

MEDIA RELEASE

SECURITOR JOINS THE ASSOCIATION OF FINANCIAL ADVISERS

SYDNEY: 12 December 2011 - Securitor, part of BT Financial Group, and home to almost 500 advisers across the country, has become the latest licensee to join the Association of Financial Advisers (AFA).

AFA CEO Richard Klipin said the AFA is delighted to welcome Securitor on board. “We have great pleasure in welcoming a licensee of the calibre of Securitor to the AFA and look forward to working with them.”

BT Financial Group Head of Dealer Groups, Matt Englund said the decision to join the AFA was based on the group’s ongoing commitment to supporting the financial planning industry and its professionalism.

“All of our authorised representatives must be members of a professional association,” Mr Englund said. “We want to provide Securitor practices with access to professional industry associations that can represent their interests. We have been impressed by the quality of the AFA’s membership program, their commitment to the industry and their passion for representing advisers.”

Mr Klipin said, “It is part of our ongoing strategy to welcome more licensees to the AFA so that the voice of advisers is heard more distinctly and more strongly in our communities and in Canberra.”

Mr Klipin said the AFA has experienced 26 per cent membership growth over the calendar year, a fact he attributes to the AFA’s strong ethos and adviser focus.

“Given all that is happening around the Future of Financial Advice reforms, recruiting more licensees to the AFA is part of the ongoing mission. It has never been more important to ensure that the voice of advisers is heard in our communities and in Canberra. The more voices we have, the louder our concerns will be heard.”

The AFA now represents more 7000 advisers through its relationships with licensees across Australia and individual members.

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Media Contacts:**Richard Klipin - CEO, Association of Financial Advisers (AFA)**

0412 127 834 Richard.Klipin@afa.asn.au www.afa.asn.au

Julie Bennett – Principal, 64 Media (for the AFA)

0407 071 121 julie@64media.com.au www.64media.com.au

About Securitor Financial Planning

Having chalked-up 25 years, Securitor is one of the most established licensees in the country, with almost 500 advisers and 240 practices in the network.

Securitor works on a partnership model where practices can come to the group with their own distinct value proposition and receive tailored services to support their business.

Securitor is a proactive, agile licensee that adapts to industry change and evolving adviser needs.

About the Association of Financial Advisers (AFA)

The Association of Financial Advisers (AFA) is the longest running professional financial adviser organisation in Australia and its members have been providing trusted advice to consumers for 65 years. The AFA celebrates its diamond anniversary this year. Through individual memberships and relationships with licensees, the AFA represents over 7,000 members. These members offer a broad range of financial advice services to ordinary Australians with many having specific expertise in risk protection. The AFA aims to: provide a robust united voice for all financial advisers and their clients; continually improve practices and to focus firmly on the exciting, dynamic future of the financial advice profession. With six and a half decades' success, the association's ongoing relevance is due to its philosophy of providing leadership and direction to advisers and their clients. It is an association run by advisers for advisers - this means advisers set the agenda, decide which issues to tackle and shape the organisation's strategic plan.