



## NEWS RELEASE

7 October 2011

### GUARDIAN FINANCIAL PLANNING REBRANDS TO GUARDIAN ADVICE

Celebrating its 10<sup>th</sup> birthday this month, Asteron-aligned dealer group Guardian Financial Planning has rebranded to rename the firm Guardian Advice.

Over the last decade Guardian has operated as 'Guardian Financial Planning'. However, under a strategic review of its brand values and commitment to its advisers and their clients, Guardian has repositioned itself as a risk-focused boutique dealer group intent on partnering with independent growth-oriented practices.

Guardian Advice's Executive Manager Simon Harris said: "10 years is a significant milestone for any business, and we're proud of the tremendous growth Guardian has enjoyed over that time. We have a strong team at Guardian, and our growth reflects this. With a national network of 150 advisers, we're also on track with our target to expand that number to around 200 advisers over the next three years.

"More than ever as an industry, we need to stop and celebrate milestones and achievements. Many advisers are feeling the pressures associated with change. However, it's important to ensure that we don't get bogged down in the negative aspects of the changing regulatory environment, or the perilous state of the global economy.

"To that end, the Guardian team and I have developed a new brand to take the group into the future."

Guardian's new name, *Guardian Advice*, will be founded on Guardian's three rules of good business:

1. Living with integrity by always doing the right thing by advisers and advisers' clients.
2. Continuing to support advisers to run their business *their* way, independent of unnecessary meddling from the licensee.
3. Operating as a close-knit network of like-minded businesses to create a professional but fun culture, where opportunities to network with peers are facilitated regularly.

"Our philosophy is that we do the hard yards for advisers - allowing them to focus on running their business their own way," Mr Harris said.

With recent growth initiatives such as Guardian's [free risk SOA offer](#) and the Guardian Business Academy (an online tool for practice principals which benchmarks the 'health' of their business) and a host of other coaching tools available to its adviser network, Guardian is focused on risk advice businesses who want to grow.

"As a dealer group with a very wide Approved Product List, we believe advisers will choose to partner with us, because we will take care of the nuts and bolts of running an advice business for them," Mr Harris said.

"This is Guardian's brand promise to advisers, and the principle by which our people will operate. With our new name and brand, we've made a commitment to advisers to take this business from good, to awesome.

"What we stand for is trust, integrity and relationships, and we'll be taking our new brand out to the broader adviser and consumer market by representing trusted advice."

Guardian has made a subtle change to its name, colour palette and logo. The new logo (pictured attached) represents a two-way conversation between Guardian and its advisers, and advisers and their clients.



## NEWS RELEASE

**Media Contact:** For more information, or to interview Simon Harris, please contact Helen Hanon: 0457 535 639.

---

### **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.

Asteron Life Limited ABN 64 001 698 228, AFSL 237903 (Asteron) and Suncorp Portfolio Services Limited ABN 61 063 427 958, AFSL 237905, RSE Licence No. L0002059 (Trustee) are the joint issuers of Asteron Lifeguard. Asteron and the Trustee are subsidiaries of Suncorp Metway Limited ABN 66 010 831 722 (Suncorp). The obligations of Asteron and the Trustee are not guaranteed by any other company within the Suncorp Group. The Asteron Lifeguard product is not a bank deposit or other bank liability of Suncorp.

This material has been prepared without taking into account a potential investor's objectives, financial situation or needs. Before making a decision based on this material, all persons should consider the appropriateness of this material, including obtaining a copy of the Asteron Lifeguard product disclosure statement by calling 1800 221 727 and having regard to their own objectives financial situation and needs. This material is not intended to constitute personal advice, and must not be relied on as such.

More information:

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