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RAISING THE PROFESSIONAL STANDARD OF ADVISERS

AFA Excellence in Education Awards celebrate continuing education

Head of [Asteron Life](#) Jordan Hawke has called on advisers to “blow their own trumpet” in order to lift consumer awareness of the professionalism of the industry.

“Now, more than ever, we need the general public to understand we are an educated profession that continually strives to acquire more knowledge and skills,” Jordan said.

One way to blow your own trumpet is to nominate yourself for the AFA Excellence in Education Award.

“Whether you’re starting out in the industry, or have been around since it began, ongoing education is key to advisers increasing their level of professionalism when providing financial advice,” Jordan said.

“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 2012 AFA Excellence in Education Award for the fifth year running, because it believes continuing education is the foundation of raising the professional standard of advisers.

Jordan said: “The proposed FoFA reforms highlight the importance of continuing education in continually raising the quality of financial advice, and instilling more consumer trust in the advice process.

“At Asteron Life, we’re passionate about our industry and ensuring its future success. In the spirit of the push for higher professional standards for advisers, we believe that by striving to continually improve their own professional development, advisers can help advance their entire industry.”

Nominations for the awards close on 1 June 2012.

For more information on the AFA’s 2012 Excellence in Education Awards, visit: <http://www.asteronlife.com.au/afaawards>



MEDIA RELEASE

2011 winner Finn Kelly a shining example of business success

27 year old [Finn Kelly](#), CEO of boutique advisory practice Wealth Enhancers, took out last year's AFA's Excellence in Education Award.

He was also a finalist in the 2010 Association of Financial Advisers (AFA) Rising Star Award and winner of the 2011 Money Management Fund Manager of the Year - Young Achiever Award, which he believes recognised the exceptional work of his team at Wealth Enhancers and the power of him receiving mentoring.

After a stint as a day trader, Finn set his sights on becoming an entrepreneur and in 2009 set up Wealth Enhancers in Melbourne. The firm provides tailored advice to high net worth individuals, targeting sports and medical professionals. Finn heads up the businesses' Portfolio Management arm, managing the investment portfolios of more than 40 private clients. He employs a team of 10, and recently opened an office in Sydney.

Finn believes his former career as an army officer with the Australian Defence Force also edified his skills in business and leadership.

Finn embodies what the AFA's Excellence in Education Award is all about: a commitment to ongoing education and professional development.

"I tend to be very future-focused and believe education truly represents the future," he said.

"As advice professionals, it's important we consider not only furthering our own professional development by taking on specialised study, but also our role as educators to our clients and our employees.

"Advice businesses of the future will include education pieces as part of their offering to clients."

A firm believer in education, Finn's formal qualifications include a Bachelor of Science majoring in Maths and Physics, a Diploma of Financial Services (Financial Planning), a Graduate Diploma of Education (Secondary), a Diploma of Government and a Diploma of Management.

Key Dates in AFA's 2012 Excellence in Education Awards Program:

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| Nominations open | 19 April 2012 |
| Nominations close | 1 June 2012 |
| First Round Interviews | June 2012 |
| State winners announced at the AFA National Forums | 17-26 July 2012 |
| A panel interview with state winners | Early September |
| The AFA Excellence in Education Award winner announced | 28-30 October 2012 |

MEDIA CONTACT: To interview Jordan Hawke or Finn Kelly, contact Helen Han from Suncorp Life Corporate Affairs on: 0457 535 639.

About Asteron Life: [Asteron Life](#) 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