



MEDIA RELEASE

15 October 2015

IPA HUB UPDATE

The Institute of Public Accountants (IPA) has relaunched its digital hub with a fresh new look and expanded content; a terrific resource for IPA members, the accounting profession and the general public.

The pubacct.org.au site incorporates the IPA's journal, *Public Accountant* and so much more.

The hub features past and present articles from the IPA's journal, new and timely articles of interest, up-to-the minute news and updates from the IPA, videos, polls, expert advice, opinion pieces and regular blogs.

The hub is fully integrated with the IPA's social media channels through which readers can access and share articles and commentary and is accessible on all devices: desktop, tablet and mobile.

"We thought it timely to do a refresh and deliver a more dynamic communication avenue for members and others," said IPA chief executive officer, Andrew Conway.

"While our journal is highly valued by our members, we want to provide an ease of access medium with new and current content.

"Our objective is for the IPA to be a world leader in accountancy and SME thought leadership and our digital hub paves the way for truly meaningful, and at times provocative, dialogue on the big issues.

"The accounting world is constantly changing and our hub provides a dynamic way for IPA members, their clients, colleagues and others to interact," said Mr Conway.

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About the Institute of Public Accountants

The IPA, formed in 1923, is one of Australia's three legally recognised professional accounting bodies. In late 2014, the IPA acquired the Institute of Financial Accountants in the UK and formed the IPA Group, with more than with more than 35,000 members and students in over 80 countries. The IPA is a member of the International Federation of Accountants, the Accounting Professional and Ethical Standards Board and the Confederation of Asian and Pacific Accountants. The IPA was recognised in 2012 as Australia's most innovative accounting organisation and listed in the top 20 in the 2012 *BRW* Most Innovative Companies List.