

Financial Advice

NEW ZEALAND



HELPING NEW ZEALANDERS THRIVE

By growing respected, trusted, and professional financial advisers

ANNUAL REPORT 2023



FROM THE BOARD CHAIR

Hon. Heather Roy

Financial Advice New Zealand draws its strength from its members. As a Board, we are pleased to see our members successfully navigate the challenges of the new regime with professionalism and determination.

One of our primary strategic objectives for 2022/2023 was membership growth, which is key for ensuring sector influence and our ability to provide extensive resources to our members. While we didn't meet the growth targets set, we are satisfied with the level of new members joining our organisation, given the current conditions.

We believe the success of the sector relies on continually raising standards. The pinnacle marks CFP, CLU, and the Trusted Adviser Mark motivate advisers to exceed regulatory requirements. The Financial Advice New Zealand ethics course has been highly successful in assisting to raise these standards.

Our annual pulse survey indicates that our members are pleased with the strategic direction of the organisation. Accordingly, we held a strategy day to outline priorities for the next three years, focusing on our core pillars of advocacy, promotion and standards. Further challenging economic conditions will require us as an industry to continue to help New Zealanders achieve their financial goals.

I thank Board members for their dedication to our organisation, as we remain committed to aspirations for membership growth, the delivery of quality professional development opportunities and ensuring member satisfaction.

The Board thanks our CEO and her team for their excellent work in supporting financial advisors. Above all, I thank you, our valued members, for your trust in the strategic direction of Financial Advice New Zealand.

FROM THE CEO

Katrina Shanks



In March of this year, the new regulatory landscape was fully implemented. I am immensely proud of how the sector adapted to these changes, delivering quality advice amid numerous challenges, including unpredictable weather events, market volatility, inflationary pressures, and rising interest rates.

At Financial Advice New Zealand, we actively represent your interests with the media, key stakeholders, regulators, and policy makers. This year, our focus was on safeguarding the financial advice space within the new CoFI Act.

Competency, knowledge, and skill are vital in the new regulatory environment. We're thrilled to have partnered with Kaplan Professional to develop and deliver tailored learning content through Ontrack, a market-leading learning management solution that meets the professional development needs of our advisers in a modern and dynamic environment.

We delivered several consumer-focused social media campaigns that successfully directed individuals to our website in their search for trusted advisers.

We hosted two 'Out of the Box' regional roadshows in ten locations, following a highly successful 2023 conference, that set a new standard for future events.

We continue to provide weekly newsletters, webinars, and various tools tailored to the new regulatory framework. We remain committed to the CFP and Trusted Adviser Mark with plans for further development next year.

I extend my heartfelt gratitude to the MACs, Corporate Associate Forum, Regional Leaders, and the Certification Committee members. A special thanks goes to our dedicated Board and our exceptional office team, who tirelessly support and champion the vision of Financial Advice NZ. Your contributions are invaluable to our success.

MEMBERSHIP



1,512 members
199 new members
207 with the CFP* mark
52 with the CLU* mark
440 hold the Trusted Adviser mark

2023 PULSE MEMBERSHIP SURVEY ARE WE MOVING IN THE RIGHT DIRECTION?



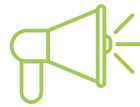
82% of members believe
Financial Advice NZ is on
course or totally on course

95% of members are definitely or
probably likely to recommend
membership to others



PROMOTION

71% of members said that we are either on
course or totally on course



ADVOCACY

86% of members said that we are either on
course or totally on course



STANDARDS

89% of members said that we are either on
course or totally on course



62% of members rate receiving relevant
learning and development as most
important, followed by keeping up to date
with compliance (20%).

PROMOTION



88,013 website page users
195,160 web page views
410 social media posts
300 media mentions

*CFP and CLU are registered certification marks. For more information
visit www.financialadvice.nz/certified-financial-planner-cm/



ADVOCACY IN THE HEADLINES...

CCCFA nightmares: Rule changes in July 'made diddly squat difference'

Financial Advice NZ weighs in on recent FMA Survey



Financial Advice NZ backs industry women

Advisers pleased with shape of CoFI law



Financial Advice NZ CEO on pay-later schemes struggling as many fall behind on payments

Majority support government's decision on income protection scheme



Government urged to probe the impact of CCCFA on home buyers



SERVICE TO THE PROFESSION AWARD STEPHEN O'CONNOR

A loyal servant to the NZ financial services industry for over 30 years, and a founding board member, SOC added extensive experience during his tenure and absolutely always operates with integrity.

MORE FOR OUR MEMBERS

A PROFESSIONAL LIABILITY PROGRAMME

A bespoke programme tailored specifically for FAPs with the cover they require to provide financial advice in the new regime.



A COLLECTIVE VOICE

Financial Advice NZ has been actively advocating for our members in the last 12 months across a range of regulatory and legislative issues. This has included: CoFI and Regulatory Returns

GROUP LIFE AND TPD INSURANCE

A discounted Group Life and TPD insurance plan which includes a Best Doctors Benefit.

LEARNING MANAGEMENT SYSTEM

Members have access to a modern and dynamic learning management system customised for the needs of financial advisers and FAPs.



NEW LMS LAUNCHED

ONTRACK BY KAPLAN PROFESSIONAL



In April 2023, Financial Advice NZ launched our new learning management system Ontrack by Kaplan Professional. This market-leading all-in-one learning platform provides our members with an effective solution to the new regime's compliance obligations for continued professional development and record keeping.

Benefits include new CPD content released twice a month, set multiple training plans for a 12-month professional development plan, sophisticated recording, tracking and monitoring tools to maintain precise CPD logs and the ability for FAPs to add bespoke content and requirement for their members and reporting capability.



STANDARDS



TOOLKITS AND BEST PRACTICE GUIDES DEVELOPED TO HELP MEMBERS MEET THEIR OBLIGATIONS



2022 ADVISER CONFERENCE IGNITE

A 2-day interactive and engaging virtual conference.
500+ attendees
22 speakers



PROFESSIONAL ETHICS WORKSHOPS

9 Workshops
116 Participants



OUT OF THE BOX ROADSHOW - MARCH

Featuring expert economists, legislation and regulations update, Professional Liability Programme overview and FAP Licensing assistance with the FMA.
Six locations
225 attendees

SUMMARY OF ACCOUNTS

30 JUNE 2023

STATEMENT OF FINANCIAL PERFORMANCE	2023	2022
Revenue		
Grants, Sponsorship and Other Similar Revenue	26,957	17,391
Fees, Subscriptions and Other Revenue from Members	1,043,461	1,104,178
Revenue from Providing Goods or Services	878,997	425,324
Interest, Dividends and Other Investment Revenue	9,763	3,285
Total Revenue	1,959,178	1,550,179
Expenses		
Board and Governance Costs	216,553	177,898
Volunteer and Employee Related Costs	752,840	740,036
Costs Related to Providing Goods or Services	945,691	513,909
Other Expenses	29,234	35,223
Total Expenses	1,944,317	1,467,065
Surplus Before Tax for the Year	14,861	83,114
Income Tax	28,085	17,293
Surplus After Tax for the Year	(13,224)	65,821

STATEMENT OF FINANCIAL POSITION	2023	2022
Assets		
Bank and Cash / (Bank Overdraft)	305,302	820,967
Debtors and Prepayments	61,285	332,600
Other Current Assets	400,000	0
Property, Plant and Equipment	12,604	17,808
Total Assets	779,191	1,171,375
Liabilities		
Creditors and Accrued Expenses	175,952	551,129
Employee Costs Payable	15,419	22,697
Other Current Liabilities	12,861	9,367
Total Liabilities	204,233	583,193
Net Assets	574,958	588,181
Accumulated Funds		
Capital Contributed by Owners or Members	194,145	194,145
Accumulated Surpluses	380,812	394,036
Total Accumulated Funds	574,958	588,181