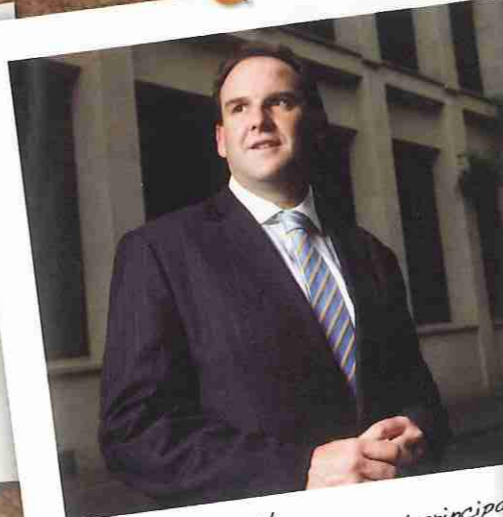


THE REAL VALUE OF THE VALUE OF ADVICE

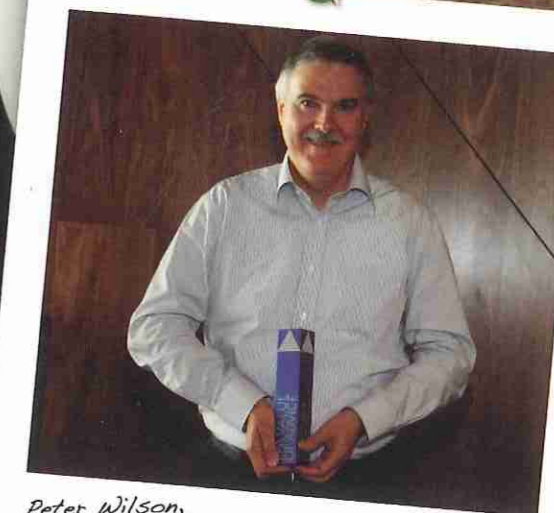
More than being just self-congratulatory love-ins, there is a real-world benefit to industry-based awards that highlight the value of advice. Krystine Lumanta reports.



Charles Badenach, private client adviser and principal at Shadforth Financial Group
2010 Winner - Pre-retirement planning



Leanne Bull, CFP at Bull Financial
2008 Winner - Pre-retirement planning



Peter Wilson, CFP and principal consultant at Godfrey Pembroke
2009 Winner - Wealth accumulation



Angela Jenkins, Aeguis
2007 Winner - Client service and management

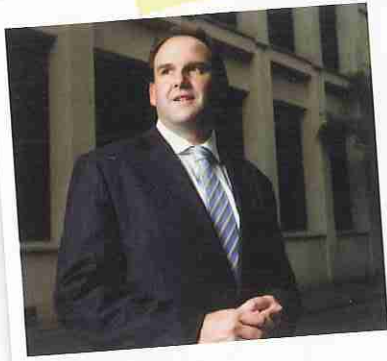


Neil Kendall, CFP
2006 Winner



Philippa Elliott, CFP at Momentum
2006 & 2007 Winner - Wealth accumulation





Charles Badenach

**CHARLES BADENACH,
PRIVATE CLIENT ADVISER AND
PRINCIPAL OF SHADFORTH
FINANCIAL GROUP
2010 WINNER - PRE-RETIREMENT
PLANNING**

Charles Badenach never expected to win an award for his work, let alone a national award.

"In terms of the actual value of it, well, getting an independent third party endorsement for your profession is very powerful," he says.

"It helps to change the perception on what we do and how we do it. Many people don't receive financial advice and they don't understand the value of advice. They don't understand the benefit of seeing a financial adviser; and as an industry, this is a group of people we need to target and change their perception.

"It's very important that as an industry we get behind awards like this and make good news stories in the industry because too often we've been fighting amongst ourselves [and] not focusing on the bigger game. As an award winner, you feel some sort of responsibility in helping spread the message because there are a lot of planners out there that really do make meaningful differences to people all the time. But they don't actually get recognised.

"The lack of financial literacy is a

big issue in this country, and as financial planners we can be at the forefront of changing that and really making a significant difference to the quality of life for a lot of people. At the moment we're losing the battle."

Badenach says his reason for nominating himself was ultimately to spread positive news to the Australian public.

"I'd been in the industry for nearly 10 years at that point, so I had a good case study and I thought it would be something that would fit the bill," he says.

"When we have some good news stories we should share them, so the public then becomes aware of what we do and the value that we can provide."

The business was not immediately affected after winning. However, from February 2011 onwards, Badenach says the award helped attract new clients in what he describes as a difficult period for generating business.

"It's been a positive and helped build momentum," he says.

"Particularly coming from a smaller capital city like Hobart, it's changed the perception - that we can compete on a national stage with cutting edge advice. In terms of existing clients, winning the award was very helpful with referrals. "Although I had a very strong relationship with them prior, a lot of clients quite enjoyed telling others about their award-winning financial planner. It's a point of difference, but there are a lot of planners around Australia that do wonderful things every day with clients that don't get the recognition. As an industry, I think we've failed at getting those messages across."

Badenach says the Value of Advice Awards play a part in changing the losing war on public perception.

"The only way we can change the public's attitude to what we do and how we do it is by providing real life examples - highlighting the difference that we, as

A lot of clients quite enjoyed telling others about their award-winning financial planner

professionals, make to people's lives," he says.

"This will create what I like to call 'raving fans' for not only the planner personally, but for the industry as a whole. It helps all of us."



Philippa Elliott

**PHILIPPA ELLIOTT,
CFP AT MOMENTUM
2006 & 2007 WINNER - WEALTH
ACCUMULATION**

Philippa Elliott received a Value of Advice award two years in a row, cementing her commitment to spreading the value of advice message within the industry and, more importantly, to Australians who need financial advice.

"Winning these awards really gives you confirmation that what you're doing is great," Elliott says.

"It then helps other advisers to benchmark themselves and see that this is the kind of advice that has won an award, is recognised as good advice and gives some framework for them. For the profession, it's really important for us to have an award framework that we can aspire to and I really wish more people would get involved and invest some time in it.

"The value of it is probably not easy to place a figure on, but we would have at least 20 good-quality clients directly