



Media Release

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**AFA Launches 2009 Rising Star of the Year Award
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The Association of Financial Advisers (AFA) is calling for nominations for the 2009 AFA Rising Star of the Year Award (the Award). Founding sponsor, ING Australia, is supporting the Award for a fifth consecutive year.

AFA CEO, Richard Klipin, says the Award recognises the future leaders of the advice industry. "The AFA instituted the Award to acknowledge young practitioners who have achieved a great deal in a short time," he says. "These are the people who will help our industry to succeed in its mission to grow, manage and protect the wealth of everyday Australians over the long term."

Mr Klipin expects the Award to be hotly contested. "We experienced an astounding level of participation by young advisers in our GenXt roadshows which we took around the country this year," he says. "We therefore expect to receive an unprecedented number of nominations for the Award."

To be considered a Rising Star, young advisers need to:

- Demonstrate high levels of advisory skills and knowledge
- Have been working as an adviser for three years or less
- Be based in a practice, either as an employee or as a principal
- Provide quality/holistic advice, including risk advice
- Have made contributions to the community
- Have contributed to the industry
- Have an appropriate educational background and qualifications
- Have the **X** factor the Rising Star Factor

Gerard Kerr, ING's Head of Marketing and Retail Product, believes that nurturing new talent is the key to sustaining the industry's growth. "It's in all our interest to ensure the future of the financial industry is in good hands. That's why ING continues to sponsor the AFA Rising Star of the Year Award. It's our way of helping recognise, celebrate and support tomorrow's leaders."

Brad Fox, the 2008 AFA Rising Star of the Year believes the award has had a positive impact on his business. "I believe clients choose advisers based on

three attributes; credibility, ability, and likeability. Clients accept my credibility and ability quickly, as the award recognition means I have ticked those boxes”, Mr Fox says.

Nominations for the Award close on 31 July ,2009 and the winner will be announced at the AFA National Conference on 4 October 2009. Nominations can be made online at the AFA website – www.afa.asn.com.au

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