



The professional  
excellence pathway

## FINSIA LAUNCHES A FIRST OF ITS KIND PROFESSIONAL BANKING QUALIFICATION SPECIFICALLY TAILORED FOR NEW ZEALAND

**13 July 2021**, FINSIA launches its globally accredited Professional Banking Fundamentals (PBF) qualification which has been specifically tailored for the New Zealand market - raising the bar in banking professionalism by going above and beyond the industry standard.

Commenting on the launch, FINSIA Chief Executive Chris Whitehead, Chartered Banker said: “As the professional membership body for financial services we have been working hard to lift the bar of professionalism across the industry in both Australia and New Zealand.

“FINSIA returns to the New Zealand market as an education provider with the introduction of our highly regarded Professional Banking Fundamentals qualification – a first of its kind to the New Zealand market is a game changer.

“This is an important milestone not only for FINSIA but also for the industry as it is the first time our specifically tailored PBF program will be accessible by everyone across the New Zealand financial service sector. It will give practitioners an opportunity to advance their career by providing them with valuable competencies that are crucial for understanding and working in the banking industry.

“BNZ have already committed to the program as part of NAB’s broader globally accredited career pathway for every one of their 34,000 colleagues.”

“We are confident the PBF qualification which is interactive and delivered online with blended learning options will be highly popular as it has been in Australia with now over 5,000 practitioners enrolled in the course.

“We continue to see these enrolment numbers grow in 2021 as practitioners choose to develop their professional competencies and skills, enhance career prospects, meaningfully contribute to an organisation’s strategy and service their customers better as they start on the FINSIA professional pathway.

The FINSIA professional pathway, developed in conjunction with the Chartered Banker Institute of the UK, ultimately leads to recognition as Chartered Banker. The Chartered Banker program also is now available to the New Zealand banking industry.

“We have received so much positive feedback from our PBF graduates as graduates of the program earn the post nominal “G FIN”. These G FIN’s can proudly say they are professionally qualified, have a more specific understanding of the banking industry, its products and services as well as a developed crucial acumen to add value in an ethical and professional way.

“For New Zealand, this type of professional qualification is vital as banks continue to play a central role as shock absorbers for the economy which is facing its share of economic and societal challenges from the coronavirus pandemic.”

Mr Whitehead added: “The PBF works well for both the practitioner and the customer. It provides customers with the utmost trust and confidence in the individual professionals they deal with at their bank. In the same way we have heard from PBF graduates that the PBF was front of mind while working in a specialised team to quickly assist COVID impacted customers.

“With such a qualification like the PBF, I believe the trust pendulum can swing back where it needs to be.”

“Developing an innovative, trusted, and highly competent workforce for our customers and the community in an evolving digital age and through the current pandemic is essential.

“Our education programs are developed with the close involvement of our practitioner members ensuring they are practical and robust. They are regularly reviewed and updated to ensure that they stay current and relevant.”

FINSIA operates on a not-for-profit basis and is a registered charity for its education activities.

FINSIA’s partnership with the UK-based Chartered Banker Institute as the awarding body for this qualification, provides international recognition and offers membership to a global banking professional community.

Mr Whitehead concludes: “A highly skilled and capable financial services workforce with professional ethics as its foundation is one that FINSIA is committed to building, working with the financial services industry to achieve together.”

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Link to NZ PBF brochure

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**FINSIA. The professional excellence pathway.**

FINSIA — the Financial Services Institute of Australasia, is the professional membership body in Australia and New Zealand for the financial services industry. FINSIA has a heritage of over 134 years of connecting members with industry-leading insights and influential networks, we help members to build their capabilities and advance their careers. Through strengthening the professional standing of its members FINSIA, is working to deepen consumer trust by raising standards of professionalism across the industry to deliver better outcomes for the community.