



## Media Release

18 April 2013

### **GUARDIAN ADVICE FORMS STRATEGIC PARTNERSHIP WITH ZURICH AUSTRALIA**

[Guardian Advice](#) announced today the group has formed a strategic partnership with Zurich Australia, adding strong capabilities in mobile technology solutions and social media to Guardian's adviser offer.

The partnership aligns with Guardian's strategy to support growth-oriented advice practices to grow their business their way, and provide high quality advice to their clients.

Zurich now becomes a sixth insurance product provider on Guardian's Preferred Partner Panel, which also includes Asteron Life, AIA, OnePath, CommInsure and BT Life.

[Guardian Advice](#) head Simon Harris said: "I'm delighted to announce that we've entered into a strategic partnership with Zurich. Zurich gives Guardian another strong, industry-leading and uniquely different risk product provider to enable us to offer advisers the absolute breadth and choice in product, technology and service that they and their customers deserve."

Mr Harris added: "We are only two months away from FOFA and this is an opportune time to think about increasing business efficiency in advice practices. Advisers are increasingly seeking new ways to ensure they have enough time for client engagement, while still meeting all of the advice requirements that the FOFA legislation requires.

"One of the obvious ways Guardian can facilitate more robust compliance amongst advisers is by helping them to harness new technologies and social media, in particular through mobile technologies."

Commenting on the importance of the partnership, Zurich's General Manager for Retail Life & Investments Phil Kewin said: "Our own research with advisers has highlighted the importance of them becoming more efficient, and mobile technology and new media plays a central role in driving that efficiency.

"Zurich's focus on innovation - as well as our independence - makes us ideally placed to help Guardian advisers navigate the changing environment with confidence and turn challenges into opportunities."

-ENDS-

#### **MEDIA CONTACT:**

**Helen Han, Suncorp Life Corporate Affairs: 0457 535 639 / [helen.han@suncorp.com.au](mailto:helen.han@suncorp.com.au)**

#### **About Guardian Advice™**

This material has been prepared by Guardian Advice™ ABN 40 003 677 334 AFSL No. Guardian Advice™ is one of Australia's leading advisory groups, with around 150 advisers nationally, looking after the financial needs of more than 130,000 clients Australia-wide. Established in 2001, Guardian Advice™ is an aligned dealer group of Asteron Life and offers complete financial planning services, with a special focus on providing life risk advice. Guardian Advice™ has a broad approved product list with representation by many manufacturers and advisers are authorised to provide advice on any superannuation fund including industry funds. Guardian Advice™ is owned by the Suncorp Group – the largest provider of insurance in Australia. For more information, visit: <http://guardianadvice.com.au>