



## Media release

28 February 2008

### Plum: market forces put pressure on funds to perform

Recent sharemarket losses and negative returns demonstrate why superannuation funds must do more for their members in the post choice environment, than simply deliver positive investment returns, according to Plum's Product and Strategy Manager Peter Talacko.

Mr Talacko addressed the Investor Weekly Branding and Marcomms Conference in Sydney yesterday, saying that in recent years funds had increasingly begun to offer more to members than just good investment returns, recognising the impact that choice had had on the market.

'At Plum we changed the way corporate super funds approached their superannuation offer when we first hit the market nine years ago, focusing on member education and services,' Mr Talacko said.

'The recent run of sharemarket losses, and members' reactions to them, demonstrates that simply delivering good investments returns are just half of the picture. If a super fund has nothing else to offer their members when there is a run of bad investment returns, why would a member stay with that fund?'

Mr Talacko outlined Plum's member services and education model, explaining that although good investment managers, as well as a good investment menu and choices, was integral to Plum's philosophy, it also tried to better educate members so when investment returns were not so good, members were in a better position to weather the storm.

'We help members better understand their investment options so they make better choices depending on their particular circumstances. We also apply behavioural finance concepts to our education and products where possible to ensure we actively engage as many members as possible.'

'In addition, we do our best to anticipate member queries and give them the information they need to understand the changing market. For example, we put together comprehensive questions and answers to enable our call centre consultants to respond to members' queries about the sub prime crisis and its impact on their investment choices. We also included an update in members' half-yearly benefit statements and put recorded topical 'on hold' messages for members waiting to speak with our contact centre.'

Plum also distributes regular monthly email newsletters to members with the latest investment market information together with other features (also disseminated as a pod cast and RSS feed\*), as well as a quarterly magazine that takes a more in-depth approach to superannuation issues.

- more -

**Plum Financial Services Limited**  
(Administrator)  
**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](mailto:service@plum.com.au)  
[www.plum.com.au](http://www.plum.com.au)



Mr Talacko said if super providers were to continue to be successful they had to look for new ways to help their members save in good times as well as bad.

'When the investment markets are going well everyone's super is growing. It's when investments are not so going so well that super providers need to ensure they are still offering their members advice and assistance to put them in the best possible position to meet their retirement goals,' Mr Talacko said.

Plum has also put in place many long term programs and initiatives to help members grow their superannuation savings.

'At Plum, we've introduced a range of programs including the award winning *Escalator* which works by increasing members' contributions in-step with remuneration reviews.

'In most cases our members will notice the extra going into their super and most will still have an increase in their take home pay... and when it comes to retirement they will definitely notice the impact of putting more in!'

- ends -

\* RSS (Really Simple Syndication) is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a 'feed', 'web feed', or 'channel', contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favourite web sites in an automated manner that's easier than checking them manually. (Wikipedia, [http://en.wikipedia.org/wiki/RSS\\_\(file\\_format\)](http://en.wikipedia.org/wiki/RSS_(file_format)))

#### Further information:

For more information on Plum, Mr Talacko's presentation, photos or an interview with Peter Talacko please contact:

Dana Baynes – Public Relations Manager -  
Tel: 03 9222 4605 Mob: 0438 017 616  
E: [dana.baynes@plum.com.au](mailto:dana.baynes@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 132,000 members. More information about Plum is available at [www.plum.com.au](http://www.plum.com.au).

---

**Plum Financial Services Limited**  
(Administrator)  
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](mailto:service@plum.com.au)  
[www.plum.com.au](http://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 February 2008. Any changes in law or policy have not been incorporated.

---

**Plum Financial Services Limited**  
(Administrator)  
**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](mailto:service@plum.com.au)  
[www.plum.com.au](http://www.plum.com.au)