

Wealth Management Leaders

10
CASE
STUDIES

29th - 31st October 2007 * The Grace Hotel, Sydney

ADDRESS KEY INDUSTRY ISSUES:

**REVOLUTION & EVOLUTION
OF WEALTH MANAGEMENT**

**PRODUCT RATIONALISATION,
COMPLIANCE & DISCLOSURE**

**QUALITY & INDEPENDENCE
OF FINANCIAL ADVICE**

**SUPERANNUATION
INVESTOR METRICS**

**RESPONDING TO CHANGING
INVESTOR BEHAVIOUR**

**WEALTH PROTECTION
& INSURANCE MARKETS**

**CONSOLIDATING
LEGACY PRODUCTS**

FEE FOR SERVICE MODELS

**SERVICING HIGH NET WORTH
CUSTOMERS**

**PLANNING FOR
STAFFING ISSUES**

PRODUCT DEVELOPMENT

**NICHE MARKETING
& NEW MARKETS**

HEAR FROM AUSTRALIA'S WEALTH MANAGEMENT LEADERS...

- Geoff Lloyd, *CEO*, Asgard Wealth
- Glen Castensen, *CEO*, Centric Wealth
- Philip Pezzi, *Chief Executive Officer*, Lachlan Wealth Management
- Michael Lim, *Manager – Investor Protection Unit*, Commonwealth Treasury
- Ulysses Chioatto, *Director*, SSAMM Management Consulting and *Facilitator*, The Responsible Officers Forum
- Nick Nedachin, *Director*, Eclipse Asset Management and *Committee Member*, Boutique Financial Planning Principals Group
- David Suthons, *Wealth Adviser*, Centric Wealth
- Hugh Elvy, *Financial Planning and Superannuation Manager*, The Institute of Chartered Accountants
- Robin Burns, *Chief Executive*, Equipsuper
- Richard Nunn, *General Manager*, Commonwealth Private Bank
- Steven Davison, *National Manager – GROW*, AXA Financial Advice Network
- Cathy Duncan, *Head of Client Solutions*, Perpetual
- Helen Troup, *Executive Director – Life Risk*, ING
- Philip McLean, *Manager – Equities Division*, Macquarie BankClient Solutions, Perpetual
- Andrew Allen, *Head of Marketing*, ANZ Financial Planning

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**DON'T MISS THE 2 ESSENTIAL
HALF DAY WORKSHOPS ON:**

WORKSHOP A

**Closing the risk gap by eliminating
operational compliance risk –
implementing structures and
processes**

Led by:

Jane Walton, *Director*, Henderson Walton Consulting Pty Ltd

WORKSHOP B

**Preparing for an audit & maintaining
your compliance agenda**

Led by:

Ulysses Chioatto,
Director, SSAMM Management Consulting and
Facilitator, The Responsible Officers Forum

Researched by:



Wealth Management

Day One - 29th October 2007

8:30 Registration

9:00 Welcome from the Chair

THE EVOLUTION AND REVOLUTION OF THE WEALTH MANAGEMENT INDUSTRY

9:10 **The way forward for the wealth management industry**

- Moving from commission models to a fee for service industry, and evaluating benefit realised by *St George Bank* through this model
- Matching industry offerings with the rapidly growing wealth and savings of Australians
- Confronting issues such as the ageing population, and providing more quality and relevant advice to close the retirement savings gap
- Establishing and maintaining trust between the wealth management industry and the widening demographics of the investment community
- Reviewing the effect of increased regulation
- Improving and aligning the industry's structure and operations to best meet requirements of customers for holistic advice and financial service offerings – from a sales culture to a professional and integrated solutions and advice-oriented industry
- Understanding how the *St George Group's* wealth management arm has significantly increased the banks' net profit and funds under management
Geoff Lloyd, CEO, Asgard Wealth

9:55 **Establishing and maintaining trust and integrity for Financial Planners, and better industry models**

- Combating image problems of the past to gain the confidence of the high net worth individual
- Improving competency and compliance by Financial Planners, and gaining the trust of the investor to provide integrated financial planning and investment services – from insurance, to estate planning, tax planning, cash management and retirement planning
- Moving from a product 'distribution model' to more of a 'representation' model with more integrity and which is better aligned to client requirements
Glen Castensen, CEO, Centric Wealth

10:40 Morning Tea

11:10 **Catering to a wider range of financial needs**

- Understand objectives for the recent acquisition by *Lachlan Wealth Management* of an accountancy business, to provide a more holistic range of services
- Review how this move to more holistic services mirrors international trends, and predictions about what the Australian Investor is likely to be demanding from their investment manager

- Look at the evolution of the wealth management market in the United States
Philip Pezzi, Chief Executive Officer, Lachlan Wealth Management

PRODUCT RATIONALISATION, COMPLIANCE & DISCLOSURE

11:55 **Tackling the problem of legacy products**

- Reviewing the need for rationalising/withdrawing out-dated and legacy life insurance, managed funds, and superannuation products – freeing up members and investors and reducing error and fraud rates
- Analyse initial views and solutions arising from Treasury's recent discussion paper about legacy products
- Reducing compliance cost and complexities through adopting the *Simpler* regulatory bill
- Observing common standards of investor protection and procedural fairness to beneficiaries
Michael Lim, Manager – Investor Protection Unit, Commonwealth Treasury

12:40 Lunch

1:40 **Managing and disclosing conflicts - transforming the industry to one of transparency and disclosure**

- Communicating strategic alliances to customers, and addressing the issues of perceived business conflicts
- Implementing frameworks for disclosing risk, and highlighting relationship between risk and return for customers
- Combating the issue of trustee Directors or other officers having financial interests in external providers or downstream investment vehicles
Ulysses Chioatto, Director, SSAMM Management Consulting and Facilitator, The Responsible Officers Forum

FINANCIAL ADVICE QUALITY

2:25 **Improving independence and quality of financial advice**

- Communicating levels of professionalism of Financial Planners to Investors, and discussing the issue of qualifications and experience as a requirement for providing quality advice
- Questioning whether fee-for-service is the only way
- Understand options for ongoing self regulation for advisor services
- Investigating the legal and moral issues surrounding 'independent advice', and bias created by product providers, commissions, conflicts of interest
Nick Nedachin, Director, Eclipse Asset Management and Committee Member, Boutique Financial Planning Principals Group

3:10 Afternoon tea

FEE FOR SERVICE MODELS

3:30 **Launching a full service advice business on a fee for service model and targeting Superannuation members**

- Responding to demand fuelled by 'Simpler Super', to provide full financial advice to fund members and the public – using a policy of salaried Planners and a fee for service model
- Aligning with organisations which have similar cultural values, to deliver customer-centric solutions - understand the impetus and synergies behind the partnership between *Equipsuper* and *Health Super Financial Services*
- Review the structuring of the partnership, any change management issues, and shared services arrangements
- Identify branding issues and review customer communication strategies
Robin Burns, Chief Executive, Equipsuper

4:15 **Risk, pricing and performance in a fee-for-service model**

- Review how the rise of alpha-beta separation and fee-for-service advice models are resulting in trends such as investment into new indexed funds
- Pricing-in risk to your offerings and improving pricing strategies
- Reducing the disparity in pricing for high return and low return products on the equities market

5:00 Close of Day One

Day Two - 30th October 2007

9:00 Welcome from the Chair

MEETING HNW CUSTOMER DEMAND, AND PLANNING FOR STAFFING ISSUES

9:05 **Global trends for servicing High Net Wealth customers, and the increased prevalence of private banking services**

- Reviewing significant growth in HNW markets overseas, and strategising for the Australian market
- Understanding investment trends, and the explosion of private banking services here and overseas
- Tapping into foreign markets
- Profiling the Australian HNW individual, their investment habits, and expectations of their wealth management provider
Richard Nunn, General Manager – Private Bank, Commonwealth Private Bank

9:50 **The business of financial planning**

- Meeting the increasing demand for wealth management advice and services
- Exceeding customers expectations for advice and service today and tomorrow
- Attracting, retaining and developing a quality advisory staff
- Addressing the generational gap between older and younger advisers

KEYNOTE PRESENTATION AND CASE STUDY

CASE STUDY

CASE STUDY

CASE STUDY

CASE STUDY

- Starting a financial advice business
- Building a sustainable advice business to enable succession and value realisation

Steven Davison,
National Manager – GROW,
AXA Financial Advice Network

10:35 Morning tea

SUPERANNUATION INVESTOR METRICS

11:00 **Consumer monitoring of superannuation fund performance**

Review results of a targeted national Newspoll of more than 700 Australians, commissioned by the Institute of Chartered Accountants in Australia, with regard to:

- Those who compare performance of their super fund with other funds, methods of comparison, and whether they gain assistance from professionals such as Financial Planners
- The reasons for switching funds
- Encouraging investors to take a more active interest in monitoring their superannuation fund
- Superannuation fund investor attitudes to matters beyond performance, when comparing funds

Hugh Elvy, *Financial Planning and Superannuation Manager,*
The Institute of Chartered Accountants

- Delivering a more comprehensive range of new and better life and wealth protection via the right distribution/sales models
- Integrating wealth protection products into wealth management solutions, such as the inclusion of Life into portfolio services and investment platforms
- Analyse the benefits from incorporating Life into portfolio services and investment platforms
- Understand the appeal for client sectors, such as self-managed super and high net worth clients

Helen Troup,
Executive Director – Life Risk, ING

12:30 Lunch

1:30 **Motivating a 'new breed' of customer to invest sooner**

- Determine success of recent ANZ Financial Planning campaigns ('Tick, Tock.' 'No regrets') aimed at motivating consumers into taking action around investing earlier in life
- Understanding key customer profiles, barriers and motivating factors - investing early on in life
- Integrating marketing communications, including online – looking at the www.havenoregrets.com.au campaign
- Analysing the importance of tapping into this segment for both medium and longer term goals

Andrew Allen, *Head of Marketing,*
ANZ Financial Planning

2:15 **Launching investment options for Gen X'ers and Baby Boomers – multi-manager, multi-asset approaches, and superannuation innovations**

- Review *Perpetual Private's* renewed focus on investors aged 35 to 50, which saw the launch of investment choice options which offer gearing, as part of superannuation plans, without margin lending products

- Understand structure and benefit of the multi-manager and multi-asset approach
- Profiling and communicating the risk to customers, of gearing into superannuation

Cathy Duncan,
Head of Client Solutions,
Perpetual

3:00 Afternoon tea

3:20 **Finding a new niche in a crowded market**

- Identifying trends and servicing relatively untapped sectors
- Gain insight into Centric's new expatriate service division catering to Australians living abroad, moving overseas or returning home
- Providing tailored advice on wealth creation, superannuation and managing investments in circumstances people do not consider often enough

David Suthons, *Wealth Adviser,*
Centric Wealth

4:05 **Gearing up in response to changed investor behaviour**

- Introducing flexible investment options for SMSF investors to meet long term investing goals
- Responding to recent legislative changes regarding gearing into Superannuation
- Accelerating capital growth and the wealth of clients by taking best advantage of the new Super rules
- Looking at the advantages of cash-flow neutral investing

Philip McLean,
Manager – Equities Division,
Macquarie Bank

4:50 Close of Conference

PRODUCT DEVELOPMENT AND TAPPING INTO NICHE AND UNSERVICED MARKETS

11:45 **Wealth protection and insurance markets**

- Review the growth in Life and wealth protection sales over the past two years, and forecast trends

2:15

CASE STUDY

CASE STUDY

Day Three - 31st October 2007

WORKSHOP A

Closing the risk gap by eliminating operational compliance risk – implementing structures and processes

8:30 Registration

9:00 **Eliminating operational compliance risk – implementing structures and processes**

- Creating and implementing a compliance culture within your company
- Balancing obligations to clients, along with commitment to the regulators
- Structuring and implementing change management frameworks – advance preparation for reacting to legislative changes
- Instilling an enterprise-wide commitment to compliance education

12:30 End of Workshop A

Your Workshop Leader
Jane Walton,
Director, Henderson Walton Consulting Pty Ltd
www.hendersonwalton.com.au

(Lunch is provided to those delegates attending both Workshops)

WORKSHOP B

Preparing for a compliance audit and maintaining your compliance agenda

- 1:30 • Conducting regulatory due diligence for the financial services sector
- Designing and implementing models and frameworks across the enterprise
- Communicating compliance requirements as part of staff education and training
- Managing product development to meet regulatory and compliance demands, whilst satisfying customer expectations and not over-selling
- Self regulating in a competitive environment

5:00 End of Workshop B

Your Workshop Leader
Ulysses Chioatto,
Director, SSAMM Management Consulting and Facilitator, The Responsible Officers Forum
www.ssamm.com.au/Responsible_Officer_Forum.asp

RO Forum
Responsible Officers Forum

VIP Code

REGISTER BY

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DATE & VENUE

29th - 31st October 2007
 The Grace Hotel
 77 York Street
 Sydney NSW 2000
Phone: 61 2 9272 6888
Fax: 61 2 9272 8189

REGISTRATION FORM - PR04

Wealth Management Leaders

YES, please register me for the above conference.

Today's date / /

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<input type="checkbox"/> Conference + 1 Workshop	2,858.90	2,968.90	3,078.90	3,188.90	3,298.90
<input type="checkbox"/> Conference	2,198.90	2,308.90	2,418.90	2,528.90	2,638.90
<input type="checkbox"/> 2 Workshops	1,428.90	1,428.90	1,428.90	1,428.90	1,428.90
<input type="checkbox"/> 1 Workshop	878.90	878.90	878.90	878.90	878.90

Workshop Selection A B

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