



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Future of Accounting

Navigating Change in a Digital Era

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The accounting profession continues to evolve as AI, blockchain, and automation reshape financial processes. While technology streamlines routine tasks, human expertise remains critical in strategy, compliance, and client relationships. This special feature will explore how these advancements are shaping the future of accounting in Canada, highlighting key trends, opportunities, and challenges in the industry.

Proposed topic highlights:

- Industry Outlook:** How accounting roles are changing and the skills needed for the future.
- Technology & Automation:** The impact of AI, machine learning, and blockchain on financial management.
- Education & Advocacy:** Efforts to promote awareness and attract new talent to the profession.
- Expert Insights:** Where businesses and individuals can find trusted accounting guidance.
- Diversity & Inclusion:** Progress in increasing representation and accessibility in the field

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31%
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Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

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