The theme for the Forum is Think Big. We must “think big” if we are to successfully navigate the short-term turmoil whilst preparing for the long-term structural changes facing Australia and the global community. How can we manage the risks, capitalise on the opportunities and push the boundaries to continue to add value to our industry and to the millions of Australians who entrust their money to us?

FSF2012 will have a diverse program featuring six plenary sessions and 48 concurrent sessions, covering a wide range of topics including Structural Reform & Public Policy, Driving Value in Financial Services, Superannuation & Wealth Management, Enterprise Risk Management & Corporate Governance and Connecting with Consumers. The Forum attracts attendees from the banking, investment, finance, financial planning, life insurance, superannuation, wealth management and risk management industries.

This is a timely and important opportunity for you to join your actuarial colleagues and other professionals to network and keep abreast of the latest developments in the financial services industry in Australia and internationally.

Register Online www.actuaries.asn.au/FSF2012
PLENARY TWO:
THE DIGITAL REVOLUTION

The adolescent digital world of the 90s has grown up and matured to a savvy force for change. This plenary will provide you with access to some of the latest thinking in the digital space and examples of how financial services firms are employing this medium to transform the way their businesses operate.

Tony Davis, Director, Quantum
Tony Davis leads many of Quantum’s marketing, media and customer analytics programs and partnerships. With a background in marketing and strategy at financial services firms including NatWest in the UK, Aussie Home Loans, and a wide range of FS clients since joining Quantum 10 years ago, Tony has strong experience in the sector. Quantum has a very clear picture of how the digital world is affecting the Australian landscape. This includes the impact of digital strategies in customer acquisition, tracking the competitive environment and driving new levels of customer engagement.

Alex Twigg, General Manager, UBank
After 12 years in retail banking and mortgage lending in the UK Alex joined the Egg Bank launch team in 2000. In 2004, Santa Fe, Egg’s next generation banking platform subsidiary was acquired by Keane Inc and Alex lead his team to New York to create Keane’s Customer Experience Technology Practice, helping to shape the direct banking and delivery strategies of Fidelity, Citigroup, Etrade plus many other Fortune 500 clients.

PLENARY THREE:
REACTIONS TO RETIREMENT

Combining some of the pre-eminent industry experts in the retirement and superannuation industry, we will discuss the impact of the approaching demographic tidal wave and it’s implications for member engagement, product development and public policy.

Brian Bissaker, CEO, Colonial First State
Brian joined Colonial First State in 2002 and was promoted to Chief Executive Officer in 2006. Prior to joining Colonial First State, Brian spent eight years at BT Funds Management where he was an Executive Vice President and Head of Product. Brian commenced his career as a taxation and superannuation consultant at KPMG servicing the finance, funds management and superannuation industries.

Tony Lally, CEO, Sunsuper
Tony has been CEO of Sunsuper since 2007. He has overseen a number of strategic initiatives including the acquisition of Citibank Australia which resulted in the in-sourcing of all administration and member services for the fund. Tony has over 30 years senior executive experience in the insurance, superannuation and wealth management industries in a number of countries. He spent five years based in Japan with Deutsche Bank and Deloitte where he developed and implemented strategic plans for funds management, actuarial and insurance businesses throughout the Asia-Pacific region. He was also with Commonwealth Bank for 10 years where he led Australia’s largest retail funds management business.

Marc Lieberman, CEO, MetLife Australia
As CEO, Marc is responsible for all aspects of MetLife’s Australian business with a strong focus on driving profitable long term growth. Marc joined MetLife in April 2010 and under his leadership, the focus will be to drive a customer service and value driven organisation. With 25 years experience in financial services, Marc has extensive experience in delivering high growth results through his strong leadership in his capacity as CEO.

Jeremy Cooper, Chairman, Retirement Income, Challenger
Jeremy Cooper is Chairman, Retirement Income at Challenger. He is a lawyer by training with experience across a broad range of financial services disciplines.

Prior to joining Challenger, Jeremy was appointed by the Federal Government to chair a wide-ranging review of Australia’s superannuation system, now known as the ‘Cooper Review’. Before the role, Jeremy was deputy chairman of ASIC for five years from mid-2004. He is also a member of the Finsia Policy Advisory Council and the Industry Advisory Committee of the Australian Centre for Financial Studies.

PLENARY FOUR:
GIMME GIMME... A GUIDE TO CONSUMER NEEDS

Customer needs are core to the financial services industry. Join the panel as they discuss what consumers really need how we might manage to deliver it.

Michael Pennisi, Chief Officer Strategy, QSuper
Michael Pennisi has over 22 years experience in the Australian financial services sector having commenced his career with one of Australia’s largest financial services firms. During his career, Michael has held senior executive positions with some of Australia’s largest superannuation funds, fund managers and financial planning firms and his experience broaches the public sector, including a role with the Insurance and Superannuation Commission.

He has been an active contributor to industry associations and has held State executive positions for ASFA and is a former member of the FSC Global Markets Board Committee.

Pauline Blight-Johnston, Managing Director, RGA Reinsurance Company of Australia
Pauline Blight-Johnston, Managing Director of RGA Reinsurance Company of Australia Limited is responsible for RGA’s business in Australia and New Zealand.

Pauline has over 18 years of actuarial and financial management experience in the life insurance industry, both in Australia and internationally. Prior to joining RGA in 2007, she was Chief Financial Officer and Appointed Actuary for Asteron Life. Before then, she was a consulting actuary with Tillinghast and an investment banker with Morgan Stanley Dean Witter.

Melanie Evans, Head of Super and Platforms, BT Financial Group
Melanie Evans has recently been appointed to the role of Head of Superannuation and Platforms at BT Financial Group. She is responsible for a business portfolio spanning Corporate Super, Retail Super & Investments, BT Super for Life as well as the Asgard & BT Wrap Platforms. Prior to this appointment, Melanie was BT’s Head of Superannuation. She has also headed up BT’s Personal Super business, where she successfully spearheaded the launch and distribution of their innovative and award-winning online superannuation product – BT Super for Life. At BT, she has also held roles including Head of Brand and Head of Group Marketing.

“Given the different plenary speakers it is an opportunity to hear commentary from high profile leaders on the current environment and the potential commercial and other implications for the industry over the next few years.”

– previous delegate

Register Online www.actuaries.asn.au/FSF2012
PLENARY FIVE:
THE HARD SELL
The advice industry is under enormous scrutiny and strain. This plenary will explore the changes taking place and discuss the evolution of advice within the Australian financial services industry.

Paul Barrett, General Manager Advice & Distribution, ANZ
Paul Barrett has over 17 years experience working in banking and wealth management and is currently the General Manager of Advice & Distribution for ANZ Wealth. Prior to this Paul was the General Manager of Colonial First State Advice Business. In this role he was responsible for the Commonwealth Financial Planning, BW Financial Advice, Financial Wisdom, Whittaker Mcaunighth and Advice Essentials dealer groups, and the related dealer support areas. Before this he was the General Manager of Colonial First State Distribution which included responsibility for distribution, corporate superannuation, CFS products and services to the IFA market, the Financial Wisdom and Whittaker Mcaunighth dealer groups and dealerships services.

Debby Blakey, Deputy CEO, HESTA Super Fund
Debby was appointed to the role of Deputy CEO at HESTA in January 2012, prior to which she was Executive Manager – Member Advice from September 2008. Debby brings more than 20 years experience in superannuation and financial planning to HESTA. She started her career working on defined benefit mergers and valuations for a consulting actuarial practice in South Africa, before setting up her own business as an employee benefit consultant with a particular focus on superannuation. Debby has previous retail and industry fund experience in Canada and the UK. Debby is passionate about delivering quality advice to members who have historically not had access to cost-effective advice.

Andrew Gale, Former CEO & Managing Director, Count Financial
Andrew Gale was Managing Director / Chief Executive Officer of Count Financial (Count) up until December 2011. Count is Australia’s largest franchised network of financial planning /wealth accountants and advisers with around $14 billion of clients’ funds and loans under advice. Count was acquired by CBA in December 2011. Andrew has over 30 years’ experience in the financial services industry, including leadership of Deloitte Actuaries & Consultants and senior executive roles with two of Australia’s leading financial services organisations – MLC and AMP. Andrew is currently enjoying a short sabbatical.

PLENARY SIX:
LEVERAGING ENTERPRISE RISK MANAGEMENT TO SHAPE STRATEGY – A BOARD PERSPECTIVE
This session aims to demonstrate how valuable it is for a Board to explicitly link risk management and strategy. It provides the board members’ perspective (i.e. top-down) to this modern day enterprise challenge.

Greg d’Arville, Principal, crgESSENTIALS
Greg d’Arville is an educator, journalist and marketer with over twenty-five years of experience, governance and risk management experience. Greg delivers training, audit and consultancy services to board members, executives and their direct reports through his Melbourne-based company crgESSENTIALS. He has advised numerous companies and government business enterprises on governance, strategy and risk issues.

Dick Morath, Chairman, GWM Advisor Services
Dick’s current roles include; Chairman of the Advice & Licences Boards and all Financial Planning companies in NAB / MLC in Australia, and of the Compliance Committee for all NAB / MLC dealerships; Director of MLC Nominees, the trustee for all the superannuation business of MLC, Chairman of Plum, the MLC group vehicle providing member services to the large corporate superannuation market. Director PFS Nominees, the Plum Trustee, Chairman of National Australia Trustees, part of the National’s Private Bank; Chair of NAB Health Advisory Council, the advisory board to the NAB Health business, which is part of the Business Bank; Director of JANA Investment Advisors Limited; Director of BNZ Life and Director of ASX listed Platinum Capital Limited and Chair of that company’s audit committee.

Networking
There will be several opportunities to network at FSF2012 throughout each day and at the Cocktail Party on Monday evening 30 April. This function presents a perfect opportunity to relax, catch up with colleagues and meet new people.

The presenters of the concurrent sessions have all risen to the challenge of Thinking Big with topics ranging from reforming the age pension, through measuring house prices, managing operational risk to thinking big by thinking micro. The topics are very representative of each strand of financial services covering financial planning, life insurance, health insurance, banking, superannuation and retirement. Risk management and investments are also well covered. The concurrent sessions will provide financial services professionals with a range of thought-provoking options to choose from.

For those interested in superannuation, several presenters will give their thoughts on how to fund retirement. Other presenters have focused on APRA’s reforms, risk management developments in super and how to share investment performance among members. Those with a focus on life insurance can discuss with their peers disability income experience, the LAGIC (Life and General Insurance Capital) reforms to capital, pricing practices and new analytical approaches. Those with an interest in health insurance can consider capital for mutual health funds and how to fund health costs in old age. The banking community can debate the challenges of cross selling, home pricing and related default risk and how to manage liquidity. Risk managers and investment experts also have plenty to choose from. There are several case studies including coverage of governance for not for profits and the history of The Equitable. Other papers consider the role of the actuary in enterprise risk management and operational risk. The important topic of risk culture is also considered and the role this plays in risk management. Several of the investment topics consider risk management in practice for hedging mortality and investment risks and for driving profit when all returns are low.

It will be challenging for delegates to choose between such an extensive range of topics. Fortunately, the Financial Services website will enable you to catch up on those sessions that you have missed and there will be plenty of time during the forum to quiz other attendees on the sessions that you missed (if not the presenters themselves!).

Register Online  www.actuaries.asn.au/FSF2012
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Topic Snapshot

Thinking Big
Living until 120: the implications of absolutely everything
Fundamental Change in the Global Economy and Its Impact on Australian Actuaries
How to Think Big
Fearless Leadership – where Neuroscience meets Leadership
Think Big by Thinking Micro
Key Findings of a Recent Survey of Pricing Practices

Life Insurance
Disability Income – “Have We Learnt Anything?” and “Where to Next?”
ICAAP – “Can This Spawn Innovation?” and “What Should Actuaries Do About It?”
Group Insurance - Where Does the Operational Risk Lie?
Implementing Daily Solvency Monitoring – a Case Study
International Solvency Regimes for Annuity Markets

Superannuation and Retirement
Five Thoughts on Australia’s Ageing Population
Reforming the Age Pension
The Lifetime Harvesting Plan: Annuities with Sharing of Mortality and Investment Risks
APRA Prudential Standards for Superannuation
Crediting Rates or Unit Prices – Lessons Learned in These Volatile Times
Actuarial Challenges in Defined Contribution Schemes
Are Defined Benefit Funds still Beneficial?

Analytixcs and Marketing
Financial Services Applications for Customer and Business Analytics
Google Insights for Financial Services
Predictive Analytics Applications in Retail Banking
Cross-Sell: The Growing Need to Diversify
Frequent flyer analytics – The link between loyalty and financial services

Financial Planning
Financial Planning Frameworks of the Future
Implications of the FOFA Reforms
FOFA Opportunities and Challenges

Investment and Markets
Financial Services Market Update – Post GFC
Latest Developments in Risk Management, Hedging and Capital Markets for Insurers
How Capital Markets Can Help You Manage Meta-Risks?
Squeezing the Lemon – Driving Life Insurance Profitability in a Low Return Environment
The Role of the Infrastructure Asset Class in Superannuation Funds in 2022
The Lifecycle Investing Debate
Catastrophic Mortality Bonds: An Effective Hedge?

Risk Management
Developing Risk Management Governance at a Not for Profit – a Case Study
The End of the Equitable – a Case Study
ERM: Theory, Practice and the Actuary
Developments in the Application of Complex Systems to ERM and Actuarial Work
Measuring and Managing Risk Culture
Operational Risk + Actuaries = Big Opportunity + Big Challenge

Banking
Fresh Insights – Australian/NZ Home Lending Default Risk
House Price Risk Models
Liquidity Risk Management

Health Insurance
Capital Issues for a Mutual Health Fund in Australia
Health Costs, Ageing, Superannuation

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