

# Chairman's Welcome

Dear Delegates,

I would like to welcome you and congratulate you on taking the time out of your businesses and busy lives to attend what is the 20<sup>th</sup> Annual Alpha Conference.

In order to be successful in both business and in life, it is important to reflect on how far we have come, before resetting to bigger & greater goals. I believe the Alpha group has come a long way in the last 20 years. A lot has changed, with new groups, new members and certainly the industry we operate in. There is, although, one constant within the Alpha Group: like-minded, successful, forward-thinking business owners and individuals, who strive to create better outcomes for their clients and staff.

Whilst here in Darwin, I encourage all delegates to invest the effort into getting some real outcomes from the conference. You have made the investment to be here, so I implore you to really get something out of it, whether it be that one influential idea you take back to your business or making new relationships with other delegates. Whether this is your first, or 20<sup>th</sup> Alpha conference, there is always something that can be learned from our peers.

On behalf of the executive committee, I welcome you all here to sunny and warm Darwin. I look forward to looking back in another 20 years and reflecting on how far we have come, how much we have achieved and the bonds that have been formed from this year's conference.

**Craig Thwaites**

Certified Financial Planner®, MBA

Managing Director

Securinvest Financial Planners PTY LTD

## ACCOMMODATION DETAILS

Hilton Hotel

32 Mitchell Street

Darwin

Tel: +08 8982 4000

Check in time: 15:00 Check out time: 12:00

## DELEGATE CONFERENCE PACKAGE

- ◇ Accommodation Tuesday to Thursday inclusive (3 nights).
- ◇ Breakfast in Mitchell's Restaurant each morning from 6:00—8:00.
- ◇ Welcome event on Tuesday evening and Group Dinners on Wednesday and Thursday evening.
- ◇ Attendance at Conference sessions Wednesday, Thursday and Friday morning.

## FLIGHTS AND AIRPORT TRANSFERS

Are not included and are the delegates responsibility.

## CONFERENCE ETIQUETTE

As a courtesy to our speakers and your fellow delegates, it is a requirement that your mobile phone is silent during the conference sessions. Please ensure that you are seated prior to the scheduled commencement time for all sessions.

## FEEDBACK AND CPD POINTS

Feedback will need to be provided online during the sessions in order to qualify for CPD points.

## RECOMMENDED DRESS

The recommended dress for conference sessions and social activities is smart casual unless advised otherwise.



## ALPHA CHAIRMAN

Craig Thwaites

SecurInvest

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## ALPHA GENERAL MANAGER

Toni Sparkes

Integrity Financial Planners

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## PROGRAM COMMITTEE

Melinda Planken (Muirfield Financial Services)

Georgie Morris (Totally Integrated Financial Planning)

James Weir (Steward Wealth)

Stephen Romic (DFS Advisory Services)

## SPONSORSHIP COORDINATOR

Jake Mounsey (Bridgewood Private Wealth)

# ALPHA DARWIN 2018

## Tuesday 7 August

Time	Duration	Theme	Topic	Presenter
5:00 PM	2 hours	WELCOME DRINKS	Upstairs Function Room at Char (70 Esplanade Darwin)	

## Wednesday 8 August

Time	Duration	Theme	Topic	Presenter
8:00 AM	5 min	-	Welcome from Chairman (Hilton Ballroom)	Craig Thwaites
8:05 AM	5 min	-	Welcome from MC	
8:10 AM	10 min	-	Table introductions	-
8:20 AM	1 hour	Personal Skill Development	Life and Times in the Territory	Charlie King
9:20 AM	5 min	BRAIN BREAK		
9:25 AM	1 hour	Practice Management	How to Build a World-Class Advice Business	David Haintz
10:25 AM	20 min	MORNING TEA		
10:45 AM	1 hour	Practice Management	How to Build a World-Class Advice Business - Part 2	David Haintz
11:45 AM	5 min	BRAIN BREAK		
11:50 AM	1 hour	Practice Management	Best and worst decisions in Financial Planning	Panel facilitated by David Haintz
12:50 PM	30 min	LUNCH		
1:20 PM	45 min	Practice Management	The Best Marketers Win!	Kim Payne
2:05 PM	5 min	BRAIN BREAK		
2:10 PM	45 min	Practice Management	The Best Marketers Win! - Part 2	Kim Payne
2:55 PM		CLOSE		
6:00 PM	2 hours	PRE-DINNER DRINKS	Crocosaurus Cove (58 Mitchell Street)	

### Wednesday 8 August

8:00 PM	1 hour	Personal Skill Development	A Territory Adventure	Steve Ellis
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### Thursday 9 August

Time	Duration	Theme	Topic	Presenter
8:00 AM	5 min	-	Welcome from MC	
8:05 AM	10 min	-	Table introductions	
8:15 AM	45 min	Technology	Netwealth Fintech Survey - Alpha results	Netwealth - Nick Mitchell
9:00 AM	5 min	BRAIN BREAK		
9:05 AM	1 hour	Technology	A Day in the Life of a Fintech-Savvy IFA	Adrian Johnstone
10:05 AM	20 min	MORNING TEA		
10:25 AM	1 hour	Technology	Unlocking the Hidden Gems in Microsoft Office	Stephen Handley
11:25 AM	5 min	BRAIN BREAK		
11:30 AM	45 min	Technology	How to Bring in New and Existing Clients on Autopilot Using Online Marketing	Candice Williams
12:15 PM	45 min	Technology	Fintech Panel	
1:00 PM	30 min	LUNCH		
1:30 PM	1.5 hours	Young Adviser Development	Master Your People Skills to be a Great Adviser	Kim Payne
1:30 PM	45 min	Senior Adviser Development	What's Your Practice Worth?	Steven Prendeville
2:15 PM	45 min	Senior Adviser Development	Business Insights	Macquarie
3:00 PM		CLOSE		

6:00 PM	-	BUS DEPARTURE	Pee Wee's at the Point (Meet in Hotel Lobby)	
8:00 PM	1 hour	Personal Skill Development	Realising and Seizing Opportunities	Adam Elliot

## Friday 10 August

Time	Duration	Theme	Topic	Presenter
9:00 AM	10 min	-	Welcome and close from the program committee	TBC
9:10 AM	1 hour	Personal Skill Development	Who Gives a Crap?	Simon Griffiths
10:10 AM	1 hour	Economic Update / Forecast	What does the Future Hold?	Keith Suter
11:10 AM	10 min	-	Close from Chairman	Craig Thwaites
11:20 AM	-	CLOSE		

11:20 AM	1 hour	BRUNCH
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## Our Presenters

### CHARLIE KING

**‘Life and Times in the Territory’**

**Wednesday 8 August – 8:20 AM**



Charlie has been a sports broadcaster with the ABC since 1994. Based in Darwin, he commentates local Australian Rules, Rugby Union, Rugby League, Netball, Hockey, and cricket.

He presents ‘Territory Sport’ on the Australian Broadcasting Corporation (ABC) television in the Northern Territory and each Saturday he hosts, as a part of Grandstand, Sport talk on ABC Darwin and Territory Radio.

Territorians are renowned for their love of sport; both as players and spectators. Football, Sepak Takraw, netball, you name it, they play it. Charlie King is in the thick of it all, Northern Territory style.

Charlie was born in Alice Springs and moved to Darwin in 1966. He has tried his hand at most sports. He currently coaches Australian Rules in Darwin and is the coach of the NT Women’s Australian Rules team. He is also a football umpire, plays tennis, cricket, golf and is an avid runner.

#### **Most embarrassing moment on-air?**

Reading a tennis up-date live on air and instead of saying “two rubbers to love” Saying “two lovers to rub”.

# DAVID HAINZ

**'How to Build a World Class Advice Business'**

**Wednesday 8 August – 9:25 AM**

**'Best and Worst Decisions in Financial Planning'**

**Wednesday 8 August – 11:50 AM**



David is a CFP and a past director of the Financial Planning Association of Australia (FPA), in which time he was instrumental in the push for professionalism. He has had a 28 year career with his own firm, and subsequently became a founding director of Shadforth Financial Group (in a 13 way script for script roll up – at the time \$80m revenue and \$25m EBIT), with over 100 advisers, which listed on the ASX and was taken over in 2014 for \$670m – at the time \$13b FUM, \$165m revenue, and \$58m EBIT.

David was the sixth adviser in Australia to be awarded a Fellow of the FPA, and served on the FPA Disciplinary Committee for seven years, the FPA Professionalism Committee for six years, and was a national Judge at the FPA's inaugural Value of Advice Awards. He is a founding trustee of the Future2 Foundation and lectured at the FINSIA for six years, and currently sits on the International Financial Planning Standards Board – Developing Market Practice Management Working Group.

He has presented at international conventions such as the UK Institute of Financial Planning, and the South African Institute of Financial Planning conferences; in 2016 had consulting engagements in 18 countries including diverse locations such as India and Germany.

David remains the only adviser in Australia to be awarded the two prominent awards – Australian Financial Planner of the Year (2005), and Australian Best Practice of the Year (2004).

Whilst at Shadforth, he originated and on-boarded more new clients, more FUM, and more revenue than any other of the 120 advisers, each and every year, of the 4 years he advised post-merger, before moving into an advice leadership and coaching role in

2012, where he was able to implement a program that took national client conversions from 25% to 67% in 12 months, on double the average FUM rate of the previous 4 years.

Having departed Shadforth in 2015, he has established Global Adviser Alpha – a B2B consultancy helping leading global advice businesses become world class and achieve outstanding results for all stakeholders.

In 2017, David launched a book titled, *The Life-First Advisor – How the new financial coach connects ‘money’ with ‘meaning’*.

# KIM PAYNE

**'The Best Marketers Win!'**

**Wednesday 8 August – 1:20 PM**

**'Master Your People Skills to be a Great Adviser'**

**Thursday 9 August – 1:30 PM**



Managing Director of 9Rok Consulting Co-founder of 3Genies Animations

Kim has a self-confessed addiction to all things business, finance and marketing – which makes a powerful combination when it comes to helping people get rewarded for owning, operating and growing a financial advice business.

As a business coach, speaker and trainer, Kim has spent decades helping thousands of financial advisers, mortgage brokers, risk specialist, stockbrokers and accountants weave their magic and have a profound impact on the lives of their clients.

As a former financial adviser and running two of her own businesses in financial services, she understands the frustrations that can hold businesses back.

Whether it's a lack of control, not enough time, stagnating profits, too few clients, inefficient operations, or plateauing growth, she gets it. And she knows how to fix it.

Whether she is touring around the speaking circuit, commenting in the media, delivering group workshops or privately coaching her awesome clients, one of her passions is helping advisers grow their business by better explaining how valuable they are so clients understand.

This way, everyone wins. And that rocks!

# STEVE ELLIS

**'A Territory Adventure'**

**Wednesday 8 August – 8:00 PM**



In 2001 Steve Ellis was the guy that didn't climb Mount Everest. But he was the person that held an expedition together and made sure when each team member walked out of his camp at 6500 meters, they left with the same chance (or better) of reaching the summit as any other person on the mountain. Steve was acting as the Base and Advanced Base Camp Manager for the successful Australian Army Alpine Association 2001 expedition to climb Mount Everest from Tibet.

From training for altitude in the flat tropics of Darwin, losing team members during the lead up training in Nepal, getting a team member to the summit and retuning to Nepal during the turmoil of the death of the royal family.

Steve's talks are an inspiring, personal, humorous and at times, brutally honest look at the inner workings of a team at altitude, the challenges, frustrations and hardships they

faced to achieve the goal of getting someone to the summit of the highest mountain in the world and back down safely

A local of the Territory for over 24 years Steve has worked as a tradesman on mine sites and oil rigs between working around the world for many years as a Professional wilderness guide. In his spare time he is involved with the reserve army as a senior survival instructor with Norforce and leads trips on the Kokoda track in PNG and other places around the globe

In 2003 he was awarded the Centenary Medal of Australia for his efforts on the Everest expedition.

# NICK MITCHELL

**'Netwealth Fintech Survey'**

**Thursday 9 August – 8:15 AM**



Nick Mitchell has been of Head of Distribution at Netwealth since December 2016, overseeing the platform and managed accounts Sales team. He previously held positions in Melbourne as State Manager at BT Investment Management, Senior Business Development Manager at BNP Paribas Investment Partners, Communications Manager at WHK Group, and as an Administrator at Ennismore Fund Management (London).

Nick holds a Diploma of Financial Planning and a Masters of Applied Finance.

# ADRIAN JOHNSTONE

**‘A Day in the Life of a Fintech-Savvy IFA’**

**Thursday 9 August – 9:05 AM**



Adrian has consulted extensively on how to maximise the value of technology for customer experience, operational efficiency and profit to Australia's top financial institutions, a mix of progressive advice businesses and industry superannuation funds.

As a Fintech co-founder, he speaks from direct experience on the challenges and opportunities the sector presents to advice firms. As 'The Fintech Adviser', Adrian provides advisory services to firms looking to see beyond the marketing hype to deliver quantifiable business results.

# STEPHEN HANDLEY

**‘Unlocking the Hidden Gems in Microsoft Office’**

**Thursday 9 August – 10:25 AM**



Managing Director of miPlan Financial Services and Founder & CEO of FinPal

Stephen's diverse career has seen him work in the mining, technology, financial services & hospitality industries. As well as corporate giants BHP, Texas Instruments and Microsoft he has worked for start-ups, the family financial planning business and owned/operated a highly awarded boutique accommodation. He has a masters degree in music engineering and, prior to the arrival of 3 children, could frequently be found gigging at his favourite Seattle pub. He is currently managing director of miPlan Advisory and CEO of FinPal, two businesses which combine his passion for technology with his desire to deliver higher quality financial advice to an increased number of Australians.

# CANDICE WILLIAMS

**'How to Bring in New and Existing Clients on Autopilot Using Online Marketing'**

**Thursday 9 August – 11:30 AM**



Candice is an online marketing and lead generation expert specialising in Facebook Advertising and Google Adwords.

In 2017 Candice worked with over 200 small to medium business owners to create lead generation campaigns and her team took 7 startup companies to over 7 figures in sales using their online marketing strategy.

Candice started her online digital advertising company 13 years ago after starting one of the first online bridal stores and selling it for 6 figures after 18 months in operation.

Candice now runs her agency W1N Digital and also is the owner of a local beauty salon so is experienced in generating clients and customers at an international level and a local level.

# Steven Prendeville

**‘What’s your Practice Worth?’**

**Thursday 9 August – 2:15 PM**



I am the company founder and director of Forte Asset Solutions Pty Ltd (Forte). Forte’s core activity is selling financial services businesses.

I have enjoyed a successful 30 plus year career in financial services. I began my career in New Zealand, then England working first in banking and then in stockbroking. In 1987, I became Australia’s youngest certified investment planner (ACIP). My roles included client advice and subsequently senior management.

I established the Dealer Group National Mutual Financial Planning in Victoria in 1991. I joined First State Funds management in 1993 and presided over Victoria’s growth from \$40 million pa inward flow of funds to more than \$1 billion pa.

I then accepted a global partnership in Deloitte Touche Tohmatsu, where I held the position of Director and CEO of Deloitte Financial Services (DFS), a national High Net Worth dealer group. After re-engineering the business, I completed the successful sale of DFS in 2001, managing the transition until late 2002.

After a 12- month sabbatical I came back to the industry and created Australia’s first specialist financial services M & A group Kenyon Prendeville. I co-founded Kenyon Prendeville in 2003. Kenyon Prendeville was the first M&A business specialising in financial services and it went on to be the predominant broker until 2011. I split the partnership in May 2011 to create Forte Asset Solutions Pty Ltd.

Over the last 15 years’ experience, to the best of my knowledge, I believe I have facilitated more Financial Planning business sales in Australia than any other individual in Australia.

I am an active media commentator and public speaker on all issues affecting financial services businesses, especially financial planning businesses and Dealer groups. I have been published in the Industries leading publication IFA approx. 9 times in 2017. There are 2,425 active subscribers to my Forte newsletter.

In the last few years I have been a speaker at the following conferences – AIOFP international conference in Shanghai 2015, AIOFP 2017 Tokyo and speaker at the AIOFP National Conferences since 2004 (speaker at the national conference for the last 13 years), Independent Financial Advisers Strategy Day 2014/15/17/18, IFA Masterfund Conference 2015/2016/2017, Boutique Association Conference 2105/2016, FPA National Congress 2016, AFA National Conference 2017, GPS National Roadshow 2017 and others.

I have been a judge for the IFA Excellence Awards every year since 2014 to present in multiple categories –

1. Risk Adviser of the Year
2. Best New Licensee
3. Boutique Group of the Year
4. Dealer Group of the Year
5. Rookie of the Year
6. Boutique of the Year

I have also been a judge for the 2015/2016/2017 and 2018 Australian Accounting Awards in the categories of-

Firm less than \$1bn of the Year

Boutique Firm less than \$10M of the Year

Diversified Firm of the Year

Partner less than \$1bn of the Year

I am a member of the International Association of Consultants, Valuators and Analysts.

I am recognized by the Financial Services Industry as an expert.

I have run, managed and sold national dealer groups, financial planning and multi-disciplined businesses in Australia and thus my valuation work is not just theoretical but overlaid with actual business sales that I have personally facilitated.

# ADAM ELLIOT

**‘Realising and Seizing Opportunities’**

**Thursday 9 August – 8:00 PM**



Academy Award Winner. Unique Inspirational Australian Story. One very entertaining and memorable speaker! Adam Elliot is not only the Academy Award-winning Animator of Harvie Krumpet, but also one of Australia’s funniest, unique, refreshing speakers and after dinner raconteurs. A classic underdog tale, he has told his witty and inspiring life story to over 500 groups here and abroad. The big question...does he bring his Oscar to his talks?

The son of an acrobatic prawn farmer, over the last decade Adam has spoken at virtually every type of event and conference, from the giants at Google and Apple to a bunch of hairdressers in Borneo. He leaves audiences thoroughly entertained, energised and worked out.

Far from an overnight success, Adam spent years animating blobs of plasticine in a rundown storage unit in searing summer heat and freezing Melbourne winters. Despite running out of money, being dumped by his partner, moving home with his parents, and ending up on the dole, he was determined to finish Harvie Krumpet no matter what the odds.

Yes, Adam always brings his Oscar with him, and accompanied by a dazzling slide presentation, he gives a blow by blow account of his Oscar experience in Hollywood and how he took on the giants at Disney, Pixar and Fox to win his Academy Award.

Adam has made new films since winning the Oscar with some of the world’s leading actors that includes Geoffrey Rush, Philip Seymour Hoffman, Eric Bana, Toni Collette, and Barry Humphries. Viewed by millions of people around the world his six films have participated in over eight hundred film festivals and won over 100 awards. In 1999 he was the Young Achiever of the Year for Victoria and is a voting member for the Annual Academy Awards. He was recently declared a Melbourne Icon by the Lord Mayor of Melbourne and is currently developing his new feature film due for release in 2020.

# SIMON GRIFFITHS

**‘Who Gives a Crap?’**

**Friday 10 August – 9:10 AM**



Simon is an engineer and economist turned social entrepreneur. In 2007, after turning down his dream job offer as a corporate high-flyer, he moved from Australia to South Africa to immerse himself in his true passion: development aid. There he discovered that the biggest problem faced by NGOs and social entrepreneurs is a lack of funding.

Driven by a passion to use business to give back, in 2010, Simon had the idea to start a toilet paper company that builds toilets in the developing world. In 2012, he launched Who Gives A Crap with a crowdfunding campaign, agreeing to sit on a toilet on a live web feed until he had pre-sold the first \$50,000 of toilet rolls. The multi-award winning launch attracted global media attention and generated over \$1 million of PR value.

Since launching, Who Gives A Crap has tripled in size year-on-year without any marketing or advertising spend. As of January 2015, Who Gives A Crap had provided more than 50,000 people with access to a toilet for one year.

Simon is also well known as the co-founder of Shebeen, a non-profit bar in Melbourne's CBD that opened in February 2013 and ran for 3.5 years. Shebeen sold exotic beer and wine from the developing world, with 100% of the profit from each sale going to a development project in that drink's country of origin.

Simon is one of Australia's most prominent social entrepreneurs. His work has been covered by countless media outlets around the world, including The Huffington Post, MTV and The Stanford Social Innovation Review.

# KEITH SUTER

**‘What does the Future Hold?’**

**Friday 10 August – 10:10 AM**



Since moving to Australia from London in 1973 at the age of 25, Dr. Keith Suter has achieved three doctorates. The first of these was about the international law of guerrilla warfare (University of Sydney), and the second about the social and economic consequences of the arms race (Deakin University) and a third doctorate on scenario planning (Sydney University).

He has been appointed to many prestigious roles throughout his career, including Chairperson of the International Humanitarian Law Committee of Australian Red Cross (NSW), Chairperson of the International Commission of Jurists (NSW), Director of Studies at the International Law Association (Australian Branch) and Managing Director of the Global Directions think tank.

He has also been a member of the prestigious Club of Rome since 1993. The Club is “an informal association of independent leading personalities from politics, business and science, men and women who are long-term thinkers interested in contributing in a systemic interdisciplinary and holistic manner to a better world. The Club of Rome members share a common concern for the future of humanity and the planet.” The club has only 100 members, with Mikhail Gorbachev amongst them.

In 1999, Keith was made a Life Member of the United Nations Association of Australia in recognition of his service. At various times from 1978 to 1999, he served as the national president of the organisation and took on the roles of the WA and NSW state president.

Keith was the President of the Centre for Peace and Conflict Studies (1991-1998) at the University of Sydney, and was a Consultant on Social Policy with the Wesley Mission’s for 17 years. In addition, he served as a consultant for a number of other organisations, with a focus on local and international issues.

He is also an active member of the Australian Institute of Company Directors, and his activities include conducting monthly webcasts with business leaders. He frequently appears on radio and television discussing politics and international affairs.

Amongst Keith's many books are "All about Terrorism: Everything you were afraid to ask" and "Global Order and Global Disorder: Globalization and the Nation-State" and "50 Things You Want to Know About World Issues... But Were Too Afraid to Ask."

He is a highly experienced, professional and awarded presenter of ideas, with topics including ethics, world affairs, globalisation, mining, global warming, leadership, the future, and corporate governance. Engaging in style, Keith's discussions are always very topical and audience-specific