



30 October 2018

Mr. Mark Fitt  
Committee Secretary  
Senate Standing Committees on Economics  
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Parliament House  
Canberra ACT 2600

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Dear Mr. Fitt,

The SMSFA would like to highlight concerns in relation to the Australian Securities and Investments Commission (ASIC) submission to the Senate Economics Legislation Committee inquiry into Treasury Laws Amendment (Design and Distribution Obligations and Product Intervention Powers) Bill 2018 which proposed including SMSFs into the scope of the design and distribution obligations and product intervention powers.

The SMSFA's previous submission on the draft legislation was supportive of the design and distribution regime which will promote the provision of financial products to suitable consumers. We believe it should already be inherent in issuers' and distributors' behaviour to conduct themselves with the intent to appropriately market and distribute financial products.

We also supported the clarification and distinction made between obligations on issuers and distributors. In particular, the amendments made in regards to the scope of regulated distribution activity should now make the application of the law sufficiently clear to issuers and distributors.

We also supported the exclusion of personal financial advice being subject to the distribution obligations, apart from the required record-keeping and notification obligations. This allows the opportunity for consumer choice to remain by allowing consumers access to specific products if they receive financial advice that determines a product is appropriate for them.

However, we have concerns if the legislation is extended to cover SMSF promoters (those who promote or arrange for the establishment of an SMSF). We believe that the obligations may be impractical and onerous as determining a class of potential SMSF trustees would be difficult given that SMSFs can be suitable for individuals in a wide variety of circumstances. The decision to establish an SMSF is contingent on a person's individual traits and circumstances. This makes it difficult to describe a narrow 'target market' for which SMSFs are a suitable superannuation vehicle.

It is unclear who would create effective 'target markets' for a superannuation vehicle, which is distinct to the creation of a 'target market' for a financial product which is created by an issuer. This is further confused by the fact SMSFs can cater for a wide range of individuals in accumulation phase and retirement phase. It may also be difficult to practically define and separate the wide range of SMSF professionals such as accountants, advisers and administrators as promoters, issuers or distributors.



We believe there are a number of valid reasons as to why an SMSF is established which are both quantitative and qualitative, which will be difficult to evaluate under this legislation.

We also note that there is already legislation, such as the best interests duty, which governs advice on an interest in an SMSF (which is a financial product). These laws should be adhered to and appropriately enforced to ensure that SMSF establishment advice is being made appropriately.

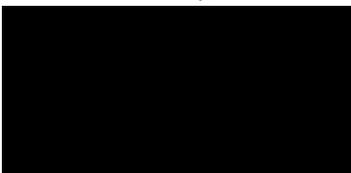
While we strongly advocate that SMSFs are not for everyone, SMSFs play a key competitive role in superannuation. Raising barriers to SMSF establishment would be detrimental to overall outcomes for consumers. A key competitive pressure that SMSFs contribute within the superannuation industry is providing flexibility and adaptability to cater for unique circumstances. This could be significantly reduced by defining a target market.

However, the SMSFA believes an appropriate policy solution to increase consumer protections is for advisers who provide advice to individuals about SMSFs to have specific SMSF education and qualifications that underpin their advice. This was mentioned in ASIC's Report 575 where ASIC stated the results of their review of SMSF advice indicate "a need to increase the education and training requirements for advice providers who provide personal advice on SMSFs." ASIC further stated "a specific SMSF qualification for advice providers wishing to provide SMSF advice" would be under discussion.

The SMSFA understands the intent of the legislation and shares concerns particularly relating to property spruikers who seek to inappropriately establish SMSFs for some individuals. The Association has developed policy solutions to mitigate these risks. A more targeted version of ASIC's recommendation could be appropriate if it was limited to targeting SMSF establishment that was high risk, such as by property spruiking firms or unlicensed SMSF establishment providers. If ASIC's proposal is to go forward we would recommend extensive consultation on this aspect to ensure that the obligations are practical, not onerous, do not duplicate existing financial advice legislation and will effectively protect consumers by targeting spruikers.

If you have any questions about our submission please do not hesitate in contacting us.

Yours sincerely,



John Maroney  
CEO  
SMSF Association



### **ABOUT THE SMSF ASSOCIATION**

The SMSF Association is the peak professional body representing SMSF sector which is comprised of over 1.1 million SMSF members who have \$750 billion of the funds under management and a diverse range of financial professionals servicing SMSFs. The SMSF Association continues to build integrity through professional and education standards for advisors and education standards for trustees. The SMSF Association consists of professional members, principally accountants, auditors, lawyers, financial planners and other professionals such as tax professionals and actuaries. Additionally, the SMSF Association represents SMSF trustee members and provides them access to independent education materials to assist them in the running of their SMSF.