

BUILDING DIVERSITY

STRATEGIC THEME FIVE

Strengthen the profession
by attracting talent and
building diversity



Weronika features in our student vlogs.
Weronika Szmyt ACA
Audit Assistant
Manager, BDO UK LLP



Read more at: icaew.com/diversityandinclusion



STRATEGIC THEME FIVE

Strengthen the profession by attracting talent and building diversity

We continued our journey towards ensuring the profile of our community fully reflects the societies it serves. We expanded our flagship Rise initiative and further supported wider education, helping to source and nurture the talent of the future.

STUDENT ATTRACTION CAMPAIGN

Our student attraction campaign, "Accountancy got me here", featured young trainee ICAEW Chartered Accountants together with newly-qualified members, from a wide range of backgrounds, who have followed different routes into the profession.

In the academic year 2022/23, the campaign achieved more than 41m impressions across all media channels. The accompanying television advert on Sky AdSmart achieved more than 335,000 impressions, carefully targeted at those from lower socio-economic groups across the UK.

The campaign was developed by our Student Attraction and Global Brand teams. It won Best Early Careers Attraction campaign at the 2024 UK RAD awards, against strong competition including Coca-Cola, the RAF and Santander.

RISE

The [Rise initiative](#), developed by ICAEW together with firms, has now reached more than 10,000 young people. We are investing to grow this number to 50,000 in 2024 and have refreshed the Rise brand identity to support this growth.

134 Rise workshops were held across the UK in the 2022/23 academic year.

Since launching in 2021, 907 volunteers have signed up to the programme and 31 organisations have partnered with us.

Every teacher involved has told us they would recommend the Rise programme.

ACCESS ACCOUNTANCY

Since 2014, [Access Accountancy](#) has delivered more than 5,000 work experience placements to young people from low socio-economic backgrounds in the UK. Research has shown that vital business and transferable skills increased by taking part in these opportunities.

An annual student outreach campaign aims to build awareness of the initiative and the opportunities available. The 2023 campaign reached over 347,000 students via a range of digital marketing channels, leading to an increase in mailing list sign-ups.

ICAEW is continuing to serve as Chair of Access Accountancy, from October 2023.

SUPPORTING FINANCIAL EDUCATION

Our [ICAEW Maths](#) resources, produced in partnership with Nebula Learning, support the teaching of financial literacy and numeracy within the UK GCSE maths curriculum.

In October, we released 15 new worksheets into the collection, which now totals 35 resources, centred around topical issues in personal finance and economics - including themes of inflation, cost-of-living trends and interest rates.

The resources are now being used in more than 1,500 schools, reaching an estimated 55,000 students.

We have received exceptional feedback from teachers, with 98% saying the resources added value to their students' learning experience and 92% describing being "highly engaged" with the resources and willing to support their ongoing development.

STUDENT MENTORING

The [ICAEW Student Mentoring Programme](#) gives ACA students the opportunity to be mentored by an ICAEW Chartered Accountant. Students receive personalised advice to support their growth.

Since launching in 2022, the programme has supported 52 active mentoring relationships.

Mentees who have been in mentoring relationships for five months or more, gave scores of more than 8 out of 10 for how pleased they were with their mentoring

relationship and how likely they were to recommend the programme to other students.

ICAEW 100 COMPETITION

Our national business and accounting competition for university students, the [ICAEW 100](#), continued to run in the UK and Cyprus, with more than 6,000 participants taking part in 2023.

Open to all students at all stages of study, the competition provides participants with an authentic insight into the career of an ICAEW Chartered Accountant. Participants are assessed on the key skillsets required of a chartered accountant, including communication, adaptability, integrity, critical analysis, resilience and planning.

The competition also helps us reach a more diverse range of students; in the 2022/23 competition, 54% of participants were female and 19% from Black or mixed heritage backgrounds.

ICAEW BUSINESS CHALLENGE

For the first time since 2019, the ICAEW Business Challenge took place, in Greece, attracting top students from five leading universities in Athens with the support of leading professional services firms and SOEL.



Dave manages and develops the Rise programme.

Dave Payne
Head of Access and Volunteer Programmes, ICAEW

Orkhan featured in our 2023 Student Attraction campaign.

Orkhan Freeman ACA
Freelance ICAEW Chartered Accountant

Asim is the Chair of the Young Member Volunteer Group in the Middle East.

Asim Raza ACA
Associate Director, KPMG Lower Gulf

Titilope featured in our 2023 Student Attraction campaign.

Titilope Babafunso ACA
Tax Disputes Solicitor, KPMG Law



Students were able to take on the role of an ICAEW Chartered Accountant, demonstrate their business skills, explore their career options and connect with our stakeholders in future professional environments. There was also the opportunity to network with HR representatives to discuss future opportunities.

BUILDING SKILLS AND OPPORTUNITIES

Our [Training Vacancies platform](#) offers all students the opportunity to explore their potential career options and find the right training contract for them. It is also available for students who are changing their training contract, and for employers seeking students for a training contract. During 2023, the platform received more than 500,000 page views.

Our Virtual Work Experience initiative helped to address the skills gap among potential students, by providing 16-17-year-olds with a week's worth of activities and events, in an inclusive and representative work environment and without the need for a physical office.

80% of those who completed the programme in 2023 said they want to become an ICAEW Chartered Accountant or are considering becoming one. 100% would recommend the programme to a friend.

BLACK HISTORY MONTH

This year we celebrated the achievements and contributions of Black females in the finance and accounting profession.

We organised a webinar featuring four Black female professionals who have also shattered glass ceilings and paved the way for future generations. They shared their insights, experiences, and the challenges they've overcome, highlighting their unwavering commitment to excellence. [Empowering Success: Inspirational Black Women Breaking Barriers](#).

We also produced a compelling video featuring ICAEW member Nichole Ama reflecting on her career journey so far and the significance of being the first in her family to become an ICAEW Chartered Accountant. The video resonated with thousands, garnering 44,200 likes on TikTok and 51,500 likes on Instagram, further amplifying the message of inclusivity and achievement.

10,000 BLACK INTERNS

In 2023, we again offered paid work experience via the [10,000 Black Interns](#) initiative.

In July and August, interns with an interest in accountancy joined us for six weeks, rotating across finance-related business units and teams.

One intern commented how the internship had given them a lot of confidence and experience, and empowered them to become the professional they wanted to be. We also advocated for the initiative across the profession and renewed our commitment to it for 2024.

ONE YOUNG WORLD

We once again partnered with Chartered Accountants Worldwide to attend the [One Young World Summit](#) in Belfast in October.

One Young World is an annual global conference that promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.

This year we sponsored attendance for the winner of our [Chartered Star competition 2023](#), Abigail Foster. Abigail attended the summit together with a delegation of accountants from professional membership bodies from across the world, and enjoyed six days of inspiring speeches, impactful workshops and global networking on topics related to the UN Sustainability Development Goals.

LIFE STAGE COMMUNITIES

Many of our [ICAEW communities](#) support members at specific stages of their careers and lives, and with particular personal and professional needs, through resources, webinars and opportunities for networking.

We have communities dedicated to [Diversity & Inclusion](#), [Black Members](#), [Women in Finance](#), [Career Breakers](#), [New Members](#), and [Retirement](#).

Highlights in 2023 included a two-part hybrid series of events on social mobility across the profession, a webinar in conversation with ICAEW Outstanding Achievement Award Winner Richard Ratcliffe, a webinar in conversation with trailblazing former CEO of Lloyds of London, Dame Inga Beale, and a panel event featuring four female CEOs for International Women's Week.

Justyna leads ICAEW's finance function and co-supervised our Black interns.
Justyna Kaleta FCCA
Head of Finance,
ICAEW



Obed was one of the ICAEW interns on the 10,000 Black Interns scheme.
Obed Nketia
Intern, ICAEW



Abi represented ICAEW and CAW at One Young World.
Abigail Foster ACA
CEO, Elent Financial
Education

