



Consumers

FPA strategic priority

To showcase the value of financial advice among all Australians, increasing awareness and use of financial planners

Pro bono work

CANCER COUNCIL PRO BONO FINANCIAL PLANNING PROGRAM

The FPA partners with the Cancer Council to support a national referral program helping families affected by cancer who are unable to afford the cost of financial advice.

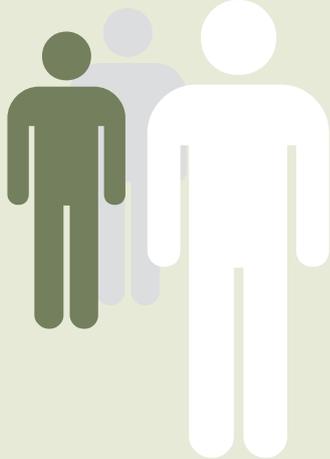
There are 119 CFP® professional and Financial Planner AFP® members registered for the program and we sincerely thank them for generously donating their time to help cancer patients and their families with a wide range of financial issues on a pro bono basis. This year, 165 client cases were provided pro bono financial advice.



FINANCIAL PLANNING BUSHFIRE PRO BONO PROGRAM

In the aftermath of the 2019/20 Australian bushfire disaster, FPA members came together to offer the Financial Planning Bushfire Pro Bono Program to help those impacted to rebuild financially.

A joint initiative of the FPA and the Association of Financial Advisers (AFA), the program offers guidance to those affected by the bushfires to help them consider their options and reassess their financial position given the circumstances they have experienced. There are 68 financial planners registered for the program and 15 referrals for pro bono financial advice have been received to date.



Cancer Council Pro Bono Financial Planning Program

119 CFP® professional or AFP® members registered

165 client cases provided advice in 2019/20

Financial Planning Bushfire Pro Bono Program

68 Financial planners registered

15 referrals received to date

Connecting with young Australians

This year, the FPA maintained a strong focus on raising awareness of financial planning as a career of choice among high school and university students to grow the number of financial planning students in Australia.

We put in place a program to connect with the high school career adviser network to increase awareness of financial planning as a career choice. We attended career adviser conferences, presented at various events and shared career resources with over 1,100 advisers.



We also actively engaged with university students by participating in university open days, career expos and guest lectures, as well as connecting with and sponsoring 12 university student associations around Australia. This also included the provision of financial support of \$15,000 towards university student award programs.

We invited FPA Student members to join us at our flagship annual member event. This year, 80 students were sponsored to attend the 2019 FPA Professionals Congress, with thanks to local FPA Chapter support. This is a 38 per cent increase in student member delegates to Congress from last year.

We were set to launch our Careers in Financial Planning events in early 2020, however COVID-19 restrictions forced the cancellation of these. The event series is being replaced by a virtual careers event series later in 2020 instead.



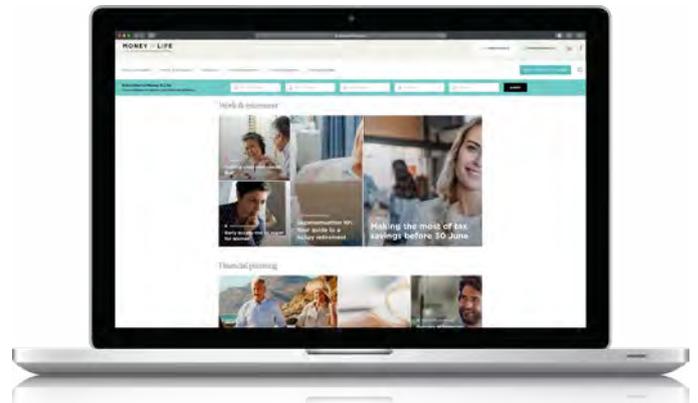
Raising awareness of financial planning

MONEY & LIFE

Money & Life is the FPA's digital content platform designed to help Australians improve their financial capability and increase their awareness of financial planning. It also seeks to grow the marketplace for financial advice.

Readers subscribe to the free fortnightly newsletter to receive the tips, information and case studies to help improve their financial knowledge and learn about the benefits of financial advice. Much of the content is contributed by FPA members and showcases their expertise.

The site also caters for financial planning professionals – publishing industry news, insights and analysis, and providing access to CPD articles and quizzes.



Connecting consumers with FPA members

The FPA plays an important role in connecting consumers looking for a financial planner with FPA members. Research shows that visiting an association’s website to search for a planner is the third most likely method, behind word of mouth/ recommendation and general online search.

We run two services to facilitate this connection.

FPA MATCH MY PLANNER

Match My Planner is an online service that provides a no-obligation, safe environment to help consumers find the right CFP® professional for their unique needs and circumstances.

Consumers complete a short online form with their financial goals, location and demographics. CFP® professionals then reach out via email if they match what the consumer is looking for.

It allows a dialogue approach so consumers can ask questions and interact with a financial planner who has been matched to them based on their needs and wants. When they are ready, they can book an appointment with the financial planner of their choice.

The service is available at matchmyplanner.com.au. CFP professionals connect via the Match My Planner app, which sends notifications when an interested consumer creates an online profile.

FPA FIND A PLANNER

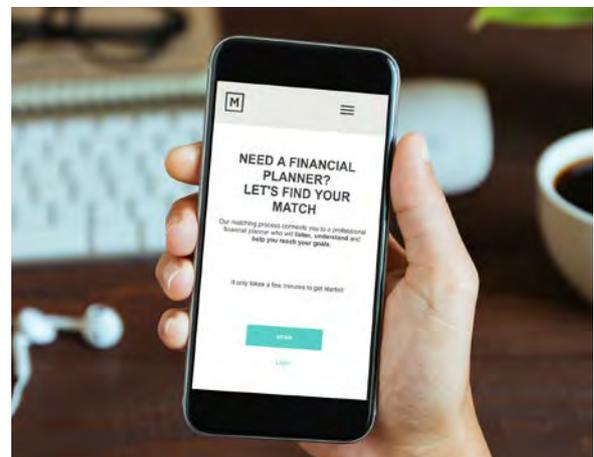
Find a Planner is FPA’s online search directory which lists CFP® professionals, Financial Planner AFP members and FPA Professional Practices. The search tool allows a consumer to verify if a financial planner is an FPA member, or to search for an FPA member in their location. It provides a list of planners and their profiles. The Send a Message feature allows a consumer to make email contact with the FPA member.

The online directory is accessible at fpa.com.au/find-a-planner.



2,157

AUSTRALIANS LOOKING TO CONNECT WITH A CFP PROFESSIONAL USED MATCH MY PLANNER THIS YEAR



AVERAGE FINANCIAL PLANNER SEARCHES PER MONTH ON FIND A PLANNER

‘Ask a CFP® professional’ advertising

The FPA’s annual national consumer advertising continued this year, designed to increase awareness of the CFP® designation among consumers.

Funded by an annual marketing levy contributed by CFP professionals, the 2020 campaign responded to the urgent financial concerns facing Australians as a result of the COVID-19 pandemic, reminding them to ‘Ask a CFP® professional’ for help.

The planning of this year’s campaign was a truly member-led one. We’d like to thank the eight CFP professionals who took part on our advisory panel to help us build the strategy.

The panel was made up of Julia Bull CFP®, Catherine Chivers CFP®, Andrew Dunbar CFP®, Olivia Maragna CFP®, Antoinette Mullins CFP®, Delma Newton CFP®, Matthew Ross CFP® and John Tsihlis CFP®

We also received input from the wider CFP professional membership who took part in surveys throughout the year.

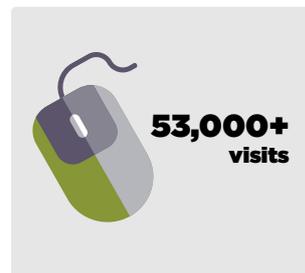
To respond to changing consumer behaviour as a result of lockdown restrictions, our advertising ran across digital, social media, podcast, Spotify, regional radio and Google search over six weeks. CFP professionals are encouraged to make use of the advertising in their own marketing channels to amplify the campaign’s reach.



KEY RESULTS FROM THE ADVERTISING



Over **1,300 client leads** generated by the advertising through the FPA’s Match My Planner service – a **353%** increase in monthly traffic.



Over **53,000 website visits** from the ads, with viewers spending an average of five minutes reading content.



Research from CoreData* tracking consumer sentiment showed an average awareness level of 38% for CFP® professionals. This **increased to 62.9%** for high income earners.



CoreData’s research showed **nine in 10 consumers** trust a CFP® professional to deliver reliable and valuable advice when compared to other professionals.

* FPA CoreData Branding Tracking Research July 2020

Financial Planning Week

In 2019, FPA celebrated its 19th consecutive Financial Planning Week (19 – 25 August 2019) celebrating the work FPA members do every day to help Australians enjoy a better financial future.

During the week, we highlighted the benefits of financial planning by shining a spotlight on the amount of money Australians spend on gift giving across media and social media.

We published a new national research report, FPA Gifts that Give that revealed Australians spend almost \$20 billion on gifts each year and 73% don't budget for this.

During the week, we ran a national consumer competition 'WIN the gift of a lifetime' calling for people to nominate themselves or someone to receive \$2,400 toward seeing a financial planner. We also published a free e-book to inspire more socially conscious gift giving as well as tips for budgeting.



FINANCIAL PLANNING Week 2019

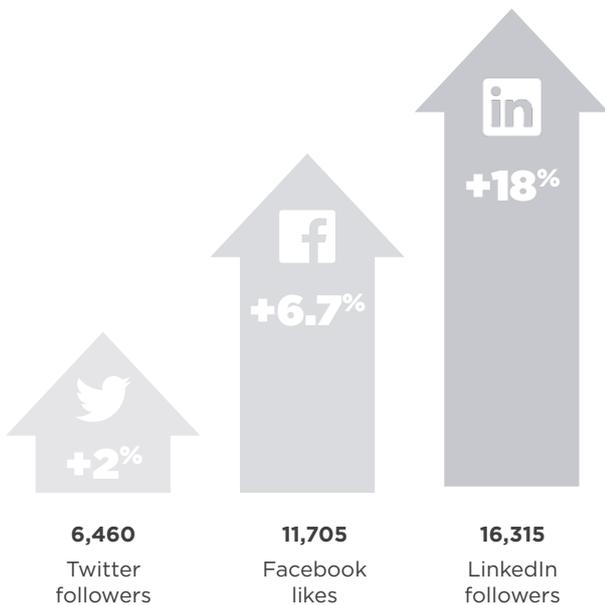
19 – 25 August

Media relations and social media

FPA’s media relations efforts in 2019/20 saw us engage proactively and reactively with a wide range of trade and consumer media to provide expert commentary on financial planning matters, secure positive news coverage and achieve a consistently dominant share of voice for the FPA. In particular, the FPA connected CFP® professionals directly with journalists to provide them opportunities to share their expert commentary on financial planning in the media.

Connecting with FPA members via Twitter and LinkedIn provides another channel for members to be updated on the latest industry developments and FPA announcements, as well as enabling direct conversation with members.

To support our consumer outreach programs, Facebook is our designated social channel and our connections on this platform continue to grow. Facebook advertising has been integral to sharing the content available to consumers on our Money & Life website, our online portal to educate and empower Australians to improve their financial wellbeing.



Future2 Foundation

Future2 is the foundation of the Financial Planning Association. The foundation makes a lasting difference in the lives of young Australians who need it most.

Through its annual Future2 Make the Difference! Grants program, Future2 supports young Australians aged 12 to 25 years experiencing social, financial or physical hardship.

Since 2007, Future2 has committed \$1,188,212 in grants to grassroots programs. Future2 funds projects that contribute to skills training, financial literacy, work experience, community service, mentoring and much more.

Financial planners from across Australia contribute to Future2 through donations, getting involved in fundraising activities and by nominating organisations for the annual grant program.

Every contribution makes the difference to ensure young people around Australia, who deserve a future too, lead productive, secure and happy lives.

We particularly acknowledge and thank the FPA Chapters for their strong commitment and financial support towards Future2.

GRANT MAKING

Future2 awarded over \$191,000 in grants in 2019 to 20 charity organisations.

Grant recipients were selected from charity organisations who completed an online application for the program, including an endorsement from a FPA member.

	\$191k IN GRANTS TO HELP YOUNG AUSTRALIANS IN NEED IN 2019
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	\$1.1m+ IN GRANTS HAS BEEN PROVIDED TO DATE
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FUTURE2 HIGHLIGHTS FOR 2019/20

Overall fundraising received was **\$386,874**.

Celebrating 10 years, the 2019 Future2 Wheel Classic cycling challenge in Victoria raised over **\$119,000** after expenses, from donations and corporate sponsorship. A huge thanks to the support of the 19 riders who participated rode over 819kms over six stages. Future2 also gratefully acknowledges its Wheel Classic Gold partner MLC, as well as the other supporting partners Iress, Magellan Financial Group and Pickles.

The 2019 Future2 Hiking Challenge took place in the Grampians mountain range and raised over **\$27,000**. A big thank you to the 12 hikers who trekked 17kms over two days.

Future2 fundraising at the 2019 FPA Professionals Congress raised a total of **\$73,427**, including event sponsorship from MLC and fundraising from the breakfast BBQ and raffles at the Future2 Celebration event.

FPA delivered four Future2 State and Chapter events with FPA members:

- Melbourne AFL Grand Final lunch raised over **\$22,700**
- Sydney Melbourne Cup event raised **\$10,456**
- WA Melbourne Cup event raised **\$39,464**
- Newcastle Christmas lunch raised **\$1,700**

Events were also planned for South Australia and Queensland but due to COVID-19 these were postponed.

FPA Women in Wealth events throughout this year also raised over \$10,000.

Donations from FPA members during membership renewals were \$43,794.

In 2020, our valued Future2 Foundation Silver Partners contributed \$9,000. Thank you to TAL, Hub24 and Story Wealth Management.