



# Meet Noni Crawford

Director of Hello Wealth, Newport based Financial Planner and recent AFA Female Excellence in Advice Award nominee.

From childhood memories of playing 'Bank' to humble beginnings as lead teller for Commonwealth Bank, Noni has combined her love for the black and white methodology of numbers and strategy with a sincere passion for financial planning.

A one woman powerhouse Noni has singlehandedly built Hello Wealth from the ground up, crediting the financial adversity she witnessed throughout her own upbringing with fuelling the fire to financially empower both herself and those around her.

A connector of people and ideas Noni nurtured these attributes early on in her career and leveraged her incomparable

experience to perfect the art of aligning clients, strategies and solutions.

Eventually making the extraordinary commitment to a further ten years of study Noni went on to secure roles as Advanced Planner for AMP and Westpac. Positions that exposed her to a broad range of client circumstances and unprecedented changing market conditions, while simultaneously earning her the no. 1 spot for financial planners at AMP and placing her 6th Australia wide with Westpac.

After several years of successfully achieving commercially driven revenue goals Noni ultimately made the decision to branch out and set up Hello Wealth,

creating a client centric approach at the heart of her business that perfectly aligns her mission with her values.

Setting her apart from traditional financial planning practices, Noni has secured a license that allows her to offer an extremely broad range of products and ensure unbiased, thoroughly researched counsel that is “less product promotion and 100% strategy.”

Hello Wealth aside, when she’s not busy helping clients achieve their goals you’ll find Noni out here kicking some of her own.

She was recently invited to collaborate with Adviser Ratings on their COVID-19 Together Campaign, offering Financial Advice to 6 million Australians, and is delighted to have been nominated by the treasurer of the Association of Financial Advisers to participate in improving the quality and accessibility of the financial planning industry at round table meetings with local Government MPs.

You may also have seen Noni heroically leading the charge for [Newport’s small business community](#) as the president of Newport Chamber of Commerce and, plotting her next passion project: fulfilling her dream of better financial education for

high school students by volunteering her time bridging the existing financial literacy gap between northern beaches schools and government finance led initiatives.

During the rare downtime she fits in at home with new hubby Sam you’ll also find her diligently working on her book <PATRNS> and enjoying coastal walks with their Labrador Danzig.

Given her tenacity in everything that she sets her mind to, and evident love for the work she’s doing, we can’t wait to watch Noni and Hello Wealth continue to carve their mark in the Newport community.

Sign up [here](#) to change your life with Hello Wealth’s Weekly Insights.

Contact [ask@hellowealth.com.au](mailto:ask@hellowealth.com.au) before September 30 quoting “*Newport Chamber*” to receive a complimentary planning session.

And see her in action [here](#) on several media channels giving COVID-19 financial advice.

