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THE SUCCESS INGREDIENT

Ayesha Macpherson
Tax partner, KPMG

Adding up the benefits

Need help with your math homework? Who better to ask than a tax partner at KPMG. Ayesha Macpherson spends her weekends working with deprived families in some of the poorest parts of Hong Kong. This could involve helping kids with their homework and exam revision – or it could mean organising a group outing to Ocean Park or the New Territories.

Macpherson helped set up KPMG's community services committee back in 2003. It now runs one or two big activities each month and has a longstanding relationship with a local charity, called the Society for Community Organisation (SOCO).

Macpherson had little difficulty recruiting her colleagues to the good cause. "We realised that many of our staff wanted to give something back to the community, but they didn't know where to start," she says. "Once we gave people a structure to participate, things really took off."

You couldn't think of a better role model for these eager youngsters. Macpherson joined KPMG's London office in 1988, where she trained as an auditor. She moved back to Hong Kong in 1993 and in five short years had made the jump to partner. She is now a leading authority on Hong Kong tax and co-authors the annual Hong Kong Taxation Law and Practice book with colleague David Smith. She also sits on the Tax Committee of the Hong Kong Institute of CPAs and is a convener of the Institute's Accountant Ambassadors programme.

After long hours in the office, Macpherson can't wait to see the children. Many have only recently migrated with their families from the Mainland and are struggling to keep up with schoolwork while adapting to a new life and trying to make friends. "You see these children develop as individuals," she says. "There are times when you see a real change in a child's behaviour. Some were clearly not used to working in a team or sharing things, but the programme gives them an incentive to be well-behaved and to cooperate." A*

Make a difference

Contact Cynthia Lee (Tel: 2287 7002) to find out more about the Institute's community programmes.