



## Global Connect Financial achieves FPA Professional Practice status

**Sydney, 09 October 2012:** Global Connect Financial of Bendigo, Central Victoria has been accredited as a Professional Practice of the Financial Planning Association in recognition of the business' high professional and ethical standards.

The Financial Planning Association (FPA) is Australia's peak professional body for financial planners. Its Professional Practice accreditation recognises practices of the highest calibre in their local community.

As an FPA Professional Practice, Global Connect Financial can use the exclusive FPA Professional Practice brand in their offices, website and business collateral to clearly identify itself as a high quality, professional business.

Financial planning businesses are invited to apply for FPA Professional Practice status, and to qualify, they need to undergo a rigorous screening process and meet the following requirements:

- Over 75 per cent of practitioners must be FPA practitioner members;
- Over 50 per cent of practitioners are already CFP® professionals or will be within three years.

Businesses accredited as FPA Professional Practices then must agree to a 3-year review of their business to maintain their status.

**Steven Costall  of Global Connect Financial said:**

*"As an FPA Professional Practice, we are delighted to be able to show both existing and potential clients that they are dealing with a financial planning business of the highest professional standing."*

*"We have been part of Bendigo for over a decade and we see our FPA Professional Practice accreditation as also helping us to stand out as an employer of choice for financial services professionals."*

**FPA CEO Mark Rantall said:**

*"The Professional Practice designation recognises quality financial planning practices that are providing the highest quality financial advice in their community."*

*"With only two in five Australians seeking financial advice, we are working hard to address this gap in by increasing consumer trust in financial planning. Consumers don't know where to turn for advice they can rely on. If they look for an FPA Professional Practice, this is a perfect place to start."*

*"Currently there are around 30 FPA Professional Practices in Australia, and we expect this number to grow over the next 12 months. We believe that there are over 1000 businesses that would qualify for this designation,*



however our approach with this initiative is definitely about quality, not quantity.”

In addition, the FPA has launched a national TV, print and online advertising campaign to further promote the FPA brand as a mark of trust to all consumers. The campaign will run throughout 2012 in TV, print and online media.

~ Ends ~

**FPA Professional Practice logo:**



**PROFESSIONAL PRACTICE**

FINANCIAL PLANNING ASSOCIATION *of* AUSTRALIA

**FPA National Media Contact**

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**Note to journalists**

The Financial Planning Association of Australia (FPA) is the peak professional body for financial planning in Australia. It has a network of 32 Chapters across the country, which provides business and professional development activities for more than 12,000 members. FPA practitioner members manage the financial affairs of more than 5 million Australians whose investments are valued at \$630 billion.

For further information on the FPA visit [www.fpabestpractice.com.au](http://www.fpabestpractice.com.au).