

AFA Adviser of the Year Award

Recognising the innovative leaders in advice



Application questions

Entry details

First Name
Last Name
Company / Practice Name
Email address
Your preferred telephone contact number
Your Postal Address

Section 1 - About you

- 1.1 Please provide a brief summary of who you are and what you do
- 1.2 Qualifications - please list your industry and associated qualifications

Section 2 - Business performance

- 2.1 Summarise the range of advice services that you provide
- 2.2 Describe your client segmentation strategy
- 2.3 Summarise your active referral networks and strategy
- 2.4 Describe your social media strategy
- 2.5 Outline your succession plan
- 2.6 Outline your client contact activity
- 2.7 Describe your use of technology and client management systems
- 2.8 Outline your continuing professional development and commitment to education

Section 3 - Adviser performance

- 3.1 Describe your initial and ongoing client engagement process
- 3.2 Please describe your advice process

Section 4 - Quality advice strategies

- 4.1 What processes do you have in place to ensure that you deliver consistent, reliable and responsive service?
- 4.2 Describe the efforts you make to improve the financial literacy of your clients, prospects and the broader community
- 4.3 What processes do you have in place to ensure your advice process and documentation is compliant?
- 4.4 When was your last compliance audit? What was the outcome?
- 4.5 Do you have a complaints protocol?

Section 5 - Professionalism and leadership

- 5.1 Please detail your involvement in the insurance and financial planning industry
- 5.2 Please describe any contributions that you make to the community
- 5.3 Please describe how you have improved delivery of financial advice to your clients over the last 12 months
- 5.4 Please list any awards you have received for your role as a Financial Adviser

Section 6 - Wrap up

- 6.1 In a 100 words or less articulate your point of difference - what is unique about you and the way that you provide financial advice.
- 6.2 How did you hear about the 2022 AFA Adviser of the Year Award?
- 6.3 Please attach a copy of your Financial Services Guide (FSG) as a mandatory attachment. (must be in PDF format)
- 6.4 Authorisation: Please take a moment to review your application and view the [Zurich privacy policy](#).