

# AIOFP 2010 Gold Coast Conference

*29th September - 1st October 2010*



*Association of  
Independently Owned  
Financial Planners*

*213 Greenhill Road  
Eastwood SA 5063*

*GPO Box 229  
Fullarton SA 5063*

*Phone: 1800 111 203  
(08) 8274 3777  
Fax: 08 8373 4606*

*www.aiofp.net.au*

**Register Now**

**Contact:**  
Julie Adams,  
Executive Assistant  
gc.conf@aiofp.net.au

**Ph.: 1800 111 203  
Ph.: 08 8274 3777**

Dear Member

The imminent knife edge Federal election, the **Bowen Proposal**, Cooper's recommendations, spooked consumers and a volatile market makes life very difficult to deliver a service to clients. The timing of our conference could not be better to discuss a number of key issues affecting our day to day business. The successful Government would have announced their Cabinet by early September. We have the senior **Liberal Finance Minister Andrew Robb** locked in for the Friday; he has been briefed to give us their view on the Bowen proposals whether it be in Opposition or Government. We have requested a senior Minister from the ALP, but with Lindsay Tanner retiring and Bowen touted for bigger things we will have to wait and see who is in the chair.

Regardless of which Government is in power, senior Treasury official **Dr Richard Sandlant**, who is in charge of the Bowen recommendations will discuss how they will be implemented. We will again have leading independent economist **Matthew Jeremy** giving his views on the global and local scene and where to invest over the next two years. As previously advised we will have a genuine competitor to **FOS** presenting their value proposition.

A key element to this conference is going to be member break out groups discussing specific issues and providing feedback on recommended strategies to all members. We also have a marketing specialist to talk about the first 15 seconds of a new client interview and what impact that can have on winning the client. Titled "**First Impressions – Lasting Impact**", it is something missing from today's training programs. It will be presented by Marketing Focus's **Barry Urquhart**. If you have any inexperienced or underperforming advisers this session may be the difference between their success and failure with clients going forward.

**Mercer** and **McGregor** will be presenting their philosophy behind **FRC** recommendations and new AIOFP staff member **Clive Perring** will be presenting the **Certified Financial Strategist (CFS) philosophy**. **ASX** will update their latest product offering and summarise the **Finder Planner** referral service for members.

On Wednesday September 29th at 5pm we will be launching the **Personal Choice Private** range of products, something we are very proud of.

If you have not participated in AIOFP conferences in the past and shared the camaraderie and information with members, this one will be the one to attend!

On behalf of the AIOFP and PCM Boards we look forward to your attendance.

Regards,  
Peter Johnston

## Conference Venue

Q1 Resort & Spa, Surfers Paradise  
9 Hamilton Ave, Surfers Paradise QLD 4217

Q1 Resort is the world's tallest residential tower offering luxurious holiday apartments and conference facilities. It features lagoon swimming pools and alfresco beach club dining and is conveniently located to a retail precinct, restaurants and cafes.

The Q1 Observation Deck on levels 77 and 78 offers visitors a truly once in a lifetime experience.

### Conference Program

#### Wednesday 29/09/10

Morning	Delegates arrive throughout the day
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5pm	Launch of Personal Choice Private, including welcome drinks
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6.30pm	Welcome dinner in hotel
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#### Thursday 30/09/10

9am-5pm	Conference sessions
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6.30pm	Conference dinner
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#### Friday 1/10/10

9.30am-11am	Conference sessions
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12.15-1pm	Drinks at Q1 Observation Deck
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1pm	Lunch in conference room
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3pm	Conference concludes
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## Accommodation

Accommodation has been reserved at the Q1 Resort & Spa, which is the conference venue. The Q1 offers very spacious 1, 2 and 3 bedroom 5\* apartments. If you want to minimise cost you could nominate to share an apartment with other delegates. Just tick this preference on the registration form. See registration form for full pricing details.

