

## **Address at the Launch of the Jan Pentland Foundation 26/11/09**

I would like to begin by first thanking the Trustees of the Jan Pentland Foundation for allowing us to take part in this event.

I represent the Financial and Consumer Rights Council which is the peak body for Financial Counsellors in the State of Victoria. Jan is one of our two Life Members.

In a conversation recently with one of our practitioners he mentioned very simply that Jan was his hero. When he started out in this business, like many of us he knew nothing. He received a lot of information from our newsletter, the "Devil's Advocate". In almost every edition of this he would read an informative article by Jan. It was some months before he managed to meet her and so impressed was he that he then decided to model his professional practice on Jan's example. This is typical of the esteem with which Jan is held in our field.

Due to the work of Jan and many others, quite a few of whom are in this room, Financial Counselling has come of age as a profession and is now seen by governments and business as an essential tool in recovery from crises, whether they be natural, such as the recent bushfires in Victoria, or financial, as in the GFC.

Most professions celebrate their history and the Board of FCRC felt that now was the perfect time for us to do that by instituting two awards named after our Life members.

The criterion for the annual Jan Pentland Memorial Award is that it be awarded to a practising Financial Counsellor who has contributed in some way to the wider community above and beyond their normal client work. We feel this will be a fitting memorial to the enormous contributions made by Jan to not just the State of Victoria but nationally and even internationally.

Next June and each year thereafter the Board of FCRC will appoint a sub-committee to accept nominations for the awards with the intention of presenting them at our AGM which is usually held in September or October.

As a memento of the inauguration of this award, I would invite David and the other members of Jan's family to come forward and accept this small presentation.