



Media Release

Tuesday 23 February

AUSTRALIANS NEED MORE ENCOURAGEMENT TO SEEK FINANCIAL ADVICE SAYS GESB

Australians are twice as likely to seek advice about their superannuation from their family rather than a financial adviser, according to national research from GESB, the largest WA-based super provider.

GESB's research shows that one in three (34%) Australians prefer to seek advice from their family, compared to just one in six (16%) who would visit a professional financial adviser. The number of people likely to seek advice from their family rises to nearly two-thirds (64%) amongst those aged 18-24 years and a third (35%) of those aged 25-34 years.

Why Australian's don't seek advice

Of those Australians who have never sought advice from a financial adviser to help them build and manage their super, one in three (30%) said they prefer to make their own decisions and one in five (18%) said they don't earn or have enough money to justify visiting an adviser.

One in six (16%) said their financial situation is too simple to require an adviser. Amongst those aged 35-49, one in ten (10%) Australians thought that financial advice would be too expensive with fees and commissions.

Fabian Ross, General Manager of Wealth Management at GESB, said, "At a time when Australians are living longer and facing increased barriers to retirement saving, like the reduction in concessional contribution caps, it's more important than ever that they are

encouraged to seek professional financial advice to plan and save efficiently over the long term.

“A person’s level of income or assets should be no barrier to accessing financial advice that could help ensure an adequate income in retirement.”

“We’ve got a long way to go to educate Australians about the role of professional financial advice in helping to ease the risks to super and retirement saving like longevity, market fluctuations, inflation, liquidity and early death.”

“While the fee-for-service versus commission debate is important to consumers, more pressing is increasing understanding amongst all age groups about the value of advice.”

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Notes to editors:

1. About GESB

GESB is the largest WA-based super provider with more than 313,000 members, representing nearly one quarter of the WA workforce, and around \$10.0 billion funds under management.

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

For further information visit gesb.com.au .

2. Industry ratings and awards

SuperRatings awarded GESB Super, West State Super and Retirement Income Allocated Pension its highest Platinum rating in 2010. 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 2010, 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 2010, 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.