

NEWS RELEASE

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GUARDIAN FINANCIAL PLANNING REPRESENTS ADVISERS MORE STRONGLY IN FoFA DEBATE THROUGH AFA PARTNERSHIP

Suncorp-owned dealer group Guardian Financial Planning announced today that the group has formed a partnership with the Association of Financial Advisers (AFA), joining the AFA's Licensee Partnership Program.

The partnership puts Guardian on the front foot with Government to fight for the rights of advisers in the light of the FoFA (Future of Financial Advice) reform package announced on 28 April.

As an AFA partner, Guardian has the opportunity to create and maintain quality relationships with the AFA's influential members and enjoy the following benefits:

- Representation before the Government and regulator on policy issues.
- Opportunity to work with Australia's leading advisers.
- Reduced membership fees for Guardian advisers.

AFA CEO Richard Klipin said: "The AFA is delighted to welcome Guardian Financial Planning on board as a licensee partner. Guardian is home to around 150 authorised representatives operating across Australia who look after the needs of more than 130,000 clients in Australia."

Guardian Financial Planning Executive Manager Simon Harris said it was Guardian's ongoing responsibility and commitment to advisers that compelled the group to join the association.

"Our partnership with the AFA gives our advisers a stronger voice in the current dynamic and changing regulatory environment," Mr Harris said.

The partnership will also ensure that Guardian works collaboratively with the AFA's Licensee Working Group to allow advisers' interests to be represented fairly and adequately before the Government and regulators.

"Over the last three years, the AFA has reinvigorated itself as an association that truly understands and cares about advisers - and one that has championed their needs in the face of significant regulatory change," Mr Harris said.

Mr Klipin said Guardian's membership complements the growing number of quality advisers and planning groups the AFA engages with.

"The AFA's strategy is to welcome more advisers to the association so that their voice is heard more distinctly and strongly within our industry and in Canberra.

"The AFA is and always will be an association which represents the concerns of advisers, adviser businesses and the clients they serve."

The AFA represents 7,000 advisers through its relationships with licensees across Australia and individual adviser members.

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About Guardian Financial Planning

This material has been prepared by GuardianFP Limited ABN 40 003 677 334 AFSL No. 243381 trading as Guardian Financial Planning (Guardian Financial Planning). Guardian Financial Planning is one of Australia's leading advisory groups, with around 150 advisers nationally, looking after the financial needs of more than 130,000 clients Australia-wide. Established in 2001, Guardian Financial Planning offers complete financial planning services, with a special focus on providing life risk advice. Guardian has a broad approved product list with representation by many manufacturers and advisers are authorised to provide advice on any superannuation fund including industry funds. Guardian Financial Planning is owned by the Suncorp Group – the largest provider of insurance in Australia.

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More information:

<http://www.guardianfinancialplanning.com.au/>

About the Association of Financial Advisers (AFA)

The Association of Financial Advisers (AFA) is the longest running professional financial adviser organisation in Australia and its members have been providing trusted advice to consumers for 65 years. The AFA celebrates its diamond anniversary this year. Through individual memberships and relationships with licensees, the AFA represents over 7,000 members. These members offer a broad range of financial advice services to ordinary Australians with many having specific expertise in risk protection. The AFA aims to: provide a robust united voice for all financial advisers and their clients; continually improve practices and to focus firmly on the exciting, dynamic future of the financial advice profession. With six and a half decades' success, the association's ongoing relevance is due to its philosophy of providing leadership and direction to advisers and their clients. It is an association run by advisers for advisers - this means advisers set the agenda, decide which issues to tackle and shape the organisation's strategic plan.