

AGENDA PAPER

Item Number: 16-23
Date of Meeting: 24 May 2011
Subject: Interviews with Key Stakeholders to discuss submission on the APES 230 *Financial Advisory Services*

Action Required **For Information Only**

Purpose

To provide an overview of the initial interview conducted with key stakeholders to discuss their submissions on the APES 230 ED.

Background

APESB has received 66 submissions from Members, Firms, commercial organisations, professional organisations and the joint accounting bodies on APES 230 ED.

The key issues identified by the respondents were:

- Operative date of APES 230;
- Definition of Fee for Service;
- Fiduciary duties;
- Application to Members in Business
- Application to insurance and risk products; and
- The retrospective effect of the proposed standard in respect of trailing commissions.

At the January Board Meeting an analysis of the respondents comments were performed and 31 key stakeholders were identified.

During the March 2011 Board Meeting, the Board has decided to initiate a process to engage and discuss the relevant issues with key stakeholders in Melbourne and Sydney during the May and August 2011 Board Meetings.

Project Status update

Technical Staff have initiated the process and contacted eight key stakeholders to present their views at the May Board Meeting in Melbourne. The key stakeholders were selected based on the following criteria:

- Organisation type;
- Different sizes of organisations to provide adequate coverage of different issues encountered based on size; and
- Breadth and analysis of the key issues in their respective submissions.

The following eight key stakeholders have been invited to present to the Board at the May 2011 Board meeting:

1. Roskow Independent Advisory;
2. Pitcher Partners Advisory;
3. KPMG;
4. Suzanne Haddan & Robert M.C. Brown;
5. Industry Super Network;
6. William Buck;
7. Hewison Private Wealth; and
8. Bongiorno Group.

The remaining key stakeholders will be invited to attend future APESB Board meetings.

APESB technical staff conducted initial meetings with the key stakeholders noted above to inform them of the APESB Board Meeting process and to provide guidance on the format of their presentation. Technical staff also provided the key stakeholders with an information pack as noted below.

Material Presented

- Background information and guide for APES 230 ED key stakeholders who are attending the APESB Board Meeting.

Authors: Channa Wijesinghe
Si-Jia Li

Date: 13 May 2011