



# *ICAEW Council Election Regulations*

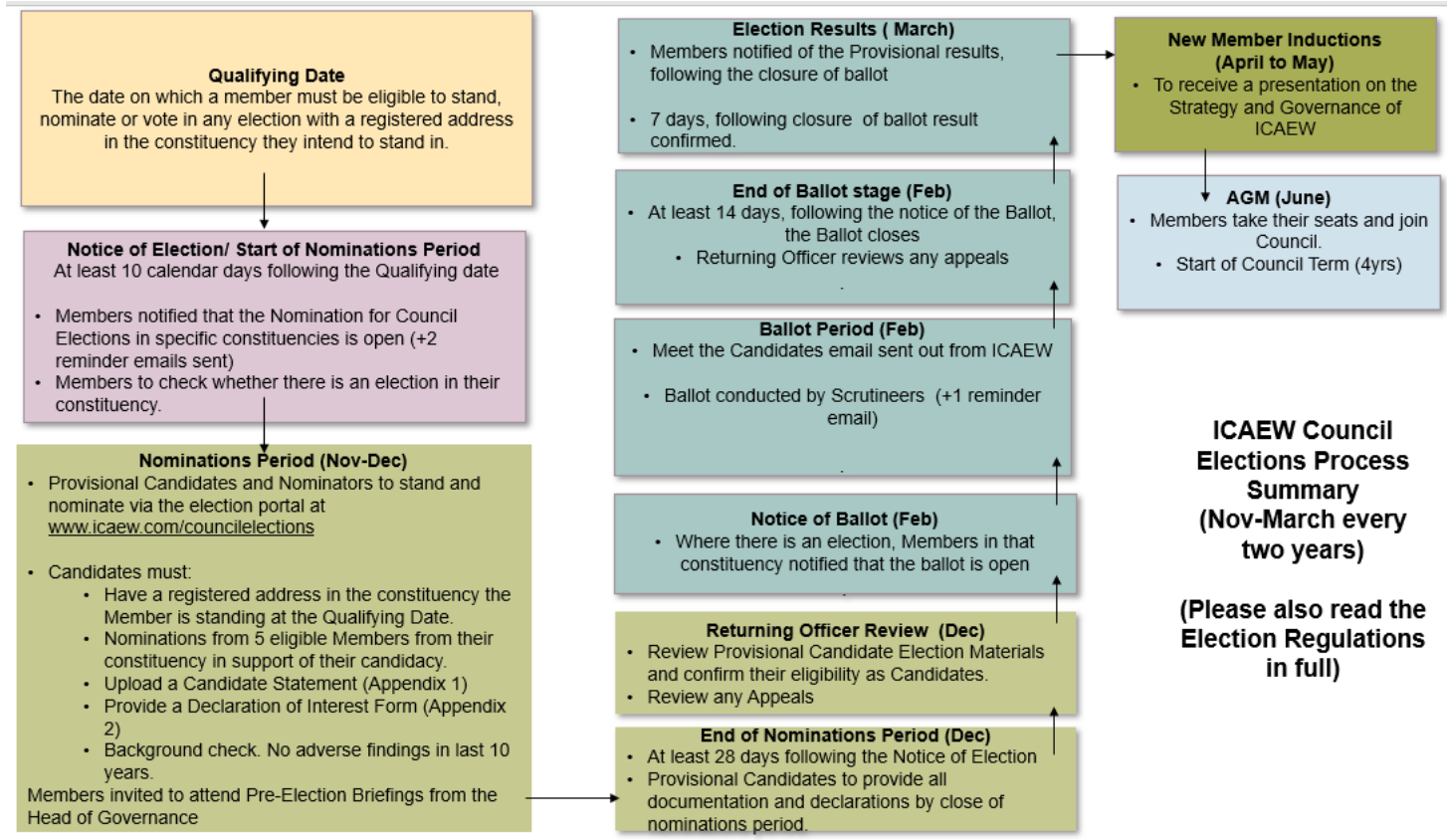
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## Introduction

Council approved these regulations (Election Regulations) on 7 June 2022.

Members should review the Council Election Regulations prior to taking part in the Council Election process. Below is a diagram outlining the overall process.



## Application

1. These regulations apply to all Elections to ICAEW Council. You should also read them in conjunction with the **Principal Bye-laws**.
2. Only Members of ICAEW may stand for Election to Council.

## Definitions and Interpretations

3. Words and expressions defined in the Principal Bye-laws have the same meaning in these Election Regulations and the terms below have the following meanings:

Defined term	Definition
Affiliated Groups	Any group of Members funded, supported and/or resourced by ICAEW (including District Societies)
Ballot	The arrangements for a contested Election.
Ballot paper	A webpage or a printed document on which a constituent can cast a vote or votes in a contested Election.
Candidate	A Member that has met all the requirements to stand as outlined in these Election Regulations and has received confirmation that their candidacy has been reviewed and agreed by the Returning Officer.
Candidate Statement	The application form to be completed and submitted by a Candidate for Election.
Canvassing	The process of engaging with Members of a particular constituency.
Council	The Council of ICAEW.
Election	The arrangements for the filling of a vacancy or vacancies among the elected Members of Council.
Election Materials	All matters required by the Returning Officer to support the eligibility of a Provisional Candidate or Candidate. Election Materials shall be in the form as defined by the Returning Officer and as set out in these Election Regulations.
Election Period	The period between the Notice of the Election and the closure of the Ballot.
Election Year	Any year in which an Election to Council is held.
ICAEW Election Conduct Committee	The Sub-Committee of Nominating Committee to be comprised of the Chief Executive, President, Deputy-President and Vice-President of ICAEW. The quorum is the CEO or their nominee and two Office-Holders.

Defined term	Definition
Member	A Member of ICAEW.
Nominator	A Member with a Registered Address in the constituency in which the Provisional Candidate is standing for Election and who has completed a nomination Statement.
Nominator Form	The form to be completed by each of the Provisional Candidate's nominators.
Notice of Election	The Notice of Election setting out the deadline for the closure of the Nominations Stage. (This being at least 28 calendar days after the date of issue of the Notice of Election)
Notice of Ballot	The Notice of Ballot setting out the deadline for the closure of the Ballot stage. (This being at least 14 calendar days after the date of issue of the Notice of Ballot)
Office-Holders	President, Deputy-President and Vice-President of ICAEW.
Provisional Candidate	A Member that has or intends to submit all the documentation required under these Election regulations and is waiting for confirmation by the Returning Officer that they are a Candidate in the Election and can move forward to the Ballot stage.
Publish	Make available online, by email or on printed paper.
Publication	Any communication made available online, by email or on printed paper.
Qualifying Date	The date on which a Member must be eligible to stand, nominate or vote in any Election. Eligibility includes having a Registered Address in the constituency. The Qualifying Date must be at least 10 days before the date of publication of the Notice of Election.
Registered Address	The address that the Member has registered for the purpose of the ICAEW Council elections.
Returning Officer	The ICAEW Election Conduct Committee.
Supporter	A Supporter of a Provisional Candidate or Candidate may be an individual Member, a Nominator or a group of Members.
Scrutineers	The individual(s) or company appointed by the Returning Officer to administer a Ballot or Ballots.
Sign	Includes an electronic Signature or printed name.

## CONSTITUENCIES

4. The schedule to these Election Regulations (Appendix 1) sets out:
  - a. the constituencies for the purpose of Elections to the Council;
  - b. the area or composition of each constituency; and

- c. the number of Members each constituency is entitled to elect to Council.
5. Each constituency defined in the schedule to these Election Regulations is entitled to elect at least one Member to Council.
  - a. A constituency of 2,000 or more Members with a Registered Address in that constituency as at the Qualifying Date, is entitled to elect one representative.
  - b. If a constituency has 4,000 or more Members with a Registered Address in that constituency as at the Qualifying Date, it may elect two Members; if a constituency has 6,000 or more Members with a Registered Address in that constituency as at the Qualifying Date, it may elect three Members; and so on.
  - c. Constituencies with fewer than 2,000 Members may be eligible to elect a Member if it is deemed through a recommendation of Nominating Committee to Council to be a region of strategic significance.
6. If a Council Member resigns from Council, and such a resignation means that the constituency does not have a single Member representative on Council, a by-election will be held. Otherwise, the Nominating Committee may recommend to Council that a Candidate to that constituency be appointed to Council or that the seat shall remain vacant until the next Election following the Ballot.
7. Each Council member standing for re-election, must follow the same procedures as outlined in these Election Regulations.
8. Candidates will normally serve for a four-year term commencing from the Annual General Meeting in the year in which they are elected.
9. If there are vacancies with different terms of office, the Returning Officer shall determine the terms of office for which the successful Candidates will serve. This will be done as follows:  
**In the case of a contested Election:**
  - a) candidates will be elected in order ensuring that the Candidates with the highest number of votes are elected for the longest periods; and
  - b) should two or more Candidates have the same number of votes, lots shall be drawn by the Returning Officer to determine the term(s) of office that will be served by such Candidates.  
**In the case of an uncontested Election:**
  - c) where there is only one Candidate, that Candidate shall serve for the longest period for which a vacancy exists; and
  - d) where there are two or more Candidates, lots shall be drawn by the Returning Officer as for (b) above.
- 10 The process for drawing lots shall be determined by the Returning Officer.

## NOTICE OF ELECTION

11. The Returning Officer shall issue a Notice of Election to all Members eligible to vote in an Election.

12. The Notice must specify:
  - a. the name of the constituency or constituencies and the number of vacancies;
  - b. the reason(s) for the vacancies; and
  - c. the timetable for the Election Period, specifying the date (at least 28 calendar days after the date of issue of the Notice of Election) by which all documentation and nominations must be received from each Provisional Candidate.
13. At the discretion of the Returning Officer if the Notice of Election has been published but the deadline for nominations has not passed and additional vacancies arise, then those vacancies may be published at [www.icaew.com/councilelections](http://www.icaew.com/councilelections) and included in the Election.
14. If no nomination for the Election vacancies has been received by the deadline for nominations, the Nominating Committee may recommend to Council that a Member be appointed to the vacant elected Member position of Council until the next Election following the Ballot or that the position shall remain vacant until the next Election following the Ballot.

## PRE-ELECTION BRIEFINGS

15. The Notice of Elections to include information on where Members may receive information and guidance on the conduct of the Election through briefings organised by ICAEW.

## ELECTION PERIOD 'PURDAH'

16. The Election Period or 'purdah' is the period between the Notice of the Election and the closure of the Ballot.
17. During this time, publicity restrictions are placed upon each Provisional Candidate and Candidate that should be observed during the Election period. This is to ensure that each candidate is treated fairly and that there is no perception of bias.
18. It is the responsibility of each Provisional Candidate or Candidate to notify ICAEW of any communication that they have written that is due to be circulated to the Members or event that they are to attend where they are to give a presentation at an ICAEW or Affiliated Group event or publication.
19. ICAEW is not responsible for any indirect promotion of a Provisional Candidate or Candidate in any form of media where it was not aware that the Provisional Candidate or Candidate is taking part in the Council Election. For further guidance, please see Pre-Election Guidance at Appendix 8.
20. Communication knowingly or unknowingly sent by an ICAEW Affiliated Group on behalf of a Provisional Candidate or Candidate could constitute a breach of the Election Regulations.

## BREACHES OF THE ELECTION REGULATIONS

21. Where there is a dispute in relation to the interpretation of these Election Regulations, the Returning Officer's decision is final.
22. Misconduct that would constitute a breach of the Election Regulations is defined by the Returning Officer, but includes:
  - a. a breach of the [ICAEW Code of Ethics](#);

- b. a breach of the **Active Member Code of Conduct**;
- c. a breach of any Election Regulation provision;
- d. making any unlawful, false or misleading statements;
- e. engaging in harassment and/or intimidation (both verbal and physical);
- f. obstructing or impeding the Returning Officer in the performance of its functions;
- g. interference in the Election; [For example, undue pressure being placed upon a Candidate to not stand in the Election by direct or indirect means, discouragement of other Members from standing in the Election or any other wilful obstruction of a potential Candidate from standing.]
- h. disrupting or otherwise disturbing the process of voting or counting of votes;
- i. negative canvassing;
- j. disregarding a request from the Returning Officer;
- k. directly or indirectly making representations and/or canvassing a Member or Members, which in the opinion of the Returning Officer implies that ICAEW supports the Provisional Candidate's or Candidate's candidacy;
- l. bringing the ICAEW into disrepute and/or damaging ICAEW's reputation;
- m. communications sent by ICAEW Affiliated Groups promoting one Provisional Candidate or Candidate over another;
- n. any illegal practice; and
- o. any other acts or omissions as defined by the Returning Officer.

## THE QUALIFYING DATE AND NOMINATIONS STAGE

### Disqualification for Election

23. A Member shall not be eligible for Election as a Council Member if:
- a) within the period of 10 years prior to such proposed Election or appointment an adverse finding, other than a finding with an order that no further action be taken, has been made against them under the Accountancy Scheme or the Disciplinary Bye-laws or any equivalent provision previously in force; and/or
  - b) they have received an adverse finding under the Active Member Conduct Procedure confirming that they may not stand for Election to Council for a set period.

### Declarations

24. Each Provisional Candidate shall, on or before the last date for nominations, disclose in writing (Appendix 4), whether within or outside ICAEW any:
- a) current criminal proceedings before any court in any jurisdiction;
  - b) regulatory and/or disciplinary proceeding to which they are subject; and
  - c) any complaint made against them under the Active Member Conduct Procedure.

### Eligibility Criteria

25. A Member is eligible to:
- a. stand for Election;



- b. nominate a Member for Election; and
- c. vote in a Ballot

in a constituency if their Registered Address is in that constituency at the Qualifying Date.

26. A Member may use their secondary address as their address for Council Elections, if they have told the Members' registrar by the Qualifying Date that they wish to do so.
27. It is the responsibility of Members intending to stand for Election or nominate a Member to check their eligibility. If a Member is in doubt they may check with the Chief Executive's Office ([chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com)).
28. Members of the Nominating Committee may not nominate a Candidate in the Election.
29. A Provisional Candidate must provide through the Council Elections website portal by the deadline specified in the Notice of Election, the following Election Materials:
  - full name;
  - membership number;
  - the constituency they are standing in;
  - current principal practice or business appointment (if any);
  - firm, company or employer (if any);
  - their Registered Address in the constituency in which the Provisional Candidate is standing in, as at the Qualifying Date;
  - evidence the support of at least five Nominators, through the completion of the online Nominator Form, all of whom must be in the same constituency as the Provisional Candidate as of the Qualifying Date;
  - any declarations as set out in Regulation 24 (Appendix 4) together with a declaration of interest form (Appendix 4) signed;
  - a Candidate Statement (Appendix 3) (any links and/or videos or associated materials that they wish to use to promote their candidacy are optional); and
  - agreement to the terms and conditions (including consent to their contact details being made available to their constituents).
30. ICAEW will carry out a disciplinary check on each Provisional Candidate. This is to ensure there are no adverse findings in the last 10 years that might disqualify the Member from standing for Council. Once this check is complete, the Provisional Candidate's name will appear on the Election website. If any issues arise, the Provisional Candidate will be notified.

### **Candidate Statement Content**

31. The Returning Officer may request any evidence they think necessary to be satisfied that the Election Materials are genuine.
32. The Returning Officer shall not accept, having made due enquiry thereof, any Election Materials:
  - a. that are incomplete or which are received after the deadline for nominations;
  - b. that are in its opinion defamatory or likely to damage the reputation of ICAEW;

- c. that indicate that, if elected, the Provisional Candidate would be subject to a conflict of interest that would make them unable to fulfil the role of a Council Member to the standard that would be reasonably expected by the Membership;
  - d. is factually inaccurate.
33. In such cases, the Provisional Candidate will be informed of the Returning Officer's decision and, to the extent practicable in the context of the timetable for the Election, have the opportunity to submit a revised Candidate Statement.
34. The Returning Officer will meet at the end of the Nominations stage to consider and agree whether a Provisional Candidate may become a Candidate and take part in the Ballot stage.
35. Once the Returning Officer is satisfied that a Provisional Candidate has met all the requirements to stand (as set out in these Election Regulations), the Returning Officer shall inform the Provisional Candidate of that fact and the Provisional Candidate shall become a Candidate for the Election.
36. Each Provisional Candidate must submit a Candidate Statement using the standard template which is available on the Election website and at Appendix 3 to these regulations.
37. Each Provisional Candidate agrees that through the submission of their Candidate Statement the Returning Officer may make such amendments as necessary to correct any factual inaccuracies. The Provisional Candidate will be informed of such amendments prior to publication.
38. Each Provisional Candidate and Candidate is personally responsible for all of the information they provide and must ensure their Election Materials are compliant with the Election Regulations.

### **Nominators**

39. Each Nominator must by the deadline outlined in the Notice of Election confirm:
- a) their full name;
  - b) their Membership number;
  - c) their current principal practice or business appointment (if any);
  - d) their firm, company or employer (if any);
  - e) their Registered Address in the constituency in which the Provisional Candidate is standing in, as at the Qualifying Date; and
  - f) that they are eligible to nominate the Provisional Candidate and accept the terms and conditions as set out.

### **Canvassing**

40. All canvassing activity must be conducted as per these Election Regulations. Further guidance is available at Appendix 5.
41. Each Provisional Candidate and Candidate must act professionally at all times and observe the Code of Ethics, Active Member Code of Conduct and these Election Regulations.

42. ICAEW provides copies of each Candidate's statement to electors alongside ballot papers. The Candidate Statement offers a provision for Candidates to include contact details and a URL for their LinkedIn profile.
43. Each Provisional Candidate and Candidate may start canvassing at any time.
44. Any canvassing activity undertaken is at the personal expense of each Provisional Candidate or Candidate.
45. Each Provisional Candidate and Candidate can canvass through short videos uploaded on compatible sites. ICAEW does not host canvass material produced by a Provisional Candidate or Candidate.
46. Each Provisional Candidate and Candidate may canvass for support via social media and other communication channels but must not state or imply support by ICAEW or ICAEW Affiliated Groups for their candidacy.
47. ICAEW will promote the Elections on ICAEW.com, via email and on social media, and at regional events.
48. ICAEW will send a 'Meet the Candidates' email from each constituency to promote the Election in addition to the Notice of Election and Notice of Ballot and reminder communications.
49. The 'Meet the Candidates' email to direct Members to each Candidate's candidate statement available at [www.icaew.com/councilelections](http://www.icaew.com/councilelections).
50. Canvassing is facilitated centrally by ICAEW via [icaew.com/councilelections](http://icaew.com/councilelections) where the Candidate's Personal Statement and any contact details, which a Candidate has agreed to be shared with the Membership is held.

## **NOTICE OF BALLOT AND THE BALLOT PAPER (THE BALLOT STAGE)**

51. In any constituency:
  - a. if the number of eligible Candidates does not exceed the number of vacancies, the Election will be uncontested, and the nominated Candidates will be deemed to be elected;
  - b. if the number of eligible Candidates exceeds the number of vacancies, the Election will be contested by Ballot; and
  - c. a simple majority voting system will be used except where there is a contested Ballot with more than two Candidates, in which case the Single Transferable Voting (STV) system will be used.
52. The Returning Officer shall issue a Notice of Ballot to all Members eligible to vote in an Election.
53. The Returning Officer shall decide the form of the Ballot Paper and Notice of Ballot.
54. For each contested Election the Ballot Paper must include:
  - a. the name of the constituency;
  - b. the number of vacancies to be filled;

- c. the name, current principal practice or business appointment, and firm, company or employer (if any) of each Candidate;
  - d. the Candidate Statement in the template at Appendix 3;
  - e. the name and current principal practice or business appointment, and firm, company or employer (if any) of each Nominator;
  - f. details of how the Ballot paper must be completed; and
  - g. the deadline by which votes must be cast (which must be at least 14 calendar days after the publication or issue of the Ballot paper).
55. The order of Candidates names on the Ballot paper will be in random order, following the drawing of lots by the Returning Officer.
56. Where there is a Ballot for the Election, a Member may vote either by casting their vote electronically or by completing a hard copy Ballot paper and returning it to the address stated on the Ballot paper in accordance with the instructions on or referred to in the Ballot paper.
57. For votes to be valid, the Scrutineers must receive them by the deadline.
58. The Scrutineers must reject any votes that they receive after the deadline for voting. They must reject any Ballot paper that the Member has completed incorrectly. The Scrutineers may request any evidence they consider necessary to be satisfied that any vote is genuine.
59. No Member may vote more than once in any contested Election.

### **Announcement of result**

60. The Ballot Scrutineer's report shall be conclusive evidence of the result of any Election.
61. Following each Ballot, the Returning Officer shall:
- a. announce the provisional results to the Candidates of the ballot within 24 hours of the ballot results;
  - b. publish the final result signed by the Scrutineers on ICAEW's website, including the votes cast for each Candidate 7 days after the closure of the Ballot or after the closure of any pending appeals received in each constituency whichever is later; and
  - c. report the result to the next ICAEW annual meeting.
62. The announcement of the result by the Returning Officer is final.

### **RETURNING OFFICER POWERS**

63. The Returning Officer is the ICAEW Elections Conduct Committee, which is a sub-Committee of Nominating Committee. The Returning Officer shall reach its decision by majority vote.
64. In the event of a contested Election, the Returning Officer shall appoint Scrutineers who shall be independent of any Provisional Candidate, Candidate or any firm which has a connection with a Provisional Candidate or Candidate.
65. The Returning Officer has the power to take such steps as necessary to remedy acts or omissions that arise in connection with any function of the Elections and that are not in accordance with the Election Regulations. This includes:

- a. review of the Election Materials and deciding on the acceptability of such submissions;
- b. requiring the Election Materials to be edited and to make such edit(s) to correct any factual inaccuracies or matters deemed to bring ICAEW into disrepute or damage the reputation of ICAEW;
- c. requiring the addition of a statement to a Provisional Candidate or Candidate Statement, if the individual has been removed from Council or a Committee for a breach of the Active Member Conduct Procedures. Such statement to read: 'this Member was removed from Council/Committee on [date] for a breach of the Active Member Code of Conduct';
- d. to approve applications enabling a Provisional Candidate to become a Candidate;
- e. to consider any conflicts of interest as asserted by a Provisional Candidate (or another Member) and determine, in managing this conflict, whether the Provisional Candidate may be unable to fulfil the role of a Council Member to the standard that would be reasonably expected by the Membership;
- f. to review any appeals, following completion of the Nomination or Ballot stages;
- g. to decide whether any breach of the Election Regulations has occurred;
- h. to decide whether the Election as a whole or each individual constituency Election is valid and if not to order it to be re-run;
- i. to recommend that the Nominating Committee review whether a Member be appointed to fill a constituency vacancy if no other Member has applied or if a Provisional Candidate's application is deemed invalid after the close of the deadline outlined in the Notice and there is no other Provisional Candidate able to fill such a vacancy;
- j. to recommend to the Nominating Committee whether to re-open the Nominations if a constituency vacancy is unfilled at the end of the deadline as outlined in the Notice of Election;
- k. to decide on the acceptability of canvassing activity undertaken by a Provisional Candidate or Candidate;
- l. to remove a Provisional Candidate or Candidate from the Election process where a breach of these Election Regulations has been found;
- m. to give a written warning as to conduct of the:
  - a. Provisional Candidate or Candidate;
  - b. Provisional Candidate Nominator or Candidate Nominator; or
  - c. Supporter of a Provisional Candidate and/or Candidate;
- n. to conciliate any appeals between a Provisional Candidate or Candidate;
- o. to declare that the appeal does not invalidate the candidacy of a Provisional Candidate or Candidate and/or the result of the Election is valid;
- p. to require that a Provisional Candidate or Candidate apologise to another Provisional Candidate, Candidate and/or Member;
- q. to refer the Provisional Candidate, Candidate or Supporter of a Provisional Candidate and/or Candidate to ICAEW Professional Standards;

- r. to require that a Provisional Candidate or Candidate modify any communication on any form of media; and
  - s. any other necessary steps to remedy a breach of these Election Regulations as defined by the Returning Officer.
71. The Returning Officer shall not set aside the result of any Election unless it is considered that, on the balance of probabilities:
- a. the alleged defect complained of affected the result of the Ballot; or
  - b. the alleged defect did not affect the result, but that the Election was not conducted substantially in accordance with these Election Regulations.
72. The Returning Officer shall, if it sets aside the result of an Election, give directions about the conduct and timetable for the new Election to be held, and the relevant provisions of these Election Regulations shall apply to the new Election in accordance with those directions.
73. The Returning Officer may dismiss summarily, any challenge which, in its opinion: (a) is vexatious; or (b) appears to have no realistic chance of success.
74. The decision of the Returning Officer shall be final.

### **Communication and documents**

75. A communication is validly delivered by ICAEW if it is made available on the following website: [www.icaew.com/Councilelections](http://www.icaew.com/Councilelections).
76. A failure to make any communication available on a website throughout the Election Period shall be disregarded if: (a) it is made available on the website for part of that period; and (b) the failure to make it available throughout that period is wholly attributable to circumstances outside ICAEW's control.

## **APPEALS (END OF NOMINATIONS AND BALLOT STAGES)**

77. The Returning Officer will review the candidacy of each Provisional Candidate or Candidate and consider any appeals and whether any breach of these Election Regulations has occurred.
78. A Provisional Candidate and Candidate may at any time during the Nominations or Ballot stages respectively, raise an appeal in writing as to the conduct of another Provisional Candidate, Candidate, ICAEW staff, Scrutineers, or action/omission by a Member, not otherwise involved in the Elections, no later than 48 hours after the close of the Nominations stage or 7 days after the close of the Ballot by contacting the Returning Officer in writing at [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com) setting out clearly the reasoning for such an appeal.
79. A Provisional Candidate and Candidate may at any time during the Nominations or Ballot stages respectively, raise an appeal in writing as to the process and/or conduct followed by the Scrutineers or ICAEW staff involved in the Election process.

80. For an appeal to be successful, it is for the Provisional Candidate or Candidate making the appeal to satisfy the Returning Officer, on the balance of probabilities, that a breach of the Election Regulations has occurred.
81. A summary of the decision of the Returning Officer shall be communicated, on a confidential basis, to the Candidates concerned within 7 days of the Returning Officer's consideration of the appeal.

## **DATA PROTECTION**

82. Any misuse of ICAEW Member information by a Provisional Candidate, Candidate, Nominator or Supporter of a Candidate, including the use of mass mailings/data lists of Members that a Candidate does not know in a personal capacity or who has not directly provided consent to be contacted for these purposes, could result in the invalidation of a Provisional Candidate or Candidate's candidacy as determined by the Returning Officer.
83. It is the responsibility of each Provisional Candidate, Candidate, their Nominators or other Supporters involved in the Election to ensure compliance with the data protection legislation and to avoid sending unsolicited communications/mass mailings to Members that the Candidate does not know personally.
84. The Candidate should know the Member they are contacting on an individual and personal basis. Cold calling/cold canvassing by the Provisional Candidate, Candidate, Nominators or Supporters is not allowed and would constitute a breach of these Election Regulations.
85. Guidance on Data Protection can be found at Appendix 7.



## **APPENDIX 1: SCHEDULE TO THE ELECTION REGULATIONS**

The areas of the geographical constituencies for Election to Council shall be as follows (the number of Members which each constituency is entitled to elect to the Council is in brackets and is reviewed prior to each Election):

### **Africa (1)**

Algeria, Angola, Benin, Botswana, British Overseas Territories of Saint Helena, Ascension and Tristan Da Cunha, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic, Chad, Comoros, Congo, Cote d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini (formerly Swaziland), Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mayotte, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Togo, Tunisia, Uganda, United Republic of Tanzania, Western Sahara, Zambia, Zimbabwe

### **Australia (1)**

The Australian State of New South Wales and the Australian Capital Territory (ACT)

### **Australasia (1)**

Australia (excluding New South Wales and ACT) and New Zealand, islands of the South Pacific, all of Oceania including the regions of Polynesia, Melanesia and Micronesia

### **Canada (1)**

Canada, Greenland, Saint Pierre and Miquelon

### **Cyprus (1)**

The constituent country of Cyprus

### **Europe and Eurasia (2)**

Includes the Aland Islands, Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Republic of Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Svalbard & Jan Mayen Islands, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, Uzbekistan, Vatican City State

### **Greater China (2)**

China, Hong Kong Special Administrative Region, Macao Special Administrative Region

### **Malaysia (1)**

The country of Malaysia

### **Middle East (1)**

Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, State of Palestine, Syrian Arab Republic, United Arab Emirates and Dubai



### **South East Asia and Pacific (1)**

Brunei Darussalam, Cambodia, Democratic People's Republic of Korea, Indonesia, Japan, Laos, Myanmar, Philippines, Republic of Korea, Singapore, Thailand, Timor-Leste, Vietnam

### **UK, Beds, Bucks & Herts (4)**

The counties of Bedfordshire (including the borough of Luton), Buckinghamshire (including the borough of Milton Keynes), less the district of Wycombe and the former district of Beaconsfield, and Hertfordshire

### **UK, Birmingham & West Midlands (3)**

In the former metropolitan county of the West Midlands, the cities of Birmingham and Coventry, and the boroughs of Sandwell, Solihull and Walsall, less the ward of Willenhall; in the borough of Dudley, the wards of Halesowen and Stourbridge; the counties of Worcester and Warwickshire; the unitary Council of Hereford; and, in the county of Staffordshire, the borough of Tamworth and the district of Lichfield

### **UK, Crown Dependencies (1)**

The Channel Islands and the Isle of Man

### **UK, Croydon and District (1)**

In the former metropolitan county of Greater London and in the county of Surrey, the postal districts of Streatham, Norwood, South Norwood and West Norwood, the post towns of Banstead, Carshalton, Caterham, Coulsdon, Croydon, Godstone, Kenley, Mitcham, Oxted, Purley, Redhill, Reigate, South Croydon, the Sutton postal districts SM1 and SM2, Tadworth, Thornton Heath, Wallington, Warlingham and Whyteleafe

### **UK, East Anglian (2)**

The counties of Norfolk, Suffolk and Cambridgeshire, less the city of Peterborough; and, in the county of Essex, the borough of Colchester and the districts of Braintree, Tendring and Uttlesford

### **UK, Humberside and District (1)**

The former county of Humberside (including the East Riding of Yorkshire, the city of Kingston upon Hull, and the unitary Councils of North and North East Lincolnshire); in the county of Lincolnshire, the former district of East Lindsey; and in the county of North Yorkshire, the borough of Scarborough

### **UK, Leicestershire and Northamptonshire (1)**

The counties of Leicestershire (including the city of Leicester) and Northamptonshire; the unitary Council of Rutland; and, in the county of Cambridgeshire, the city of Peterborough

### **UK, Liverpool (1)**

The former metropolitan county of Merseyside (including the boroughs of Halton, Knowsley, St Helens, Sefton, Warrington and Wirral); the city of Liverpool; in the former metropolitan county of Greater Manchester, the borough of Wigan; the county of Cheshire, less the boroughs of Congleton and Macclesfield; in the county of Lancashire, the district of West Lancashire; the former county of Clwyd (including the boroughs of Conwy and Wrexham and the counties of

Denbighshire and Flintshire); and the unitary authorities of the Isle of Anglesey and Gwynedd.  
Northern Ireland

### **UK, London and District (18)**

The former metropolitan county of Greater London, less the boroughs of Barking & Dagenham, Havering, Newham, Redbridge and Waltham Forest, and less the postal districts of Streatham, Norwood, South Norwood and West Norwood, and less the post towns CR4, SM1, SM5 and SM6 and areas within post towns CR0, CR2, CR3, SM2 and SM7; in the county of Surrey, the boroughs of Elmbridge, Epsom and Ewell, Runnymede, and Spelthorne, and in the district of the Mole Valley, the parishes of Ashted, Great and Little Bookham, Fetcham, Headley, Leatherhead, and Mickleham, and in the borough of Reigate and Banstead, the postal districts of KT17 and KT18

### **UK, Manchester (3)**

The former metropolitan county of Manchester (including the boroughs of Bolton, Bury, Oldham, Rochdale, Stockport and Tameside, the city borough of Manchester, and the city of Salford), less the borough of Wigan; in the county of Cheshire, the borough of Macclesfield; and, in the county of Derbyshire, the borough of High Peak

### **UK, Lancashire and South Lakeland (formerly North West) (1)**

The county of Lancashire (including the boroughs of Blackburn with Darwen and Blackpool), less the district of West Lancashire; and, in the county of Cumbria, the borough of Barrow-in-Furness and the district of South Lakeland

### **UK, Northern (1)**

The counties of Northumberland, Durham, and Cumbria, less the borough of Barrow in Furness and the district of South Lakeland; the former metropolitan counties of Tyne and Wear (including the boroughs of Gateshead and North and South Tyneside, the city of Newcastle-upon-Tyne, and the city borough of Sunderland) and Cleveland (including the boroughs of Darlington and Stockton-on-Tees, and the unitary Councils of Hartlepool, Middlesbrough, and Redcar and Cleveland); and, in the county of North Yorkshire, the districts of Richmondshire and Hambleton, except for that part of the district of Hambleton which is south of the A61 road and the A170 road. Skipton-on-Swale, Carlton Miniott, Thirsk and Sutton-under-Whitestonecliffe are not in the area

### **UK, Nottingham, Derby and Lincoln (1)**

The county of Nottinghamshire (including the city of Nottingham), less the district of Bassetlaw; the county of Lincolnshire, less the former district of East Lindsey; in the county of Derbyshire, the borough of Erewash, the districts of Amber Valley and South Derbyshire, and the city of Derby; and, in the county of Staffordshire, the borough of East Staffordshire

### **UK, Scotland (1)**

The UK constituent country of Scotland

### **UK, Sheffield (1)**

The former metropolitan county of South Yorkshire (including the boroughs of Barnsley, Doncaster and Rotherham, and the city of Sheffield); in the county of Derbyshire, the borough of

Chesterfield, the districts of Bolsover and North East Derbyshire, and the former district of West Derbyshire; and, in the county of Nottinghamshire, the district of Bassetlaw

### **UK, South Eastern (5)**

The county of Kent (including the unitary Council of Medway); the counties of East and West Sussex (including the borough of Brighton and Hove); and, in the county of Surrey, the boroughs of Guildford, Surrey Heath, Waverley and Woking; the district of Mole Valley, less the parishes of Ashted, Great and Little Bookham, Fetcham, Leatherhead, Headley and Mickleham; in the district of Tandridge, the parishes of Burstow, Crowhurst, Felbridge, Horne, Lingfield and Nutfield, less the post towns of Oxted, Godstone and Redhill

### **UK, South Essex (2)**

The London boroughs of Barking and Dagenham, Havering, Newham, Redbridge and Waltham Forest; and the county of Essex (including the boroughs of Southend and Thurrock), less the borough of Colchester and the districts of Braintree, Colchester, Tendring and Uttlesford

### **UK, South Wales (1)**

The former counties of Dyfed, Gwent, Powys, and of South, West and Mid-Glamorgan (including the county boroughs of Blaenau Gwent, Bridgend, Caerphilly, Merthyr Tydfil, Neath Port Talbot, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan, the cities and counties of Cardiff and Swansea, and the counties of Carmarthenshire, Ceredigion, Monmouthshire, Pembrokeshire and Powys)

### **UK, South Western (1)**

The counties of Cornwall (including the Isles of Scilly), Devon (including the city of Plymouth and the borough of Torbay) and Somerset, less the district of Mendip

### **UK, Southern (3)**

The counties of Dorset (including the boroughs of Bournemouth and Poole) and Hampshire (including the cities of Portsmouth and Southampton and the unitary Council of the Isle of Wight); and, in the county of Wiltshire, the district of Salisbury

### **UK, Staffs, Salop & Wolverhampton (1)**

In the former metropolitan county of West Midlands, the boroughs of Wolverhampton and Dudley, less the wards of Halesowen and Stourbridge, and in the borough of Walsall, the ward of Willenhall; the county of Shropshire (including the unitary Council of Telford and Wrekin); the county of Staffordshire (including the city of Stoke-on-Trent), less the boroughs of East Staffordshire and Tamworth, and the borough of Lichfield; and, in the county of Cheshire, the borough of Congleton

### **UK, Thames Valley (3)**

The former county of Berkshire (including the boroughs of Bracknell Forest, Slough, Reading, and Windsor and Maidenhead, and the unitary Councils of West Berkshire and Wokingham); the county of Oxfordshire; and, in the county of Buckinghamshire, the district of Wycombe and the former district of Beaconsfield

### **UK, West of England (2)**

The former county of Avon (including the city of Bristol and the unitary Councils of Bath and North-East Somerset, North Somerset and South Gloucestershire); the counties of Gloucestershire and Wiltshire (including the borough of Swindon), less the district of Salisbury; and, in the county of Somerset, the district of Mendip

### **UK, West Yorkshire (3)**

The former metropolitan county of West Yorkshire (including the boroughs of Calderdale and Kirklees, the city of York, and the cities of Bradford, Leeds and Wakefield); and the county of North Yorkshire, less the borough of Scarborough, the district of Richmondshire, and that part of the district of Hambleton which is north of the A61 road and the A170 road. Skipton-on-Swale, Carlton Miniott, Thirsk and Sutton-under-Whitestonecliffe are in the area

### **USA (East Coast) and the Caribbean (1)**

US States on the East Coast [*New Jersey, New York, Pennsylvania, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, District of Columbia*], Caribbean Islands [*Anguilla, Aruba, Cuba, Dominica, Grenada, Haiti, Martinique, Montserrat, Saint Martin, Saint-Barthelemy, Sint Maarten, Antigua and Barbuda, Bahamas, Barbados, Boniare, Sint Eustatius and Saba, British Virgin Islands, Cayman Islands, Dominican Republic, Jamaica, Puerto Rico, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands, US Virgin Islands, Curacao, Guadeloupe*], and the British Overseas Territory of Bermuda

### **USA (Central, South and West Coast) and Central and South America (1)**

US States in Central, South and West Coast [*Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming, Washington, Oregon, California, Alaska, Hawaii, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Wisconsin, Illinois, Indiana, Michigan, Ohio, West Virginia, Alabama, Kentucky, Mississippi, Tennessee*]; and Central and South America [*Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Falkland Islands, French Guiana, Guatemala, Guyana, Honduras, Nicaragua, Mexico, Paraguay, Panama, Peru, Suriname, Uruguay, Venezuela*]

## APPENDIX 2: COUNCIL MEMBER ROLE PROFILE

The powers of Council are set by the Charter. Council is ultimately responsible for ensuring that ICAEW meets the objects set out in the Charter.

Council members approve the high-level strategy and participate in discussion of key business issues.

### KEY ACCOUNTABILITIES

#### **The Representative Role**

Ensuring the views across our profession are heard in helping to set the strategy and maintain the role of ICAEW as a professional body: both collectively through contributions to the decisions of Council and individually through the representation Council members provide.

#### **The Holding to Account role**

Upholding the public interest and holding the Board to account for the delivery of strategic priorities.

#### **The Approvals role**

Approving annually the Operational Plan and Budget and satisfying itself that Principal Risks are being addressed by the Board, taking into account the recommendations and advice of the Audit Committee.

In addition, there are specific expectations and terms for Council members as follows:

#### **Elected Council member**

Elected Council members should engage with members in their constituency. This may be directly, in person at meetings and events or through other media such as newsletters and social media, and indirectly, via members of local groups such as district societies and chapters or through contact members.

In the UK (except for the London) elected Council members are ex-officio members of the relevant district society committee. Council Members provide two-way feedback between their district society and Council through attendance at district society meetings when possible.

To be elected to Council, individuals must be ICAEW members with a Registered Address in the constituency they are standing in.

Elected members of Council generally serve a four-year term and are eligible to be re-elected.

#### **Co-opted Council member**

Nominating Committee proposes the appointment of co-opted Council members to Council, in accordance with Principal Bye-Law 36(a), to ensure representation of significant segments of membership so that Council is sufficiently diverse and representative of the membership as a whole.

Co-opted members of Council serve a two-year term, renewable twice.

#### **Ex-officio Council member**

Ex-officio Council members serve on Council as part of their role on another committee or board.

Their term on Council is determined by the term of the other role.

### **Role requirements**

All Council members are required to:

- be an ambassador and advocate for the accountancy profession and ICAEW;
- ensure good governance and uphold the integrity and reputation of ICAEW;
- through Council, ensure implementation of the strategic plan;
- attend Council meetings, Council Briefings, Council Conference and the Annual and Special meetings; and
- abide by the Active Member Code of Conduct, working in partnership with staff.

### **Key knowledge and skills**

Council members should act as ambassadors for the ICAEW strategy. It is expected that Council members should possess or be willing to gain, the following key knowledge or skill sets:

- knowledge and experience of business management and/or the accountancy profession encompassing strategy development, objective setting, monitoring and control;
- knowledge of the requirements placed externally on ICAEW and internally through the Charter and bye-laws;
- an understanding of the business landscape ICAEW operates in and also of the needs of a commercial, not-for-profit, business-orientated environment;
- an understanding of how government policy is influenced, formulated and implemented at national and international levels; and
- excellent written and oral communication skills (for internal and external engagement), including listening and persuasion, and a broad knowledge of a membership organisation, being able to interact with members to help drive strategic priorities forward.

## **TIME COMMITMENT**

There are at least four Council meetings per year, normally held at ICAEW's London premises in early June, September/October, December and March, between 9:00 and 13:30. There are also one hour Council Briefings prior to each meeting. Council members also meet for a pre-council dinner the night before Council meetings. Time also needs to be allocated to prepare for each meeting.

Council members are also required to attend the annual Council Conference, which is a residential conference, held over two days in the first week of July.

Dates of Council meetings and the Council Conference are set and communicated in advance.

Members of Council are encouraged to join other Committees upon joining Council, to support their knowledge of ICAEW's strategy.

A Member of Council may be removed from Council if they have been absent from three or more consecutive meetings without the consent of the Council.

## **SUPPORT AND TRAINING**

Induction and training is provided to all new Council members. ICAEW provides formal and informal support and advice as and when required to ensure members get the best out of their time on Council. Council members receive a full briefing when attending ICAEW or external events as a representative of ICAEW.

### **Expenses**

ICAEW will reimburse Council members for all reasonable travel, subsistence and associated business expenses incurred for attending Council meetings and while on authorised Council business.

## APPENDIX 3 – CANDIDATE STATEMENT

To stand as a Candidate for Council Election you are required to provide the following information which will be used as your Election statement.

There is no limit to the word count, but brevity is recommended (a max word limit of 200 words per section to be used as a guide). You can leave a question unanswered, but it will appear as blank in the final statement.

It is recommended that you submit your Election Materials ahead of the deadline to enable the Returning Officer to deal with any issues that may arise prior to the closure of the nominations stage.

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.

### Candidate Statement

<b>Candidate Name:</b>	
<b>Member Number:</b>	
<b>Firm/Occupation/Business</b>	
<b>URL for LinkedIn (optional)</b>	
<b>URL for Candidate Video (optional)</b>	
<b>Contact Details</b> (These will be made publicly available to enable members in your constituency to contact you)	
<b>Personal introduction:</b> 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.	
<b>Your involvement with ICAEW:</b> 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 4: DECLARATION OF INTERESTS WHICH ARE RELEVANT TO THE BUSINESS OF ICAEW

Please record below information about personal, business or other interests (including information relating to Members of your immediate family) which might, to the best of your knowledge or belief, or of which you could reasonably be expected to be aware:

- give rise to a conflict of interest for you with the activities of ICAEW; or
- influence or lead to a perception of a conflict in the eyes of the public, the Membership, or your colleagues in your behaviour as a Committee Member or in the way in which you alone, or together with others, participate in or vote on ICAEW affairs.

We will use this information:

- in the case of a Candidate applying to stand for Election to ICAEW Council, to inform the electorate of the interests declared;
- to inform the relevant committee chairs and secretaries of potential conflicts of interest to enable them to take appropriate steps to manage the conflict; and
- to update the public register of interests, published on [icaew.com](http://icaew.com).

**Please read the ICAEW Policy and Guidance on Declaring Conflicts of Interest before completing this form. You are required to declare matters that are relevant to the business of ICAEW.**

Please use additional sheets if necessary

Membership of, or interests in, formal bodies or groups, including other professional bodies: <sup>1</sup>	
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	

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<sup>1</sup> This includes employment by a professional body.

Partnerships, Directorships or beneficial interests in companies:	
Professional or social relationships with individuals who have business relationships or who compete with ICAEW:	
Any other matters you feel should be identified (For example, any pending regulatory and/or disciplinary proceedings):	

### Indirect interests

If your declaration includes indirect interests arising from your connection with an individual such as an immediate family Member, it is important that those individuals are aware that you are disclosing this personal information to ICAEW and of how we will use this data.

We will, as far as practicable, seek to anonymise information published on the public register of interests on [icaew.com](http://icaew.com).

Each individual affected by this declaration of interests is required to give their consent to ICAEW processing and using the data as set out in this document.

## Declarations

I declare, to the best of my knowledge or belief, and in relation to my financial and other interests which are relevant, the details listed above represent my interests and that, where I have left a category blank, I have no interests in that category.

I understand that my Candidate Statement and contact details that I have provided will be made public.

I confirm that I will carry out my role to the best of my abilities and I will act with independence, with integrity, in the best interests and Charter obligations of ICAEW and the Code of Ethics.

I confirm that I have reviewed the Council Role Profile, am aware of the duties and time commitment of the role and made any enquiries as necessary to make such a commitment.

I agree to abide by the Election Regulations and understand that the decision of the Returning Officer is final.

I give my consent to ICAEW holding and processing the data provided above as it relates to me.

I agree to my Candidate Statement and other material relating to my candidacy being used by ICAEW to promote or publicise the Election.

I confirm my candidacy for Election to ICAEW Council.

Named (Printed)

Date

Once completed, please return your Signed and dated declaration to:

Head of Chief Executive's Office  
ICAEW  
Chartered Accountants' Hall  
Moorgate Place  
London EC2R 6EA  
UK

E: [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com)

T: +44(0) 207 920 8584

If you, or any of the other individuals affected by this declaration have any concerns about the publication of your declaration, please contact [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com) before returning your declaration.

## APPENDIX 5 – GUIDANCE FOR EFFECTIVE CANVASSING

### 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 may 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 canvass therefore, it might only work if you already have an account and network of followers relevant to the Election.
- **Facebook or Instagram** 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 **Youtube** or **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 canvass. It is important that your message is joined-up across your canvass.
- When drafting an email:
  - make references to key points in your Candidate Statement;
  - include a clear call for action;
  - 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;
  - use an easy to follow layout: Make sure you break up lengthy paragraphs, keep sentences short and use headers where appropriate;
  - remind prospective voters how they should register their vote; and
  - be respectful.

- Mass mailings to people you do not know or based on data acquired from a third party are not permitted as they are likely to breach General Data Protection Regulations. If in need of clarification, please contact [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com) for advice.

## APPENDIX 6 – GUIDANCE TO PRODUCING VIDEOS

### Practical Information

- **Time:** Be aware of the time it takes to make a good video. For a good 1-2 minute video consider allowing 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 sombre 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.
- **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.

### What to say

- **Short and Sweet:** Be concise and keep your statement short – no more than 90 seconds. 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.

### 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 as trustworthy as possible. Key elements to consider when presenting:
  - keep a lively tone, play with your voice, and pause occasionally;
  - include some humour and a personal element. It helps the audience relate to you;
  - use your hands and use 'natural' movements, but don't overdo it; and
  - 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, spelling out your main points.

## APPENDIX 7: DATA PROTECTION GUIDANCE

1. ICAEW seeks to foster a vibrant Member community, helping our Members ability to communicate with other Members, whilst recognising ICAEW's legal obligations under Data Protection Legislation and the need to balance the data rights of all our Members and students.
2. As a regulator and professional body ICAEW takes its responsibilities under data protection law very seriously, and the security of Member and student data is a key concern. ICAEW seeks to ensure that all personal data is processed lawfully, fairly and in a transparent manner at all times and that it remains compliant with data protection legislation.
3. Other than each Candidate providing consent for their contact details to be shared with the Membership as part of their Candidacy, ICAEW does not share Member contact details with the Membership.
4. As a controller of Member and student data, ICAEW must use this data in a way that Members and students would reasonably expect, and which has the minimal possible impact on privacy. This is defined within our [Privacy Notices](#) together with information on how we collect and process such data, including who we share it with.
5. ICAEW uses Member data in a way that the Membership would reasonably expect, and which has the minimal possible impact on privacy. ICAEW does this by balancing its own interests, the interests of the Membership and those of the Candidates.
6. Members would not reasonably expect their Member data to be shared with each Candidate, as it is not covered in the Member privacy notice. The risk of unjustified harm to Members, which could potentially result from sharing large lists of Member data, in ICAEW's view, outweighs the benefits of sharing this data, which would themselves be minimal given that ICAEW already has in place procedures to communicate and promote details of Candidates to Members.

## APPENDIX 8: PRE-ELECTION GUIDANCE FOR STAFF AND MEMBERS

**This document provides advice on the publicity restrictions that should be observed during the Election Period. It should be read in conjunction with the Election Regulations.**

A complete list of all Elections and Candidates will be Published at [icaew.com/CouncilElections](https://www.icaew.com/CouncilElections)

Any questions or if you wish to seek clarity on any element of the guidance, please contact [chiefexecutivessoffice@icaew.com](mailto:chiefexecutivessoffice@icaew.com)

We are therefore issuing the Election guidance as follows:

### **What is the Election Period?**

The Election Period, also referred to as 'purdah' and sometimes known as the 'period of sensitivity', is the period of time immediately before Elections and during Elections up to the

announcement of the Election result. During this time specific restrictions are placed on ICAEW resources and the communication activities of ICAEW and ICAEW Affiliated Groups.

### **When does it start?**

The ICAEW Council Election Period starts from the date that the formal Notice of Election is issued until the official announcement of the Election result.

During the Election Period ICAEW, ICAEW Affiliated Groups and Members (where the communication is sent via ICAEW and/or an ICAEW Affiliated Group) are reminded that they must not at any time issue any publicity, which might appear to be designed to affect support for, or disadvantage, an Election Candidate.

The Election Period is designed to avoid the actions of ICAEW having influence on Election canvass. ICAEW must remain impartial at all times.

### **What does it mean?**

ICAEW, its Affiliated Groups and Members (where the communication is sent via ICAEW and/or an ICAEW Affiliated Group) must remain impartial towards all Candidates, and not be seen to be influencing the Election and its outcomes, whether inadvertently or intentionally.

The first question to ask is 'could a reasonable person conclude that you have either intentionally or unintentionally influenced the outcome of the Election?'

In other words, it must pass the 'is it reasonable' test. Factors to be taken into account when considering whether or not publicity is prohibited include: the content and style of the material; the time and circumstances of publication; the likely effect of the material on those to whom it is directed; whether the material promotes or opposes a point of view on a question of political controversy which is specifically identifiable as the view of one Candidate but not all; and where the material is part of a canvass, the effect the canvass is designed to have.

Other than official communications agreed with the CE Office, communications include:

- the issuing of press releases/member communications which are written by a Candidate;
- issue press releases/member communication that promote one Candidate over another;
- 'Liking' or commenting on Candidate social media posts; and
- ICAEW and/or ICAEW Affiliated Groups actively supporting a provisional Candidate or Candidate.

Communications activity necessary for operational delivery purposes should continue as normal.

Members of staff should consider:

- requests for information: These should always be handled in an impartial manner so that information is made available to all Candidates;
- information should be factual, and Candidates should be responded to in a timely manner;
- briefing Members: These should be handled as per the usual process, ensuring any information shared is factual; and
- media handling: Avoid proactive media work on Election issues unless agreed with the CE Office.

Members of staff and any Member that is standing for Election should consider:



- events: Candidates are not to be provided with a platform at ICAEW events and/or through ICAEW Affiliated Groups events. If a Candidate is a keynote speaker, that was booked in prior to the Election, ensure that any speech they give is factual and is not Election related. Be mindful of any bookings that take place during the Election Period to understand the nature of the request;
- social media and web: All ICAEW and ICAEW affiliated group managed social media platforms are subject to these rules. Nothing related to individual Candidates should be posted on ICAEW or individual staff member social media accounts. Updates/posts, including blogs, should only convey essential factual information such as the Notice of Election;
- canvass: ICAEW and/or ICAEW Affiliated Groups are not to undertake publicity canvass for Candidates;
- marketing: Printed materials, such as posters and leaflets, promoting Candidates should not be given fresh circulation during the Election Period; and
- staff activism: ICAEW staff and ICAEW Affiliated Groups may promote the Election generally but should not undertake Election activism that supports one Candidate over another.

Ultimately, you must always be guided by the principle of fairness. It is crucial that any decision you take would be seen as fair and reasonable by members standing for Election.

It is the responsibility of the Member standing in the Election to ensure adherence to the Election Regulations.

**If you are ever in doubt, please contact [chiefexecutivesoffice@icaew.com](mailto:chiefexecutivesoffice@icaew.com) for advice prior to any communication being sent.**

#### Useful resources

[www.icaew.com/CouncilElections](http://www.icaew.com/CouncilElections)