

CA ANZ International Pathway Program

Marketing Assets for the Institute of Chartered Accountants of India

The following marketing pack is for use by the Institute of Chartered Accountants of India for intakes 1 and 2 of the 2023 International Pathway Program. The materials provided are to be used between 12 April 2023 and 17 May 2023.

This pack contains useful social media posts, email copy and imagery that can be used to promote the IPP program.

Social Media Posts

Please see below for suggested copy for your social media accounts and WhatsApp to promote the International Pathway Program to your members. Associated images can be found in the ZIP file sent with this document.

Channel	Suggested Copy	Links
Facebook, LinkedIn	<p>Get recognised with (@Chartered Accountants Australia and New Zealand)'s International Pathway Program.</p> <p>As a member of ICAI, you may be eligible to join CA ANZ and reap the rewards of CA recognition in Australia or New Zealand.</p> <p>Applications for the first intakes of 2023 are now open.</p> <p>With limited spaces available, check your eligibility today: https://www.charteredaccountantsanz.com/become-a-member/memberships/pathway-for-members-of-overseas-accounting-bodies/international-pathway-program?cid=O~SO~IPP_CAIndia~Partner~202303</p> <p>#DifferenceMakers #CAANZ</p>	<p>https://www.charteredaccountantsanz.com/become-a-member/memberships/pathway-for-members-of-overseas-accounting-bodies/international-pathway-program?cid=O~SO~IPP_CAIndia~Partner~202303</p> <p>On Facebook, please tag the CA ANZ account in your post: https://www.facebook.com/charteredaccountants/</p> <p>On LinkedIn, please tag the CA ANZ account in your post: https://www.linkedin.com/school/charteredaccountantsanz</p>
WhatsApp	<p>Are you currently residing in Australia or New Zealand?</p> <p>As a member of ICAI, you may be eligible to become a member of Chartered Accountants Australia and New Zealand and receive formal recognition of your overseas qualifications and experience.</p>	<p>https://www.charteredaccountantsanz.com/become-a-member/memberships/pathway-for-members-of-overseas-accounting-bodies/international-pathway-program?cid=O~SO~IPP_CAIndia~Partner~202303</p>

	<p>The International Pathway Program is now open for the first intakes of 2023. Find out if you're eligible:</p> <p>https://www.charteredaccountantsanz.com/become-a-member/memberships/pathway-for-members-of-overseas-accounting-bodies/international-pathway-program?cid=O~SO~IPP_CAIndia~Partner~202303</p>	
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Newsletter/email copy

Please use the following suggested copy and assets within your company newsletter. Associated images can be found in the ZIP file sent with this document.

Heading	Join the Difference Makers in Australia and New Zealand
Copy	<p>As a member of ICAI residing in Australia or New Zealand, you're invited to check your eligibility for Chartered Accountant Australia and New Zealand's International Pathway Program.</p> <p>The International Pathway Program (IPP) is designed for experienced members of designated overseas CA bodies who are living in Australia or New Zealand and are seeking membership of CA ANZ.</p> <p>Become a member of CA ANZ and get recognised for your CA qualifications and reap the rewards in Australia and New Zealand.</p> <p>With limited spaces available for each intake, make sure to get your application early to reserve your spot. The dates for the next intake are as follows:</p> <p>Intake 1: Sydney Enrolment opens: 12 April 2023 Enrolment close: 10 May 2023 Face-to-face workshop: 16-18 June 2023</p> <p>Intake 2: Online Enrolment opens: 12 April 2023 Enrolment close: 17 May 2023 Online workshop: 23-25 June 2023</p>

	<p>CTA: Find out more and apply today: https://www.charteredaccountantsanz.com/become-a-member/memberships/pathway-for-members-of-overseas-accounting-bodies/ipp-applications-and-enrolments-process?cid=O~E~IPP_CAIndia_Newsletter~Partner~202303</p>
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