



## Media Release

**\*\* October 2007**

### **2007 AFA Rising Star of the Year Awards – Assessment of Finalists is Coming Down to the Wire, Ahead of Announcement of Winner at 2007 AFA National Conference**

AFA reports a strong response to its Rising Star of the Year Awards. The winner will be announced during the 2007 AFA National Conference on the Gold Coast in mid-October. All states have been represented among the **21** nominees.

“The judges are now down to the wire with the finalists and it is interesting to see the various trends emerging among the business approaches of the applicants.

“Advisers must be members of the AFA and are judged on criteria such as their experience, contribution to the industry, plus the quality of their business and practice management,” said Richard Klipin, CEO of the AFA.

The business models of the Rising Star finalists can be broken down into three categories:

- Young advisers pursuing a succession plan of the practice from their parents who commenced the business
- Salaried advisers working in established practices who are seeking to buy in over a planned period
- Entrepreneurial model where advisers are setting up own shop early on in their careers without external support

ING continues to sponsor the AFA’s Rising Star of the Year awards.

“A significant portion of new members to the AFA are under 40 and this award seeks to uncover the best of our new young talent. The judges are looking at these young advisers are concentrating on the key elements of their businesses: processes, focus, strategies and outcomes. The winner will be exceptional because the quality that we are seeing in the whole Rising Star judging process has been very high,” said Mark Vilo, Head of Life Risk Marketing at ING.

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