



## *Michelle Tate-Loverly Finalist for National Women's Financial Advice Award*



Michelle Tate-Loverly, CFP® Director & Principal Financial Adviser of Unified Financial Services Pty Ltd, Carlton VIC, has been nominated and is a finalist for the inaugural Female Excellence in Advice Award 2011 ([www.afafemaleadvice.com](http://www.afafemaleadvice.com)). This Award recognises professional excellence and outstanding work in addressing the particular issues faced by many women in achieving financial security now and in the future.

The award was established to:

- identify outstanding female advisers in leadership roles,
- celebrate the high level of professionalism presently displayed by female members of our financial services community,
- encourage the choice of financial advice as a profession for females,
- profile successful female advisers who bring a different approach to the profession that supports giving clients choice in advisers, and
- address the issues of under insurance and low levels of superannuation for women.

*"It is an honour to be nominated and I feel well deserving to be considered for this auspicious award. I have a special interest in empowering women to be in a strong financial position. As a financial planner of over 22 years, I know how critically important it is to have a financial plan, to gain control and direction of your financial position so that in the face of change you are in a better position to work through options and have choice and flexibility without compromising lifestyle."*

*"I hope that my nomination encourages more female advisers to enter the industry because being a financial planner is a noble career. The ultimate reward is improving people's lives. Now more than ever before given these times of uncertainty expert financial advice and leadership are paramount."*

The Female Excellence in Advice Award is sponsored by the Association of Financial Advisers (AFA), TOWER Australia – the country's largest life insurance specialist – and Sydney's Macquarie Graduate School of Management. These institutions have joined forces to encourage female advisers to take leadership roles in the currently male-dominated financial advice profession. The Award recognises the achievements of female financial advisers in the workplace and their commitment to assisting women to gain financial stability and peace of mind.

*"Michelle Tate-Loverly has been singled out by her industry peers as someone who is tackling this serious problem and is working towards being a part of the solution,"* said CEO of TOWER Retail Life, Brett Clark.

*"Far too many women are under-insured and under-resourced for retirement. Research tells us that in Australia, half of women between the ages of 45 and 59 have less than \$8,000 in superannuation. At TOWER, less than one fifth of income protection policies are held by women and yet women make up half of the workforce in this country."*

The CEO of the Association of Financial Advisers, Richard Klipin, also congratulated Michelle Tate-Loverly on her nomination; *"With this nomination, Michelle Tate-Loverly has been recognised for her professional achievements and her efforts to reach out to women of all ages in all situations to help them secure their financial future."*

**For more information please contact:-**

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