

## **Education standards for financial planners are higher than ever**

Raising standards in financial planning remains critical to educators and industry bodies contrary to the implications in the 'Finsia and Kaplan not blameless' letter to the editor published in The Australian Financial Review on Friday 16 May 2008.

Warren Jacobson, CEO of Kaplan Professional, says, "The author was under the impression that when Kaplan Professional purchased Finsia Education last year we discontinued the Graduate Diploma in Financial Planning (GDFP) and did not replace it with an equivalent or higher qualification."

"It is true that we didn't seek reaccreditation for the GDFP as we replaced it with two qualifications: a Graduate Diploma and a Master of Applied Finance (GradDipAppFin / MAppFin) with financial planning majors. The replacements improved the comprehensiveness and depth of the existing GDFP qualification to ensure they meet current and future market requirements for strategic planning and client relationship skills."

"Kaplan Professional is one of the very few providers in Australia that offer this level of financial planning education, and it is the latest and most up-to-date on the market."

"The GDFP qualification was replaced as a result of a two year accreditation process initiated by Finsia Education. The process is rigorous and informed by industry experts. Kaplan Professional has the benefit of two years of industry research and consultation to offer financial planners the highest level of expertise possible equipping them for current and future market conditions," said Jacobson.

Tina Wilson, Associate Director Technical Services at Dixon Advisory, says, "We have several students enrolled in Kaplan Professional's postgraduate courses to ensure our planners are the most highly qualified in Australia."

The core subjects, combined with industry experts who inform and deliver the courses, set a high benchmark for financial planner expertise. The eight core (compulsory) subjects in the GradDipAppFin (Financial Planning major) are: Financial Markets and Economic Principles; Law, Regulation and Ethics; Techniques in Financial Analysis; Risk Management for Finance Sector Enterprises; Financial Planning Fundamentals; Investment Products; Superannuation and Retirement Planning; Insurance Succession and Estate Planning. The MappFin (financial planning major) has two additional compulsory core subjects: Strategic Management and Quantitative Applications.

Kaplan Professional is currently taking enrolments for second trimester subjects. To find out more about financial planning courses call 1300 662 203 or visit [www.kaplanprofessional.edu.au](http://www.kaplanprofessional.edu.au)

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### **About Kaplan Professional**

Kaplan Professional is part of Kaplan Inc., a leading global provider of educational services to individuals, schools and businesses. Kaplan Inc. serves over one million students with operations in more than 30 countries around the world. Its international programs include higher education, test preparation, language instruction and professional training. Kaplan Inc., with 2007 revenue of \$2 billion, is a subsidiary of The Washington Post Company (NYSE: WPO - News). For more information, visit [www.kaplan.com](http://www.kaplan.com).

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