



Bindi Palmer BSc ACA

Business Appointment: PARTNER, ROUSE PARTNERS LLP

Personal introduction

It is quite difficult to believe that my journey started almost 30 years ago when I joined the ICAEW as a student member, in January 1991. Obtaining a training contract was not without its challenges. Whilst I held the appropriate academic qualifications, the feedback from interviews was along the lines that I “would not be suited to the Profession”. I persevered with the challenges and someone took a chance on me and I secured a training contract with a small 4 Partner Practice. I had a passion for people, travel and business and the Profession provided the opportunity to experience all of these. Upon qualification, I joined Grant Thornton and during my employment, I was fortunate enough to enjoy a secondment to Australia. After leaving Grant Thornton, I moved to another mid-tier practice after which I decided to experience and learn from the largest firm in the profession-PwC. It was at PwC, that I expanded my technical experience to include large international businesses and listed entities as well as growing professionally.

In January 2005, I joined my present Firm, Rouse Partners LLP, based in Beaconsfield, in the Thames Valley constituency, where I quickly progressed to Partner in 2006. The last 15 years have been spent utilising my experience from the first 15 years, advising businesses from sole traders, growing owner managed businesses to international groups and large corporates-both audit and non-audit. I am also the lead Partner on due diligence assignments.

In 2010, Rouse Partners took the strategic decision to join an International Alliance (Praxity) and today, I hold the main relationship with Praxity. Through working with colleagues within the member Firms of Praxity, either on mutual clients or regular attendance at conferences, I have built strong relationships with like-minded professionals all around the world. These relationships span 10 years and are extremely valuable in serving and attracting clients in today’s world.

On a UK level, I am the Chairperson for the Praxity UK Audit working party and I am also the firms representative at the Praxity Managing Partners meetings.

On an International level, I am a member of the Praxity membership committee which monitors the quality of member firms (new and existing).

Similar to the role on the ICAEW council, I am also a member of the Praxity Governing Council which is an elected role and includes approval of operational plans and budgets as well as Board oversight.

In 2016, I was the winner of the British Indian awards for services to accounting. I was completely surprised as I faced competition from six finalists, three of whom were from the Big 4! The judges commented about my passion for business combined with the support I offered my clients through a period of regulatory change.

As I mentioned above, my current client base represents the breadth of my experience gained during my career, ranging from sole traders to growing owner managed businesses to international groups and large corporates. Technically, I have experience in IFS/FRS 102/US GAAP and Sarbanes Oxley. For the last 7-8 years, I have been a member of the ICAEW Thames Valley Technical Committee.

I enjoy “making a difference” and implementing and delivering change. At Rouse I have demonstrated this by being instrumental in transforming the audit offering over the last 15 years, by enhancing audit quality, client service and delivery culminating in attracting a strong quality audit client base.

I have also integrated teams and working practices post various acquisitions.

I am also heavily involved in team development through recruitment, line management and on the job training at Rouse.

The profession is facing a lot of change ranging from technology, audit reform and Diversity & Inclusion-to name a few. As a Partner/business owner at Rouse, I am heavily involved in ensuring that we proactively manage and adapt to these changes.

I am working with “younger” members of the team to continually improve our data analytics offering as technology is used to provide an improved quality audit. We are also well positioned to deliver on the government led audit reforms due to our focus on audit quality, bringing confidence to our clients on the work we deliver.

I have a presence on LinkedIn and Twitter (@bindi_palmer).

Following the events in the USA earlier this year, Diversity and Inclusion has catapulted at every level and is on the agenda of many businesses. My own clients, irrespective of size, are very much focussed on Diversity and Inclusion as are the Partners at Rouse. I am excited and passionate to share my experiences whether they are about people, culture, businesses, Firms where I have worked or my own experiences and challenges. I hope to have the opportunity to contribute to the “changing face of the profession”.

I am honoured to be part of a profession which provides endless opportunities and upholds the highest standards. These standards are challenged everyday through my work and our code of ethics is a constant reminder of who we are and what It means to uphold these values as a Chartered Accountant and an ICAEW member. These Covid times have really bought into prominent focus the realisation that we are for fortunate to be part of this profession.

And my free time? That is taken up by fitness, cooking and been challenged by my almost 15 year old daughter!!

Your involvement with ICAEW

As mentioned above, I have been a member of the ICAEW Thames Valley Technical Committee over the last 7-8 years.

Motivation and ability to be a member of Council

I have worked in the Thames Valley, in Practice for 15 years, advising businesses of all sizes and ambition and previously worked in Practices of all sizes. I am also a business owner myself. Therefore, I believe I am able to fully relate to the challenges facing members in both Practice and non-Practice, together with the support that may require .

My international connections will also assist with understanding whether the challenges members are facing are local to the Thames Valley, national to the UK or International across the globe. This is extremely important as the world is a very small place.

I believe my breadth of experience naturally lends itself to carry out the role of a Council member.

The world is operating in a rapidly changing environment and I enjoy influencing, delivering and adapting to change to deliver success, as I have discussed in my personal statement above.

Generally, people connect with me, I am open in my communications and my heritage (being British Indian/ BAME) will enable me to reach out and connect with members at a deeper level, from all backgrounds.

From a Governance perspective, I have the skill set to deliver on the role as it is akin to my day job as an Audit Partner and I am also carrying out a very similar role on the Governing Council of Praxity.

I only take on responsibility where I know I can fully commit to the role. I work to achieve success and therefore I am confident that I will fully commit the time necessary to fulfil the role of ICAEW Council member.

Strategic focus

In my view and based on my discussions with some members, the areas to consider as are as follows (these are listed in no particular order):

- More **visibility** of ICAEW objectives and personal presence/**visibility** of Council members;
- Existing communication -emails, magazines-are these being read? Is current communication effective?
- Enhancing the profile of ICAEW-bringing it and its activities to the forefront of Members minds. Are members receiving value for their membership?
- Better coverage of events in constituent areas
- Networking and support groups, especially for newly qualified members and managers so they can build and share experiences. These groups of members can feel isolated.

- Relevance of topics to engage members in practice and non-practice; to engage members from all size of Practice
- Attracting new members-Is the Profession an exciting place to be?
- Are members subscribing to their relevant faculties?
- Technical resources-as well as 105,102 alignment of IFRS/US Gaap
- Advising on business related matters-COVID, Brexit-information for Practitioners and businesses in “user friendly” format
- Adapting to change -again for Practitioners and businesses-support, guidance and information to rebuild businesses for a sustainable economy as a result of technological advancement and events such as Covid and Brexit.
- Audit reform -audit quality trust in the profession, commercial impacts-pricing and resource which is a UK and global issue
- Diversity and Inclusion
- Sustainability-zero carbon emissions, climate change
- Mental Health, Well Being, Work life balance -practical support
- Communication and dissemination of information through effective methods

My knowledge, skills and experience that could help the ICAEW's strategic development are highlighted and discussed throughout this statement. I hope I have the opportunity to drive and affect change, in order to meet the ICAEW's strategic goals.

Communication with members in your constituency

I foresee that communication with members will come from a variety of sources, especially as we have seen in these Covid times. It goes without saying that members will have details of my email and mobile phone, which they can use to text, WhatsApp, video call or phone call.

I will use Twitter and LinkedIn to update members on current issues and disseminate information. With the advancement of technology, Pod casts, webinars could also be used, Team meetings, Zoom sessions and post Covid, we may well see the return of face to face meetings and dinners!

Based on my recent discussions, with a few members, they wish to have more visibility of their Council member, more of a personal presence, more visibility of local based events and more networking opportunities.

Members are also looking for ways to share views -for example, managing mental health and well being.

I am open to all types of communication and it will really be driven by the members themselves.

Nominators

Robin Fieth
 Carolyn Robson
 Constance Faulkner
 Emily Colbourne

Declaration of interests which are relevant to the business of ICAEW

Membership of, or interests in, formal bodies or groups, including other professional bodies ⁱ :	Governing Council Member and Membership Committee Member of Praxity
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	Thames Valley Technical Committee
Partnerships, Directorships or beneficial interests in companies:	Member of Rouse Partners LLP Member of Rouse Audit LLP Shareholder and Director of B1NDP Ltd
Professional or social relationships with individuals who have business relationships or who compete with the ICAEW:	None
Any other matters you feel should be identified:	None

ⁱ This includes employment by a professional body.