

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

Annual Report and Financial Statements

for the financial year ended 31 October 2020

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee
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**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee
DIRECTORS AND OTHER INFORMATION**

Directors	Rhona Blake (Resigned 27 February 2020) Joe Carmody Owen Cullen Anne-Marie Curran (Resigned 27 February 2020) Lorna Jennings Gill Madden (Appointed 27 February 2020) Siobhan Molloy Mari O'Leary Martina Quinn (Appointed 27 February 2020)
Company Secretary	Owen Cullen
Company Number	150411
Registered Office	84 Merrion Square, Dublin 2 D02T882
Auditors	KSi Faulkner Orr Limited Registered Auditors, Behan House, 10 Lower Mount Street, Dublin 2.
Bankers	Bank of Ireland, Lower Baggot Street, Dublin 2.
Solicitors	Whitney Moore Solicitors 2 Shelbourne Buildings Crampton Avenue Shelbourne Road Ballsbridge Dublin 4

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

DIRECTORS' REPORT

for the financial year ended 31 October 2020

The directors present their report and the audited financial statements for the financial year ended 31 October 2020.

Principal Activity

The company is a non-profit making organisation established to promote professional standards in the organisation, education and development of the Public Relations Consultancy profession in Ireland.

The directors aim to present a balanced and comprehensive review of the development and performance of the association during the year and its position at the year end. Our review is consistent with the size and non-complex nature of our organisation and is written in the context of the risks and uncertainties we face (such as economic recession).

The directors are satisfied that the results for the year are consistent with expected levels.

The Company is limited by guarantee not having a share capital.

Financial Results

The surplus for the financial year after providing for depreciation amounted to €3,085 (2019 - €14,116).

At the end of the financial year, the company has assets of €48,677 (2019 - €53,671) and liabilities of €12,702 (2019 - €20,781). The net assets of the company have increased by €3,085.

Directors and Secretary

The directors who served throughout the financial year, except as noted, were as follows:

Rhona Blake (Resigned 27 February 2020)
Joe Carmody
Owen Cullen
Anne-Marie Curran (Resigned 27 February 2020)
Lorna Jennings
Gill Madden (Appointed 27 February 2020)
Sjobhan Molloy
Mari O'Leary
Martina Quinn (Appointed 27 February 2020)

The secretary who served throughout the financial year was Owen Cullen.

Future Developments

The directors are satisfied with the results for the year and intend to continue to achieve high standards.

Post Balance Sheet Events

Covid-19 restrictions impacted the second half of the PRCA financial year.

Following Government recommendations, the executive team which support the work of the PRCA were working from home. Scheduled events such as the Awards for Excellence in Public Relations had to be moved online and this impacted income streams. All Association activities, including membership services such as expert briefings, were moved to online delivery and activity levels maintained.

Moving into 2020/21 the PRCA continues to adapt its operations to be carried out online including the annual general meeting.

The Board continues to review the management accounts on a monthly basis and the annual budget will be reviewed regularly.

Auditors

The auditors, KSI Faulkner Orr Limited, (Registered Auditors,) have indicated their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

Statement on Relevant Audit Information

In accordance with section 330 of the Companies Act 2014, so far as each of the persons who are directors at the time this report is approved are aware, there is no relevant audit information of which the statutory auditors are unaware. The directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and they have established that the statutory auditors are aware of that information.

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

DIRECTORS' REPORT

for the financial year ended 31 October 2020

Accounting Records

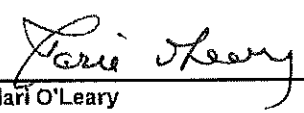
To ensure that adequate accounting records are kept in accordance with sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems. The accounting records are located at the company's office at 84 Merion Square, Dublin 2, D02T882.

Signed on behalf of the board



Owen Cullen
Director

Date: 28/01/21



Mari O'Leary
Director

Date: 28/01/21

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

DIRECTORS' RESPONSIBILITIES STATEMENT

for the financial year ended 31 October 2020

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard, issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be readily and properly audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the directors are aware:

- there is no relevant audit information (Information needed by the company's auditor in connection with preparing the auditor's report) of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

Signed on behalf of the board


Owen Cullen
Director

Date: 28/01/21


Mari O'Leary
Director

Date: 28/01/21

INDEPENDENT AUDITOR'S REPORT

to the Members of Public Relations Consultants Association (Ireland) Company Limited by Guarantee

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Public Relations Consultants Association (Ireland) Company Limited by Guarantee ('the company') for the financial year ended 31 October 2020 which comprise the Income and Expenditure Account, the Balance Sheet, the Reconciliation of Members' Funds, the Cash Flow Statement and the related notes to the financial statements, including a summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 October 2020 and of its surplus for the financial year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. 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 are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and the Provisions Available for Audits of Small Entities, in the circumstances set out in note 4 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, 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 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 we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, 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.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT

to the Members of Public Relations Consultants Association (Ireland) Company Limited by Guarantee

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine 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 directors are responsible for assessing the company'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 management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

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 (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is contained in the appendix to this report, located at page 9, which is to be read as an integral part of our report.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Emma Delaney

Emma Delaney
for and on behalf of
KSI FAULKNER ORR LIMITED
Registered Auditors,
Behan House,
10 Lower Mount Street,
Dublin 2.

Date: 28/01/2021

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

APPENDIX TO THE INDEPENDENT AUDITOR'S REPORT

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), 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 company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' 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 company's 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 company to cease to continue as a going concern.
- 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 those charged with governance 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.


**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

INCOME AND EXPENDITURE ACCOUNT

for the financial year ended 31 October 2020

	Notes	2020 €	2019 €
Income		60,336	75,481
Expenditure		(57,251)	(61,365)
Surplus for the financial year		<u>3,085</u>	<u>14,116</u>
Total comprehensive income		<u><u>3,085</u></u>	<u><u>14,116</u></u>

Approved by the board on 28/10/21 and signed on its behalf by:


Owen Cullen
Director


Mari O'Leary
Director


**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**
BALANCE SHEET

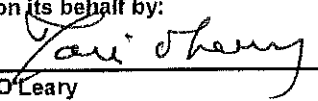
as at 31 October 2020

	Notes	2020 €	2019 €
Fixed Assets			
Intangible assets	7	1,015	820
Tangible assets	8	103	278
		<u>1,118</u>	<u>1,098</u>
Current Assets			
Debtors	9	12,730	16,802
Cash and cash equivalents		34,829	35,771
		<u>47,559</u>	<u>52,573</u>
Creditors: Amounts falling due within one year	10	<u>(12,702)</u>	<u>(20,781)</u>
Net Current Assets		<u>34,857</u>	<u>31,792</u>
Total Assets less Current Liabilities		<u><u>35,975</u></u>	<u><u>32,890</u></u>
Reserves			
Income and expenditure account		<u>35,975</u>	<u>32,890</u>
Members' Funds		<u><u>35,975</u></u>	<u><u>32,890</u></u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

Approved by the board on 28/01/21 and signed on its behalf by:


Owen Cullen
Director


Mari O'Leary
Director

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

RECONCILIATION OF MEMBERS' FUNDS

as at 31 October 2020

	Retained surplus	Total
	€	€
At 1 November 2018	18,774	18,774
Surplus for the financial year	<u>14,116</u>	<u>14,116</u>
At 31 October 2019	<u>32,890</u>	<u>32,890</u>
Surplus for the financial year	<u>3,085</u>	<u>3,085</u>
At 31 October 2020	<u><u>35,975</u></u>	<u><u>35,975</u></u>

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

CASH FLOW STATEMENT

for the financial year ended 31 October 2020

	Notes	2020 €	2019 €
Cash flows from operating activities			
Surplus for the financial year		3,085	14,116
Adjustments for:			
Depreciation		1,179	2,642
		<u>4,264</u>	<u>16,758</u>
Movements in working capital:			
Movement in debtors		4,072	616
Movement in creditors		(8,079)	1,792
		<u>257</u>	<u>19,166</u>
Cash flows from investing activities			
Payments to acquire intangible assets		(1,199)	-
		<u>(942)</u>	<u>19,166</u>
Net (decrease)/increase in cash and cash equivalents		35,771	16,605
Cash and cash equivalents at beginning of financial year		<u>35,771</u>	<u>16,605</u>
Cash and cash equivalents at end of financial year	14	<u><u>34,829</u></u>	<u><u>35,771</u></u>

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

for the financial year ended 31 October 2020

1. GENERAL INFORMATION

Public Relations Consultants Association (Ireland) Company Limited by Guarantee is a company limited by guarantee incorporated in the Republic of Ireland. 84 Merrion Square, Dublin 2, D02T882 is the registered office, which is also the principal place of business of the company. The nature of the company's operations and its principal activities are set out in the Directors' Report. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Statement of compliance

The financial statements of the company for the year ended 31 October 2020 have been prepared in accordance with the provisions of FRS 102 Section 1A (Small Entities) and the Companies Act 2014.

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention except for certain properties and financial instruments that are measured at revalued amounts or fair values, as explained in the accounting policies below. Historical cost is generally based on the fair value of the consideration given in exchange for assets. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A, issued by the Financial Reporting Council.

The company qualifies as a small company as defined by section 280A of the Companies Act 2014 in respect of the financial year, and has applied the rules of the 'Small Companies Regime' in accordance with section 280C of the Companies Act 2014 and Section 1A of FRS 102.

Income

All income is accounted for on an accrual basis.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or at valuation, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible fixed assets, less their estimated residual value, over their expected useful lives as follows:

Office equipment	-	F&F-12.5% SL, Equipment- 25% SL
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The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Taxation

The company is not liable to corporation tax on its surplus on the basis that it carries on a mutual trading activity.

Website Development

Website Development is stated at cost less accumulated amortisation.

Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful life of 3 years.

3. DEPARTURE FROM COMPANIES ACT 2014 PRESENTATION

The directors have elected to present an Income and Expenditure Account instead of a Profit and Loss Account in these financial statements as this company is a not-for-profit entity.

4. PROVISIONS AVAILABLE FOR AUDITS OF SMALL ENTITIES

In common with many other businesses of our size and nature, we use our auditors to prepare and submit tax returns to the Revenue and to assist with the preparation of the financial statements.

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

continued

for the financial year ended 31 October 2020

5. OPERATING SURPLUS	2020	2019
	€	€
Operating surplus is stated after charging:		
Amortisation of intangible assets	1,004	2,460
Depreciation of tangible fixed assets	175	182
	<u>1,179</u>	<u>2,642</u>

6. EMPLOYEES

The average monthly number of employees, including directors, during the financial year was 0, (2019 - 0).

7. INTANGIBLE FIXED ASSETS

	Website Development €	Total €
Cost		
At 1 November 2019	7,380	7,380
Additions	1,199	1,199
	<u>8,579</u>	<u>8,579</u>
At 31 October 2020		
Provision for diminution in value		
At 1 November 2019	6,560	6,560
Charge for financial year	1,004	1,004
	<u>7,564</u>	<u>7,564</u>
At 31 October 2020		
Net book value		
At 31 October 2020	<u>1,015</u>	<u>1,015</u>
At 31 October 2019	<u>820</u>	<u>820</u>

8. TANGIBLE FIXED ASSETS

	Office equipment €	Total €
Cost		
At 1 November 2019	870	870
At 31 October 2020	870	870
	<u>870</u>	<u>870</u>
Depreciation		
At 1 November 2019	592	592
Charge for the financial year	175	175
	<u>767</u>	<u>767</u>
At 31 October 2020		
Net book value		
At 31 October 2020	<u>103</u>	<u>103</u>
At 31 October 2019	<u>278</u>	<u>278</u>

Public Relations Consultants Association (Ireland) Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

continued

for the financial year ended 31 October 2020

9. DEBTORS	2020 €	2019 €
Trade debtors	-	7,120
Prepayments	12,730	9,682
	<u>12,730</u>	<u>16,802</u>
10. CREDITORS	2020 €	2019 €
Amounts falling due within one year		
Trade creditors	414	1,701
Accruals	12,288	19,080
	<u>12,702</u>	<u>20,781</u>

The association shares premises and related facilities with the Public Relations Institute of Ireland Company Limited by Guarantee (PRII). Included in accruals at the year end was a balance due by the association to the PRII of €2,592.

11. STATUS

The liability of the members is limited.

Every member of the company undertakes to contribute to the assets of the company in the event of its being wound up while they are members, or within one year thereafter, for the payment of the debts and liabilities of the company contracted before they ceased to be members, and of the costs, charges and expenses of winding up, and for the adjustment of the rights of the contributors among themselves, such amount as may be required, not exceeding € 2.

12. CAPITAL COMMITMENTS

The company had no material capital commitments at the financial year-ended 31 October 2020.

13. POST-BALANCE SHEET EVENTS

Covid-19 restrictions impacted the second half of the PRCA financial year. Following Government recommendations, the executive team which support the work of the PRCA were working from home. Scheduled events such as the Awards for Excellence in Public Relations had to be moved online and this impacted income streams. All Association activities, including membership services such as expert briefings, were moved to online delivery and activity levels maintained. Moving into 2020/21 the PRCA continues to adapt its operations to be carried out online including the annual general meeting.

14. CASH AND CASH EQUIVALENTS	2020 €	2019 €
Cash and bank balances	33,676	34,618
Cash equivalents	1,153	1,153
	<u>34,829</u>	<u>35,771</u>

15. RELATED PARTY TRANSACTIONS

There were no material transactions with the directors during the year nor were there any material balances outstanding at the year end.

**Public Relations Consultants Association (Ireland) Company Limited by
Guarantee**

NOTES TO THE FINANCIAL STATEMENTS

continued

for the financial year ended 31 October 2020

16. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue by the board of directors on
28/01/21.