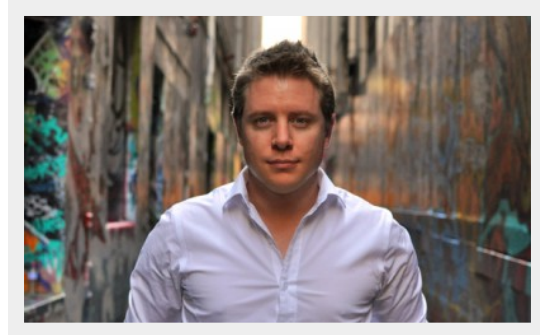


## Scott Pape

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### *The barefoot investor who makes money sexy*

Scott Pape makes money sexy. Heralded as the Jamie Oliver of finance, he is a successful stockbroker and a former investment advisor with one of Melbourne's leading finance firms EL & C Baillieu. Scott Pape is also a media commentator, author and host of his own radio show titled *The Barefoot Investor* on 90.7 Syn FM.



But it is Scott Pape's unique ability to combine his knowledge, experience and infectious humour that makes him such an in demand keynote speaker. He has used these attributes to "make money sexy" and deliver street-wise strategies to people who simply don't do finance.

Scott Pape understands the pressures faced by young people on a day-to-day basis and the extremely competitive economic environment in which they are surrounded.

He understands that having a degree is by no means a ticket to a successful career and financial happiness, so when he gives advice, in his own words, he "keeps it real". Scott Pape appears as the financial expert on the SBS TV show *The Nest*, which follows three very different Australian families as they participate in a social experiment, to find out how prepared (or unprepared!) their children are for living sustainable, independent futures.

In addition, he regularly appears on TV shows such as *A Current Affair*, *Sunrise*, *Mornings with Kerri-Anne*, *Good Morning Australia* and *the Today Show*, as well as on radio providing practical information on all things money-related. Scott also writes a weekly financial column for News Limited papers in all capital cities.

Scott Pape's first book, *The Barefoot Investor* (2004) was an overwhelming success. The book has since been printed in the UK, Holland and India and in 2007 a revised and updated version was released in Australia. Sir Richard Branson probably said it best when he stated, "The Barefoot Investor makes finance fun".

Ultimately Scott's ability to relate to, and make a connection with the young Australians of today, is fast tracking his way to becoming an Australian celebrity.

### **Scott Pape talks about:**

Scott is a well known and sought after keynote speaker. He regularly addresses corporate luncheons & seminars throughout Australia speaking on topics that include:



- An overview of the financial factors facing Generations X & Y that can impact on your staff and customers.
- The 5 things that under 30's want to know about and how and why they should be the focus of marketing efforts.
- Marketing to Generations X & Y, specifically in getting them to invest - Scott highlights where companies fail in the process and picks out real life companies that have succeeded. He then helps audiences to analyse why they've achieved success.
- The 'trillion dollar wealth transfer' that is about to occur between generations and what to do about 'trapping' that wealth at an advisor level.
- The rise of technology and how it affects the advise-giving profession.
- Investing in the Real World - Financial Strategies for Real People.
- Plain talk 'Investing for Tough Times'.

## Client testimonials

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“ With his national and international economic globetrotting, it was a major coup to secure Scott Pape, the barefoot investor, as the keynote speaker at CPA Australia's 2009 Annual General Meeting - and let me tell you, there was nothing general about him! Scott delivered an interactive multi-media presentation that got the members on their feet and buzzed! Precise and topical; with Scott's insight and knowledge of generations X, Y and baby boomers, he is a “must have” speaker in these economically dominated times.

- *CPA Australia*

“ Scott was great. He definitely added value to our program and worked in well with the other presenters. However, the single best thing about him was that he was exceedingly professional - he did his preparation, checked in about his audience characteristics with us beforehand, tailored his presentation to the audience, and even checked in for feedback as he went.

- *Zurich Financial Services*

“ Having Scott Pape at the University Open Day speaking on the global economic crisis as well as his own personal career brought people from far and wide. We ended up having to turn people away. Scotts' insight into the global economic crisis was greatly received ... people (who don't have a background in economics) found him easy to follow and informative.

- *University of Tasmania*

[VIEW SPEAKER'S BIO ONLINE](#) 

