

MEDIA RELEASE
9th November 2009



FPA Industry Partner in Griffith University Award

Griffith University and its industry partners, including the Financial Planning Association (FPA) were awarded the Best Higher Education and Training Collaboration at the B-HERT Annual Awards Dinner held in Melbourne 5th November.

The Business/Higher Education Round Table (B-HERT) awards recognise outstanding achievements in collaboration between business and tertiary education in the fields of research, development, education and training.

Griffith University, the FPA and other industry partners developed and implemented an innovative and unique degree that responds to the demands of students and industry to develop graduates that are 'work ready'.

Introduced in 2008, the Bachelor of Commerce (Professional) degree creates a meaningful link between study and career, and engages industry in the learning process.

The strong partnership with industry has produced a unique work-integrated degree with empirical evidence of significant improvements in student satisfaction, engagement, vocational skills, self efficacy and general skills.

FPA CEO, Jo-Anne Bloch said, these new degrees will help to meet the rising demand for highly skilled, industry savvy graduates.

"Over the next six years the financial services industry is expected to increase from \$900 billion to \$1.5 trillion. This will require an influx of expertly trained financial planning graduates, and this course was designed to supply the industry with better educated graduates.

"The real advantage of the Griffith degree is that graduates will be skilled, and experienced, having worked closely with the industry whilst studying.

"Our Brisbane Chapter has been instrumental in providing this support locally, co-ordinated through Delma Newton CFP who is Chapter Chair, and our Member Liaison Officer, Samantha Dunn."

The Griffith Business School (GBS) team included Dr Mark Brimble, who is also a member of the FPA's Future Financial Planners Council.

Program Director (B Comms), Griffith University, Craig Cameron said "Our unique degree equips students with professional skills to successfully transition from the classroom to industry,"



“This is achieved by students undertaking a two year paid internship in financial planning and a structured Professional Development Program”.

The FPA applauds Griffith University for taking a tri-partite approach with industry, the FPA, and its business school to its course development and implementation.

We will be making further announcements in this regard at the FPA Annual Conference 19, 20 November 2009.

To find out more about this award winning program visit:

<http://www.griffith.edu.au/business/professional-business-degrees>

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Note to journalists

The Financial Planning Association of Australia (FPA) is the peak professional body for financial planning in Australia. It has a network of 31 Chapters across the country, which provides business and professional development activities for more than 12,000 members. FPA practitioner members manage the financial affairs of more than 5 million Australians whose investments are valued at \$630 billion.

The FPA 2009 National Conference will take place at the Melbourne Convention and Exhibition Centre (MCEC) from the 18th – 20th of November. The Colonial First State Good Advice Gala Event will be held at the MCEC on Thursday 19 November.



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