

Family Business Association Accredited Advisor Members Code of Conduct

Introduction

Family Business Association (FBA) has a vision, mission and values. Everything we do, we look through the lens of our values. As a member of FBA, we expect you to live by our values to support and grow our community of like-minded people. All FBA Advisor Members are qualified through the Accredited Advisor qualification within 2 years of becoming a member of FBA.

Aim

The aim of this code is to establish a common understanding of the responsibilities of FBA members. Members of FBA are bound by this Code of Conduct. The code sets out the values and key principles that govern the conduct of members, both individually and collectively. The objective of this is to ensure that high standards of behaviour are observed by all members.

VISION	MISSION
We are highly regarded as a champion of the family business sector, supporting family businesses to thrive and maximise a positive economic and community impact.	To support families in business to grow and thrive.
VALUES	One Family Supporting Members to Thrive Be Authentic A Learning Mindset

One FAMILY

Everyone involved with FBA belongs to our community. We show care, empathy, and respect. We have each other's backs and treat others how we like to be treated. We speak with one voice.

Supporting Members to THRIVE

Everything we do is to purposely nourish and support our members and their families to thrive. We are responsive and proactive.

Be AUTHENTIC

We are honest, genuine and true to our word.

A LEARNING mindset

We lead with learning across the whole organisation to support our members to meet their challenges effectively.

Advisor Members (AM) of FBA commit to maintaining the highest standards of professionalism. FBA AMs come from a variety of professions, many with their own Codes of Ethics. When an AM specific professional discipline's Code of Ethics or Conduct calls for a standard of conduct different from FBA's, whichever code or guideline is the more stringent or more extensive or demands the higher standard will apply. FBA membership, however, represents a willingness to adhere to FBA's Code of Professional Conduct as outlined below.

Objectivity and Independence

AM must be objective, impartial and free of conflicts of interest in the performance of their professional duties in relation to FBA.

AM will ensure that they are always aware of their client's objectives and the outcomes that their client is trying to achieve, while being careful not to lose the objectivity created by the desire to promote their interests or those of fellow FBA AM.

AM must conduct themselves in a manner consistent with the good reputation of a professional association. It is imperative that Advisors endeavour to maintain professional standards at all times that improve and uphold the reputation of FBA.

AM must at all times refrain from conduct or action that may tarnish the image of FBA or unjustifiably detract from the good name of FBA in the community. This includes behaviour at all FBA activities and events involving the membership community.

AM are encouraged to include their clients in attending FBA events.

Conduct Requirements

You, as an Accredited Advisor agree that you:

1. are not permitted to solicit other Advisors' clients. FBA has a strict 'no solicitation' policy, whereby any evidence of this will end in termination of membership at the discretion of the FBA Board.
2. will not represent your education, training, experience, professional credentials and competence, or areas of skill and expertise in a deceptive or misleading manner.
3. must disclose to the client the nature of any business relationship between you or your organisation and state whether there will be any referral fee or other fee sharing when referring a client to another party.
4. must respect the confidentiality of information which comes to you in the course of your FBA related work.
5. should only accept such work as you believe you are competent to perform and must obtain additional expert advice as necessary to assist your client.
6. agree not to misrepresent their affiliation with FBA nor to imply that being an AM of FBA implies either credentialing or endorsement by FBA – unless you have been fully accredited by FBA as an Accredited Family Business Advisor – consistent with having met all requirements for this status.

7. will avoid real or perceived conflicts of interest whenever possible and where a conflict of interest does, or is likely to occur, will disclose them to all affected parties.
8. have an obligation to provide a client with all information obtained in the course of conducting your engagement that is pertinent to the decisions the client is contemplating.
9. have a duty to keep current in your professional practices through self-study and regular attendance at family business-related conferences and courses.
10. will treat all persons fairly regardless of their race, creed, colour, national origin, religion, gender, age, marital status, sexual preference, physical condition, and/or appearance in their professional activities.
11. will recognise and respect intellectual property rights, including providing specific acknowledgment of the original authorship and source when publishing or publicly representing another person's work.
12. will take positive steps to promote the development and growth of the family business sector and will promote the benefits of FBA membership and the associated programs FBA offers.
13. will refrain from and discourage public or personal criticism of another AM work.
14. are not permitted to publicly speak on behalf of FBA.
15. should ensure that any expression of your own or your organisation's views cannot be construed as a statement on behalf of FBA.

Family Business Association

I, _____ agree to abide by the Advisor Code of Conduct.
Full Name

Signature

Date