



Welcome to the latest edition of FSC News.

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CEO Update

A huge thanks to those of you who attended and participated in the FSC Leaders Summit in Melbourne in July. Your support for the new look event, which featured a stellar line up of attendees, speakers and panellists, a new digital app and generated an unprecedented level of media coverage, was testament to the changes we made to our annual conference.

The Summit is the only conference in Australia to generate relevant policy and thought-leadership for every segment of the financial services sector, at the highest level. We are already deep in planning for next year's Leaders Summit, which will be held at Sydney's brand new International Convention Centre in Darling Harbour, on 25th and 26th July.

Welcome to our new members



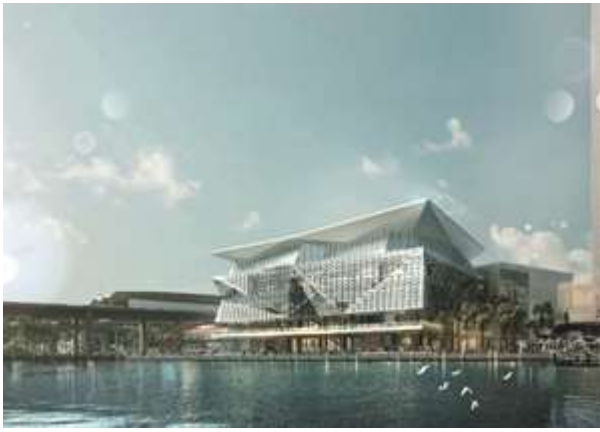
In the news



Sally Loane OpEd in The Financial Review, 29 August 2016

"Banks Royal Commission means death for life insurance reforms."

[Read here](#)



The first sitting of the new Parliament begins tomorrow and we have a full agenda of positive policy in the pipeline, in particular across life insurance, advice, funds management and superannuation. As well as legislation that must be passed, the financial services sector is committed to a number of complementary self-regulation reforms, including the Life Insurance Code of Practice.

We plan to launch the Code in October. It will commit life insurers to high standards of customer service and will provide protection to consumers in key areas of product design, sales practises, underwriting and claims – and importantly, will be in plain English so it's accessible to everyone.

The life insurance reform package is just one of many pending reforms right across financial services that would be derailed if a Royal Commission is called. [We continue to urge the Parliament](#) to get on with the job of passing much-needed reforms in our sector.

Internally, we're building a new digital communications program, including a new and more interactive website for you, our members. Those of you who also follow us on social media (LinkedIn, Twitter) will see more content, more often. We are also strengthening our team and strategy around membership services, as well as media and communications. Watch this space.

A message from the Chairman of the FSC, Geoff Llyod

It was great meeting so many of you at the recent FSC Leaders' Summit in Melbourne. We work in a dynamic, evolving industry, and it's important for us to



Sally Loane OpEd in The Australian, 22 July 2016

"A challenge for the 45th parliament: ensure financial services regulation is 'fit for purpose'."

[Read here](#)

From our members



Brad Cooper, CEO BT
Financial Group - Super time
bomb threat to economy

[Read here](#)



Shemara Wikramanayake -
the powerhouse behind \$477b
Macquarie Funds.

[Read here](#)



**Productivity Commission -
complacent Super industry
about to be squeezed?**

[Read here](#)

come together to share ideas and insights. This will help us continue to meet the challenges and embrace the opportunities that lay ahead.

I'd also like to thank all of you who passed on messages of support following my appointment as Chairman of the FSC. My predecessor, Greg Cooper, worked with huge commitment and conviction over many years as our Chairman to advance the position of our industry. He chaired our membership through one of the most difficult periods for our organisation.

Collectively, we need to continue to work together if we are to achieve the FSC vision, 'For all Australians to have a fair and financially secure future.'

It was great to see so many of our new members at the Summit for the first time. Our membership has grown considerably in the last year, and I truly believe it is because our vision resonates with all of you. You want to make a difference through the voice of a strong single membership. You have new ideas and fresh perspectives, and it's important we cultivate these for the benefit of all Australians.

To do this, we must recognise we are in a period of change.

Over the last 30 years financial services in Australia has overtaken traditional industries such as agriculture, mining and manufacturing to become Australia's largest industry by economic contribution.

This means our industry has the opportunity to lead the "services" revolution in Australia and the region. We could not be better placed to work together to profoundly shape our future. But we can't rest on the good work we have done. It's up to us – as individual member organisations and collectively as the FSC - to ensure financial services continue to excel and lead the way for the next two decades... and beyond.

We have some of the best talent, the most experienced leadership and the brightest minds to help us achieve this.

We need to build on our strengths and realise the opportunities we can create. Inspire people to be passionate and design a stronger future. We must demonstrate what we can do for Australians to help them increase their wealth, protect their assets and livelihoods, and provide them with good advice so they can enjoy a comfortable retirement.

After all, it's our purpose, it's what we're here to do. And I look forward to working with you to shape the future of our industry.

Geoff

COMMS HUB

Blog highlights



[A Summit like no other](#)



[Superstream's Gateway
Network Governance Body](#)



[Company tax cut is the new
Banana Republic Test](#)

Upcoming events



[Register your interest](#) for the 2017 Leaders Summit, to be held in Sydney.

FSC Training Partners

The 2016 Leaders Summit that was



The 2016 FSC Leaders Summit brought together Australia's top leaders in our industry. The first major industry event for the newly re-elected 2016 government, delegates had the opportunity to hear first-hand the priorities of our politicians and business leaders.

The event was a full two days of inspiring sessions, networking opportunities and social events, with a focus on the drivers that are reshaping how we think about work, and the skills and knowledge required to adapt and thrive in a rapidly changing environment.

In case you missed it, you can [view our highlights video](#) or have a look at our [professional photo gallery](#).



Thank you again to all of our delegates, sponsors and speakers for making the event such a success and we hope to see you all again for our 2017 event, to be held in Sydney. [Register your details](#) and we'll contact you with more information when Early Bird registrations open.

FSC Policy Briefing - what are the new Government's priorities for financial services?

In the first of the FSC policy briefings post the newly re-elected government, last week our Senior Policy Managers discussed the current dynamic and highly fluid political climate. A full house of FSC members heard the focus areas for Life Insurance, Advice, Superannuation & Investment Management. Read more on the Turnbull Government's program on financial services reforms from the Minister for



Revenue and Financial Services, The Hon. Kelly O'Dwyer MP, [in her recent recent address at the FSC Leaders Summit](#).

Legal and Compliance update

The FSC legal function continues its proactive engagement on various regulatory fronts. In particular, we have established an RG 97 Working Group, which is chaired by Jon Ireland from Henry Davis York. The Working Group and its sub-groups are developing a Guidance Note to assist in the practical implementation of Schedule 10 Corporations Act (fees and costs disclosure for superannuation and managed investment products) and the release by ASIC of RG 97. A draft Guidance Note, which is still in very early stages, has been shared with other industry bodies including ASFA, ISA and AIST.

On 23 June, CEO, Sally Loane and General Counsel, Paul Callaghan attended an ASIC hosted roundtable to discuss ASIC's proposal for industry to prepare guidelines on this topic. Subsequently, Paul and Jon met with other industry representatives and ASIC to discuss the process going forward. Although our application for relief for the commencement of the RG 97 rules was not successful, ASIC indicated that it would be willing to consider applications for relief by issuers to deal with mooted superannuation changes through web-based updating on an interim basis. In addition, the commencement date of Section 29QC SIS, which requires uniformity between public disclosures and APRA reporting will be deferred. This is to a date yet to be confirmed, but will be at least until 1 July 2017.

We also are in the process of implementing a significant Standards and Guidance Notes review and update.

Attribution Managed Investment Trusts – ASIC relief granted

In a great result for the funds management industry, ASIC granted relief for funds looking to enter into the new Managed Investment Trust taxation regime.

The relief instrument will assist responsible entities of registered schemes by allowing them to smoothly implement the new tax system for managed investment trusts should they make the choice to do so. Relief provided includes certain exemptions from holding

unitholder meetings in order to change constitutions, providing certain criteria are met.

Read the media statement by ASIC [here](#).

Behavioural economics submission wins 2016 FSC Future Leaders Award

Congratulations to the winner of the 2016 FSC Future Leaders Award program, Daniel Bofinger from CBA Wealth, as well as the other outstanding finalists.



Daniel's submission focused on increasing consumer engagement with superannuation through behavioural economic principles such as active 'gamification' measures, combined with passive behaviour methods, including default opt-out payments into superannuation.

Daniel's win follows his short-listed award submission last year on ways to remove and replace inefficient taxes with more efficient alternatives.

[Click here for more information and to view the full list of finalists.](#)

Cause Partner Update - First Nations Foundation



This month we bring you an update from our cause partner, First Nations Foundation. They've been really busy so far this year and wanted to share with FSC members and supporters some of the [outcomes](#) that have been achieved by their support.

Additionally, FNF wanted to share some information on why the My Moola program changes lives through a [short video](#) and to share [information](#) about FNF, who they are and what they do.

If you are interested in connecting with FNF please visit their website www.fnf.org.au.

Telstra's New Report - Millennials, Mobiles & Money

Rocky Scopeliti, Telstra's Global Industry Executive - Banking, Finance & Insurance presented Telstra's newest report at FSC's Showcase event in June 2016.

The report offers excellent insight into how financial services will benefit from understanding Millennials, particularly around their use of technology.

Download your copy of the report [here](#).



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