



**ADVISER
RATINGS**
research

2018 Australian Financial Advice Landscape

2018 Australian Financial Advice Landscape

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- Economy
- Population
- Income

Survey Method

The 2018 Australian Advice Landscape incorporates Adviser Ratings proprietary data, survey information and census data. The detailed analysis is based on an online survey of financial advisers conducted between 22 November 2017 and 13 December 2017. The survey covered a wide set of variable information.

A total of 1,115 valid responses to the survey were received across 285 licensees after data cleaning and de-duplication. The maximum sampling error (centre of the range) at the 95% confidence interval for this sample is +/-2.8%.

2018 Australian Financial Advice Landscape

Key Geographic Regions

Adviser Ratings data supplied on the following 59 regions, including economy, population and income snapshot of each region.

New South Wales

- | | | |
|--|--|--|
| - Capital Region | - Newcastle and Lake Macquarie | - Sydney-North Sydney and Hornsby |
| - Central Coast | - Riverina + Murray | - Sydney-Northern Beaches |
| - Coffs Harbour-Grafton + Richmond-Tweed | - Southern Highlands and Shoalhaven | - Sydney-Outer West and Blue Mountains + Outer South West + South West |
| - Far West and Orana + Central West | - Sydney-Baulkham Hills and Hawkesbury | - Sydney-Parramatta |
| - Hunter Valley exc Newcastle | - Sydney-City and Inner South | - Sydney-Ryde |
| - Illawarra | - Sydney-Eastern Suburbs | - Sydney-Sutherland |
| - Mid North Coast | - Sydney-Inner South West + Inner West | |
| - New England and North West | | |

Queensland

- | | | |
|-----------------------|-------------------------|-------------------------------|
| - Brisbane-East | - Cairns | - Moreton Bay-(North + South) |
| - Brisbane-North | - Darling Downs-Maranoa | - Sunshine Coast |
| - Brisbane-South | - Gold Coast | - Townsville |
| - Brisbane-West | - Ipswich | - Wide Bay |
| - Brisbane Inner City | - Mackay + Fitzroy | |

Victoria

- | | | |
|---------------------|---|--|
| - Ballarat | - Melbourne-Inner | - Melbourne-South East + Mornington Peninsula |
| - Bendigo | - Melbourne-Inner East | - Melbourne-West |
| - Geelong | - Melbourne-Inner South | - North West + Murray + Warrnambool and South West |
| - Hume | - Melbourne-(North + North East + North West) | - Shepparton (inc. Seymour) |
| - Latrobe-Gippsland | - Melbourne-Outer East | |

Western Australia

- Bunbury + Mandurah
- Perth-Inner
- Perth-(South East + South West)
- Western Australia-(Outback + Wheatbelt)

South Australia

- Adelaide-Central and Hills
- Adelaide (North + West + South)
- Rest of South Australia

Tasmania

- Hobart
- Rest of Tasmania

Australian Capital Territory

- Australian Capital Territory

Australia regions determined according to ABS SA4 Categories

+ Where two SA4 regions are combined

2018 Australian Financial Advice Landscape

An infographic showcasing results for Adelaide - Central & Hills.
The full report spans 59 regions across Australia.

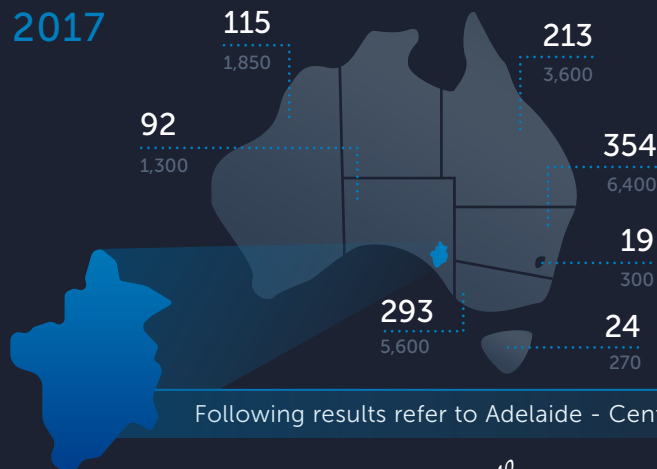
SURVEY DEC 2017

1,115

Total Respondents
To Survey

19,600

Total Active Advisers
In Australia



Adelaide - Central & Hills

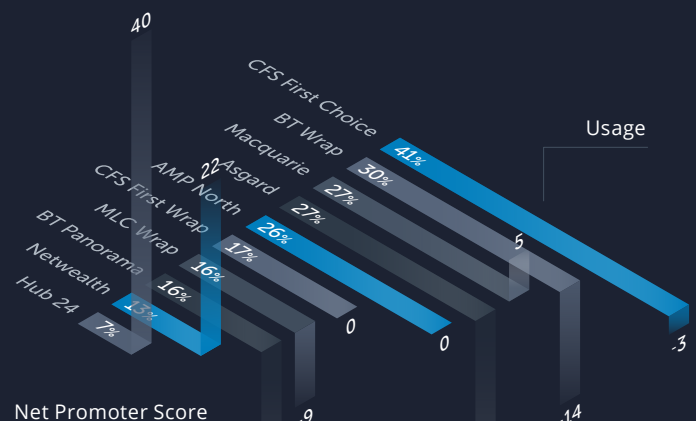
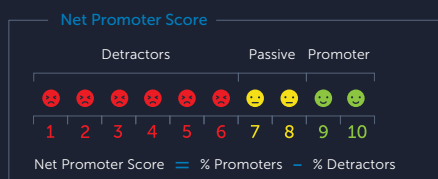
Advisers	70	1,227
Practices	62	542
Licenses	46	198
Survey		Total Population

The total number of active advisers is approximate and rounded for each state

Following results refer to Adelaide - Central & Hills

INVESTMENT PLATFORMS

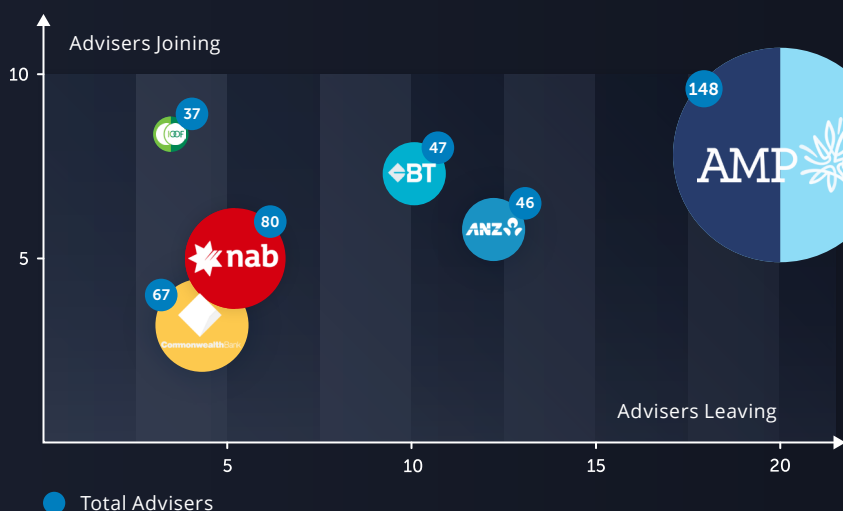
“ The independent investment platforms have growing penetration off a low base but exceptional adviser satisfaction ”



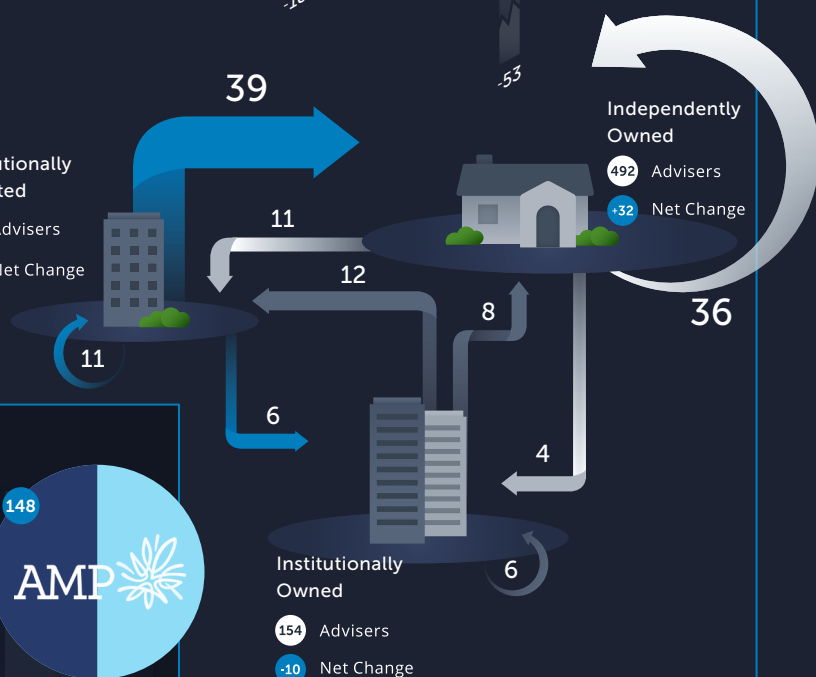
ADVISER MOVEMENT

Number Of Advisers
In Last 12 Months

“ Only IOOF experienced net positive inflows of advisers amongst the big 6 ”



Institutionally
Affiliated
355 Advisers
-22 Net Change



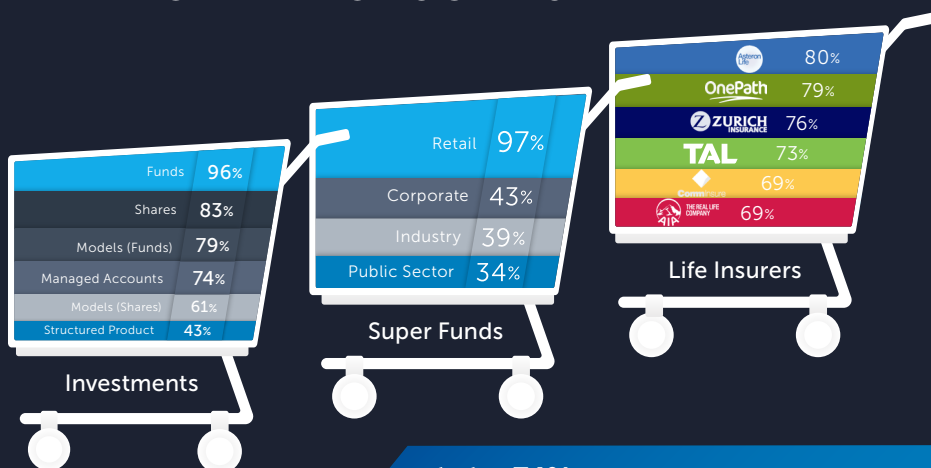
“ 80% of new advisers joined independently owned licensees ”

“ 13% of advisers moved licensee in last 12 months ”

VENDOR NET PROMOTER SCORE



APPROVED PRODUCT LIST



74% of advisers now have managed accounts on their menu

BUSINESS SIZE

Funds Under Advice

Average

Per Adviser

\$68m

Per Practice

\$113m



In Force Premiums

Annual Average

Per Adviser

\$626k

Per Practice

\$891k

18%

Don't advise on life insurance

CUSTOMER PROFILING

Customers Per Adviser

Adelaide

113

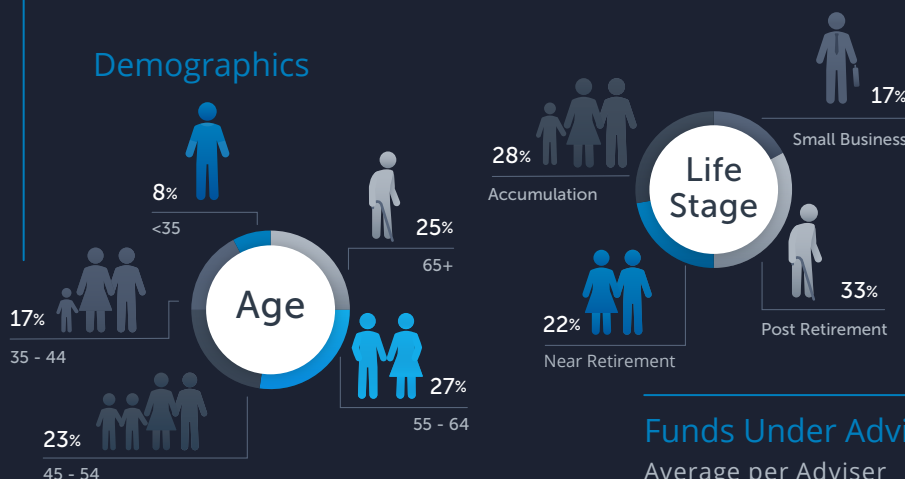


Australia

102



Demographics



Doing Business With SMSF

74%

Advisers With <20% Of Clients With SMSF

9%

Advisers With No SMSF Clients

17%

Advisers With >20% Clients With SMSF



Advisers With No SMSF Clients



Advisers With SMSF Clients >0%

Funds Under Advice

Average per Adviser