

## **MEDIA RELEASE**

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### **AFA LAUNCHES ADVISER OF THE YEAR AWARD 2007 ZURICH COMMITS FOR A 5<sup>TH</sup> YEAR TO THIS AWARD**

The AFA has launched the Adviser of the Year Award for 2007. "This Award fosters and recognises excellence in advice in Australia and we are very pleased that Zurich has once again renewed their commitment to this process," said Richard Klipin, CEO of the AFA.

"Advisers, who must be members of the AFA, are judged on criteria such as their experience, contribution to the industry and the quality of their business and practice management" Richard said.

Zurich was the inaugural sponsor when the award was established in 2003. Now it is the major national award for the Association's advisers. "Our partnership with the AFA offers us the opportunity to demonstrate Zurich's commitment to the industry's most critical issues; service, support and education," Zurich's Head of Life Risk, Andrew McKee said.

Nominations are now open for the 2007 AFA Adviser of the Year Award. The nomination form is available from the AFA's website [www.afa.asn.au](http://www.afa.asn.au). The 2007 AFA Adviser of the Year Award will be presented to the successful adviser at AFA's Annual Conference Gala Dinner at the Royal Pines on the Gold Coast on 16 October 2007.

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Previous winners were asked to comment on how winning the award assisted them in building their practices:

#### **Troy Edmondson – 2006 AFA Adviser of the Year**

"The AFA Adviser of The Year Award is a tremendous initiative by the AFA and sponsor, Zurich. The Award has provided a fantastic boost to our business and has been instrumental in establishing instant credibility with clients referred by accountants.

#### **Jim Taggart – 2005 AFA Adviser of the Year**

"The Award was and still is a tremendous experience and one that my whole team has celebrated. It has given me a tremendous opportunity to improve my business but also a wonderful chance to be the AFA's Ambassador for it's members in helping to raise key issues and to share my knowledge & experience.

#### **Brian Boggs – 2004 AFA Adviser of the Year.**

"Being awarded the adviser of the year was a humbling experience, given that the AFA membership is made up of some excellent advisers. Receiving the Award was a wonderful recognition of the effort we had put into restructuring our business to best practise standards."

#### **Bernie Toohey – 2003 AFA Adviser of the Year**

"Winning the inaugural AFA Adviser of the Year was a highlight of my professional career. It raised my profile right across the financial services industry, which in turn created opportunities for me. Even today, after almost 4 years, I still look back on that night at the Gold Coast with immense pride and wonderful memories.



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