

[females news release – 250 words]

Adviser urges females to take the lead on insurance

The gap between men and women is closing in most facets of life. But it seems there's one area females still have some catching up to do – protecting themselves with insurance.

That's the view of [Adviser name] from [business name], who believes the problem lies in the historical notion of the male being the primary breadwinner.

“There was a time when you only took out insurance on the husband. But not only does this ignore the value of what women do – both at work and at home – it doesn't reflect the changing nature of the Australian family.”

Women now earn 92% of male salaries¹. And despite making up 45% of the workforce, females represent only 15-20% of all insured incomes².

“The lack of insurance for women doesn't make sense – particularly when you consider how much more vulnerable women often are financially,” [Mr/Ms adviser surname] says.

This vulnerability stems from less time in the workforce, with women often assuming the role of primary carer of children and/or elderly relatives.

As a result women typically have less savings, and less superannuation than men. And considering women will statistically live longer, they can ill-afford extra setbacks.

“Add illness or injury to the mix, and women can find it incredibly hard to recover financially if something happens to them,” says [Mr/Ms adviser surname]. “That's where insurance can be so valuable.”

[Mr/Ms adviser surname] urges all women, particularly those with a family and/or a mortgage, to review their insurance needs regularly with their financial adviser.

“Your cover has to keep up with your changing circumstances. There's no point putting it off until it's too late.”

This material is not intended to constitute personal advice, and must not be relied on as such. This information has been prepared without taking into account a potential investor's objectives, financial circumstances or needs. Before making a decision based on this material, a potential investor should consider the appropriateness of this material having regard to their objectives financial circumstances and needs. A potential investor should consider obtaining independent advice before making any investment decision.

Please refer to our Financial Services Guide (available from [website] or by contacting us on [phone number]) for further details about the services provided by us including information about our remuneration and how we manage customer satisfaction.

¹ Australian Social Trends, 2005 – ABS

² Australians at risk – IFSA, 2006