



AFA Appoints Kate McCallum AFA Inspire National Chair

MEDIA RELEASE

SYDNEY: 17 December 2018 – The Association of Financial Advisers (AFA) is pleased to announce the appointment of Kate McCallum as National Chair of AFA Inspire.

Kate is the co-CEO and founder of boutique advisory firm, Multiforte Financial Services. Before establishing Multiforte, Kate held executive positions within major financial services organisations, and brings a wealth of expertise, as well as experience in leading teams in complex changing environments.

Kate said she is delighted to be appointed Chair. “I love the energy and atmosphere of the AFA and AFA Inspire, so I am very excited to accept the role of National Chair. I am grateful to the leaders who have made AFA Inspire the force it is today. I particularly wish to acknowledge and thank Di Charman for her work as Chair over the past years and Deb Kent, founder of AFA Inspire, for her continued support and engagement. There’s a distinct vibrancy about the AFA Inspire community, and I can’t wait to begin planning our forward strategy.”

AFA CEO, Philip Kewin, said, “We are excited to have Kate on board. She is well respected in the AFA community, was awarded the AFA Female Excellence in Advice Award in 2014 and her firm was a grand finalist in this year’s AFA Practice of the Year Award. Kate brings significant leadership experience to this role and I am confident that she will make an invaluable contribution to the AFA and to AFA Inspire.”

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About the AFA

The Association of Financial Advisers Limited (AFA) has been the authentic voice on the value of financial advice for over 70 years. Today, the AFA is a vibrant, innovative association, where the underlying driver of policy is the belief that great advice transforms lives. To this end the AFA is striving to achieve the vision of Great Advice for More Australians. The AFA’s ongoing relevance as a professional association is derived from its success in engaging with the major stakeholders in financial advice including advisers, consumers, licensees, product and service providers, and the regulator and government. Culturally the AFA believes in the value of collaboration to create powerful outcomes and this drives how we achieve influence and work towards our vision.