

# SHAPING FUTURES

FPA Professionals CONGRESS

ISSUE  
1 of 3

Professional  
PLANNER

BRISBANE 18-20 NOVEMBER 2015



Mark Rantall / chief executive officer / FPA

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## 2015 the most exciting FPA Professionals Congress yet

WITH PUNCHY TED-STYLE PRESENTATIONS AND THREE KEYNOTE SPEAKERS, YOU WILL CERTAINLY BE INSPIRED. THERE ARE ALSO GREAT OPPORTUNITIES TO EXPAND YOUR SKILLS, LEARN HOW YOUR BUSINESS CAN GROW AND IMPROVE HOW YOU ENGAGE WITH CLIENTS.

Creating an event with more intensity and impact than others in the industry was a key aim for the organisers of the 2015 Financial Planning Association Professionals Congress.

“Rather than having one keynote speaker, we have three who will deliver high-intensity, high-impact presentations for both the opening and closing sessions of the congress.

“We think that will add a flavour we haven’t seen before, and that is quite exciting,” says Mark Rantall, chief executive officer of the FPA.

“Shaping Futures” is the event theme for 2015.

“Obviously the congress is very much about building better futures, and there are a couple of significant changes we’ve made this year.

Along with restructured plenary sessions,

// THEY’LL BE FOLLOWING THE THEME OF SHAPING FUTURES, BECAUSE ... EVERY DAY, EVERYBODY IS TRYING TO SHAPE THEIR FUTURE INTO SOMETHING THAT THEY DESIRE

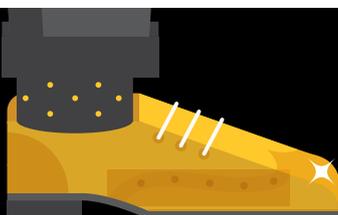
“we’re putting in place punchy, targeted, TED-style presentations,” Rantall says.

Presenters are briefed to deliver in what he describes as “a really punchy format, of no more than 18 minutes each, [which] just seems to add to the pace of learning, that also brings a level of excitement to the session.”

“They’ll be following the theme of shaping futures, because ... every day, everybody is trying to shape their future into something that they desire.”

Rantall refers specifically to the congress’s Expand and Inspire streams, which address technical and personal development, respectively. They sit alongside the Grow (practice management) and Engage (client engagement) workshop streams.

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## 2015 the most exciting FPA Professionals Congress yet

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“The technical sessions are of a high level, and are feature-packed with high-quality speakers focused on delivering positive outcomes, with a view to everybody walking out of that room having learnt something.

“With the whole congress program having been designed by practitioners, for practitioners ... I will guarantee that everybody will come away with some form of learning.”

Rantall explains that over the last few years, the FPA has broken the congress into the distinct streams.

“And those around leadership and personal development have been very popular, usually being booked out,” he says.

“You can never have too much of that in your own personal life; everybody needs the batteries recharged from time to time, and they really help to do that.”

Both the opening and closing plenary sessions are also structured around what he describes as a “TED format, with punchy, high-profile speakers who have achieved amazing things”.

Recognising that the tried and tested ways of reaching audiences also have their place, a number of sessions also follow more traditional formats.

“We’ve mixed it up to make it interesting for everyone,” Rantall says.

“It’s also an opportunity for people to speak to their peers. We’re very excited by this congress, we’re creating something a little bit different and we hope that will really resonate.” ■



## FPA AWARDS

The winners of the 2015 Financial Planning Association of Australia (FPA) Awards have been finalised, and will be presented at various times throughout the congress. The FPA Awards recognise and celebrate outstanding financial planners who show true professional leadership in the community. The categories for the FPA Awards this year are:

- FPA Certified Financial Planner (CFP) Professional of the Year
- FPA Financial Planner AFP of the Year
- Future2 Community Service
- University Student of the Year

The fourth Gwen Fletcher Memorial Award winner has also been confirmed and will be announced at the event.

## COMPETITIONS



Congress sponsors are running competitions in 2015 and you can enter most of these by dropping your business card in at the relevant sponsor’s stand. Prizes range from tickets to “An Evening with Oprah”, Red Balloon Experience Vouchers, an Apple iWatch, and tickets to the Australian Open, to Fitbits and many more. The FPA will hold a raffle at the Future2 Gala Dinner, with a range of goodies up for grabs. But you won’t win if you don’t buy a ticket.



## Fundraising

Fundraising is an integral component of an FPA Professionals Congress, and in 2015 there are a number of opportunities for delegates to dig deep and support worthy causes.

### Wheel Classic

The Future2 Wheel Classic raises vital funds to bring new opportunity and hope to socially and financially disadvantaged young Australians. Twelve cyclists – a mixture of financial planners and friends – took up the 1100km challenge, riding from Sydney to Brisbane. The cyclists departed from the beachside Sydney suburb of Manly early on Tuesday, November 10, and rolled into Congress for the opening reception on Wednesday evening. The 2015 \$100,000 fundraising target has been met, with more than \$110,000 raised – but it’s not too late to make a contribution to recognise the riders’ incredible efforts. You can find out more at the website of Future2 Foundation – [www.future2foundation.org.au](http://www.future2foundation.org.au)

### Coin donation for a professional photo

For a small donation to Future2, you can have a professional photograph taken at the FPA stand. You’ll receive your photo on a USB stick and can use it to refresh your LinkedIn profile, or upload it to your FPA “Find a Planner” profile.

### Gala Dinner

The signature Future2 Gala Dinner promises great food, dancing, and some fundraising action too. Future2 will announce its latest round of grants to community not-for-profit organisations.

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## Congress aims to expand, engage, grow and inspire

OUR MAIN OBJECTIVE IS THAT WHEN YOU TURN UP FOR WORK NEXT WEEK YOU WILL HAVE A REFRESHED OUTLOOK AND PRACTICAL TOOLS TO IMPROVE YOUR BUSINESS AND TO DEVELOP PERSONALLY.

The overarching idea of the 2015 Financial Planning Association Professionals Congress is to give delegates

ideas and tools that they can put to use on themselves, their businesses and their clients when they get back to the office on Monday morning next week.

Delma Newton, chair of the FPA Congress committee, says the goal of the committee was "to make sure everyone comes away with tools that they can act upon in their business and their lives".

"When they rock up to work on Monday morning, there's something that they can implement in their business that's going to take their business forward," she says.

Newton says this objective led to the development of the four streams of the event: Expand, Engage, Grow and Inspire.

She says two of the streams will take a fresh look at some traditional financial planning topics, and two will introduce a range of themes and a way of thinking that is not traditionally considered in a financial planning context.

"We want to give everything a fresh view," Newton says.

"The theme is 'Shaping Futures', so we want to take everything into the future sphere – let's have a fresh view of everything w

"Last year was [about] coming together as a profession; OK, we have drawn on all of that information now.

We've drawn on that information as a community, so now let's look to the future."

Newton says the Grow and Expand streams are largely technical and business practice streams: "how to look at your practice, and your technical skills, and how to view them for the future", she says.

"We've got things in there on tax and estate planning and those traditional things. And then Grow

is about your business: how can you elevate your business to a new level?"

But professional development is as much about personal development and growth as it is about technical competence and business success.

"That brings in the other two streams: Engage and Inspire," Newton says.

"We also want to look at how to better the individual. We get so bogged down in the day-to-day running of the business, day-to-day compliance – here comes another change in legislation – and we forget about ourselves in a human capacity.

"We're here to help other people, but if you're not in a good headspace and not in good physical shape yourself, it's hard for you to help other people. That's one of my personal beliefs and I have instilled that through congress."

Newton says one of the principal benefits of a great financial plan is that it empowers an individual to live the life they want to live – and financial



Delma Newton / chair / FPA Congress committee

planners are highly skilled at helping other people do this.

"My view is that many financial planners aren't practising what they preach," Newton says.

"By putting some of these other things into the program, we're hoping they look at this from the inside out as well."

Newton says congress sessions will also illustrate why highly developed communication skills are an essential part of the financial planner's armoury, and part of that is learning to "hear [clients'] stories in a much clearer and concise light".

"Then you can tell that story back to them, with a strategy around it, so they understand the strategy in a much simpler and easier way as well," she says.

"This is your financial plan; these are your goals; we have put all of this into a plan for you, so now let's go on a journey." ■

// WE WANT TO GIVE EVERYTHING A FRESH VIEW, 'THE THEME IS 'SHAPING FUTURES', SO WE WANT TO TAKE EVERYTHING INTO THE FUTURE SPHERE

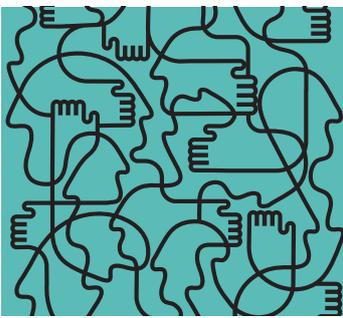
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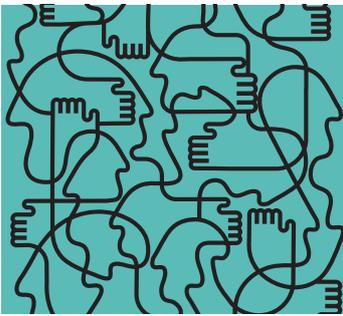
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## RECAPTURED

from the FPA Professionals Congress 2014





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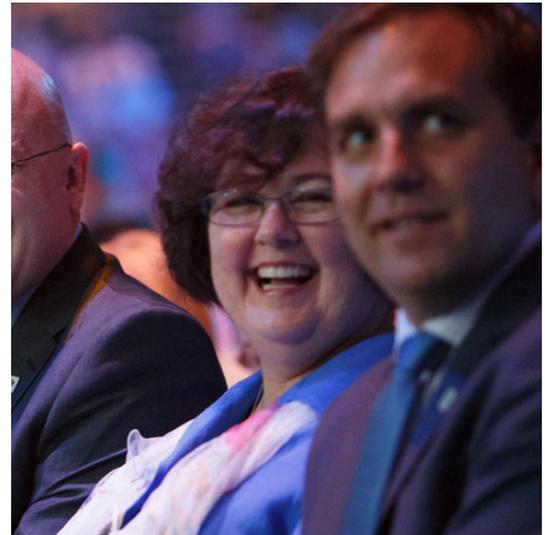
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## The technical program: *down to the nitty gritty*

DANTE DE GORI AND MATTHEW BROWN WILL EQUIP YOU WITH THE DETAIL NEEDED FOR COMPETENCE AND COMPLIANCE, AND YOU WILL GAIN IN UNDERSTANDING OF THE REGULATORS THROUGH A FACE-TO-FACE MEETING WITH SENIOR REPRESENTATIVES.

A robust technical program that recognises the importance of detailed, timely knowledge in

enabling planners to deliver competent, legally compliant financial advice underpins FPA Congress 2015.

Dante De Gori, general manager of policy and conduct, Financial Planning Association, presents three separate technical sessions at the congress. The first of these is during the pre-conference workshop, which is devoted to FPA professional practices.

"During the congress proper, I'm involved in two presentations within the program's technical stream. One is on risk insurance and the other is a 'meet the regulator' session, which I'm hosting in conjunction with ASIC and the Tax Practitioners Board," De Gori says.

Though the federal government had not formally responded to the controversial Life Insurance Framework at the time the program was compiled, and there was no way of knowing when it would, "we knew that either way, it would be topical," he says.

"Effectively, that session asks, 'Is risk advice now risk free?'"

"There are two components – attendees are getting an update on the life risk framework and on what the next steps are in terms of what's been announced.

"The other part, the main part, is walking members through the FPA Life Insurance Advice guide that was launched around a month ago. Everyone will get a hard copy of this," De Gori says.

In providing an overview of the guide,

he is joined by Matthew Brown, a financial planner and current FPA board director.

"I'll talk about the guide in terms of its theory ... through each stage of the advice process and best practice, and it also links back to how the FPA code of conduct can be put into practice for [those providing] life insurance advice," De Gori says.

Brown talks about what the guide means in practice, "about how it relates to practitioners in the room ... as a tool to either support or confirm their advice process".

De Gori says the guide is something of a yardstick for planners to assess their own approach to providing life insurance advice, to see if they rank below, level with, or even ahead of, the FPA's best-practice criteria.

"Advisers will look at this tool, say 'this is how I do it' and compare that to the FPA guide to see if they're on the money or not.

"It is designed as a tool for those who want to become more confident and competent in providing life insurance advice, and also for those who aren't already providing life insurance advice," De Gori says.

His session will also include insight into the Financial Ombudsman Service's latest statistics on life insurance complaints it has overseen in the last 12 to 24 months.

"We have done some digging through these ... [and] identified the main issues and repeat offences, and you'll see how it interacts with what the Life Insurance Advice Guide tries to address," De Gori says.

//  
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### Meet the regulators

On Day Two, he moderates a panel session introducing Ian Taylor, chair of the Tax Practitioners Board (TPB) and Louise Macaulay, ASIC senior adviser, to attendees.

"This will give an update on what they're doing and the main issues they're addressing in 2016. From the TPB perspective, this includes the [licensing] registration, transition period, and making sure that advisers are registered and compliant with CPD requirements," De Gori says.

This will also feature an interactive question and answer component.

"Everyday advisers don't often get the opportunity to speak to ASIC, for instance. I think it's a great opportunity to better hear from them and interact with them, to better understand who they are and what they do," De Gori says.

"And probably moreso for the TPB, because they're a foreign regulator to financial planners, so [it's a chance] to really understand how they work, what their jurisdiction is and what they'll be doing in terms of enforcement.

"I think it's also important that [the regulators] have a platform to speak to the advisers. It's an opportunity for them to hear directly from advisers – because often they only hear from the licensees." ■

### WOMEN IN FINANCIAL PLANNING BREAKFAST



Jennifer Byrne

Respected journalist and broadcaster Jennifer Byrne will join us at the Women in Financial Planning Breakfast on Thursday 19 November to inspire delegates and share a story about defining your own career path and following your passions.

The breakfast is open to everyone.

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## A forward-looking FPA Professionals Congress



Neil Kendall/ chair / FPA

FINANCIAL PLANNERS WHO INTENTIONALLY DEVELOP THEIR OWN CAREERS WILL SHAPE THE FUTURE OF THE PROFESSION AND HELP ENSURE THE FUTURE OF CLIENTS.

The 2015 Financial Planning Association Professionals Congress is an opportunity for delegates to spend time thinking about the kind of future they want to shape – for their clients, for themselves and for the profession.

The chair of the FPA, Neil Kendall, says the theme of the event, “Shaping Futures”, is not one-dimensional. It encompasses professional development, understanding advice obligations and honing technical skills, and gaining an insight into “how you make yourself a better financial planner”.

“How do you shape your own future?”

What does your career look like?” he says.

“We’d like financial planners to think about their own futures. We would like them to think about shaping the future of the profession.

“We have government endorsement around financial planning as a profession, and [proposed] enshrinement of the term ‘financial planner’.

“But the thing that must not be de-emphasised is that fundamentally what we do is shape other people’s futures. It’s about self and it’s about the profession, but it’s also about how we shape other people’s futures.

“There are different streams [of sessions at the congress] that will appeal to different people around these areas.”

Kendall says the 2015 event has more of a focus on personal development than previous congresses have had, and more than many other financial planning events. But the focus remains firmly on developing the profession.

“To be a professional, you need to develop yourself,” Kendall says.

“The traditional view 20 years ago was that this is a low-bar profession – or industry – where you could just front up, do a course and get in.

“Today that’s not possible.”

Kendall says all financial planners need to make a conscious decision about how they want the profession to develop and the role they intend to play within it.

“Those people who are Certified Financial Planners have already made a decision about their future and how they want to be seen,” he says.

“Those that have not need to face up to that.

“Every session is about the development of the profession – every session we do is about that,” he says.

There will be a focus on improving technical competence, as well as sessions focused on developing leadership skills and on creating better businesses.

“And one of the other parts of ‘shaping futures’ is not only shaping ourselves, but shaping the next generation of financial planners,” he says.

Kendall says that “at the end of the day we have got to remember that we are making a difference in people’s lives”.

“What we do is hugely important,” he says.

“We’ve always got to remember that all of this is about helping us to deliver better outcomes for consumers.” ■

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## Social events

### Opening Night Reception

Featuring a welcome from the chair of the FPA, Neil Kendall, and chief executive officer Mark Rantall, the opening evening is an opportunity to connect with friends, colleagues and key figures in your profession – all while enjoying fine food and drinks.

### Future2 Gala Dinner

The signature Future2 Gala Dinner promises great food, dancing and some fundraising too. Future2 will announce new grants to community not-for-profit organisations, and you can hit the dance floor backed by a jazz band, enjoy a short performance by the Queensland Ballet, and hear from Mao's Last Dancer, Li Cunxin. The Gala Dinner is sponsored by IRESS.

// THERE WILL BE A FOCUS ON IMPROVING TECHNICAL COMPETENCE, AS WELL AS SESSIONS FOCUSED ON DEVELOPING LEADERSHIP SKILLS AND ON CREATING BETTER BUSINESSES

## THE FPA STAND

The FPA stand will serve as a concierge for your queries and to provide assistance throughout the congress. Visit the stand to have your professional photograph taken (in return for a small donation to the Future2 Foundation), or to find out about the Certified Financial Planner (CFP) Program, membership and other FPA initiatives.

## SOCIAL MEDIA



### “Snap it, tag it, share it”....

at the congress. Share a photo or insights with peers on social media using the #FPACongress hashtag in your tweets. You can also follow the FPA on Twitter @AustraliaFPA to keep up with the latest activities at the congress.

You can also use the “live feed” feature of the app to share photos and insights and engage with other delegates.

## THE APP

The FPA 2015 event app is for everyone attending the FPA Professionals Congress. You can download the app to access your event e-tickets and to obtain more information on the program, speakers, partners' activities, social functions and venue maps.

You can also use the “live feed” feature to participate in live conversations with other delegates at the event. The app can be downloaded by searching for “FPA Professionals Congress” on the App Store (for iPhone) or on Google Play (for Android smartphones).

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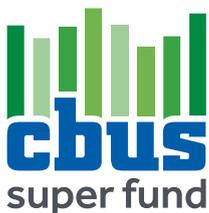
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