

Company: FAAA, Sydney NSW
Company Description: The Financial Advice Association Australia (FAAA) is the leading body proudly representing financial advice professionals in Australia. We advocate for and elevate the financial advice profession by representing the interests of our members and their clients.
Nomination Category: Website Categories
Nomination Sub Category: Industry - Non-Profit Organizations
Nomination Title: Financial Advice Association of Australia (FAAA): Empowering Financial Professionals & Connecting Consumers



1. Briefly describe this entry’s communications objectives and how it met those objectives (up to 200 words):

Total 199 words used.

This website transformation aimed to achieve several key communication objectives:

- Strengthen brand identity by communicating the FAAA's position as a unified and leading voice in the financial advice profession.
- Improve operational efficiency with simpler content management with integrations that improve efficiency.
- Enhance member engagement as a valuable hub, providing easy access to resources, events, and professional development opportunities.
- Increase qualified leads for advisors with an improved "Find a Planner" tool to connect consumers with advisors who match their specific needs.
- Deliver a user-friendly experience with more intuitive navigation and improved performance.
- Clear language and video content make complex financial information more digestible.
- Greater transparency and trust with a website that effectively communicates FAAA's commitment to ethical practices and consumer protection.

These objectives were met through a comprehensive redesign that included:

- Reduced website size by 90%
- Increased engaged sessions by 14.25%
- Boosted average session duration by 21.99%
- Improved user engagement by 133.63%
- Improved Site Performance and User Experience - see support doc
- A bespoke "Meta Locator" tool
- A clear division between member-specific content and consumer-focused resources

The website now serves as a central hub for financial advice in Australia, supporting members, educating consumers, and promoting financial literacy.

2. List the appropriate creative and production credits for this entry:

The attached support document outlines the transformation of the website, key graphs and data showing the improvements in the user interface, speed and performance as well as reviews and testimonials from the FAAA and their members who have welcomed the improved user experience.

Sonia Majik and the team at 3Phase Marketing are both delighted and proud of the impact and results provided by their focused and data-driven approach to this project.

William Burton, the Digital Marketing Manager at FAAA was integral to the success of the project and his clear briefing and consistent input and feedback were instrumental in the success of the transformation.

3. When was this site or blog first published?

The Financial Advice Association of Australia (FAAA) faced a significant challenge in uniting two major industry bodies with separate brands and websites. This merger, amidst a backdrop of increased regulatory scrutiny, necessitated a complete website overhaul to serve over 10,000 members, consumers, and government bodies.

The existing website was a confusing 1,000-page labyrinth lacking clear segmentation between member and consumer content. FAAA needed a digital transformation to consolidate the brand, simplify content, enhance user experience, improve member engagement, and drive consumer education.

3Phase Marketing was tasked with this transformation, delivering a streamlined, user-centric platform launched in April 2024. This new website features intuitive navigation, concise resources, and a dedicated consumer-facing section called "Money & Life."

The results have been impressive, with double-digit growth in key metrics like engaged sessions and average session duration. The transformed website empowers FAAA members with vital information, connects consumers with qualified advisors, and promotes financial literacy across Australia.

Attachments/Videos/Links:

[Financial Advice Association of Australia \(FAAA\): Empowering Financial Professionals & Connecting Consumers](#)

[REDACTED FOR PUBLICATION]