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ifa **BUSINESS STRATEGY DAY 2018**

DELEGATE WORKBOOK

 @ifaOnlineAU

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www.businessstrategyday.com.au



Welcome

to the ifa Business Strategy Day 2018

ON BEHALF of Momentum Media, publisher of ifa, I warmly welcome you to the ifa Business Strategy Day 2018.

The market is currently undergoing a period of considerable stress and uncertainty as it awaits clarity on the federal government's mandatory education and standards regime.

But while anxiety and dissatisfaction may be understandably rife at present, in the meantime there are still clients to service, employees to pay and businesses to grow.

This event has earned a reputation as Australia's best PD day for IFAs and independent-minded practice principals. In the trademark frank and fearless style that ifa is known for, we will bring you some of the country's top minds when it comes to running more profitable, client-centric and growth-oriented firms.

For 2018, we place a special focus on self-licensing, as this is a topic on which it can be difficult to find reliable and objective information. You will hear from some of your leading peers as well as the sector's strongest supporters.

Thank you for being here today and to our partners for making it possible. I hope you enjoy the ifa Business Strategy Day, and it helps you build a more prosperous, independent and free-thinking advice business.

Sincerely,

ALEKS VICKOVICH
Managing Editor, ifa



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Agenda

8:30am - 9:30am

REGISTRATION

9:30am - 9:35am

MC welcome: Business building in a more splintered market

Speaker: Aleks Vickovich, Managing Editor, ifa

9:35am - 10:20am

Legislative update: The rise of RegTech and art of the SOA

Speaker: Sean Graham, Principal, Assured Support

10:20am - 11:05am

Self-licensed success showcase

Moderator: Chris Digby, Managing Director, Jigsaw & SMSF Advice

11:05am - 11:35am

MORNING TEA

11:35am - 12:20pm

Successfully transitioning to a modern advice firm

Speaker: Sue Viskovic, Managing Director, Elixir Consulting

12:20pm - 1:05pm

The enablers of IFA growth

Moderator: Aleks Vickovich, Managing Editor, ifa

Panellists:

- Damian Murphy, General Manager, YTML

- Allison Macfarlane, Distribution Manager - Investment Bond Division, Centuria
- Melissa Crawford, Manager, Sales Effectiveness & Coaching, MLC Life Insurance
- Nicholas Sproats, CEO, Fortius

1:05pm - 2:05pm

LUNCH

2:05pm - 2:35pm

Building profitable and efficient IFA firms

Speaker: Geoff Rogers, General Manager, NAB Wealth Distribution

2:35pm - 3:20pm

Anatomy of a valuable and profitable firm

Speaker: Steve Prendeville, Managing Director, Forte Asset Solutions

3:20pm - 3:50pm

AFTERNOON TEA

3:55pm - 4:40pm

Kickstarting a content strategy

Speaker: Jenny Pearse, Managing Director, Jenesis Consulting

4:40pm - 4:45pm

Closing remarks

Speaker: Aleks Vickovich, Managing Editor, ifa

4:45pm

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centuria.com.au

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fortius.com.au

Plan is one of Australia's largest mortgage aggregation groups. We bring a wealth of experience and expertise to the table and we'll use it to help you connect with people, build a business strategy, and access the platforms that can change your business – for good. We know that no two brokers, or businesses, are the same, so we'll always take the time to understand what sets you apart – your unique business challenges and your aspirations for the future. It's what makes us your partner in progress.

planaustralia.com.au

Established in 2010, the YTML Group helps financial services businesses be better. It uses technology to create bespoke solutions to business challenges and to break through business blockages and barriers. These include compliance hurdles, business change requirements and technical challenges, assisting a range of business in turn to extract business efficiencies and to deliver more financial advice to more Australians.

ytml.com.au

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Common Cents Financial Services Ltd in conjunction with an AFS Licensee, EQ Financial Pty Ltd, are promoting the formation of a dealer group to be wholly owned by its Authorised Representatives. An arrangement is in place for the acquisition of EQ Financial as a going concern licensee, subject to the achievement of critical mass, being the participation of a minimum number of Founding Advisers. It is proposed to establish ownership of the licensee by its Authorised Representatives through a Limited Partnership operating not for profit. The concept is similar to Vanguard, one of the largest global fund.

commoncentsfinancial.com.au

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hub24.com.au

Jigsaw Support Services is an AFSL back-office service that provides comprehensive support to self-licensed financial advice businesses. Since 2002, Jigsaw has helped clients to:

- Obtain their own licence
- Manage their licence compliance and advice risks
- Become more efficient by leveraging leading back-office systems and processes
- Enhance their customer value proposition
- Grow through scale and efficiency
- Feel part of a strong, like-minded wealth management community

amp.com.au/advice-careers/our-advice-network/jigsaw

Moelis Australia is an ASX-listed financial services firm (MOE) which is a market leader in the management of alternative investments with \$3 billion in assets under management. Moelis Australia offers advisers, high net worth individuals and family offices direct access to bespoke investment strategies in alternative asset classes which includes real estate, credit, private equity and venture capital. With a strong investment track record, our investment philosophy is underpinned by alignment with our investors via co-investment, transparency and active hands-on management, delivered by a highly experienced investment team.

moelisaustralia.com

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The Association of Independently Owned Financial Professionals (AIOFP) was registered in 1998 by a group of independently owned Advisers to differentiate their practices in an institutionally dominated market place. To be a member, the practice must not have any institutional ownership, be of good fame and operate its own AFSL. The AIOFP now also accepts individual members under these conditions.

aiofp.net.au

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Kaplan Professional is a leading provider of education and training in Australia, providing learning solutions to over 45,000 professionals annually - this includes 15,000 corporate clients. Our client base includes all the major banks and leading financial services providers in the country. We offer programs in both vocational education and higher education, providing seamless pathways from certificate level all the way through to master's degrees.

kaplanprofessional.edu.au

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assuredsupport.com.au

For over a decade, Elixir Consulting has helped grow hundreds of advice businesses through our independent business coaching and consulting services. Our team of experienced consultants love working with financial advisers, risk specialists, licensees and product providers to improve their business. Whether you're looking for pushing through a growth plateau or generally improving the sustainability of your business, chat to us about how we can help

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Momentum Media Group connects audiences to information. Across Australia's professional and financial services sectors, Momentum Media Group plays an integral role delivering insightful market intelligence via multiple platforms, including digital, events, social, print, broadcast and research.

momentummedia.com.au



■ **9:30AM - 9:35AM**

MC WELCOME: BUSINESS BUILDING IN A MORE SPLINTERED MARKET

In the 12 months since the last Business Strategy Day, the trend towards self-licensing has increased, with warmth for individual licensing growing from both advisers as well as regulators. This model can have benefits for IFA firms, but it also contains challenges. Whether self-licensed or within a licensee network, all advisers need to seek P2P learnings and best practice, and be willing to experiment.



ALEKS VICKOVICH
Managing Editor, ifa

Aleks Vickovich serves as Managing Editor, Wealth and Innovation at Momentum Media, overseeing leading financial services media brands, including ifa. He has previously worked as a news reporter, foreign correspondent, political speechwriter and corporate PR adviser.

In October 2017, he was named Columnist of the Year at the Mumbrella Publish Awards. In November 2014, he was named Editor of the Year (Business) at the Publishers Australia Excellence Awards, awarded for his work as Editor of ifa magazine and in re-positioning the publication as an advocate for the independent and non-aligned financial advice community. He holds a Master's in Media Practice and studied political communications at the Leadership Institute in Arlington, Virginia, USA.

Connect with Aleks on LinkedIn:
[linkedin.com/in/aleks-vickovich-ba018329](https://www.linkedin.com/in/aleks-vickovich-ba018329)

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9:35AM - 10:20AM

LEGISLATIVE UPDATE: THE RISE OF REGTECH AND ART OF THE SOA

With a range of new laws set to affect the business of financial advice, and a new regulatory body in FASEA, this important session will provide an update on the compliance and legislative landscape and tips to help reduce the compliance burden. Topics will include ASIC's risk SOA, the best interests duty, the new education standards, ASIC's s923A clarification and emerging RegTech solutions to alleviate the red tape.



SEAN GRAHAM
Principal,
Assured Support

Sean Graham is a principal of Assured Support Pty Ltd and the creator of the OpenAFSL compliance platform. Since 1996, Sean has specialised in financial services law, compliance and risk management.

Sean is a contributing author to *Thomson Reuters Australian Financial Planning Handbook*, a frequent contributor to industry publications, and a responsible manager on a number of AFSLs. Committed to delivering innovation, simplicity and certainty to Assured Support's large and diverse client base, he has a deep and abiding interest in using technology to create better experiences.

He has also held senior executive roles with the millennium3 Financial Services Group and its subsidiary companies, Commonwealth Bank and Colonial First State.



Connect with Sean on LinkedIn:
[linkedin.com/in/seangraham1](https://www.linkedin.com/in/seangraham1)

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10:20AM - 11:05AM

SELF-LICENSED SUCCESS SHOWCASE

Principals of self-licensed practices will share the pros and cons of this model, the things to consider before taking the leap, the enablers of growth and profitability in their business, and their approach to client-servicing.

Moderator



CHRIS DIGBY
Managing Director,
Jigsaw & SMSF
Advice

In 2017, Chris Digby was appointed Managing Director of Jigsaw Support Services. Chris joined AMP in 2009 and since that time has held several senior positions within the Group. He has approximately 27 years' commercial experience, including 17 years within financial services.



Connect with Chris on LinkedIn:
[linkedin.com/in/chrisdigby](https://www.linkedin.com/in/chrisdigby)

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■ 11:35AM - 12:20PM

SUCCESSFULLY TRANSITIONING TO A MODERN ADVICE FIRM

Reflecting on bespoke research and her work providing trusted guidance to advice firms across the country, business coach and sought-after speaker Sue Viskovic will lay out the paths for advice firms to master pricing, business planning and growth in the new world.



SUE VISKOVIC
Managing Director,
Elixir Consulting

Sue Viskovic is a proud mother of four, the founder of national consulting business Elixir Consulting, a popular speaker, a business coach, and author of a number of books and programs designed for advisers.

An award-winning advocate for financial advice and small business, Sue's most recent achievements include her latest book *Worth Paying For*, which has become a lifeline for many advisers impacted by the LIF; and released in early 2018, the first edition of the *Adviser Salary Package Research Report*.

As an independent consultant to the financial advice sector, Sue is highly sought-after for her wealth and depth of knowledge and strategic thinking.



Connect with Sue on LinkedIn:
[linkedin.com/in/sueviskovic](https://www.linkedin.com/in/sueviskovic)

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■ 2:35PM - 3:20PM

ANATOMY OF A VALUABLE AND PROFITABLE FIRM

Arguably Australia's top expert on financial services industry mergers and acquisitions, Steve Prendeville will zero in on case studies of top performing financial advice firms to help you increase the value of your firm, whether sale and retirement are on the cards or you are setting up for decades of growth and sustainability.



STEVE PRENDEVILLE
Managing Director,
Forte Asset Solutions

Steve has 30-plus years' experience in the financial services industry. As Managing Director of Forte Asset Solutions and Forte Dealer Solutions, Steve has unique insight into the financial planning industry, business valuations and industry best practice.

Steve has facilitated the most financial services sales in Australia via Forte Asset Solutions, and Forte Dealer Solutions assists practices to identify and transition to the most appropriate licensee to suit their individual needs.

Steve is the founder of Forte Asset Solutions and was previously the founder of Kenyon Prendeville, a partner of Deloitte, and the CEO and Director of Deloitte Financial Services. Steve is a member of the International Association of Consultants, Valuators and Analysts.



Connect with Steve on LinkedIn:
[linkedin.com/in/stephenprendeville](https://www.linkedin.com/in/stephenprendeville)

SESSION NOTES:

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■ 3:55PM-4:40PM

KICKSTARTING A CONTENT STRATEGY

Articulating your value proposition and developing your profile as an expert and trusted adviser in the community has never been more important. Armed with the latest findings from the burgeoning financial blogger landscape in the United States, Jenny Pearse will give you practical tips to build an online presence, a personal audience or a more engaged client base.



JENNY PEARSE
Business Coach/
Communications and
Marketing Consultant,
and Managing
Director, Genesis
Consulting

Jenny started her adventure into small business at the age of 25, providing first-hand experience on what it takes to build a team from the ground up. Journeying through administration and marketing, operations and finance, Jenny has gained incredible insight into what it takes to create, manage and grow through all key result areas of business.

Jenny has held a number of board positions and became a member of the Australian Institute of Company Directors in 2010.

Today, Jenny is the Managing Director of Genesis, a business and marketing consultancy; she works to help business owners find the answers they need to create the structures and strategies required to ensure longevity and sustainability.



Connect with Jenny on LinkedIn:
[linkedin.com/in/jennypearse/](https://www.linkedin.com/in/jennypearse/)

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