



**National PR &  
Communication**  
Summit & AGM  
**2023**



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THROUGH ROUGH PATCHES**



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PUBLIC RELATIONS  
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## 23 Thursday

<p><b>Travel to Kwahu Nkwatia, Rock City Hotel</b></p> <p>6:00 am - 9:30 am</p>	<p><b>Opening Ceremony</b></p> <p>11:00 am</p>	<p><b>Panel discussion on the theme; Staying Credible through rough patches</b></p> <p>12:00 am - 1:30 pm</p>	<p><b>Lunch</b></p> <p>1:30 pm</p>	<p><b>Session 1 (PR in the boardroom. C-suite Insights/ CEO's roundtable)</b></p> <p>2:45 pm - 3:15 pm</p>
<p><b>Stretch Break</b></p> <p>3:15 pm</p>	<p><b>Session 2 (Becoming the difference by raising the bar of excellence)</b></p> <p>4:00pm - 5:00 pm</p>	<p><b>Easy time</b></p> <p>5:00 pm</p>	<p><b>Dinner</b></p> <p>6:00 pm</p>	<p><b>Humour night</b></p> <p>8:00 pm - 10:00 pm</p>

## 24 Friday

<p><b>AGM (Annual General Meeting)</b></p> <p>8:30 am</p>	<p><b>Session 1 (Political Communication: Rescuing our Beauty from the Beast)</b></p> <p>11:30 am - 1:00 pm</p>	<p><b>Lunch</b></p> <p>1:00 pm</p>	<p><b>Session 2 Breaking the cycle of distrust in Public Sector PR.</b></p> <p>2:00 pm - 3:15 pm</p>	<p><b>Session 3 Change or Perish! New Age PR</b></p> <p>3:15 pm - 4:15 pm</p>
<p><b>Session 4 Women going places: Paths to professional excellence and personal fulfilment</b></p> <p>4:30 pm - 5:30 pm</p>		<p><b>Closing Session</b></p> <p>5:00 pm</p>	<p><b>Dinner / IPR Ball</b></p> <p>6:00 pm</p>	

## 25 Saturday

<p><b>Bonding Walk</b></p> <p>6:00 am</p>	<p><b>Fun Games</b></p> <p>8:00 am</p>	<p><b>Departure</b></p> <p>11:00 am</p>
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# President's Message

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Mawuko Afadzinu, APR  
**PRESIDENT**

**S**o much has happened since we got together at Akosombo for the last AGM. As I reflected on some of the seemingly seismic occurrences in our line of work and country, a number of questions jumped to the fore. Prominent in the bag of questions were: to what extent is Public Relations manifesting as a 'management function' in the true and proper sense of the term, and not as a side occupation for anyone with the gift of gab? How have IPR members fared over the period? How does the Institute provide fitting levels and types of support for members? What professional, social and material interventions would make the biggest difference in the lives of members? And, what would it take to embed APR as a badge of honour, a symbol of excellence, and a mark of

distinction in Ghana? Some perplexing questions you may say. The answers to these questions will pretty much define the future of IPR and determine how quickly we can achieve the high standards we crave. The level of our relevance and perceptions of our value as an Institute, is directly tied to the impact we make. How our key publics feel about the value we deliver is what counts when the chips are down. Members had a mixed year. The Institute did offer a fair level of support, and made a number of key interventions in the interest of members. In sum, we did fairly well but not great. That is not where we want to be. We set out to be great. The next phase of our progression as an Institute, demands a major reset. IPR must mirror the change and excellence we desire and deserve.

To make that happen, the secretariat will be empowered to become a center of excellence. Existing structures that may have served us well in the days of old will be remodeled to align with and deliver on the demands of today.

It is in this direction that our accreditation paths and processes have been revamped. New course content, more suited to the current dictates of the workplace will be introduced in 2023. Detailed course content and study material will be made available across multiple platforms, to encourage active self-learning to complement our usual preparatory courses.

These initiatives are essential to our journey to make IPR synonymous with excellence. The APR tag must immediately signal a difference-maker, a deep professional, or a relationship strategist.

Previous AGMs had underscored the importance of continuous Professional Development Programmes (PDPs). That, together with seminars, talks and learning sessions are going to be frequent. That is how we are going to stay ahead of the curve. Towards this end, the secretariat will enforce the decision of previous AGMs, which enjoined members to attend a minimum of 3 PDPs each year, as a prerequisite to be in good standing.

As our numbers continue to soar, it is now more important than ever, to deepen quality in tandem with quantity. Enquiries have gone through the roof and we have seen over a 100% increase in all key membership activity numbers. Very soon we will be pushing past 1000 members, a huge lift from 300+ a few years back. Indeed, our current growth trajectory, with an annual growth rate of 25%, indicates IPR will be breaching the 2000 members mark by 2027.

As exciting as this may seem in terms of strength in numbers, there is the need to match this increase with depth in quality and excellence.

To that extent, a two-prong strategy is being deployed. One is the obligatory continuous development series. The other is the landing of the IPR bill. Though the bill, by itself, is not a sufficient guarantee of excellence, it provides a necessary and fitting framework for the elimination of charlatans, undercooked communicators and outright quacks from the noble enterprise of professional PR and Communication practice.

Stakeholder engagement towards getting the bill passed will go into overdrive and considerable progress is expected by the end of the year to commemorate the 50th Anniversary of IPR. That and the acquisition of an IPR titled land/office are top on the list of signature projects earmarked to commemorate IPR's 50th Anniversary. A full 50th Anniversary activity schedule will be shared soon, after stakeholder engagements are concluded.

From its simple antecedents, IPR has grown by leaps and bounds through these 5 decades. The view from the top shows how high IPR has come over the years, remarkably so in the past 4 years.

However, that same elevated position gifts us a mesmerizing perspective of the higher heights IPR must reach. That is what we must settle for, to take our seat as a pacesetter among professional institutes in Ghana. Then we shall have both the muscle and the social credit to influence the nature of communication in spaces beyond our workplaces and our limited circles of influence.

Image indeed is everything!

Without credibility, however, the image is hollow and empty. An image that coagulates relationships and delivers strategic value is indeed everything.

Hurray to the next 50 years of IPR, Ghana.

# Corporate information

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## MEMBERS OF THE EXECUTIVE COUNCIL

Mawuko Afadzinu, APR	- President
Henry Nii Dottey, APR	- Vice President
Shirley Tony Kum, APR	- Honorary Secretary
Kwabena Asare Okae Anti, APR	- Deputy Honorary Secretary
Afia Kwakyewaah Drah, APR	- Treasurer
Charles Adjei Tetteh	- Executive Secretary

### Registered Office

Ghana Local Government Service Secretariat  
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Accountants  
A4 Rangoon Lane Cantonments City  
PMB CT42 Cantonments, Accra.

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# Executive Council Report

Mr. President  
Distinguished Fellows and Honorary members present  
Fellow IPR members  
Friends from the media

## 1. INTRODUCTION

Undoubtedly, the two cardinal principles still holding our society together in this post truth era are Accountability and Transparency. I am therefore honoured to account for stewardship of our august Institution by presenting to you the Executive Council's Report for 2022.

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:

## Executive Committee



**Mawuko Afadzinu, APR**  
PRESIDENT



**Henry Nii Dottey, APR**  
VICE PRESIDENT



**Shirley Tony Kum, APR**  
HONORARY SECRETARY



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



**Afia Drah, APR**  
TREASURER

# Executive Council



**Elaine Sam, APR**  
IMMEDIATE PAST PRESIDENT



**Gayheart Mensah, APR**  
PROFESSIONAL DEVELOPMENT,  
EDUCATION & ACCREDITATION



**Kenneth Ashigbey, APR**  
PROFESSIONAL SECTIONS



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



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



**Esther Cobbah, FIPR**  
PROFESSIONAL AWARDS



**Cynthia Ofori-Dwumfuor, APR**  
RESEARCH & NEW MEDIA



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



**Aba Lokko, APR**  
FINANCE & FUNDRAISING



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



**Ivy Heward-Mills, APR**  
STUDENT CHAPTER  
CO-ORDINATION



**George Sarpong, APR**  
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

# 2022 ENERGY COMPANY OF THE YEAR (POWER)

## Ghana Energy Awards



161kV Accra Central  
Bulk Supply Point (BSP)  
2018



161kV Achimota Substation,  
Ghana's 1st Substation  
1965



161kV Kasoa  
Bulk Supply Point (BSP),  
GRIDCo's 2nd largest  
Substation  
2022



161kV Kumasi Substation,  
Ashanti Region,  
1965



330kV Tower Volta  
Substation, Tema



330kV Pokuase  
Bulk Supply Point (BSP),  
GRIDCo's Largest Substation,  
2021



330-225kV Nayagnia Substation,  
Upper East Region,  
2018.



330kV Anwomaso Substation  
Kumasi, Ashanti Region,  
2019

### 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 Small Arms Commission, opposite Kempinski Hotel, off Gamel Abdul Naser Avenue, Ridge, Accra.

As an ever growing Institute, the clarion call is still on for a collective drive to secure a more befitting accommodation space for our Secretariat.

### 4. STAFFING

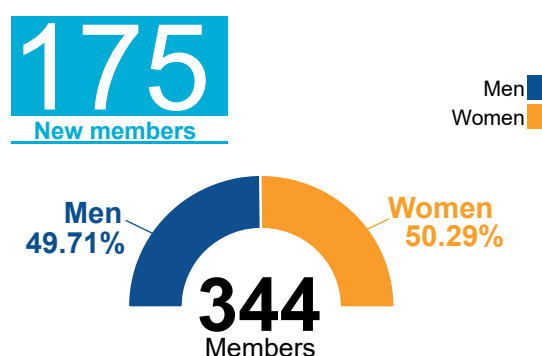
The Secretariat is staffed as below:

Charles Adjei Tetteh	- Executive Secretary
Rachel Brew	- Administrative Secretary
Eunice Asieduah	- Programmes/Projects Officer
Cyrus Nettey	- Visuals Specialist

### 5. MEMBERSHIP

Activities to grow the membership numbers of the Institute are yielding dividends as the Institute can currently boast of a membership strength of 344.

*Of this number one hundred and seventy one (171) are men and one hundred and seventy three (173) are women. One hundred and seventy five (175) new members were registered in 2022.*



**Figure 1: Membership**

### 6. ACTIVITIES

#### Annual General Meeting and Excellence Awards

The 2022 activity year commenced with the Institute's Annual General Meeting themed 'Truth well told and shared' hosted at Volta Hotel, Akosombo from 19th to 22nd January, 2022.

This was held in tandem with the PR

National Communications Excellence Awards hosted at Volta Hotel, Akosombo on 21st January, 2022.

Winners of the various awards categories are as follows:

Best Community Relations Programme of the Year 2020	- MTN GHANA
Best Content	- STRATCOMM AFRICA
Best In-House Team of the Year	- VIVO ENERGY, GHANA
Best Launch & Re-launch	- HOLLARD (ARABAHOLLARD)

Best in Non-Profit Communication	- STRATCOMM AFRICA
Best Community Relations Programme of the Year 2020	- MTN GHANA
Best Content	- STRATCOMM AFRICA
Best In-House Team of the Year	- VIVO ENERGY, GHANA
Best in Non-Profit Communication	- STRATCOMM AFRICA
Best in Social Media Communication	- MAHOGANY CONSULT
Best in Technology	- HOLLARD GHANA
PR Campaign of the Year	- HOLLARD GHANA
PR Organization of the Year (Telecommunications)	- MTN GHANA
Most Outstanding PR Agency (Consultancy of the Year)	- GLOBAL MEDIA ALLIANCE
Most Outstanding Student Chapter	- UNIVERISTY FOR PROFESSIONAL STUDIES, UPSA

## 7. PROFESSIONAL DEVELOPMENT, EDUCATION AND ACCREDITATION

The Professional Development, Education and Accreditation Committee is composed as below:

Mr. Gayheart Mensah, APR (Chairperson)  
 Nii Okai Nunoo, APR (Vice Chairperson)  
 Mr. Asare Okai-Anti, APR

Ms. Baaba Cofie, APR  
 Ms. Afua Amankwaah Sarkodie, APR

### Professional Development Seminars

The Institute developed and submitted proposals for customised training to Consolidated Bank Ghana (CBG), Driver and Vehicle Licensing Agency (DVLA) and Technical Universities and we would be delivering the trainings after March 2023.

Other in-house Continuous Professional Development Programmes (CPDP) rolled out during the year under review are as follows:

Month	Course Title	Facilitator	Attendance
Aug.	Advocacy and Value Creation in PR	Mr. Kenneth Ashigbey, APR	28
Sep.	Crisis Management; Developing a Framework for Organisational Readiness	Mr. Paul Asare Ansah, APR	26
Oct.	Establishing Strategic Direction in PR	Mr. Donald Gwira, APR	12

The CPDPs started with high patronage - 20 persons on average per session. However the numbers started dwindling in October making its economic viability questionable. Enquiries revealed that most sponsoring organisations had exhausted their training budgets for the year hence the low patronage. The CPDPs were therefore discontinued so adequate preparations could be made for the 2022 Accreditation programme.

### 2022 Accreditation Programme

The 2022 Accreditation programme commenced with refresher courses on Monday 7th November and ended Tuesday 29th November.

Examinations started Monday 12th December and ended Friday 16th December 2022. A breakdown of participation numbers are as follows:

### Breakdown of results of 2022 accreditation programme

#### LEVEL 1

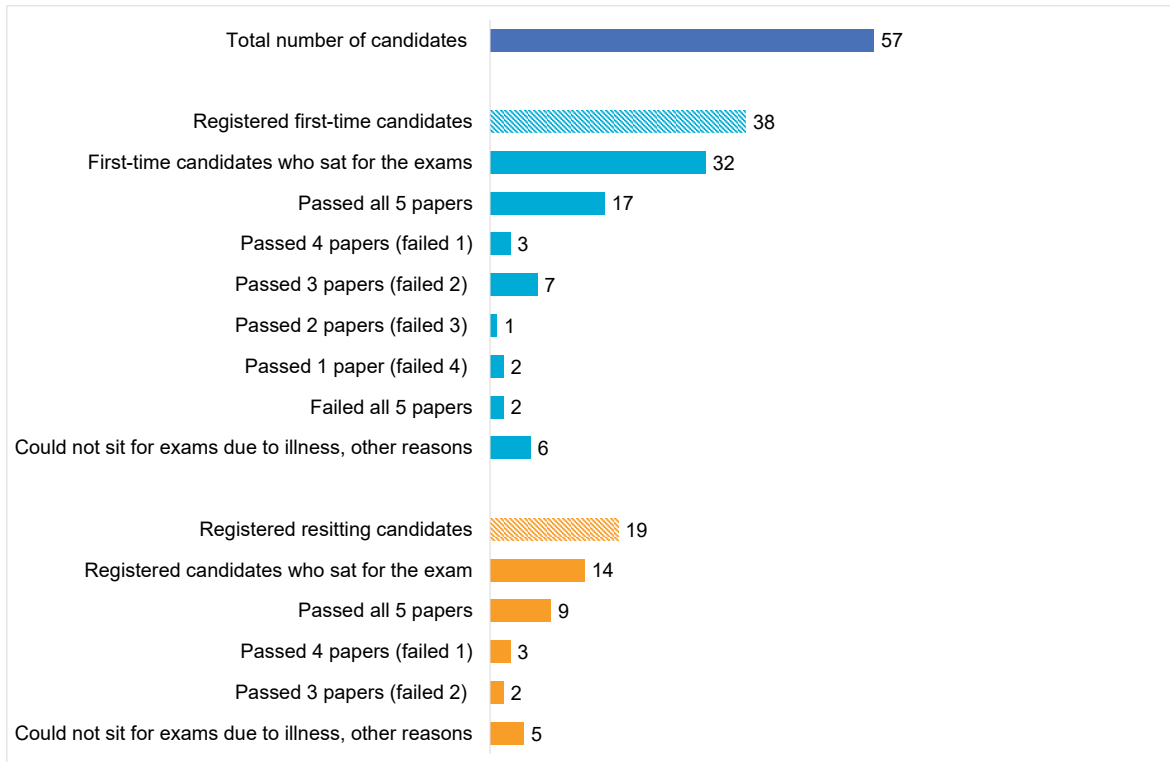


Figure 2: Breakdown of Results (Level 1)

#### LEVEL 2

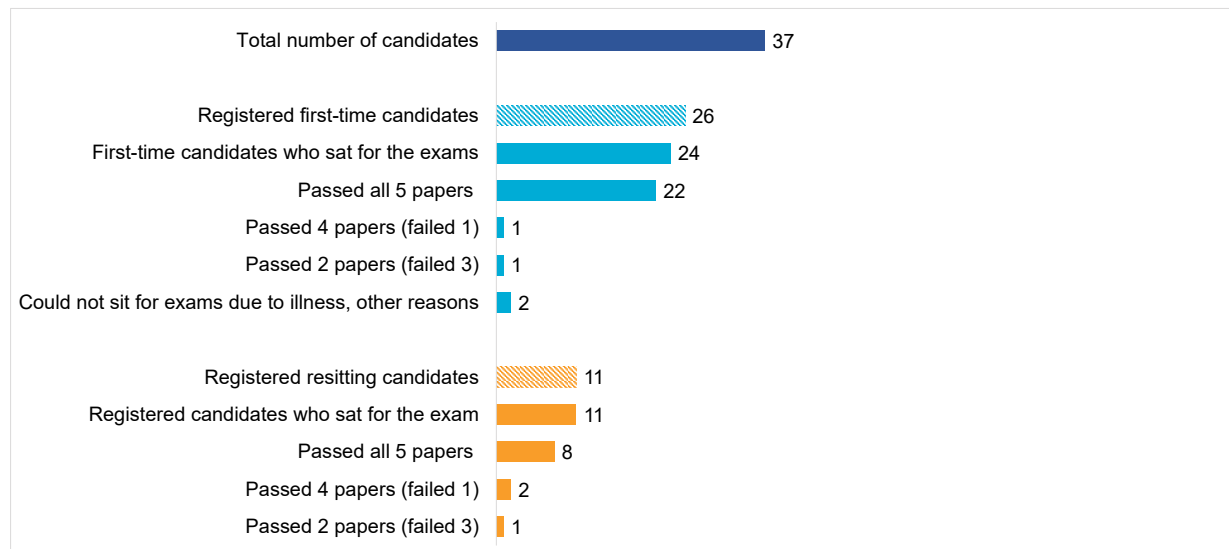


Figure 3: Breakdown of Results (Level 2)

**NOTES**

There was a total of 12 resitting Level 2 candidates, nine of which passed all five papers and were subsequently invited for interview.

At the end of the interviews, seven out of nine candidates were recommended for Accreditation and the other two were advised to undergo mentorship.

**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 that they be accredited.

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

**Accreditation Programme Review**

To ensure the Institute's Accreditation programme responds to the needs of business and industry, and also reflects critical new trends and standards in global professional PR practice, we conducted a thorough review of the programme in January 2022. After several consultations and deliberations a new three-level accreditation programme was agreed on in July. It is envisaged the changes would ultimately eliminate the three-year waiting period and allow members to complete the programme at the fastest and best time possible.

The changes include pre-accreditation training sessions for would-be accreditation candidates. Candidates would have to prove an understanding of the basic concepts of the profession through training or practice before they would be allowed to enroll on the accreditation programme. Other changes include reduction in number of courses through merging.

The new Accreditation categories will be known as follows:



The reviewed programme would be rolled out in 2023 alongside the current accreditation model to allow members of the existing structure to complete their programmes.

**8. COLLABORATIONS/ REPRESENTATIONS****Centre for Communication & Culture**

Earlier in the year the Institute partnered with the Centre for Communication & Culture to deliver a series of lectures aimed at highlighting the fundamental role of Communication in propagating the Ghanaian cultural narrative for national development.

The lectures were climaxed by an awards night in recognition of the contributions of some renowned Ghanaians to national cohesion and development. Awardees included Former President John A. Kuffuor, Mr. Sam Jonah, Ms. Adjoa Yeboah, Madam Elizabeth Ohene and Mr. Godwin Avernorgbor.

### **World PR Day 2022**

In celebration of World PR Day on July 15, the Institute honoured the invitation of Global Media Alliance for thought leaders from the Institute to join a panel discussion on 'The Evolution of PR; Shifting Skillset Required of Today's PR Professional'. Panellists from our Institute included Mawuko Afadzinu, APR & Gayheart Mensah, APR. Charles Adjei Tetteh and Eunice Asieduah were also present.

### **Information Services Department of the Ministry of Information**

To enable the Information Services Department of the Ministry of Information achieve its capacity building objectives, the Minister of Information invited the Institute to assist deliver a training programme at Aburi for selected ISD staff. The President and Executive Secretary represented the Institute.

### **Academia**

On the academic front, a delegation from the Department of Communications Studies, University of Ghana, led by Dr. Abena Animwaa Banin called on the President at the Secretariat to brief him on plans for the Department's 50th Anniversary celebrations and to seek the Institute's support in the roll out of planned celebratory activities. The President pledged the Institute's support for the Anniversary activities in light of the fact that a significant number of the Institute's members had cut their professional teeth at the Department. The Institute has so far been well represented at all the celebratory programmes and would certainly contribute its quota towards the climax events scheduled to take place in March 2023.

The Institute was invited by the Communication Students Association of the University of Cape Coast (COMSA –UCC) to deliver a keynote speech at their 10th Anniversary Seminar.

Donald Gwira, APR the Council member who represented the Institute delivered the keynote speech under the theme Promoting Value-Driven PR in Ghana; the Role of the Institute of Public Relations, on Friday, September 30, 2022. Donald Gwira, APR was accompanied by the Executive Secretary.

The Institute was also represented at Wisconsin International University College during a seminar organised by their IPR Student Chapter dubbed Leveraging the IPR Student Membership for Career Growth. The Institute was represented by Ivy Heward-Mills, APR, a Council member, Kenneth Aidam and the Executive Secretary.

### **Industrial Engagement**

The Executive Committee, represented by Mawuko Afadzinu, APR, Henry Nii Dottey, APR & Charles Adjei Tetteh, paid a courtesy call to the Chief Fire Officer of the Ghana National Fire Service to discuss key industry issues and areas for possible future collaboration.



### **IPR Ghana Representation on National Boards/Committees**

Mr. Mawuko Afadzinu, APR	- Board Member, National Media Commission
Mr. Henry Nii Dottey, APR	- Member, National Engineering Coordinating Team's Communications Committee
Mr. Donald Gwira, APR	- Member, Professional Advisory Committee, Ghana Institute of Journalism
Mr. Shirley Tony Kum, APR	- Ministry of Information Covid-19 Communication Advisory Committee

Shirley Tony Kum, APR  
**Honorary Secretary**



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# Rapporteurs Report

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## OPENING

The Master of Ceremony [MC], Kwame Gyan, APR welcomed members to the 28th Annual General Meeting [AGM] of the Institute of Public Relations, Ghana and then invited Rev. Aaron Hagan, APR to say the opening prayer. The MC informed AGM of the presence of representatives from the telecommunications companies who were available to register SIM cards of members.

### Attendance List for the 28th Annual General Meeting

Please refer to APPENDIX A on page 21

## INTRODUCTION OF GUESTS

The MC introduced the following dignitaries who had honoured the Institute's invitation to attend the Annual General Meeting:

- Fati Abubakar -  
Deputy Minister, Ministry of Information
- Dr. Joyce Aryee, FIPR -  
Chairperson, 29th AGM
- Pishi Naa Alhassan Andani -  
Former Managing Director, Stanbic Ghana
- Stella Agyenim-Boateng -  
Deputy CEO (Services), Volta River Authority
- Afia Asabea Asare -  
CEO, Ghana Export Authority
- Kwamina Kwansah Aidoo -  
Rector, Ghana Institute of Journalism
- Kabral Blay Amihere -  
Board Chair, Ghana Grid Company

## WELCOME ADDRESS

The President of the Institute, Mawuko Afadzinu, APR welcomed members to the 28th Annual General Meeting. He expressed gratitude to the Management of the Volta River Authority for hosting the Institute at the plush and serene Volta Hotel in Akosombo. The President reminded members that the COVID-19 pandemic had destabilised every facet of the economy and it was incumbent on Public Relations to bring clarity and meaning to the uncertainty. He reminded members of the 3Rs expected of them in their organisations – Reputation Management, Relevance and Relationship Building – and challenged them to deliver on all three to make their work valued. Members were also admonished to use storytelling to educate, inform and entertain their publics. Afadzinu concluded by thanking members for attending in their numbers and encouraged them to network for fruitful collaborations.

## REMARKS BY REV. DR. JOYCE ARYEE, FIPR

Rev. Dr. Joyce Aryee, FIPR spoke on the theme 'Truth Well Told and Shared'. Highlights from her remarks were as follows:

- PR is a unique profession and with it comes greater responsibilities.

- 'Truth Well Told and Shared' means PR practitioners must lead and foster a culture of respect, authenticity and transparency in their communication and public dialogue with stakeholders.

- Truth is not palatable; false messaging is not sustainable.

- Messages should be devoid of gimmicks, shameless hype, embellishments.

- PR is exceptional truth telling at all times.

### **ADDRESS BY DR. STELLA AGYENIM-BOATENG, DEPUTY CEO (SERVICES), VOLTA RIVER AUTHORITY**

Dr. Stella Agyenim-Boateng, the Deputy CEO (Services) of the Volta River Authority welcomed members to the Volta Hotel and Dodi World Complex. She reminded members that AGMs were opportunities to acquire intellectual capital, adding that VRA was particularly proud to be associated with such an event. She said that at the VRA, "the PR profession is an imperative function and the organisation will continue to safeguard the function of communications in all of its practices." Other highlights of her address are summarised below:

- PR professionals must be truthful at all times and speak truth on behalf of their organisations.

- At the heart of PR is TRUST. Trust is kept when factual messages are presented to stakeholders.

- VRA will partner IPR in promoting knowledge on energy portfolios and training energy reporters.

- VRA will undertake ambitious project dubbed 'the AKOSOMBO SMART CITY' which will serve as an industrial park, have data centres and use electronic buses and drones to deliver services.

She ended her address by wishing members fruitful deliberations.

### **STATEMENT BY HON. FATI ABUBAKAR, DEPUTY MINISTER OF INFORMATION [MoI]**

Hon. Fati Abubakar, Deputy Minister of Information read a statement on behalf of Hon. Kojo Opong Nkrumah, the Minister of Information. In the statement, the Deputy Minister underscored the importance of PR as an integral part of an organisation's ecosystem and admonished PR practitioners to value their role in maintaining the general health of the organisation through reliable communications. She also stated that good PR must be earned and for PR practitioners to be relevant, they must gain respect from their colleagues. She informed AGM of the Government of Ghana's commitment to PR which was manifest in activities such as the Minister's press briefings, Town Hall meetings, media engagements and the issuance of the MoI Bulletin which are used to continually inform and educate the citizenry. She said that the MoI will continue to explore opportunities with IPR to build the capacity of its members. She thanked the Executive Committee and the Executive Council for their support to the Ministry over the past year and wished AGM the best.

### **CEREMONY TO INDUCT NEWLY QUALIFIED ASSOCIATE AND ACCREDITED MEMBERS**

The Chair of the Committee on Professional Development, Education and Accreditation, Gayheart Mensah, APR thanked the facilitators and the Secretariat of the Institute for all the support given to ensure that the Refresher Course and Accreditation Examinations were successful, in spite of all the challenges. He explained to AGM that though the Accreditation process was difficult and rigorous, it was done that way to ensure that standards were maintained.

He informed members of three key changes that have been proposed by the Committee – the introduction of a pre-accreditation course, the restructuring of curricula and content, and a consideration to introduce a CPD points system to regulate membership. He invited the President of the Institute, Mawuko Afadzinu, APR to induct the newly qualified Associate and Accredited Members.

## ACCREDITED

Derick Romeo Adogla  
 Patience Lartey  
 Dickson Kyere-Duah  
 Veronica Anom Darko  
 Gladys Antwi Ansong  
 Juliet Danso Ankrah  
 Matilda Malm  
 Constance Adomaa Takyi  
 Gilbert Nii Otu Ankrah  
 Farouk Moomin Usman  
 George Boye Sowah  
 Michael Amoako-Atta  
 Anita Adasah  
 Gloria Holme-Graves  
 Eric Nyarko Sampson  
 Irene Maame Kesewah Dolphyne  
 Prince Nana Yaw Kessie  
 Cosmos Damien Kaguah  
 Fred Bambill Johnson  
 Emmanuel Dowuona Godwyll  
 Mary Eshun Oppong  
 Gloria Bentil Mensah  
 Jemima Ansong  
 Eunice Tweneboah-Kodua  
 Akua Amoah Twum  
 Gloria Obeng-Benefo  
 Mu-Azu Andani  
 Patience Lartey  
 Samuel Amoah

## ASSOCIATE

Margaret Eshun  
 Cynthia Adu Afriyie  
 Myra Mensah  
 Ahmed Nasir Yartey  
 Francisca Nancy Hagan  
 Solomon Agbesi Ackwerh  
 Stephanie Korkoi Aryee  
 Daniel Obloni Kweitsu  
 Kofi Yeboah Debrah  
 Candida Jumpah  
 Emma Wilhelmina Parker Halm  
 Rainer Mantey  
 Stanley Awalime  
 Priscilla Juanita Yogtiba  
 Nathaniel Ekue Mensah  
 Priscilla Dede Kitsikpui  
 Wilhelmina Osei  
 Antoinette Kwoffie  
 Samuel Ofori Adjei Addo  
 Priscilla Sedinam Djentuh  
 Nana Akua Mensah Aborampah  
 Victoria Nash Wood  
 Portia Opoku Agyemang  
 Emma Wilhemina Parker Halm  
 Patience Arthur  
 Elizabeth Fadilatu Salifu  
 Manacia Sefakor Asamoah  
 Abena Owusu Nyamekye  
 George Boye Sowah  
 Michael Amoako-Atta  
 Anita Adasah  
 Gloria Holme-Graves  
 Eric Nyarko Sampson  
 Irene Maame Kesewah Dolphyne  
 Prince Nana Yaw Kessie  
 Cosmos Damien Kaguah

## **PANEL ON PUBLIC RELATIONS WITH THE C-SUITE**

A panel on Public Relations with the C-Suite was moderated by the President, Mawuko Afadzinu, APR. The discussants on the panel were Dr. Afia Asabea Asare (CEO, Ghana Export Authority); Ambassador Kabral Blay Amihere (Board Chair, GRIDCo) and Professor Kwamina Kwansah Aidoo (Rector, Ghana Institute of Journalism). The panel discussed two main issues. The first dealt with the nature of PR practice in the past while the second dealt with characteristics expected of their PR officers.

### **On PR practice in the past, the panel noted the following:**

- PR practitioners often reported to Human Resources or Administration.
- Role of communications and that of practitioners are not seen as critical or essential.
- PR is not a profession people want to engage in.

### **On expectations from the PR practitioner, the panel suggested the following:**

- Tell the truth and state facts timeously.
- Be abreast of technology and use it appropriately.
- Understand the peculiar nature – operations, business and financial sides – of their organisations.
- Exhibit good writing and speaking skills.
- Develop, sustain, and maintain appropriate media networks.

### **Concluding remarks made by the panel**

- PR practitioner must find innovative ways to make their CEOs understand and appreciate the role and value of PR.
- Place premium on internal publics – make them feel loved and valued.

## **CONVERSATIONS ON LEADERSHIP WITH PAUL ANSAH ASARE AND PISHI NAA ANDANI ALHASSAN**

The two discussants shared these insights:

- Democracy is the ideal environment for which communications thrive and all must help in safeguarding it.
- Leaders are to provide opportunities for those they lead – advance the fortunes of their followers.
- Leaders must continually articulate their vision and inspire their team to buy into it
- The future fit leaders are those who continually learn and unlearn.
- Leaders must embrace universal values such as honesty, hard work, respectfulness and truthfulness.

## **BUSINESS SESSION**

The Honorary Secretary, Shirley Tony Kum, APR declared the AGM Business Session opened at 11:59A.M.

## **READING OF NOTICE OF 28TH ANNUAL GENERAL MEETING**

The Honorary Secretary read the notice of the 28th Annual General Meeting.

## **WELCOME ADDRESS BY MAWUKO AFADZINU, APR (PRESIDENT, IPR)**

The President, Mawuko Afadzinu thanked members for attending in their numbers and was very optimistic the AGM would offer a climate for stimulating discussions. He charged members to make IPR great by harnessing the collective efforts of one another. He outlined some initiatives planned for the year 2022 including:

1. Commencement of preparatory programmes and courses for individuals with no or little practical and academic PR backgrounds.
  2. Reforms in the accreditation process.
  3. The conduct of research on a wide variety of communication issues and
  4. The organisation of the 50th anniversary celebrations of the Institute
- He thanked the Executive Council for their support and valuable contributions and wished all members a nourishing time in Akosombo.

## **READING OF RAPPORTEUR'S REPORT [27TH AGM]**

The Honorary Secretary, Shirley Tony Kum, APR read and moved for the acceptance of the Rapporteurs' Report [27th AGM] which could be found on pages 19-26. George Sarpong, APR seconded the motion.

## **DISCUSSION OF RAPPORTEUR'S REPORT [27th AGM]**

AGM discussed the report and noted the following:

1. The attendance list of members must be included in subsequent editions of the report.
2. The ExCo should make arrangements to brand the bus with the new IPR logo
3. An account of the Presidential Ball was omitted in the report. This must be included.
4. The list of Associate and Accredited members to be inducted was incorrect. The correct list must be inserted.
5. There were a number of names missing in the List of Members in Good Standing and all these must be corrected.
6. AGM suggested the formation of an Editorial Team to vet the material that goes into the brochure.
7. The facelift for the office of the Executive Secretary has commenced with the acquisition

of furniture and other items befitting of the status of the office.

8. The purchase of a car has been factored in the 2022 Budget estimates.
9. The Institute has recruited a new Administrator in the person of Rachel Brew.
10. The Finance and Fundraising Committee was tasked to put in measures to raise money for the IPR complex.
11. George Sarpong, APR and Gayheart Mensah, APR volunteered to produce a manual to guide meeting procedures during the Business Session. The document was to be submitted to the Executive Council by the end of Second Quarter 2022. The approved document from Council was to be shared among members three clear months before the AGM commences. AGM accepted the gesture. On a motion by George Sarpong, APR which was seconded by Solace Akomeah, APR, the Rapporteur's Report was adopt.

## **PRESENTATION ON PROPOSED IPR BILL**

At the 27th AGM, there was a discussion on a law needed to regulate the practice of PR. Members requested that a report be produced on the nature and structure of the Bill and subsequent implications of such a Bill. Mr. George Sarpong, APR, the Chair of the Legal, Disciplinary and Grievances Board took members through the proposed IPR Bill.

### **On the nature of the Bill**

There would be two legal entities:

- The Public Relations Society/Association/ Group, which is the organisation for all PR practitioners (akin to the Ghana Bar Association or the Ghana Medical Association).
- The Public Relations Council, a regulatory body that regulates the practice of PR in Ghana.

### **On the structure of the Bill**

The Council is chaired by the President of Public Relations Society/Association/Group.

There shall be a Registrar (akin to Executive Secretary).

There shall be reps from the Ministry of Education, Ministry of Information, and the Ghana Employers Association.

### **Discussion on presentation**

1. A member suggested that the representative from the Ghana Employers Association be replaced with a representative from the Institute of Directors, Ghana.

2. A member suggested the protocol of listing of Committee members should be considered when stating members.

## **PRESENTATION OF AUDIT REPORT FOR 2019 FINANCIAL YEAR**

David Agbai (ICAG/P/1502), the representative from PriceWaterHouse Coopers presented the Audit Report for the 2019 financial year, beginning January 1 to December 31, 2019 as it appeared on pages 35-37.

A member asked why the 2020 and 2021 Audit reports were not included in the brochure. The President apologised for their omission. He assured members that the reports would be made available to members by end of the First Quarter 2022. AGM approved of this directive.

On a motion by Rev. Aaron Hagan, APR, which was seconded by Otu Ankrah, APR the Audit Report for 2019 was adopted.

## **APPOINTMENT OF AUDITORS**

AGM reappointed PriceWaterHouse Coopers to audit the 2020, 2021 and 2022 financial reports, following a motion by Rev. Aaron Hagan, APR which was seconded by Gayheart Mensah, APR. The organisation was to submit the reports for the 2020 and 2021 financial

years by the end of First Quarter 2022. The report for the 2022 financial year would be made available during the 29th Annual General Meeting.

## **REMUNERATION OF AUDITORS**

AGM authorised the Executive Council to determine the remuneration of the Auditors. This was after a motion by Gayheart Mensah, APR, which was seconded by Rev. Aaron Hagan, APR.

## **ANY OTHER BUSINESS**

### **1. Issues on brochure**

- Correction in brochure

On page 70, under PATRON, the word 'Nana' should be omitted.

- Inclusion of abridged history of IPR, Ghana in the brochure.

- The list of members in good standing must be given serious concern and all errors corrected.

### **2. Constitutional issues**

It was proposed a Committee be set up to review some provisions in the Institute's Constitution.

### **3. Accommodation issues**

It was proposed that members should be responsible for making their own accommodation arrangements for AGM.

### **4. Avenues for feedback**

The Institute should take feedback from members very seriously and engage well with same when they make enquiries.



## **CONDUCT OF ELECTIONS FOR NEW EXECUTIVE COMMITTEE (2022-2024)**

The Chairperson of the Committee on Elections, Robert Nana Mensah, APR invited the Asuogyaman Electoral Officer to conduct the elections. Because the following executives stood unopposed, they were pronounced re-elected.

- Mawuko Afadzinu, APR  
**President**
- Henry Nii Dottey, APR  
**Vice President**
- Shirley Tony Kum, APR  
**Honorary Secretary**
- Asare Okae-Anti, APR  
**Deputy Honorary Secretary**
- Afia Drah, APR  
**Treasurer**

They will serve the Institute for two calendar years, starting from January 2022 and ending December 2023.

## **ADJOURNMENT**

On a motion by Rose Abena Peprah, APR and Elaine Sam, APR, AGM was adjourned.

### **COMPILED BY:**

KENNETH AIDAM  
PRINCE NANA YAW KESSIE  
EUNICE TWENEBOAH-KODUAH  
ASARE OKAE-ANTI  
NAA KORKOR LEYOO WATSON-NORTEY

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# Decisions at the 28th Annual General Meeting

The 28th Annual General Meeting of the Institute of Public Relations, Ghana was held at the Volta Hotel, Akosombo from 19th to 22nd January, 2022. Members of the Institute considered, discussed and took the following decisions:

## 1. APPOINTMENT OF AUDITORS

AGM reappointed PriceWaterHouse Coopers as Auditors for 2022. AGM directed that the Auditors prepare audit reports for the 2020 and 2021 financial year. Both reports were to be ready by the end of First Quarter 2022.

## 2. REMUNERATION OF AUDITORS

AGM authorised the Executive Council to fix the remuneration of the auditors, PriceWaterHouse Coopers, for the year ending 2021.

## 3. 2022 BUDGET

AGM adopted the Budget Estimates for 2022.

## 4. ADOPTION OF 2019 AUDIT REPORT

AGM adopted the 2019 Audit Report presented by PriceWaterHouse Coopers.

## 5. PUBLICATION OF MANUAL ON MEETING PROCEDURES

AGM accepted the proposal from George Sarpong, APR and Gayheart Mensah, APR to produce a manual on meeting procedures to guide the conduct of the AGM Business Session. The proposal was to be presented to the Executive Council by the end of Second Quarter 2022.

## 6. AGM BROCHURE

AGM directed that subsequent brochures

should contain the attendance list of members present at the AGM. Members should be served copies of the brochure at least one week before the commencement of AGM.

## 7. COMMITTEE TO REVIEW IPR, GHANA CONSTITUTION

AGM tasked the Executive Council to constitute a Committee to review the Institute's Constitution.

## ELECTION OF EXECUTIVES (2022-2024)

The following were declared elected to their respective positions by the Electoral Officer of the Electoral Commission, Asuogyaman Office

- Mawuko Afadzinu, APR  
**President**
- Henry Nii Dottey, APR  
**Vice President**
- Shirley Tony Kum, APR  
**Honorary Secretary**
- Asare Okae-Anti, APR  
**Deputy Honorary Secretary**
- Afia Drah, APR  
**Treasurer**

They will serve the Institute for two calendar years, starting from January 2022 and ending December 2023.

SHIRLEY TONY KUM, APR  
HONORARY SECRETARY

## APPENDIX A: ATTENDANCE LIST FOR 28TH ANNUAL GENERAL MEETING

Elaine Sam	Emmanuel D. Godwyll	Michal Yankey-Obiri
Joseph E. T. Dottey	Antoinette Tettevi	Gracelyn Annang
Joe Aaron Hagan	Gloria Obeng-Benefo	Ethel Codjoe Amissah
Paul Asare Ansah	Samuel A Awugah	Frank Asiedu
Georgina Asare Fiagbenu	Mu-azu iddirisu Andani	Winnifred Nafisa Mahama
Dinah Abusuayedon Quarshie	Karimatu Anas	Gloria Holm-Graves
Prof Kwamena Kwansah-Aidoo	Aliyah Bayal	Miriam Millar
Samuel Osei	Solace Akomeah	Karimatu Anas
Millicent Atuguba	Praise Nutakor	Ruth Marfo
Deborah Bonney	Salam Aminu Mohammed	Isaac Osei
Rose Abena Peprah	Aduode Buabe	Senaya Nuna Yaa
Kwabena Antwi-Konadu	Abraham Otobil	Major Albert Don-Chebe
Felix Adu-Poku	Helina Asante	Samuel DeGraft Johnson
Stephanie Aryee	Wisdom K Binka	Makeba Boateng
Derick Romeo Adogla	Joana Ohui Tetteh	Gayheart Mensah
Kojo Larbi	Rhoda Arthur	Gloria Bentil Mensah
Prince Nana Yaw Kessie	BarbaraO.Akyea	William Boateng
Abigail Clegg	NathanielE.Mensah	Kabral Blay Amihere
Bernard Allotey	Nicholas Ofori	Donald Gwira
Manu-Amoah France	Samuel Acquah	Thelma Botchway
Prosper Tom Quarshie	Maxwell A. Adjei	Portia Dadaahon Kudar
Nasir Ahmad Yartey	Kofi Debrah	Clenard Bawa Adayina
Famous Kwesi Atitsogbe	Solomon Ackwerh	Elorm Ametepe
Amos William Abaidoo	Mary Eshun-Oppong	Asare Oake-Anti
Frank Adjei	Araba Pratt	Samuel Amoah
Karl Y. Tufuoh	Eunice Ama Oppong	Emmanuel Agbesi Foli
Royal Odonkor	Candida Jumpah	Shelter Seyram Doe
Charles Garshong	Juliet Danso-Ankrah	Beatrice Baiden
Nana Dartey	Nana Sifa Twum	Eric Pwadura
Lord Koramoa	Isaac N. Ainooson	Wilhemina Osei
Angela Owusu Appiah	Fred Baimbill-Johnson	Faith senam Ocloo
Francisca Anim	Samuel Frimpong	Kwame Gyan
Dorcas Yaro	Portia Oduro-Morrison	Peter Agbeko
Fanny Nana Ampon	Christina Aku Fordjor	Joyce Adjei
Dzinunya Aku Mawuli	Sowah Boye	Clarence Amoatey
Dinah Abusuayedon Quarshie	Ernest K. Agorde	Kwame Baah-Nuakoh
Gifty Aboagye-Mensah	Asabea Asare	Archibald Adams
Umar Farouk Moomin	Veronica Anom Darko	Ernest Agorde
Nathaniel Ekua Mensah	James Doodoo Addy	Lady Rita Bruce-Attuquayefio
Dickson Kyere-Duah	Mawuli Fui Kwadzovia	
Alberta Owoo	Isaac Agyei Kwaakye	
Benjamin Teye Laweh		



# Photo Gallaery 2022

VOLTA LAKE  
BOAT CRUISE





# Photo Gallaery 2022

AGM/ EXCELENCE AWARDS

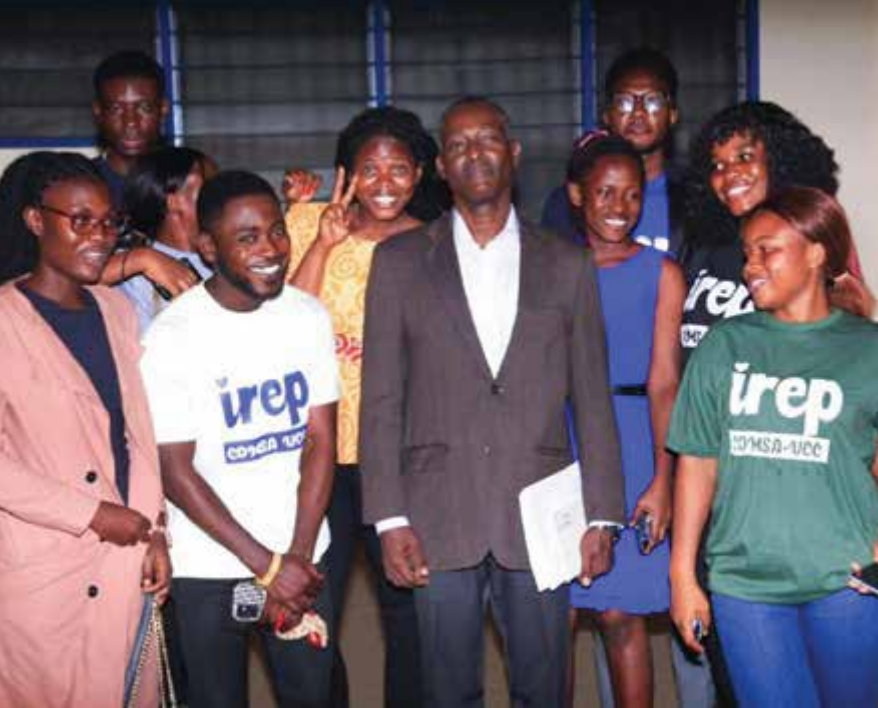






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# 2023 Proposed Budget

## Income

All amounts are in Ghana cedis **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	15	4,500.00	67,500.00
Accredited	200	650.00	130,000.00
Associate	230	500.00	115,000.00
Affiliate	250	350.00	87,500.00
Student	153	100.00	15,300.00
			<b>415,300.00</b>

### (2) DEVELOPMENT LEVY

	50	100.00	<b>5,000.00</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 Trainings), for Corporate bodies with a minimum of 10 participants.

Details are as follows:

	FQY	Units	Cost	
Development seminars: (Members)	10	30	750.00	225,000.00
Non-Members	10	10	1,000.00	100,000.00
Special Corporate Trainings	4	25	1,000.00	100,000.00
				<b>425,000.00</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	4,000.00	400,000.00
Level II Accreditation Course & Examination	50	4,800.00	240,000.00
Accreditation Examination only: Level I	20	3,000.00	60,000.00
Accreditation Examination only for Level II	15	3,500.00	52,500.00
Exemptions: From Affiliate to Accredited	10	5,937.50	59,375.00
Exemptions: From Associate to Accredited	5	5,375.00	26,875.00
			<b>838,750.00</b>

**(5) SPONSORSHIP & FUNDRAISING****Donations and fund rasings would be based on:**

Ads in PR Awards Publication / Brochures	20	5,000.00	100,000.00
Donation / Sponsorship (Awards & Public Lecture)	30	12,500.00	375,000.00
Corporate tables	10	5,000.00	50,000.00
Individual Tickets : Single	50	400.00	20,000.00
Double / Couples / Partners	10	700.00	7,000.00
			<b>552,000.00</b>

**(6) SUMMIT / AGM**

	120	4,500.00	<b>540,000.00</b>
Donation / Sponsorship	1	300,000.00	<b>300,000.00</b>

**(7) SALE OF SOUVENIRS**

Neck Ties, Lapel Pins & Scarfs	100	62.50	6,250.00
Car Stickers	200	37.50	7,500.00
Membership Identification Cards	60	37.50	2,250.00
			<b>16,000.00</b>

**(8) OTHER INCOME**

Hiring of Office Bus	12	625.00	7,500.00
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**TOTAL INCOME****2,804,550.00**

# Expenditure

## (9) STAFF EMOLUMENT

	Units	Cost	
Annual Net Salaries	12	30,000.00	360,000.00
Bonuses / Incentives	4	18,750.00	75,000.00
Ghana Revenue Authority	12	4,875.00	58,500.00
Social Security (Tier 1 & 2)	12	3,000.00	36,000.00
			<b>529,500.00</b>

## (10) UTILITIES

Electricity	12	1,250.00	15,000.00
Telephone Bill	12	375.00	4,500.00
Internet Subscription	12	750.00	9,000.00
Water Bill	12	250.00	3,000.00
			<b>31,500.00</b>

## (11) STATIONERY

Letter Heads			3,500.00
Envelopes			1,500.00
A4sheets			1,625.00
Cartridges / Tonners			4,375.00
			<b>11,000.00</b>

## (12) REPAIRS & MAINTENANCE

Computer & Accessories			4,750.00
Air Conditioners			4,200.00
Lighting and Electronics			2,375.00
Motor Vehicle / Cycle			4,375.00
Furniture and Fittings			2,500.00
			<b>18,200.00</b>

## (13) WELFARE

Welfare of IPR Member			6,250.00
Welfare of IPR staff (Medicals)	5	3,750.00	18,750.00
			<b>25,000.00</b>

**(14) PRINTINGS & SUBSCRIPTIONS**

	<b>Units</b>	<b>Cost</b>	
Daily Newspaper (Subscription)	260	4.38	1,138.80
Certificates	400	7.50	3,000.00
ID Card	100	31.25	3,125.00
			<b>7,263.80</b>

**(15) ADS & MEDIA RELATIONS**

Radio	3	12,500.00	37,500.00
Digital Media	12	7,250.00	87,000.00
Print	4	10,625.00	42,500.00
Website (IPR)	12	6,250.00	75,000.00
			<b>242,000.00</b>

**(16) SEMINARS, ACCREDITATION COURSES & OTHERS****Details are as follows:**

	<b>FQY</b>	<b>Units</b>	<b>Cost</b>	
Refreshment : Accreditation	30		37.50	-
Refreshment : Seminars	23	25	62.50	35,937.50
<b>Allowances</b>				
Accreditation	30	2	625.00	37,500.00
Seminars	10	2	625.00	12,500.00
Accreditation Interview	6	2	625.00	7,500.00
Scripts Marking Fees	20	230	12.50	57,500.00
Stationeries (Pendives, Note-Pads, Pens)				6,250.00
Best Candidate Awards				1,875.00
Honorarium				2,500.00
				<b>161,562.50</b>

**(17) PRODUCTION OF SOUVENIRS**

Lapel Pins, Karf-Links, Scarfs, Neck Ties	<b>62,500.00</b>
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**(18) FINANCIAL SERVICE CHARGES**

Bank Charges / Cheque Books	6,250.00
Audit Fees	87,500.00
	<b>93,750.00</b>

<b>(19) STAFF TRAINING &amp; DEVELOPMENT</b>	<b>62,500.00</b>
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**(20) PR WEEK**

Summit / AGM	634,116.00
Public Lectures / Soiree	50,000.00
Excellence Awards / Dinner Dance	250,000.00
	<b>934,116.00</b>

**(21) PROFESSIONAL MEMBERSHIP REGISTRATION**

Global Alliance Membership Subscription (CHF1000.00 @ Gh¢ 1)	<b>13,250.00</b>
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**(22) CAPITAL EXPENDITURE**

	Units	Cost	
Office Soft Furnishing / Refurbishment			15,000.00
Laptop Computers	2	6,250.00	12,500.00
Saloon Car	1		-
Generator (20KVA)	1	50,000.00	50,000.00
			<b>77,500.00</b>

**(23) ADMINISTRATIVE EXPENDITURE**

Transportation	12	650	<b>7,800.00</b>
Fuel / Lubricant	12	1,000.00	<b>12,000.00</b>
Mineral Water & Meeting Refreshments (GH¢ 20.00 @ 2 box / month @ 10 meetings + GH¢ 30.00 @ 20 packs refreshment for Council / Exco Meeting @ 12 months)			<b>15,000.00</b>

**(24) Fuel Allowance Meetings &**
**Exco Monthly Meetings, Council Quarterly Committee**

EXCO	FQY	Units	Cost	
Council	4	23	625.00	57,500.00
Committees	32	5	375.00	60,000.00
				<b>117,500.00</b>

<b>(27) Postages (GH¢ 625.00 @ 12 MONTHS)</b>	<b>7,500.00</b>
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<b>(28) Miscellaneous</b>	<u>6,250.00</u>
<b>TOTAL EXPENDITURE</b>	<b>2,321,942.30</b>
<b>SURPLUS</b>	<u>482,607.70</u>

# 2022 Annual Budget Summary

All amounts are in Ghana cedis **GH¢**

## INCOME

2022

Subscription - IPR	415,300.00
Development Levy	10,000.00
Seminars	425,000.00
Accreditation	838,750.00
Sponsorship & Fund Raising	552,000.00
Summit / AGM Conferencing	540,000.00
Sale of Souvenirs	16,000.00
Other Income	7,500.00
<b>Total Income</b>	<b>2,804,550.00</b>

## EXPENDITURE

Staff Emolument	529,500.00
Utilities	31,500.00
Stationery	11,000.00
Repairs & Maintenance	18,200.00
Welfare	25,000.00
Printing & Subscriptions	7,263.80
Ads / Media Relations	242,000.00
Seminars, Accreditation & Others	161,562.50
Production of Souvenirs	62,500.00
Financial Service Charges	93,750.00
Staff Training & Development	6,250.00
PR Week	934,116.00
Global Alliance Membership	13,250.00
Capital Expenditure	77,500.00
Administrative Transportation	7,800.00
Fuel / Lubricant	12,000.00
Fuel Allowance	60,000.00
Other Administrative Expenses	15,000.00
Postages	7,500.00
Miscellaneous	6,250.00
<b>Total Expenditure</b>	<b>2,321,942.30</b>
<b>Excess Income Over Expenses</b>	<b>2,804,550.00</b>



# Notes

## INCOME

1. All estimates are based on active and call-in membership database of each membership category. Subscriptions are paid on annual basis.
2. Ninety (90) new members are estimated to pay Development Levies.
3. Seminars would be held on monthly basis, with an average attendance of ten (12) participants and two (3) Institutional seminars / training (tailor made trainings) for corporate bodies, with a minimum of ten (10) participants.
4. Forecast for Accreditation Refresher Course and Examinations is based on eighty three (83) candidates for Level 1, forty six (46) candidates for Level 2 and fourteen (14) candidates for Exemptions.
5. Sponsorship and Fundraising is based on estimates for Excellence Awards Sponsorships, Sale of Corporate Tables and Tickets, Adverts in event Brochures and Summit / AGM Conferencing Sponsorships.
6. Summit / AGM Conferencing income is to be raised from registration fees for participation ninety (90) participants in the 2021 Summit / AGM.
7. Sale of souvenirs is estimated to be raised from sale of ninety (90) pieces of neck ties / lapel pins / hair scarfs, ninety (90) pieces of car stickers and ninety (90) pieces of ID Cards.
8. Other income is to be raised from ninety (90) new Affiliate members, fifty (50) new student members and hiring of office bus.
9. Staff emolument is an estimation of Annual Staff Salaries for three (3) staff, other incentives, Statutory Payments and National Service Allowances for one (1) National Service Person.

## EXPENDITURE

10. Utilities cover provisional expenses to be incurred on Electricity, Telephone, Internet and Water throughout the year.
11. Stationary include provisions for production of Headed Papers, procurement of A4 Sheets / Envelopes and Printer Toner Cartridges throughout the year.
12. Repairs and Maintenance is a provision for servicing / repairs of Air Conditioners, Computers, Office Bus, Motor Bicycle, Equipments, Lighting and Furniture and Fittings throughout the year.
13. Welfare is a provision for donations to members in times of happening / events such as Funerals and Weddings. It also include prosion for staff medicals throughout the year.
14. Printings and Subscriptions includes subscriptions to daily newspapers and printing of Membership ID Cards and Certificates.
15. Ads and Media Relations is provision for design and management of website and social media platforms throughout the year.
16. Seminars, Accreditation Courses and others refers to spendings on Refreshment, Resource Allowances, Stationeries, Honorarium, Best Candidate Awards during Accreditation, monthly CPDP's and Special Trainings.
17. Production of Souvenirs is an estimation for the Production of IPR branded Lapel Pins, Karf-Links, Hair Scarfs, Neck Ties and Car Stickers.
18. Financial Service Charges include monthly bank charges throughout the year, Cheque Book purchases and Audit Fees for the year.

**19.** Staff Training and Development is an allotment towards Continuing Development trainings for Secretariat Staff throughout the year.

**20.** PR Week include all expenses on National PR & Communications Summit / AGM, Excellence Awards and Public Lectures / Soiree.

**21.** Professional Membership Subscription is to be paid to Global Alliance for Public Relations and Communications Management for Professional Membership.

**22.** Estimation for Capital Expenditure is for purchasing Soft Furnitures for President's office, Front office and Executive Secretary's office. Laptop Computer, Saloon Car and a Generator are also expected to be purchased for the Secretariat.

**23.** Administrative Transportation is an estimation of transportation on day-to-day errand running of the Secretariat for the 12 months period.

**24.** Fuel / Lubricant for is to be spent on office bus and motor bicycle on weekly basis for the 12 months

**24.** Fuel Allowance is an estimation of fuel / transportation for Exco, Council and Committee Members after meetings.

**25.** Other Administrative Expenses include spendings on sachet drinking mineral water for office use and other forms of refreshment during Exco, Council and Committee meetings throughout the 12 months period.

**26.** Postages refer to courier service charges for the period of 12 months period.

**27.** Miscellaneous is a provissional amount to cover for any unplanned emerging expense.

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# Financial Statement 2020

for the year ended 31 December 2020

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## REPORT OF THE EXECUTIVE COUNCIL

In accordance with the requirements of Section 136 of the Companies Act, 2019 (Act 992), the Executive Council have the pleasure of presenting the report and the audited financial statements of the Institute of Public Relations, Ghana for the year ended 31 December 2020.

## 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's income and expenditure 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.

## 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 46 of this report.

## FINANCIAL RESULTS

The financial results for the year ended 31 December 2020 are set out on page 43.

## CORPORATE SOCIAL INITIATIVES

There was no expenditure towards corporate social initiatives during the year.

## 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 GHS 39,480.

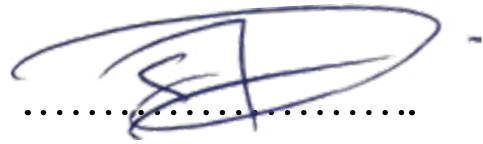
## BY ORDER OF THE EXECUTIVE COUNCIL

President: MAWUKO AFADZINU, APR

A handwritten signature in black ink, appearing to read 'Mawuko Afadzina', written over a horizontal dotted line.

Signature

Honorary Secretary: SHIRLEY TONY KUM  
,APR

A handwritten signature in blue ink, appearing to read 'Shirley Tony Kum', written over a horizontal dotted line.

Signature

23rd March 2023

# 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 2020, 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 2020.

The financial statements comprise:

- the statement of financial position as at 31 December 2020;
- 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, actions taken to eliminate threats or safeguards applied.

## **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 Institute's 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/2023/028)**

**Chartered Accountants**

**Accra, Ghana**

**24 March 2023**



# Statement Of Financial Position

AS AT 31 DECEMBER

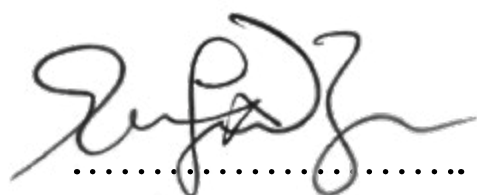
All amounts are in Ghana cedis **GH¢**

	Note	2020	2019
<b>Non-current assets</b>			
Property, plant and equipment	4	7,235	-
<b>Current assets</b>			
Accounts receivable	5	134,604	-
Cash and cash equivalents	6	35,134	123,162
		169,738	123,162
<b>TOTAL ASSETS</b>		<b>176,973</b>	<b>123,162</b>
<b>Current liabilities</b>			
Accounts payable	7	81,839	32,900
<b>Net assets</b>		<b>95,134</b>	<b>90,262</b>
<b>Financed by:</b>			
Accumulated Fund	8	95,134	90,262

The notes on pages 46 to 53 are an integral part of these financial statements.


The financial statements on pages 43 to 53 were approved by the Executive Council on 23 March 2023 and were signed on its behalf by:

**President: MAWUKO AFADZINU, APR**



.....  
Signature

**Honorary Secretary: SHIRLEY TONY KUM  
,APR**



.....  
Signature

# Statement Of Comprehensive Income

## AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	Note	2020	2019
<b>Revenue</b>			
Revenue	9	540,515	637,754
<b>Cash flow from investing activities</b>			
Purchase of property, plant, and equipment	10	(313,313)	(242,256)
	11	(222,330)	(377,998)
<b>Surplus before income tax</b>			
		4,872	17,500
<b>Income tax expense</b>			
Income tax expense	12	-	-
<b>Surplus for the year</b>			
		4,872	17,500
<b>Other comprehensive income</b>			
Other comprehensive income		-	-
<b>Total comprehensive income</b>			
		4,872	17,500

\* The notes on pages 46 to 53 are an integral part of these financial statements

# Statement Of Changes In Equity

## AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	2020	2019
At start of year	90,262	72,762
(Deficit)/surplus for the year	4,872	17,500
Other comprehensive income	-	-
At 31 December	95,134	90,262

\* The notes on pages 46 to 53 are an integral part of these financial statements

# Statement Of Cash Flows

AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	Note	2020	2019
<b>Cash flows from operating activities</b>			
Cash (used in) /generated from operations	13	(78,478)	79,273
<b>Net cash (used in)/generated from operating activities</b>		(78,478)	79,273
<b>Cash flow from investing activities</b>			
Purchase of property, plant, and equipment		(9,550)	-
<b>Net cash used in investing activities</b>		(9,550)	-
<b>Net cash used in investing activities</b>		-	-
<b>Net cash (used in)/generated from operating activities</b>		(88,028)	79,273
Cash and cash equivalents at beginning of year	6	123,162	43,889
Cash and cash equivalents at end of year	6	35,134	123,162

\* The notes on pages 46 to 53 are an integral part of these financial statements

# Notes

## 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-organized, and a new Constitution, Code of Ethics, Code of Professional Standards and bye-laws were adopted on 6 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 are as follows;

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 2020 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 the statement of comprehensive income 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:

Motorcycle	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 the statement of comprehensive income. 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 the statement of comprehensive income.

#### **(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) 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.

## **(n) Accumulated fund**

Accumulated fund represents the accumulated comprehensive income retained of GHS 95,134 (2019: GHS 90,062)

## **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 2020

	Motorcycle	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	-	1,500	4,050	-	4,000	9,550
At 31 December	3,386	147,420	26,960	18,467	11,870	208,103
<b>Accumulated depreciation</b>						
At 1 January	3,386	145,920	22,910	18,467	7,870	198,553
Charge for the year	-	300	1,215	-	800	2,315
At 31 December	3,386	146,220	24,125	18,467	8,670	200,868
<b>Net book amount</b>						
At 31 December	3,386	146,220	24,125	18,467	8,670	200,868

**Year ended 31 December 2019**

	Motorcycle	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
<b>Net book amount</b>						
At 31 December	-	-	-	-	-	-

**5. ACCOUNTS RECEIVABLE**

	2020	2019
Other receivables	134,604	-

**6. CASH AND CASH EQUIVALENTS**

Cash at bank	35,134	123,162
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**7. ACCOUNTS PAYABLE**

Staff SSF Accrued	909	-
Audit fees	72,380	32,900
Accountancy charge	8,550	-
	81,839	32,900

**8. ACCUMULATED FUND**

This represents the earnings retained by the Institute.

**9. REVENUE**

	<b>2020</b>	<b>2019</b>
Membership subscription	153,600	171,210
Advertisement	11,600	11,800
Car rental	600	3,400
P.R. Courses, Seminars, and Exams	117,848	189,227
Tickets and others	-	28,600
Sale of t-shirts	-	2,800
Interest income	570	-
Exemptions	26,965	95,765
Development levy	-	3,500
Admission forms and ID cards	-	700
Donations and Sponsorships	-	45,640
Other income	84,642	-
AGM/ Summit Income	144,690	85,112
	<b>540,515</b>	<b>637,754</b>

**10. GENERAL AND ADMINISTRATIVE EXPENSES**

Salaries and wages	79,256	97,767
Communication	5,643	18,922
Registration and license	146	38
Stationery and printing	17,217	23,555
Depreciation	2,315	32,348
Electricity	10,450	11,040
Transport and traveling	13,282	10,345
Cleaning and sanitation	-	1,408
Hotel and accommodation	111,827	-
Motor running	-	1,990
Audit fees	39,480	32,900
Accountancy fees	8,550	-
Bank charges and penalties	2,955	1,813
Postages	-	1,887
Receivables write off	11,798	-
Repairs and maintenance	7,902	5,668
Insurance premium	2,492	2,575
	<b>313,313</b>	<b>242,256</b>

\* The number of persons employed by the Institute at year end was 5 (2019: 6).

## 11. PROGRAM EXPENSES

	2020	2019
Donations and Awards	1,000	5,150
Adverts	2,290	19,249
PR Seminars and Exams	67,562	157,632
AGM Expenses	35,116	70,502
Excellence Awards	20,362	53,726
APRA Conference Expenses	-	49,568
Honorarium	12,481	2,390
Public lecture expenses	26,905	18,987
Refreshment	-	794
Other expenses	56,614	-
	222,330	377,998

## 12. 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).

## 13. CASHFLOW USED IN OPERATIONS

Surplus for the year	4,872	17,500
Depreciation (Note 4)	2,315	32,348
(Increase) in accounts receivable	(134,604)	-
Increase in accounts payable	48,939	29,425
	(78,478)	79,273

## 14. CONTINGENT LIABILITIES

There were no contingent liabilities as at 31 December 2020. (2019: Nil)

## 15. COMMITMENTS

There were no commitments for capital expenditure as at 31 December 2020. (2019: Nil)

## 16. 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 2020 and on the results for the year then ended which have not been adequately provided for and/or disclosed.



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# Financial Statement 2021

for the year ended 31 December 2021

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## REPORT OF THE EXECUTIVE COUNCIL

In accordance with the requirements of Section 136 of the Companies Act, 2019 (Act 992), the Executive Council have the pleasure of presenting the report and the audited financial statements of the Institute of Public Relations, Ghana for the year ended 31 December 2021.

## 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's income and expenditure 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.

## 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 64 of this report.

## FINANCIAL RESULTS

The financial results for the year ended 31 December 2021 are set out on page 61.

## CORPORATE SOCIAL INITIATIVES

There was no expenditure towards corporate social initiatives during the year.

## 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 GHS 39,480.

## BY ORDER OF THE EXECUTIVE COUNCIL

President: MAWUKO AFADZINU, APR

A handwritten signature in black ink, appearing to be 'Mawuko Afadzinu', written over a horizontal dotted line.

Signature

Honorary Secretary: SHIRLEY TONY KUM  
,APR

A handwritten signature in blue ink, appearing to be 'Shirley Tony Kum', written over a horizontal dotted line.

Signature

23rd March 2023

# 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 2021, 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 2021.

The financial statements comprise:

- the statement of financial position as at 31 December 2021;
- 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, actions taken to eliminate threats or safeguards applied.

## **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 Institute's 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/2023/028)**

**Chartered Accountants**

**Accra, Ghana**

**24 March 2023**

# Statement Of Financial Position

AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	Note	2021	2020
<b>Non-current assets</b>			
Property, plant and equipment	4	17,293	7,235
<b>Current assets</b>			
Accounts receivable	5	120,594	134,604
Cash and cash equivalents	6	400,645	35,134
		521,239	169,738
<b>TOTAL ASSETS</b>		<b>538,532</b>	<b>176,973</b>
<b>Current liabilities</b>			
Accounts payable	7	122,460	81,839
<b>Net assets</b>		<b>416,072</b>	<b>95,134</b>
<b>Financed by:</b>			
Accumulated Fund	8	416,072	95,134

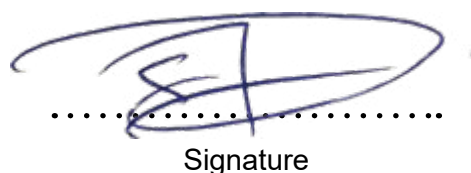
The notes on pages 64 to 71 are an integral part of these financial statements.

The financial statements on pages 61 to 71 were approved by the Executive Council on 23 March 2023 and were signed on its behalf by:

**President: MAWUKO AFADZINU, APR**

**Honorary Secretary: SHIRLEY TONY KUM  
,APR**

  
.....  
Signature

  
.....  
Signature

# Statement Of Comprehensive Income

## AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	Note	2021	2020
<b>Revenue</b>			
Revenue	9	736,454	540,515
<b>Cash flow from investing activities</b>			
Purchase of property, plant, and equipment	10	(167,848)	(313,313)
	11	(247,668)	(222,330)
<b>Surplus before income tax</b>			
		320,938	4,872
<b>Income tax expense</b>			
Income tax expense	12	-	-
<b>Surplus for the year</b>			
		320,938	4,872
<b>Other comprehensive income</b>			
Other comprehensive income		-	-
<b>Total comprehensive income</b>			
		320,938	4,872

\* The notes on pages 64 to 71 are an integral part of these financial statements

# Statement Of Changes In Equity

## AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	2021	2020
At start of year	95,134	90,262
(Deficit)/surplus for the year	320,938	4,872
Other comprehensive income	-	-
At 31 December	416,072	95,134

\* The notes on pages 64 to 71 are an integral part of these financial statements

# Statement Of Cash Flows

AS AT 31 DECEMBER

All amounts are in Ghana cedis **GH¢**

	Note	2021	2020
<b>Cash flows from operating activities</b>			
Cash (used in) /generated from operations	13	380,296	(78,478)
<b>Net cash (used in)/generated from operating activities</b>		380,296	(78,478)
<b>Cash flow from investing activities</b>			
Purchase of property, plant, and equipment		(14,785)	(9,550)
<b>Net cash used in investing activities</b>		(14,785)	(9,550)
<b>Net cash used in investing activities</b>		-	-
<b>Net cash (used in)/generated from operating activities</b>		365,511	(88,028)
Cash and cash equivalents at beginning of year	6	35,134	123,162
Cash and cash equivalents at end of year	6	400,645	35,134

\* The notes on pages 64 to 71 are an integral part of these financial statements

# Notes

## 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-organized, and a new Constitution, Code of Ethics, Code of Professional Standards and bye-laws were adopted on 6 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 are as follows;

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 2021 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 the statement of comprehensive income 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:

Motorcycle	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 the statement of comprehensive income. 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) 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.

## **(n) Accumulated fund**

Accumulated fund represents the accumulated comprehensive income retained of GHS 416,072 (2020: GHS 95,134)

## **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 2021

	Motorcycle	Motor Vehicle	Computer	Office Equipment	Office Furniture	Total
<b>Cost</b>						
At 1 January	3,386	147,420	26,960	18,467	11,870	208,103
Additions	-	-	-	5,455	9,330	14,785
At 31 December	3,386	147,420	26,960	23,922	21,200	222,888
<b>Accumulated depreciation</b>						
At 1 January	3,386	146,220	24,125	18,467	8,670	200,868
Charge for the year	-	300	1,215	546	2,666	4,727
At 31 December	3,386	146,520	25,340	19,013	11,336	205,595
<b>Net book amount</b>						
At 31 December	-	900	1,620	4,909	9,864	17,293

**Year ended 31 December 2020**

	Motorcycle	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	-	1,500	4,050	-	4,000	9,550
At 31 December	3,386	147,420	26,960	18,467	11,870	208,103
<b>Accumulated depreciation</b>						
At 1 January	3,386	145,920	22,910	18,467	7,870	198,553
Charge for the year	-	300	1,215	-	800	2,315
At 31 December	3,386	146,220	24,125	18,467	8,670	200,868
<b>Net book amount</b>						
At 31 December	-	1,200	2,835	-	3,200	7,235

**5. ACCOUNTS RECEIVABLE**

	2021	2020
Other receivables	120,594	134,604

**6. CASH AND CASH EQUIVALENTS**

Cash at bank	400,645	35,134
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**7. ACCOUNTS PAYABLE**

Staff SSF Accrued	3,100	909
Audit fees	111,860	72,380
Accountancy charge	7,500	8,550
	122,460	81,839

**8. ACCUMULATED FUND**

This represents the earnings retained by the Institute.

**9. REVENUE**

	<b>2021</b>	<b>2020</b>
Membership subscription	118,807	153,600
Advertisement	2,000	11,600
Car rental	-	600
P.R. Courses, Seminars, and Exams	154,744	117,848
Interest income	1,214	570
Exemptions	75,725	26,965
Admission forms and ID cards	223	-
Donations and Sponsorships	17,000	-
Other income	366,741	84,642
AGM/ Summit Income	-	144,690
	<b>736,454</b>	<b>540,515</b>

**10. GENERAL AND ADMINISTRATIVE EXPENSES**

Salaries and wages	82,585	79,256
Communication	5,559	5,643
Registration and license	-	146
Stationery and printing	7,416	17,217
Depreciation	4,717	2,315
Electricity	6,878	10,450
Transport and traveling	4,497	13,282
Hotel and accommodation	605	111,827
Audit fees	39,480	39,480
Accountancy fees	7,550	8,550
Bank charges and penalties	-	2,955
Receivables write off	2,700	11,798
Repairs and maintenance	3,461	7,902
Insurance premium	2,400	2,492
	<b>167,848</b>	<b>313,313</b>

\* The number of persons employed by the Institute at year end was 5 (2019: 6).

## 11. PROGRAM EXPENSES

	2021	2020
Donations and Awards	-	1,000
Adverts	10,500	2,290
PR Seminars and Exams	-	67,562
AGM Expenses	1,000	35,116
Excellence Awards	-	20,362
Honorarium	-	12,481
Public lecture expenses	38,067	26,905
Professional fees	25,311	-
Other expenses	172,790	56,614
	247,668	222,330

## 12. 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).

## 13. CASHFLOW USED IN OPERATIONS

Surplus for the year	320,938	4,872
Depreciation (Note 4)	4,727	2,315
(Increase) in accounts receivable	14,010	(134,604)
Increase in accounts payable	40,621	48,939
	380,296	(78,478)

## 14. CONTINGENT LIABILITIES

There were no contingent liabilities as at 31 December 2021. (2020: Nil)

## 15. COMMITMENTS

There were no commitments for capital expenditure as at 31 December 2021. (2020: Nil)

## 16. 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 2021 and on the results for the year then ended which have not been adequately provided for and/or disclosed.



**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)

**f** **📷** **🐦** @ECGghOfficial

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

# List of Members in Good Standing 2022

## KEYWORDS:

**Accredited Member** is a final certificate holder

**Associate Member** is a Level One certificate holder

**Affiliate Member** is yet to write the professional examination

## EXECUTIVE COUNCIL MEMBERS

### STANBIC BANK GHANA

**President**

F 285 Mawuko Afadzinu, APR

### UNITED BANK FOR AFRICA (UBA) GHANA LIMITED

**Vice President**

F 281 Henry Nii Dottey, APR

### VIVO ENERGY GHANA

**Honorary Secretary**

F 378 Shirley Tony Kum, APR

### UNIVERSITY OF EDUCATION, WINNEBA

**Deputy Honorary Secretary**

F 332 Kwabena Asare Okai-Anti, APR

### THE TRUST HOSPITAL COMPANY LIMITED

**Treasurer**

F 376 Afia Kwakyewah Drah, APR

### INDIVIDUAL

**Immediate Past President**

F 293 Elaine Sam, FIPR

### UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA (UPSA)

**Chair, Finance & Fundraising**

F 298 Aba Lokko, APR

### INDIVIDUAL

**Chair, Professional Development, Education & Accreditation**

F 356 Gayheart Mensah, APR

### UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION (UNIMAC)

**Chair, Consultancy**

F 439 Kwamena Kwansah-Aidoo, FIPR

### NEWMONT GHANA GOLD LIMITED

**Chair, Govt. & International Relations**

F 406 Adiki Ofeibea Ayitevie, APR

### GHANA CHAMBER OF TELECOMMUNICATIONS

**Chair, Professional Sections**

F 228 Kenneth Ashigbey, APR

### TOUCHPOINT MAGNA CARTA

**Chair, Member Services & Events**

F 410 Clarence Amoatey, APR

### UNIVERSITY OF PROFESSIONAL STUDIES, ACCRA (UPSA)

**Chair, Student Chapter Co-ordination**

F 395 Ivy Heward-Mills, APR

### STRATCOMM AFRICA

**Chair, Professional Awards**

F 325 Esther A. N Cobbah, FIPR

### HOLLARD GHANA

**Chair, Research & New Media**

F 461 Cynthia Eyram Ofori-Dwumfuo, APR

### AFROBAROMETER

**Chair, PR & Public Issues**

F 379 Josephine Appiah-Nyamekye Sanny, APR

### NATIONAL MEDIA COMMISSION

**Chair, Grievance & Disciplinary Board**

F 434 George Sarpong, APR

### MEMBERS OF COUNCIL

F 167 Esi Hammond, APR

### ELECTRICITY COMPANY OF GHANA

F 388 William Boateng, APR

### INDIVIDUAL

F 302 Donald Gwira, APR

### GHANA STANDARDS AUTHORITY

F 436 Peter S. Martey Agbeko, APR

### GHANA WATER COMPANY LIMITED

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