



## Media Release

Tuesday 6 October 2009

### GESB LAUNCHES FREE SIMPLE ADVICE SERVICE

GESB, the largest WA-based super provider, has launched a free Simple Advice service<sup>1</sup>, offering its 310,000 members a greater choice in how they access personalised financial advice on their choice of investment plan and contributions to super.

Providing easy access to advice over the phone will enable GESB to improve the financial well-being of its members by helping them choose the plan that best suits them and ensuring that they are maximising their opportunities to make contributions, through co-contributions and salary sacrifice.

Fabian Ross, Head of Wealth Management at GESB, said, “GESB is one of the first super providers to launch a Simple Advice service to its members and it complements the wide range of free member education, information and resources that we already offer.

“The free service will help our members take steps to control their financial future by providing a personalised recommendation designed to help them build their long term financial well-being.”

Mr Ross said that GESB was glad to be able to respond to the needs of its members, who had long been asking for easy access to advice about issues like investment options and contributions.

To take advantage of GESB's free Simple Advice service call 13 GESB (4372) or log on to [www.gesb.com.au](http://www.gesb.com.au) .

**Ends**

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**Notes to editors:**

1. <sup>1</sup> Simple Advice is provided by GESB's financial planning subsidiary, GESB Financial Advice (AFSL 309268). It is only available to GESB members.

**2. About GESB**

GESB is the largest WA-based super provider with more than 310,000 members, representing nearly one quarter of the WA workforce, and over \$9.5 billion funds under management as at 2 October 2009.

With more than 70-years of superannuation experience, GESB is ideally situated to provide members with a choice of superannuation, retirement and financial planning products and services and insurance coverage through your super, combined with competitive fees and a wide range of free member education, information and resources.

For further information visit [gesb.com.au](http://gesb.com.au) .

**3. Industry ratings and awards**

SuperRatings awarded GESB Super, West State Super and Retirement Income Allocated Pension its highest Platinum rating in 2009. This is granted to only the top 15% of the best 'value for money' funds, based on an assessment of investment returns, investment methodology, fees, administration and advisory services, as well as a robust, secure and proven governance framework.

Chant West awarded GESB Super, West State Super and Retirement Income Allocated Pension its highest rating in 2009, Five Apples, following an assessment of organisational strengths, investments, fees, insurance, administration, member services and employer services.

The Heron Partnership has also awarded GESB its highest rating in 2009, 5 Quality Stars, granted to only the top 25% of super products, based on an assessment of investment arrangements, insurance, ancillary benefits, communications and contributions.

GESB was ranked in the Top 10 for lowest average fees by SuperRatings in June 2008 (based on a \$50,000 account balance), which surveyed the fee structure of 350 funds in Australia and rated GESB Super 8<sup>th</sup>.