

From: Grow | Marinis Group
Sent: Friday, 6 November 2015 12:38 PM
To: Grow | Marinis Group
Subject: One for the Ladies!

Dear friends

Over the next three decades \$2.4 trillion dollars is expected to change hands in Australia and principally into the hands of women, according to ING Direct as the Baby Boomers and their parents pass away.

This is principally because women live an average of almost five years longer than men which underlines the need for women to understand the nuances of investing. It also highlights that financial advisers (including Marinis Financial Group) need to ensure that both parties fully understand the strategy which is developed for each family.

However, some interesting research demonstrates that the stereotypical view of investing as 'a man's domain' is wrong. Research by ING DIRECT (Galaxy Research), found 66 per cent of women who are married or in a de facto relationship are joint financial decision makers while 27 per cent of women make the majority of financial decisions and eight per cent make all of them.

One of the biggest issues facing the Australian retirement system is gender inequality when it comes to superannuation balances. Put simply, the fact that females tend to be the primary carers for children and the elderly, coupled with the current (and unfair) reality of wage inequality, means on average women have a significantly lower retirement balance. I am determined to continue to keep raising this issue publicly as those of you who follow me on twitter will be aware.

Education of all Australians to understand our investment and superannuation system, awareness of the need to contribute to super "as much as you can, as soon as you can and for as long as you can" is vital. Also, there is a need to educate the predominantly male investment community that females are key decision makers and will inevitably be the wealthiest gender in the not too distant future. I expect we will see some significant changes once these realities dawn on the industry!

As always, if you would like to discuss any of the issues raised in this edition of eGrow, its links or your personal circumstances, please do not hesitate to contact me or any of the Marinis Financial Group team.

Yours sincerely

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