

FINANCIAL PLANNING WEEK

Time to seek financial advice



"WE WANT all Australians to experience the life-changing benefits that financial advice from a trusted professional can bring."

These are the words of Mark Rantall, CEO of the Financial Planning Association (FPA), speaking about Financial Planning Week, an annual initiative of the Financial Planning Association.

This year, Financial Planning Week will run nationwide from 26th August to 1st September.

Now in its 13th consecutive year, the aim of Financial Planning Week is an extension of the work of the FPA community by encouraging, educating and empowering all Australians to experience the positive difference that qualified financial advice can make to their lives.

Mr Rantall highlighted the tireless work the FPA community has done to transform financial planning into a respected and trusted profession, and pointed to Financial Planning Week as an extension of this work and engaging with all Australians.

"There can be a misconception out there that financial advice is only for the wealthy, but the FPA wants to raise awareness of the true benefits trusted financial advice can have by improving the life of all Australians," he said.

"Financial Planning Week is one way in which we try to get that message out there to the general public." Mr Rantall went on to say that choosing the right financial planner was crucial.

"Choosing a respected professional with an appropriate industry qualification, like a Certified Financial Planner, is the best guarantee that your adviser will adhere to the highest standards and do best by you and your needs," he explained.

"And if the person advising you on your financial future is a member of a peak professional body, like the FPA, you know that they have signed up to a Code of Professional Practice and you have an entire community fighting in your corner."

Mr Rantall then encouraged as many people as possible to get involved with 'Ask an Expert', a Financial Planning Week initiative to increase access to advice. The FPA community is now accepting questions from the public.

Ask an Expert is an initiative that allows Australians to ask all their financial questions, no matter how simple or complex, and in their own words, and have them answered by an expert financial planner, for free.

Ask and Expert is an online forum on the FPA website (www.fpa.com.au/askanexpert), and questions can also be posed via Twitter. Questions should be sent to @AustraliaFPA using #AskAnExpert or to fpa.com.au/askanexpert and we are already accepting questions from the public on topics that concern them," he explained.

"There will also be case studies, blogs and other material available through our website, and I would encourage everyone to have a look and engage with our financial planners.

"And if you are looking to find a reputable adviser, the Find-A-Planner directory on fpa.com.au will help you to find one in your area."

Mr Rantall concluded by talking about the success of Financial Planning Week in 2012.

"Last year, Ask an Expert had nearly 10,000 hits, Find-a-Planner over 4,000 hits and we tracked more than 200 tweets on the topic of FP Week," he said.

"The FPA's twitter followers increased by nearly a third and almost 700 people accessed our 'Real Life Stories' consumer web page. The results really showed that we were able to engage with Australians on the topic of financial advice, and we are hoping for even better things this year. "I can't stress enough what a difference financial advice from a trusted adviser can make to each and every one of us.

"I would encourage all Australians to embrace Financial Planning Week by asking their financial questions, reading the real life case studies and thinking about getting financial advice."

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FINANCIAL PLANNING WEEK

Make the most of your money



MAKING a financial decision can be stressful for even the experienced investor.

As government policies can change from year to year, there may be new opportunities presenting themselves, allowing you to take advantage of new policies and financial vehicles that you haven't heard about to increase your savings.

Chris King, financial adviser from Twomeys says seeking professional advice prior to making a financial decision can save tens of thousands of dollars for everyday Australians.

"Often I meet people that could be in a far better financial situation if they had consulted a professional" says Mr King.

"Twomeys financial advisers, Adam Ellsmore and I are committed to tailoring the best individual solutions for people from their twenties and into their sixties and beyond" says Mr King.

"There's always time to make wise investment decisions - our financial advisers can show you how." Call during Financial Planning week and receive an obligation free consultation with one of our professional financial advisers.

Lucky 13th for FPA

THE FPA is proud to celebrate its 13th consecutive Financial Planning Week this year.

It's an annual national event where Australia's professional financial planning community comes together to encourage, educate and empower Australians to discover the positive difference that financial advice can make in everyone's lives.

The FPA is relaunching a national media and online campaign during Financial Planning Week that will help spread the word to the Australian public about the value of quality advice and the higher standards of FPA members.



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FINANCIAL PLANNING WEEK
26 AUG - 1 SEPT 2013
Visit fpa.com.au

*Your RETIREMENT
may last LONGER
THAN your SAVINGS*

YOU NEED A PLAN, BUT WHO DO YOU TURN TO?

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Do you have a question about your finances?
Ask a planner today at fpa.com.au/askanexpert

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