

GENESIS BLOCK ADVISORY

Australia's first regulatory affairs boutique
specialising in virtual assets.

ACN 650 576 855

60

Senate citations

19

Commercial Clients
in Australia

'21

Establishment Year

Government expertise. Built for virtual assets.

Genesis Block Advisory is Australia's first boutique regulatory affairs practice dedicated to blockchain and digital assets. We've already supported **19** Australian businesses including exchanges, brokerages, asset managers, listed companies, and start-ups — from policy to practice.

Policy & Submissions

Treasury submissions, Ministerial enquiries, consultation responses: authored and effective.

Government Relations

Upskilling clients to navigate government agencies and regulatory bodies – with success.

Regulatory Compliance

Licensing readiness and compliance gap analysis for virtual asset start-ups and new product lines.

Risk Management

Risk advisory, executive briefings, and board-level guidance across the fintech value chain.

The 2021 Inquiry.

Australia's defining moment for digital asset regulation.

In 2021, Genesis Block Advisory produced the most influential independent submission to the Senate Select Committee on Australia as a Technology and Financial Centre.

The Blockchain Australia submission received 46 citations — more than any other industry paper — and directly shaped national policy outcomes across six areas:

Exchanges	Custodians	Digital Asset Markets
De-banking	AML / CTF	Taxation

60

Senate citations across Genesis
Block-assisted submissions

Genesis Block also led the six-organisation joint venture backing this submission — ghost-written and coordinated across competing industry players.

What changed.

Genesis Block's BA submission didn't just get read — it got adopted. The Senate Select Committee incorporated almost all of our 12 recommendations into its final report, shaping the regulatory framework that governs Australia's digital asset industry today. Just three examples are shared below.

01

Taxonomy Mapping Adopted

Our idea was incorporated into the Senate's recommendations, leading to detailed Treasury consultations and ultimately a Bill.

02

De-banking & AML / CTF

Analysis of de-banking discrimination and AML/CTF gaps was cited as primary evidence for reforms by the Senate.

03

Tax Law Clarity

Proposals on CGT and GST treatment of digital asset transactions were directly cited and carried into consultation.

WHY GENESIS BLOCK

First.
Deepest.
Most cited.

- Founded 2021 — Australia's first virtual asset regulatory affairs boutique
- Most-cited industry submission at the Bragg Inquiry: 46 Senate citations
- 2× Blockies Award Winner: Professional Advisor & Leader of the Year
- Chloe White: Top 50 Most Influential Australians in Blockchain

We've already supported 19 Australian businesses just like yours.

Ready to work together?