

Fellow Chartered Financial Practitioner (FChFP)



Switch **on** your **leadership** thinking

Achieve your AFA professional designation at the same time as improving your advice and business performance.

The Association of Financial Advisers' professional designation is the Fellow Chartered Financial Practitioner (FChFP). The designation is awarded through the Asia Pacific Financial Services Association (APFinSA) and is recognised by all 10 member countries. The Asia Pacific region is Australia's most important neighbour, both geographically and economically, and the AFA is a founding country member.

The AFA's Fellow Chartered Financial Practitioner designation is designed to provide you with a comprehensive and innovative business framework for helping you achieve the business that you want. The practical knowledge areas and business projects of the FChFP are designed by leading practitioners and are deliberately set at Masters-level. The Fellow Chartered Financial Practitioner designation balances academic and business rigour through applied practice development. It will challenge and redefine how you think about higher education.

Campus AFA learning experience

➤ Formal learning experience

The FChFP curriculum is based on a masters level content and thinking. It is like a mini-MBA for financial advisers that gains one-for-one credits into the Masters of Financial Planning.

The learning framework gives you the know-how to understand, analyse and adapt to the drivers of change that are shaping the future for financial advisers. And that is the essence of the curriculum of the AFA's Chartered Designation – it gives you the tools to adapt and thrive.

➤ Practical learning experience

The FChFP curriculum is based on adult-learning principles which mean the content and business projects are relevant and practical to both salaried and self-employed advisers. The FChFP turns academic study into practical business applications through designing, building and implementing four business projects that are crafted by you – for you.

➤ Peer-group learning experience

Complete your FChFP designation with like-minded professionals in a collaborative peer-to-peer learning environment of Campus AFA. Leverage the collective experience and expertise of the group.

“The AFA's FChFP designation turns academic study into practical business applications”



The Fellow Chartered Financial Practitioner designation provides you with a comprehensive and innovative business framework. The FChFP delivers four key business outcomes to help you achieve your business and professional vision.

FChFP Curriculum	Business Project	Business Outcome
<div data-bbox="113 573 413 824" style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 10px;"> <p>AFA 1 Business Strategy for Financial Advisers</p> </div> <p data-bbox="459 568 973 631">Craft your strategy for a profitable & sustainable advice business</p> <p data-bbox="459 642 973 864">Diagnose the strategic health of your business and apply a strategic planning framework to craft your business strategy. A lot of advisers have a business plan but few review, update and implement it. Does your business plan react to change or anticipate it?</p>	<p data-bbox="1074 710 1206 775">Strategic Plan</p>	<p data-bbox="1289 636 1485 813">Develop a strategic plan to achieve your business vision</p>
<div data-bbox="113 969 413 1220" style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 10px;"> <p>AFA 2 Client Experience Strategy</p> </div> <p data-bbox="459 960 903 1023">Maintain & attract more of your ideal clients</p> <p data-bbox="459 1034 979 1288">Consumer research gives us a blueprint for building capability in critical areas which are highly valued by clients. Craft your client experience strategy by researching your target market and enhancing your communication skills and emotional intelligence to deliver a truly exceptional client experience.</p>	<p data-bbox="1059 1077 1222 1187">Client Experience Strategy</p>	<p data-bbox="1310 1059 1469 1198">Maintain and attract your ideal clients</p>
<div data-bbox="113 1395 413 1646" style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 10px;"> <p>AFA 3 Advanced Advice Solutions</p> </div> <p data-bbox="459 1391 930 1456">Align your advice solutions to the outcomes your clients want</p> <p data-bbox="459 1464 991 1655">Enhance your technical expertise and capability through a complex advice strategy paper. Solve your clients' problems through the construction of advice solutions that improve the wellbeing and financial situation of your client segment.</p>	<p data-bbox="1078 1471 1201 1581">Advice Strategy Paper</p>	<p data-bbox="1302 1435 1477 1612">Align your advice solutions to what your clients want</p>
<div data-bbox="113 1751 413 2002" style="background-color: #1a3d4d; color: white; padding: 10px; border-radius: 10px;"> <p>AFA 4 Professional Conduct & Governance for Financial Advisers</p> </div> <p data-bbox="446 1744 999 1841">Good corporate governance influences behaviours and promotes consumer confidence in the advice profession</p> <p data-bbox="446 1850 963 2103">Professional advice businesses have at their core great culture, behaviours and professional standards. Implement risk management strategies and build a culture that positively influences organisational behaviours, and aligns your ideas for business growth with professional best practice.</p>	<p data-bbox="1054 1897 1230 1962">Governance Plan</p>	<p data-bbox="1291 1816 1490 2069">Set the foundations for a sustainable and profitable advice business</p>

Start your pathway to becoming a Fellow Chartered Financial Practitioner

The AFA has a fundamental belief in lifelong learning. Continual reinvestment in professional development is about the continued reinvestment in you. It benefits you, your staff, your business and ultimately Australian consumers. To be eligible to start the FChFP designation applicants must have achieved the required level of formal industry education and practical experience.



Key points at a glance

Getting started	<p>Self-directed learning: All material is delivered online so you can enjoy the flexibility of accessing your content and business projects tools when it suits you.</p> <p>Peer-group learning: Enrol with like-minded professionals and join a collaborative peer-group intake.</p>
Entry Requirements	ADFP or equivalent plus practical experience requirements.
How long does it take?	12 weeks per unit. Maximum timeframe for completion is 2 years from enrolment date.
What are the assessments?	<p>Practical business projects: Implement four business projects that are relevant & practical to you.</p> <p>Online articles & insights: Complete online assessments based on articles and insights written by leading industry practitioners.</p>
Are there exemptions?	Exemptions may be granted based on previous academic qualifications and professional accreditation. Previous qualifications must be at a post-graduate level.
Completion	Formal certification as a Fellow Chartered Financial Practitioner is recognised by the Asia Pacific Financial Services Association (APFinSA).

Our Education Partner: Kaplan Professional

The AFA has proudly partnered with Kaplan as our principal education partner. The alignment with Kaplan builds upon the significant reach and capability the AFA has in delivering education solutions that are built around the needs of the modern financial adviser and most importantly their clients.

To take the first step along your FChFP journey

Email info@afa.asn.au
 Call 1800 656 009
www.afa.asn.au

