



# AFM UPDATE

MARTIN SHAW

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## LATEST DEVELOPMENTS

New website

Online forums

Member profiles  
and service  
performance

Expanding PR  
support

Building political  
engagement

Celebrating 10  
years

# AFM CHARTER



TRUSTED AND LOYAL  
ORGANISATIONS



COMPETITIVE  
PERFORMANCE



THE RIGHT CULTURE  
AND PASSION FOR  
DOING THE JOB WELL



ACCESSIBLE TO  
EVERYONE