



**Media Release**

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## **AFA Launches the 2008 Adviser of the Year Award**

### **Zurich Renews as Award Sponsor For a 6<sup>th</sup> Consecutive Year**

The AFA has launched its Adviser of the Year Award for 2008.

“This is the sixth year of this award.

“The Adviser of the Year award recognises the best adviser talent around Australia. The AFA expects even stronger levels of nominations this year after experiencing strong growth in member numbers across the country.” Said, AFA President, Dennis Bateman.

Zurich was the inaugural sponsor when the award was established in 2003 and has partnered the AFA in its development as the major national Adviser Award for the Association.

“For Zurich, these awards are our chance to assist in finding the performance champions in this industry. There are a number of measures of success but I think you will find that the finalists for these Awards display an enduring business model that produces better performance across the whole of their practice. “

“Business growth, client satisfaction, education & contribution to the Community are what we want to capture in the winner of this award,” Zurich’s Head of Life Risk, Andrew McKee said.

“The judges’ job will be even harder this year. The talent base around Australia is getting better year by year. ” said Richard Klipin, AFA CEO.

"Nominated advisers, who must be members of the AFA, are judged on criteria such as their experience, contribution to the industry and the quality of their business and practice management," said Mr Klipin.

The 2007 winner, Philip Young, said that his year as Adviser of the Year has been two parts adventure and five parts hard work. "You can't help but be thrilled that you have been recognised by your peers. The AFA made quite an effort to involve me over the last half year in functions around the country.

The nominations close date for the AFA Adviser of the Year Award is Friday 1<sup>st</sup> August. The winner will be announced at the AFA National Conference on 21<sup>st</sup> October. Nominations can be made online at the AFA website – [www.afa.asn.com.au](http://www.afa.asn.com.au)

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