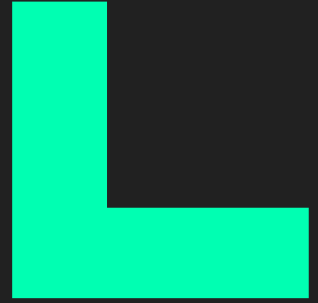


Moments
that
Matter
wealth



**THE \$2.97TN WEALTH MANAGEMENT INDUSTRY*
IS UNDERGOING A SEISMIC TRANSFORMATION AT
BREAKNECK SPEED, AND CONSUMERS ARE ILL
EQUIPPED TO MAKE FINANCIAL DECISIONS ALONE.**

*Includes superannuation assets

Source: Statista, Wealth Management-Australia, October 2024 and APRA, Quarterly Superannuation Performance publication, June 2024 quarter.

BUT BEFORE WE BEGIN, WHAT ARE THE COMMON MOTIVATING FORCES DRIVING AUSTRALIANS TOWARDS THE WEALTH CATEGORY?

Consumer mindset:

Having a comfortable lifestyle is the top financial goal for Australians

#1 Personal Finance goal

To live comfortably now and in retirement

73%
agree

#2 Personal Finance goal

Have enough money to travel

68%
agree



But the reality
is...

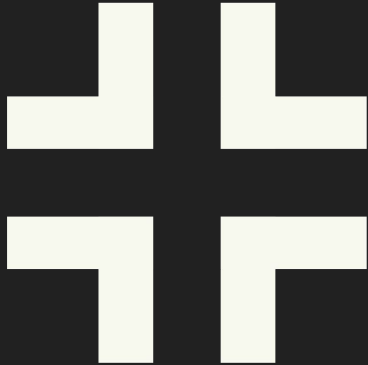
Only **48%**

are **confident** in their current retirement savings plan
(whilst a further **30%** are **unsure**)

AND only **40%**

feel their **current retirement savings** plan will be enough to maintain their desired lifestyle.

CONSUMERS ARE FACING SIGNIFICANT CHALLENGES...



1. **Australians are trying harder, but falling behind financially.**

With 94% putting in the same or more effort into their finances than last year, but 1 in 2 still believe they are worse off.

2. **Overconfidence is masking financial knowledge gaps.**

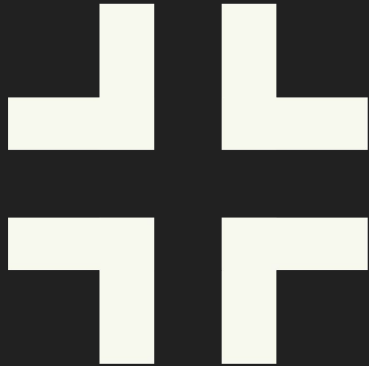
Australians often believe they know more than they do, and want financial institutions to fill the gaps rather than educating themselves.

3. **Literacy, complacency, and a low risk tolerance are barriers keeping consumers from prioritising their financial futures.**

Almost 1 in 3 Australians considering wealth management products and services are financially illiterate* (especially younger & female Australians). **This underpins a lack of motivation or understanding of how to get started in selecting wealth management products and services.**

*Based on a financial literacy test conducted on inflation and investment risk/return

...AND THESE CHALLENGES CREATE OPPORTUNITIES FOR MARKETERS TO...



1. Educate

Lead the way by addressing the financial literacy gap, and empower Australians by simplifying the complex financial information they're seeking.

2. Validate confidence

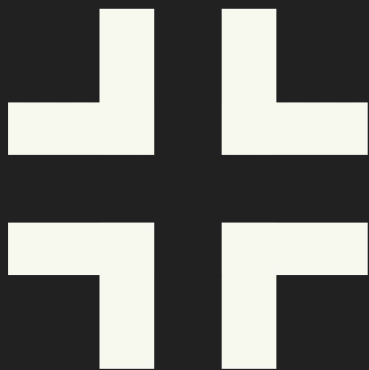
Help Australians navigate financial decisions with clear messaging that boosts confidence, empathises with them, and simplifies the journey.

3. Motivate to action

Demonstrate the risks of inaction to encourage Australians to take meaningful financial steps today by highlighting the benefits now and in the future.

4. Re-calibrate expectations

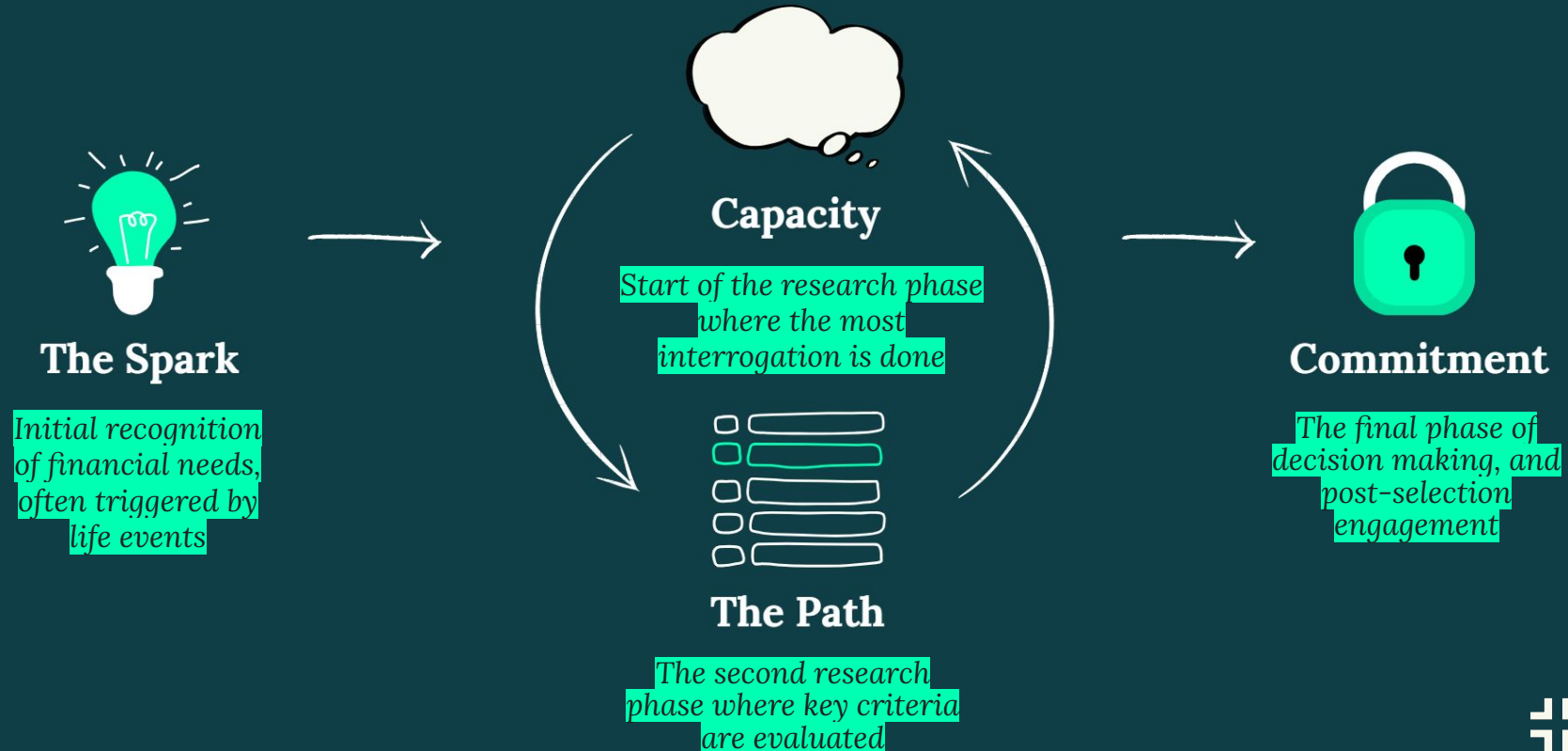
Support Australians in redefining their risk tolerance by providing education on financial concepts and risk/return balance, and demonstrate how simple it can be to get started.



TO CAPTURE THESE OPPORTUNITIES
BRANDS MUST CONNECT IN
MEANINGFUL WAYS, BUT **KNOWING
HOW AND WHEN IS THE KEY...**

WE HAVE IDENTIFIED
4 KEY MOMENTS THAT MATTER...

The 4 key moments of the Wealth selection journey





01.

The Spark.

That first recognition of the need to act on finances, driven by short and long-term goals, but often hindered by overwhelmedness and complacency.

Why is *The Spark* influential?

The majority are not yet fixed on the product or brand they want, offering a significant opportunity to influence decision making early on.



02.

Capacity.

This marks the initial stage of research where people explore fundamental information from a range of sources, and begin evaluating their risk tolerance.

Why is *Capacity* influential?

Consumers spend the majority of their time in this phase of the selection process, offering the biggest window for marketers to influence decision making.



03.

The Path.

Deep in research, overloaded with information and mixed emotions, they're focused on safety, personalisation and advice. Content and advertising strongly resonate here.

Why is *The Path* influential?

This is when consumers evaluate brands against their key criteria, offering the last opportunity for marketers to influence before a decision is made.



04.

Commitment.

Aussies are justifying their selection by confirming performance and reviews for final decisions. This stage is approached with excitement and confidence, and many continue to engage with content post-selection.

Why is *Commitment* influential?

Despite a selection being made, consumers are continually looking for relevant content to justify their decision. If this isn't easily found, they are at risk of switching to other brands, products and services.

**WE HAVE EXPLORED THESE 4 KEY MOMENTS
ACROSS 4 KEY CATEGORIES:**

SUPERANNUATION

INVESTMENTS

FINANCIAL PLANNERS

TAX ACCOUNTANTS

**WE SPOKE TO 3000 AUSTRALIANS TO UNDERSTAND THEIR
SELECTION JOURNEY**

HERE'S WHAT WE LEARNT TO HELP YOUR GROWTH...



01.

The Spark.

Initial recognition of financial needs, often triggered by life events

Average length

6-9 days



01. The Spark

What's the catalyst?

The main motivators are **financial security, freedom and peace of mind.**

However, life's events (planned and unplanned) are triggering action.

87%

Agree that managing finances properly gives you freedom in life



Many Australians are triggered to consider new financial products and services by their **short term goals such as saving for an upcoming holiday.**



01. The Spark

How are they feeling?

There's a sense of hope, but the weight of the decision is overwhelming for many.

Hope

Is the most dominant emotion with over 1 in 3 feeling hopeful at this early stage, however...

1 in 2

Are also feeling negative emotions at this stage (such as anxiety and overwhelmedness), as negative emotions peak here

8 in 10

Believe the process is important, which fuels both their feelings of hope and anxiety

The weight of the decision is causing people to disengage before they start doing research.



01. The Spark

How open are they to considering different products or services?

At this stage, consumers are the **most receptive to a range of financial products**, the exception being planners and accountants.

Superannuation

60% are open to multiple funds

Investments

59% are open to multiple funds

Financial Planners

46% are open to multiple planners

Tax Accountants

53% are **only open to one accountant**

There is a significant opportunity for brands to influence people's decisions at this stage, as the majority are not fixed on what they want.



01. The Spark

Which sources of information are they turning to?

Family and Friends are first call, but media and advertising also have a strong influence at the beginning of the journey.

1 in 2

Are turning to **friends and family** in the Spark Stage

1 in 5

Are turning to **mainstream media** for advice

1 in 2

Want more content, and a further **43%** want more advertising

Tailor a communications strategy that builds trust through family-oriented messaging and turns existing clients into advocates, reinforcing credibility and fostering connection with prospective audiences.



01. The Spark

What do they need to move on to the next stage of the journey?

They want **more content and advertising** at the beginning of the journey so presence here is crucial.

They need messaging that focuses on **improving life now and in the future.**

They need their **complacency to be questioned.**

How to identify those at the Spark stage, and win:

- ❑ Emphasise the holistic benefit of taking control of finances to enhance life today and secure their future.
- ❑ Focus on life events and goals of today (travel for example), and the future (a comfortable retirement).
- ❑ Reframe what it takes to get started, for example, you don't need much cash to start investing.
- ❑ Tackle complacency by highlighting the risks of not looking into finances soon enough.
- ❑ Make sure you're present at this early stage, and provide them with concise, clear information.
- ❑ Create a sense of trust by presenting information in a way that feels as reliable and familiar as the advice they receive from family/friends, their most trusted sources.

A hand is shown typing on a laptop keyboard. A white thought bubble with a black outline is positioned to the left of the main text. The background is a blurred image of the keyboard and the hand.

02.

Capacity

*Start of the research phase
where the most interrogation
is done*

Average length

3-12 days



02. Capacity

What is their mindset when researching financial products and services?

The vast majority of Australians are comfortable taking risks, but not when it comes to their finances.



9 in 10

Are willing to take some risks in life if they are calculated or offer high reward, but only...

3 in 10

Agree they like to take high risks in finances to get high returns

Australians' aversion to financial risk may be holding them back from potential rewards.

02. Capacity

When and where are people looking for information?

Virtually everyone is doing research when choosing new financial products and services. They start with the fundamentals, and look at a wide range of sources.

For **Super and Investments**, this is the **most important moment**, as consumers are spending the majority of their time and efforts here, **giving marketers the longest opportunity to influence decision making.**

This is also a pivotal moment for those **seeking financial experts as they are still unsure as to what advice they need** and are at risk of dropping out of the process altogether.

Financial Categories

Superannuation:

Researching: 95% doing research
1st Info: Fund performance (38%)
Sources: Friends/family
Direct to Super funds
Online videos
Advertising

Investments:

Researching: 96% doing research
1st Info: Companies to invest in (26%)
Sources: Friends/family
Finance related media content
Direct to financial institutions
Online videos/vlogs

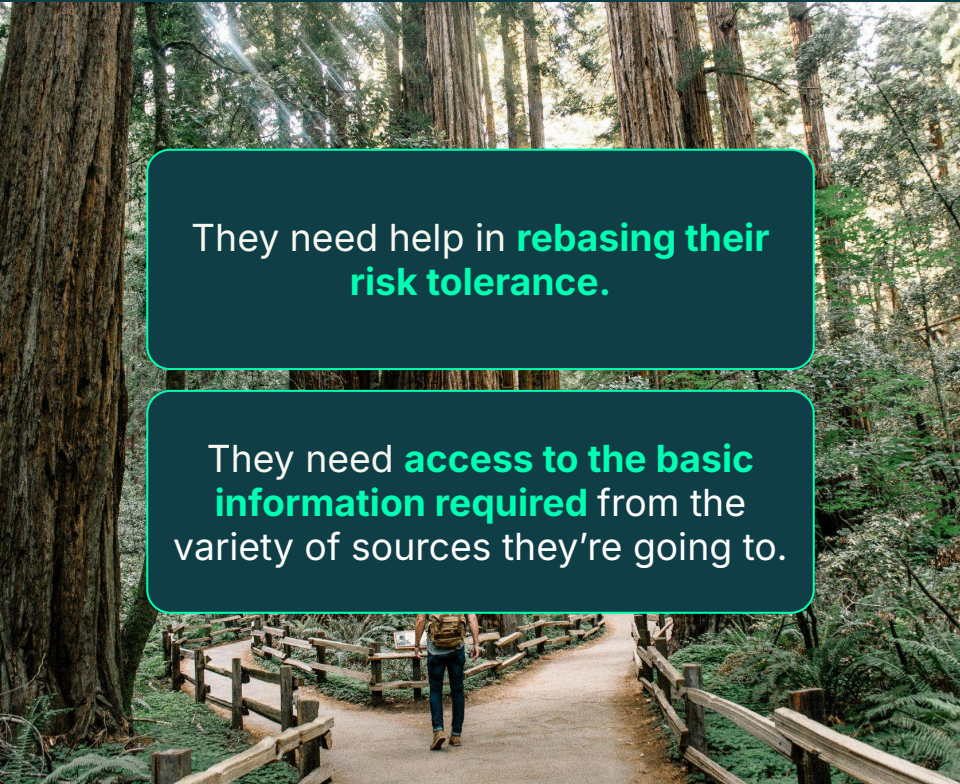
Financial Planners:

Researching: 91% doing research
1st Info: Guidance on the questions to ask (44%)
Sources: Friends/family
Direct to financial planners
Online videos
Social media reviews

Tax Accountants:

Researching: 89% doing research
1st Info: Guidance on the questions to ask (41%)
Sources: Friends/family
Direct to accountants
Online videos
Social media reviews

What do they need to move on to the next stage of the journey?



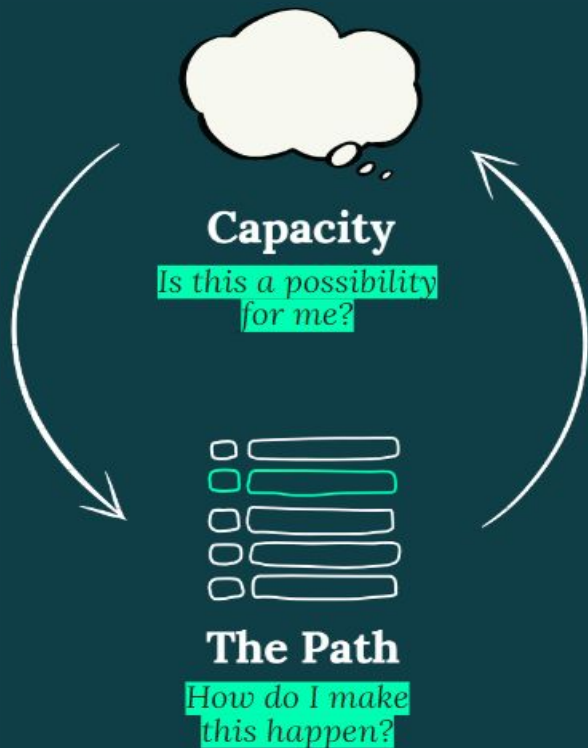
They need help in **rebas**ing their **risk tolerance**.

They need **access to the basic information required** from the variety of sources they're going to.

How to identify those at the Capacity stage, and win:

- ❑ Educate people about how financial risk is tied to financial reward to alleviate their concerns.
- ❑ Get the fundamentals right by providing clear and concise information about fees, performance and the value of services.
- ❑ Provide transparent guidance that so many are seeking.
- ❑ Ensure you have a presence across the array of sources they use, such as friends/family, direct to financial institutions and/or online videos/vlogs.

The research loop:



Financial consumers repeatedly **assess their capacity** to set up a new product or service whilst also refining their **selection criteria**, leading many to cycle between Stages 2 & 3.



02 ↔ 03. Cycling through Stages 2 & 3

Which topics are most investigated?

On average, consumers research topics 1.7x, as they repeatedly look to compare different options.

Superannuation

3.0x Fees charged

Investments

3.6x Companies to invest in

Financial Planners

1.8x Consumer reviews/ratings

Tax Accountants

1.4x Fees charged

Investors have the longest research phase, and often look into the same topic multiple times. This is an opportunity for marketers to engage via multiple touch points.



03.

The Path

*The second research phase
where key criteria are evaluated*

Average length

4-7 days

03. The Path

How are they feeling?

Hope is tempered by information overload at this stage of the journey.



43% of respondents reported negative emotions at this stage

Financial Categories

Superannuation:

Emotions: Hopeful (28%)
Overwhelmed (25%)
Enthusiastic (21%)

Financial Planners:

Emotions: Hopeful (40%)
Overwhelmed (25%)
Confident (21%)

Investments:

Emotions: Hopeful (34%)
Enthusiastic (34%)
Excited (31%)

Tax Accountants:

Emotions: Hopeful (29%)
Overwhelmed (25%)
Confident (21%)

Investors are the only cohort who are positive about the research phase, due to their greater financial knowledge and confidence.

03. The Path

What are the key criteria being assessed?

Safety, value and personalised advice.



Financial Categories

Superannuation:

Key criteria: Low fees
Best performance/track record
Investment option range
Better equipped to withstand market trends

Financial Planners:

Key criteria: Tailored advice for their financial goals/situation
Recommendation transparency
Comprehensive plan that matches their investment style
Company reputation

Investments:

Key criteria: Safe/secure investment
Available on an easy to use platform
Highest returns potential
Future forecast returns

Tax Accountants:

Key criteria: Tailored advice for their financial goals/situation
Recommendation transparency
Best prepared for market conditions
Company reputation

03. The Path

What is supporting their decision making?

Media content and advertising are still helpful in this research phase, but advertising is not cutting through.



1 in 2

would have found related content useful during this stage.

Ad recall and helpfulness are slightly lower than The Spark, suggesting ads could reinforce core messages already covered by personal research.

2 in 5

would have found advertising useful, yet only 1 in 4 recall ads here. during this stage.

Marketers can influence this moment by differentiating their comms to show additional benefits and services to help move people into final decision making.

03. The Path

What do they need to move on to the next stage of the journey?

They need **clarity** on the path forward.

Confidence that it's the right and most solid solution for them.

Content and advertising that talks to **navigating through the research stage**.

How to identify those at The Path stage, and win:

- ❑ Ensure communications focus on security, advice and personalisation at this stage.
- ❑ Provide content that is different to the Spark stage and empathises with people in the research phase who are in the weeds of decision making.
- ❑ Highlight the simplicity of the selection process.
- ❑ Offer a clear path forward, and talk through the steps from here to combat feelings of overwhelmedness and confusion with potential information overload.



04.

Commitment

*The final phase of decision making,
and post-selection engagement*

Average length

3-7 days



04. Commitment.

Which information is **most** influential to the final decision?

For Super and Investment audiences it's **the fundamentals**, whereas those using financial experts rely on **consumer recommendations**.

Superannuation

#1 INFLUENCE:

Fund Performance

1 in 10 were most influenced by expert reviews/ratings

Investments

#1 INFLUENCE:

Expected returns

1 in 10 were most influenced by expert reviews/ratings

Financial Planners

#1 INFLUENCE:

Consumer reviews

Also more than twice as likely to list guidance, reputation of company and effectiveness

Tax Accountants

#1 INFLUENCE:

Consumer reviews

Also more than three times as likely to list guidance and reputation of company.



04. Commitment.

What's holding up their progress?

Consumers can be influenced to change their decisions right up to the final stage.

3 in 10

Say that there was something that could have stopped them from making their decision and...

2 in 10

Did change their mind before their final decision to another investment type, fund or service.



04. Commitment.

How are they feeling just before their decision?

They're feeling positive, and ready to lock in their decision.

Superannuation

Confident (30%)
Hopeful (37%)
Excited (24%)

Investments

Excited (37%)
Confident (36%)
Hopeful (32%)

Financial Planners

Hopeful (36%)
Confident (35%)
Relieved (25%)

Tax Accountants

Confident (32%)
Hopeful (29%)
Relieved (25%)

Only 30% reported negative emotions at this stage, with those feeling overwhelmed down to 10%



04. Commitment.

How are people continuing their engagement post selection?

They are still *actively seeking information and talking to others.*

The research continues...

1 in 4 are still researching after their selection

Content consumption continues

1 in 3 are actively consuming **content** related to their selection

Of those, 1 in 3 are consuming direct content from financial institutions

Word of mouth continues...

48% are talking to others about their purchase

29% are **Promoters** (based on NPS)



4 CORE TAKEAWAYS FOR MARKETERS:

1. Educate

Simplify financial concepts and critical information consumers need throughout the Capacity and The Path stages, by making it transparent, clear and concise.

2. Validate confidence

Guide those navigating financial decisions by offering a clear path forward to combat feelings of overwhelmedness and confusion felt throughout all stages of the selection journey.

3. Motivate to action

Reframe what it takes to get started, and emphasise the holistic benefits of taking control of their finances to enhance life today and secure their future, particularly at The Spark stage.

4. Re-calibrate expectations

Support people to rebase their their risk tolerance through information around how financial risk is tied to financial reward to alleviate concerns.

THANK YOU.

THE
growth
DISTILLERY



Appendix: Category deep dives

The Moments that Matter

Superannuation



The 4 key moments of the Superannuation fund selection journey

Moment #1



The Spark

What's different?

Have the largest barrier to overcome as many are happy with their current fund, and may be less motivated to take action than in other categories.

Moment #2



Capacity

What's different?

Most likely to still feel overwhelmed despite doing research, potentially due to being more open as to their chosen fund, and have more to evaluate.

Moment #3



The Path

What's different?

Are the most influenced by advertising, as they are most likely to find it useful and it has the greatest potential to change which super fund they ultimately select.

Moment #4



Commitment

What's different?

Are the least satisfied with their current returns to date, and are most at risk of not completing the selection journey by stopping the process whilst researching.

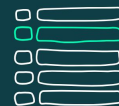
What are the moments that matter for the Superannuation fund selection journey?



The Spark



Capacity



The Path



Commitment

	The Spark	Capacity	The Path	Commitment
Moment length	6 days	6 days	5 days	5 days
Moment drivers	Wanting more financial security (56%) Getting older (46%) New job (35%)	95% are doing research 31% want to only consider 1 fund, and 45% are open to 2-3 funds		74% are satisfied with their return on investment so far
Emotions	Hopeful (33%) Overwhelmed (25%) Excited (24%)	Hopeful (28%) Overwhelmed (25%) Enthusiastic (21%)		Confident (30%) Hopeful (27%) Excited (24%)
Barriers	54% are happy with their current fund and 26% aren't interested/haven't considered it	3 in 10 would have not switched funds due to: changing economic conditions, cost of living increasing and receiving advice against it		33% almost did not switch funds
Research	Heard from friends/family (51%) Employer recommendation (36%) Media (27%) Advertising (25%)	Fund performance (73%) Fees charged by funds (73%) Fund investment options (60%) Consumer reviews/ratings (59%) Expert reviews (58%)	Low fees (74%) Best long term performance (71%) Investment option range (65%) Best equipped for changing market conditions (64%)	<u>Most influential research to decision making:</u> Fund performance (31%)
Sources	2.1 sources on average	Directly through the super fund and from peers		-
Advertising and content attitudes	53% would have found media content helpful, and 47% would have found advertising useful	52% would have found media content helpful, and 41% would have found advertising useful	21% changed their mind about the super fund they were considering, mainly due to advertising	34% have actively engaged with content after switching funds

Superannuation Audience Profile

4.6M Australians who have switched funds or intend to within the next year

Australians with young families looking to maximise their super well before retirement by switching funds



DEMOGRAPHICS



54% Male 46% Female

25% Gen Z 26% Gen X

35% Gen Y 12% Baby Boomers



\$100-149K

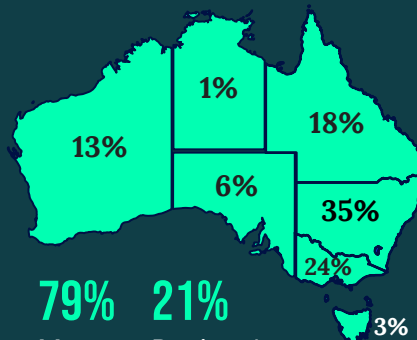
Average household income

62% Full Time Work 22% Part Time Work



39 YEARS

Average age



79% Metro 21% Regional



48% Young Families

44% SINKS/DINKS

CATEGORY ATTITUDES

69% want to understand more about the costs and fees associated with my superannuation

66% would like more advice on how to grow my superannuation effectively

46% am not confident that my superannuation balance is sufficient for my age

46% have used online superannuation calculators

FINANCIAL ATTITUDES

86% Managing finances properly gives you more freedom in life

76% I am proactive about saving for emergencies

76% I regularly review my financial goals and plans

70% I am confident in my ability to manage my finances

How to identify those looking for a new Superannuation fund

Gen Z/Millennial male professionals confident in their financial abilities, looking for the details, data and advice of an effective super fund.

LOOK LIKE THIS:

They're young professionals eager to improve the financial future for themselves and their families

- Most likely to be Millennial
- Professional Males, building their careers
- Often live in Metro areas
- Many have young families
- Average household income of \$100-\$149K

DOING THIS:

They're planners, and make calculated decisions to ensure a successful future

- Regularly review their financial goals
- More likely to be risk takers in everyday life (but less so when it comes to finances)
- Are proactive savers
- Confident in their financial management ability

LOOKING FOR THIS:

They want to ensure they choose the right fund, and are looking for tips to help maximise their balance

- Want transparency around fees and fund performance
- Diverse investment options
- More advice on growing their super effectively
- Superannuation calculators to help predict their balance later in life

How do you win those looking for a new Superannuation fund?

Tackle complacency, offer transparency and highlight performance.

Cut through Complacency with Early Funnel Targeting and Multi-Touch Engagement.

Disrupt the status quo by clearly outlining the benefits of taking action early. Ensure your messaging isn't just focused on the final stages of decision-making, but resonates throughout the customer selection journey. The key is to motivate change early by showing the potential upside.

Bridge Confidence Gaps with Interactive Education and Real Examples.

Marketers and brands need to create educational content that actively engages people such as: interactive videos, practical examples, calculators to input individual data, and user-generated reviews. The goal is to bridge the knowledge gap with digestible and actionable content that boosts confidence.

Showcase Long-Term Value with Transparent Performance Data and Assurance.

There is a need to clearly demonstrate the long-term benefits of performance offerings. Provide detailed, transparent performance data to back up your claims and ensure your fund's reliability and sustainability is evident. FAQs, comparison tools, and case studies can help solidify trust.

Investments



The 4 key moments of the Investment selection journey

Moment #1



The Spark

What's different?

Are most positive at the start of the journey, and also the most likely to want access to more financial content at this stage to inform their decision making.

Moment #2



Capacity

What's different?

Have the longest and most extensive research journey, as they are most likely to be doing research, and are searching some topics more times on average.

Moment #3



The Path

What's different?

Most likely to have changed their mind whilst researching as to the exact product they wanted to set up (investment type), mainly due to research conducted.

Moment #4



Commitment

What's different?

Most likely to be confident & satisfied with their decision. Also most likely to continue engaging with content after selecting their investment monitor the market.

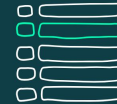
What are the moments that matter for the Investment selection journey?



The Spark



Capacity



The Path



Commitment

	The Spark	Capacity	The Path	Commitment
Moment length	9 days	12 days	7 days	7 days
Moment drivers	To increase net worth (65%) Grow wealth over time (60%) Financial security (51%)	96% are doing research. 34% want to only consider 1 investment class, 40% are open to 2-3 investment classes		78% are satisfied with their return on investment so far
Emotions	Hopeful (36%) Excited (32%) Confident (29%)	Hopeful (34%) Enthusiastic (34%) Excited (31%)		Excited (37%) Confident (36%) Hopeful (32%)
Barriers	40% don't have enough money available, 26% are happy with their current investments	1 in 3 would have not made an investment due to: wanting to prioritise their money for something else, changing economic conditions & cost of living		26% almost did not set up an investment
Research	Heard from friends/family (47%) Media (29%) Finance content on social media (24%) Direct from financial institution (17%)	Expected ROI (68%) Companies to invest in (58%) Direct steps to buy/sell (47%) Different investment products/classes (47%)	Safe and secure investment (77%) Available via an easy to use platform (64%) Highest potential for returns (63%) Future forecast returns (62%)	<u>Most influential research to decision making:</u> Expected ROI (30%)
Sources	1.7 sources on average	Directly through a financial institution & word of mouth		-
Advertising and content attitudes	56% would have found media content helpful, and 38% would have found advertising useful	54% would have found media content helpful, and 37% would have found advertising useful	22% changed their mind about the investment they were considering, 69% due to research done	43% have actively engaged with content after setting up their investment

Investments Audience Profile

8.5M Australians who have set up a new investment or intend to within the next year

Males who are confident in their financial management skills, and are looking for safe, long-term investments

DEMOGRAPHICS



53% Male

46% Female

13% Gen Z

30% Gen X

34% Gen Y

20% Baby Boomers



\$100-149K

Average household income

53% Full Time Work

21% Part Time Work



45 YEARS

Average age



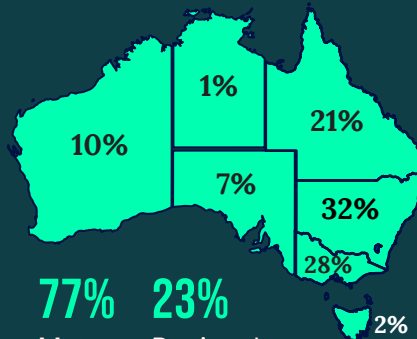
42% SINKS/
DINKS

36% Young Families



77% Metro

23% Regional



CATEGORY ATTITUDES

73%

Prefer more traditional investment options over cryptocurrencies

69%

Prioritise investments that offer stability and long-term growth, over quick profits

54%

Feel confident in my ability to diversify my investment portfolio

53%

See cryptocurrency as a high-risk, high-reward opportunity

FINANCIAL ATTITUDES

91%

Managing finances properly gives you more freedom in life

81%

I am proactive about saving for emergencies

81%

I regularly review my financial goals and plans

81%

I am confident in my ability to manage my finances

How to identify those looking for a new investment

They're proactive, confident and looking for investments that will yield maximum returns, as well as actionable content that describes how.

LOOK LIKE THIS:

Confident Millennial males, who associate finance with freedom and want to build their future

- Tend to be Millennial Males
- More likely to be SINKS/DINKS
- Working full time with an average HHI of \$100-\$150K
- Confident in their own financial abilities
- Positive about finances, and most likely to associate freedom with financial independence

DOING THIS:

They're proactive in future proofing their finances and are highly engaged with financial content

- Regularly reviewing & keeping up to date on their finances
- Being proactive about saving
- More interested in traditional investment options than cryptocurrency and Futures
- Are most thorough in their research, as they spend the longest time researching and deep diving into topics

LOOKING FOR THIS:

They want assistance in finding stable investments that will have maximum returns, even if they are risky

- Investments that offer stability and maximum returns
- Ways to diversify their growing portfolio and make their current investments go further
- Expected realistic returns
- Advice on available options such as different investment classes and companies to invest in
- Tax implications

How do you win those looking for a new Investment?

Increase their confidence by initiating trust through detailed insights and a focus on long term returns and stability.

Talk to their confidence and control over a financial future.

Engage them by promoting expert financial advice that provides information which can be tailored to their circumstances, particularly around strategies to diversify investment portfolios and maximise long-term returns. Demonstrate the value of investing without it feeling too complex and overwhelming.

Highlight investment strategies for long-term growth and stability.

Create content that focus on traditional, stable investments over higher-risk options like cryptocurrency. Use clear messaging that explains risk/return concepts and how to calculate expected returns. Execute through infographics and explainer videos that simplify complex financial details, catering to their proactive research-driven habits.

Provide Detailed Insights to Empower Financial Decision Making.

They're thoroughly researching some topics repeatedly, and spending the most time researching compared to other financial product categories. So ensure that the information you're providing to them is extensive, tailored and covers all that they need such as investment options and 'how to' guides outlining the process involved.

The Moments that Matter

Financial Planners

A woman with dark hair, wearing a dark blazer over a white blouse, is seated at a table. She is looking down at a document or notebook in front of her, with her hands resting on it. To her left, the profile of a man in a grey shirt is visible, looking towards her. The background is a bright, modern office space with large windows and blurred interior elements.

The 4 key moments of the Financial Planner selection journey

Moment #1



The Spark

What's different?

Most likely to feel anxious and overwhelmed at the start of their journey as they are most in need of financial support and haven't been able to find it themselves.

Moment #2



Capacity

What's different?

Most likely to research reputation and guidance around how to best utilise their financial expert by asking the right questions during the consultations.

Moment #3



The Path

What's different?

Most likely to find tailored financial plans that suits their investment style and goals as their key criteria they are evaluating potential Financial Planners against.

Moment #4



Commitment

What's different?

Have the highest level of satisfaction with their final selection, as they are also most likely to feel relief due to making progress towards their financial goals.

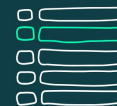
What are the moments that matter for the Financial Planner selection journey?



The Spark



Capacity



The Path



Commitment

Moment length

7 days

5 days

5 days

4 days

Moment drivers

Financial security (65%)
Enough money to retire comfortably (56%)
Grow wealth over time (49%)

91% are doing research.
46% are open to multiple Financial Planners

78% are satisfied with their selection so far

Emotions

Hopeful (37%)
Anxious (27%)
Overwhelmed (24%)

Hopeful (40%)
Overwhelmed (25%)
Confident (21%)

Hopeful (36%)
Confident (35%)
Relieved (25%)

Barriers

41% can manage finances themselves, 35% are happy with their current specialist, 28% believe the fees are too expensive

25% would not have seen a Financial Planner due to: wanting to prioritise their money for something else, cost of living increasing & receiving advice against it

26% almost did not see a Financial Planner

Research

Heard from friends/family (66%)
Media (24%)
Finance content on social media (22%)

Fees charged (65%)
Reputation (56%)
Guidance on advice provided (54%)
Consumer reviews (47%)

Tailored advice (84%)
Recommendation transparency (82%)
Comprehensive plan that suits their investment style (81%)
Reputation (75%)

Most influential research to decision making:

Consumer reviews (14%)

Sources

2.0 sources on average

Word of mouth and direct through a financial institution

-

Advertising and content attitudes

56% would have found media content helpful, and 48% would have found advertising useful

53% would have found media content helpful, and 43% would have found advertising useful

13% changed their mind about the Financial Planner they were considering, mainly due to word of mouth

60% have talked to others after selecting a Financial Planner

Financial Planner Audience Profile

5.6M Australians who have newly seen a financial planner or intend to within the next year

Females of a wide age range who are confident in their abilities, wanting to grow their funds further by seeking affordable advice on a diverse range of investment opportunities.

DEMOGRAPHICS



43% Male **57%** Female

14% Gen Z **29%** Gen X

29% Gen Y **29%** Baby Boomers



\$100-149K

Average household income

51% Full Time Work **21%** Part Time Work



48 YEARS

Average age

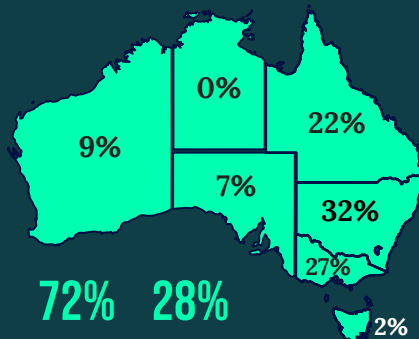


40%
SINKS/
DINKS

39%
Young
Families



72% **28%**
Metro Regional



CATEGORY ATTITUDES

79% I think financial advice should be more affordable

54% I seek financial advice to access a wider range of investment opportunities

45% I am uncomfortable making investment decisions without financial advice

36% Would be open to the idea of low-cost digital financial advice solutions (e.g. Robo Advice) if the right conditions were met

FINANCIAL ATTITUDES

85% Managing finances properly gives you more freedom in life

75% I am proactive about saving for emergencies

75% I regularly review my financial goals and plans

66% I am confident in my ability to manage my finances

How to identify those looking for a new Financial Planner

Females that are proactive in planning, and want affordable and actionable advice on how to maximise their finances.

LOOK LIKE THIS:

Women seeking financial advice on how to make their finances go further

- Tend to be Female
- More likely to live in SINK/DINK households
- Skew older, with an even proportion of Boomers, Gen X and Gen Y
- Average household income of \$100-\$149K

DOING THIS:

They're proactively planning, but are also seeking a helping hand in making those bigger financial decisions

- Proactively save for emergencies
- Regularly review their financial goals and how they are tracking
- Less likely to be risk takers
- Are uncomfortable with or avoid making big investment decisions without the guidance of expert advice

LOOKING FOR THIS:

They want to feel supported and empowered by a specialist point of view at a good price point

- Financial advice that is affordable and accessible
- Advice that offers a wider range of investment opportunities
- Interested in low-cost financial advice solutions like a robo advice service if conditions are met

How do you win those looking for a new Financial Planner?

Focus on a better financial future, by showcasing data driven strategies and real life solutions in a transparent manner.

Create Empowering Content That Speaks to Financial Confidence and Security.

Develop content that talks to relatable life scenarios like managing mortgages and financial goal-setting, while addressing financial worries. Use messaging that reassures them they're not alone in seeking guidance. Highlight how planning and using expert advice can lead to a better financial future.

Use Data-Driven Storytelling to Highlight Low-Risk, Goal-Oriented Strategies.

Craft content that uses insights to demonstrate how low-risk financial strategies can support their goals. Use infographics and relatable examples of others in similar financial situations. Execute this via comms that resonate with their cautious but aspirational mindset.

Use Informative and Supportive Language that Showcases a Transparent Service.

Those seeking Financial Planners are feeling the most apprehensive and overwhelmed, so ease their worries by being transparent, and offer communications that explains the process, services, expectations, fees and FAQs to put their minds at ease.

The Moments that Matter



Tax Accountants

The 4 key moments of the Tax Accountant selection journey

Moment #1



The Spark

What's different?

Most likely to have consulted friends and family as their initial source of information to determine whether they should consider a Tax Accountant.

Moment #2



Capacity

What's different?

Spend considerably less time in this phase than for other financial products, due to a heavy reliance on specialists to assist with financial goals.

Moment #3



The Path

What's different?

Least likely to have changed their mind on the specialist they want to select as a result of research, which is used more to confirm reputation and qualifications.

Moment #4



Commitment

What's different?

Are most likely to have consumer reviews from non-experts be the type of research which is most influential to the final decision.

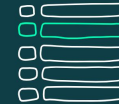
What are the moments that matter for the Tax Accountant selection journey?



The Spark



Capacity



The Path



Commitment

	The Spark	Capacity	The Path	Commitment
Moment length	4 days	2 days	3 days	3 days
Moment drivers	For tax purposes (77%) Financial security (32%) For peace of mind (32%)	89% are doing research. 53% are only open to one Tax Accountant		73% are satisfied with their selection so far
Emotions	Hopeful (34%) Confident (27%) Overwhelmed (23%)	Hopeful (29%) Overwhelmed (25%) Confident (21%)		Confident (32%) Hopeful (29%) Relieved (25%)
Barriers	41% can manage finances themselves, 35% are happy with their current specialist, 28% believe the fees are too expensive	19% would not have seen a Tax Accountant due to: receiving advice against it, wanting to prioritise their money for something else and cost of living increasing		25% almost did not see a Tax Accountant
Research	Heard from friends/family (68%) Media (15%) Advertising (10%)	Fees charged (68%) Reputation (50%) Guidance on advice provided (47%) Consumer reviews (45%)	Tailored advice (65%) Recommendation transparency (60%) Best prepared for current market conditions (59%) Reputation (58%)	<u>Most influential research to decision making:</u> Consumer reviews (15%)
Sources	1.8 sources on average	Word of mouth and direct through a financial institution		-
Advertising and content attitudes	40% would have found media content helpful, and 39% would have found advertising useful	37% would have found media content helpful, and 34% would have found advertising useful	7% changed their mind about the Tax Accountant they were considering	47% have talked to others after selecting a Tax Accountant

Tax Accountants Audience Profile

6.2M Australians who have newly seen a tax accountant or intend to within the next year

Full time working females who are concerned about their financial future and seeking affordable financial advice.

DEMOGRAPHICS



41% Male **59%** Female
18% Gen Z **27%** Gen X
39% Gen Y **16%** Baby Boomers



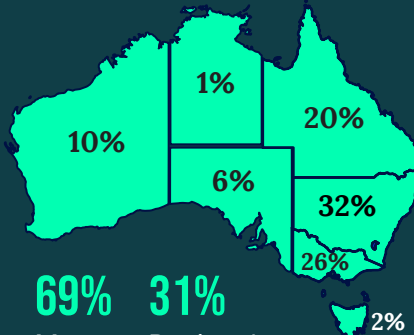
\$100-149K
Average household income

57% Full Time Work **25%** Part Time Work



42 YEARS

Average age



69% Metro **31%** Regional



45% SINKS/DINKS **41%** Young Families

CATEGORY ATTITUDES

- 77%** I think financial advice should be more affordable
- 39%** I seek financial advice to access a wider range of investment opportunities
- 34%** I am uncomfortable making investment decisions without financial advice
- 36%** Would be open to the idea of low-cost digital financial advice solutions (e.g. Robo Advice) if the right conditions were met

FINANCIAL ATTITUDES

- 83%** Managing finances properly gives you more freedom in life
- 72%** I am proactive about saving for emergencies
- 72%** I worry about my financial future
- 68%** I regularly review my financial goals and plans

How to identify those looking for a new Tax Accountant

Millennial females proactive in saving yet concerned about their financial future, who are seeking affordable tax advice.

LOOK LIKE THIS:

Metropolitan younger females seeking tax advice.

- Tend to be Female
- More likely to live in SINK/DINK households
- Millennials that reside in Metro areas
- Average household income of \$100-\$149K

DOING THIS:

They regularly plan and review, but are less confident about their financial future.

- Regularly review their financial goals and how they are tracking
- Proactive savers
- Worry about their financial future
- Less likely to be financial risk takers
- Are uncomfortable with or avoid making big investment decisions without the guidance of expert advice

LOOKING FOR THIS:

They want to feel supported and secure with a confirmed specialist point of view at a good price point.

- Tax advice that is affordable and accessible
- Tax advice that includes lower-risk options that are still effective
- Consumer testimonials confirming accountant qualifications and services, to help build their confidence

How do you win those looking for a new Tax Accountant?

They want confirmation of the right expert, so guide them through by focusing on credibility, resources and usable content.

Emphasise expertise and credibility with clear, trustworthy credentials.

This audience are seeking reassurance about qualifications, so presenting clear information on certifications, specialised knowledge and professional associations is essential. By making these trust markers highly visible, Tax Accountants and accountancy firms can address concerns and reinforce confidence.

Make it easier with tools and resources they'd turn to family and friends for.

Clients often seek initial advice from friends or family, so educational content that explains how tax accountants maximise returns, reduce liabilities, and simplify tax returns can be highly effective. Resources like checklists or articles on the benefits of professional assistance can help clients appreciate the unique value of expert guidance.

Hero FAQ content to address common client questions.

By offering a FAQ section or content that covers topics such as fees, services offered, and typical outcomes, brands can ease anxieties and assist in more informed decision making. This allows for quick answers to common concerns and encourages audiences to engage further without needing extensive research.