

MDRT Speak – bring one idea home and you've paid for your trip!



The Premier Association of
Financial Professionals®

MDRT Australia

E-newsletter

Winter 2013

W: www.mdrtaustralia.net
E: service@mdrtaustralia.net
P: 1300 833 892
M: 0417 673 024

Founded in 1927, MDRT provides its members with resources to improve their technical knowledge, sales and client service while maintaining a culture of high ethical standards.

WHOLE PERSON THOUGHT

If the rest of the world could come together the way we do at MDRT, it would be a beautiful thing.

Jennifer P Mann. MBA. CLU – Deerfield Illinois. USA

A word from our Australian Chair

This half of the year is gearing up to be very busy in the MDRT Australia calendar. Last week on Thursday the 8th August, we had a very successful Local Meeting in South Australia, with two outstanding speakers – Scott Kirkwood and Jeffery Scott. Jeff will also be speaking briefly at the WA Local Meeting this Thursday 15th August, along with first time MDRT Annual Meeting attendee Andrew Maciejewski and our main guest speaker Angus McQueen, who spoke in a focus session at the Annual Meeting this year.

Not to be out done, MDRT Victoria and Queensland will be hosting their Local Meetings on Thursday 22nd August, with NSW hosting a Local Meeting on Wednesday 4 September. Tony Bongiorno who also spoke at a focus session at the Annual Meeting this year will be the guest speaker at the Victoria and NSW Local Meetings, while PJ Byrne, qualifying MDRT Court of the Table member will be the guest speaker for the Queensland meeting.

We have also been fortunate enough to secure Bill Cates for a speaking tour of Victoria, NSW and Queensland (at the AFA Tuesday morning breakfast), while he is here in Australia on other business. Bill is the President of "Referral Coach International" and will be talking about proven strategies in attracting more high value clients to your business.

MDRT 2013 Annual Meeting – EXCEPTIONAL!

This year, there was a record attendance with 116 Australian's going to the Annual Meeting, with 25 first time attendees, a number of aspirants and 5 Australian speakers presenting during the meeting. We had a number of special guests from Australia attending, whom we welcomed and made feel special. For the first time an Australian member, Ross Vanderwolf was the DVP for the Program Development Committee, which also included Bev Carlyon. We had many Australian volunteers helping Penny Scardifield at the PGA booth, which also contributed to the outstanding success of the meeting. On the social side, our annual ANZAC Event, which never fails to please everyone who attends, was a huge success thanks to the support of our sponsors. Overall, the Annual Meeting was everything that I have come to expect – great fellowship, outstanding speakers, new sales ideas to bring home and a true sense of community. Next year's Annual Meeting in Toronto, Canada (8-11 June 2014), will I'm sure also be a great success.

AFA Conference

The AFA Conference will be held this year at the RACV Royal Pines Resort on the Gold Coast from 12-15 October. This conference is top quality with great value found in the main platform speakers and focus sessions. MDRT Australia's presence will be on show with our booth at the conference and the MDRT Breakfast session on Tuesday 15th October, with Bill Cates as our special speaker.

MDRT Australia Committee

September 1 marks the start of the new MDRT year. This also marks the change in our committee. PJ Byrne, qualifying MDRT member and Court of the Table member, will be taking over the reins from Sue Paterson, as the new MDRT Queensland State Chair. I would like to take this opportunity in thanking Sue for the great effort she has made over the last two years in spreading the word about MDRT to our Queensland industry members. I would also like to welcome PJ onto our committee and know that his contribution to MDRT Australia and our industry will be invaluable. On another note, I would also like to thank Sue Paterson on continuing with our committee in the role of MDRT Australian Deputy Chair.

MDRT Australia wishes to acknowledge and thank our sponsors.



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A note from our State Chairs.....

Queensland...

The meeting in Philadelphia was excellent and it was great to share this wonderful experience with many Queensland MDRT members who attended. This year the content was so broad, that I bought back many valuable ideas for my business. It was also great to see many Australians presenting in the breakout sessions, keeping the information relevant to our industry at home. One of the highlights of the meeting for me was Roy Hall's flag bearing duties, which involved a very large, furry Koala (see photos below), which was very well received by the thousands in the audience. With regards to Roy, I would also like to take this opportunity to extend our best wishes and a speedy recovery to him from a recent accident he had. Our thoughts are with you, Nadine and your family at this time.

In Queensland, we have made a few adjustments, with Sue Paterson taking up the position of MDRT Australia, Deputy Australian Chair in September and myself take on the role of MDRT Queensland State Chair. I would like to extend a warm thank you to Sue for all the work and effort she put in as the MDRT QLD Chair.

We are also gearing up for our upcoming breakfast meeting on Thursday 22nd of August, where we have two first time attendees sharing their best experiences from the recent Philadelphia meeting, a main platform DVD presentation and my presentation on how one MDRT speech changed my approach as an advisor. Seats are still available for our meeting for those who may be interested in joining us.

With regards, PJ Byrne

New South Wales...

The 2013 MDRT Annual Meeting held during June in Philadelphia was an outstanding success with many memorable presentations that provided great take home value to MDRT members. The speaker presentations that really stood out for me where:

- The Court of the Table session with Michael Maslansky – “The Language of Trust”. Michael is a communication strategist who spoke about how we communicate with clients means the difference between success and failure in the client relationship. What we say is not always what the client hears....
- Scott Stratten's Un-marketing Main Platform Presentation, that gave insight into how old marketing methods are no longer resonating in the static of the market, and using social media as a marketing tool to communicate your message and keep engagement with clients. We are working to implement some of these ideas in our business.
- Dambisa Moyo and Phil Harriman – “A Call Against Complacency”, was an outstanding Main Platform discussion analysing the global macro economy, focusing on investment markets, government policy consequences, risk and opportunities around the world.

I recommend listening to these and many more MDRT presentations by ordering a copy through the MDRT website – www.mdr.org.

For our upcoming NSW MDRT Local Meeting on Wednesday September 4, we are privileged that one of our Australian speakers, **Anthony Bongiorno** has agreed to present his “**The Very Best of MDRT**” presentation. This talk was one of the highlights of the MDRT Focus sessions in Philadelphia. Tony spoke about what he has learnt from 38 years of MDRT membership that has enabled him to sell more life insurance than anyone in Australia's history. Please join us for this meeting to hear Tony's personal story and his tips from the very best MDRT speakers he has heard in 45 years of advising clients. Seats are still available if you are interested in attending.

Regards, Brad Flick

Victoria...

Here in Victoria we are excited to host Anthony Bongiorno founder of the Bongiorno Group on Thursday the 22nd of August for a breakfast meeting at the Brighton Yacht Club. Tony spoke to a huge crowd over at the MDRT Annual Meeting in Philadelphia this year and his topic “The Very Best of MDRT” attracted large numbers and was a great success. The Annual Meeting itself was inspirational and with more than 8,000 attendees from around the globe - there was not a place in the world a financial adviser would rather be in this day and age given the challenges we are all facing in our industry and what a place to also share our success' and ideas than with like minded peers.

Supporting Tony at our breakfast meeting will be a first time attendee to Philadelphia 2013 and who will share with the audience what they found to be the most valuable take away ideas from the Annual Meeting and which they have since implemented into their business. We are very excited here at MDRT about the challenges for the remainder of the year and more importantly the opportunities that lie ahead for our industry as a whole

Regards, Brad Isaac

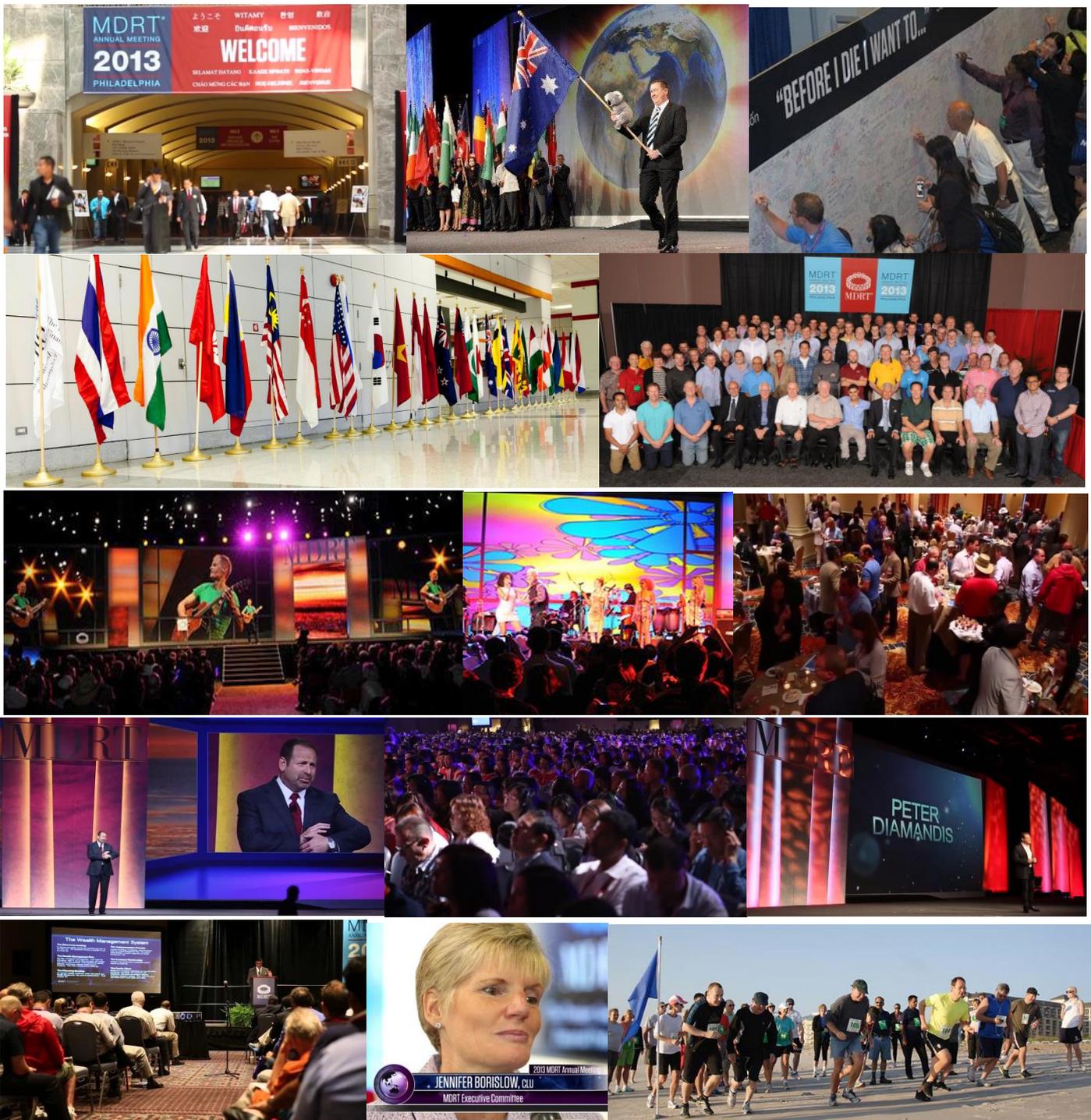
South Australia...

In June, I had the pleasure of attending the Annual Meeting in sunny Philadelphia. With over 8,000 delegates, including 120 from Australia, the meeting was energetic, inspirational and full of many tools and resources that have added value to my business.

The two-standout speakers for me were:

- Peter Diamandis – Age of Abundance – Peter’s presentation allowed me to rethink the mechanics of the media, and how much negative news is fed to us each day, when ultimately we are living in a world with so many opportunities and developments out there which tend to go unnoticed.
- Dan Sullivan – the 10x Mind Expander – I have seen Dan a number of times at previous Annual Meetings, but each time I revisit his short and long-term planning exercises, it provides me with a sense of optimism for the 12 months ahead. On this occasion, I had the pleasure of sharing his plans and ideas with fellow work colleagues for the first time. We are now incorporating this into our day-to-day business operations.

IMAGES FROM THE 2013 ANNUAL MEETING



“You’re not in this business unless you’re into MDRT!”

Calendar of Events 2013

August

15th – Western Australia Local Meeting
22nd–Queensland Local Meeting
22nd –Victoria Local Meeting

September

4th – NSW Local Meeting

October

9th – 12th MDRT Top of the Table Annual Meeting, Scottsdale, Arizona, USA
11th – VIC Local Meeting – special guest speaker Bill Cates
12th-15th – AFA Conference – MDRT booth
14th – NSW Local Meeting – special guest speaker Bill Cates
15th – MDRT Breakfast at the AFA – with special guest speaker Bill Cates
16th – ACT Local Meeting (tentative date)
17th – South Australia Local Meeting (tentative date)

November

20th –Queensland Local Meeting

December

6TH – NSW Local Meeting

2014

February



The
MDRT Experience
13–15 February 2014 | **KUALA LUMPUR, MALAYSIA**
Kuala Lumpur Convention Centre (KLCC)

The banner features a red background with a large, colorful geometric pattern on the right side. The text is in white and red.

MDRT Australia Roadshow – Perth 17th, Adelaide 18th, Melbourne 20th, Brisbane 21st and Sydney 25th February 2014

June



MDRT[®]
ANNUAL MEETING
2014
JUNE 8–11
TORONTO

The banner features a red background with a large, colorful geometric pattern on the right side. The text is in white and red. The pattern is a stylized representation of the Toronto skyline, including the CN Tower.

For more details, check out our calendar at www.mdrtaustralia.net
or
contact your MDRT State Chair