



Media release

21 August 2007

Plum looks at what women really want

*Did you know that 32% of women have no super savings at all?*¹

This is just one of the reasons Plum Financial Services Ltd (Plum) developed a comprehensive super education kit specifically for women, called *What women want*.

According to Plum's Senior Education Development Consultant Michelle Brown, with statistics telling us that on average women earn less², save less³, and yet are likely to live longer⁴, it is more important than ever that women should be aware of their financial situation and take the appropriate action to ensure they have an adequate income in retirement.

'Of course, we know there is no one size fits all solution for everyone, with many women earning more than their male counterparts and having more savings,' Ms Brown said.

'That is why we have developed a super education kit with women in mind, giving tips and information for women of all ages and levels of financial security, targeting some women-specific issues, such as maternity leave.'

The *What women want* kit contains a general guide, which discusses financial strategies and financial implications of various life events that women may experience, as well as a comprehensive checklist.

'For example, Plum's research found that half of all women over the age of 65 outlive their partners by 15 years.⁵ One thing women might want to consider is if their partner's insurance cover is not adequate, they might find themselves in a tough spot financially. The last thing you want to worry about in your retirement years is money,' Ms Brown said.

'By prompting women, and their partners, to consider all these factors, while they still have a chance to take action, we are putting them in a better position to have an adequate retirement income.'

- more -

¹ Tribeca, *Planning for Women*, August 2006.

² Sydney Morning Herald, *Wages up but women still earn less than men*, Jessica Irvine, May 18 2007.

³ ABS 4102.0 – Australian Social Trends 2006

⁴ The current life expectancy for women is 83 years and for men it is 78 years (*ABS Year Book*, Australia, 2007).

⁵ IFSA, *Money matters for Women*, August 2004

Plum Financial Services Limited
ABN 35 081 812 731 AFSL 243356

PFS Nominees Pty Ltd
Trustee of the Plum Superannuation Fund
ABN 16 082 026 480 AFSL 243357
RSE L0002912 R1056945

Level 9, 90 Collins Street
Melbourne Vic 3000
GPO Box 63
Melbourne Vic 3001

Telephone 03 9222 4500
Facsimile 03 9222 4902
Email service@plum.com.au
www.plum.com.au



Plum's *What women want* can be accessed online through Plum's member web site (www.plum.com.au) and seminars are being progressively delivered face to face in the workplace to Plum members, by Plum's Education Strategists.

The kit contains:

- An easy checklist for women, which they can use to help better understand their finances, or fill out and take to a financial planner.
- A guide to *What women want* – outlining some super strategies that may help women save, as well as tips and suggestions on how to plan for unexpected life events.
- An online dedicated *What women want* module in the member's section at www.plum.com.au .

ends

Further information:

For more information on *What women want*, photos or an interview with Michelle Brown please contact:

Tamsin Beale

Marketing and Communications Manager - Plum Financial Services

Tel: 03 9222 4540 Mob: 0418 104 052

E: tamsin.beale@plum.com.au

About Plum

Plum Financial Services Limited ABN 35 081 812 731 AFSL 243356, a wholly owned subsidiary of MLC Limited, provides integrated superannuation solutions for medium to large Australian corporations. Purpose-built for the era of member investment choice, Plum's philosophy is about providing members with a meaningful education experience to help build their knowledge and understanding of superannuation so that they are empowered to manage their financial future.

One of Australia's fastest growing corporate superannuation providers, Plum now administers approximately \$9 billion of committed assets for 82 clients and approximately 128,000 members. More information about Plum is available at www.plum.com.au.

Note: An interest in the Plum Superannuation Fund (Fund) RSE R1056945 is issued by the PFS Nominees Pty Ltd (Trustee) ABN 16 082 026 480, AFSL 243357 RSE L0002912. The Fund administrator is Plum Financial Services Limited (Plum) ABN 35 081 812 731 AFSL 243356. This material has been prepared by Plum and it contains information that is general in nature. The information does not take into account your objectives, financial situation or needs. Before acting on the information you should consider whether it is appropriate having regard to your personal circumstances. Plum recommends that you consider the Fund's Product Disclosure Statement (PDS) before you make any decisions about your superannuation. If you need help in making a decision Plum recommends that you seek advice from a qualified financial planner. Neither Plum, the Trustee, nor any other company in the National Australia Group accepts liability whatsoever for any decision that is made on the basis of or in reliance of the information contained in this material. To obtain a copy of the Fund's PDS please call a Plum Member Services Consultant on **1300 55 7586**. Please note that the information contained in this material is current as at August 2007. Any changes in law or policy have not been incorporated.

Plum Financial Services Limited
ABN 35 081 812 731 AFSL 243356

PFS Nominees Pty Ltd
Trustee of the Plum Superannuation Fund
ABN 16 082 026 480 AFSL 243357
RSE L0002912 R1056945

Level 9, 90 Collins Street
Melbourne Vic 3000
GPO Box 63
Melbourne Vic 3001

Telephone 03 9222 4500
Facsimile 03 9222 4902
Email service@plum.com.au
www.plum.com.au