



## CANZ Accreditation Benefits for Organisations and their Individuals

When considering CANZ Accreditation there are several benefits for both the organisation and their members which are expressed below:

Status and Recognition	<ul style="list-style-type: none"><li>•The ability to recognise organisations and their members for their technical competence and professionalism</li></ul>
Career Development	<ul style="list-style-type: none"><li>•To help prepare students and practitioners for career development and employment through the setting of professional standards</li></ul>
Business Development	<ul style="list-style-type: none"><li>•To help practitioners connect with potential clients</li><li>•To help organisations and their members promote themselves and differentiate them from competitors</li></ul>
Marketing	<ul style="list-style-type: none"><li>•To help organisations gain more members through CANZ marketing of their accreditation</li></ul>
Professional Development	<ul style="list-style-type: none"><li>•To help to keep knowledge, skills and competency up to date and relevant</li></ul>
Social	<ul style="list-style-type: none"><li>•Provide opportunities to meet people with shared interests and professional values</li></ul>
Professional Altruism	<ul style="list-style-type: none"><li>•Provide opportunities to give something back to the profession</li></ul>
Animal Welfare	<ul style="list-style-type: none"><li>•Enjoy the knowledge that you are taking an active part in improving the lives of companion animals</li></ul>