Lights, Camera, Accountants, ACTION!

Theme: Why Accounting? Why MICPA?

September 1 - November 11, 2016
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• The Malaysian Institute of Certified Public Accountants (MICPA) has been developing the accounting profession in Malaysia by providing accounting graduates with an avenue to become a Certified Public Accountant, or better known as CPA since 1958.

• MICPA has been a cornerstone in the setting of accounting standards since then and has played a technical advisory role for Malaysian regulatory bodies responsible for carving out the business and financial landscape of this nation.

• MICPA has more than 3,200 members and close to 700 registered students.

• A Memorandum of Understanding (MoU) was signed between MICPA and Institute of Chartered Accountants Australia (ICAA) (now known as Chartered Accountants Australia and New Zealand (CAANZ)) in 2009. The MoU provides for mutual advanced entry for candidates into both of the accounting bodies’ professional examinations through the MICPA-CAANZ Programme.

• Candidates will qualify for 2 professional memberships – Certified Public Accountant (Malaysia) and Chartered Accountant (Australia & New Zealand).

• For more information about MICPA, visit our website at www.micpa.com.my
OVERVIEW OF MICPA-CAANZ VIDEO COMPETITION 2016

• This is the Institutes' inaugural video-making competition designed especially for accounting students

• The objective of the competition is to provide accounting students with a platform to express their innate creativity and innovation, and to promote a sense of belonging to an exciting profession

• The competition will be judged by MICPA Council Members who are prominent figures in the Accounting industry

• This year, the theme of the video is “Why Accounting? Why MICPA?” to showcase the teams' abilities to convince audiences why they should consider accounting as a profession, and why the MICPA-CAANZ Programme should be the qualification of choice.
Winners will be announced at the Closing & Prize-Giving Ceremony of the MICPA-CAANZ Accountancy Week 2016 event on December 3, 2016 held at Universiti Kebangsaan Malaysia (UKM), Bangi, Selangor.

The top three (3) winning teams will be presented with the following prizes:

- **Champion**: RM1,500 cash + MICPA-CAANZ Programme scholarships*
- **1st Runner-Up**: RM1,200 cash
- **2nd Runner-up**: RM900 cash

* Scholarship for each team member to complete 2 out of 5 modules of the MICPA-CAANZ Programme (Advanced Stage Examination) once Programme entry requirements are met.
PARTICIPATION ELIGIBILITY

• Must form a team of 3 – 5 pax
• Teams must register their participation with MICPA by September 20, 2016 to ensure their entries are accepted.
• Team members must comprise accounting students from the following universities & institutions:
  - Curtin University, Miri
  - IIUM
  - KYS Business School
  - Monash University (Sunway)
  - Multimedia University (Cyberjaya & Malacca)
  - Swinburne University, Sarawak
  - Taylor’s University
  - Victoria University (Sunway)
  - Politeknik Malaysia
  - UKM
  - UM
  - UMT
  - UPM
  - USM
  - UiTM
  - UNITEN
  - UTAR
  - UUM
JUDGING CRITERIA

Videos will be judged on the following criteria:

- **Adherence to guidelines** – team registration meets requirements, video duration, language, appropriateness, use of copyrighted materials

- **Creativity** – developing an original, unique storyline that is able to deliver the key message of the video without having to be too direct

- **Quality** – acting, sound well-balanced & clear, smooth transitions

- **Convincing** – the message content is able to sway the audience towards the theme’s objectives
**RULES & REGULATIONS**

- Only those who meet the eligibility requirements stated under “Participation Eligibility” may participate in this competition.

- Teams must register using the official registration online form to participate by **September 20, 2016.**

- You may use as many extras in your video but their name(s) should not be included in the registration team list if you already have the maximum number in your team.

- The video must be related to the theme “Why Accounting? Why MICPA?”.

- It is mandatory to include the MICPA & CAANZ joint logo in your video.

- The duration of your video must be **at least 3 minutes and not exceed 5 minutes.**

- Opening and/or closing credits are required. You are provided up to an additional 15 seconds beyond the maximum 5 minutes for this purpose.

- You must provide a suitable title for your video.

- Preferred language for the video is English. Bahasa Malaysia is allowed but used minimally, and must be accompanied by English subtitles when used. You are allowed to have a video with no dialogue at all.
• Your video must not contain any profanity, obscenity, sexually explicit material, expressions of bigotry, politics, racism and hate. MICPA has the sole discretion of deeming videos as inappropriate and in such instances, such videos will be disqualified.

• Your video must be originally recorded and produced. You are not allowed to amend/edit any existing videos.

• By entering this competition, teams acknowledge and warrant that the submitted video is an original work created solely by the entrant, that the video does not infringe on any copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest to the video.

• Submit the video via email to MICPA at hasiib@micpa.com.my by November 11, 2016. Download links are permitted. Late submissions will not be entertained.

• Include a short write-up with your submission describing the video (within 100 words) – this should be interesting and creative.

• All costs incurred in participating the competition shall be borne in full by the team.

• MICPA reserves the right to modify, add or delete any of the terms and conditions of this competition.
By participating in the MICPA-CAANZ Video Competition 2016, you agree to release, indemnify, and hold harmless the organisers from any and all liability for any injuries, loss, harm, damage, cost, or expense of any kind to any person(s), including, without limitation, property damage, personal injury, and/or death, arising in whole or in part, directly or indirectly, from participation in the MICPA-CAANZ Video Competition 2016 or any related activity.
HOW TO REGISTER

1) Form a team of at least 3 – 5 people
2) Submit official competition registration online before September 20, 2016.
3) Receive an email from MICPA acknowledging receipt of your form and confirming your participation
4) Start the creativity 😊

Note: Submit videos to MICPA by October 31, 2016.
CONTACT DETAILS

• Link to registration form: https://goo.gl/forms/6aA1xNze6ZTinype2

• Submit your videos by email (WeTransfer, SendSpace, Google Drive, etc) to hasiib@micpa.com.my indicating your team name, university name & video title+description by November 11, 2016.

• For any queries, please contact Hasiib (haziib@micpa.com.my)
  or Eileen (eileen.mktg@micpa.com.my)
  or call 03-2698 9622

• Website: www.micpa.com.my
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