

## MEDIA RELEASE

---

10 April 2008

### **GENESYS COMMISSIONS PHILANTHROPY STUDY**

Genesys Wealth Advisers (“Genesys”) has commissioned specialist philanthropy consultants to conduct research into the giving habits of high net worth individuals in Australia.

The research, to be conducted by philanthropy consulting specialist Enrich Australia, will explore the motivations of philanthropists, the financial structures they establish and the role that professional advisers play in the process.

Andrew Creaser, Genesys Executive Director, said the study would be used by Genesys to better understand the needs of this growing area.

“Insights from the research will help Genesys develop training and accreditation for its advisers, ensuring they are well placed to support high net worth Australians in the establishment of philanthropic programs.

“The study is part of Genesys’ overall philanthropy program, which includes support of several charities nationally and individual member firm donations.

“Our aim is to help our partners extend this commitment; we would like to see this commitment expand to direct involvement in philanthropic activity.

“Philanthropy in Australia is becoming increasingly sophisticated, with prescribed private funds and donor advised funds becoming more and more common.

“Financial advisers have a central role to play in this process. In the future, holistic financial planning will mean looking after risk, investments, debt and charitable giving programs as part of a client’s overall financial plan,” said Creaser.

Enrich Australia is conducting in-depth interviews with high net worth individuals who are already active in philanthropy as well as those thinking of starting a philanthropic program. The research will delve into motivations, attitudes and barriers relating to giving.

Enrich Australia is an independent philanthropy consulting firm to the financial and charity sectors. An important and valuable aspect to the Enrich Australia Values-Centred Financial Planning process for advisers is the potential it reveals for the client to express personal values by focusing on philanthropy as part of their financial life plan.

Enrich Australia’s executive director and co-ordinator of the research, Mandy Lamkin said, “More Australians are engaging in philanthropy, seeking significance alongside success.

“Affluent Australians want to create a lasting footprint and are looking for sustainable and innovative ways of doing so.

“Professional advisers are uniquely positioned to help make philanthropic considerations a reality, when equipped with suitable skills and resources. The research findings and subsequent training will help Genesys advisers respond in appropriate and empathetic ways to facilitate their clients’ philanthropic needs,” said Lamkin.

The Genesys/Enrich Australia research project is also an opportunity for current and potential philanthropists to encourage others to increase their giving.

“By participating in the survey philanthropists will be giving their insights and experience around the process of establishing and operating their giving strategies, and the ways they think it could be more efficiently managed,” Lamkin said.

– ENDS –

**Note to editors:**

**About Genesys**

Genesys Wealth Advisers has a network of around 370 advisers in 150 practices around Australia. It provides financial services to around 100,000 Australians and advises on more than \$12 billion of investments, and risk insurance premiums totalling more than \$100 million per year. The group is wholly owned by AXA Asia Pacific Holdings.

**About Enrich Australia**

Enrich Australia is an independent philanthropy consulting firm to the financial and charity sectors. As experienced professionals from the funds management and charity sectors, Enrich has a deep understanding of what motivates giving. For professional advisers, Enrich provide an expert philanthropy support service for their business and their clients. For charities Enrich offer strategies and implementation plans for attracting funds through PPFs and other financial vehicles. For further information, visit [www.gatewayforgiving.com.au](http://www.gatewayforgiving.com.au) .

**For additional information:**

**Genesys:** Contact Genesys Communications team on 1800 066 577

**Enrich Australia:** Contact Mandy Lamkin on 02 8267 6303 or 0403 764 332

---