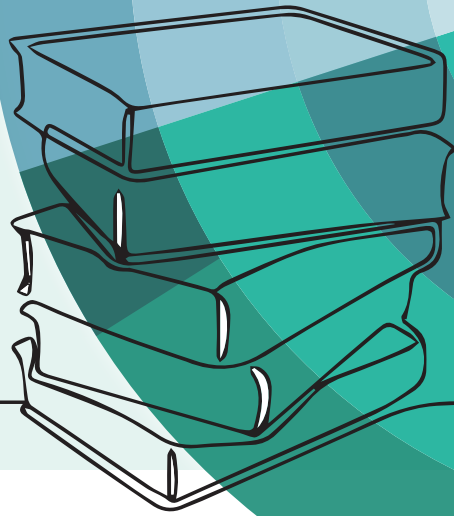


# SIAA EDUCATION PARTNERSHIP proposal



The Stockbrokers and Investment Advisers Association (SIAA) is the professional body for the stockbroking and investment advice industry. Our members are Market Participants and Advisory firms which provide securities and investment advice, execution services and equity capital-raising for Australian investors, both retail and wholesale, and for businesses. Practitioner Members are suitably qualified professionals who are employed in the securities and derivatives industry.

Developed by the industry, for the industry, our bespoke and educational content is integral to ensuring practitioners can apply their learning in the workplace and remain up-to-date. We cover content relevant to the mandated professional standards, as well as the real-world knowledge and experience required to operate in capital markets.

As an education partner you would have the opportunity to deliver at least two webinars over a 12-month period, participate as an exhibitor at our SIAA 2024 conference, regularly contribute content to our *SIAA Monthly* newsletter that goes to members and the *SIAA Newsroom* newsletter that goes to the broader network. The webinars include the opportunity for interaction, Q&A and a brief quiz to consolidate learning outcomes for the delegates.

Offered free, our SIAA-accredited CPD webinars attract between 50 and 150 participants with an average participation rate of 70.

## Sponsorship offer \$22,000 including gst for a 12-month period

- ✓ **Webinars:** you will have the opportunity to interact with our members through delivery of at least two online webinars scheduled over a 12-month period.
- ✓ **SIAA 2024 conference:** as an exhibitor you will be given a booth, three conference registrations, pre-conference promotion and branding across all mediums.
- ✓ **eDM communications:** your company brand will be included on all event and conference eDMs (between 15 and 25 eDMs over a 12-month period) that reaches a circulation of up to 7,500 including the employees of our 32 principal firms.
- ✓ **SIAA website:** you will be acknowledged as an education partner and your company brand will be placed on our upcoming events and conference landing pages that will guarantee you a highly viewed positioning with a link to your website.
- ✓ **SIAA Monthly:** opportunity to include four educational articles targeted at investment advisers and stockbrokers. Distributed monthly, this online newsletter is sent directly to members, as well as to Heads of Desk, Heads of Advice, Heads of Compliance and CEOs for distribution via the respective organisations's intranet. A reduced version is also sent to non-members. This publication has a reach of up to 7,500 brokers and investment advisers.
- ✓ **SIAA Newsroom:** opportunity to include four educational articles and four banners in this monthly newsletter sent to those working in investment advice firms and affiliated stakeholders with an average open rate of 20%.



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## SIAA 2024 conference

Following the success of our 2023 conference held at the Sofitel Sydney Wentworth Hotel, and after a five-year break, SIAA 2024 will be held in Melbourne at the Grand Hyatt.

- ✓ **Reach the decision-makers:** the majority of SIAA 2023 delegates were department heads and managers. Overall key decision makers accounted for over 40% of attendees. Whilst adviser figures dropped slightly in percentage terms, the overall numbers were similar 2022.

	2022	2023
Adviser	28%	21%
Business Development	4%	8%
Compliance/Risk	10%	11%
CEO/Board/MD/CFO	12%	17%
Manager/Heads of firm	31%	27%
Operations/Tech	10%	13%
Research/Analysis	5%	3%
	100%	100%

- ✓ **Reach new clients:** marketing of our conference to a wider audience saw an increase of industry delegates attending the SIAA conference for the first time.

My first	34.04%
< 5 conferences	25.53%
> 5 conferences	40.43%

- ✓ **Up-to-date information:** feedback provided by delegates show that the top reason for attending the conference was to gain information. Delegates will be interested to learn about your offer.


Information	4.57	Networking	3.18
Business	3.39	CPD hours	3.15

## For more information please contact

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## Webinar series

As our members are time-poor, delivery and development of an online webinar series over a period of time will build momentum and attract numbers. Offered free with SIAA-accredited CPD, these webinars are seen as a value proposition for our members. We'd be pleased to discuss the webinar content to maximise outcomes for both you and our members. Below are some themes which would be of interest.

- ✓ AI and digital developments
- ✓ AML, cyber risk and data security
- ✓ ESG investing
- ✓ ETFs
- ✓ Fixed income
- ✓ General and personal advice
- ✓ Impact investing
- ✓ Incidental tax advice for stockbrokers/investment advisers
- ✓ Portfolio construction and management
- ✓ Trusts and wills: structuring investment advice

## Why sponsor

Our education partnership will provide you with the golden opportunity to increase your ability to broaden your brand exposure, capture new enquiries and lead generation.

- ✓ **Showcase your expertise:** the opportunity to participate in a webinar series and contribute regular educational articles will promote your organisation as a specialist in your field of expertise.
- ✓ **Direct promotion:** provides the opportunity to promote your product or service directly to conference delegates as well as to our broader membership.
- ✓ **Brand promotion:** regular brand promotion via the SIAA Monthly, SIAA Newsroom, SIAA eDMs and website over a 12-month period will ensure that your brand remains at the forefront of members' minds.
- ✓ **Niche market exposure:** cost-effective exposure over a lengthy period of time.
- ✓ **Brand alignment:** align your firm and brand with the key association representing the stockbroking and investment advice industry.



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