

PROPOSAL

SIAA Education partnership

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 2027 conference, and contribute regularly to our SIAA *Monthly* newsletter and the *Industry Insights* 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.



**Stockbrokers and Investment
Advisers Association**

Building prosperity for Australian investors



Sponsorship offer \$24,200 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 2027 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 29 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.
- ✓ **Industry Insights:** 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%.



SIAA 2027 conference

This will be held on 18 and 19 May 2027 at the Sheraton Grand Sydney Hyde Park. Delegate numbers from the last two conferences have exceeded 400. Non-member registrations include representatives from exhibitors, regulators, institutional investment firms and small advice firms that are not members.

	2025		2026	
	Numbers	%	Numbers	%
Practitioner member	65	15%	59	13%
Organisation member	197	47%	174	39%
Young Professional	20	5%	12	3%
Student Affiliate	–	–	1	0%
Non-member	138	33%	199	45%
	420	100%	445	100%

Reach the decision-makers: almost two-thirds of the delegates at the last two conferences have been high-level executives, managers or advisers.

	2025	2026
Adviser	24%	22%
Business Development	11%	18%
Compliance/Risk	11%	7%
CEO/Board/MD/CFO/COO/Head of Firm/Advice	21%	22%
Manager	14%	19%
Operations/Tech	13%	7%
Research/Analysis	3%	2%
Other: Regulator/Journalist/Retired	3%	3%
	100%	100%

Reach new clients: as SIAA conference attendance continues to grow, so does the number of new delegates. First-time attendees almost doubled, increasing from 17% in 2025 to 33% in 2026, providing access to an expanding audience.

Up-to-date information: delegate feedback consistently shows that networking and business opportunities are the primary reasons for attending the SIAA Conference.

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
- ✓ Client succession strategy
- ✓ Economic Outlook and Market Trends
- ✓ Portfolio construction
- ✓ Client Relationship Management
- ✓ AML & CTF updates
- ✓ 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*, *Industry Insights*, 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

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