



Jo-Anne Bloch

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Awards offer more value than acclaim

As we hit the home stretch for 2008, we turn our thoughts towards celebrating the best and the brightest of our profession, with a proliferation of awards on offer at present.

Winning an award is a great boost. It not only clarifies for the winner that what they've been doing is right, it announces it to the world – clients, the local community, colleagues and the industry at large.

But the recognition an award brings is not the only benefit. The process of applying for awards often forces you to stand back and really think about the way you work, the type of service you offer and whether there is room for improvement. The feedback offered by judges in some industry awards can be invaluable in showing us all how we could perform to a higher standard. Perhaps even more importantly, awards give us something to aspire to at a time when certain segments of the media want only to devalue the important role financial planners play in guiding and protecting everyday Australians.

For the first time, we will be using the FPA 2008 National Conference as the arena for acknowledging the excellence among us. The Good Advice Gala Dinner will include the Value of Advice Award winners, the IFA Best Practice Award winner, and the FPA's Fellow, Distinguished Service and Life Member Awards recipients for 2008. And last but by no means least, the Paraplanner of the Year Award will be announced at the dinner acknowledging up-and-comers in the industry.

Value of Advice awards

The Value of Advice Awards have been dramatically improved upon this year. These

awards seek to reward the high quality advice offered by our CFP® members to their clients.

While the emphasis is still upon recognising and promoting the value that comes from good advice, we've made some changes to improve the process for entrants. Our judging panel is a diverse and experienced group of financial planning experts. Based on member feedback, we've also made the decision to replace State winners with Category winners, with national finalists rather than state and national finalists and winners.

In addition, we've added another benefit for all entrants in the Value of Advice Awards. All complete entries will receive feedback from judges, letting them know where their entry stood in relation to others. The full range of improvements to the Awards will be publicised shortly.

2007 winners

Winners of the 2008 awards will join an illustrious list of past winners. Winners of the 2007 Value of Advice Awards were:

→ Philippa Elliott CFP®, Partnership Financial Services (Wealth accumulation, National and State Winner, WA);

→ Jeremy Gillman-Wells, AMP Financial Planning (Pre-retirement planning, National and State Winner, NSW/ACT);

→ Angela Jenkins CFP®, Garvan Financial Planning (Post-retirement planning and management National and State Winner, TAS);

→ Michael West CFP®, AXA Financial Planning (Low income planning National and State Winner, VIC);

→ Zuraida Ariffin CFP®, Securitor Financial Group (Wealth accumulation State Winner, NSW/ACT);

→ Paul Little CFP®, Apogee Financial Planning (Pre-retirement planning, State Winner, QLD);

→ Rick Arnheim CFP®, Shadforths Limited Post retirement planning and management, State Winner, NSW/ACT);

→ Maurice Nistico CFP®, Hillross Financial Services Limited (Community contribution/pro bono, State Winner, SA);

→ Susan Jackons, Womens Financial Network (Community contribution/pro bono, State Winner, VIC); and

→ Neil Kendall CFP®, Tupicoffs (Community contribution/pro bono, State Winner, QLD).

Past winners realise the benefits

Neil Kendall, a winner for two consecutive years, had this to say about the awards:

"The FPA Value of Advice Awards have given us a lot of great media opportunities. Our success with these awards has enabled us to get spots on Sunrise, Today Tonight, and features in *Money* magazine. You just can't buy that sort of exposure.

"A number of new clients have told us that the Value of Advice Awards were one of the reasons they decided to come and see us. Every decent adviser in Australia should look at these awards as an opportunity to showcase their best work. It can be quite uplifting to sit down and look at the difference you have made in peoples' lives."

So if you are a planner who's confident that you offer your clients great value advice, or if your business is a model of excellence, then you should be in the barrel for a chance to win. ❖

Jo-Anne Bloch
Chief Executive Officer