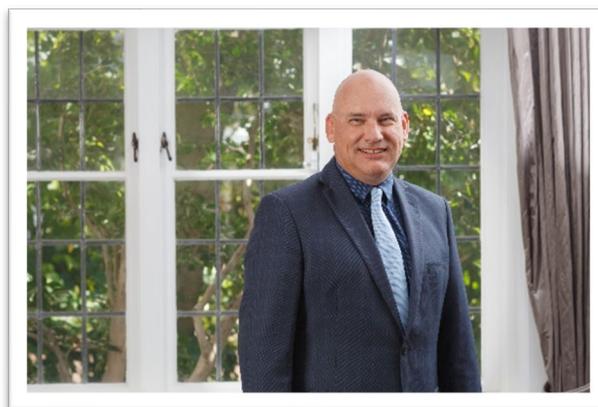


Practitioner Director Risk Nominee

Gavin Busch

I have been a practising member of Financial Advice NZ and its predecessor organisations since 2000, achieving my CFP in 2005 and AFA in 2009, receiving it in a ceremony at the FMAs office in 2010 acknowledging the first adviser to achieve it.



As a Certified Financial Planner I work and provide advice across all area including Personal Risk and Investment and Retirement Planning. I started out in the industry in 1999 working for AXA as a Salaried Adviser in their Parnell office offering Risk Protection advice and this provided me with a fantastic level of knowledge and understanding of how important it is to provide sensible professional advice to clients.

While I have only recently established my own practice, Avenue Advice, prior to this I worked within New Zealand Financial Planning where I was involved with the Insurance Advice component of the business while also dealing with all Risk and Insurance needs that came through the Auckland Office. This breadth of experience and knowledge gained has helped my clients significantly as I provide a true holistic viewpoint to their needs and requirements.

As part of the application for this role I have attached a CV outlining my qualifications, experience, achievements and core competencies. As you can see I have broad knowledge on compliance and regulatory requirements, indepth product knowledge and also experience in working with people to achieve outcomes on a strategic level.

The experience I have gained over the past 20 years in the industry has also enabled me to build extensive experience in governance and leadership roles, sitting in an advisory capacity on a number of Company Boards, as well as on several community based Charitable Trusts.

My community involvement through Rotary has also given me a broad understanding of the environment and social issues many individuals and communities face, this includes extreme financial hardship and housing concerns, especially in the wider Auckland area, as well as problems in smaller communities around Northland and the Pacific Islands. These issues are significant and impact on the financial and mental well being of the individual. This understanding helps significantly in understanding the position professional and competent financial advice in the Risk area has in helping all of our communities and clients.

I am married with three children and presently live in Narrow Neck on the North Shore. I am 49 years of age and own and operate a Financial Advisory business in Takapuna. While three children certainly keep me busy I also find time to relax over a wine, spend time in the bush or on a boat or ride the fire engine as a Volunteer in the local brigade.

In terms of what I can bring to the role, I am confident I can provide the skills and knowledge to help the Association.

Attached is Gavin's CV and an article about him from Good Returns.

Click the image below to view Gavin's video in support of his nomination



GAVIN BUSCH

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Cell: (021) 247-1112 • Email: gavin@avenueadvice.co.nz

SENIOR FINANCIAL INVESTMENT MANAGER AUTHORISED FINANCIAL ADVISER | STRATEGIC BUSINESS ANALYST

•••••

Senior financial advisor with 15+ years proven experience in public, private, and non-profit organisations.

Supportive and transformational leader that drives results across every area of the business or organisation.

Highly credentialed financial adviser with over nine years of fruitful experience, ready to assume the next challenging position in a dynamic setting, combining excellence in financial and managerial skills to drive investment projects and build new business opportunities. Authorised Financial Adviser with innate systemic thinking and the ability to look at situations with a holistic view. Certified Financial Planner with a vast knowledge of economics, business, and finance, and broad experience in working across public, private, and charitable organisations. Tenacious negotiator with extensive ability to build fruitful collaborations, liaise, and reach win-win solutions. Supportive and development-oriented leader who strongly believes in unleashing the potential of people and driving alignment across the organisation to ensure success in every area of the business.

Finance Management • Investment Portfolio Management • Key Stakeholder Management • Training & Development
Risk Mitigation & Management • Negotiations & Collaborations • Client Relations Management • Trustee Services
Salesforce Management • Strategic Planning • New Business Development • Transformational Leadership

SELECTED ACHIEVEMENT HIGHLIGHTS

- ❖ **One of the first five finance professionals** in New Zealand to obtain the Authorised Financial Adviser (AFA) status, the highest level of authorisation for financial advisers in the country.
- ❖ **Oversaw the management**, analysis, and monitoring of client investment portfolios, totalling in excess of \$100m.
- ❖ **Singlehandedly managed a portfolio** of a wide-range of assets with a value of \$20m as a private investor.
- ❖ **Organised fundraising campaigns** and programmes as former President of two Rotary Clubs in Auckland.

SKILLS PROFILE

Comprehensive Financial Planning, Advisory, and Organisation Management Skills

- ♦ Led financial planning and advisory for individual and corporate clients, whilst also achieving ongoing improved financial results and high customer satisfaction levels for the company.
- ♦ Proficiently identified growth opportunities; set and delivered on strategic roadmaps and goals that assisted in continuous maintenance of the competitive position of New Zealand Financial Planning Company.
- ♦ Forecasted, planned, and managed budgets of over \$750k as Director of B3 events.
- ♦ Supported strategy building of numerous organisations as a Board Member and Advisor.
- ♦ Managed risk mitigation issues in relation to business and compliance risks of clients in various industries.
- ♦ Acquired advance knowledge of the Financial Markets Conduct Act, Financial Advisers Act, the Anti-Money Laundering and Countering Financing of Terrorism Act 2009, and the Foreign Account Tax Compliance Act.
- ♦ Established Avenue Advice in 2019 to deliver a boutique advisory service targeted at Risk and Investment clients

Excellent Resource, Process, and Project Management Abilities

- ♦ Led multi-million-dollar investment projects, and created strategic insight to shape future progress of international companies.
- ♦ Planned, organised, and led teams of up to 20, leveraging from an ability to regard processes from viewpoints of various stakeholders, communicate effectively, and solve problems in a dynamic way.
- ♦ Developed in-depth project plans comprising monetary, human, time, and operational resources, achieving the buy-ins of senior management, external partners, and co-workers.
- ♦ Initiated key strategic changes that provided innovative business models, procedures, and efficiencies, and delivered with productive partnerships with service providers, timely sharing of information, and conduction of tests.

Effective Collaboration and Team Management Skills in Corporate and Trust Structures

- ♦ Established, nurtured, and maintained strong relationships in the financial advisory and investment management industry, paired with members of management, councils, and governmental institutions.
- ♦ Interacted directly with internal and external customers to report project status and investment performance, identify and resolve issues, and provide expert input to support business development and investment portfolio growth.
- ♦ Delivered extra special service, and always resolved disputes between various stakeholders.
- ♦ Developed and delivered professional-level guidebooks and training modules, on both technical and soft skills, to enhance the knowledge base of the personnel.
- ♦ Introduced a compliance regime across the company focused on best practices and risk mitigation strategies while providing advice in context of the regulatory framework.

PROFESSIONAL EXPERIENCE

AVENUE ADVICE LIMITED (Avenue)

Auckland, New Zealand • July 2019 – Ongoing

AUTHORISED FINANCIAL ADVISER AND CERTIFIED FINANCIAL PLANNER

2019 – Present

Consults and assesses lifestyle and financial goals of over 50 high net-worth clients from various backgrounds. Develops comprehensive financial plans in accordance with the internationally recognised six-step financial planning process.

Investment Portfolio Management

- Oversees investment portfolios with regular asset portfolio performance review meetings with clients.
- Built 11 Standardized Portfolios, peer reviewed by MyFiduciary, achieving above market average returns since inception.

Key Stakeholder Management

- Builds client trust through comprehensive presentation of possible asset allocation strategies, and implement agreed strategies.
- Nurtures and maintains relationships with intermediaries to foster new client acquisition whilst educating all parties on services and philosophy of Avenue Advice.

Training & Development

- Completed up to date product and service training with all insurance providers. As part of gaining new adviser agreements.
- Completed and implemented new policies, and standards of service, to be provided to clients.
- Gained Transitional FAP license in February 2020.

Client Relations Management

- Implemented a new client management and relationship system during the initial COVID Lockdown, including regular contact with clients and remote meetings as required to service and manage client needs.

NEW ZEALAND FINANCIAL PLANNING COMPANY (NZFP)

Auckland, New Zealand • Nov 2000 – March 2020

AUTHORISED FINANCIAL ADVISER AND CERTIFIED FINANCIAL PLANNER

2005 – 2020

Consults and assesses lifestyle and financial goals of over 50 high net-worth clients from various backgrounds. Develops comprehensive financial plans in accordance with the internationally recognised six-step financial planning process.

Investment Portfolio Management

- Oversees investment portfolios with regular asset portfolio performance review meetings with clients.
- Followed established investment guidelines and achieved outcomes for clients as

Key Stakeholder Management

- Builds client trust through comprehensive presentation of possible asset allocation strategies, and implement agreed strategies.
- Nurtures and maintains relationships with intermediaries to foster new client acquisition whilst educating all parties on services and philosophy of NZFP.

Training & Development

- Managed the National Adviser Risk Training Programme during the 2000 period.
- Assisted with the coordination and the implementation of personal risk policies, and standards of service of NZFP throughout the five office locations nationwide.

Client Relations Management

- Improved the knowledge and efficiency of the intermediaries, and customer satisfaction rate of clients with design and delivery of over 50 seminars on investment, insurance, estate planning, budgeting, and the financial planning process, both for the clients and intermediaries.

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AXA NEW ZEALAND

Auckland, New Zealand • Apr 2000 – Oct 2000

FINANCIAL ADVISER

2000-2005

- | | |
|------------------------------------|--|
| New Business Development | <ul style="list-style-type: none">• Built trusted relationships with over 200 clients with sales of insurance products and service provision.• Conducted comprehensive situational and needs analysis; advised clients on long-term insurance investment strategies.• Participated in industry events and networked intensively to grow contacts whilst selling products directly to prospective clients.• Increased the personal network and visibility of the company among key industry players and wide client pools. |
| Revenue & Profit Growth | <ul style="list-style-type: none">• Grew the client base by 200% through direct sales and targeted telemarketing campaigns. |

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APEX CAR RENTALS

Queenstown, New Zealand • Aug 1999 – Jan 2000

YARD MANAGER

1997-2000

- | | |
|------------------------------------|---|
| Operations Management | <ul style="list-style-type: none">• Managed front-of-house sales operations that serviced thousands of clients with a fleet of 3,000 cars.• Substituted for the company manager to oversee office management, operations, budget management, and leadership of a team of 10 employees.• Administered the dispatch yard, which at times held up to 50 rental vehicles.• Managed cash handling; ensured timely receipt by the company via banking. |
| Transformational Leadership | <ul style="list-style-type: none">• Spearheaded receipt of rental vehicles, processed rental agreements of clients, and coordinated the rental schedule based on the requirements of the clients.• Contracted to Auto King Holdings (vis the US State Department) for the visit of President Clinton during APEC 1999. |
| New Business Development | <ul style="list-style-type: none">• Liaised with USA State Department Officials for the stay of President Clinton in Queenstown.• Met and greeted clients from Queenstown Airport; completed respective rental documentation. |
| Client Relations Management | <ul style="list-style-type: none">• Monitored and ensured high standard of customer service was provided to clients.• Trained and supervised new staff members to ensure superior customer service and data administration. |

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B3 EVENTS

Auckland, New Zealand • Jan 2009 – Jun 2014

DIRECTOR

1992 – 1997

- | | |
|--|--|
| Collaboration & Negotiation | <ul style="list-style-type: none">• Sourced and established partnerships whilst nurturing relationships with sponsors to donate and support management of the Devonport Food, Wine & Music Festival.• Covered increased costs over five years and re-negotiated partnerships terms with suppliers. |
| Strategic Planning | <ul style="list-style-type: none">• Planned, managed, and reported on annual budget, operations, and performance of the company.• Developed marketing plans and negotiated with teams and agencies whilst overseeing the implementing of various promotional and PR campaigns.• Increased presales from 5% of total ticket sales to 60% total sales with new direction for the sales, sponsorship, and marketing strategies. |
| Transformational Leadership | <ul style="list-style-type: none">• Undertook administrative, operational, and cost controlling to ensure profitability of the events and company in general whilst adhering to all legislative requirements.• Cooperated with the Auckland and North Shore City Councils to receive advice and support to meet new regulatory requirements.• Initiated and conducted Health & Safety audits, which improved adherence to the policies by the team.• Ensured existence of contingency plans, solved issues on event days, and maintained delivery targets and high quality service. |

INVESTMENT EXPERIENCE

Managing Director, Avenue Advice Limited (2019-Present)
Managing Director, Kingfisher Corporate Trustees (2016 – Present)
Private Investor, Family Investment Portfolio (2000 – Present)

EDUCATION & CREDENTIALS

Graduate Diploma in Business Studies, Major in Financial Planning – Massey University (2004)
Bachelor of Commerce, Major in Economics and Finance – University of Auckland (1999)
Bachelor of Commerce and Science – University of Auckland (1991)

LICENSES & CERTIFICATIONS

Authorised Financial Adviser (AFA) – Financial Markets Authority (FMA) (2010 - Ongoing)
Certified Financial Planner – Financial Advice New Zealand (2005 – Ongoing)

PROFESSIONAL TRAINING & DEVELOPMENT

Stage Two in Word and Excel – Morgan and Banks (September, 2000)
Salesperson Training Module – AXA (September, 2000)
Superannuation Training – AXA (September, 2000)
Personal Insurance Adviser Training – AXA (September, 2000)
Ongoing Insurance Training - Various Providers

PROFESSIONAL MEMBERSHIPS

Associate Member – Institute of Directors (IoD) (2016 – Present)
Member – Institute of Financial Advisers (IFA) (2001 – Present)
Member – Trustees Association of New Zealand (NZTA) (2002 – Present)
Member – The Estate and Tax Planning Council (ETPC) (2010 – Present)

COMMUNITY SERVICE INVOLVEMENT

President – Rotary Club of Devonport (2006 – Present)
President – Rotary Club of Takapuna (2013 – 2015)
Volunteer Fire Fighter – Devonport Brigade (2019 – Present)
Chair of the School Board – St Leos Catholic Primary School (2019 – Present)

Making a leap for **INDEPENDENCE**

Gavin Busch says a move to set up his own business has paid dividends already.

BY SUSAN EDMUNDS

Gavin Busch had been in the financial services sector for nearly 20 years when he decided it was time to strike out on his own.

With a background in economics and finance, he moved into a job with New Zealand Financial Planning 19 years ago. But after a “fairly long marriage” he decided it was time to take the step to do his own thing.

He has now set up Avenue Advice in Takapuna, Auckland. “It’s been very

refreshing, my clients are very, very happy with the move. I’ve had a huge amount of positive feedback.”

At Avenue, he offers investment advice, taking a portfolio diversification strategy with an Australia and New Zealand bias. The business also offers insurance, KiwiSaver advice, business consultancy and financial advice locum services.

“I’ve always believed in a diversified portfolio with a bias to the New Zealand and Australian market, instead of going

down that path with a large exposure to offshore.

“All the commentary around the world now is picking Australia and New Zealand to come out of this better placed with faster recovery potential.”

Busch said, while there were risks with the local economy short term, it felt safer to manage and work through those than to have large amounts invested in the United States and Europe.

Being with NZFP had given him a solid base, Busch said, and taught him about



“Don’t be afraid to take the leap. It’s not as hard or scary as you might think.”

the importance of prioritising clients and acting in their best interest, not getting distracted by the latest investment trends.

But he said there was a strict structure and firm beliefs in the philosophy at NZFP. Now that he was on his own he could broaden the advice he gave to people in providing other solutions to meet their goals and objectives.

He had also been able to reduce his fees by about a third once he shifted into his own business. That was important in a climate in which there was more pressure and scrutiny on fees, he said. “A strong motivation for moving out of NZFP was that I wanted to reduce the costs for clients. Being part of a large group is expensive.”

The scale that some people expected to see through consolidation was not always as significant as hoped, he said.

More pressure was likely to go on fees during a period where advisers were facing poor investment returns as markets moved against them after a long, good run.

“You can provide the best service in the world but you get rated on the performance of your investments. How do you charge for that and make sure you cover your business costs, provide the service you want and make a living?”

Busch charges an hourly rate and a fee for service for portfolios. “I’ve never had a problem with clients paying.”

He said his 80 clients were told they did not have to move – they could have stayed and been introduced to another NZFP planner. “Pretty much all of them came.”

“Our role as advisers is to be on the edge of the cliff to stop them jumping off. That can be a challenge.”

The reduction in costs due to independence was a “significant saving” for clients’ bottom line, he said.

Busch said, while a lot of people were concerned about the prospect of going out on their own as a financial advice business and wanted to stay within the support structures of a large group, it was not as hard as people expected. Even the licensing process had not been as onerous as some feared, he said.

“Don’t be afraid to take the leap. It’s not as hard or scary as you might think.”

In a recessionary environment it was harder for people to make money and many were looking for advice, he said. “The old adage is that a rising tide lifts all boats but it goes out and you find which are on the rocks.”

The experience would show which advisers had been working with clients on strategies for their unique circumstances, and helping with their plans and objectives.

Starting a new business in the middle of a level four lockdown had been a challenge but not insurmountable, he said. “With the business we can still do everything electronically, it hasn’t stopped the business at all. The biggest challenge from an industry point of view is that we are very person-oriented, it’s harder to get out and make those connections, you have to adjust the way you interact with people to get new clients.”

Unable to meet clients in person during the lockdown, he arranged for a meal to be delivered to each one, with a note.

“That extra touch of client service makes a difference.”

Busch plans to grow the business “but not turn it into a monster of a company”. A benefit of being independent was that he did not have to make decisions by committee and bore the responsibility of the business himself.

There was a settling in period, he said, where clients were transferred to the new structure.

Beyond that, he was interested in meeting another couple of advisers, with a similar perspective, who might want to join forces. There could also be the opportunity to buy books of business

from retiring advisers who had spotted their moment to move on.

Many advisers were unsure about the way the industry was heading, Busch said, and how they could fit in while maintaining the independence. “I think the industry is well-placed, it has great potential moving forward, especially with what people are calling a new normal.”

He said there was an opportunity to “get alongside” a lot of people who were going to face difficulties and help them, showing the value of financial advice at the same time, encouraging them to develop an emergency fund and helping them if they were nervous about investment decisions.

Advisers could guide them and then show the benefit of that advice – such as highlighting an eventual market uptick when people stuck it out on the basis of expert guidance.

“It might mean we end up giving a lot of our own free time. It’s about starting to teach people, educate people, that it’s worthwhile to get advice. There’s an opportunity now to say here’s a hand up, we can help you. What people go away with is the fact that there was value in that advice ... one adviser said to me there is no time like the present to start sowing seeds. That point is now.”

He said it was natural for clients to want to run from tumultuous markets. “It’s a natural reaction ... huge numbers went and changed from growth to conservative at the bottom of the market. Our role as advisers is to be on the edge of the cliff to stop them jumping off. That can be a challenge.”

In the meantime, Busch is putting out fires of a different sort, as a volunteer firefighter. He joined about nine months ago as a way to get fit. “It’s a great opportunity to get out and give back to the community ... my seven-year-old thinks it’s pretty cool, I get to wear the outfit and ride around in a fire engine. Every Monday night we put on the outfit and off we go.” 🇿🇩