

AFA Excellence in Education Award Winner 2015



Charles Badenach

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Q & A

Q. Why did you choose to nominate for the Excellence in Education Award?

Matthew Hawkins (AFA Tasmanian Director) was kind enough to nominate me for the award. In late 2013 Matt introduced me to the AFA by attending the Christmas party that year and my involvement has continued from there.

With the world changing like never before improving on what we do as professionals is essential for us all. What worked in the past is not necessarily going to work in the future. The modern client is more educated than before and there is an expectation that we as experts will have a higher level of base knowledge.

As an industry we often talk about being regarded as a profession, but if we are to be regarded as “professionals” we need to have “professional qualifications”.

Q. What role does education have in shaping consumer perceptions of the financial advice profession?

The higher the level of education required the more respected the profession or industry is by the general public.

Lifting the level of education required to provide financial advice is a positive development in my view as it ensures that those providing advice have acquired a certain level of skill and expertise. This should in turn provide the general public with confidence in the advice they receive from financial advisers.



Change is inevitable and as advisers we need to be prepared to adjust to that change to ensure that we remain relevant to our client's needs.

Continuing professional development is an important part of this process and ensures that our skills remain current and relevant in the modern world.

Q. Is there a link between education and business performance?

The financial advice industry faces challenges like many others in the modern world and education assists us to meet those challenges.

At various stages in our career we all make big investments in time to sustain, build and transform our businesses, and sometimes ourselves as well. What we have done as part of our business development has been to engage third parties to educate and mentor us in areas that are not our strengths. For example we use business coaches Teresa Stead and Brian Fitzpatrick to help educate us on the back office systems and management processes that we are unfamiliar with.

Q. As an ambassador of the Education Award what is your message to advisers?

Being the ambassador for the Education Award is an enormous honour and through this award I hope to be able to highlight to the profession how they can use education to build their businesses.

For example as a greenfield's start up business at Main Street we have used education as a key driver of our business growth through e-books, videos, and seminars. During the February roadshow I hope to be able to give other advisers around the country an insight into what we have done and I will be encouraging them to consider similar strategies.

The more we can engage and educate the community on the value of a financial adviser the wider the client base for us all becomes. By working together as a profession we can achieve so much more than we will as individuals.