

# The Morning Bulletin

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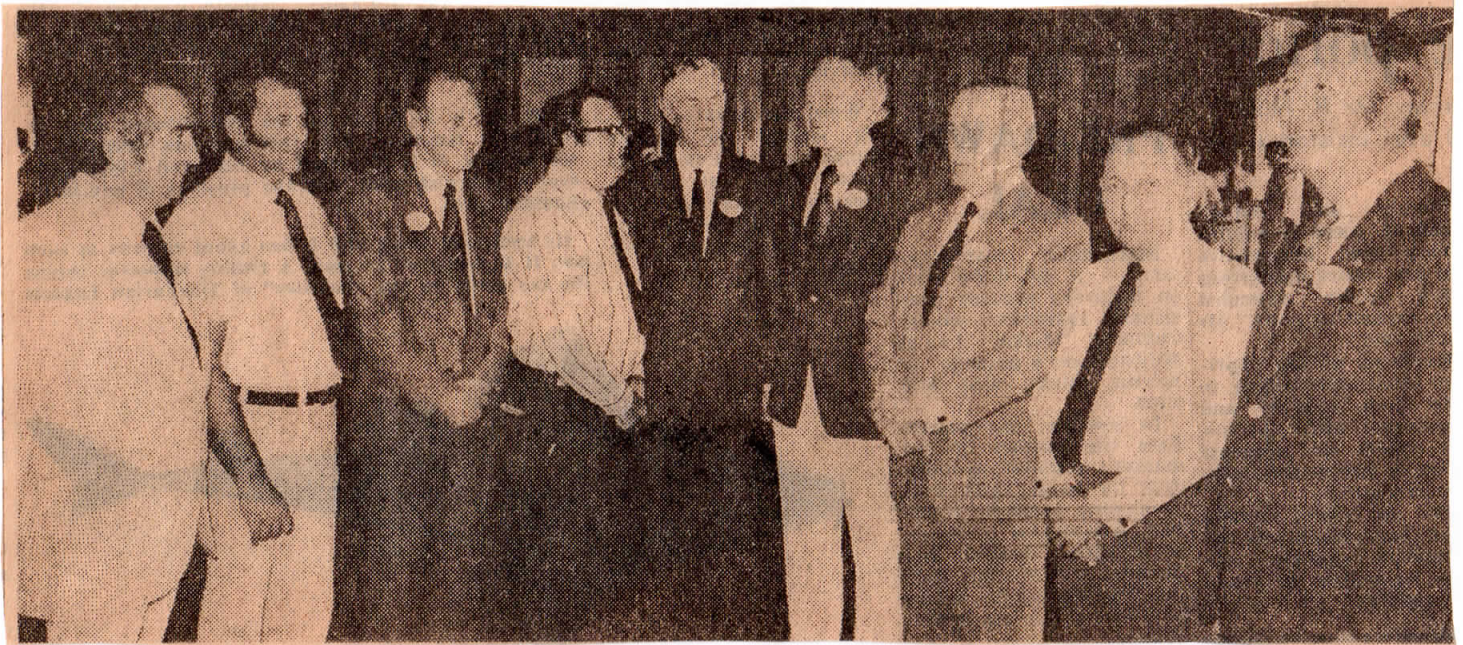
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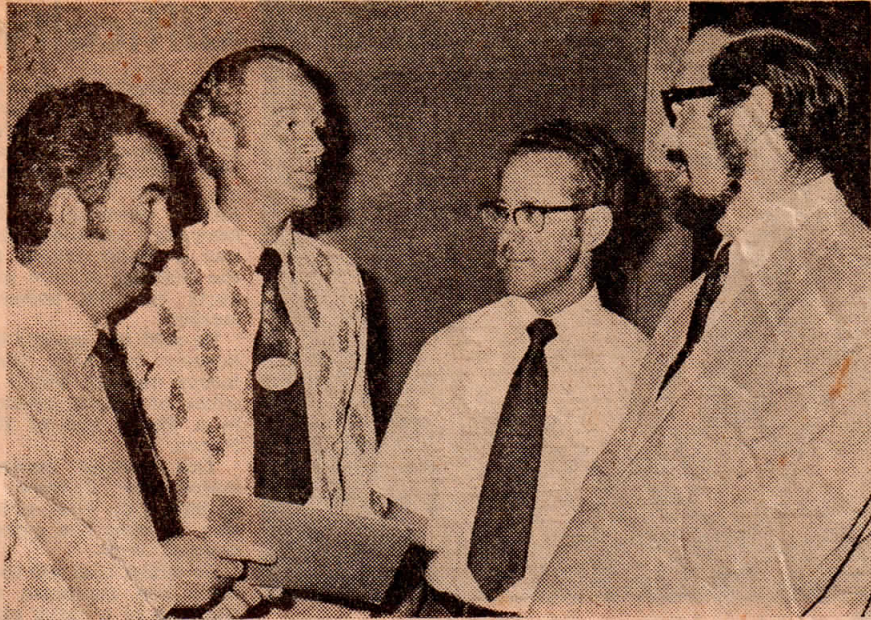
Rockhampton, Monday, November 25, 1974

RECOMMENDED PRICE 10c

## SEMINAR AT INSTITUTE

Guest speakers at the Life Underwriters' Association seminar, held at the Capricornia Institute of Advanced Education on Friday were pictured during the morning tea recess. They were Brian Jones (Brisbane), Ron Bird (Rockhampton), Bernie Jacks (Brisbane), Alan Agnew (Rockhampton, guest speaker, doctor of surgery), the Queensland Insurance Commissioner, Mr J. G. Rutherford, seminar convener, Robert Bom, "Dib" Wetherell (Brisbane), Ken Harwood (president of the Rockhampton branch of the Life Underwriters' Association), and Ken Berkery (Brisbane), country liaison officer for the association.





**The Director of the Capricornia Institute of Advanced Education, Dr A. S. Appleton, stressed the value of professionalism in modern society, when officially opening the Life Underwriters' Association seminar yesterday.**

The seminar was held at the CIAE Residential College.

Dr Appleton said that in the present consumer orientated, materialistic society, the demand was for more men and women of integrity and vision primarily concerned with the needs of society, rather than their own.

These people he described as the professionals, either formally qualified to be so called or not, who will determine the present and future values of our society.

In offering advice and taking professional action, the life underwriter applied his skill and knowledge in making judgments of people's needs and capacities, Dr Appleton said.

The complexity of modern life will demand more understanding of finance and legal matters by the life underwriter.

Dr Appleton said community recognition of life underwriting as a profession will be significantly enhanced when the extent and level of training of association members was similarly enhanced.

He told the seminar: "I am aware of the internal training schemes which many of your companies undertake.

"However excellent these may be, I believe that the community in general would regard courses offered by independent educational institutions to be of more value, particularly in ensuring uniformity of standards in the profession," Dr Appleton said.

The CIAE had tentative plans for a course in 1975 or 1976 which it was believed would be suitable to association needs.

"If we are able to offer it, we would look to your members for significant enrolments," Dr Appleton said.

Guest speakers at the one-day seminar yesterday were State president of the association, Mr B. L. Jones, and Messrs P.

Maughan, C. Staniforth and K. Berkery, all of whom are State councillors.

Discussing professionalism at the Life Under-

Association seminar at the CIAE yesterday are, from left, the Queensland president of the association, Mr Brian Jones, the chairman of the seminar Mr Robert Bom, the Rockhampton president of the Association, Mr Neville McPhee and the Director of the Institute of Advanced Education, Dr A. S. Appleton.

## UNDERWRITERS SEMINAR