

Ethics at the forefront of talks during ‘Putting Investors First’ Month

CFA societies Australia joins global movement of trusted professionals that put investor interests first

SYDNEY – 4 May, 2015 – CFA Institute, the global association of investment professionals that sets the standard for professional excellence, is using its second annual ‘Putting Investors First’ (PIF) month to highlight the impact of Australia’s mandated superannuation, which creates a unique financial system where every worker is an investor.

According to the CFA, this unique financial system puts greater emphasis on the need for ethical behaviour and doing the right thing by investors. It says more should also be done to build awareness among Australian consumers and to help them understand that their interests should be placed above all others.

CFA is using its PIF month to bring investment professionals together to show such commitment to placing investor interests first, with the Australian CFA societies hosting relevant events throughout May.

Mr Anthony Serhan, President of CFA Society Sydney, said “Mandated superannuation makes Australia a different playing field compared with its global counterparts where private investment is paramount. Ultimately, it can mean financial advice has a greater impact on investors here.

“Private investors often manage their own wealth and are more sophisticated investors in their own right. They tend to be less dependent on financial advice compared to those who are less aware of what is happening with their finances. And when it comes to superannuation, we know a number of Australians need a better understanding of where and how their money is invested.

“It is our aim to continue the debate in Australia and protect the interests of investors above all else, by instilling high standards of ethics and professionalism in industry executives and firms from the outset,” Mr Serhan said.

One of the major issues when it comes to the relationship between investors and financial advisers is the extent to which their interests are aligned because of conflicted remuneration models and product integration.

“The major legislative reforms currently underway will make significant strides for our profession, however we need a multi-layered approach that instils ethical culture throughout the industry.”

The CFA aims to do more than prepare and educate professionals by building partnerships with institutions to raise standards of practice at all levels of the industry.

In light of this, the CFA is urging companies to sign the [Statement of Investor Rights](#), a ten point document highlighting what consumers should expect from a financial planner such as objective advice, disclosure of conflicts of interest, and fair and reasonable fees. The Statement is intended to help investors demand that financial professionals abide by these rights.

“By demanding that financial professionals abide by these principles we are building investor trust and ensuring integrity in investment professionals,” said Mr Serhan



'Putting Investors First Month' is part of the CFA Institute [Future of Finance initiative](#), a global effort to shape a trustworthy, forward-thinking financial industry that better serves society.

For more information about the 'Future of Finance', 'Putting Investors First' month and the 'Statement of Investor Rights', please visit www.cfainstitute.org.

CFA Societies of Australia will be running numerous events throughout May including conference focusing on long-term investing in Sydney on 26 May and events featuring Mr Tony Neoh aimed at industry leaders, employers and charter holders between 19 and 26 May in Melbourne and Perth.

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ABOUT CFA SOCIETIES AUSTRALIA

The CFA Societies of Sydney, Melbourne and Perth are not-for-profit associations of close to 2,400 investment professionals formed to lead the investment profession in Australia by setting the highest standards of education, integrity and professional excellence. Our members are engaged in a wide variety of roles across investment management and advice. Most of our members are holders of the Chartered Financial Analyst (CFA) designation. Together we represent the three Australian chapters of CFA Institute.

ABOUT CFA INSTITUTE

CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials. The organization is a champion for ethical behaviour in investment markets and a respected source of knowledge in the global financial community. The end goal is to create an environment where investors' interests come first, markets function at their best, and economies grow. CFA Institute has more than 128,000 members, including 121,000 CFA charterholders, in 147 countries and territories and 144 member societies. For more information, visit www.cfainstitute.org.

About Putting Investors First Month: May 2015

Putting Investors First Month is a global initiative created to encourage financial professionals to place the interests of investors above their own, and build awareness of the duty to protect investor interests. The event is presented as a collaborative effort by societies of CFA Institute, the global association of investment professionals that sets the standard for professional excellence and credentials. Putting Investors First Month is part of the Future of Finance project, a long-term global effort to shape a trustworthy, forward-thinking financial industry that better serves society.