



**ipr**

INSTITUTE OF  
PUBLIC RELATIONS  
GHANA  
Image Is Everything

**2021** NATIONAL PR  
& COMMUNICATIONS  
**SUMMIT / AGM**

8<sup>TH</sup> - 11<sup>TH</sup> DECEMBER, 2021  
@ VOLTA HOTEL, AKOSOMBO

NATIONAL PR  
& COMMUNICATIONS  
**SUMMIT/AGM**

## **THEME: TRUTH WELL TOLD AND SHARED**

19<sup>TH</sup> - 22<sup>ND</sup> JANUARY, 2022 @ **VOLTA HOTEL, AKOSOMBO**

# PROGRAMME OUTLINE

<p><b>DAY 1</b> <b>WEDNESDAY,</b> <b>19<sup>th</sup> JANUARY, 2022.</b></p>	<p><b>ARRIVAL OF DELEGATES</b> _____ <b>11:00AM – 2:30PM</b></p> <p><b>CRUISE ON DODI PRINCESS</b> _____ <b>3:00PM – 8:00PM</b></p> <ul style="list-style-type: none"> <li>- Forum on PR in the Digital Age</li> <li>- Dinner</li> </ul>
<p><b>DAY 2</b> <b>THURSDAY,</b> <b>20<sup>th</sup> JANUARY, 2022.</b></p>	<p><b>BREAKFAST</b> _____ <b>7:00AM – 8:30AM</b></p> <p><b>PART ONE</b> _____ <b>9:00AM – 11:30AM</b></p> <ul style="list-style-type: none"> <li>- Opening Session</li> <li>- Conferment of Accreditation</li> <li>- Coffee Break</li> </ul> <p><b>PART TWO</b> _____ <b>11:30AM – 1:00PM</b></p> <ul style="list-style-type: none"> <li>- Presentation of Papers</li> <li>- Panel Discussion</li> </ul> <p><b>LUNCH</b> _____ <b>1:00PM – 2:00PM</b></p> <ul style="list-style-type: none"> <li>- Team Activity</li> <li>- Presentation of Papers</li> <li>- Panel Discussion</li> <li>- Agency Panel</li> <li>- Coffee Break</li> <li>- Presentation on Draft IPR Bill</li> </ul> <p><b>CLOSE-OUT</b> _____ <b>5:00PM</b></p> <p><b>PART THREE</b> _____ <b>7:00PM – 11:00PM</b></p> <ul style="list-style-type: none"> <li>- Dinner</li> <li>- Lakeview Hair Down/ Sponsors Night/ Club</li> </ul>
<p><b>DAY 3</b> <b>FRIDAY,</b> <b>21<sup>st</sup> JANUARY, 2022.</b></p>	<p><b>BREAKFAST</b> _____ <b>7:00AM – 8:30AM</b></p> <p><b>PART ONE</b> _____ <b>9:00AM – 2:00PM</b></p> <ul style="list-style-type: none"> <li>- Annual General Meeting</li> </ul> <p><b>LUNCH</b> _____ <b>2:00PM – 3:00PM</b></p> <p><b>PART TWO</b> _____ <b>3:30PM – 5:30PM</b></p> <ul style="list-style-type: none"> <li>- Dam Tour</li> </ul> <p><b>PART THREE</b> _____ <b>7:30PM</b></p> <ul style="list-style-type: none"> <li>- Presidential Ball</li> <li>- National PR &amp; Communications Excellence Awards</li> </ul>
<p><b>DAY 4</b> <b>SATURDAY,</b> <b>22<sup>nd</sup> JANUARY, 2022.</b></p>	<p><b>BREAKFAST</b> _____ <b>7:00AM – 10:00AM</b></p> <p><b>DEPARTURE</b> _____ <b>11:00AM</b></p>



## PRESIDENT'S REPORT

Distinguished members of the IPR Family, I submit for your kind attention the President's report for 2021. The report provides an overview of significant happenings in 2021 and previews strategic imperatives planned for our Golden Jubilee. Yes, this is our Golden Jubilee year and we must make it count. You may recall we left the Ho AGM energized with hope, a strident positive outlook, and a shared commitment to enhance our professional standing by delivering value which is appreciated wherever we work and find ourselves.

Our very engaging discussions brought to the fore the seismic changes in

our profession and the fresh set of skills demanded of the modern-day PR and Communications practitioner. Though at the core our profession is about providing an anchor and a shield for our organisations, the world around us has changed so much. A sea change, as it is known.

PR today is being shaped by our current digital experiences, our "datafied" societies and technology. But PR can equally shape and influence our new norm.

It is by reason of the above that the Ho AGM emphasized the primacy of continuous professional development. The path to professional excellence, as emphasized, is through unlearning, relearning and upskilling. This and the product of our work are what will distinguish true PR and Communications professionals from the ever-present throng of amateurish enthusiasts and outright charlatans.

To this end, and with your kind approval, annual membership renewal will be contingent on participation in a minimum number of core professional development programmes. Leadership, for this same reason, conducted an extensive review of the Accreditation programme. The purpose was to increase access and enhance success by offering quality preparation and support to candidates, and to maintain the integrity of the IPR Accreditation Process by benchmarking against and adopting global best standards. A couple of changes were made in this direction last year. Leadership secured a customized Learning Management Software to run virtual continuous professional development and accreditation programmes. Members graciously provided feedback, which has since been applied to improve the software to make it better suited to our specific needs and requirements.

Other initiatives planned for 2022 are:

1. Special orientation and preparatory programmes for new students with no to little practical and academic Public Relations background.

2. Self-appraisal guide
3. Online exemption requests
4. Published examiners' reports
5. Online learning guides
6. Online tutoring systems
7. Online assessment

Together, we can make IPR Ghana's foremost badge of professional integrity and dignity.

Central to the mission of making IPR a badge of honour is our Secretariat. As agreed at the Ho AGM, leadership augmented the staffing situation and are looking to bring in another talent. Coming into the new year, leadership will track the quality of service delivery to members, and measure performance on key metrics, all with the objective of ensuring the Secretariat operates at full throttle.

Key elements of this project are already in place. First is a comprehensive review of our accounts and accounting systems and processes. You may recall the Ho AGM appointed PWC as the new auditors for the Institute. Shortly after, our then accountant reported the loss of a laptop and a swathe of related documents. Subsequent investigations pointed to fraud carried on over an extended period and climaxing after the outbreak of COVID-19. Part of the misappropriated sum was retrieved; and the matter is with the Police with court arraignment expected soon.

Guided by the recommendations of the auditors and our consulting accountant we reviewed our accounts, embedded new arrangements and tiered in checks and balances to ensure a robust fail-proof accounting system.

Our Institute continues to grow in visibility, impact, and numbers. We could still do a lot more and quicker in the areas of professional, economic, and social impact. To that extent we are geared up to vibrantly advocate for the proposed bill to regulate the practice of Public Relations and to license practitioners and firms. We shall be working closely with the sponsor Ministry and the 7th Parliament of the 4th Republic in that regard.

Action will be taken to address the absence of good quality regular research and surveys reports on PR and Communication in the country. The Institute will seek funding and partner reputable Research Agencies to commission research on areas including:

- Perceptions of the PR and Communication function
- Changing expectation sets of the PR and Communication function
- Value creation vs. value destruction in PR
- PR technology, data, digital and social Media
- Skill set requirements for today's PR Executive
- Remuneration packages relative to other professions

## **WEBSITE**

Thanks to our effervescent social media team, we have seen an exponential leap in content quality, and engagement across our social media handles. We are looking to build on this solid start and grow our social media presence in furtherance of our transformation agenda.

The next phase of this agenda is the launch of the completely re-done IPR website by the end of Q1 this year. The website will offer a one-stop-shop for content, services and engagement. It is going to be our space – the place for members to relate and bond. You can literally get everything done right there, including the making of payments. We are integrating payment solutions to make it easy for members to make their payments to the Institute as well as specialized service and resources for members. I want to use this opportunity to invite members to share content for publication on the website.

## **50TH ANNIVERSARY CELEBRATIONS**

The big 50 is here. The best celebration will be one that impacts our profession, the society, and the economy.

At this moment let us remember with fondness and respect the foundations built by our illustrious forebears and leaders who are not with us today. We will eternally cherish the memories of our former presidents NaBanyin-Pratt and Joseph Emmanuel Allotey-Pappoe, together with our seniors Kafui Asem and Albert Sam – whom we lost in the last year – and a bit for their priceless contribution towards making IPR what it is today. Details of the anniversary plan and programme would be shared shortly for your consideration, input, and full participation.

## **SUBSCRIPTION**

Over the last four years, we have continued to pay the same subscription. Though we have intended to increase the rates last year, the COVID pandemic made it difficult for us to do so. I wish to call for a discussion on the levels of our subscription payment. But let me also encourage all of us to do well to pay up our subscriptions on time to help in the running of the Secretariat and other activities of the Institute.

## **OUTLOOK**

With the gradual improvements in the general economic situation and easing of COVID restrictions, we see a bright prospect for our Institute. We would see more activities being planned. The Member Services and Events Committee and the Professional Sections Committee particularly will roll out a series of activities that will engage members in the coming year. The future looks bright and I call on all members to step up and be counted when these are done.

## **APPRECIATION**

On behalf of the Executive Committee and the Executive Council, I will like to thank all of you for your continuous support and participation in the programmes of the Institute. I will also like to thank my team, the Executive Committee and Council for the support and valuable contributions during our various engagements. I trust there is more for us to do and we shall achieve greatness together.

Thank you all.

Enjoy a wonderfully nourishing time in Akosombo.

**Sincerely**

**Mawuko Afadzinu**

# EXECUTIVE COMMITTEE



**Mawuko Afadzinu, APR**  
**PRESIDENT**



**Henry Nii Dottey, APR**  
**VICE PRESIDENT**



**Shirley Tony Kum, APR**  
**HONORARY SECRETARY**



**Kwabena Okae Anti, APR**  
**DEPUTY HONORARY SECRETARY**



**Afia Drah, APR**  
**TREASURER**

# COUNCIL MEMBERS



**Elaine Sam, APR**  
**IMMEDIATE PAST PRESIDENT**



**Gayheart Mensah, APR**  
**PROFESSIONAL DEV.  
EDU. & ACCREDITATION**



**Kenneth Ashigbey, APR**  
**PROFESSIONAL SECTIONS**



**Clarence Amoatey, APR**  
**MEMBER SERVICES & EVENTS**



**Josphine Sanny, APR**  
**PUBLIC RELATIONS &  
PUBLIC ISSUES**



**Esther Cobbah, FIPR**  
**PROFESSIONAL AWARDS**



**Cynthia Ofori-Dwumfuo, APR**  
**RESEARCH & DIGITAL**



**Adiki Ayitevie, APR**  
**GOVERNMENT & INTERNATIONAL  
RELATIONS**



**Aba Lokko, APR**  
**FINANCE & FUNDRAISING**



**Prof. Kwamena Aidoo, APR**  
**CONSULTANCY**



**Ivy Heward-Mills, APR**  
**STUDENT CHAPTER  
COORDINATION**



**George Sarpong, APR**  
**LEGAL, GRIEVANCE  
& DISCIPLINARY BOARD**



**Esi Hammond, APR**  
**MEMBER**



**Peter Agbeko, APR**  
**MEMBER**



**Donald Dwira, APR**  
**MEMBER**



**Solace Akomeah, APR**  
**MEMBER**



**Ernest Stephen Asare, APR**  
**MEMBER**



**Kwame Gyan, APR**  
**MEMBER**



**William Boateng, APR**  
**MEMBER**





# ANNUAL REPORT OF THE EXECUTIVE COUNCIL OF THE INSTITUTE OF PUBLIC RELATIONS (IPR) GHANA

Mr. President

Ing. Emmanuel Antwi-Darkwa, our Special Guest

Distinguished Fellows and Honorary Members present

Fellow IPR members

## 1. INTRODUCTION

It is my pleasure to present to you the 2021 Executive Council Report. That we are in an era of accelerated transition and sea change is self-evident. Individuals, institutions, and communities all over the globe are struggling to adjust and to adapt to this new norm. Bonds are compromised with ease, trust seems overrated, and values count for little.

Our Institute has not been insulated from the challenges of our present age. But as standard bearers and as custodians of reputations and relevance at our workplaces and in our communities, and by extension our country, the current challenges wrought and accelerated by COVID-19 can only be a clarion call to lift our game, and to live up to our professional calling as creators of value and beacons of trust.

Trust, though such an important commodity, is becoming increasingly elusive. It is for this reason that current difficulties notwithstanding, IPR leadership and the Secretariat is completely locked into ensuring we build a credible, robust, and efficiently run professional institute.

We shall continue to self-correct, and work assiduously to improve every aspect of the Institute's operations. Since the last AGM, significant progress has been made in this regard. That is not to say we have not experienced difficult setbacks and frustrating obstacles. In every situation, however, we endeavoured to turn these into building blocks to improve our Institute.

## 2. EXECUTIVE COUNCIL

The current Executive Council comprises members of the Executive Committee and chairpersons of the Institution's various committees. The list of members is as follows:

Mawuko Afadzinu, APR	President
Henry Nii Dotey, APR	Vice President
Shirley Tony Kum, APR	Honorary Secretary
Kwabena Asare Okae Anti, APR	Deputy Honorary Secretary
Afia Kwakyewaah Drah, APR	Treasurer
Elaine Sam, APR	Immediate Past President

Aba Lokko, APR	Chair, Finance & Fundraising
Gayheart Mensah, APR	Chair, Professional Development, Education & Accreditation
Kenneth Ashigbey, APR	Chair, Professional Sections
Clarence Amoatey, APR	Chair, Member Services
Ivy Heward-Mills, APR	Chair, Student Chapter Co-ordination
Esther Cobbah, FIPR	Chair, Professional Awards
Cynthia Ofori Dwumfuo, APR	Chair, Research & New Media
Josephine Appiah Nyamekye Sanny, APR	Chair, Public Relations & Public Issues
George Sarpong, APR	Chair, Grievance & Disciplinary Board
Esi Hammond, APR	Member
Solace Akomeah, APR	Member
William Boateng, APR	Member
Kwame Gyan, APR	Member
Ernest Stephen Asare, APR	Member
Peter Agbeko, APR	Member
Prof. Kwamena Aidoo, Apr	Consultancy
Donald Dwira, APR	Member

### 3. SECRETARIAT

The Secretariat is located at the former premises of the National Media Commission, on the compound of the National Commission on Culture and the Local Government Services Secretariat, opposite Kempinski Hotel, off Gamel Abdul Naser Avenue, Ridge, Accra.

With the growing number of members and increasing relevance of the profession and the Institute, we need to double up our efforts to secure a more permanent and befitting accommodation for the Institute's secretariat.

## 4. STAFFING

An incident of theft discovered late 2020 led to the interdiction and subsequent dismissal of one of the Secretariat’s staff. The theft of funds gravely impacted the Institute’s finances and hampered efforts to attract and retain the requisite staff for the efficient running of the Institute. The Institute was often priced out by the remuneration expectations of prospective applicants. That notwithstanding, we have recently recruited an Administrative Assistant and steps are underway to replace the former accountant, who is currently assisting investigations by the police and auditors on allegations of theft. Hopefully, by the beginning of 2022, the Secretariat should have a full complement of staff. The current staff are as below:

Charles Adjei Tetteh	Executive Secretary
Rachel Brew	Administrative Secretary
Cyrus Nettey	2021/2022 NSP
Eunice Asieduah	Contract

## 5. MEMBERSHIP

The increasing recognition of the role of PR and Communications in organizations, coupled with an aggressive membership drive, has led to a steady increase in new membership applicants.

Our current membership strength stands at 423 per database report generated on 31st December 2021. This represents a 23% increase over last year’s figure of 344.

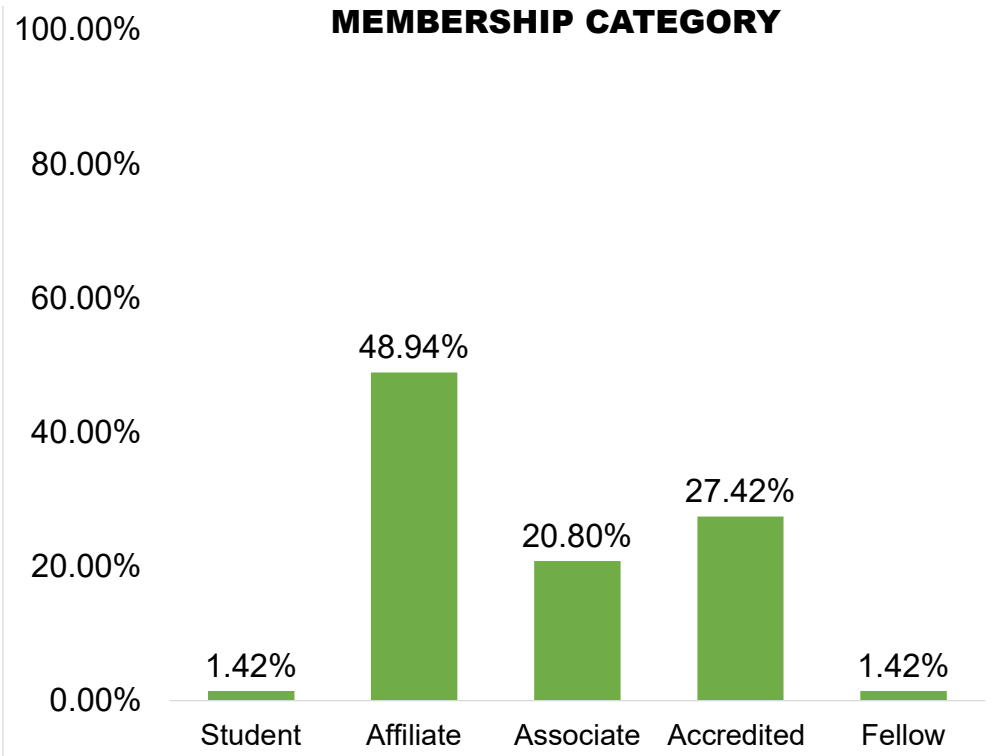


Figure 1: Breakdown of Membership Categories

### HIGHEST EDUCATIONAL QUALIFICATION

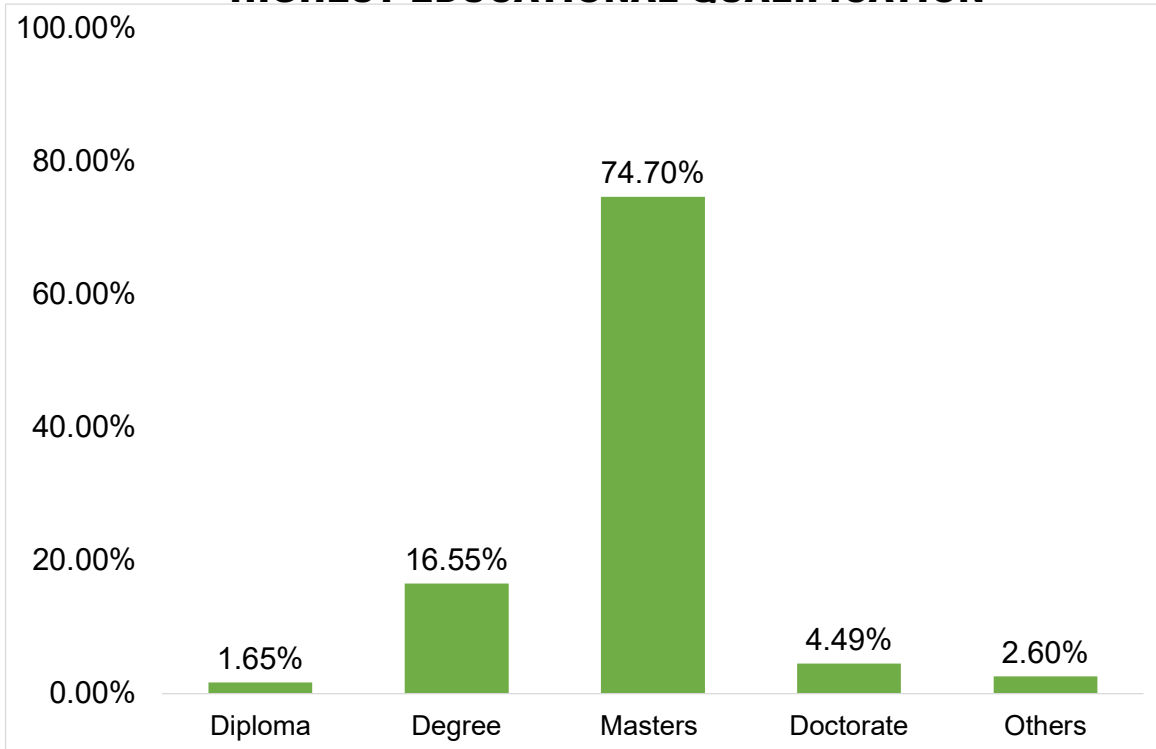


Figure 2: Breakdown of Educational Levels of Members

### GENDER

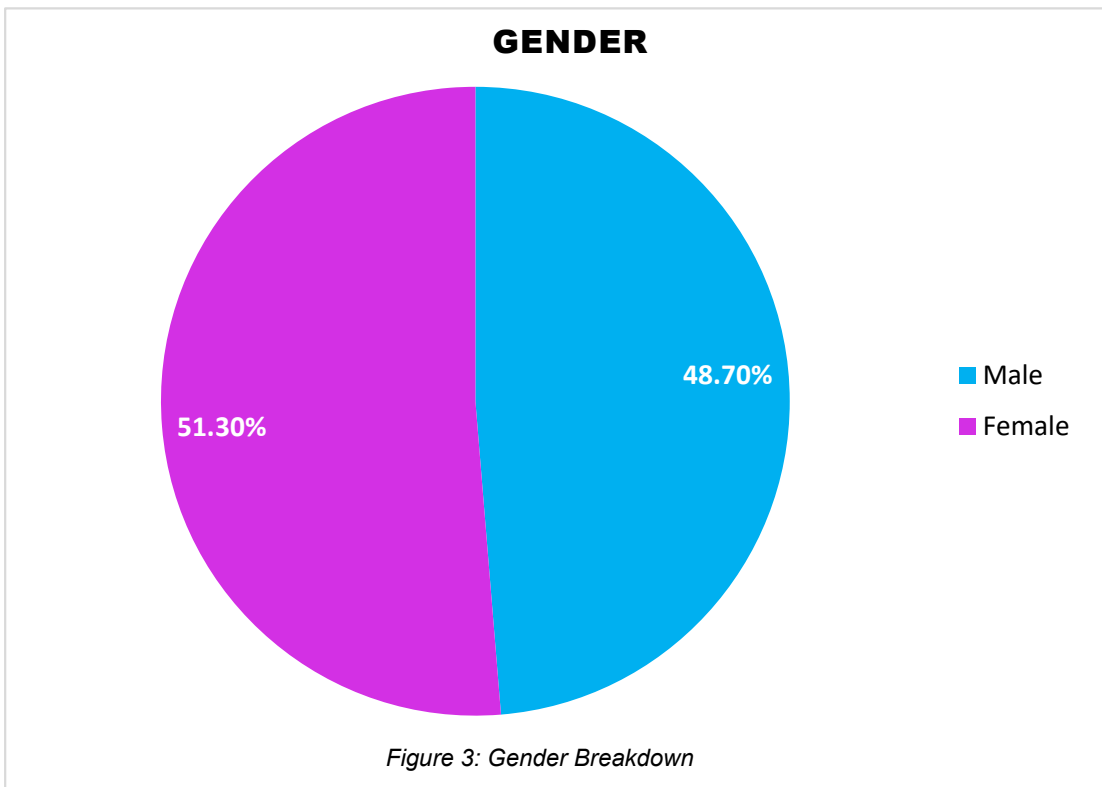


Figure 3: Gender Breakdown

## 6. ACTIVITIES

### **2020 Excellence Awards Ceremony**

The annual Public Relations/Communications Excellence Awards, a major feature on our calendar has been merged with activities for this year's AGM, and winners will be announced at the Presidential Ball slated to climax this year's AGM.

## 7. REPORT FROM COMMITTEES

The following details activities undertaken by the Student Chapter and Research & Digital Committee (RDC).

### **STUDENT CHAPTER COMMITTEE**

#### **Development of Student Chapter Handbook and By-Laws**

The committee has developed a Student Chapter Handbook and By-laws. The documents will guide all involved with the student chapters of the Institute of Public Relations, Ghana. The handbook is also expected to answer the many questions that arise in student chapter operations. In addition, it will be the source document for information, suggestions, and guidance for IPR Student Chapter Executives in running their various chapters.

#### **Inauguration of Wisconsin International University Student Chapter**

Despite the challenges posed by the COVID-19 pandemic and consequent interruptions to the school calendar of most of our target institutions, the committee formally launched the Wisconsin International University Student Chapter on 21st October 2021. The event, which had in attendance students and faculty members of the School of Communication, Marketing and Corporate Affairs, was under the theme, "Inspiring ethical leadership in the young PR professional/Communications student." The MP for the Madina Constituency, Hon. Francis Xavier Sosu was the guest of honour for the event.

#### **University of Professional Studies, Accra (UPSA)**

The University of Professional Studies, Accra's vibrant Communications Students Association (CommSA), which doubles as the Student Chapter for the Institute, will be formally inaugurated as an IPR Student Chapter to streamline their activities within the framework provided by the IPR Student Chapter Handbook and By-laws before the end of the year.

#### **Time with the Practitioner's Forum - University of Professional Studies, Accra**

The Committee held a "Time with the Practitioners' Forum" at UPSA on 26th November 2021 under the theme "PR in practice, moving the classroom to the work field." The idea was to enable experience sharing by PR Professionals, followed by a discussion session aimed at helping students connect the dots between the knowledge being

acquired in the classroom and the reality in the work world. This was in the bid to address any misconceptions and grey areas. The committee is poised to complete the various ongoing projects to ensure that students have the requisite knowledge of the sector and a smooth transition from academic to professional life.

## **RESEARCH AND DIGITAL COMMITTEE (RDC)**

### **Strategy**

The committee developed a comprehensive strategy to determine the direction of its work. The strategy took into consideration global trends and expectations of leadership and members while benchmarking against international trailblazing industry institutions. The strategy was founded on the committee's scope of work, covering the two thematic areas. The strategic direction focused on the following goals: be instrument for transformation; refresh IPR brand; establish IPR as research resource; and position IPR as digitally savvy. The final strategy document was presented to the Council and approved. It is currently in use.

### **Brand Refresh**

The RDC assessed the IPR brand identity, conducted benchmarking and insights mining to ascertain the look and feel of a revamped brand identity that will match the times. The new brand identity takes into consideration multiple colours, clean lines, and a confident outlook, while maintaining the Institute's "Image is Everything" tagline and prominent blue hues. The new outlook was officially outdoored and approved by members at the 2020 IPR AGM and has been fully operational across all IPR platforms and usages.

### **Thought Leadership and Content**

The RDC has worked to present various formats of useful content to members including professional quotes, "Day in the Life" profiles with members, and features.

### **Website**

After an assessment, the RDC began work on updating the Institute's website, but this was held back when the site went down completely after technical challenges. The original web developer notified the committee and leadership, following which the RDC worked with them on new site architecture and content plan. Work is ongoing and the new website will be launched early 2022 to be a repository of information about the Institute, as well as a platform for member interactions.

### **Social Media**

IPR's social media platforms have received a boost as the RDC developed and set in place structures to enable the management and development of a full content strategy. Its execution has seen more action on IPRs pages with lively artworks, always on and interesting content, live streaming, live event updates, and member engagement. It is currently an effective platform for communicating with members.

## **Research Fund and Academia Support**

Work is ongoing to establish a framework to serve as a baseline for funding research by students and academia to deepen knowledge of the noble profession. This will be buttressed by academic support programs when fully functional.

## **General Brand, Content, and Admin Support**

The RDC has been diligent in providing general brand, design, event, and content support to the secretariat as needed.

The committee is achieving its goals to be an instrument for transformation; refresh the IPR Brand; establish IPR as a research resource; and position IPR as digitally savvy.

## **8. IPR GHANA REPRESENTATION ON NATIONAL BOARDS/ COMMITTEES**

- Mawuko Afadzinu, APR – Ministerial Advisory Board (Ministry of Information)
- Elaine Sam, APR – Commission Member, National Media Commission
- Henry Nii Dottey, APR – Member, National Engineering Coordinating Team’s Communications Committee & Entity Tender Committee – Ministry of Information
- Donald Gwira, APR – Member, Professional Advisory Committee

## **9. BEREAVEMENTS**

The Institute lost two giants in the communications space – Mr. Nanabanyin Pratt, FIPR, a past President of the Institute, and Mr. Torgbo Mensah, President of Advertisers Association of Ghana. May their souls rest in peace.

## **10. PROFESSIONAL DEVELOPMENT, EDUCATION, AND ACCREDITATION**

### **PROFESSIONAL DEVELOPMENT SEMINARS**

The Institute’s professional development programmes, as well as its accreditation refresher courses and examinations, continue to attract the interest of communications students and professionals. Migrating our training and accreditation programmes to virtual platforms has allowed many PR professionals and communications enthusiasts to participate in programmes they had hitherto been deprived of by distance and time.

The Secretariat has procured an online Learning Management System (LMS) to complement the Zoom-based virtual training platform. Once the LMS is fully installed, it is expected to become a dedicated virtual training infrastructure for the Institute, with a potential to increase uptake of our training programmes within the country, as well as the West African sub-region.

The Professional Development, Education, and Accreditation Committee comprises the following members:

Gayheart Mensah, APR

Chairperson

Okai Nunoo, APR	Vice Chair
Asare Okai-Anti, APR	Member
Afua Amankwaah Sarkodie, APR	Member
Baaba Cofie, APR	Member

**ACCREDITATION REFRESHER COURSE AND EXAMINATIONS**

The Professional Development, Education, and Accreditation Committee has proposed changes to the accreditation course components and programme delivery structure. The changes are expected to come into effect in 2022, following approval by Council. The changes include pre-accreditation training sessions for would-be accreditation candidates, where the candidates would have to prove an understanding of the basic concepts of the profession through training or practice before they are allowed to enroll in the accreditation programme. Other changes include a reduction in the number of courses through merging.

Following a 2020 pilot, the 2021 accreditation programme was in two batches and this is expected to continue in the subsequent years to address the increased interest in the programme. The refresher courses for the first batch commenced on Monday, 14th April and ended Friday, 7th May. Examinations were held between Monday, 17th May and Friday, 21st May.

The second batch of the refresher courses also commenced on Monday, 9th August and ended on Friday, 12th September. Examinations were held from Wednesday, 22nd September to Friday, 1st October. Due to physical distancing obligations, this year’s programme was conducted via Zoom. However, some candidates who opted to write the exams at the Secretariat were permitted to do so under strict COVID-19 prevention protocols.



# BREAKDOWN OF RESULTS FROM THE 2021 ACCREDITATION PROGRAMME

## COHORT ONE (APRIL – MAY, 2021)

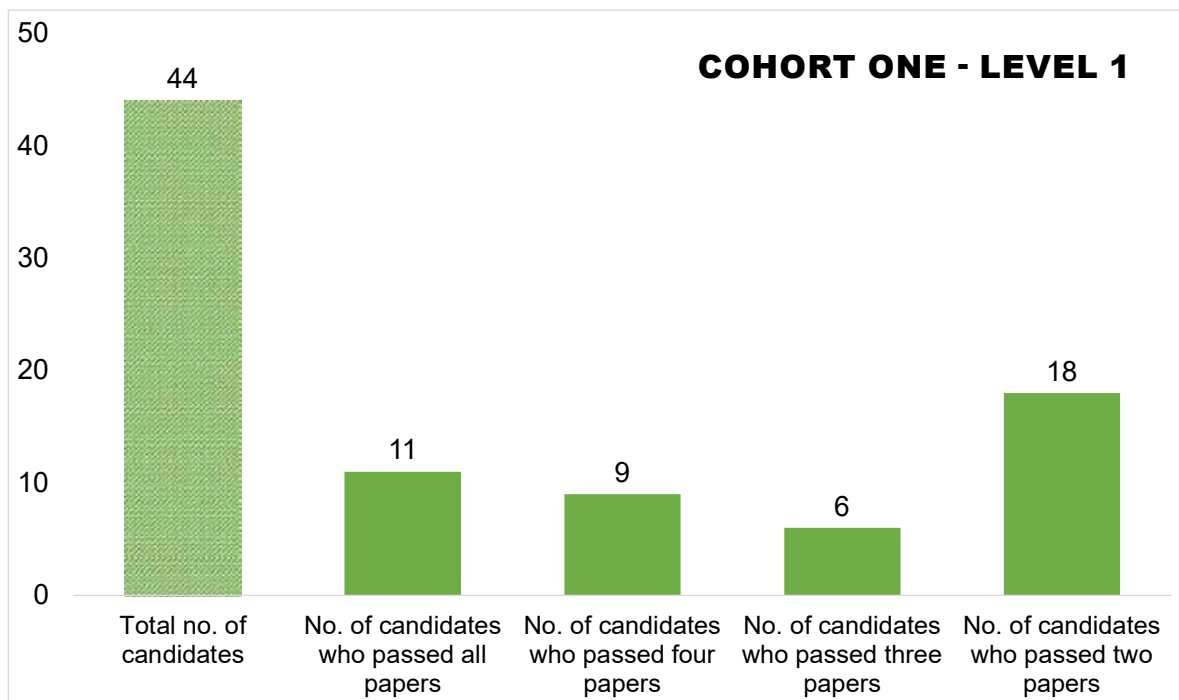


Figure 4: Breakdown of Results – Cohort One Level 1

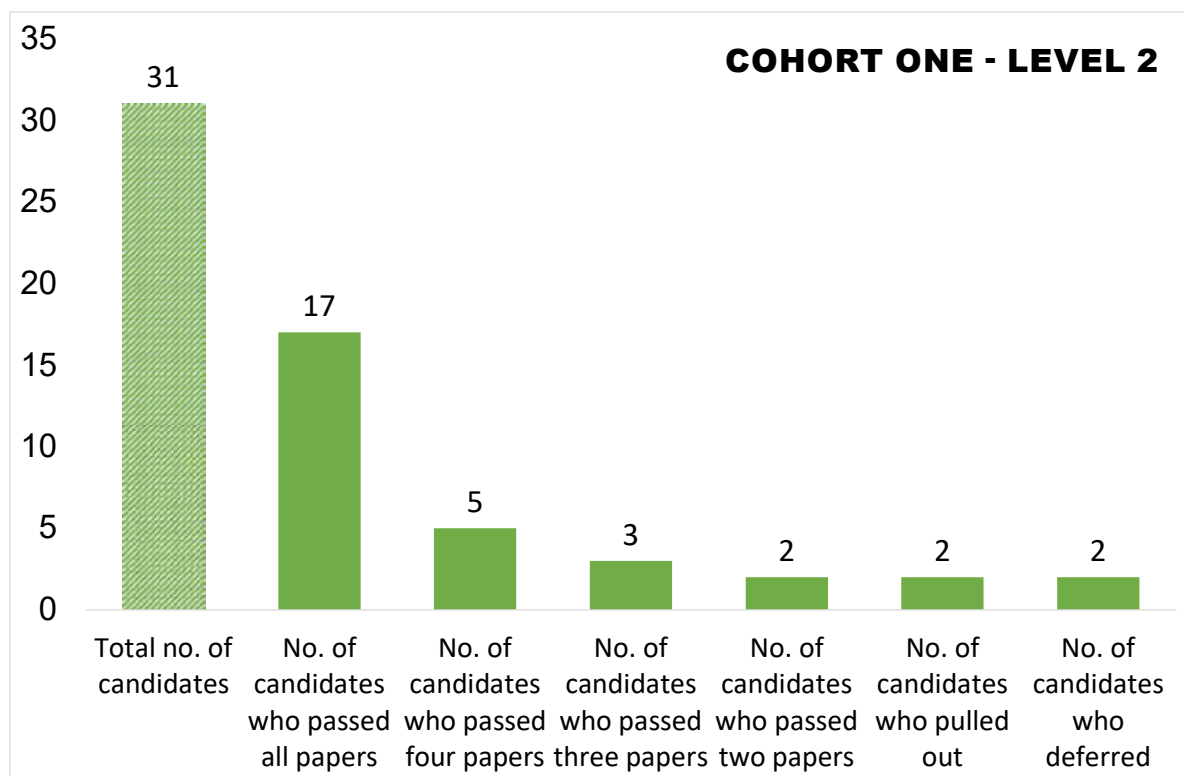


Figure 5: Breakdown of Results – Cohort One Level 2

# COHORT TWO( AUGUST – OCTOBER, 2021)

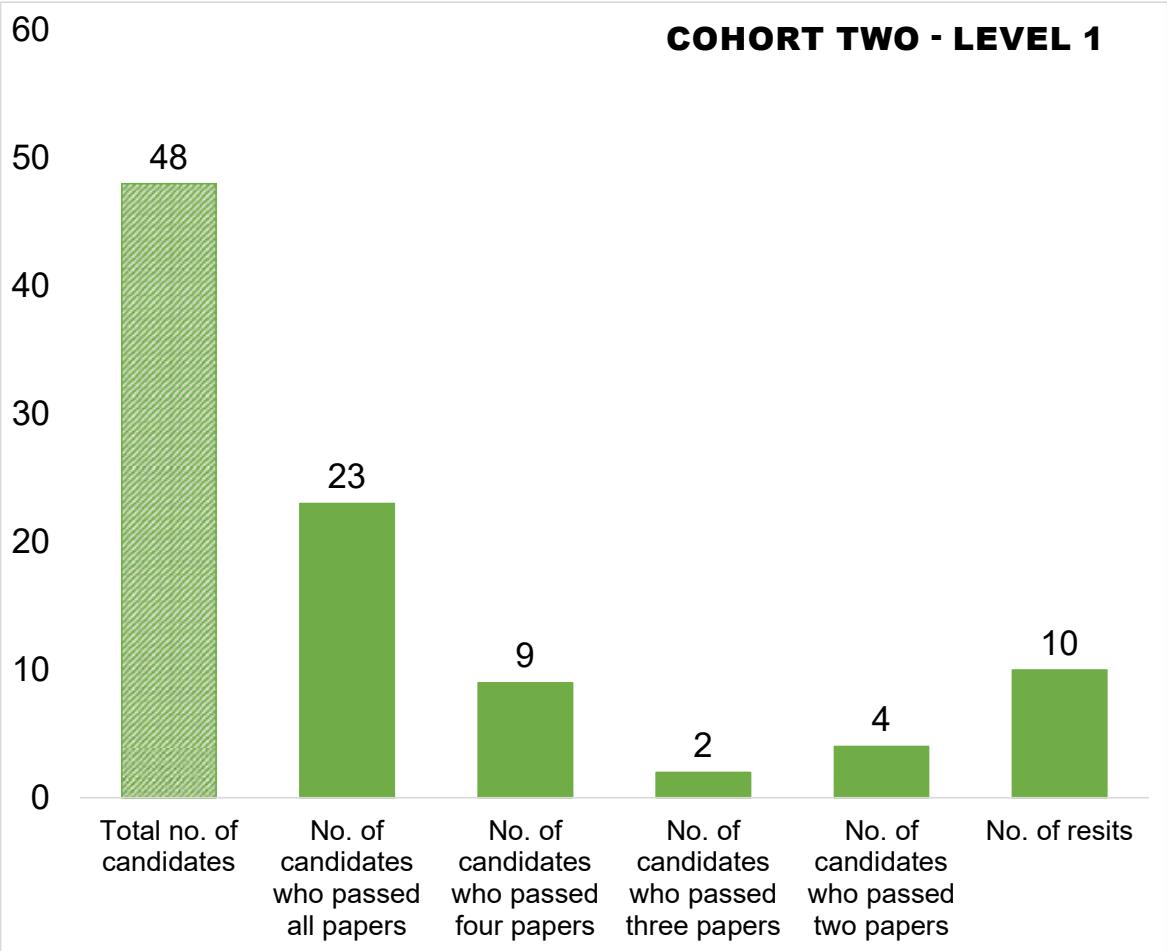


Figure 6: Breakdown of Results – Cohort Two Level 1

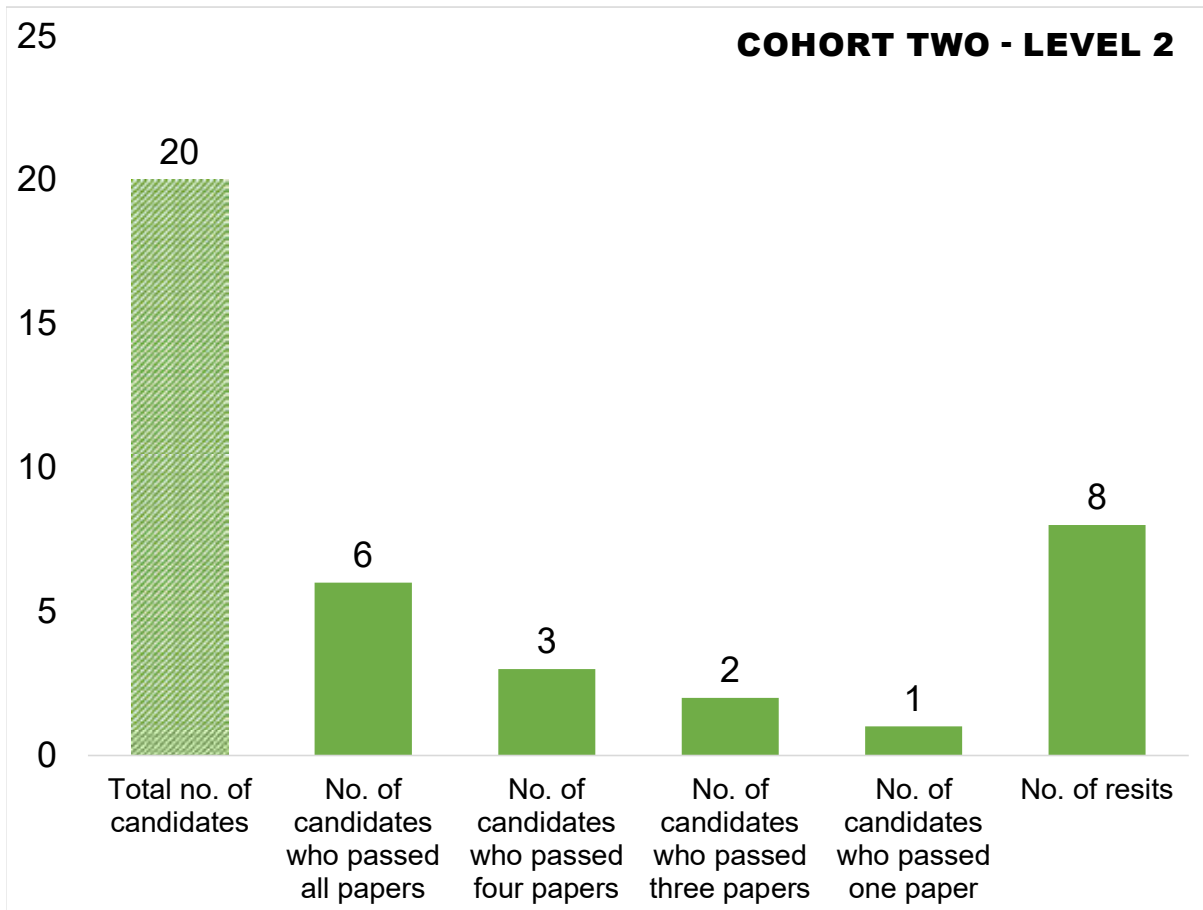


Figure 7: Breakdown of Results – Cohort Two Level 2

## EXEMPTIONS:

Two practicing professionals applied for full exemption from written examination, based on years of experience and academic attainments. Both were successful with their presentation and interview and the panel recommended their accreditation.

One candidate was also exempted from the Level I written examination and therefore wrote the Level II examination and was successful.

Despite all the challenges of the COVID-19 era, progress made in upholding the image of the Institute needs to be consolidated through diligent adherence to professional standards. We have an image to uphold and I believe with collective determination we will rebuild an Institute we can all be proud of.

**Shirley Tony Kum, APR**  
**Honorary Secretary**

# **RAPPORTEUR'S REPORT 27TH ANNUAL GENERAL MEETING (2020)**

## **OPENING**

Mr. Clarence Amoatey, APR, welcomed members of the Institute to the 2020 National Public Relations and Communications Summit and the 27th Annual General Meeting. The theme for the summit was The Future-Fit PR Practitioner: Post COVID-19.

Mr. Amoatey, APR, invited the President of the Institute to deliver his welcome address.

## **WELCOME ADDRESS BY THE PRESIDENT OF THE INSTITUTE OF PUBLIC RELATIONS, GHANA**

Expressing his excitement about the record attendance of members at the summit, Mr. Mawuko Afadzinu, APR, the President of IPR Ghana welcomed members to Ho, the Volta Regional capital, where the summit took place. He reminded members of the toll of COVID-19 on the practice of PR and charged members to embrace the wave of digitization that had become the norm for the PR practitioner.

Mr. Afadzinu reiterated the importance of the PR function in organizations, society, and the world at large and encouraged members to continually play their respective roles in gaining the trust of their stakeholders. He wished members a fruitful summit and a productive business session.

## **PRESENTATION AND INDUCTION OF ACCREDITED AND ASSOCIATE MEMBERS**

Mr. Gayheart Mensah, APR, Chair of the Committee on Professional Development, Education and Accreditation invited members to observe a minute's silence in honour of H. E. J. J. Rawlings (a former President of Ghana) and Mr. Kafui Asem, FIPR (a former member of IPR and 2nd General Secretary of the African Public Relations Association), who had recently passed. Mr. Mensah disclosed that the 2020 Accreditation session had the largest ever enrolment in the history of the Institute; he attributed this increase in numbers to the ability of individuals outside Accra to enroll, thanks to the migration of the Accreditation sessions to virtual platforms. He acknowledged that the Committee had taken notice of all suggestions and complaints about the Accreditation process and would factor them in the next sessions. He called on individuals who had not taken the professional exams to do so.

Thirty (30) newly qualified Accredited and Associate Members who successfully passed the 2020 Accreditation Examinations were introduced by Mr. Mensah, APR. Their certificates were presented by Nanabanyin Pratt, FIPR, and Major (Rtd.) Albert Don-Chebe, FIPR, both former Presidents of the Institute, as well as Mr. Charles Adjei, Executive Secretary of the Institute. Mr. Afadzinu, APR, inducted the newly qualified members into Accredited and Associate membership of the Institute. He remarked

that the Accreditation process was very rigorous and charged the newly admitted members to make a difference in their organizations. The list of newly admitted members is as follows:

## **ACCREDITED MEMBERS**

1. Evangeline Amoo-Darku Gbenartey
2. Benjamin Kwaku Obeng-O. Antwi
3. Alberta Owoo
4. Afua Asafo-Adjei
5. Ebenezer Anum-Tetteh
6. Barbara Owusu-Hemeng
7. Ernest Kofi Agorde
8. Chidinma Oluwatoyin Braye-Yankee
9. Lovelace Leonell Lamkai Lawson
10. Linda M. Kosi

## **ASSOCIATE MEMBERS**

1. Okutu Mavis
2. Nutsugah Noel
3. Mifetu Olivia
4. Lasidji Narh Seth
5. Hummu-Kulssum Abdulai
6. Haafiz Mohammed Najjah
7. Gordon Josephine Alberta
8. Essah Naa Korkoi
9. Dinye Amatus
10. Dartey Dartebea Nana Yaa
11. Ako-Gyima Emmanuel
12. Allotey Nii Bernard
13. Anim-Nketia Pearl
14. Annan Aba Dorcas
15. Armah Berchmans Richard
16. Asamoah Owusu Dennis
17. Asante Helena
18. Asiedu-Antwi Aaron
19. Atagra Clement
20. Atiirimbey Anyateng Lydia

## **BRIEFING FROM MANAGEMENT OF VOLTA SERENE HOTEL, HO**

Volta Serene Hotel's Head of Security welcomed members to the hotel and took them through the safety and security measures the hotel had put in place for the summit. He wished members a successful summit and encouraged them to visit the hotel whenever they were in Ho.

## **MESSAGE FROM THE MINISTER OF INFORMATION, HON. KOJO OPPONG NKURUMAH, APR**

Hon. Kojo Opong Nkrumah, APR, the Minister of Information, delivered his message via a pre-recorded video. He commended the continual growth of the Institute and called on members to contribute to taking the Institute a notch higher. He also reminded members that the summit was an opportunity for members to meet, network, and sharpen their skills, and charged members to take advantage of the three-day programme.

He informed members that the Ministry was liaising with the Institute to draft a Bill for IPR/Public Relations and called for continuous engagement by the Institute. The Minister of Information also provided updates on the Right to Information (RTI) Act, including the setting up of RTI offices and preparatory arrangements to recruit and train RTI officers. He assured members of the government's resolve to make the RTI functional.

Hon. Opong Nkrumah thanked the Institute for its contributions to the government's campaigns aimed at creating awareness of and preventing the spread of the COVID-19 virus. He concluded by assuring members that his doors are ever open for the Institute and requested for a copy of the decisions taken at the day's business session.

## **KEYNOTE ADDRESS BY MR. ALHASSAN ANDANI, CHIEF EXECUTIVE OFFICER, STANBIC GHANA**

Mr. Alhassan Andani, Chief Executive Officer, Stanbic Ghana delivered the keynote address on the topic 'The Future-Fit PR Practitioner: Post COVID-19.' Highlights from the address were as follows:

- One has to be imaginative and creative to be "future-fit."
- The world is shifting and every profession(al) has to redefine and reposition itself.
- The IPR of the future has to be the orchestra and the architect of the message it sends out.
- The future successful organizations are those that are very open.
- The future-fit IPR must undo its thinking and learn to co-create messages and solutions.
- 'Image is everything' - this is the story we must tell and no organization can survive without telling this story.

Mr. Andani ended his message by informing members that he was retiring from Stanbic

Ghana at the end of the year. He thanked and praised Mr. Afadzinu, APR, for the all brilliant services he offered as Head, Public Relations and Marketing, Stanbic Bank during Mr. Andani's tenure as CEO of the Bank. He concluded by wishing members a fruitful summit.

## **BREAK**

There was a 30-minute break for members, after which the Business Session commenced.

## **BUSINESS SESSION – 27TH ANNUAL GENERAL MEETING**

The 27th Annual General Meeting of the Institute started at 12:49 P.M. with a prayer by the Deputy Honorary Secretary, Mr. Asare Okae-Anti, APR.

## **READING OF NOTICE OF THE 27TH ANNUAL GENERAL MEETING**

Mr. Asare Okae-Anti, APR, Deputy Honorary Secretary, read the notice for the 27th Annual General Meeting on behalf of Mrs. Shirley Tony Kum, APR, the Honorary Secretary, who was absent on a work-related assignment.

## **PRESENTATION OF ACCREDITED AND ASSOCIATE MEMBERS (SUPPLEMENTARY)**

Mr. Mensah, APR, the Chair, Committee on Professional Development, Education and Accreditation, presented a supplementary list of Accredited and Associate members for induction into the Institute (these individuals were absent during the earlier ceremony). Mr. Afadzinu, APR, inducted the members into their respective membership categories.

## **READING OF RAPPORTEURS REPORT – 27TH ANNUAL GENERAL MEETING (2019)**

Mr. Okae-Anti, APR, read the Rapporteur's Report of the 26th Annual General Meeting (2019).

The following comments came up during the discussions of the Rapporteur's Report of the 26th Annual General Meeting (2019):

- On page 14, the time "1226GMT" should read 12:26 P.M.
- On pages 12-13, there was an omission of 14 newly qualified Accredited and Associate members from the list of newly qualified members.
- Headings should be highlighted or bolded for consistency.

Matters arising out of Rapporteur's Report – 26th Annual General Meeting (2019)

The following issues were discussed:

- Voting rights for Affiliates: The decision of AGM that Affiliates do not have voting rights and thus cannot vote on any motion at AGM still holds. However, the President assured members that the Executive Committee and Executive Council would take a look at the issue and report at the next AGM.
- Linkages with Corporate Ghana: It was suggested that Corporate Ghana be invited to participate in the activities of the Institute so they better understand the PR profession. The President informed members that engagements with Corporate Ghana would continue in the new year.
- Bill for IPR/Public Relations: A member wanted to know the progress of the Bill. The President responded that there would be a presentation on the Bill by a Committee set up by the Executive Committee/Executive Council during the session.
- Office for the Executive Secretary: A member appealed to the Executive Committee/Executive Council to furnish the Executive Secretary's office with furniture befitting the status of the office. In related developments, a member requested that the signage leading to the office should be made bigger. Another member mentioned the need for a new edifice for IPR.
- Creation of regional chapters: A member sought an explanation of the progress of the creation of regional chapters. In response, the President intimated that the creation of regional chapters is part of the blueprint to attract membership and increase numbers in the Institute. He said the plan was on hold for now but would be executed in due time.
- Grammatical errors in the summit brochure: Some errors, including misspelling of names and words, omission of names, and wrong use of punctuations in the brochure were highlighted by members. The President apologized sincerely for the mistakes and assured members that these mistakes would not occur again. AGM directed that the mistakes are corrected and the list of omitted members be inserted. The Executive Committee was to ensure that members get the corrected brochure by the 1st week of December 2020.

On a motion by Gloria Obeng Benefo, APR, and seconded by Eric Pwadura, APR, the Rapporteur's Report of the 26th Annual General Meeting (2019) was adopted subject to the correction of grammatical errors and the insertion of the omitted names.

## **READING OF FINANCIAL REPORT (2020) AND BUDGET ESTIMATES FOR 2021**

Mr. Afadzinu, APR, apologized to members for the unavailability of the Financial Report (2020). He informed AGM that the financial report was undergoing an audit review by PriceWaterHouse Coopers (PwC) and would be made available for members as soon as it was ready.

## **DISCUSSION OF BUDGET ESTIMATES FOR 2021**



Ms. Afia Drah, APR, Treasurer of IPR-Ghana, took members through the Budget Estimates for 2021. The following comments were made by members:

- The estimated figure of 100: A member wanted to know why 100 people were expected to pay the development levy. Mr. Henry Nii Dottey, APR, the Vice President, explained that the development levy was a one-off payment made by newly admitted members and thus the figure was an estimate for those new members expected to join within the year.
- The number of Affiliate Members: A member drew AGM's attention to the large numbers of Affiliates on the List of Members in Good Standing. He pleaded with the Executive Committee/Executive Council to reconsider the issue of voting rights for Affiliates since their large numbers could rake in a lot of income. The President responded that the incentive was for members to upgrade to the level where they could vote.
- Production and sale of souvenirs: A member sought clarification on the sale of souvenirs. The President responded that once there were leads, the Institute would take it up. In a related development, a member suggested that the Institute targets institutions' support with the printing of the souvenirs.
- Purchase of a saloon car: The President responded that the Executive Committee would take a look at it.
- Appointment of permanent staff: A member recommended that the Institute considers appointing more staff to assist with the running of the Secretariat. The Treasurer responded that there are plans in place to engage more staff.
- Fundraising campaign among IPR members: A member suggested that the Executive Committee organizes a fundraising campaign among IPR members. In a related development, a member suggested that the Institute sets up a fund to support the push for the IPR Bill while another admonished the Executive Committee to consider buying Treasury Bills to augment the Institute's revenue.
- Welfare amount: A member enquired about eligibility for the Institute's welfare benefits. The Treasurer informed members that welfare benefits were paid to support those who were bereaved.
- Use of 'other expenses' and 'miscellaneous': A member suggested either of the terms is adopted for subsequent report.

On a motion by Kwame Gyan, APR, and seconded by Ivy Heward-Mills, APR, the Budget Estimates for 2021 were adopted.

## **APPOINTMENT AND APPROVAL OF REMUNERATION OF AUDITORS**

Mr. Okae-Anti, APR, moved a motion for the appointment and approval of the remuneration of the auditors to be approved. Nanabanyin Pratt, FIPR, suggested that

AGM mandates the Executive Council to negotiate the appointment and approval of the remuneration of the auditors on behalf of the Institute. AGM accepted the suggestion.

## **PRESENTATION ON THE IPR BILL**

Mr. George Sarpong, APR, Chair of the Legal, Grievance and Disciplinary Committee made a presentation on the draft IPR Bill. Mr. Sarpong, APR thanked the Institute for the opportunity to undertake this assignment and went on to inform AGM of their work so far.

He began the presentation with the key question: “What is the nature and character of the institution that IPR wants to create?”

He then proffered two options: “Either the creation of a regulatory body OR the establishment of a trade union.”

Based on the discussions, it emerged that there were three main points of view:

View 1: Those who support the creation of a regulatory body for the practice of PR

View 2: Those who support the creation of a trade union

View 3: Those who maintain the current status quo and want the structure of IPR kept in its present form.

Mr. Sarpong also gave insights into the Chartered Institute of Marketing Ghana Act and that of the Institute of Human Resource Management Practitioners Act. He explained that both Acts were different and were not really what would suit IPR.

AGM agreed to have a professional body of PR practitioners and establish a regulatory council. The Committee is to present a report to Executive Committee/Executive Council on how this new structure will look. The Executive Committee would report this to AGM at its next meeting.

## **BREAK**

The President announced a 45-minute break for members to have lunch and take a short rest.

## **ANY OTHER BUSINESS (A.O.B.)**

1. Conferment of Fellow membership: A member suggested the Institute confers ‘Fellow’ membership on Mr. Alhassan Andani. AGM accepted the idea. It was further suggested that all former Presidents be conferred ‘Fellows’ of the Institute. The Vice President informed members that with the exception of Rev. Osei Bimpong, APR and Madam Elaine Sam, APR, all former Presidents were Fellows. The Committee on Professional Awards was to take note of the decision and make plans for the same.

2. Development levy: A member suggested that the development levy should be

factored into the annual subscription and 1% to 5% of the subscription set aside for infrastructure. The Committee on Finance and Fundraising was to take note of this suggestion.

3. Venue of next AGM: A member suggested that the venue of the next AGM be announced before AGM officially closes.

4. Voting rights of Affiliates: A member suggested that a committee be set up to review the voting rights of affiliates.

5. Special levy for office building complex: A member proposed that a special levy be paid by members to support the construction of an office building befitting the status of the Institute. The Finance and Fundraising Committee was to take note and make arrangements for this.

6. Meeting procedures and other technicalities: A member explained the practices and conventions during AOBs, the motions to be made, and other technicalities. He explained that the best practice before decisions are made is to serve notice to members on such planned activities.

## **CLOSING REMARKS**

Mr. Afadzinu, APR thanked all members who made it to Ho for the Summit and AGM. He was full of praise for the Secretariat for a great job done in organizing the summit. He asked members to apprise themselves of meeting procedures and admonished them to work hard to make the Institute the first among all professional societies.

Ms. Cynthia Eyram Ofori-Dwumfuo, APR, Chair, Research, and Digital Media Committee revealed the Institute's new logo. Ms. Ofori-Dwumfuo described the features of the new logo. AGM approved the logo which would replace the original logo in use since 1992.

AGM was adjourned to 2021.

COMPILED BY:

**ASARE OKAE-ANTI**

**KENNETH AIDAM**

**NAA KORKOR LEYOO WATSON-NORTEY**





Shell  
**HELIX**  
Motor oils



YOU WANT WHAT'S BEST FOR YOUR ENGINE  
**WE WANT WHAT'S BEST FOR YOU**

SHELL HELIX, THE MAESTRO THAT SHAPES YOUR JOURNEYS

# INSTITUTE OF PUBLIC RELATIONS, GHANA DECISIONS AT THE 27TH ANNUAL GENERAL MEETING HELD ON 12TH-14TH NOVEMBER, 2020 AT VOLTA SERENE HOTEL, HO

The 27th Annual General Meeting of the Institute of Public Relations, Ghana was held at the Volta Serene Hotel, Ho from 12th to 14th November, 2020. Members of the Institute considered, discussed, and took the following decisions:

## 1. ADOPTION OF A NEW LOGO

AGM approved and adopted a new logo for the Institute. The new logo replaces the old logo which had been in use since 1992. The logo, designed by Elorm Paul Selah has the following elements:

### Visual outlook

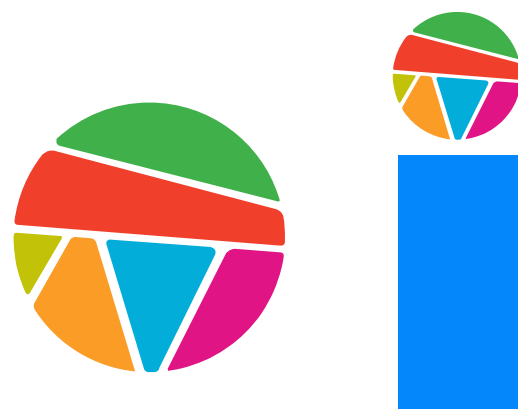
This option makes use of a lowercase letter-mark, popularised by global brands, and the usage of vibrant colours to give it a modern and fresh look.



### Dot and ion m

The IPR dot is represented as a kaleidoscope of colours visualizing the scope of communications work that requires PR professionals to be knowledgeable and competent across a spectrum of fields, channels, and tasks.

The actual letter “i” with its pronounced colourful dot, is a subtle note to the microphone; a tool for communication, and a reminder that PR professionals must tell stories that reach audiences.



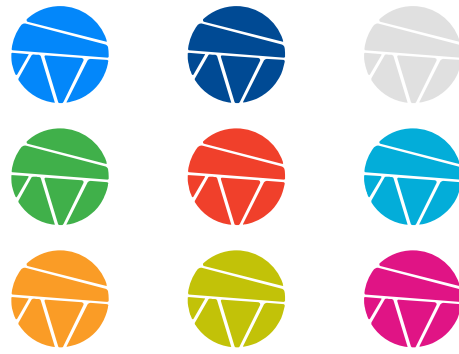
### “R” Apostrophe

The clever r in IPR features a flipped apostrophe symbol that speaks to the importance of PR professionals in the functioning of organizations and institutions – serving as a middleman between them and stakeholders.



## Colour scheme

The IPR logo is vibrant with its main body abbreviations of light blue, inscriptions in darker, navy blue, and a majestic dot made of red, orange, green, blue, and pink.



## Naming

The logo uses a combination of the abbreviation and the full inscription for primary usage, while the abbreviation on its own, without the inscription, can be used for secondary iconic purposes .



## Purpose

To be used in its accurate, non-distorted shape, for all of IPR's formal and informal communication purposes according to its corresponding brand guidelines across all channels and platforms.



**INSTITUTE OF  
PUBLIC RELATIONS  
GHANA**

Image Is Everything

## **2. IPR BILL**

AGM agreed to have a structure that incorporates a professional body in addition to a regulatory council. The Committee tasked with the responsibility of drafting the IPR Bill is to present a report at the next AGM.

## **3. CONFERMENT OF FELLOW MEMBERSHIP**

AGM approved the suggestion to confer Fellow membership to Mr. Alhassan Andani and any former IPR President who has not been conferred.

## **4. SUBMISSION OF CORRECTED AGM BROCHURE**

AGM directed the Executive Committee to address all the grammatical errors and omissions identified in the AGM brochure and submit the edited document to members by the 1st week of December 2020.

## **5. APPOINTMENT AND APPROVAL OF REMUNERATION OF AUDITORS**

AGM empowered the Executive Committee/Executive Council to appoint and approve the remuneration of the Auditors.

## **6. VOTING RIGHTS OF AFFILIATES**

AGM requested that the Executive Committee/Executive Council reconsiders the issue and report back at the next meeting.

## **7. BUDGET ESTIMATES FOR 2021**

AGM approved the Budget estimates for 2021.

**ASARE OKAE-ANTI, APR  
DEPUTY HONORARY SECRETARY  
DECEMBER 31, 2020**





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# FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2019

## CORPORATE INFORMATION

### Members of Executive Council:

Mawuko Afadzinu	President
Henry Nii Dottey	Vice President
Shirley Tony Kum	Hon. Secretary
Asare Okae – Anti	Dep. Hon. Secretary
Afia Drah	Treasurer
Charles Adjei Tetteh	Executive Secretary

### Registered Office

Ghana Local Government Service Secretariat near  
Kempinski Hotel, Ridge, Accra

### Independent Auditor

PricewaterhouseCoopers Chartered Accountants  
A4 Rangoon Lane Cantonments City  
PMB CT42 Cantonments, Accra.

### Bankers

Stanbic Bank Ghana Limited  
GCB Bank Ghana Limited

## REPORT OF THE EXECUTIVE COUNCIL

In accordance with the requirements of Section 136 of the Companies Act, 2019, (Act 992), the Executive Council has the pleasure of presenting the report and the audited financial statements of the Institute of Public Relations, Ghana for the year ended 31 December 2019.

### Statement of the Executive Council's responsibilities

The Executive Council is responsible for the preparation of financial statements for each financial year which give a true and fair view of the state of affairs of the Institute and of the profit or loss and cash flows for that period. In preparing these financial statements, the Executive Council has selected suitable accounting policies and applied them consistently, made judgements and estimates that are reasonable and prudent in the circumstances and followed International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs) and complied with the requirements of the Companies Act, 2019 (Act 992).

The Executive Council is responsible for ensuring that the Institute keeps proper accounting records that disclose with reasonable accuracy at any time the financial position of the Institute. The Executive Council are also responsible for safeguarding the assets of the Institute and taking reasonable steps for the prevention and detection of fraud and other irregularities.

**PRESIDENT:**

Date: ..... November 2021

### Going Concern

The Executive Council has assessed the Institute's ability to continue as going concern and has no reason to believe that the Institute will not be a going concern.

### Principal activities

The principal activities under the Institute are stated on page 42 of this report.

### Financial results

The financial results for the year ended 31 December 2019 are set out on page 40.

### Capacity Building of the Executive Council

The Executive Council is kept abreast of applicable legislation and regulation, changes to rules, standards, and codes, as well as relevant sector developments that could affect the Institute and its operations.

### Auditor

The Institute's auditor, PricewaterhouseCoopers, has expressed willingness to continue in office in accordance with Section 139(5) of the Companies Act, 2019 (Act 992).

### Auditors Remuneration

The independent auditors' remuneration for the year is GHS32,900.

### BY ORDER OF THE EXECUTIVE COUNCIL

**HONORARY SECRETARY:**

Date: ..... November 2021

# REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

## **Our opinion**

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Institute of Public Relations, Ghana (“the Institute”) as at 31 December 2019, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs) and in the manner required by the Companies Act, 2019 (Act 992).

## **What we have audited**

We have audited the financial statements of the Institute of Public Relations, Ghana for the year ended 31 December 2019.

The financial statements comprise:

- the statement of financial position as at 31 December 2019;
- the statement of comprehensive income for the year then ended;
- the statement of changes in equity for the year then ended;
- the statement of cash flows for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Independence**

We are independent of the Institute in accordance with the International Code of Ethics for Professional Accountants including International Independence Standards (the Code) issued by the International Ethics Standards Board for Accountants and the independence requirements of section 143 of the Companies Act, 2019 (Act 992) that are relevant to our audit of the financial statements. We have fulfilled our other ethical responsibilities in accordance with the Code.

## **Other information**

The Executive Council is responsible for the other information. The other information comprises the Report of the Executive Council and the Corporate information, but does not include the financial statements and our auditor’s report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other

information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

If, based on the work we have performed on the other information, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Responsibilities of the Executive Council for the financial statements**

The Executive Council is responsible for the preparation of financial statements that give a true and fair view in accordance with International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs) and in the manner required by the Companies Act, 2019 (Act 992), and for such internal control as the Executive Council determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Executive Council is responsible for assessing the Institute's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Executive Council either intend to liquidate the Institute or to cease operations, or have no realistic alternative but to do so.

The Executive Council is responsible for overseeing the financial reporting process.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Executive Council;
- Conclude on the appropriateness of the Executive Council's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant

doubt on the ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Institute to cease to continue as a going concern; and

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Executive Council regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the Executive Council with a statement that we have complied with relevant ethical requirements regarding independence, and have communicated with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

## **REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS**

The Companies Act, 2019 (Act 992) requires that in carrying out our audit we consider and report on the following matters. We were able to confirm that:

- i. we have obtained all the information and explanations which to the best of our knowledge and belief, were necessary for the purposes of our audit;
- ii. in our opinion, proper books of account have been kept by the Institute, so far as appears from our examination of those books; and
- iii. the Institute's statement of financial position and statement of comprehensive income are in agreement with the books of account.

The engagement partner on the audit resulting in this independent auditor's report is **Hayfron Aboagye (ICAG/P/1502)**.

**PricewaterhouseCoopers (ICAG/F/2022/028)**  
**Chartered Accountants**  
**Accra, Ghana**

**STATEMENT OF FINANCIAL POSITION**  
**(All amounts are in Ghana cedis)**

		<b>AS AT 31 DECEMBER</b>	
	<b>Note</b>	<b>2019</b>	<b>2018</b>
<b>Non-current assets</b>			
Property, plant and equipment	4	-	32,348
<b>Current assets</b>			
Cash and cash equivalents	5	123,162	43,889
Total assets		123,162	76,237
<b>Current assets</b>			
Accounts payable	6	32,900	3,475
<b>Net current assets</b>		90,262	40,414
<b>Net assets</b>		90,262	72,762
<b>Financed by:</b>			
Accumulated Fund	7	90,262	72,762

The notes on pages 42 to 54 are an integral part of these financial statements.  
 The financial statements on pages 39 to 54 were approved by the Executive Council on ..... January 2022 and were signed on its behalf by:

**President:**

**Signature:**

**Honorary Secretary:**

**Signature:**

**STATEMENT OF COMPREHENSIVE INCOME**  
 (All amounts are in Ghana cedis)

	<b>YEAR ENDED 31 DECEMBER</b>		
	<b>Note</b>	<b>2019</b>	<b>2018</b>
<b>Revenue</b>			
Revenue	8	637,754	415,765
<b>Expenses</b>			
General and administrative expenses	9	(242,256)	(420,835)
Program expenses	10	(377,998)	(206,958)
<b>Profit/loss before income tax</b>		<b>17,500</b>	<b>(212,028)</b>
Income tax expense	11	-	-
<b>Profit/loss for the year</b>		<b>17,500</b>	<b>(212,028)</b>
Other comprehensive income		-	-
<b>Total comprehensive loss/income</b>		<b>17,500</b>	<b>(212,028)</b>

*The notes on pages 22 to 54 are an integral part of these financial statements.*



## STATEMENT OF CHANGES IN EQUITY

(All amounts are in Ghana cedis)

	YEAR ENDED 31 DECEMBER		
	Note	2019	2018 (restated)
At start of year		72,762	284,790
Profit/loss for the year		17,500	(212,028)
Other comprehensive income		-	-
At 31 December		90,262	72,762

*The notes on pages 22 to 54 are an integral part of these financial statements.*

**STATEMENT OF STATEMENT OF CASH FLOWS**  
**(All amounts are in Ghana cedis)**

		<b>YEAR ENDED 31 DECEMBER</b>	
	<b>Note</b>	<b>2019</b>	<b>2018</b> <b>(restated)</b>
<b>Cash flows from operating activities</b>			
Cash used in operations	12	17,500	(185,727)
Net cash used in operating activities		17,500	(185,727)
<b>Cash flow from investing activities</b>			
Cash flow from investing activities		-	-
Purchase of property, plant, and equipment		-	(10,739)
Net cash used in investing activities		-	(10,739)
<b>Cash flow from financing activities</b>			
Cash flow from financing activities		-	-
Net decrease/increase in cash and cash equivalents		79,273	(196,466)
Cash and cash equivalents at beginning of year	5	43,889	240,355
Cash and cash equivalents at end of year	5	123,162	43,889

*The notes on pages 22 to 54 are an integral part of these financial statements.*

## **1. GENERAL INFORMATION**

The Institute of Public Relations, Ghana, is the sole professional body for Public Relations practitioners in Ghana. Amongst its roles, IPR exists to provide a professional structure for the practice of Public Relations and enhance the ability and status of its members as professional practitioners.

The Institute was established in 1972 as the Public Relations Association of Ghana (PRAG). PRAG was re-organised, and a new Constitution, Code of Ethics, Code of Professional Standards and by-laws were adopted on 6th December, 1991 which transformed PRAG into the Institute of Public Relations, Ghana (IPR). IPR was consequently registered as a professional body under the Professional Bodies Registration Decree (NRCD 143) of 1973.

## **2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### **(a) Basis of preparation**

The financial statements have been prepared in accordance with International Financial Reporting Standards for Small and Medium-Sized Entities (IFRS for SMEs) and with the requirements of the Companies Act, 2019 (Act 992). The financial statements have been prepared on the historical cost basis and set out in the relevant accounting policies below.

The preparation of financial statements in conformity with IFRS for SMEs requires the use of certain accounting estimates. It also requires management to exercise its judgement in the process of applying the Institute's accounting policies. The areas involving a higher degree of judgement or complexity, or where assumptions and estimates are significant to the financial statements, are disclosed in Note 3.

### **(b) Changes in accounting policies and disclosures**

#### *New standards, amendments, and interpretations adopted by the Institute*

There are no new IFRS for SMEs that are effective for the first time for the financial year beginning on or after 1 January 2019 that would be expected to have a material impact on the Institute's financial statements.

### **(c) Foreign currency**

#### *Functional and presentation currency*

Items included in the financial statements are measured using the currency of the primary economic environment in which the entity operates (the functional currency). The financial statements are presented in Ghana Cedis, which is the Institute's functional and presentation currency.

### *Transactions and balances*

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in profit or loss as other gains or losses.

#### **(d) Cash and cash equivalents**

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position.

#### **(e) Accounts receivables**

Accounts receivables are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for impairment of account receivables is established when there is objective evidence that the Institute will not be able to collect all amounts due according to the original terms of the receivables.

#### **(f) Property, plant and equipment**

Property, plant and equipment is stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation on other assets is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method. The estimated useful lives range as follows:

Motor cycle	25%
Office equipment	10%
Office furniture and fittings	20%
Computers	30%
Motor vehicles	20%

An item of property, plant and equipment is derecognised upon disposal or when no future economic benefit is expected from its use or disposal. The assets' residual values, useful lives, and depreciation methods are reviewed and adjusted prospectively if appropriate, if there is an indication of a significant change since the last reporting date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount. Gains

and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised within 'other income' in the statement of comprehensive income.

### **(g) Impairment of non-financial assets**

At each reporting date, assets that are subject to depreciation and amortisation are reviewed to determine whether there is any indication that those assets have suffered an impairment loss. If there is an indication of possible impairment, the recoverable amount of any affected asset (or group of related assets) is estimated and compared with its carrying amount. If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised immediately in profit or loss. If an impairment loss subsequently reverses, the carrying amount of the asset (or group of related assets) is increased to the revised estimate of its recoverable amount (selling price less costs to complete and sell, in the case of inventories), but not in excess of the amount that would have been determined had no impairment loss been recognised for the asset (group of related assets) in prior years. A reversal of an impairment loss is recognized immediately in profit or loss.

### **(h) Accounts payables**

Accounts payable are recognized initially at the transaction price and subsequently measured at amortized cost using the effective interest method. Accounts payable are included in current liabilities if they are expected to be settled within 12 months.

### **(i) Provisions**

Provisions are recognised when the Institute has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation, and the amount has been reliably estimated. Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as an interest expense. Provisions are not recognised for future operating losses.

### **(j) Employee benefits**

The Institute operates a defined contribution retirement scheme for its employees. A defined contribution plan is a pension scheme under which the Institute pays fixed contributions into a separate entity. The Institute has no legal or constructive obligations to pay further contributions if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods. The Institute's contributions to the defined contribution scheme are recognised as an employee benefit expense when they fall due. The scheme is managed by Social Security and National Insurance Trust and the Institute has no further payment obligations once the contributions have been paid.

#### *Social security contributions*

This is a National Pension Scheme under which the Institute of Public Relations, Ghana

pays 13% of qualifying employees' basic monthly salaries to a state-managed fund (Social Security Fund) for the benefit of the employees. All employer contributions are charged to the statement of activities as incurred and included under staff costs.

## **(k) Financial assets**

### *Classification*

All financial assets of the Institute are classified as loans and receivables based on the purpose for which the financial assets were acquired.

### *Recognition and measurement*

Loans and receivables are initially recognised at fair value plus transaction costs and subsequently carried at amortised cost using the effective interest method.

### *Offsetting financial instruments*

Financial assets and liabilities are offset and the net amount reported in the statement of financial position when there is a legally enforceable right to offset the recognised amounts, and there is an intention to settle on a net basis or realise the asset and settle the liability simultaneously.

### *Impairment*

The Institute assesses at the end of each reporting period whether there is objective evidence that a financial asset or group of financial assets is impaired. A financial asset or a group of financial assets is impaired and impairment losses are incurred only if there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset (a 'loss event') and that loss event (or events) has an impact on the estimated future cash flows of the financial asset or group of financial assets that can be reliably estimated.

The criteria that the Institute uses to determine that there is objective evidence of an impairment loss include: significant financial difficulty of the issuer or borrower; a breach of contract, such as a default or delinquency in interest or principal payments; it becomes probable that the borrower will enter bankruptcy or other financial reorganisation; or observable data indicating that there is a measurable decrease in the estimated future cash flows from a portfolio of financial assets since the initial recognition of those assets.

For the loans and receivables category, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows (excluding future credit losses that have not been incurred) discounted at the financial asset's original effective interest rate. The carrying amount of the asset is reduced and the amount of the loss is recognised in the statement of comprehensive income. If a loan has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract. If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised (such as an improvement in the debtor's credit rating), the reversal of the previously recognised impairment loss is recognised in the statement of comprehensive income.

## **(l) Revenue**

### *Membership subscription*

This refers to annual subscription paid by members of the Institute of Public Relations, Ghana. These amounts are recognised when they are received.

### *P.R. courses, seminars, and exams*

These represent income from courses, seminars, and exams run by the Institute. These amounts are recognised when they are received.

## **(m) Leases**

Leases of property and equipment where the Institute has substantially retained all the risks and rewards of ownership are classified as finance leases. Finance leases are capitalised at the lease's inception at the lower of the fair value of the leased property and the present value of the minimum lease payments. Each lease payment is allocated between the liability and finance charges so as to achieve a constant rate on the finance balance outstanding. The property and equipment acquired under finance leases are depreciated over the shorter of the asset's useful life and the lease term.

Leases where the lessor retains a significant portion of the risks and rewards of ownership are classified as operating leases. Payments made under operating leases (net of any incentives received from the lessor) are charged to the statement of comprehensive income on a straight-line basis over the period of the lease.

## **(n) General and administrative expenses**

General and administrative expense comprise of costs incurred directly for the activities of the Institute of Public Relations, Ghana. Expenses are recognised when incurred.

## **(p) Accumulated fund**

Accumulated fund represents the accumulated comprehensive income retained of GHS 90,262 (2018: GHS 72,762).

## **3. CRITICAL ACCOUNTING JUDGMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY**

In the application of the Institute's accounting policies, which are described in note 2, the Executive Council is required to make judgements, estimates, and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

## Key sources of estimation uncertainty

The following are the key assumptions concerning the future, and other key sources of estimation uncertainty at the end of the reporting period, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

### *Useful lives of property, plant and equipment*

The Institute determines the estimated useful lives and related depreciation for its property, plant and equipment. This estimate is based on historical assessments and could change significantly as a result of technological innovations and changes in industry cycles. Management will increase a depreciation charge where the useful lives are less than previously estimated, or it will write-off or write-down assets where the useful life is considered to have expired.

## 4. PROPERTY, PLANT AND EQUIPMENT

### Year ended 31 December 2019

	Motor Cycle	Motor Vehicle	Computer	Office Equipment	Office Furniture	Total
<b>Cost</b>						
At 1 January	3,386	145,920	22,910	18,467	7,870	198,553
Additions	-	-	-	-	-	-
At 31 December	3,386	145,920	22,910	18,467	7,870	198,553
<b>Accumulated depreciation</b>						
At 1 January	3,386	116,736	19,746	18,467	7,870	166,205
Charge for the year	-	29,184	3,164	-	-	32,348
At 31 December	3,386	145,920	22,910	18,467	7,870	198,553
Net book amount at 31 December 2019	-	-	-	-	-	-



## Year ended 31 December 2018

	Motor Cycle	Motor Vehicle	Computer	Office Equipment	Office Furniture	Total
<b>Cost</b>						
At 1 January	3,386	145,920	12,874	17,764	7,870	187,814
Additions	-	-	10,036	703	-	10,739
At 31 December	3,386	145,920	22,910	18,467	7,870	198,553
<b>Accumulated depreciation</b>						
At 1 January	3,386	87,552	12,873	16,620	7,870	128,301
Charge for the year	-	29,184	6,873	1,847	-	37,904
At 31 December	3,386	116,736	19,746	18,467	7,870	166,205
Net book amount at 31 December 2019	-	29,184	3,164	-	-	32,348

## 5. CASH AND CASH EQUIVALENTS

The year end cash and cash equivalents comprises bank balances of GHS 123,162 (2018: GHS 43,889).

## 6. ACCOUNTS PAYABLE

	2019	2012
Audit fees	32,900	3,475

## 7. ACCUMULATED FUND

This represents the earnings retained by the Institute.

## 8. REVENUE

	2019	2012
Membership subscription	171,210	147,220
Advertisement	11,800	9,500
Car rental	3,400	900

	<b>2019</b>	<b>2012</b>
P.R. courses, seminars, and exams	189,227	94,020
Tickets and others	28,600	48,300
Sale of t-shirts	2,800	2,925
Interest income	-	13,044
Exemptions	95,765	9,460
Development levy	3,500	3,800
Admission forms and ID cards	700	560
Donations and sponsorships	45,640	41,050
Other income	-	44,986
AGM/ Summit income	85,112	-
	<b>637,754</b>	<b>415,765</b>

## **9. GENERAL AND ADMINISTRATIVE EXPENSES**

	<b>2019</b>	<b>2012</b>
Salaries and wages	97,767	85,699
Communication	18,922	13,389
Registration and license	38	110
Stationery and printing	23,555	8,679
Depreciation	32,348	37,904
Electricity	11,040	-
Transport and traveling	10,345	7,711
Cleaning and sanitation	1,408	2,475
Entertainment	-	1,437
Motor running	1,990	1,580
Audit fees	32,900	4,000
Bank charges and penalties	1,813	1,083
Postages	1,887	-
Repairs and maintenance	5,668	5,682

	<b>2019</b>	<b>2012</b>
Receivables written off	-	224,136
PPE written off	-	23,363
Inventory written off	-	1,046
Cash written off	-	2,541
Insurance premium	2,575	-
	242,256	420,835

The number of persons employed by the Institute at year end was 6 (2018: 6).

## **10. PROGRAM EXPENSES**

Donations and awards	5,150	500
Adverts	19,249	17,507
PR seminars and exams	157,632	59,042
AGM Expenses	70,502	38,708
Excellence Awards	53,726	79,447
APRA conference expenses	49,568	-
Honorarium	2,390	2,400
Public lecture expenses	18,987	-
Refreshment	794	-
Exchange loss	-	9,354
	377,998	206,958

## **11. INCOME TAX**

The Institute is a non-profit making Institute and its income is exempt from income tax in accordance with Income Tax Act, 2015 (Act 896), Section 97(4).

## **12. CASHFLOW USED IN OPERATIONS**

Profit/ (loss) for the year	17,500	(212,028)
Depreciation (Note 4)	32,348	37,904

Write-off of PPE	-	23,363
(Increase)/decrease in accounts receivable	-	6,481
Increase/(decrease) in accounts payable	29,425	(41,447)
	79,273	(185,727)

### 13. CONTINGENT LIABILITIES

There were no contingent liabilities as at 31 December 2019. (2018: Nil)

### 14. COMMITMENTS

There were no commitments for capital expenditure as at 31 December 2019. (2018: Nil)

### 15. EVENTS AFTER REPORTING DATE

There were no events after the reporting period, which could have had a material effect on the state of affairs of the Institute as at 31 December 2019 and on the results for the year then ended which have not been adequately provided for and/or disclosed.

### 16. RESTATEMENT OF OPENING BALANCES

At 1 January 2019, management restated the opening balances as a result of mis-statements identified by the auditors during the testing of opening balances. The errors have been corrected by restating each of the affected financial statements items for the prior period as follows:

#### Statement of comprehensive income

	As previously reported	Impact of correction of error	Restated
<b>Revenue</b>			
Revenue	370,779	44,986	415,765
<b>Expenses</b>			
General and administrative expenses	(173,244)	(258,339)	(431,583)
Program expenses	(196,210)	-	(196,210)

Profit/loss before income tax	1,325	(213,353)	(212,028)
Income tax expense	-	-	-
Profit/loss for the year	1,325	(213,353)	(212,028)
Other comprehensive income	-	-	-
Total comprehensive loss/income	1,325	(213,353)	(212,028)

## Statement of financial position

	As previously reported	Impact of correction of error	Restated
<b>Non-current assets</b>			
Property, plant, and equipment	62,964	(30,616)	32,348
<b>Current assets</b>			
Accounts receivable	224,136	(224,136)	-
Cash and cash equivalents	46,430	(2,541)	43,889
Inventory	1,046	(1,046)	-
	271,612	(227,723)	43,889
<b>Total assets</b>	334,576	(258,339)	76,237
<b>Current liabilities</b>			
Accounts payable	48,461	(44,986)	3,475
Net current assets	223,151	(182,737)	40,414
Net assets	286,115	(213,553)	72,762
<b>Financed by:</b>			
Accumulated fund	286,115	(213,553)	72,762

## Statement of changes in equity

	As previously reported	Impact of correction of error	Restated
At start of year	284,790	-	284,790
Profit/ (loss) for the year	1,325	(213,353)	(212,028)
Other comprehensive income	-	-	-
At 31 December 2018	286,115	(213,353)	72,762

## Statement of cashflows

	As previously reported	Impact of correction of error	Restated
Profit for the year	1,325	(213,353)	(212,028)
Depreciation (Note 4)	41,313	(3,409)	37,904
Write-off of PPE	-	23,363	23,363

## Changes in working capital

(Increase)/ decrease in accounts receivable	(75,385)	81,866	6,481
Increase/ (decrease) in accounts payable	43,514	(84,961)	(41,447)
Cash generated from/ (used in) operations	10,767	(196,494)	(185,727)

## Cashflows from investing activities

Purchase of property, plant, and equipment	(21,487)	10,748	(10,739)
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Net cash used in investing activities	(21,487)	10,748	(10,739)
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**Cashflows from financing activities**

Increase/ (Decrease) in cash and cash equivalents during the year	(10,720)	(185,746)	(196,466)
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Cash and cash equivalents at the start of the year	57,150	183,205	240,355
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Cash and cash equivalents at the end of the year	46,430	(2,541)	43,889
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## DIVERSIFYING OUR GENERATION PORTFOLIO FOR SUSTAINABLE POWER SUPPLY

The Volta River Authority (VRA) has since 1961, harnessed the resources of the Volta River to provide electrical energy for industrial, commercial and domestic use in Ghana as well as transportation, fishery and recreation.

Starting with a generation capacity of 588MW, the VRA now operates 2519MW from its hydro, thermal and solar plants.

VRA continues to diversify its generation portfolio by exploring cleaner, cheaper and renewable sources of power generation such as wind and solar energy to sustain power supply.



**VOLTA  
RIVER  
AUTHORITY**

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[corpcomm@vra.com](mailto:corpcomm@vra.com)



# PHOTO GALLERY 2020 VISIT TO WLI WATERFALLS



# PHOTO GALLERY 2020 GENERAL MEETING









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# 2022 PROPOSED BUDGET

## INCOME

GH¢

### 1. SUBSCRIPTION

All estimates are based on active and call-in membership database of each category. Subscriptions are to be paid on annual basis.

Details are as follows	Units	Cost	
Corporate	28	3000.00	84,000.00
Accredited	130	400.00	52,000.00
Associate	110	350.00	38,500.00
Affiliate	200	250.00	50,000.00
Student	150	50.00	7500.00
			<b>232,000.00</b>

<b>2 DEVELOPMENT LEVY</b>	50	100	<b>5000.00</b>
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### 3. SEMINARS

Seminars would be held monthly, with an average attendance of 15 participants and three institutional seminars/training (bespoke Training), for Corporate bodies with a minimum of 10 participants.

Details are as follows	FQY	Units	Cost	
Development seminars: (Members)	10	10	600.00	60,000.00
Development seminars (Non-members)	10	5	800.00	40,000.00
Special corporate trainings	3	10	600.00	18,000.00
				<b>118,000.00</b>

#### 4. ACCREDITATION

Forecast for Accreditation Refresher Course and Examination is as follows:

	<b>Units</b>	<b>Cost</b>	
Level I Accreditation Course & Examination	100	2,000.00	200,000.00
Level II Accreditation Course & Examination	50	2,750.00	137,500.00
Level I Accreditation Examination only	20	1,250.00	25,000.00
Level II Accreditation Examination only	15	2,300.00	34,500.00
Exemptions: From Affiliate to Accredited	10	4,750.00	47,500.00
Exemptions: From Associate to Accredited	5	4,300	21,500.00
			<b>441,000.00</b>

#### 5. SPONSORSHIP & FUNDRAISING

Donations and fundraising would be based on:

	<b>Units</b>	<b>Cost</b>	
Ads in PR Awards publication / brochures	20	3,000.00	60,000.00
Donation / sponsorship (awards & public lecture)	20	10,000.00	200,000.00
Corporate tables	10	2,500.00	25,000.00
Individual tickets : single	50	250.00	12,500.00
Double / couples / partners	10	400.00	4,000.00
50th anniversary fundraising	50	10,000.00	500,000.00
			<b>500,000.00</b>

#### 6. SUMMIT/AGM

	150	3,800.00	<b>570,000.00</b>
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## 7. SALE OF SOUVENIRS

	Units	Cost	
Neck ties, lapel pins & scarfs	100	50.00	5,000.00
Car stickers	50	30.00	6,000.00
Membership identification cards	20	30.00	1,800.00
Flasks	15	50.00	5,000.00
			<b>12,800.00</b>

## 8. BUS RENTAL

Hiring of office bus	12	500.00	6,000.00
			<b>6,000.00</b>

## TOTAL INCOME

**2,186,300.00**

## EXPENDITURE

GH¢

## 9. STAFF EMOLUMENT

Annual net salaries	12	14,000.00	168,000.00
Bonuses/Incentives	1	100,000.00	100,000.00
Ghana Revenue Authority	12	2,300.00	27,600.00
Social Security (Tier 1 & 2)	12	1,200.00	14,400.00
			<b>310,000.00</b>

## 10. UTILITIES

Electricity	12	1,000.00	12,000.00
Telephone bill	12	300.00	3,600.00
Internet subscription	12	600.00	7,200.00
Water bill	12	200.00	2,400.00
			<b>25,200.00</b>



## 11. STATIONERY

Letter heads	2,800.00
Envelopes	1,200.00
A4 sheets	1,300.00
Cartridges/Toners	3,500.00
	<b>8,800.00</b>

## 12. REPAIRS & MAINTENANCE

Computer & accessories	3,800.00
Air conditioners	3,360.00
Lighting and electronics	1,900.00
Motor vehicle/ cycle	3,500.00
Furniture and fittings	2,000.00
	<b>14,560.00</b>

## 13. WELFARE

Welfare of IPR member		5,000.00	
Welfare of IPR staff (Medicals)	5	3,000.00	15,000.00
			<b>20,000.00</b>

## 14. PRINTINGS & SUBSCRIPTIONS

Daily newspaper (subscription)	260	3.50	5,000.00
Certificates	400	6.00	15,000.00
ID card	60	25.00	1,500.00
			<b>4,810.00</b>

## 15. ADS & MEDIA RELATIONS

Radio	5	5,000.00	25,000.00
Digital media	12	5,000.00	60,000.00
Print	6	6,500.00	39,000.00
Website (IPR)	12	5,000.00	60,000.00
			<b>184,000.00</b>

## 16. SEMINARS & OTHERS

Refreshment : Seminars	23	25	50.00	28,750.00
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### Allowances

Seminars	10	2	500.00	10,000.00
Stationeries (pendrives, note pads, pens)				5,000.00
Honorarium				2,000.00
				<b>45,750.00</b>

## 17. SEMINARS, ACCREDITATION COURSES & OTHERS

Refreshment : Accreditation	30	200	30.00	180,000.00
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### Allowances

Accreditation	10	2	500.00	30,000.00
Accreditation interview				6,000.00
Scripts marking fees				46,000.00
Stationeries (pendrives, notepads, pens)				5,000.00
Best Candidate Awards				1,500.00
Honorarium				2,000.00
				<b>270,500.00</b>

## 18. PRODUCTION OF SOUVENIRS

Lapel pins, karf-links, scarfs, neck ties, flasks etc	<b>50,000.00</b>
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## 19. TRAVELS

Local travel	70,000.00
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Foreign travels	130,000.00
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**200,000.00**

## 20. FINANCIAL SERVICE CHARGES

Bank charges/cheque books	5,000.00
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Audit fees (2020 & 2021)	70,000.00
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**75,000.00**

## 21. STAFF TRAINING & DEVELOPMENT

**5,000.00**

## 22. PR WEEK

Sumit/AGM	249,025.73
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Public lectures/soiree	12,000.00
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Excellence awards/dinner dance	80,000.00
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**341,025.73**

## 23. PROFESSIONAL MEMBERSHIP REGISTRATION

Global Alliance membership subscription (CHF1000.00 @ Gh¢7.00)	<b>7,000.00</b>
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## 24. CAPITAL EXPENDITURE

Office soft furnishing/Refurbishment	12,000.00
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Laptop computers	2	14,000.00
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Saloon car	1	70,000.00
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Generator (20KVA)	1	75,000.00
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**171,000.00**

## 25. ADMINISTRATIVE EXPENSES

Transportation		12	650.00	7,800.00
Fuel/Lubricant		12	800.00	9,600.00
Water	3	12	20.00	9,600.00
Meeting refreshments	20	10	30.00	720.00
Postage		12	500.00	6,000.00
				<b>30,120.00</b>

## 26. FUEL ALLOWANCE

EXCO monthly meetings, council quarterly meetings & committee

EXCO		12	5	-	-
Council		4	23	500.00	46,000.00
Committees		32	5	200.00	32,000.00
					<b>78,000.00</b>

## 27. Contingency

**5,000.00**

## TOTAL EXPENDITURE

**1,845,765.73**

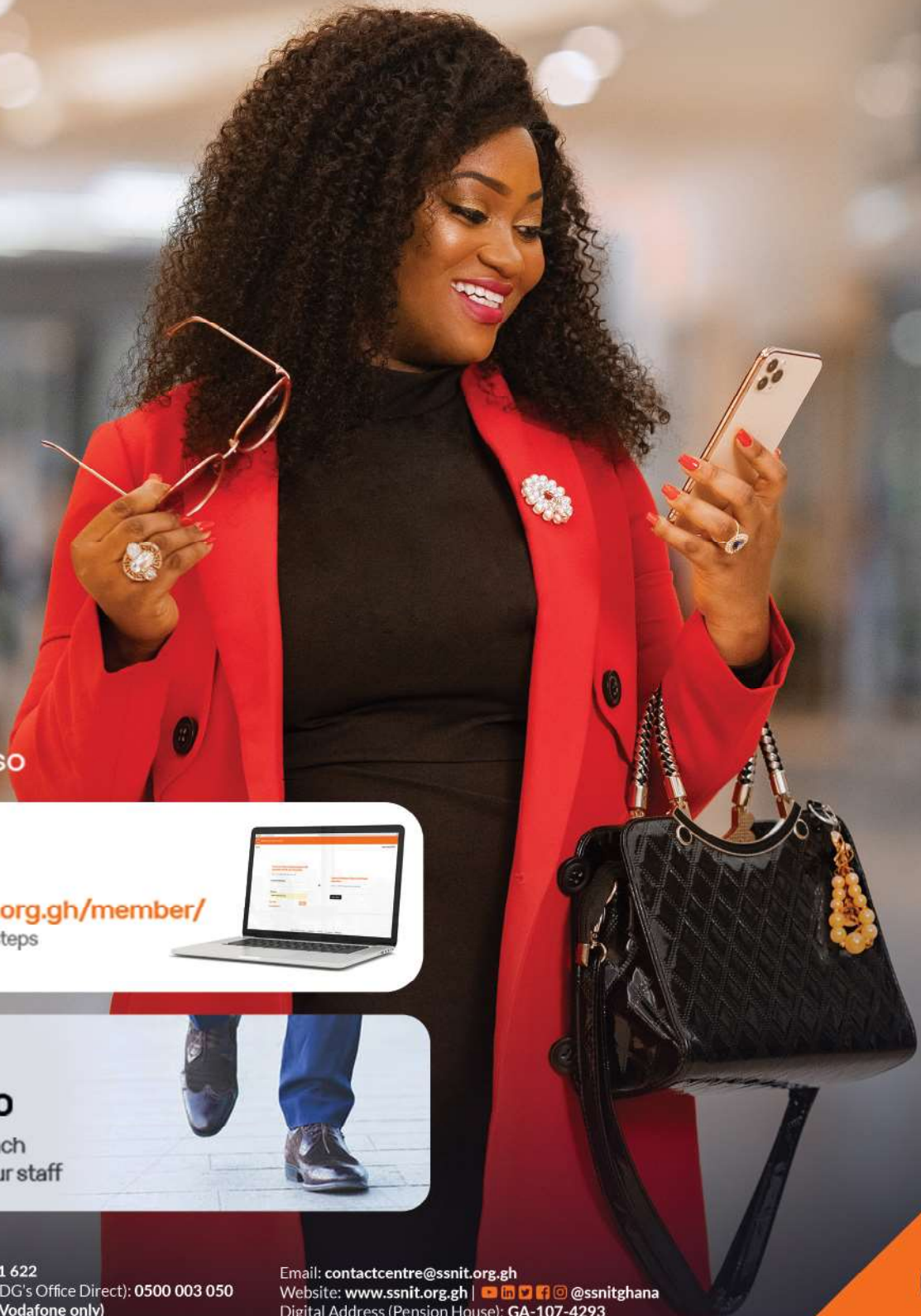
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**ZOOMLION GHANA LIMITED**

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F 394 Sophia Lissah, APR

**STUDENT MEMBERS**

**BLUECREST UNIVERSITY COLLEGE GHANA**

Enoch Doe Semana

**GHANA COLLEGE OF NURSES & MIDWIVES**

Affiliate Member

Archibald Nii Sarbah Adams

## CORPORATE INFORMATION

### MEMBERS OF EXECUTIVE COUNCIL

Mr. Mawuko Afadzinu	President
Mr. Henry Nii Dottey	Vice-President
Mrs. Shirley Tony Kum	Honorary Secretary
Mr. Asare Okae-Anti	Deputy Honorary Secretary
Ms. Afia Drah	Treasurer
Charles Adjei-Tetteh	Executive Secretary

### Registered office

Ghana Local Government Service Secretariat  
near Kempinski Hotel  
Ridge, Accra

### Bankers

Stanbic Bank Ghana Limited  
GCB Bank Ghana Limited



**ELECTRICITY COMPANY  
OF GHANA  
LIMITED**

## **EFFECTS OF ILLEGAL CONNECTION**



- **LOSS OF REVENUE**
- **DAMAGE TO ECG EQUIPMENT**
- **LOW VOLTAGE / POOR POWER SUPPLY QUALITY**
- **FIRE OUTBREAKS DUE TO USE OF SUB-STANDARD CABLES**
- **DAMAGE TO PERSONAL PROPERTY**
- **THREAT TO HUMAN LIFE**

***HELP FIGHT  
ILLEGAL CONNECTION!!***

**REPORT ILLEGAL CONNECTION  
TO ECG PROSECUTION OFFICE ON**

**☎ 055 144 4011**

For all information on ECG, visit [www.ecggh.com](http://www.ecggh.com)

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**ECG: THE NAME BEHIND ELECTRICITY IN GHANA**