

# Financial Services Compensation Scheme of Last Resort (CSLR). Australia

Modelled on the UK Financial Services  
Compensation Scheme.

# UK Financial Services Compensation Scheme.

- Paid out AUD\$654 Million in 2024/2025
- Current cap in UK is AUD\$170,000 per claim.
- Plans to raise this cap to AUD\$220,000.
- Funded by a broad-based levy on advisers and financial institutions.
- Compensation and levies based on 9 “Funding Classes”.
- Debt Management, Deposits, Funeral Plans, General Insurance Provision, General Insurance Distribution, Home Finance Intermediation, Investment Provision, Life and Pension Division, Life Distribution, and Life Distribution and Investment Intermediation.

# International Financial Services Compensation Schemes.

- UK
- Canada
- USA
- Australia
- Hong Kong
- Singapore
- Ireland
- New Zealand- under review with serious concerns raised by the Australian experience. 1 July 2025, Depositor Compensation Scheme- \$100,000 for banks, building societies, credit unions and Deposit Taking Institutions.

# The Australian Experience.

- CSLR arose as a consequence of the Ramsay Review 2017.
- Legislative architect of CSLR – Liberal Senator Jane Hume.
- The concept of CSLR was supported by the Hayne Royal Commission.
- All 76 Recommendations of the 2019 Hayne Royal Commission accepted by then Treasurer Joshua Frydenberg and Financial Services Minister Jane Hume.
- Subsequent CSLR legislation received bipartisan support.
- Limited and rushed consultation with the then industry stakeholders.
- Design of CSLR focused on compensating losses in financial advice.

# What is the CSLR?

- CSLR is an independent, not for profit company commencing operations on 2 April 2024.
- Provides compensation of up to \$150,000 to consumers who have unpaid Determinations from AFCA.
- Funded by levies imposed on **parts** of the financial services industry.
- CSLR operator is responsible for determining cost of the levy.
- CSLR operator does not formulate legislation.
- CSLR operator has no executive functions.
- ASIC is responsible for issuing levy notices and collecting levy notices.
- ASIC is responsible for taking regulatory action for non payment or avoidance of paying the CSLR Levy.

# Bipartisan Legislation Introduced.

- Treasury Laws Amendment (Financial Services Scheme of Last Resort) Act 2023.
- Financial Services Compensation Scheme of Last Resort Levy Act 2023.
- Financial Services Compensation Scheme of Last Resort Levy (Collection) Act 2023.
- Corporations Amendment (Financial Services Scheme of Last Resort ) Regulation 2023.
- Financial Services Compensation Scheme of Last Resort Levy Regulations 2023.

# Who is subject to the Annual Levy? The Subsectors and Caps.

- ***Licensees*** providing personal advice to retail clients. Capped at \$20 Million. Estimated 2026; **\$67.289 Million.**
- **Minimum levy of \$100, plus \$1295 per adviser – up to the cap only.**
- **At \$67.289 Million, additional levy is \$3100 per adviser. Total per adviser levy \$4495 - assuming adviser numbers are constant. Halve the advisers - double the levy.**
- Estimate for FY 2027 is **\$127 Million.**
- ***Credit Providers.*** Capped at \$20 Million. Estimated 2026; **\$1.853 Million.**
- ***Credit Intermediaries.*** Capped at \$20 Million. Estimated 2026; **\$1.833 Million.**
- ***Securities Dealers.*** Capped at \$20 Million. Estimated 2026; **\$4.723 Million.**

# A Special Levy – to raise \$47.30 Million.

- Minister Mulino has called for a “Statutory Option” to the CSLR costs.
- Power of the minister is discretionary – s1069H(1) - (6) Corporations Act.
- Spread compensation payments over a longer period of time.
- Apply a special levy to only the sub sector that has exceeded the cap.
- Apply a special levy across additional sub sectors.
- Apply special levy with compensation over a longer period of time.
- Apply a special levy that does not cover the excess.
- Minister may do nothing- no legislative prescription for any action.
- Required to consider sub sector’s “financial viability and sustainability.”

# Limitations and further research.

- It is generally considered unfair to pay for mistakes not occasioned by unrelated parties – paying for another’s mistakes.
- Governments promote the idea of an outcome being “**fair and sustainable**”. Does CSLR fit this cliché?
- Should the concept of a CSLR be abandoned? An unlikely outcome.
- Should the consumer accept some liability for their decisions?
- Ramsay Review did not fully analyze the role of product failure.
- Should Ministerial discretion should be removed? When is a “cap” not a “cap”?
- Should AFCA fees and ASIC fees form part of the payout? Of \$67 Million, approximately \$8 Million is represented by AFCA fees alone.

# Considerations and Strategies.

- Government has announced a review of CSLR by Treasury.
- Stakeholders **must** be represented.
- Treasury has called for submissions, closing on 29 August 2025.
- CSLR architecture should be reviewed. The subsector base as designed may be too narrow. The UK experience has a broader base of nine “funding classes”.
- Contribution to any CSLR may in future be funded by all industry participants; **Fund Managers, Managed Investment Schemes, Superannuation funds, Platform Operators, General Insurance, Foreign Exchange Traders, Consumer Credit Insurance**, etc – recognizes benefits to the broader financial services sector.

# Refuse to pay the CSLR Levy?

- ASIC has substantial powers under the Corporations Act.
- ASIC can apply Banning Orders under s920A(1)(f) Corporations Act if an adviser is “*likely to contravene a financial services law.*” CSLR legislation is classified as “financial services law”.
- ASIC can take action against Licensees under s912A(1)(a) Corporations Act for not acting, “*efficiently, honestly and fairly*”.
- S912A(1)[c] Licensees and their representatives “*must comply with financial services laws*”.
- Corporations Act provides for non payment of CSLR levy.
- S915B(1)(g) Corporations Act provides that ASIC may suspend or cancel a License of a Licensee if: “is liable to pay an instalment of (CSLR) levy and has not paid in full at least 12 months after the due date for payment”.

# Contact Details.

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- 0416 208 227
- Financial Planner.
- Graduate Researcher, PhD (Law) Candidate; Deakin University Law Faculty.



# Last Adviser Standing

DOUG HUGHES, COMPREHENSIVE  
FINANCIAL CONSULTANTS

# Division 296 Where We Are Right Now

**Wayne Lear** ChFS MFinPlan TEP FSSA

Principal

Familia Wealth



“Every Australian knows this is un-Australian.  
It’s unfair. It’s illogical. And it’s insane policy.”

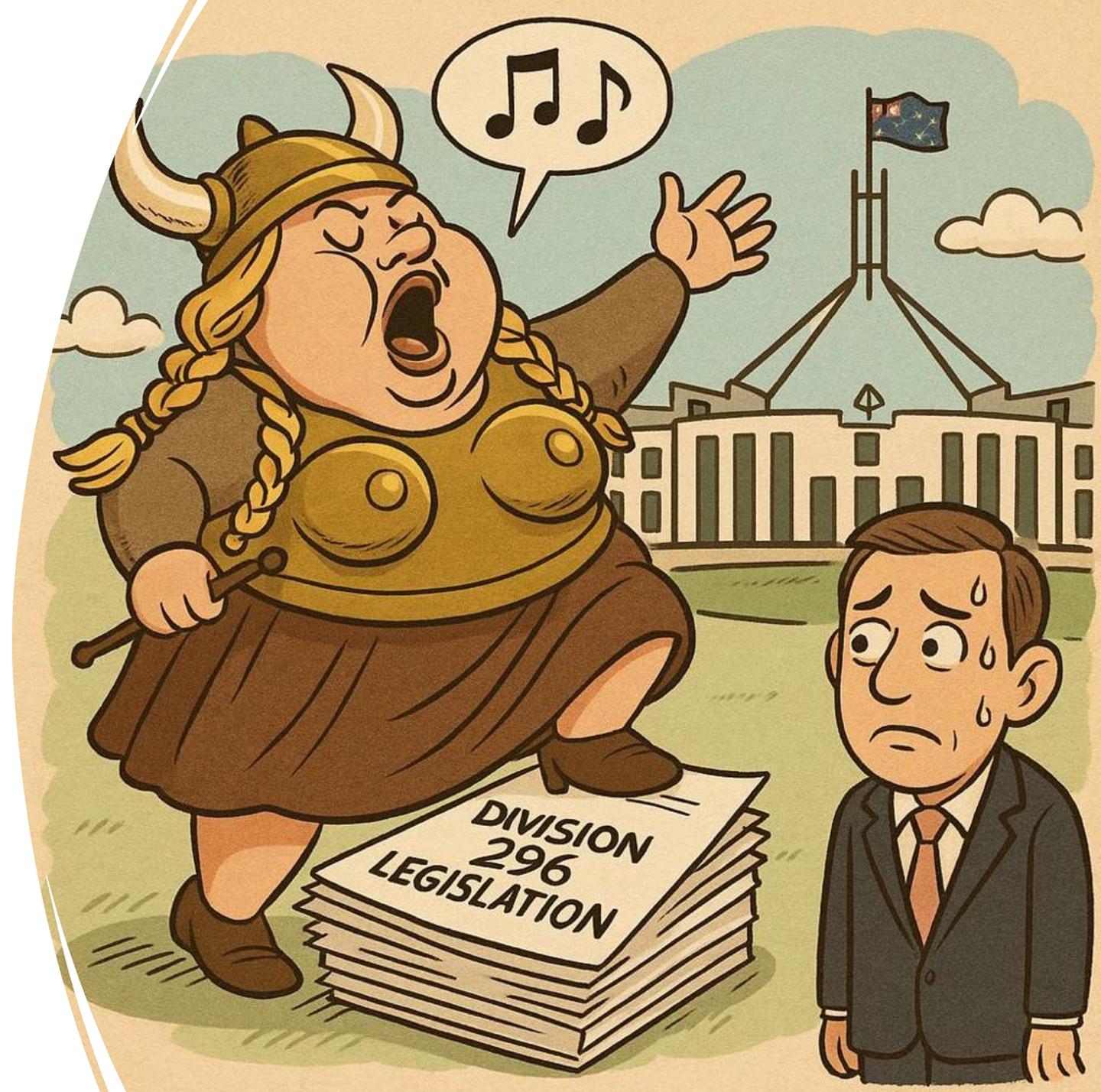
***Geoff Wilson AO,***  
*Chairman & Chief Investment Officer,*  
*Wilson Asset Management*



*bitly*

**"It isn't over  
until the fat  
lady sings!"**

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# Parliamentary sitting days

August						
Su	Mo	Tu	We	Th	Fri	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September						
Su	Mo	Tu	We	Th	Fri	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October						
Su	Mo	Tu	We	Th	Fri	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November						
Su	Mo	Tu	We	Th	Fri	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

# Timing & Passage Through Parliament

## Critical window: 25 Aug – 4 Sept 2025 sittings

Government is targeting a 1 July 2025 start date.

Greens hold balance of power, are pressing for a lower **\$2m threshold** (unlikely to be accepted); **indexation is the only negotiable element.**

Coalition firmly opposes the tax

If missed, next chance is **late October 2025.**

**Backdating is legally and technically problematic, especially for mid-year Total Super Balance (TSB) calculations.**

## Economic & Political Considerations

- Treasury estimates \$2.3 billion revenue from Division 296 in forward budgets - deferral would create a shortfall.
- Government is sensitive to accusations that SMSFs exaggerate their role in venture capital funding (official figures suggest only 5%, but this significantly understates actual SMSF investment).
- If delayed, industry has a greater chance of negotiating key design concessions.
- Possible constitutional challenges (Henry VIII clauses) may add uncertainty, particularly around contributions and defined benefit pensions.

# The Problem

**Taxing Unrealised Gains = Tax on Money  
You Haven't Received**

**Impacts ALL Australians via:**

- Loss of *patient capital* for startups & innovation
- Increased liquidity pressure in downturns
- \$94.5B annual deadweight loss to economy
- Government's "only 0.5% affected" is a **myth** —
- behaviour change will hit the whole market.

# The Myth that few will be affected

Age	25
Salary	\$61,000
AWOTE	4.0%
CPI	3.0%
Net Return	6.8%
Retirement age	67

## Age at which Balance reaches \$3,000,000

Voluntary Contributions	0%	5%	10%	Max CC
AGE	64	60	58	50
<b>Div 296 Tax paid by age 67</b>	<b>-\$27,030</b>	<b>-\$123,411</b>	<b>-\$246,735</b>	<b>-\$757,427</b>

**Join the  
Resistance:**

Your Voice Matters

*We're no longer speculating.*

*We're in the endgame.*

If passed, Division 296 will redefine wealth, restructure capital markets, and undermine superannuation's purpose.

***Geoff Wilson is right:***

**This is insane policy.**

**But without action, insanity wins.**



Div 396 Article..



What YOU can do.





# AFCA & CSLR Panel

**SHAIL  
SINGH**  
AFCA

**DAVID  
BERRY**  
CSLR

# The Future of Advice

## 2025 CONFERENCE



22 August, 2025 Voco Hotel, Gold Coast QLD

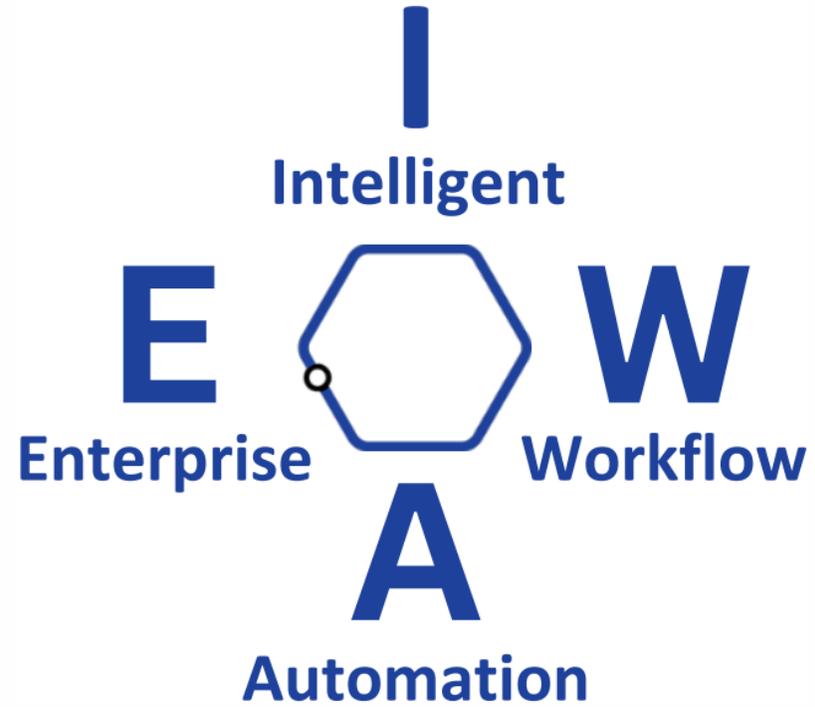


**Dr. David Millhouse**  
ActiumAI Founder & Chair  
B.Sc.(Hons.), M.B.A, LL.M, Ph.D., FAICD

**AAI QR:**  
Article Spotlight

**Artificial Intelligence**  
Triumph of hope over reality,  
or something more?

Dr. David Millhouse explores the real value of AI and how **leadership is key in turning innovation into success.**



**Any Industry • Any Language • Anywhere • Anytime**

# Media

## 1. Chris Merritt – Rule of Law Institute

28 Mar 2025 The Australian Tom Hughes Oration

- Written statute no longer means what it says
- Why would anyone invest...?
- Legislative bulk  $\neq$  Better law

## 2. James Shipton (former ASIC Chair)

Feb 2025 The Regulatory State Melbourne Uni Law School Policy Brief

- Unreconcilable expectations
- Poor architecture
- Designed to fail
- “David Millhouse’s books & articles are great”

## 3. Dr David Millhouse interviews by:

1. Dr Alan Thompson global webinar

2. Angelina Wu from InvestmentMarkets™



On YouTube



<https://youtu.be/f7kiKleyGvs/>  
<https://www.youtube.com/watch?v=D6T1HcbyqCg>

# W[h]ither Australia?

## Regulatory Complacency amidst Vast Technological Change

### 1. Design and Distribution Obligations (CA s 994)

- Minor infractions and massive penalties (first cases)
- *ASIC v Firstmac Limited* [2024] FCA 737
- \$150 infraction incurs \$8m fine
- Conflates Financial Consumers with Retail Investors
- Failure to take “Reasonable Care” – Issuer & Distributor

### 2. The more things change - the more they stay the same

DM AICD luncheon commentary

### 3. No changes to the legal architecture

### 4. Unrealised Capital Gains Tax

Will require HCA adjudication

### 5. Goodwill Destruction Rights

Will fiduciary protections suffice?

### 6. Without clear and robust rules

**trillion-dollar opportunities will sail straight past our shores**

AFR 9 May 2025 Mark Carnegie



Corp Act volume  
~3 million words

# There needs to be changes to the legal architecture

- **Falcon/First Guardian Fund is Trio Capital on steroids & with similar causes**
  - \$1.0 bn+ fraud
- **ASIC delayed First Guardian investigation**
- **This may be the biggest corporate fraud in Australian history so far this century**
- **\$1bn disgrace: Financial planning industry looked the other way**
- **Australian Fiduciaries**

Australian July 14 2025

SQM Research

Australian  
eric.johnston@news.com.au

THE AUSTRALIAN



## Biggest corporate fraud in Australian history?

The government has been largely silent through the Shield and First Guardian failures that could see 12000 investors lose \$1bn in super savings.



ASIC | Newsroom | Media releases | Reports and Publications | ASIC's views | Banner

< Newsroom

Print < Share

MEDIA RELEASE (25-055MR)

## Court orders Falcon Capital and the First Guardian Master Fund to be wound up

Published 10 April 2025

The Federal Court has appointed Ross Blakeley and Paul Harford of FTI Consulting as liquidators (Liquidators) of Falcon Capital Limited (Falcon) and ordered the liquidators to wind up Falcon, the First Guardian Master Fund (First Guardian) and related unregistered subsidiary funds.

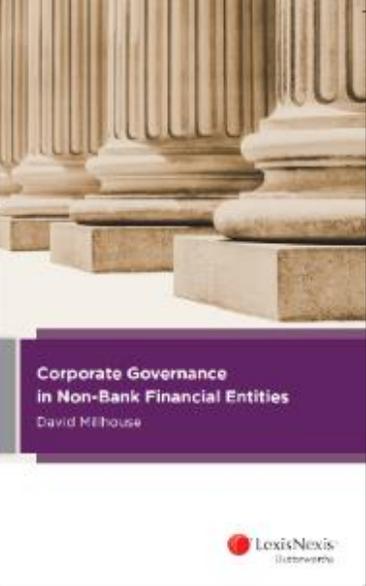
The liquidators were appointed following an application by ASIC. ASIC took this action as it was concerned about Falcon's management and operation of First Guardian and the associated risks to investors (25-049MR).

The Federal Court also ordered that Mr Paul Allen of PKF Melbourne be appointed as receiver to the property of David Anderson, a director of Falcon.

This action follows previous action taken by ASIC in February 2025 to freeze the assets of Falcon, First Guardian and Mr Anderson to help protect investor funds while ASIC continues its investigation.

Investors and creditors can contact the liquidators with any queries by emailing [falcon.investors@fticonsulting.com](mailto:falcon.investors@fticonsulting.com).

ASIC's investigation is ongoing.



## Limited Fiduciary Duties

- Narrowly interpreted

## Lack of Economic Loyalty

- Ignorance & ignoring of fiduciary duty
- Legal rights v economic interest

## Related Party Transactions

- Tunneling
- 'Informed' consent
- Chinese Walls
- Intrusion of statute

## Assumptions of Fiduciary Relationship Unrealised

## Conflicts Of Interest & Objectives

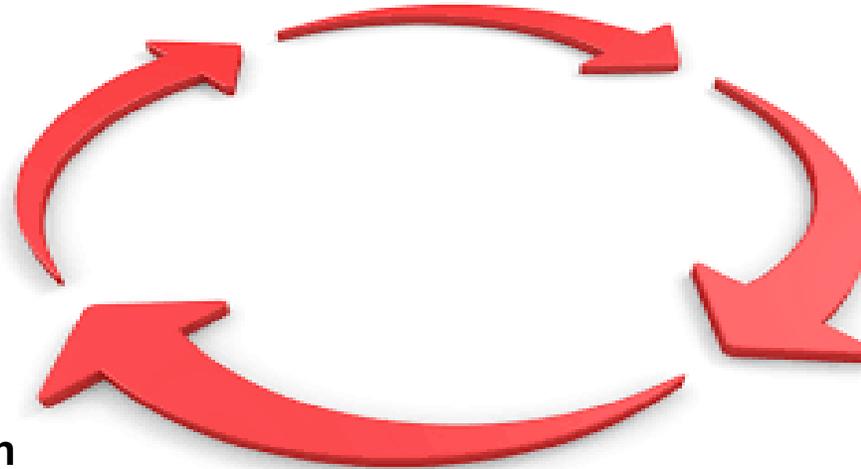
## Investors Approve Their Own Destruction

- Compliant statutory disclosures
  - Security holder approvals
- Non-disclosure of economic intent
  - Loss of Capital
  - Death Spirals
  - Fraud

## Creeping Corruption/Creative Compliance

- Statutorily Compliant
- Flawed business models
- Best interest confusion

## Prioritisation v Prohibition



## Legal matters raised in the judgments

### Top decile

Related party transactions CA s 191

1

22.16%

Misleading & deceptive/unconscionable conduct CA s 1041H,  
AA s 12DA, ACCA s 52

2

20.70%

93.42%

### Top quartile

Dishonesty

1

15.98%

Related parties/conflicts of interest CA s 191

2

15.23%

95.31%

### Systemic causes - first variable correlation

Dishonesty

1

15.98%

Related parties/conflicts of interest CA s 191

2

15.23%

95.31%

Directors/trustee duties CA ss180-184, SISA s 62

3

15.23%

95.31%

Disclosure

4

14.86%

92.97%

### Systemic causes - second variable correlation

Related parties/conflicts of interest CA s 191

2

15.23%

Directors/trustee duties CA ss180-184, SISA s 62

3

15.23%

100.00%

# Analysis of Legal Expert publications

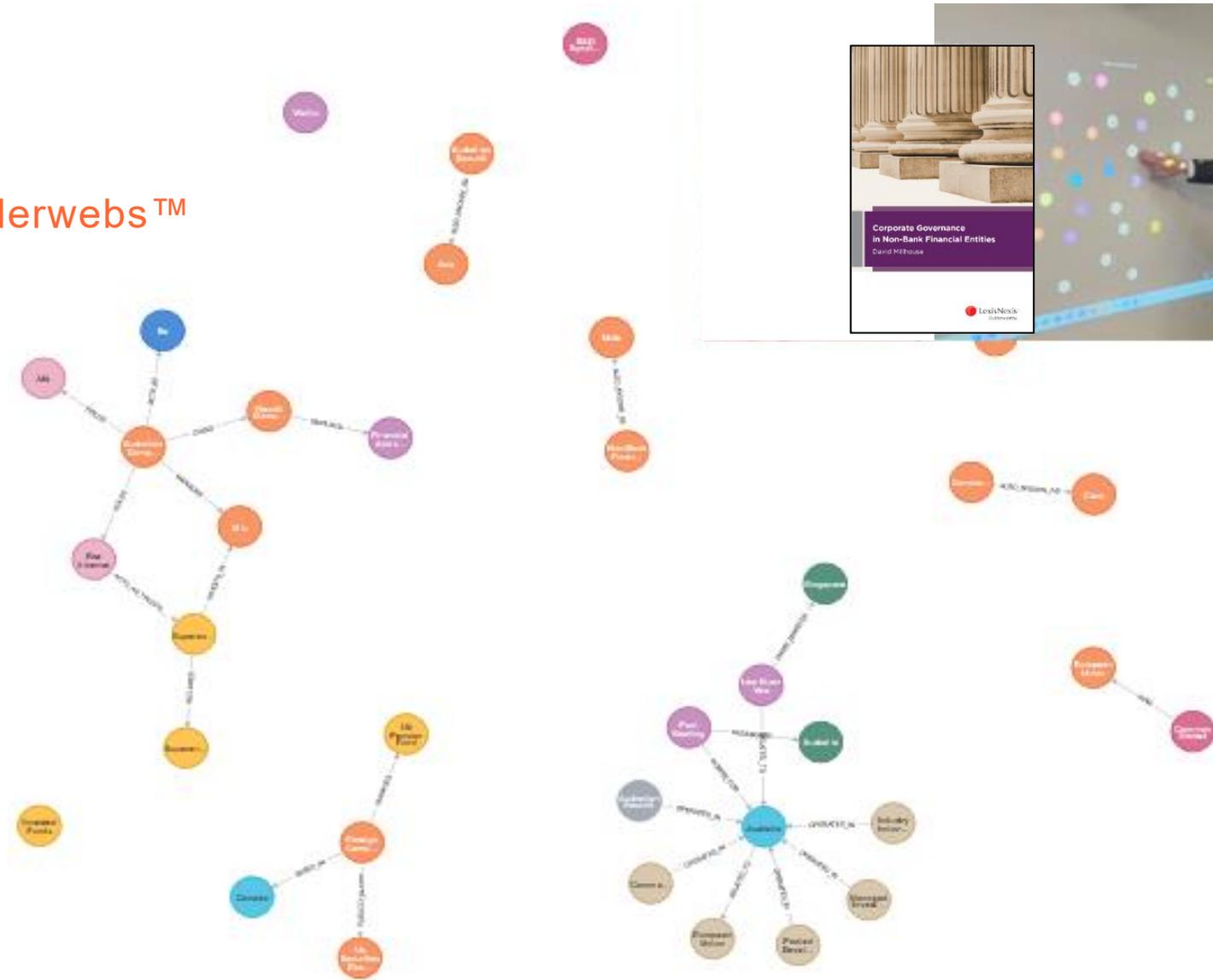
Dr David Millhouse – AI Reasoning Robots

## High Speed Legal Document AI

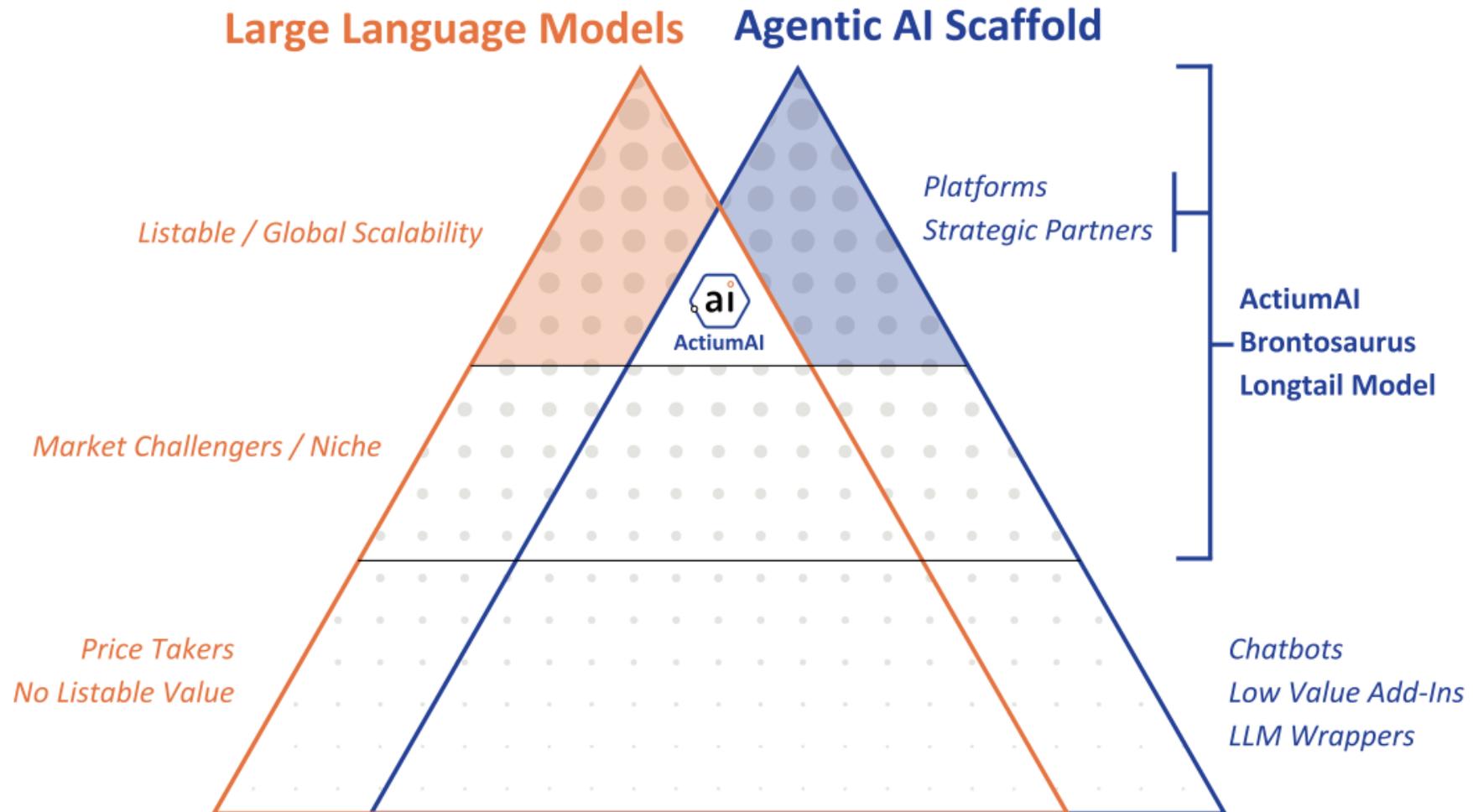
“Entity Analysis” Tool – Entity Spiderwebs™

Quickly identify:

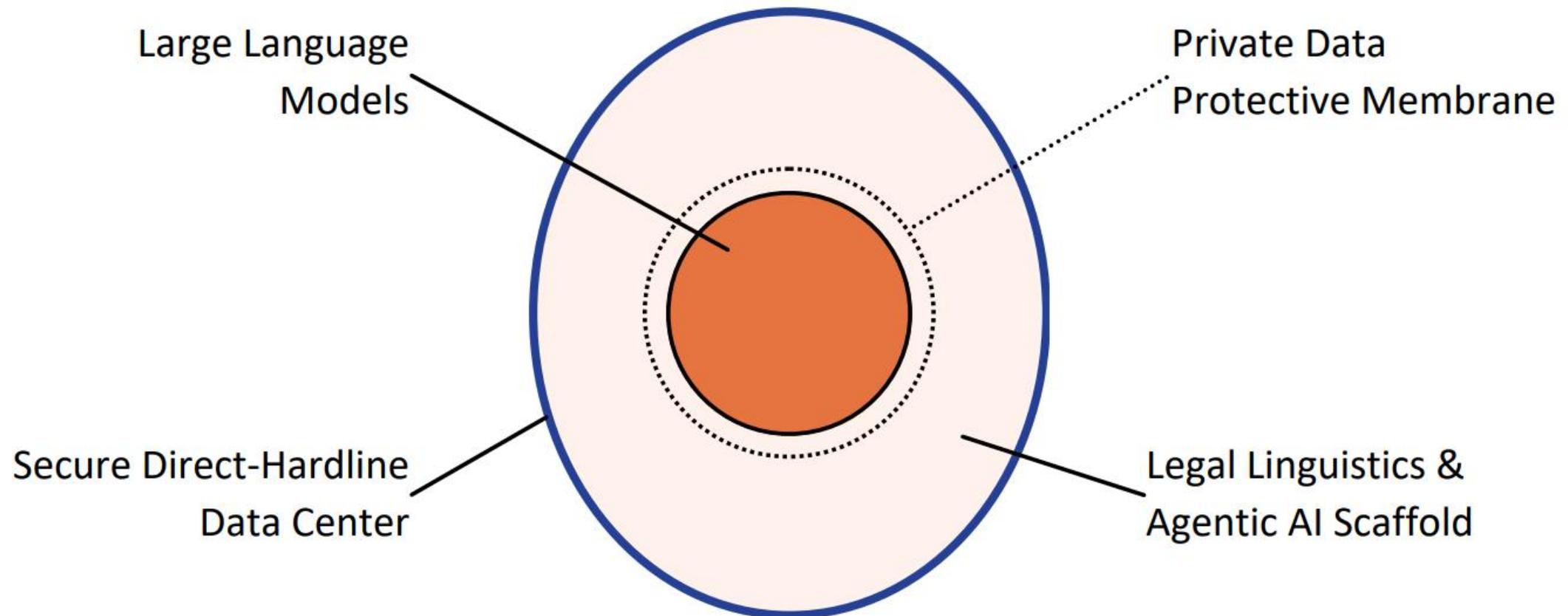
- Clusters (known & unknown)
- Outliers



# AAI Competitive Market Model



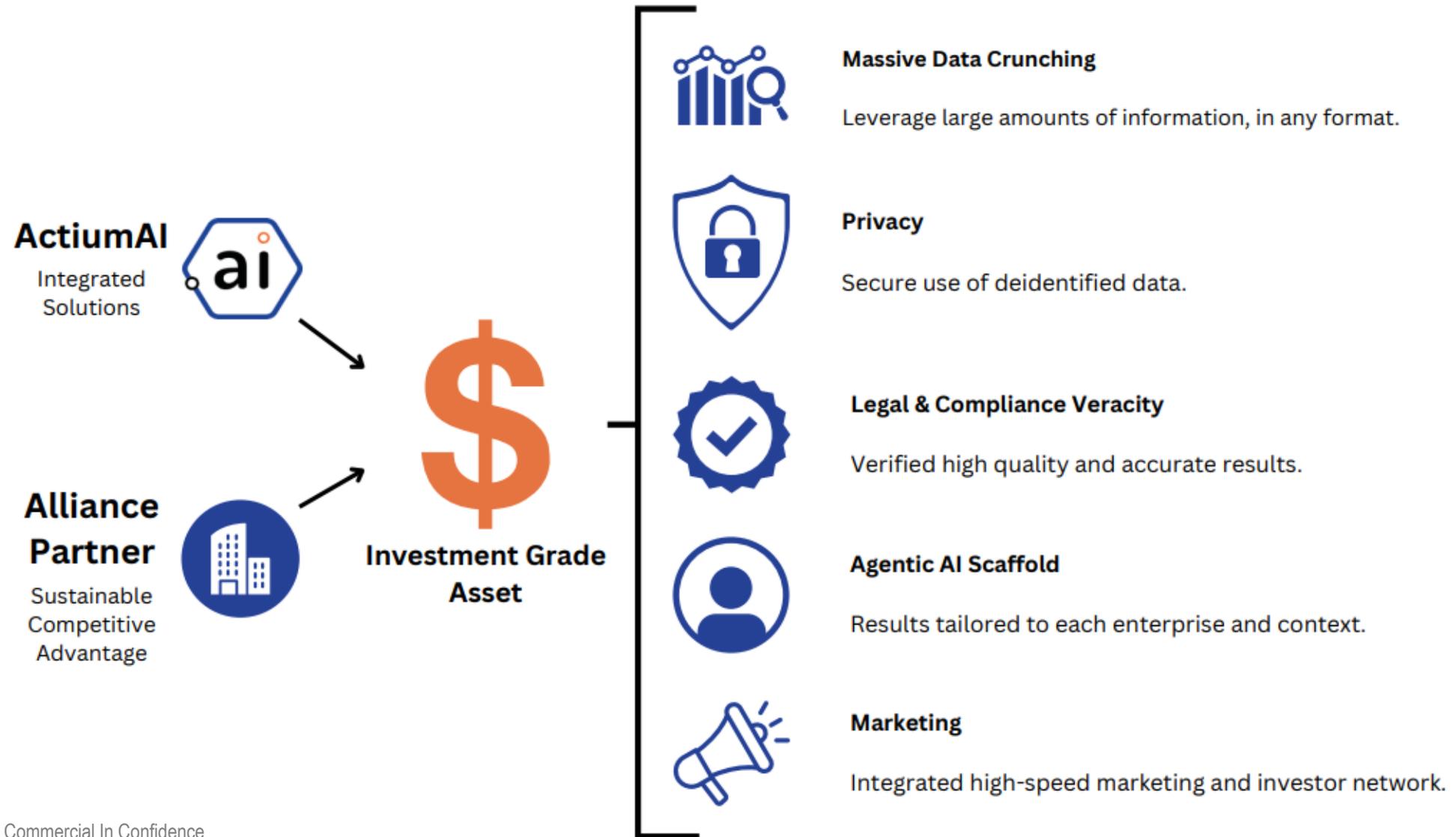
# The Enterprise AI Egg



# ActiumAI Implementation



# Build An Investment Grade Asset – Not a toy





# ActiumAI Lasagna AI Orchestration Platform

OpenAI, Google, Anthropic, Meta  
**1 million+ AI Model Integration**  
 (LLM, Generative, Determinative, Reasoning)  
 1M models: 250K LLM + 750K other  
 Hugging Face

## AI Agent Operating System & Interoperability

**Industry AI Agent Master Integrator**  
 SmythOS  
 The Universal Adaptor with an Open-Source Core

**Industry AI Agent Interoperability**  
 MCP: Model Context Protocol: Agent to tool execution  
 A2A: Agent to agent collaboration  
 AGNTCY: Agent discovery & coordination

**1 150K+ News Sources**  
 Hundreds of millions of articles,  
 14 languages, 55 countries  
 Breaking news, last hour, day, week, month, year

**3 Myriad of Trade Secrets**  
**1000+ Legal Linguistics Protocols**  
 Archimedeus AI™  
 Regulations, Contracts, Industry Standards,  
 Internal Policies/Procedures/Protocols

**5 Corporation Builders™**  
 EBITDA Uplifters,  
 P/E Ratio Uplifters

**2 AI Marketing Engineering™**  
 Master Database of 2950 Proven Converting  
 Sales/Motivations Letters

**4 50+ languages**  
 OmniCulture™

**6 AI Brand Agents**  
**Executive Advisors & Assistants**  
 Team of AI robots, each specializing in assisting a  
 different corporate organizational chart position.

## Legal AI & Government Database Integration Options

US Code of Federation Regulations (eCFR)    US SEC EDGAR Database of Corporate Information

Lexis+ AI    CoCounsel    Thomson Reuters

NATIONAL ARCHIVES    Legislation.gov.uk

Harvey Legal AI    AustLII

**AI Legal Reasoning/Performance Benchmarks**  
 LegalBench (Collaborative)    Harvey's BigLaw Bench

**Dictionaries Standard:**  
 Oxford, Collins, Webster  
 Legal: Oxford, Black's

## Industry/Operational Data Integrations

Public & Publicly Available Data    Your Private Data  
 On-Premise, Cloud, Hybrid

## 300,000+ Enterprise Software Integrations

Hugging Face    OpenAI    ANTHROPIC    milvus    Pinecone    databricks

aws    Airtable    HubSpot    GitHub    supabase    ElevenLabs    Notion

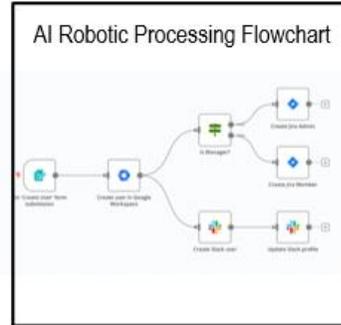
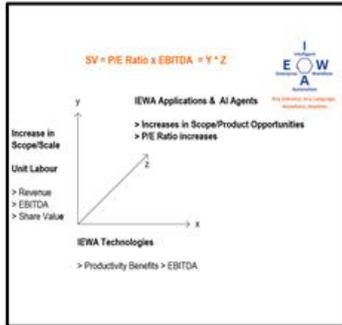
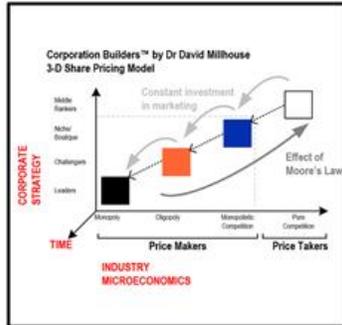
Google Drive    Office    Azure    zapier    MySQL    MISTRAL AI    twilio    salesforce

## Social Media Integrations    Corporate Software & Database Integrations

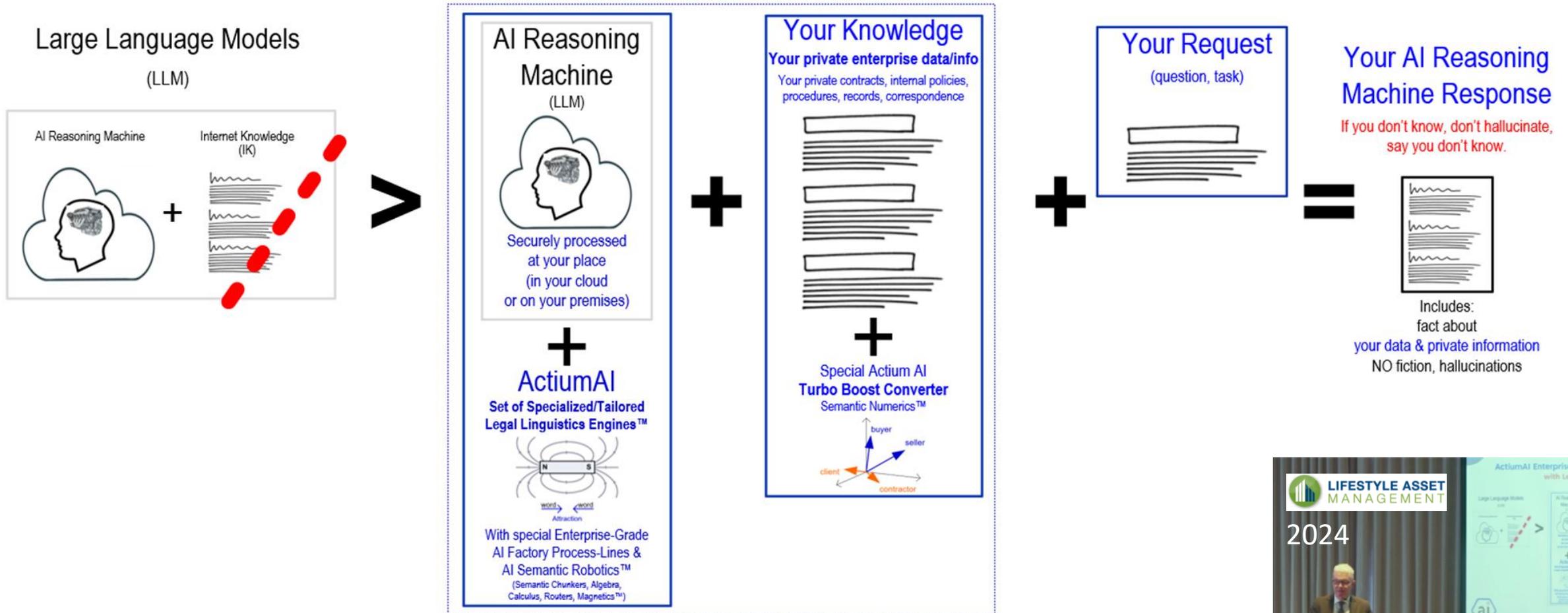


# Where to start?

ActiumAI  
**Enterprise AI Creation**  
 Intelligent Enterprise Workflow Automations [IEWA]  
 Empowering your professionals – Quickly upscaling your Enterprises



# ActiumAI Enterprise-Grade “Tailored” AI Reasoning Machine with Legal Linguistics Engines™ within



# Firm of the Future™

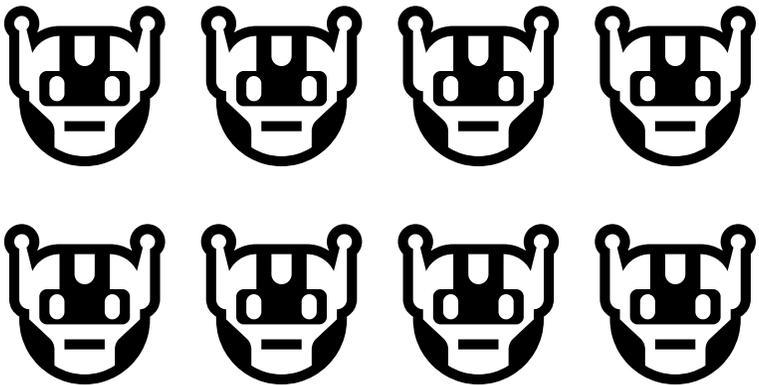
AI Opportunity Discovery workshop (3hr)

1. AI Is Undeniably Here
2. AI Is Not As Easy As Most Executives Think
3. How to Generate Profit & Shareholder Value From AI Adoption
4. AI Commercialization
5. The Harshness of Reality
6. ActiumAI Operations
7. Sample Custom AI Robot Options
8. Tailored Alliance-Partner Value Proposition

	A	B	C	D	E	F	G	H	I	J	K	
1	STRICTLY PRIVATE AND CONFIDENTIAL: INDICATIVE ONLY - NOT A FORECAST											
2	ACTIUMAI PTY LTD											
3	INVESTMENTMARKETS PTY LTD VALUE PROPOSITION USING ACTIUMAI INTELLIGENT ENTERPRISE WORKFLOW AUTOMATION™											
4												
5	1. Value uplift derived from Robotic Process Automation - productivity benefits - Operations [X]											
6	(Same HR complement)											
7		LABOUR COST/PA	REVENUE/PA	PRE-RPA EBITDA	UPLIFT	INCREMENTAL REVENUE	EBITDA MARGIN	PER-RATIO	POST-RPA EBITDA	VALUE OUTCOME	DATA SOURCE	
8	[Level 1]*3	600,000	900,000	500,000	100,000	2,000,000	50%		1,000,000		Example only	
9	[Level 2]*2	300,000	400,000	400,000	100,000	1,600,000	50%		800,000			
10	[Level 3]*9	675,000	900,000	900,000	675,000	3,600,000						
11	Total	1,575,000							10.42	1,800,000	18,756,000	PER ActiumAI 17 Jan 2023
12	2. Value uplift derived from applications of Robotic Process Automation - Corporate Governance Services [Y]											
13												
14												
15	Compliance (Ces, Legal, Governance, & Board	100,000	50,000	50,000	1.25	125,000	50%		25,000	260,500	Interfinancial 21 June 2022	
16	(Services to clients)				545						Workshop ref CML/ATF application	
17	Competitive position improvement										Assume no competitive advantage	
18	Total									260,500		
19												
20	3. INTELLIGENT ENTERPRISE WORKFLOW AUTOMATION™ FE Uplift											
21	[X]*[Z]	SPV REVENUE/ TOKENS	SPV REVENUE/1000 WORDS	WORD VOLUME/USER #	USERS	INCREMENTAL REVENUE	EBITDA MARGIN	PER ON EXIT	POST-IMPL. EBITDA	VALUE INCREMENT		
22		USD\$	USD\$		S/PA							
23	Traditional sale on fee multiple basis						0%	1.00	-\$ 675,000.00	0	As now	
24	Traditional plus RPA [X]						20%	2.00	9,000	360,500	Interfinancial REIT 2021	
25	EWAT™ FE Uplift [Z]						50%	37.66		9,952,200	PER ActiumAI 17 Jan 2023	
26	Net charge per 5 character token/ 1000 tokens/words (assume 750 words),upload c	0.0304	30.40								Ada/DaVinci/Musk median	
27	Word volume set up			500,000	15	228,000			114,000	1,390,440		
28	Word volume per year			2,000,000	15	912,000			456,000	7,861,760		
29	Number of robots/ users generating value increment									9,952,200		
30	Number of pages equivalent @cost. Sale price to end-user is multiple/robot dependent			101.33								
31												
32	4. Incremental present value											
33	From RPA -Operations									18,756,000		
34	From RPA - Governance Services									260,500		
35	SPV equity value - from IEWA™ Uplift									9,952,200		
36	Total Balance Sheet Incremental value									28,968,700	Value increment	
37												
38	5. Net value on same user labour cost											
39		YEAR 1	YEAR 2	YEAR 3								
40	Workshop 1 - Initial analysis & annual staff inductions	30,000	30,000	30,000								
41	Workshop 2 - Implementation (6 months)	150,000										
42	Net value pa of RPA productivity benefits (f)	1,620,000	1,770,000	1,770,000								
43	Cash outflows to ActiumAI	180,000	30,000	30,000								
44												
45	RPA-Governance Uplift (IM 50% value share) (2)	130,250	130,250	130,250								
46	Share of business value increment from IEWA™ (IM 50% value share) (3)	4,976,100	4,976,100	4,976,100								
47	Net value pa of IEWA™ Uplift & bus value increment (2)+(3)	5,106,350	5,106,350	5,106,350								
48												
49	6. Net present value to IM of ActiumAI IEWA Robotics investment											
50												
51	Present value of incremental IM benefits	6,726,350	6,876,350	6,876,350								
52	Discounted value of outflows at WACC (assume outflow at start of year)	5,159,827	4,677,292	4,326,587								
53	Entitlement from tokenisation to IM from SPV	5,136,350	5,136,350	5,136,350								
54	Implementation cash outflows to ActiumAI	180,000	30,000	30,000								
55	Entitlement to IM from SPV	5,106,350	5,136,350	5,136,350								
56	Incremental Balance Sheet Value of Alliance-Partner SPV derived from cash stream	28,968,700										
57	Net Present Value of Alliance-Partner business attributable to ActiumAI SPV	23,862,350										

# Where to start?

## Starter Pack of 80 AI Robots (Agents)



**Take Your Pick**

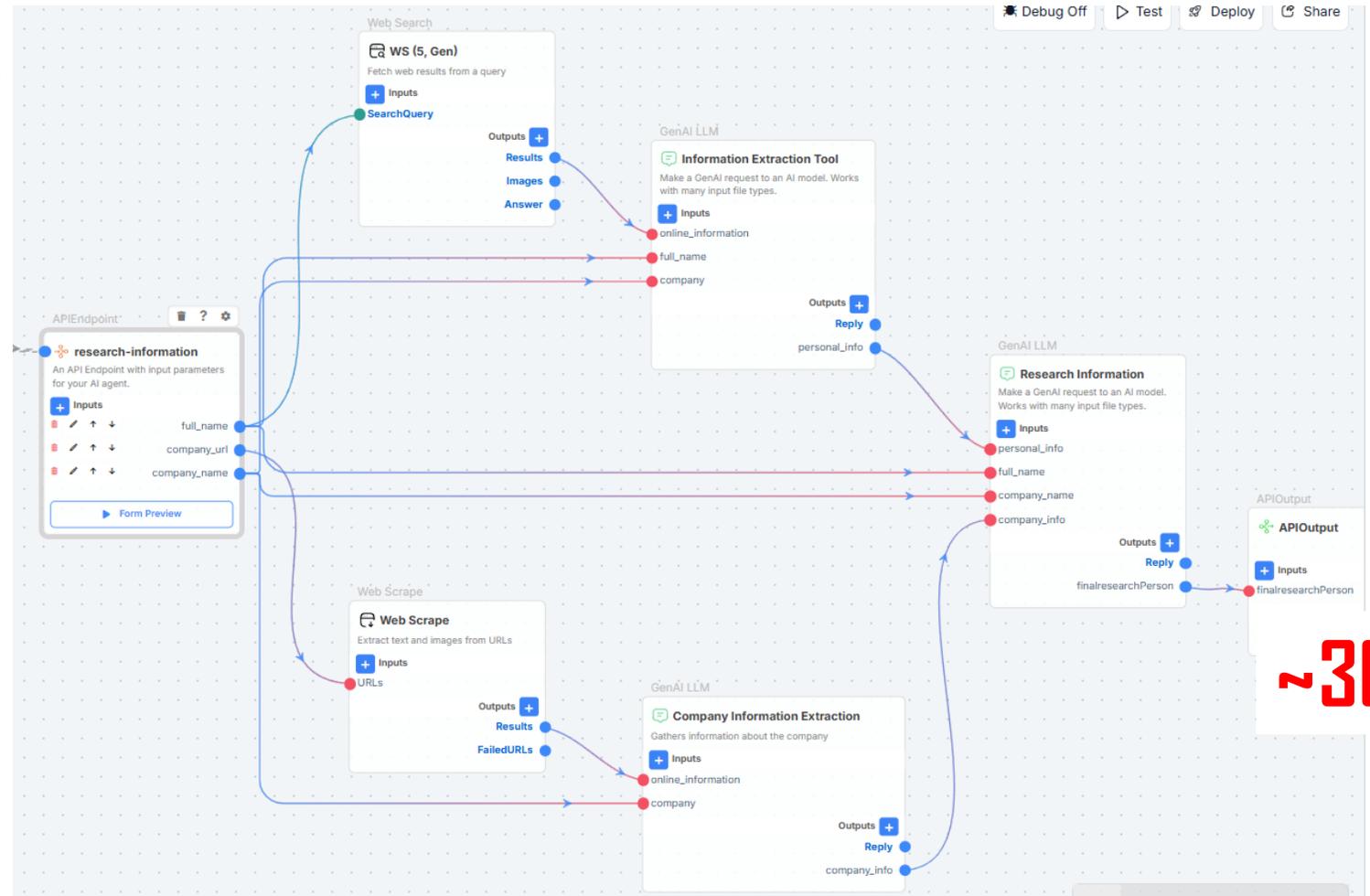
**Mix & Match As You Wish**

	D	E	F	G	H
1	KGF - E	AI Robot T	AI Robot Name	AI Robot Descriptio	AI Robot B
5	PRO, SIM	Analyzer	Backlink Analyzer	A powerful agent that retriev	You are an AI agent.
6	PRO, SIM	Analyzer	Customer Review Analyzer	A smart agent that utilizes th	You are an agent wh
7	GEN	Analyzer	Email Analyzer		
8	PRO, Acc	Analyzer	Expense Analyzer	An intelligent agent that anal	You are a profession
9	PRO, SIM	Analyzer	Form & Survey Analyzer	A robust agent that answers	You are a helpful an
10	PRO, Acc	Analyzer	Image Analyzer: Financial	A sophisticated agent that a	You are a financial.
11	PRO, HR	Analyzer	Job Description Analyzer	A comprehensive agent that	You are a profession
12	PRO, HR	Analyzer	Job: Cover Letter Analyzer		
13	PRO, HR	Analyzer	Job: Resume Analyzer	An agent specialized in readi	I am a Resume Reas
14	GEN	Analyzer	Keyphrase Analyzer	A focused agent that analyze	1. Analyze_text on
15	PRO, SIM	Analyzer	Keyword Analyzer	A comprehensive agent that	Instructions: 1. Alu
16	GEN	Analyzer	Legal Document Analyzer (+ Reg	A comprehensive agent des	You are an advance
17	GEN	Analyzer	Sentiment & Emotion Analyzer	A robust agent that analyzes	You are an agent th
18	GEN	Analyzer	Meeting Transcript Analyzer: ser	A powerful agent that analyze	Instructions: 1. Far
19	GEN	Analyzer	TXT/PDF Analyzer	A robust agent that uploads	(blank)
20	GEN	Analyzer	URL Analyzer	A comprehensive agent that	This AI agent is exp
21	PRO, Eng	Comparator	LLM QA Evaluator (OpenAI, Goo	A sophisticated agent that e	(blank)
22	GEN	Converter	Text TO Audio Translator	A multi-functional agent that	You are an agent th
23	GEN	Creator	Create image (Midjourney, as op	A comprehensive agent that	Creator Midjourne
24	GEN	Creator	Create image, remove backgrou	A powerful agent that gener	You are an agent th
25	GEN	Creator	Create image: Meme	A dynamic agent that crafts	Make memor bar
26	GEN	Creator (writer)	Test Creator	A comprehensive agent tha	(blank)
27	GEN	Extractor	Content Extractor 1	A robust agent that extracts	You are an AI agent
28	GEN	Extractor	Content Extractor 2	A powerful agent that extrac	You are an AI agent
29	GEN	Extractor	Content Extractor 3	A dedicated agent designed	You are an AI agent
30	GEN	Extractor	PDF Text Extractor	A robust agent that extracts	You are an agent
31	GEN	Extractor	Web Scraper for Leads 1	A powerful agent designed to	You are an agent

# AI Robot #1

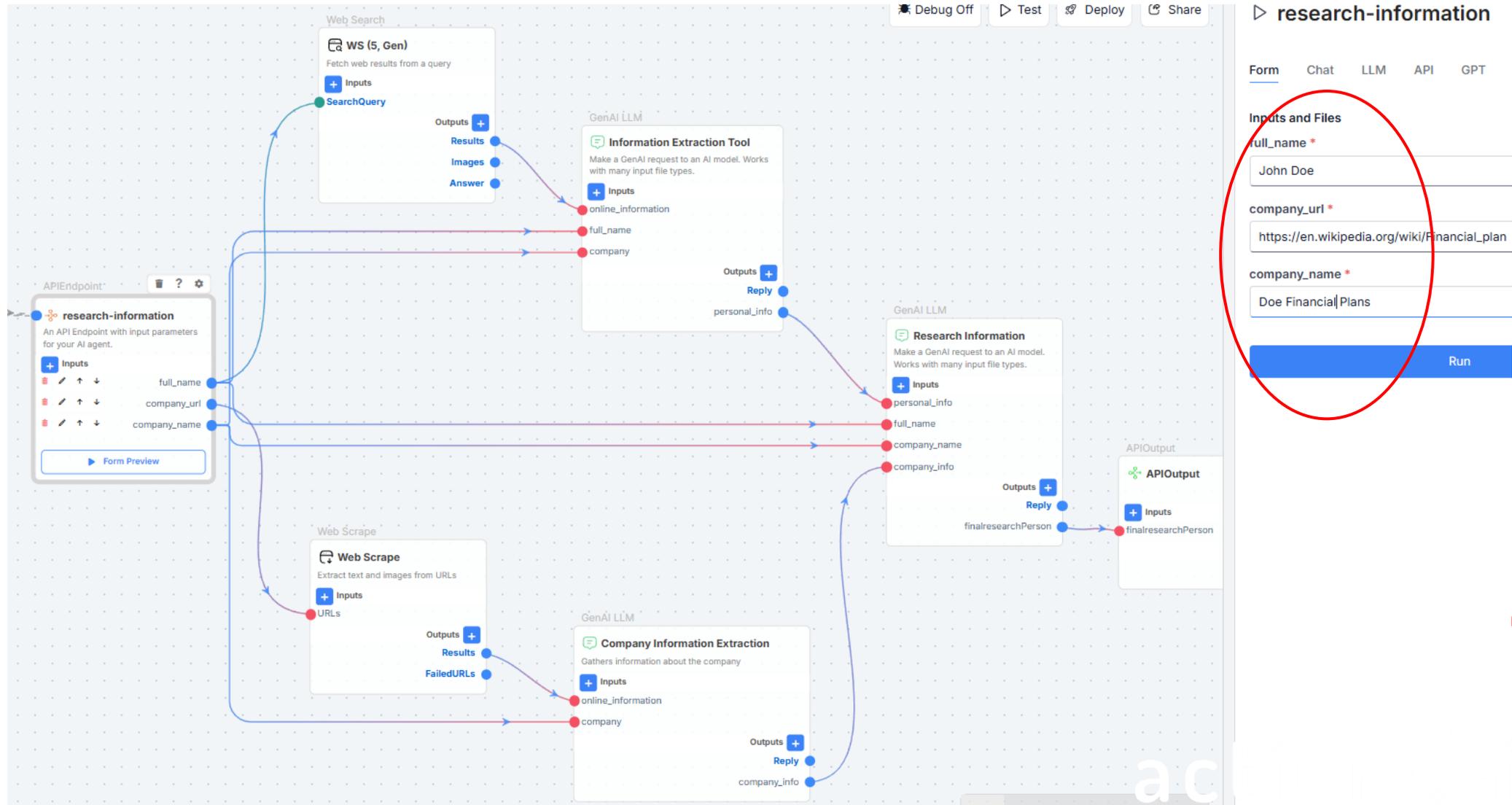
## Automation of marketing to the Adviser Community globally

Actium AI Orchestration Platform  
Lead Enhancement  
AI Robot



~30sec

# Input your research request



~30sec

# AI reads the website & researches the internet globally for Advisors

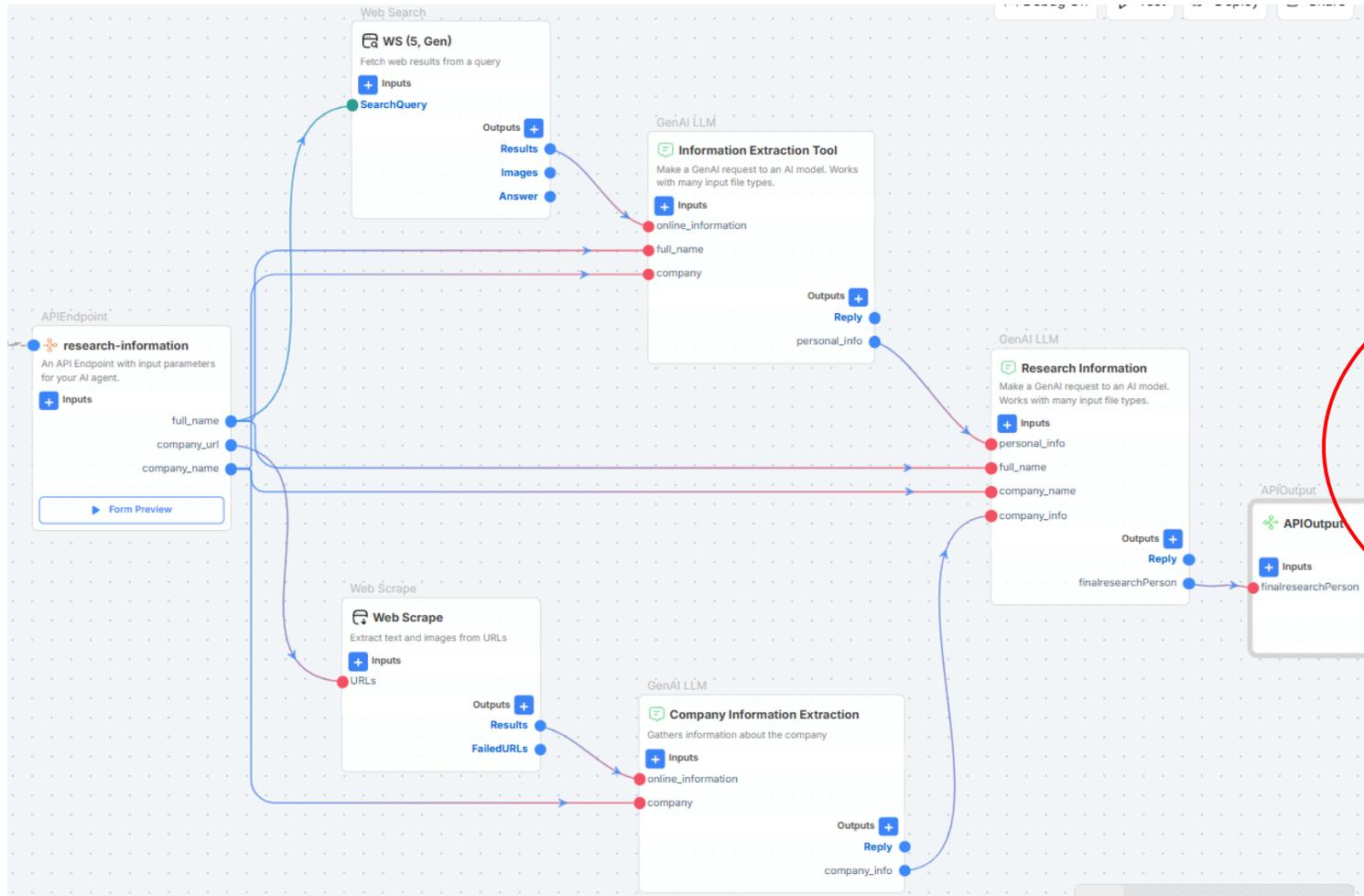
The screenshot shows a website for 'Doe Financial Plans'. The header includes navigation links: Home, About, Services, Projects, Pages, and a 'Get A Quote' button. The main content area features a large heading 'Discover Our *Financial* Investment Business.' with a 4.9 Business Rating badge. Below this is a section titled 'Dedicated To Providing Trusted Financial Advice And Services.' with a '99%+' success rate badge and a small image of a woman working at a laptop.

The screenshot shows a Google search for 'john doe'. The search results include:

- Wikipedia**: [https://en.wikipedia.org/wiki/John\\_Doe](https://en.wikipedia.org/wiki/John_Doe). **John Doe** (male) and Jane Doe (female) are multiple-use placeholder names that are used in the British and American legal system and assigned generally in ...
- Wikipedia**: [https://en.wikipedia.org/wiki/John\\_Doe\\_\(musician\)](https://en.wikipedia.org/wiki/John_Doe_(musician)). **John Doe (musician)**: John Nommensen Duchac (born February 25, 1953), known professionally as John Doe, is an American singer, songwriter, actor, poet, guitarist and bass player.
- IMDb**: <https://www.imdb.com/title/>. **John Doe (TV Series 2002–2003)**: A man awakens on an island only to discover that he has no memory of who he is. Without knowing his identity, he travels to Seattle and finds out that not only ... 7.8/10 ★★★★★ (8,455)
- Reddit - r/etymology**: 30+ comments · 2 years ago. **Why unidentified people are called "John Doe" or "Jane Doe"**: The John Doe custom was born out of a tradition and long since replaced British legal process called an action of ejectment. **30 answers** · Top answer: Interesting! I haven't read the case, so maybe it's obvious to those who have...

~30sec

# It then analyzes it all & writes its report



Research Information

Form Chat LLM API GPT Postman Alexa MCF

Inputs and Files

Agent Output

```

{
  "id": "CM82VTPCT1G",
  "name": "APIOutput",
  "result": {
    "Output": {
      "finalresearchPerson": "John Doe is an accomplished financial analyst currently working at Doe Financial Plans, a boutique financial advisory firm dedicated to providing personalized financial strategies and planning services. John holds a Bachelor's degree in Finance from the University of Stateville, where he graduated with honors. He further enhanced his expertise by earning a Master's degree in Financial Planning from Stateville College of Business. With over a decade of experience in the financial industry, John has honed his skills in investment analysis, retirement planning, and wealth management. Before joining Doe Financial Plans, John worked for several prestigious firms, including State Financial Group and Green Investments, where he played a crucial role in developing advanced financial strategies for high-net-worth clients. His adeptness in adapting to market trends and financial technologies has made him a vital resource for clients and colleagues alike."
    }
  }
}

```

Something went wrong? try [debugging](#) to fix errors.

~30sec

# Quick independent accuracy check can be added

## Agent Output

```
{
  "id": "CM82VTPCT1G",
  "name": "APIOutput",
  "result": {
    "Output": {
      "finalresearchPerson": "John Doe is an accomplished financial analyst currently working at Doe Financial Plans, a boutique financial advisory firm dedicated to providing personalized financial strategies and planning services. John holds a Bachelor's degree in Finance from the University of Stateville, where he graduated with honors. He further enhanced his expertise by earning a Master's degree in Financial Planning from Stateville College of Business. With over a decade of experience in the financial industry, John has honed his skills in investment analysis, retirement planning, and wealth management. Before joining Doe Financial Plans, John worked for several prestigious firms, including State Financial Group and Green Investments, where he played a crucial role in developing advanced financial strategies for high-net-worth clients. His adeptness in adapting to market trends and financial technologies has made him a vital resource for clients and colleagues alike.
```

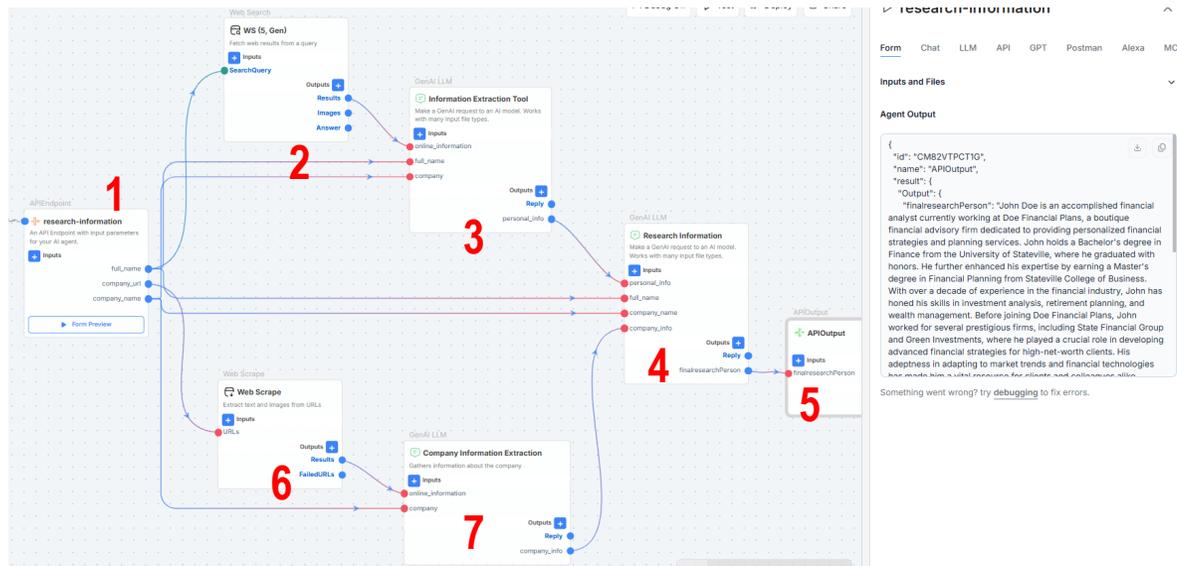
# VS

john doe financial plans

All Images News Videos Short videos Forums Shopping More

- financefreedomau.com**  
<https://financefreedomau.com/john-doe>  
**John Doe - Achieve Financial Freedom with Expert Guidance**  
With over a decade of experience in financial consulting, John is passionate about helping Australians achieve their financial goals.
- stephansonplanning.com**  
<https://www.stephansonplanning.com/financial-planning>  
**John Doe - Self-branded - Financial planning**  
A financial security plan tailored to your needs · Where are you now? · Where would you like to be? · What's really important to you?
- Parros Financial Group**  
<https://www.parrosfinancialgroup.com> · 2022/04 PDF  
**John Doe & Jane Doe**  
26 Apr 2022 — John's Retirement End of both plans Every 1 year. Vacation. \$12,000. John's retirement. After 10 yrs. Every 1 year. Insurance. Name. Type. Owner.
- smartchoiceaccounting.co.uk**  
<https://smartchoiceaccounting.co.uk/john-doe>  
**John Doe - Smart Choice**  
John Doe is the founder and CEO of Smart Choice Accounting. With over 20 years of experience in the accounting and financial planning industry, John has ...

# And that's just the beginning with only 7 steps



Imagine 'tailoring'  
to your specific needs.

Imagine doubling the steps  
and taking but 1 minute!

# AI Robot #2 Automation of regulation & contract Analysis & Compliance

## Archimedeus AI

Corporations Act 2001  
Sect 994B  
Target Market Determinations  
For Financial Products

### Requirement to make a **target market determination**

- (1) **Subject to** subsection (3), // a person must make a **target market determination** for a financial product **if**:
- (a) under Part 6D.2, [the person is required to prepare a **disclosure document** for the product]; **or**
  - (b) under Part 7.9, [the person is required to prepare a **Product Disclosure Statement** for the product]; **or**
  - (ba) the product is *not* a financial product (as defined in Division 3 of Part 7.1) **and**:
    - (i) the person issues the product to another person as a **retail client**; **or**
    - (ii) the person sells the product under a regulated sale; **or**
  - (c) regulations made for the purpose of this paragraph [require [the person to make a **target market determination** for the product]].
- (2) A person **required** by subsection (1) **to** make a **target market determination** for a financial product // must do so **before**:
- (a) **if** paragraph (1)(a), (b) **or** (ba) applies-- // any person engages in **retail product** distribution conduct in relation to the product; **or**
  - (b) **if** paragraph (1)(c) applies: //
    - (i) the **time or event** specified in regulations made for the purposes of that paragraph; **or**
    - (ii) **if** there is *no* time or event so specified-- // any person engages in **retail product** distribution conduct in relation to the product.

0o0

0o0

0o0

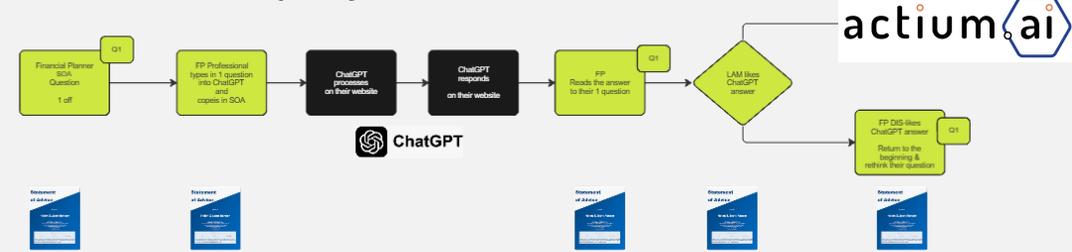
# AI Robot #3

## Automation of Financial Planning Internal Polices/Procedures

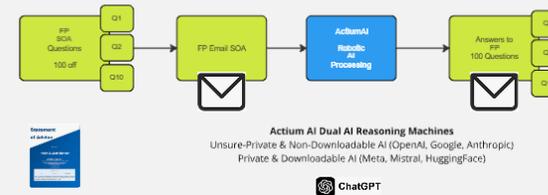
### Financial Planner "Statement of Advice" Tailored Analysis & Report

Unlimited volume

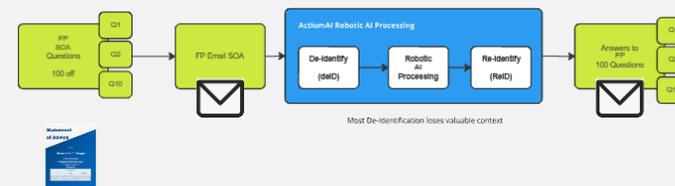
#### SOA AI "Manual" Analysis by ChatGPT



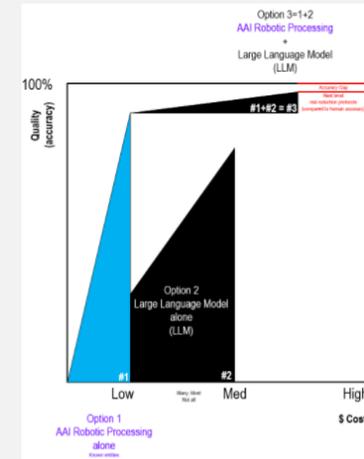
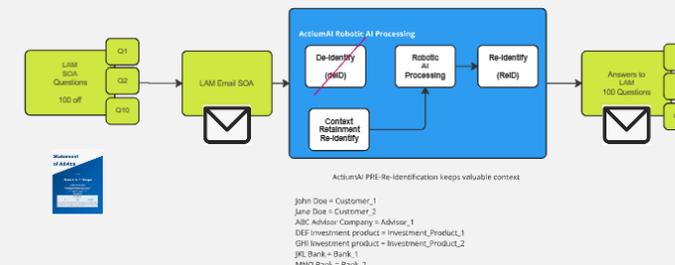
#### SOA AI Robotic Processing (with ActiumAI)



#### SOA Private Data Security (DeID & ReID)



#### SOA Valuable Context Retainment (VCR)

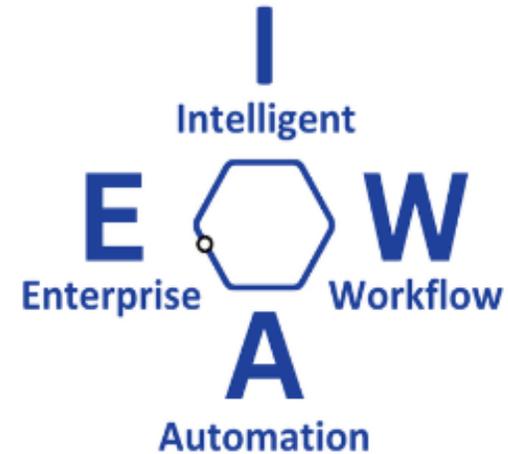


Dr. David Millhouse  
Founder & Chair



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w: actiumai.com  
w: drdavidmillhouse.com

B.Sc.(Hons.), M.B.A, LL.M, Ph.D., FAICD  
Honorary Adjunct Senior Research Fellow  
Faculty of Law, Bond University



**Any Industry, Any Language,  
Anywhere, Any Time**

# actium.ai



 [www.ActiumAI.com](http://www.ActiumAI.com)

 [info@ActiumAI.com](mailto:info@ActiumAI.com)





# Why Family Business Matters

Catherine Sayer  
CEO

# Family Businesses

The trusted backbone of our economy and social fabric

**70%**

of businesses  
are family owned

**50%**

of the workforce  
is employed  
in a family business

**\$4.3** trillion

Estimated wealth  
of the family  
business sector  
in Australia

**70%**

of consumers  
trust family  
business over  
non-family  
businesses



# Advocacy

- COSBOA
- Australian Small Business and Family Enterprise Ombudsman (ASBFEO)

## Much more is needed to help small businesses

**Luke  
Achterstraat &  
Catherine  
Sayer**



flexibility for carers, parents and students alike. Small and family businesses are often seasonally driven, such as tourism or catering businesses, and reliant on the ability to engage casuals to meet demand. Meanwhile, over 2.2 million Australians enjoy the flexibility of casual work and, for many, their first job is a casual job. The ability to

time away from their operations to seek and pay for advice. Disappointingly, no modelling has been provided on the cost this change will have on small business in terms of the associated red tape, compliance and complexity. Furthermore, many small businesses are themselves self-employed. The IR changes will radically overhaul the existing

be seeking to make our regulatory system clearer and give time to our small and family businesses rather than take it away. The senate inquiry into the left many more confused at the than at the beginning. Encouragingly senators Callaghan and Lambie and Pocock zoned in on practical realities of the Bill but

## Scrap this tax on family enterprise and ambition

**LUKE ACHTERSTRAAT  
CATHERINE SAYER**

With the new Labor government sworn in and cabinet now formed, critical economic decisions are being progressed – and one policy looms as a serious threat to Australia's entrepreneurial spirit and economic stability: the so-called

the value of assets such as business premises, shares or farmland that may never be sold and don't generate income.

Under this regime, someone could be forced to pay tens of thousands of dollars in tax on an asset they have no intention of selling and that may well decline in value the following year.

It's like taxing someone for

**FAMILY BUSINESS ASSOCIATION**

# A FAMILY AFFAIR

**AT A GLANCE**  
**FAMILY BUSINESS ASSOCIATION**

**WHAT:** An organization that supports family-owned businesses by offering resources, education, networking opportunities, and events tailored to the unique needs of these businesses.

**WHERE:** Australia and New Zealand

**WEBSITE:** [www.familybusinessassociation.org](http://www.familybusinessassociation.org)

**CHAMPIONING CONTINUED GROWTH FOR FAMILY-OWNED ENTERPRISES**

**F**amily businesses have long been the unsung heroes of the global economy, making significant contributions to employment, economic stability, and community development. This reality is especially pronounced in Australia and New Zealand, with 70% of businesses family-owned and over 50% of the workforce employed by enterprises. However, despite their prevalence, family businesses are often less visible and receive less recognition than they deserve. The Family Business Association (FBA), founded 20 years ago, is on a mission to change that. It is a powerful advocate

# CELEBRATING NATIONAL FAMILY BUSINESS DAY

19 September 2025

DOWNLOAD A SUITE OF ASSETS  
FROM OUR NFBBD WEBSITE

FEEL THE  
FAMILY  
BUSINESS  
DIFFERENCE

...TODAY AND EVERY DAY

NATIONAL FAMILY BUSINESS DAY

19 September 2025



70%  
of businesses are  
family-owned



NATIONAL FAMILY  
BUSINESS DAY

19 September  
#NFBBD25



Get Involved  
SUPPORT FAMILY BUSINESS



SUPPORT + SHOP



SPREAD THE WORD



COLLABORATE



LEAVE A REVIEW



LEARN



ADVOCATE

NATIONAL FAMILY BUSINESS DAY

19 September 2025



Celebrating  
100,000  
Smiles in  
2024



<b>NAVIGATING CHANGE</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>EVENTS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>MEET THE OWNER</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859
<b>ADVISOR CONNECT</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>COFFEE CONNECT</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>AFTER 5 CONNECT</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859
<b>WEALTH 3.0 MASTERCLASS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>CELEBRATE</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>FAMILY BUSINESS INSIGHTS CONFERENCE</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859
<b>FORUM GROUPS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>FORUM GROUP PROGRAM</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>EDUCATION</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859
<b>FAMILY BUSINESS ESSENTIALS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>ADVISING BUSINESS FAMILIES PART 1 &amp; 2</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>FINANCIAL ESSENTIALS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859
<b>PLANNING SUCCESSION FOR FAMILY BUSINESS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>GOVERNANCE AND DIRECTORSHIP FOR FAMILY BUSINESS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859	<b>STRATEGIC BUSINESS PLANNING FOR FAMILY BUSINESS</b> 2025 CONFERENCE 20-21 FEBRUARY 10:00 AM - 5:00 PM SINGAPORE EXHIBITION CENTRE 1001 BRIDGE ROAD, SINGAPORE 109859

# Family Business Accredited Advisors



# Thank you

Catherine Sayer  
Family Business Association

## CONTACT DETAILS

 1800 249 357  
 [info@familybusiness.org.au](mailto:info@familybusiness.org.au)

 Level 8/5 Queens Road,  
Melbourne, Vic, 3004



# The Finance Brokers Association of Australasia

PETER WHITE, FBAA

## NATIONAL OFFICE

☎ 07 3847 8119

@ info@fbaa.com.au

🕒 8:30am - 5pm Monday to Friday

📍 Level 1  
1 Miles Platting Road  
Eight Mile Plains QLD 4113

✉ PO Box 4792, Eight Mile Plains QLD 4113

# Setting the Agenda

**ANNE NALDER**, SMALL BUSINESS  
ASSOCIATION OF AUSTRALIA

**Email:** [anne@smallbusinessassociation.com.au](mailto:anne@smallbusinessassociation.com.au)  
**Small Business Association of Australia**

[www.smallbusinessassociation.com.au](http://www.smallbusinessassociation.com.au)

# To What End?

Artificial Intelligence –  
the rubber has hit the road

Ray Trevisan

OTG Capital / Associates

# Nov 24 – AIOFP Canberra Conference Review

## Types of Artificial Intelligence

- Generative AI = Creativity
  - Generates new content from natural language requests
    - Write a 2 page brief on the state of the financial markets
- Knowledge AI = Analytical
  - Leverage vast amounts of data to acquire, humans do
    - IBM Watson in 2011 launched a system to extract answers
- Skills AI = Cognitive
  - Seeks to understand beyond regurgitation

## Misinformation Proliferation

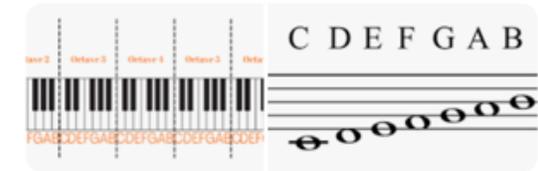
- If you tell a lie often enough, it becomes the truth...

Joseph Goebbels

## Your Human Edge

- Creative thinking
- Intuitive linkages
- Contextual interpretation
- Novel idea generation

Remember “8 notes”



- Our brain operates more efficiently than models like ChatGPT

- It's always your “touch” that in the end matters

# Last Year's AI Fears

- Generative AI systems are raising worldwide concerns about copyright violations and misinformation
- Theft of IP, artworks, original ideas – who polices the platforms?
- Privacy? Bias? Discrimination? Misogyny? Violence? Trust? Truth?
- “News” and “social” platforms have long evaded accountability, this is unlikely to change



## Meta wins AI copyright lawsuit as US judge rules against authors

Writers accused Facebook owner of breach over its use of books without permission to train its AI system



**NEW INDUSTRY FOCUS** BETA

TechCrunch Latest Startups Venture Apple Security AI Apps Events Podcasts Newsletters

GOVERNMENT & POLICY

**Meta refuses to sign EU's AI code of practice**

Ram Iyer 6:52 AM PDT · July 18, 2025

A smartphone displaying the Meta AI interface with the text: "Meta AI isn't available yet in your country. In the meantime, you can learn more about AI at Meta. Learn more. Accessing Meta AI while traveling? Log in".

Meta has refused to sign the European Union's [code of practice](#) for its AI Act, weeks before the bloc's rules for providers of general-purpose AI models take effect.

# AI Pitfalls

- When did we subvert public policy to the tech industry/\$\$\$
- Are we dumbing down workers & management – over-reliance on the answers – not questioning
- Australia's Productivity Commission has handed over creative content for free

Zuckerberg claims 'superintelligence is now in sight' as Meta lavishes billions on AI



Australia's potential surrender of creative content to tech giants for free is shocking. Labor must decide where it stands

Josh Taylor



The Productivity Commission appears to have bought into tech companies' brazen arguments - and caught the Australian government off-guard

# Where are the new jobs?

- Web 2.0 in the 90's & 00's brought new industries and jobs
- Today, AI is busy destroying jobs and not replacing them this time around
- – and suggesting not getting on board is “being a luddite”

As if graduating weren't daunting enough, now students like me face a jobs market devastated by AI

Connor Myers



## The New York Times

Watering down Australia's AI copyright laws would sacrifice writers' livelihoods to 'brogrammers'

Tracey Spicer

Our Productivity Commission is considering to include an exemption for text and data mining into our Copyright Act. This extractive industry may well put us out of business



# The Answer? Keep up to Date & Informed

- Training is out there, and mostly free – its not rocket science to learn – Really!
- When using AI, are you really gaining productivity or an illusion of such?
- Spare a thought for our generations coming through (and your succession planning)
- IP ownership is still to be worked through the courts\*

HOME > INSTITUTE OF APPLIED TECHNOLOGY (IAT) > IAT DIGITAL > INTRODUCTION TO ARTIFICIAL INTELLIGENCE

## Introduction to Artificial Intelligence

~~\$140.00~~ \$0.00 (inc GST)

Powered by:



Artificial In  
perfect op  
and explor

In this Mic

- Real
- Com
- Advit
- The c



**Google rolls out Gemini Deep Think AI, a reasoning model that tests multiple ideas in parallel:** Google released its first publicly available "multi-agent" AI system, which uses more computational resources, but produces better answers. [Read More](#)

# The Answer? Keep up to Date & Informed

- Chinese AI emerging
- 20 companies and counting
- Deepseek launched quickly and very cheaply (using the same tactics as the USA)
- Data security & IP will have the same challenges

## Chinese AI companies

From sources across the web

 Zhipu AI	▼	 MiniMax	▼	 Moonshot AI	▼
 Tencent	▼	 Baichuan	▼	 01.AI	▼
 Baidu	▼	 ByteDance	▼	 SenseTime	▼
 UBTECH Robotics	▼	 Alibaba	▼	 Awakening Vector Inc	▼
 CloudMinds Technology Inc.	▼	 DJI	▼	 iFLYTEK	▼
 Malong Technologies Logo	▼	 Megvii	▼	 YITU	▼
 Formax BPO Beijing inc	▼	 Jiangsu Mingyue Software Te...	▼		

# Conclusion

\* - tip!! Check the data set validity/refresh date

- Like all technology – great when you know how to use it effectively / efficiently
- Generative AI produces nothing original – it's all copied
- Always remember – YOU are responsible for the outcome, not the tech, always supervise, check and be comfortable your solution serves you and your customers
- IP ownership is still to be worked through the courts\*

**SAME SLIDE AS LAST YEAR**



# THE FUTURE OF ADVICE

Andrew Inwood

AIOFP Winter 2025

August 2025



1

## THE ZEITGEIST

# LET ME INTRODUCE YOU TO TROFIM LYSENKO

---



Trofim Lysenko

# IDEOLOGY OVER IDEAS

---



- Reject Science For His Own Ideology - Lysenkisim
- Sent To China By Stalin To Drive Great Leap Forward
- Large Efficient Farms Broken Up To Devolve Power
- Traditional Manufacturing Broken Up
- Traditional Planting Broken Up
- Somewhere Between 15 and 45 Million People starved To Death

# THE SIZE OF THE OPPORTUNITY

2% of baby boomers are high net worth baby boomers, while 1% of total population are HNWI.

## Wealthy baby boomers

\$600 Billion Total Asset

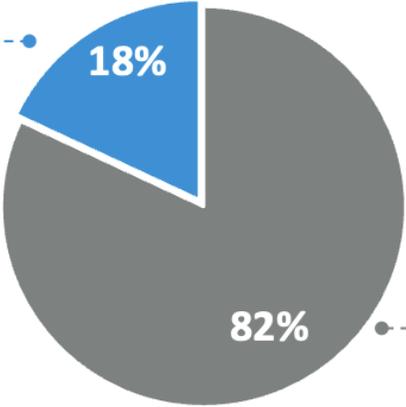
Approx. number of individuals passing on wealth: **78,300**



Average Net Investable Asset per such individual: **\$2.6 million**



## Total Inter-generational Wealth: \$4.4 Trillion



■ Average ■ Wealthy

## Average baby boomers

\$3.3 Trillion Total Asset

Approx. number of individuals passing on wealth: **4 million**



Average Net Investable Asset per such individual : **\$400,000**



This figure is likely to **double** when considering the value of their property, estimated to be around **\$4 trillion** which may be liquidated upon death by the inheritors

# REMEMBER THE TIME WARP – IT'S JUST A JUMP TO THE LEFT

---



It Was Productivity  
Now Growth And Productivity  
Tax Hike Summit



Brawler Statesman  
Abundance

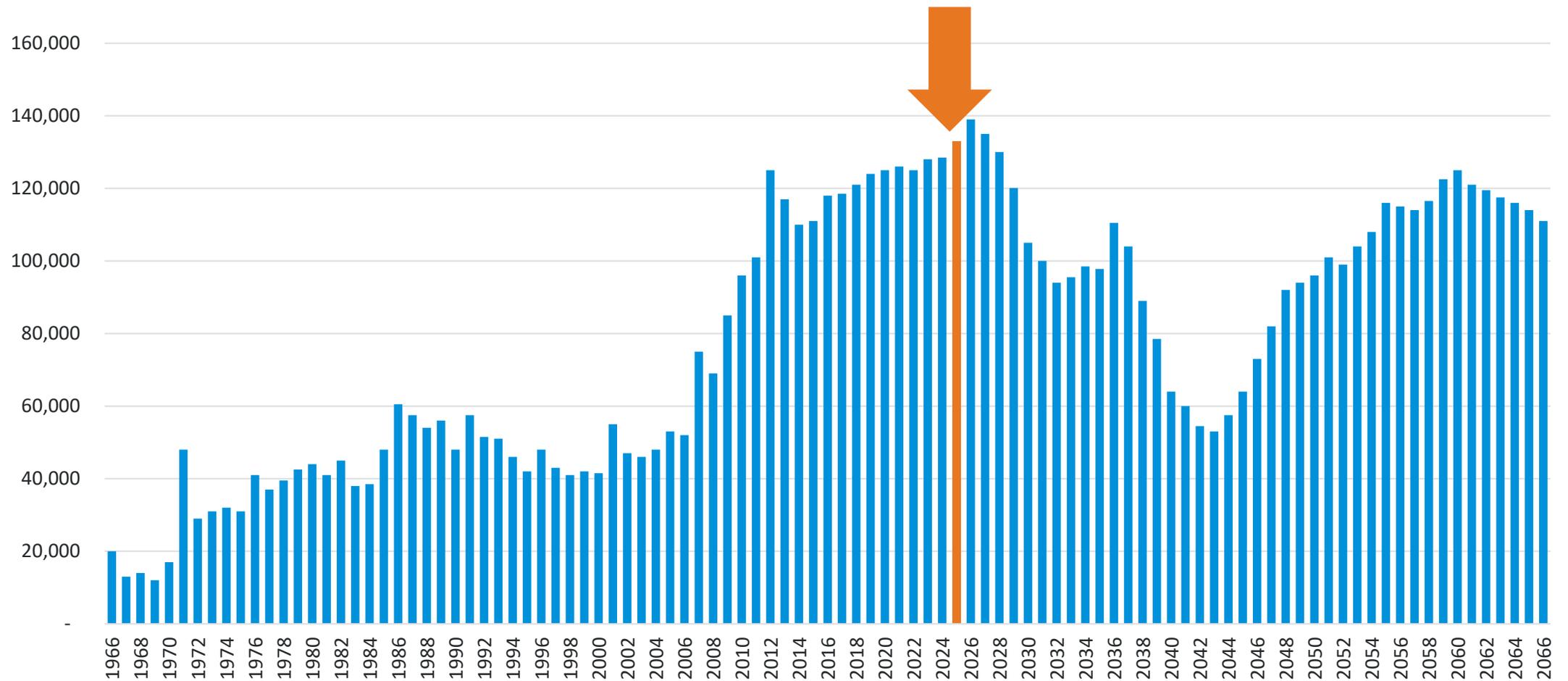


Use Of Long Term Savings  
Safety Net



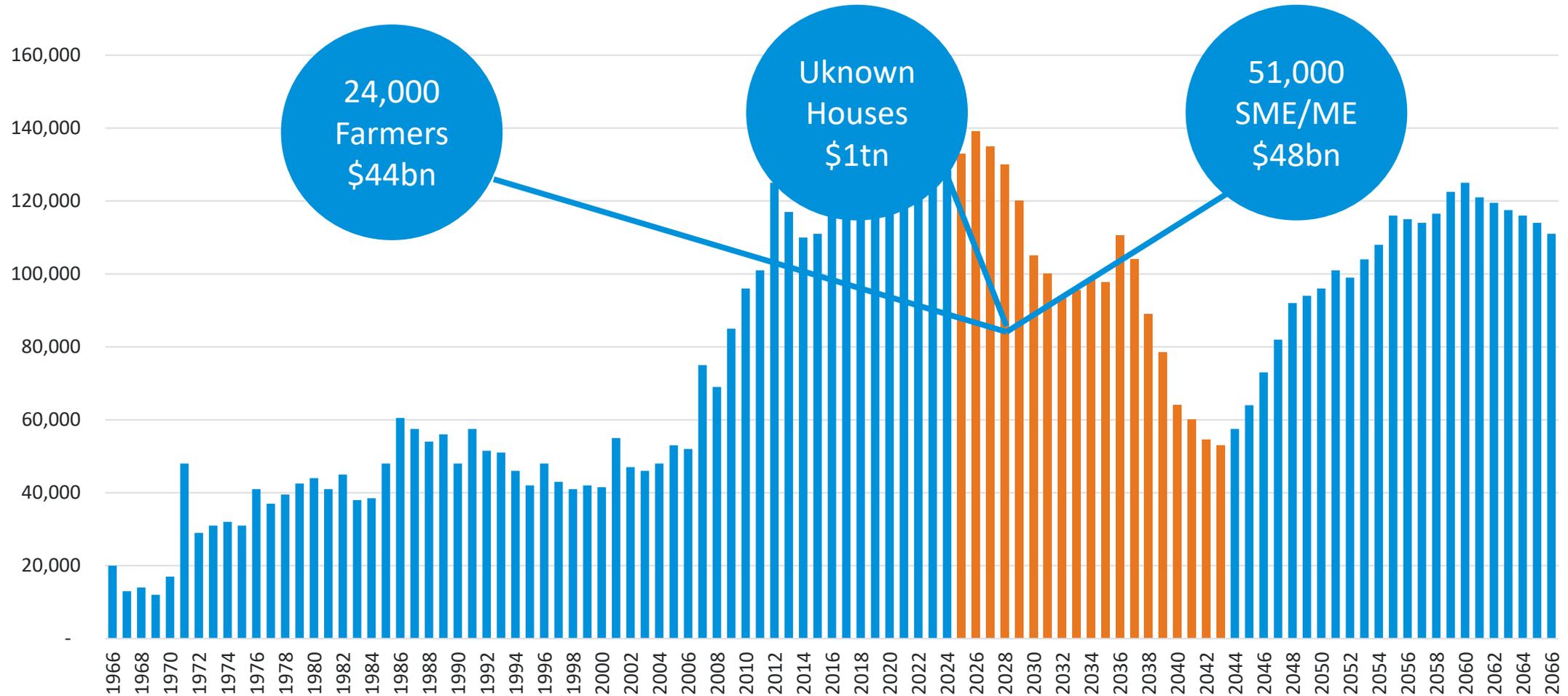
CEO Of Choice

# You Are Here



Source August 2021 Census - Australians Turning 55 by year, Australian Bureau of Statistics

# The Next Bit Is More Interesting – Richer And More Complex

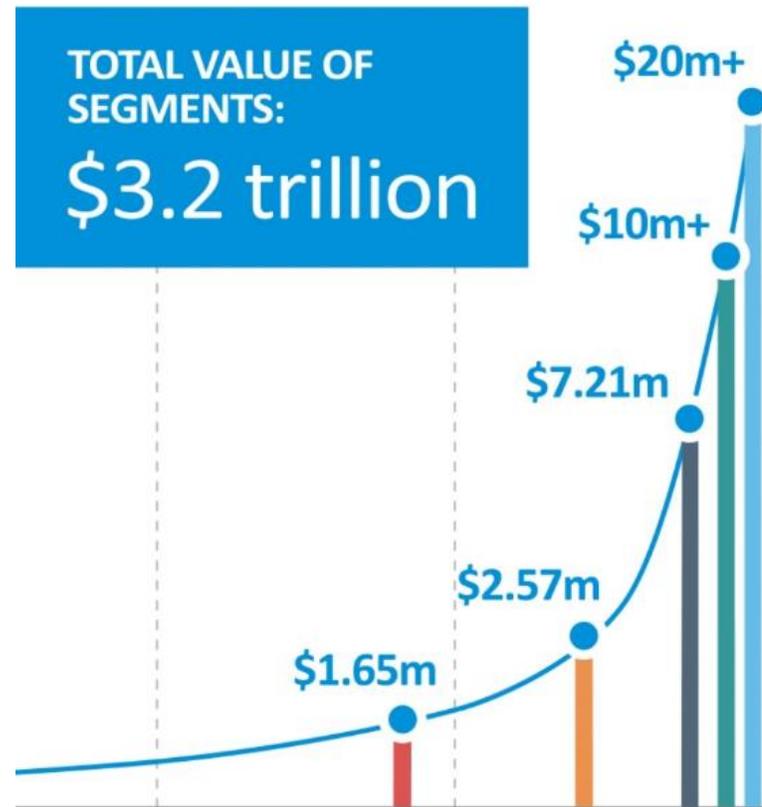


Source August 2021 Census - Australians Turning 55 by year, Australian Bureau of Statistics

- There are few reliable data sources around what the HNW population in Australia looks like, and many of them specific only broad descriptors of average household wealth at specific points.
- On its own, averages are not particularly useful because we know that average wealth is often heavily skewed by the handful at the top.
- Net-worth at the:
  - 80<sup>th</sup> percentile, \$1.65m
  - 90<sup>th</sup> percentile, \$2.57m
  - 99<sup>th</sup> percentile, \$7.21m
  - 99.99<sup>th</sup> percentile, \$100m
- Total size of the investible prize: **\$3.2 trillion investable\***
- **Additional wealth in PPR: \$1.2 trillion**

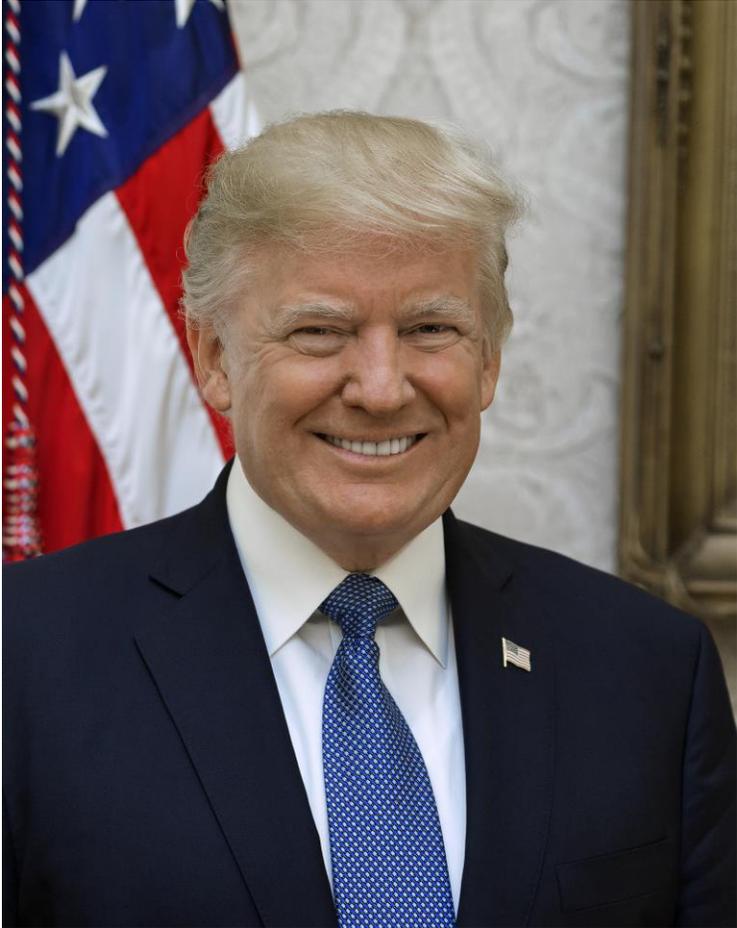
\*Excluding the wealth held by the top 200 Australians

## TOP END OF THE MARKET STILL WEAKLY PENETRATED



- **Ultra HNW**
  - \$20m+ investible
  - 7,246 households
  - Approximately 20% additional in PPR
  - Value of segment: 304.4 billion
  - Excludes top 200 wealthiest in Australia (\$625 billion)
- **Super HNW**
  - \$10m to \$20m investible
  - 14,892 households
  - Approximately 35% additional in PPR
  - Value of segment: 253.2 billion
- **Established HNW**
  - \$5m to \$10m investible
  - 28,952 households
  - Approximately 37% additional in PPR
  - Value of segment: 231.6 billion
- **Mid-tier HNW**
  - \$2.5m to \$5m investible
  - 87,289 households
  - Approximately 39% additional in PPR
  - Value of segment: 349.2 billion
- **Emergent HNW**
  - \$1m to \$2.5m investible
  - 882,896 households
  - Approximately 55% additional in PPR
  - Value of segment: 1.765 trillion

# Trust Is Under Pressure And It Seems, Not Relevant



Holmes



Javice



Bankman Fried



Santos

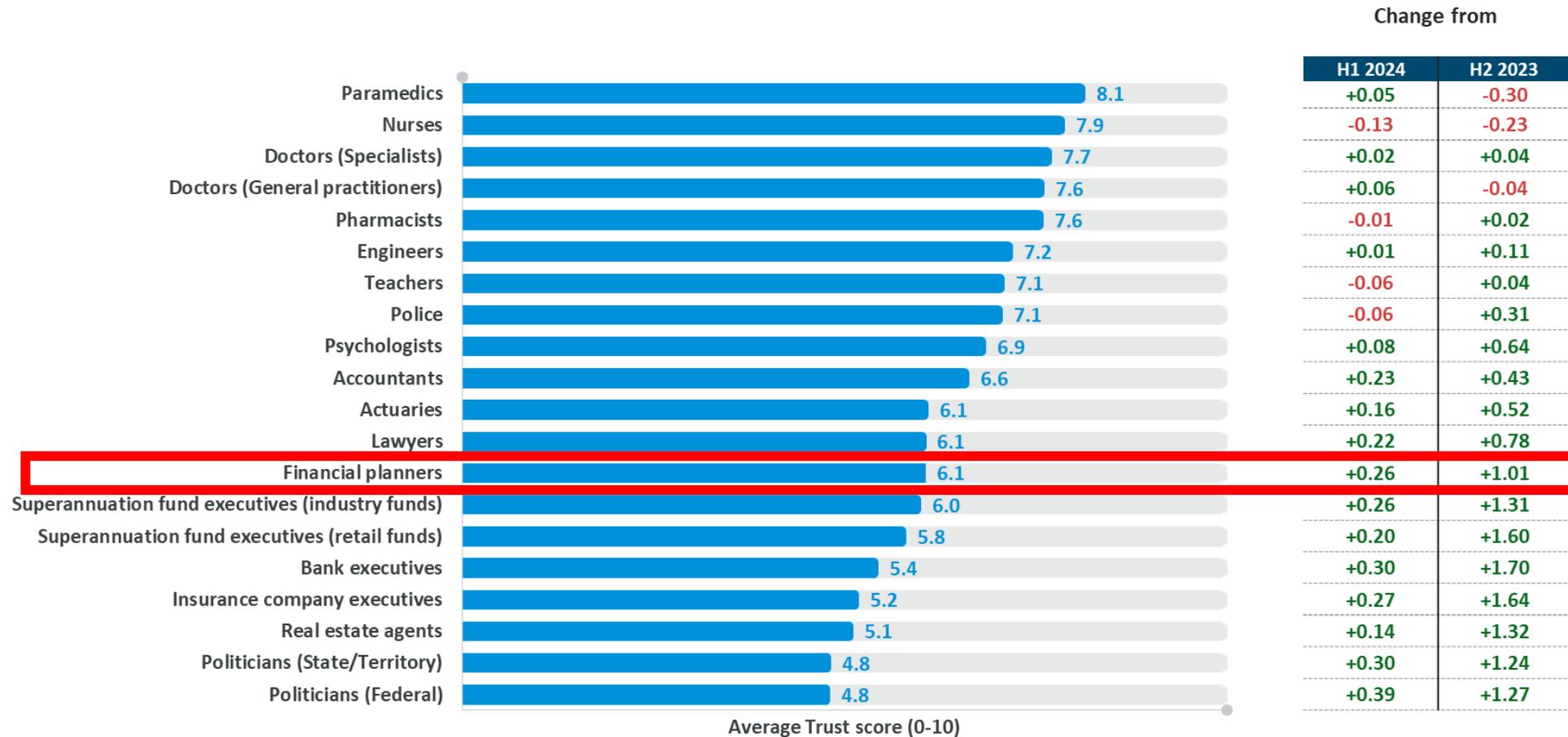


Caddick



Zenothemis

# TRUST IN ADVISERS IS BACK AT PRE-HAYNE LEVELS



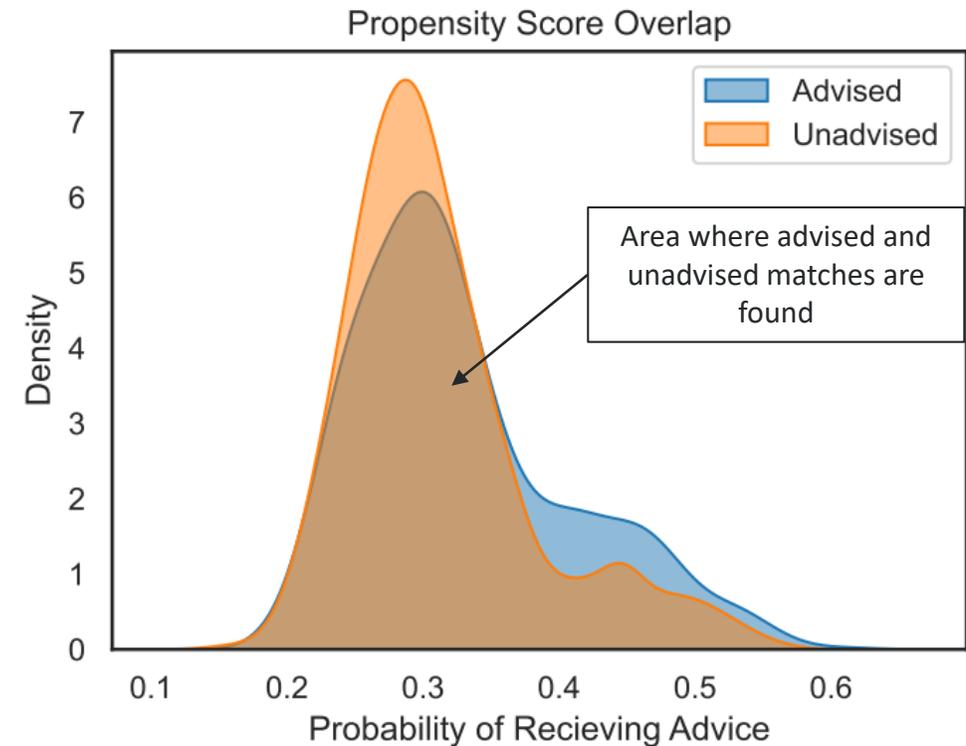


2

**AN INCONVENIENT TRUTH – ADVICE MAKES A  
DIFFERENCE TO EVERYONE**

# WHEN STATISTICS MATTER: P-SCORE MATCHING – AND APPROACH MEASURING ADVICE IN ISOLATION

- **The Problem:** Simply comparing advised vs. unadvised groups is misleading because advised clients start with natural advantages (higher income, more super)
- **The Method:** We use P-score matching, a method that creates a fair comparison by pairing similar people - one who received advice and one who didn't
- **How It Works:** We predict each person's likelihood of getting advice based on: *age, gender, income, super balance, homeownership, and financial knowledge*. We then match two individuals who have the same probability of receiving advice, placing one in the advised group and one in the unadvised group
- **The Result:** Two identical groups in terms of demographics and circumstances - the only difference is whether they received advice
- **Why This Matters:** Any differences we find between these matched groups can be confidently attributed to the impact of financial advice, not other factors



# WHAT THE REPORTING LOOKS LIKE

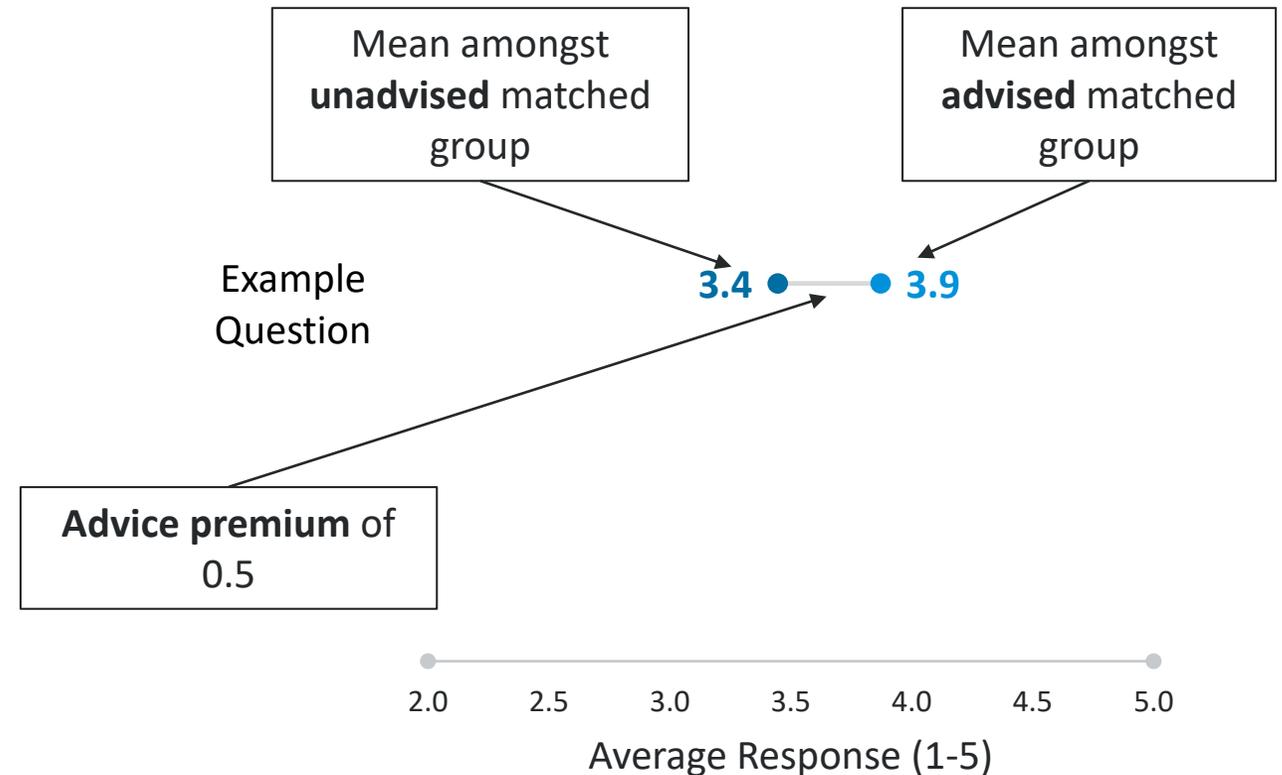
## Our Matched Groups Approach

After propensity score matching, we have two demographically identical groups:

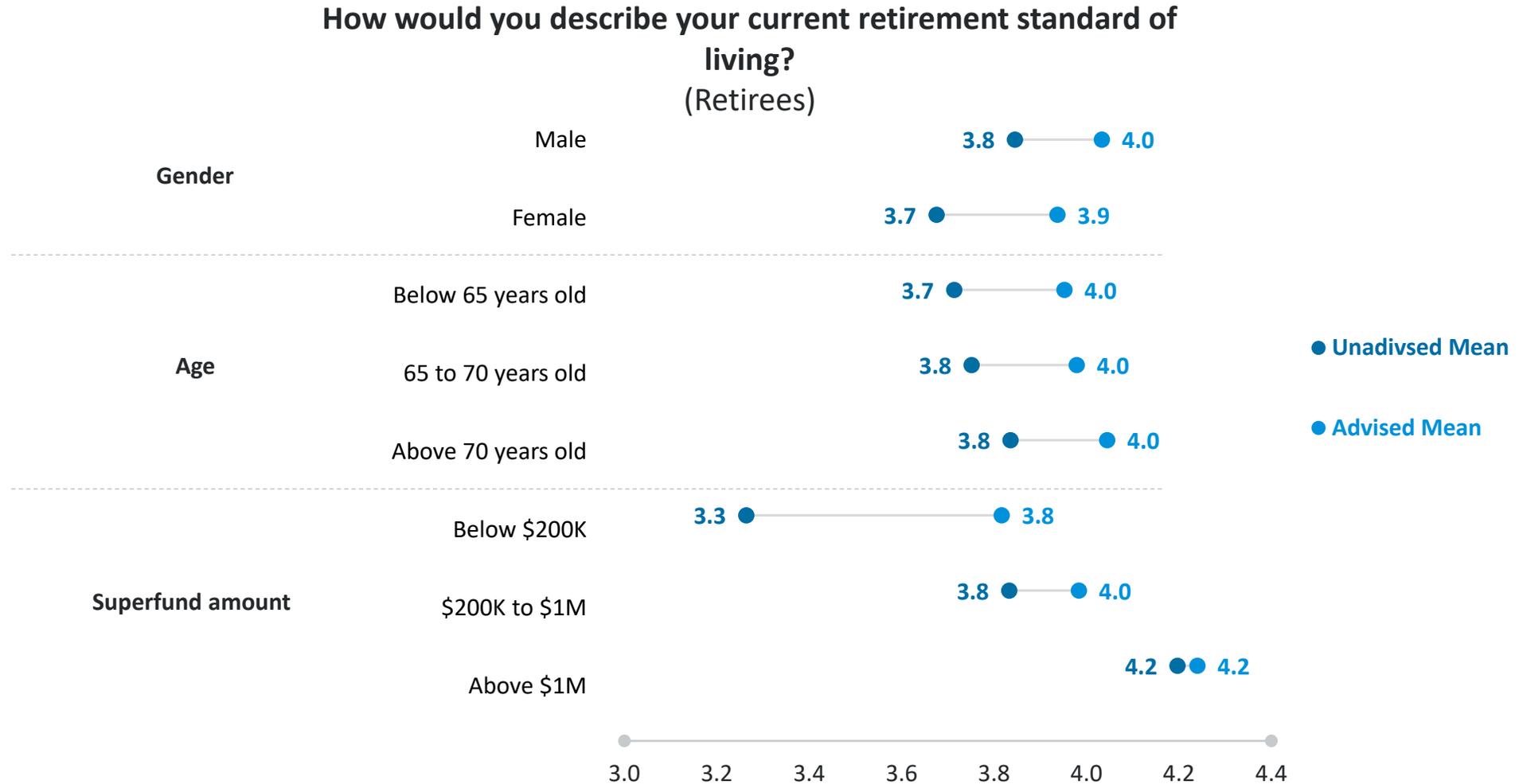
- **Advised Group:** Individuals who received financial advice
- **Unadvised Group:** Individuals who did not receive financial advice

## What Our Analysis Looks like

- **Unadvised Mean:** Average outcome for the matched unadvised group
- **Advised Mean:** Average outcome for the matched advised group
- **Advice Premium:** The difference between these groups represents the true impact of financial advice



# SAMPLE OF FINDINGS – LOW BALANCE MEMBERS HAVE THE LARGEST BENEFITS FROM ADVICE



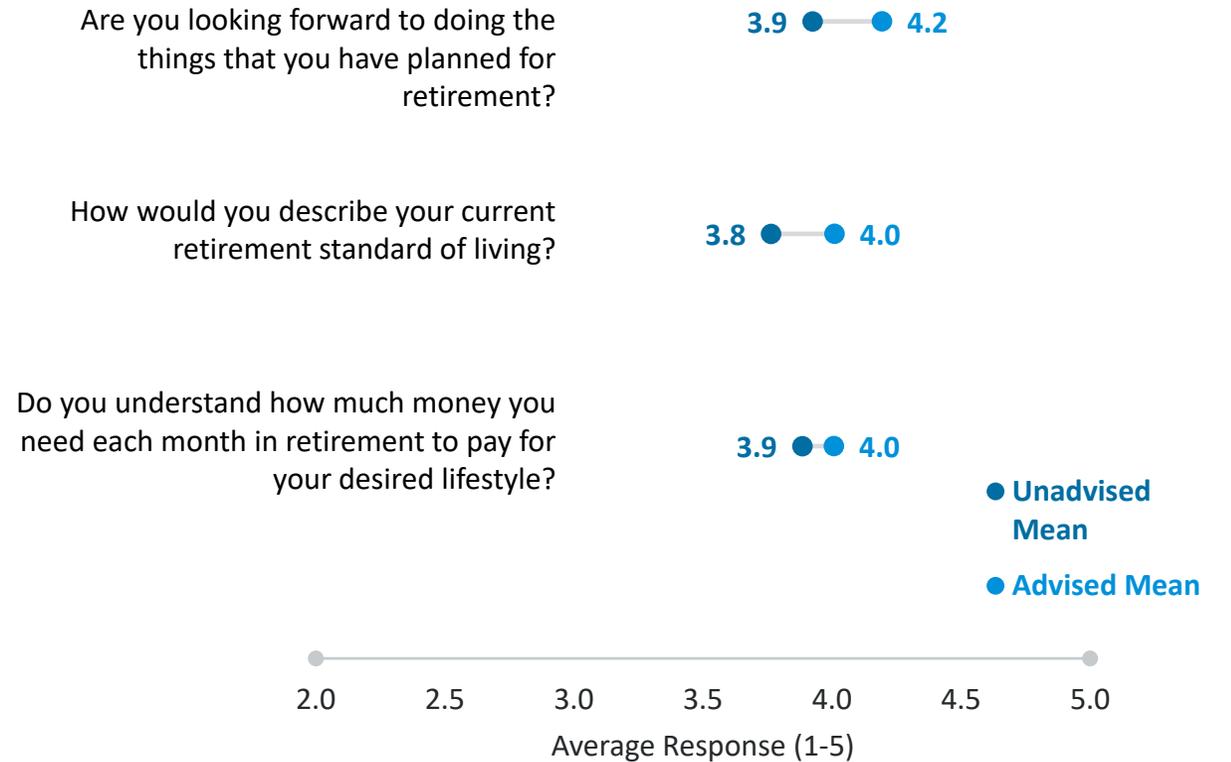
\* We re-match at each different demographic break. This ensures that the balance of variables exist when compare advised vs unadvised for each different demographic group

# SAMPLE OF FINDINGS – BOTH PRE-RETIRES AND RETIRES HAVE A LARGE AND CONSTANT ADVISE PREMIUM FOR: PREPAREDNESS, OPTIMISM, AND CONTROL

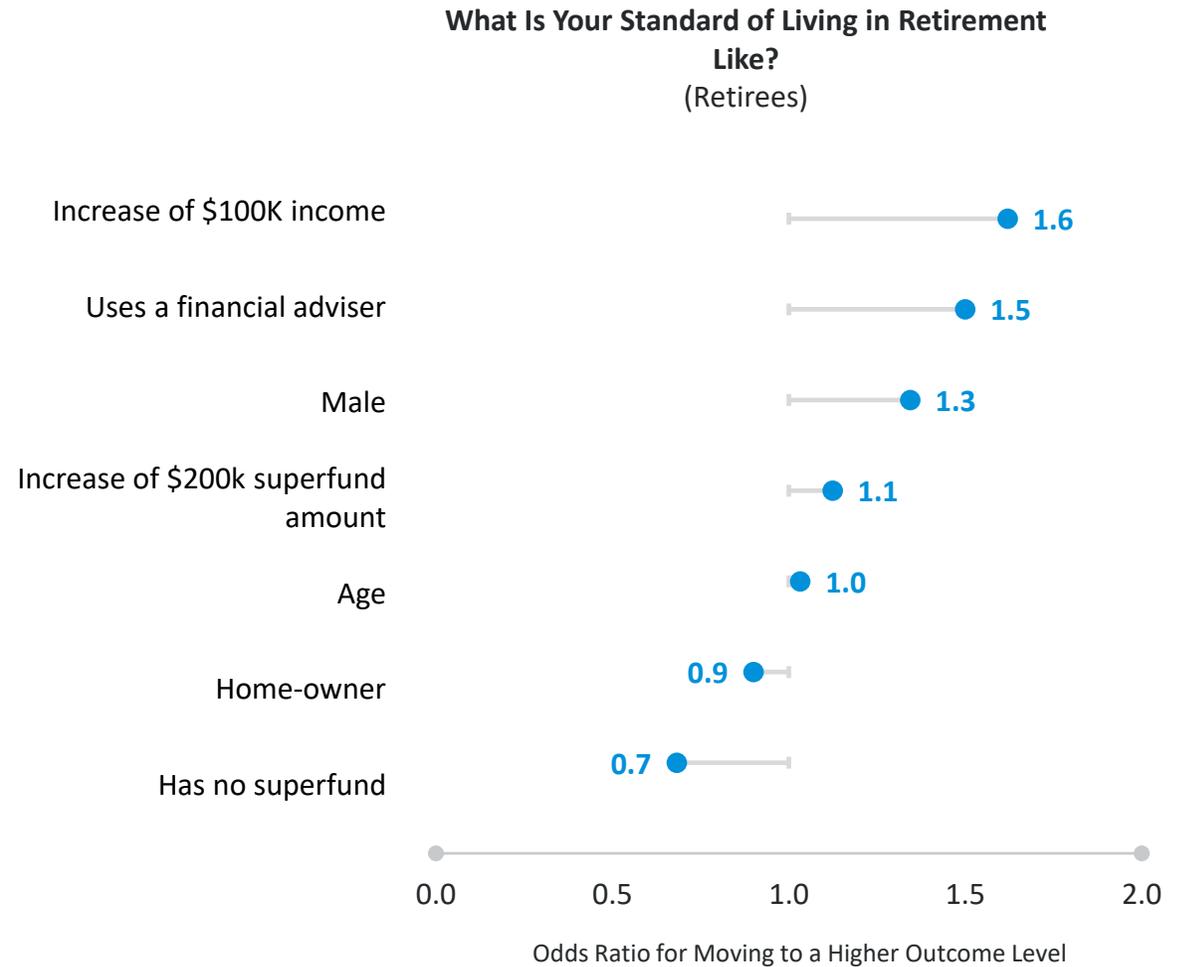
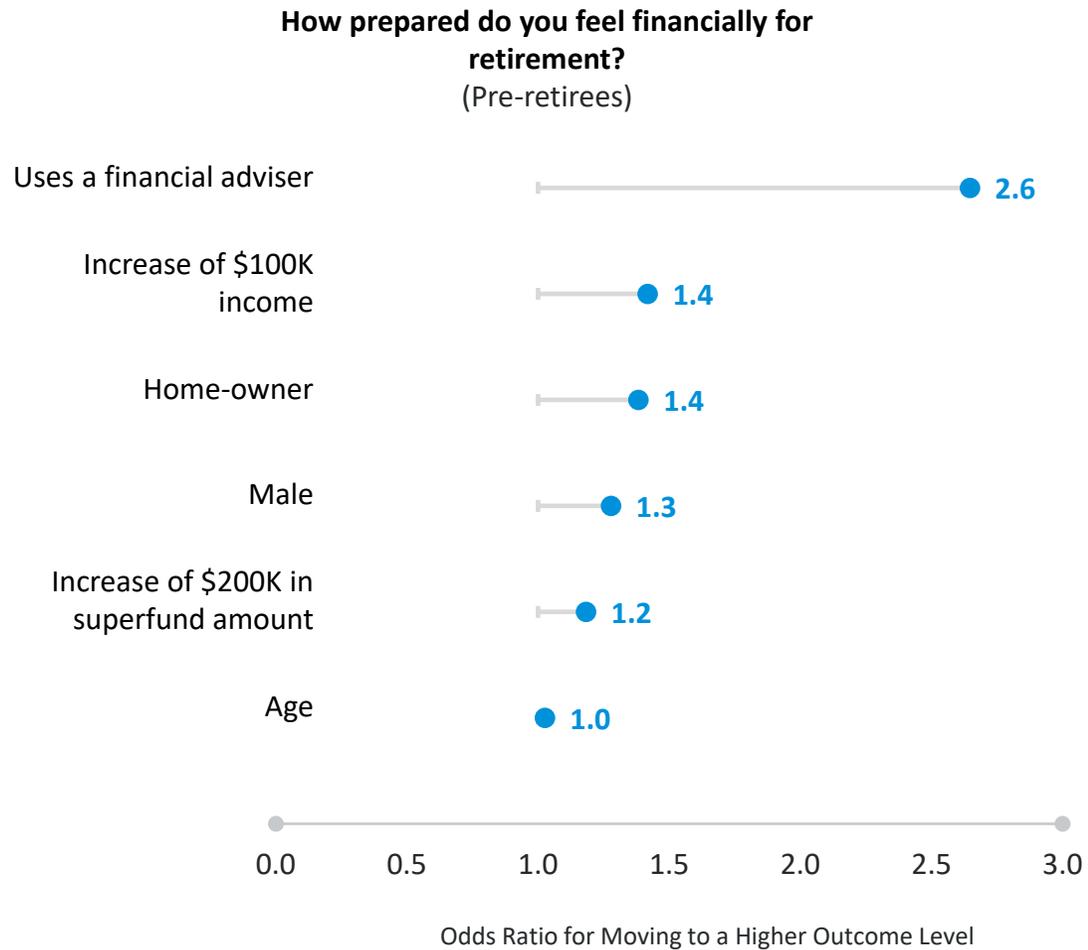
Average Self-Reported Score for Different Questions Amongst P-Score Matched Groups (Pre-Retirees)



Average Self-Reported Score for Different Questions Amongst P-Score Matched Groups (Retirees)



# SAMPLE OF FINDINGS – HOW DOES ADVICE COMPARE TO OTHER INTERVENTIONS?





3

## MAKING MODELS FOR FUN AND PROFIT

# THE NEED TRANSFORMS THE INDUSTRY AUGUST 2025

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Hoist On Their Own Petard – the size of the bomb – just the one we can see

Segment	Size	Need
Trustee Directed	4,036,442	Guidance
Simple Needs	2,439,206	Help
Complex Needs	3,192,961	Simple Advice
Very Complex Needs	479,888	Complex Advice

# GOD GAVE PHYSICIST ALL THE EASY PROBLEMS

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Charles Lave



Derek DeSolla Price

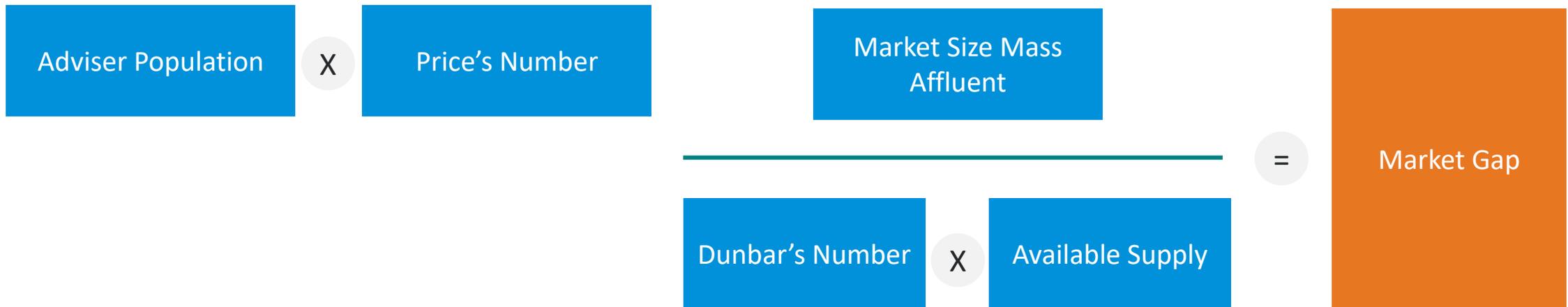


Robin Dunbar

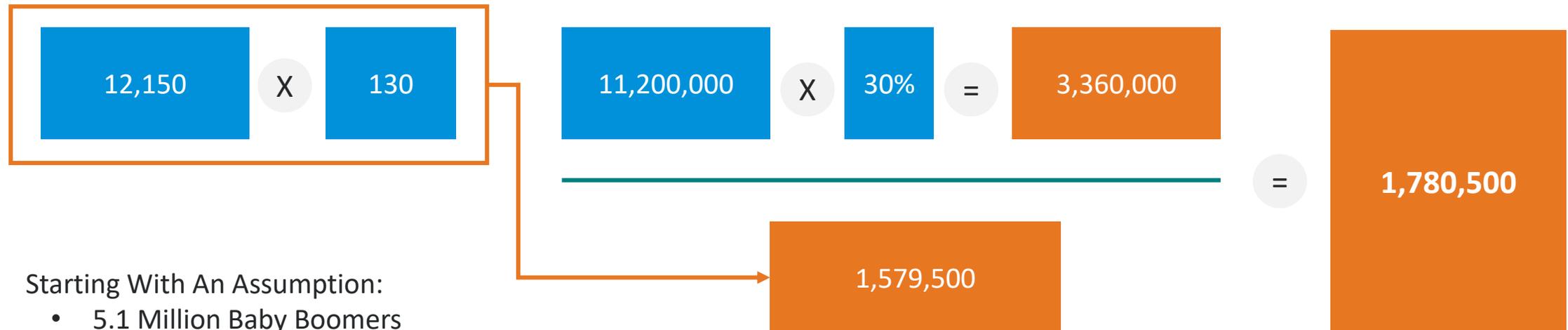
# BUILDING MODELS FOR FUN AND PROFIT - AGAIN

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# A LOOSE MODEL – SHOWS A MASSIVE UNDERSUPPLY



- Starting With An Assumption:
  - 5.1 Million Baby Boomers
  - 6.1 Million Millennials

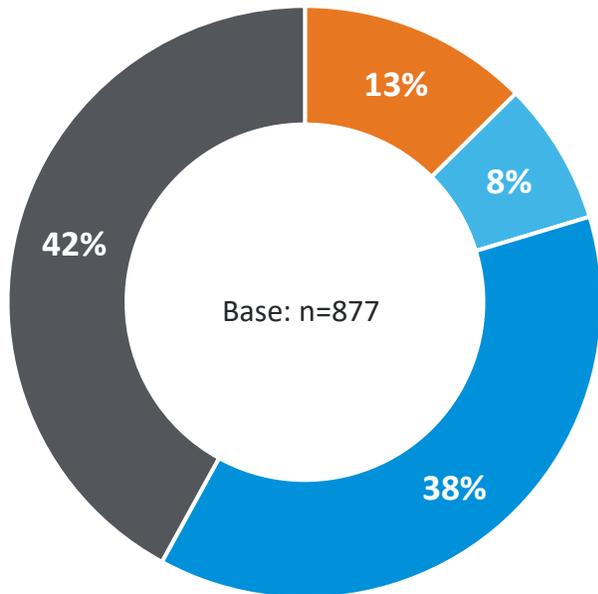


4

**NO SUCH THING AS AN ADVISER**

# BUT THERE IS NO SUCH THING AS AN ADVISOR

## FINANCIAL ADVISER SEGMENTS



### FOXES

- Two to five advisers
- Demonstrates a high level of digital integration, leveraging up-to-date technology and platforms
- Open to adopting new technology for efficiencies
- Have a clearly articulated business growth plans



### OXES

- More than 5 advisers
- Demonstrates a high level of digital integration, leveraging up-to-date technology and platforms
- Open to adopting new technology for efficiencies
- Have a clearly articulated business growth plans



### ISLANDERS

- Sole practitioners
- Sub-categories of those with:
  - Growth Islanders with clearly articulated business growth plans (7%)
  - Cruising Islanders who have no clear road-map, focused on maintaining, or trimming books (31%)

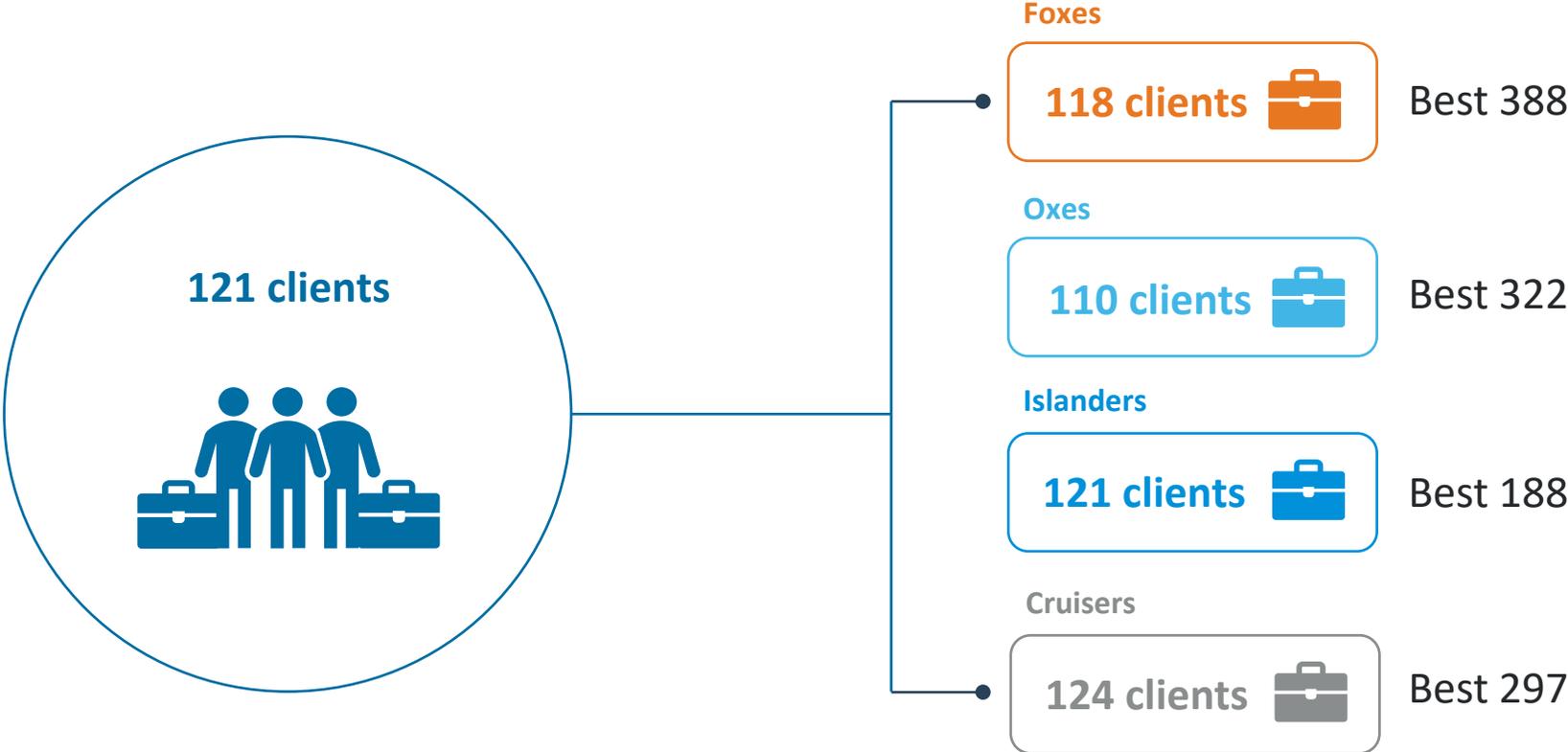


### CRUISERS

- All advisers that are not categorized in above segments
- Sub-categories of those with:
  - General growth plans without a clear road-map (34%)
  - Focused on maintaining or trimming their books (8%)

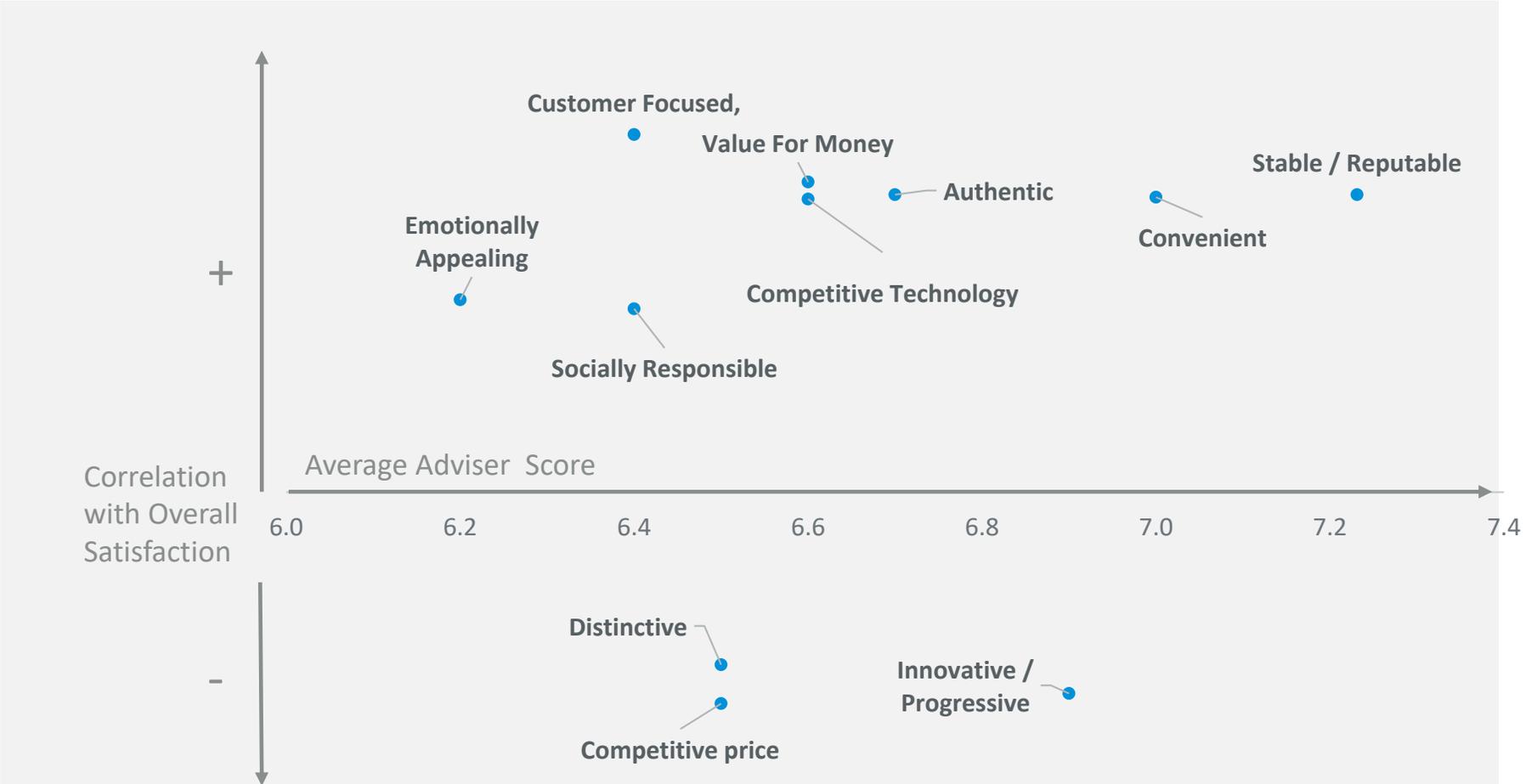
# NUMBER OF CLIENT RELATIONSHIPS ACROSS COHORTS SIMILAR

## AVERAGE NUMBER OF CLIENTS



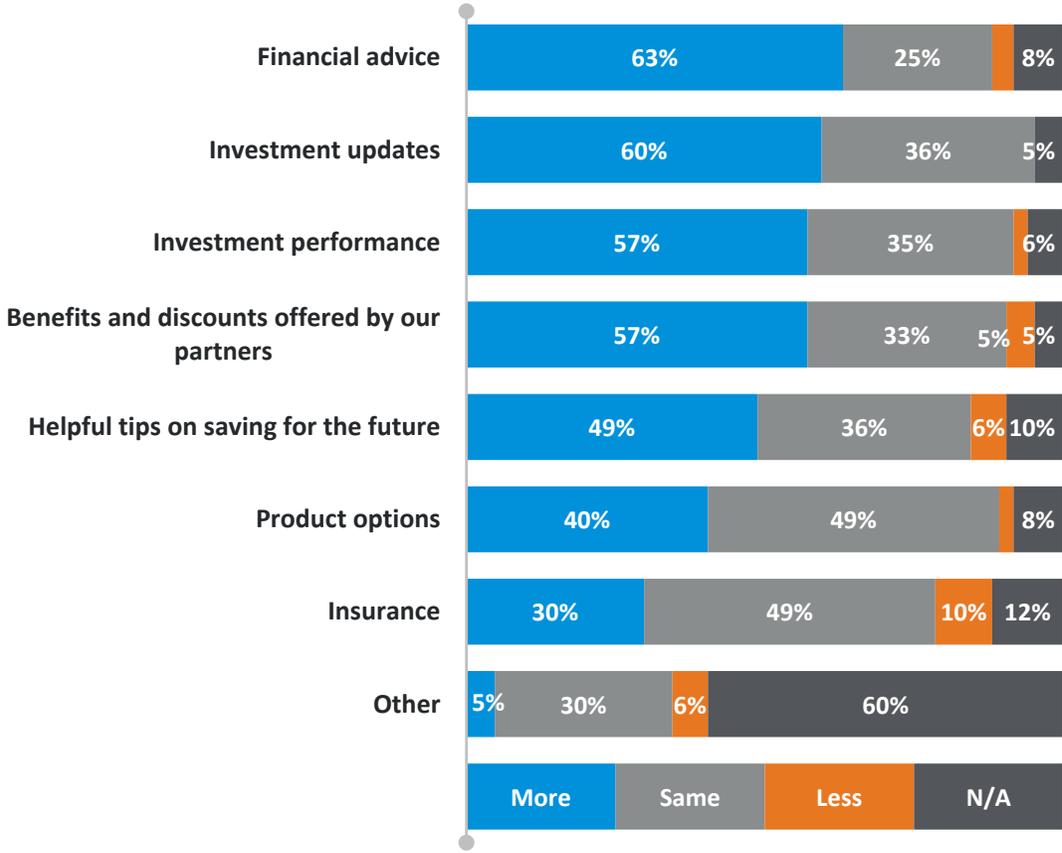
# What matters To Customers

## What Drives Advisers



# They Are Bleeding Direct From Super – Here’s Why

## WHAT WOULD YOU BE INTERESTED IN HEARING MORE ABOUT?



## Comments Of Those Leaving

“Im leaving because I just can’t get through, im 61 and having to make decisions and who do I turn to? Not Australian Super the service is just appalling, and I can’t see that changing .”

“I have dealt with [redacted] recently and have a scheduled appointment with him. He’s been very honest with me and he suggested that the help he can provide is really limited he said its not designed to help people like me so what should I do?.”

“I have \$1.8 million with CBUS, I would really like to meet someone who can actually help me, not just someone from a call centre who doesn’t know what they are doing .”

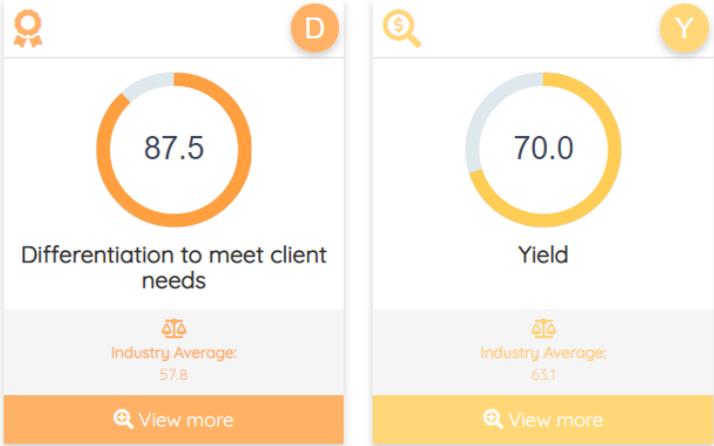
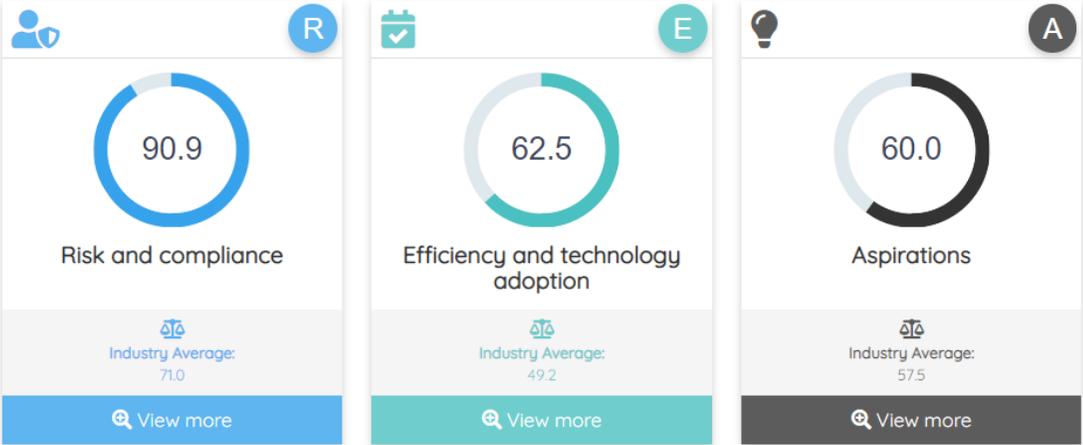
“Perhaps guidance to maximize tax benefits. Also 5 or 10 year plans/Guides that reflect my actual needs Its no good telling me that they are a great fund when what I need is help and advice .”

“I have to make decisions for me and my wife. All they want to talk about is their pension and that’s fine but they don’t really know about me and my circumstances .”

“The system doesn’t work. The person who has \$7.00 with Australian Super gets the same service as the person with \$700,000 and that’s just ridiculous.”

# Building A Base Of Understanding Your Business

[ READY diagnosis ]

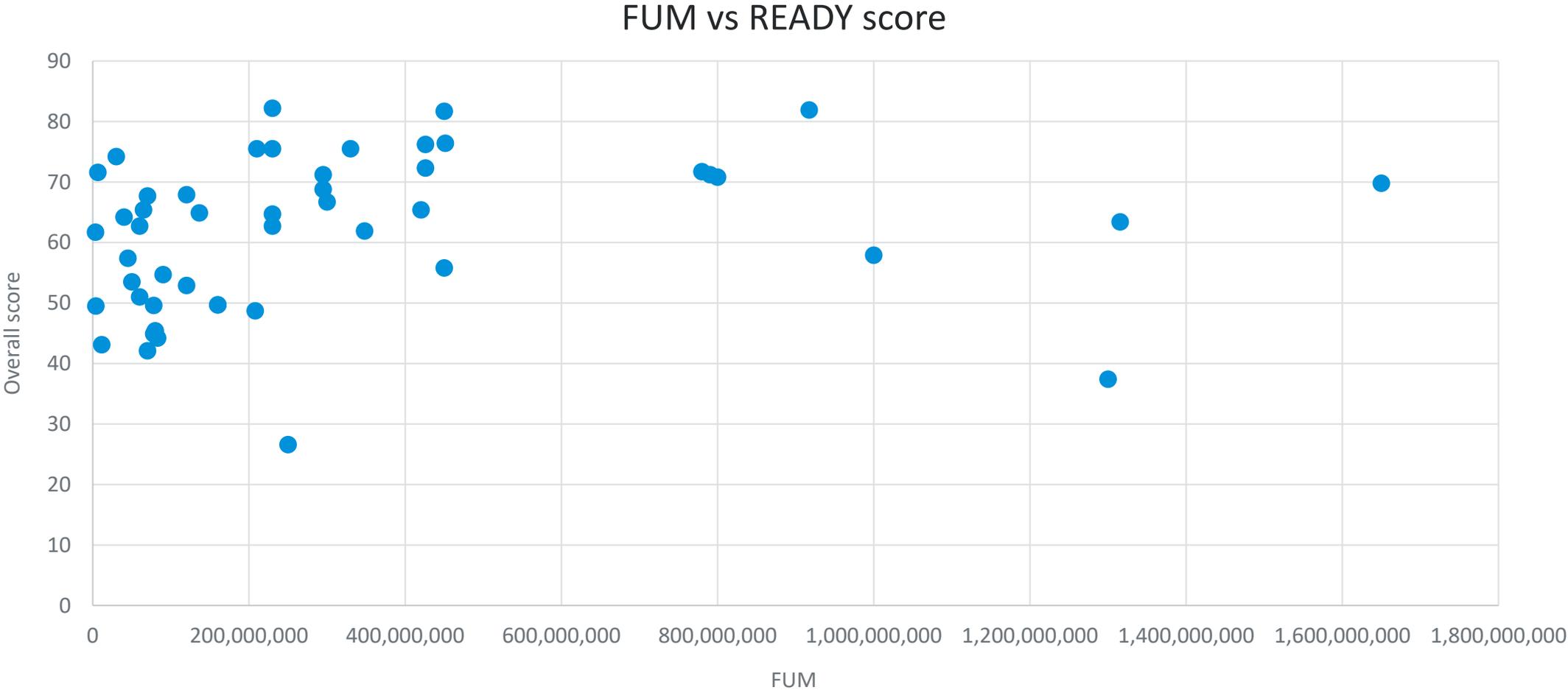


Highest Overall Score  
82.2

Average Overall Score  
61.5

Lowest Overall Score  
26.6

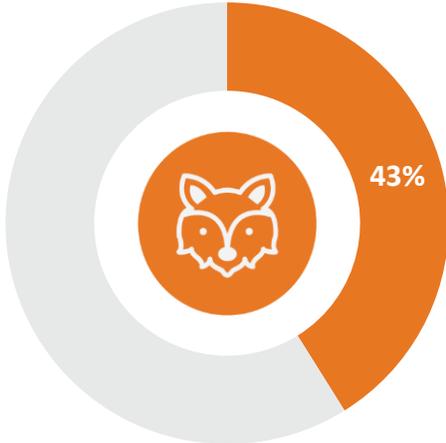
# Scale Matters, But It's Not Everything



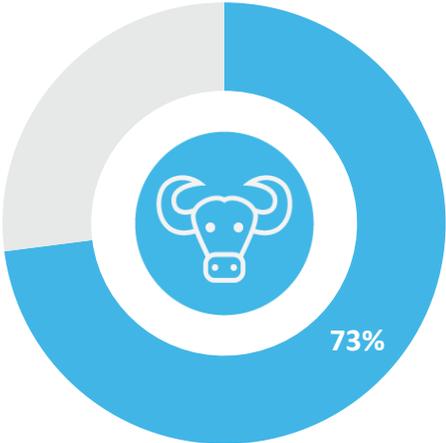
# BUT THE OXES ARE DOING THE WORK

MADE CHANGES TO CLIENT PORTFOLIO STRATEGIES IN RESPONSE TO RECENT ECONOMIC UNCERTAINTY

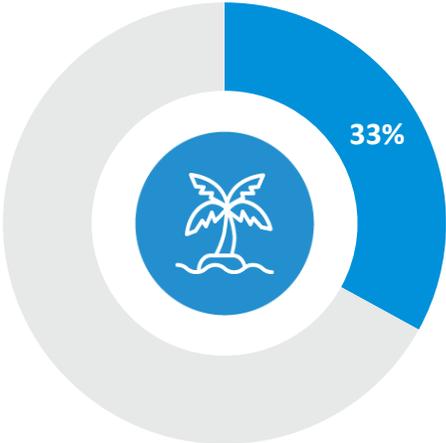
Foxes



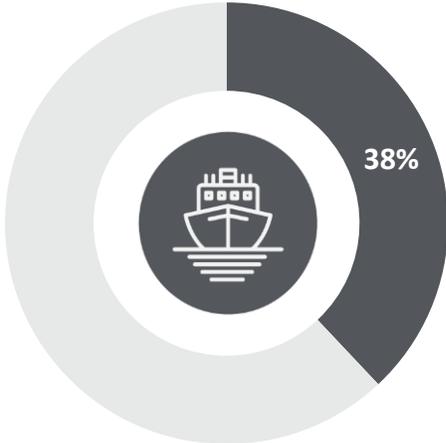
Oxes



Islanders



Cruisers



# LET'S TALK ABOUT FEES FOR A MOMENT

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## LETS TALK ABOUT FEES FOR A MOMENT

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Most commonly occurring price



Interim Price



Final Price

# THE COMPOUNDING MATHEMATICS

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Clients Per Adviser



Target Price



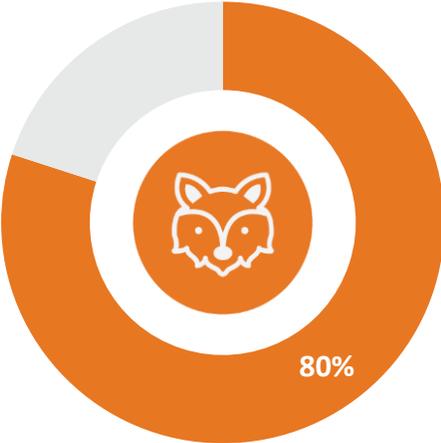
Revenue Per Adviser



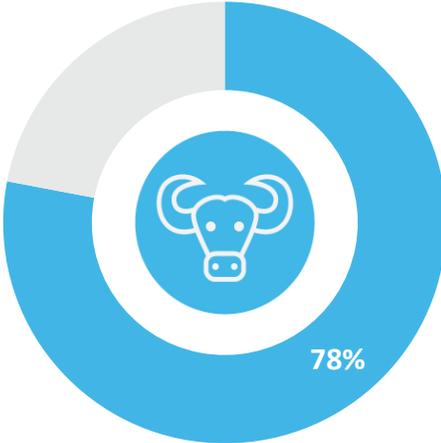
# FOXES ARE LEADING THE FEE INCREASES

## FEE INCREASES IN THE PAST 12 MONTHS

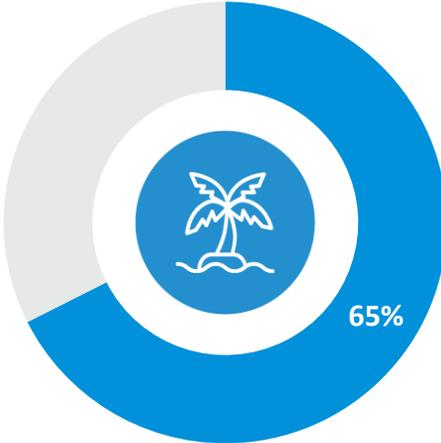
Foxes



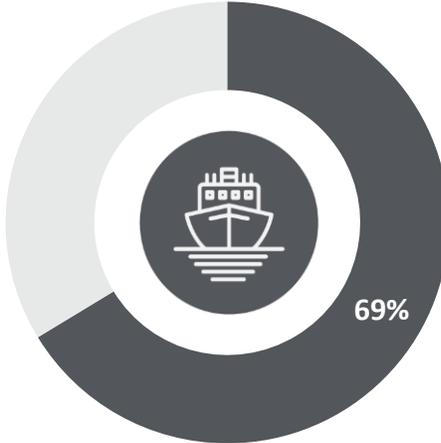
Oxes



Islanders

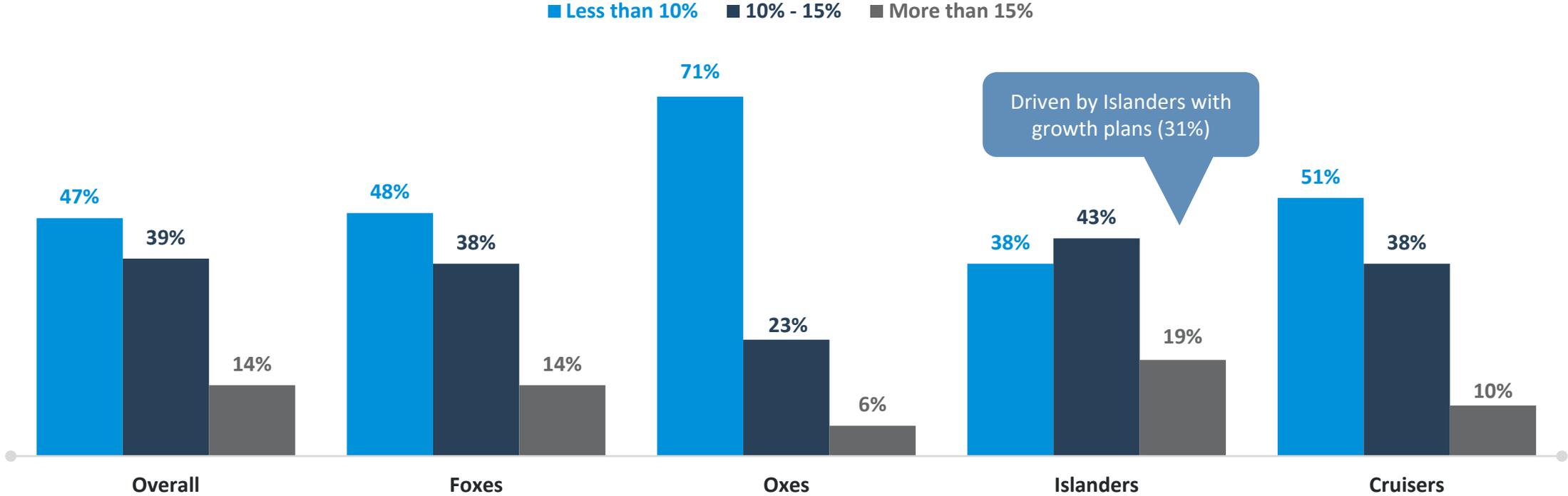


Cruisers



# HOW MUCH HAVE YOU INCREASED FEES BY?

## INCREASE / DECREASE IN CLIENT FEES IN THE PAST 12 MONTHS





5

**I LEFT MY HEART TO THE SAPPERS AROUND  
KHE SAHN**

# A LONG FORGOTTEN POOLSIDE PROMISE

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“Its just occurred to me that most  
Most of our clients are over 70..”

# TALKING TO OTHER PEOPLE'S CHILDREN ABOUT MONEY

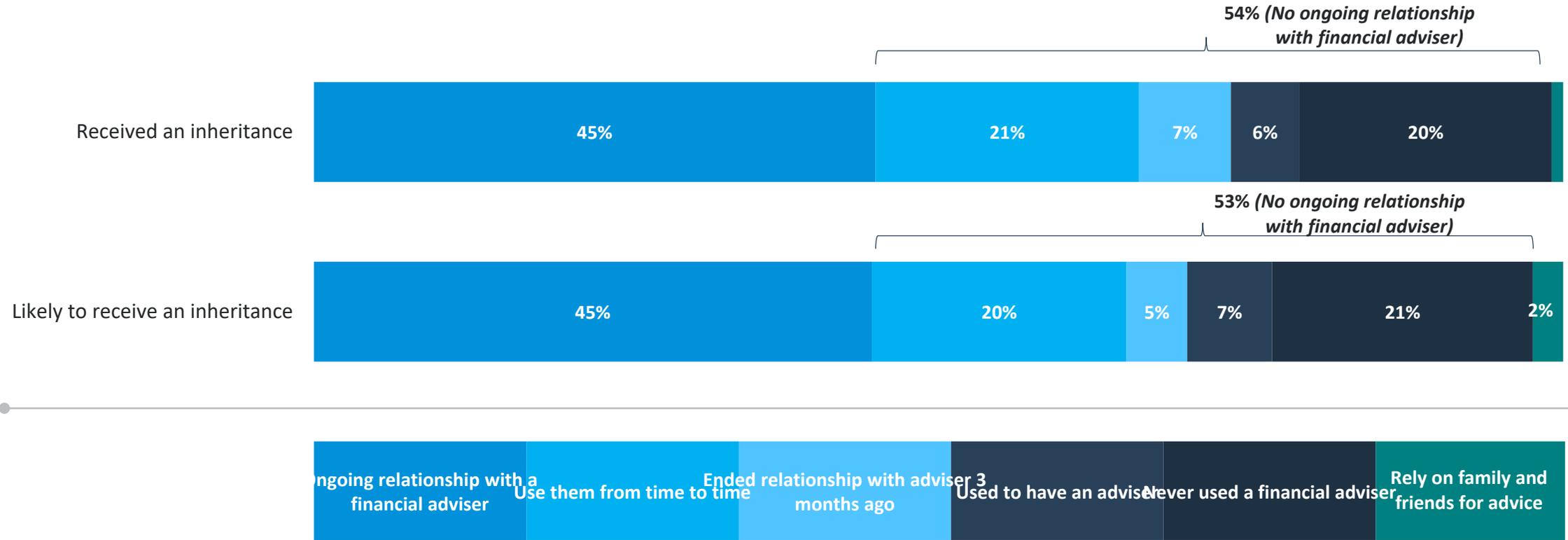
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- Trust is layered and takes time
- Describe themselves through investment
- New models are necessary
- Build utility first
- Focus on the stack

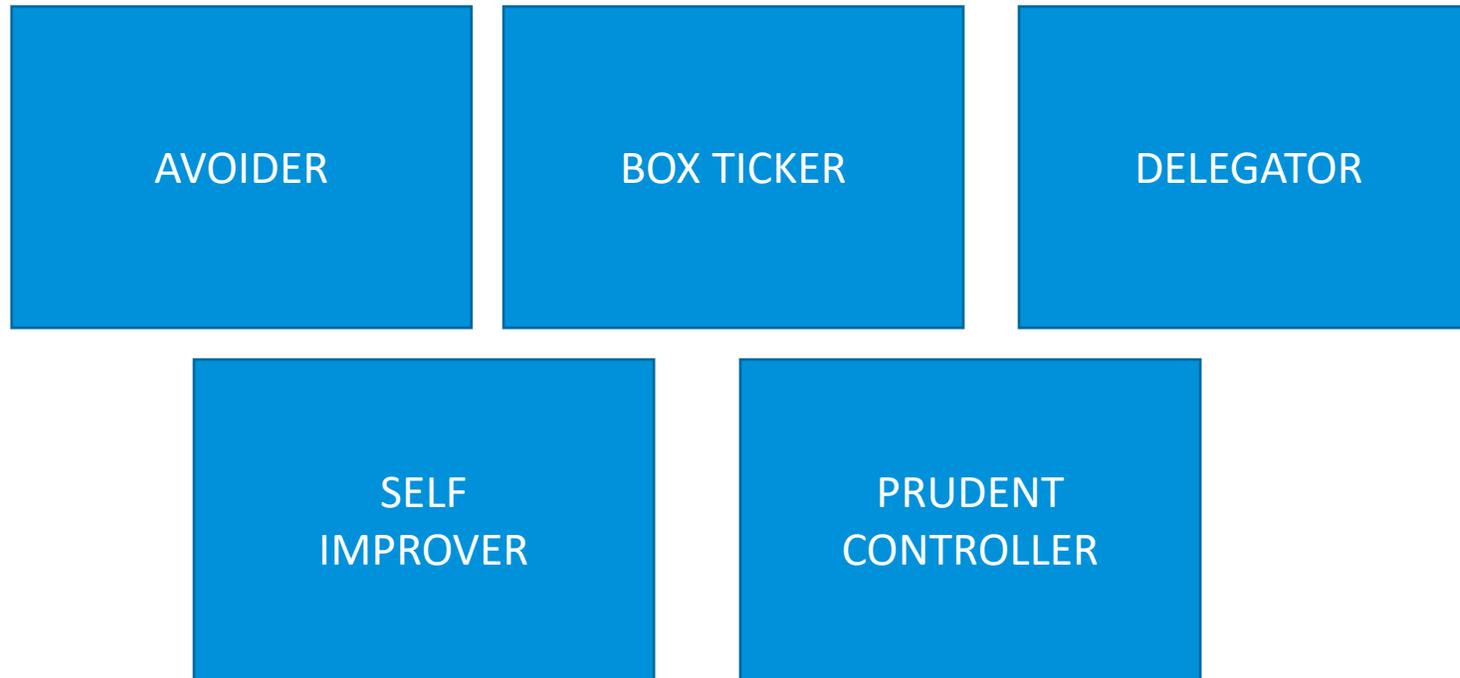
# THE STRUGGLE FOR UTILITY HALF OF INHERITORS LEAVE ADVICE

## EFFECT OF RECEIVING INHERITANCE



# THE JUNGIAN UNIVERSE

---



# HERE'S THE CURRENT MODEL

---



ENGAGE



REVIEW



FORM WORK



RELATIONSHIP



REPORT



REVIEW

# THE BIG SHIFT IS ON

---



SERVICE



RELATIONSHIP



EXPERIENCE

# What's Going To Drive Success

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## Start Conversations Early

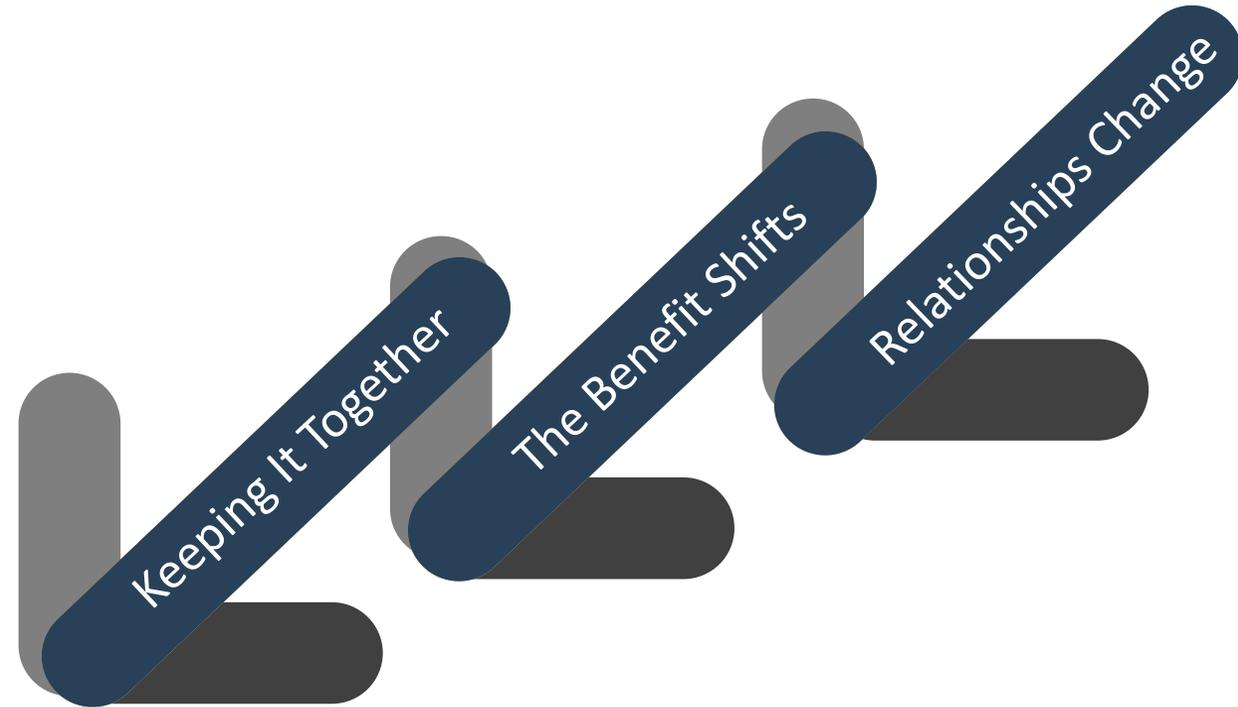
The Youngest baby boomer is 58 a this year and while they are going to live till their 84 on average – the money is starting to move. Our data shows that an adviser will lose on average 2/3rds of the FUA as money moves what has to be true to change this number.

## Imagine Your Business 2/3rds The Size

If the money is shifting at this rate – that's going to drive the future value of your business – what plans and processes are in place to keep the money in the system for the benefit of the family and to keep ensuring that you business has a plan to stay in front.

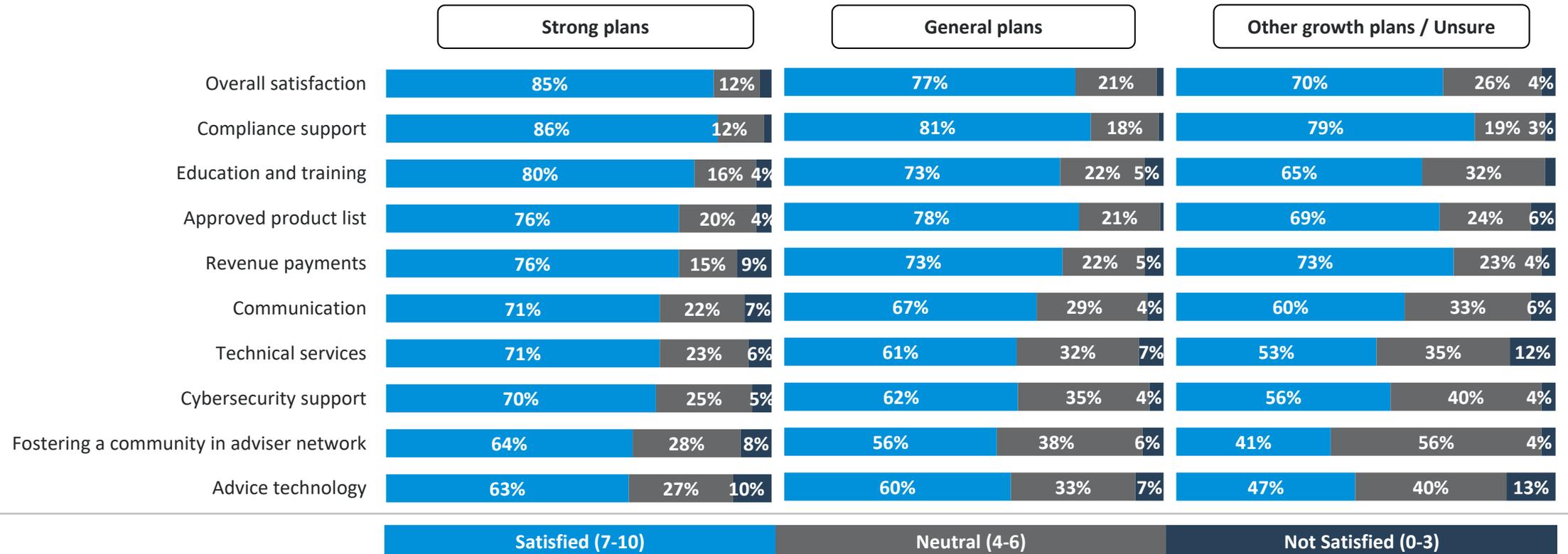
## What Was Value Isn't Value

The value exchange that you have delivered for one generation isn't vale for the next generation – what are you doing now that your current clients are recommending you and the next generation understands your value?



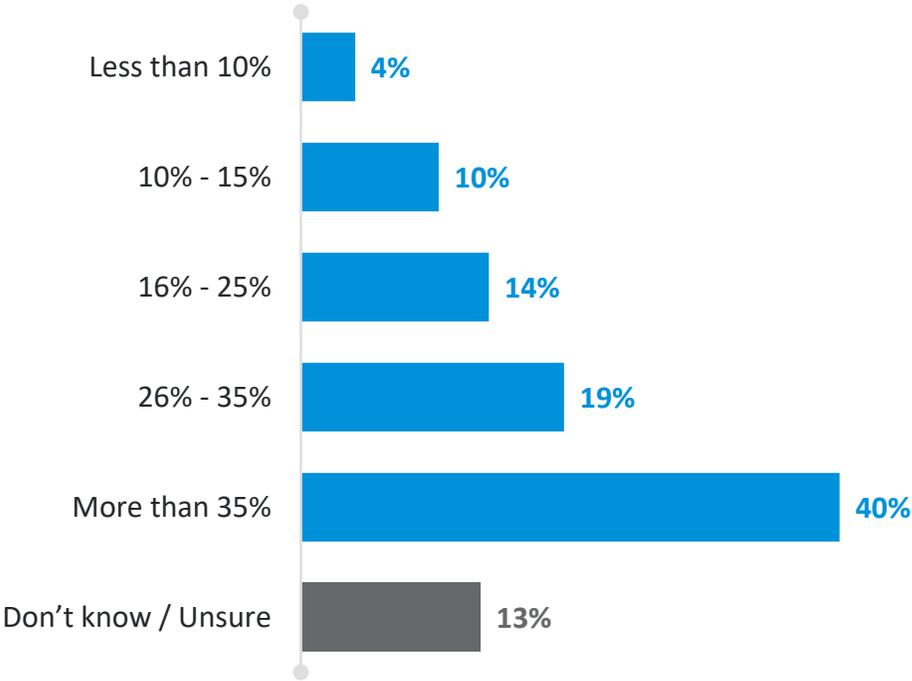
# THE RULE OF GOAL SETTING

## SATISFACTION OF LICENSEE SUPPORT BY GROWTH PLANS

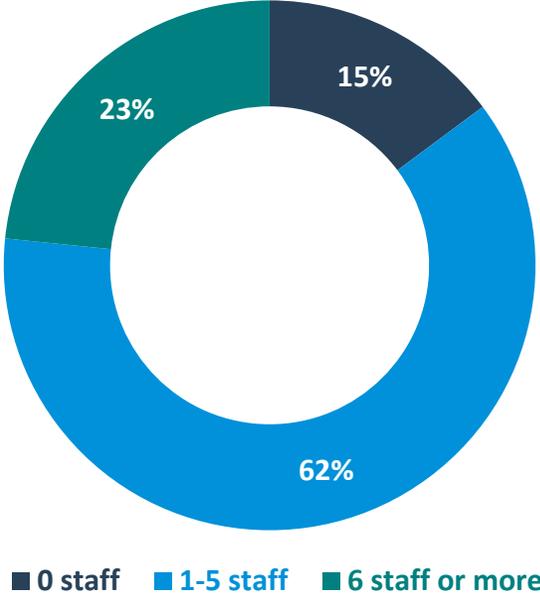


# GROWTH IS REAL - PROFIT IS UP

### GROSS PROFIT RETURN



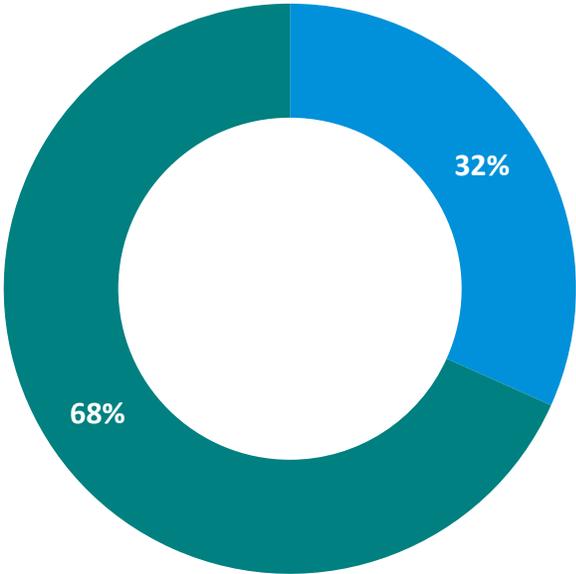
### GROSS PROFIT RETURN



 Average:  
7 non-advisory FTE staff

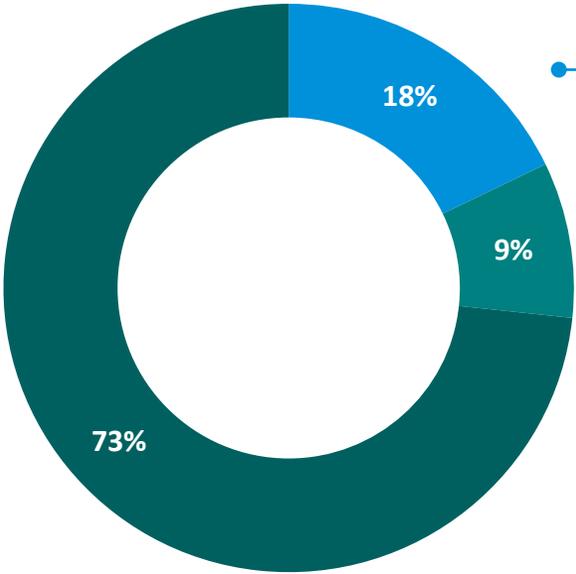
# MDA USE AND GROWTH – STRONGLY CORRELATED

### CREATING MDAs



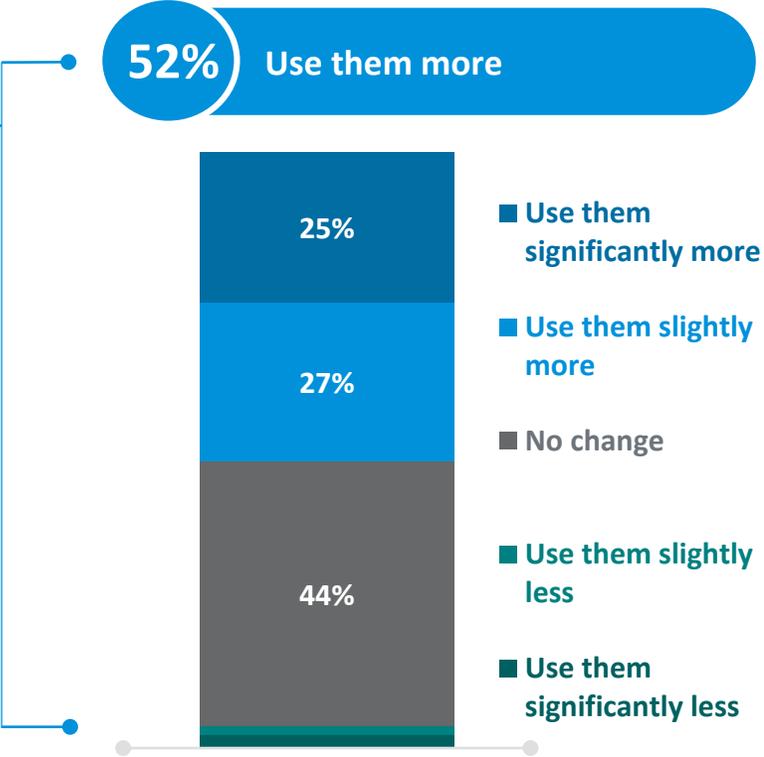
- Creates own MDAs
- Does not create own MDAs

### USING MDAs



- Currently uses MDAs
- No, but plan to in the next 12 months
- No, don't plan to in the near future

### MDA USAGE IN PAST 12 MONTHS





5

## NOTES FROM THE FUTURE

# THE MULTIPLIER EFFECT – YOU’VE SEEN THIS BEFORE

## Australia

- 2.7 Platforms on average
- Outsourcing relationships dominate
- \$8,000 per client income
- Digitization of business begun
- Digitization of compliance begun
- Tightening relationship with platforms
- Cost to serve increasing

Average: 144 Customers Per Adviser

## The UK

- One Platform Relationship
- Staff Mix Flexing (more tech staff)
- \$8,000 per client income
- Digitization of business almost complete
- Digitization of compliance almost complete
- Tight relationship with platforms
- Cost to serve decreasing

Average: 228 Customers Per Adviser

# WHAT DOES SCALE MEAN

---

Accumulator

- Low Touch Model
- Platform Only
- Charge For Service
- Risk Tolerance Mapped

Late Stage

- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite

Mid Journey

- Medium Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced

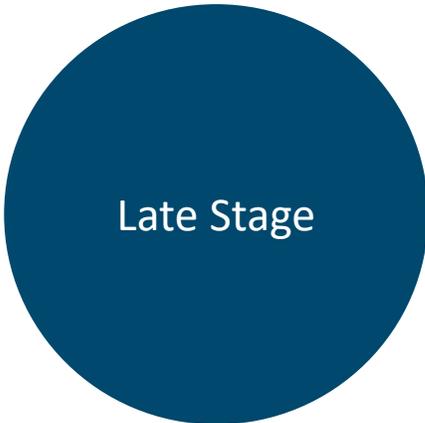
Hi Net worth

- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite

# WE ASKED THEM HOW THEY WILL GROWTH



- Low Touch Model
- Platform Only
- Charge For Service
- Risk Tolerance Mapped



- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite



- Medium Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced



- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite

# The Multiple Speed Model

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Late Stage

- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite

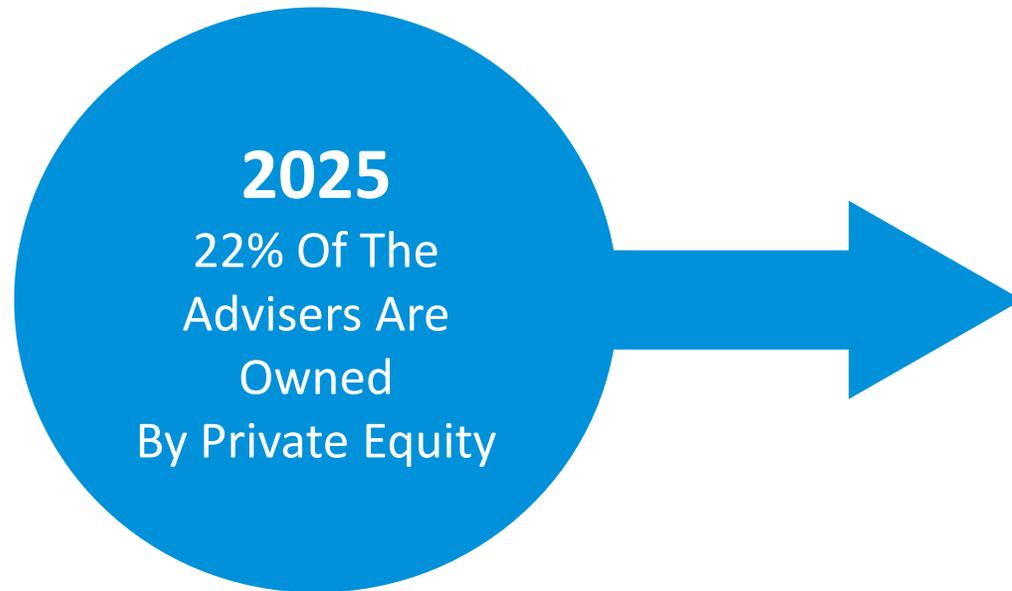
Hi Net worth

- High Touch Model
- Platform Plus
- Charge For Service
- Risk Tolerance Mapped
- MDA Introduced
- Full Service Suite

These Business Tend To Focus On  
Higher Value Clients Only

## MEANWHILE IN THE UK...

---



With The Deal Flow This Looks  
Likely To Be **32%** by June 2026

### What's Different About PE Businesses?

- Growing faster than privately owned
- Faster Tech Adoption
- Heavy On Processes
- Support Staff Numbers Falling
- Profit Growing Fast
- Starting To Diversify Revenue Streams

# Be Thoughtful About AI

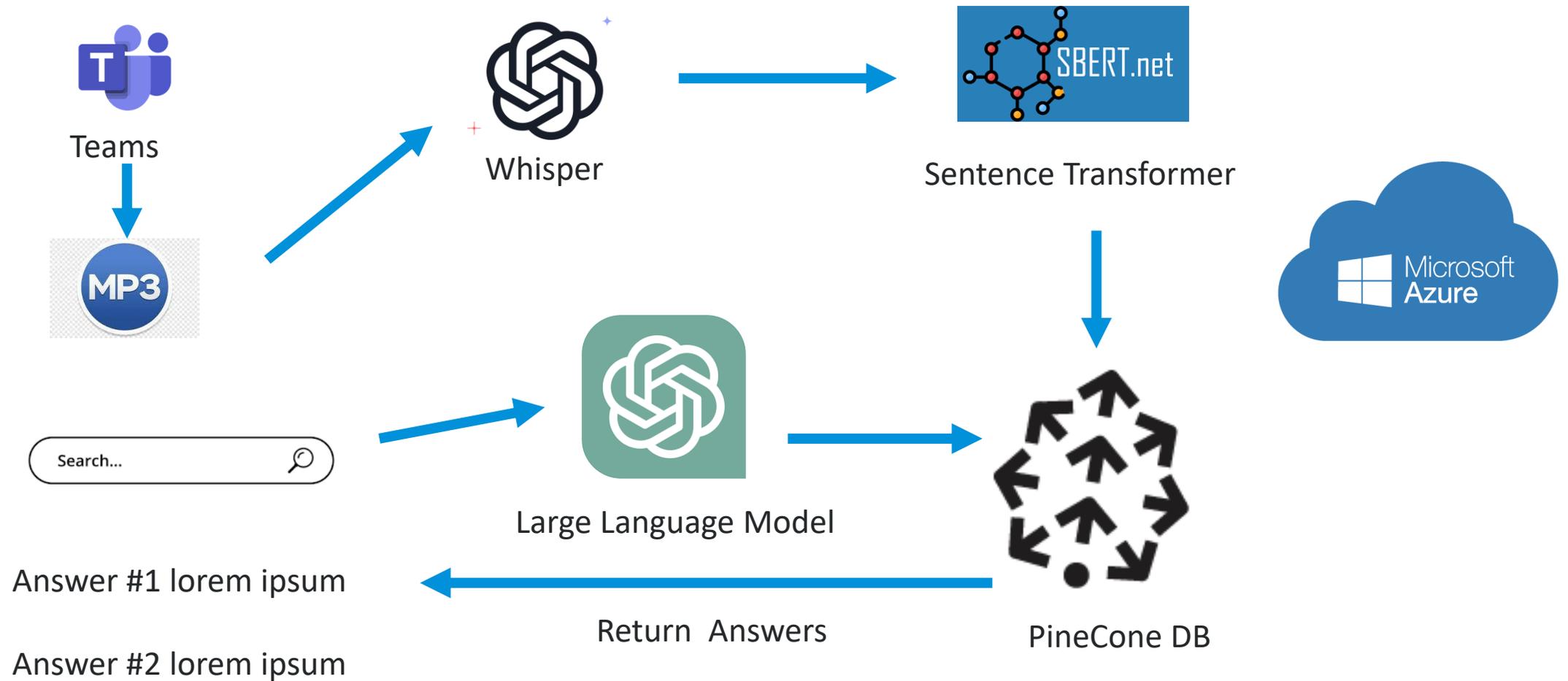
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- Name With Held

“My goal is to build the systems to make sure  
We can get our high service advisors to 300 clients  
Per advisor with an NPS of 7.5 or better and to grow our  
“on platform” FUA to north of \$3.5bn by December 2025 and  
have no change in the wages envelope

# THEY SPENT 1.4 MILLION GBP ON THIS



**ITS BEEN REPLACED BY THIS FOR 10GBP PER USER PER MONTH**

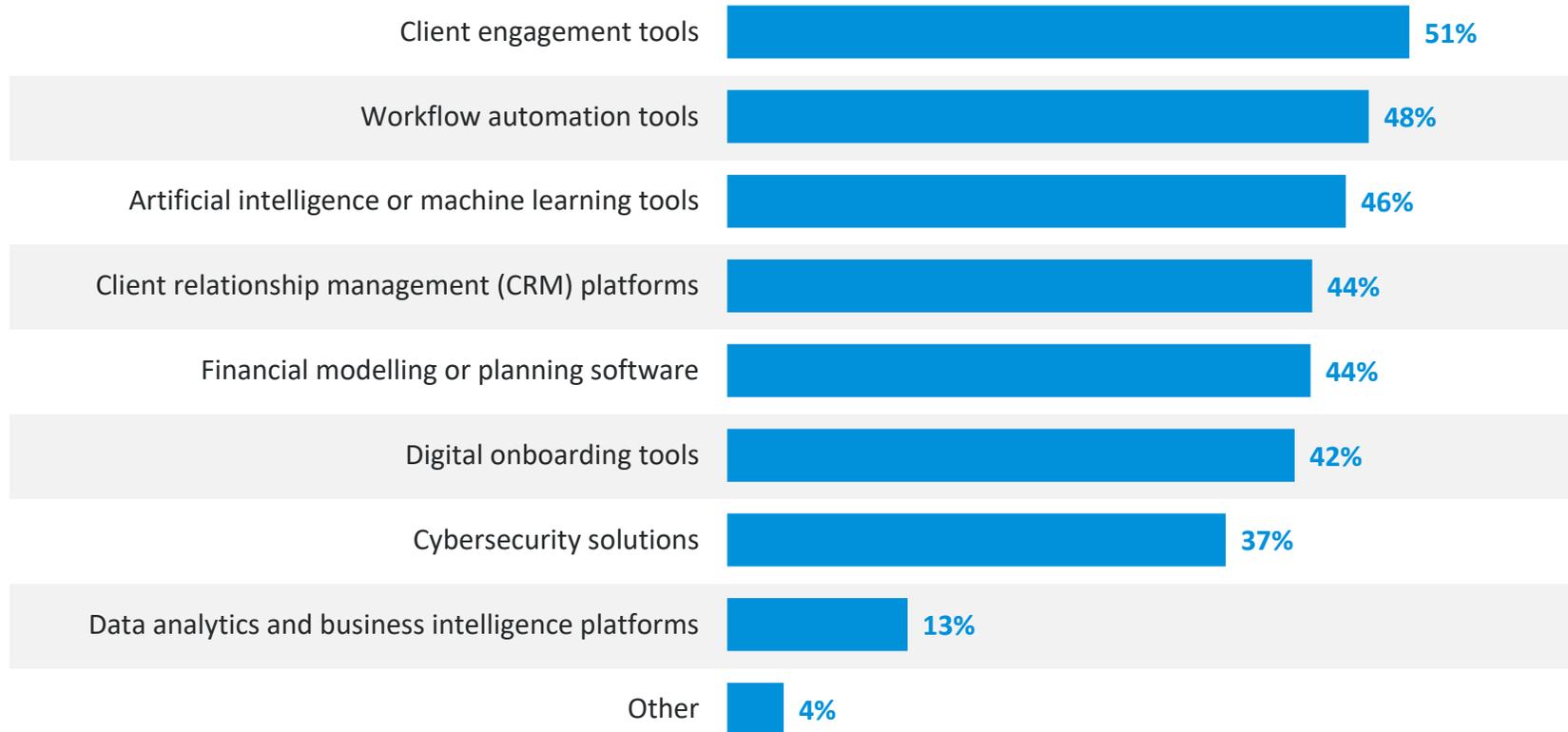
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# WHO IS SPENDING WHAT ON AI

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## INVESTING IN NEW TECHNOLOGY



# FIVE THINGS TO DO RIGHT NOW

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1

Choosing The Right Partner (tech, compliance, community)

2

A Rigorous Focus On Process

3

Process And Partnership Removes Work – Drives Up Customer Satisfaction

4

Two Income Streams One High Service ( more Intimate) – One Low Service More Machine Learning And Process Focused

5

Making A Difference In Customer Lives And Telling Those Stories – Write Me Five Letters

## THREE QUESTIONS TO ASK

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1. Scr\$w the 3 year plan. What can we do this quarter?
2. Where Do We Win Fast?
3. What are the next five calls and what do I say?

# You Will Be Transformational

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## ABOUT US

CoreData is a global specialist research and insights consultancy.

CoreData uses bespoke and syndicated research to uncover strategic insights that can be implemented in your organisation, not just a glossy board report summary.

We pride ourselves on our ability to build trusted relationships with clients so that we truly understand their needs and can tailor our solutions. Our team is a complimentary blend of experienced research, financial services, marketing and media professionals. Together, our combined industry and primary research experience brings perspective to consumer needs, attitudes and behaviours.



*Evidence Based, Purpose Driven Insight*

# | CORE | DATA



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