

# WHY YOU SHOULD ATTEND CMSF 2018

AIST's flagship event, the Conference of Major Superannuation Funds (CMSF), is the premier idea sharing and networking event for Australia's \$700 billion profit-to-member superannuation sector and attracts the most prestigious and high level speakers both in and out of the super sector from government to industry.

Held at Brisbane Convention Centre from Wednesday 14 – Friday 16 March 2018, the CMSF conference program is stimulating, informative and tackles the big issues across investments, policy, governance, marketing, communications, insurance, compliance, trustee director issues, administration and business development.

This toolkit is designed for all professionals seeking approval from their managers to attend this major industry event and is beneficial for those looking to discover the key benefits CMSF can bring to their fund to stay competitive.

## PROFESSIONAL DEVELOPMENT

AIST recognises the importance of continuing professional development and knowledge sharing through the delivery of high quality and engaging content. CMSF 2018 will deliver over 50 innovative sessions, workshops and forums across all areas of fund management including governance & leadership, investments, member experience, marketing & member services, insurance, administration and advice.

Over three days, delegates will be immersed in the most topical subjects in superannuation and will walk away with the tools, tips and information they need to tailor effective strategies for their fund whilst gaining a better understanding of the current industry and economic outlook.

Session highlights at CMSF 2018 include:

- **Political update** – Media Watch host, Paul Barry, hosts a panel of commentators sharing their views on the upcoming election and the potential impact on super.
- **The future of work** – how will a changing workforce impact your fund and your members?
- **Global view** – acclaimed geopolitical expert, Willis Sparks will help you understand the key global issues, risk and opportunities and their relevance to Australian super funds.
- **Super start-ups** – what they are doing differently and what we can learn?
- **Policy points** – the latest thinking and workshops on the topical policy issues of the day.

## DEDICATED NETWORKING OPPORTUNITIES

CMSF attracts over 1,000 delegates across all facets of the superannuation industry each year. This includes fund trustee directors, chairs, executive managers, operational staff, and representatives from government & regulators, service providers and various media outlets.

The conference program is designed to deliver longer breaks in between sessions to facilitate networking. There are also dedicated meetings spots around the venue and other social events such as the Welcome Reception and the official Conference Dinner to encourage delegates to meet as many other delegates as possible.

## DISCOVER OVER 30+ INDUSTRY SPECIFIC EXHIBITORS AT CMSF CENTRAL

As the hub of the conference, CMSF Central provides an opportunity for all delegates to connect with leading companies across insurance, finance, investment, marketing and technology.

Take part in live demos, grab some giveaways and see how our exhibitors can provide solutions for your fund.

# WORLD-CLASS SUBJECT MATTER EXPERTS AND INDUSTRY FIGURES

Over the years CMSF has brought in some of the most inspirational figures from across the globe to share knowledge across their fields of expertise. 2018 will be no exception with the following speakers already confirmed:

## Willis Sparks

Director, Global Macro,  
Eurasia Group (USA)

Willis Sparks is a thought leader on risks, opportunities, and trends created by current geopolitical conflicts and political developments in major emerging market countries, as well as on US politics and foreign policy. He works directly with Eurasia Group President Ian Bremmer on a variety of macro political risk projects. Prior to joining Eurasia Group in 2005, Willis worked at the Council on Foreign Relations, where he wrote on transnational terrorism and US national security.



## Jessica Ellerm

CEO and Co-Founder, Zuper

Jess Ellerm is the CEO and Co-Founder of Zuper, a new superannuation startup merging social impact with wealth creation for a new generation of investors. Prior to Zuper, Jessica spent 6+ years working for Australia's most successful fintech startup, Tyro, where she built expertise across payments, software integration, and small business banking products. She was instrumental in building and launching Tyro's first small business lending product, Tyro Growth Funding.



## Jill Klein

Professor of Marketing,  
Melbourne Business School

Professor of Marketing at Melbourne Business School, Jill Klein received her Ph.D. in Social Psychology from the University of Michigan in 1990. During the following seven years she was a member of faculty in the Marketing Department at Kellogg Graduate School of Management, Northwestern University, and spent periods as Visiting Professor at Bond University School of Business, Queensland, Australia, Helsinki School of Economics and Business Administration, Finland and The Fuqua School of Business, Duke University.



## Bronwyn van der Merwe

General Manager,  
Asia Pacific, Fjord

As the General Manager of Fjord across Asia Pacific, Bronwyn works with clients to transform their businesses to take advantage of digital and become more customer-centric. Bronwyn is passionate about helping clients solve problems, designing and developing new products and services that improve both the employee experience and the customer experience. Bronwyn is regularly sought out as a thought leader and spokesperson for Fjord in Australia.



*“CMSF is a fantastic event with loads of learnings and ideas to improve our fund and ultimately benefit our members.”*

Michelle Blicavs,  
Trustee Director, Local  
Government Super

*“It’s important to have a space like CMSF where profit-to-member funds can come together and focus on what works best for our members, and drive collective action to achieve best results.”*

Louise du Pre-Alba, Head  
of Policy, AustralianSuper

*“CMSF is the ideal event for anyone looking for a compressed, yet varied view of the current trends and issues in superannuation.”*

Leeanne Turner, CEO,  
MTAA Super

*“CMSF is one of the most effective ways to improve professional development, network with experienced practitioners and get insights on topical issues.”*

Ted Eftimiadis, Trustee  
Director – Deputy  
Chairman, LUCRF

# SAMPLE ATTENDANCE APPROVAL LETTER

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Dear **[Manager]**,

I would like to ask your approval to attend AIST's Conference of Major Superannuation Funds (CMSF) held in Brisbane from Wednesday 14 – Friday 16 March, 2018.

This event is one of the only superannuation conferences in Australia that is tailored for profit-to-member super funds and will cover a range of topics that will be imperative to the growth of **[your fund name]** such as fund investing, leadership & governance, member services & marketing and operations.

CMSF 2018 promises to be an event that is focused on providing meaningful content that is all about improving the skills and knowledge of professionals in the superannuation industry.

The key topics that I will benefit from at CMSF 2018 include:

- **[List key topics or speakers specific to your role and learning needs]**

I believe my attendance at this conference will be a healthy investment for **[your fund name]** as CMSF touches on current and future superannuation issues, strategies and ideas I can implement on the following key projects upon my return:

- **[add project or initiative]**

As this event is attended by leading superannuation funds and service providers, I will also have the opportunity to network with likeminded individuals and look for partnership opportunities to help further our business.

I have also included an approximate breakdown of the cost of my participation at CMSF 2018 below:

- Airfare: \$
- Hotel (Insert discount here if applicable): \$
- Conference registration (Save \$X, if registering before X): \$
- Miscellaneous (Meals/Taxi): \$

Thank you in advance for your consideration of my request, I'll be sure to provide a post-conference report on the key learnings and recommendations to maximise our return on the investment.

Kind regards,

**[Your Name]**

**FOR MORE DETAILS AND TO SECURE  
YOUR TICKET VISIT [AIST.ASN.AU](http://AIST.ASN.AU)**

