



Association of Financial Advisers Ltd
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30 November 2018

Mr Stephen Glenfield
Chief Executive Officer
Financial Advice Standards and Ethics Authority

By email: consultation@fasea.gov.au

Dear Mr Glenfield,

AFA Submission: Provisional Relevant Provider Term

The Association of Financial Advisers Limited (**AFA**) has served the financial advice industry for over 70 years. Our objective is to achieve *Great Advice for More Australians* and we do this through:

- advocating for appropriate policy settings for financial advice
- enforcing a Code of Ethical Conduct
- investing in consumer-based research
- developing professional development pathways for financial advisers
- connecting key stakeholders within the financial advice community
- educating consumers around the importance of financial advice

The Board of the AFA is elected by the Membership and all Directors are currently practicing financial advisers. This ensures that the policy positions taken by the AFA are framed with practical, workable outcomes in mind, but are also aligned to achieving our vision of having the quality of relationships shared between advisers and their clients understood and valued throughout society. This will play a vital role in helping Australians reach their potential through building, managing and protecting wealth.

The AFA supports FASEA's selection of the terms "Provisional Financial Adviser" and "Provisional Financial Planner" to describe a provisional relevant provider (in accordance with Section 921U(2)(a)(v)).

The AFA welcomes the opportunity for further consultation with FASEA on all elements of the Professional Standards regime.

For any questions, please contact us on (02) 9267 4003.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Kewin', with a stylized, cursive script.

Philip Kewin
Chief Executive Officer
Association of Financial Advisers Ltd