



Media Release

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Sentry's inaugural Aspire Principals Summit rated a success

More than 50 Practice Principals from around Australia attended Sentry Group's inaugural Aspire Principals Summit held in Perth last month.

The Summit is one of many new initiatives Sentry has incorporated into its Aspire Program, which helps its partners build better businesses.

Sentry surveyed the attendees to gain feedback on the inaugural Summit to help shape content for future events and received an overwhelmingly positive response.

The Summit program, venue and format rated very highly, with each gaining an 80 per cent or higher rating.

The key speakers, Wane Davies from Next Gen Success consultants, best-selling author Keith Abrahams, management consultant Rob Jones and maths and finance guru Peita D, all received very positive feedback.

The Principals Dinner at Perth's new Optus Stadium proved a big hit as was four-time Olympian guest speak Andrew Vlahov. His message from someone outside of the industry was refreshing and the correlation between sport, business and personal performance was insightful.

The Aspire Program has emerged after Sentry Group reviewed its business model as it moves away from being just a Licensee to a holistic, highly-respected, professional financial services firm.

"The financial advice sector faces challenges and opportunities like never before," Sentry Group CEO Murray Hills said.

"The biggest change is happening in the area of the business model for financial advice firms. Do firms regard themselves as financial advisers in business, or business people running an advice business?"

"While there will always be room for smaller lifestyle practices, the dominant model of the future will be growth-oriented, professionally managed advice businesses."

"Coupled with Sentry's vision, leadership and confidence in the future of the advice profession, our Aspire Program incorporates all these qualities to help firms build robust capabilities.

"Our partners are businesses that want the benefits of independence, but who also want the comfort and security of a business partner guiding them with greater certainty and less risk.

Mr Hills said that although each practice is unique, many of the issues faced are similar, so the Aspire Summit offered a great opportunity to learn from each other's successes and setbacks.

More than 80 per cent of this year's Summit attendees said they intend to attend Sentry's bi-annual offshore conference to be held in Singapore in 2019. The conference will have an Aspire focus and build on the platform established from the Summit.