

## 2019 COUNCIL ELECTIONS



# *Election guidance*

### What is the schedule for 2019 council elections

The schedule for 2019 council elections, as agreed by Council is as follows:

Action	Council Elections 2019 timetable
Qualifying Date	17 Oct 2018
Issue of Election Notice	20 Nov 2018
Closing date for nominations for elections	(12 Noon) 20 Dec 2018
Despatch of voting papers	5 Feb 2019
Closing date for receipt of voting papers	(12 Noon) 25 Feb 2019
New members take office	4 Jun 2019 (following ICAEW annual meeting)

### Am I eligible to participate in the elections

Any member with a registered address in an election constituency as of the Qualifying Date is eligible to stand, vote and nominate a candidate in the election. The Qualifying Date for 2019 Council elections is 17 October 2018. Your election constituency is specified on your member profile. You are encouraged to check this is correct before the Qualifying Date.

### How do I complete my candidate application?

You can complete your application via the online nomination system from 20 November 2018 at [icaew.com/councilelections](http://icaew.com/councilelections). A completed application includes the candidate statement and nominator forms as specified.

### How do I know if I am approved as a candidate?

The Chief Executive's Office will check all nominations to ensure candidates belong to the constituency where they wish to contest elections. A disciplinary check will be conducted to ensure there are no adverse findings in the last 10 years that might disqualify the member from joining Council. Once approved, the candidate's name will appear on the nomination site to members in the constituency. Candidacy will only be confirmed once the requisite number of supporting nominator forms have been received.

### What should I include in the candidate statement?

All candidates must submit a candidate statement in the standard template available on the nominations site. An example is provided in appendix 1. You are advised to complete all sections of the template. If you leave a section blank, it will appear as such in your final statement. There is no word limit, but brevity is advised to keep the statement effective and focused. The [Chief Executive's Office](#) can advise candidates on writing their candidate statement.

## How many nominators do I need?

Candidates in UK and Europe & Eurasia need **five** nominators. The nominators must be full ICAEW members and their registered address must be in the same constituency as the nominee at 17 October 2018. Nominators can register their support via the online nomination system [icaew.com/councilelections](https://icaew.com/councilelections). They will need their membership number and password to access the system.

In USA and Oceania where elections are conducted through the electoral college, candidates need two nominators who should be members of the electoral college.

## When is the deadline for sending my application?

For candidates in UK and Europe & Eurasia, the completed application (including details of your nominators and candidate statement) should be received by the Chief Executive's Office by 12 noon GMT on 20 December 2018.

For candidates from USA and Oceania, deadline for receipt of completed application form (including candidate statement) is 20 December 2018. Details of the nomination process is included in the Notice of Election.

## What are the rules for campaigning?

- Candidates may start campaigning only after close of nominations and once they have received written confirmation from ICAEW that they are candidates in a contested election in their constituency.
- Your candidate statement offers a provision to include URL for your LinkedIn profile. You can also campaign through short videos uploaded on compatible sites such as Vimeo or YouTube. Some tips on creating a video are in appendix 2. Candidates are personally responsible for the information they provide and must ensure their videos are compliant with the election regulations and are protected through appropriate security settings.
- The **Chief Executive's Office** is able to provide guidance, but cannot produce or host additional campaign material for candidates. The Returning Officer may refuse to allow any material that is considered unsuitable for use in the campaign. Please familiarise yourselves with the Election Regulations before undertaking any campaigning activity.
- You cannot request for or use a contact list you may have received as part of your current and ongoing engagement with ICAEW to canvass members in your area. You are welcome to approach your personal contacts and colleagues who may be ICAEW members, whilst ensuring you comply with the General Data Protection Regulations (GDPR). If in doubt, please seek advice from the **Chief Executive's Office**.
- Candidates may campaign for support via social media and other communication channels. You can use your personal LinkedIn, Twitter, Facebook or other social media to promote yourself within your constituency. You can also post within ICAEW LinkedIn groups you are a member of. See further guidance (appendix 3). You are encouraged to network and let members know you are standing for Council and your key objectives.
- ICAEW will promote the elections on ICAEW.com, email and social media, and at regional events once the voting opens. Candidates are encouraged to signpost members in their constituencies to these channels to read their candidate statements which are designed to provide more information in support of the candidate.
- Candidates may promote themselves at ICAEW events, as long as they are not doing so as part of delivering a speech in a formal capacity.
- Candidates can directly approach any publications that are not owned or managed by ICAEW as part of campaigning.
- You may approach the ICAEW Regional team to promote your candidature through their newsletters to members. The Regional team will provide a fair and impartial service to all

candidates. You can find out more information and who your local contacts are [here](#). For member communication plans for Europe & Eurasia constituency, please contact [Caroline Newton](#).

- Council members act collectively on behalf of their constituents. You are advised to avoid personal manifestos or single issue campaigns. At all times, please ensure your campaign does not flout the election regulations, is in good taste and reflects the ICAEW values and code of ethics.

### **When does voting open?**

For constituencies that go to ballot, voting will open on 05 February 2019. Members eligible to vote will either receive a voting email or postal ballot.

### **How do members vote?**

You will be able to vote online from 05 February to 25 February (12 noon). Postal votes must be received by our scrutineers by 25 February 2019. Ballot papers received after 25 February will be considered invalid.

### **When does voting close?**

Time 12pm (noon) GMT 25 February 2019

### **How long after voting closes will I know if I have been successful?**

ICAEW will confirm results of the election to candidates by email. Results will also be published on [ICAEW.com/councilelections](https://www.icaew.com/councilelections) seven days after close of voting.

### **Appendices:**

Appendix 1: Candidate Statements

Appendix 2: Tips for effective video statements

Appendix 3: Hints and tips for effective canvassing

## APPENDIX 1 – TEMPLATE FOR CANDIDATE STATEMENT

To stand as a candidate for Council election, please complete the form below which will be used as your election statement.

There is no limit to the word count. You can leave a question unanswered, but it will appear as blank in the final statement.

### CANDIDATE NAME:

**Personal introduction:**

Please provide information about yourself, including career highlights and experience to date, including any international aspects. You could also include links to any social media presence you might have.

**Your involvement with ICAEW:**

As part of their representative role, Council members are expected to be involved in ICAEW activities at a corporate and local member level. Please outline any past or current involvement with ICAEW, e.g. membership of committees, District Society, International Member Group, student group, etc.

**Motivation and ability to be a member of Council:**

Please outline your reasons for seeking to be elected to Council and how you will meet your obligations by contributing the time needed to be an effective member of Council.

**Strategic focus:**

Council is responsible for setting ICAEW's overall strategy. Please outline your views on the key issues affecting members of your constituency, ICAEW membership and the wider accountancy profession at large. Please also outline how your knowledge, skills and experience could help ICAEW's strategic development.

**Communication with members in your constituency:**

Elected members represent ICAEW members in their constituency. Please outline your intentions and plans for interacting with members in your constituency and addressing issues they face.

## APPENDIX 2 – TIPS TO PRODUCING VIDEOS

### Practical Information

- **Time:** Be aware of the time it takes to make a good video. For a good 1-2 minutes video consider at least 2 hours for preparation to make the shooting as effective as possible.
- **Structure:** Know what you want to say in advance and have an outline script with an easy to follow structure ready for use.
- **Lighting:** Make sure you have enough light, even offices can come across as very somber especially when not using a professional camera. Try to avoid too much backlighting: film in front of a light-coloured neutral background
- **Camera:** There are many good professional video suppliers that can provide you with high quality footage but you will be surprised by the quality of well-made amateur videos filmed with smart phones. Start by using a tripod and avoid zooming, this will ensure the image is stable and in focus. Film in landscape, filling the frame with the subject.
- **Sound:** Make sure that there is no background noise and that you speak clearly into the camera microphone if you don't have an external microphone. Note you will have to speak and shoot at the same time so think about pacing your words.
- **Toggle your camera:** Put yourself in the video by switching between the front and rear-facing cameras.

### What to say

- **Short and Sweet:** Be concise. Especially when producing a video aimed at triggering action (in this case a vote), make sure you stick to three main messages. You can be sure they will be remembered! For example, you could consider focusing on the following:
  - Why does being represented at ICAEW matter?
  - This is what I stand for
  - This is why you should vote for me.Keep your statement short – no more than 90 seconds.

### How to say it

- **Establish trust:** Trust and credibility come from being perceived as caring and empathetic, committed and dedicated, honest and open. Talk directly to the camera – imagine you are talking to a real person.
- **Simplicity and structure:** Deliver your main message first, get straight to the point and explain even the most technical piece of information as simply as possible.
- **Be a great presenter for the day.** Work on a few presentation skills to help you come across as approachable and trustworthy as possible. Key elements to consider when presenting:
  - Keep a lively tone, play with your voice and pause occasionally.
  - Throw in some humor and a personal element. It helps the audience relate to you.
  - Use your hands and use 'natural' movements, but don't overdo it
  - Try to keep a relaxed yet appropriate posture

### Editing

- There is a strong case for finalizing your video with editing tools if you have access to these facilities. Together with enhancing the sound and vision, editing your video could allow for the addition of some visual elements to your video, spelling out your main points.

*Our thanks to ICAEW Council Member for the EU, Noel Clehane, for his input to these tips..*

## APPENDIX 3 – HINTS AND TIPS FOR EFFECTIVE CAMPAIGNING

### Using social media

- Social media (networks such as LinkedIn, Twitter, Facebook etc) can support traditional methods of canvassing. Use **#icaewCouncilElections** in your social media promotion across Twitter, Facebook and LinkedIn to maximise reach among members engaging with this conversation.
- Use your social media posts to reflect key points from your candidate statement
- **LinkedIn** is a great platform for professional promotion. It has the potential to reach a vast number of contacts who may or may not know you personally. You can also insert your LinkedIn profile URL in your candidate statement. Other ways to maximise reach is to post updates to your profile. Members in your constituency who are your 'connections' on LinkedIn will receive notifications of new posts, and they in turn can share these with their connections who may also be members in the same constituency.
- Using **Twitter** effectively requires time and skill. It also takes time to establish a network. For the purposes of an election campaign therefore, it might only work if you already have an account and network of followers relevant to the election.
- **Facebook** allows you to reach out to members in your constituency who may also be personal contacts and friends. The informality of the channel allows you to promote your candidacy in a way that might be appealing to friends and colleagues.
- Sites such as **Vimeo** allow individuals to upload short videos. These can be password protected so that only individuals who have been invited to view these videos may access them. A URL to your video can be inserted in your candidate statement along with the password so that all members of your constituency can view this.
- Every channel has its own unique style. When writing for social media, it is important to be clear, concise and consistent in the message across different channels.

### Using email

- Personal emails to your personal contacts can help support your campaign. It is important that your message is joined-up across your campaign.
- When drafting an email:
  - Write clearly and use plain English.
  - Make references to key points in your candidate statement
  - Include a clear call for action: Vote for me!
  - Brevity is key. You are more likely to get your reader's attention if you can communicate in a concise manner.
  - Personalisation is important – the more tailored the message is to the individual reader, the more engaged the reader will be with the content
  - Subject line: Think about the device the reader will be viewing your email on: Mobile phone, tablet, desktop. Subject lines should be an appropriate length for all of them.
  - Easy to follow layout: Make sure you break up lengthy paragraphs, keep sentences short and use headers where appropriate.
- Mass mailings, especially to people you do not know or based on data acquired from a third party should be avoided as it is likely to breach General Data Protection Regulations. If in need of clarification, please contact [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com) for advice.