

A year of celebration

ACCA Singapore has come a long way in the 80 years since its beginnings in 1936, says Belinda Young, as she celebrates a new raft of achievements in 2016

2016 has been a significant year for ACCA Singapore, with many special moments and achievements.

We celebrated our 80th anniversary on the theme 'Innovating the accountancy profession: 80 years and beyond'. As an ACCA member, I am proud of our progress. Since I first became involved in the local executive committee (LEC) 25 years ago, I have seen us grow from humble beginnings as a secretariat managed by a small group of passionate members to a fully-fledged office.

Early days

The very first ACCA Singapore 'office' was a space in the office of an FCCA member in Raffles Place. Among my earliest memories were writing the members' newsletters, organising events and arranging the annual general meetings. The mammoth task of mailing 3,000 newsletters was carried out by yours truly and home help who stuck address labels onto the envelopes.

Fast forward 25 years and the current office houses a

multinational family of teams looking after ACCA members in Asia Pacific, Singapore and emerging markets.

The highlight of this anniversary year was the visit of ACCA's Global Council and executive team for the Global Council Meeting. As a Council member, it was a very proud moment for us to play host at this event and to share with fellow members all the good work we have been doing in Singapore.

Meetings with our regulators, government officials, employers and key stakeholders were top of the agenda for the visit, and provided opportunities to learn about ACCA Singapore's partnerships with them.

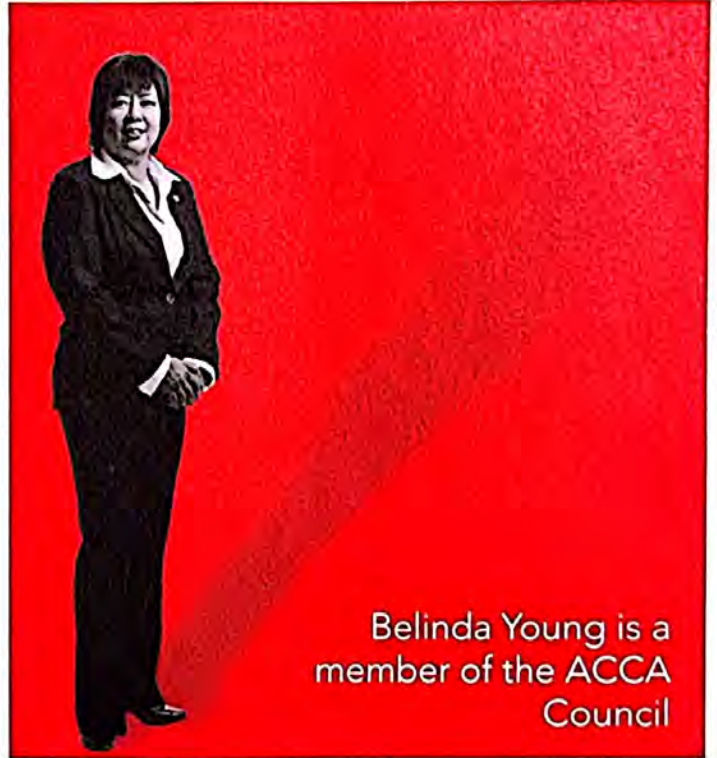
The holding of the Global Council in Singapore in our anniversary year reinforced the city-state's importance as ACCA's fifth largest market, with over 27,000 members and students – a market where we continually drive innovations to achieve Singapore's vision of being a global accountancy hub by 2020.

I would like to say a big thank you to the ACCA

Singapore team for the many hours of planning and discussions that made the five-day Council visit so interesting and memorable.

Achievements

To keep pace in an evolving business environment, we must be one step ahead of global drivers of change.



Belinda Young is a member of the ACCA Council

This was the thought behind the innovative programme of events and initiatives we put on across the year to equip ACCA members like you with the tools to be fit for the future.

ASEAN conference

In June, we held our first-ever ACCA ASEAN Conference, 'Transforming the face of accounting and finance talent'. Attended by Indraneel Rajah, senior minister of state at the ministries of finance and law, the conference explored the new skillsets professional accountants need to be future ready.

'To harness opportunities in the region, the first step is to understand how to upgrade accountants' skillsets to meet the needs of this dynamic business

environment,' Rajah said.

ACCA is leading this change, with the launch earlier this year of our comprehensive research report *Professional Accountants – the future*, based on interviews with 2,000 stakeholders across the world.

The research produced ACCA's seven quotients, key qualities for success which underpin another significant launch that took place this autumn – the redesign of the ACCA Qualification, which now places a greater focus on employability and the practical application of core skills in the workplace.

Smart finance

In another new initiative, we conceived the smart finance series, organised jointly with employer partners including PwC Singapore (see 'Smart

We continually drive innovations to achieve Singapore's vision of being a global accountancy hub by 2020

Let's get engaged

The majority of members are satisfied with their relationship with ACCA, but they still need to be more engaged, argues **Kaka Singh**

The ACCA Singapore office works hard to interest members in the events and activities (professional and social) planned for them. Attendance is good and encouraging, but can be better. Therefore, I would like to encourage members to be one thing: engaged.

This applies both to the ACCA members and ACCA office. That is, how can we engage, contribute to and promote ACCA together? Celebrating successful relationships and the ACCA family is always important. Our engagements with ACCA are the glue that binds us together as a strong network. If we are engaged with the ACCA office, it will help us, possibly force us, to be a significantly bigger and better version of what we are now.

ACCA has had many successes. There are currently approximately 9,500 ACCA members and affiliates in Singapore. ACCA members and affiliates work in all key sectors and include leading captains of industry. We have more than 20,000 registered students, making us the largest in Singapore. ACCA also produces more than 40% of the accountancy graduates in Singapore each year. It, therefore, contributes significantly to the development of the accounting profession in Singapore.

Given our international ranking and successes in attracting talented people, employers and clients, one would expect ACCA members to be the best ambassadors for recruiting students and mentoring them, and in recruiting more members. However, while a majority of our members are satisfied with their relationship with ACCA, very few take the next step and share the benefits of our membership with friends and colleagues.

Satisfaction and loyalty alone are simply not enough. Members who are satisfied and loyal, and who encourage others to join us, are 'engaged' members. Engaged members actively participate in conversations to interest others. They provide vivid stories that help explain to others how the ACCA Qualification can help their colleagues and businesses.

The ACCA office gathers feedback to identify and understand our members, but how can they become more engaged members? For example, the office organises networking events to share practical learning experiences. Under the ACCA Approved Employer programme, ACCA also works with more than 175 employers which provide formal recognition of the learning and development support to ACCA students and members.

The ACCA Singapore office does its part to strengthen and reinforce its relationships with members, students, employers, tuition providers and regulatory bodies. I'd like to encourage more members to play their part to stay actively engaged and together promote ourselves and the ACCA brand. Being engaged with ACCA brings us together more often, building and deepening our relationships and reliance on each other.

Kaka Singh is president of ACCA Singapore



ACCA Singapore Local Executive Committee

Re-elects Ms Yim Kam May As Its Branch President

Ms Yim Kam May, Director of Mexim Singapore, has been re-elected ACCA Singapore's Branch President. Her appointment was confirmed by the Local Executive Committee (LEC), after ACCA's 64th Annual General Meeting held on Saturday, 12 May 2007.

Serving office together with Ms Yim are:

- Mr Ho Yew Mun, Director of Ho Yew Mun Pte Ltd, as Vice President and current International Assembly member
- Ms Belinda Young, Director of Centrecourt, as Honorary Secretary
- Ms Mary Tan Lay Muay, a lecturer at Kaplan Singapore as Honorary Treasurer

Mr Kaka Singh will continue to serve as Immediate Past President.

The LEC also welcomed two new members. Congratulations go to Ms Helen Sim Cheng Geok and Mr Edgar Wong Mun Wai who were given the

vote to be part of the committee. We also saw a few members returning to the LEC: Mr Aw Eng Hai, Mr Chai Yee Hoi, Mr Ho Yew Mun and Ms Yim Kam May.

Mr Bernard Yeo did not stand for re-election. Mr Jeremy Hoon, a Partner at KPMG, has been co-opted into the committee to replace Mr William Tan.

In summary, the LEC is complete with 13 committee members. Seven members are currently serving their two-year term; four are returning members with two new members.



Ms Yim Kam May, President, ACCA Singapore Branch

Members serving term in office

Ms Belinda Young (Honorary Secretary)
 Ms Mary Tan (Honorary Treasurer)
 Mr Kaka Singh (Immediate Past President)
 Mr Jeremy Hoon (co-opted in to replace Mr William Tan)
 Mr Leong Siew Theng
 Ms Sally Tan
 Mr Yen Heng Fook

Newly-elected to LEC

Ms Sim Cheng Geok, Helen
 Mr Wong Mun Wai, Edgar

Re-elected to the LEC

Ms Yim Kam May (President)
 Mr Ho Yew Mun (Vice President, IA Member)
 Mr Aw Eng Hai
 Mr Chai Yee Hoi