

CGA Accounting Research Centre and the AFI Section DISTINGUISHED SPEAKER SERIES

Joyce Evans, FCGA
Chair, CGA Canada Board of Directors



Joyce Evans is the deputy treasurer/director of revenue for the City of Kitchener. She spent the early part of her career in the manufacturing, retail and service sectors and the latter half in municipal government. Ms. Evans has a long record of service to both CGA-Canada and CGA Ontario. She has served as a member and vice-chair of CGA-Canada's board of directors. She obtained her CGA designation in 1992 and her FCGA in 2004. She also holds a master's degree in public administration from the University of Western Ontario, a chartered directors (C.Dir) designation from The Directors College, is a fellow of the Canadian Institute of Management (FCIM), fellow Certified Chartered Accountant (UK). In 2004, during Canada's response to the 2004 Indian Ocean tsunami, Ms. Evans travelled to Sri Lanka on a number of occasions to assist and modernize the finance departments in two Sri Lankan municipalities.

***Topic: «CGA-Canada: Demonstrating 21st Century Leadership
in Corporate Social Responsibility and the Triple Bottom Line»***

Abstract:

What do we mean by corporate social responsibility and the triple bottom line? The three pillars in the triple bottom line are people, planet and profit. Triple bottom line is changing how we measure business success. There has been a shift in emphasis from profit to the triple bottom line which has resulted in an expansion of the traditional reporting framework of reporting financial performance to also taking into account social and ecological performance. What has driven this change? People! In particular changing demographics as a result of a rapidly aging population together with low birth rates. In the future this continuing change will only increase competition for skilled workers. How do leading companies attract and retain excellent staff based on the changing environment? They have to step back and determine what people are looking for in their work environment. Work/life balance and flexibility. Finally the planet. How do leading companies change to ensure that their business practices are also environmentally friendly and still continue to foster sound business practices. By embracing some of these principles CGA Canada has become an award winning triple bottom line organization.

The CGA Accounting Research Centre at the Telfer School of Management of the University of Ottawa was pleased and honored to have at its speakers at its Distinguished Speaker series, on March 4, 2011, Ms. Joyce Evans, Chair of the Board of CGA Canada. Her topic was directed at showing how CGA and its members contribute to the achievement of the triple bottom line of corporations.

She opened her remarks by stressing how importing the CGA designation really is. It provides opportunities in business and industry, public practice and in the public sector and not-for-profit organizations. The designation provides an interesting, challenging and satisfying career.

In the modern world corporations must live up to their responsibilities as global citizens and local neighbors. Included in the factors driving these social oriented goals are demographics such as an aging population and a low birth rate. These increase competition for the kind of skilled workers that CGA can provide. This, in turn, means that corporations must provide the motivation to attract and retain excellent people. They do this by aiming to increase employee satisfaction by making them feel secure and appreciated and ensuring that they are effective contributors to the organization and can exercise their dedication and skills.

There is no longer just a single bottom line, rather there is a triple bottom line composed of people, planet and profit. This shift from just profit reporting has resulted in an expansion of the traditional reporting framework of financial performance to include accounting for social and ecological performance. Accordingly, attracting and retaining excellent people is important. Pursuing for its employees a work/life balance and flexibility are critical. Finally, ensuring that business practices are friendly fulfills the third feature of the bottom line.

CGA Canada embraces these three principles by becoming an award winning triple bottom line organization and trains its members to know how to respond to this challenge.