

Wealth Management

Propelling the industry forward for sustained growth and economic well-being post regulatory implications

Stamford Plaza Double Bay, Sydney

3rd & 4th September 2007

"Wealth is the product of man's capacity to think."

Ayn Rand

Life is full of uncertainties. Making money work for those who stop working for money seems to be the challenge. Therefore it is imperative to implement strategies that are captivating bearing in mind the legislative and regulatory changes that underlie them.


marcusevans

Your distinguished chairpersons:

Clive Perring Director
International Centre for Financial Services
University of Adelaide

Professor Ralf Zurbruegg Chair in Finance
University of Adelaide

Attend this premier event to gain insight into:

- Capturing your market share of the growing population of millionaires in the country
- Analysing the most attractive investment in the country - the Superannuation sector, especially after the changes from 1st July 2007
- Formulating a winning strategy of wealth management in order to meet the HNW market demands and expectations
- Examining and rethinking the new role of fund managers
- Developing alternative models and strategies of investments to attract and retain your clients
- Analysing the fee v/s commission debate - a reasonable solution or option.
- Exploring the need and fear of international investments - an insight into the emerging markets of India and China
- Networking between Institutional and individual investors with the industry
- Future Gazing - accounting for the previous years and preparing for the optimistic future

Featuring expert presentations and case studies by:

Ross Jones Deputy Chairman
Australian Prudential Regulatory Authority (APRA)

Dr. John Edwards Chief Economist
HSBC Bank Australia Ltd

Paul Kofod General Manager
Commonwealth Private Bank

Brian Watt Divisional Director - Private Bank
Bank of New Zealand

Peter Lucas Executive Director
Macquarie Bank Ltd
Winner of the Knowledge & Service Industry Expansion Award at the UK Trade and Investment Business Award 2006

George Kogios Director
Combined Fund

Stuart James Associate Director
Aberdeen-Asset Management
Winner of the Money Management, Fund Manager of the Year 2007 award for Emerging Market Equity

Keith Ince Head of Asset Management
Credit Suisse Asset Management (Australia) Ltd

Brian Thomas Head of Retail Funds Management
Perennial Investment Partners

Simon Elimelakh Head of Quantitative Analysis
BT Financial Group

Bryan Ashenden Wealth Management Expert
Asgard - St George Bank Ltd
Winner of Super/Pension Platform of the year at Financial Review's Smart Investor magazine Blue Ribbon Awards 2006

Alvin Wilkinson Principal Portfolio Manager
Pengana Capital Ltd
Winner of the Rising Star Award at the Money Management Fund Manager of the Year 2006

Brian Parker Investment Strategist
MLC Investment Management (NAB)
Winner of the Best New Product of the Year 2006, at the Rainmaker Marketing Excellence awards for Long Term Absolute Return Portfolio

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Supporting Publication



Monday 3rd September 2007

0800 Morning coffee and registration

0830 Welcoming address from the Chairperson

Clive Perring Director

International Centre for Financial Services - University of Adelaide

0900 Session One – Keynote presentation

Wealth, the economy and politics: Exploring the economic outlook for Australian wealth

After a fifteen-year expansion, which has seen Australian household wealth more than double, household balance sheets become more complex, and wealth management become one of the fastest growing industries, Australia now faces a national election. What are the prospects for this expansion continuing? This session aims to leap into the future addressing issues such as:

- Monitoring the key changes that affect the industry and capitalising on the positive changes for further growth
- Analysing the equity market scenario after elections - predictions for the coming year
- Managing the regulators demands and concerns along with market demands.
- Reviewing the possible effects on the wealth industry with a change in the government.

Dr. John Edwards Chief Economist
HSBC Bank

0945 Session Two – Case Study

Identifying real opportunities and understanding investor's needs

- Investment vehicles have grown significantly but what do investors need?
- Choosing the right benchmarks for alternative investment objectives
- Discovering the continuing evolution of investment in Australia

Brian Parker Investment Strategist
MLC Investment Management (NAB)

1030 Morning refreshments and networking break

1100 Session Three – Case Study

The changing face of Australia's HNW market and its impact on the private banking and wealth management industry

- More millionaires: How can private banks and wealth managers capture this emerging HNW market?
- Investigating the demographics and dynamics of the global HNW market
- Exploring the private banking and wealth management needs of Australia's future HNW individuals
- What are the particular challenges of targeting the mass affluent investor?
- Formulating a winning strategy to target the wealthy

Paul Kofod General Manager
Commonwealth Private Bank

1145 Session Four – Case Study

Brandvantage: Establishing a brand image to attract private investors

- Evaluating the importance of brand utilising the power of branding
- Strategically differentiating yourself from competitors
- Creating a brand within the organisation in terms of products and people.
- Developing a differentiation strategy to win and retain HNW clients

Brian Watt Divisional Director - Private Bank
Bank of New Zealand

1230 Luncheon

1330 Session Five – Expert Insight

The post licensing Superannuation environment

The superannuation industry has undergone enormous structural change over recent years. The session highlights:

- Key issues regarding compliance
- Unit pricing and fund management issues
- The aftermath of regulatory changes
- The impact on superannuation levies

Ross Jones Deputy Chairman

Australian Prudential Regulatory Authority (APRA)

1415 Session Six – Case Study

Using alternative investments in SMSFs to generate regular income

Super can be a great way to accumulate wealth and many pre-retirees may be looking to for ways to enhance the income stream for retirement. This session will identify various ways to use alternative investments to generate income within Super:

- The various alternative investments available
- Key features of these investment opportunities
- The risks associated with the above
- Case study: an example of a SMSF using alternative investments to enhance returns and risk.

Peter Lucas Executive Director

Macquarie Bank Ltd

1500 Afternoon refreshments and networking break

1530 Session Seven – Panel Discussion

Flexibility in fee structures: Discussing the ongoing fee vs. commission debate

- Examining regulatory regime and the fee structure
- Performance-based fees and its suitability
- Comparison of fee structures across the globe
- Value Based Pricing – how to calculate the price and articulate to the clients?

Panelists:

Paul Kofod General Manager

Commonwealth Private Bank

Peter Lucas Executive Director

Macquarie Bank Ltd

Facilitated by:

Clive Perring Director

International Centre for Financial Services - University of Adelaide

1615 Session Eight – Case Study

Super Baby Boomers – Conquering the new generation of old customers

It's the era of baby boomers – an entire population of retiring individuals who either reinvest in their own businesses or are falling prey to lack of suitable retirement plans. This creates a massive opportunity for the Super industries to attract them into their arena by structuring themselves accordingly, keeping the management interest in mind. This session addresses this generation and highlights the key strategies:

- Viewing the ageing population as a booming market to capitalise on
- Making Superannuation a vehicle for retirement income
- A retirement plan after 55 – Super contribution v/s withdrawals and pension
- Identifying the pros and cons of self-managed super funds - an option and/or an attractive vehicle

Bryan Ashenden Wealth Management Expert

Asgard - St George Bank Ltd

1700 Closing remarks from the Chair and end of Day One

Who must attend

- Chief Executive Officers
- Presidents/Vice Presidents
- Principals
- Managing Directors
- Portfolio Managers
- Asset Managers
- Financial Planners
- Chief Financial and Investment Officers
- Directors
- General Managers
- Heads of Private Bank/Clients
- Fund Managers
- Advisors
- Senior Analysts

From:

- Corporate/Retail Banks
- Investment Management
- Pension Fund Management
- Asset Management
- Private Equity
- Family Offices
- Wealth Management
- Superannuation Companies
- Boutique Fund Management
- Portfolio Management
- Accounting Firms
- Law Firms

Tuesday 4th September 2007

0815 Morning coffee and registration

0830 Opening address from the Chair

Professor Ralf Zurbrugg Chair in Finance
University of Adelaide

0845 Session One – Expert Insight

50 years of investments in Australia: What can we learn?

- Historical returns may or may not be repeated
- Shares vs. Bonds vs. Cash: Which asset class is 'better'?
- Is Buy-and-Hold the best strategy?
- From \$100 to millions: All you need is a Crystal Ball
- Reality check: How inflation and transaction costs affect your returns

Simon Elimelakh CFA, F Fin, Head of Quantitative Analysis
BT Financial Group

0930 Session Two – Case Study

Global Volatility - opportunity and Risk Management

Volatility may be traded through derivative instruments to generate alpha and manage risk. It can be particularly effective in hedging catastrophic risk and generating returns that are uncorrelated with traditional investment markets and strategies. This session will answer the following questions:

- What is global volatility and how do we define it?
- Is volatility a separate asset class?
- What products are available to trade volatility?
- What investment strategies exist and what are their characteristics?

Alvin Wilkinson Principal Portfolio Manager
Pengana Capital Ltd

Alvin Wilkinson led the development of volatility futures, known as 'VIX futures'. Alvin is the past director of the Chicago Board of Exchange

1015 Morning refreshments and networking break

1045 Session Three – Case Study

Hedge funds linked structured products: What are investor's new expectations

- Key features of alternative investment strategies
- The historical product: Dynamic allocation structures
- Shorter maturity products - analysing option based structures
- Identifying the latest alternatives in structured products.

Keith Ince Head of Asset Management
Credit Suisse Asset Management (Australia) Ltd

1130 Session Four – Case Study

Alternative investment strategies: new asset classes from private equity to real estate

- Diversified private portfolios - assessing the growing shift from equity market to alternative investments
- Identifying the risks of investment options within the country in comparison to the global market
- Real estate market –examining its rising power in the investment industry
- Examining personal budgeting and reinvestment of residual income as an effective alternative investment

George Kogios Director
Combined Fund

1215 Luncheon

1315 Session Five – Case Study

Identifying the opportunities and risks of investing in emerging markets

- Introducing the BRIC countries as the emerging economic giants
- An in-depth analysis of Australia's closest counterparts, India and China
- Specifying the risk attached to investing in emerging economies
- Should there be emphasis on investing even at retail level? How should investors seek to have exposure?
- Exploring the outlook for emerging markets

Stuart James Associate Director
Aberdeen Asset Management

1400 Session Six – Panel Discussion

Will the Disciplines of the Institutional Market apply to the Private Market?

- Analysing the various characteristics of an Institutional Market, such as market risk, liquidity, volatility, past performance, as against the Private Market
- Comparing the fiduciary responsibility of handling the client capital between the two markets
- Examining the demand for absolute returns by private wealth clients vs. traditional performance against benchmarks for institutional market

Panelists:

Brian Thomas Head of Retail Funds Management
Perennial Investment Partners

Brian Watt Divisional Director-Private Bank
Bank of New Zealand

Simon Elimelakh Head of Quantitative Analysis
BT Financial Group

Facilitated by:

Professor Ralf Zurbrugg Chair in Finance
University of Adelaide

1445 Afternoon refreshments & networking break

1515 Session Seven – Case Study

Developing an effective risk management framework which matches performance with downside protection

- Balancing product innovation with protecting your clients' downside performance
 - Examining the main areas of concern for HNW clients regarding risk management
 - How to develop a risk management strategy based on the sophisticated investment objectives of HNW investors
- Speaker to be advised

1600 Session Eight – Expert Insight

Equity envy, mega liquidity and legislated hysteria - where will it all end?

The Government, dating back to 1986 has encouraged the growth of super with an unexpected positive boost in the 2006 Budget driving a frenzy of financial services, advertising and promotions in 2007. At the same time, planners and fund managers are equalising their interest in their businesses. Add unprecedented levels of global liquidity and private equity activity and you have an interesting mix. This session will focus on how these events will shape our financial services industry over the next decade covering:

- Australia - sophisticated and going where?
 - Trends in funds management businesses
 - Trends in distribution
 - Prophecy of the Australian wealth industry
- Brian Thomas** Head of Retail Funds Management
Perennial Investment Partners

1645 Closing remarks and end of conference

Why you must attend

Wealth management is the most profitable and fastest growing niche in financial services, and its definition is changing. Australia, as one of the fastest grown economies, is said to lead the industrialised nations including the United States, Canada, Britain and Germany on Wealth Management and Private Banking Sector.

The growth in the Superannuation sector has coincided with significant changes in the financial advice and funds management industry. The recent changes to superannuation laws have created a rise of expectation in the market in terms of investments. The Australian industry being young has already become strong by its size. The need and demand for financial advice increases as the wealth and savings of Australians continue to grow, especially surrounding the growing population of HNWI within the country.

This conference is aimed at identifying the critical areas of concern and relevant procedures that needs to be analysed, and successfully formulating strategies to target the emerging market of wealthy individuals with the ultimate aim of developing a sustainable competitive edge.

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Madhavi Ganeshan, Conference Producer

Wealth Management

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- Standard Conference Fee** AUD3093.80 + VAT/GST (if applicable)
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* These discounts may not be used in conjunction with any other offer.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. Please contact **Joanne Bradley** on +61 2 9238 7200

Register Now

Contact Elsbeth de Ridder at **marcus evans**

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Code:E

Date: 3rd & 4th September 2007

Venue: Stamford Plaza Double Bay, Sydney

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www.marcusevans.com

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7. Governing law: This Agreement shall be governed and construed in accordance with the law of New South Wales and the parties submit to the exclusive jurisdiction of the Courts in Sydney. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.

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