



Media Release

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GESB ENCOURAGES MEMBERS TO SECURE ADEQUATE LIFE INSURANCE

GESB has launched an education campaign to encourage members to upgrade their insurance, as the issue of underinsurance persists across Australia.

A simple three-step application eliminates the need for health assessments or medicals and makes it easier for people to upgrade their life insurance. Eligible members will be able to increase death and disability cover by up to \$300,000 and salary continuance cover by an additional \$3,000 per month.

The campaign is complemented by the recent launch of LIFEapp, a tool that GESB created with its insurance partner AIA Australia to help members determine how much cover they may need to protect themselves in the event of death, serious illness or injury.

GESB, the largest WA-based super provider, said that the level of underinsurance demonstrated that people still don't appear to be concerned about losing their ability to earn an income.

Fabian Ross, General Manager of Wealth Management at GESB, said people need to think about how they would cope in the event that a household breadwinner lost their job or suffered permanent disablement.

"People don't believe it will happen to them, but the unfortunate reality is that it probably will. For most people, it's not realistic to think that a regular income can be replaced by rainy day savings or the sale of their home," said Mr Ross.

One in five working Australian families will suffer the death of a parent or a serious health problem during parents' working lives¹. However, research also showed that half of surveyed

¹ Lifewise/ NATSEM Underinsurance Report, National Center for Social and Economic Modelling, 2010.

members with total and permanent disablement were under insured². The same survey found that members were also underinsured for income protection³.

Stephanie Phillips, Head of Group Insurance of AIA Australia, said, "Insurance through superannuation is cost-effective, but the first step is to establish your current level of protection.

"As with any insurance, the cost of premiums needs to be considered against the cost of being without protection when you most need it."

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1. About AIA Australia

AIA Australia Limited is an independent life insurance specialist which has been operating in Australia for over 40 years. We offer a range of life insurance products which protect the financial health and welfare of Australians.

In addition to being the country's biggest group life insurer by market share, we also offer retail insurance products through independent financial advisers and through a valued network of affinity partners.

We are one of Australia's leading life insurers, providing solutions to some of Australia's major financial institutions and corporate partners. In recent years we've been repeatedly recognised by a number of industry awards including winner of outstanding value for Income Protection and Business Expenses Insurance as well as best Term Life and TPD Risk insurance.

2. About GESB

GESB is the largest WA-based super provider with more than 320,000 members, representing nearly one quarter of the WA workforce, and around \$11 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

GESB is ranked in the top ten superannuation and retirement funds in Australia, according to SuperRatings: SuperRatings Super Of the Year Finalist 2011; SuperRatings Pension Of the Year Finalist 2011.

Chant West has ranked GESB Super as a Top 10 superannuation fund in Australia in 2011. Chant West's rating of GESB is based on consideration of both GESB Super and West State Super.

² The 2008 AIST/IFF survey found that 71 per cent of those members surveyed had TPD cover. The average level was \$162,000. This compared with an AIST/IFF formula-based suggested coverage of \$517,000.

³ Only 31 per cent of members surveyed by AIST/IFF had income protection insurance.

GESB has joined an elite group of 15 Australian super funds ranked in the top 300 global funds, according to Towers Watson, P&I/TW300 analysis, 2010.

SuperRatings awarded GESB Super and Retirement Income Allocated Pension its highest Platinum rating for 2011. 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 Super its highest rating in 2011, 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.