

Code of Professional Conduct for Financial Advice Services

Submission Template

Submissions close Monday 30 April 2018

Please send submissions to:

code.secretariat@mbie.govt.nz or

Code Working Group
c/o Code Secretariat (Poppy Haynes and Max Lin)
Ministry of Business, Innovation & Employment
PO Box 1473
Wellington 6140
New Zealand

Submissions process

The Code Working Group (CWG) seeks written submissions on the issues raised in this document by **5pm on Monday 30 April 2018**

We welcome submissions on any or all consultation questions. You are welcome to comment only on the issues most relevant to you.

Where possible, please include evidence to support your views, for example references to independent research, facts and figures, or relevant examples.

Please direct any questions that you have in relation to the submissions process to code.secretariat@mbie.govt.nz.

Use of information

The information provided in submissions will be used to inform the CWG's development of the draft Code. We may contact submitters directly if we require clarification of any matters in submissions.

Release of information

The CWG intends to upload PDF copies of submissions received to MBIE's website at www.mbie.govt.nz. The CWG will consider you to have consented to publication of your submission, unless you clearly specify otherwise in your submission.

If your submission contains any information that is confidential or you otherwise wish us not to publish, please:

- indicate this on the front of the submission, with any confidential information clearly marked within the text
- provide a separate version excluding the relevant information for publication on our website.

Submissions remain subject to request under the Official Information Act 1982. Please set out clearly in the cover letter or e-mail accompanying your submission if you have any objection to the release of any information in the submission, and in particular, which parts you consider should be withheld, together with the reasons for withholding the information. The CWG will take such objections into account and will consult with submitters when responding to requests under the Official Information Act 1982.

Private information

The Privacy Act 1993 establishes certain principles with respect to the collection, use and disclosure of information about individuals. Any personal information you supply to the CWG in the course of making a submission will only be used for the purpose of assisting in the development of the draft code. Please clearly indicate in the cover letter or e-mail accompanying your submission if you do not wish your name, or any other personal information, to be included in any summary of submissions that the CWG may publish.

Information about you

<i>Share your details</i>	
i.	Please provide your name and (if relevant) the organisation you represent Darren Robert Cornforth- TBM insurance Ltd
ii.	Please provide your contact details Darren Cornforth – (S 9 (2) (a))
iii.	Please provide any other information about you or your organisation that will help us understand your perspective (e.g. the financial advice situations you have experience with) I am a risk insurance broker with 30 years experience and the diploma in business studies and have completed the level V certificate in financial advice. I am registered as an RFA and do not offer advice on investment products.
iv.	Please indicate whether your submission contains any information that is confidential or whether you do not wish your name or any other personal information to be included in a summary of submissions. (See page 2 of this document) <i>I'm happy to have my name published</i>

Principles for drafting the Code

<i>Share your views</i>	
A.	What comments do you have regarding the overarching theme of “good advice outcomes” and the underlying principles? All advice should be client centred and client should have access to high-quality advice.
B.	Are there any further principles that should be included, or existing principles that should be removed? No

Ethical behaviour

Act with honesty, fairness and integrity

Share your views

C.	Do you agree with a requirement to act with honesty, fairness and integrity? If not, please set out your reasoning. Yes
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Keep the commitments you make to your client

D.	Should minimum standards for ethical behaviour for the provision of financial advice extend beyond strict legal obligations, to include meeting less formal understandings, impressions or expectations that do not necessarily amount to strictly legal obligations? If no, please give reasoning. If yes, please propose how a standard for such commitments might be framed. Yes – the underlying theme should always be what is best for the client.
E.	If there was a minimum standard requiring Financial Advice Providers – or Financial Advice Providers in some situations – to have their own code of ethics in addition to the Code, how would you frame the requirement for it to deal with keeping commitments? There would need to be an ethics committee with power to harsh any advisor who does not put the clients needs first

Manage and fully disclose conflicts of interest

F.	Should the Code include a minimum standard on conflicts of interest in addition to the legislation? Yes
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Do no harm to the client or the profession

G.	Do you agree that a person who gives financial advice must not do anything or make an omission that would or would be likely to bring the financial advice profession into disrepute? If not, please set out your reasoning. Yes
H.	Is an additional minimum standard on doing no harm to the client necessary? If so, what standard do you propose? No

Keep your client's data confidential

I.	In which situations, if any, should the retention, use or sharing of anonymised bulk customer data be subject to Code standards? Don't know
J.	Do you agree that the Code should cover the various aspects of maintaining client confidentiality discussed in this paper? Yes
K.	Are there other aspects of maintaining client confidentiality to consider? No

Ethical processes in Financial Advice Provider entities

L.	Do you agree that the Code should require the Financial Advice Provider to document and maintain its "ethical processes"? Yes
M.	Should the Financial Advice Provider be required to have a publicly available corporate code of ethics? Are there particular situations where a corporate code of ethics should be or should not be required? Yes
N.	Should Financial Advice Providers also be subject to additional standards in respect of leadership and culture? If so, how should these be framed? Don't know
O.	Do you propose other additional standards of ethical behaviour that should apply to Financial Advice Providers? No

Ethics training

P.	Do you agree that Financial Advice Providers should be required to meet standards relating to ethics training? If not, please state your reasoning. Yes
Q.	Should ethics training requirements apply to all officers and employees of a Financial Advice Provider, as appropriate to their role and contribution to the process of financial advice provision? If not, please state your reasoning. Yes

R.	Should there be a requirement for ongoing refresher training on ethics? Yes – biannually
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Resolving ethical dilemmas

S.	Do you agree that Financial Advice Providers should be required to have in place, and use, a framework for resolving ethical dilemmas that may arise in giving financial advice? If not, please set out your reasoning. Yes
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Compliance functions

T.	Should there be a requirement for explicit sign-off on the soundness of financial advice provided directly by a Financial Advice Provider? No
U.	Do you agree that Financial Advice Providers should be required to have in place a compliance function aimed at following up on concerns raised by employees and other stakeholders? If not, please set out your reasoning. Yes
V.	Should this extend further into an internal audit obligation, having in place processes to systematically test for and detect violations of ethical behaviour? Yes – biannually
W.	Are there any potential compliance costs for small and/or large Financial Advice Providers that need to be considered? Yes – the New Zealand risk advice model through independent brokers mainly consists of small 1 to 5 risk advisors and for good advice a business needs to be financially viable and overloading additional costs will mean the end of small businesses in this area and the New Zealand consumer will be the poorer for it. We have an under insured market and additional financial burdens will only extend this

Responsibility for the whole advice process

X.	Do you agree that Financial Advice Providers should be required to be able to demonstrate that they meet the standards of ethical behaviour as if the Financial Advice Provider carried out the whole advice process directly itself? If not, please set out your reasoning. Yes – biannual audit
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Reinforcing good ethical behaviour

Y.	<p>What principle or mechanism do you propose the Code could include to reinforce good ethical behaviour on a day-to-day basis?</p> <p>Biannual audit and the ability to remove registration for offenders</p>
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Conduct and client care

Advice situations

<i>Share your views</i>	
Z.	<p>Are there other delivery methods that should be considered when testing our thinking?</p> <p>Don't know</p>

Advice-giving standards

AA.	<p>How do the current client care standards work in practice, especially in advice-giving situations not previously covered by the AFA Code? In answering this question, please ignore "scope of advice" (CS-8) and "suitability" (CS-9 and part of CS-10).</p> <p>Kona</p>
BB.	<p>Could any aspect of the current client care standards be worded better? (For example, we are aware that the definition of "complaint" could be improved.)</p> <p>Don't know</p>
CC.	<p>Are there any aspects of the current client care standards that could be expanded or clarified (for example, in light of the published findings of the Disciplinary Committee)?</p> <p><i>Don't know</i></p>
DD.	<p>Are there any potential compliance costs for small and/or large Financial Advice Providers that need to be considered?</p> <p>Most small risk businesses will struggle to absorb any significant compliance costs. This will lead to if it comes in a reduction in the number of risk advisors and New Zealand consumers will be the poorer for it.</p>
EE.	<p>Are there any additional matters that should be addressed in the advice-giving standards? Those listed above? Others?</p> <p><i>All advisors on either risk or investment should always put clients interests first.</i></p>

Advice process

FF.	<p>Do you think there are any other components that should be included in the design considerations of an advice process?</p> <p>Risk advisors and investment advisors should have to have a quality paper trail as to why recommendations were made</p>
GG.	<p>Should the Code include guidance material to help determine what needs to be considered when designing an advice process?</p> <p>No</p>
HH.	<p>Are there any other important aspects you think should be included in the advice process for all types of financial advice activities under the new regime?</p> <p>No</p>
II.	<p>Should any of the key aspects that we have listed above be removed? If so, why?</p> <p>Don't know</p>
JJ.	<p>Are there any situations in which an advice process need not be followed?</p> <p>Yes the straight transactional business or a client has requested a specific product – as long as there is sign off validating the request</p>

Personalised suitability

KK.	<p>What comments do you have about a proposed minimum standard on personalised suitability analysis? What are your views on the example above?</p> <p>All advisors do things slightly differently and as long as they have a procedure that they follow – they are accountable for the ultimate outcome for the client and in the event there advice was not fit for purpose the client has the ability to lodge complaints with the advisers dispute resolution provider as well as take financial advice</p>
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Organisational standards

LL.	<p>What are the practical advantages and disadvantages of including organisational standards as described? What explanatory material or examples could we provide in the Code that might help to make these standards easier to comply with in practice?</p> <p>The code needs to have a basic or set of principles and values that are required to be followed or client interaction</p>
MM.	<p>Would implementing these organisational conduct and client care standards create a particular compliance burden for your firm? If yes, please explain why.</p> <p>No – unless they come at a significant cost</p>

General competence, knowledge and skills

<i>Share your views</i>	
NN.	<p>Do you agree with our interpretation of the meaning of “competence, knowledge, and skills”? If not, why not?</p> <p>No I believe it needs to be wider than just qualification based</p>
OO.	
PP.	<p>Are there other factors, which contribute to combined expertise, that we have not listed? We are particularly interested in factors that are relevant to financial advice that is given by a Financial Advice Provider directly, including by digital means.</p> <p>Risk advice is different from investment advice. It is not necessary to insist that a risk advisor has a formal tertiary qualification (such as the financial planning diploma at Massey). There are numerous risk advisors who have significant experience with planning and advising on a range of risk products such as life insurance, trauma insurance, medical insurance, and income protection insurance who do a very good job without a formal tertiary qualification.</p> <p>Insisting on lumping risk insurance in with investment advice will mean a mass exodus from the independent insurance advisor business which will add to New Zealand significant levels of under insurance. This defeats the purpose of the changes.</p>
QQ.	<p>What do you think are the advantages of this approach to general competence, knowledge and skills?</p> <p>This will retain expertise in an industry that needs more competent advisors not left. As long as there is accountability for poor advice that protects the consumer this will keep risk brokers honest</p>
RR.	<p>What do you think are the disadvantages of this approach to general competence, knowledge and skills?</p> <p>Opposite of PP</p>
SS.	<p>In what ways do you think this proposed standard contributes to, or detracts from, the legislative purposes (for example ensuring the quality and availability of advice, avoiding unnecessary compliance costs, and promoting innovation and flexibility)?</p> <p>Simple set of rules that are not negotiable that protect the client and the client outcome is what is required. Too cumbersome documentation only generates additional bureaucracy which comes at a cost and the cost has to in the long run come out of the clients pocket. We do not want this to happen</p>
TT.	<p>What factors should we consider in determining whether to make the proposed unit standard a renewing obligation?</p> <p>Don't know</p>

Particular competence, knowledge and skills

<i>Share your views</i>	
UU.	<p>What are the advantages and disadvantages of our approach of identifying two types of financial advice? What impact would it have on the type of advice you give and on your compliance costs?</p> <p>Financial advice need to be broken down into investment related advice and risk advice to totally separate fields</p>
VV.	<p>How should RFA's experience be recognised?</p> <p>Years of experience and industry completed courses and professional development count for a lot. If an RFA can demonstrate knowledge and expertise gained by years of experience this needs to be recognised. Successful claims undertaken on behalf of clients by an RFA is another good indicator of knowledge.</p>
WW.	<p>What do you think are the advantages of this approach to particular competence, knowledge, and skill?</p> <p>This will keep people in the industry who are likely to leave if there are significant obligations to obtain tertiary qualifications</p>
XX.	<p>What do you think are the disadvantages of this approach to particular competence, knowledge, and skill?</p> <p>None</p>
YY.	<p>In what ways do you think this proposed standard contributes to, or detracts from, the legislative purposes (for example ensuring the quality and availability of advice, avoiding unnecessary compliance costs, and promoting innovation and flexibility)?</p> <p><i>Don't know</i></p>
ZZ.	<p>What alterations, if any, would you suggest to the baselines we have nominated: specialist strand for product capability, Level 5 for discipline capability, and relevant degree (or other degree plus Level 6) for planning capability?</p> <p><i>Risk insurance needs to be separated out from financial planning. It is less complicated and will not be enhanced by making a level VI or a degree compulsory. All or do is drive people who provide good advice out of the industry leaving a bigger shortfall for the consumer.</i></p>

Other comments

Share your views

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| AAA. | <p>Are there any other comments you would like to make to assist us in developing the Code?</p> <p>Risk insurance advice is different from financial planning and needs to be not lumped into the requirement for a level VI certificate or tertiary degree.</p> |
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