

9 August 2011

**ASTERON HOLDS NATIONAL ROADSHOW IN AUGUST TO PARTNER WITH ADVISERS THROUGH CHANGE**

[Asteron](#) will unveil its partnering model to help advisers navigate more successfully through a period of unprecedented industry change, during its national roadshow from Tuesday 9 to Thursday 18 August.

Kicking off in Brisbane today, the roadshow is a prime opportunity for advisers to learn how to capitalise on some of the changes in the FoFA reforms, by focusing on opportunities in the life risk market, such as a number of [Asteron's](#) latest product enhancements.

Those enhancements include:

- A special offer discount on Asteron's Income Protection product (IP Advantage) of 10% for the life of the policy. This discount is available on all new business from 15 August, as part of a solution to make Asteron's comprehensive IP cover more affordable for new clients.
- [Asteron's](#) recent [partnership](#) with Australia's largest investment platform, Colonial First State's First Choice Platform, which supports advisers in offering clients quality life insurance cover in superannuation.
- Asteron's latest process improvements to get business through the door faster and more cost effectively for advisers.

**Succeeding in today's turbulent business environment**

Host of the roadshows, Asteron Executive General Manager Jordan Hawke will speak about the impact the rate of industry change will have on advisers, and what needs to be the collective response to ensure a more sustainable future for advisers in the life risk industry.

"As an industry, we are facing an unprecedented climate of change, from changing consumer expectations, industry consolidation, direct offers, and increasing regulatory focus.

"In light of the FoFA reforms, I believe the industry needs to work more closely and aligned with each other more than ever, to ensure its success over the coming years.

"Asteron is optimistic about the future of advice in the life risk market. This is the reason we have chosen to run hard at the FoFA flame. We have worked relentlessly to take a position on key elements on the Government's reform package - in particular the removal of risk commissions under super - and recently developed a lobbying pack that many advisers, and our own staff, have used with their local members.

"As a life risk specialist aligned to IFAs, we are committed to this industry and its future - and partnering with advisers to help them navigate successfully through these changes is a key strategy to help IFAs build a stronger future.

"Key to our industry's success is the need for [self-regulation](#). The FSC's announcement last week to manage insurance 'churn' by removing takeover terms and applying a two-year responsibility period should be commended. However, any reform on replacement business should be about ensuring *quality advice*, and not penalising good advisers in the industry who do not engage in churn."

Advisers will also learn at the roadshow how to position their business for success in tough times, through an inspiring keynote by Tony Mowbray, a world record-breaking international solo sailor and one of Australia's preeminent business speakers. Tony will share his story about achieving success in today's turbulent business environment through the power of commitment.

**Dates for Asteron's 'Partners through change' Business Seminars:**

Location	Date	Time
<b>Sebel &amp; Citigate King George Square,</b> Cnr Ann & Roma Streets, Brisbane	Tuesday, 9 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>Crowne Plaza, 2807 Gold Coast Highway,</b> Surfers Paradise	Wednesday, 10 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>InterContinental Hotel, 117 Macquarie</b> Street, Sydney	Thursday, 11 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>Crowne Plaza Norwest, 1 Columbia</b> Court, Baulkham Hills	Friday, 12 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>Novotel Perth Langley, 221 Adelaide</b> Terrace, Perth	Tuesday, 16 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>Hilton Adelaide Hotel, 233 Victoria</b> Square, Adelaide	Wednesday, 17 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included
<b>Crown, 8 Whiteman Street, Southbank,</b> Melbourne	Thursday, 18 August	<b>7.00am:</b> Registration opens <b>7.15am - 9.00am:</b> Seminar Breakfast included

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**MEDIA CONTACT:**

**To interview Jordan Hawke from Asteron, please contact Helen Han on: 0457 535 639.**

**About Asteron:** [Asteron](http://www.asteron.com.au) is a specialist provider of life insurance to financial advisers in Australia and New Zealand and is a part of the Suncorp Group. Asteron's broad range of life insurance products has been designed to protect customers, their families and businesses against the financial impacts of death, sickness or injury. For further information, visit: [www.asteron.com.au](http://www.asteron.com.au)