

AUSTRALIAN FINANCIAL PROFESSIONAL OF THE YEAR

RECOGNISING THE PINNACLE OF INDIVIDUAL EXCELLENCE

The *Australian Financial Professional of the Year* is the highest individual honour within the Australian Financial Industry Awards. This distinguished accolade is awarded to an individual representing the best of the profession.

This award celebrates a financial professional who has not only excelled in their area of practice but has demonstrated a commitment to the broader profession through outstanding leadership, client advocacy, and continuous professional development. The recipient will have gone above and beyond their core duties, embodying integrity, innovation, and service excellence.

Whether in accounting, advice, superannuation, or audit, the winner of this award is regarded as a trailblazer - someone whose contribution has advanced the standing of their profession and had a tangible impact on clients, peers, and the broader community. They represent the future of the sector while honouring its highest values.

ELIGIBILITY

This award is open to financial services practices operating in Australia during the 2025/2026 calendar year. Candidates can self-nominate or be nominated by others.

ASSESSMENT CRITERIA

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

- **Client Satisfaction and Growth:** Provide evidence of client satisfaction and growth, including testimonials, client feedback, and metrics demonstrating increased client base or retention rates.
- **Innovative Practices and Services:** Detail the innovative practices and services that you implemented. Highlight specific examples that showcase how you improved business performance. How has it benefited clients.
- **Community Engagement and Industry Contribution:** Describe your business engagement with the community and contributions to the financial advice industry. Include involvement in community projects, industry associations, or initiatives that support the profession.
- **Professional Development and Ethical Practice:** Illustrate how your business promotes professional development and maintains high ethical standards. Provide examples of training programs, ethical guidelines, and how these have been integrated into your practice.

Submit a Nomination
or Nominate Yourself!

