



## SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

### Cultural Intelligence in Financial Advisers in Australia

**DATE:** Friday 24 November 2023

**TIME:** 11:00am – 12:00pm

**MEETING DETAILS:** Learning Studio 78, Level 7, IPSQ  
& Zoom Online (Meeting ID: 827 0803 7070,  
Password: 517712)

**RSVP:** COB, Thursday 23 November 2023

**CONTACT:** [business.research@westernsydney.edu.au](mailto:business.research@westernsydney.edu.au)

#### **PRESENTER:**

Amanda Craft

School of Business,  
Western Sydney  
University



#### **ABSTRACT:**

Cultural competence been cited as crucial in the pursuit of ethical and professional standards in a variety of professions. However, little work has been done to explore the implications of cultural competence specifically for the provision of financial advice. The discussion about the operationalization of culturally aware approaches and behaviours in professional advise settings may be advanced by using practice-based knowledge. This qualitative study is an effort to assemble the experiences and insights of financial advice professionals across Australia to identify key aspects of adapting to the cultural diversity of Australian society. The experiences and views of 21 Australian financial advisers from various backgrounds was collected using in-depth semi-structured interviews, conducted virtually, with interactions recorded and transcribed for data collection. To find recurring elements of experiences negotiating cultural differences in professional settings, a combination of narrative and thematic analytic methodologies was applied. Six distinct themes were identified within three separate domains of 1) lack of diversity, awareness, and competence 2) Concerns of racism, and 3) limitations of cultural competence as a framework in this setting. Potential future research directions are discussed.

#### **BIOGRAPHY:**

Amanda Craft is an Associate Lecturer and Academic Program Advisor for undergraduate students in Accounting and Financial Planning at Western Sydney University. Her current research is investigating the application of intercultural skills to the provision financial advice. Amanda is an Academic Affiliate member of the FAAA and a current PhD Candidate at Griffith University. She has taught in accounting and financial planning programs at several Australian universities for over a decade. Prior to entering full time academia Amanda worked in public practice accounting providing taxation and SMSF services.