



MEDIA RELEASE

AFA launches Pulse – for paraplanners

SYDNEY: 19 July 2019 – The Association of Financial Advisers (AFA) is pleased to announce the launch of Pulse, a new community of practice for paraplanners.

AFA CEO Philip Kewin said, “As paraplanners are often at the very heart of an adviser’s business, our vision for Pulse is to empower them to feel more connected to their own community, share resources and learnings, and have their unique voice heard.”

Pulse has been designed to operate primarily as an online community, reflecting the way many paraplanners work. It has launched with a Facebook page and will be led by national chair and paraplanning business owner, Hayley Knight, who will be supported by a team of state chairs.

“I am honoured to be the inaugural leader of Pulse and look forward to collaborating with other paraplanners to help further develop Pulse into the kind of community they want and need to support them in their day-to-day business,” Mrs Knight said. “Pulse is about uniting as one community to support each other, but it is also about standing up in support of advisers and the work we all do towards the common goal of delivering great advice to everyday Australians.”

To celebrate the launch, Pulse will host its first networking event, a breakfast featuring Michelle Hoskin, at the AFA Conference in August. Michelle founded Standards International, the UK’s premier certification body for British and international financial services standards and recently led a sector committee to develop and launch a new international standard for paraplanners.

Further details are available at: <https://afa.asn.au/afa-pulse>.

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About the AFA

The Association of Financial Advisers Limited (AFA) has been the authentic voice on the value of financial advice for over 70 years. Today, the AFA is a vibrant, innovative association, where the underlying driver of policy is the belief that great advice transforms lives. To this end the AFA is striving to achieve the vision of Great Advice for More Australians. The AFA's ongoing relevance as a professional association is derived from its success in engaging with the major stakeholders in financial advice including advisers, consumers, licensees, product and service providers, and the regulator and government. Culturally the AFA believes in the value of collaboration to create powerful outcomes and this drives how we achieve influence and work towards our vision.