

Earn 6+ CPD Points

# Living with FSR

Strategies and Tools to Ensure You & Your Business are Compliant

A One Day Comprehensive Guide

This forum is tailored for Advisers, Compliance Managers, Directors and Paraplanners

## Melbourne

1st June 2004  
Sheraton Towers  
Southgate

## Sydney

3rd June 2004  
Four Seasons Hotel

## Brisbane

7th June 2004  
Hilton Hotel

## Highlights & Speakers include:

- **James Xenidis, Managing Director, Legal Financial Services Pty Ltd & Inspector Compliance Pty Ltd**  
Repercussions from PS175
- **Peter Cashel, Compliance Manager, Tribeca**  
How PS175 works in the Practice
- **Ulysses Chioatto, Lawyer & Consultant, SSAMM Management Consulting**  
How to Change Organisational Behaviour in your Business
- **Judy Chipperfield, B Econ, B Com Dip FP, JAC Training**  
Sales Effectiveness Within the FSR Environment
- **Sharon Walsh, Managing Director, SRW Professional**  
How to Write your SOA Properly to Comply with PS175

Presented by:



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Official Publication  
Money Management



# Effective Business and Management Processes are congruent with the spirit of c

This one-day practical guide is designed to **provide you with up-to-date informat**  
**all implementation and compliance burdens.**

## Programme

8.00 Registration and Coffee

8.45 Opening Remarks from The Chair

**Mike Lotzof, Chief Executive Officer, Australian Compliance Institute**

### Introduction

9.00 Repercussions from PS175

- What was the thinking behind PS175?
- How is it going to be regulated?
- What aspects of the policy will be looked at and why?
- How is ASIC going to ensure that the policy is enforced?
- What is going to happen if you do not comply?

**James Xenidis, Director, Legal Financial Services Pty Ltd & Inspector Compliance Pty Ltd**

9.40 How PS175 works in the Practice

- The impact of policy statement 175 on an advisor
- What constitutes financial advice?
- What is the appropriateness of recommendation?
- Analysing the contents of a Statement of Advice

**Peter Cashel, Compliance Manager, Tribeca**

10.30 Morning Coffee

### Licensee's Perspective

11.00 Managing the Impacts of FSR

- How do we manage the implementation of FSR in our business?
- What are the main challenges that have affected my business?
- How are businesses balancing their fiduciary obligations to the client with the legal obligations structured around PS175 and s.945?
- Responsible Officers and their obligations
- Is FSR going to improve the financial services industry?

**Steve Murray, General Manager Private Clients, Trust Company (Sydney) (Brisbane)**

**Kate Humphries, National Compliance Manager, NOW Securities, (Sydney) (Brisbane) (Melbourne)**

**Simone Vanden-Driesen, CFP, Director, Leishman Financial Services, (Melbourne)**

11.50 How to Change Organisational Behaviour in your Business

- Why am I doing this: what's the value of compliance?
- A culture of compliance: changing the mindset of your business through the following – Responsible Officers, Licensee Obligations and Disclosure (SOA; FSG and PDS).
- Quick wins: tips on how to make it happen with less pain.

**Ulysses Chioatto, Lawyer and Consultant, SSAMM Management Consulting**

12.30 Lunch

## Industry Association Perspective

1.30 Interpretation Issues – An Update on the Policy Statement

This panel session will review the areas in which ASIC's intentions are not aligned with the understanding of the financial planning industry and where it is open to interpretation. Peter Townsend and the panel will be addressing the following areas in detail:

- Scalability
- Client inquiries
- Statements of Advice
- Soft Dollar
- Comparable research

**Session moderated by:**

**Peter Townsend, Senior Lawyer, Peter Townsend Business Lawyers**

**Panellists to include:**

**Con Hristodoulidis, Head of Public Policy, FPA (Invited)**

**Linda Evans, NIBA**

**Philip French, Senior Policy Manager, IFSA (Invited)**

2.20 Sales Effectiveness within the FSR Environment

- Increasing financial adviser sales effectiveness
- A consultative approach to sales effectiveness
- FSR requirements - Making the linkages and using the tools
- Measurement and feedback

**Judy Chipperfield, B Econ, B Com Dip FP, JAC Training**

3.00 Afternoon Coffee

### Paraplanner's Perspective

3.30 How to Write your Statement of Advice (SOA) Properly to Comply with PS175

- What should you be doing to get it right?
- Template construction and use
- Outline scope of advice and objectives clearly
- Document how you arrived at the strategy and alternatives considered
- Use of a Strategy Report and multistep process
- Document "Why" you are recommending your strategy and investments

**Sharon Walsh, Managing Director, SRW Professional**

### Compliant Systems Perspective - FSR Compliant Technology

4.00 Step-by-Step Guide for your Business

This session will host the leading software companies, who will address the following questions, and provide their own unique insights on:

- Does the system manage business processes?
- Does the software monitor an audit trail?
- Can you ensure that an adviser is working on the same version of legislative updates?
- Does the software deliver better outcomes for your business?

**Session moderated by:**

**Sharon Walsh, Managing Director, SRW Professional**

urrent legislation, which will ensure that your practice is managing compliance properly.  
**tion and integrational tools**, which will provide you with **practical solutions for**

**Panellists to include:**

**Ross Johnston, Executive General Manager Financial Advisory Solutions, IWL**  
**Jason Hoang, National Sales & Marketing Manager, Xplan**  
**Guy Thornycroft, Marketing Manager, Prestwood Australia**



**Adviser's Perspective**

**5.10 The Factfind - How it Fits into Place**

- The importance of understanding your clients needs
- What are the implications of an incomplete factfind?
- Some recent examples

**Rae Kutrolli, Compliance & Strategy Manager, Trust Company**



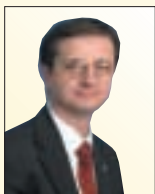
**5.40 Closing Remarks from the Chair**

**5.45 End of Conference**



## Meet the Speakers

**Ulysses Chioatto, Director, SSAMM Management Consulting**



Ulysses Chioatto is a Director of SSAMM Management Consulting, a specialist firm dedicated to providing risk, compliance and legal services (go to [www.ssamm.com.au](http://www.ssamm.com.au)). Ulysses is not a typical management consultant or lawyer. He is a doctoral candidate in Organisational Behaviour at the AGSM Uni of NSW. Ulysses has extensive commercial experience, in particular providing regulatory compliance and change management advice to blue chip corporate clients and also to Brokers, Advisers and Financial Planners.

**Sharon Walsh, Director, SRW Professional**



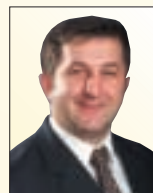
Sharon Walsh has been involved in the financial services industry since 1997. She started as a Paraplanner within an office situation, since then she has headed up two Paraplanning Departments and worked as a contractor. Sharon Walsh is now running her own business (SRW Professional) where she provides a contract Paraplanning service to Advisers and Dealers all over Australia.

**Judy Chipperfield, B Econ B Com Dip FP Cert IV Assessment & Workplace Training**



Judy has 15 years experience in the financial planning industry, including working as a Senior Financial Adviser and for the last 6 years managing and coaching Financial Adviser teams of up to 120 advisers. Judy now specialises in Financial Adviser education and development and is a facilitator of the Wilson Learning Counsellor Sales Program.

**James Xenidis, Managing Director, Legal Financial Services Pty Ltd & Inspector Compliance Pty Ltd**



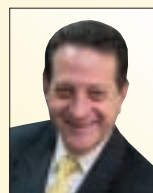
James Xenidis, formerly an ASIC Senior Lawyer, is the Managing Director of Legal Financial Services (an entity providing legal advice to financial services participants), and is the Managing Director of Inspector Compliance Pty Ltd (an entity providing outsourced compliance services). Having led numerous investigations, and providing expert evidence, on behalf of ASIC, together with 12 years of industry experience, he is now pro-actively applying this experience to the benefit of industry participants.

**Peter Cashel, Compliance Manager, Tribeca**



Peter Cashel has been with Tribeca (formerly known as Integrated) since June 1999. Prior to that appointment he was a senior investigator with ASIC from its inception in 1991. Peter's long involvement with the financial services industry and his position as team leader with ASIC, combined with his well developed communication skills make him ideally suited to hold his current position of Compliance Manager.

**Mike Lotzof, Chief Executive Officer, Australian Compliance Institute**



Mike Lotzof is the CEO of the Australian Compliance Institute. The Institute is one of the world's leaders in the areas of compliance, ethics and governance. Members come from every sector of the economy. The Institute works with Industry, Business, Academics, Regulators and Politicians to improve the effectiveness and efficiency of compliance in both the private and public sector.

Delegates will be automatically registered on receipt of form accompanied by remittance.  
Written confirmation will be supplied within approximately seven days after registration is received.

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Please send me information by email:  Yes  No

**What is the main activity of your business?** (please tick all relevant)

- |   |   |  |
|---|---|--|
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| <input type="checkbox"/> Research           | <input type="checkbox"/> Dealer Support   | <input type="checkbox"/> Accountancy       |
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**What is your main job Function?** (please tick all relevant)

- |  |   |
|--|---|
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| <input type="checkbox"/> IT                          | <input type="checkbox"/> Paraplanner / Planner Support  |
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| <input type="checkbox"/> Underwriting                |   |

**Interest Area** (please tick all areas of professional interest)

- |                                     |  |   |
|-------------------------------------|--|---|
| <input type="checkbox"/> Sales      | <input type="checkbox"/> Business Practice | <input type="checkbox"/> Tax                  |
| <input type="checkbox"/> Super      | <input type="checkbox"/> Estate Planning   | <input type="checkbox"/> Legal & Compliance   |
| <input type="checkbox"/> Investment | <input type="checkbox"/> Life Insurance    | <input type="checkbox"/> Technology Platforms |
| <input type="checkbox"/> Gearing    |  |   |

**Which Dealer Group do you belong to?**

**What are the 3 outcomes you would like to achieve by attending this conference?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Please register me for** (Please tick relevant box)

- |   |                                   |                                 |
|---|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Melbourne  | <input type="checkbox"/> Brisbane | <input type="checkbox"/> Sydney |
| <input type="checkbox"/> Early Bird Rate \$395 Inc GST (register by 07/05/04) |                                   |                                 |
| <input type="checkbox"/> Standard Registration \$495 Inc GST (after 07/05/04) |                                   |                                 |

**Method of Payment** (please tick)

- |                                 |                                     |   |
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### Registration Discounts

**Early Bird Registration** - Register before Friday 7th May 2004 and receive the early bird discount as above.

**Group Bookings** - third and subsequent delegates from the same organisation are eligible to register at 20% off the full registration fee.

### Continuing Professional Development

Continuing Professional Development points are available for this conference. It may also be used to accrue hours towards Society of CPAs continuing professional development, and ICA continuing professional education. Please call the relevant body or Tribeca Communications on (02) 9908 0281 for further details.

### For Enquiries and Registration

Phone: (02) 9908 0288 Facsimile (02) 9908 0287

Email: [enquiries@tribeca.com.au](mailto:enquiries@tribeca.com.au)

Mail: Tribeca Communications, PO BOX 1456, Neutral Bay NSW 2089

Online: [www.tribeca.com.au](http://www.tribeca.com.au)

### Venues

**Melbourne** - Sheraton Towers Southgate, 1 Southgate Avenue, Southgate

**Brisbane** - Hilton Hotel, 190 Elizabeth Street

**Sydney** - Four Seasons Hotel, 199 George Street, Sydney

### Cancellation Policy

Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$165 (including GST) service charge, will be made for cancellations received in writing (letter or fax) up to two weeks prior to the event. Documentation and a 50% refund will be sent for cancellations received one week prior to the event. Regrettably no refunds can be made less than 7 days prior to the event.

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