



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

FPA Professional Partner Pledge

AMP Financial Planning Pty Limited

This organisation pledges our commitment, before the Financial Planning Association (FPA) and our professional peers, to uphold and embody the advancement of our profession as guided by the FPA.

Our organisation commits to support its financial planners to act in the public interest at all times, encourage more Australians to seek financial advice, and promote the profession of financial planning.

Further to our pledge of commitment and declaration of support, we promise to:

- Meet the expectations of our professional peers as written in the FPA Code of Professional Practice.
- Use the 'FPA Professional Partner' label in association with your business name only in a way that reinforces and enhances the professionalism values of the FPA
- Allow our practitioners to hold themselves out as professional financial planners only when they fall within the definition advocated by the FPA.
- Refuse to deal with industry participants that have been disqualified by the FPA.
- Assist the FPA in any investigations or inquiries concerning the conduct of its members.
- Promote the FPA as Australia's leading community of professional financial planners.
- Promote the CFP® mark as the professional designation of choice for professional financial planners.
- Refrain from public denigration of our market colleagues, competitors and the financial planning profession.

Mark Rantall, Ceo, Financial Planning Association

FPA Professional Partner representative

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