



2024/2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Future of Accounting

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Modern accounting is undergoing a transformative shift driven by intelligent technologies such as machine learning, AI, and blockchain. While advanced systems effectively manage repetitive tasks, the indispensable human element persists in bridging data with clients. This special feature will explore the trends impacting the future of the accounting profession in Canada.

**Proposed topic highlights:**

**OUTLOOK** — Shaping the future of accounting and the types of jobs that are available.

**TECHNOLOGY** — Automation, minibots, machine learning and adaptive intelligence as part of the finance team.

**ADVOCACY AND EDUCATION** — Advancing understanding and awareness about the accounting profession.

**EXPERT ADVICE** — Where Canadians can turn for professional accounting help and guidance.

**DIVERSITY AND INCLUSION** — Analyzing efforts to boost representation of underrepresented groups.

**GET INVOLVED TODAY. CONTACT:**

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Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

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