

IMAGINE2030

Financial Wellness for all Canadians

By 2030:

- Financial planning is a unified, recognized profession, deemed essential by society
- All Canadians have the financial confidence and wellbeing they need
- All Canadians have access to professional financial planning that supports their diverse needs



Canadians



Canadians have embraced and have confidence in financial planning as an important professional service on the path to financial wellness

The Profession



The profession operates in the public interest; is accessible and inclusive; is holistic and client-centric; and remains current and relevant to Canadian society

Industry



Industry embraces professional financial planning, always in the client's best interest

FP Canada



FP Canada leads the evolution of financial planning as a unified profession that all Canadians can confidently rely on to deliver at consistently high standards

Government



Governments recognize financial planning as a profession and support its broad accessibility, through appropriate policy and regulatory frameworks