

Bombora Advice

Media Release

Wayne Handley Announces Launch of New Risk Initiative Bombora Advice

Monday May 20, 2013. Former Apogee Financial Planning Managing Director Wayne Handley has announced the launch of Bombora Advice, a new boutique risk Licensee.

Head quartered in Melbourne, Bombora Advice will commence operation in Q3 and will seek to build a unique national advice brand in the market, independent of manufacturers.

Wayne Handley said the new venture was developed in response to growing demand from risk advisers for an institutionally independent licensee administered by a lean management structure of industry professionals that understood and could personally relate to their issues, challenges and aspirations for the future.

"The financial services landscape is changing at an unprecedented rate and the need for specialization is emerging as a marketplace necessity," added Wayne Handley.

"We identified the need for a boutique group in which risk professionals could work together in a collaborative environment to service and address the needs of clients."

The name Bombora was selected for the business as it is an indigenous Australian term for a sea wave.

The Bombora Advice business model has been structured as a 'new wave' in the industry with a service offering to reflect a growing demand for a specialist boutique advice only proposition and is completely aligned to the associated practices of its advisers.

Assisting advisers to improve their business efficiency, capacity and grow by delivering proven systems and processes will underpin the Bombora Advice marketplace offering.

In addition, Bombora Advice sees the future as one where it works with fellow advice professionals such as accountants, lawyers and advisers and this is best achieved when the licensee is non-aligned .

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“I am very excited by the challenge of building, managing and growing a new risk advice focused enterprise as the opportunities for the provision of personal protection and business succession planning remains a well under serviced area in the financial services market,” concluded Wayne Handley.

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Media Enquiries: Mr. Joe Perri
 Joe Perri & Associates Pty Ltd
 Telephone / fax: +61 3 9324 0362
 Mobile: +61 412 112 545
 Email: jperri@joeperri.com.au

Pictured below: Wayne Handley, Founder and Principal Bombora Advice

