



FIRST TO QUALIFY AS CERTIFIED FINANCIAL STRATEGIST

FELLOW AIOFP MEMBER Dennis Maddern strives to be a high achiever and expects nothing less from sons Mark and Zachary.

The Madderns, the father and sons who run Maddern Financial Advisers in Melbourne, have set a challenge for other AIOFP members by becoming the first to qualify as Certified Financial Strategists, the association's new benchmark.

As Certified Financial Strategists the Madderns represent a new era in financial planning where clients know the advice they will get comes from professionals who have broad industry knowledge, experience and the right educational qualifications to best represent their interests.

A Certified Strategist services clients on a fee-for-service basis avoiding any conflict that may arise when investment products attract bank and institution funded commissions which have eroded the good standing of planners' reputations.



Dennis Maddern (left) with sons Mark and Zachary with AIOFP Executive Director Peter Johnston.

Peter Johnston, AIOFP's executive director, was on hand this month to congratulate the Madderns on their joint achievement, telling the trio they were trailblazers for the association.

"Consumers will know they will be better served by planners like yourselves. You are the way of the future," he told them when he dropped in at Maddern Financial's head office in Malvern.

In response Dr Dennis

Maddern said that both he and his sons believed that the Certified Strategist designations were now the centrepiece of the business.

"It affirms the fact that we just don't say we do fee for service, that we don't have non-contaminated research, it actually means that we do," he said.

"We see this as not only as an educational qualification but more importantly as an affirmation of our unwavering commitment to the principles of fee for service, of having filtered research, being independently owned, ASX directed and our non-aligned status," Dr Maddern said, noting that respect for these issues upheld the integrity of the firm.

Dr Maddern, who holds a Phd in Organisational Behaviour, will deliver a paper at the on-shore conference.

He started Maddern Financial Advisers in 2003 and

CONFERENCE WILL HAVE SOMETHING FOR EVERYONE

By Executive Director Peter Johnston

The Gold Coast conference will offer members a broad range of speakers and topics that promise to provide a bit of something for everybody.

Topping the bill will be the new Federal Government's attitude to the Bowen proposal where we have every option covered. Liberal Finance spokesman Andrew Robb will be commenting on the Coalition's proposal if it wins Government.

Otherwise we can expect to hear how the Coalition parties will vote on the proposals if they lose and have to return to the Opposition benches in Canberra.

If a Gillard Government is re-elected we have a very strong tip that Chris Bowen will replace Lindsay Tanner as Finance Minister and that Nick Sherry will be back in the chair as Assistant Treasurer. If this eventuates we already will have invited the Minister to attend. Also at the conference will be Dr Richard Sandlant, the Treasury official designated to manage the changes regardless of which party wins office.

A key element to this conference is going to be member break out groups

CONFERENCE SCHEDULE

WEDNESDAY, 29 SEPTEMBER

Delegates arrive throughout the day

5.00pm Launch of Personal Choice Private, including welcome drinks

6.30pm Welcome dinner in hotel

THURSDAY, 30 SEPTEMBER

9am-5pm Conference sessions

6.30pm Conference dinner

FRIDAY, 1 OCTOBER

9.30am-11am Conference sessions

12.15-1.00 pm Drinks at Q1 Observation Deck

1.00pm Lunch in conference room

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HUGE OPPORTUNITIES EXIST FOR INDEPENDENT FINANCIAL PLANNERS WHO DARE TO BE DIFFERENT - BARRY URQUHART

LEADING marketing commentator Barry Urquhart maintains that huge opportunities exist for independent financial planners who dare to be different.

He will tell the coming Gold Coast conference that firms that want to be effective are better placed to attract business than their bank licensed competitors.

“What’s got to be done is to recognise there is a wonderful opportunity if we change the structure and brand ourselves and take control of



Barry Urquhart

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now has more than 2000 clients and proudly states that the firm is not affiliated with a bank or insurance company.

“Being non-aligned enables us to deliver advice and make recommendations based on the best possible outcomes for achieving client objectives,” he said.

Mark, 27, the eldest of his two sons, is experienced in sales and marketing and holds a Business degree with double Majors in Marketing and Management from Melbourne’s Swinburne University as well as other industry based qualifications and memberships.

He serves a growing base of 300 private clients, as well as a series of employer sponsored superannuation plans located across Australia.

Zachary, 26, has a Business degree where his studies focused on marketing and brand development and, like his brother, holds other industry based qualifications.

He is responsible for about 500 private clients.

the battle for the mind,” Barry told *The Strategist* in a pre-conference interview.

“At the moment there is a sad lack of branding within the industry and without branding there is no trust, no loyalty and there is no respect or integrity,” says the man who has won international recognition for his marketing theories.

SIX BEST SELLING BOOKS

The author of six best selling books on the subject and conference and television commentator pointed out that 60 per cent of planning businesses are licensed to one of the big four banks.

“Independent financial planners are not greatly disadvantaged because banks are on the nose,” he said, noting that the highest ranked bank on customer satisfaction is ANZ with 75.5 per cent customer satisfaction meaning that one in four clients are disenchanted.

“All of that represents opportunity and the one thing planners should not do is offer

more of the same.”

In his conference address Barry Urquhart will outline two strategies to promote business growth.

As he told *The Strategist*: “What we have to recognise is there are wonderful opportunities to be had by re-branding ourselves and taking a battlefield approach to our business activities where the aim is to win.”

HIS FIRST AIOFP CONFERENCE

This will be his first AIOFP conference but most members will recognise Barry from his radio and television appearances.

He is a regular commentator of consumer issues on ABC radio, has featured on a series of interview topics on “*Today Tonight*”, and records a monthly segment for the airline in-flight audio program “*Strictly Business*.” He contributes articles to 47 magazines worldwide.

Barry Urquhart lives in Perth, is a former lecturer in Marketing and Management at the Curtin University of Technology and has degrees in marketing, political science and sociology.

And he gained international recognition and notoriety for his strikingly accurate forecast of the finish of the economic boom in 2008.

His subsequent warnings of the credit meltdown, increasing unemployment levels and branch, plant, model and services closures have enabled companies, large and small, to gain and sustain competitive advantages.

SOMETHING FOR EVERYONE - from P1

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.

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.

At 5.00 pm on Wednesday August 29 we will be launching the **Personal Choice Private** range of products, something of which we are very proud.

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!

As with all of our conferences, Gold Coast 2010 will be a balance of relevant information and interchange between like minded professionals.

We look forward to seeing you next month.

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