



## **MEDIA RELEASE**

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### **STOCKBROKERS ASSOCIATION OF AUSTRALIA LAUNCHES iLEARNING PROGRAM**

The Stockbrokers Association of Australia today announced that it had moved to an e-learning platform for professional development. The Association will still also offer traditional learning.

Speaking today at the 2011 Stockbroker's Association Annual Conference in Sydney, CEO Stockbrokers Association of Australia Mr David Horsfield, said the new online program, named iLearning, would allow more flexibility for Australian stockbrokers to continue their professional studies.

"We have been developing our online learning capabilities for some time and I am very pleased to finally launch the new online portal here at this year's annual conference," he said.

"Our industry is now largely mobile, with many Australian stockbrokers working across a number of countries whether it be through constant travel, working in Australia to a North American base office and keeping equivalent hours, or working overseas-and still seeking to keep up with their Australian qualifications.

"The new iLearning program will enable our members to undertake their studies online at any time and earn up to 20 hours of professional development each year toward their Australian industry accreditation."

Mr Horsfield said the Association had worked with industry experts and its own member base to develop the new program.

"The iLearning program consists of ten priority modules that each result in a Professional Certificate upon completion. We felt it was really felt that it was important to offer these critical areas of study in our initial program, with a view to developing more online study options in the future."

The iLearning platform can be accessed via the Stockbrokers Association of Australia website at:  
<http://www.stockbrokers.org.au/iLearning/iLearning/tabid/360/Default.aspx>

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#### **Media Contact**

David Horsfield, CEO Stockbrokers Association of Australia (02) 612 8080 3200  
Kristy McSweeney, CPR Communications 0415 740 722