

# FINANCIAL ADVISER OF THE YEAR

## AWARD SUMMARY

This accolade recognises a financial adviser who has excelled in providing outstanding financial advice, demonstrating a deep understanding of their clients' needs and goals. The Financial Adviser of the Year will have shown excellence in developing personalised strategies, maintaining ethical standards, and contributing to the financial well-being of their clients. Celebrating professionals who excel in financial planning and advising:

- Minimum of four years' professional experience.
- Innovative financial strategies.
- High ethical and professional conduct.
- Positive client impact.
- Candidates can self-nominate or be nominated.

## ELIGIBILITY

This award is open to all financial advisers who provided services during the 2024 calendar year. Candidates must have a minimum of four years' professional experience and maintain the necessary certifications and licenses in accordance with regulations. Candidates can self-nominate or be nominated by others.

## ASSESSMENT CRITERIA

An AFSL or authorised representative number, no enforceable undertakings or disciplinary actions by ASIC or a code monitoring body.

Submissions will be evaluated based on responses to the following criteria, with a maximum of 300 words per criteria:

- **Innovative Financial Strategies:** Describe the innovative financial strategies you have implemented in your practice during 2024 and explain how these strategies have benefited your clients.
- **Client Needs and Goals:** Demonstrate your understanding of clients' needs and goals, and how you have tailored your advice to meet these requirements.
- **Ethical and Professional Conduct:** Illustrate how you have upheld high ethical and professional standards in your practice, providing specific examples where applicable.
- **Positive Client Impact:** Provide evidence of the positive impact your advice has had on your clients' financial well-being, including testimonials, case studies, or other relevant documentation.

## SUPPORTING DOCUMENTS

Please provide the following supporting documents:

- Total number of clients serviced
- Percentage of client growth (%)
- List of other services provided
- Total number of advisers
- Total number of other staff

Candidates are encouraged to provide specific examples, metrics, and supporting documentation where applicable.