



MEDIA RELEASE

AFA LAUNCHES NEW BRAND – ‘MAKE IT HAPPEN’

GOLD COAST: 23 October 2011 – The AFA is delighted to be celebrating 65 years of servicing the financial advisory profession and to announce the launch of their new brand.

Whilst the AFA’s core identity remains the same – an Association ‘by adviser for adviser’, the new visual identity and positioning is contemporary and represents the Association’s values.

AFA CEO, Richard Klipin said a number of factors influenced the decision to rebrand the AFA. “The marketplace is changing, there are changes in consumer expectations and the AFA is evolving and growing,” he said. “Member research demonstrated that the AFA are outward looking and practical, nimble and adaptable, passionate about working together for a better future for all and have access and influence where it counts. These qualities set the tone of the new brand and positioning statement ‘Make it happen’.”

AFA President, Brad Fox said ‘Make it happen’ encapsulates the AFA strong ‘can-do’ approach. “AFA members ‘Make it happen’ for their clients every day,” he said. “Good advice transforms lives and gives them choices in good times and bad. AFA Members help Australians build, manage and protect their wealth. ‘Make it happen’ is a reflection of the actions of the AFA and has many aspirational qualities.”

The AFA stands proudly on four brand pillars:

- **Voice:** Being the most effective voice to government, media and consumer
- **Education:** Providing a clear education and development pathway for financial advisers
- **Leadership:** Delivering better access to insights and expertise
- **Community:** This is two-fold. Firstly, making a greater contribution to the Australian community through the AFA Foundation and secondly, the AFA fosters a strong community of advisers who learn, grow and thrive

The new logo represents the many layers and complexity of life. The metaphor is a kaleidoscope.

It stands for the adviser's ability to make sense of the future, by arranging it into a more logical platform.

The AFA has also rebranded the AFA Foundation and GenXt and have refreshed their stationary, marketing collateral and electronic communication. "The exciting new website content and functionalities will be launched Jan 2012," Mr Klipin said. In 2012 and beyond, make it happen with the AFA."

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About the 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.