

## MEDIA RELEASE

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### AFA ANNOUNCES ZURICH AS KEY SPONSOR FOR THE 2006 ADVISER OF THE YEAR AWARD

The Association of Financial Advisers (AFA) today the launched the fourth annual Adviser of the Year Award.

“As an Association, we are committed to excellence and the purpose of this award is to recognise excellence in advice and in practice management.

“The financial advice industry is continuing to evolve and a key part of that evolution is to produce a shortlist of exceptional, innovative advisers from which the best of the best is chosen. By honouring the best of our established advisers, we are ensuring that the industry gets the opportunity to learn from them.

“Zurich is again sponsoring this Award in 2006 which reflects its continued commitment to building a better industry through encouraging public recognition of excellence. Zurich’s support makes it possible that we can have knowledge of this innovation passed on to the industry. We thank the Zurich for this support and for their ongoing passion for excellence,” said Michael Murphy, President of the AFA.

“For the past four years, Zurich has seen the benefit of this award in recognising excellence in the provision of advice. Zurich has had a long term commitment to these awards and believes that the whole industry benefits from this search for excellence. By searching annually for our industry’s best adviser we are seeing how far the service bar is being raised. It is very pleasing to see the ongoing improvements in service levels, efficiencies and innovations that are identified in the judging of these awards,” said Kevin Goss, National Sales Manager at Zurich Australia.”

“Like other service businesses around Australia, our best advisers are innovating as they grow their practices with better service levels. We see this award as the ‘Alan Border Medal’ of financial advice. There are world class advisers and practices out there and this award is looking to find the best advice practices in Australia,” said Richard Klipin, CEO of the AFA.

The main criteria for the 2006 Adviser of The Year Award being:

- Qualitative assessment
- Quantitative assessment
- Contribution to the community
- Contribution to the industry
- Educational background and qualifications

There will be a judging panel of five for the award. The panel will comprise two experienced industry people from the AFA , one from Zurich, and two independent industry representatives.

Nominations are now open for our industry to find the Adviser and recognise them. Call the AFA National Secretariat or download the forms online from [www.afa.com.au](http://www.afa.com.au) to make your nomination.

The winner will be announced at the Annual AFA National Conference in Sydney on 31 October 2006.

Previous winners include:

2005 Jim Taggart

2004 Brian Boggs

2003 Bernie Toohey

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