

FOR IMMEDIATE RELEASE

THE INSTITUTE OF FINANCIAL ADVISERS JOINS GLOBAL CONSUMER FINANCIAL PLANNING RESEARCH INITIATIVE

-- Study by Financial Planning Standards Board and GfK to Include Nearly 20,000 Consumers in 19 Territories --

Wellington – 29 JUNE 2015 – The Institute of Financial Advisers announced it will participate in a landmark global study by Financial Planning Standards Board (FPSB) into the behaviors that motivate consumers to seek, and the barriers that prevent consumers from seeking, the advice of a financial planner. The FMA and Massey University are also supporting this global survey initiative. FPSB, the preeminent international financial planning standards authority and owner of the international CERTIFIED FINANCIAL PLANNER certification program outside the United States, will partner with GfK, a global research firm with extensive experience in the financial services sector, to conduct the research. The study, with 19 FPSB member organizations participating, is the first global research project of its kind and will involve nearly 20,000 consumers.

“We expect consumer attitudes toward money and financial planning may vary according to their geographic, socioeconomic, educational and cultural experience,” said Michael Dowling, President of the IFA. “Conducting this research will help us better understand consumer motivations around financial well-being and communicate with NZ consumers about financial planning. The results will also help us evaluate our consumer initiatives against global benchmarks,” Dowling added.

FPSB member organizations, found in 26 countries and territories globally, support raising consumer awareness of financial planning and CFP certification, and are committed to the research as part of a global strategy to empower consumers to take control of their lives through personal financial planning. The global study will target a sample of 1,000 investors in each participating territory. FPSB expects to conduct the research in Q3 and announce the results later this year.

“FPSB is pleased to have the IFA participate in this important research initiative, and we look forward to identifying and comparing consumer attitudes towards financial planning around the world,” said Noel Maye, FPSB CEO. Having this research is an important step in launching globally-aligned promotional campaigns to educate consumers and connecting them with competent, ethical financial planners who are committed to placing clients’ interests first.”

About The Institute of Financial Advisers

IFA is the professional body for around 750 members, representing financial advisers in New Zealand. Members provide advice to their clients in the areas of insurance, investments, financial planning, work-based savings and insurance, retirement planning, estate planning and financial services generally. Their professional practices reflect the broad spectrum of New Zealand businesses – they operate as local SME’s, are part of large regional or national dealer groups, are associated with strong financial organisations, services companies in banking, funds management, or insurance, work in employee benefits organisations, or sometimes practice as lawyers, accountants and other professional advisers. IFA is the home of the internationally recognised professional designations CERTIFIED FINANCIAL PLANNER^{CM} (CFPCM) and Certified Life Underwriter (CLU).

About FPSB

FPSB manages, develops and operates certification, education and related programs for financial planning organizations to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB demonstrates its commitment to excellence with the marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and CFP Logo mark – which it owns in markets outside the United States. FPSB has a nonprofit member organization in the following 26 territories: Australia, Austria, Brazil, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Japan, Malaysia, New Zealand, the Netherlands, the People’s Republic of China, the Republic of Korea, Singapore, South Africa, Switzerland, Thailand, Turkey, the United Kingdom and the

United States. At the end of 2014, there were 157,586 CFP professionals worldwide. For more, visit fpsb.org.

#

CFP Certification *Global excellence in financial planning*

Media Contact:

Michael Dowling

Institute of Financial Advisers President

04 499 6500

(027) 442 3310

michael@stratusfsl.co.nz