



Media Release

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**AFA Launches its Rising Star of the Year Award to Recognise
the Best Young Advisers in the Country**

ING commits – For a 4th Year to this Award

The AFA launches 2008 AFA Rising Star of the Year award which is now in its 4th Year. ING Australia, founding sponsor of the award, remains as sponsor for its 4th consecutive year.

The Rising Star of the Year award recognises the best new adviser talent emerging around Australia. The AFA expects even stronger levels of nominations this year after experiencing strong growth in member numbers and huge young adviser attendance at this year's GenXt roadshow.

"With the AFA's membership growing by over 28% last year and over 65% under 40 years old, we know that the Association is starting to attract young advisers. This will lead to increased growth in nominations. "We want this emerging group to be recognised by their peers and by the industry. " said Richard Klipin, CEO of the AFA.

"The judges' job will be even harder this year. The talent base around Australia of emerging advisers has been incredible to see when meeting new members at GenXt functions. " said Dennis Bateman, AFA President.

"Quality advice is essential to growing the wealth and retirement savings of Australians.

"ING encourages all eligible advisers to think hard about nominating for this prestigious award. The fact that we continue to support Rising Star is the best evidence of our support for young Australian advisers," said Mark Vilo, Head of Dealer Groups.

The 2007 award winner, Chris Browne, has found the past year to be another learning curve. "You go through the assessment, you make the final, and then you have the opportunity to share ideas with your peers around the country. It has been a wonderful journey." said Mr Browne.

Key criteria include:

- Knowledge
- Working for three years or less as an adviser
- Practice based as an employee or as a principal
- Provides quality/holistic advice, including risk
- Contribution to the community
- Contribution to the industry
- Educational background and qualifications
- The **X** factor the Rising Star Factor

The nominations close date for the AFA Rising Star Award is Friday 1st August. The winner will be announced at the AFA National Conference on 19th October. Nominations can be made online at the AFA website – www.afa.asn.com.au

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