

Advance Asset Management takes out the top spot at Professional Planner/Zenith Fund Awards 2012

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For immediate release

Advance Asset Management has won the award for the best multi-strategy/fund of hedge fund for the Advance Alternative Strategies Multi-Blend fund at the 2012 Professional Planner/Zenith Fund Awards.

The Advance Alternative Strategies Multi-Blend fund invests in a diversified mix of investment strategies to achieve a growth-like return which is not reliant on there being strong equity markets.

Patrick Farrell, Chief Investment Officer for BT Financial Group and Head of Advance Asset Management, said the win reflected the dedication and commitment of the team.

“Our unique investment process is built on our access to the best possible local and international expertise and this win is terrific recognition for the Advance team and in particular, Advance Portfolio Manager Chris Thompson, in providing tailored solutions in the Alternative strategy sector.

“This win makes us more determined and focused to maintain our high standards in risk management and asset allocation that our clients truly value from Advance.”

Advance is a specialist asset management business within the Westpac Group with a focus on asset allocation and risk management, implemented through a multi-manager process. The Advance multi-manager approach is based on the belief that different styles and strategies, when combined, can produce a more consistent outcome for investors by minimising portfolio risk.

Advance blended multi-manager funds offer greater diversification, while benefiting from active investment management and the potential to achieve sustainable outperformance over the longer term.

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