

AFCA,

I am submitting this feedback as an AFSL authorised representative, and owner of a professional financial planning practice.

I support the proposed changes.

1. Does the proposed change satisfy AFCA's transparency requirements?
 - a. In my opinion, yes.
2. Operational Guidelines
 - a. I have no informed comment to offer.
3. Other comments
 - a. It is vital that transgressors of financial services obligations are publicly named – this is in the interests of the public. The public can then make an informed decision on whether they wish to deal with those parties.

The great irony here is that bank executives who are guilty of relentless and remorseless breaches of financial services obligations over many years, remain unaccountable for their actions. I appreciate that it is beyond the scope of the proposed changes to Rule A.14.5, but given that ASIC is our industry regulator, I think it is a point worth noting, and needs to be dealt with effectively. I detect no evidence of that.

Regards,

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Authorised Representative | Frost Financial Planning**