Portfolio
Construction
Forum

enabling better quality portfolio construction knowledge, skill and expertise for practitioners.

Portfolio Construction **Forum**

The Forum is the specialist, independent, investment continuing education, accreditation and certification service for Australian and NZ investment and wealth professionals. We provide a **curriculum** of live and on-demand content – at the heart of which is our multi-media library – **curated** for the **community** of professionals involved in constructing or giving advice on multi-asset, multi-manager portfolios. Akin to a private business school, **the Forum enables better quality portfolio construction knowledge, skill and expertise for practitioners**, to help them improve the financial wellbeing of individuals.

Portfolio Construction **Forum**

OUR 5 CORE BELIEFS

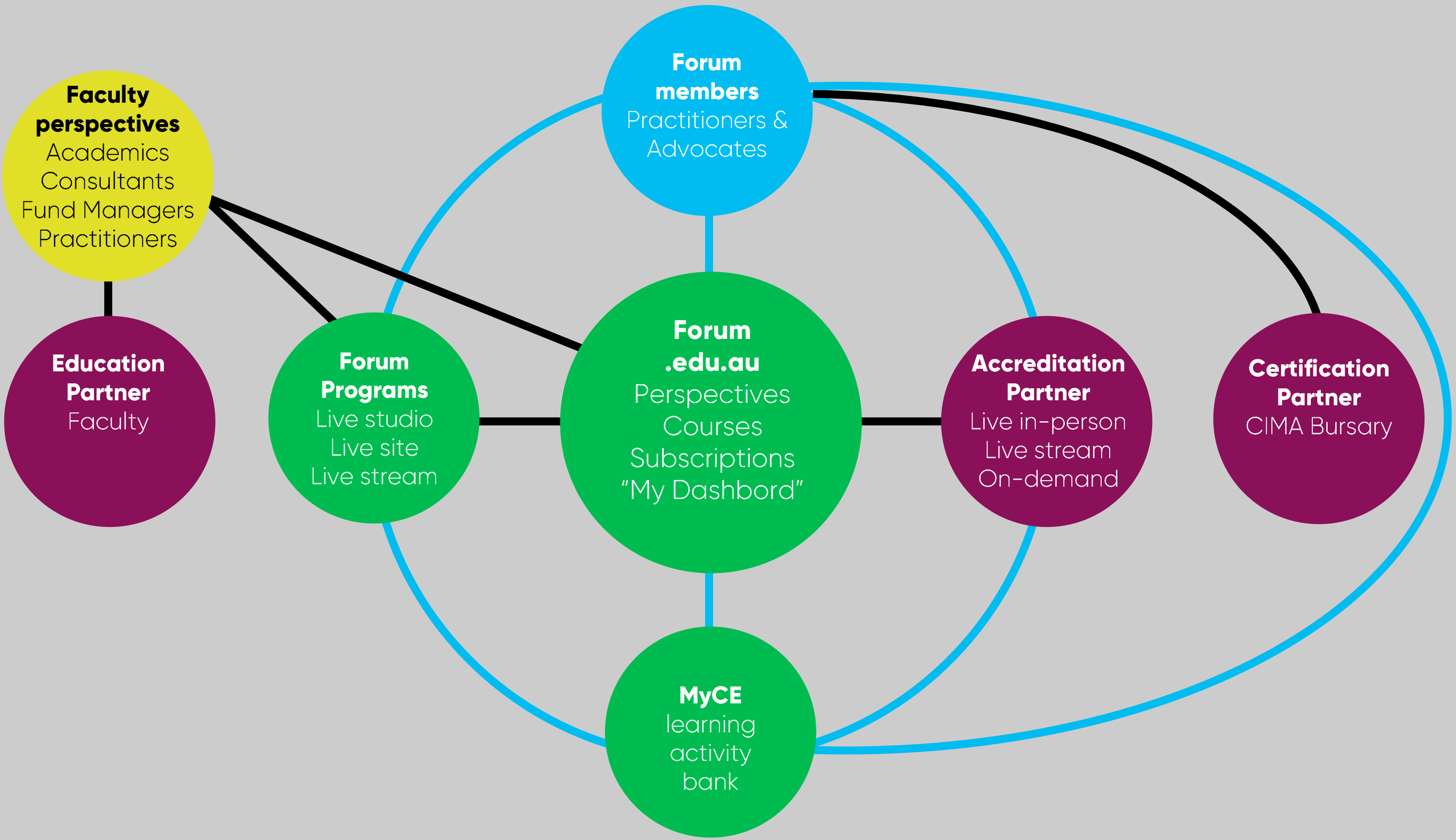
1. **In a VUCA world, quality investment advice and decision-making is invaluable**
   Quality investment advice and portfolio construction materially enhance individuals' financial wellbeing
2. **Mastery of the portfolio construction cycle is critical and core**
   Quality portfolio construction requires discipline, underpinned by values, understanding, clarity, and agility
3. **A whole-brain approach to portfolio construction is key to quality decisions**
   Quality portfolio construction requires knowledge and skill in investment factors AND human factors
4. **Multi-asset, multi-manager portfolio construction is optimal for most investors**
   Quality portfolio construction incorporates identifying and blending suitable professionally managed funds
5. **A continuous thirst for quaternary education is essential**
   Quality portfolio construction demands a commitment to continuous learning and reflection

FORUM ECOSYSTEM

- **Continuing Education**
- **Accreditation**
- **Certification**

- Strategies
- Markets
- Investing
- Finology
- Philosophy

- *Attend*
- *Read*
- *Listen*
- *Watch*
- *Enrol*
- *Subscribe*



OUR MEMBER ENGAGEMENT – YEAR TO 31 MARCH 2023

14,000
portfolioconstructionforum.edu.au members

12,220
LinkedIn followers

18,913
Live CE hours earned

3,881
on-demand CE quizzes completed

4,638
live program registrations

Attend
25 live program days

Read
1,862 Total papers in library

Listen. Watch
1,159 Total presentations in library

4,000 Practitioners live stream

40% attend all the sessions

82% attend at least half

93% attend at least 1/3rd

27
Fodder emails

39% of members open Fodder

64% of opens read, watch

253 Faculty

792 LinkedIn posts

16,728
papers read and presentations watched

4,146
Podcasts downloaded

Enrol. Subscribe
623
Enrolments & subscrptions

OUR DISTINCTIVES

Curriculum – focusing on five knowledge domains

Curation – delivering live, on-demand & blended learning

Community – enabling better quality practitioners

Portfolio Construction **Forum**

OUR DISTINCTIVES

The Forum is unique – our focus on providing specialist, independent investment continuing education, accreditation and certification services for portfolio construction practitioners is one of a kind.

Our core beliefs and our curriculum result in our whole-brain approach to portfolio construction, setting the Forum apart. We champion the Portfolio Construction Cycle - a clear, complete and cohesive approach to multi-asset, multi-manager portfolio construction to deliver better quality investor portfolios.

And how we do what we do – the combination of our **curriculum, curation and community** – is driven by our passion to enable better quality portfolio construction knowledge, skill and expertise, to help practitioners improve the financial wellbeing of individuals.

- Graham Rich

OUR CURRICULUM – OUR WHOLE BRAIN APPROACH

Our core beliefs and our curriculum of 5 knowledge domains result in our whole-brain approach to portfolio construction implemented via the Portfolio Construction Cycle - a clear, complete and cohesive approach to multi-asset, multi-manager portfolio construction.

The Strategies Knowledge Domain – designing robust portfolio strategies to meet defined investment objectives – is core.

The Markets and Investing Knowledge Domains focus on the “investment factors” in portfolio construction:
- Determining the drivers of and outlook for the investment markets (Markets)
- Researching and identifying quality investment management solutions (Investing)

The Finology and Philosophy Knowledge Domains are focus on the “human factors” - beliefs, behaviours, and principles - in portfolio construction:
- understanding and managing beliefs and behaviours in portfolio construction (Finology)
- developing a coherent set of principles to guide portfolio construction (Philosophy)

The 5 Knowledge Domains are the pillars for building better quality investor portfolios.

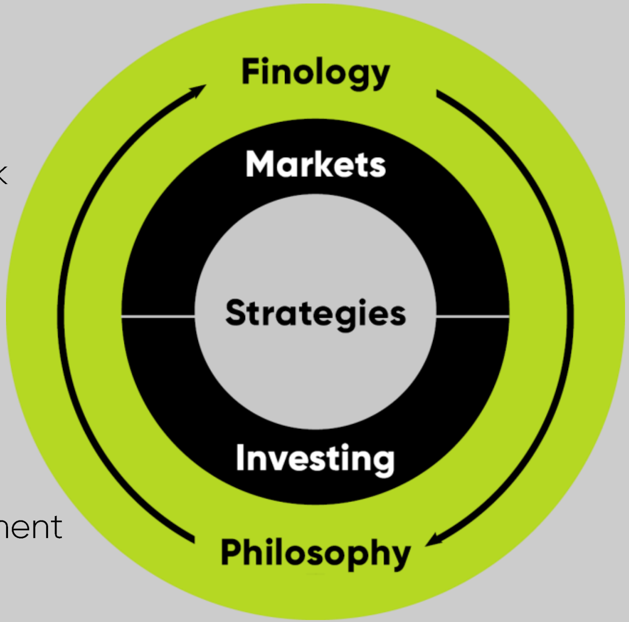
OUR 5 PORTFOLIO CONSTRUCTION KNOWLEDGE DOMAINS

- **Strategies**
  designing robust portfolio construction strategies to meet defined investment objectives

Investment Factors

- **Markets**
  determining the drivers of and outlook for the investment markets

- **Investing**
  researching and identifying quality investment management solutions



Human Factors

- **Finology**
  understanding and managing beliefs and behaviours in portfolio construction

- **Philosophy**
  developing a coherent set of principles to guide portfolio construction

CURATION – DELIVERING LIVE, ON-DEMAND, BLENDED LEARNING

We have the exceptional investment management and education knowledge, skill and competence necessary to curate quaternary education

- 1983 - Graham established Financial Planning Group, the first financial planning practice in NZ which he sold in 1987 and which continues to operate today.
- 1983 – Graham established FPG Research, the first fund research business in NZ, expanded into Australia in 1990, sold in 1999 to Morningstar. Graham left in late 2001.
- 1987 – Graham established the first financial adviser training business in Australia and NZ which he sold in 1998 and which continues to operate today
- 1996 – Deirdre joined FPG Research as head of publishing after working as an analyst in a funds management firm
- 2002 – Graham and Deirdre established Portfolio Construction Forum, the first specialist, independent investment continuing education service in Australia and NZ
- 2017 – Established Forum's specialist academic research unit, Investment Management Research Program led by industry veteran Professor Ron Bird
- 2017 – Forum is appointed as Registered Education Provider alongside Yale Business School and Chicago Booth Business School.
- 2017 – Forum is appointed as CIMA Society of Australia's Preferred Education Provider.

CURATION – DELIVERING LIVE PROGRAMS

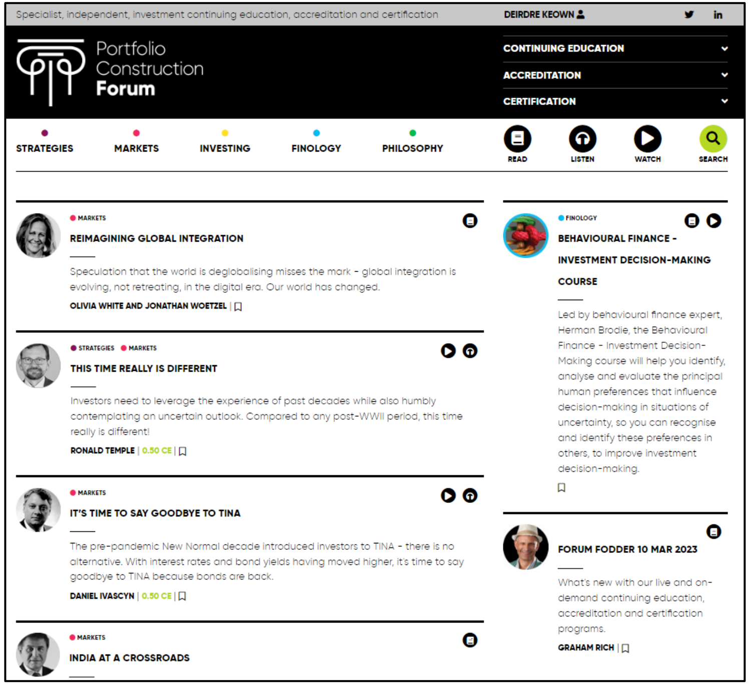
Portfolio Construction Forum presents **three live open-invitation, hybrid programs** each year, complemented by **two live, select invitation programs**.

For detail about each, see Appendix 1 – Our Continuing Education Programs.

OUR CURATION – DELIVERING ON-DEMAND CONTENT AND TOOLS

portfolioconstructionforum,edu.au is the heart of the Forum and the repository for all of our curated content. It is a unique 24/7 multi-media library. It includes over 3,500 diverse portfolio construction **perspectives** – papers and presentations (videos and podcasts) from our own live programs as well as separately curated exclusive content – available on-demand to read, listen to or watch – most with CE accreditation and related CE quizzes.

Plus our library includes on-demand certificate **courses**, **subscriptions** and **tools** where members access their "My" dashboard including their MyCE learning activity bank, MyDetails, MySaved, MyStudyPlan, MyCESubmissions, MyFBI.



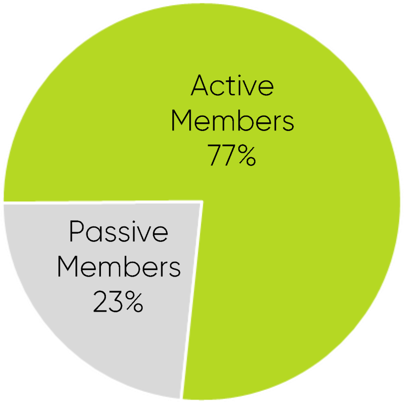
OUR COMMUNITY – 14,000+ MEMBERS

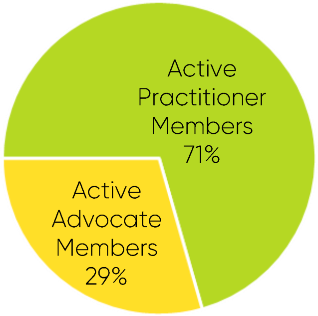
Our core focus is on creating a community of **Australian and NZ investment and wealth management professionals involved in constructing or giving advice on multi-asset, multi-manager portfolios** working in a investment advisory, funds research, investment consulting, family office, funds management, superannuation, private fund, endowment fund or investment platform business.

We call them portfolio construction Practitioners. Our community encompasses **institutional and wholesale practitioners**, and our continuing education, accreditation and certification services are designed accordingly.

We also recognise and respect the invaluable role of Advocates by whom we mean those offering products and services to Practitioners.

To retain our focus on Practitioners, we tightly manage to a 4:1 ratio of Practitioners to Advocates





CIMA Society

Certified Investment Management Analyst® Society of Australia

IN PARTNERSHIP WITH

Portfolio Construction Forum

The professional community for investment management analysts in Australia and New Zealand

an affiliate of **INVESTMENTS & WEALTH INSTITUTE**

OUR COMMUNITY – PARTNERS SHOW AND HELP OTHERS GROW

1 **Continuing Education Partners**
Showcase your firm's expertise and demonstrate its commitment to practitioner CE.

2 **Accreditation Partners**
Enhances your service to practitioners, saves your firm time and reduces your firm's risk.

3 **Certification Partners**
Demonstrates your commitment to and support of CIMA credentialing of practitioners.

OUR COMMUNITY – PARTNERS SHOW AND HELP OTHERS GROW

We partner with quality investment consulting and funds management firms that share a commitment to the ongoing provision of independent, continuing education, accreditation and certification for portfolio construction practitioners, to help them build better quality investor portfolios.

Being a Forum Partner is a key opportunity for a very limited number of firms to position their firm as a subject matter expert and investment solution provider committed to helping practitioners build better quality portfolios, with our 8,000+ Practitioner members. It works best for firms:

- with a partnership mindset based on mutual respect (not a sponsor mindset);
- that have an open, education-led style of sales and marketing;
- willing to participate with other firms and investment professionals;
- keen to be coached on how best to communicate/engage with our members; and,
- committed to overtly profiling, promoting and participating in the Forum community.

OUR COMMUNITY - CONTINUING EDUCATION PARTNERS

Education Partners include consulting and funds management firms that are committed to the ongoing provision of independent, accredited continuing for portfolio construction practitioners

Continuing education is the ongoing development of a professional's knowledge, skill and expertise resulting from a commitment to post-graduate continuous learning.

The Forum's Continuing Education offering spans live and on-demand programs, perspectives, courses, subscriptions and tools to help build better quality investor portfolios. For detail about each, see Appendix 1 – Our Continuing Education Programs.

Forum Education Partners showcase their investment knowledge, skill and expertise by actively supporting the Forum's community via:

- having business representation at all Forum live open invitation programs;
- hosting Practitioner guests at all Forum live open invitation programs;
- sharing their IP by having agreed investment professionals participate as Faculty; and,
- actively contributing perspectives on portfolioconstructionforum.edu.au.

OUR COMMUNITY – ACCREDITATION PARTNERS

Accreditation Partners are committed to offering their clients best practice CE/CPD accreditation by having their investment learning activities accredited by the Forum

Accreditation is evaluation of a CE learning activity by specialist, independent subject matter experts to confirm it meets the CE/CPD standards set by governing bodies, and verification of completion.

The Forum's best practice, multi-designation CE/CPD accreditation service: accredits learning activities for CE/CPD hours that can be used to help meet the requirements of 20+ governing bodies (regulators, associations, and institutes) – including ASIC, APRA, Legislated, FAAA, FMA and CIMA® CE/CPD requirements; tests and confers CE hours to those who participate in accredited live and on-demand continuing education activities; and enables members to store, view, print and export their CE record 24/7 via the Forum's MyCE, as well as their own or third party CPD (i.e. non-Forum accredited). For more detail, see Appendix 2.

By outsourcing CE accreditation to the Forum, Accreditation Partners:

- provide timely, best practice, multi-designation CE accreditation to their clients; and,
- are on rock solid ground in terms of proving that CE/CPD accreditation was earned and conferred in an ethical, equitable and compliant manner.

OUR COMMUNITY – CERTIFICATION PARTNERS

Certification Partners actively support advanced credentialing of investment management analysts by helping fund a CIMA Bursary Pool to reduce the enrolment fee for practitioners

Certification is the formal process of recognising that an individual has mastery of a validated best-practice body of knowledge, and meets ongoing ethical and accredited continuing education standards.

Certified Investment Management Analyst® certification is the peak, international technical portfolio construction certification program designed for those involved in any aspect of constructing multi-asset, multi-manager portfolios. It tests and validates the individual has the core technical knowledge necessary to design, build and manage multi-asset, multi-manager portfolios.

Available to funds management firms with CIMA certificants on staff, Forum CIMA Bursary Partners:

- are recognised by the Forum in a multi-channel, annual marketing campaign;
- engage with CIMA candidates and certificants at continuing education programs; and,
- can enrol business team members at a 50% discount on the standard Advocate enrolment fee.

Portfolio Construction **Forum**

specialist, independent, investment
continuing education, accreditation and certification

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