



THE ASSOCIATION OF SUPERANNUATION FUNDS OF AUSTRALIA

The peak policy, research and
advocacy body for Australia's
superannuation and
retirement industry



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ASFA is the peak body for Australia's superannuation and retirement industry. It is a not-for-profit, non-party political and non-sector aligned association representing fund members, retail, industry, corporate and public-sector funds, as well as service providers to the superannuation industry.

ASFA is a leader in independent research and public policy development for the retirement incomes system and as such, an effective advocate for the long-term best interests of fund members. It also provides a free information website for consumers, Super Guru.

Collectively, superannuation funds in ASFA's membership represent over 90 per cent of all Australians holding superannuation accounts and more than \$870bn of Australia's total superannuation assets. Its service provider members support and advise all sectors including self-managed funds.

As a Registered Training Organisation (RTO), ASFA offers Continuing Professional Development (CPD) and specialised training and qualifications for the superannuation industry.

ASFA began in 1962 and now has close to 500 members. With annual revenue in excess of \$10 million and more than 40 staff in Sydney and Melbourne, ASFA is well resourced to deliver on its mission.



Mission

ASFA's mission is to advance effective retirement outcomes for members of funds through research and advocacy, and to serve ASFA members by providing a range of services.

ASFA Board

The Board comprises 10 members elected from and by the various membership categories of ASFA. The ASFA Board has three standing committees: Policy, Finance and Risk, and Member Services.

ASFA Secretariat

The role of the ASFA Secretariat, led by the chief executive, is to manage the day-to-day business activities of the organisation and ensure that the strategic direction determined by the Board, is implemented effectively.

Membership

ASFA members include:

- Retail superannuation funds
- Industry superannuation funds
- Corporate superannuation funds
- Public sector superannuation funds
- Service providers to the superannuation industry such as administrators, research houses, specialist IT providers, investment managers, legal firms, accounting firms, insurers and actuaries
- Individual members
- Life members

ASFA POLICY PILLARS

ASFA's policy work is guided by its four policy visions:

Enhanced retirement outcomes	Informed and engaged members	Industry efficiency gains	Effective governance and regulation
<ul style="list-style-type: none">• Australians should have dignity in retirement• All working Australians should have compulsory superannuation• Tax advantages for the retirement incomes system must be equitable	<ul style="list-style-type: none">• Australians should be encouraged to take an active interest in planning for their retirement• Members should have access to transparent information to better understand their superannuation	<ul style="list-style-type: none">• In order to deliver value for superannuation fund members, roadblocks to industry efficiency should be removed	<ul style="list-style-type: none">• Governance of the superannuation industry and superannuation funds should be effective and efficient

POLICY



ASFA's policy team between them bring over 200 years experience in superannuation, policy-making, investment, financial services, SMSFs, taxation and regulation.

The team is extremely well regarded by industry, stakeholders and government, and its dedicated staff between them manage 10 Policy sub-Committees consisting of representatives from ASFA membership across all industry sectors.

Through a range of submissions, papers and active discussion, ASFA stimulates debate in industry and government on key superannuation issues and provides a focus on the end goal: adequate and sustainable retirement incomes for Australians.

Industry best practice and thought leadership

ASFA seeks to promote best industry practice by producing best practice papers on a variety of topics shaping the current superannuation landscape, as well as discussion papers to promote industry thinking about the future.

Thought leadership is also shown through ASFA's official publication, *Superfunds*; Australia's oldest financial services magazine produced in-house each month. The magazine features topical, technical, and research articles as well as covering developments in member engagement, marketing and communications, and compliance and legal issues.

Public awareness

Key to ASFA's efforts to seek better retirement outcomes for all Australians is to raise the public profile of superannuation and increase the knowledge and engagement of fund members with their retirement savings.

ASFA regularly contributes comment, research and up-to-date information to print, radio, television, online, and social media.

ASFA is also responsible for the superannuation-specific financial literacy website, Super Guru which has been developed with the support of the Victorian Government. This dedicated consumer website is an easy-to-understand guide to superannuation and a valuable source of independent information.

Effective advocacy

The goal of ASFA's advocacy efforts is to drive good public policy for the benefit of all superannuation fund members.

Effective government and stakeholder relations form the basis of ASFA's advocacy activities. ASFA regularly consults with Members of Parliament and their advisers, Treasury, industry leaders and regulators.

ASFA contributes to the debate on superannuation and related issues through submissions, briefings, public events, and its authoritative voice on super in the media.

RESEARCH

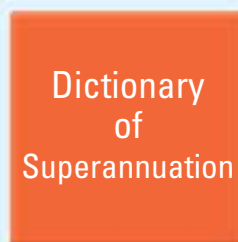
The ASFA research centre is the heart of the organisation's advocacy activities, boasting a depth of knowledge and expertise in-house that forms the basis of all ASFA submissions and encourages the development of thought leadership pieces on issues impacting the industry.

ASFA's ability to access all superannuation sectors for research purposes ensures its outputs are widely-valued and regarded as an important source of reference for members and other stakeholders including Government and the media.

The ASFA Retirement Standard is one of the most popular tools used by the broader industry to assist people in planning for retirement. It benchmarks the annual budget needed by Australians to fund either a comfortable or modest standard of living in their post-work years.

The research centre consistently produces research specifically developed for public policy development purposes, advocacy, and for consultation with members. It also commissions important research pieces from external independent research agencies to support its advocacy efforts.

Partnerships with leading organisations as well as independent actions to develop key tools and products for the industry, ensure ASFA continues to show thought leadership and drive for greater efficiency in the superannuation industry.



EVENTS

The ASFA Events team provides invaluable learning experiences and networking opportunities to the entire superannuation industry. Staging over 100 national, international and state-based events each year, ASFA's events program is at the forefront of industry issues, developed with the input of superannuation experts from all sectors.

The annual calendar is led by ASFA's flagship event, the National Conference and Super Expo; the largest superannuation event in the Asia-Pacific region and the biggest pension conference in the world. The Communications Forum & Awards occurs alongside this event to reward and encourage excellence in marketing and communications in superannuation.

The National Conference is supported by a year-round program of diverse events including state luncheon briefings, CEO Thinktanks, specialised seminars and discussion groups; all led by some of the industry's most respected speakers as well as thought leaders from outside super who address the big issues facing superannuation as they're happening.

The National Compliance Summit was an ASFA initiative introduced in response to growing complexity in the area and the importance of staying updated on, and discovering practical solutions to, compliance issues.

The events calendar continues to evolve with the industry, for instance, the 2011 launch of ASFA's first international event; the Asia-Pacific Pensions Forum - a forum dedicated to exploring regional and global issues.



LEARNING



ASFA is a Registered Training Organisation (RTO) offering formal learning and development programs. This allows ASFA to provide a variety of tailored superannuation and financial service courses across Australia.

ASFA works closely with industry thought-leaders and policy-makers to ensure training brings together the most up-to-date industry content and knowledge.

The range of education courses covers introductory levels right through to highly specialised subject areas specifically for the diverse needs of people working within the Australian superannuation industry.

ASFA Learning was the first RTO to offer the new FNS10 qualifications in superannuation. It is also the only Australian organisation licensed to offer a global standard of accreditation for trustees and fiduciaries.

ASFA's highly qualified, in-house trainers and course developers have a wealth of knowledge and industry experience, are all RG146 compliant, and have completed their Certificate IV in Training and Assessment. They are supported by subject committees whose membership comprises industry subject experts.

ASFA also provides a number of avenues for industry professionals to maintain compliance and continue professional development with CPD points awarded for attending specific ASFA events and for keeping up-to-date with the industry via *Superfunds* magazine.



Representing the superannuation industry, trustees and, through them, the members of funds.

Providing thought leadership and creating public awareness of superannuation and retirement issues.

Undertaking research and developing policy to improve the administration of superannuation and retirement income for members.

Coordinating a range of events, seminars and forums to enable information sharing, debate and networking on superannuation and related issues.

Providing professional development, education and training for those working in the superannuation industry.

Promoting best practice in the operation of superannuation funds.

Providing a range of information and resources to ensure members are kept up to date on matters affecting the superannuation industry.

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