



# SMSF Association

2023 Annual Report

## Registered office

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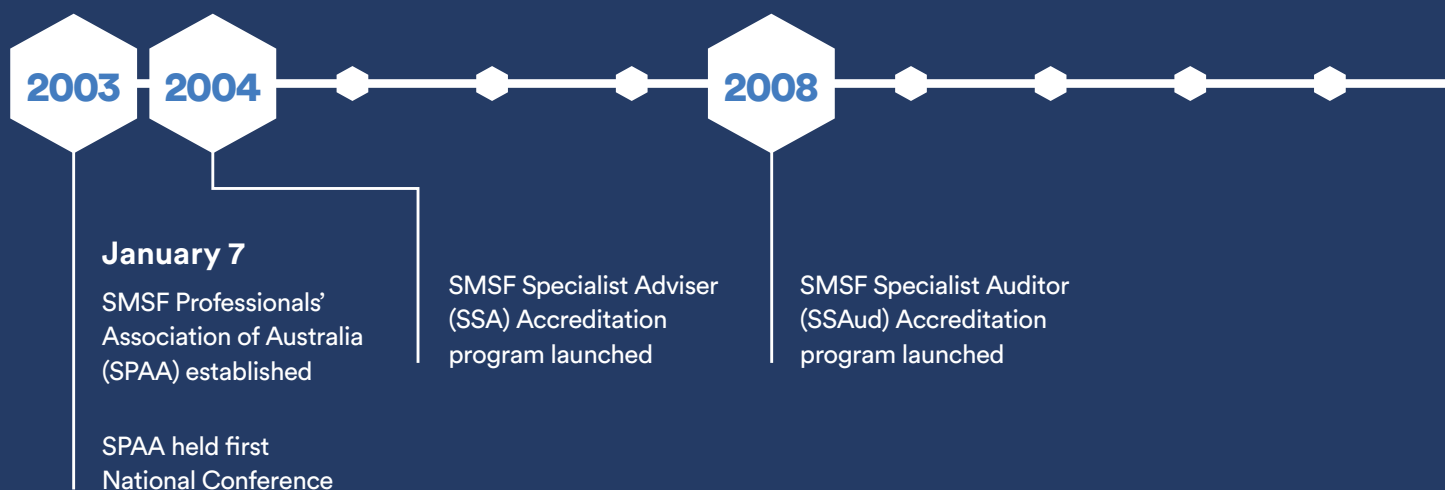
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## Auditor

Nexia Edwards Marshall  
Level 3, 150 Flinders Street  
Adelaide SA 5000

## Bankers

Westpac Banking Corporation



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# Chair Report



## Dear members

In our 20th year, I believe it is worth reflecting on just how viable our superannuation sector is – the foundation stone on which our specialist advice is built – and why it appeals to so many Australians as their preferred retirement savings vehicle.

As you have often heard your Association say, SMSFs are not for everyone. That's as true today as it was 20 years ago. But for those that opt for an SMSF, who are attracted to the choice and control it offers them, these funds are an excellent way to manage their superannuation, both in the accumulation and retirement phases of their lives. No one knows that better than you.

Choice and control. These two critical features help define our super sector. SMSFs provide choice on how superannuation funds are invested. They enable trustees to have discreet control over how the fund is invested. This can be the type of investments, level of exposure, and timing on when to enter or exit the market.

**Control has been a long-held attraction for SMSFs, and this is never changing.**

Yes, managing an SMSF comes with responsibilities and obligations, but the flip side of that coin is greater engagement and understanding on how your fund is invested and performing, and greater controls and options for a wide range of trustee decisions.

To these two critical words, I would add advice – the opportunity for trustees to access the specialist SMSF services our members provide. Never has specialist advice been more important, and never have specialist advisers found themselves in such demand.

That demand can only grow. The ATO data on new fund establishments shows that the SMSF sector is seeing a higher rate of growth in the 35-44 age bracket and more women becoming members of SMSFs. In the March 2023 quarter, 33.8% of members for all new SMSF establishments were aged 35-44.

With this new cohort will come new demands for services. For example, ethical and sustainable investing are likely to be an important consideration for this generation. And simply because they are entering at a time in their lives when they have work and family responsibilities, it's logical to assume they will need professional help.

No doubt some have been encouraged down this path by the two pieces of research we commissioned. First, the Rice Warner research that demonstrated that SMSFs with balances of \$200,000 or more are cost-competitive with APRA-regulated funds and SMSFs with balances of \$500,000 or more are typically the cheapest alternative.

Second, University of Adelaide research examined investment returns, using the model that allowed direct sector comparison for the first time. Two reports have been published, the first examining the 2017-19 period and again for 2020-21, showing that an SMSF with the balance of \$200,000 or more has a comparable performance compared with the much larger funds.

The upshot of both these reports – and the subsequent media coverage they attracted – was for ASIC to remove the suggested \$500,000 benchmark for establishing an SMSF – a notable win for our sector.

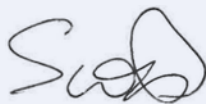
None of this is to say that it will be plain sailing in the months and years ahead. Your CEO, Peter Burgess, will touch on some of the issues we are currently grappling with, and no doubt others will arise. As we all know, in our industry change is the only constant.

**But I remain fully confident of this organisation's capacity to handle any challenge. We have done so in the past and will continue to do so in the future.**

Finally, let me say that since stepping into the role of CEO during this year, Peter is providing the excellent leadership the Board fully expected of him when appointed, and we look forward to working with him and his dedicated staff in the coming year.

I would like to take this opportunity to again thank his predecessor, John Maroney, who among other notable achievements, safely guided the Association through COVID – an unprecedented crisis.

To you and your families. I wish you a merry Christmas and a prosperous New Year.



**Scott Hay-Bartlem**  
Chair | SMSF Association





# CEO Report



## Dear members

It has been a momentous year for your Association. In our 20th year as an organisation, we can rightfully celebrate two decades of achieving excellent outcomes for our superannuation sector while eagerly anticipating an exciting future. Over this period, we have emerged as the pre-eminent body for our sector, working effectively with governments of both political persuasions, regulators, and wider industry.

From embedding the SSAud designation in legislation, the complete reversal of the 2010 Cooper Review's negative perception of SMSFs, to removing ASIC's \$500,000 threshold for establishing an SMSF, our achievements have been many. They have gone hand in glove with a growing SMSF sector that boasts more than 1.1 million adherents in over 600,000 funds and with funds under management fast closing in on \$1 trillion.

None of this should surprise. It comes from having a very clear vision consistently articulated over this time – for Australians to be able to take control of their own financial well-being through a sustainable SMSF community. And this can only be achieved by continually improving the professional standards of those advising SMSFs, and the critical role education plays in this. It's engrained in our DNA along with our SSA/SSAud designations, that have enormous cache in the industry.

Certainly, it's why our relationship with our education partners is so valued, as it's a gateway to increasing the number of SMSF Specialist Advisers. As any Specialist can tell you, they cannot meet the growing demand for their services, so increasing their number is critical to ensuring the integrity of the SMSF sector. And, for those advisers who go down this specialist path, it makes sound commercial and professional sense.

Over the years we have made our National Conference the centrepiece of the SMSF year, with this year's Melbourne event no exception and with every expectation of shooting the lights out in Brisbane in 2024.

Our valued sponsors welcome the opportunity to participate, while our members use the Conference to enhance their professional skills and network with their peers. On a smaller scale, the annual Technical Summits achieve the same goals.

But challenges keep coming, both for your Association and for you as practitioners in this space. The Federal Government's proposal to impose a higher tax on balances above \$3 million is demanding our full attention. We have taken our case to Canberra, strongly arguing that the proposal, in particular, to tax unrealised capital gains, is both iniquitous and flawed.



The Quality of Advice Review, which was handed down in February, makes many recommendations. Michelle Levy, who headed the Review, has taken significant steps to make financial advice more accessible and affordable for Australians. But in our opinion, there is a missing link –the important role of suitably qualified accountants in advising SMSFs and have said so publicly.

The recent announcement of a threefold increase in the ASIC levy for financial advisers is a heavy blow for the advice industry, and we are urging ASIC and the Federal Government to rethink this decision.

Finally, let me end on a personal note. I took the reins as CEO earlier this year, and, while always aware of our members' commitment to our organisation, have now enjoyed experiencing it firsthand.

As I said at the 20th anniversary dinner, the secret of our success is simple: it lies with our members and their unwavering quest for knowledge, their dedication and enthusiasm, and their desire to keep on improving - values that are shared by the Board and our team. It's why we fervently believe that we can grow the organisation in the years ahead, building on the firm foundation that has been laid over the past 20 years.

**Peter Burgess**  
CEO | SMSF Association

# Membership

## Quality Professionals

SMSF Association Specialist Members are recognised for their SMSF expertise and knowledge and considered to be at the peak of their profession in the SMSF sector. Our members receive a range of different benefits, depending on their membership type. Fellow, Specialist & Associate Members have direct access to our Resource Library which houses Go-To-Guides, Technical Papers, videos and White Label Documents amongst other valuable resources.

Following the board's approval of our updated strategic plan from 1 July 2023 we look forward to communicating with you the professional advantages that being a member will afford you into the future.

### Member Type as at 30 June '23

Affiliate	2%
Associate	36%
Retired	2%
Fellow	3%
Specialist	57%

### Member Primary Occupation as at 30 June '23

Accountant	43%
Auditor	6%
Corporate	1%
Financial Planner	38%
Lawyer	2%
Other	7%
SMSF Administration	3%

## Disciplinary actions against SMSF Association members failing to uphold professional standards

The SMSF Association is a self-regulating professional Association whose members voluntarily agree to be bound by various professional, ethical and technical standards at all times, as part of their ongoing membership.

In order to uphold the level of professional conduct that we require of our members, we keep up-to-date records of complaints and the action taken by the Association, as determined by our Professional Standards committee. These Conduct and Disciplinary Procedures are the expected minimum requirements of all our professional members.

NATURE OF COMPLAINT	2023/24	2022/23
Criminal Conviction	—	—
Statutory offence bringing discredit to member, association or profession	1	1
Failure to observe proper standard of professional care, skill and competence	—	—
Breach of Association Branding policy	—	—
Breach of Association Code of Conduct and Rules	—	11
Other	—	—

ACTION TAKEN BY THE SMSF ASSOCIATION	2023/24	2022/23
Cancellation of Membership	1	10
Suspension of Specialist designation or Membership for a defined period	—	—
Reprimand	—	—
Practice Review	—	—
No action required	—	—
Other	—	—
Investigation ongoing	—	2





# Recognising our Members

Each year, at the annual SMSF Association National Conference, we celebrate our members who have made a significant contribution to the Association in recent times and our members who have achieved the top score in our accreditation programs.

## Chair and CEO Awards

**Chair Award**

**Daniel Butler** FSSA

**CEO Award**

**Tim Miller** FSSA



## Specialist Achiever Awards

The following members have achieved the top score in our accreditation programs for the 2022 year.



**Top  
SSA®  
Achiever**

**William  
Fettes**



**Top  
SSAud®  
Achiever**

**Jincheng  
Zhao**

# Congratulations

## Our newest Fellow Members



Fellow  
SMSF Association  
Specialist

**Katrina Fletcher** FSSA, FSSAud

**Richard Smith** FSSA, FSSAud

**Tim Miller** FSSA

**Con Gotsis** FSSA, FSSAud



# 15 Year Member Milestones

**Congratulations to the following SMSF Association members who are celebrating their 15 year membership milestone during 2023.**

We thank these members in particular for their ongoing and unwavering support of the SMSF Association and our great SMSF sector over many years.

Anna Agati SSA	Joanne Edwards SSA	Wayne Lucerne SSA	Megan Ryan SSA, SSAud
Peter Alvarez SSA	Kathy Evans	Tim Mackay SSA	Phillip Scandizzo
Christopher Arnold SSA	Glenn Fairbairn SSA	Gordon Mackenzie	Juanita Sharp SSA
Richard Asquith-Charlton SSA	Brent Fairhead SSA	Hari Maragos SSA	David Shirlow
Jenni Attard SSAud	Stuart Fitzpatrick SSA	Debbie Martin SSA	Liam Shorte SSA
Karen Barnes SSA	Matt Fogarty SSA	Christine McCormack SSA	Adrian Sibbick
Paul Barsden SSA	Andrew French SSA	Leanne McGinty SSA	Phillip Sieber SSA
Michael Beddoes SSA	Janet Gill	Craig Medlow SSA	Kristy Smith (nee Purdon) SSA
Craig Benham SSA	Jane Gun SSA	Felicity Melican SSAud	Jimmy Son
Mark Berry SSA	Mai Ha	Delyse Mercer	Alan Spicer SSA
Marcello Blasi	Glenn Hampton SSA	Tracey Milne SSA	Matthew Stevenson SSA, SSAud
Peter Burke SSA	Matthew Hansen SSAud	Paul Money	May Tang SSA
Lisa Cahill SSA, SSAud	Shane Harding SSA	Paul Moran SSA	Lara Taylor SSA
Mark Caldwell SSA	Chris Harris SSA	Chris Morcom SSA	Janine Tempone SSA
Tony Capicchiano SSA	James Harrison	Luke Morris	Thomas Thuijs SSAud
Christopher Carra SSA, SSAud	Andrew Hayes SSA	Alexander Morris SSA	Katie Timms SSA
Paul Chalmers SSA	Andrew Hewison SSA	Shari Neagle SSA	Anthony Trovato SSA
Jacqui Chellew SSA	Phillip Hey SSA	Jennifer Newport SSA	Mukundkumar Unadkat SSA
Elizabeth Christodoulou SSAud	Nadine Hill SSA	Kimani Nganga SSAud	Andrew Unterweger
Joseph Cilmi SSA	Kieran Hoare SSA	Shane Nicholas SSA	Michelle van Lier SSA
Damien Clancy	Christine Hornery SSA	Michael Oates	Phillip Whiteley SSA
Vincent Collins SSA	Elsa Howarth SSA	Andy O'Meagher	Brian Wibberley SSA
Richard Collins SSAud	Pauline Howatson SSA, SSAud	Louie Papadakos SSA	Matthew Williams SSAud
Joseph Cox SSA	Cameron Howlett SSA	Thanasis Papoulis	James Williamson SSA
Brett Cribb	Dean Hutchins SSA	Sarah Parsons	James Willis SSA
Roger Cumming	Brenda Hutchinson	Nathan Pech SSA	Anne Marie Wilson
Simon Curtain SSA	John Hypatidis SSA	Salvatore Pietropaolo	Rebecca Winnell SSA
Neal Dallas SSA	Megan Kelly SSA	John Randall SSA	Toby Winten SSA
Tim Davidson SSAud	Glen Klein SSAud	Garry Ransome SSA	Darren Withers SSA
Tim Deamer SSA	Frank Kleinig SSAud	Clinton Reid	Andrew Yee
Jonathan Dixon SSA	Shaun La Motte SSA	Benjamin Reynolds SSA	Kevin Zhang SSA
Odelia D'Silva SSA	Clifford Lake SSA	Kerri Reynolds SSA	
	Nathan Lear SSA	Melissa Robertson SSA	

# Newly accredited members

Congratulations to all SMSF Association members who have completed their Specialist accreditation with us over the past year.

## SMSF Specialist Advisor (SSA®)

Alex Abeyasinghe	Diego Carrasco	Jessica Deamer	Mattika Haynes
Morris Alexander	Thomas Cavicchia	Luke Dean	Sejoon Heo
Joyce Bai	Brooke Charity	Bianca Douglas	Richard Hinch
Angelo Baronessa	Helen Cheng	Justin Doyle	Lili Hong
Murteza Behrami	Michael Chettle	Nikhil Dsouza	Peter Humble
Peter Beins	Joynivee Chua	Gavin Du Buisson Perrine	Jason Hurst
Timothy Boxsell	Jeric Clemente	Luke Edwards	Michelle Ignacio
Paul Bronson	Julian Coleman	Dharshani Fernando	Adam James
Leslie Brown	Alison Comafay	Miriam Flores	Wendy Jimenez
Krista Brunton	Daniel Conroy	Nader Gariban	Elizabeth Johnson
Peter Burke	Helen Cowhan	Olivia Grant	Jason Kenna
Warren Burt	Asher Cribb	Louise Greig	Shane Kennealy
Bobby Byrne	David Cuff	Ratana Hak	Vikas Khanna
Rebecca Cameron	Matthew Daniells	Matthew Hams	Britt Kingsley
Clay Cameron	Greg Davis	Andrew Hanna	Kean Kong
Tyrone Cammaroto	Lisa Dawson	Cameron Harris	Yan Li



Accredited  
SMSF Association  
Specialist

Yanyi Li	Jeanette Niebling	Larisa Sheptitsky	Luke Vincent
Amy (Fang) Li	Joshua Nixon	Anusha Silva	Sally Wang
Yang Liu	Christopher Overton	Sigo Siriphokha	Robert Watson
Margaret Luckman	Robert Parente	Grant Sloggett	Shannon Webb
Caleb Ludlow	Stephanie Patrick	Damian Smith	Mathew White
James Malcolm	Amelia Paullo	Vanessa Smith	Tim White
Teresa Maroske	Christa Pawlowski	James Smith	Marc Wierzbicki
Jobish Mathew	Paul Pellegrino	Stephanie Stacey	Adam Williams
Veronica McAlister	Jing Peng	Leesa Swain	Katharine Wilson
Hannah McCready	Salvatore Pizzuto	Leong Tang	Katie Withers
Kieran McErlean	Amanda Pollock	Peter Telenko	Alex Ka Ip Wong
Graham McLauchlan	Will Powis	Liana Tenggara	Matthew (Chi Ming) Wu
James Miller	Adam Roth	Gregory Thornton	Wen Xing
Dharmesh Mistry	James Rurenga	Vincent Ting	Jane Yao
Jake Muras	Megan Ryan	Darren Tomasini	Shiyuan (Leo) Zhang
Carson Natkunarajah	David Scolla	Vince Tran	Linhui Zhao
Alexander Naylor	Nalini Shanmugan	Thayne Turley	
Amanda Neuendorff	Richard Shaw	Rohith Vaikkattil Haridas	
Matthew Nicolas	Michael Sheppard	Timothy Velasco	

## SMSF Specialist Auditor (SSAud®)

Jincheng Zhao  
Meenaz Visram  
Emily Williams  
Manbeena Sandhu

Ekta Dham  
Michael Wilson  
Tianyu Li  
Haylee Cox

Yang Sun  
Harry Boghossian





SMSF  
ASSOCIATION

NATIONAL  
CONFERENCE  
2022

TOURNE  
1 FEB

# Our Board, Association and Advisory Committees

## Board Committees

### Finance, Risk and Audit Committee

Michael Houlihan – Chair  
Geoff Rooney  
Peter Burgess  
Joshua Geers  
Cassandra De Conno

### Governance, Nomination and Remuneration Committee

Robyn FitzRoy – Chair  
Scott Hay-Bartlem  
Dr Deborah Ralston  
Bryan Ashenden  
Peter Burgess

### Public Policy Committee

Dr Deborah Ralston – Chair  
Hon. Bernie Ripoll  
Bryan Ashenden  
Robin Bowerman  
Jeremy Cooper  
Peter Burgess  
Tracey Scotchbrook

## Association and Advisory Committees

### National Membership Committee

Liam Shorte – Chair  
Michael Houlihan  
Megan Kelly  
Con Gotsis  
Doug McBirnie  
Katrina Hancock  
Julie Steed  
Wayne Bolin  
Vivi Chen

### Professional Standards Committee

David Saul – Chair  
Tracey Scotchbrook  
Fiona Hinrichsen  
Nathan Baker  
Lisa Papachristoforos  
Rebecca Edwards

### National Conference Program Committee

Mary Simmons – Chair  
Scott Hay-Bartlem  
Mark Ellem  
Shelley Banton  
Belinda Aisbett  
Julie Steed  
Dan Butler  
Jo Hurley

# Corporate Governance Statement

The SMSF Association Ltd follows the AICD Not-For-Profit Governance Principles promoting good governance for Not-for-Profit Organisations.

## 1. Purpose and Strategy

The Board approves the purpose and strategy of the Association which is monitored on a regular basis. The Association's Vision, Mission and Strategic Plans are reviewed at least annually by the Board and executive team. As part of the Board's decision-making process consideration is given to the impact and alignment with the Association's strategy. The Association's vision and mission are made available via the Association's website.

## 2. Roles and Responsibilities

The Board of Directors is the principal body responsible for the corporate governance of the Association and has primary oversight of its performance and the development and approval of long-term strategy. The Board Charter sets out the roles, responsibilities and authorities of how the Board functions.

The Board has a management framework, risk management process and system of controls and established ethical standards. The Board is responsible for:

- Determining and reviewing the Association's short and long-term strategies
- Approval of budgets
- Appointment and evaluation of the CEO
- Risk oversight
- Integrity in financial reporting
- Monitoring of the activities and reputation of the Association

In accordance with the Association's delegation authorities, the Board has delegated to the CEO responsibility for the day-to-day management of the Association. The detailed delegations are reviewed regularly and approved by the Board.

## 3. Board Composition

The Board is comprised of up to nine non-executive Directors who are appointed to three-year terms. Directors may seek re-election for a maximum of two additional terms. The CEO is invited to attend Board meetings as an observer and has speaking rights. This ensures that the decisions of the Board and the background to decisions are clearly communicated to the Executive team.

The Governance, Nomination and Remuneration Committee (GNRC) meets regularly to review the Board's composition and uses a skills matrix to review the needs and skills of the Board and any potential nominations for new Directors.

The Board is committed to an inclusive, diverse culture in the belief that this approach will enhance an egalitarian culture and improve overall governance. As part of the consideration of potential directors the committee looks for continuity of expertise, broad experience, representation across regions and different sectors, demographic, cognitive, and skills diversity within the Board.

The Association adopts two approaches to fill vacant director positions; an Expression of Interest process is conducted within the membership to ensure that members with appropriate skill sets are represented at a Board level; direct appointment using a fit-for-purpose approach is also adopted to ensure the selection of the most appropriate skillsets within the Association's resource constraints where a specific skill requirement exists.

The GNRC must include at least two Board nominated independent non-executive Directors, and the Board may appoint one or more external non-Board members provided they have suitable qualifications and experience.

Board members are confirmed by resolution at the Annual General Meeting following their appointment.

#### 4. Board Effectiveness

The Board meets a minimum of five times each calendar year and undertakes annual Board performance reviews. The Board also reviews its effectiveness at the conclusion of each Board meeting and follows up recommendations for improvement. Where required, circular resolutions may be used to ensure decisions are made in an effective and timely manner.

All new Directors receive a comprehensive induction program including information outlining their duties and responsibilities as directors. The Board is committed to the continual learning and development of Directors so they can contribute to the highest standards of governance and leadership of the Association. The GNRC is charged with ensuring ongoing Board development through various briefings, internal and external presentations and strategic presentations with the senior executive.

To maximise Board effectiveness, some of the detailed work of the Board is considered by a number of Board committees. Each committee has clear terms of reference and major issues and action items are tabled at each Board meeting.

Minutes and action items are taken by the minute secretary and approved as an accurate record of the meeting at the subsequent meeting.

#### 5. Risk Management

The Board has an established risk management framework to recognise and manage risk including risk culture. The Board is responsible for the setting of the Association's risk appetite, risk monitoring and oversight of risk. This is reviewed regularly by the Board as part of the monitoring of the Association's strategy.

Risk management is shared across all levels of the Association. The executive team identifies, assesses, monitors and manages current and emerging risks using the risk framework. This is reviewed regularly by the Finance, Risk and Audit Committee (FRAC) and at Board meetings.

#### 6. Performance

Organisational performance is assessed against several financial and non-financial performance indicators that are determined as part of the strategic planning process. To ensure a balanced approach to performance management these are categorised against the Focus areas within the strategic plan.

The Board approves an annual budget for the Association which the FRAC regularly reviews against actual performance and provides reports to the Board.

Remuneration for the CEO which may include a performance based component, is recommended by the GNRC which assists the Board in its duties relating to remuneration, CEO performance review and remuneration policy and strategy.

Remuneration of the CEO is regularly reviewed to ensure it is in line with relevant market rates, expectations of members and based on the independent advice received by the GNRC.

The Board monitors the performance of the CEO through a range of agreed performance measures and targets reflecting the Association's strategic objectives.

#### 7. Accountability and Transparency

All the key documents outlining the governance of the Association and its expectations of members are available on the Associations website or via Membership Services. The Board regularly communicates to the membership on any relevant outcomes of Board meetings and regularly consults with the Membership Committee on decisions or issues impacting on the Membership.

Remuneration for the Board is recommended by the GNRC. Any changes to Board remuneration are subject to approval at the AGM in accordance with the Constitution.

The FRAC is responsible for assisting the Board in ensuring integrity in the Association's financial reporting. Committee members must include two independent non-executive Directors who have an appropriate level of financial literacy. The Board may appoint additional non-Board members provided they have suitable qualifications and experience.

All financial reports that are provided to the Board are reviewed by the FRAC for integrity and completeness.

The Association engages an external Auditor whose performance is reviewed on an annual basis.

## 8. Stakeholder Engagement

As part of the annual strategic planning process, the Association identifies its key stakeholders. Active engagement plans are developed for each category to maximise communication and build relationships.

## 9. Conduct and compliance

Board policy requires that if there is, or could be, a conflict of interest for Directors the relevant Directors do not participate in those discussions or vote on that issue and also absent themselves from the meeting room when those discussions are held. The policy provides for a register of interests and Directors are required to notify of any changes to conflicts of interest as a standing item at each Board meeting.

The Board delegates authority to the Professional Standards Committee to manage the process and investigate any complaints of misconduct or other compliance issues involving the Association's members. Complaints relating to the Association's corporate governance, operational procedures and accountability or services offered are dealt with by the CEO and/or the GNRC.

## 10. Culture

It is recognised that the Board and its Directors play a critical role in shaping culture which significantly influences the Association's ability to achieve its purpose.

The Board through the strategic planning process has developed and oversees a set of clear values that align with the strategy and the culture of the Association. The Board is committed to modelling these values and behaviours.

The Association conducts frequent surveys of staff to monitor culture as well as a regular performance management cycle. Board and Association culture forms part of the annual Board performance review.

The Association has a review process for all staff. The remuneration framework is in line with market rates and is linked to the delivery of key performance measures. Review of remuneration is conducted on at least an annual basis against industry benchmarks to ensure it is in line with market expectations.





# Our Directors

**Scott Hay-Bartlem**



**Qualifications**

Bachelor of Laws (Hons), Bachelor of Business (Accy), Diploma of Superannuation Management, Foundation Diploma of Financial Planning, Chartered Tax Adviser, Trust and Estate Practitioner, SMSF Association SMSF Specialist Advisor.

**Experience**

Scott is a lawyer, specialising for more than 20 years in assisting clients and their other advisers including accountants and financial planners with tax and superannuation (particularly SMSFs) advice; estate planning, administration and disputes; family businesses, business structuring; business succession arrangements; asset protection and restructuring. Scott has a particular interest in how these areas intersect with self-managed superannuation funds and the impact of and on these structures.

**Special responsibilities**

- Chair
- Member of the Governance, Nomination and Remuneration Committee
- Member of the National Conference Committee

**Michael Houlihan**



**Qualifications**

Diploma of Superannuation Management, Graduate Certificate of Business Administration, Member of Australian Institute of Company Directors, SMSF Association SMSF Specialist Advisor, Justice of the Peace.

**Experience**

Michael’s professional experience includes more than 30 years of senior leadership in superannuation and financial services, holding roles including Head of Product and Technical Services at both JBWere Investment Management and Vanguard Investments Australia, Senior Consultant and Administration Manager at Buck Consultants and Senior Administrator at Australian Eagle Insurance. Up to December 2018, Michael was the CEO of Mainstream Group subsidiary Mainstream Superannuation Services since 2010, incorporating the role of CEO of Combined Super, an industry fund for independent schools. Michael is currently Joint Managing Director of Strategic Wealth Services.

**Special responsibilities**

- Vice Chair
- Chair of the Finance, Risk and Audit Committee
- Member of the National Membership Committee

**Robyn FitzRoy**



**Qualifications**

Bachelor of Arts, Master of Arts, Master Coach, International Coaching Federation (USA); Diploma Information Technology Business Application (Harvard University USA); Diploma Marketing Management. Fellow of the Australian Institute of Company Directors.

**Experience**

Robyn has over twenty years’ experience in the financial services industry and is a former Executive Director of Macquarie Bank. She is also a non-executive director of Gateway Bank and Football Federation of Australia. Robyn is a management consultant specialising in governance and has held non-executive director positions on the boards of CUSCAL, Diversa Trustees, MLC School Burwood, Habitat for Humanity Australia and WealthPortal Pty Ltd.

**Special responsibilities**

- Director
- Chair of the Governance, Nomination and Remuneration Committee



## William Shorte (Liam)



### Qualifications

Bachelor of Business in Accounting & Economics; Advanced Diploma Financial Services (Financial Planning); ASX Accredited Listed Products Adviser (ALPA); SMSF Association SMSF Specialist Advisor.

### Experience

Liam is Managing Director of Sonas Wealth and has been providing strategic advice on superannuation, trusts, retirement, insurance, estate planning, investment, and tax strategies for the past 30 years with experience and knowledge gained from working in banking, insurance, accounting and financial planning firms. Liam was awarded SMSF Adviser of the Year 2021 in the IFA Excellence Awards

### Special responsibilities

- Director
- Chair of the National Membership Committee

## Bernard Ripoll



### Qualifications

Bachelor of Business (Mkt); Electrical fitter and mechanic by trade.

### Experience

Bernie was a member of the Federal Parliament from 1998 to 2016, in government serving as the Parliamentary Secretary to the Treasurer with responsibility for Financial Services and Corporations, the Australian Securities and Investments Commission, the Australian Bureau of Statistics, and other agencies in the Treasury portfolio. Shadow Minister for Financial Services and Superannuation, and Small Business and Sport. Represented the Commonwealth Government in an international capacity as the alternate delegate to the Asian Development Bank and lead on a number of official parliamentary and government delegations. Chaired the Parliamentary Joint Committee on Corporations and Financial Services leading the delivery of many reforms and in particular work that led to the Future of Financial Advice legislation (FoFA). A non-executive and executive Director on a number of private and public sector boards.

### Special responsibilities

- Director
- Member of the Public Policy Committee

## Dr Deborah Ralston



### Qualifications

Master of Economics; Doctor of Philosophy in financial regulation, Fellow of CPA Australia; Fellow of Australian Institute of Company Directors.

### Experience

Dr Deborah Ralston has more than 25 years of board-level experience across commercial and public sectors. She is currently a member of the Future Fund Board of Guardians and the Reserve Bank of Australia Payments System Board, and is a non-executive director with SuperEd, an innovative digital advice company. Deborah is a Professorial Fellow at Monash University and is a member of the Steering Committee for the Mercer CPA Global Pension Index. In 2019 Deborah was appointed by the Treasurer Josh Frydenberg to the 3-member panel for the Retirement Income Review.

### Special responsibilities

- Director
- Chair of the Public Policy Committee
- Member of the Governance, Nomination and Remuneration Committee

## Bryan Ashenden



### Qualifications

Bachelor of Law; Bachelor of Commerce; Graduate Diploma Financial Planning; SMSF Association SMSF Specialist Advisor.

### Experience

Bryan Ashenden leads the BT Tech Services team at BT – a group of professionals committed to supporting the adviser community with technical, regulatory, and policy support. Bryan has many years' experience in leading and delivery comprehensive technical solutions to advisers and their clients, the last 20 spent with BT and Asgard. Prior to that, he spent six years with KPMG in their taxation consulting division. Bryan is a frequent presenter and facilitator at many industry events, lectures in financial planning subjects and regularly contributes to trade and consumer publications.

### Special responsibilities

- Director
- Member of the Governance, Nomination and Remuneration Committee
- Member of the Public Policy Committee

## Geoff Rooney



### Qualifications

Bachelor of Commerce, Degree qualified RG146 compliant financial planner, ASIC registered SMSF Auditor, Registered Company Auditor.

### Experience

Geoff Rooney is a Sydney based Partner within the Financial Services Audit practice. Geoff provides audit and assurance services to the financial services industry, including wealth management, funds management, superannuation, retail and investment banking, leasing and insurance clients. Prior to BDO, Geoff was a Director in a global accounting firm's Financial Services advisory and audit practice.

### Special responsibilities

- Director
- Member of the Finance, Risk and Audit Committee





ASSOCIATION

GROWING EXPERTISE

40% increase in online technical resources

Specialist accreditations to enhance quality of SMSF advice

CELEBRATING 20 YEARS

Demonstrated SMSFs achieve critical mass at \$200K (2022)

New SSAud® designation embedded in law (2012)

Collectables guidelines raised, and proposed ban rejected

Advocated against ALP's franking credit proposal (2018)

31 Advisory Administrators in 2022

ADVANCING THE SECTOR

3000+

YASB

68

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Connecting Trustees with Specialist Members

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Monthly Audit Discussion Group sessions

16

Advisory Committees

Events



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- ✓ Regular advice
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