

## Sunsuper launches super podcast series

Sunsuper has launched an exciting new podcast series called The New School of Super to meet members' growing demand for timely, simplified and engaging financial information and education.

The podcasts feature Sunsuper's Chief Economist Brian Parker and Head of Advice and Retirement Anne Fuchs talking about investing and investment markets, super, money matters, and the things that could affect members' financial dreams now, and in the future.

"The New School of Super podcast series was all about making super and finance interesting, entertaining and engaging for members," said Anne Fuchs.

"We started this podcast series to help educate our members and other Australians about investing, super, money matters and retirement planning in an accessible and engaging way, and encourage them to take control of their super investment and future in retirement.

"We know that podcasts are an increasingly popular channel for Australians to consume information and entertainment – almost one third of Australians have listened to a podcast, 20% listen at least monthly and nearly two thirds of those who start listening, listen for the entire length.

"Given this engagement, we decided to use this growing channel and tap into the wealth of knowledge we have within Sunsuper to help educate and engage with our members.

"Super, investing through super, and understanding financial markets can be quite complex for members to get their head around, so this podcast series allows us to go into more depth and explain things in a more informal way than we would if it was in a written article or even in a video. The format also allows us to respond quickly to market changes, issues or questions our members have."

The podcasts are proving popular, with close to 2,000 listens of the six episodes recorded to date. Topics already covered in the podcast series include:

- Sunsuper's investment philosophy around listed and unlisted assets
- Understanding investment options through super
- Sunsuper's approach to socially responsible investing
- The political and economic landscape and how it might affect members' super
- The when and how of using your super when you retire

The New School of Super podcast series can be downloaded through [iTunes](#) or [Spotify](#), or found on Sunsuper's education hub, [The Dream Project](#).

**Ends**

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