

Sunshine Coast

Sunshine Coast has 9 advisers per 10,000 population, a lower concentration of advisers than the average of 10 in Australia. Sunshine Coast has a population growth rate of 12% in the last 5 years compared to 8% for Australia. Its median age of 43 is higher than the national average of 37. The affluent over 55 group represents 33% of the region's population, higher than the 27% Australian average.



Top 3 Key Takeaways

- 1** Sunshine Coast ranks 18th out of 59 regions compared to 21st last year in terms of its market positioning. The market position of the region is computed based on its clients and population per adviser and household income level.
- 2** The average number of clients per adviser in the Sunshine Coast region is 10 clients more than the Australian market average.
- 3** Privately owned advisers account for 60% of total advisers in Sunshine Coast - an increase from 53% last year.

Market Position

18th
59

↑ 3 PLACE

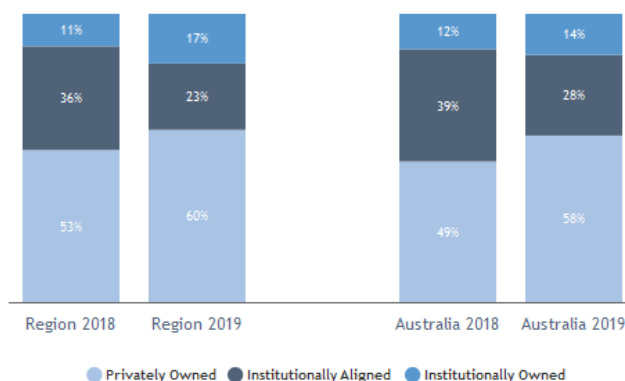
The Sunshine Coast region ranks 18th out of 59 regions in Australia. This ranking factors in population per adviser, labour mobility, growth rates and household income of the region. The higher ranking (1 being high, 59 being low) reflects relativities of prospective opportunities of these regions for financial advice.

Market Sizing		
	Sunshine Coast 2019 (vs 2018)	Australia 2019 (vs 2018)
Advisers	332 (↑ 5%)	24,403 (0%)
Practices	196 (↑ 4%)	8,845 (↑ 5%)
Licensees	85 (↑ 4%)	2,212 (↑ 25%)

**Sample size for Sunshine Coast is 6%.

Key Stats (from Survey and Nightingale™)		
	Sunshine Coast 2019 (vs 2018)	Australia 2019 (vs 2018)
Market Opportunity Ranking (out of 59)	18th (↑ 3)	
Population Per Adviser	1,157 (↑ 2%)	1,041 (↑ 5%)
Clients Per Adviser	104 (↓ -15%)	94 (↓ -8%)
FUA Per Adviser	\$49M (↑ 10%)	\$61M (↓ -7%)
Avg SMSF Base Per Adviser	20%	17%
Average Adviser Experience in Years	13.2 (↑ 0.1)	11.7 (↓ -0.6)

Adviser Splits



Key Tools	
Most used Investment Platform	CFS FirstChoice
Most used Software	X-Plan (IRESS)
Most used Research House	Morningstar
Most used Life Insurer	AIA

Market Share Analysis

The Top 20 Licensee Snapshot In Sunshine Coast

Sunshine Coast Licensee Size Ranking	Licensee	Adviser Numbers	Sunshine Coast Market Share	Australia Market Share	Australia Size Ranking
1 -	AMP Financial Planning	27 (-7%)	8.13%	5.04%	1 -
2 ↑	Infocus	23 (53%)	6.93%	0.67%	32 ↑
3 ↑	SMSF Advisers Network	21 (17%)	6.33%	3.91%	2 -
4 ↓	GPS Wealth	20 (-2%)	6.02%	1.14%	14 ↑
5 ↓	Morgans	19 (-5%)	5.72%	2.02%	5 ↑
6 ↓	Synchron	15 (0%)	4.52%	2.13%	4 ↓
7 ↑	Merit Wealth	12 (14%)	3.61%	1.61%	9 ↑
8 ↓	Garvan	11 (0%)	3.31%	1.63%	8 ↓
8 ↓	Professional Investment Services	11 (-21%)	3.31%	0.67%	31 ↓
10 ↑	Wealthmed Financial	9 (8%)	2.71%	0.04%	293 ↑
11 ↓	NAB Financial Planning	8 (0%)	2.41%	1.92%	6 ↓
12 ↓	Global Pacific Solutions Group	6 (0%)	1.81%	0.11%	134 ↓
12 ↑	Securinvest	6 (1%)	1.81%	0.14%	117 ↓
14 ↑	Australian Advice Network	5 (25%)	1.51%	0.11%	131 ↑
14 ↑	Ausure	5 (25%)	1.51%	0.20%	89 ↓
14 ↓	Charter	5 (-17%)	1.51%	2.53%	3 -
14 ↓	MyPlanner Professional Services	5 (-17%)	1.51%	0.39%	53 ↑
18 ↑	ANZ Financial Planning	4 (33%)	1.20%	1.50%	10 ↑
18 ↑	Consultum	4 (33%)	1.20%	0.85%	21 ↑
18 ↑	Financial Services Partners	4 (33%)	1.20%	0.61%	34 ↑

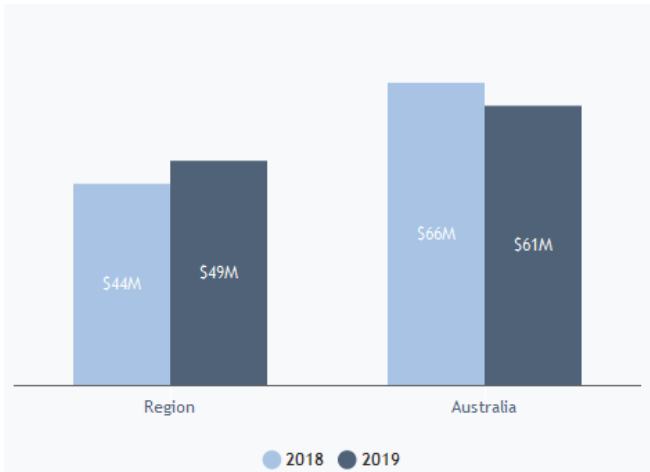
(↑ Going up compared to 2018) (↓ Going down compared to 2018)

Adviser Client Analysis

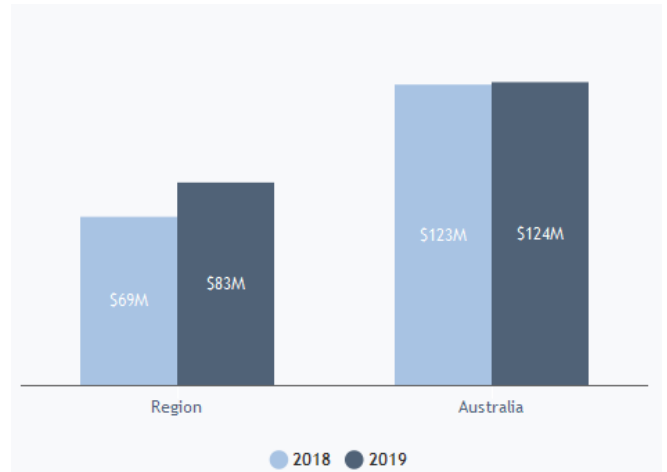
Business Size

Client analysis statistics below are representative of adviser and practice survey responses by region overlaid with data from AR's Nightingale™ tool.

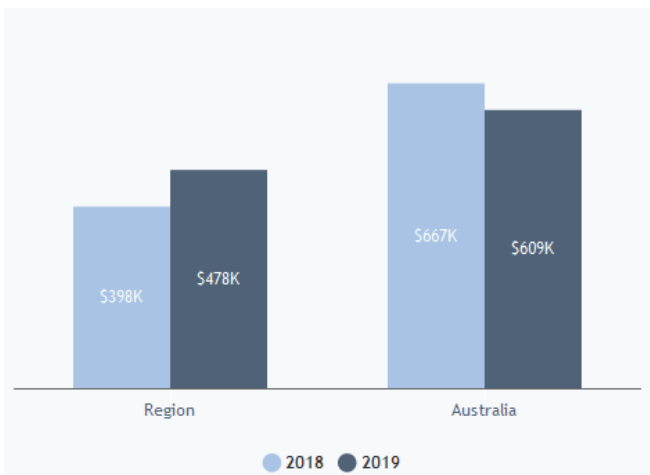
Average Funds Under Advice Per Adviser



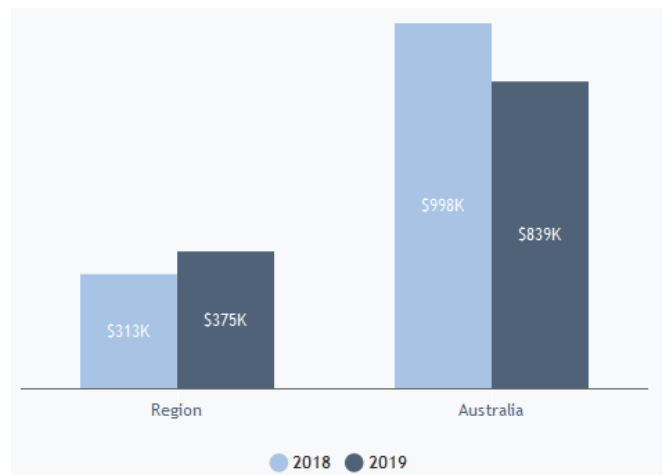
Average Funds Under Advice Per Practice



Average In-Force Premiums Per Adviser



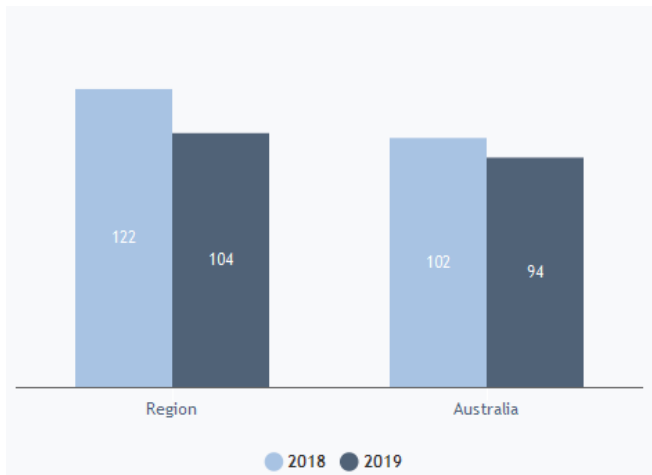
Average In-Force Premiums Per Practice



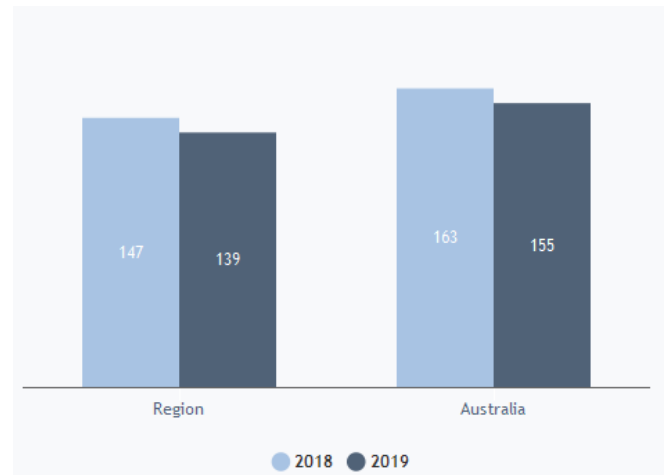
Adviser Client Analysis

Customer Profile

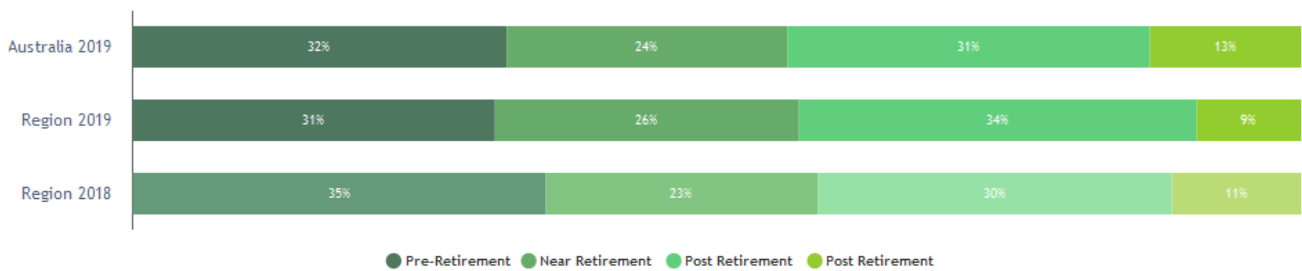
Average Client Per Adviser



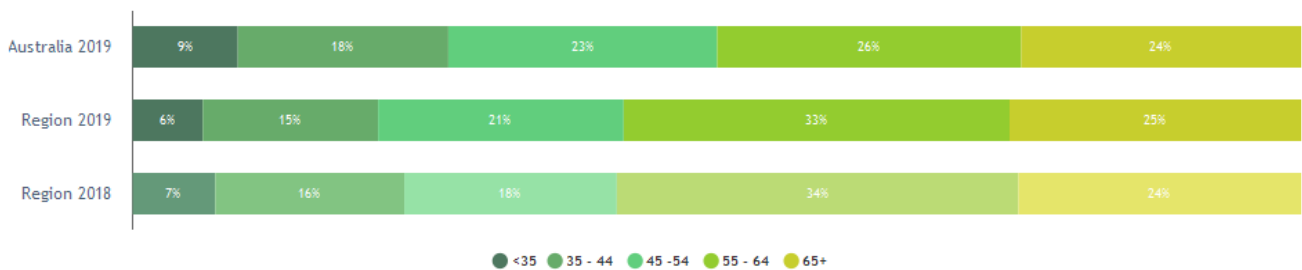
Average Client Per Practice



Average Client Type per Adviser



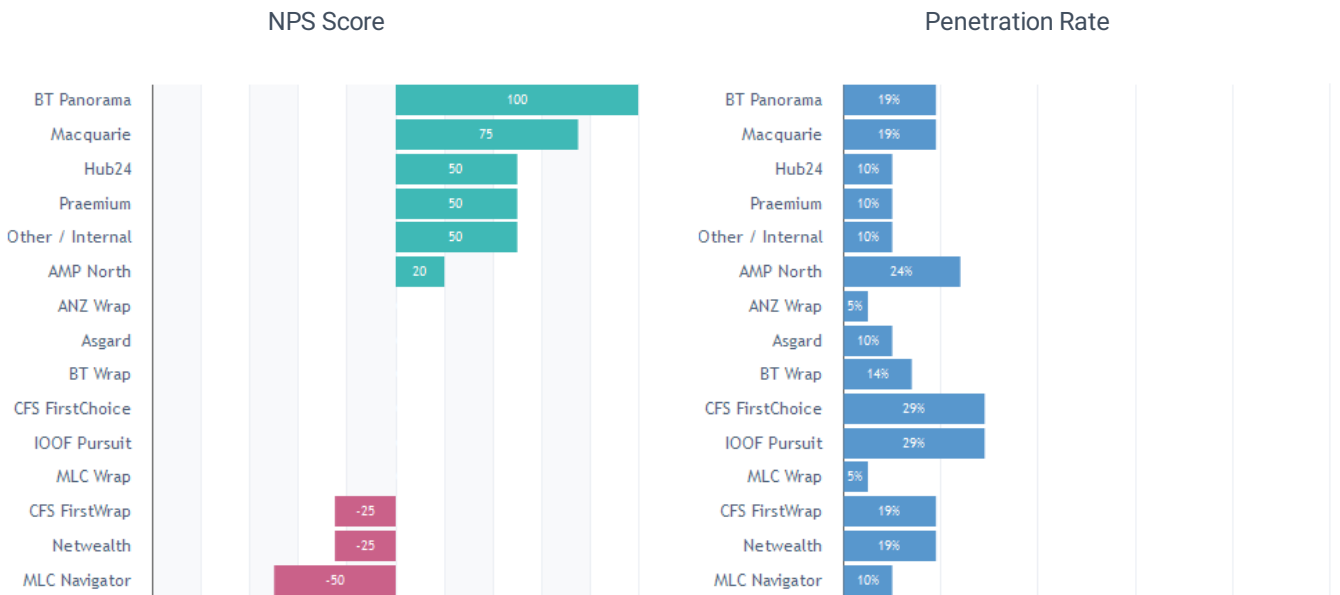
Average Age of Clients per Adviser



Supplier Analysis

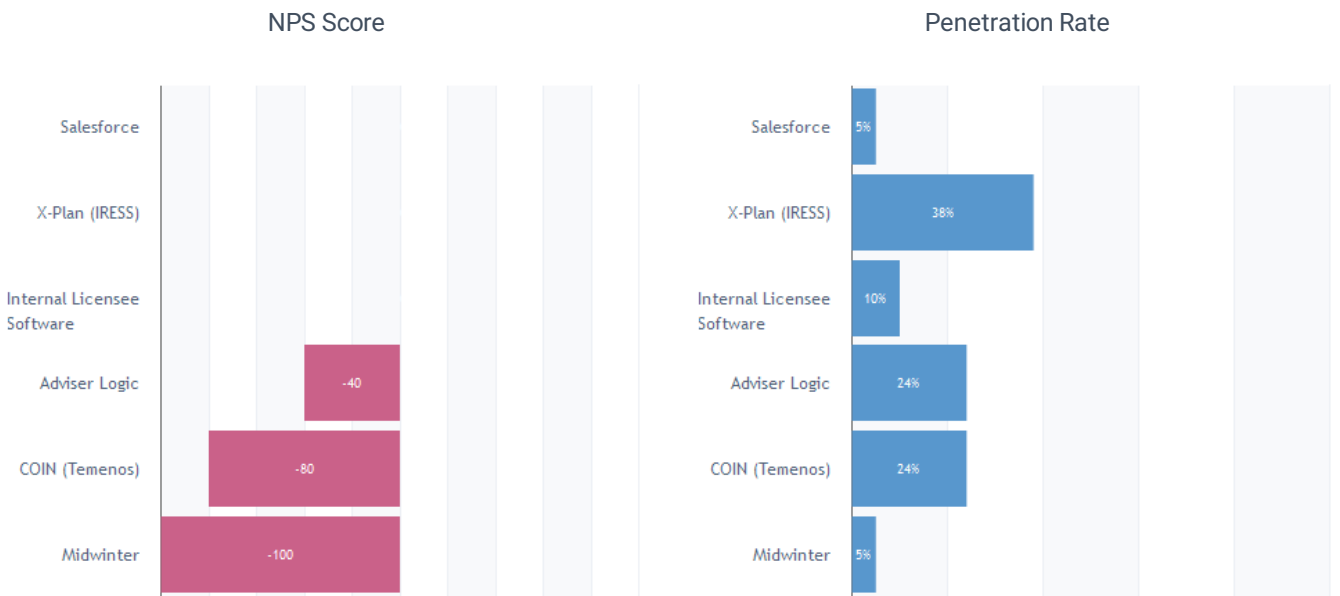
Investment Platforms

20 named investment platforms were represented in the survey (a full list can be found in the main report). Only those platforms that had a statistically reliable survey participation rate from advisers in the region have been represented in the numbers.



Financial Planning Software Providers

8 named software suppliers were represented in the survey (a full list can be found in the main report). Only those software suppliers that had a statistically reliable survey participation rate from advisers in the region have been represented in the numbers.



NET PROMOTER SCORE = % PROMOTERS - % DETRACTORS

1 2 3 4 5 6 7 8 9 10

DETRACTORS PASSIVES PROMOTERS

Supplier Analysis

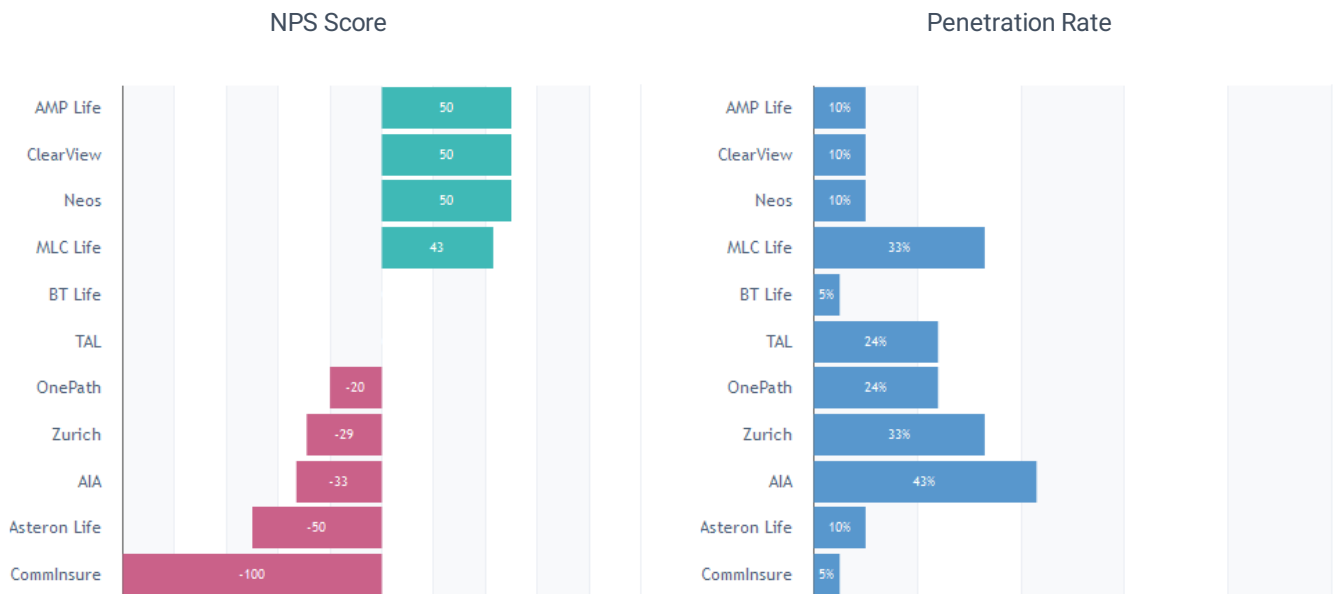
Research Houses

10 named research houses were represented in the survey (a full list can be found in the main report). Only those research houses that had a statistically reliable survey participation rate from advisers in the region have been represented in the numbers.



Life Insurers

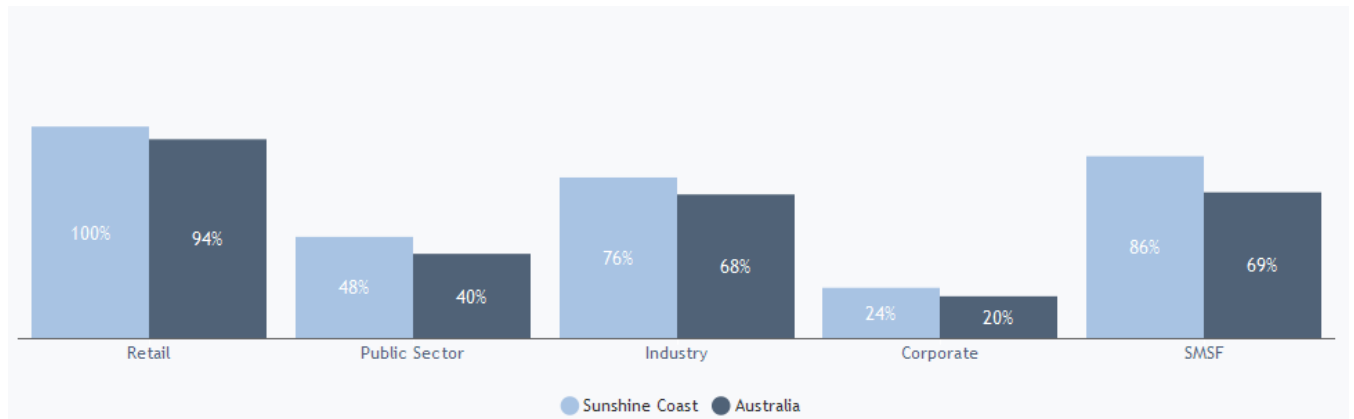
13 named life insurers were represented in the survey (a full list can be found in the main report). Only those platforms that had a statistically reliable survey participation rate from advisers in the region have been represented in the numbers.



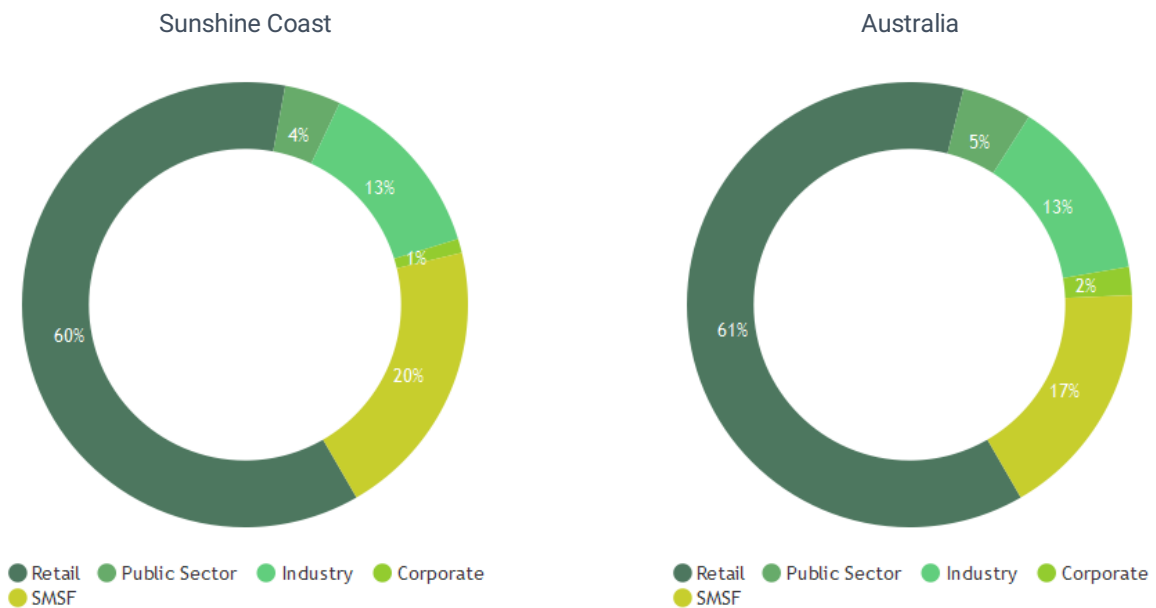
Adviser Product Preference

Product strategies regularly advised on or considered a specialisation.

Super Fund Penetration

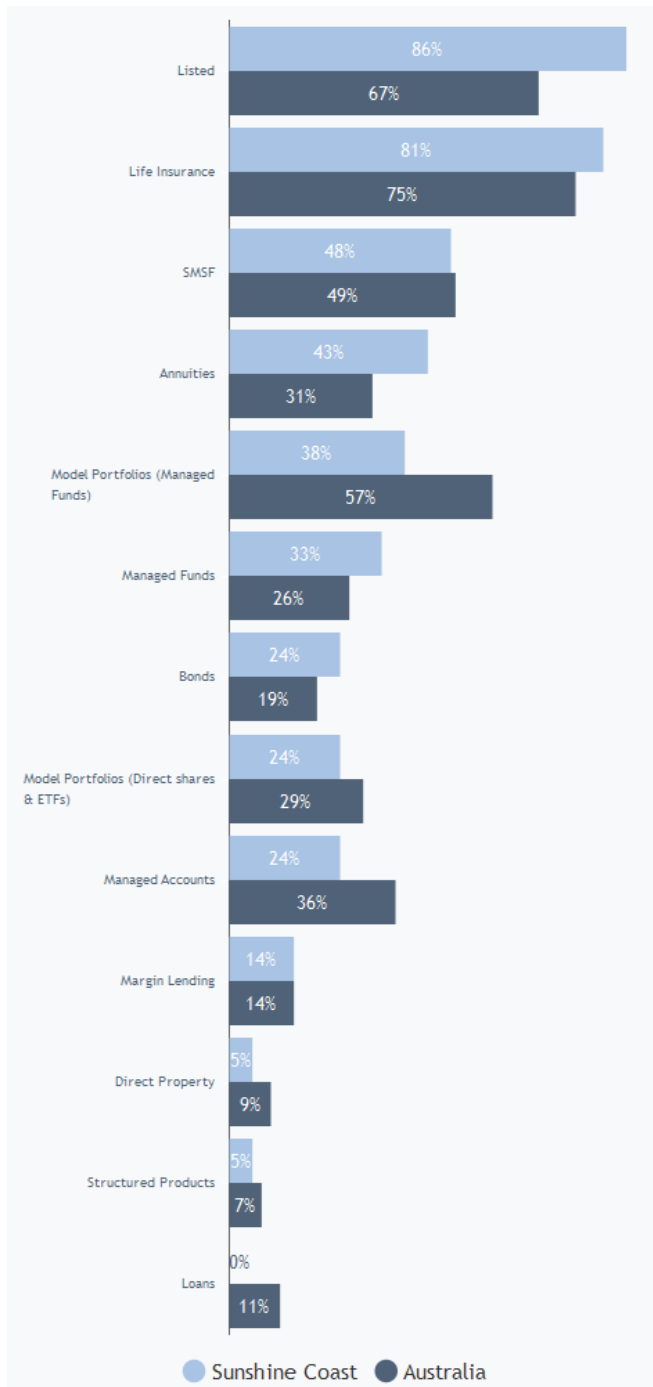


Average Super Fund Distribution Per Adviser

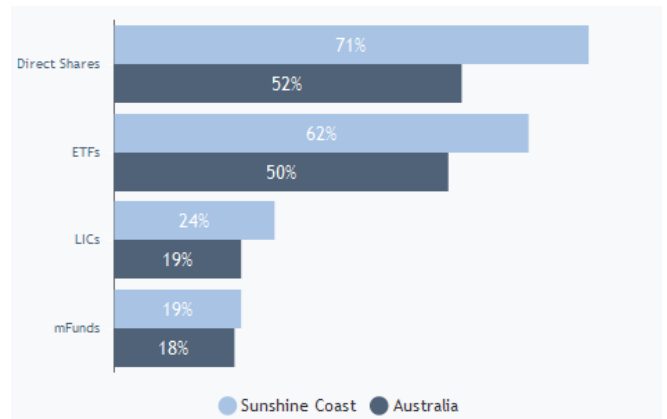


Adviser Product Preference

Investment Type Penetration



Investment Type Penetration (Listed)



Top Financial Advisers

Most Reviewed

Adviser	Number of Reviews	Net Promoter Score	Highest Qualification	Licensee
 Brendan O'Reilly	91	76	AQF Level 7	BRIDGES FINANCIAL SERVICES PTY LIMITED
 Hayden White	73	89	AQF Level 5	POOLE & PARTNERS INVESTMENT SERVICES PTY. LTD.
 Timothy Hartmann	39	95	AQF Level 6	HARTMANN PLANNING PTY LTD
 Marc Venter	34	92	AQF Level 8	AUSTRALIAN ADVICE NETWORK PTY LTD
 Simon Pederson	30	97	AQF Level 9	BRIDGES FINANCIAL SERVICES PTY LIMITED
 Tracey Ferguson	23	91	AQF Level 8	CONSULTUM FINANCIAL ADVISERS PTY LTD
 Luke Youd	21	100	AQF Level 7	GWM ADVISER SERVICES LIMITED
 James Mulhearn	21	90	AQF Level 9	GPS WEALTH LTD
 Peter Maurer	21	62	AQF Level 6	AUSURE PTY LTD
 Kane Dalley	18	100	AQF Level 8	CHARTER FINANCIAL PLANNING LIMITED

AQF Framework

Level 5	Diploma	Level 8	Bachelor Honours Degree, Graduate Certificate, Grad Diploma
Level 6	Advanced Diploma, Associate Degree	Level 9	Masters
Level 7	Bachelor Degree	Level 10	Doctoral Degree

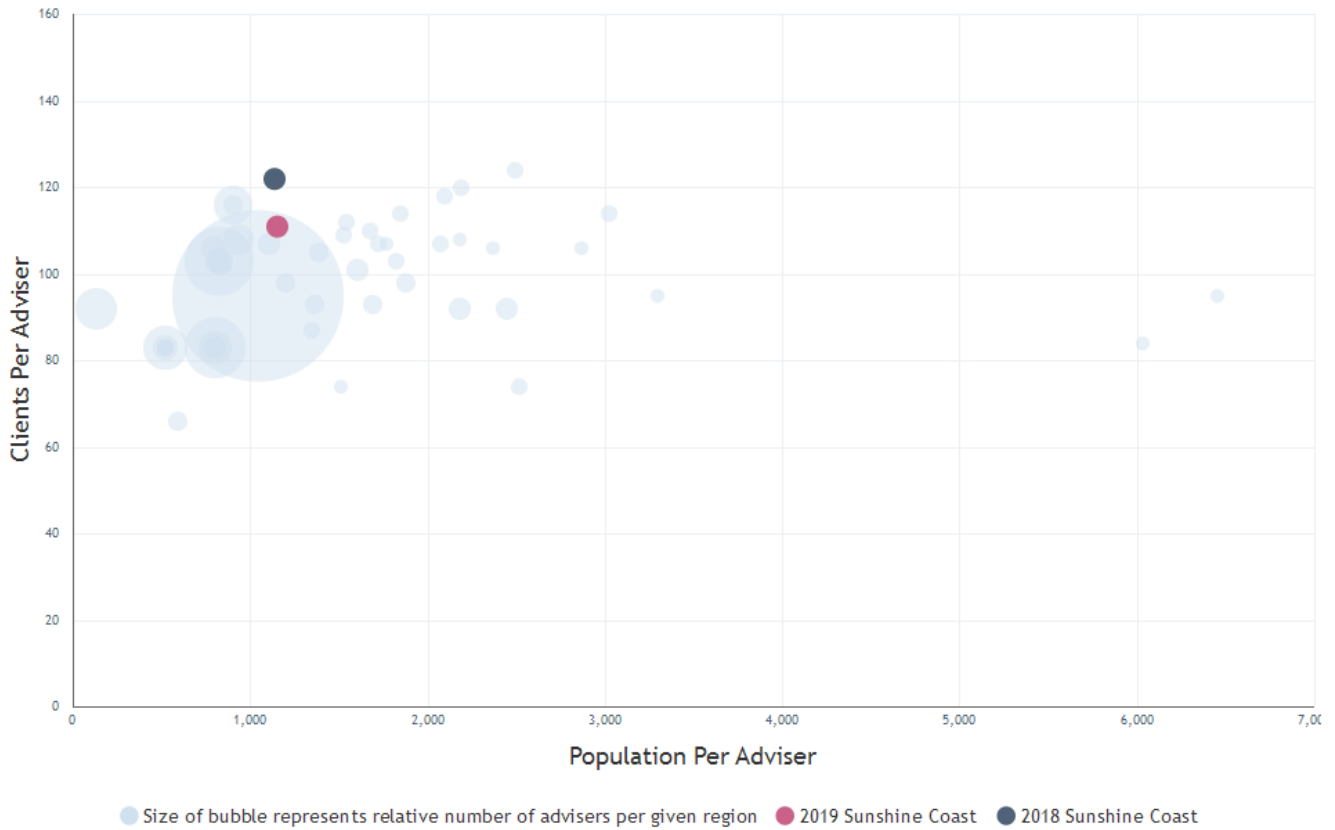
Other Key Statistics

Economic and Demographic

	Sunshine Coast	Australia
Total Population - 2019	384,207	25,396,740
Persons over 55	33%	27%
Median Age	43 years	37 years
Median Weekly Income	\$1,329	\$1,517
2014-2019 Growth Rate	19%	14%

Regional Rating

Quadrant analysis highlights the penetration rates v population density. Please note the major metropolitan cities have been weighted to factor in labour mobility and clients of oft-propensity to seek a client adviser relationship where they work. The ranking also reflects socio-economic status of the region.



Sources

- Australian Government - Australian Bureau of Statistics (www.abs.gov.au) & Department of Social Services (www.dss.gov.au)
- Australian Government - Australian Qualifications Framework (www.aqf.edu.au)
- Adviser Ratings - Adviser Landscape Survey, AR Research, Survey conducted from 1 August 2019 to 22 November 2019
- Adviser Ratings - Proprietary "Nightingale" Data Software
- ASIC, Financial Adviser Register

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