

Dear Entrant,

Please find enclosed your submission documents for the *ifa Excellence Awards 2016*.

This pack includes the following:

1. Category description and submission questions
2. Award submission guidelines
3. Award submission form
4. Business metrics form

Category criteria and entry requirements can also be found on the *ifa Excellence Awards* website www.ifa.com.au/ifaawards ('categories' tab).

Good luck!

The *ifa* Team

MULTI-SERVING PRACTITIONER OF THE YEAR

OVERVIEW

The convergence of financial services, whereby an individual provides clients with a more holistic offering, is rapidly gaining momentum – and a number of advisers are clearly leading the field. Not only does this improve the overall client experience and help retention, it also has significant business benefits in terms of scalability and maximising efficiencies.

This award recognises Australia's top multi-service practitioner, considering not only the delivery of best practice advice and diversity of client solutions (such as risk, investment and SMSF advice, accounting, mortgage broking, legal etc.), but also the aptitude and acumen to build a successful advice business.

This is an individual award open to any independent adviser or planner and is based on the period from 1 January 2015 to 31 December 2015.

AWARD SUBMISSION GUIDELINES

The following outlines important information for all nominees. **Please ensure that you read the below before completing your submission.**

Should you have any additional questions, please call Eleanor Kempster on 02 9922 3300 or email Eleanor.Kempster@sterlingpublishing.com.au

Submission deadline

All submissions must be received at the Sterling Publishing offices by 5.30pm on Friday 13 May 2016.

Submission structure

1. Submissions must address **all** key points in the **Award Submission Requirements**. Criteria/questions can be found by clicking on the 'categories' tab at www.ifa.com.au/ifaawards or see above.
2. There are no limitations on how you choose to cover submission criteria, so be creative! However, note that **you must cover all key points and answer questions directly or your submission may be judged negatively as a result.**
3. Please include relevant supporting documentation including audited statements, third party independent data reports or client/partner endorsements and testimonials. **ONLY** provide supporting documents which are directly referenced and relevant to your submission. Any irrelevant materials will be disregarded.

Submission format

Please limit each submission to **1,500-2,000 words**.

Submission delivery

An online submission platform will open in mid-April 2016, all answers and supporting documents can be uploaded online.

Confidentiality

Please note that all submissions are treated in the strictest confidence and only viewed by the *ifa Excellence Awards* judging panel.

Lodging multiple awards

If you are lodging a submission for a number of award categories, congratulations! Please use a common sense approach to creating submissions for multiple categories.

While producing an awards submission can be a time-consuming process, there are ways in which you can reduce the work required. For example, you may be able to use the same core submission for a number of different categories, tailored to the specifics of each category.

NOTE: You will still need to complete separate submission documents for each award you are entering.

If you have any questions regarding multiple submissions, please call Eleanor Kempster on 02 9922 3300 or email Eleanor.Kempster@sterlingpublishing.com.au

Supporting material

Please refer to any supporting material in your submission for judges to consider. This material may differ depending on the category and can include images, statistics, media coverage and other relevant information. Please **do not** provide supporting documents unless they are directly referenced and relevant to your submission.

Remember to evidence any financial or business metrics or statements with supporting documentation including audited statements, third-party independent data reports or client/partner endorsements and testimonials.

Company logo and description

1. Please email your company logo, in high-resolution JPEG and EPS format to Eleanor.Kempster@sterlingpublishing.com.au
2. Please also ensure that you enter the company name you wish to appear on all event collateral (including the award trophy, should you be successful).

STEP ONE: AWARD SUBMISSION FORM

Please complete the following Award Submission Form and submit **NO LATER THAN 5:30PM ON FRIDAY 13 MAY 2016.**

AWARD DETAILS

AWARD CATEGORY	
COMPANY NAME (This will be used on all event collateral)	
ENTRANT'S NAME (Include this for all individual awards)	
ENTRANT'S JOB TITLE (Include for all individual awards)	
SUMBISSION LODGED BY <i>(Contact point for all award correspondence)</i>	
JOB TITLE	
ADDRESS	
PHONE	
MOBILE	
EMAIL	

STEP TWO: BUSINESS METRICS INFORMATION

MULTI-SERVICE PRACTITIONER OF THE YEAR

Metric	2014 (Calendar year)	2015 (Calendar year)
Total number of clients serviced		
Total Funds Under Advice (FUA) (\$)		
Total number of mortgages written (if relevant)		
Total volume of mortgages written (\$) (if relevant)		
Percentage of revenue generated outside of financial advice (investment, risk and superannuation)		
List other services provided (i.e. legal, conveyancing, mortgages, accounting, SMSF administration, stock broking)		
Percentage of revenue that is recurring (%)		
Percentage of total income generated on a fee-for-service basis (%)		

NOTE: **THIS IS AN INDIVIDUAL AWARD.** All figures must reflect your individual activities and efforts, not those of your colleagues or advice firm.

STEP THREE: SUBMISSION REQUIREMENTS

- A) Complete an entry submission for the category.
- B) Provide full business metrics (form found in entry submission pack). Failure to provide full details may negatively impact your submission. All business metrics are strictly confidential and will not be published.
- C) The entrant must provide a detailed submission that answers/addresses the points below:
1. Highlight how you have structured your business and offering to offer a wider suite of financial services as well as any competitive advantages that have helped facilitate this.
 2. Demonstrate the tactics, strategies and success in generating business across the areas you service (such as investment, risk advise, mortgage broking, accounting etc.), including conversion of existing clients to new offerings, generating repeat and referred business, or other marketing campaigns to win business.
 3. Highlight innovation in your business and how that has helped facilitate expansion into other sectors.
 4. Provide case studies or examples that showcase how you successfully deliver a number of services for clients, plus client satisfaction as a result of that.
 5. Evidence any financial or business metrics and/or statements with supporting documentation, including audited statements, third party independent data reports or client/partner endorsements and testimonials.

By submitting your application you certify that the information you have provided is accurate and understand that withholding any information or giving false information can result in disqualification or the forfeiture of an award. We reserve the right to declare your entry ineligible if, during the period, in the sole and reasonable opinion of the judges or the organisers: a. you are unable to represent or promote the Awards in a satisfactory manner; b. you have not complied with these Terms; c. the entry form is incomplete; or d. information provided by you is deficient, false, misleading or provided unlawfully.