



Stockbrokers and Investment
Advisers Association

Serving the interests of investors

2023

ANNUAL REPORT





Stockbrokers and Investment Advisers Association

Serving the interests of investors

Our purpose

To support and promote the value of the stockbroking and investment advice industry to serve the interests of Australian investors'

Mission

A strong voice for legislation and regulatory frameworks that support professionals to provide access to trusted investment and wealth advice

Develop the skills and knowledge to help professionals assist Australians to make effective investment decisions and manage their wealth over a lifetime

Best practice professional standards in the securities, derivatives and investment advice industry

Highly connected network of investment and wealth management professionals

Increase awareness amongst the community, government and regulators of who we are, what we do and the value we add

Contents

2023 in numbers4

Chair and CEO report5

Strategy7

Leadership & influence.....8

Membership 11

Professional development and training..... 13

Governance and stewardship 17

Directors’ report 18



2023 in numbers

PRINCIPAL
MEMBERS

32

PRACTITIONER
MEMBERS

607

TOTAL MEMBERS REPRESENTED
THROUGH PRINCIPAL MEMBERS

7,730

2023 CONFERENCE
DELEGATES

321

NUMBER OF
WEBINARS

21

CPD HOURS PROVIDED
TO MEMBERS

52

NUMBER OF PUBLIC
POLICY SUBMISSIONS

19

NUMBER OF GOVERNMENT
AND STAKEHOLDER MEETINGS

97

NUMBER OF MEDIA
MENTIONS OF SIAA

96

Chair & CEO report

It has been another big year at SIAA as we continue our focus on dialogue with key stakeholders to ensure that our members' views are taken into account.

Advocacy and policy

SIAA is a broad industry representative body and as such has members with varying interests. Our role is to service all members and act in the best interests of the industry while balancing individual interests.

As the sole body representing the stockbroking, investment advice and wealth management industry, our engagement with policy makers, regulators and other relevant parties has increased significantly in recent years and this effort remains ongoing. In the last financial year we lodged 20 public submissions (70 in last three years), held 97 government and stakeholder meetings and met regularly with Treasury, ASIC and AFCA.

Akin to an iceberg, our members often see only a fraction of what SIAA's advocacy does behind-the-scenes to guide and achieve policy outcomes. Persuading policy makers of a need for change in the regulatory framework takes a dedication of time and effort. This dedication is core to SIAA's value to members.

For example, as members know, during the past few years SIAA's members became swept up in the government's response to concerns about poor behaviour in institutionally-owned financial planning groups arising from

the Banking Royal Commission. Despite having not been called before the Royal Commission, stockbrokers and investment advisers found themselves subject to a range of regulatory reforms aimed at improving ethical standards and behaviours in financial planning.

The government response focused on professionalism across the broader retail advice sector and zeroed in on exam and education requirements as a panacea. That broad retail advice sector included several professional groups, including our members, that were not the prime targets. In essence, the resulting 'one-size-fits-all' approach took a large toll on our members. To combat this, however, ongoing advocacy by SIAA over years resulted in the introduction of the experienced adviser pathway this year. This has seen the industry retain many longstanding stockbrokers and investment advisers, to the benefit of their clients and the next generation of professionals whom they will mentor.

This is just one example of the benefit of having a professional body that represents members. In this instance it was key to shifting policy which had been detrimental to the industry. In other

instances, SIAA's advocacy is about seeking to proactively set the agenda.

Other issues with which we have been engaging for some time remain works in progress, such as the new entrant qualification pathway for advisers, the CHESS replacement project and the wholesale investor test, plus we know that new issues will arise. SIAA will continue to ensure that the voice of our members is heard.

Profile

Our reach is growing. SIAA has been featured across many major national news outlets and industry media publications this year, helping position our members' views on a range of issues, including the important one of dismantling the view that the financial advice industry is homogenous, which in turn questions the one-size-fits-all approach.

Industry-relevant forums

Our National Conference was very successful, bringing the industry together with a range of high-quality speakers to look at current and future issues.



BRIAN SHEAHAN MSIAA
Chair, SIAA



JUDITH FOX
CEO, SIAA

Our webinar and workshop program continues to provide professional development for the industry of a very high calibre.

Sound fiscal management

The small surplus SIAA achieved in the last financial year is the result of disciplined cost containment and a focus on investment in service to members. The accreditation program has been rigorously reviewed and updated, although there is more work to be done on this front in terms of program delivery.

It is important to note that SIAA still faces sustainability challenges. For this reason, the Board took the decision during the year to raise organisation member fees, which had been static for many years. This will assist SIAA to remain sustainable and expand its work on developing guidance and templates for our members to achieve consistency of sound practice across the industry.

Governance

The Board reviewed its governance practices in a range of areas. At our AGM last year, members overwhelmingly supported the adoption of a new, more contemporary constitution. The Board has also since upgraded a number of working groups to Board committee status and introduced charters for all committees. Board succession planning has also been an area of focus, to ensure broad representation of our members, the maintenance of critical skills and effective renewal.

Forward agenda

While recent years have seen the Board focused on remediating a number of negative initiatives for our profession and lobbying for common sense reforms, we are hoping to have a more positive proactive focus in the future. Our industry is incredibly important to the Australian people and economy and we believe we can contribute positively given some clear air. In saying this, there is still much to do and for the balance of 2023 and going forward, SIAA will be focused on:

- continuing our direct access to Treasury and other government bodies to ensure we are able to articulate key messages for our industry
- consulting with regulators to have members' point of view taken into account
- open discussions on topical issues and sharing of non-competitive information through SIAA's committees and working groups to inform our engagement activities
- working on guidance to achieve consistency of sound practice across the industry and remove pain points for members
- free professional development with access to industry experts and topical themes
- highlighting the value that our industry provides to the economy and individual investors.

Thank you

We are blessed with dedicated, hard-working staff who deliver remarkable results across all our activities. Very special thanks go to the team for their commitment and agility in delivering our strategic plan.

Our work is, of course, informed by input from our members, and we would like to take the time to thank all our members who have taken the time to share their thoughts and who generously offer their expertise and experience to support their professional body and its work on their behalf.

Brian Sheahan
Chair

Judith Fox
Chief Executive Officer

Strategy

The Board reviewed the strategic plan in 2023 to ensure it continues to bring our mission to life.

The core themes in our strategy are a strong voice on behalf of members; professional development and education; best practice professional standards; a community of peers; and lifting the profile of the value our members add to the economy.

In providing a strong voice on behalf of members, the strategic themes are articulating key messages from our members to shape a regulatory framework that is fit for purpose and ongoing engagement with policy makers, regulators and stakeholders to bring the knowledge and experience of our members to bear on existing and proposed regulation.

In professional development and education we focus not only on ensuring that our members meet their CPD requirements but also helping them to become more effective professionals by keeping abreast of the regulatory, demographic and technological

changes affecting the industry and client experience. We also help them keep their finger on the pulse of trends in investment strategies and approaches and we work with our members to ensure those new to the industry meet their compliance obligations.

When it comes to best practice professional standards we look to create both principles to support sound practice and guidance to operationalise those principles. By bringing consistency to practice we help lift standards across the industry and remove pain points for our members.

In terms of community, we look to strengthen the membership by creating a highly connected network of peers. Our members can engage in this community through our events, education, webinars and roundtables, as well as through our committees and working groups.

Increasing awareness of the value our members add to the economy has the key strategic focus of providing direct engagement with policy makers, regulators and stakeholders to create and deepen understanding of our industry and profession. We work to reset stakeholder perceptions and provide data to underpin the narrative. Another focus is to ensure our members' views are disseminated in the media, highlighting their expertise and unique value-add.

Each of these themes is directed at delivering positive outcomes that align to our purpose.



Leadership & influence

SIAA's aim is to have a proactive policy and advocacy approach so that stakeholders come to us for our views and take them into account. We issue media releases, engage on LinkedIn and our views are often reported in trade and mainstream media.

Advocacy

An important aspect of SIAA's advocacy efforts is explaining who SIAA is and what our members do and have done for a long period of time. One of SIAA's recent policy initiatives has been to develop a handout setting out the history of stockbroking in Australia. A link to this document is included in all our submissions to government, regulators and stakeholders.

Engagement and submissions

SIAA engaged in positively influencing public policy and regulatory outcomes through ongoing meetings with stakeholders.

We also participated in business and professional forums and engaged with the media and influential bodies that shape the evolution of practice.

In total, we had 97 meetings with stakeholders on policy issues during the last financial year, an increase from last year that reflects the many issues that SIAA has been dealing with. These include:

- Meetings with ASX on the CHES Replacement Project, including representing members at the ASX Business Committee and as an observer on the ASX Technical Subcommittee.
- Meetings with Treasury on a range of topics, including the education standards for advisers and the Quality of Advice Review.
- Meetings with the Joint Associations Working Group to put forward a consensus view on the Quality of Advice Review.

- Representing members on the Tax Practitioners Board Consultative Forum and the Security Exchanges Guarantee Corporation Consultative Committee.
- Regular stakeholder meetings with ASIC, AFCA, Cboe and IRESS.
- Multiple engagements with the government and opposition.
- Appearing before Parliamentary Committees.

We lodged 19 public submissions, including those with the Joint Associations Working Group as part of our advocacy efforts on the Quality of Advice Review.

SIAA has the following policy committees that provide input to our policy and advocacy work in general and assist with the development of our submissions:

Compliance Committee

- ✓ meets monthly (apart from January)

Investment Advisers Committee

- ✓ meets quarterly

Derivatives Subcommittee

- ✓ meets quarterly

Operations and Technology Committee

- ✓ meets quarterly

Education standards

SIAA had an important policy win during the year on education standards for financial advisers.

The current Minister came to government committed to introducing a pathway for advisers with 10 years of experience and an unblemished record. When SIAA's Board met with him in March 2023, the Minister advised that

legislation to implement an experienced pathway was unlikely to be introduced during 2023, given the full legislative timetable facing the government. However, SIAA was successful in persuading him to introduce the exposure draft bill for the experienced pathway in April 2023.

The bill passed in parliament three months after being introduced and received Royal Assent in September. This means the industry will retain many longstanding stockbrokers and investment advisers, to the benefit of their clients and the next generation of professionals whom they will mentor.

SIAA continues to argue for a flexible qualification pathway for new entrants. We had success in getting the government to consult on changes in September 2022, despite opposition from financial planning academics and others who continue to insist on narrow education qualifications not suited to those working in equity markets. However, there has been no movement since that consultation. We understand that further consultation is planned — that would be the third consultation on expanding the new entrant qualification pathway in three years. The government has confirmed it will consult again on this matter before the end of the year, which will be the third consultation on expanding the new entrant qualification pathway in three years.

We continue to point out to government the consequences of the current FASEA education standards. The new entrant pipeline to our profession has collapsed. When those interested in a career in advice with commerce, finance, business and economics degrees from the top

Leadership & influence continued

universities — the very degrees most suited to a profession in investing — are told that they have to complete unrelated further study in financial planning, many turn away.

Our advocacy on the education standards has been assisted by our success in getting the rest of the financial advice industry to recognise that the one-size-fits-all approach to adviser education is not appropriate. And we continue to emphasize to the Minister that our members do not want a 'carve-out' from education standards, but a pathway that recognises the qualifications that are best suited to stockbroking and investment advice.

CHESS Replacement Project

SIAA engages regularly with ASX, ASIC and Treasury on CHESS Replacement. This is a key issue for our members – SIAA appeared before a Parliamentary Joint Committee in February 2023 to give evidence on the amounts our members had spent on the first iteration of the project and members' concerns about their ability to have genuine input to the next iteration.

In response to industry concerns over the adequacy of ASX's stakeholder engagement and governance, ASIC requested that ASX establish a high-level industry advisory group to support the CHESS replacement project. ASIC and ASX announced the appointment of Alan Cameron AO as the independent chair of the body, which will advise on significant strategic clearing and settlement issues relating to cash equities trading in Australian markets with a focus on CHESS replacement.

SIAA also attended a Treasury roundtable on exposure draft legislation on competition in clearing and settlement at which we put forward our members' views on this important topic.

Quality of Advice Review

The Quality of Advice Review has continued to be a key focus of much of our policy work over the past 12 months.

SIAA was successful in having the Final Report recommendations retain general advice after we represented its importance to our industry. While the final recommendations narrow the application of general advice, they preserve the importance of research reports.

SIAA supports the Quality of Advice Review recommendations. We have been working with 11 other advice associations as part of the Joint Associations Working Group to present a united voice on the review and assist with the implementation of the government's response, in particular the 'quick wins' that remove regulatory red tape and add to the cost of advice without benefiting consumers. The government has stated that it wants ongoing fee renewal and consent requirements to be streamlined into a single form and the removal of the fee disclosure statement, which is a recommendation strongly supported by our members. The government intends to introduce draft legislation before the end of the year.

Australian Financial Complaints Authority (AFCA)

SIAA has increased its engagement with AFCA and meets with it on a regular basis to discuss members' concerns. We provided feedback to AFCA's consultation on its proposed amendments to the AFCA Rules and Operational Guidelines to implement the findings of the independent review of AFCA and continued to advocate for AFCA to exclude wholesale client complaints from its complaints resolution service.

Wholesale clients

SIAA continued its proactive advocacy on the issue of wholesale clients throughout the last financial year.

The government has accepted in principle the Quality of Advice Review recommendation that the Corporations Act be amended to require a wholesale client who meets the assets and income threshold and who has an accountant's certificate to provide a written consent to being treated as a wholesale client. SIAA supports this recommendation as it is consistent with the practice that many of our members have when it comes to the onboarding of wholesale clients. It is hoped that this will assist us in our argument that AFCA should not accept wholesale client complaints against our members.

Treasury introduced a consultation on the framework for managed investment schemes, which included consideration of the thresholds that determine whether an investor is a wholesale client. SIAA has argued against any changes to the thresholds, and also noted that any review of the wholesale client definition should be subject to a standalone consultation to enable participation by all relevant industry stakeholders to ensure it takes into account all possible consequential impacts.

Regulators

SIAA engages with ASIC through formal channels such as consultations and informally such as ASIC representatives attending SIAA committee meetings to address particular agenda items and appearing on panels at the SIAA annual conference. We reach out to them with queries on specific issues in order to provide feedback to our membership. ASIC also is an observer on our Derivatives Subcommittee.

SIAA is an accredited tax (financial) adviser Association for the purposes

Leadership & influence continued

of the Tax Agent Services Act (TASA) and is a member of the Tax Practitioners Board consultative forum. SIAA continues to represent the interests of our members who are registered to provide tax (financial) advice.

ASX

ASX is consulting with Market Participants on how it will be implementing its responses to ASIC's expectations contained in ASIC Report 708 and has undertaken three market management consultations. SIAA has provided member feedback to each consultation.

SIAA has also engaged directly with ASX on the CHES Replacement Project.

Australian Law Reform Commission (ALRC) – review of financial services law

SIAA supports the work of the ALRC in its reform of financial services legislation. The ALRC's work will be of great assistance to government when it implements the Quality of Advice Review recommendations as both reviews complement each other.

Practice

With members we work on best practice standards on various matters, with working groups formed to progress these. These are member-only benefits.

Our professional year working group developed guidance on issues to consider when developing a program for the Professional Year. The guidance covers the non-mandated issues that are essential to the success of the program and highlights how to consider the PY in light of providing a career pathway for new entrants and future-proofing the business. It includes practical tips and links to important resources.

In 2021 SIAA developed a template Target Market Determination for Exchange Traded Options that provided for consistency across the industry and had it reviewed by ASIC. This year we arranged for it to be legally reviewed and updated by Ashurst Lawyers to ensure it remains fit for purpose.

Complaints 2022/23

NATURE OF COMPLAINT	COMPLAINTS RECEIVED	ACTION TAKEN
Breach of SIAA Code of Ethical Conduct	0	Nil
Breach of SIAA Constitution or Rules	0	Nil
Failure to comply with educational standards, including continuing professional development requirements	0	Nil
Unethical behaviour with respect to dealing with a member of the public	0	Nil
Failure to observe reasonable standard of competence and diligence	0	Nil
Unsatisfactory professional conduct	0	Nil
Bankruptcy	0	Nil
Conduct in connection with a criminal offence	0	Nil
Conduct in connection with a taxation offence	0	Nil
Other complaints	0	Nil

Membership

Our mission includes creating a highly connected network of investment and wealth management professionals. A strong membership base is key to that. Our Principal membership base continues to expand, with another three organisation members joining in the last financial year. Our total organisation membership now numbers 32.

On the Practitioner membership front, we knew that the exit of many experienced advisers, plus the changes to the legislation governing tax (financial) advisers, would see a decline in numbers. We predicted a 30% decrease in membership in this category and our prediction proved correct. We made provision for this decline. As at 30 June 2023, Practitioner membership numbers were 607 compared to 851 at the end of the previous financial year.

Member retention rates

	2022	2023
Principal	97%	100%
Practitioner	85%	71%

Diversity initiatives

Membership continues to be predominantly male, which reflects the gender make-up of the financial services sector generally. The larger proportion of male members also reflects the demographic history of the profession, with 61% of members over 50 years of age.

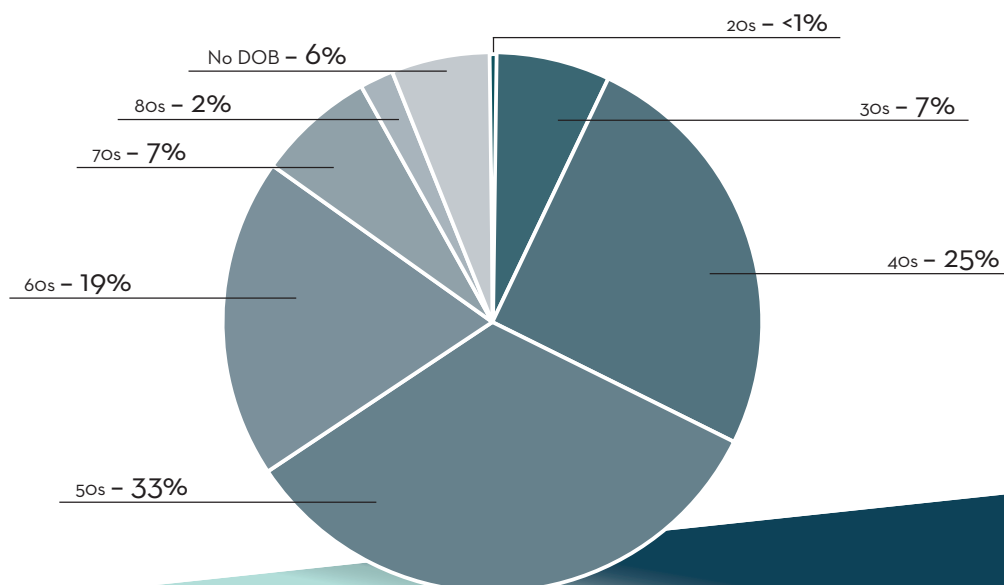
SIAA's Diversity, Equity & Inclusion Committee has been very active in addressing the lack of gender balance in our industry. It provided the momentum for SIAA to undertake a number of activities aimed at improving gender balance.

These activities included SIAA taking a booth at the all-university career fair The Big Meet in Sydney early in 2023,

with female advisers from five member firms available to speak to both male and female students with an interest in understanding a career in stockbroking and investment advice. SIAA created a series of fliers highlighting why the career of investment adviser is attractive for women; why the role of adviser makes a difference to the lives of clients; and the value that our industry adds to the economy. There was considerable interest on the day, which was pleasing given most students do not know anything about the stockbroking and investment advice industry. The Committee continues to focus on initiatives to attract female university and high school students to the industry.

SIAA's Board established a new Student Affiliate member category so that

Demographic groups of members



Membership continued

interested students could engage with the industry and member firms. This category of membership is available to those with an interest in the industry who are studying full-time or part-time and is free.

Another successful initiative was the first-ever female adviser event held in Sydney in March. Hosted by a member firm, a panel of three female advisers spoke to a packed room of advisers, heads of advice and those in back office or support roles interested in a career in advice. Further events were held in Melbourne and Brisbane, with more planned in other states in 2024. The aim is both to offer decision-makers some practical solutions for consideration and provide a community of peers for female advisers that can provide support.

Membership engagement

In October 2022 SIAA conducted a national roadshow, speaking to members about our services and activities on their behalf. The events in Sydney, Brisbane, Melbourne and Perth were interactive, as we covered professional development and training,

as well as the work of our committees and working groups. The highly connected network of professionals is a key attraction of joining our committees and working groups, as members talk through non-competitive issues faced by the industry as a whole and develop contacts throughout the industry.

A key aspect of our roadshow was an update on key regulatory matters affecting members, noting that our focus throughout the year has been to work independently and jointly with members to provide a strong voice to all parties that influence our industry. Due to the last-minute cancellation of a flight, we were unable to visit Adelaide, but were able to visit in the first quarter of the new financial year to catch up with members there.

We also jointly participated in an International Women's Day event in Adelaide in March, hosted by the SMSFA and supported by both SIAA and FINSIA.

SIAA continues to engage with members through the ongoing webinar series and the national conference. The networking

drinks at the conference is the event that emphasises strongly the value of community. Members comment on the energy in the room as our industry comes together.

SIAA also invites members to join roundtables with Treasury on key regulatory issues as appropriate and also with ASX on market management matters.

Professional accountability

SIAA's Complaints Handling Process and a Conduct Review and Disciplinary System (CRDS) was established to investigate and determine complaints against members as well as any other referral involving the conduct of a member. The Professional Conduct Tribunal has responsibility under the SIAA Constitution for determining disciplinary actions brought by SIAA against members. No disciplinary actions were taken against members in the last financial year.



Professional development and training

SIAA is committed to delivering quality professional development and training for the stockbroking and investment advice industry that meets the high expectations of employers, regulators and the investing public. Our diverse range of offerings sets the standard for fostering and enhancing the integrity and professionalism of the stockbroking and investment advice community.

Our professional development offerings ensure that investment professionals can achieve ongoing excellence in their education, knowledge and skills. Given the inherent need for lifelong learning in a continually changing environment, our PD program is designed to meet the professional obligation to maintain and improve technical knowledge and professional skills.

SIAA's accreditation courses are designed to provide training for those providing general advice in derivatives and securities and those who wish to add an additional RG146 specialist knowledge area to their existing credentials.

Conference

The SIAA 2023 conference, held at the end of May, was a resounding success. The return to a pre-COVID face-to-face event exceeded expectations, with an attendance surpassing 300 participants. The Verandah Bar networking drinks provided an ideal setting for delegates to connect with industry peers and foster valuable relationships.

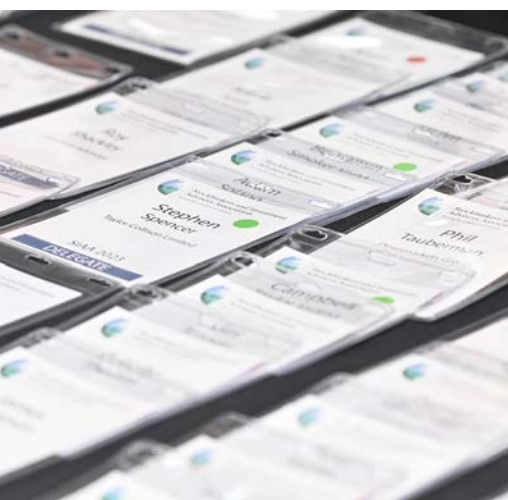
Over the two days 73 speakers participated in 23 sessions with 321 delegates in attendance. The conference also generated significant media coverage with close to 30 media mentions, highlighting our status in the industry.

Overall numbers cannot be compared to the previous two years when the SIAA Conference was delivered both face-to-face and online. However, it was pleasing to see that members appreciated the opportunity to network, with the overall number of face-to-face delegates increasing. Attendance by Practitioner members remained steady and the number of organisation members attending increased.

The conference served as a powerful testament to the significance of convening and engaging in discussions about the challenges confronting the industry. It provided a platform to address pressing matters that demand

	VIRTUAL		F2F		TOTAL			TOTAL %		
MEMBER STATUS	2021	2022	2021	2022	2021	2022	2023*	2021	2022	2023
Practitioner Member	49	49	43	44	92	93	66	21%	20%	21%
Organisation Member	121	102	99	86	220	188	183	51%	40%	57%
Non-member	32	38	84	153	116	191	72	27%	40%	22%
Total	202	189	226	283	428	472	321	100%	100%	100%

*Purely F2F



Professional development and training continued

attention, as well as to deliberate on issues 'coming over the horizon' that require proactive consideration to ensure a robust future.

Webinars

With face-to-face events returning to pre-COVID levels, the demand for online education has decreased, resulting in a decline in the number of webinars delivered by SIAA. Nevertheless, the overall attendance figures remained comparable to last year, with an average of 70 participants and a participation of 66% for each of the 21 webinars, well above the industry benchmark of between 40% and 50%.

Furthermore, the ratings for our webinars remained consistently high, reflecting the satisfaction of participants. Our content met expectations, with an average

rating of 4.1 out of 5, while the overall average rating for the webinars was 4.0.

Workshops

Our online workshops serve as an excellent introduction for newcomers to the industry or as a refresher for experienced professionals. These workshops address topics such as market manipulation, introduction to stockbroking and how a trade moves through the system, providing

participants with valuable insights and knowledge.

The following table shows the number of webinars and workshops held as well as delegate numbers, compared to the previous financial year.

	WEBINARS		WORKSHOPS	
	2022	2023	2022	2023
Number of events	27	21	4	8
Delegates	1917	1473	113	164
Average no. delegates	71	70	28	21



Professional development and training continued

SIAA-accredited CPD

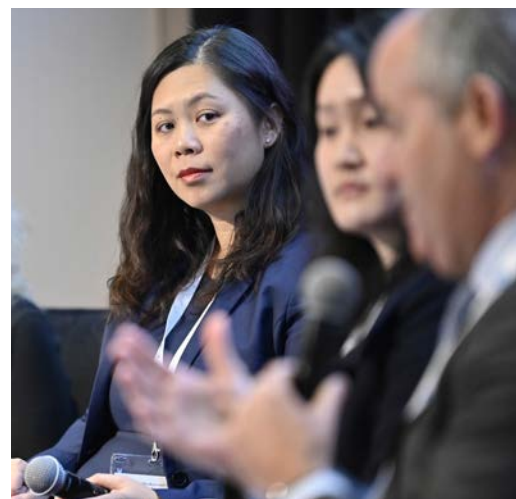
During the financial year, SIAA delivered a total of 52.4 CPD hours, which includes the conference. By attending all the webinars, participating in the conference and registering for two workshops, members would have

fulfilled their mandatory 40-hour CPD requirement. Notably, half of the CPD hours offered by SIAA were free for members.

Throughout the year, SIAA ensured thorough coverage of all CPD categories. With the conference

being held in May, it presented an opportunity for members to fulfil their CPD requirements in any Professional Standard category where they may have had a shortfall of hours.

PROFESSIONAL STANDARDS CPD	WEBINARS	WORKSHOPS	CONFERENCE	TOTAL CPD	TOTAL REQUIRED CPD
Client care and practice	3.0	0.0	4.0	7.0	5.0
Professionalism and ethics	5.5	6.0	4.0	15.5	9.0
Regulatory compliance and consumer protection	4.5	8.0	2.5	15.0	5.0
Technical competence	7.0	2.0	3.4	12.4	5.0
Tax (financial) advice	1.0	0.0	0.0	1.0	5.0
General	0.0	0.0	1.5	1.5	11.0
Total	21.0	16.0	15.4	52.4	40.0



Professional development and training continued

Education partnership

An educational partnership with Netwealth commenced in September 2022. This collaboration, still ongoing, has enabled the dissemination of educational material through a webinar and SIAA's publications.

Accreditations

SIAA offers industry-specific accreditation courses tailored to those providing general advice in the securities and derivatives industry or those wishing for a refresher in areas such as foreign exchange. In light of the ongoing regulatory changes to superannuation, SIAA made the strategic decision to sell the superannuation course to Accurium, a specialist education provider in this space.

The overall number of accreditation enrolments has decreased over the past few years, which is not surprising given the mandated education requirements for advisers providing personal advice to retail clients, with RG146 largely only applicable to those providing general advice. Accreditation enrolments decreased from 313 in the previous year to 217 this year. A total of 191 students successfully graduated from our courses.

DTR enrolments continue to be steady. Throughout the year SIAA received 69 DTR enrolments, with 36 students successfully completing their DTR accreditation and 30 candidates added to the National DTR Register. There are currently 349 listed on the register.



Governance and stewardship

Members were asked to vote on a new Constitution at the 2022 AGM and the special resolution to approve the new Constitution passed with resounding support from members. In adopting the new Constitution members voted to modernise, streamline and refine the corporate governance structure of SIAA as well as to prepare SIAA for future governance requirements.

Accountability

Members of our Board are elected by members at the AGM, representing both Principal and Practitioner members. Terms are for two years, with a maximum term of ten years, except for the chair. Board members are also appointed to fill skills gaps.

The Board of directors has a clear understanding of the respective roles and responsibilities of the Board and management. The Board's charter and the charters of Board committees are available on our website.

There are seven committees: Audit; Nominations; Profession; Investment Advisers; Compliance; Diversity, Equity & Inclusion; and Operations & Technology. Membership of committees (except Audit and Nominations) extends beyond membership of the Board, to ensure as full a representation as possible of member views in supporting the work of the Board.

The reporting process to the Board is clear, with the CEO reporting at each Board meeting on progress against the strategic plan as well as on financial performance.

Members are also accountable through the SIAA's compulsory continuing professional development (CPD) program which ensures members maintain and continuously improve their knowledge, skills and abilities.

Stewardship

The directors of SIAA seek to ensure the sustainability of our organisation for the benefit of our members. They meet offsite once a year to set the strategic direction and decision making is geared to fulfilling the strategic plan.

Integrity

All members must abide by the members' Code of Ethical Conduct, available on our website. The incidence of disciplinary action taken against

members is very low, with none taken in the last 12 months, highlighting how our members embody professional standards.

We demonstrate integrity in our engagement with regulators and policymakers, bringing an independent mind to influencing public policy and other issues affecting the profession. We also promote integrity in our learning programs, not only via the quality of the content but also through rigour in application of our CPD policy and procedural fairness. Our CPD and academic policies are publicly available on our website.

Risk management

It is the responsibility of the Board, management and staff to continually review what SIAA does, to investigate new opportunities, and to take account of risks to the sustainability of the organisation and in decision-making. Risks are reported to the Board at each Board meeting, as well as risk mitigation strategies.

Directors' report

Your directors present this report on the company for the financial year ended
30 June 2023.

Directors

Directors were in office for the entire financial year and to the date of this report unless otherwise stated.

BRIAN SHEAHAN MSIAA

Appointed 07/11/2012

Elected Chairman 22/11/18

BCom; BS (Geology), SF FIN

Brian serves on SIAA's Nominations and Audit Committees. He is Executive Chairman, Morgans Financial Limited and a member of the firm's Management, Risk and Remuneration Committees and Diversity Council. Brian has over 20 years' experience in the corporate/ financial arena in Europe, Asia and Australia. He joined Morgans Financial in 1997 as a Senior Research Analyst after three years running a mineral-processing business and was appointed Managing Director in 2003 and then Executive Chairman in 2016.

Prior to this Brian worked in senior positions in financial analysis and corporate finance over six years for a listed Australian resource company. This followed two years in Europe in the finance sector and several years working as a geologist in Australia.

STEVEN ARNISON MeSIAA

Appointed 13/09/21

BEC, LLB (Honours)

Steven serves on the Compliance Committee. He has been General Counsel at Shaw and Partners since 2009 and also Company Secretary, having held that role since 2019. He is an ASIC Responsible Manager, Anti-Money Laundering Officer and Privacy Officer.

Steven held a dual role as Shaw's Head of Compliance from 2011 to 2019. He is a board member of multiple Shaw subsidiaries and the Shaw and Partners

Foundation, which has raised over \$7 million for various charities since its inception over six years ago. Prior to joining Shaw and Partners, Steven was a Senior Associate with a boutique Sydney practice, focused on commercial litigation and business acquisitions.

ANDREW BIRD MeSIAA

Appointed 15/2/21

BEC

Andrew is General Manager, Advice, JBWere. He has 35 years' experience in the industry as an investment analyst, institutional research sales, discretionary portfolio management and over the past 18 years in wealth management as an adviser and manager of advisers. Prior to joining JBWere, Andrew was an Executive Director with UBS Wealth Management in Melbourne.

Andrew has worked for global wealth managers in Australia and

Back row from L to R: Frank Hegerty, Peter Robinson, Brian Sheahan, Liam Madden, Steven Arnison | Front row L to R: Andrew Bird, Anita Mead, Judith Fox, Andrew Fleming, Chris Webster | Not in photo: Scott Webster



Directors' report continued

internationally, developing a deep understanding of the market and is passionate about enhancing the position the Australian industry occupies in a fast-changing technology and regulatory environment. Andrew has passed numerous regulatory-related accreditations in a number of jurisdictions over his career.

ANDREW FLEMING MSIAA

Appointed 26/11/15

*BBus; MBA; GradDipAppFin;
DipStockbroking*

Andrew is Chair of SIAA's Profession Committee and currently he is a Senior Investment Adviser at Morgans Tynan Partners, Brisbane. Prior to joining Morgans in 2014, Andrew spent 20 years at Wilson HTM Group where he was a Senior Adviser in the Private Wealth Management Division concentrating on advice to a wide range of private clients and a partner of Wilson HTM prior to its ASX listing. He was also a member of the Managed Discretionary Accounts Committee.

Andrew has worked in several other banking and investment roles including the National Australia Bank, Bank of Queensland, and Jarden Morgan Stockbrokers where he established the Toowoomba office. His community and service engagement includes Surf Lifesaving, Salvation Army Red Shield Appeal, and the Army Reserve.

FRANK HEGERTY OLY MeSIAA

Appointed 9/02/23

MBA, BCom, DipFP

Frank serves on the Investment Advisers Committee. He is Head of Private Wealth at Ord Minnett. Prior to taking on this role, he led the Victoria, South Australia, and Tasmania teams for three years. Frank has over 18 years' experience in the industry and has

held senior roles in wealth advisory, credit, and banking sectors. In his role as Head of Private Wealth, Frank leads an experienced team in the advisory network.

He is a Director of Lymphoma Australia, the only not-for-profit in Australia dedicated to patients with lymphoma, the country's sixth most common cancer. Frank is a dual Olympian and Olympic medallist in Rowing, and has been awarded an Australia Day ambassador in 2009, Sydney University Sportsman of the year in 2009 and NSW Rower of the Year in 2008.

STUART KNOWLING MSIAA

Appointed 7/11/13

Resigned 18/7/22

BS (Econ)

Stuart served on the Broking Committee. He was Chief Executive Officer for Instinet Pacific Limited. His role included management and oversight of Instinet's offices in Hong Kong, Singapore and Sydney and he was responsible for driving business strategy, growth and profitability across Instinet's trading and technology services organisations. Prior to this role Stuart spent six years as Chief Operating Officer, Asia for Instinet based in Hong Kong.

Stuart moved to the COO role in Hong Kong in 2010 after spending three years working as Country Head for Instinet in Australia, where Stuart was responsible for the establishment of Instinet as a trading and clearing member of the Australian exchanges. From his time in Australia Stuart retained his position as an ASX Responsible Executive and ASIC Responsible Manager.

Prior to joining Instinet Stuart spent 10 years with Deutsche Bank in roles in Sydney and London.

LIAM MADDEN MSIAA

Appointed 26/07/22

MBL; LLB; BA

Liam serves on the Diversity, Equity & Inclusion Committee. He has been General Counsel, Asia with Instinet since 2016, based in Australia. He is a member of the regional Executive Committee. Prior to this role he was Instinet's regional Head of Legal and Compliance, having moved to Hong Kong in 2008.

He has been a practising lawyer for over 25 years, having commenced his career in private practice, primarily as an insurance and commercial litigator. He was appointed to partner in 2001 with Abbott Tout Lawyers. He moved into an in-house role with CMC Markets in 2006 as their Chief Legal Counsel for the Asia Pacific Region.

Liam has deep knowledge of the stockbroking market and regulation of the industry, both in Australia and overseas where he had experience with both the Hong Kong and Singapore regulatory environments. His background and current role provide extensive understanding of the technology side of the industry and its many associated governance and control issues.

ANITA MEAD MeSIAA

Elected 24/11/22

MBA, Grad Cert Project Management

Anita serves on the Compliance and Operations & Technology Committees. She is currently the Head of High Net Worth-Investment Platforms with NAB Private Wealth. Over the last 15 years she has focused her career on transformation, program management, execution and delivery within financial services.

She has worked on numerous complex and large projects ranging from

Directors' report continued

regulatory and migrations to wealth and digital, giving her an in-depth knowledge of technology requirements, solution and digital design. Her background has given her exposure to all client segments (Advice; Wholesale; Institutional and Digital) and product types.

Anita has led many business areas within several organisations including Front Office; Execution; Operations and Middle Office, which has given her the ability to identify areas that require operational enhancement. She is dedicated to the leadership and development of talent particularly in support of gender balance and diversity and is a member of several Diversity Councils and an active participant in NAB's Gender Balance program. She was also recognised in the top 100 influencers at NAB in 2019 and selected to be part of the NAB influencer program.

In her previous roles she was a Director of AUSIEX and worked for a number of fintech's such as Sanford Securities; JDV and IWL. She has also worked at several other financial services companies, including Porter Western (Macquarie), CommSec, Hartleys and JBWere.

MATTHEW NICHOLLS MSIAA

Appointed 17/12/21

Resigned 13/05/23

CertFM; DipStockbroking

Matthew served on the Broking Committee and Diversity, Equity & Inclusion Committee. He was Executive Director and the Co-Head of Wealth Management Australia at Morgan Stanley Wealth Management. He was also the ASIC Responsible Manager for Morgan Stanley Wealth Management, having previously been the ASX Responsible Executive.

Matthew's experience over 28 years spans front, middle and back office roles across institutional, high net worth and retail stockbroking and advisory firms. Prior to joining Morgan Stanley he worked for Bank of Singapore Stockbroking; TD Waterhouse; Potter Warburg; E*Trade; HSBC; and Macquarie Private Wealth.

JANE TANDY MSIAA

Appointed 24/5/17

Resigned 21/10/22

BCom; GradCertFinPlan; GAICD

Jane was chair of the Operations & Technology Committee and served on the Profession Committee and Diversity, Equity & Inclusion Committee. She was the Group Chief Operating Officer at Canaccord Genuity Financial. She commenced her career as a Dealer's Assistant in 2003 and held a number of positions in both front and back office roles before moving into the COO role in 2015. Patersons was taken over by Canaccord Genuity in 2019 and Jane moved into the Group COO role at that stage.

In addition to her work in the stockbroking industry, Jane is the mother to three young children and is a passionate advocate for women in the finance industry, particularly working mums. She is a strong believer of the power of diversity in the workplace.

PETER ROBINSON MeSIAA

Elected 24/11/22

BSc (Computer Science and Electronic Engineering)

Peter chairs the Operations & Technology Committee. He is Head of Software Development and New Platform at AUSIEX. Prior to this Peter was General Manager at CPS Capital Group and Operations Manager at

Patersons and JDV. He has worked in financial services since 1996 holding a variety of positions in software development and project management roles before moving into back office and later General Manager roles.

While at CPS, Peter was involved in the early development of the Complii fintech solution and was later a Complii FinTech Solutions Board member up to the time of their listing. Peter has completed and successfully passed the FASEA Exam.

MICHAEL TRITTON MSIAA

Appointed 22/11/18

Resigned 3/8/22

BCom; BEc; CFA; GradDipAppFin

Michael is a Senior Partner at LGT Crestone and the Head of Advisory for NSW, QLD and SA. He sits on LGT Crestone's National Executive Committee and was part of the team that led the buyout of Crestone from UBS Wealth Management in 2016.

Michael has 30 years' experience in financial markets, including 18 years at UBS where he held a variety of roles including head of UBS Investment Bank's Australian equities desk in Europe and as an Executive Director of UBS's Australian Wealth Management business.

Michael commenced his career in the stockbroking industry in Brisbane at Pembroke Josephson & Wright, Morgans and Ord Minnett.

Directors' report continued

CHRIS WEBSTER MSIAA

Appointed 15/2/21

BCom; GradDipAppFin; GradDipACG

Chris chairs the Investment Advisers Committee. He is Executive Director —Wealth Management at Canaccord Genuity Financial. Prior to this, Chris was the Head of Private Wealth at Euroz Hartleys. He has worked in financial services since 2003 holding a variety of positions in institutional sales, operations, risk and compliance both in Perth and London. Chris has completed and successfully passed the FASEA professional qualifications required to act as a financial adviser and is listed on the Financial Adviser Register.

SCOTT WEBSTER MSIAA

Appointed 26/11/15

BCom; FCA

Scott chairs the Audit Committee. He is CEO, FNZ Securities. Prior to taking on this role, Scott was Managing Director, Head of Platforms and Institutional Funds Group, UBS. He joined UBS in 1996. Scott has also been a member of ASIC's Market Advisory Panel since 2010 and enjoys mentoring within the industry.

JUDITH FOX

Appointed 26/8/19

BComms; MCA, FGIA, MAICD

Judith is Managing Director and CEO. She serves on the Investment Advisers; Profession; Compliance; Nominations; Diversity, Equity & Inclusion; and Operations & Technology Committees as well as the Derivatives Subcommittee. Prior to joining SIAA, she was CEO of Australian Shareholders Association representing retail investors and also served as Head of Policy & Advocacy at Governance Institute of Australia. She has been a member of the ASX

Corporate Governance Council since 2005 and was named as one of Australia's 100 Women of Influence for her work in public policy in 2014.

COMPANY SECRETARY

Ann Phillips (appointed July 2021)

Judith Fox, CEO SIAA, also serves as company secretary.

Directors' attendance at Board meetings

During 2022/23 attendance by individual directors at meetings they were entitled to attend, is set out in the table below.

	Appointed during the year	Resigned during the year	Number eligible to attend	Number attended
Brian Sheahan			5	5
Steven Arnison			5	5
Andrew Bird			5	4
Andrew Fleming			5	5
Frank Hegerty	9/02/23		2	2
Stuart Knowling		18/07/22	0	0
Liam Madden	26/07/22		5	5
Anita Mead	24/11/22		3	3
Matthew Nicholls		13/05/23	5	
Peter Robinson	24/11/22		3	3
Jane Tandy		21/10/22	2	1
Michael Tritton		3/08/22	0	0
Chris Webster			5	5
Scott Webster			5	4
Judith Fox			5	5

Directors' report continued

Principal activities, objectives and strategies

SIAA is a not-for-profit membership association, dedicated to supporting and promoting the value of the stockbroking and investment advice industry to serve the interests of Australian investors. We represent the interests of Market Participants and Advisory firms that provide securities and investment advice, execution services and equity capital-raising for Australian investors, both retail and wholesale, and for businesses, as well as suitably qualified professionals who are employed in the securities and derivatives industry. We advocate for legislation and regulatory frameworks that support professionals to provide access to equity capital markets and trusted investment and wealth advice.

We develop the skills and knowledge to help professionals assist Australians to make effective investment decisions and manage their wealth over a lifetime through quality education and professional development for members. We set and enforce professional and ethical standards for those providing securities and investment advice, execution services and equity capital-raising for Australian investors.

There was no significant change in the nature of the activities during the year and the operations are in accordance with the constitution.

SIAA's strategic objectives are to:

- educate the profession to build skills and knowledge
- promote the value of professional association membership to all investment and wealth advisers
- communicate to all stakeholders our purpose and the value our industry adds to the Australian economy through supporting Australian investors and businesses to generate wealth.
- extend SIAA's engagement and influence with government, regulators and stakeholders
- increase awareness amongst the community, government and regulators of who our members are, what they do and the value they add

Key performance measures

The association measures its own performance through the use of both quantitative and qualitative benchmarks. The benchmarks are used by the directors to assess the financial sustainability of the company and whether the strategic objectives are being achieved.

Stockbrokers and Investment Advisers Association

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