

Time for funds to add value

Superannuation isn't just about investment returns. Funds must provide benefits and services that add value and can be accessed now, says Rainmaker Research director of research Alex Dunnin. "Millions of Australians now receiving their annual super fund statements should be checking not only how much interest their fund earned for them, but how good a deal they are getting from their fund in terms of extra benefits and services," he says. A Rainmaker survey found many funds have online account access, investment choice and insurance, but Dunnin says access to home loans, loans, credit cards, financial planning and shopping discounts is the next wave.