



Media Release

SMSF Pioneer Looks Forward to Twenty Year Milestone

Monday April 14, 2014. In February next year, Perth headquartered Australian Superannuation and Compliance Limited (ASC) will celebrate its 20th anniversary in the Australian Financial Service marketplace.

Reflecting on nearly two decades of growth and success built on a platform and reputation for quality and service, founding Principal and Director Ravi Subramaniam firmly believes that the best years are still ahead for the specialist provider of high quality administration and compliance services for the Australian SMSF marketplace.

ASC provides dedicated “Real Time” SMSF administration and compliance services which encompasses an online portfolio monitoring and reporting facility for trustees and members of self managed superannuation funds.

Of immense personal pride to Ravi Subramaniam is ASC’s well established online Real Time facility, utilising various IT, technologies and software available from within Australia and is now acknowledged as a leader in their field.

“Not everything needs to be pushed off shore when it comes to IT, technology and development – and that includes administration and support,” said Subramaniam.

“In fact, amongst the highest compliments we receive from SMSF members, accountants and financial adviser clients, is for the leading technological solutions we have developed – that it was done onshore; and is supported by the highest standards of personal service when they contact our Perth based national office.”

ASC has been a leading edge SMSF administration and compliance provider since its inception and in doing so, was amongst the industry’s pioneers that foreshadowed the Real Time and compliance related services many in the sector are currently trying to emulate.

Subramaniam is also quick to point out that ASC’s growth and marketplace reputation has been completely organic, built on a platform of satisfied clients and advisers referring the business to fellow business associates, friends, family members,

accountants and advisers. Today, ASC has 450 Self Managed Funds with over \$400 M of FUM

As well as its own software, technologies and processes that have been developed inhouse, ASC can also utilise other platforms including HUB24, BGL, Praemium, Macquarie Wrap, Xplan and Echelon.

In December last year the Australian Taxation Office reported the number of SMSFs increased by 27% to 509,000 in five years and have total assets of \$506B.

As the ASC team looks to the future, Subramaniam is confident that SMSF will continue to be fastest growing segment of the Australian superannuation industry.

“Many of the drivers of SMSF growth have changed very little over the years since I joined the financial service sector with control of their retirement destiny being the main reason why Australians are turning to this facility in growing numbers.”

“As consumer sophistication and knowledge increases, the SMSF sector will need to ensure it has targeted offerings for each generation of investors as they seek to secure their retirement objectives in the post FoFA world. Furthermore, SMSF administration and compliance is an area that demands many years of experience in order to provide this service and facility competently.”

“ASC is determined to maintain its technological edge and position as an industry leader through a steadfast commitment to professionalism, technology and innovation,” concluded Ravi Subramaniam.

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Notes to the Editor: In 1995, Ravi Subramaniam founded ASC, changing careers to study the SMSF landscape and build a service which gave control back to the investor. With his team, they structured a service which is all-encompassing, compliance orientated and simple. Where others tried, ASC succeeded.

ASC is continuously praised by auditors, financial advisers, stockbrokers, solicitors and others throughout the superannuation and financial industry. Many of whom have chosen ASC to simplify the sometimes cumbersome administrative burden. ASC enable them to focus on their areas of expertise and supports them in their commitment to the provision of exemplary client service.