

OPPORTUNITY AWAITS WITH A CAREER IN FINANCIAL PLANNING



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

A REWARDING CAREER IN SO MANY WAYS

Financial planning is a valued profession that empowers people to make informed financial decisions for themselves and their families. It's been shown that Australians who consult financial planners become more optimistic about the future than those who don't¹. If you decide to become a financial planner, you'll be acting as a guardian whose advice and expertise will transform lives for the better.

While being personally satisfying, it's a career that's also financially rewarding. As a financial planner, you can earn a great salary and have the flexibility and freedom to work how you want – whether that's with a small or large business, or setting up your own practice. So, while you're helping secure the financial future of others, you'll also be developing the career you want, the way you want.



1. Investment Trends research: Investment Trends August 2015 Financial Advice Report, based on a survey of 10,367 Australian adults.

A CAREER WITH DIVERSITY

The role of a financial planner isn't simply about investing money. At its core, financial planning is about guiding people to achieve their own financial goals and security through personalised strategies.

Every day will be as different as the clients you choose to work with. A diverse client base will motivate you to learn, grow and develop a broad knowledge of the industry throughout your career.

WORK THE WAY YOU WANT

From the fast pace of the CBD to a home office – the choice is yours.

As a financial planner, you have the freedom to work at a large financial institution, a smaller boutique firm, or even start up your own practice in a location that suits you. Working overseas is also an option with financial planners in demand around the world.



THE ROLE OF A FINANCIAL PLANNER

RELATIONSHIP BUILDING

As a financial planner you'll spend a large amount of time getting to know your clients, building trust and long-term relationships. From the outset you'll be stepping into their lives as you begin to understand your client's goals, hopes and dreams.

FINANCIAL COACHING

Each and every client's needs and circumstances will differ. Each one will require a financial plan suited to their specific needs. Financial planners help their clients in a variety of ways:

- Developing strategies to achieve financial goals
- Increasing savings
- Reducing debt
- Providing financial coaching and budgeting techniques
- Ensuring financial security in case of illness, disability or death
- Planning for taxation effectiveness
- Maximising returns from investments
- Securing retirement

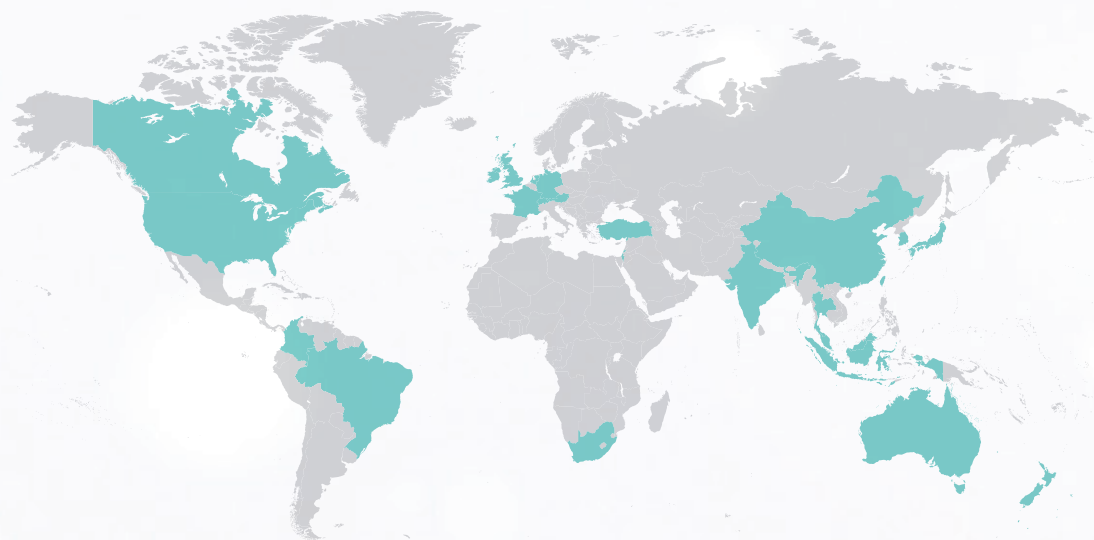
BUSINESS DEVELOPMENT

As a financial planner you'll also spend your time growing your client base. The best way to do that is to capitalise on opportunities to make yourself visible to potential clients at industry events, seminars and networking opportunities.

BUSINESS OWNERSHIP

Some financial planners prefer to set up their own practice and work for themselves. Financial planners who run their own business will manage staff, their own clients as well as the day-to-day operations of the business.

A CAREER WITH GLOBAL RECOGNITION



Once you've become a financial planner, you'll want to take your career to the next level by completing the CFP® Certification Program and becoming a CERTIFIED FINANCIAL PLANNER® professional.

The program involves a series of learning modules designed to advance existing knowledge and expertise.

CFP® certification is the highest recognised financial planning designation in the world, allowing you to work in 26 countries and join a growing community of over 5,500 CFP® professionals in Australia and 160,000 globally.

Becoming a CFP® professional opens up further employment opportunities, with a growing number of firms looking to recruit specialised CERTIFIED FINANCIAL PLANNER® professionals.² Added to that, CFP professionals earn up to \$65,000 p.a. more than other financial planners.³

2. Hays Quarterly Report January – March 2016

3. Investment Trends FPA Member Satisfaction Report 2015

MAKE A REAL DIFFERENCE

As a financial planner you're giving people a plan to ensure they can lead lives free from financial strain. You're helping people become better equipped to plan a secure future for themselves and their family.

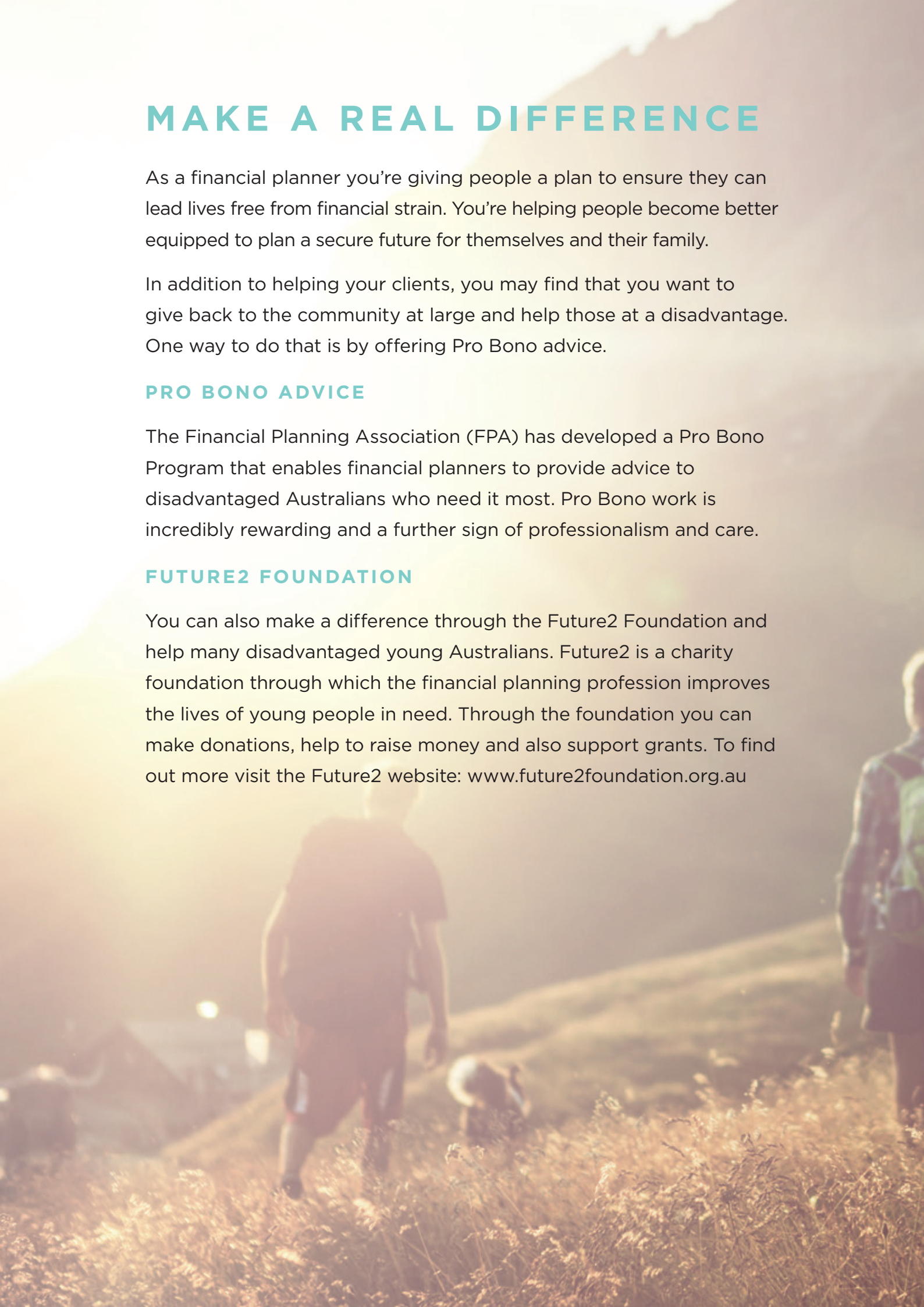
In addition to helping your clients, you may find that you want to give back to the community at large and help those at a disadvantage. One way to do that is by offering Pro Bono advice.

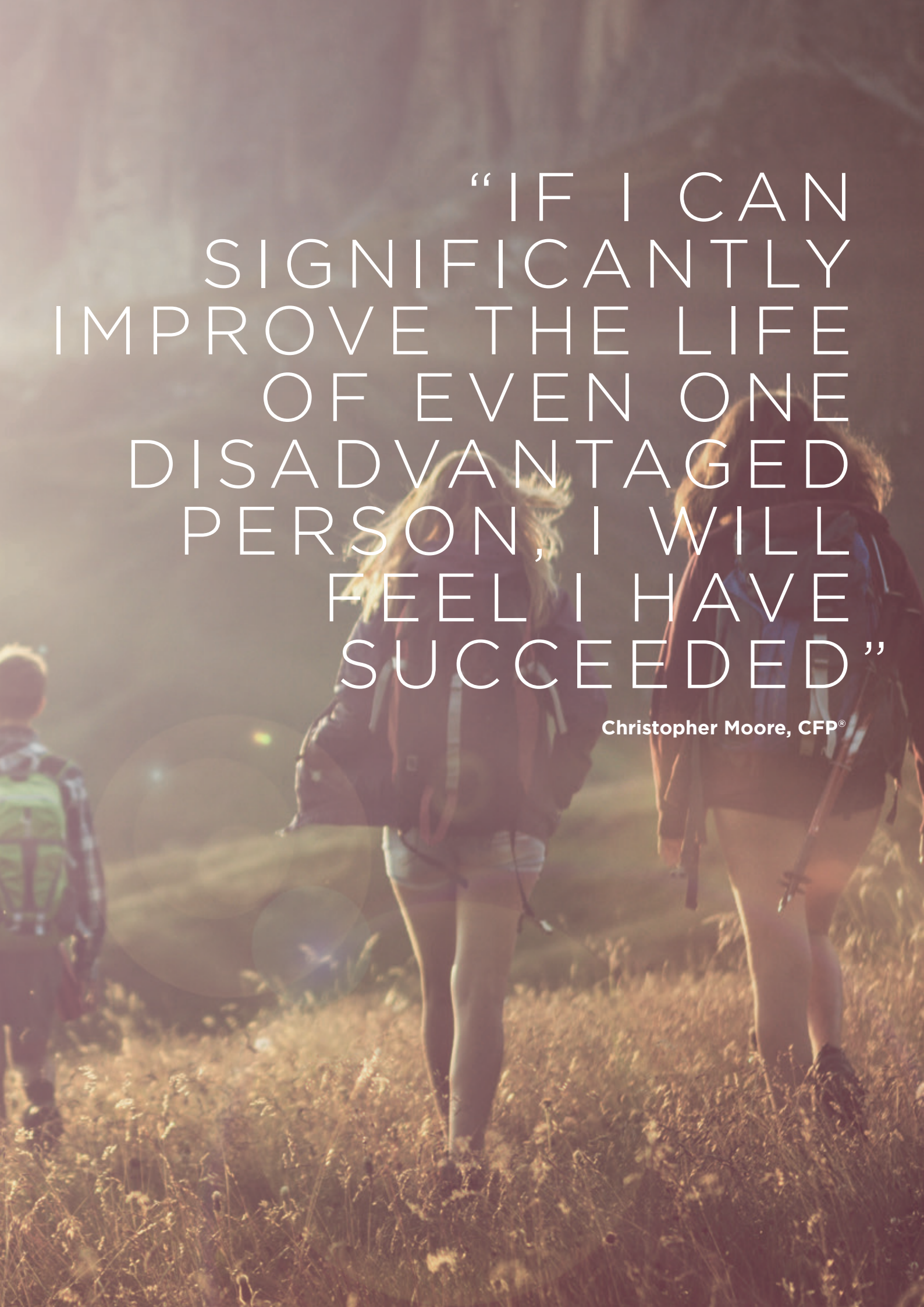
PRO BONO ADVICE

The Financial Planning Association (FPA) has developed a Pro Bono Program that enables financial planners to provide advice to disadvantaged Australians who need it most. Pro Bono work is incredibly rewarding and a further sign of professionalism and care.

FUTURE2 FOUNDATION

You can also make a difference through the Future2 Foundation and help many disadvantaged young Australians. Future2 is a charity foundation through which the financial planning profession improves the lives of young people in need. Through the foundation you can make donations, help to raise money and also support grants. To find out more visit the Future2 website: www.future2foundation.org.au



A photograph of three hikers with backpacks walking away from the camera through tall, golden grass. The scene is backlit by a warm, low sun, creating a strong lens flare and a hazy, golden atmosphere. The hikers are in the lower half of the frame, and the text is overlaid on the upper half.

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Christopher Moore, CFP®

“IT’S NOT JUST
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JOHN MOLNAR

FINANCIAL PLANNER

WHAT MADE YOU DECIDE TO BECOME A FINANCIAL PLANNER?

Towards the end of my high school education, I knew I wanted a career that fulfilled my two passions: finance and people. I also wanted to be challenged and a career that seemed to tick these boxes was financial planning. Financial planning allows me to stay highly motivated and to grow as a professional. Whether I'm focusing on my client's goals or creating an investment strategy, there is always something to learn and improve.

WHAT DOES A TYPICAL DAY AT THE OFFICE LOOK LIKE?

I spend the bulk of my day building and managing relationships with my clients. When I'm not with clients, I'm either reviewing client financial strategies or taking on professional development activities, which in turn benefit my clients. This entails my current studies, reading financial planning-related articles, attending conferences, or networking with other peers.

WHAT IS THE BEST PART OF YOUR JOB?

To me, it's not just about the numbers. Finance is often a private and emotional topic of conversation for most people; therefore communication and the client-adviser relationship is key. You not only become their financial adviser but often their confidante and financial sounding board for most aspects of their lives. Engaging with them on a personal level and getting them to open up, whilst gaining their trust, is one of the most satisfying parts of my job.

WHAT HAS BEEN YOUR PROUDEST MOMENT WHEN DEALING WITH A CLIENT?

I am proud of all my clients' achievements. However, I can recall one instance of a young couple who I was able to successfully coach and guide to their stated goals. As with most young couples, they were trying to juggle a young family and continue to develop their careers while also trying to get into the property market. Over the course of a number of meetings we were able to put in place a plan that helped them make smart financial decisions with confidence and clarity. They eventually bought their dream home and achieved one of their most important goals – a goal that they thought would never happen without the right advice. To me, this is where I was able to see the difference I can make as a financial planner.

WHAT ADVICE WOULD YOU GIVE SOMEONE CONSIDERING A CAREER IN FINANCIAL PLANNING?

I highly recommend seeking out a financial planner or firm directly for an internship or work experience. This will allow you the opportunity to get a hands-on idea of what a typical day involves for financial planners and to determine if it's something you're interested in. The exciting news is that the financial planning profession has a very strong job outlook ahead. More people are becoming aware of the need for quality financial planning advice and this growing need will only see an increase in opportunities for new and upcoming financial planners.

“IT’S ABOUT
HELPING AND
EMPOWERING
CLIENTS”



ERIN COYLE FINANCIAL PLANNER

WHAT MADE YOU DECIDE TO BECOME A FINANCIAL PLANNER?

I've been involved with finance since I was a kid, but what ultimately motivated me to pursue a career in financial planning was being able to make a difference.

“Financial planning actually enables you to make a real difference to the lives of people and their families.

There are very few professions that allow you to do that.”

It's a fantastic way to combine your technical expertise with the really satisfying element of helping people.

WHAT IS THE BEST PART OF YOUR JOB?

I love that sense of progress we get. We set a plan in place; we get the implementation done as smoothly and efficiently as possible; and then it's a case of keeping on track. So, you do get to know your clients quite intimately. You feel like you're stepping into their lives. I really love that aspect of what I do. Financial planning is so much more than spreadsheets and running investment return models for clients. It's about really getting to know the people you are trying to help.

WHAT TYPE OF PERSONALITY WOULD YOU SAY WOULD BE BEST SUITED FOR A FINANCIAL PLANNER?

It's crucial you have empathy for other people's situations. I'm certainly very people-orientated and that's what I love about being a planner. It's that sense of accomplishment you get by working in collaboration with clients. You also need to be trustworthy. It all comes down to trust; that your clients trust you to do the right thing by them.

WHAT ADVICE WOULD YOU HAVE FOR SOMEONE LOOKING TO BECOME A FINANCIAL PLANNER?

I would encourage young people to get involved in the industry by taking on an internship. While at university, I took on an internship and looking back, it was during my internship that I really developed my love for financial planning and the work we do for clients.

THE FINANCIAL PLANNING PATHWAY

BECOME A STUDENT MEMBER OF THE FPA TODAY - IT'S FREE AND EASY

This is the first step in becoming a financial planner. As a student member of the FPA you'll gain valuable insight into the profession, access networking events and impress your future employer.

COMPLETE AN APPROVED DEGREE

Complete an undergraduate degree in finance or a business-related discipline. To become a qualified financial planner and give financial advice, you'll also need to comply under ASIC's Regulatory Guide 146 (RG146).

Tip: It's a good idea to check if your chosen degree qualifies you for entry into the CFP® Certification Program. You can do this by visiting the FPA website at www.fpa.com.au/cfp or emailing our education team at education@fpa.com.au

GAIN INDUSTRY EXPERIENCE

You'll need 12 months' experience to progress into the CFP® Certification Program. We recommend you look for a role as soon as you can.

COMPLETE THE CFP® CERTIFICATION PROGRAM

Once you have 12 months' experience and the right education under your belt, you can start the CFP® Certification Program. Structured over five units, the course is delivered by distance learning, thereby offering the freedom and flexibility to study at your own pace, around your other commitments.

**SIGN UP FOR FREE TODAY AT
FPA.COM.AU/STUDENT**



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