

## Media Release

**John Brogden appointed new CEO of IFSA**

The Chair of the Investment & Financial Services Association (IFSA), David Deverall, today announced the appointment of John Brogden as IFSA's third Chief Executive Officer, effective as of 28th August.

IFSA was formed in January 1998 and represents the investment, life insurance and financial services sector with more than \$1.2 trillion in funds under management on behalf of ten million Australians. IFSA has more than 140 financial services providers as members.

From mid 2006 to December 2008, John Brogden was the CEO of health insurer Manchester Unity until its successful merger with HCF. He was the Independent Chairman of Abacus, the industry body representing Australia's credit unions, building societies and friendly societies from 2006 to 2009.

Mr Brogden was a Member of the NSW Parliament from 1996 to 2005 and Leader of the Opposition for three-and-a-half years from 2002 to 2005.

In announcing the appointment, David Deverall said: "The IFSA Board is delighted to appoint John as its new Chief Executive Officer. He brings both stature and a wealth of experience to the position. John has had experience in public policy as a parliamentarian and adviser, and has successfully led advocacy for the credit union, building society and friendly society peak body. In addition, in his last full time role he successfully served as CEO of a well known financial services company.

"As a result of the GFC, IFSA and its members are working in a challenging environment, but it will be the challenge of change which gives this industry the chance to grasp fresh opportunities. The Board is confident that the new IFSA CEO will be more than equal to the tasks assigned, and that the industry will grow strongly under his leadership."

"On behalf of the IFSA Board, I thank Richard for more than a decade of dedicated and effective service, both as Deputy CEO from 1998 till 2002 and as CEO from 2002 until his official retirement on 28th August, when Mr Brogden assumes the position of CEO. Richard has been integral in helping to build and refine what is increasingly recognised as a world-class retirement savings system in Australia", Mr Deverall concluded.

John Brogden said: "I am very much looking forward to the task of ensuring the industry achieves better public policy outcomes in areas such as retirement incomes policy, regulation of managed investments and life insurance. I also look forward to delivering the reforms that IFSA will be adopting as part of the Superannuation Member Charter which was released last month", Mr Brogden concluded.

**Please call Simon Disney, Senior Manager, Media and Communications on 0408 161 466 or IFSA Chair David Deverall on 02 9229 9078.**

Level 24, 44 Market Street,  
Sydney Australia NSW 2000  
ABN: 820 807 44 163

Ph: [61 2 9299 3022](tel:61292993022)  
Email: [ifsa@ifsa.com.au](mailto:ifsa@ifsa.com.au)  
Web: [www.ifsa.com.au](http://www.ifsa.com.au)

*IFSA represents the retail and wholesale superannuation, funds management and life insurance industries. IFSA has over 145 members who are responsible for investing over \$1.1 trillion, on behalf of more than ten million Australians. Adherence by Members to IFSA Standards and Guidance Notes ensures the promotion of industry best practice.*