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Online, by Jamie Williamson

## Managed accounts and goals based advice prompts name change

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The rise of managed accounts and goals based advice will see the Association of Real Return Investment Advisers (ARRIA) begin 2017 with a rebrand.

Now known as the Association of Goals Based Advice (AGBA), the name change is representative of advisers who are focused on delivering advice that gives investors more certainty in their investment outcomes, aided by the use of managed accounts.

"While not a new phenomenon, the steady growth of managed accounts has encouraged the industry to tackle regulatory and compliance hurdles, and seen advisers increasingly build more bespoke goals based portfolios for clients that were previously not cost or time effective," AGBA managing director Rebecca Jacques said.

Founded in 2014, the association is a non-profit, adviser-led organisation with more than 70 active members across more than 34 practices and is also open to 'industry associates' from related service providers such as investment managers, platforms, insurance and tech firms.

"AGBA delivers practical tools and support for implementing goals based advice, including portfolio construction, data analytics, governance, thought leadership and networking events - all vital elements that help our members tackle today's difficult markets to deliver meaningful investment outcomes for their clients," Jacques said.

In launching the rebrand, AGBA also announced its inaugural conference to be held in November 2017 with a theme of 'Bringing it all together.'

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