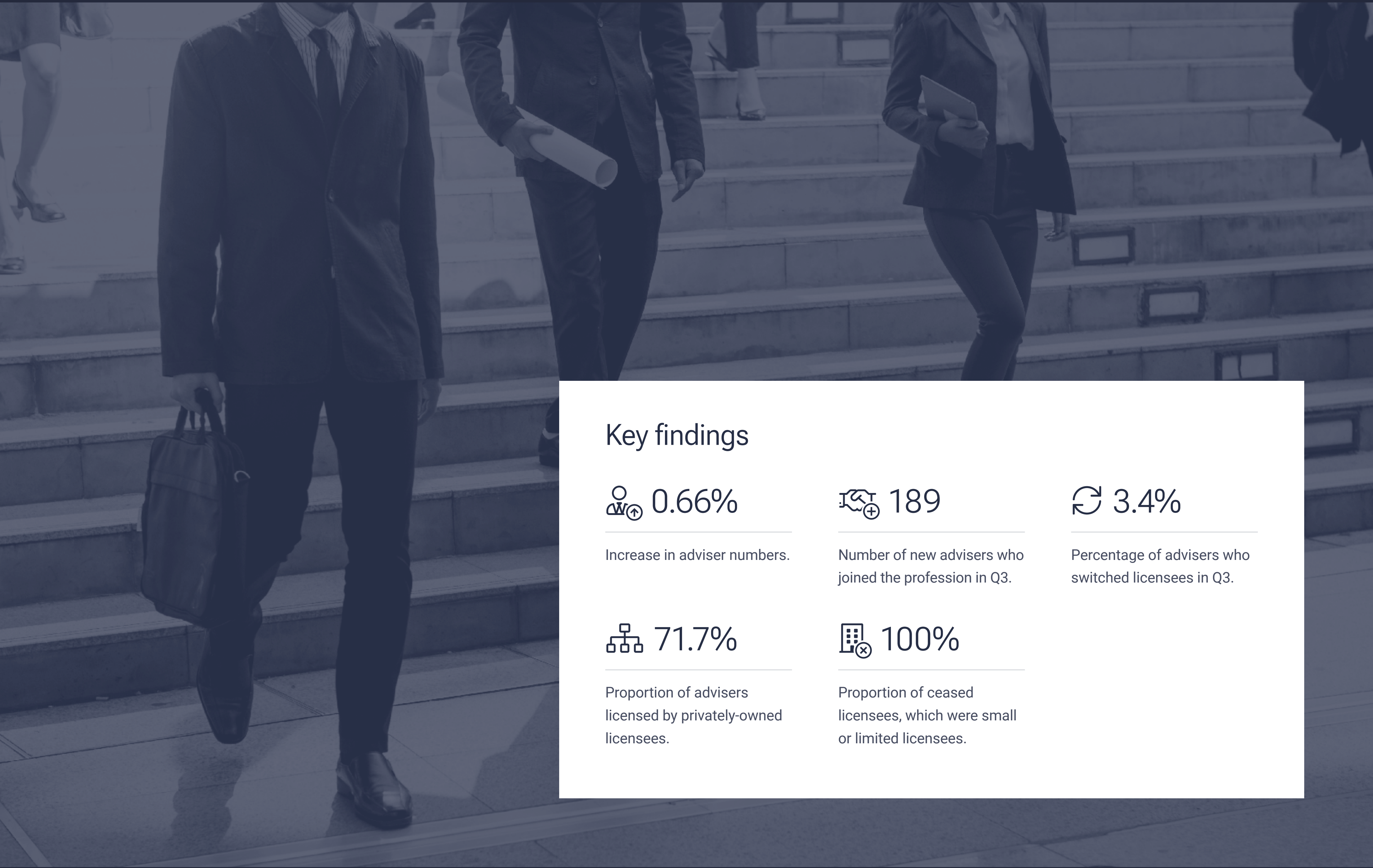
Q3
2024

Adviser Musical Chairs Report

Industry research on financial adviser and licensee movement

This research report offers insights that will help key market players, such as fund managers, super funds, life insurers, platform and software providers, to identify key focus areas to improve sales and marketing strategies. The financial planning and investment advice industry has undergone significant changes over the past ten years with the implementation of the Future of Financial Advice (FOFA) reforms. Financial advisers continuously enter and exit the industry, as well as switch from one licensee to another. This report shows some of Adviser Ratings' analysis and insight into these movements, for the benefit of those providing products and services to the industry.

BT | AR data | Adviser Ratings



Key findings

0.66%

Increase in adviser numbers.

189

Number of new advisers who joined the profession in Q3.

3.4%

Percentage of advisers who switched licensees in Q3.

71.7%

Proportion of advisers licensed by privately-owned licensees.

100%

Proportion of ceased licensees, which were small or limited licensees.

An industry-wide solution to a national problem

Three out of every four advisers surveyed for the *BT Adviser Sentiment Index 2024* cited 'finding and recruiting staff' as one of their key challenges.[1]

1. BT Adviser Sentiment Index. View source

The advice industry – and more broadly, financial services – compete against technology, accounting and other consultancy sectors for talent. To attract the best people into the advice profession, we need to think outside the box.

In September, BT and Striver launched a new online-based learning and development program to encourage more people to enter the financial advice profession.

BT's role in bringing the Striver Career Pathways Program to the industry is part of our commitment to address the advice shortage in Australia and improve access to quality financial advice for more Australians.

The Striver Career Pathways Program benefits the advice industry, but also employees in financial services aspiring to a career in advice, as they can potentially obtain support from employers to support their learning and development. I'm pleased to offer these career opportunities to people in BT, who will comprise the first intake.

We are always looking at ways in which we can advocate for and support a more diverse advice industry. In 2023 we launched the HerAdvice podcast and BT's HerAdvice Mentoring program. These initiatives aim to support women across the advice industry and hero their stellar careers to those embarking on an advice career. Striver is equally passionate about promoting the noble profession that is advice and are well-placed to help advice practices.

In fact, at BT, we implore the whole wealth management and advice industry to get behind initiatives such as the Striver Career Pathways Program. Together we can all contribute towards solving the advice shortage and make quality advice accessible for more people.

> *This year marks the tenth anniversary of BT Panorama. The launch of the Striver Career Pathways Program is a fitting way to celebrate this milestone, as we're looking to the next decade to see how we can continue to advocate for advice and invest in the next generation of advisers.*

Matt Rady
CEO, BT

Learn more about the program at the BT website:

Striver Career Pathways Program →

Industry overview

The start of the 2024-25 financial year has seen a net increase of 101 advisers (0.66%), the first positive increase in adviser numbers over the last 12 months. This was primarily driven by 189 new entrants being registered on the FAR and 160 ceased advisers from Q2 finding homes at new licensees to start the financial year. The remaining are returning advisers to the register.

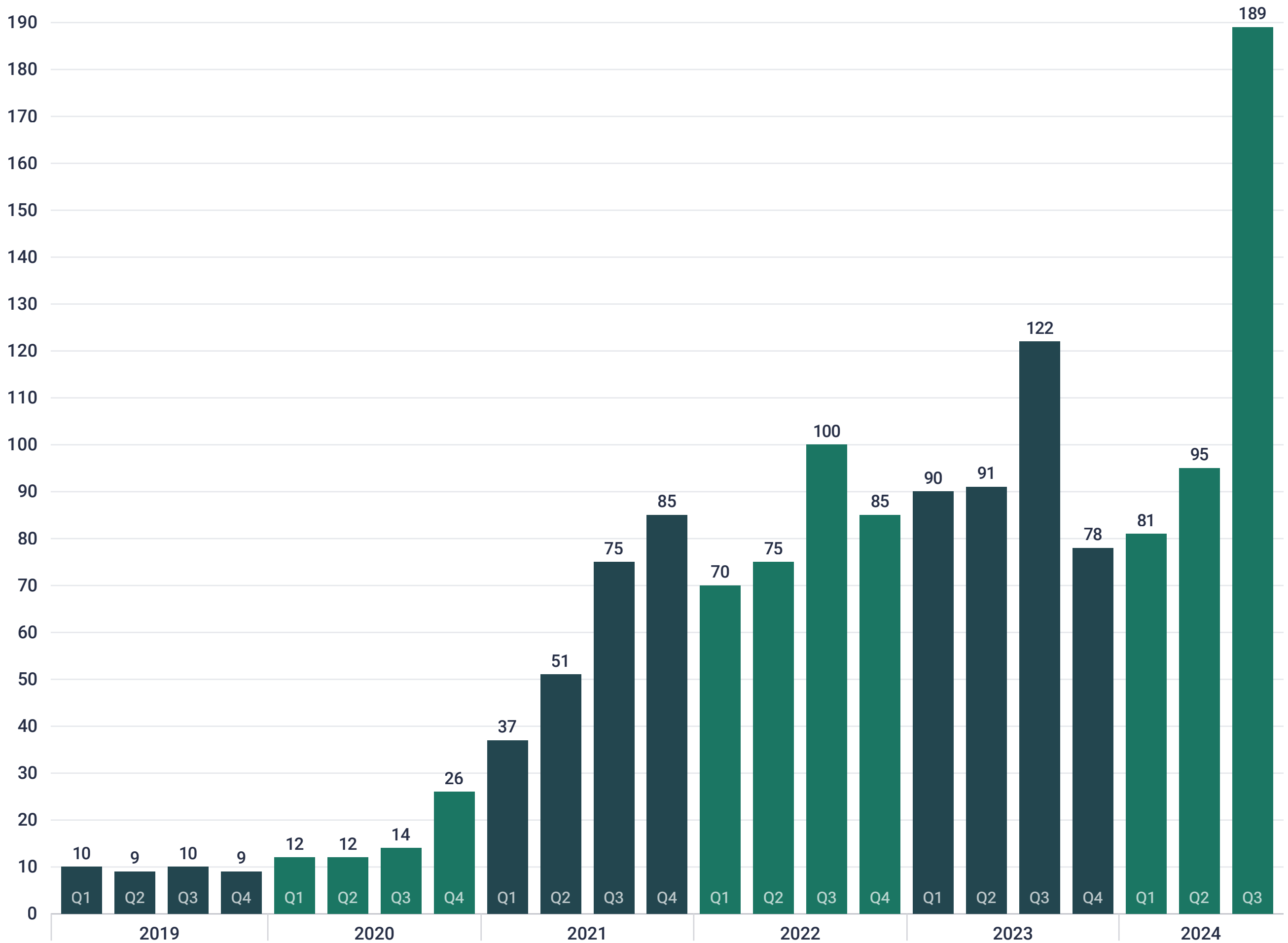
The increase in new entrants is a positive outcome for the profession and follows 165 candidates passing the June exam sitting and 143 passing the September sitting.

As can be seen, Q3 tends to show a jump in new entrants, but the 55% increase is a significant improvement on the 22% and 33% increases seen each of the last two years. With exciting new programs being developed, like the Striver Career Pathways Program, this positive momentum will hopefully continue to gather strength.

> *The start of 2024-25 saw a 0.66% net increase in adviser numbers, driven by 189 new entrants and a 55% rise in Q3 2024.*

New adviser registrations

Source: Adviser Ratings



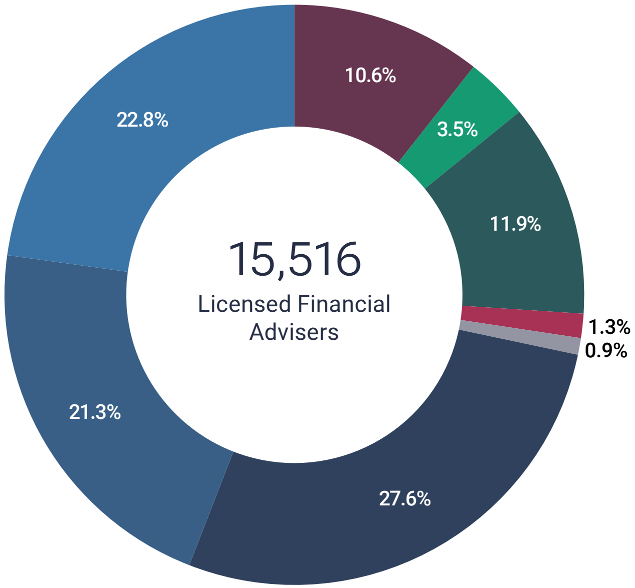
> *This quarter's other focus has been the big announcements in the large diversified licensee space.*

The finalisation of Insignia transferring Consultum and RI Advice to Rhombus saw a decrease of 509 advisers registered in diversified licensees to private licensees. Add this to the news of AMP selling their AMP Financial Planning, Hillross and Charter Financial Planning licenses to Entireti and AZ NGA's purchase of stakes 16 AMP Advice practices, which will shortly see an additional 800+ advisers transfer to a newly formed privately owned licensee. In combination, these movements will see diversified licensees reduce from 14.6% of the adviser population at the beginning of the financial year to around 5% by the end of 2024.

On a legislative front, the majority of the Quality of Advice Review reforms are under development by the Treasury, however with the Government committing to a Budget in March, preceded by a long summer hiatus for Parliament and the need to hold an election within six weeks of the March budget, it is unlikely that legislation will enter, let alone pass through Parliament this term.

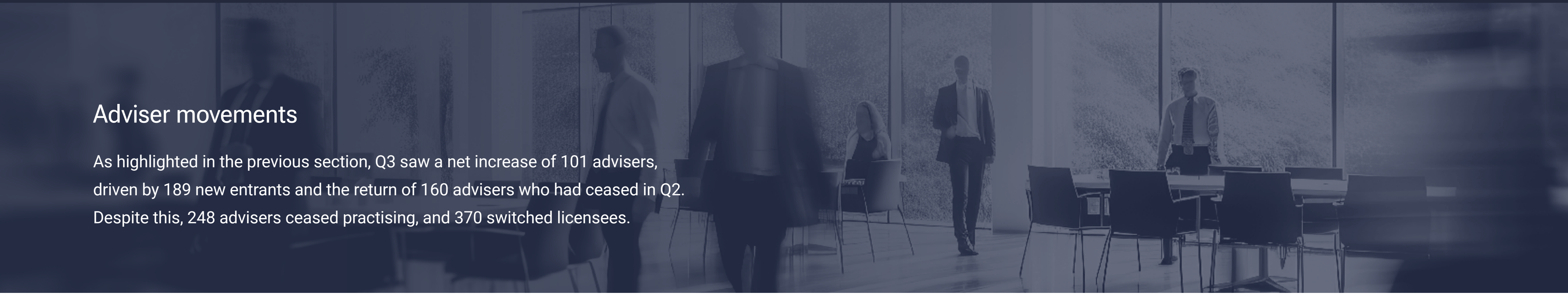
Industry overview Q3, 2024

Source: Adviser Ratings



Diversified	1,646	10.6%
Industry super fund / Not-for-profit	547	3.5%
Stockbroker	1,846	11.9%
Bank	209	1.3%
Limited licensee	144	0.9%
Privately-owned (1 - 10)	4,281	27.6%
Privately-owned (11 - 100)	3,302	21.3%
Privately-owned (100+)	3,541	22.8%

> *Key Quality of Advice Review reforms are delayed, with legislation unlikely to pass before the next federal election.*

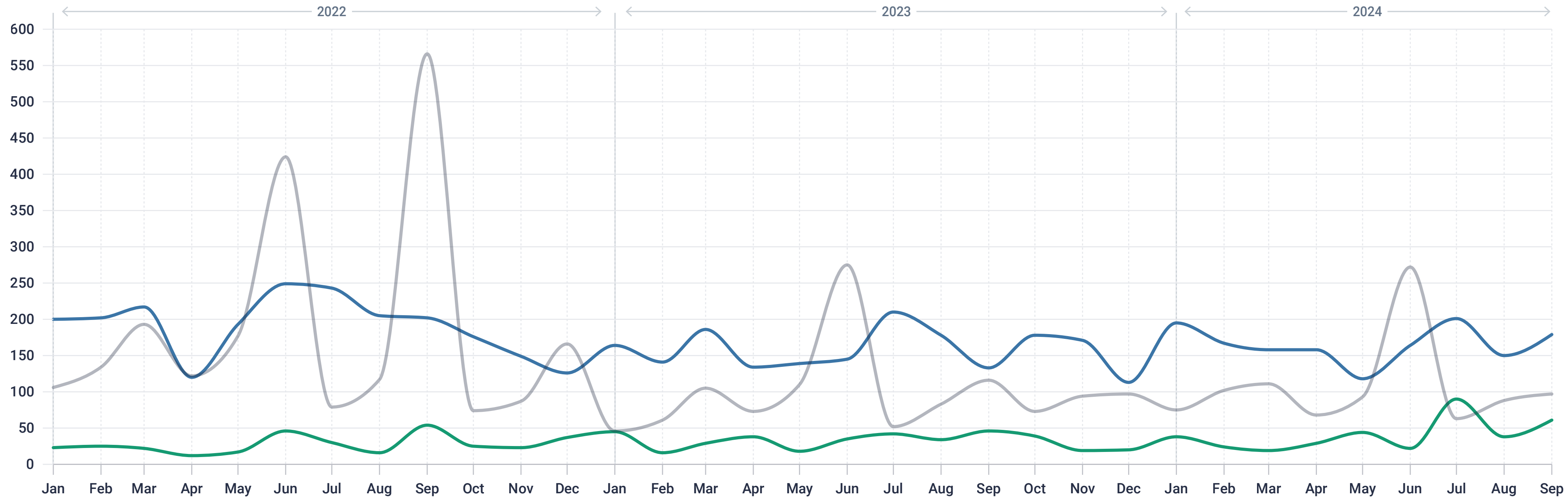


Adviser movements

As highlighted in the previous section, Q3 saw a net increase of 101 advisers, driven by 189 new entrants and the return of 160 advisers who had ceased in Q2. Despite this, 248 advisers ceased practising, and 370 switched licensees.

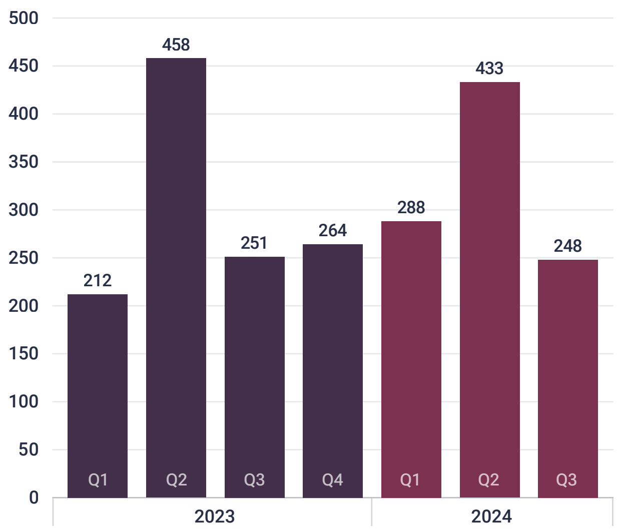
Adviser movements by type

Source: Adviser Ratings



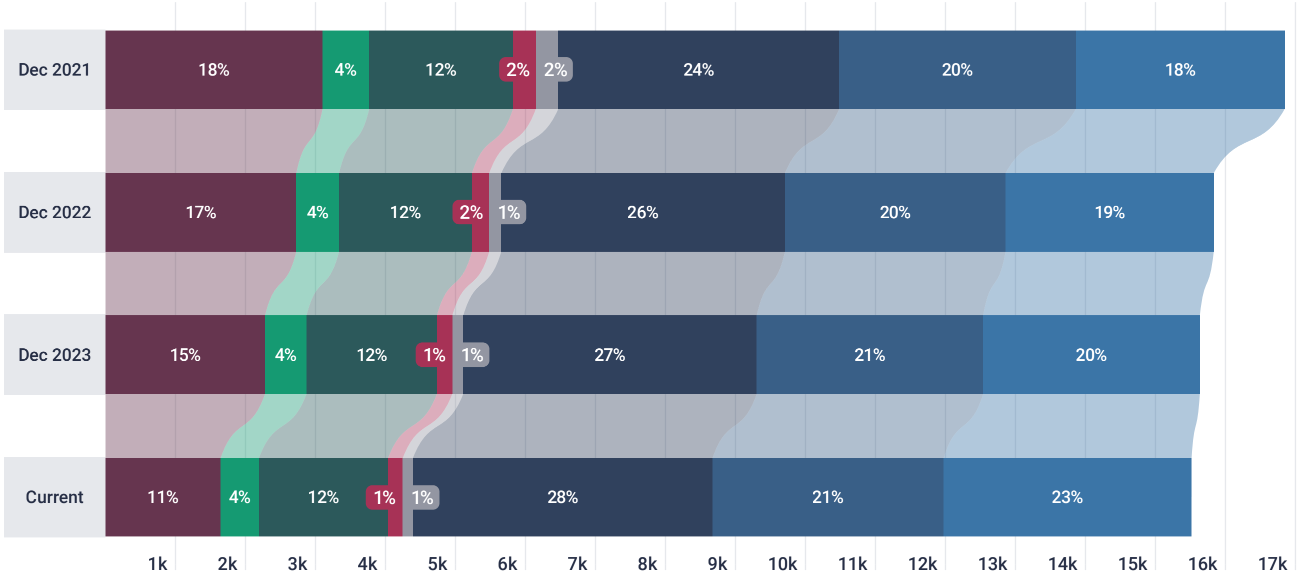
Ceased advisers

Source: Adviser Ratings



Change in number of advisers by licensee segment

Source: Adviser Ratings



	Dec 21	Dec 22	Dec 23	Current
Diversified	3,102	2,727	2,280	1,646
Industry super fund / Not-for-profit	665	610	592	547
Stockbroker	2,054	1,899	1,863	1,846
Bank	327	247	220	209
Limited licensee	320	172	156	144
Privately-owned (1 - 10)	4,014	4,052	4,193	4,281
Privately-owned (11 - 100)	3,380	3,152	3,235	3,302
Privately-owned (100+)	2,984	2,974	3,095	3,541

Ceasing advisers

With the exception of Q2 cessations (which were covered in detail in the 2024 Q2 Musical Chairs report), there has been a general flattening of the advisers ceasing since Q1 2023 at around 250 advisers a quarter.

To this point, while some are replaced by new entrants, around half return in later quarters, which has led to the general stabilisation in adviser numbers over the last 2.5 years at around 15,500 advisers.

Switching advisers

The third quarter of the calendar year again saw an uptick in advisers switching licensees, which appears to be a common trend as the financial year commences. This quarter saw 530 making the switch, again noting that 160 of these returned after having ceased in Q2.

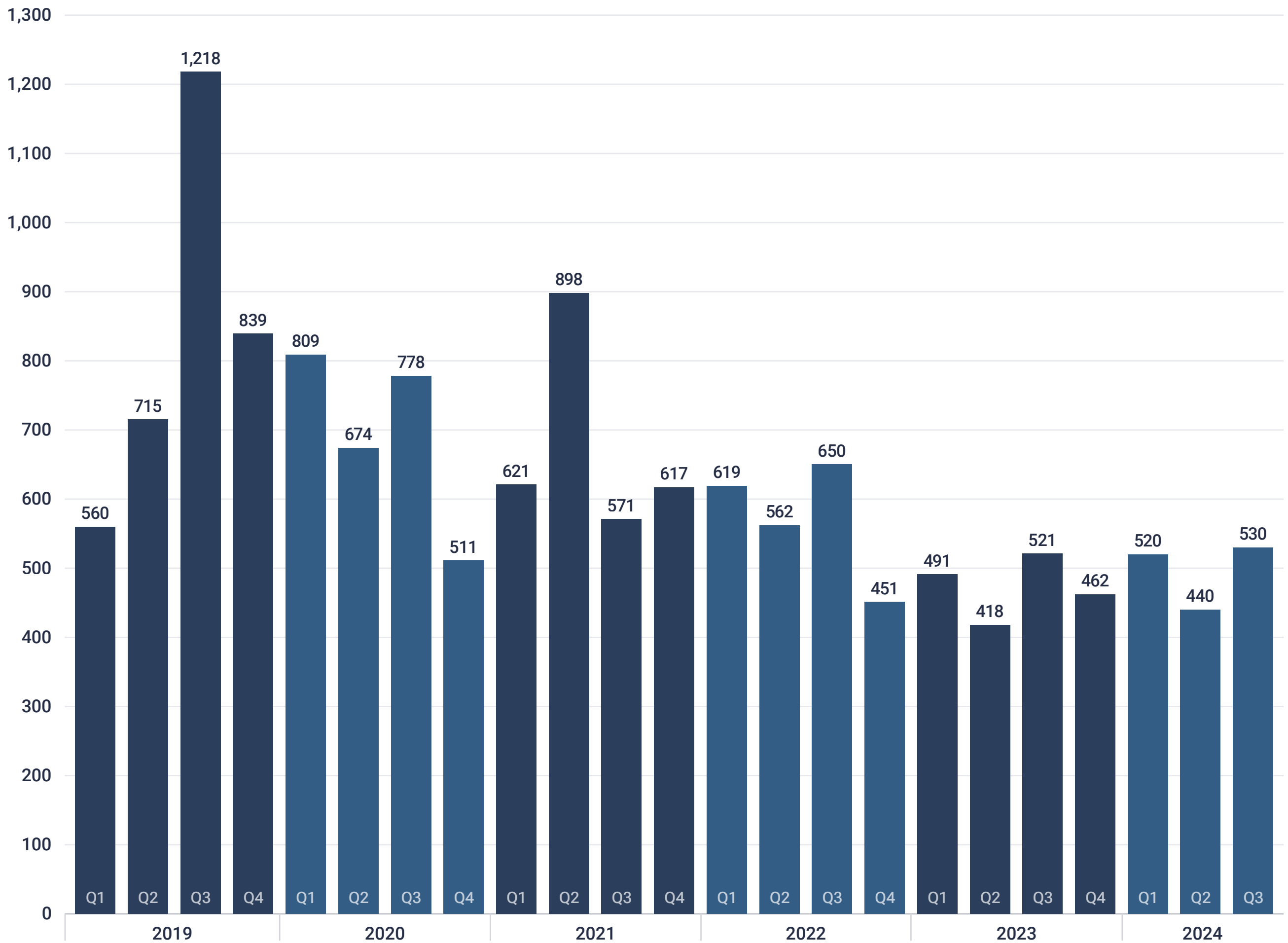
Again, it's worth observing, as visible on the chart shown right, that while the trade media is full of stories about advisers switching licensees, licensee switching has stabilised since Q4 2022 with an average of 480 quarterly switches.

As can be observed on the previous page's chart and will be covered in the following section, this is primarily driven by the movement of advisers to privately owned licensees out of diversified, stockbroker, industry superfunds and limited licensees, continuing our observation from Q2 that most of the change involves individual advisers moving to new licensees which represented a better fit for their goals and growth plans.

> *Q3 saw 530 advisers switch licensees, with the trend stabilising at an average 480 per quarter since late 2022, driven by advisers seeking better alignment with their goals at privately owned licensees.*

Switched adviser movements

Source: Adviser Ratings



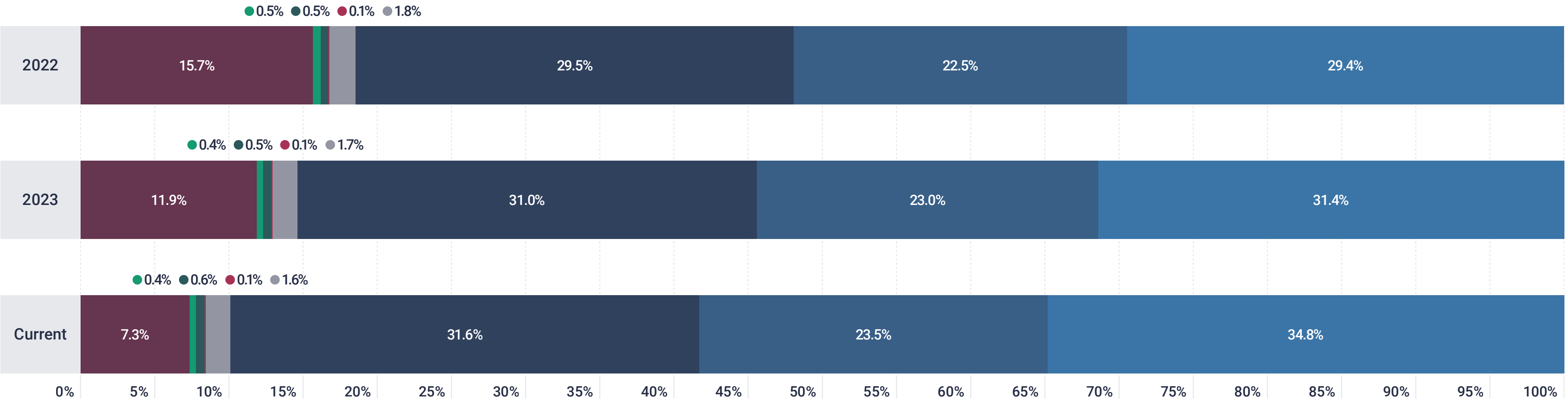
The changing face of practices

The growing trend of practices moving into the privately owned licensee is continuing. As discussed in this month's special feature, the profession is shifting towards independent, smaller practices that are looking for licensees who will support a client-centric approach to advice delivery and regulatory adaptation. Licensees not supporting or being seen to conflict with this growing focus on professionalism are seeing advisers looking for new support; however, over time, it's possible to see smaller licensees also grouping together, given the economies of scale grow with more advisers under a license.

Segment	2022		2023		Current	
Diversified	995	15.7%	725	11.9%	445	7.3%
Industry super fund / Not-for-profit	33	0.5%	27	0.4%	27	0.4%
Stockbroker	32	0.5%	33	0.5%	35	0.6%
Bank	5	0.1%	5	0.1%	5	0.1%
Limited licensee	113	1.8%	103	1.7%	100	1.6%
Privately-owned (1 - 10)	1,874	29.5%	1,890	31.0%	1,919	31.6%
Privately-owned (11 - 100)	1,427	22.5%	1,405	23.0%	1,423	23.5%
Privately-owned (100+)	1,869	29.4%	1,917	31.4%	2,110	34.8%

Practice distribution by licensee segment (2022 – current)

Source: Adviser Ratings

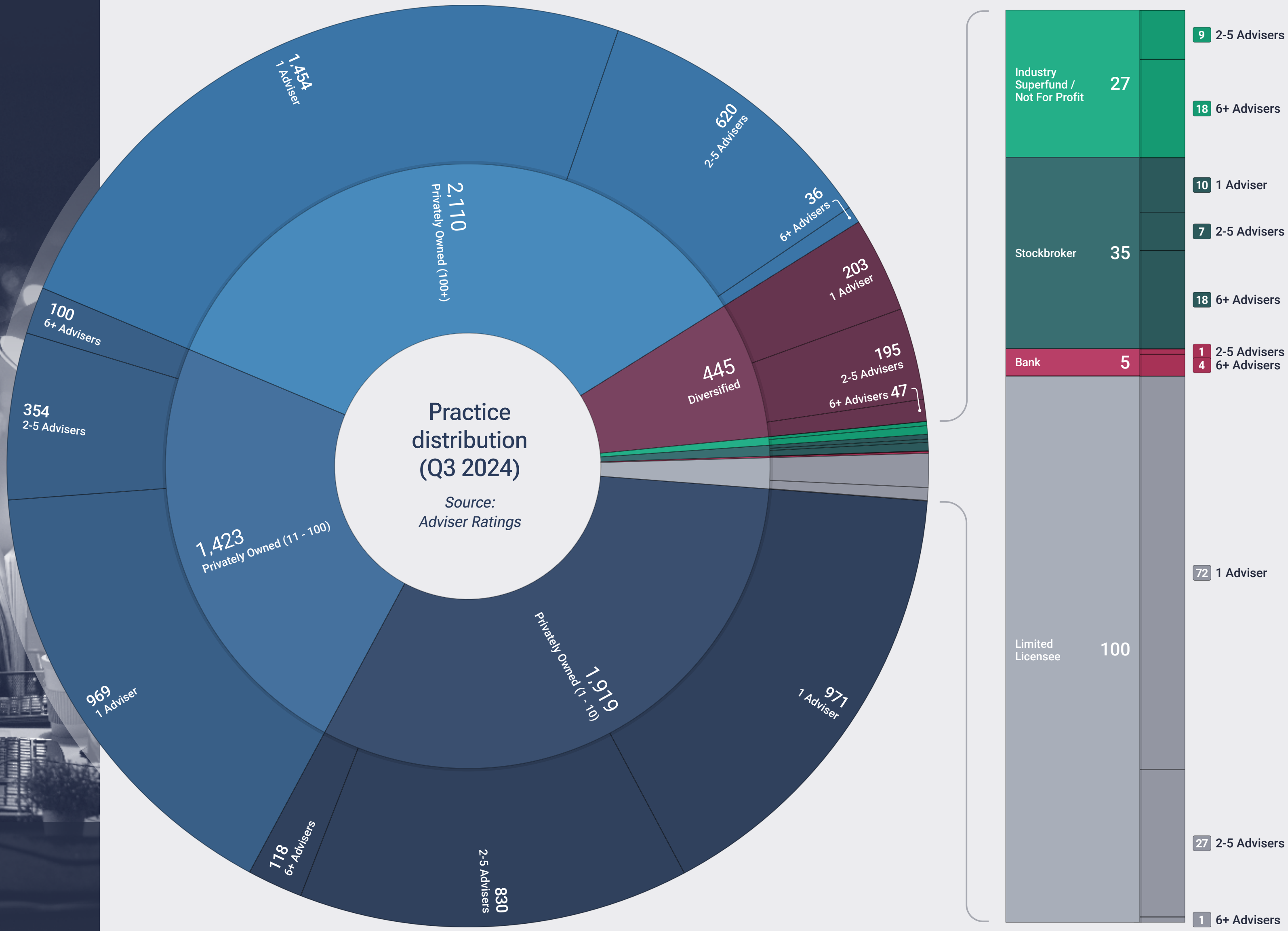


This month saw 74 (1.8% increase) advisers shift to Privately Owned (1-10) and 60 (a 1.9% increase) advisers shift to Privately Owned (11-100).

The most significant shift, however, was between Diversified, losing 509 and Privately Owned (100+), gaining 494, representing a 16.2% increase over the quarter.

6,064

Total practices as at Q3 2024



INVESTING IN THE NEXT GENERATION

Eloise Neale
Talent Coordinator, Operations

BT | Striver

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BT

FEATURE ARTICLE

Career pathways to help with finding and recruiting advice staff

There are 1.5 million[*] under-advised Australians.[1] Fixing the shortage of advisers in Australia is an enormous task that requires solutions from across the entire industry.

One solution is to raise the profile of advice, to attract younger generations into the profession. Another is to provide structured pathways for people who are already in financial services so that they remain in the industry. Related to this is supporting advisers with their recruitment drive, by connecting them with potential job candidates.

Enter the Striver Career Pathways Program.

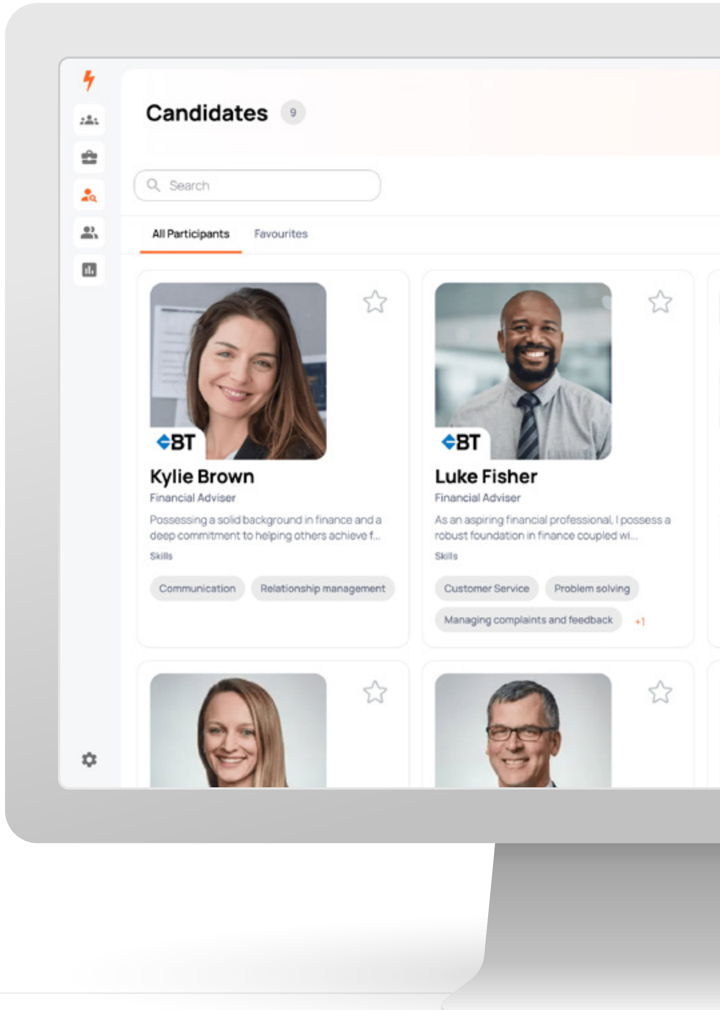
BT started our journey on finding ways to support the learning and development of those aspiring to join the advice profession, after listening to advisers about their difficulties with recruiting staff.

BT has the most adviser relationships in Australia[2] and we regularly collect insights on what advisers see as their business priorities, to determine how we can assist.

Based on our teams' conversations with advisers, and the survey findings from the BT Adviser Sentiment Index 2024, it was evident that advice practices have to increase their capacity to keep up with the growing demand for financial advice. However, in a tight job market, finding and recruiting staff is in itself laborious, eating up precious resources within advice practices.

The Career Pathways Program, which we launched with Striver in September 2024, is one solution.

The program gives participants broad experience in advice, to help them find the most suitable role to start their career in the advice industry.



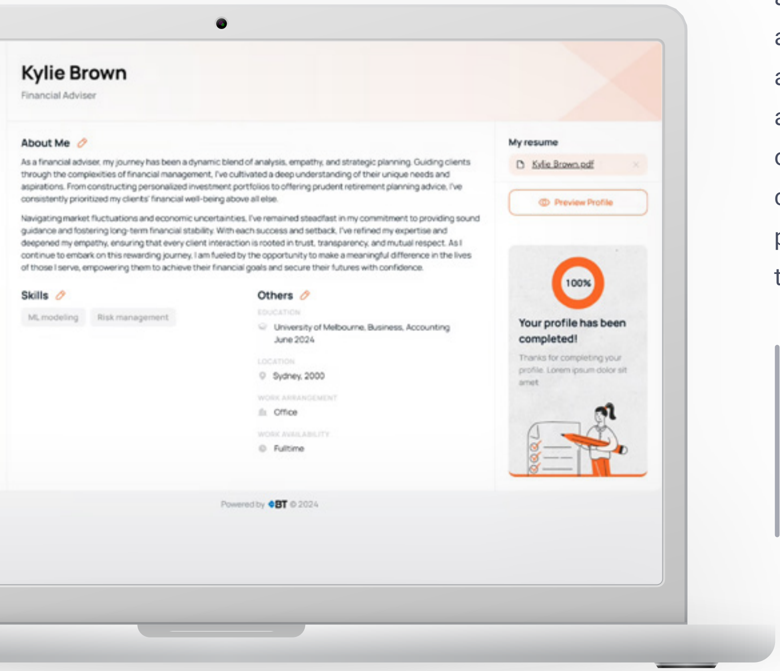
1. Australian Financial Advice Landscape 2024, Adviser Ratings, p.15 View source

2. BT has the largest number of adviser relationships in the market, according to Investment Trends' May 2024 Adviser Technology Needs Report.

Sponsored feature

For instance, they can work as part of an advice practice's support team, as a client services manager or a paraplanner. Advice practices say that most of the jobs they are looking to fill are support roles, so this level of training suits their businesses' needs.

Program participants can expect to acquire the skills and training necessary to eventually pursue a career as a professional adviser.



The Careers Pathway Program is a significant development in the relationship between BT and Striver, a technology-based careers platform dedicated to tackling the shortage of qualified wealth and advice professionals. We chose to collaborate with Striver as they share our belief in continuing to nurture the future of the financial advice industry.

We see the Career Pathways Program as a natural fit with BT's existing education activities. Through BT Academy, we provide a continuous education program for advisers and support staff. Recently we launched a set of educational materials on private markets, curated by Preqin, a recognised leader in private markets research, and available online to advisers who are using BT Panorama.

> *BT has the capability, resources and relationships to make an impact in education in the advice industry, and we look forward to continuing to invest in this space.*

Striver has collaborated with BT to launch the Career Pathways Program, with a mission to introduce 5,000 new advisers into the profession over the next 10 years, helping 750,000 Australians to get the advice they need and want.

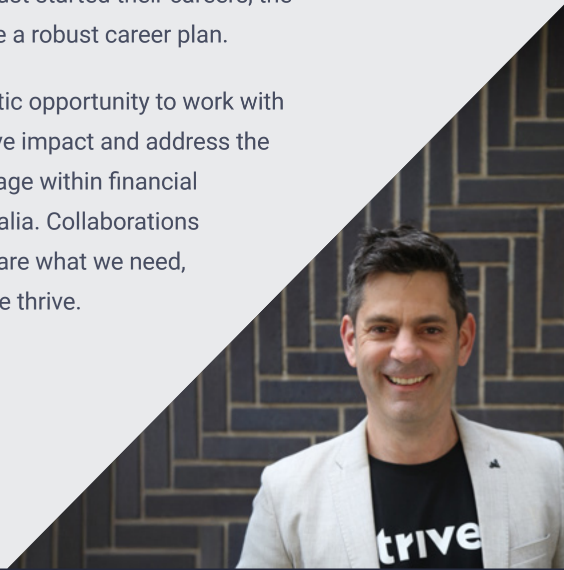
We're proud to have developed technology that will take people through a structured pathway into the advice industry, with an emphasis on planning and tracking their development and progress. Advice firms looking for future advisers can see all of the participants' profiles, how they are progressing and arrange interviews to hire them.

At Striver we see the program as beneficial for the advice industry, employers and people who are working in financial services. It's a practical solution to the shortage of financial advisers in the industry. It offers a retention strategy to companies in a competitive employment market.

For staff who have just started their careers, the program can provide a robust career plan.

It has been a fantastic opportunity to work with BT to make a positive impact and address the growing skills shortage within financial advice across Australia. Collaborations across the industry are what we need, to help quality advice thrive.

Alisdair Barr,
Founder of Striver



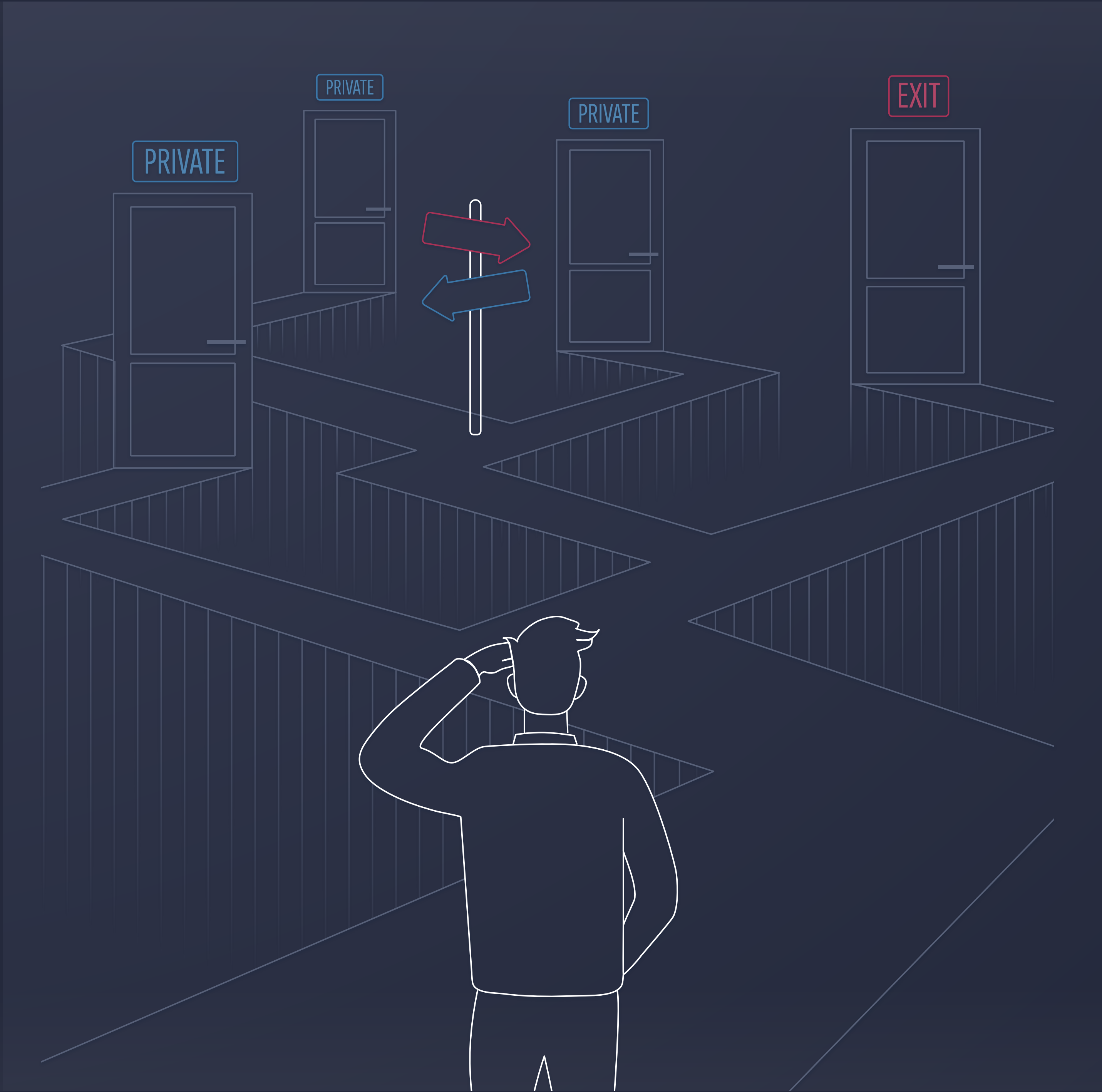
SPECIAL FEATURE

The great migration: the reshaping of the professional landscape

> *In the dynamic realm of financial planning, the only constant is change. The significant and consistent focus on adviser numbers, both weekly and long-term, since the decline commenced in 2018, has been a key indicator of the industry's transformation into a profession.*

The more profound shifts in adviser numbers since 2018 are reshaping the industry, challenging our established beliefs, and pointing to a markedly different future.

Let's take a closer look at the last 2 1/2 years. This period reveals a compelling narrative of financial advisers moving towards models that offer greater autonomy, flexibility, alignment with evolving client needs, and support for their growing professionalism.

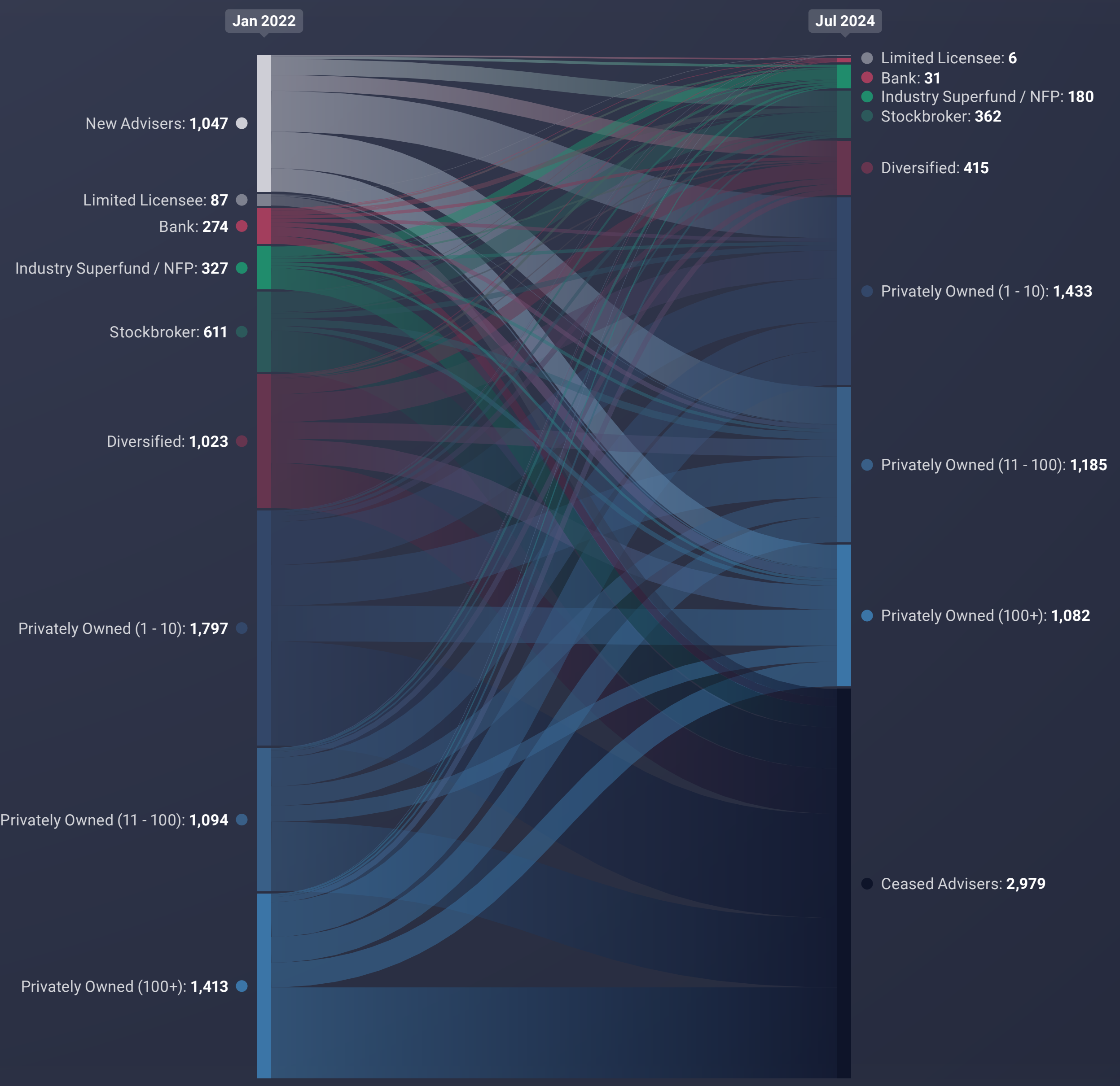


The rise of the independents: a new era dawns

The most striking trend that emerges from our data over the last 2 1/2 years is the overwhelming surge towards privately owned licensees. This isn't just a minor shift; it's a significant movement.

New entrants to the industry are overwhelmingly choosing privately owned firms, with 311 joining those with 1-10 advisers and 281 opting for firms with 11-100 advisers. Further, the mass exodus of traditional institutional licensees, with banks and diversified firms losing talent to these more nimble, autonomous entities, underscores the industry's shift towards autonomy and flexibility.

Consider this: Close to double the number of advisers transitioned to small (1-10) and medium (11-100) privately owned licensees as moved to large privately owned licensees (100+ representatives) as part of product divestment in advice. This isn't merely a reshuffling of the deck; it's a fundamental redefinition of what it means to be a financial adviser in 2024 and beyond.



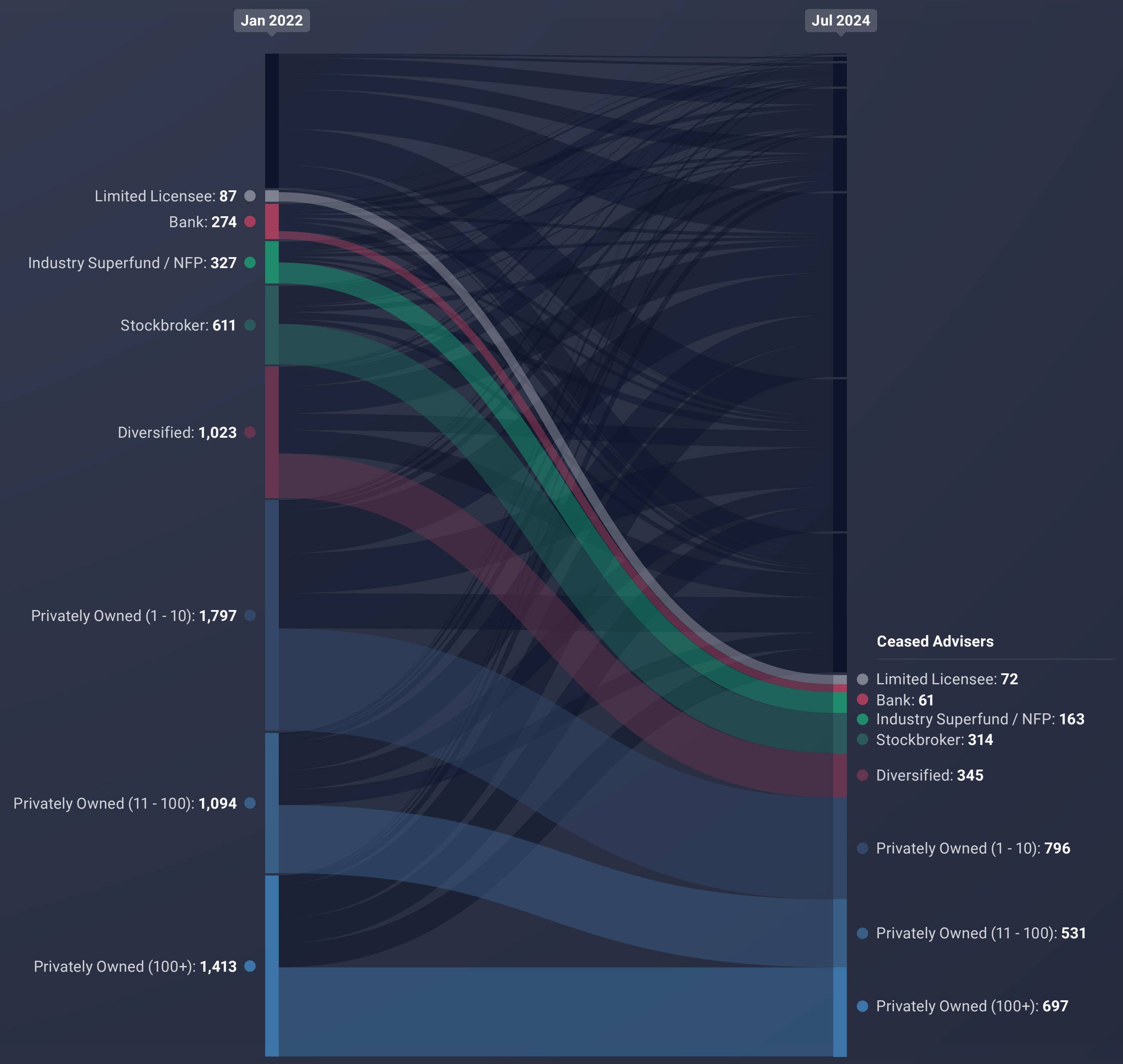
Source: Adviser Ratings

The great attrition: challenge or opportunity?

While the profession witnesses this significant migration, it's also grappling with an unprecedented wave of attrition. The numbers are sobering: 796 advisers ceased practising from small privately-owned licensees, 697 from large ones, and 531 from mid-sized firms. Traditional sectors weren't spared either, with 345 exits from diversified firms and 314 from stockbrokers.

At first glance, these figures might seem alarming. However, they may well be the growing pains of the emerging professions in transformation. Are we witnessing a necessary consolidation? The retirement of a generation of advisers? Or is this the profession's response to regulatory pressures and costs? The answer likely lies in a combination of these factors, pointing to a leaner, more efficient, and possibly more client-focused profession emerging from this crucible of change.

It is worth pondering, though, that at the smaller end, advisers were often also accountants or mortgage brokers who have decided to focus on supporting clients exclusively in these areas given the exponential rise in regulatory costs, education and compliance. At the stockbroking end, the increased number of Australians meeting the wholesale investor thresholds means less need to also operate in the retail advice space.



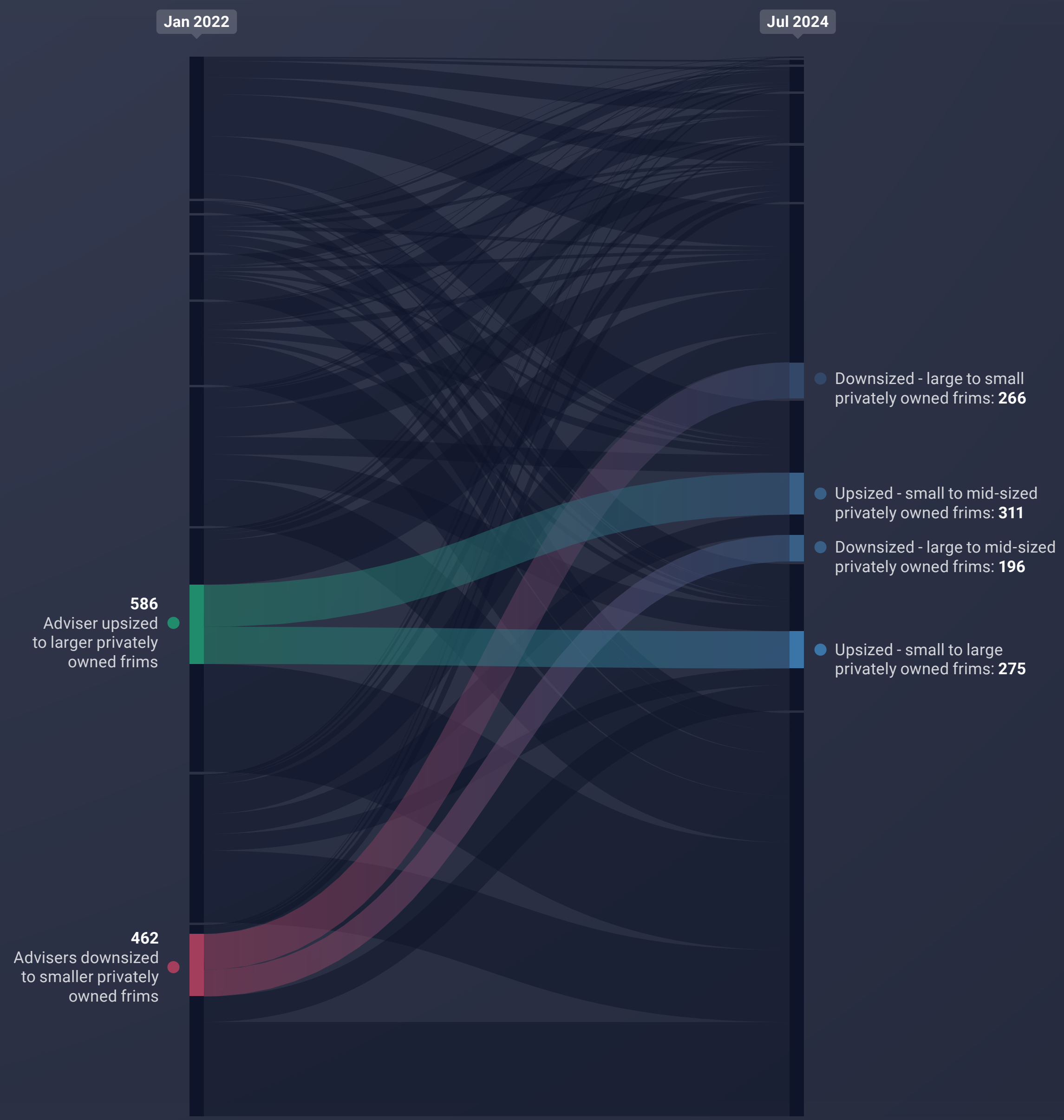
Source: Adviser Ratings

The dynamics of private practice: a fluid ecosystem

The clear trend within the profession is that advisers work in smaller practices rather than within branches of larger financial services businesses. As highlighted in our recent coverage of the AMP Advice demerger, there is recognition that this is where the equity value now sits in advice.

Within this context, we're observing fascinating internal dynamics in the burgeoning world of privately owned licensees. Significant movement between size categories suggests a vibrant, competitive ecosystem where advisers constantly seek the optimal environment for their practice.

For instance, 311 advisers moved from very small licensees (1-10 representatives) to mid-sized ones (11-100), while 275 leapt to large licensees (100+). Conversely, we saw 266 advisers downsizing from large privately owned licensees to small ones. This fluidity speaks to a sector that's alive with opportunity, where advisers can scale up or down based on their vision, client base, and business model.

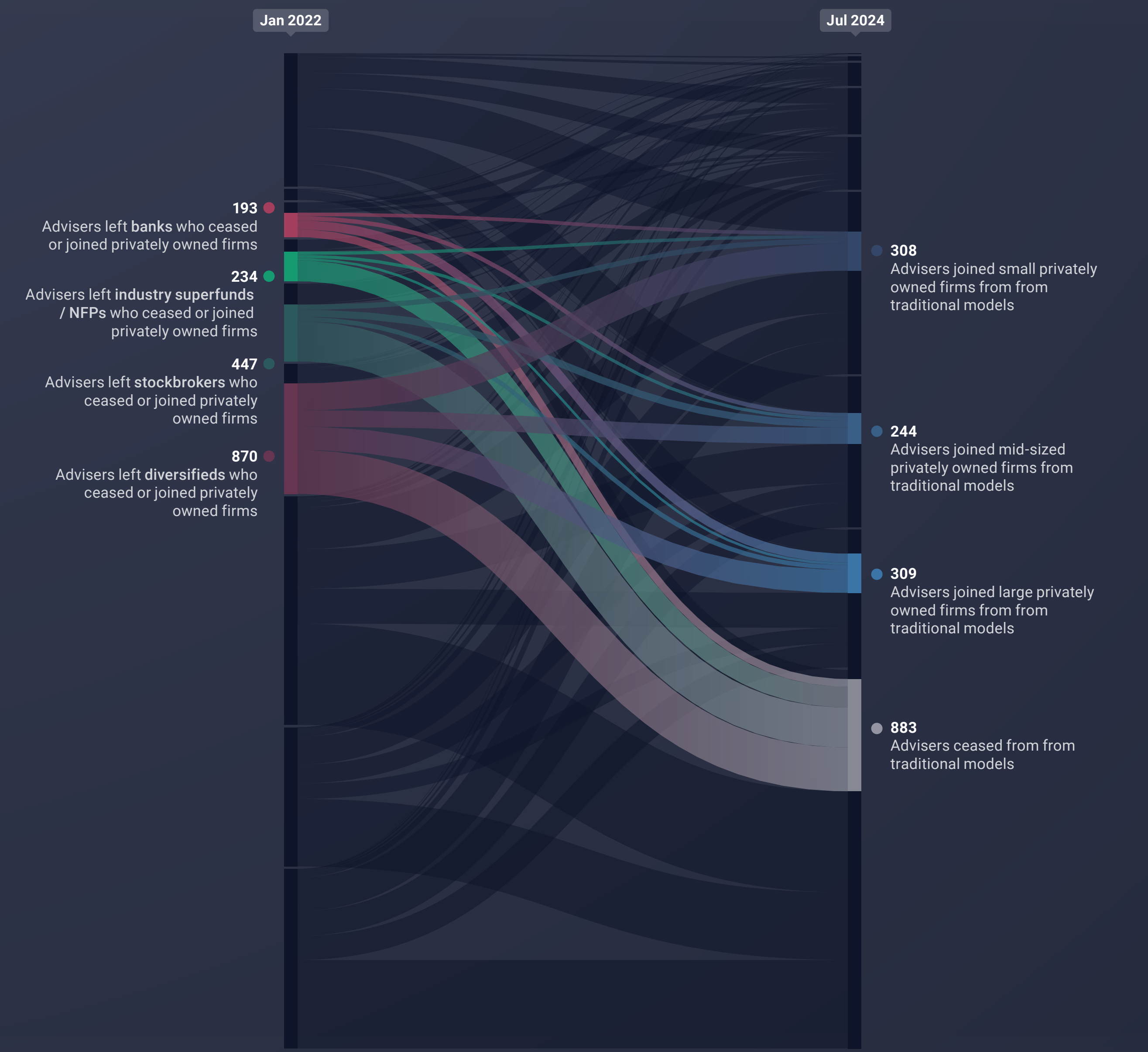


Source: Adviser Ratings

The twilight of traditional models?

As privately owned licensees flourish, traditional models appear to be waning. The stockbroker segment, in particular, seems to be facing an existential crisis, with 314 planners ceasing practice and many others transitioning to privately owned licensees. Similarly, banks and diversified licensees will shortly have next to no advisers left once the AMP advice demerger is completed.

This trend raises an interesting picture of the future of financial advice. Are we now at the natural conclusion of the professional standards framework, having moved towards a model where personalised, independent advice becomes the norm, where advisers' professional and fiduciary duties are solely focused on serving their clients? Conversely, if we look at the rising costs of other professions, medical, legal, and accounting, how will this shift impact the accessibility and affordability of financial planning for the average consumer?



Source: Adviser Ratings

Looking ahead: the future of the financial advice profession

As we interpret these trends, several key implications emerge for the future of our profession:

1	**The age of the independent adviser**	The shift towards privately owned licensees suggests a future where independent, personalised advice is king. This could lead to more tailored client experiences but may also present challenges in terms of scalability and standardisation.
2	**Technology as the great enabler**	The ability of small and mid-sized practices to effectively service their clients likely hinges on their adoption of technology. Struggles with data accessibility, manual movement of data between systems, and implementation and reporting bottlenecks will continue to push up the cost of advice unless they are solved.
3	**Regulatory agility**	Regulators must adapt as the industry landscape shifts. We might expect to see new frameworks that expand on ASIC's Financial Services and Credit Panels emerging that are better suited to overseeing a more distributed, independent, and professional advice ecosystem. This awareness of the need for regulatory adaptation will help the audience feel prepared for the future.
4	**Client impact**	These changes could mean access to more personalised, innovative advice solutions for clients. However, it may also lead to a more fragmented market, potentially making it more challenging for consumers to compare and evaluate different advice offerings.
5	**Talent wars**	With the clear preference for privately owned models, we might expect to see intensified competition for top advice talent. This could drive innovations in compensation models, professional development, and work culture across the industry.

And this is all before we consider the potential introduction of a new class of adviser within financial products.

As we navigate this transformative period, one thing is clear: today's financial planning profession looks very different from yesterday's financial planning industry. Those who can adapt to this new landscape – embracing autonomy, leveraging technology, and putting client needs at the forefront – will be best positioned to thrive in this brave new world of financial advice.

The great migration we're witnessing isn't just a reshuffling of advisers; it's a reimagining of what financial planning can and should be. There will be many challenges as we progress, but so will the opportunities.

> *The future of financial advice is being written now, and it's clear that independent, client-focused, and technologically empowered advisers are holding the pen.*

Corporate actions

This quarter's primary growth in licensees was in the Privately Owned and Stockbroker groups. Finchley & Kent Pty Ltd and Picture Wealth Advisory, both now in the Privately Owned (11-100) cohorts, were the big movers, with 36 and 32 advisers added. Finchley & Kent is notable for being a newly created licensee, which has quickly brought together 32 practices through merging Sambe Investments (22 advisers) and Havana Financial Services (9 advisers). On the other hand, Picture Wealth Advisory grew through the purchases of AAN Wealth Management (25 advisers) and KNR Investments (3 advisers).

This quarter's other movements were driven by 38 smaller practices of 2 to 5 advisers shifting licensees (50% of whom were closing their license) or individual advisers (150 advisers) shifting licensees, 60% of whom were individually licensed practices closing down.

Licensees with most adviser additions and reductions in Q3 2024

Source: Adviser Ratings

	Licensee	Segment	Number of Advisers
Most Additions	FINCHLEY & KENT PTY LTD	Privately Owned (11 - 100)	36
	PICTURE WEALTH ADVISORY PTY LTD	Privately Owned (11 - 100)	32
	ALLIANCE WEALTH PTY LTD	Privately Owned (100+)	18
	MORGANS FINANCIAL LIMITED	Stockbroker	10
	RI ADVICE GROUP PTY LTD	Privately Owned (100+)	9
	PRIVATE WEALTH PARTNERS GROUP PTY LIMITED	Privately Owned (11 - 100)	9
	LIFESPAN FINANCIAL PLANNING PTY LTD	Privately Owned (100+)	7
	AVALONFS PTY LTD	Privately Owned (11 - 100)	7
	WILSONS ADVISORY AND STOCKBROKING LIMITED	Stockbroker	6
	INSIGHT INVESTMENT SERVICES PTY LTD	Privately Owned (11 - 100)	6
Most Reductions	FINANCIAL SERVICES GROUP AUSTRALIA PTY LTD	Privately Owned (1 - 10)	-5
	MATRIX PLANNING SOLUTIONS LIMITED	Privately Owned (100+)	-6
	UNITED GLOBAL CAPITAL PTY LTD	Privately Owned (1 - 10)	-8
	MADISON FINANCIAL GROUP PTY LTD	Diversified	-9
	MAVEN CAPITAL PTY LTD	Privately Owned (1 - 10)	-9
	NEXT GENERATION ADVICE PTY LTD	Privately Owned (1 - 10)	-9
	MERIT WEALTH PTY LTD	Privately Owned (100+)	-10
	HAVANA FINANCIAL SERVICES PTY LTD	Privately Owned (11 - 100)	-10
	SAMBE INVESTMENTS PTY. LIMITED	Privately Owned (1 - 10)	-22
	AAN WEALTH MANAGEMENT PTY LTD	Privately Owned (1 - 10)	-28

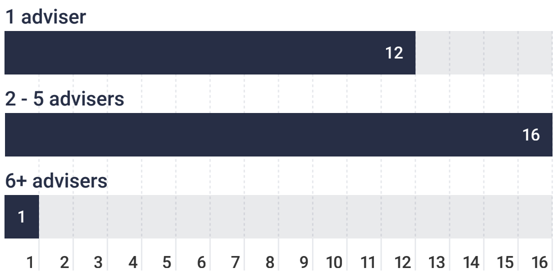
Licensee movements

The popularity of boutique licensees continued in Q3, with most new AFSLs set up for a single or small number of advisers, with all but one being 1-5 advisers. Unlike other quarters, however, most (52%) of these advisers came from other small, privately owned licensees (1-10). The previously discussed Finchley & Kent Pty Ltd was the only larger licensee formed.

Once again, a high proportion of ceased licensees had been around for six years or more (61%), with six operating for more than ten years before they voluntarily closed. Of the 18 closures this quarter, 17 were privately owned boutique licensees, apart from a single limited license practice.

Size of new licensees

Source: Adviser Ratings

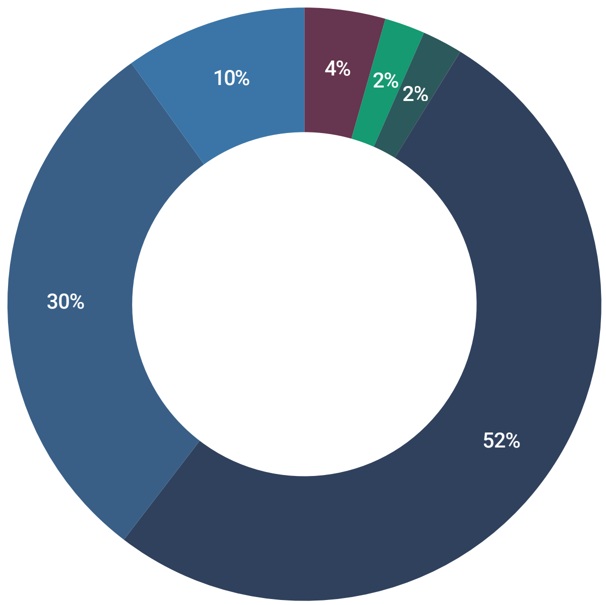


Licensees: newly registered vs discontinued

Source: Adviser Ratings

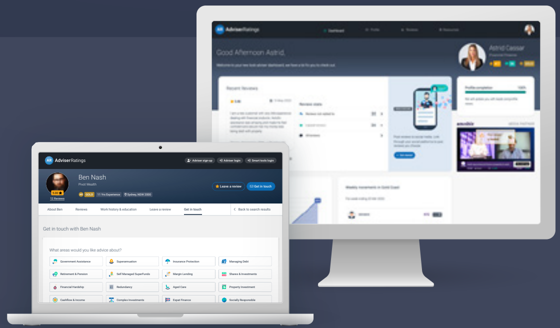
Where were advisers before going to a new licensee

Source: Adviser Ratings



Diversified	4	4%
Industry Superfund / Not For Profit	2	2%
Stockbroker	2	2%
Privately Owned (1 - 10)	47	52%
Privately Owned (11 - 100)	27	30%
Privately Owned (100+)	9	10%

Our products



Consumer Marketplace

A public website that connects consumers with 17,000 financial advisers, through articles or research, and lead generation.

Nightingale Analytics

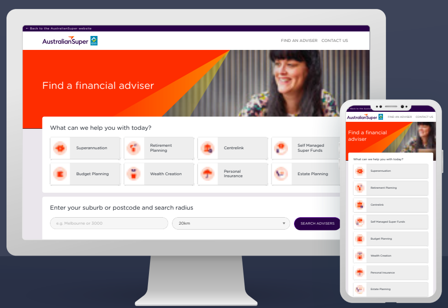
A customisable data service comprising contact and insight intelligence on the universe of advisers, practices and licensees for growth and compliance applications. Data is supplied via various means, including API and SFTP flat files.

Market Research

Essential fact-based research powered by our unique data insights. Featuring staple industry reports (free and paid), including the Financial Advice Landscape report and the quarterly Musical Chairs report.

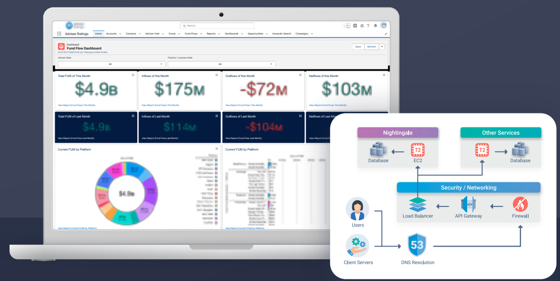
White-Label “Find An Adviser”

A customisable web service including design, hosting and data to help clients with customer retention and acquisition.



CRM integration

Certified CRM experts that use inhouse solution design packages that fully leverage the Nightingale Analytics and Fund Flow data. Data updates can be automated via our API. Tactical, specialist and flexible CRM support is available with long term agreements.



Adviser Quality Scores

A proprietary scoring systems to determine “quality of advice” benchmark and standard on financial advisers. The ‘credit score’ of the financial advice industry.

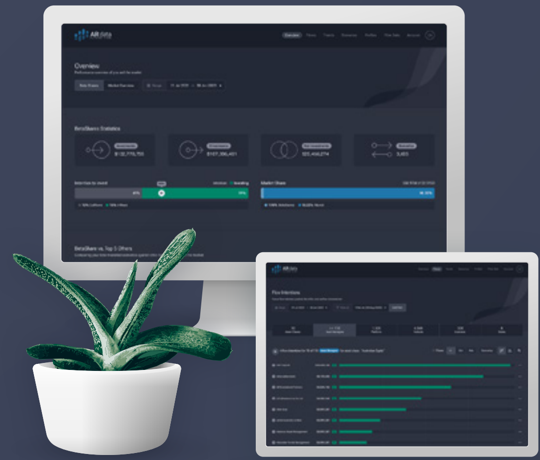
Our products

Life Insurance Barometer

An industry led and supported data sharing proposition that allows participating life insurers deep actionable insights into the retail advice market, advisers writing risk and where the opportunities reside. Under the remit of ARdata considerable investment is being undertaken in this Beddoes product to provide unique actionable data and link system growth to its consumer proposition to benefit the overall retail life industry.

Fund Flow Intention

Australia's first predictive model for investment fund flows. Harnessing the Product Rex modelling tool, it facilitates the creation of dynamic, adviser-driven scenarios to optimize client portfolios across asset classes and platforms. This robust tool correlates strongly with real investment outcomes, empowering sales, marketing, product, and research teams with actionable insights and real-time feedback on targeted campaigns.



ProductRex

ProductRex is now Australia's largest portfolio construction tool, utilised by 5,500+ advisers. It is embedded in multiple software CRMs and applications with open API access. For vendors, it is the only place in the market that has dynamic ad serving capability at the time a portfolio is being constructed.

Fund Flow Reporting

An outsourced solution for fund managers for preparation of monthly reporting on financial adviser applications and redemptions through fund products held on investment platforms and delivered through client's CRMs or external interfaces, such as PowerBI.

Quotable Quotes

July

" Through this unique and innovative partnership model, we will continue to have an equity stake in Rhombus Advisory's high-quality advice licensee business while focusing on strengthening our relationships with Rhombus advice practices. This is another important milestone in our strategy to simplify and optimise our business.

- *Insignia chief executive Scott Hartley on the Rhombus Advisory demerger completion on 1 July.*

July

" Quality financial advice and information can support Australians earn more and keep more of what they earn. Access to affordable advice protects consumers from scammers and can support them with cost-of-living pressures. The Treasury Laws Amendment (Delivering Better Financial Outcomes and Other Measures) Bill 2024 implements reforms which reduce unnecessary red tape that adds to the time and cost of preparing financial advice without providing consumer benefits. There are significant improvements to pain points in the delivery of financial advice.

- *Assistant Treasurer and Minister for Financial Services Stephen Jones welcomed Parliament passing the first tranche of the Delivering Better Financial Outcomes legislation.*

August

" I've been using the figure five million Australians at or approaching retirement; it's actually closer to six [million] now. Nobody can say we're well set up for that. Nobody. There's pockets of good, but nobody can say across the industry we've got it nailed.

- *Assistant Treasurer and Minister for Financial Services Stephen Jones, speaking to the Conexus Retirement Conference.*

Quotable Quotes

August

" This is our biggest transaction to date and we are excited to welcome 16 quality businesses that are focused on growth to our community. This deal expands our national footprint, materially increases our exposure to the growing value of the advice margin and takes us a step closer to achieving our goal to be Australia's leading professional services company.

- *AZ NGA Chief Executive Officer Paul Barrett announced AZ NGA's acquisition of 16 AMP-owned financial advice firms.*

September

" What this does is now allows us to bring into the profession not just university students, as we've historically done, but support staff. The plan is to work with other financial services institutions through insurance, super, investments, industry, funds [and] technology.

- *Striver CEO Alisdair Barr speaking about his new mission to introduce 5000 entrants to the advice profession.*

September

" It's significant because it's actually recognised that financial advisers are providing more than investment advice, they're actually providing strategic advice around tax issues. It recognises us as a profession in the eyes of the tax office – that in itself is a real win.

- *Wealthadvice principal and former FPA chair from 2018 to 2022, Marisa Broome, on the ATO expanding what financial advice fees are considered deductible.*

Glossary of Terms

Adviser Movements

New adviser
A new entrant who is newly registered as a financial adviser on ASIC's financial adviser register (FAR) in the sample period.

Ceased adviser
A financial adviser whose AFSL Authorisation with a licensee has ceased during the sample period.

Switched adviser
An existing or previously licensed financial adviser who has switched-in to a new practice/licensee in the sample period.

Returning adviser
A financial adviser whose AFSL Authorisation was de-registered prior to the sample period and has switched-in to a new practice/ licensee in the sample periods.

Licensee Types

Bank
Where a bank owns the advice licensee although advisers can be self-employed.

Stockbroker
Where stockbroking is the primary business line even if owned by a bank.

Industry Superfund / Not for Profit
Includes mutual building societies, credit unions and banks.

Diversified
Where other core business lines exist within the broader group.

Limited Licensee
As defined through their ASIC registration under specific "classes of securities".

Privately owned (100+ advisers)
Any firm not captured in the other categories with 100+ advisers.

Privately owned (11-100 advisers)
Any firm not captured in the other categories with 11-100 advisers.

Privately owned (1-10 advisers)
Any firm not captured in the other categories with 1-10 advisers.

***Note:** Licensee type, and accordingly adviser type, is defined by its ability to authorise products and its ownership structure (we note many accountants reside in a full licence)*

ARdata

ARdata provides insights to the financial services ecosystem. We operate as a stand alone service to assist fund managers, super funds, platforms, insurers, and other industry service providers reach advisers they want to work with.

Consolidating ASIC information with our proprietary methods, our data is the most valuable, up to date, and accurate in the market.

Our Nightingale data service can be customised to any specific scope, including monthly reports on advisers switching, entering or exiting the industry.

Learn more about ARdata

2024 Australian Financial Advice Landscape Report

Key insights within this edition of the Musical Chairs Report has been taken from the 2024 Australian Financial Advice Landscape Report. This report gives a deep-dive into the current state of the financial advice industry. This report is available as a free download via the link below.

Download the report

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