

SIAA EDUCATION PARTNERSHIP proposal



The Stockbrokers and Investment Advisers Association (SIAA) is the leading professional body for the stockbroking and investment advice industry. Our members include Market Participants and Advisory firms that provide securities and investment advice, execution services, and equity capital-raising for both retail and wholesale Australian investors, as well as businesses. Our practitioner members are highly qualified professionals employed in the securities and derivatives industry.

As an education partner, you would have the opportunity to deliver two webinars over a 12-month period, participate as an exhibitor at our SIAA 2025 conference, and contribute regularly to our *SIAA Monthly* newsletter and the *SIAA Newsroom* newsletter. The webinars include interactive elements, Q&A sessions, a brief quiz to reinforce learning outcomes, and a follow-up email sent by SIAA.

Our SIAA-accredited CPD webinars attract between 50 and 100 participants and are offered free of charge to our members.

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 two online webinars scheduled over a 12-month period.
- ✓ **SIAA 2025 conference:** you will be able to showcase your services and/or products. Benefits includes a stand, three conference registrations, access to the lead-capture app, pre-conference promotion and branding across all mediums.
- ✓ **EDM communications:** your company logo will be included on all event and conference EDMs (between 15 and 25 EDMs over a twelve-month period) that reaches a circulation of up to 8,000 including the employees of our 31 principal member firms.
- ✓ **SIAA website:** you will be acknowledged as an education partner and your company logo 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 three educational articles targeted at investment advisers and stockbrokers. Distributed monthly, this newsletter is sent directly to members, as well as to Heads of Desk, Heads of Advice and Heads of Compliance for distribution via the respective organisation's intranet. A version without member-only content is also sent to non-members. This publication has a reach of up to 8,000 brokers and investment advisers.
- ✓ ***SIAA Newsroom*:** opportunity to include three educational articles in this monthly enewsletter sent to those working in investment advice firms and affiliated stakeholders with an open rate of approximately 20%.



**Stockbrokers and Investment
Advisers Association**

Serving the interests of investors

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SIAA 2025 conference

This will be held on 19 and 20 May 2025 at the Sydney Hilton, with the networking drinks to be held at the Zeta Bar. Delegate numbers from the last two conferences have exceeded 300. Non-member registrations include representatives from regulators, institutional investment firms and small advice firms that are not members.

	2023		2024	
	Numbers	%	Numbers	%
Practitioner member	66	17%	62	16%
Organisation member	183	48%	189	48%
Non-member	72	19%	79	20%
Sponsor delegate	64	17%	60	15%
Total	385	100%	390	100%

Reach the decision-makers: almost half of the delegates at the last two conferences have been high-level executives and business development professionals.

	2023	2024
Adviser	21%	17%
Business Development	8%	17%
Compliance/Risk	11%	10%
CEO/Board/MD/CFO/COO/Head of Firm/ Advice	17%	22%
Manager	26%	21%
Operations/Tech	13%	9%
Research/Analysis	3%	3%
Other: Regulator/Journalist/Retired		1%
	100%	100%

Reach new clients: whilst well supported by our industry, SIAA's conferences continue to attract first-time attendees, as shown by the data from the SIAA 2024 Conference.

My first	35%	< 5 conferences	24%	> 5 conferences	41%
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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	4.17	Networking	3.94
Business	3.46	CPD hours	2.84

Webinar series

As our members have busy schedules, webinars are a valuable 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.

- ✓ Sustainable and Responsible Investing (SRI)
- ✓ Technological Innovations
- ✓ Regulatory Changes
- ✓ Market Volatility and Risk Management
- ✓ Economic Outlook and Market Trends
- ✓ Investment Strategies
- ✓ Client Relationship Management
- ✓ Retirement Planning
- ✓ Wealth Management
- ✓ Ethics and Professional Conduct
- ✓ Behavioural Finance
- ✓ Alternative Investments

Why partner

Our education partnership offers you a unique opportunity to expand your brand exposure, generate new enquiries, and enhance lead generation.

- ✓ **Showcase your expertise:** present webinars and contribute educational articles to promote your organisation as a specialist in your field.
- ✓ **Direct promotion:** promote your product or service directly to conference delegates as well as to our broader membership.
- ✓ **Brand visibility:** regular brand promotion via our *SIAA Monthly*, *SIAA Newsroom*, and website over a twelve-month period, ensuring your brand remains stays top of mind for our members.
- ✓ **Niche market exposure:** gain cost-effective exposure over an extended period.
- ✓ **Brand alignment:** align your firm and brand with the key association representing the stockbroking and investment advice industry.

For more information please contact

Silvana Eccles

Education & Operations Manager

silvana.eccles@stockbrokers.org.au

02 8080 3204

www.stockbrokers.org.au



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