

Media release

27 January 2010

AMP and Hillross planners commit to making a difference in the community, raising \$18,900 for the Future2 Foundation

A Future2 'tree of life' ended the three day AMP and Hillross annual conference (Melbourne 19-21 January) covered with leaves, each one the commitment of a financial planner to support Future2. Their contributions totalled \$18,900.

Inspired by words from AMP Director Financial Planning, Advice & Services Steve Helmich – also Chair of the Future2 Foundation – the planners placed their commitments in the form of leaves onto the 'tree' in the conference forum.

"Each leaf is a commitment by a planner to support Future2 and, through the foundation, to make a difference to disadvantaged young Australians", Mr Helmich said. "It was a call to action, underlining the responsibility we all have to help those less fortunate than we are. The message struck a chord and we are delighted with the response."

Every leaf represented a donation of \$100, and an interest in talking with clients about philanthropic giving, identifying community projects deserving support or setting up a workplace giving program. To facilitate the latter, AMP has added Future2 to its list of payroll giving charities.

"My hope is that the Future2 tree of life may become a feature of other licensee conferences in the financial planning sector. I feel sure that there would be an upsurge of support once we have the opportunity to tell planners what Future2, the foundation of the Australian financial planning profession, is all about and – more importantly – the lives we can change for the better", added Mr Helmich.

An Australian native tree, the Desert Wattle is the inspiration for the Future2 logo. With little support, the desert wattle grows in the most arid conditions.

It flourishes out of disturbed soil

Its roots knit together the soil and encourage other plants to grow

It offers shade for others, and has a beautiful flower

It is the most prolific plant in the Australian desert.

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For further information:

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Future2 exists to support the financially under-privileged and to enable the financial planning profession and associated stakeholders to give back to the community from which they draw their livelihoods. A key factor differentiating Future2 from other foundations is the strong link it seeks to establish with FPA members who will assist with project identification, fundraising and promoting the foundation's work in the community.