



Media Release

**** May 2007**

AFA Launches Rising Star of the Year Award for Young Advisers.

ING commits – For a 3th Year to this Award.

The AFA is pleased to launch the 2007 AFA Rising Star of the Year award, now in it's 3rd Year.

The award recognises new advisers who provide quality, holistic advice, demonstrate a commitment to education and contribution to the industry and their community. The award was established in 2005 and ING Australia continues with its sponsorship of this Award for the 3rd consecutive year.

“The AFA’s commitment to the future of the industry has been growing over the past 18 months as the Association commenced a new recruitment drive for members and the obvious target being new entrants to the industry.

“The Rising Star Award complements the ongoing AFA GenXt program that is being run around Australia. Together, the AFA offers young advisers the ability to learn, grow and be recognised.” said Richard Klipin, CEO of the AFA.

“A significant portion of new members to the AFA are under 40 and we want this emerging group to be recognised by their peers and by the industry. These people want to learn from the best of their peers.

The judges are looking for the best and the AFA will ensure that the elements that make up our Rising Star – processes, focus, strategies, outcomes – are made available to all of our members. That is the nature of the AFA – our professionals sharing their ideas and their success recipes with each other,” said Dennis Bateman, AFA President.

“At ING we are proud to, once again, be involved with the AFA’s work in building and recognising emerging talent in the financial adviser industry. “In 2006, the calibre of nominees was really overwhelming. And the opportunity to once again be involved is not only exciting, it’s inspiring. Every

year the competition gets stronger; I'm sure this year's nominees will once again prove the industry is in good hands" said Mark Vilo, Head of Marketing Life Risk. Previous winners include Jason Danjoux from Matrix Planning Solutions (2006) and Esther Althaus from AMP Financial Planning (2005).

Key criteria include:

- Knowledge.
- Working for three years or less as an adviser
- Practice based as an employee or as a principal
- Provides quality/holistic advice, including risk
- Contribution to the community
- Contribution to the industry
- Educational background and qualifications
- The **X** factor the Rising Star Factor

Nominations are now open and forms can be downloaded from the AFA's website www.afa.asn.au

The winner will be announced at the AFA Annual Conference at Royal Pines, Gold Coast 14 October 2007.

Media Contacts:

Richard Klipin
CEO
Association of Financial Advisers
Mob 0412 127 834
Richard.Klipin@afa.asn.au

Dennis Bateman
National President
Association of Financial Advisers
Tel (07) 4639-1399
dennis@toowoombafinancialcentre.com.au

Mark Vilo
Head of Life Risk Marketing
ING
Ph: 02 9234 8111
Email Mark.vilo@ing.com.au

www.afa.asn.au

...Ends...