

**From:** [Tony Caldwell](#)  
**To:** [FAA Review](#)  
**Subject:** Options paper Submission .  
**Date:** Tuesday, 23 February 2016 12:05:08 p.m.

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I have been part of another larger submission but would like to make some bullet points from a personal perspective.

My key issues.

- Level playing field required for all advisers, each adviser or seller should be authorised in the area of advice been given , i.e. Mortgages, Risk Insurance, Investments, Fire and general etc.
- The general public see advisers as advisers, irrespective of being an AFA, RFA , a QFE or bank employee, they do not know about or appreciate the difference. Mortgage brokers need to be authorised mortgage brokers, just like Insurance people need to be authorised insurance advisers. If you do it all then you need to be authorised in all.
- Every adviser or seller should be held accountable to the same codes for the particular field they are operating in, especially putting the client interests first, not the banks interest , or your sales target or commission income.
- Expert level adviser status, I don't believe this should be a qualification and a label, this is something that is earned and established in the industry by an individual over time and is acknowledged within the market. Just like the word independent the word expert should be limited as to how it can be used.
- Nothing wrong with using qualification letters in promotional activity, but being qualified at a high level doesn't necessarily make you an expert. Financial affairs are a living and changing market, expertise comes from constant activity and increasing knowledge from working day to day in assessing the changing landscape and understanding the global forces at play and learning from outcomes as they materialise and come to fruition or not.
- Education - The standard of courses available is severely lacking and the ones that held are targeted at a very low level of understanding and at a huge cost when travel and accommodation is included.
- I believe one adviser professional body is the answer to get cost effective representation and training. We have several bodies at present none of which are viable long term and none who are operating to their potential.

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