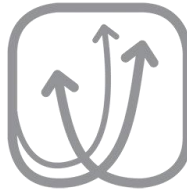




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ENTERPRISE AND

SUPPLIER DEVELOPMENT

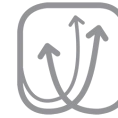
# STOCKBROKER PROGRAMME

## PROGRAMME STRUCTURE FOR 2019

SEPTEMBER 2018

# YEAR 3 STRUCTURE

## Background



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In the recent ASISA SB Program SteerCo, we resolved to transition the SB Program to Phase 2

### **Genesis of ASISA SB Program:**

- ASISA has ambition to develop strong black Brokers & increase their brokerage
- Sponsors have devoted budget to support their Business Development

### **Progress to date:**

- 5 SB's were selected through a rigorous process in 2016, for 3-years of support
- Those 5 SB's have received a top Strategic Business Development program for 2 years
- SB's provided very positive feedback on impact to date

### **Challenges experienced:**

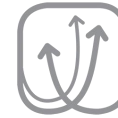
- Exclusive, undermining the intended industry goodwill
- Fixed structure of the Program was not ideal for the sector

### **Agreed way forward:**

- 'Phase 1' of Program now being brought to a natural close at the end of Year 2
- ... and transition to Phase 2, which will centre on **4 principles**

# YEAR 3 STRUCTURE

## Operating Principles



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Phase 2 of the Program will operate on the below **operating principles**:

### **PRINCIPLE 1: EQUAL ACCESS BLACK BROKER DEVELOPMENT**

- All qualifying SB's will have equal access to the FY19 / Year 3 Stockbroker Bus.Dev. Program

### **PRINCIPLE 2: TRANSPARENT, DEMAND-LED BUSINESS DEVELOPMENT**

- 'Draw down' basis
- 'First come, first serve' basis, but balanced by Principle 3 below
- Successful applications to be funded until budget is depleted

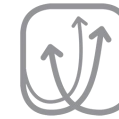
### **PRINCIPLE 3: SUSTAINABLE IMPACT**

- Qualify only if conducting a business X-Ray, at start and at close of year
- Preference given to **systemic & strategic** (vs. ad hoc) business development initiatives
- '2/3rds rule' to balance above principle with 'first come first serve':

### **PRINCIPLE 4: WORK WITH EXISTING BUDGET (+ any new contributions)**

# YEAR 3 STRUCTURE

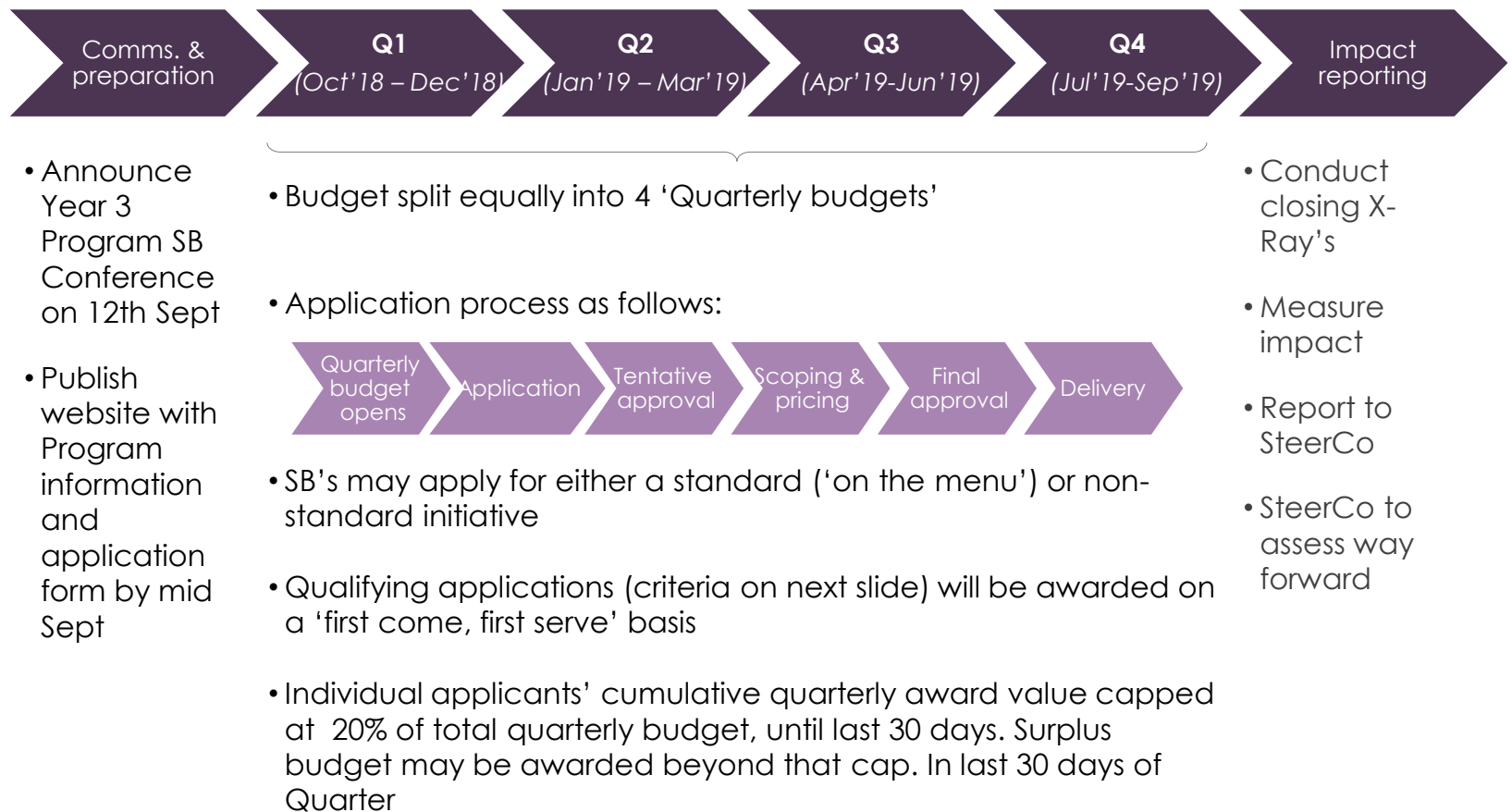
## Process



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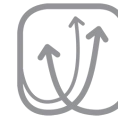
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The **process** will be as follows



# YEAR 3 STRUCTURE

## Approval criteria



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There will be a bias to approving applications, subject to them meeting the below **criteria**:

### 1. Qualifying SB:

Black owned Broker

1. >51% B.O (must submit docs. proving current BO status to qualify)
2. Have not 'wasted' previous applications

### 2. Qualifying initiative:

Will make sustainable improvement to the business (strategy, processes, systems, etc)

1. Type 1 applications: qualify for full budget available  
Strategically informed – initiative identified as outcome of business X-Ray and / or Strategic planning  
Application must include Strategic rationale and planning process followed for identifying initiative
2. Type 2 applications: qualify for maximum 1/3rd of total budget available  
Not strategically informed – initiative is intuitively important to leadership team, but not identified through a business X-Ray or Strategic planning

### 3. Qualifying initiative budget:

Cumulative applicant's quarterly award value < 20% of total Quarterly budget