



## **MEDIA RELEASE**

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### **AFA LAUNCHES NATIONAL FORUMS FOR 2008**

#### **Practice Strategy; Back to Basics & RG 126 the focus of Forum 2008**

Over 740 advisers are expected to attend the third AFA National Forum to hear about successful business strategies from award winning advisers.

There were over 600 attendees at the Forum in 2007.

AFA Adviser of the year, Philip Young, will talk about the need to help clients nervous about market gyrations to stay focused on the agreed outcomes and the issues around operating his business in two cities.

“Working in Newcastle and Sydney keeps me busy. I have found that technology is useful but modems, emails and paperless offices won’t sell SOAs; they just help record the events,” said Philip Young.

AFA Rising Star of the Year, Chris Browne, will talk about how young advisers need to think and prepare for success in their own practices.

“The traditional supports for building an advice practice have disappeared. It’s so important for younger advisers to get the right support and skills around them,” said Chris Browne.

The AFA is very focused on Bridging the Gap between the generations of advisers. “Older advisers need to better organise their practices for sale and the issues being discussed at the Forum will help new entrants when they are looking at what they are actually buying,” said Dennis Bateman, AFA’s National President.

“The Forum is a key educational and networking opportunity for the whole advice industry and we encourage advisers, paraplanners and industry executives to attend,” said Mr Bateman.

## **A Timely Forum Says AFA CEO Given Market Uncertainties Just as Advisers Face Decisions on PI**

“It is an understatement to say that advisers are facing tough investment market conditions as well as changes to PI requirements. However, we think that this Forum will be timely on many fronts. Most immediately, there is the need to have clear strategies for handling fears and concerns about volatile markets.

“Our formula of getting the best advisers currently working in the industry to share their ideas on client engagement works well. Also, it is essential for advisers to keep building enduring client referral networks and our presenters have practical ideas in this area.

### **Forum Dates**

- WA - Tuesday 22 July (Frasers Park Function Centre)
- SA - Wednesday 23 July (The Hyatt, North Terrace)
- VIC - Thursday 24 July (Crown Towers)
- TAS - Tuesday 29 July (Hotel Grand Chancellor)
- QLD - Wednesday 30 July (Chifley at Lennox)
- NSW - Thursday 31 July (Doltone House)

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