



news release

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AXA set to reshape the SMSF landscape

There is no doubt that Australian investors have been turning to Self Managed Superannuation Funds (SMSFs) in increasing numbers in recent years. In 2004, SMSFs were the largest sector by net contributions at \$13.9 billion, exceeding retail funds (\$13.3 billion), industry funds (\$9.8 billion), and public sector funds (\$2.7 billion).¹

“This is a reflection of Australian investors seeking greater control of their superannuation savings by setting up their own superannuation fund. This desire for control is confirmed by AXA’s Retirement Scope research which found that 93% of Australians believe that individuals should take care of their own retirement income,” said AXA’s Head of Superannuation and Retirement Incomes, Mr. Andrew Barnett.

In terms of funds under administration, SMSFs (\$180 billion) are larger than both industry funds (\$123 billion) and public sector funds (\$136 billion).² These are significant numbers, as are the forecasts for growth – it is expected that SMSFs will grow by 62% between 2004 and 2010.³

“There has been a clear opportunity for someone with scale, expertise and flexibility to capitalise on this growth yet, surprisingly, the SMSF industry has remained fragmented and dominated by a myriad of small players – that is until today,” continued Mr. Barnett.

This month, AXA will launch a self-managed superannuation service, which will offer financial advisers and their clients a seamless, fully-bundled solution. Bringing together administrative, legal, taxation, financial advice and trustee services in a consolidated package is an industry first and will set the standard for SMSF’s in Australia.

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¹ Australian Prudential Regulation Authority (APRA), YTD September 2004.

² Australian Prudential Regulation Authority (APRA), September 2005.

³ DEXX&R, 2004.



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“Traditionally, SMSFs have provided multiple headaches. The risks of managing a non-complying SMSF are enormous and administration can be a time-consuming burden. AXA’s SMSF delivers a fully consolidated one-stop service that will reduce compliance risk through daily administration and is competitively priced,” said Mr. Barnett.

“For the right clients, AXA’s SMSF offer provides the desired level of control and it is highly cost and tax effective. For advisers, it takes the hassle out of SMSFs, saving time and increasing efficiency. It’s a win/win situation for all,” concluded Mr. Barnett.

This month, AXA will release its new SMSF service to the marketplace via events being held in Perth, Adelaide, Melbourne, Sydney and Brisbane.

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