Re-branding the SNA

OCTOBER 3, 2019 – 13TH AEG MEETING

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Real Sector Statistics/Division Chief/IMF
A common framework for communicating and presenting revisions

- What’s in a name?

- A fourth sub-group on presentation and communication?

- Is it time we move into the digital, collaborative, open source, GitHub type world?
A quick survey of “Standards” branding

Frequently Accessed Acts

- Access to Information Act PDF: 773 KB
- Canada Elections Act PDF: 3756 KB
- Canada Labour Code PDF: 2673 KB
- Competition Act PDF: 1084 KB
- Contraventions Act PDF: 347 KB
- Controlled Drugs and Substances Act PDF: 652 KB
- Copyright Act PDF: 1183 KB
- Criminal Code PDF: 8115 KB
- Divorce Act PDF: 1000 KB
- Financial Administration Act PDF: 1120 KB
- Immigration and Refugee Protection Act PDF: 1200 KB
- Income Tax Act PDF: 10384 KB
- Pension Act PDF: 549 KB
- Privacy Act PDF: 532 KB
- Youth Criminal Justice Act PDF: 1122 KB

HIGHLIGHTED PUBLICATIONS


International Standard Industrial Classification of All Economic Activities (ISIC), Rev.4
What is in a name?

We need to ask ourselves how users interpret the 2008 SNA brand?

- Do they perceive it as only applicable for the period 2008 forward?
- Do they perceive the 1993 SNA as only applicable for the period 1993 to 2008?
- How do users perceive this in light of other standards (BPM6, GFS2014, 1993 SNA etc.?)?
- The fact that we have the 1968 SNA, the 1993 SNA, 2008 SNA gives the perception that we are not agile – is this really the case?
- It is principally economic but the word National Accounts can imply a lot of different things.
- It is national in the sense it presents a comprehensive picture but it is rich in detail? Is it more appropriately described as a System of Economic Accounts or a System of National Economic Accounts?
A fourth sub-group on terminology and presentation?

Should we / can we change the terminology and presentation while keeping the message the same?

- Consider what the following terms mean to the non-compiler:
  - Financial Intermediation Services Indirectly Measured
  - Imputed Rent
  - Property Incomes
  - Gross Fixed Capital Formation / Gross Capital Formation
  - Resources
  - Uses
  - Allocation of Primary Income Account
  - Re-distribution of Secondary Income Account
A fourth sub-group on terminology and presentation

Weighing the costs and benefits of a change in terminology and presentation

- Increased Interpretability
- Potential increased use
- Potential reduction in mis-reporting

- Massive retraining of employees
- Massive updating of guides, manuals, training material.
- Massive updating of titles, tables, sources and methods
- Massive headache...

- It is clear that the cost of any change in terminology and presentation is significant and most likely outweighs the benefits.

- As an alternative, would we want to consider a complementary set of stylized tables/accounts, indicators, terms with a more modern appeal.
### A fourth sub-group on terminology and presentation

#### Some suggestions on the sequence of accounts

<table>
<thead>
<tr>
<th>Current Terminology</th>
<th>Some suggestions…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Account</td>
<td></td>
</tr>
<tr>
<td>Generation of Income Account</td>
<td>Generated by whom?</td>
</tr>
<tr>
<td>Allocation of Primary Income Account</td>
<td>Allocation to whom or what…</td>
</tr>
<tr>
<td>Secondary Distribution of Income Account</td>
<td>Allocation, Distribution, Transfers…</td>
</tr>
<tr>
<td>Use of Disposable Income Account</td>
<td>+Use of Adjusted disposable income account</td>
</tr>
<tr>
<td>Capital Account</td>
<td></td>
</tr>
<tr>
<td>Financial Account</td>
<td>It is about financing… (verb)</td>
</tr>
<tr>
<td>Other change in the volume of asset account</td>
<td>Other than what…</td>
</tr>
</tbody>
</table>
Is it time to enter the digital, collaborative and open source world?

The digital SNA

The digital QNA Manual

The digital ESA
Do we need a National Account Measurement Hub

What could moving into the digital, open source, collaborative, agile, GitHub world look like?

- A single hub that contains all National Account Intellectual Property.
- A truly digital version of the SNA that is easy to access and efficient to navigate.
- Information that is logically organized into containers.
- Content provided by ‘Approved’ national and international organizations.
- A discussion forum that allows compilers to connect with other compilers to pose and respond to questions, share ideas.
- A “research” journal which contains links to research housed on platforms across the world (OECD, Eurostat, UNSD, NSOs, properly tagged and easily retrieved.
- Tools such as programs, worksheets, code, that with appropriate disclaimers and attribution.
# Would a National Account Measurement Hub be helpful?

<table>
<thead>
<tr>
<th>Home</th>
<th>The System of National Accounts</th>
<th>Guides, Manuals, Handbooks</th>
<th>Tools</th>
<th>Current Research</th>
<th>Discussion Forum</th>
</tr>
</thead>
</table>

Search for anything:

### System of National Accounts

#### Chapter 1: Introduction

The System of National Accounts (SNA) is the internationally agreed standard set of recommendations on how to compile measures of economic activity in accordance with strict accounting conventions based on economic principles. The recommendations are expressed in terms of a set of concepts, definitions, classifications and accounting rules that comprise the internationally agreed standard for measuring such items as **gross domestic product (GDP)**, the most frequently quoted indicator of economic performance.

### Chapter 2: Overview

The accounting framework of the SNA allows economic data to be compiled and presented in a format that is designed for purposes of economic analysis, decision-taking and policymaking. The accounts themselves present in a condensed way a great mass of detailed information, organized according to economic principles and perceptions, about the working of an economy. They provide a comprehensive and detailed record of the complex economic activities taking place within an economy and of the interaction between the different **economic agents**, and groups of agents, that takes place on markets or elsewhere. The framework of the SNA provides accounts that are:

### Lots of questions:

- Who is the owner?
- What is the governance?
- How is this funded?
- How do we make sure it is maintained?
- Who is the target audience?
- Would this help address some of the criticism about our lack of agility?

follow us on twitter #NAMeasurethis
Would a National Account Measurement Hub be helpful?

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**Search for anything:**

**Tools – What’s new…**

R Code – Philip Smith  
(comparing Canada and Australian growth in Real GDP)

```
# Author Philip Smith  
# ISWNGNA Approved Contributor  
# Program Language R  
# Comparing 4-qtr growth in real GDP, Canada and Australia  
install.packages("cansim")  
install.packages("readabs")  
install.packages("tidyverse")  
install.packages("lubridate")  
library(cansim)  
library(readabs)  
library(tidyverse)  
library(lubridate)
```

Excel Worksheet – Capital Stock PIM Model

```
setwd("/Users/philipsmith/Documents/R/Australia")  
nat_accs_CA <- get_cansim("36-10-0104-01")  
nat_accs_AU <- read_abs("5206.0",1)  
nat_accs_AU <- nat_accs_AU %>%  
    filter(series=="Gross domestic product: Chain volume measures ;") %>%  
    filter(Prices=="Chained (2012) dollars" &  
        `Seasonal adjustment`=="Seasonally adjusted at annual rates") %>%  
    filter(Estimates=="Gross domestic product at market prices") %>%  
    mutate(ann_chg_AU=(value/lag(value,4))-1) %>%  
    filter(date>=as.Date("1997-01-01"))  
nat_accs_CA <- nat_accs_CA %>%  
    filter(Prices=="Chained (2012) dollars" &  
        `Seasonal adjustment`=="Seasonally adjusted at annual rates") %>%  
    filter(Estimates=="Gross domestic product at market prices") %>%  
    `Seasonal adjustment`=="Seasonally adjusted at annual rates") %>%  
    filter(Estimates=="Gross domestic product at market prices") %>%  
    filter(date>=as.Date("1997-01-01"))
```

**#NAMeasurethis**

• National Accountants are creating helpful tools each day, especially as we move to an open source software world.

• Could these ‘tools’ or tips and tricks be more effectively shared?
Would a National Account Measurement Hub be helpful?

The site could either host material or could provide links to material hosted on other sites (e.g. IMF, OECD, Eurostat, country sites).

The originator site would need to upload links to the Hub’s database and provide appropriate tagging information.

Latest Research:

- **Posted by UNECE:** Group of Experts on National Accounts: Measuring Global Production (10-12 April)

- **Posted by Statistics Canada:** Latest Developments in the Canadian Economic Accounts

#NAMeasurethis
Would a National Account Measurement Hub be helpful?

Latest Discussions....

Carbon Pricing Scheme

JB: Our central government just introduced a carbon pricing scheme and I am not sure how to account for it?

JT: A few years ago our government introduced a carbon pricing scheme (both a tax and emissions trading scheme). We wrote a short paper outlining our treatment. Here is a link to our paper: https://www150.statcan.gc.ca/n1/pub/13-605-x/2017001/article/14838-eng.htm

JB: Thanks that was a big help!

- The site could host a discussion forum which would link together the community of national accountants.
- The ‘data’ acquired from the discussion forum could be used to identify areas where more guidance is required.
Would a National Account Measurement Hub be helpful?

There appears to be a significant demand from our users to make better use of technology.

- Compilation Basics For Macroeconomic Statistics: Over 1000 certificates issued with the first offering.
- Public Sector Debt Statistics: Over 400 individuals registered for the first offering.
Questions for the AEG

1. What are your thoughts on re-branding the SNA?

2. Do we need a “fourth” research sub-group to look at presentational and communication updates?

3. Should we pursue the development of a National Account Measurement Hub or a revamped ISWGINA site? What about an App (e.g. NAAPPs) – so you can check on / respond to discussion questions on the way to work…..