



**Embargo: Monday 2 October 2006**

## **Consultum Financial Advisers launched today**

Consultum Financial Advisers (Consultum), the new dealer group combining Winchcombe Carson and Financial Partnership, will be officially launched today (Monday 2 October).

Following a successful integration program of the two groups, Consultum advisers will operate under the new brand from today. The group includes approximately 120 advisers throughout Australia.

"We are very excited about the opportunities for this business," said Stuart Abley, Head of Consultum.

"Consultum builds on the complementary strengths of the two dealer groups and provides a strong platform for a dedicated advice-based service offering which embraces our commitment to life-stage planning for advisers and their clients."

The new brand will have a distinctive position in the market. Consultum's value proposition rewards advisers based on business revenue as opposed to product sales, creating a true level playing field. In addition, Consultum offers an equity participation program.

Consultum advisers have access to an extensive back-office, business and technical support infrastructure. Key components of the value proposition include a fully integrated and customised software solution through XPlan and the Business Improvement Program.

The launch of the new brand follows IOOF's purchase of the remaining 75 per cent of Financial Partnership that it did not already own in June this year.

"The new brand and value proposition for advisers is part of our strategy to establish Consultum as a respected, market-leading dealer group in Australia," said Abley.

"This will not only benefit advisers but it also leverages the strength of a national brand to build recognition amongst investors and the wider financial services market of a progressive, advice group embracing life-stage financial planning."

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