

Run by advisers, for advisers, the Association of Financial Advisers (AFA) has been serving the financial advisory profession for 65 years. By becoming a member of the AFA, you are joining a strong network of advisers dedicated to professional practice and industry excellence - to help Australians secure their financial future.



AFA Members Are

Represented

The AFA is the voice of advisers. Our voice is heard by the media, government and consumers. And we encourage our members to put forward their views on what's important to you and your clients.

Informed

We keep our members informed and up-to-date with the latest industry developments through the AFA National Conference, AFA TV, AFA Magazine, regular emails and targeted educational events through the year.

Connected

We regularly invite AFA members to events and celebrations. These are a great opportunity to meet like-minded individuals in a casual environment, and share ideas and opportunities with your peers.

Supported

We act in your best interest, and help you grow both personally and professionally. Not only do members have national support, but you'll also have AFA Directors in each state who support and understand you and your client's state based needs.

Knowledgeable

We support your continued education through Campus AFA and the education pathway. We provide a clear direction for advisers looking to invest in themselves, and improve the quality of their advice for clients.



To join the AFA, or to find out more about how we can help your career, visit us at www.afa.asn.au or phone **1800 656 009**

Recognised

AFA membership is recognised by the industry and inspires confidence among your clients. We also reward outstanding achievers through awards like the Adviser of the Year, Rising Star of the Year, Excellence in Education and Female Excellence in Advice.

Respected

We actively promote the value of advice, and build awareness and respect of our profession. By encouraging and enabling further education among our members, we're raising the bar on financial advice.

Ambitious

We encourage advisers to think of ways to improve their advice to clients. Through AFA GenXt, we're fostering the future of our industry by bringing together a national group of young and energetic advisers.

Forward-Thinking

We help you evolve your advice to a changing industry. By taking the lead in research initiatives, we identify trends and opportunities in our profession and communicate them with our members.

Responsible

We uphold the highest ethical standards, and act to safeguard the reputation of our industry and our members. In the community, through our foundation, we've partnered with many charities including MSRA to support MS research in Australia.