

## CFA Society of Melbourne, INC.

A.B.N. 33 080 550 149

### President's Report

For the Year Ended 30 June 2013

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It's with great pleasure that I can report on the on-going development of the CFA Society Melbourne. Over this past year we have continued our established initiatives which serve our Charterholders and Candidates, as well as initiatives which reinforce our links with the wider business community. Additionally, we have also undertaken a number of new, critical initiatives so as to make the CFA better known and valued.

In partnership with the other local CFA societies (Sydney and Perth), we have formed CFA Societies Australia and have also joined forces with CFA Society New Zealand. Societies such as ours continue to exist to serve you, our members. However, the Societies can now come together at a national and regional level to prosecute our views on a larger scale. To help us in this, we have also created and resourced a new role, the Head of Advocacy for Australia and New Zealand, which is held by Angela Pica CFA. This, in turn, has enabled us to have Angela focused upon engaging with key market participants in delivering a 'bolder voice' and accessing the wealth of research and other insights that the CFA Institute offers. We have already started to use these materials, supplemented with a local perspective, to drive greater engagement with regulators, senior industry participants and key business journalists. Whilst it's in its infancy, we have also started to deploy these insights via a new CFA Societies Australia website ([cfa-australia.com.au](http://cfa-australia.com.au)) and update followers via Twitter (@CFASocietiesAus) so that you and any interested members of the public can have access to this information and insights, material which usually isn't typically exploited.

In working more with the other local CFA Societies we have also sought to provide video links of our education sessions where possible. We anticipate expanding this service in the future and to also have a selection of education sessions on our website for you to download free of charge. In addition, we now have a 'passport' system in case you're travelling so that members can attend other society's functions in Australia and New Zealand as if they were a member of that society.

The education sessions have been a particular focus this year with an effort to ensure we are providing a good range of topics. Some of these more unusual topics have included 'Evaluating LNG Project Risk', an examination of 'Geography's Role in Shaping History, Politics, Economics and Societal Imperatives', plus a session which explored 'Shaping the Future of Finance in Asia Pacific'.

During the year we have also refreshed our Melbourne Society website ([cfa-melbourne.com.au](http://cfa-melbourne.com.au)) to make it more intuitive and attractive. This has been supplemented with a refresh of the newsletter.

Well established on our annual calendar is the CFA Institute Research Challenge, held amongst the Universities. We have continued to be impressed with these students and this year it was particularly impressive that seven Universities attained this standard. The finalists were from the La Trobe University, Monash University, RMIT University, University of Adelaide, University of Melbourne, University of Tasmania and Swinburne University of Technology. Monash University won the honours, congratulations. This event wouldn't be possible without the help of Computershare which served as the company under review, our major sponsor for the event S&P Capital IQ who

provided the analytical tools and data, and the assistance of Kaplan Schweser, Blackmores and Blackrock Australia. Given the nature of the Research Challenge we also have a number of volunteers who help give these students an invaluable real-world assessment, thank you:

*Team Mentors* Alastair MacLeod; James Ferrier, Ken Fleming; Adam Dellaverde ; Zia Rahman; Justin Hay; Dion Hershan and Stratton Bell

*Report Graders* Bill Graus; Robert Lu; Oliver Antrobus; George Gabriel, Tina Yu and Justin O'Kane

*Final Judges* Mark Delaney; Reece Birtles; Peter Wilmshurst and Kynwynn Strong

The Forecasting Dinner remains another key annual event for the Society. This year we had the benefit of Dr Geoff Raby as our keynote speaker. Following his many years of service, including as a standout Australian Ambassador to China, Dr Raby continues to reside and work in China; possessing an in-depth understanding and receiving a level of respect that is unusual for a non-Chinese. He offered us a thought provoking presentation that was also very enjoyable.

For the candidates we continued with the post exam results function, which is always well attended. This event enables candidates to network with each other and with Board members. We continue to offer Schweser and HP products at a discount for candidates. For each exam we offer a review course, the Boston exam, study group opportunities and the online CFA Los Angeles review course.

As is ever the case in running organisations, there is much work that is done in the background without which we couldn't operate. During the year we established a new administrative role to assist our Executive Director, Wendy Fergie CFA. Wendy has continued to do much work behind the scenes and, given our expanded services, we recruited Glenys Ditton who has provided great assistance to us all, thank you both. Given our expanded services and internal repositioning two volunteers have particularly undertaken significant workloads – may I particularly record my debt of thanks to Oliver Antrobus and, more recently, Juan Dosio.

It has been a busy year for a lot of very generous volunteers. On behalf of the CFA Society of Melbourne, thank you. It has been a major step up in terms of our services and one which would not have been possible without the extensive support of so many:

<i>Vice Presidents</i>	James Harman Kate Mistic	<i>Secretary</i>	Oliver Antrobus
<i>Treasurer</i>	Robert Lu Juan Dosio	<i>Assistant Secretary</i>	Zia Rahman
<i>Membership Chair</i>	Graeme Bibby	<i>Assistant Membership</i>	Tina Yu
<i>Program Chair</i>	Andrew Huang	<i>Assistant Program</i>	Stratton Bell
<i>Education Chair</i>	Lee Platek	<i>Assistant Education</i>	Murray Davis
<i>Investment Conference Advocacy Chair</i>	Phil Graham Thomas Tam	<i>Social media/web</i>	Matthew Holberton
<i>Executive Director</i>	Wendy Fergie	<i>Administration Assistant</i>	Glenys Ditton
<i>Board Member</i>	Andre Roberts Peter Wilmshurst Daniel levy		

In terms of the year ahead? Your Society particularly seeks to continue to work towards having the CFA better known and valued. This will be addressed through the CFA Investment Conference in October, Future of Finance initiatives, as well as expanding our relationships through Advocacy with regulators, senior industry participants and key business journalists. This will be reinforced through a greater social media footprint and particularly through our web presence.

Finally can I seek your help in volunteering to work with us, the CFA Society Melbourne. We can accommodate virtually any timeframes/limitations and have a wide range of roles from which to choose. Additionally, or alternatively, if you have any comments or feedback, then I would welcome your contact.

Paula Allen CFA  
President