Leading the Path to Professionalism

AMP is in the business of providing a professional service to its clients so they can create and protect their wealth. AMP Advisers provide sound, credible and comprehensive financial advice in a number of specialist market areas.

AMP supports its Advisers with robust education and accreditation programmes.

Comprehensive New Adviser Establishment Programme

All AMP Advisers must complete a 12-month Establishment Programme on joining AMP. This includes a number of accreditation modules and external exams towards a Practising Certificate. The programme's focus is the six-step financial planning process, providing need-based client solutions and a solid grounding in compliance and ethics.

Challenge Tests – Raising the Professional Bar

All AMP Advisers have taken challenge tests over the past 12 months to ensure they have the core skills and knowledge to meet their clients' needs and match them to the right products.

Continuous Education

AMP Advisers participate in a compulsory continuing education programme requiring them to complete at least 20 hours of learning per year including ethics topics. This means AMP Advisers can keep up-to-date with market trends and skill acquisition.

Authorised Training Organisation

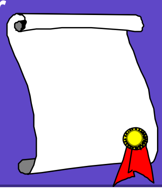
AMP is currently applying for Authorised Training (ATO) status, which means all the training AMP provides Advisers is industry recognised.

Diploma of Financial Planning

AMP endorses a number of external programmes and subsidises Advisers who wish to study towards their Diploma of Financial Planning or Diploma of Personal Risk Management. AMP actively encourages Advisers to become members of the FPIA.

Certified Financial Planners and Chartered Life Underwriter

To achieve CFP or CLU status, Advisers are required to undergo a two-year mentoring programme. AMP provides a robust mentoring programme and support network for Advisers striving for CFP or CLU recognition.



The services AMP provides:

Financial Planning, Banking, Superannuation, Risk Management, Investment Advice and General Insurance for both the business and personal markets.