



Supporter's statement of principles

Australia is one of the most underinsured nations in the developed world ranking 16th for life insurance density and penetration. Research shows that on average Australians have about half the cover they need, leaving many people and families exposed in the event of accident, sickness or death.

Lifewise aims to encourage Australians to take appropriate steps to protect themselves from the financial hardship that can result from such events. Our goal is for more Australians to feel confident in dealing with life insurance decisions in the same way they do other insurance or financial matters.

The success of Lifewise depends greatly on the support of various stakeholders to spread the message and we encourage all stakeholders to sign up as supporters, enabling them to use the brand, website, insurance needs calculator and other campaign material.

Supporters are encouraged to make general references to Lifewise and their involvement in the public domain, including to the media. These general references do not need to be formally approved by the Lifewise team. The following key messages should be communicated when making general comments about the campaign:

- Lifewise is all about educating Australians about the risks they face and how they can manage those risks.
- It's not about promoting the products, companies or distribution channels.
- In fact, we're not even promoting life insurance per se; self-insurance via savings or investments is an equally viable option for

some people. We just want more people to make a conscious and informed decision.

While we encourage all supporters to make use of the Lifewise material, it is vital for the integrity of the campaign and the brand that the material is used sensibly. We therefore ask all supporters to abide by the following principles:

The Lifewise brand should only be used:

- ✓ By persons or organisations that have signed a Lifewise supporter's agreement and have agreement from the Lifewise team.
- ✓ To promote the importance of protecting yourself against life's risks
- ✓ To educate Australians about the role of life insurance and how it works
- ✓ Specific media campaigns that rely on or lead with the Lifewise brand must be discussed with and approved by the Lifewise media team.

The Lifewise brand should not be used:

- ✗ By any persons or organisation that has not signed a Lifewise supporter's agreement
- ✗ By any organisation to promote or endorse one product, distribution channel or campaign over another.
- ✗ In specific media campaigns that rely on or lead with the Lifewise brand without approval by the Lifewise media team.

Approval processes

Any use of the Lifewise brand in marketing material or detailed reference to the campaign in media activity must first be approved by a member of the Lifewise team. All requests will be responded to within 48 hours and urgent requests can be escalated via phone.

Emma Grainge	02 8235 2517 / 0407 469114
Senior Policy Manager, IFSA	egrainge@ifsa.com.au

Holly Dorber	02 9299 3022 / 0412 174 952
Policy Manager, IFSA	hdorber@ifsa.com.au

Yolanda Beattie	02 8248 3744 / 0450 327 785
Communications Director, Honner Media	yolanda@honnermedia.com.au
