

Sunsuper helping members redefine retirement

Sunsuper recently launched an innovative online education site called The Dream Project which contains a range of tools, resources and inspiration to engage with members and help redefine their traditional views of retirement.

Since launching last month, the site has had more than 43,000 page views.

The Dream Project contains interactive educational content including quizzes to help people uncover their dream retirement activities, calculators showing how long people spend on everyday tasks and the cost of living longer, and infographics about how retirement and life expectancy have changed over the last 100+ years. So far, the site also features a list of the top 10 places in the world to retire, a financial market update video, and tips on what people can do to help them retire sooner.

To tie in with the launch of The Dream Project, Sunsuper created a video called '#TheRWord' which has had more than 600,000 views since launch and features a female comedian challenging the view of retirees as cardigan and slacks-wearing, bowls and bridge playing, knitters.

Sunsuper's Customer Experience and Insights Executive General Manager Teifi Whatley said at the heart of The Dream Project was a recognition that many of our members, just like many other Baby Boomers, are approaching retirement differently to previous generations.

"Today's retirement age of 65 was set in 1908, when the average life expectancy at birth was 55 for men and 59 for women," said Ms Whatley. "Whereas a 65-year-old woman today is expected to live to 87 years of age."

"We also know that more than 400,000 Australians over the age of 65 are still in the workforce and one in three Australians aged between 55 and 59 don't know when they'll stop working.

"We're living, working and remaining generally more active and involved than previous generations could ever have imagined, and The Dream Project is all about challenging the traditional retirement stereotypes to engage our members, inspire them to live their dreams and educate them on how they can do this.

"We also really recognise that the traditional ways of marketing and engaging with members about their superannuation needs a bit of a shake-up, and if we want people to start thinking about their super earlier we need to educate and connect with them in new and different ways.

"We will continue to update and refresh the content on the site every couple of weeks and will use it as a tool to educate and engage differently with our members around key industry issues in a timely way."

To view The Dream Project or find out more, visit www.sunsuper.com.au/thedreamproject

Ends

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