



MEDIA RELEASE

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ASX and Finsia launch professional Financial Adviser accreditation program to enhance listed product knowledge

The Australian Stock Exchange and Finsia - the Financial Services Institute of Australia (formerly the Securities Institute) – today launched a new training program for the financial adviser community.

The ASX Accredited Listed Product Adviser (ALPA) program is open to financial planners and advisers, para planners, accountants and SMSF specialists. It is designed to provide a detailed understanding of the characteristics of listed products and their application in a client's wealth management strategy. Upon completion of the self-paced program, students will receive a certificate and will be invited to join the ASX Find a Planner referral service.

The program curriculum combines the strength of both organisations drawing on Finsia's extensive education experience and ASX technical product expertise. Finsia will administer the course.

ASX share ownership research published in 2005 found that one in three direct share owners (approximately 15% of the Australian adult population) use a financial adviser as their main source of advice on direct shares. ASX ALPA has been designed to provide financial advisers with a detailed understanding of the characteristics of listed products and their application in a client's wealth strategy.

Colin Scully, ASX's Deputy CEO and Group Executive Markets, said: "ASX is pleased to be further associated with the training of financial advisers, who play a vital role in the investment process. We believe that this program will better equip financial planners with sound investment advisory tools to provide the best possible service to their clients."

Brian Salter, Chief Executive Officer of Finsia said: "We are delighted to be working with the ASX to provide the Accredited Listed Product Adviser program for financial advisers. Part of Finsia's 160 year heritage is derived from being set up at the Stock Exchange Institute in 1964, so we are ideally placed to meet the education needs of this sector."

Further information on the program can be found at:

http://www.finsia.edu.au/Education/Courses/Courses_Offered/ASX

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