



Association of  
Financial Advisers

## *Our Story*

*AFA 'Celebrating 65 Years'*

*1946 - 2011*

The mission of the AFA and its members for the past 65 years has been very clear – good advice transforms people’s lives and gives them choices in good times and bad.

As trusted professional advisers, AFA members help Australians build, manage and protect their wealth.

***‘Celebrating 65 years’***

*The AFA gratefully acknowledges the support of AIA Australia to produce this book.*

*The AFA would also like to thank all AFA members, office holders and partners who contributed their memories and stories to celebrate the AFA’s proud history and achievements. Some of the historical facts were sourced from ‘The First Thirty Five Years – A Historical summation’ Life Underwriters Association of Australia compiled by A A (Bill) Herbert, 1986.*

***With thanks, AFA Board***





# CONTENTS

Welcome messages

02

Proud heritage

08

Our journey

10

Our members

13

Our partners

15

The AFA through our members' eyes

17

Voice of the industry

32

Clients

36

Recognising excellence

39

AFA future directions

43

AFA in the community

49

Our leaders past and present

51

Current board of directors

51

Contributors

52



It's an association  
of advisers, by advisers  
and for advisers.



Plenary session at AFA National Conference

# Welcome message

## AFA President **Brad Fox**

Quality financial advice transforms lives and builds communities. Since its start in 1946, the AFA has provided a pathway to education, professionalism and success as an adviser. It's relevant and respected. With only 2 in 10 Australians in an ongoing financial advice relationship, the AFA can play a lead role in increasing this to 3 in 10, and that will ultimately benefit our members, their clients and corporate partners as the advice market grows.

In our 65th year, we're at a great crossroads with our senior 'boomer' members looking to share their wisdom and experience with the next generation. These young guns, are increasingly university

educated, but looking for mentoring and practical 'know-how' that only comes from experience. This next generation also brings their own restlessness, connection through technology, and energy to create an exciting future in their career as advisers and bring value to their clients. The AFA plays a key role as an education and peer network 'hub' that brings the advice community together.

I'm proud to be the AFA's President in its 65th year and I would like to thank the many members who contributed to 'Our story' – which reflects the richness of AFA's past and its exciting future!





The Association of Financial Advisers has been representing adviser interests and issues for 65 years.



AFA AGM at National Conference

# Welcome message

## AFA CEO **Richard Klipin**

In this the AFA's 65th year, it's a great time to reflect on the Association's proud heritage and celebrate its many achievements. This book features recollections and insights shared by our members. They are the life blood of the AFA and give their time and energy so generously, on AFA committees, as mentors, active members and through the AFA Foundation.

Advisers and our industry continue to be under intense scrutiny by regulators, government, the media and wider community. This is appropriate as we're dealing with peoples' futures and bear the burden of trust. This spotlight is also an opportunity to take the AFA's message of the 'value of advice' to the market and the Australian community.

We have a bright future ahead, with a strong and growing membership. Our increasingly diverse membership, with more women and younger advisers entering the industry, will all play a part of growing the advice community. The opportunity for the coming decade is for financial advisers to demonstrate their capability and professionalism as trusted partners to ensure the health and well being of the entire community – it's a great profession that can make such a difference in peoples' lives.

Let's celebrate our vibrant past and look forward to a bright future!





Football for Futures tournament



GenXt Beach Olympics at AFA National Conference

# Happy 65th AFA



Dear AFA Member

It is with great pleasure and honour that we at AIA Australia have partnered with the AFA to bring to you this wonderful AFA 65th Anniversary book of memories.

The AFA is a natural partner for AIA Australia as we are an independent life risk specialist with over 40 years in the Australian market and more than 2 million Australian policyholders.

AFA has been and is home to many people in this wonderful industry through its programs, forums, networks and conferences. As the 'voice of advisers' the AFA has clearly led, inspired and motivated many of us.

AIA Australia also applaud and congratulate all AFA members for the important service and value that you provide to Australians.

Enjoy this very special piece of history.

Kindest Regards

Pina Sciarrone  
Head of Adviser Services, AIA Australia





AFA National Conference Panel Session



AFA National Roadshow



AFA Rising Star of the Year Award



AFA Excellence in Education Award

## PROUD HERITAGE

The AFA originated as the Life Underwriters Association (LUA) of Australia and New Zealand in Brisbane in 1946. The Association held its first conference at the Assembly Hall, Prudential Building, Martin Place Sydney on 13th of July 1949 and was formally registered on 12th December 1949.

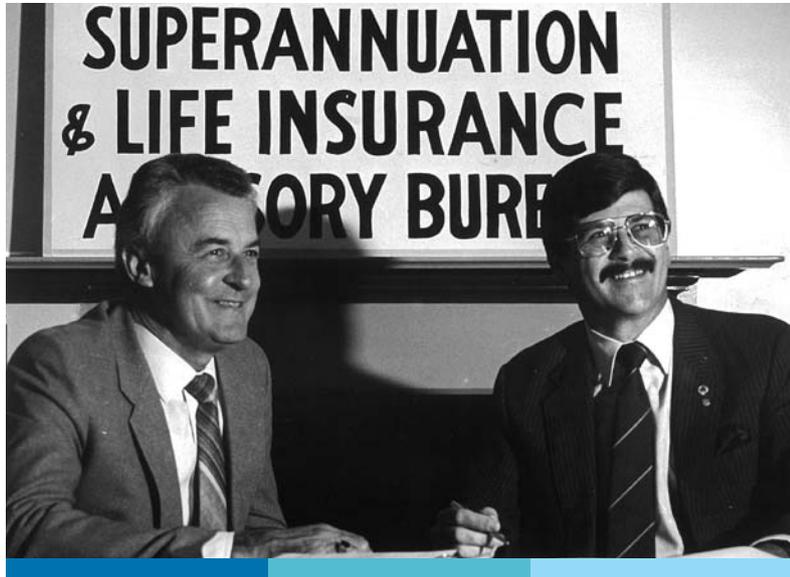
The Chairman, C E Blayney, said in his opening remarks *“Representatives of Life Assurance in Brisbane were first to see the necessity of getting together as a body on similar lines to their colleagues in America and Canada, where for many years such bodies have not only proved a tower of strength to themselves, but a great acquisition to the Life Offices.”*

“It’s the longest standing financial advisory association in Australia.”



The Association evolved as the Australian financial system and economy developed, and capability around product expanded. By the 1990s members were now advising across risk, insurance, trauma, superannuation, savings and investments. The Association’s name was officially changed to the Association of Financial Advisers in 1994, reflecting the expanding role of the adviser.

Queensland Past Presidents – function held at Tattersall’s Club, Brisbane.



Vice President of Public Relations, Mr. Bert Martin (left) and State President of the LUA, Mr. Darryl Seccombe (right), discuss last minute plans for the Superannuation and Life Insurance Day.

“I trust the movement will develop and your membership increase. The status of your profession cannot be too greatly enhanced in the opinion of those whom you are in daily contact. You are not vendors of goods or seller of produce - you are professional men with a mission in life.”

**Address from  
The Hon A.D Bridges, 1949**



Advisers in Brisbane outside GPO, 1986.

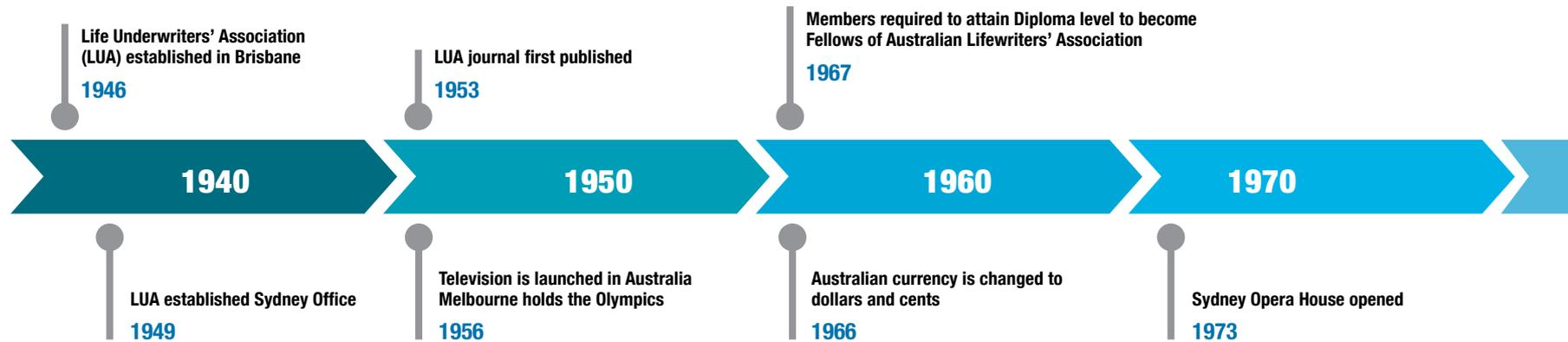
### First life insurance policy in Australia

- effected in 1833 by JT Gellibrand, Tasmania’s first Attorney General and co-founder of the city of Melbourne
- in 1837 it became the first claim when JT Gellibrand disappeared in the Geelong area – presumed dead, although no medical evidence about his death was ever produced, Sun Alliance, to the eternal glory of the industry, honoured the claim



Opening of LUA House, Canberra

# OUR JOURNEY



## 1952

- AA Herbert (Bill) joins the LUA. Involved in LUA Honorary roles from 1957 – 1985

## 1968

- MDRT legend Ben Feldman speaks in Sydney to the LUA

## 1969

- Launch of the LUA Consumer campaign “Deal with the man with a badge” in Readers Digest

## 1975

Launch of the LUA Training Courses

## 1978

Launch of the Family Time Consumer campaign

## 1980's

Mrs Evelyn Rigbye of Victoria is the first female State President

## 1990's

ALA becomes a Federation. National Office in Canberra

## 2003

- AFA Adviser of the Year Award: established with Zurich as the Foundation partner

## 2004

- Board commissions signature business plan for the future

## 2005

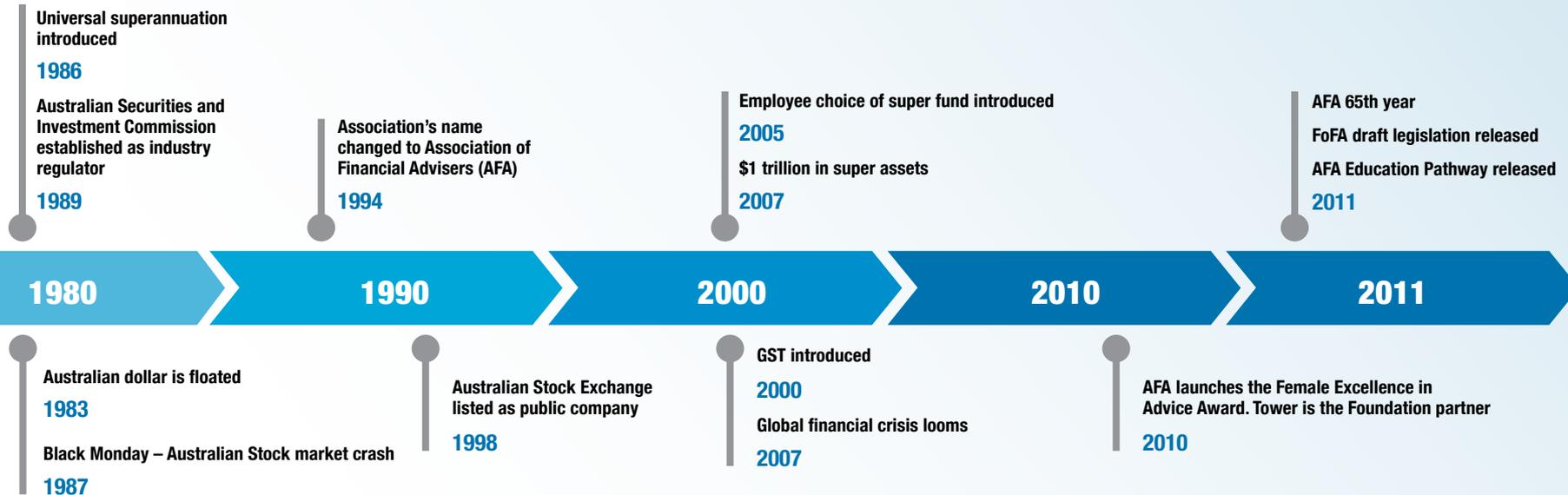
- AFA Rising Star of the Year Award: established with ING as the Foundation partner

## 2006

- CEO Richard Klipin appointed by Michael Murphy's Board
- New Board under Dennis Bateman's leadership
- National Road show reinstated

## 2007

- AFA GenXt established. Gerry Porter the “Godfather of GenXT”, Brad Fox the Foundation Chair
- Eureka Tower GenXT launch in Melbourne. 180 people in a rock concert atmosphere... “it was electric!” recalls President Dennis Bateman
- Inaugural Life Company of the Year Award with Plan for Life established



### 2008

- AFA holds Education Summit with Jim Taggart as Chair
- AFA establishes the AFA Excellence in Education Award: established with Asteron as foundation partner. Jim Taggart elected AFA National President.
- Global financial crisis hits. Wreaks havoc across the world and global markets.

### 2009

- AFA launches FChFP program to members, a JV with Mentor Education Group
- AFA established the AFA Foundation to focus on charitable partnerships in the community
- AFA appears as witness before the Ripoll Committee
- AFA media positioning increases rapidly
- AFA commissions landmark research on the value of advice, called 'Back to basics', clearly demonstrating the value advisers deliver to their client
- Michel Murphy awarded the inaugural Michael Murphy award for exceptional service to the AFA

### 2010

- The FoFA debate commences
- AFA launches the AFA to Consumer campaign "Make A Plan"
- Russell Collins awarded the 2nd ever Michael Murphy Award.
- Brad Fox Elected AFA National President

### 2011

- AFA invited to sit on Minister Shorten's Education and Ethics Committee



The AFA has always worked to lift standards and professionalism in the industry, in education and in the market place.

**Our members include:**

- Individual advisers
- Large licensees and institutions
- Small/medium licensees
- Students

**Strategic advice provided**

AFA members advise on:

- protecting Australians' families and businesses
- wealth creation and portfolio management
- self managed superfunds
- retirement planning

**Practice staff numbers**

- 55% have practices with six staff or less
- 45% have practices with seven or more staff

# OUR MEMBERS

AFA membership is growing at 26% per annum

26%

Approx 26% of AFA members have their own AFSL

26%



**afa**

Association of Financial Advisers

7,500

AFA represents over 7,500 advisers through its relationship with Licensees

2,400

AFA represents 2,400 individual members

AFA members include self-employed, small business people to large corporates and advisers working for these companies. As a national association AFA provides services to advisers across Australia in city, regional and rural areas

3

3 reasons to join the AFA:  
voice + education + community

74%

Approx 74% of AFA members are part of a larger AFSL



It is with gratitude the AFA acknowledges the role our many partners play in supporting the Association's activities and service to members and the advice community.

Richard Klipin, AFA CEO

# OUR PARTNERS

Industry partners are a key link in the value chain supporting advisers with relevant products and services to meet their clients' needs. These large organisations also play a major and direct role in the professional lives of our members.

The AFA continues to enjoy strong support through industry partnerships. The Association has an established connection with most major dealer groups across Australia. Our partners value their relationship with the AFA as it creates many opportunities to connect with individual advisers and the advice community more broadly through AFA forums, industry events and at conferences.

Our relationships with partners are long term and their support enables the AFA to have a larger impact in priority areas. These include expanding the AFA's educational offering and support for the AFA's suite of adviser awards. Through partners, the AFA has also undertaken market leading research providing insight into Australian consumers' financial needs, expectations and behaviour; as well as advisers' changing needs. On a practical level, AFA partners often make their resources and facilities available to the AFA and its members, such as hosting AFA board meetings in partner boardrooms.

AFA National Conference  
Partner Expo



A photograph of two men standing outdoors in a lush, green setting. The man on the left is older, with white hair, wearing a blue and white checkered short-sleeved shirt under a dark blue vest and light-colored trousers. He is smiling broadly. The man on the right is younger, wearing glasses, a white dress shirt, a light green patterned tie, and a dark grey suit jacket. He has a more serious expression. They are standing in front of a body of water, with a golf course and trees in the background. The lighting is bright, suggesting a sunny day.

“The givers are those who keep our industry going.”

“We’ve all been put on this earth to serve.”

Left to right: Russell Collins and Michael Murphy



# THE AFA THROUGH OUR MEMBERS' EYES

The following stories and insights were shared by AFA members, many of whom have devoted their careers to serving and building a robust association.

## Russell Collins

Long standing member, Winner of Michael Murphy Award for exceptional service, MDRT Stalwart, Mentor and Educator

I realised early on that in this industry there are givers and takers. And the givers are those who keep our industry going. From those early years, I was also struck by what was unique about our industry - that even as competitors, we were willing to share everything, very openly. Back in the early 70s, when I first attended an LUA seminar, I heard about the MDRT and immediately had a goal to aim for. Back in those days members would drive from all over Australia with full cars (as plane travel was so expensive) to attend our conferences. One of the first ones was held at the University of NSW with members staying in the student accommodation – it was February and there was no air conditioning! But we shared such great camaraderie and support. It hasn't changed today, very much an Association for advisers, run by advisers – and I hope this never changes.

While we have more education for young advisers coming through, we also have to support them in developing the communication and selling skills that are so vital, particularly on the risk side. Even with the internet and all the information available to clients today, with life insurance, they still need the adviser to get them to take action! I believe the future never looked better. These days the Association is out there in the media and in active debate with the Government and regulators. I'd like to see us maintain that voice and momentum in shaping our industry – being clear about who we are and what we stand for.

## Michael Murphy

Past National President, inaugural Winner of Michael Murphy Award for exceptional service, Past State Director SA

We've all been put on this earth to serve, not be served. To quote Russell Collins, "what better job is there than to wake up in the morning and go and help someone obtain peace of mind and financial security." From day one I determined my master or masters were my clients and it was my obligation to serve them, not the institutions responsible for product manufacturer. The AFA was my support base to uphold this view because of the like minded people in their membership. If you look at the history of any long established successful organisations, religious, cultural, educational they have all flourished based on values. Being professional is not the business you are in, but the way you are in business. Being qualified is mandatory but this does not give you any measure of personal standards.

The adviser, whilst often the last on the food chain, is the champion of the consumer. The AFA continues, true to its founding principles to be an Association that advocates for the adviser and the Australian consumer. I'd encourage current members, be generous with your time, as those who have gone before you have built a great organisation that has served the industry well - follow their lead and you will be rewarded in abundance.

## Bernie Toohey

Past National Vice President, Past Conference Chair,  
Life Member, Past State Director VIC

I was fortunate enough to be introduced to the ALA very early and got stuck into my LUATC courses from day one. In 1983 I became a full member of the LUA and have maintained that membership ever since. There were a core group of supporters who stuck by the AFA but we continued to shrink in numbers until we eventually had one meeting where we only had 8 attendees for the whole of Victoria. I look back on those dark days and recall the loyalty of people like Bill Haywood, Ian Wise, Caroline Hogan, Barry Sanders and Paul Riegelhuth to name a few, and I remember how hard it was to “keep the faith”. By the late 90’s I don’t think that most of our members can even begin to imagine how close we came to dissolving in the late 90’s, but it is marvelous what can be achieved if you have a core group of like minded people who will fight for a cause.

When I attended the AFA Roadshow in Melbourne the other day I was filled with pride when I looked across that room and saw all those people.

Mark Twain said: “When you need a friend, it’s too late to make one”. I have made so many lifetime friends through the AFA that I feel spoilt. I have been treated with a respect by my peers that I have found humbling, and I urge all members of this great association to get involved in whatever capacity you can. You will not regret it, I guarantee you that. The AFA has always had the creed: “run by advisers for advisers”, and it has certainly done that.

“The AFA has always had the creed -  
run by advisers for advisers.”

## Joe Nowak

Past National President, Life Member, Past Conference Chair,  
Chair of Policy Committee

My involvement has been to firstly make advisers more professional through education and business practices and secondly very heavily involved in the political side in Canberra. I’m very optimistic about the new breed of young advisers, well educated and technically well trained and there is a great need for more young advisers to address our under-insurance position in Australia and lack of proper financial planners in superannuation. The older established advisers must be prepared to mentor young advisers.

“I’m very optimistic about the  
new breed of young advisers.”



## Dr Jim Taggart, OAM

Past National President, International Committee member APFINSIA, Past Chair of Education Committee

A key part of life is learning and growth, so true professionals in the industry start and end with the AFA. It's all about setting and attaining standards, leadership at both individual and industry levels and importantly helping people be the best they can be. Also, recognising learning is not always a positive experience - it stretches us and takes us out of our comfort zone. I'd like to thank the AFA for giving me the opportunity to become a better person – through leadership opportunities, challenging debate, and being surrounded by professionals willing to share their expertise and insight...all this enhances your 'know-how' and skills. For me it's been a privilege.

In considering the profound structural changes the industry is experiencing, I believe the biggest challenge we face is ourselves. Some of the changes we can influence and some are out of our control, but our biggest constraint is our response and ability to adapt to change. Even in this dynamic period, we're experiencing more business opportunities than ever – by always looking to do things better, lifting our game, learning and staying true to the core of our profession: Like a true friend, our role is to be in peoples' lives in the good times and the bad times.

“Our role is to be in peoples' lives in the good times and the bad times.”

## Jack Headland

One of AFA's oldest members (joined in 1959), Fellow, Educator

I joined MLC as a 'collector agent' in 1947, servicing an area in the Eastern suburbs of Sydney. I joined the LUA back in 1959 and in 1975 was a student of the Life Underwriters' training course and then went on to complete a moderator's course. I'm a strong believer in education, particularly the importance of building sales and relationship skills which is so vital in our business. I'm confident, if the education piece is put into place, the AFA will attract even more successful advisers and grow.

Running my own business ranks as number one for me. A great moment in my career was moving from being a tied agent to being independent and able to do business with a large string of companies. In the early days everything was written out by hand. When computers came in that really got the process moving quickly, for example with quotations.

This is a unique business; it's a way of life. It's about meeting people and being able to help them and in the process pick up some very good friends along the way. I go into every new relationship with this in mind – that it will be an ongoing association. I think the AFA are doing a magnificent job and need to find a way of doubling membership!

“This is a unique business; it's a way of life.”



## Dennis Bateman

Treasurer, Past President, Past State Director QLD

Early in my career I was invited to a meeting of the LUA and encouraged to become a member. It was an eye opening experience with all these members out in the market actively competing with one another and yet would come together on a regular basis to help each other with ideas and relationship skills to succeed. Attending the 1980 LUA National Convention expanded my ideas about our industry and the opportunities it provided. I was exposed to all the top advisers in Australia as well as John Savage, a US adviser who attended as guest speaker. John Savage made the process of engaging with a client so simple and straightforward.

Thank you to all those that do put up their hand to serve this great association and industry as board members. The role of President is just that of a baton carrier from one president to the next. The success of the AFA is due to all the baton carriers and their boards over the years through good times and not so good times. It's our journey and I am glad that I came along for the ride as I am a better person for it. Thank you to all our members past and present who have taken part in our journey. There are many people who would like to go for the ride but don't want to pay the fare. I am happy that I paid the fare as it has contributed so much to my personal and business success. Overall the AFA has made a great contribution to the Financial Services Industry.

## Frank Daly

Past National President, Life Member, Mentor

A highlight for me was back in the 1980s when we went into battle with the top man at the ATO on a tax ruling that we believed discriminated against advisers. We attended numerous meetings with the QLD and then Federal Tax Commissioners. It was just a fantastic feeling when I received the call from the Commissioner saying they would actually change the ruling as a result of our efforts. We applied the same approach as we applied as advisers, firstly you had to be 100% prepared with a perfect case, then first win the client, then win the case.

Again today, we've got a fight on our hands with politicians and bureaucrats trying to control our industry without a real understanding of it or how advisers support and bring value to their clients every day. Again, I'd say, talk to all the players, especially the 'would be politicians' who will be voting in committee meetings...that's where your lobbying efforts will really pay off.

“...first win the client,  
then win the case...”

“The success of  
the AFA is due to all  
the baton carriers  
and their boards  
over the years.”



## THE AFA THROUGH OUR MEMBERS' EYES

### Chris Southgate

Winner of AFA Rising Star Award, Member

Being a member for the past 3 years has been a real positive for me and my business, personally and professionally. It is a great network for advisers and enables me to grow with like minded peers who I greatly respect. The quintessential moment has to be winning the Rising Star of the Year Award in 2009. It has provided great industry acknowledgment - it was an amazing and humbling experience that I will remember forever. This is a relationship business not a process business; therefore if you build strong honest relationships, your success is imminent.

“This is a relationship business  
not a process business.”



### John Craik

Past President

In 1996 we went from giving verbal advice to written advice. Many of our members decided that was it, and as a result walked away. Because you could ask most life insurance people why they sold the policy; but get them to put it in a concise way in writing and they couldn't do it. So we had a major skill problem. It was irrevocable change in the whole industry. It was a very good change and huge opportunity as it gave integrity to what we were doing and is very relevant to the debate going on now.

To be in this industry, I believe you need three things. Firstly, a 'call' to the industry – coming into this profession is an opportunity to serve. To do this well you've got to believe in the value of what we do. It's not just about making money it's about putting protection into homes of the citizens. Secondly, 'competency' – wrapped up in your knowledge, your skills and your ethics. Thirdly, 'character' – you're not born with good character it's built. Back in the 60's character was considered to be an important attribute for your selection into the business. In other words you had to have character references.

I've always been a strong advocate for education. The people in the industry doing the wrong thing were invariably not members of the AFA and hadn't done education courses promoted by AFA. Whereas the people who were the examples in the industry eg Russell Collins, were also members of the Association and had achieved relevant education. And this is why we're distinctly different because we have a desire for excellence. This is why we had strong associations with the MDRT – it was all about excellence.

“To do this well you've got to  
believe in the value of what we do.”

AFA National Conference  
'Meet the Professionals'

## Brad Fox

National President, Past Winner AFA Rising Star Award, Past National Chair of GenXt

The gap in knowledge and skills between the best and most experienced advisers and the newer advisers entering the profession is an industry wide challenge and was a personal challenge that confronted me. Having no direct experience in financial advice, bridging that gap was the highest priority in the beginning. Getting involved with the AFA almost from my first day was invaluable – it gave me exposure to loads of experienced professionals that were prepared to share their knowledge and invest in my development as a way of them giving back to the profession. This mentoring is priceless and with such a shortfall in the number of new advisers entering the profession we need to find ways to harness mentoring as a resource and leverage it. Programs like the AFA SOS Mentoring program are on the right track.

In October 2010 I was elected to the role of AFA President following on from Dr Jim Taggart. Given that Jim was the first presenter I saw at an AFA function and was the primary reason I decided to join the AFA, it is an honour to carry the AFA forward as his successor. The AFA has championed the consumer in the FoFA debate deliberately, as advisers' businesses are intrinsically linked to the consumer and their willingness and ability to seek and pay for financial advice. My personal goal is to help shape FoFA to create an advice landscape that allows advisers to operate sustainable, profitable practices and encourages consumers to seek the obvious benefits of advice – to be better protected, better saved, better planned and more in control of their future. The aim of any activity from associations should be to grow the advice market, not divide it.

“...it gave me exposure to loads of experienced professionals that were prepared to share their knowledge and invest in my development...”



## Brian Boggs

Chairman of AFA Foundation, Past State Director NSW,  
Past Conference Chair, Winner of AFA Adviser of the Year

The challenges have been transiting from a manufacturer's representative to a business owner of a financial advice business. The biggest challenge the industry still faces is selling consumers on the value of advice. I first joined the Life Underwriters Association about 1984, I served as the NSW Director 2005-6. During this period, we introduced a business plan to the board recommending the appointment of a chief operating officer, with board approval I approached Richard Klipin, he passed the audition and the rest is history. The new look AFA has a real cohesive feel about it, one members are proud to be part of. This change was bought about in no small part by Richard Klipin. I imagine that the AFA will become the Association of choice for financial services professionals and the post nominal becomes the education bench mark.

“The new look AFA has  
a real cohesive feel about it.”



AFA National Conference

## Ian Donaldson

National Past President, Life Member

In the 70s and 80s we were one of the first associations to have a paid lobbyist and from this activity we achieved a great deal for our members. Back then we were able to activate the support of an AFA member in every federal seat across Australia. A real turning point for the Association, was when we brought in and adapted a Canadian Financial Planning course. This lifted the bar on education standards and opened the path for establishing financial planning, as we understand it today, into Australia. AFA's defence of advisers with the current FoFA reforms is the best example of why we need the AFA today and into the future. As an individual adviser you really have very little political clout, but when you've got thousands of members all actively lobbying their federal member of parliament – that's huge power.

And now, many senior advisers have brought our sons and daughters into our businesses as successors – I believe this says a lot about how we view our profession and the industry, how proud we are of what we do and the great future we believe it offers.

“When you've got thousands of  
members all actively lobbying their  
federal member of parliament –  
that's huge power.”



## Sarah Riegelhuth

National Chair GenXt Committee, Dual Finalist AFA Rising Star Award, Member

The introduction of fee for service and the move away from commissions has been the biggest opportunity for advisers that I have experienced, although we are still in the throes of this big change, the movement toward financial advisers being considered professionals is extremely exciting and long overdue. My AFA membership has meant so much to me over the years, my professional development, confidence as an adviser and leadership ability is closely linked to the Association and the people I have been exposed to... the best of the best! A professional association is the cornerstone of a successful career in your chosen field, providing you with educational development, networking opportunities, access to mentoring and general support and inspiration throughout your career.

My dream is that the AFA become a publicly recognised brand, a membership which represents professionalism, high ethical standards, opportunity, leadership and a voice. The more you give, the more you get. We are so lucky to be in a profession that embraces sharing of knowledge and where lending-a-hand comes naturally to many of us. So many people have given me help over the years, I thank them for this and promise that I will always do the same for the next generation of advisers over my career.

“A professional association is the cornerstone of a successful career.”

Sarah Riegelhuth and her father, former AFA Vice President, Paul Riegelhuth.

## Dugald Mitchell

Past National President, National Chair of Education,  
Past Member of Policy Advisory Committee, Long standing member

I joined the LUA (NSW) in 1971 and over the next ten years was active in moderating classes of agents – it created for me great comradeship and lasting friendships. I remained an active member of the National Education Committee for over 20 years. My strong view on education is ‘make everything a student does count’ (even half day seminars) and have a responsible record keeper such as a university – this is the way to integrate training and education into the national system. Besides my great interest in industry education, I got involved in the Policy Advisory Committee and we began writing one page policy statements for members to canvass their local Federal Member – this lobbying method is still in practice today.

My views on the future haven't changed: education for advisers must fit within the Australian tertiary system, advisers must be paid appropriately for the highly skilful job they do, and the industry should be reorganised by Government appointed regulators into four sections: risk (life & disability), super, estate planning and retirement benefits – with minimum educational standards applying to each.

In all I've attended 28 National Board meetings and 16 consecutive National Conventions as well as travelling around the world (UK, US, Singapore, Israel and NZ) on behalf of the LUAA and AFA. I'm very grateful to the AFA for the great times and appreciated the acknowledgement I received in 2006 “your important contributions have helped to shape and strengthen the AFA now and into the future.”

“Make everything  
a student does count.”

## Bill Haywood

Long standing AFA member who served on many Committees

It has been both rewarding and satisfying to know that I may have contributed in making my clients' lives more secure. Without the role of the financial advisor, many would lose their homes and have a reduced standard of living in retirement due to unforeseen events in life and lack of good financial planning practises. Jim Vickers-Willis, always positive and creative in his thinking until his demise at age 90. Jim's creative drive gave us our motto “Dream It, Plan It, Live It” which is the concept behind much of our advice to clients.

The highlights for me were first enjoying the many National Conferences and sharing ideas with my peers, doing LUATC studies under the guidance of Bob Bryant (dec'd) and instigating the State Road Shows (with Bernie Toohey) to develop the AFA membership during the period 2000 to 2003. I see the future role of the AFA as that of assisting the industry towards a smooth transition to professional status.

“Dream It, Plan It, Live It.”

## Pina Sciarrone

Chair of AFA Victorian Committee

Head of Adviser Services, AIA Australia

It's been an absolute honour and reward to be part of the AFA family!! It's extremely important for a group of commonly minded people with common goals and ideals to have a voice in the broader Australian market whether it be a voice in the community, businesses or the government. It is also vital that an Association provides education, guidance and leadership to its members and non members. It's about the difference we make in people's lives and the journey we have with ourselves and others along the way.

“It's been an absolute honour and reward to be part of the AFA family!”



## Mark Stubbings

Chair of QLD State Committee, member of AFA Conference Committee, Member of Policy and Government Committee

Gerry Porter (ex AFA State Director QLD) got me involved, this followed to PIS where I realised the worth of a professional association where the heart of its concern was its members and properly representing them. The profession sorely lacked such an association, so I was motivated to be involved and help the AFA grow to fulfil that role. I have been absolutely thrilled with the profile, positioning and performance of the AFA. It is without doubt the pre-eminent body representing advisers and licensees to Government, the regulator and other stakeholders in the wider industry. Get involved! The time and effort you expend around supporting the professional association returns 'in spades'. The contacts, networks, ideas, and friendships you build are invaluable. Truly you get back what you put in.

“Get involved! The time and effort you expend around supporting the professional association returns ‘in spades’.”

## Adam Smith

AFA Vice President, National Chair Education Committee, Past Winner Adviser of the Year, Past member of National GenXt Committee

Since I began advising in 1990 I've experienced nothing but continual change, especially imposed regulatory change which has created both anxiety and opportunity.

Up until July 2006 I was oblivious to the AFA and by chance was invited by Zurich to the National Roadshow which I was so inspired by the likes of Jim Taggart, Troy Edmonson and Esther Althaus that I felt compelled to become a member on the spot and have been heavily involved ever since!

This can be a lonely industry and everyone likes to have a feeling of belonging which good organisations provide. A professional association is also a collective representation of voices which I feel the AFA has represented well for many years. The AFA 'family' feel brings the whole industry together as one which is highlighted well each year at the National Conference. We have a proud heritage but also the fortitude to adapt for the changing times ahead, which the AFA education pathway will play a key role for the adviser of tomorrow.

“The AFA ‘family’ feel brings the whole industry together as one.”



## Anne Fuchs

Member of AFA Conference Committee,  
Member of Licensee Membership Team

I have had many memorable moments at the AFA, however the real highlights involve dialogues with note worthy politicians about my beliefs about our industry and what direction we need to head in with their support. Changing the view of average Australians that getting financial advice can make a positive impact on their life, by creating opportunities for them personally that they never thought possible.

A professional association is paramount as they provide a voice so all participants have the opportunity to be heard and be counted. The sense of community is also very valuable in this increasingly competitive and ever changing world. I hope the work I have done and continue to do helps with the huge task of uniting people across all the segments of the industry so that one day we all work collaboratively for the common good of the financial advice profession.

“A professional association is paramount”

## Robyn Mohr

Member of AFA Education Committee, Judge on AFA Excellence in Education Award, Mentor

Telling our stories about the wonderful impact advisers have on clients lives, through the positive difference we all make, is the best advertisement we have. In my view the AFA provides a fantastic grass roots support for advisers in the market place. During times of uncertainty, it is important to have representation and the right people representing advisers' interests. I've been extremely impressed with the passion that the AFA has in ensuring advisers' interests are well represented and the effective way in which this is communicated both to members and the industry. Professional Associations need to be clear on three pillars, who they represent, what do they do to support their membership and effective communication. In my experience, the AFA has successfully delivered on these three pillars, which in turn has resulted in their ongoing growth and success.

“The AFA provides a fantastic grass roots support for advisers.”

## Danny Maher

Long standing member, Member of AFA Conference Committee, Member Victorian State Committee, Mentor

The spirit injected into many communities back in the “Collector” days will never be repeated where agents were a part of the day to day events in many rural towns. They became known by all, usually participated in community events and many were seen as elders within the community.

I enjoyed the camaraderie, sharing of ideas and the education programs and participated in all their events. In 1981 I was given my first opportunity to MC a breakfast function with 240 participants. I've been involved one way or another in the AFA ever since. It's imperative that we build an association that is better today than what it was when we joined so that it continues to represent the adviser, provide educational content and offer a home to those that seek personal development, access to an industry lobby group and fellowship.

“It's imperative that we build an association that is better today than what it was when we joined”

## Ron Lambert

Chair of Make a Plan Campaign, Long standing member, Mentor

I have been a member of the LUA/AFA for nearly 31 years. I remember back in the late-70's when I first joined the LUA, sitting in a café in North Sydney with Bill Herbert (CEO of LUA at the time) where he told me what a wonderful career the life insurance business is. Old Bill was right.

I want every adviser to remember that insurance is a promise that sits in the bottom drawer. It's not needed or even looked at until one becomes sick, injured or dies. I have delivered many cheques to disabled people and death cheques to bereaved spouses. The first such cheque makes one realise the powerful nature of this business. Every day we deliver on the promises for our clients and their families and in the process we are securing their futures.

“Every day we deliver on the promises for our clients and their families.”

## Darryl Elsley

Long Standing AFA member, served on many Committees, Mentor and Educator

“To quote a “Feldmanism” “It is not the return on the money, but the return OF the money”. To succeed in this industry, one has to always be open to change, be flexible and adjust where necessary. It is a great feeling to provide financial security for family and business protection which only this industry can provide.

“To succeed in this industry, one has to always be open to change.”



## Esther Althaus

State Director VIC, Winner AFA Rising Star Award

My first exposure to the AFA was when another adviser forced me to come along to an AFA event. On the table was a flyer calling for nominations for the Rising Star of the Year Award. I decided to nominate for the award and so became an AFA member and first Rising Star of the Year Award winner!

I immediately felt at home - the AFA and all who are involved with it create a strong 'family feel'. As a business owner, who is often working alone, tapping into the AFA means I'm surrounded by many like minded people and their passion and energy is infectious! Through the AFA, as both member and Director on the Board, I'm being exposed to such rich ideas, insights and learning both personally and professionally. Everyday I'm picking up on innovations that I can apply to promote and grow my business. So I suppose I've caught the AFA bug.

Over the past 6-7 years, I've seen the AFA's membership base grow and become more diverse with more women and younger advisers joining. The AFA's profile has also been significantly lifted, with the AFA now featuring prominently as the voice of advisers in both trade and mainstream media. While there's lots of change happening, some of it is proposed by people who don't understand or value what advisers do for their clients. Having a clear and strong voice through the AFA will help us shape the future of our industry to ensure changes make sense and benefit our clients and advisers.

“I'm surrounded by many like minded people and their passion and energy is infectious!”



# VOICE OF THE INDUSTRY

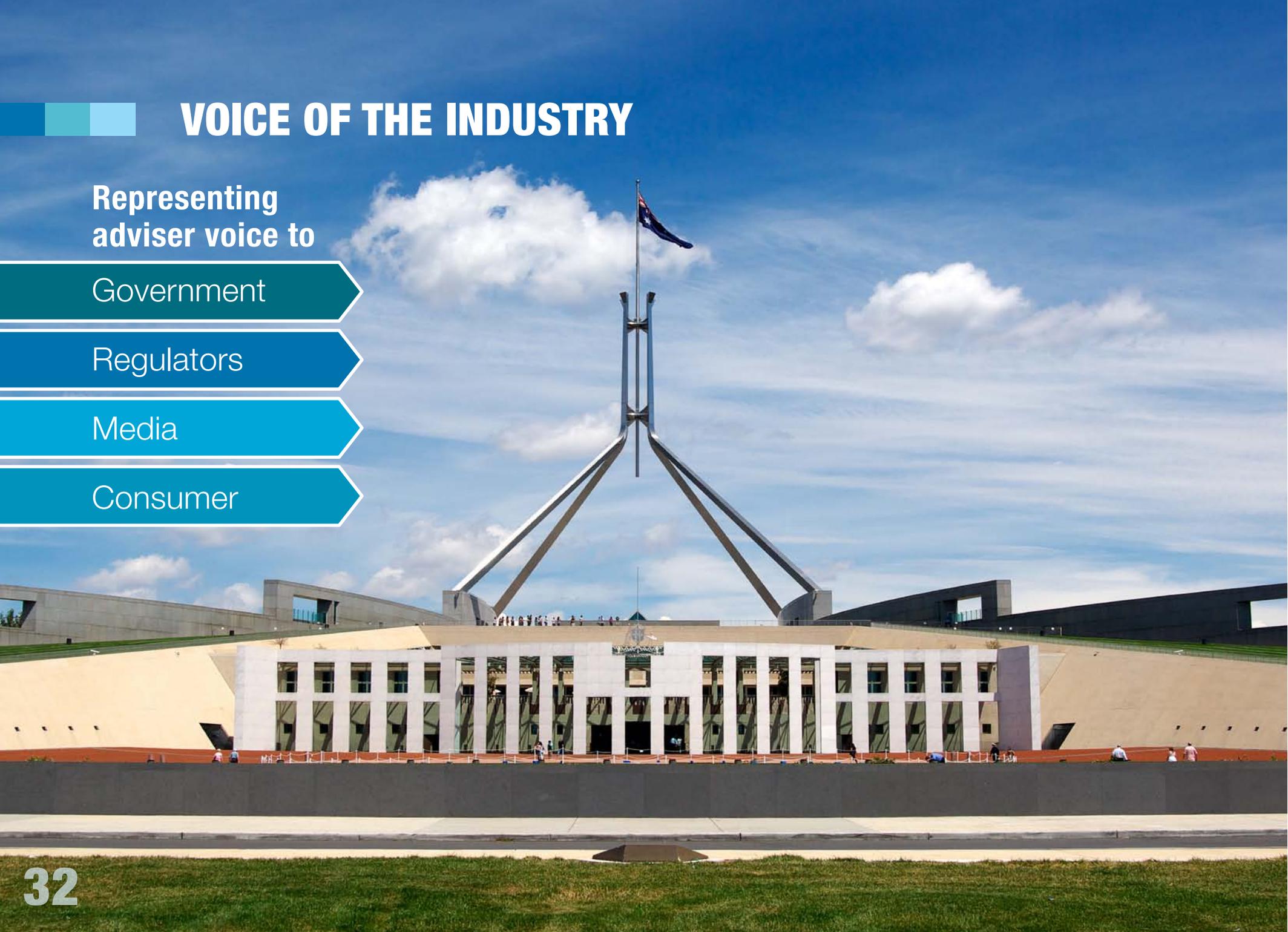
Representing  
adviser voice to

Government

Regulators

Media

Consumer



## VOICE OF THE INDUSTRY

The AFA has always worked collaboratively to ensure the views of its members are well understood by politicians, the regulators and the bureaucrats. This involved having a clear policy platform, clear political approach and a focussed media message.

These 3 parts of the strategy link together to deliver a clear and focussed message.

### AFA's Advocacy platform objectives

- Help shape both Government and Coalition policy regarding Financial Services
- Reflect the positive role of advisers through the media
- Position the AFA as a thought leader in this field of endeavour
- Build the brand of the AFA as a key stakeholder for all players in financial services

### Advocacy in action

Recent highlights 2006-2011

- Submissions to Ripoll and the Parliamentary Joint Enquiry
- Witness appearances before the Parliamentary Joint Committee and Senate enquiries
- Submissions to FoFA, Stonger Super, CP 153 and all major pieces of new & proposed legislation
- Regular visits to Canberra to meet all key participants
- Member Minister Shorten's Professional Standards Committee
- Regular member showcase events with Senior Government and Opposition members
- Significant and increasing media presence in all mainstream media inc ABC TV, Sky news, The Financial Review, SMH, The Australian, Network 10, and trades including Money Management, IFA

In recent years the AFA has been very forthright in the Ripoll enquiry, the FOFA debate and was invited to sit on Minister Shorten's, Professional standards and Ethics Committee as well as Minister Chris Pearce's Superannuation Committee.

Richard Klipin,  
The Hon. Bill Shorten  
and Andrea Forbes



**Financial planners to fight increased regulation**

ABC News 28 April 2011

**AFA calls on PM to outline real FOFA agenda**

Money management 28 September 2011

**Financial planners slam government reform plans**

ABC Lateline 29 April 2011

**Advisers warn of costs blowout**

The Australian 17 September 2011

**ASSOCIATION OF FINANCIAL ADVISERS OPENS ITS DOORS**

InsuranceNews 28 April 2008

**Interview with Richard Klipin**

Sky Business News (Sydney) 10 June 2011

**WANTED: SAFE PAIR OF HANDS**

SMH 22 June 2011

**BREAKING NEWS AFA Adviser of the Year 2011 Finalists Announced**

Risk Info 20 September 2011

**BAN RISKS EVERYTHING**

Professional Planner 1 July 2011

**Financial advisers seek fee clarity**

The AFR 14 September 2011

**Financial advisers seek fee clarity**

IFA Magazine 14 September 2011

**Advisers overhaul client value proposition**

IFA Magazine 6 April 2011

**AFA expands footprint**

InvestorDaily 18 April 2008

**We need professional education courses that set advisers apart**

Financial Standard 12 April 2006

**Good advice affordable to all**

SMH 25 May 2011

**Media Sources**

- Money Management
- Financial Standard
- IFA
- Professional Planner
- Risk Info
- Insurance news
- ABC news
- The Australian
- The AFR
- Sky Business News
- Sydney Morning Herald

## The AFA in the media

Lobbying government is only part of the equation. The AFA actively engage with the media to ensure the debate goes on and our collective voice is heard. The AFA has a comprehensive media strategy with clarity about its core messages.

The AFA supports and encourages members to lobby their local MPs and demonstrate the important role advisers play in building, managing and protecting the wealth of every day Australians. Increasingly the AFA is approached by media for comment on pertinent topics and provides regular contributions to special features, providing thought-leadership articles. The AFA is also at the forefront of the drive to promote the value of advice to help Australians secure their financial future.

Our media campaign focuses on three areas:

- Champion the value of advice
- Maintain the rage in Canberra - a fair deal for advisers; and affordable advice for clients
- Position the AFA as the Association of choice for advisers

Kerry Chikarovski and Senator Mathias Cormann



# CLIENTS



left to right Marc Bineham, Jo Brassett, Michael Nowak, Kenn Williams



The AFA gratefully acknowledges the advisers who shared their client stories which highlight the impact advisers have on their clients' lives in so many ways.

The AFA thanks Emily Saint-Smith, journalist Risk Info for preparing the clients stories.

## CLIENTS

### Adviser: Marc Bineham

Marc had been advising for just over one year when he met the Jensens. In their early 60s, the Jensens needed pension advice, but had doubts that 28 year-old Marc was up to the task. “This is it Marc,” Mr Jensen warned him. “You might have your whole life to plan your retirement but we don’t get a second chance. Don’t stuff it up!”

An anxious Marc turned to his mentor for help – just how could he relate to people more than twice his age?

The advice he received has stayed with him throughout his career: “If you know your stuff and you are doing the right thing for the client then it doesn’t matter how old you are.”

“I remember as a young adviser how isolated you can feel,” recalls Marc. “Having a mentor set me up with the skills and techniques to relate to clients. And that’s something which I’m really passionate about passing on to new advisers now.”

25 years on, Marc still has the same mentor, and the Jensens still send him a Christmas card every year.

### Adviser: Jo Brassett

Sitting down for their annual review, Jo’s client, Susie, admitted that she’d had a small procedure earlier that year, but that it was “nothing to worry about”. When pressed, Susie explained her doctor had found a small lump in her neck, which turned out to be cancerous.

Astonished, Jo asked why Susie had not made a claim on her trauma policy. “It was really small and they treated it with just a few radiotherapy sessions. I didn’t think it was worth worrying about,” she said.

Jo lodged a claim on behalf of her client. “I guess it’s worth a shot,” said Susie at the time.

A few weeks later, Jo handed Susie a cheque, but she merely glanced at it and put it to one side. “I think perhaps you should take a second look at that,” nudged Jo. Susie’s hands shook as she stared at the seven digit figure. Shaking her head in disbelief, Susie said: “I had no idea that something so small could lead to something so big.”

For Jo, the encounter reaffirmed the importance of annual reviews, and what a difference an adviser can make.

### Adviser: Michael Nowak

In his first year as an adviser, Michael met Stuart and Deanne. The young couple had just given birth to their first child and wanted the security of a life insurance policy. Michael recalled how transactional the process was: “You can’t build trust straight away, no matter how skilled an adviser you are.”

For two years Michael maintained regular contact with his clients, but his advice was limited to reviewing their current insurance arrangements. Then, in year three, Stuart received a pay rise. He decided he needed to do more with his money, and was also looking for help consolidating his super. He approached Michael. “I can trust you with this,” Stuart said.

Michael is now more than just an adviser to Stuart and Deanne, he is a friend. He’s a regular visitor to their new house, purchased to give their now two year old daughter more room to run about. “I just really enjoy going out and meeting people,” says Michael. “But what’s really satisfying is being on the journey together. And that feeling only comes after you’ve earned their trust.”

### Adviser: Kenn Williams

When Kenn met Jim he had already been diagnosed with terminal cancer. He came to Kenn looking for someone to “sort out” his finances. Unfortunately for Jim it was too late to arrange any new insurance, so Kenn looked instead at Jim’s existing superannuation accounts.

Like many Australians, Jim had many separate super funds. With Kenn’s help, he was able to consolidate his super, and retain the insurance cover he already had.

Jim, an eternal optimist, worked for as long as he was able, but after eighteen months, deteriorating health forced him to retire. Kenn arranged for his death benefit to be paid out under the terminal illness benefit so Jim could clear his debts. “Without our help, Jim would never have known he could receive his benefit in advance,” said Kenn. “He was so grateful when the claim was paid.”

Jim’s story is particularly meaningful to Kenn because he was able to provide help to someone who had the odds stacked against them. “You do so much of this work,” reflects Kenn. “For us it’s just another one of those jobs you do. But for Jim this help was absolutely critical.”



We believe that recognising excellence in practice is integral to building a strong profession - by embracing the next generation of advisers, increasing diversity and improving education standards.

## RECOGNISING EXCELLENCE

Over its 65 years of involvement in the advice industry, the AFA has sought to profile professionals that have made lasting changes to the industry.



**AFA Adviser of the Year Award** established in 2003, it represents the pinnacle of achievement for the very best advisers in our industry. It recognises the qualities of leadership, advocacy and innovation which drive success at an individual level and help develop professionalism and a positive public profile for our industry overall. Zurich has proudly sponsored this award since its inception.



From left to right: Graham Campbell - 2009, Adam Smith - 2008 (joint winner with Paul Daily not pictured), Philip Young - 2007, Steve Salvia - 2010, Troy Edmondson - 2006, Jim Taggart - 2005, Brian Boggs - 2004, Bernie Toohey - 2003

## RECOGNISING EXCELLENCE



**AFA Rising Star of the Year Award** established in 2005, the award recognises new advisers (who have practiced for three years or less) who provide quality holistic advice, demonstrate a commitment to education and contribute to the industry and their community. Sponsored by OnePath.



**AFA Excellence in Education Award** (previously known as the AFA Student of the Year Award) is dedicated to recognising, supporting and rewarding commitment and excellence in advice through participation in further education. Sponsored by Asteron.

### AFA Rising Star of the Year



Andrew Shakespeare  
2010



Christopher Southgate  
2009



Brad Fox 2008



Chris Browne 2007



Jason Danjoux  
2006



Esther Althaus  
2005

### Excellence in Education Award



Katherine Hunt  
2010



Dr Dennis Maddern  
2009



Jo Bean  
2008

## RECOGNISING EXCELLENCE



**Female Excellence in Advice Award** - a joint initiative of the AFA, TOWER Australia and the Macquarie Graduate School of Management. It aims to encourage greater participation by women as advisers and in leadership roles within the profession. It recognises outstanding achievement and contribution by a female adviser within the financial advice industry. The Award's patron is Kerry Chikarovski, and it was launched in Sydney in May 2011 by Professor, The Honourable Jennifer Boland.



Kerry Chikarovski, Sara Riegelhuth, The Hon Jennifer Boland



The AFA has a clear  
focus for its future  
growth and success....



AFA Board October, 2011 - Sarah Riegelhuth absent from this photo.



# AFA FUTURE DIRECTIONS

- AFA is the Association of choice representing advisers
- Campus AFA is the key educational offer for advisers and their staff
- GenXt is the dominant 'proposition' for young advice professionals
- AFA is sought by Government, the regulator and the media for comments and views
- AFA is a policy engine room and initiator

## Lead + Support + Inspire

....captures the elements of the AFA's priorities

### Lead

- We will continue to debate FoFA with politicians, Treasury and the regulators.
- We will continue to lead debate in the media.
- We will continue to represent your voice.
- We will not be maligned, we will not remain silent, our voice will be heard and it will be authentic.

### Support

We will provide support for our members by:

- Running relevant business transition programs.
- Ensuring the member community of the AFA support each other.
- By the SOS mentoring programs.
- By keeping our member's interests at the forefront of the debate.

### Inspire

- Good advice changes people's lives.
- There is a nobility to this profession that the FoFA regulations have missed entirely.
- These real life moments when advice moves from the page to real life choices are what makes the difference to people's lives.
- We will continue to ensure these stories are heard.

## GenXt

The AFA established GenXt to bridge the gap between the current and Next Generation by formulating a program of events and forums to facilitate the transfer of knowledge, experience, skills and networks between the generations. GenXt enables young advisers to build networks with their peers, complementary service professionals and centres of influence – networks that consolidate their development and enhance their profile within the industry. GenXt has its own National Committee and representatives in each State that organise the state based events and forums.



## Education Pathways

The AFA's vision of lifelong learning and education is embodied in its Education Pathway developed to enable its members to deliver better advice outcomes to Australian consumers. The aim of the AFA's Education Pathway is to ensure that advisers are competent, compliant and confident in their careers, whilst promoting the professionalism of the insurance and finance community.

“the AFA’s philosophy of education is based on a lifelong commitment to learning throughout our professional career. It is also a philosophy that says good advice is delivered by a combination of strong academic learning plus robust professional experience; augmented with strong practical skills.”

Adam Smith,  
National Chair  
Education Committee



## AFA FUTURE DIRECTION

Technology is increasing the ways AFA can connect with its members and partners and the broader community – providing up to the minute information, insights for members and forums for sharing knowledge and creating community.



The screenshot shows the AFA website homepage. At the top left is the AFA logo and the text "Association of Financial Advisers". To the right are links for "MEMBERS LOGIN" and "HOME". Below this is a navigation bar with tabs for "NEWS", "INSIGHTS", "COMMUNITY & EVENTS", "EDUCATION", "GENXT", and "CONSUMER". The main content area features a large banner for "The Search is on: 2011 AFA Excellence in Education Award" with a photo of three people. To the right of the banner are links for "JOIN THE AFA", "AFA MEMBER ACCESS", and "FIND AN ADVISER". Below the banner is a "LATEST NEWS" section with three articles and an "EVENTS DIARY" section for August. At the bottom, there is a "PLATINUM PARTNERS" section with logos for AMP, asteron, Commhure, BRLC, OnePath, and BT Insurance. The footer contains "ABOUT AFA" and "CONTACT US" information, including the address, email, and phone number, along with social media icons for Facebook, Twitter, and LinkedIn.



### AFA's brand evolving

The AFA has redeveloped its brand to ensure the visual identity and positioning is contemporary and represents the image and values they stand for.

AFA brand pillars are:

- Being the most effective voice to government, media and consumer
- Providing a clear development pathway for financial advisers
- Delivering advisers with better access to insight and expertise
- Making a greater contribution to the community by authentic involvement

The new AFA logo is the graphic representation of the Association and the brand. A combination of three elements makes up the AFA logo: the AFA symbol, the Association's full name and the abbreviation in lowercase. The logo symbol represents a colourful pattern created by light entering into a kaleidoscope. It stands for the AFA's ability to bring all the facets of an individual's financial circumstances together into a more logical platform.



The AFA is genuinely passionate about helping Australians secure their financial future by supporting advisers better in every way possible. The newly defined market positioning statement 'Make it happen' has been developed to support this intention. 'Make it happen' reflects the proactivity, nimbleness and effectiveness of both the Association and the AFA Adviser.

The AFA was, is and will always be an Association of advisers run by advisers. Whilst the core identity remains the same, the newly defined brand positions the AFA as being most effective in acting on behalf of consumers and advisers for a better Australia.

*AFA Make it happen*



AFA 2011 Brand Launch + AFA Celebrates 65th Anniversary + Regulatory Update FoFA

Volume 16 No. 28 Spring 2011 – 65th Anniversary Edition [www.afa.asn.au](http://www.afa.asn.au)

# THE FINANCIAL Adviser

An official publication for members of the Association of Financial Advisers.

**afa launches new brand**




Association of Financial Advisers Ltd  
 ACN: 008 619 921 ABN: 29 008 619 921  
 PO Box Q279  
 Queen Victoria Building NSW 1230  
 T 02 9267 4003 F 02 9267 5003  
 Member Freecall: 1800 656 009  
[www.afa.asn.au](http://www.afa.asn.au)



Make it happen

With Compliments



Association of Financial Advisers  
 ACN: 008 619 921 ABN: 29 008 619 921  
 PO Box Q279  
 Queen Victoria Building NSW 1230  
 T 02 9267 4003 F 02 9267 5003  
 Member Freecall: 1800 656 009  
[www.afa.asn.au](http://www.afa.asn.au)



Make it happen

Name \_\_\_\_\_  
 Title \_\_\_\_\_



Association of Financial Advisers  
 Level 6, 447 Kent Street  
 Sydney NSW 2000 Australia  
 Member Freecall: 1800 656 009  
 T 02 9267 4003 F 02 9267 5003  
 M XXXX XXX XXX  
 email@afa.asn.au [www.afa.asn.au](http://www.afa.asn.au)



Make it happen  
[www.afa.asn.au](http://www.afa.asn.au)

## AFA FUTURE DIRECTION

### AFA Foundation

AFA members have always been strongly connected to their local communities and they have a long and proud history of providing active support for social and charitable causes. The Foundation was established in 2007 to formalise much of this good work as well as reflecting the generosity and social conscious of its members. Since then we have proudly supported MS Research Australia, Beyond Blue, Make a Wish, Green Geko, Kokoda Challenge Youth Project, Save the Children, Friedreich Ataxia Research Association.



AFA Foundation plays an important role in engaging AFA members in raising funds and raising awareness with our chosen charity partners, ensuring the community spirit of sharing is part of the AFA philosophy, educating AFA members in the areas of philanthropy and giving and importantly working with our charity partners to make a difference in their lives.

“Being involved gives us all the opportunity to show Australia and the rest of the financial services community that members of the AFA care very deeply for the wellbeing of our community.”

Brian Boggs, AFA Foundation Chair

AFA Foundation in action in Cambodia



# AFA IN THE COMMUNITY

The AFA is proud to have supported the following organisations...



Betty Cuthbert and Simon Mckean



Freedom from MS sailing team



Jamie lee & Samantha Dwyer with Tony Lindley & Steve Helmich



We've come a long way  
over the past 65 years  
and we're sure the future  
will be just as interesting  
and dynamic.



AFA National Conference Welcome Party



## Our leaders past and present

1949 – 1951	Ebenezer MINNIS	1986 – 1987	H Frank DALY
1951 – 1959	Robert Ernest DAVEY	1987 – 1988	Dugald S MITCHELL, OAM
1959 – 1965	William Leonard McNAMARA	1989 – 1990	Joe NOWAK
1965 – 1966	Keith Edgar MASON	1990 – 1991	P S RICKARD
1966 – 1968	Bernard Patrick STINSON	1991 – 1992	R E SCURRAH
1968 – 1971	John Maxwell LENTON	1993 – 1994	F W MUGGERIDGE
1971 – 1973	Bernard JACKS	1994 – 1995	N J CLAPSON
1973 – 1974	Paul Anthony BRANNELLY	1995 – 1996	John CRAIK
1974 – 1976	Thomas Alfred WESTLEY	1997 – 1998	Wayne LEGGETT
1976 – 1978	Murray G HILLS	1999 – 2000	John HIBBERD
1978 – 1980	Ivan Bennett ELLIOTT	2001 – 2002	Joe NOWAK
1980 – 1981	Robert Neil DUCK-CHONG	2002 – 2003	Robin YATES
1981 – 1982	Gordon GETLEY	2004 – 2006	Michael MURPHY
1982 – 1984	Charles Henry WILSON	2006 – 2008	Dennis BATEMAN
1984 – 1985	Adrian G McEWIN	2008 – 2009	Dr Jim TAGGART
1986 – 1986	Ian DONALDSON		



## Current Board of Directors

President	Brad FOX	WA Director	Kenn WILLIAMS
Vice President	Adam SMITH	TAS Director	Kevin RICHARDSON
Treasurer	Dennis BATEMAN	QLD Director	Michael NOWAK
NSW Director	Mark BINEHAM	GenXt Chair	Sarah REIGELHUTH
VIC Director	Esther ALTHAUS	CEO	Richard KLIPIN
SA Director	David SUTHERLAND		

# CELEBRATING THE FACES OF THE AFA

The strength of the AFA has always been its members who care passionately about their profession and their clients. These are just some of the many members who have helped build the AFA into a strong and robust Association.



Helen Lonrigan



Troy Edmondson



Stephen Knight



Annick Donat



Mark Hawes



Bernie Toohy



Michael Harrison



Daniel Waller



Dugald Mitchell



Mark Subbings



Christina Kalantzis



Chris Browne



Michael Kinens



Amanda Woodcock



Helen Darke



Adam Lane



Julie Bennett



Joe Nowak



Gerry Porter



Darryl Maher



Brett Clark



John Craik



Julie James



Phil Kewin



Meryl Davidson



Peter Daly



Tim Browne



Sue McKeen



Chris Southgate



Hugh Crawford



Craig Yates



Pierre Kraif



Eleanor Harmann



Steve Currie



Jordan Hawke



Tony Lye



Mark Vilo



Fiona Navarro



Grahame Evans



Dr. Tony Virtue



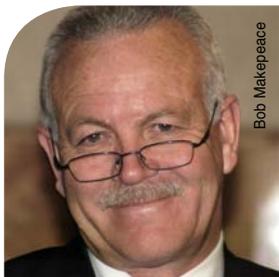
Robyn Mohr



Michael Carter



Sue Patterson



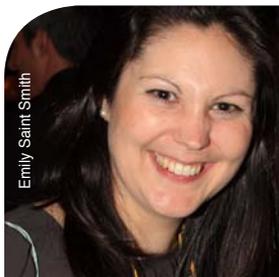
Bob Makepeace



John Langley



Winton Aslin



Emily Saint Smith



Nick Hakes



Gavin Glozier



Association of  
Financial Advisers

**AFA National Office**

T 02 9267 4003 F 02 9267 5003

Member Freecall: 1800 656 009

[www.afa.asn.au](http://www.afa.asn.au)



*belgair*

*The AFA 'Celebrating 65 Years' was edited by Michelle Ballard of Grow Group and designed and printed by Gary Scott & the team from Belgair Graphics Pty Ltd.*