

STRATEGIC THEME FIVE
Strengthen the profession
by attracting talent and
building diversity

BUILDING MORE DIVERSE COMMUNITIES



Prince was one of three ICAEW interns on the 10,000 Black Interns scheme.

Prince Chukwu
Intern, ICAEW

Ellice mentored one of the interns as part of the 10,000 Black Interns scheme and relaunched New Gen Accountants, which was supported by ICAEW.

Ellice Kenlock BFP, ACA
Financial Reporting Manager,
Bravado, Universal Music Group



Read more at: [icaew.com/diversityandinclusion](https://www.icaew.com/diversityandinclusion)



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Strengthen the profession by attracting talent and building diversity

We continued working to ensure that the profile of our members and students fairly reflects the societies it serves, reaching out to attract and engage with more diverse communities.

ACCESS ACCOUNTANCY

We entered our second year chairing [Access Accountancy](#), with our Managing Director, Education & Training, Hazel Garvey, assuming the role of Chair.

The UK programme, in partnership with 27 employers, has now delivered more than 5,000 experiences of work for young people from low socio-economic backgrounds since it was established in 2014. The number of placements delivered annually has recovered to pre-pandemic levels.

Since 2021, Access Accountancy has taken on an expanded role to challenge and support firms on making their hiring practices more inclusive and supporting individuals from low socio-economic backgrounds when they enter the profession.

RISE

Our [Rise](#) programme - developed together with larger accountancy firms - aims to support the aspirations of young people from disadvantaged backgrounds, by helping them develop the skills employers are looking for.

In 2022, Rise achieved its target of delivering 50 workshops that link curriculum subjects with skills development for schools in areas of low social mobility, supported by volunteers from the companies involved. Half of these workshops were in rural or coastal areas.

The programme has now reached more than 2,800 young people.

19 more employers have joined Rise, bringing the total number of partners to 27 at the start of the 2022/23 academic year. This will help deliver more workshops, and we aim to double the number provided by July 2023.

ICAEW100

Our business and accounting competition for university students, the [ICAEW100](#), helps develop skills and business acumen and build knowledge about the profession.

Running in the UK, Greece and Cyprus, the competition launches at the start of the academic year and runs for seven months.

In the 2021/22 academic year, more than 3,900 students participated in the UK across 131 universities.

The competition is an excellent way of reaching new and diverse groups of students. For example, 54% of participants were female and 14% were of Black or mixed heritage.

The Institute of Certified Public Accountants of Greece (SOEL) shares our mission to raise awareness and attract the best and the brightest into the profession, so in 2022 we partnered with SOEL to roll out ICAEW100 across Greece.

Following the success of this rollout, we launched ICAEW100 in Cyprus in October.

VIRTUAL WORK EXPERIENCE

To help address the skills gap among potential students, our [virtual work experience](#) initiative provides 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.

The experience is designed to mimic a real working week; comprising ICAEW-led employability skill sessions, ATE spotlight sessions, independent CPD and a team business project which culminates in a student presentation at the end of the week.

It also showcases ICAEW, the ACA qualification and careers opportunities offered by the supporting Authorised Training Employers.



Phil is one of the senior leaders at Mazars who supports the Rise programme.
Phil Verity FCA
CEO, Mazars

Sarah is one of the senior leaders at BDO who supports the Rise programme.
Sarah Hillary ACA
Partner, Digital and Risk Advisory Services, BDO

Rachel is an Executive Committee member at KPMG UK, and supports the Rise programme.
Rachel Hopcroft CBE
Head of Corporate Affairs, KPMG UK

97% of those who completed the programme in 2022 said they want to become an ICAEW Chartered Accountant or are considering becoming one. 100% would recommend the programme to a friend.

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.

The University of Cyprus also supported our Business Challenge in the country, with over 100 students and 10 firms taking part.

Also in Cyprus, together with ICPAC, we co-hosted a roundtable for firms on the attractiveness of the profession and retention of audit staff. Topics included the lifecycle of attracting and training students and engaging with role models within firms.

WELCOME INCLUSION CAMPAIGN

We believe that every chartered accountant has a role to play in helping build an inclusive profession.

2022 saw the launch of our flagship [Welcome Inclusion](#) campaign, designed to provide our members with practical tools to drive inclusion across the profession and focussing on the themes of belonging, allyship and fairness.

The campaign has been widely applauded for its strategic significance in the profession and was consequently shortlisted for several national and international awards. It won "Campaign of the Year" in the [Independent Publisher Awards](#), and two silver awards at the [International Content Marketing Awards](#), for "Best Purpose Led Campaign" and "Best Membership Campaign".

The campaign also won two further gold awards at the Pearl Awards, which celebrate excellence in content marketing, in the categories of "Most Effective: Non-Profit/Association/Government" and "Best New Programme Launch".

BLACK HISTORY MONTH

In 2022 we undertook a schedule of content aligned to the theme of Black History Month, "Time for change: Action not words", and to our own strategy.

We worked closely with Black members to create inspirational and insightful content which we shared across our channels throughout October. This included a flagship article on our Student Insights platform, [Celebrating Black culture](#).

Our refreshed Black History Month content hub saw an increase of 145% in unique views compared to 2021, and overall traffic increased by 256%.

We showcased eight inspirational Black members and created social media video content, reaching 83,000 users on LinkedIn, 34,000 on Facebook and 18,000 on Twitter.

We also [interviewed](#) the President of ICAEW West of England, Ololade Adesanya, on her journey to becoming Director of Financial Services at Deloitte.

As part of the month, we also supported the [relaunch](#) of New Gen Accountants (NGA) at Chartered Accountants' Hall, with 30 of our own ACAs in attendance. Originally launched in 2018 to ensure the profession accurately reflects society, NGA is made up of aspiring accountants, trainees and qualified accountants and offers a study group, CV help sessions and career advice.

10,000 BLACK INTERNS

We renewed our commitment to the [10,000 Black Interns](#) project, providing several of our own placements and influencing far more across the finance sector. To complement this work, we worked with targetjobs to hold an [Aspire](#) event for Black Heritage students at a number of PwC offices in the UK.

RECRUITMENT OF ICAEW VOLUNTEERS

Internally we have looked carefully at the processes for recruiting volunteer committee members and tried to ensure that they are as inclusive as possible. We are collecting diversity data to help us understand where we are succeeding and where more work is needed.