

The Profession of Independent Financial Advisers

Our Profession exists to make Australians better off – to help them become financially more secure and better protected. Together my colleagues and I set the standard for the financial advisory community, in the interests of the public.

Trustworthy

My clients' trust in me is well-deserved and my word will be my bond.

Respectful

I will be respectful of others in order to be worthy of respect myself.

Responsible

I will take full responsibility for my own conduct as a role model for what I expect of others.

Impartial

I will provide advice to my client with honesty, having assessed their options on their true merits, with neither fear nor favour.

Leadership

I will live out these values courageously, even at the risk of criticism, opposition, or loss.

Community-minded

I will engage with and contribute to our community, as well as to those seeking to join it, to enrich my Profession.

Signed

As a Custodian for these principles I make the commitment today to personally enact these values that my Profession and I hold highest.