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# Welcome Note

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## Challenge Accepted

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**We are proud to launch our guide on the 50 Most Influential Financial Advisers in Australia.**

In the next few pages, we will introduce financial advisers who have made an enormous impact in the industry. They have demonstrated their commitment and intention to usher the financial planning industry into the consumer age.

As you read through their entries, common themes will emerge. Those who made it into our FS Power50 list have their roots in community building. Most—if not all—of them volunteer their time and skills either through local community works and charities, or as active members of their industry associations.

That our FS Power50 run successful advice businesses is a given. Many of them have won peer-based industry awards or business awards.



That they are natural leaders is also a given. They head local or regional chapters of their industry association, spearhead charity projects, or are active members of sports and community groups.

Finally, the majority of them are early adopters of social media, which only serves to expand their spheres of influence beyond their immediate networks.

Enduring influence cannot be created overnight. It is cultivated through years of hard work. We want our FS Power50 to know that their efforts have not gone unnoticed.

Influence is not an exact science. And sometimes, you don't realise the impact of an influencer until years later.

Outside this list, there's also a crop of financial advisers who have started to disrupt traditional advice models. We are keeping a close eye on them and look forward to chronicling their journeys, too.

We hope this guide serves as a springboard for more connections and more collaborations in the industry. *Power on.*

*Michelle Baltazar*

**Michelle Baltazar**

Director of Media and Publishing  
Financial Standard

 @michelleFinStd

# From The Editor



**When I think of influential people in my life, it starts with those closest to me: family. But I've also come across plenty of names, faces and personalities that have helped influence the life I live today.**

You don't forget influential people.

Whether it's through words, actions, emotions or any other possible interaction—these influential people make a difference. Financial advisers make a difference.

Among the list of Australia's 50 most influential financial advisers you will see descriptors like entrepreneur, leader, owner, and expert—each of them you would associate with people of influence.

For every name in the list there's probably another one with equally as much influence to replace it, but we had to draw the line somewhere.

Right now the financial advice industry's biggest challenge is to repair the trust deficit wiped away by the few bad apples. The names before you are entrusted with turning this deficit around because they carry

the influence and reputation necessary to be champions of change.


Not a week goes by in financial press without mention of the latest regulatory reform. Since FoFA financial advisers have shown their resilience and several influencers have contributed greatly to policy development and strengthening the industry's core.

At a time when the digitisation of financial advice has reached its tipping point, both new and experienced financial advisers must be ready to lead the industry forward with ideas and innovation. Industry influencers will be instrumental in this exciting growth period.

The list we've created here isn't every single adviser who has demonstrated they are influential. We would expect every adviser to be

influential when managing and protecting the trillions of dollars of Australians' wealth and their financial wellbeing.

What you see before you is a list created by the industry, for the industry. Here are the 50 most influential financial advisers in Australia as voted by you.



**Darren Snyder**

Editor  
Financial Standard

 @InSnyder



# The 2017 Entries



The financial advisers featured in this guide are a diverse group: some specialise in self-managed superannuation advice, some provide financial advice to specific professions, and some focus on addressing market gaps, be it financial advice for women or for the millennial generation.

But they all have one thing in common: they all wield influence that can create the blueprint for financial advice in the future.

Not all of them are familiar names but just because they are not making a lot of noise doesn't mean they are not making waves. Meet our Power50.



# The 2017 Entries

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## Phil Alvaro

Byfields Financial Advisers

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Not all Australians will ever get to visit a pink lake, like the ones on the Esperance coast in WA, in their lifetime.

But it's all in a day's work for Phil, who drives to Esperance regularly to serve his farming and rural clients. Phil's legacy is to look after people and businesses who, by geography, seem so disconnected from the rest of the world. But they're not, thanks to his world-class financial advice. In 2016, Byfields won Sentry Advice Regional Practice of the Year.

 @philalvaro



## Patrick Anwandter

Strategy First Financial Planning

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A keen runner, Patrick's dream of helping people better their financial situation is reflected in his charity work with Oxfam, where he participates in regular endurance events to raise funds to fight poverty and injustice. With 17 years' experience, he is a regular media spokesperson on the value of financial advice, and was a recipient of the SMSF Professionals' Association of Australia Prize for the Professional Certificate in Self Managed Superannuation.



## Charles Badenach

Main Street Financial Solutions



With several national awards under his belt, Charles is one of the most public voices when it comes to discussing everyday financial issues and making smart financial decisions. For more than a decade, he has led conversations at conferences, universities and businesses, as well as in the media and other public forums.

Charles has written a self-help financial book *Old Head on Young Shoulders*, which made the national bestseller list.

 @Cbadenach



## Marc Bineham

Noall & Co



Marc's start in the industry coincided with the 1987 stock market crash, which drove his passion for implementing values-based advice and wealth protection strategies. Now the national president of the Association of Financial Advisers, Marc is a champion for education, helping establish financial literacy programs and learning solutions, one workplace at a time.

 @marcbineham

# The 2017 Entries

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## **Chris Black**

Fortress Financial Solutions

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When he's not racing cars with his brother, you'll often find Chris doing a very different kind of driving: steering his clients' finances. He's committed to long-term relationships with his clients—young professionals, families, tradespeople, farmers, business owner—and helping them to protect their families and businesses. After an eight-year stint with Bendigo Bank and Suncorp, he decided to go out on his own and found Fortress Financial Solutions in 2013.



## **Marshall Brentnall**

Evaluesco Financial Services

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An industry thought leader, Marshall is passionate about sharing one-on-one financial advice with clients. A family man, his focus is on providing financial direction to support clients in achieving their personal goals. Putting theory to practice, he founded the George Street Index. With a starting value of \$100,000 the index aims to demonstrate “the benefits of investing in those businesses we see and use everyday”.

 [@MarshBrentnall](#)



## Jenny Brown

JBS Financial Strategists



One of the most high-profile women in financial advice, Jenny is the Australian chair of the Million Dollar Round Table (MDRT).

In many ways, “innovation” is her middle name. She was one of the early adopters of social media within the advice community, winning a Financial Standard social media award in 2015.

An AFA Adviser of the Year Award winner, Jenny sits on various advisory boards and champions the cause for helping more women succeed in business.

 @JBSFinancialJB



## Andrew Buchan

HLB Mann Judd



Andrew believes in the power of knowledge. He has qualifications across business, education, economics and finance. With all that under his belt, one of his business mantras can be summed up in three words: clarity of fees. He believes transparency is key when it comes to looking after his clients.

His lifelong commitment to ongoing professional development comes from strong roots: he was a teacher for nine years before he embarked on a career in financial advice.

 @andbuchan

# The 2017 Entries

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## Patrick Canion

ipac Western Australia

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Texas-born Patrick knows a thing or two about working in communities, having been both a postman and a pastor at a local church. The long road from Texas to Perth, where he now heads up ipac Western Australia, has taught him that all people are created equal, and that “everyone is connected in some shape or form”. His approach to financial planning is simple: he asks himself, *Would I be happy receiving that financial advice?*

 @Patrickcanion



## Amanda Cassar

Wealth Planning Partners

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Vision, commitment and action—this is Amanda’s business and advice mantra. She is considered an industry expert in social media and works with several associations to raise the profile of women in advice.

She has also taken the lead with fellow Queensland adviser Therese Jarrett to establish a standalone aged care advice service.

 @FinanceChicks



## Sue Dahn

Pitcher Partners Investment Services

In the wealth management and not-for-profit sectors, Sue's name carries considerable prestige—and for very good reason. Over 25 years, she has developed extensive experience working with family offices, membership organisations, private clients, not-for-profits and self-managed superannuation funds. She has a passion for philanthropy, and in 2014 was recognised for this by the Financial Planning Association, who awarded her Fellow for Contribution to the NFP Sector.

 @SueDahn



## Eleanor Dartnall

Dartnall Advisers

Eleanor's passion and commitment are a beacon of inspiration for the industry. Providing meaningful advice and building client trust form the fabric of the practice she established over 10 years ago. Success is not just seeing her clients reap the benefit of her advice, but knowing that her influence has also made a positive impact on the lives of their children.

 @DartnallAdviser



## Advisers: leading the way

**Now that managed accounts are on the scene, they are here to stay and the IFA market is leading the way. For advisers and firms still unsure about making the switch, now is the time to seriously consider the benefits or be sorely left behind, writes Arnie Selvarajah, CEO of Bell Direct, powering Desktop Broker.**



### Arnie Selvarajah

Chief Executive Officer  
Bell Direct, powering Desktop Broker

*“As we celebrate the FS Power50, I’d like to congratulate the finalists on their achievements. It’s great to see so many influential advisers and planners recognised. As the smarter solution for advisers, Desktop Broker, we strongly support those who are shaping the industry and influencing the lives of their clients for the better.”*

Much has been written about the rise of managed accounts—but it’s been a long time coming. Managed accounts entered the market around 20 years ago, but it has only been in the last few years that they have gained popularity. At 31 July 2017, managed accounts held a total of \$47.7 billion in funds under management (FUM), predicted to make up 75% of net industry inflows by 2020, and total \$60 billion in FUM.

As regulatory change has increased, and financial planning reforms introduced, advice businesses have faced a substantial hike in administration and compliance burdens. The uptake in managed accounts makes sense—reduced compliance risks, increased

portfolio management efficiency, scalability and automation, without sacrificing tailored goals-based advice.

Advances in technology have made managed accounts far cheaper and simpler for advisers to use, and their popularity has enabled licensees to negotiate discounts with product providers, driving down access costs.

Combine this with the ability to make faster decisions in how to deploy client funds, managed accounts mean that advisers have more time to grow their businesses, and go above and beyond for clients. As the industry knows, clients glean most value from the service provided and portfolio performance.

### Better service means a better outcome

As cost has become a focal point for both clients and advisers, personal service and tailored advice have fallen to the wayside. Funds within wraps have been blindly channelled into low-cost ETFs over direct equities, usually without consideration of the overall outcome—a generalised approach that produces an average result.

Cost is a focus, good value is critical, but above all personal service reigns.

Imagine then, a managed accounts solution which has been built as a progressive service model—servicing different types of clients, from those who prefer to make their own investment decisions to those who prefer to delegate to an investment professional.

Self-directed clients, with the knowledge and time to self-manage, or those who require low levels of complexity, can manage their own investment positions while also benefiting from the oversight, reporting and tax assistance of a financial adviser.

Clients who have more complex financial needs, or who are less confident when it comes to managing their investments, are able to consult an adviser on investment decisions, as well as how they are tracking towards their personal financial goals.

It just makes sense.

### Tapping into a broader audience

The low cost and low administrative burden that managed accounts offer has opened the advice market up to a wider group of potential

investors, helping advisers to build much-needed scale.

A recent study found one in three Australians feel financially stressed, with damaging effects on mental and physical health and social relationships. Despite that, around eight out of ten people are not using a financial adviser.

While managed accounts will feed and shape the future of robo-advice offerings, automated advice will never entirely replace the need for personal service and tailored advice. For many, the current costs of face-to-face advice can be prohibitive, but this is shifting.

The latest iteration of robo-advice in the United States incorporates an adviser or consultant to assist clients across the broad spectrum of needs. From guidance on how to use the advice platform, to understanding what to invest in, this shift represents an opportunity for advisers to embrace robo, prove value, and not capitulate to the threat of technology.

The fact that managed accounts can now be used for the average investor, rather than just those who have high account balances, will make advice more accessible and more attractive to a broader range of clients across the wealth spectrum.

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# The 2017 Entries

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## Peita Diamantidis

Caboodle Financial Services

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Winner of the 2016 Association of Financial Advisers Female Excellence in Advice Award, Peita combines finance nerdiness with a passion for communication. She is author of the Finance Action Hero series, which aims to demystify personal financial planning, “kicking financial paralysis to the curb”. She is a champion of women in advice, and runs The Money Library, a blog that provides easy-to-digest finance tips to consumers...plus the odd film review.

 @peitamd



## Brett Evans

Atlas Wealth Management

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When his father was transferred to Arizona with the Royal Australian Air Force, Brett developed a keen interest in the challenges faced by expats. Having spent his high school years in Hong Kong, Brett realised he needed to build a business that catered directly to expats in need of financial advice. He became group owner and manager of the Australian Expat Financial Forum, which helps expats with finance and investment-related questions that come with living overseas.

 @atlaswealthmgmt



## Jason Featherby

NKH Knight Holdings

Jason discusses the ins and outs of finance and investing in his weekly segment on Perth's Radio 6PR. His down-to-earth approach makes financial concepts accessible to the layperson. Both on and off the air, his insights about longevity risk, retirement advice, currency, superannuation and debt management are delivered in a clear and relatable way, reflecting his commitment to help clients articulate and understand complex aspects of their financial situation.

 @JasonFeatherby



## Anne Graham

Story Wealth Management

A string of awards in her 30-year career reflects the credentials and influence Anne has within advice. She sits on multiple industry boards and committees, showcasing her commitment to progression and innovation.

As trustee and director of the FPA's Future2 Foundation, Anne has scaled heights in the name of charity. More specifically, Mount Kilimanjaro last year and Mount Anne Circuit in Tasmania in 2017.

 @story\_wealth

# The 2017 Entries

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## Simon Growden

Shadforth Financial Group

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Based in Perth, Simon regularly rides with the Hawaiian Ride for Youth organisation, cycling around Australia to raise money for youth mental health. So far, the charity has raised more than \$13 million since its 2003 inception. With 21 years' planning experience, Simon featured in *Barron's* list of 'Australia's Top 50 Financial Advisers'.



@SimonGrowden



## Will Hamilton

Hamilton Wealth Management

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Will boasts a 30-years-plus career that includes senior posts in London and Hong Kong. He's seen it all and knows just how complex and intimidating investing can be. As the chief executive of privately owned fee-for-service advice firm Hamilton Wealth Management, he's dedicated to imparting that wisdom to clients as he accompanies them on their wealth journey.



## Matthew Hawkins

Elevate Wealth Solutions

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Matthew made a mark in his previous role as AFA GenXt chair, helping young financial advisers step up and be a voice for their profession. His leadership skills and influence still carry through in his role as state director for Tasmania. He shares his finance insights on the Elevate Wealth blog ... and the occasional YouTube video.

 @Hawkins\_Matt



## Nicole Heales

Nicole Heales Financial

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Nicole's reason for becoming a financial planner was very simple. She realised she needed to learn how to manage her finances, but couldn't find an adviser she could connect with—so, in her words, she “decided to study and become the adviser I was looking for.” Her practice, Nicole Heales Financial, specialises in providing advice and strategies to women, earning her multiple awards in the process.

# The 2017 Entries

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## Sam Henderson

Henderson Maxwell

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Known as “Sam the Money Man” to TV audiences, Sam hosts *Your Money, Your Call* for Sky News Australia, and is the designated financial guru for Channel 10’s *The Project*. Founder and chief executive of Henderson Maxwell, a privately owned advice firm, he’s also the best-selling author of *The One Page Financial Plan* and the *SMSF DIY Guide*, and a regular contributor for *Smart Money* and *Money* magazine.

 [@henderson\\_sam](#)



## Nerida Hicks

Bridges Personal Investment Services

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Personalised service, empathy, and a genuine need to help others sets Nerida apart. It’s also her tenacity—having climbed the corporate ladder from personal assistant to owner and practice manager—that has garnered Nerida numerous productivity and practice awards. She set a precedent at Bridges Financial Services by becoming the first woman to take out the number one spot in the group’s Top 10 Financial Planners, and for winning the Stockbroker of the Year Award.



## Sally Huynh

Shadforth Financial Group

An internationally recognised Certified Financial Planner with numerous industry accolades, Sally is passionate about helping to bridge cultural differences and giving back to the community. Fluent in English, Vietnamese and Mandarin, she volunteers as a language teacher, and helps newly settled migrants and refugees develop an understanding of Australian culture. Sally currently serves as chair of the Vietnamese Australian Professionals Council and is a member of the National Council of Women in Queensland.

 @sally\_CFP



## Neil Kendall

Tupicoffs

As chair of both the Financial Planning Association and the Financial Planning Standards Board, Kendall is involved in lifting the standards of financial planning, and in managing the Certified Financial Planner designation globally.

He is also managing director of Financial Rescue, assisting victims of dodgy advice and acting for clients in conciliation meetings.

Neil is an exemplar in the industry and works with his peers, the government and law makers to ensure the profession evolves for the better.

 @TheMoneyWorrier



# Sponsored Content

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## Aspiration requires ambition

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### **Joe Marassa**

Head of Marketing  
Franklin Templeton Investments

Financial advisers provide a valuable service that is important for the long-term economic welfare of Australians. Recent research from Rice Warner identified that financial advice delivers clear societal benefits including wealth creation, preventing people from relying on welfare, and reducing the reliance on government benefits during and after retirement.

Ultimately, the purpose of financial advice is to help individuals and families achieve their life goals through proper management of their finances.

The FS Power50 recognises those financial advisers who successfully reflect the value of financial

planning and retirement readiness—those with the greatest impact on the futures of their clients.

Among the varied definitions of “power” I have seen, there seems to be one common thread: influence. And an influencer is defined as “an individual who has well above-average impact on a specific niche process”. Influencers are normal people, but have a significant impact on an audience segment, and in the case of the FS Power50 are a key type of “evangelist” for the financial planning industry.

And while these advisers may just be normal people, we should remember that the pursuit of greatness is responsible for every major accomplishment in human history. It’s why we’ve gotten so far, so fast, and continue to innovate, explore, and push boundaries.

Aspiration requires ambition. And that ambition is best fuelled by continuous action.

Breakthroughs tend to occur when we break with the herd, typically require thinking differently, and going for greatness usually depends on going against the grain.

This reminds me of a quote from Sir John Templeton: “If you buy the same securities everyone else is buying, you will have the same results as everyone else.” My sense is that the same sentiment can apply to financial advisers when thinking about how they approach their roles.

Sir John was a true industry pioneer in global equity investing, introducing the longest running global mutual fund,

Templeton Growth Fund, in the U.S. in 1954. Similarly, Franklin Templeton Investments introduced one of the first unconstrained global fixed income funds to the market over 30 years ago.

At Franklin Templeton Investments, ambition over complacency has been a guiding principle for 70 years—because we believe better outcomes come to those with the ambition to seek them, in life as well as in investing, backed by our active philosophy and unwavering pursuit of superior investment outcomes.

Our mission has long been to educate, inform and promote important conversations among investors and financial professionals of all levels, everywhere—from helping advisers create portfolios for generations of investors, to designing tailored strategies for institutions in every corner of the globe.

On behalf of Franklin Templeton and to all of the advisers on this list, including many of you who are partners of ours, we thank you and congratulate you.

We salute these important professionals and continue to look forward to how they will contribute to the further growth of this industry which serves the larger cause of greater prosperity.

*Brought to you by*



# The 2017 Entries

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## Deborah Kent

Integra Financial Services

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A well-respected voice in the industry, Deborah's appointment to the Financial Adviser Standards and Ethics Authority comes as no surprise. With more than 30 years of experience as an adviser and prominent industry representative, Deborah is the founder and director of Integra Financial Services, and former president of the Association of Financial Advisers. She founded the AFA Inspire program, and was named Woman of the Year at the 2016 Women in Financial Services Awards.

 @DeborahKent10



## Claire Mackay

Quantum Financial Services Australia

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Passionate about improving the financial literacy of Australians, Claire doesn't take her clients' trust for granted. So it's no wonder that she's often called upon to provide expert insight on television and radio, and in major metropolitan publications. In addition to being a qualified financial planner, lawyer and former Australian Army officer, she is an adjunct lecturer at Macquarie University, and regularly consults for ASIC, the ATO, and industry associations.

 @claireqfadvic



## Tim Mackay

Quantum Financial Services Australia

You've seen him on ABC TV and Channel Nine, providing advice to everyday consumers. Away from the camera, Tim is helping raise the bar on the next generation of financial advisers at Quantum Financial. An SMSF expert, his exemplary leadership skills and business ethics have been lauded by the finance industry. He was the 2013 recipient of the NSW State Excellence in Business Ethics Award (NSW Business Chamber).

 @timqfadvice



## Olivia Maragna

Aspire Retire

Olivia is smashing career milestones at a ferocious rate. From her humble beginnings running a family roadside fruit stall while in primary school, she has co-founded Aspire Retire and built a reputation as an award-winning industry leader. A finance columnist for Fairfax Media, she also hosts a money segment on ABC radio, and makes regular TV appearances. She is a prolific public speaker, and represented Australia in a global leadership forum in Switzerland.

 @oliviamaragna

# The 2017 Entries

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## **Brenton Miegel**

Goldsborough Financial Services

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Brenton likes to keep busy: when he isn't looking after his children or working as an adviser for Goldsborough Financial Services (and writing listicles for their blog), you might find him rehearsing with his brass band. Because of this, he understands why many working Australians are time poor and don't always have the headspace to take care of their finances. This is where he steps in.



## **Dominic Mulcahy**

UNICA Wealth

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Dominic describes his Tasmanian firm, UNICA Wealth, as a boutique business with a focus on client care. He's not aspiring to be the biggest player in the room, but he's definitely shooting to be the best. His experience spans accounting positions, start-up advisory services, and even a year as a strategic alliance manager for an online wine and food travel guide.

 @dom\_mulcahy



## Ben Nash

Pivot Wealth

The current AFA GenXt national chair is leading the way for aspiring advisers. With a deep passion for helping young professionals get their finances on track, Ben founded Pivot Wealth to address the needs of this client segment. He also co-founded adviser training company XY Adviser, aiming to redefine the future of advice. Fresh from completing the gruelling Kokoda Trail, Ben helped raise more than \$40,000 for the AFA Foundation.

 @pivotwealth



## Michael Nowak

Joe Nowak Financial Services Group

When not busy in his role as vice president of the Association of Financial Advisers, Michael is either at the beach with his family or watching rugby. A self-described people person, he thrives on providing creative goals-based advice for clients. He's a believer in practising what he preaches—he has a comprehensive life insurance portfolio, and a plan to meet retirement goals by age 60.

 @variousmick

# The 2017 Entries

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## Glenn Peers

Bridges Personal Investment Services

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Glenn can trace his expertise in running companies to high school, where he set up a lawn mowing business with a friend. After working at AMP, he decided it was time to set up shop on his own with a franchise of Bridges Financial Services—a wise move, given that his work there has seen him listed as one of the top 50 financial advisers in Australia by *Barron's* magazine.



## David Rae

DPR Wealth

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A keen cyclist who is partial to snow (perhaps not at the same time), David is a social media savvy influencer with an interest in helping other professionals use social and digital media to their advantage. David has been featured in print and online media, and is a well-regarded speaker in the industry. He appeared on Channel 9's *The Investment Series*, helping everyday Australians plan for their financial future.

 @1DaveRae



## Thabojan Rasiah

Shadforth Financial Group

An avid Hawthorn supporter, Thabojan specialises in providing advice to medical practitioners and the aged care sector. He has been a guest on 3AW and ABC radio, and has written for Fairfax Media and *50 Plus News*, a monthly publication for seniors. A Fellow of the Financial Services Institute of Australasia and member of various Financial Planning Association of Australia committees, he is passionate about raising the professionalism and education standards in financial advice.

 @t\_rasiah



## David Reed

The Retirement Advice Centre

David is the face of The Retirement Advice Centre and has spent years illustrating the importance of planning for retirement. He has won multiple awards for his efforts, including the 2016 Global FP PlanPlus Award, and AFA Adviser of the Year in 2015. Through media interviews, including on 2GB and the *Today Show*, he helps raise public awareness on the importance of not leaving retirement planning to the last minute.

 @smartretirement



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*“In 1952, La Trobe Financial was founded on the ethos that ‘the sun never sets on superior customer service’. Sixty-five years on, that same approach to customer service still sets us apart from our peers. Our investors appreciate our ‘no answering machines’ policy—the fact they are greeted by a person, not a machine, and that they are considered as partners, not just customers.*

*We aim to continue that tradition of partnering with financial advisers who are not only creating successful businesses but are also dedicated towards building a brighter future for the industry. Congratulations, FS Power50!”*

## Creating quality partnerships

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### **Michael Watson**

Head of Major Clients  
La Trobe Financial

Financial advisers have a lot to offer, and after all the recent legislative changes, inquiries and media beat-ups, the advice industry remains vibrant. This is amazing, considering the mainstream media paints the industry as being on its knees! It remains vibrant because amid all the palaver, financial advisers got down to business. They adapted to the changes, adopted recommendations, and used all their available resources to align their businesses to providing the best quality advice and service, and creating strong, lasting relationships. Yes, the compliance burden is ever-increasing. Yes, technology continues to

streamline many parts of businesses and even threatens others. But all of this has been harnessed by the best of the industry and allows an ever-increased focus on the customer.

Evidence of the strength and quality of advice can be demonstrated by what we don't see. It is rare to see financial advisers marketing widely or aggressively even though setting financial goals, planning for retirement, and aged care represent some of the biggest decisions we make in our lifetimes. Advisers rely on word of mouth from a customer to friends, families and colleagues. Just as Rome wasn't built in a day, partnerships are developed over several years, and when a financial adviser has created genuine partnership, their own customers will do the marketing for them ... and that's very good for business.

Financial advisers need partnerships too, as they structure their businesses across dozens of associated services covering investment products, platforms, insurance, finance, software, compliance, legal and accounting. There is no place for surprises here. Partnerships need to be stable, consistent and reliable, delivering exactly as expected month after month, year after year.

At La Trobe Financial, our flagship product, the 12 Month Term Account, recently celebrated its 15th year and is increasingly looked to by financial advisers as a partner for their investors' portfolios. Flawless liquidity, zero capital losses, consistent return profile, and a commitment to simplicity have helped

it enjoy a level of stability that is the envy of others. After all, getting rich slowly never goes out of fashion!

However, it takes more than just a quality product to become a trusted partner. It takes the right culture and the right people working together in alignment with the right business goals. At La Trobe Financial, the culture and the goals centre on a commitment to putting the customer first. Our commitment to financial advisers can be demonstrated by our dedicated Adviser Support desk, support for paraplanners, an online portal for advisers, repeat sponsorships and commitment to functions large and small. In short, doing whatever it takes to simply be there when it's needed.

There are more opportunities now than ever. Technology will present opportunities and challenges, legislators will tinker, changes will be adapted to.

There is a lot going on, and a reminder of some old wisdoms can go a long way. Rome wasn't built in a day. Australians need to partner with an adviser to achieve certainty in their financial goals over the long term, and financial advisers are more adept than ever at offering just that. The intangibles that exist beyond the product create quality partnerships ... and that's very good for business.

*Brought to you by*



# The 2017 Entries

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## **Sarah Riegelhuth**

Wealth Enhancers

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Sarah has shaped the way Generation Y talks about money and wealth management. Her dedication to entrepreneurship is reflected in her personal mission to ensure investors are “able to do more of what they love because their business is as successful as it can be.” She founded recruitment firm Grow My Team and personal finance resource Get Rich Slow, and co-founded the League of Extraordinary Women.



@SarahRiegelhuth



## **Sam Robinson**

Pursue Wealth

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Currently the Victoria state director for the Association of Financial Advisers, Sam is the adviser for go-getters. Through goals-based advice, she helps clients keep the pulse on their finances without compromising their social and adventurous lifestyles. She co-founded Melbourne’s Pursue Wealth, which was a finalist in this year’s Australian Small Business Champion Awards—proof that small advice practices can compete with the best.



## Liam Shorte

Verante Financial Planning

The “SMSF Coach” has over 17 years’ experience in financial services, having worked across banking, insurance, accounting and financial advice in Ireland, the United Kingdom and the Middle East. He specialises in driving outcomes for SMSF investors, and is the current NSW chapter chair for the SMSF Association. His mission is to cut through red tape and explain financial concepts in plain English—with an Irish accent.

 @SMSFCoach



## Marc Smith

Westpac Financial Planning

Marc is passionate about providing clients with great outcomes and peace of mind through strategic planning. He believes in simplifying technical concepts, and that “showing heart and humanity” is key to building client trust. With more than 18 years’ experience in advice, Marc has been awarded numerous accolades throughout his career, including Outstanding Wealth/Investment Adviser at the Australian Private Banking Awards.

# The 2017 Entries

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## **Campbell Sorell**

Shadforth Financial Group

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Campbell's passion about educating Australia's future planners is obvious—he has lectured at Melbourne University, and authored industry whitepapers. A past finalist of the AFR Smart Investor Masterclass for Financial Planning, he has been short-listed for the FPA's Value of Advice Awards. He predominantly advises senior executives, business owners, retirees and other high net worth individuals. He's also a volunteer with the Ardoch Youth Foundation's Literacy Buddies program.

 @campbellsorell



## **Glenn Sterrey**

Bentleys South Australia

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Glenn seeks to bridge the gap in South Australia for client-centric advice businesses. He educates clients on the importance of retaining and protecting their capital and aims to “produce above-average and benchmark returns”. An adviser for more than 15 years, Glenn was awarded Securitor SA Financial Planner of the Year Award and the Most Trusted Adviser Award in 2015 and 2016.



## James Sutherland

MyOnlineAdvisers

James adopted “fintech” before it entered the industry lexicon. With thirty-five years in the game, he started myonlineadvisers in 2012, bringing a modern face to his business. This matches his client base—creative types who are big users of new design technologies in their professions. He has helped the industry embrace social media: between 2011 and 2015, he volunteered as social media director for the Association of Financial Advisers.

 @james\_s\_twits



## Christine Swanson

Prominent Financial Planners

Passionate about improving the perception of financial advice within the community and helping more women step up into leadership roles, Christine is involved in a number of mentoring programs and industry initiatives. She is a Cancer Council ambassador, and her firm offers a pro bono program to help people struggling financially due to serious illness or disability. She is the NSW state chair for the Association of Financial Advisers Inspire designation.

 @ChristineSwan12

# The 2017 Entries

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## **Michelle Tate-Lovery**

Unified Financial Services

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Michelle is a tireless volunteer, having worked with the Smith Family, the Financial Planning Association and government to provide financial mentoring and education to people. Not only is she generous with her time, Michelle is active in the financial advice industry, having served on the FPA Transition to Fee for Service Taskforce and the CFP Curriculum Taskforce: Ethics, Professionalism and Compliance.

 @MTateLovery



## **Troy Theobald**

Robina Financial Solutions

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Troy is a social media expert and a leader among peers. His practice is a two-time finalist in the AFA Practice of the Year Award, and he is on the board of directors of the Australian Advice Network, working to relieve families of financial stress. He has won a number of awards, including the Professional Investment Services 'National Financial Adviser of the Year' two consecutive years.

 @robinafinancial



## Jeff Thurecht

Evaluesco Financial Services

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An optimist who thrives on helping clients achieve their dreams, Jeff embodies what his practice stands for: “healthy bodies, wealthy wallets and happy minds”. As a state director of the Association of Financial Advisers for the past three-and-a-half years, he works with the board and dedicated volunteers to actively make a difference and shape the advice profession now and in the future.

 @jeffthurecht



## Tim Townsend

Townsend Cobain

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Tim regularly speaks and advises on industry issues, while maintaining responsibility for the management of his practice and delivery of advice to high net worth clients. He has previously served as national manager —financial planning for Perpetual Private Clients and is a former chief executive of WHK Financial Planning. He has been a financial planner for the past 25 years.



# The 2017 Entries

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## **Ben Travers**

Pitchers Partners Wealth Management

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When Ben received a form about superannuation after landing his first job, he remembers having no idea why he was being asked to think about his retirement. This is why he understands and empathises with people who are disengaged from their finances, and has made it a mission to help people come to grips with why thinking about these issues early on is extremely important.



## **Michelle Veitch**

MIPA Financial Network

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Michelle has helped put the South Australian financial planning industry on the map ever since she began her career 18 years ago. She sees soft skills—the people side of advice—as a key differentiator. Learning through experience has definitely paid off for Michelle—over the years, she has garnered industry awards, including the Gerald Lippman National Adviser of the Year Award in 2009, the highest accolade given by her dealer group, Charter Financial Planning, to recognise her contribution to the profession.

ALLAN GRAY

LONG-TERM INVESTING

POTENTIAL. KNOWN.



# The Selection Process



**In compiling this list, we define “influential” as individuals who have been or continue to be instrumental in shaping the future of the financial advice industry.**

These are financial advisers who have actively participated in industry-based activities, community-based projects and/or other initiatives designed to promote the important role that financial advisers play in the country’s socio-economic future.

They could be active participants of relevant industry associations, financial advisers with a strong social media following, or those known among their peers and the industry as role models in the way they conduct their professional practice.

They are also successful business owners, award winners, policy influencers, mentors and educators.

As part of the selection process, we invited relevant industry associations to nominate outstanding members of their associations and combined that list with the list of nominations from the *Financial Standard* editorial and research teams. *Financial Standard* nominated outstanding advisers based on feature and profile stories published in *FS Advice – The Australian Journal of Financial Planning*.

Then we opened up the nomination process to *Financial Standard* readers, ensuring that the net is cast to the widest set of nominees.

We received more than 600 nominations, including multiple nominations for the same

individuals. This list was screened to remove nominees who may have been financial advisers but are no longer practising (i.e. individuals who are not registered on the ASIC Financial Adviser Register (FAR) as a licensed adviser).

All shortlisted candidates were screened, for the third time, to ensure they have met minimum professional educational standards (professional diploma) and are members of at least one industry association (have a professional designation).

This took us to 140 nominees. They were given a two-week window to encourage their networks to vote. The votes were collated and Financial Standard’s data team screened the votes to ensure there are no votes from “bots” or unverifiable email addresses.

The fourth and final screen was conducted by the editorial team. They verified the information initially provided in the nomination forms and did their own research to determine the finalists’ sphere of influence within the industry and in the media (traditional and social). That, combined with the type of votes they received—that is, the amount received from colleagues versus peers and their wider networks—was factored into selecting the final 50.

As an added precautionary measure following the ASIC FAR screen and editorial research, Financial Standard requested the assistance of the Financial Planning Association (FPA) and the Association of Financial Advisers (AFA) to confirm that no one on the FS Power50 have breached their respective membership rules.

# How To Be An FS Power50 Influencer



**In launching the FS Power50, Financial Standard did not set out to have a “Top 50” list. Instead we wanted to highlight a select group of financial advisers who have been nominated by their peers as instrumental in shaping the future of financial advice. Here’s a glimpse of what an influencer would look like, based on our analysis.**

## **Years of Service**

While the FS Power50 were selected based on the highest number of votes, Financial Standard conducted a simple quantitative screen on the nominated 140 individuals: Have they been in business for at least five years? Are they licensed to provide personal advice? Are they still practising?

Doing this screen eliminated Jeff Morris, who arguably set in motion a new chapter in financial services regulation when he became a whistleblower at Commonwealth Bank (he’s no longer a practising adviser). This also eliminated several nominations where the adviser has transitioned to CEO and no longer works as a practising adviser.

For those who remained, the next filter was how long they’ve been in business. What Financial Standard found was that to be an influencer does not happen overnight. Forty-three out of the 50 individuals on the list boast more than 10 years of experience (9 have more than 20 years).

## Strength in Numbers

The financial planning industry is largely comprised of small business owners or advice practices with fewer than five staff, including the advisers. Not surprisingly, 16 of the Power50 come from practices with fewer than 10 staff. A high 48% belong to advice groups with more than 100 staff.

## Better Gender Ratio

Women are generally underrepresented in most research around management and board roles. The oft-quoted statistic is that less than one-in-five of any given management or board positions are taken by women.

Our FS Power50 voters have struck a finer balance—36% of those who made it to the list are women, or an improved two-in-five ratio.

In addition, Financial Standard found a small two-year gap between the average number of years in the industry before a woman becomes an influencer compared with a man. The average male influencer has been in business for 15 years while a female influencer has been in business for 17 years.

## Female Influencers Boast Higher Education

Still on the gender issue. The gap widens when it comes to what educational attainment an average male influencer has versus a female influencer. Financial Standard has found that women are three times more likely to have a Master's Degree level of qualification than men.

Overall, however, Financial Standard found that the FS Power50 won't have much trouble meeting stricter educational requirements in the future. Thirty four out of FS 50 Power50ers have a Bachelor's or Master's degree while the rest have, at minimum, professional diplomas.

## The Magic Number is 1,000

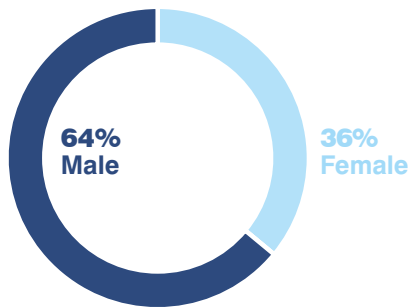
In social media, the disparity is such that a handful of the FS Power50 don't have a Twitter account and those who do tweet have followers ranging from 300 to more than 6,000 (the most-followed on Twitter is @CBadenach with 6,500 followers). The average number of Twitter followers is 1,478.

On LinkedIn, everyone has a strong following. Twelve have more than 2,000 with the most followed being Sarah Riegelhuth at 4,900 LinkedIn Connections/Followers. The average is 1,270.

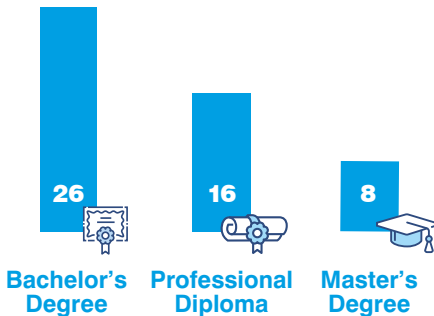
**How do you stack against the Power50? Check out our handy infographic of this analysis on the next page.**

# Snapshot: Meet the 2017 FS Power50 Influencer

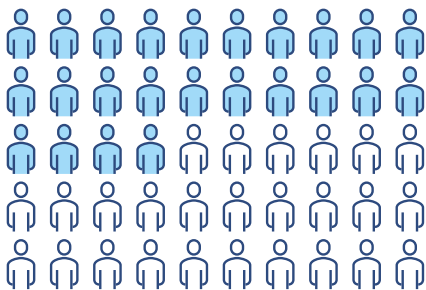
Gender: The gap is narrowing



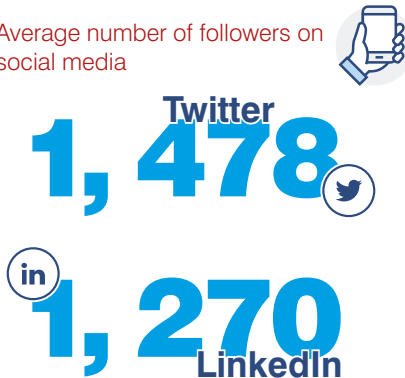
Education: Women are 3x more likely to have a Master's Degree than men



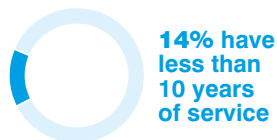
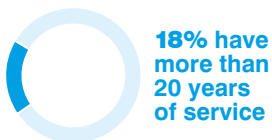
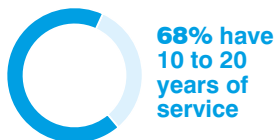
Almost half (48%) belong to an advice group with more than 100 advisers



Average number of followers on social media



86% have over 10 years experience in the industry



Access  
the latest  
Bell Potter  
research  
 Desktop  
Broker.