



Incoming IFA President Reinforces Commitment to Business Ethics

Financial advisers who undergo business ethics training will be better equipped to make the right decisions in difficult situations.

The Institute of Financial Advisers (IFA) has today signed a MoU with the Institute of Business Ethics for the delivery of business ethics training courses to their membership.

The Institute of Business Ethics is an international body which has nearly 30 years experience working with organisations and professional bodies, helping to strengthen their ethics culture and that of their members.

Incoming IFA President Michael Dowling said *“The IFA are taking a proactive stance on delivering business ethics training that will provide the skills, practice guides and tools to help advisers to put the interests of their clients first.*

We know that adviser’s clients rely on our members to demonstrate the highest ethical business behaviour when advising on particular financial products. We also recognise that when offering the best professional advice there are sometimes difficult judgments to be made.

The Institute’s role is to facilitate professional development and we believe that business ethics workshops and forums will provide the right vehicle to promote ethical business decisions that reinforce the values of the IFA.”

Philippa Foster Back CBE, Director of the IBE highlighted the abundant evidence that business ethics contributes to reputation, risk mitigation and the bottom line.

“Doing business ethically makes for better business. An ethical business is more sustainable in the long-term: by reducing integrity and reputation risk; attracting top talent; increasing brand loyalty; enhancing shared value. A more trustworthy business is a more secure one.

Financial advisers who undergo business ethics training will be better equipped to make the right decisions in difficult situations. Because they will have acted with integrity, their customers will be confident they have received trustworthy advice”

The courses will commence from August 2014.

Notes for Editors

About the Institute of Business Ethics

The Institute of Business Ethics (IBE) is a registered UK charity which promotes high standards of business practice based on ethical values.

The IBE helps organisations to strengthen their ethics culture through the dissemination of knowledge and good practice. www.ibe.org.uk

Over the past 5 years the IBE has been addressing the demand in New Zealand for business ethics training and advisory work through Jane Arnott IBE's first offshore representative and IBE Associate.

IBE NZ: Jane Arnott
IBE Associate
j.arnott@ibe.org.uk
+64 7 378 0210 +64 274 715 785

About the Institute of Financial Advisors

The IFA is the professional body for Financial Advisers based in New Zealand, with the stated vision of 'excellence beyond competence' and purpose to 'help our members meet their full potential to deliver professional quality financial advice to all New Zealanders'. www.ifa.org.nz

IFA: Michael Dowling
President
+ 64 27 442 3310
Michael@stratusfsl.co.nz

Fred Dodds
Chief Executive
+64 21 998 906 +64 4 815 8004
fred@ifa.org.nz