

Strategic plan



FINANCIAL COUNSELLORS' ASSOCIATION
OF WESTERN AUSTRALIA

2021 /
2023

Values



Integrity

We are honest and consistent in our work, developing trusting relationships with strong ethical principles.



Leadership

We continuously strive for excellence in our work. Leading the sector with courage and humility, advocating for social justice where everyone's human rights are respected and protected.



Support

We respect the dignity and value of each of our members. Encouraging collaboration and connection, supporting our members, the sector and each other.



Innovation

We strive to meet the needs of our members in an ever-changing world, turning creative ideas into effective solutions, passionate about learning new things.

Strategic Priorities

Supporting
Community

Provide an informed voice advocating for social justice with policy makers and other key stakeholders.

FCAWA lead, research, develop and campaign for effective and just policies and practices relating to financial hardship and the financial counselling profession, advocating for the people of Western Australia.

Lead a coordinated, collaborative approach to develop, support and maintain best practice and compliance across the financial counselling sector.

FCAWA provides and promotes quality training and professional development to members and other organisations. Delivering and participating in conferences, forums, and events.

FCAWA ensures it's members feel valued and supported to achieve and maintain professional and sector standards.

Our
Members
and their
Clients

Build a strong association, leading by example to raise the profile of financial counselling in WA.

FCAWA is a well governed and professional organisation delivering quality services to its members and advocates for the people of WA.

FCAWA is a well-respected association that extends opportunities for, and magnifies the importance of, the Financial Counselling Sector.

FCAWA supports the sector to maintain sustainable funding.

Our Vision

Financially resilient Western Australians with reduced financial hardship.

Our Purpose

Providing the voice of financial counselling in WA

Promoting excellence and compliance in the sector

Advocating for financial equality.

Communication and marketing