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## EDUCATION THE CORNERSTONE OF ADVISER PROFESSIONALISM

*AFA Excellence in Education Awards celebrate professionalism in financial advice*

Head of [Asteron Life](#) Jordan Hawke has called on advisers to strive for high levels of professionalism by investing in life-long education, implementing their learnings into their own business, and building businesses that create long term customer value.

"[Asteron Life](#) is committed to the AFA's Excellence in Education Award (the Award). The Award allows us to identify advisers who are committed to self-development and their community, and those who also focus on establishing quality businesses that give exceptional advice and experience to consumers," Mr Hawke said.

"Our regulatory regime is focused on the best interests of the consumer by ensuring that they have access to quality advice and also transforming the advice profession from what's traditionally been sales-oriented to a sustainable well-educated profession.

"I ask advisers to celebrate excellence in the advice profession and nominate themselves for the Award."

The Award recognises commitment and excellence in advice through the application of knowledge into advisers':

- Practice
- The industry, and
- Their local community

[Asteron Life](#) is honoured to sponsor the 2013 AFA Excellence in Education Award for the sixth year running, because it believes in supporting the professionalism and ongoing development of advisers.

"As an industry we need to set ourselves up for the future – and this Award represents that philosophy by celebrating advisers who invest in themselves and in their business to lead their people, develop quality advice for customers, and develop an asset that will ultimately grow and carry on in value," Mr Hawke said.

Dean Lombardo, a financial planner and co-founder of Melbourne-based Access Financial Management, took out last year's AFA's Excellence in Education Award.

Dean is recognised in the advice industry as an expert in client engagement who brings a unique knowledge of adult learning theory to deliver better team and business outcomes.

Commenting on the importance of education and personal development in raising the professionalism of financial advisers, Mr Lombardo said: "Through education we can empower clients to understand the impact of decisions that they are making. This also increases the



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probability of successful financial planning outcomes, which ultimately lifts our professional profile and encourages more people to seek professional advice.”

Head of Campus AFA, Nick Hakes said: “The Award captures the essential ingredients of professionalism: education + attitude + behaviour + standards and also demonstrates the AFA's ongoing commitment to education.

“We want to showcase adviser excellence in the conversations that take place between them and their clients every day. At the very heart of this relationship is the application of education and the empowerment that financial education brings to the lives of consumers.”

Nominations for the awards close on 24 May 2013.

## **Key Dates in AFA’s 2013 Excellence in Education Awards Program:**

Nominations open	22 April 2013
Nominations close	24 May 2013
First Round Interviews	June 2013
State winners announced at the AFA National Forums	16-25 July 2013
A panel interview with state winners	Early September
The AFA Excellence in Education Award winner announced at the AFA Conference on the Gold Coast	13-15 October 2013

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**About Asteron Life:** [Asteron Life](http://www.Asteronlife.com.au) is a specialist provider of life insurance to financial advisers in Australia and New Zealand and is a part of the Suncorp Group. Asteron Life’s broad range of life insurance products has been designed to protect customers, their families and businesses against the financial impacts of death, sickness or injury. For further information, visit: [www.Asteronlife.com.au](http://www.Asteronlife.com.au)