

President's Report

For the Financial Year to 30 June 2015

In the CFA we aim

To lead the investment profession globally by setting the highest standards of ethics, education, and professional excellence for the ultimate benefit of society.

On a local level we seek to deliver to this as a Society, but also to support local members and candidates to do the same, whilst also providing social and networking opportunities. It's important also to remember that, in doing this, we now seek to support not just CFA charterholders and candidates, but also CIPM and Claritas members and candidates.

In this endeavour I am happy to report that we have again seen a year in which we have demonstrably developed and delivered. For this we have been particularly fortunate to have a number of volunteers who have given much to the CFA, thank you.

Vice Presidents	Wendy Fergie (Executive Director)	Forecasting Dinner	Allison Miller
	Graeme Bibby	Advocacy Chair	Thomas Tam
Past President	Paula Allen	Social Committee	Shi Ong
Secretary	Inna Zorina	GIPS Advocacy	Sean Juru
Asst Secretary	Tim Huang	Social Media & Web	Benjamin Listokin
Treasurer	Juan Dosio	Social Media & Web	Chris Tse
Asst Treasurer	Desmond Goh	Social Media & Web	Aleks Petkovic
Membership Chair	Stratton Bell	Newsletter	Ling Jin
Asst Membership	Chris Tse	Newsletter	Melissa Mun
Program Chair	Paul Kessell	Administrative Assistant / Marketing & Events Manager	Emma Phillips
Asst Program	Leila Lee	Head of Advocacy for CFA Societies Australia and New Zealand	Sue Morey
Education Chair	Alexander Silinskiy	President's Council Representative Asia Pacific North & Oceania	Philip Graham
Research Challenge Chair	James Harman	Board Member	Peter Wilmshurst
Board Member	Andre Roberts	Board Member	Daniel Levy
Board Member	Lee Platek		

In delivering more, both to our members and to the wider business community, we have had a lot of activity in the last year. We:

- Hired the Head of Advocacy, Australia & New Zealand, Sue Morey. Sue has been busy forming an Advocacy Council and building an Ethical Map. Also Sue has increased the number and effectiveness of our press releases.
- Hired the Administrative Assistant / Marketing & Events Manager, Emma Phillips. Emma has not only helped us administer our planned events and travel. Emma has also helped to identify a number of synergies with CFA Society of Sydney's operations.
- Increased the number of lunch time presentations and increased the breadth of presentation topics. This has allowed us to have a wider range of members attending our events. During the year we also added a small charge to cover the catering of the lunch time events. This has significantly reduced the number of members registering and not showing up to these popular events. Pleasingly the number of attendees has increased despite this small charge.
- Invited members to events held by other relevant associations such as the Chartered Alternative Investment Analysts (CAIA). Such cross promotion is an important tool in building brand awareness of the CFA Institute and the CFA Society Melbourne.
- Ran quarterly networking drinks where members have the opportunity to connect with their peers in a less formal setting. Twice we have included candidates when these have doubled as post exam drinks or celebration/ commiseration drinks for candidates finding out their results.
- Ran the CFA Research Challenge won by Melbourne University who did very well in the Asia Pacific finals. The Research Challenge involves university teams completing analysis on an Australian company and making a recommendation on the stock in both a broker report format and a full presentation. This involves many CFA Charterholder volunteers to organise, mentor teams, grade reports and judge the presentations.
- Attended the Asia Pacific Society Leaders Conference in Kuala Lumpur and Global Society Leaders Conference in Hong Kong where we can find out how other societies are completing their mission and where we can get a comprehensive update of the CFA Institute's initiatives.
- Sent out a monthly newsletter which has successfully increased in subscription base outside CFA Society Melbourne members. This newsletter is an important way to keep busy members connected with our activities.
- Provided continued candidate support including by setting up study groups and running a local review course.
- A number of new volunteers answered the call for volunteers sent out earlier this year, expanding the number of things we can accomplish. I was pleased with the enthusiasm and calibre of our new volunteers.
- Held the first Oceania Societies conference to find ways the CFA Societies of Sydney, Melbourne, Perth and New Zealand can work together on initiative to reduce costs through taking advantage of synergies or increase effectiveness by working together.
- During Putting Investors First Month we attended the Australia Shareholders Association Conference with a mission to share the Statement of Investor Rights with Australian investors. We also had Tony Neoh visit Melbourne and Perth presenting to members on regulation. Finally we issued press releases including a release covering Australian Super's support of the Asset Manager's Code of Conduct.
- Held the Annual Forecasting Dinner with Charles Yang, CIO T&D Asset Management speaking on the third arrow – governance reform in Japan. The winner of the 2014 forecasting competition was Robert Pepicelli from ISPT.

Past President and long-time Board Member Phil Graham was elected as President's Council Representative of the Asia Pacific North and Oceania as the APAC region was divided given the number of members and societies represented in this region. We are proud the Phil was elected and believe this is testament to his dedication to providing member value in this region.

During the year we initiated a full strategic review of our operations to be completed shortly. We have staged this review over a number of months so that we can take a deeper analysis on what has worked, what hasn't worked and what we need to do going forward. A key theme that emerged is finding ways to build the CFA brand in Australia so that members are better recognised for their achievements, particularly by their employers and by regulators.

The CFA Society Melbourne remains focused on building upon our gains, ensuring the CFA becomes increasingly better known and appreciated. In this we have enjoyed the help of many volunteers as noted above and to them I owe a particular "thank you".

Finally, if you have any comments or feedback as to how we can serve you better, I would welcome your advice.

Kate Mistic

President, CFA Melbourne