

2021 PRACTICE COMMITTEE ELECTIONS



Election guidance

The ICAEW Practice Committee (IPC) is a key link between ICAEW and members in Practice.

Formed of elected members representing the diverse models of practice, the Committee is a platform for sharing insight, exploring developments as well as planning for emerging issues and opportunities across the profession.

Please read the [IPC Electoral Regulations](#) in conjunction with this IPC election guidance document.

What is the schedule for 2021 practice committee elections?

The schedule for 2021 IPC elections is as follows:

Action	Date
Qualifying Date	9 August 2021
Issue of Election Notice	6 September 2021
Closing date for nominations for elections	(5pm GMT) 4 October 2021
Inform contested candidates of ballot	8 October 2021
Announcement of uncontested election results	11 October 2021
Issue of voting email for contested elections	18 October 2021
Closing date for receipt of online voting	(5pm GMT) 15 November 2021
Formal announcement of Practice Committee election results	w/c 22 November 2021

Please note all forms and policy guidance can be viewed at [icaew.com/practicecommittee](https://www.icaew.com/practicecommittee)

Am I eligible to participate in the elections?

Any member who has informed ICAEW that they are a member in practice and who is currently working in practice 28 clear days before the date of issue of the Notice of Election (9 August 2021) shall be entitled:

- a. To stand for election to the committee;
- b. To join in nominating a member for election to the committee;
- c. Under Principal Bye-law 37A a member is unable to stand as a candidate if, within the past 10 years, an adverse finding (other than a finding of a prima facie case with an order that no further action be taken) has been made against them under the Investigation and Discipline Scheme or the

Disciplinary Bye-Law or any equivalent provision previously in force.

[New for 2021] How do I complete my candidate application?

You can complete your application via the online nomination system from **6 September 2021** at www.mi-nomination.com/icaewpractice

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

The Practice Team will check all nominations to ensure candidates meet the eligibility criteria. 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 the IPC. Once, this check is complete, the candidate's name will appear on the nomination site to all those members who have informed ICAEW that they are a member in practice and who are currently working in practice. A completed application includes:

- Candidate Statement
- Declarations of Interest Form
- Receipt of your three nominators;
- A clean disciplinary background check;

Your candidacy will only be confirmed once all the above have been received and/or completed.

The returning officer will not accept any nomination which is otherwise incomplete or which is received after the deadline for nominations.

What should I include in the candidate statement?

All candidates must submit a 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.

How many nominators do I need?

All Candidates need **three** nominators. The nominators must be full ICAEW members at the Qualifying Date (9 August 2021). Nominators will receive an email from Mi-Voice containing a unique link inviting them to submit their support for the nomination.

When is the deadline for sending my application?

The completed application should be received by the Practice Team via the online nomination system by **5pm GMT on 4 October 2021**.

Canvassing

- 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
- 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 **Practice Team** (practice@icaew.com) 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. 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 [Practice Team \(practice@icaew.com\)](mailto:practice@icaew.com).
- 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. You can also post within ICAEW LinkedIn groups you are a member of. See further guidance (Appendix 2). You are encouraged to network and let members know you are standing for IPC and your key objectives.
- ICAEW will promote the elections on ICAEW.com, email and social media once the voting opens. Candidates are encouraged to signpost members 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 at icaew.com.
- Practice Committee members act collectively on behalf of members in practice. 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.
- Candidates are personally responsible for all of the information they provide and must ensure their election materials are compliant with the election regulations. The Returning Officer has the authority to edit and/or refuse any election materials deemed inappropriate.

When does voting open?

For elections that are contested by ballot, voting will open at **9am GMT on 18 October 2021**.

Members eligible to vote will receive a voting email from elections@mi-voice.com. For those members who have opted for postal communications, you will receive a letter from Mi-Voice on behalf of ICAEW explaining how you can vote online.

How do members vote?

Any member who has informed the ICAEW that they are a member currently in practice 28 clear days before the date of issue of the Notice of Election (6 September 2021) shall be entitled to vote for membership of the committee online from **9am GMT on 18 October to 5pm GMT on 15 November 2021**.

When does voting close?

Voting will close at **5pm GMT on 15 November 2021**

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/practiceelections seven days after close of voting.

Data Protection

1. Other than candidate contact details which the candidate has provided in their candidate statement ICAEW does not share member contact details with candidates.
2. The candidate cannot request or use a contact list they have received as part of a current and/or ongoing engagement and/or role with ICAEW to canvass members in their constituency. For example, Contact Members, Council Members, Committee Members and Officeholders cannot use contact details they may have access to as part of these roles for canvassing purposes. The candidate should know the member they are contacting on an individual and personal basis. Cold calling/cold canvassing is not advised.
3. There is no legitimate interest (under the Data Protection legislation) for ICAEW to share member data with each candidate because the sharing is not necessary for the fulfilment of the election process. Campaigning is facilitated centrally by ICAEW providing details of election candidates to members directly via icaew.com/practiceelections through ICAEW communications notifying the membership of the election and any 'meet the candidates' communications.
4. As a controller ICAEW uses member data in a way that that 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.
5. Members would not reasonably expect this sharing to take place, 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 with candidates, 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.
6. Any misuse of ICAEW member information by a provisional and or/candidate or nominator including the creation 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 candidate's candidacy as determined by the Returning Officer.
7. It is a candidate's responsibility to ensure compliance with the General Data Protection Regulations (GDPR) and to avoid the sending of unsolicited communications/mass mailings to members that the candidate does not know personally

Appendices:

Appendix 1: Nomination Form

Appendix 2: Guidance for effective video statements

Appendix 3: Guidance for effective canvassing

APPENDIX 1 – NOMINATIONS FORM

To stand as a candidate for Practice Committee election, please complete the form below via the online nomination system at www.mi-nomination.com/icaewpractice. This candidate statement 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.

CANDIDATE NAME:

Candidate Name:	
Member Number:	
Firm/Occupation/Business	
URL for LinkedIn:	
Personal introduction:	
	Please provide information about yourself, including career highlights and experience to date.. You could also include links to any social media presence you might have.
Your involvement with ICAEW:	
	As part of their representative role, IPC 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 the IPC:	
	Please outline your reasons for seeking to be elected to the IPC and how you will meet your obligations by contributing the time needed to be an effective member
Strategic focus:	
	The IPC is the representative voice for practice within the ICAEW. It works to influence ICAEW policy on issues affecting practitioners by bringing fresh ideas, challenging positions and sharing insights and opinions of members in practice. It actively scans the horizon to ensure that members in practice are informed of emerging trends, threats and opportunities to ensure they are prepared to meet these head on. Please outline your views on the key issues affecting practice members of your constituency, the ICAEW practitioner community and the wider accountancy profession at large. Please also outline how your knowledge, skills and experience could help the IPC's strategic development.

Key practice issues you would like to address:

Please list the three key practice issues you would like to address if elected (as a guide no more than 25 words per issue). NOTE: These issues will appear directly underneath your name on the ballot paper.

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.

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 the 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
- to update the public register of interests, published on 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 ¹ :	
Membership of ICAEW Council, ICAEW Boards and other ICAEW committees:	

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

Named (Printed)

ICAEW Membership
number

Signature

Date

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 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.

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

By submitting this form to ICAEW

- 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 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, and in the best interests and Charter obligations of ICAEW.
- I agree to abide by the electoral regulations and understand that the decision of the Returning Officer is final
- I agree that my candidate statement and other material relating to my candidacy be used by ICAEW to promote or publicise the election.
- I confirm that I am eligible to stand for election.
- By ticking here I give my consent for my social media link to be included in my nomination.
- I understand that I can withdraw my consent from my social media link being used on my nomination at any time by contacting the Practice Team at practice@icaew.com

Named (Printed as your signature)

ICAEW Membership number

Date

Please complete the online declaration form as part of your nomination at:

www.mi-nomination.com/icaewpractice

This includes employment by a professional body.

¹ Your declaration of interests may be made public on icaew.com.

If you are completing this declaration as part of your application to stand for election to ICAEW Practice Committee,

If you, or any of the other individuals affected by this declaration have any concerns about the publication of your declaration, please contact practice@icaew.com before returning your declaration.

APPENDIX 2 – 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 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.

APPENDIX 3 GUIDANCE FOR EFFECTIVE CAMPAIGNING

Using social media

- Social media (networks such as LinkedIn, Twitter, Facebook etc) can support traditional methods of canvassing. Use **#icaewPracticeElections2021** 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 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 **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:
 - 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 practice@icaew.com for advice.