




Launched Strategy to 2020 and restructured how we operate to support its delivery

Think Ahead 

New brand identity and Think Ahead positioning launched



Launched ground-breaking MSc with University of London, available globally, combining the ACCA Qualification with a Masters in Professional Accountancy



Enhanced digital services and support, including a new student recruitment portal and new homepages for our main website



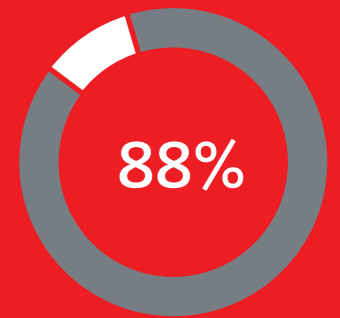
New behavioural competency framework for our employees introduced and programme of culture change begun



Launched ACCA Certificate in International Public Sector Accounting Standards (IPSAS)

# Our 2014-15 highlights

Awarded ISO22301 Business Continuity accreditation for our CHQ operations



88% employer satisfaction with ACCA, our highest score in the past five years

We met six of our ten KPIs for the year and you can find details of our strategic performance on pages 36 – 67

## 90,661

New Students

## 11,530

New Members

New permanent office in Tanzania



bringing our total offices and centres globally to **95**