



ANDREA SLATTERY / chief executive officer  
and managing director / SMSF Association

## Seize the day and grasp the opportunities of the future

MEMBERS OF THE SMSF ASSOCIATION SHOULD BE CONFIDENT IN THEIR POSITION AS LEADERS OF AN EMERGING PROFESSION, AND IN THEIR ASSOCIATION'S ROLE IN REPRESENTING THEM.

The chief executive officer and managing director of the SMSF Association, Andrea Slattery, has urged delegates at the 2016 SMSFA national conference to seize the opportunities presented to them by their involvement in the self-managed superannuation fund industry's pre-eminent membership body.

"We're a leader, the industry has now been recognised by the Government as

influential and important," Slattery says.

"There is such a lot happening in our industry at the moment.

"We seem to be moving towards the culmination of opportunities for the future, particularly around issues regarding superannuation and tax reform, and professionalism.

"What I want is for people to be confident there is a future and be confident that if they are the leaders, and if their

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accreditation programs are the leading accreditation programs, that they can get recognition, build their businesses and build the integrity of the SMSF sector.

"While it's been disruptive in nature it is, through competition and efficiency, an industry that supports national prosperity and allows consumers to be engaged in building their own self-sufficiency."

Slattery says the conference is an opportunity for delegates to "recognise that there's a world of opportunity, and that they are the leaders in it".

"Committing to our association and committing to the industry will help them be the best that they can be," she says. The conference also offers opportunities for "networking to make sure they are mixing with other people who can help them improve their own efficiencies and their own bottom line".

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// WE'RE A LEADER, THE INDUSTRY HAS NOW BEEN RECOGNISED BY THE GOVERNMENT AS INFLUENTIAL AND IMPORTANT

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Slattery says the SMSFA conference builds on a theme that started last year.

“The SMSF trustee goes through accumulation, transition and retirement or drawdown – the lifecycle of the SMSF trustee,” she says.

“It was a successful theme last year, where people started to understand where they fitted, where the opportunities were. We’re continuing that.

“In addition to that we have some of the leading and recognised specialists in their areas delivering presentations, both in the plenary sessions and the concurrent sessions. And we’ve introduced the themes that allow people to see, from their own backgrounds, where they should be building their own programs for the two and a half days.”

“If they’ve got a background as a financial planner or as an accountant or as a lawyer or in administration or as an auditor, we’ve designed the main themes of each session so that each of those industry participants can determine their own program – whether or not they want to move forward into high-level knowledge within their own area, or whether they want to find out and understand other areas or look at other areas to build their own career pathways.” ■



## Striking a balance: technical, practice management and client focus

LIZ WARD / head of education / SMSF Association

TECHNICAL COMPETENCE IS ALL VERY WELL – AND IT’S WHAT CLIENTS EXPECT OF PROFESSIONAL ADVISERS – BUT IT’S BETTER WHEN IT’S APPLIED TO IMPROVING CLIENT RELATIONSHIPS.

The SMSF Association’s head of education, Liz Ward, says the 2016 National Conference agenda boasts “probably the best balance of technical, practice management and client-focused sessions that I’ve seen in our program”.

“That’s based on feedback that we’ve gotten over the years, so I am confident that we’ve got the blend right and there is something for all aspects of the practitioner’s life, not just the technical aspects of what they need to know,” Ward says.

“What we’ve done for the practical workshops for our specialist members only, I am confident again addresses a need that they have expressed that they have. All of the themes that we’ve put into those workshops – there are four that specialist members only can go to – are around ‘fix-ups’. It’s not just knowing the stuff, it’s OK, you’ve

been presented with a scenario and it’s stuffed up, so then how do you undo it or fix it up?

“Sometimes it’s more complex to fix things up than it is to just set them up. That will challenge some of our specialist members.”

Ward says that previous conferences have focused on technical aspects of SMSFs, and while the technical heart of the event remains in 2016, the agenda seeks to extend technical competence and expertise into other areas, including client relationships.

“There’s been a lean towards more technical content,” she says.

“Advice is about taking an holistic approach and we need to reflect that in our program. We’re very conscious, though, that a lot of the generic practice management information out there, a lot of people are doing it. Dealer groups are providing it to their authorised reps,

### CONFERENCE HIGHLIGHT – DAY 1

10:15am PLENARY Session 1 – Room: Halls L & M  
LEVERAGING DISRUPTION

“It’s not the time to rest on your laurels,” says Andrea Slattery, SMSF Association chief executive officer and managing director.

“There is so much happening out there and so many opportunities that people can grasp at their leisure, and in their own way.

“There is so much impacting on everybody’s workplace. We are introducing new professional requirements; there are new tax agents’ requirements; there are new electronic requirements; there are new powers for the regulators; there are new registration requirements; and consumers are becoming more engaged.

“That alone means there’s disruption, without technology change, new people coming into the market, governments encouraging innovation and infrastructure investing.

“It’s not a time to think that we’ve made it. It’s a time to think about how we can move forward.”

# BREADTH, DEPTH *and BEING STRETCHED*



PETER CRUMP / chair / SMSF Association

DELEGATES' EXPECTATIONS ARE SET TO BE EXCEEDED BY A PROGRAM THAT IS DESIGNED TO HIGHLIGHT THE RESPECT AND REGARD IN WHICH THE SMSF ADVICE PROFESSION IS HELD.

Delegates at the 2016 SMSF Association National conference should expect to be challenged says SMSFA chair, Peter Crump.

"The SMSF Association, and previously SPAA, national conference has garnered a reputation as being one which has a significant depth and breadth of relevant content among the comparable national conferences," Crump says.

"We have attempted to assemble yet another conference that attempts to stretch people in their knowledge set and in their experiences. And therefore we want people to have high aspirations

of what they will take away from the conference because we know in the majority of cases we will exceed the expectations of attendees. You might as well set the bar really high."

Crump says another highlight of the event will be the attendance and participation of a federal treasurer for the first time.

"That shows the respect that the people in Canberra – the current government and, one hopes, future governments – have for the work that SMSF Association does in terms of its advocacy and representation on behalf of SMSF trustees and professionals practising in the area," Crump says.

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so we've been really conscious to try to stay within the context of SMSFs. We've tried to stay true to what the conference is about – SMSF professionals – but we've really balanced it out a bit more than in previous years."

Ward says that the technical content of the conference has been upgraded to accommodate delegates who assess themselves as being "experienced" or "expert" practitioners.

"What is technical, we've amped up," Ward says.

"Last year we had technical content targeted at 'emerging' people, newish to the sector.

"Everybody who is coming is telling us they're 'experienced' or 'expert' so we've ratcheted up the complexity of the technical sessions. It's more technical, but more balanced." ■

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### CONFERENCE HIGHLIGHT – DAY 1

4:35pm PLENARY Session 3 – Room: Halls L & M  
**THE TRUSTEE CONVERSATION**

Technical competence and expertise is understandably a focus of the 2016 SMSF Association National Conference, but it's always good to be reminded just who all of this time and effort is ultimately designed to serve.

"Hearing from the hearts and minds of trustees is always really critical," says Liz Ward, SMSF Association head of education.

"It is always very good to be technically accurate and get your business running and all those sorts of things that are absolutely critical, but at the end of the day you're in business because there are trustees out there that need their services," says Liz Ward, SMSF Association head of education.

"The session is an opportunity to reflect on what they're here for and why they're doing the job that they're doing, and how different the goals and needs and aspirations are of the SMSF trustees out there in the market.

"It will either cement their approach to providing advice, or give them some insights into what the expectations are and how they may need to adapt their business and approach to providing advice.

"It's a really nice pause in the program to put it all into context around, OK, why are we here?"

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He says the 2016 event will once again showcase “the relevant minister, and opposition spokesman who covers superannuation issues, as well as the highest level of representation for the various regulator bodies”.

“And the messages we get from those people are extremely clear in their confidence in the SMSF segment in terms of the way it is managed, in a regulatory sense, but also the behaviour of both trustees and professionals,” he says.

“The messages we are going to get from those sessions will be very important, especially given we are coming up for an election year and with superannuation clearly on the agenda in terms of the necessary attention on the taxation and policy settings around superannuation.” ■

#### CONFERENCE HIGHLIGHT – DAY 2

9:30am PLENARY Session 5 – Room:  
Halls L & M  
CONTRIBUTIONS – YOUR STRATEGY  
ROADMAP

Meg Heffron, head of customer for Heffron SMSF Solutions, will lay out a roadmap for understanding the rules around contribution caps, fund capped limits and tax. And while all of that is critical, it is even more important to understand how to make the most of those rules and develop practical strategies for providing advice on maximising contributions and getting out of hot water when clients contribute too much.

“This is really important, particularly around the discussion of the policy of the Liberals to look at contributions as a possibility for future tax reform,” says Andrea Slattery, SMSF Association chief executive officer and managing director.

“Meg is one of the leading commentators and experts in relation to strategic guidance to help build your business.”

## RECOGNISING EXCELLENCE

SMSF Association will honour its best and its brightest with a series of awards announced during the 2016 national conference. “The awards are to recognise the student that has achieved the highest result in the respective accreditation streams of specialist adviser and specialist auditor,” says Peter Crump, SMSF Association chairman. “That’s recognising

excellence in terms of demonstrated academic proficiency. “And the Chairman’s Award is intended to recognise a person who has made a significant contribution within the SMSF segment, who is obviously a member, and that can only be of benefit to fellow practitioners. “And quite often that involves service that is given without any expectation of return.”

## A first for SCOTT MORRISON

This year will mark the first time a federal Treasurer has addressed an SMSF Association National Conference.

“It’s the first time ever that a Treasurer has spoken to this community,” says Andrea Slattery, SMSF Association chief executive officer and managing director.

“It’s not only the first time he’s spoken at our conference – the largest and most influential conference in the SMSF industry – it’s the first time he’s spoken to this size of audience in SMSF, retail or direct to consumers, ever.

“We believe he sees this as an important and influential market. It’s the largest of the superannuation sectors. It’s the best performing, with the lowest fees, and it has the most influence on national prosperity because it’s actually got the largest investment back in Australia.

“It is also the only untapped source of capital wealth that’s never been used for innovation, infrastructure or corporate bonds, and other things that the government is looking at as part of their future policy.”

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