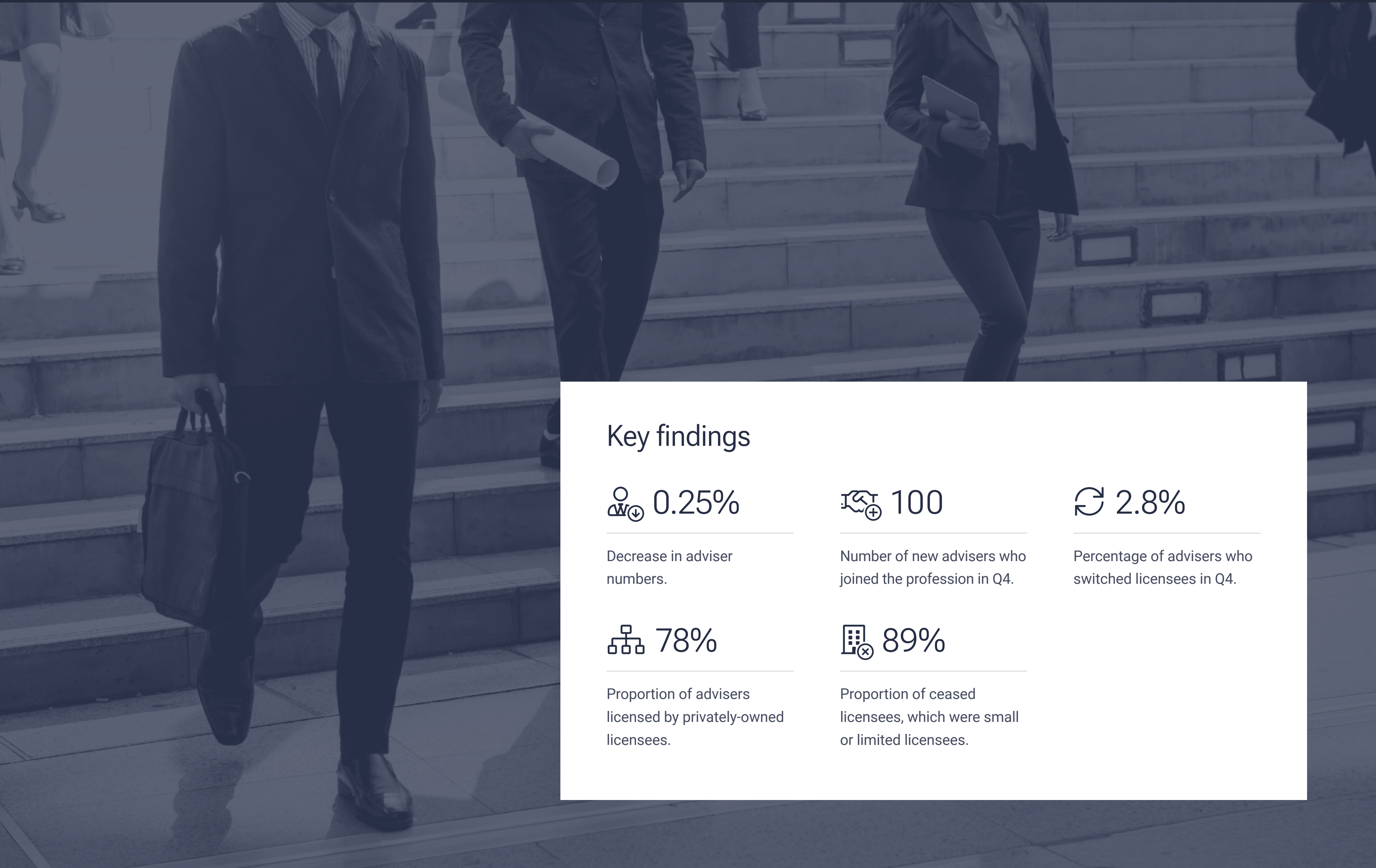
Q4
2024

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

0.25%

Decrease in adviser numbers.

100

Number of new advisers who joined the profession in Q4.

2.8%

Percentage of advisers who switched licensees in Q4.

78%

Proportion of advisers licensed by privately-owned licensees.

89%

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

Advancing advice with technology

Wealth management platforms play a central role in the operations of advice practices. Over time, they have helped to drive significant digital transformation across the advice industry, enabling practices to work more efficiently and deliver better outcomes for their clients.

Take products such as managed accounts - a clear example of how automation can reduce time-consuming, manual processes, helping to lower costs and improve scalability for time-poor advisers.

Platform technology innovations also help to save time, improve efficiencies and client service outcomes. Take BT Panorama's service request tracker, which provides real-time updates on a range of service requests from account maintenance requests to requested account closures. Tools like this save advisers time and streamline day-to-day operations - our data shows that advisers can save up to 20 minutes' time per request compared to the previous manual process.

As Adviser Ratings' research highlights, more advisers are choosing to use fewer platforms. To remain the platform of choice, it's essential for platform providers to continually adapt to meet the changing needs of advisers and their clients. We need to earn advisers' loyalty.

So what are advisers looking for from platforms? A big priority is user-friendly client portals.

At BT, we see this firsthand. For many advice clients, user experience is centred on the mobile app as their go-to way of interacting with our platform. In fact, on average, 57% of BT Panorama advice clients log in via mobile, and they do so twice as often as they use our web portal. That's one of the reasons why mobile remains a key focus for our technology development – ensuring the most important features of the web portal are fully accessible and optimised for mobile.

In his article in this issue of Musical Chairs, my colleague Greg O'Donoghue, who leads BT's Technology Team, dives deeper into what advisers should consider when selecting a technology partner.

Finally, we can't discuss tech without touching on Artificial Intelligence (AI). At BT, while technology is central to our operations, we are committed to retaining the human touch that advisers value most and prefer. As we continue exploring the potential of AI to further increase efficiencies, we are constantly guided by this principle to make sure we remain - or become - your platform provider of choice and continue to deliver exceptional client service outcomes.

Matt Rady

BT | *Matt Rady*
CEO, BT

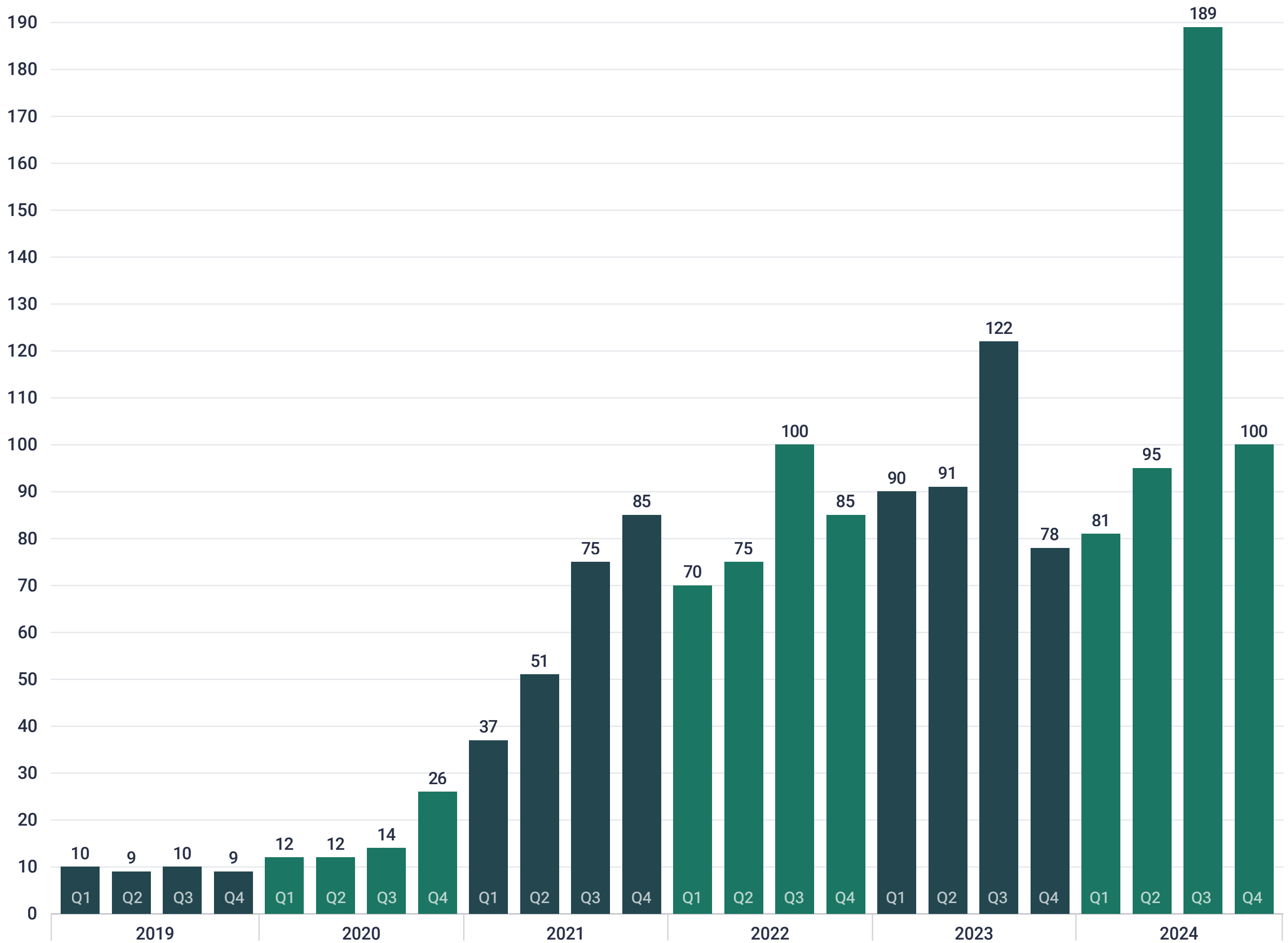
Industry overview

Quarter 4 of the calendar year 2024 has seen a net decrease of 39 advisers (0.25%), a slight reversal of the growth observed in Q3 numbers. Q4 often sees a reduction in switches, given advisers will frequently finish the year with their existing licensee before switching and being re-registered on the FAR in the new year, with a slight lag in the FAR being updated. Q4 2024 was no different, with 438 advisers registered as switching, the second lowest level over the past 5 years and lowest in 18 months. Additionally, as results from the August (143 passes) and November (225 passes) exam sittings were released by ASIC, 100 new entrants were registered on the FAR, with more expected to flow through in Q1 2025, suggesting a positive start to adviser numbers in 2025. The reduction was, therefore, primarily driven by 270 ceased advisers to end the calendar year.

The increase in new entrants is a positive outcome for the profession. With 165 candidates passing the June exam, 143 passing the September exam, and 225 passing in November, the Q4 new adviser registrations, although a decrease from Q3, continue to show positive growth. The year-on-year growth in new entrants is particularly encouraging, with a 28% increase from 12 months ago. This is a positive sign for the profession, indicating a promising future.

New adviser registrations

Source: Adviser Ratings



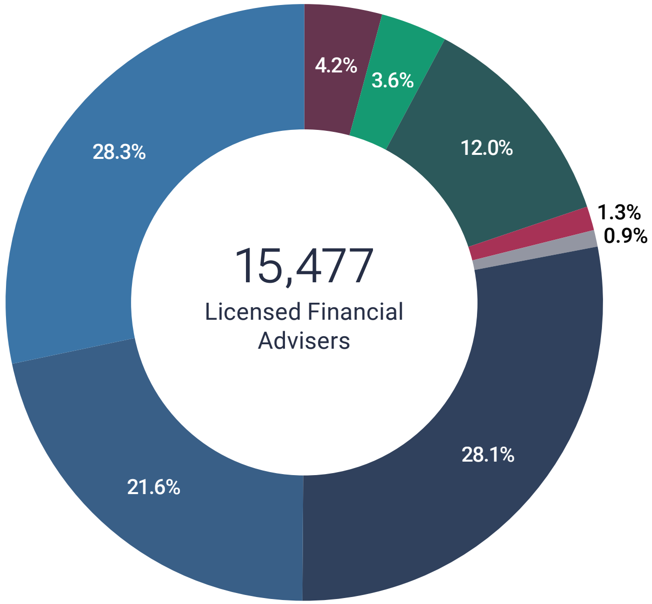
As highlighted in the Q3 report, the shakeout of the Insignia licensees to Rhombus and AMP licensees to Entireti deals has continued to play out over Q4 2024. Over the quarter, 992 advisers transferred from diversified licensees, primarily to Privately Owned (100+) licensees (833 advisers), with smaller numbers moving to Privately Owned (1-10) licensees (69 advisers) and Privately Owned (11-100) licensees (48 advisers). The ultimate effect of completing these licensee divestments in the Diversified licensee segment is that Diversified licensees are down by 60% to 4.2% of registered advisers.

On a legislative front, the government recommitted to implementing most of the quality of advice review reforms. These reforms, which aim to enhance the quality, transparency and efficiency of financial advice, include the removal of the safe harbour, SOA improvements and the introduction of a new class of adviser to make advice more accessible for more Australians. It indicated that private consultations are being undertaken with peak bodies across the industry. While there is some speculation that the government could table the legislation in Parliament before an election is called, they are still unlikely to pass this term, given both a limited sitting calendar and a March Budget. From this perspective, the profession remains in a holding pattern, awaiting what will emerge with advice documents and the new class of advisers.

The first tranche of QAR commenced its transition period in early 2025 and focused on fee disclosure and consent. The government is also implementing a major regulatory reform: the AML/CTF Act update. This update, which must be implemented by 2026 to meet international obligations, includes an expansion of who will be required to verify client IDs and an expansion of transactions requiring verification.

Industry overview Q4, 2024

Source: Adviser Ratings



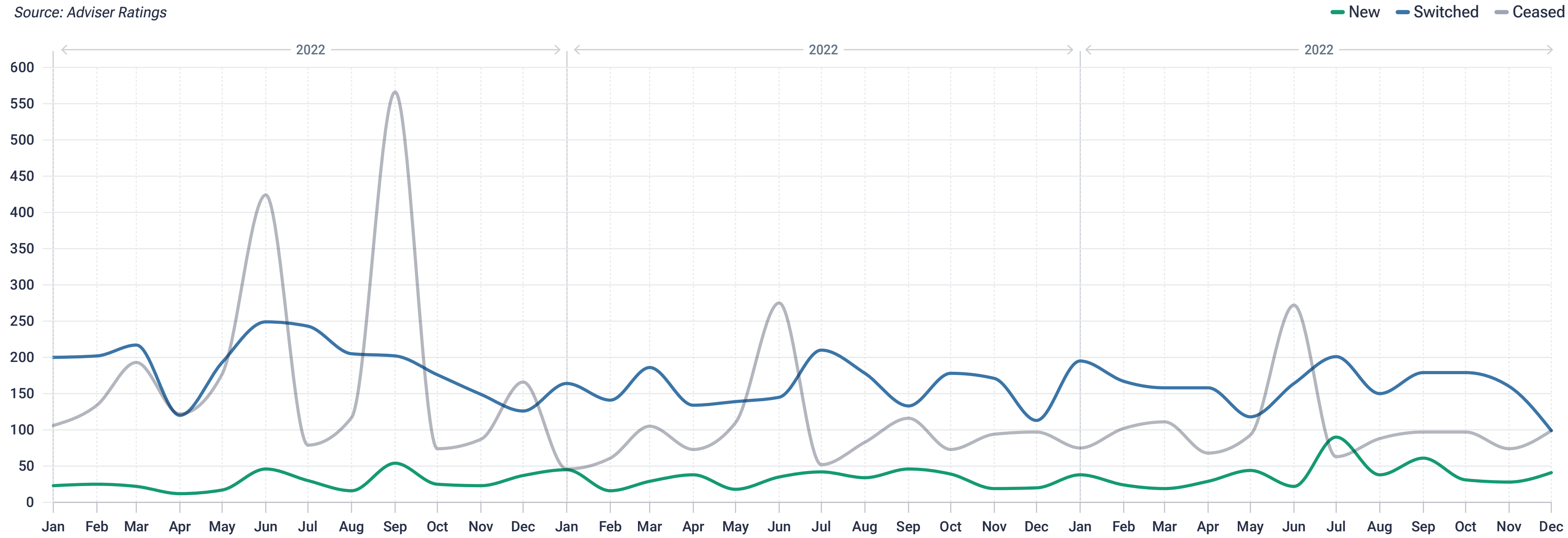
Diversified	4.2%	654
Industry super fund / Not-for-profit	3.6%	554
Stockbroker	12.0%	1,854
Bank	1.3%	201
Limited licensee	0.9%	140
Privately-owned (1 - 10)	28.1%	4,350
Privately-owned (11 - 100)	21.6%	3,350
Privately-owned (100+)	28.3%	4,374

Adviser movements

As highlighted in the previous section, Q4 saw a net decrease of 39 advisers. In Q4, 100 new entrants registered, and 131 advisers who had ceased practising in prior quarters returned. Despite this, 270 advisers ceased practising, while 438 switched licensees (including returning advisers).

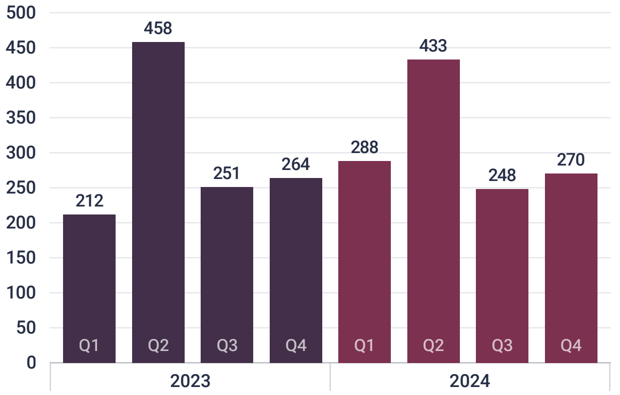
Adviser movements by type

Source: Adviser Ratings



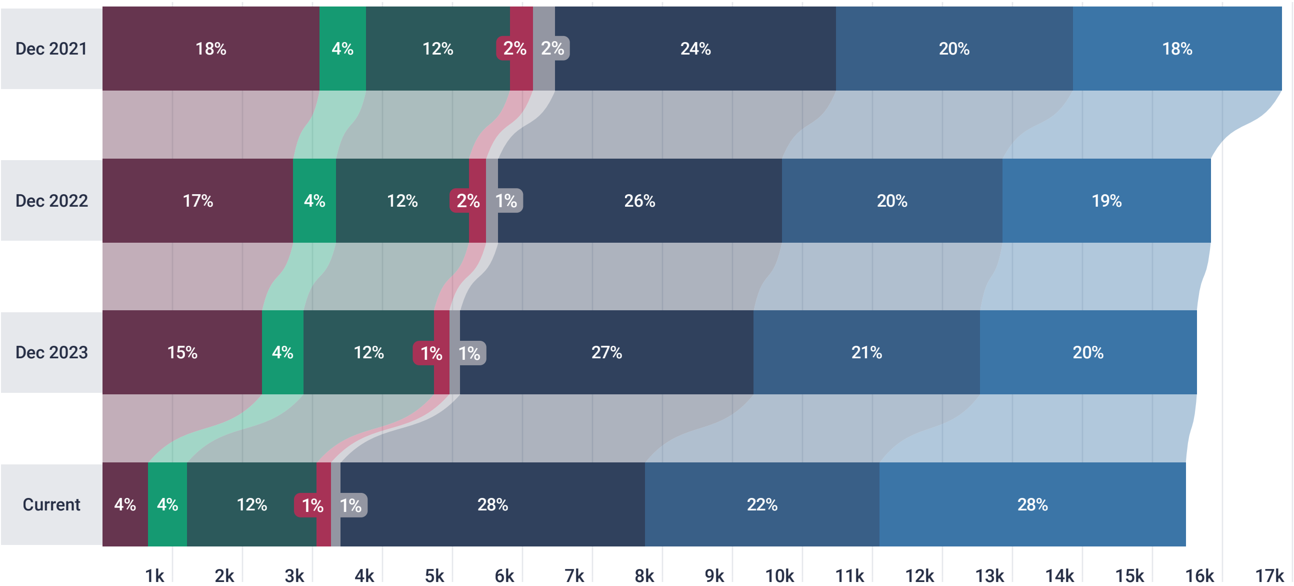
Ceased advisers

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	654
Industry super fund / Not-for-profit	665	610	592	554
Stockbroker	2,054	1,899	1,863	1,854
Bank	327	247	220	201
Limited licensee	320	172	156	140
Privately-owned (1 - 10)	4,014	4,052	4,193	4,350
Privately-owned (11 - 100)	3,380	3,152	3,235	3,350
Privately-owned (100+)	2,984	2,974	3,095	4,374

Ceasing advisers

Except for the annual jump in Q2 cessations, which coincide with resignations at the end of the financial year (and also coincide with the licensee adviser number audit date for ASIC levies), the number of advisers ceasing has generally flattened since Q1 2023, at around 250 a quarter.

While new entrants have replaced 35% of ceased advisers, another half (50.4%) return in later quarters. This has led to the general stabilisation in adviser numbers over the last two years at around 15,500. This stability in adviser numbers, despite the various movements and changes, is a testament to the resilience of the industry and should reassure stakeholders about its enduring strength.

Switching advisers

As the chart right shows, Q2 and Q4 switching is typically lower than Q1 and Q3 switches, and 2024 saw a continuation of this trend. As noted earlier, this relates to advisers often changing licensees at the end of the calendar or financial year, with the new licensee registering in the following quarter.

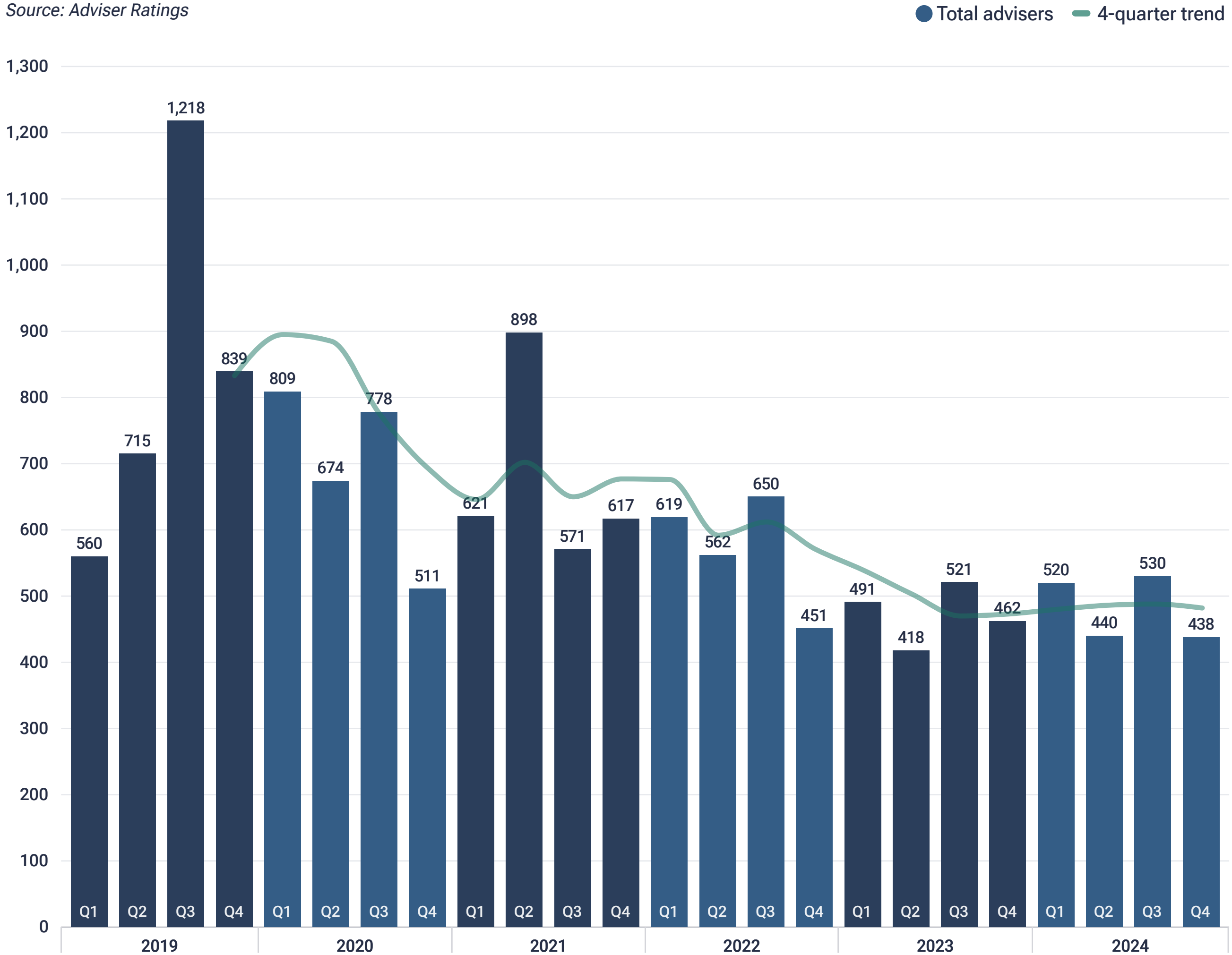
This decrease in licensee switching occurred again in the fourth quarter of the calendar year, with 438 advisers making the switch.

It is worth observing that since Q4 2022, there has been a stabilisation of switches, as shown in the trend line, 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, stockbrokers, industry superfunds and limited licensees. This trend of advisers moving to new licensees, which often represent a better fit for their goals and growth plans, is a key dynamic in the industry that stakeholders should be aware of.

> *Q4 switching stabilised at 438 advisers, averaging 480 quarterly since late 2022.*

Switched adviser movements (with 4-quarter trend line)

Source: Adviser Ratings



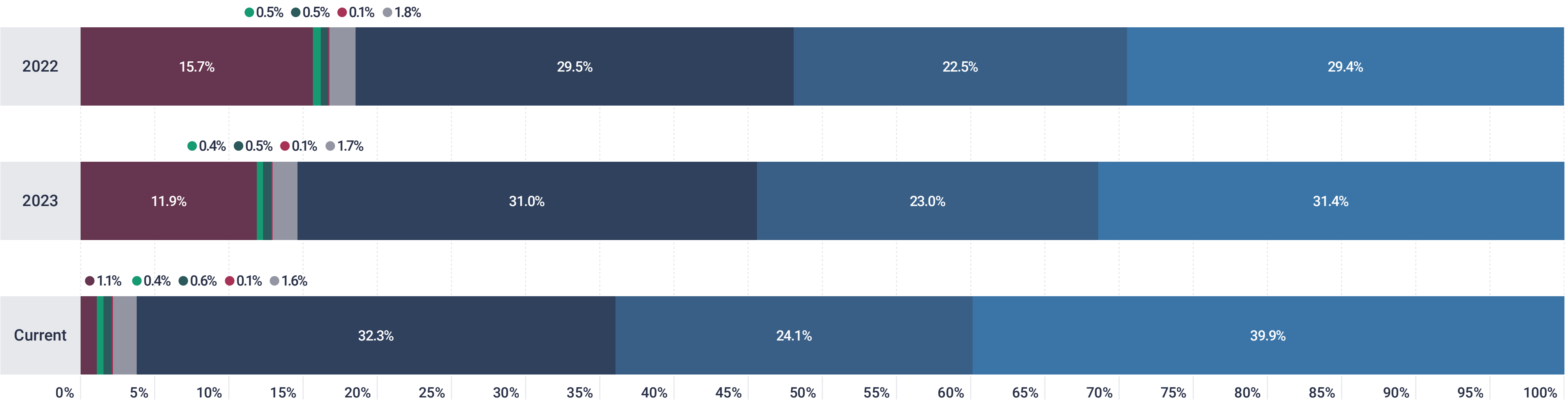
The changing face of practices

As highlighted last quarter, the growing trend of practices moving into the privately owned licensee continues. Licensees play a critical role in regulating financial advice, and the realities of licensee regulatory and supervision obligations often become overwhelming and an additional layer of administration for small practices. Over time, we see a trend towards consolidating Privately Owned (1-10) licensee practices into Privately Owned (11-100) practices as they seek economies of scale with other practices or a way to remove the additional administrative tasks. However, a clear trend in the profession is the shift towards independent, smaller practices that seek licensees who will support a client-centric approach to advice delivery and regulatory adaptation.

Segment	2022		2023		Current	
Diversified	995	15.7%	725	11.9%	67	1.1%
Industry super fund / NFP	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%	97	1.6%
Privately-owned (1 - 10)	1,874	29.5%	1,890	31.0%	1,961	32.3%
Privately-owned (11 - 100)	1,427	22.5%	1,405	23.0%	1,462	24.1%
Privately-owned (100+)	1,869	29.4%	1,917	31.4%	2,423	39.9%

Practice distribution by licensee segment (2022 – current)

Source: Adviser Ratings

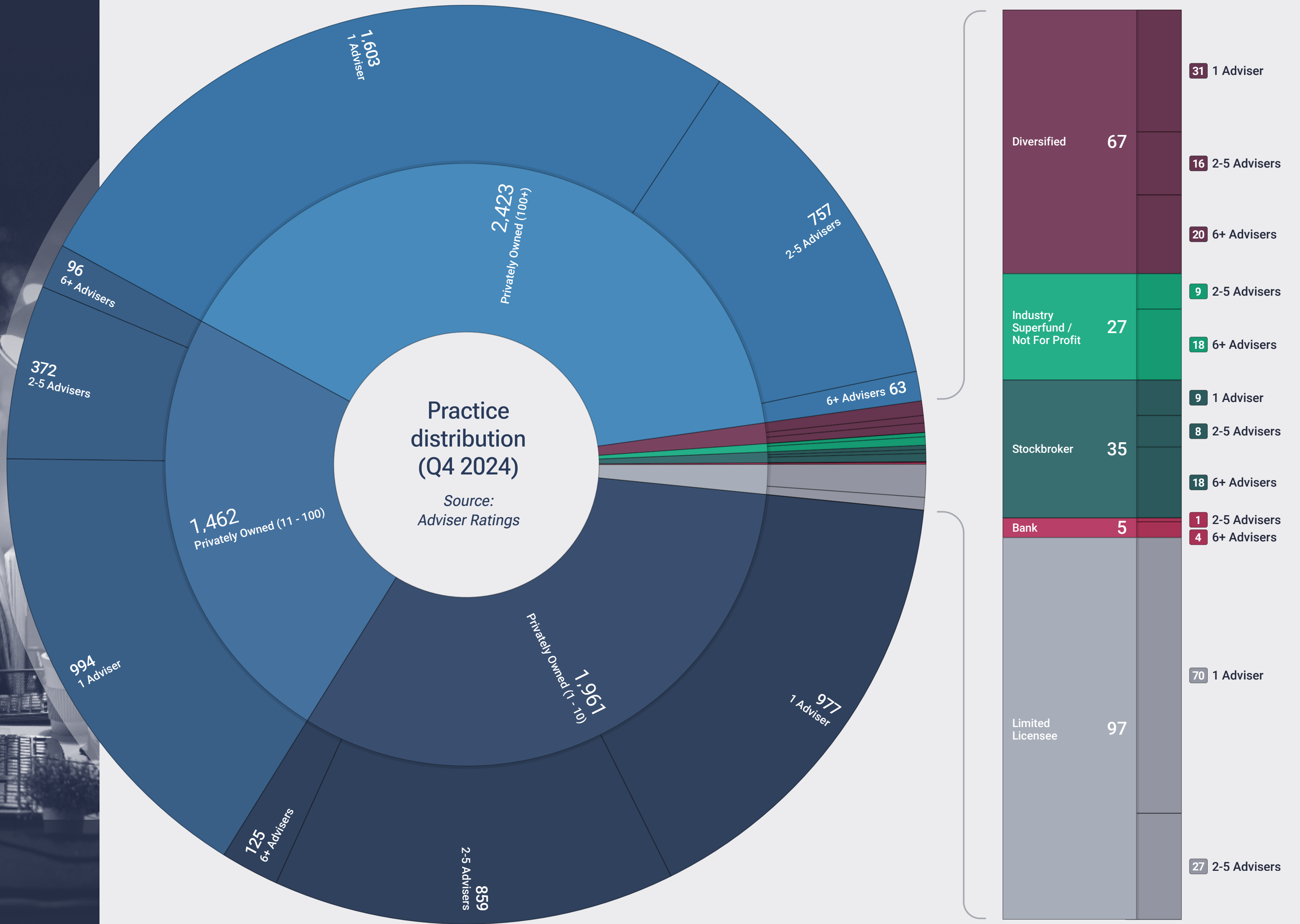


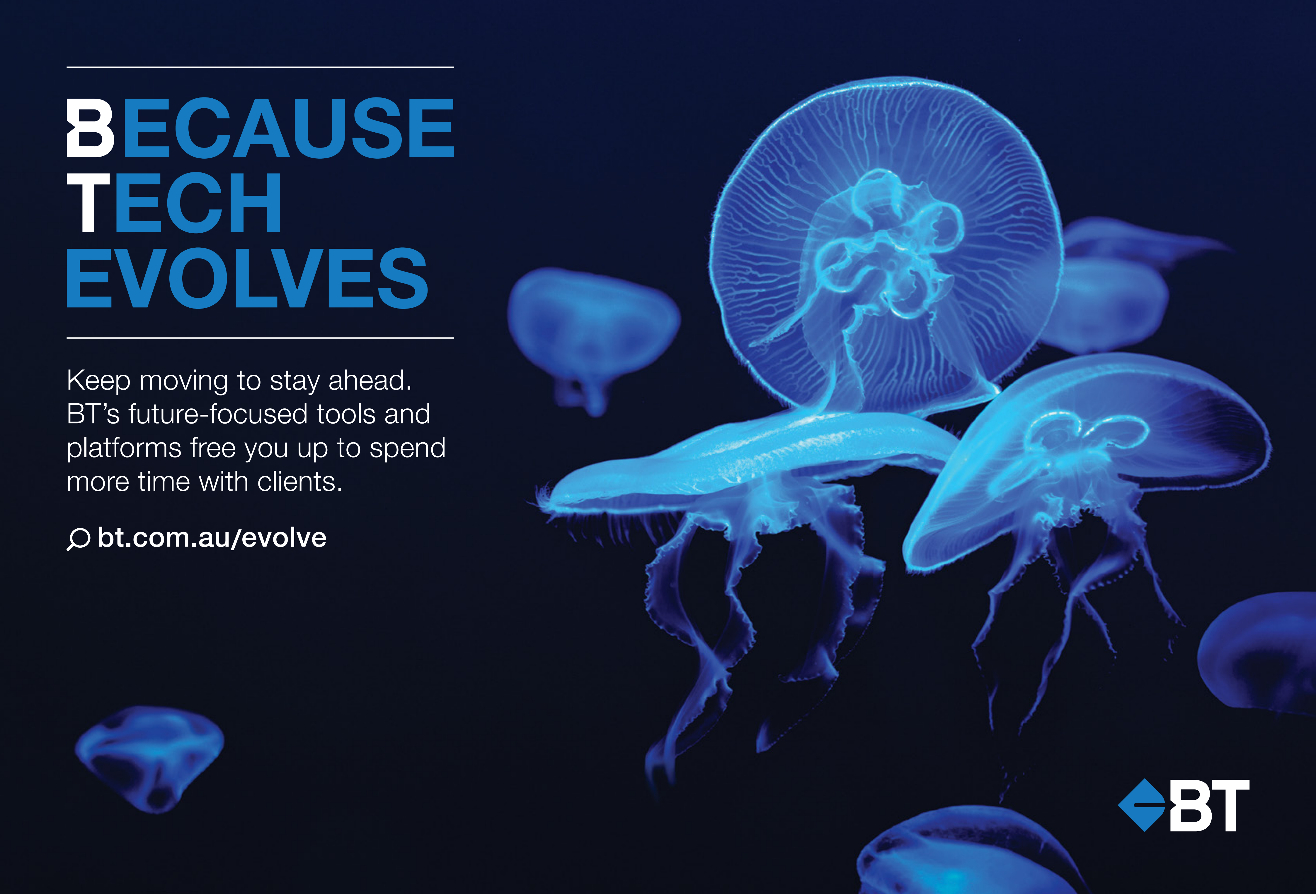
This month, 69 (1.6% increase) advisers shifted to Privately Owned (1-10), and 48 (1.5% increase) advisers shifted to Privately Owned (11-100). The most significant shift, however, was between Diversified, which lost 922, and Privately Owned (100+), which gained 833.

This represents a 23.5% increase over the quarter, following a 16.2% increase in Q3. This shows the dramatic shift that has occurred in FY2425.

6,077

Total practices as at Q4 2024

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BT FEATURE ARTICLE

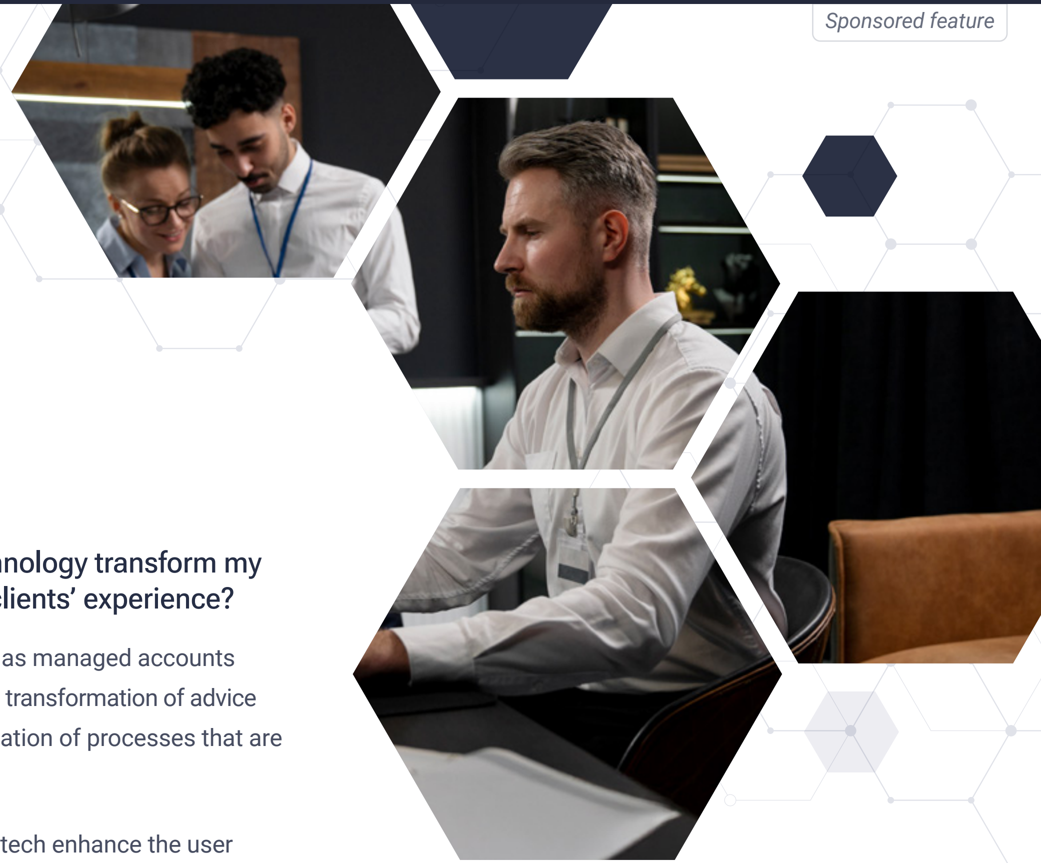
Top 5 questions you should ask your technology partners

> *The advice industry has faced its share of challenges in recent years, but it has also undergone meaningful transformation.*

Advice practices that are now thriving have made technology central to their operations and have carefully built a tech stack that allows them to operate more efficiently, with a greater focus on client service. Having worked in financial services and technology for nearly three decades, without question, I believe that the key theme that has defined business success is technology.

The next phase in advice practices' digital journey will focus on consolidation to achieve further efficiencies and drive growth. As Adviser Ratings' research shows this shift is already underway, with more advisers choosing to use fewer platforms and 36% of advisers using just one.

When it comes to choosing a technology partner, what are advisers looking for? Conversely, what questions should they be asking?



1 How can your technology transform my business and my clients' experience?

Platforms and products such as managed accounts have been central to the digital transformation of advice practices, enabling the automation of processes that are labour intensive.

Beyond automation, how can tech enhance the user experience for advisers, as well as advice clients?

As shown in Adviser Ratings' Landscape Report research, advisers want user-friendly client portals. Your platform's client portal is an extension of the overall service you provide to your clients and so has the potential to augment (or detract from) their service experience. This is an area of strength for BT, with the BT Panorama client portal and mobile app dominating the annual Platform Competitive Analysis and Benchmarking Report from Investment Trends in the past six years.

Artificial intelligence (AI) presents opportunities to elevate productivity but also innovate in capabilities and performance. Some platforms are looking to bring the best of AI into their own businesses and provide opportunities for advisers to learn how these tools can support their own practices. One example is a pilot in the BT Contact Centre of an AI tool that enables staff to source key product and process data quickly and more accurately, to service adviser and client requests.

2 Is your reporting capability customisable?

A key question advisers should ask their platform is how they can reduce the time it takes to produce reports.

In my experience this has been a challenge for platforms, as each practice has their own reporting requirements. BT's bulk reporting capability gives advisers and support staff flexibility to customise their reports.

Furthermore, as part of our multi-channel approach, at BT we are always looking at how to enhance the user experience on the BT Panorama mobile app – and match what's available on the web portal, including key reporting capabilities.

3 How strong are your cybersecurity credentials?

Cybercrime is top of mind for financial advisers, with more than 80 per cent worried about the potential for criminal activity, according to BT's Adviser Sentiment Index[1].

When choosing a platform provider, advisers should examine how robust the platform's systems and controls are and whether there is a continual review process. One best practice process is to regularly subject your system to ethical hacks to identify any security vulnerabilities.

At BT our highly skilled teams and cutting-edge security software protect the platform from cyber threats. We have a dedicated cybersecurity team of specialists that continually monitor and test our security defences. We also engage external partners to review our compliance and check that our controls align with international and regulatory standards.

The user experience for financial services consumers, including advice clients, is centred on the mobile app. The majority (57%) of BT Panorama advice clients log in via mobile, and many do so via biometric authentication.

1: BT Adviser Sentiment Index 2024 [View source](#)

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by Greg O'Donoghue

Head of Technology, BT

Greg O'Donoghue is BT's Head of Technology, with accountability for BT's technology strategy, delivery and operational management. He has nearly three decades' experience in the financial services and technology fields.

4 Can your technology integrate seamlessly with the rest of my tech stack?

Ideally, each advice firm should choose the various components of their own tech stack, because what works for a firm of 50 advisers might not be the best tech choice for a firm of five advisers. Once those choices have been made, the tech stack should work as a whole, with data feeds updating in real time. In practice, with multiple software developers and suppliers in the market offering client relationship management, planning and other software, integration is a challenge for advice firms.

AI will add to the array of tech available to advice businesses. With the AI opportunity in mind, at BT we are currently laying the groundwork to prepare BT Panorama so it integrates seamlessly with the next generation of tech that will enable advisers to thrive into the future.

5 How robust are your governance processes?

This is not the most obvious question to ask, to be sure. A good analogy is buying a car – you'll want to know what's under the hood.

When it comes to developing technology, experience, strength and size matter. 2024 marked BT Panorama's tenth anniversary, and the platform's decade-long journey has included the transfer of over 150,000 accounts from its 27-year-old predecessor BT Wrap in 2021, the largest wealth platform migration at the time. In the past decade, our technology has been tested and the learnings have made our governance more robust. Our culture is nimble, disciplined and resilient.

We now have a two-pronged focus: simplification and modernisation. For advisers, this means improved performance, including faster processing times. We are removing legacy workflow and data management tools, and adopting more up-to-date technologies.

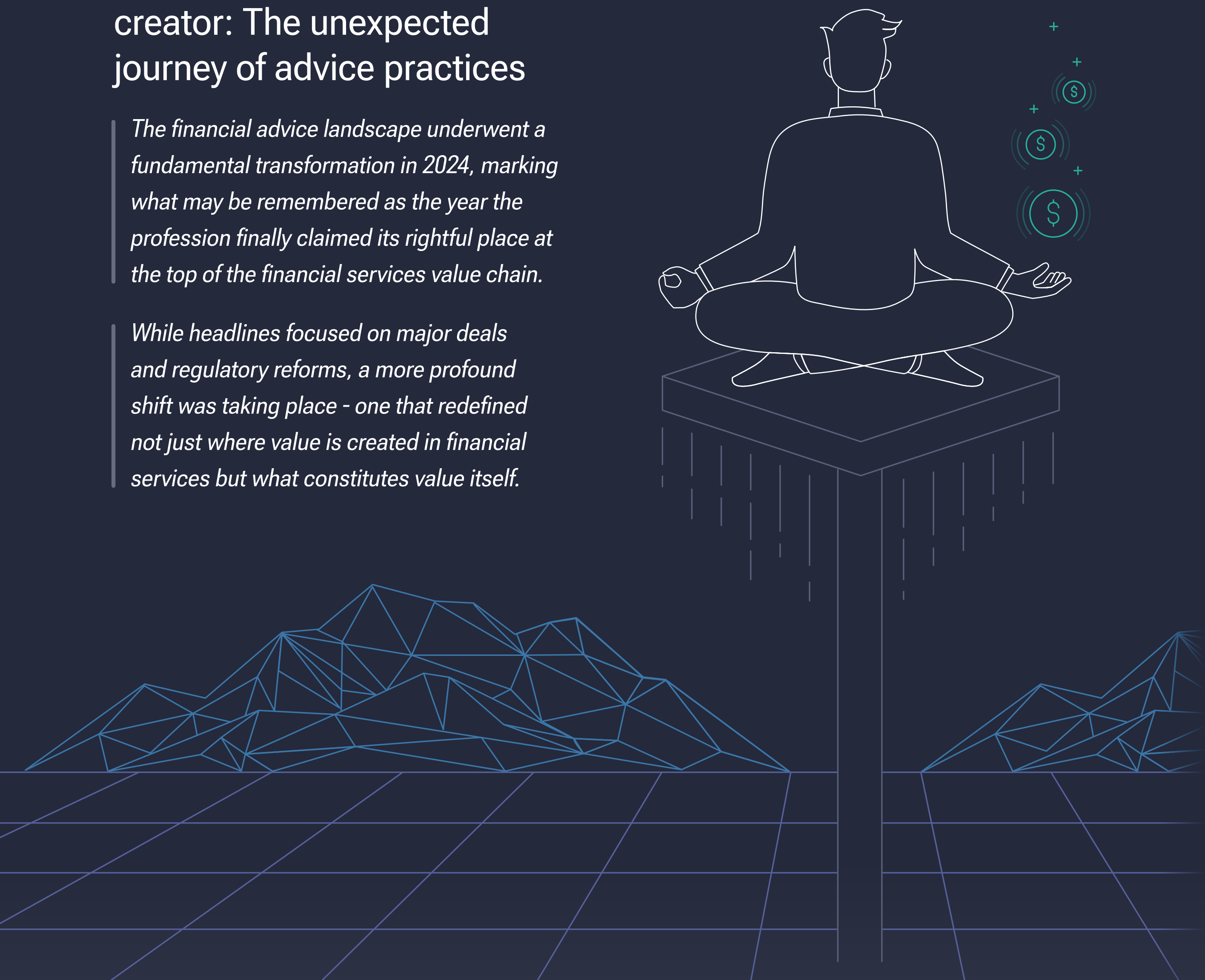
The modernisation of BT Panorama involves further investment in the technology for speed, security, stability, growth and, of course, for the next phase of digital transformation.

SPECIAL FEATURE

From cost center to value creator: The unexpected journey of advice practices

The financial advice landscape underwent a fundamental transformation in 2024, marking what may be remembered as the year the profession finally claimed its rightful place at the top of the financial services value chain.

While headlines focused on major deals and regulatory reforms, a more profound shift was taking place - one that redefined not just where value is created in financial services but what constitutes value itself.



The changing face of value creation

Over the last twenty-five years, the perceived value of different parts of the financial services ecosystem has shifted significantly. However, as 2024 draws to a close, advice businesses have ascended to the top of the value chain - not just in terms of financial worth but in their contribution to the public good.

“Not that long ago, fund managers were the most valuable, ten years later the platforms were the most valuable, and now the fund managers are actually cheap. Platforms are racing to zero - they’re not cheaper yet, but they’ll get there. And advice businesses are slowly but surely emerging at the top of the value chain as valuable financially and valuable from a public good, consumer perspective as they bloody should be,” reflected Paul Barrett, CEO of AZ NGA.

This shift isn’t merely theoretical. The surge in private equity interest, exemplified by deals like Oaktree Capital’s partnership with AZ NGA and Merchant Investment Management setting up a local subsidiary, both with the aim to invest in Australian advice practices, signals a fundamental revaluation of advice businesses. However, the transformation runs deeper than transaction values. What’s emerging is a new value-creation model that combines technological efficiency with enhanced client outcomes.

Technology: From cost center to value driver

The most striking insight from 2024 is how technology has evolved from being viewed as an operational necessity to becoming a core driver of practice value. Our data reveals that tech-savvy practices operate with 55% fewer staff while maintaining high service standards - but this efficiency isn't coming at the cost of client service. Instead, it's enabling a fundamental reimagining of the advice experience.

Adopting AI and data analytics isn't just about cost reduction - it's enabling practices to serve more clients more effectively. During a year-end review, Adviser Rating's CEO Angus Woods noted, "The biggest challenge isn't implementing the technology. It's changing people's behaviour." This observation points to a crucial insight: the practices seeing the most significant success are those that view technology not as a tool for automation but as a means of enhancing human capability.

The rise of super firms

2024 saw the emergence of what industry insiders are calling 'super firms' - practices that excel across multiple dimensions through strategic specialisation and scale. These firms are not just larger versions of traditional practices; they represent a new advice delivery model that combines specialised expertise and operational efficiency. This means that these firms are not only able to serve a larger client base but also provide more comprehensive and effective financial advice.

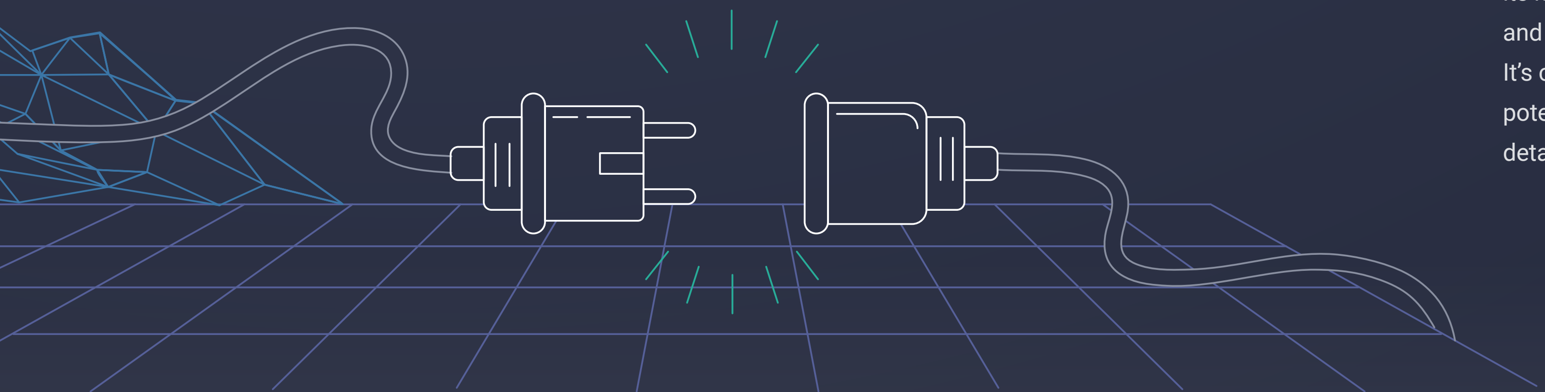
The data tells a compelling story: optimal practices achieve profit margins exceeding 40% while increasing revenue by more than 15% year-on-year. However, these metrics don't fully capture the transformation taking place. These firms are pioneering new approaches to client engagement, leveraging technology for efficiency and creating more meaningful client interactions. And this is only likely to accelerate (and become a more significant differentiator) with the coming regulatory changes.

The regulatory catalyst

While the Quality of Advice Review and Delivering Better Financial Outcomes reforms dominated industry discussions in 2024, their true significance may lie less in their specific provisions than in how they're catalysing broader change. For instance, the shift away from prescriptive SOAs isn't just about reducing paperwork - it's enabling a fundamental rethink of how advice is delivered and documented to benefit client understanding and engagement.

Looking ahead to 2025, the profession appears poised for further transformation. 'If the Treasury can get the legislation finished in time, I think DBFO Tranche 2 can happen fast and get waved through Parliament before the election. Neither party really wants to deal with this after the election', Ben Marshan of Adviser Ratings predicted in our year-end discussions while noting that the Opposition had already introduced their own version of the legislation into Parliament.

While DBFO Tranche 2 is a significant regulatory change, its main purpose is simplifying the advice delivery process and is expected to impact the profession profoundly. It's crucial for all stakeholders to be prepared for its potential implications, and even without knowing the final details, planning for the changes can start immediately.



A new professional paradigm

The most encouraging development of 2024 was the stabilisation and slight growth in adviser numbers over Q3 and Q4, marking the first period of sustained positive growth since 2018. This shift suggests the profession has finally turned a corner, moving from a period of reactive change and negativity to one of proactive evolution and growth, instilling a sense of optimism for the future.

Similarly, the introduction of the 'new class of advisers' is not just about addressing capacity constraints. It's about creating a more diverse and dynamic profession and a more structured pathway to becoming a professional financial adviser. This initiative, which has been challenging over the past 10 years since the introduction of the FASEA framework, aims to bring fresh service models to consumers and talent into the industry, enhancing its overall capacity, quality and effectiveness.

Looking ahead: The value imperative

As we look toward 2025, the industry stands at a pivotal moment. The convergence of technological capability, regulatory reform, and evolving client needs creates unprecedented opportunities for practices willing to embrace change. However, success will require more than just adopting new technologies or adapting to regulatory reforms - it will demand a fundamental rethink of how advice practices create and deliver value.

The practices that will thrive in this new environment won't necessarily be the largest or most technologically advanced, but those that best understand and adapt to this evolved concept of value. It's a shift that places client outcomes at the centre while recognising that operational efficiency and professional excellence are not competing priorities but complementary elements of a successful modern practice.

As Angus Woods observed in our year-end review, "There's going to be that continual shift...we need to make sure that industry is not earning the ire of regulators." This observation captures a crucial truth: the profession's future success depends on creating value and ensuring that value is recognised and respected by all stakeholders, inspiring a sense of purpose in the profession's mission.

The transformation we've witnessed in 2024 isn't just about changing business models or adapting to new regulations - it's the profession finally claiming its rightful place at the centre of the financial services ecosystem. As we move into 2025, the opportunity and challenge will be to build on this foundation, creating sustainable value that benefits advisers, clients, and the broader community alike.

Corporate actions

This quarter's primary growth in licensees was in the Privately Owned groups. First Financial (Privately Owned (11-100)) picked up 13 of their 15 new advisers from Akambo following the completion of a merger announced in April 2022. Similarly, VIAFGA merged with Gallagher Benefit Services (Diversified), accounting for all 12 additional advisers at Gallagher. Clime Advice added a practice of 8 advisers from former licensee Madison Financial Group following the set-up of their new advice arm. On the other hand, Charter Financial Planning (Privately Owned (100+)) added 9 of their 13 additional advisers from 5 different licensees, including 4 from an internal shift from an AMP Financial Planning practice. Fortnum Private Wealth primarily grew with 13 additional advisers with an internal Entireti shift from Personal Financial Services; however, it also had 3 advisers move to 2 other licensees and another 4 cessations, suggesting others are also on the move. SGN Financial also picked up 2 practices for an additional 7 advisers from AdviceIQ Partners and Cervus Wealth Management. A practice of 7 former Havana Financial Services advisers has also set up their own license (Privately Owned (1-10)) Strategic Financial Partners. Finally, an AMP Financial Planning practice with 7 advisers set up Blackcrest Group. Other moves this quarter were driven by smaller practices or individual advisers shifting licensees.

Licensees with most adviser additions and reductions in Q4 2024

Source: Adviser Ratings

Most Additions / Most Reductions

Licensee	Segment	Number of Advisers
FIRST FINANCIAL PTY LTD	Privately Owned (11 - 100)	15
CHARTER FINANCIAL PLANNING LIMITED	Privately Owned (100+)	13
GALLAGHER BENEFIT SERVICES PTY LTD	Diversified	12
CLIME ADVICE PTY LTD	Privately Owned (1 - 10)	8
FORTNUM PRIVATE WEALTH LTD	Privately Owned (100+)	7
SGN FINANCIAL PTY LTD	Privately Owned (11 - 100)	7
TEMPLESTONE FINANCIAL SERVICES PTY LTD	Privately Owned (11 - 100)	7
STRATEGIC FINANCE PARTNERS PTY LTD	Privately Owned (1 - 10)	7
BLACKCREST GROUP PTY LTD	Privately Owned (1 - 10)	7
LIFESPAN FINANCIAL PLANNING PTY LTD	Privately Owned (100+)	6
MILLENNIUM 3 FINANCIAL SERVICES PTY LTD	Privately Owned (100+)	-6
INFOCUS SECURITIES AUSTRALIA PTY LTD	Privately Owned (100+)	-10
PERPETUAL TRUSTEE COMPANY LIMITED	Diversified	-10
CAPSTONE FINANCIAL PLANNING PTY LTD	Privately Owned (100+)	-11
HAVANA FINANCIAL SERVICES PTY LTD	Privately Owned (11 - 100)	-11
VIAFGA PTY LTD	Privately Owned (11 - 100)	-12
MADISON FINANCIAL GROUP PTY LTD	Diversified	-13
PERSONAL FINANCIAL SERVICES LTD	Diversified	-14
AKAMBO PTY LTD	Privately Owned (11 - 100)	-16
AMP FINANCIAL PLANNING PTY LIMITED	Privately Owned (100+)	-25

Licensee movements

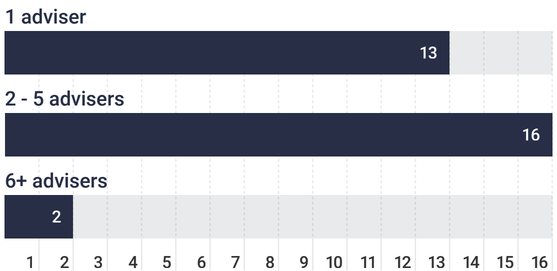
The popularity of boutique licensees continued in Q4, with all new AFSLs set up in the Privately Owned (1-10) category, with 1 to 7 advisers in size.

Due to the significant corporate actions this quarter, several practices took the opportunity to set up their own licenses. Unlike in Q3, they have come from a broad range of former segments.

Once again, a high proportion of ceased licensees had been around for six years or more (79%), with 11 operating for more than ten years before they voluntarily closed, verse 1 not making it through an entire year. Of the 28 closures this quarter, 21 were licensees who had continuously operated with under 10 advisers.

Size of new licensees

Source: Adviser Ratings

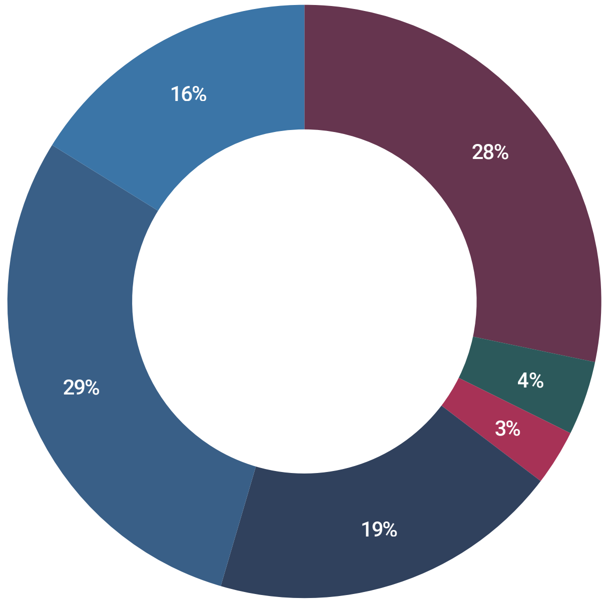


Licensees: newly registered vs discontinued

Source: Adviser Ratings

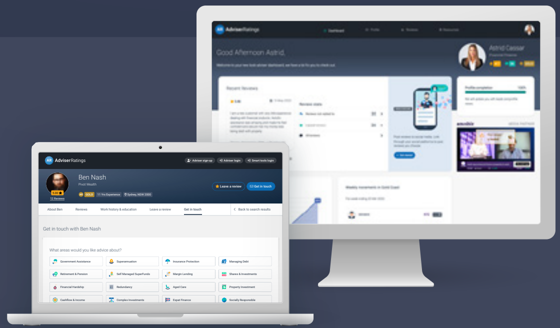
Where were advisers before going to a new licensee

Source: Adviser Ratings



Diversified	19	28%
Stockbroker	3	4%
Bank	2	3%
Privately Owned (1 - 10)	13	19%
Privately Owned (11 - 100)	20	29%
Privately Owned (100+)	11	16%

Our products



Consumer Marketplace

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

Nightingale Analytics

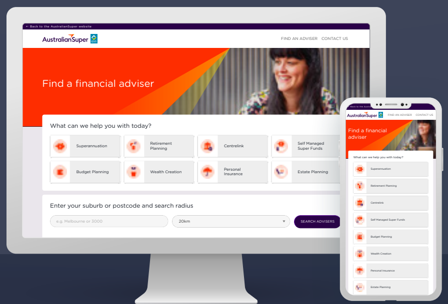
A customisable data service comprising contact and insight intelligence on the universe of advisers, practices and licensees for growth and compliance applications. Data is supplied via various means, including API and SFTP flat files.

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.

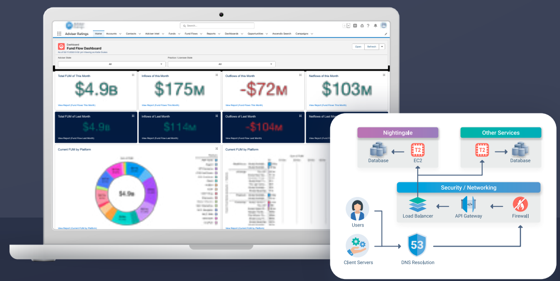
White-Label “Find An Adviser”

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.



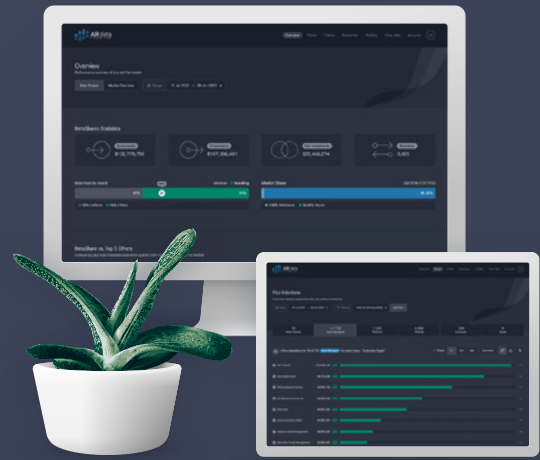
Adviser Quality Scores

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

October

The FAAA has been working with ASIC on this matter since September, when the problem was identified, and we are very pleased that ASIC has delivered a workable solution to the financial services industry.

- Phil Anderson, general manager of policy, advocacy, and standards at FAAA, discusses working with the regulator to achieve needed FSG regulatory relief.

November

We've managed to entice a global superpower in the investment world into financial advice practices in Australia. That's awesome, and we should, as a profession, really embrace that and be grateful for it.

- Paul Barrett, CEO of AZ NGA, excitedly told Adviser Ratings that Oaktree Capital is investing in Australian financial advice practices.

November

There is RG175 and if you really look at it, it talks about who's providing the advice, what's the AFSL, who's the authorised representative, providing those sorts of details. It talks about conflicted remuneration. Obviously, there's a separate section about product switching, and that's because there has been a trend in the past of people being switched into something else which is not any better for them. That's why it's there. So just keep thinking about what the what the guidelines say. Think about what the client wants. And as I've also said before, a long SOA certainly is not always the answer at AFCA.

- AFCA Senior Ombudsman - Advice and Investment Shail Singh on not losing sight of the basics when providing key information to clients.

The most important thing to note is not all of the AI tools out there are appropriate for the financial advice industry, and it's important to note, too, that whether you like it or not, statistically, 84 per cent of Australian workers are using AI now [and] a massive percentage of those are not commissioned by the organisation.

- Retrac director Travis Carter discussing AI usage on a panel at the FAAA Congress.

December

We need to rapidly upscale the number of financial advisers that we have in this country.

It's about enabling advisers to provide more scaled and focused advice and get away from this form-driven, box-ticking operation of the existing best interest duty.

- Assistant Treasurer and Minister for Financial Services Stephen Jones announced the government's commitment to delivering Tranche 2 of the Delivering Better Financial Outcomes legislation.

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

Contributors

Nicolas Peña Mc Gough
Head of Data & Analytics
nicolas@adviserratings.com.au

Angus Woods
Founder
angus@adviserratings.com.au

Ben Marshan
Researcher
benmarshan@adviserratings.com.au