations as they give meaning to the numbers to assist in decision making, the growth and strategy of a business.

You will also hear the term CA or Chartered Accountants used, as I said at the start – I am a Chartered Accountant, which means I've completed additional study to become a professional accountant and be held to high ethical standards.

# Slide 18 - slide 20

There are many exciting roles an accountant can take on!

#### Accountants are:

- Climate change warriors (Environmental accountants) assessing the impact business
  decisions might have on the environment (for example advising on the best options for
  refrigeration that a food supplier may need, or how changing freight processes could help
  reduce the carbon footprint).
- **Financial sleuths** (Auditors) checking the financial statements of companies to ensure that there are no errors. This in turn enables investor confidence and provides stability in capital markets, supporting the strong economies of Australia and New Zealand.
- **Crime fighters** (Forensic accountants) identifying fraud or assisting with identifying criminal activities (think Ozark or the film The Accountant without the violence).
- Business trailblazers as CEO's running large companies or their own business (entrepreneurs).
- **Community empowerers** (Tax and advisors) helping identify ways to empower the expansion of businesses, local communities, and cultural richness.

Accountants make epic things possible. They might not be in the spotlight, but they are the backbone of some of the most exciting industries, helping businesses and communities thrive.

#### Slide 21

#### Accounting is more than just numbers & maths

It's all about seeing the big picture and coming up with a smart strategy for success. Successful accountants are **problem-solvers** for money matters, **rock-solid communicators** in teams, **sharp critical thinkers** when analysing data, and super **creatives** when it comes to tackling challenge.





Now that you understand more about accountants and what they do – you know it is much more than just numbers and maths.

# So, what skills do accountants need?

They are key decision makers in business, which means they are in demand for their deep understanding of business, for being fresh creative thinkers and for coming up with smart strategies for success.

#### Accountants need:

- Great communication
- Teamwork
- Big picture thinking
- Problem solving
- Attention to detail.

These are all skills that you are already learning in having a part-time job, joining teams, clubs, or groups, or getting involved in volunteering or internships.

Please speak about any experience you've gained that helped you develop the skills you use today.

For example, a job at Domino's Pizza may have helped you to communicate with customers, or coaching a junior football team may have helped you to understand the importance of teamwork, or volunteering at a foodbank gave you problem-solving skills.

### Slide 22

Accounting turns your passion into your career

Accounting is the key to a world of possibilities and can open the doors to just about any industry your heart desires.

Whether you're interested in starting up the newest social media platform, organising music festivals, or changing the world with a not-for-profit organisation. Accounting can help you make epic things happen.



Accounting is at the heart of every business, which means it can open the door to any industry your heart desires.

Imagine being the visionary behind the next major social media sensation, the strategist leading significant events and music festivals, or changing the world with a not-for-profit organisation.

Accounting skills will help you thrive!

#### The top 10 perks of accounting - it's got it all!

- Job security accountants are always in demand
- 2 Travel the world with skills as your passport
- Work in any industry you're passionate about
- Continuous access to fresh opportunities
- Wide range of diverse roles to choose from
- Awesome earning potential
- 7 Climb high follow the footsteps of successful CEOs
- 8 Earn respect, this profession holds significant credibility
- 9 Transferable skills that you can apply in any industry
- Life-work balance enjoy a great career while living your best life



Here are some of the many benefits the accounting profession offers:

- · Great job security and a ticket to explore the world using skills as your passport.
- You're not limited to one industry; accountants can pursue their passions across diverse fields with a wide range of roles to choose from.
- There are continuous fresh opportunities and great earning potential.
- Credibility is the ladder to success, enabling them to climb higher and take advancement prospects.
- · Accounting skills are adaptable, applicable, and influential across any industry.
- Plus, you can enjoy a great career while living your best life with good Life-work-balance.

### Slide 24

#### How accounting can be the key to unlocking your life goals?

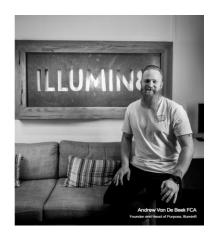
Izzy from Year13 had a chat with Andrew Van De Beek FCA (Fellow Chartered Accountant) to bring you exclusive insights.





Let's listen to an interview conducted by Izzy from Year13 - a GenZ-powered digital enterprise committed to supporting the school-to-work life transition and helping young people live healthy and fulfilling lives. In this interview, Izzy talks to Andrew Van De Beek FCA (Fellow Chartered Accountant) about how accounting can be the key to unlocking life goals.





Chartered Accountants are known as Difference Makers. The depth and breadth of their expertise help them to see the bigger picture and navigate towards the best course of action.

They are visionary leaders who create successful stories, their ability to make epic things happen comes from their consistent pursuit of excellence.

Becoming a CA is a solid way for traditional accountants to gain that professional edge crucial in today's fast-paced world, boosting their careers towards an epic professional future.

#### Slide 26



#### Where can accountants work?

Generally – there are three different places that accountants can work:

 Traditionally people think of accountants as working in accounting firms – like one of the big four (Deloitte, EY, KPMG or PWC) or a smaller firm, like the one that your parents might have to do their tax or advising them on their investments.

These roles still exist but a lot of these roles are more varied now than ever. They could involve:

- tax
- audit
- cyber security
- advisory (advising companies on efficiency improvements or changes)
- corporate finance (advising on funding options)

or many more

The big four also often have global secondment opportunities with their other offices located around the world or in their client offices.

- 2. Accountants also work **in a business** across a wide range of industries, with opportunities to work for some amazing companies internationally and in Australia and New Zealand.
  - From IT companies like Microsoft, Google, or Apple
  - To governments both in New Zealand and Australia
  - In travel like Qantas or Air New Zealand
  - Entertainment like YouTube, Disney or Spotify
  - Sport Like All Blacks or Nike
  - Charity or not-for-profit such as World Vision or Greenpeace
  - Large corporates like Telstra or Woolworths
  - Or small to medium-size (SME) companies.
- 3. Or you could even work in your own business do you have a great business idea?

#### Slide 27



For many people, becoming a Chartered Accountant is the first step towards becoming Partner, Senior Manager, Entrepreneur, Director, Chief Financial Officer, or Chief Executive Officer of some of the world's largest organisations or being the head of their own business.

### Here are three examples of Chartered Accountants making epic things happen:

- **Amanda** is the founder and director of The Centre for Global Advancement, working and living in Kenya. She is a real-life crime fighter dedicated to combating wildlife and environmental crimes by following money trails.

Her passion: helping the planet.

- **Rishabh**, a Music Licensing Expert at YouTube, is an Aussie-born professional now living and working in New York City. His role involves ensuring that music artists, songwriters, and creators get rewarded for their creativity.

His passions: travel and music

- **Rebecca** is the Senior Finance Director at World Vision International. She ensures that the resources of the largest humanitarian organisation are put to their best use.

Her passion: creating a better world.

These three examples vividly showcase how they've turned their passions into highly fulfilling careers.

Please speak about your passions and how your career path in accounting has supported your pursuit of them.

For example, you might have started out in a more traditional, Big 4 firm, then might have moved to work with a smaller business, or even started your own firm. What specific moment made you realised that accounting and the skills you acquired empowered you to pursue your passions?

Your genuine story could hold immense value in helping students comprehend that they can tailor their accounting career path to align with their passions and purposes.

### Slide 28

# Get a head start for an epic future

There are no prerequisites you need to study in high school, but accounting or business-related subjects will help you get ahead of the game.

Discover your passions, gain hands-on experience through internships or cadet programs, and complete your high school education for a successful career start.



# Did you know that you can get a head start on an epic future right from high school?

There are no specific prerequisites, but accounting or business-related subjects can help you get ahead of the game.

You can also start exploring your interests by discovering the ins and outs of the businesses, brands and causes you are passionate about.

Try and get hands-on experience while you are completing your high school studies.

# There are lots of ways into the profession

The best path is a commerce or accounting degree at university, then you can pursue further studies while working to become a CA - increasing your earning potential with a globally recognised designation.

Other accounting or business programs at institutions like Polytech or TAFE offer solid foundational knowledge.



# So how do you become a Chartered Accountant?

You have options, the best path is an accounting degree or a commerce or business degree with a major in accounting at university.

Other business or management degrees or courses in accounting at training institutes like Polytech or TAFE also provide you with a good foundation. You just may need to do some additional study later to ensure that you have the core accounting principles before you go on to do the CA Program and become a Chartered Accountant.

### Slides 30 - 31

#### CA ANZ represents 136,000+ financial professionals globally

CA ANZ endorses the CA designation and empowers its members - known as Difference Makers to drive positive change in the businesses, economies, and communities in which they live and work.



In today's fast-paced world, professionals need an edge and the CA Program's globally recognised qualification provides exactly that.

The qualification is endorsed by Chartered Accountants ANZ, a professional body that represents and empowers all of us (its members) to drive positive change to the business, economies, and communities in which we live and work.

Talk to your own journey to becoming a CA.

Once I finished my degree at University – I started my first job and enrolled in the CA Program with CA ANZ.

Once I had completed this – I was able to use the letters CA after my name.

And I knew that there were opportunities open to me that had not been before now!

# Slides 32 & 33

# See where accounting could take you

Business Class is a free e-learning Academy to show you there's more to being an accountant than meets the eye.

Discover how accountants use their strategic know-how, business skills, and cutting-edge technology to help their customers achieve their goals, see things from a different angle, and even change the world.



# URL: year13.com.au/academy/business-class

If you want to learn more and see where accounting could take you.

I strongly recommend you check out this free e-learning Academy called Business Class. It has 4 modules that will give you a taste of the accounting world and how it can be your path to working in your dream industry.

# Slide 34

Let us help you achieve your career goals - whatever they may be

Explore inspiring content, resources, and a webinar with Chartered Accountant Andrew Van De Beek on how accounting can be the key to unlocking life goals.

Enhance your experience by accessing internships, networking events, and monthly newsletters tailored to you through the CA ANZ student membership.



# URL: caanz.com/MembershipHS

You can also join the CA ANZ student membership for access to inspiring content and resources including work experiences, networking opportunities and tailored newsletters to support your career aspirations.

# FAQ's

## Can I earn good money as an accountant?

It would really depend on your role and the organisation. Accounting is a profession that does pay well. The average salary of a graduate accountant starts at around \$60,000 per year with averages for specialisations, like environmental or forensic accounting earning upwards of \$90-100k within a few years of employment. Experienced accountants earn upwards of \$150k depending on their specialisation. (Reference: Hays Salary GuideFY23/24, Accounting and Finance).

#### I want to be an accountant - what is the best course to do?

The best course to study at university is an accounting degree but other commerce or business degrees with a major in accounting are great options too. Other accounting and business subjects also provide you with a good foundation. But you can become an accountant with a variety of degrees, or by studying other courses in accounting at other training institutes – it just may be the case that you have to do some additional study later to ensure that you have the core accounting principles before to do your Chartered Accounting course.

#### And what is the best university to go to?

All universities in Australia and New Zealand have courses that will allow you to become an accountant. We would suggest that you speak to the universities and find a course and location that best suits you.

## What subjects should I choose in High School?

There are no specific prerequisites, but accounting or business-related subjects will help you get a head start. Few tertiary accounting courses require prerequisites but choosing subjects in your senior years like accounting, business/enterprise studies, economics, English, and math will provide a strong foundation for your accounting degree.

### What is the job market like for accountants?

Accounting is one of the most sought-after professions and one that has some of the largest number of vacancies. According to Seek.com, there were more than 13,921 vacancies in Australia and 2,014 in New Zealand in January 2024.

#### Can I work overseas if I become a Chartered Accountant?

Yes, the qualification is recognised in many countries around the world. That means that you could use your formal qualification to work in your profession while you travel and visit other countries.

# Who employs accountants?

Accountants are employed in all types of businesses across all types of industries. This includes in accounting firms, across all sorts of businesses from tech, to travel, to fashion or retail... even sports teams employ accountants!

There are also jobs in charity organisations like World Vision or Greenpeace, or government. You could even teach or run your own business.

There are lots of opportunities and variety in who employs accountants.

#### How do I find out more information?

CA ANZ has inspiring content, resources, and a student membership program which, if you are 15 or over, you can sign up to for free access to work experiences, networking opportunities, and tailored newsletters to support your career aspirations. You can visit caanz.com/MembershipHS or scan the QR code I showed in the presentation.

Otherwise, universities and their accounting societies and career advisers are often great sources of information.

#### What if I don't want to go to university - is there another way I can become an accountant?

Absolutely – there are lots of ways into the profession! You could do a course at a VET provider – or you could find a job and get training there. There are then options to study further to get additional qualifications including the CA Program.

### I want to be an entrepreneur or run a side hustle - is accounting a good thing for me to do?

I would say it is almost one of the best things you could do. If you are running your own business, you want to understand how you make income and how you spend money as well as being able to interpret the data to see where there are opportunities for you to grow, or even to ensure that your business is carbon neutral. All of these are things you learn by studying accounting.

# If I study arts or science or engineering or technology, can I become an accountant?

Yes, of course. Many employers love to have graduates who have varied backgrounds and interests. You can still do the CA Program. All you need is an interest in the profession – and there is a way in! There are additional programs – like the CA ANZ Foundations course – that can provide you with the knowledge that you would need to bridge the gap between another degree and becoming an accountant.

# **Next steps**

## Now that you have delivered your presentation, what's next?

We have included a template below for you to be able to follow up with the school you presented at. You can choose the relevant email based on whether you presented to a group of students, or teachers, such as career advisors.

# High school presentation follow up email

#### To be sent to your contact after presenting to students

**Subject header:** CA ANZ – Thanks for letting us help guide your students' career goals Hi.

It was so wonderful to present to your students today! Thank you for the opportunity to share my story and showcase how exciting it is to be a Chartered Accountant and bust some myths about what accountants do.

Please share the <u>caanz.com/epic-future</u> website with your students. There are great resources and inspiring content including the free e-learning Academy, Business Class, and a webinar featuring Chartered Accountant Andrew Van De Beek on how accounting can be the key to unlocking life goals.

As teachers, you don't miss out either. Chartered Accountants ANZ has developed this page for you to access a wealth of valuable tools and resources such as career cards, a poster for your classroom, and more to support your accounting career conversations with students.

If you have any questions, please feel free to contact me.

Kind regards,

[Your email signature]

# To be sent to your contact after presenting to teaching staff

Subject header: Thank you for supporting Chartered Accountants ANZ

Hi,

It was so wonderful to present to your staff today. Thank you for the opportunity to share my story and showcase how exciting it is to be a Chartered Accountant and bust some myths about what accountants do.

Chartered Accountants ANZ (CA ANZ) has developed this page for access to a wealth of valuable tools and resources such as career cards, a poster for your classrooms, an e-learning Academy, and more to support your accounting career conversations with students.

You could also join the CA ANZ <u>educator's newsletter</u> to keep up with accounting education sector news and relevant topics.

If you have any questions, please feel free to contact me.

Kind regards,

[Your email signature]

# Your feedback

# We would also love to hear your own views!

Use the QR code below or <u>click here</u> to complete a short feedback survey about the presentation.

We will use this feedback to continually improve our presentation guide, to make it easier for you to spread the word about how fulfilling it is to be a CA.



# Thank you!

**Chartered Accountants ANZ**