

Australia's financial planners, on average, receive 56% of their income from upfront and trailing commissions, according to the 2009 Planner Business Model Report, published this week by researcher Investment Trends.

The report, based on a survey which included 1400 financial planners, underlines the impact on the financial planning industry of the federal Government's proposal to bar advisers from charging commissions to retail investors. This proposed bar, to take effect from July 1, 2012, covers investment products including managed funds, superannuation and margin loans.

Further, as discussed in the previous Smart Investing column, the Government plans to introduce, from the same date, a statutory fiduciary duty requiring advisers to act in the best interests of their clients, and to place the best interests of their clients ahead of their own.

In releasing the 2009 Planner Business Model Report, Investment Trends principal Mark Johnston observes: "Asset-based fee for service has been the fast growing area [of financial planner remuneration] over the last few years.

"The proportion of planner revenue coming from fixed rate or hourly rate arrangements has only crept upwards since 2006," he adds, "while the proportion from asset-based-fee-for-service models has risen by more than 60% over this time."

Investment Trends found that the use of asset-based fees for service was skewed towards planners with high funds under management (FUM). Planners with FUM of more than \$40 million received an average of 35% of their income from asset-based fees. This compared with an average of 17% among planners with FUM of under \$10 million.

The Government proposes to bar asset-based fees on geared products and geared investment amounts.

**\* Written by Robin Bowerman, Head of Retail at Vanguard Investments Australia.**

To receive this column by email each week, [register with Smart Investing](#).

---

### What can I do next?

[See Prices & Performance data for Vanguard funds](#)

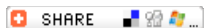
[Learn more about our Managed Funds up to \\$500,000](#)

[Learn about our Managed Funds over \\$500,000](#)

[Discover our Exchange Traded Funds](#)

[Order or download a 2009 Index Chart](#)

[Contact Client Services](#)



Vanguard Investments Australia Ltd (ABN 72 072 881 086 / AFS Licence 227263) is the product issuer. We have not taken your circumstances into account when preparing the above information so it may not be applicable to your circumstances. You should consider your circumstances and our Product Disclosure Statement (PDS) before making any investment decision. You can access our PDS on our website or by calling us. This information was prepared in good faith and we accept no liability for any errors or omissions. Past performance is not an indication of future performance.

We are the trustee of: Vanguard® Personal Superannuation Plan ABN 81 550 468 553 / Vanguard® LifeStrategy® Index PST - Conservative ABN 73 765 732 050 / Vanguard® LifeStrategy® Index PST – Balanced ABN 23 846 775 905 / Vanguard® LifeStrategy® Index PST - Growth ABN 95 836 361 772 / Vanguard® LifeStrategy® Index PST – High Growth ABN 61 378 605 876.

© 2010 Vanguard Investments Australia Ltd. 'Vanguard', 'Vanguard Investments', 'LifeStrategy' and the ship logo are the trademarks of The Vanguard Group, Inc.