



AFIA ANNOUNCES WINNERS OF INAUGURAL 'AFFIE' AWARDS

20 October 2022. The Australian Finance Industry Association (AFIA) is proud to announce the winners of the inaugural 'Affie' Awards, held this week at the conclusion of AFIA's annual conference in Sydney.

The Affies are designed to acknowledge individuals and organisations that have been instrumental in driving positive outcomes for the finance sector and to give recognition to those leaders who have played an integral role in financing Australia's future.

Diane Tate, CEO of AFIA said: "This is the first year for the Affies, and we have been blown away by the standard of the entries. We had very worthy finalists in every category and our expert judging panel for each award advised each category was a very tight contest.

"A big congratulations to all the Affie winners, who have been selected as the highest achieving businesses and people in their respective categories. We celebrate their remarkable achievements and hope they will inspire the finance sector to continue striving for better outcomes across leadership, sustainability, innovation, and diversity and inclusion.

Rebecca James, CEO of humm and winner of the Affie for Impactful Leadership, said: "This award means a great deal to me personally but it's also recognition of how far we've come as a business and the incredible talent that works at humm. There is nothing more rewarding than seeing someone realise their full potential, and I'm grateful to be in a position where I can support people to build the career they want; particularly women within the finance and technology sectors. When you stay true to yourself and have the right people supporting you, anything is possible."

Anna Hawter, Deputy-CEO of Lumi Finance, the winner of the Affie for Empowering Innovation, said: "Winning this award is a credit to our customer-obsessed teams, our approach to innovation and the continuous investment we have made in our proprietary technology to help Australian businesses access affordable, fast and fair funding. We are honoured to be recognised and thank AFIA for championing a thriving innovative finance industry that acts in the interest of customers and communities."

Katherine McConnell, Founder & CEO of Brighte, the winner of the Affie for Promoting Sustainability, said: "At Brighte, promoting sustainability isn't a side business – it's our core business and the reason we do what we do. So far we've deployed over \$1 billion in capital to help create over 100,000 sustainable homes across the country. We're humbled by this recognition and hope it inspires our industry to continue playing a key role in financing our shared sustainable future."

Keith Rodwell, CEO of Maia Financial and inaugural inductee into the AFIA Hall of Fame, said: "Since AFIA was formed from the amalgamation of numerous smaller, product focussed associations, it has successfully highlighted the size and breadth of the finance industry and its significant contribution to the Australian economy and to consumer and business customers alike. AFIA has championed integrity, among other things, through the formalisation of industry standards. The establishment of the Affies to formally recognise leadership in our industry is an important milestone in raising the

awareness of the industry and enhancing the reputation of its members for high quality, customer focussed, financial services.”

More information about the Affie Award winners

Category: Championing customer & community

Winner: American Express for their work on meaningful action to deliver more equal and inclusive environments for all through their partnership with Mardi Gras and Sydney World Pride. The partnership builds on American Express’ commitment to the LGBTQIA+ community, which started with involvement in the 2017 Marriage Equality debate and now encompasses participation in the global Open for Business campaign, Shop Small, and strong engagement with the LGBTQIA+ community. For the past 16 years, American Express has scored 100 percent on the Human Rights Campaign’s Corporate Equality Index, based on organisational policies and practices that support LGBTQIA+ inclusion.

Category: Empowering Innovation

Winner: Lumi Finance for its Lumi Lux™ product innovation and in-house technology development & deployment. The Lumi Lux™ product was created as a response to boost certainty for businesses and reward small businesses for good repayment behaviour. Instead of interest rates rising, with Lumi Lux™, the interest rates decrease by a set percentage every six months when repayments are made on time. This innovative rate-reducing loan gives businesses more capital certainty with rising inflation, staffing shortages and supply chain challenges.

Category: Promoting Sustainability

Winner: Brighte for their approach to sustainable business practices and commitment to sustainable change for households across Australia. Brighte’s innovative product offering has facilitated the installation of more than 110,000 solar systems with a capacity of over 770 Megawatts (~ 40% of the Liddell coal fired power station’s capacity) and enabled Australians to avoid more a million tonnes of emissions each year - equivalent to emissions of over 4.5 million cars. Brighte also provides financing for energy efficiency programs in partnership with both the Tasmanian and ACT Governments.

Category: Impactful Leadership

Winner: Rebecca James, CEO, Humm for demonstrating an extraordinary ability to think, work and lead differently in rapidly changing circumstances. Overlapping with the challenges presented by COVID-19, humm were faced with the possible sale of their consumer finance business in December 2021 and the uncertainty this created for people who were already exhausted and burned out by extended lockdowns. Through an extremely challenging time, which included having her second child, Rebecca was able to inspire and motivate her team, deliver strong business results and has achieved continuous improvement in humm’s Employee Engagement Score.

Category: AFIA Hall of Fame

This award is for an individual who has transformed or advanced the finance industry in some way through their outstanding personal contributions over time.

Winner: Keith Rodwell, Maia Financial

Keith has spent 30 years in the finance industry working across many different financial brands, with responsible for business growth both domestically and globally. His long-term success has been based on a solid foundation of integrity

and compliance with a clear understanding of the customer value proposition, balanced by pricing strategy and credit discipline. By thinking differently about ways to support the new breed of finance companies, Keith enabled portfolio funding to a range of innovative consumer and commercial lending businesses, enabling over \$2bn in facilities to be established where traditionally years of portfolio performance would have been required. His commitment to building a business that endures has been embedded in all staff and many have taken this foundation to forge their own successful leadership careers across the industry. Keith was heavily involved in the formation of AFIA, and he has served on a number of industry association boards, including the Australian Equipment Lessors Association and AFIA.

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About AFIA

AFIA is the only peak body representing the entire finance industry in Australia.

We represent over 150 members, including bank and non-bank lenders, finance companies, fintechs, providers of vehicle and equipment finance, car rental and fleet providers, and service providers in the finance industry. We are the voice for advancing a world-class finance industry and our members are at the forefront of innovation in consumer and business finance in Australia. Our members finance Australia's future.

We collaborate with our members, governments, regulators and customer representatives to promote competition and innovation, deliver better customer outcomes and create a resilient, inclusive and sustainable future. We provide new policy, data and insights to support our advocacy in building a more prosperous Australia. More information at afia.asn.au