



The benefits of ACCA membership



Introduction



Having the 'ACCA' letters after your name links you with a tradition of excellence, drive for innovation and high global ethical standards that is recognisable to employers around the world.

But the benefits of being an ACCA member don't stop with the designation.

This brochure lists many other ways in which ACCA membership can work for you – from professional development opportunities, to special access to research and career services. These have been developed carefully and selectively so that they are of real benefit and we hope you find them both useful and empowering on your journey to professional fulfilment.

A handwritten signature in black ink, which appears to read 'Helen Brand'. The signature is fluid and cursive.

Helen Brand, chief executive

ACCA – the choice among employers

Employers everywhere respect ACCA. With 147,000 members and 424,000 students in 170 countries, our core values – opportunity, diversity, innovation, integrity and accountability – are held in high regard.

ACCA membership is your passport to markets for your skills throughout the world. And because the portability of our professional qualification is one of the main reasons people undertake ACCA studies, you're likely to run into fellow members, should you opt for a globe-trotting career or a fixed-term overseas stint to bolster your CV with international experience.

GLOBAL ACCLAIM

An independent global survey of 1,300 employers showed that 50% rate ACCA as the leading global professional body in reputation, influence and size. This is more than three times the level accorded to the next-most-recognised organisation.

INTERNATIONAL INSIGHT

Globalisation means cross-border career opportunities are only going to increase in number, regardless of the economic climate. As competition for jobs intensifies, ACCA membership represents an instantly recognisable badge that works in your favour when employers and recruitment consultancies are shortlisting for interviews.

READY-MADE NETWORKS

ACCA's global presence means that whichever country you're considering, you'll find local members just a few clicks away giving you access to inside information on the job market, salaries, living costs and which are the best recruiters to approach.

“ BEING AN INTERNATIONALLY RECOGNISED EDUCATION BRAND, THE ACCA QUALIFICATION ALLOWS ME A HEAD START OVER MY FELLOW COLLEAGUES.

William Tan FCCA finance director, MTV greater China

71%

of CFOs and finance directors in a recent independent survey agreed or strongly agreed that ACCA is a world-class organisation

Find the job that is right for you

ACCA Careers is our official global portal giving ACCA members free access to browse and apply for finance jobs worldwide.

The website also features best-in-class accountancy-related careers content – including news, videos, articles and advice about working in finance and accountancy.

ACCA Careers is an exclusive online resource for ACCA members and trainees.

There are many ways the website can help you in your career. To find your ideal next position you can:

- search vacancies by job title, skills required, region or ACCA status
- sign up to receive email alerts when a relevant job is posted
- upload and store your CV to the CV database, have it automatically edited and review suggestions on how best to present it to an employer
- apply for jobs with one click
- save searches and shortlists of the jobs that you are interested in
- make your CV searchable or private
- find out about the recruitment market in a destination of your choice
- develop non-technical skills and debate the latest topics in the Careers Centre.

www.ACCAcareers.com

“**NEW, IMPROVED AND USEFUL TOOL FOR JOB SEARCH**”

Hashir Rehman ACCA, Pakistan

44
average number of new jobs posted every day

1 new employer registers on average every **12** hours



Employment opportunities across all sectors

The breadth and scope of the ACCA Qualification's syllabus equips those who pass our exams, ethics module and practical experience requirements with an enviable degree of technical strength and business insight, alongside sound financial management skills.

Global research into our members' work and earnings (surveyed and published annually) underlines the portability and appeal of the ACCA Qualification, with members enjoying a wealth of opportunities in organisations of every type and size.

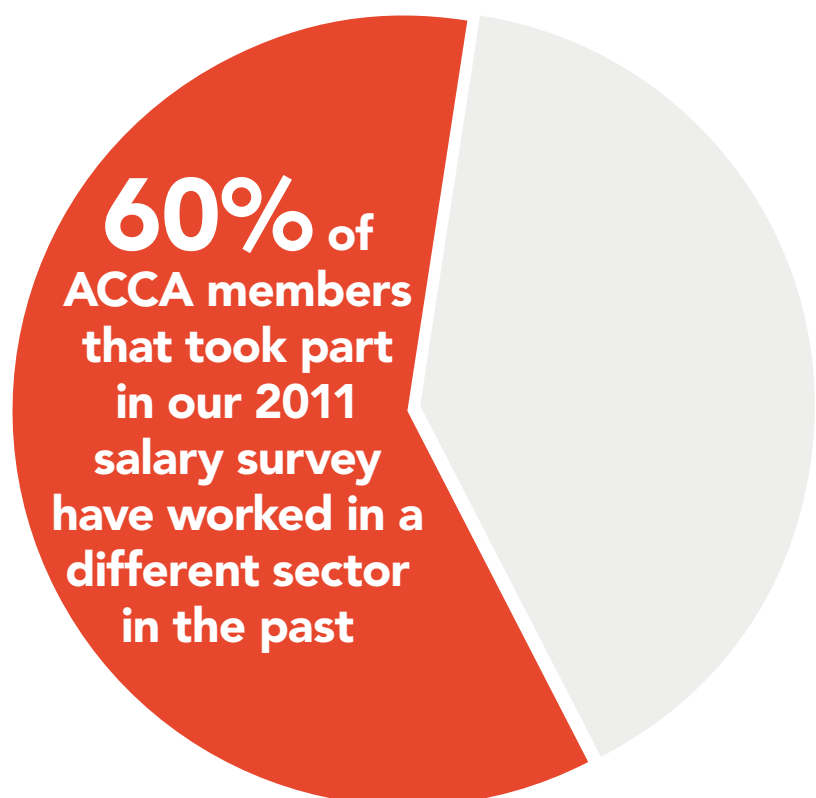
Professional services: our members are in demand as auditors and accountants; many act as consultants in specialist fields, advising multinationals on tax strategy, transaction support, corporate recovery, risk management or forensic accounting; others manage and own their own practices, providing accounting and bookkeeping services to SMEs (small and medium enterprises) and growing businesses.

Commerce, industry and financial services: ACCA members include CFOs, financial controllers and heads of finance, leading finance teams across a host of sectors. Increasingly, our members are moving into wider business management roles, as CEOs or directors of resources, with remits spanning other head office functions; others use their transferable skills to springboard into entrepreneurial roles, setting up their own businesses.

Not-for-profit organisations: the skills and competencies typically exhibited by our members make them highly sought after by public bodies and charities, keen to manage scarce resources effectively and embed best practice in financial reporting, systems and procurement.

“**IT IS GENUINELY THE QUALIFICATION THAT GIVES YOU THE MOST BROADLY-BASED EDUCATION AND, BECAUSE YOU CAN PICK AND CHOOSE YOUR SUBJECTS, IT'S NOT AS LIMITED AS OTHER QUALIFICATIONS - YOU CAN CHOOSE TO SPECIALISE IN INDUSTRY OR AUDIT OR TAX.**”

Eilis Quinlan FCCA, outgoing chairman of the Irish Small and Medium Enterprises Association



Connect with like-minded professionals online

ACCA opens the door to one of the biggest communities for professional accountants on the web.

You can keep in touch with us and your fellow ACCA professionals wherever you are, and whenever you want thanks to ACCA's social media pages. We have growing communities across a number of social media platforms, meaning you can tap into the collective thinking of professionals around the globe and get advice, support, and updates when you want it, from both ACCA experts and more than 500,000 ACCA members and students worldwide.

ACCA's member-only LinkedIn group has nearly 10,000 members connecting and engaging daily on the issues that matter to them, whether it's corporate, public sector, or in practice. The group is kept free from marketing and advertising messages, allowing you to get only the updates you want.

Our Twitter feeds provide a behind-the-scenes look at our technical activities and offer updates on ACCA's latest projects and events.

Our Facebook page brings together students and members who share their experiences and help each other through their studies and careers. On Facebook, you can also find information, support, advice, and the latest videos from ACCA.



LinkedIn

ACCA Official members
ACCA Events
ACCA Corporate sector
ACCA Public sector

Twitter

@ACCANews
@ACCA_SME
@ACCATaxation
@ACCAResearch
@ACCASustain
@ACCA Events

Facebook

ACCA.Official

20% of the **ACCA** members in our **LinkedIn** group are at **Director** level

157

Average comments per day on our ACCA.Official Facebook page

Gain a globally transferable qualification

ACCA has long earned and enjoyed a high degree of respect, admiration and trust throughout the global accounting profession. Today, we have a network of more than 70 formal partnerships in place around the world, with other membership bodies, trade associations, training providers and academic institutions.

Our partnership programme means that the profile and standing of our members is considerably enhanced, regardless of where they choose to live and work.

MEMBERSHIP AGREEMENTS

ACCA has formed mutual recognition agreements and arrangements for recognition with several key prestigious global accountancy bodies:

- The Certified General Accountants Association of Canada
- The Hong Kong Institute of Certified Public Accountants
- The Malaysian Institute of Certified Public Accountants
- The Institute of Certified Public Accountants of Singapore

These agreements provide uncomplicated and inexpensive routes for ACCA members to become members of other bodies and to enjoy the benefits local organisations can offer.

A PARTNER FOR SUCCESS

ACCA has an ongoing programme of collaborative projects, working with governments, regulators and accounting bodies on quality assurance and technical research, cementing ACCA's reputation as an organisation that plays its part in advancing the global accounting profession.



**20 NEW ACCA PARTNERSHIPS
SIGNED IN 2011 ALONE**

Your representation to the global accounting community

As the global body for professional accountants, we speak on behalf of our members and students, in business and within IFAC (the International Federation of Accountants). Within our own organisation, Council governs ACCA's activities and works with the executive management team which delivers our strategic objectives and manages our finances.

As a transparent, democratic organisation, ACCA offers members and students the opportunity to get involved, speak up and make things happen:

Global decisions: all members have the opportunity to stand for Council, a 36-strong body, elected annually and which is responsible for providing strategic direction for ACCA globally.

Global voices: the International Assembly, comprising national and regional representatives of ACCA's global network, contributes to the

formulation of Council's strategy through its discussions on such matters as member services, ACCA's international profile and key issues impacting the global profession.

Regional input: regional panels and special interest groups focus on the local issues important to our members, from building relationships with employers to the challenges facing specific industries, from networking and social media to tax planning and mentoring, supported by more than 80 national offices.

Springboard to new opportunities: with so many options for participating in or making a contribution to ACCA activities at regional, national and global levels, you benefit by raising your profile, broadening your professional networks and learning new skills while at the same time getting the satisfaction that comes from having stepped up to make a difference and having your voice heard.

“ I’VE MET LOTS OF FASCINATING PEOPLE, WHICH HAS OPENED MY EYES TO THE MANY COMMON AND DIVERSE ISSUES FACED BY THE ACCOUNTANCY PROFESSION THE WORLD OVER.

Azza Raslan FCCA, Council member and former ACCA representative, International Accounting Educations Standards Board at IFAC

54

The number of ACCA members representing 42 countries and regions at our International Assembly



Be at the cutting edge of financial research

ACCA carries out an extensive programme of research into the issues that matter today, and those likely to matter tomorrow. The trends we reveal, the insights we provide and the debates we kick off all help to shape opinion, inform strategy and influence policy.

Leading figures in the accounting profession and business world trust ACCA's cutting-edge research, to which our members have invaluable access.

Global forums: a group of expert panels and events bringing together leading professionals from the public and private sectors, public practice and academia from around the world, to further thinking and promote change on key issues affecting global business and the profession.

Research and Insights: under the banner "Accountants for Business", our research and commentary addresses major themes of importance to the profession including - diversity, risk and reward, the e-professional, finance transformation, access to finance, audit and society, environmental accountability and corporate reporting. *Accountancy Futures*, a substantial twice-yearly journal available online to members, features the latest research and incisive commentary.

Consultation and responses: ACCA regularly contributes and publishes insights in response to public, government and professional consultations, on issues of importance to our members and students, as well as employers, business and wider society.

10,078

registered participants at ACCA's 2011 Research and Insights virtual conference



32,506

the number of people who viewed our report *Maximising people power: effective talent management in finance* online

Seize your chance to shape the future

ACCA's global reputation means our members and elected officials are regularly invited to play a part in developing the profession at regional and international levels, creating or influencing policies that ultimately might impact on individuals, businesses and communities alike.

It's important for us to participate – but to fully and effectively contribute, we need like-minded members to step up. All our members and students have something to gain from the efforts of those who put themselves forward.

A credible sounding board: ACCA's close working relationships with other membership bodies and partner organisations means that when our members speak, others listen.

An authority on education: Representation on many international committees aimed at advancing professional accountancy education – including spearheading efforts to innovate with internet and mobile technology – provides a platform for ACCA's highly respected global and regional education team, further enhancing ACCA's standing and, as a consequence, that of our members and students.

A sound business sense: Acknowledgment that the ACCA syllabus develops a broad set of skills and knowledge opens up regular opportunities for members and elected officers to contribute their views on technical matters such as regulation, governance and accounting standards – but with that essential finishing touch of commercial awareness and business know-how, ensuring that new or evolving thinking remains relevant and grounded in reality.



THE MORE YOU PUT IN, THE MORE YOU GET BACK. I'VE BENEFITED MORE FROM MY INVOLVEMENT IN ACCA THAN IT HAS COST ME IN TIME AND EFFORT.

Brian McEnery FCCA, ACCA Council member; former President, ACCA Ireland



Strengthening your professional integrity

In today's business world, professionalism, accountability and unwavering compliance with rigid standards of corporate and individual behaviour are the focus of heightened attention from the public, the media, governments and regulators.

Championing sound ethics and good governance has long been a top priority for ACCA. However, the global recession and the casualties that have resulted (as well as notorious financial scandals earlier in the last decade) mean the topic has acquired even greater importance, in the boardroom and throughout the workplace.

That's why we've made available a vast range of resources for exploring and learning about the far-reaching consequence of ethical judgments, both good and bad.

Context: policies and thought leadership outlining the importance ACCA places on the role of fairness, integrity and confidentiality in advancing the public interest, and in safeguarding ACCA's own reputation.

Guidance: articles, case studies and online courses on developing styles and habits typically demonstrated by those who consistently think and act like professionals.

Practical tips: online exercises and safe simulations that help to illustrate the impact of individual decisions and ethical codes in action, including those arising from peer pressure and management pressure.

Events and seminars: an ongoing programme of regular events and round tables focusing on ethics for finance professionals, and enabling attendees to discuss and learn about ethical dilemmas, first-hand.

“ WITHOUT ETHICAL ACCOUNTANTS, AND WITHOUT ETHICAL BUSINESS PRACTICES, BUSINESSES SUFFER. YOU CAN HAVE THE RIGHT KIND OF REGULATIONS, BUT IF YOU DON'T HAVE THE RIGHT KIND OF PEOPLE, YOU WON'T GET THE RIGHT KIND OF DECISIONS. ”

The President of Bangladesh, The Honourable Mr. Md. Zillur Rahman, guest speaker at an ACCA conference on the importance of ethics

Access to face-to-face events

Events and courses provide a great opportunity to develop your learning, meet like-minded individuals and share ideas and opinions. Your personal learning style may mean that you prefer to learn in this environment and as such these events would be ideally suited to you.

GLOBAL THINKING EVENTS

Each year ACCA organises or sponsors several high profile global events attended by thousands of delegates from across the globe. In 2011 we were the Gold Sponsor of the World Congress of Accountants (WCOA) in Kuala Lumpur attracting more than 6,000 delegates. ACCA held a number of successful events during WCOA, including the ACCA President's VIP Reception for more than 700 members and leaders of business and the accountancy profession.

PROFESSIONAL COURSES

Our national offices are involved in the organisation of a multitude of professional courses designed to enhance your professional profile and provide affordable CPD opportunities.

Networking opportunities

We believe that individuals work better when knowledge is shared and we aim to facilitate that through our programme of networking events across the globe.

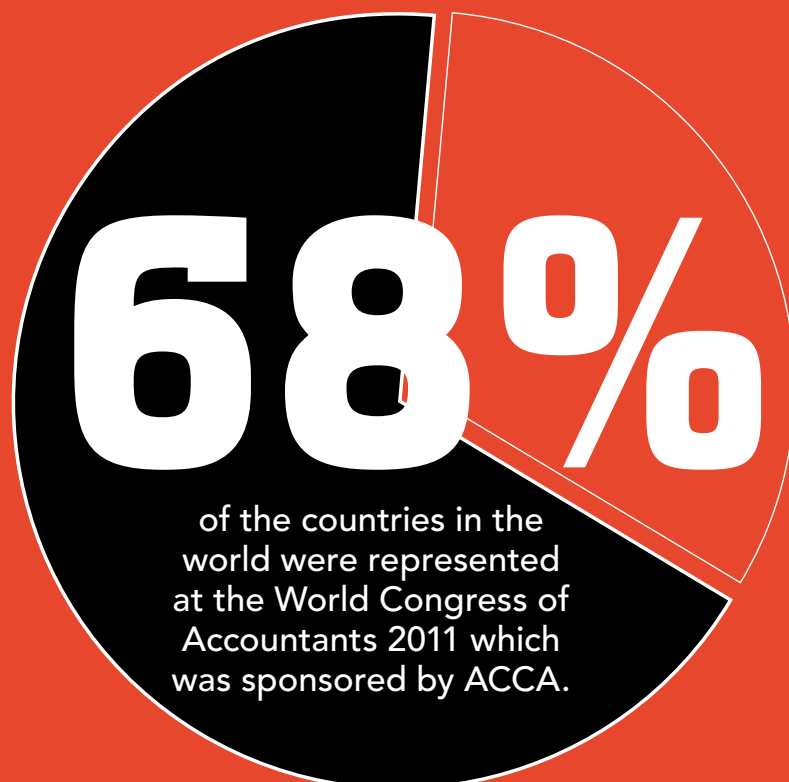
Celebrating your success

Your ACCA membership and fellowship are important milestones in your professional development and as such we like to acknowledge and celebrate these events with you.

Contact your national office for a full list of upcoming events in your region.

“...**SINCE I QUALIFIED, I'VE GAINED ACCESS TO A VAST NETWORK OF PEOPLE WITH WHOM I CAN DISCUSS BOTH TECHNICAL TOPICS AND GENERAL BUSINESS MATTERS.**

Ivan Paule FCCA, partner at TPA Horwath Slovakia



715

the number of events organised or co-sponsored by ACCA in the United Kingdom alone during 2011

Get information at your fingertips

In today's business world, staying informed is a key factor in being competitive and delivering the maximum value to your employer or client. Realising the crucial role of information, we aim to keep our members up-to-date and provide in-depth commentary through our free paper and digital publications.

DELIVERED TO YOUR DOORSTEP

Accounting and Business is ACCA's professional magazine, sent to all members. It addresses critical issues in accountancy and business and includes high-profile interviews, as well as news and technical updates and analysis. You can also read articles tailored to financial professionals working in the corporate, practice and public sectors, as well as articles on CPD and careers. The magazine is published 10 times a year, in six tailored editions relevant to your region.

YOUR WEEKLY BUSINESS UPDATES

AB Direct is a weekly e-bulletin aimed at accountants and business professionals, provided by the *Accounting and Business* team. It contains news from the profession, technical updates and the latest from ACCA, as well as CPD and job opportunities.

SUPPORTING YOUR PROFESSIONAL GROWTH

To support ACCA's commitment to the professional development of our members we publish the quarterly *CPD Direct* ezine which outlines a number of professional development opportunities and learning resources.

Our network of national offices also publish a number of sector specific regional ezines to keep you on the cutting edge of developments in your field.

66%

readers of *Accounting and Business* magazine agree or strongly agree that it is better than other professional publications



'nothing'

41% of readers made no suggestions for improvement in *AB* magazine as they are happy with it the way it is

Access to further qualifications

Further qualifications can increase your marketability and enhance your career prospects.

In keeping with ACCA's commitment to lifelong learning, we offer a range of qualifications, which will support you in your professional development.

THE ACCA AND OXFORD BROOKES GLOBAL MBA

To be successful in a modern business environment you need to think and lead across international boundaries. An MBA is the most sought-after managerial qualification, whether you are aspiring to a senior financial or general management role, or whether you want to start your own business.

QUALIFICATIONS FROM OUR ACADEMIC PARTNERS

We work with a number of partners to offer highly regarded specialist management and finance qualifications, via online learning and distance learning, ensuring the ACCA brand is synonymous with excellence in professional education.

DISCOUNTED MEMBERSHIP WITH OUR PROFESSIONAL PARTNERS

Memorandums of understanding and reciprocal membership schemes with other professional bodies and institutes mean that ACCA members can gain recognition as finance professionals and take advantage of discounted subscriptions and exemptions from certain qualifying or membership criteria, regardless of where they choose to live and work.

£3,900

Saving from the total fee for the MBA degree if you are an ACCA member

SINCE I STARTED THE COURSE IN FINANCIAL STRATEGY, I WAS ELECTED AS A NON-EXECUTIVE DIRECTOR TO TWO BOARDS. IT'S ESSENTIAL TO HAVE THE RIGHT EXPERIENCE AND ACADEMIC BACKGROUND IN ORDER TO BRING VALUABLE SKILLS TO THE BOARD.

Sandra Berger ACCA, director (Strategy/Finance) at TSTTC

Training

Training

to change a h
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Professional development opportunities

Development doesn't stop when you pass your final exam. In fact, in many ways, qualifying opens the way to a whole new voyage of professional growth.

Our Continuing Professional Development (CPD) policy is very flexible and can accommodate any learning relevant to your career.

ACCA provides a host of resources that makes planning and undertaking your development activities – wherever you live or work – simple, enjoyable and fulfilling. ACCA gives you all the tools you need to maximise your potential at work, increasing your job satisfaction and enhancing your marketability to employers.

ONLINE LEARNING

We offer a range of online learning products in partnership with leading names in professional education, covering technical, management, strategy and personal effectiveness subjects, many at substantial discounts or exclusively developed for ACCA members.

AUDIO-VISUAL RESOURCES

We regularly produce topical podcasts, virtual lectures and interviews, featuring guest speakers, opinion-formers and top business people.

TECHNICAL RESOURCES

A comprehensive repository of thought leadership and reference materials, from magazine articles and research to presentations and seminar notes – a resource that's as flexible and accessible as you need it to be: your time, your choice, your gain.

272

e-learning courses and webinars available through the ACCA e-learning gateway

“

ACCA's CPD requirement is so flexible that any learning will count towards the requirement if it is relevant to my role.

Dita Chrastilova FCCA, managing partner, Schulmeister Management Consulting

“

THE MAIN BENEFIT OF BEING AN ACCA MEMBER IS THE CONTINUOUS SUPPORT IN MY PROFESSIONAL DEVELOPMENT AND THE ACCESS TO THE NETWORK OF OTHER MEMBERS - THESE ARE VALUABLE ASSETS FOR MY PROFESSIONAL GROWTH.

Xiao Bing Xiong FCCA, CFO Shenzhen Mesada Technology Co, Ltd, China

Enjoy excellent customer care

As the global body for professional accountants we realise the importance of providing excellent customer service on a global scale. We are the only professional accountancy body in the world with a customer contact centre working 24 hours a day, 7 days a week, 365 days a year, making it equally convenient for ACCA members from Singapore to Vancouver to speak to a friendly and professional ACCA representative.

ACCA Connect has been carefully designed with ease-of-service in mind.

For callers this means not having to go through dozens of time-consuming options, but connecting directly to an agent who is focused and ready to assist you with your query.

For those who prefer email – our systems will deliver your message to the adviser that handled your original enquiry so they're aware of the history of your request.

2186

The average number of emails we receive every day

973

Average number of calls answered per day by ACCA Connect

00:00:27

The average time you have to wait to speak to a customer care agent on the member service line



