



FPA STRATEGIC PRIORITIES 2025

As Australia's leading professional association for financial planners, the Financial Planning Association (FPA) represents the interests of the public and members.

Our vision

Through our members, we stand with Australians for a better financial future.

Our strategic pillars & priorities

FPA's MAC strategy stands for Members, Advocacy and Consumers. These pillars and the related strategic priorities guide our work from 2020 – 2025.

MEMBERS

FPA to be the professional body of choice for the financial planning profession

- Lead the profession on the financial planning/planner model of the future.
- Uphold the CFP® designation as the number one choice for the profession.
- Expand our education, CPD and specialisation offers for members.

ADVOCACY

FPA to be *the* voice of the profession

- Lead the policy and reform debate for the financial planning profession.
- Implement a policy vision to ensure a growing and sustainable future for financial planning.
- Be the voice and professional body for the financial planning profession.

CONSUMERS

FPA to represent the public interest

- Represent consumers in the development of public policy.
- Increase consumer awareness and use of financial planning.
- Elevate the financial planning profession's role and contribution to the community.