



Media Release

Monday 5 July 2010

GESB RESPONDS TO THE FINAL REPORT OF THE SUPER SYSTEM REVIEW

Cooper Review could do more to encourage member education says GESB

Michele Dolin, CEO of GESB said, “We welcome today’s publication of the Cooper Review, which recommends a number of vital and long-awaited recommendations for the super industry.

“We believe the review could have gone further to encourage higher levels of member education by super providers.”

Ms Dolin said that education plays a crucial part in increasing member involvement.

“GESB encourages its members to make small, regular contributions to help increase their retirement savings significantly over the long term,” said Ms Dolin.

“We support measures to increase the efficiency of the industry, as well as proposals to standardise the quality and availability of information. This will support members to make informed comparisons.

“The review highlighted the industry’s failure to deliver desirable outcomes for members.

“GESB research demonstrates that only one in six (16%) Australians would say they are actively involved in the management of their super. Nearly half of those surveyed indicated that they didn’t know their account balance and around one in five (21%) did not know who their super provider was.

“GESB has built its education strategy around knowing our members. Our highly rated education tools and resources include a tiered range of intra-fund advice to cater for a variety of member needs.”

Ms Dolin supports the review’s call for standardised and full disclosure of total fees, costs and net returns.

“This information is extremely important to members,” said Ms Dolin.

“Our research shows one in four (25%) Australians believe easier access to comparisons of fees, performances, products and services would assist them to be more involved with their super.

“The earlier Australians engage with their super, the more likely it is they will have an adequate income stream in later life.

“A focus on education has seen GESB’s members contributing at a significantly higher rate than the industry¹.

“We look forward to the government delivering its response to this review and hope it will include further measures to increase education for all members.”

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Notes to editors:

1. GESB’s findings were based on a survey of 1,100 people, which was weighted to be nationally representative of Australia’s population by gender, age and location. The research was conducted by TNS on behalf of GESB in 2010.

2. About GESB

GESB is the largest WA-based super provider with more than 317,000 members, representing nearly one quarter of the WA workforce, and around \$10.2 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 .

3. 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.

GESB member education seminars received the highest member rating in the 2009 Investor/Member Sentiment and Communications Report by Investment Trends.

¹ APRA 2010