# 2020 Financial Advice Landscape Report

Early Bird Snapshot


AR
Adviser Ratings

# Section 1 - National Overview

## Market Overview
A scenic tour of the most significant market and regulatory events of 2020/2021, including latest on DDO / PIP developments.

## The Australian Consumer
Featuring our inaugural Jan 2021 survey of 20,000 consumers, plus a look at what consumers are seeking help with based on over 5,000 leads through Adviser Ratings portals during 2020.

## The Australian Adviser
Showcasing the results of our Dec 2020 / Jan 2021 benchmarking study into the key attributes of the Australian financial adviser, including client trends, advice specialisation, product preferences, and fees.

## Adviser Movements
A look-back at 2020 adviser musical chairs and the changing balance of influence in the licensee market.

## Advice Education
Latest adviser intentions on examinations and completing further study, the future of professional standards post-FASEA, and an examination of new talent supply with guest writer Alisdair Barr.

## Advice Business Landscape
An expert deep-dive into the hottest issues for practices and licensees around commercial, legal, operational and valuation matters. Key insights from latest surveys of Top 300 licensees and 6,600 practice owners. Featuring guest writer Tom Reddacliff together with experts from Aon, Cowell Clarke, Virtual Business Partners, Seaview Consulting and XY Adviser.

## Investment Landscape
Guest writer Richard Everingham looks at where the money went in 2020, takes a deep dive into ESG, and analyses the growing fascination with listed structures. For researchers, consultants and platforms, we present adviser sentiment results and explore their evolving business models.

NEW CHAPTER

## Superannuation
Guest writer Stephen Huppert reviews the major techtonic plate shifts in this critical sector and implications for consumers, advisers and the broader wealth industry.

## Life Insurance Landscape
Assessing the latest make-up and challenges for this sector following 2019 M&A activity, a global pandemic, and sub-economic pricing policies. Also features adviser sentiment results on all the product providers.

## Digital Advice & Technology
Results of the 2nd annual survey of the independent digital tools community and how they are advancing to service consumers and engage the traditional institutional wealth industry. Also featuring adviser sentiment on financial planning software providers.

NEW CHAPTER

## Industry Service Providers
The most granular adviser sentiment on vendors from platforms, financial planning software, life insurance, research and investment consulting. A not-to-be-missed chapter to benchmark and assess suitable counterparties.

# Section 2 - Regional Snapshots

## Australian Capital Territory

1. Australian Capital Territory

## New South Wales

2. Capital Region
3. Central Coast
4. Coffs-Harbour / Richmond-Tweed
5. Far West and Orana / Central West
6. Hunter Valley (ex Newcastle)
7. Illawarra / Southern Highlands and Shoalhaven
8. Mid North Coast
9. New England and North West
10. Newcastle and Lake Macquarie
11. Riverina / Murray
12. Sydney – Baulkham Hills and Hawkesbury
13. Sydney – City and Inner South
14. Sydney – Eastern Suburbs
15. Sydney – Inner South West / Inner West
16. Sydney – North Sydney and Hornsby
17. Sydney – Northern Beaches
18. Sydney – Outer West & Blue Mountains / South West
19. Sydney – Parramatta
20. Sydney – Ryde
21. Sydney – Sutherland

## Queensland

22. Brisbane – East
23. Brisbane – North
24. Brisbane – South
25. Brisbane – West
26. Brisbane Inner City
27. Cairns
28. Darling Downs – Maranoa
29. Gold Coast
30. Ipswich
31. Mackay / Fitzroy (Central Queensland)
32. Moreton Bay – North / Moreton Bay – South
33. Sunshine Coast
34. Townsville
35. Wide Bay

## South Australia

36. Adelaide – Central and Hills
37. Adelaide North / Adelaide West / Adelaide South
38. Rest of SA

## Tasmania

39. Hobart
40. Rest of Tasmania

## Victoria

41. Ballarat
42. Bendigo
43. Geelong
44. Hume
45. Latrobe – Gippsland
46. Melbourne – Inner
47. Melbourne – Inner East
48. Melbourne – Inner South
49. Melbourne – North East / Melbourne – North West
50. Melbourne – Outer East
51. Melbourne – South East / Mornington Peninsula
52. Melbourne – West
53. North West / Warrnambool and South West
54. Shepparton (including Seymour)

## Western Australia

55. Bunbury / Mandurah
56. Perth – Inner
57. Perth – North East / Perth – North West
58. Perth – South East / Perth – South West
59. Outback North / Outback South / Wheat Belt

# Adviser Ratings Contributors

## Angus Woods
**Founder, Adviser Ratings**

Statistician, data and research specialist in banking and advice.

## Nic Pena McGough
**Econometrician, Adviser Ratings**

## Mark Hoven
**CEO, Adviser Ratings**

Data, analytics and ratings specialist in wealth management.

# Guest Contributors

## Tom Reddacliff
**CEO, Encore Advisory Group**

Former head of MLC Advice with specialisation in adviser business engineering.

## Andrew Rocks
**Virtual Business Partners**

Financial planner since 1994, founder of Announcer Financial Planning and Chairperson of XY Adviser. At VBP we leverage our Knowledge, Systems and most importantly People to optimise the outcomes of Financial planning practices across Australia.

## Richard Silberman
**Client Director, Affinity Division, AON**

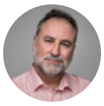
Technical broking expert in professional indemnity, D&O and broader casualty lines of insurance.

## Richard Everingham
**Consultant, Milestream**

Former executive roles at Mercer, Lonsec and NAB 360, with specialisation in sales channel analysis, product design, and retail distribution analysis for investment management industry.

## Clayton Daniel
**MD, XY Adviser**

Former principal adviser turned Managing Director of XY - the ask and answer platform designed specifically for financial advisers to share and learn from one another, driving the positive evolution of financial advice.



## Stephen Huppert
**Financial Services Professional**

Passionate about improving the retirement outcomes of Australians. His clients range from established entities, including some of Australia's largest superannuation funds, through to emerging businesses bringing new solutions to the industry.

## Hillary Ray
**Cowell Clarke**

Helps clients to navigate the spectrum of regulation, compliance and litigation to achieve commercial outcomes. Hillary has provided assistance in multiple enforcement actions, audits, notices, and applications with regulatory authorities, and regularly speaks in the media about legal matters in the financial services industry.

## Alisdair Barr
**Founder, Striver**

Founder and CEO of Striver which is the evolution of Grad Mentor whose sole purpose is to raise awareness of Financial Planning in small to medium firms as an exciting and rewarding career path to ensure the future of the profession.

## Bob Neill
**Director, Seaview Consulting**

A chartered accountant, business valuation specialist and adviser to professional advice businesses. Former executive at NAB/MLC and HLB Mann Judd.

# Testimonials (2019 Report)

There is so much data available in the industry, however very few groups have been able to capture the data and provide meaningful insights like Adviser Ratings has done.

Greg Newman
**Head of Retail Distribution, HUB24**

A great report which leverages their unique data sets in new and interesting ways.

Matt Heine
**Joint Managing Director**
**Netwealth**

We have found the analysis of market trends together with local area insights to be invaluable for strategy development.

QSuper

Judith Fox
**CEO**
**Stockbrokers and Financial Advisers Association (SAFAA)**

The 2019 Landscape report should be essential reading for every stockbroking firm in Australia looking to expand their presence in the financial advice sector and strengthen their value proposition to consumers.

Frank Casarotti
**General Manager Distribution**
**Magellan Asset Management**

Magellan has chosen Adviser Ratings as one of our preferred data and insights partners for our retail wealth management business. The annual landscape report has been an important piece of information for our business

At a time when everyone in financial advice has an opinion, the Adviser Ratings Landscape report provides insights from which to make fact-based decisions, and granularity around themes not available until now.

Matthew Rowe
**CEO**
**CountPlus**

The 2019 Advice Landscape report provides an insightful look into our industry in transition, including detailed, data-driven insights that support thoughtful decision making for those operating in the retail wealth management market.

Graham Dixon
**Head of Product & Client Solutions**
**Morningstar**

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