

### **Vision**

To be the most recognized qualification for middle level accounting professionals

### **Mission**

To provide our students a route to success in life by helping them become competent middle level accountants who add value to their employers.

We provide our members an opportunity for career progression and networking , our staff an empowered and enjoyable working environment and

education service providers an opportunity to develop their delivery competency while co-operating for mutual gain with accounting & academic institutions.

### **Values**

- Professionalism
- Ready to change
- Collaboration
- Passion for excellence
- Teamwork
- Customer focus

## Strategic Objectives

- Enhance students' population
- Maintain healthy membership base
- Transform value proposition

- Create a high performing team
  
- Increase brand recognition