



MEDIA RELEASE

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Business achiever scales a new peak

The Peak Partnership's Troy Edmondson is accustomed to meeting challenges head-on in the business world, taking out no less than nine national business insurance awards since 2003.

But the Upper Mt Gravatt Risk Insurance Advisor recently conquered a different kind of challenge when he trekked the Kokoda Track with four other business achievers from around Australia.

The seven-and-a-half day trek in August took the group from Kokoda Village to Owen's Corner.

For Mr Edmondson (42), the highlight came when he met one of the famed Fuzzy Wuzzy Angels from New Guinea. "It was a privilege to shake hands with a real hero from generations ago and to thank him for his contribution during World War II," Mr Edmondson said. "To be in the presence of this proud old man, thought to be 102 years old, displaying his uniform and medals was very moving for all of us."

Mr Edmondson said the Kokoda experience also gave him a greater appreciation for the importance of planning for the unexpected. "To walk the same path as the Australian Diggers of sixty-five years ago made me realise that nobody knows what life will throw at them next. These soldiers had to deal with an adversity that would be difficult for many people to comprehend today.

"The trek helped to reinforce my enthusiasm and commitment for what I do – advising business owners about risk issues and insurance protection. Kokoda had quite an impact – I can tell my clients from first-hand experience not to take business and life for granted."

Mr Edmondson heads up the Risk Insurance division at The Peak Partnership Chartered Accountants at Upper Mt Gravatt and is an Authorised Representative of Professional Investment Services, Australia's largest independent financial planning and insurance advisor network.

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