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IMCA australia unveils new name, ditching lowercase 'a'



[Sally Rose](#) September 19, 2017

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The Australian chapter of the global Investment Management Consultants Association (IMCA) has announced a plan to rebrand itself as the CIMA Society of Australia.

The group had previously branded itself as IMCA australia, confusing many with its use of a lower case 'a' in Australia.

IMCA australia's longstanding chair, Brett Elvish, revealed the name change at the group's annual conference in Melbourne on Tuesday September 19, where he also announced his intention to retire from the role at the association's upcoming annual general meeting in November.

IMCA australia deputy chair Kylie Willment, [who was recently named Mercer's new regional chief investment officer](#), thanked Elvish on behalf of the board and members for the demonstrated an extraordinary level of commitment to the role, going over and above what a volunteer capacity.

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Elvish said the decision to rebrand reflected the association’s goal of further emphasising the importance of its exclusive Certified Investment Management Analyst (CIMA) certification.

“CIMA represents the peak international, technical portfolio construction certification program designed for investment and wealth-management practitioners and advocates,” he said.

The CIMA certification process requires candidates to have a minimum of three years of professional experience, pass an exam and meet eligibility requirements across the four ‘E’s: experience, education, examination and ethics.

In addition, all candidates must attend and complete an executive education program offered in conjunction with one of the following: the Investment Management Research Program of PortfolioConstruction Forum and the University of Technology Sydney; the Wharton School at the University of Pennsylvania; the University of Chicago Booth School of Business; or Yale School of Management.

In Australia, PortfolioConstruction Forum is IMCA australia’s preferred education provider, and is responsible for managing and delivering the CIMA certification program and continuing education.

CIMA certification requires proof of continued competency through completion of 40 hours of ongoing education every two years. In addition, IMCA australia enforces adherence to IMCA’s Code of Professional Responsibility through disciplinary rules and procedures, which are administered by a professional review board.

Both IMCA australia (soon to be the CIMA Society of Australia) and PortfolioConstruction Forum are official media partners of *Professional Planner* and its sister publication, *Investment Magazine*.

In other news at the conference on Tuesday, IMCA australia bestowed a lifetime membership on Telstra Super chief investment officer Graeme Miller.

[BRETT ELVISH](#), [CIMA CERTIFICATION](#), [CIMA SOCIETY OF AUSTRALIA](#), [IMCA AUSTRALIA](#), [KYLIE WILLMENT](#), [PORTFOLIOCONSTRUCTION FORUM](#)



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