



Brighter Super deepens North Queensland ties through partnership with Townsville Enterprise Ltd

Brighter Super has entered a strategic partnership with Townsville Enterprise Limited, reinforcing its ongoing commitment to broaden and deepen its economic, business and community ties in North Queensland.

This partnership is part of Brighter Super's broader commitment to regional Queensland, which includes delivering a series of *Planning your Brighter Retirement* seminars across the state. These events aim to help members better prepare for retirement, addressing concerns about lower retirement confidence in regional areas – a key finding from the Brighter Super and Investment Trends 2024 State of Retirement in Queensland research report¹.

Seminars have already been held in Cairns, Bundaberg, Hervey Bay, Gladstone, and Rockhampton, with more planned in the coming months.

Brighter Super Chief Executive Officer Kate Farrar will meet with Townsville Enterprise Ltd CEO Claudia Brumme-Smith in Townsville on 6 June 2025 ahead of a *Planning your Brighter Retirement* seminar to be held from 6-8pm at Rydges, 23 Palmer Street, Townsville.

Ms Farrar stated that the partnership with Townsville Enterprise aligns with Brighter Super's Queensland Investment Strategy. It will support members where they live and work by increasing the Fund's investments in Queensland by \$500 million over the next five years, in addition to the \$1 billion already invested in the state.

"Brighter Super is delighted to formalise this partnership with Townsville Enterprise, which has been a tireless advocate for advancing the North Queensland economy for more than three decades," Ms Farrar said.

"The partnership will enable Brighter Super to deepen our connections to North Queensland businesses and the community in collaboration with a trusted organisation committed to securing Townsville's future," she added.

The strategic, 12-month copper-level partnership with Townsville Enterprise Limited will strengthen ties with the region's business community. It will enable Brighter Super to participate in roundtables, delegations and trade missions, and provide opportunities to contribute to the regional growth plan and attend meetings with key officials.

Since its inception in 1992, Townsville Enterprise Ltd has been instrumental in advocating for a range of major projects in the region, including the Townsville Stadium and Museum of Underwater Art.

With more than 6000 members in Townsville and \$1.34 billion in assets under management, the region is a key focus for Brighter Super.

The *Planning your Brighter Retirement* seminar in Townsville on 5 June 2025, will feature updates from Ms Farrar on the Fund's performance and a market outlook briefing by Chief Investment Officer Mark Rider.

Superannuation specialists will be available to share practical insights on preparing for a comfortable retirement. They will address key questions such as how much members may need to retire, how to calculate if their super is on track for their preferred retirement age, different ways to grow super, and how they can plan to achieve their financial goals.



The Townsville seminar follows research by Brighter Super and Investment Trends for the 2024 State of Retirement in Queensland report, which found retirement confidence levels were lower in regional Queensland compared to the southeast corner and nationally.

The regional Queensland Ready for Retirement Index (RRI)² of 48 was below the statewide score of 51 and the national average of 53.

Seventy-four percent of regional Queensland pre-retirees expected a retirement funding gap, compared with the national average of 62%. The gap between the income they expected to receive in retirement and what they expected to need was 35%, higher than the national average of 31%.

Whilst the event is aimed to support Brighter Super members, it is also open to the public for those looking to plan for their retirement. See seminar details below.

Event details

Seminar: Planning your Brighter Retirement

Date: Thursday 5 June 2025

Time: 6pm to 8pm

Venue: Rydges Townsville, 23 Palmer Street

Cost: FREE

[Register now](#)

For more information visit brightersuper.com.au

¹ Brighter Super & Investment Trends 2024

The information in this document is based on a quantitative online survey of 6743 Australian adults aged over 40 conducted by research partners Investment Trends between July and August 2024. Comparisons have been drawn from previous surveys conducted by Investment Trends. The survey was conducted in two phases, a main industry-level survey of Australian adults sourced from a broad-based survey of the Australian adult population, supplemented with respondents from the Investments Trends opt-in panel.

An additional sample of respondents was invited to the survey from a range of Investment Trends' institutional clients. They reflect the demographic profile of members holding an account with these institutions and were included in the survey, where appropriate, to conduct detailed analysis of particular sub-groups for which they are representative. The maximum sampling error (centre of the range) at the 95% confidence interval is +/-1.2%. Analysis of subgroups will have a higher sampling error. Where appropriate respondents were post weighted slightly to ensure distribution by sample, age, gender, location, superannuation fund type superannuation balance and age pension coverage.

Derived from the Brighter Super & Investment Trends 2024 Retirement Income Report, the index is based on a quantitative online survey of 5,315 Australian adults aged over 40 – including 991 from Queensland in July and August 2024. Ready for Retirement Index figures were retrospectively calculated using data from the 2023 Investment Trends Retirement Income Survey.

² How the Retirement Readiness Index is calculated:

Category	Topic	Metric	Sample	Range
Self-assessed preparedness	Retirement readiness	% 'very prepared' + 'somewhat prepared' for retirement	Non-retirees	0-100%
		% confident + very confident they have enough to fund retirement	Retirees	0-100%
Superfund suitability for retirement	Satisfaction with fund's suitability for retirement	% satisfied with superfund for 'overall suitability for retirement'	Non-retirees	0-100%
		% satisfied with superfund for 'overall suitability for retirement'	Retirees	0-100%

Industry Level			TRUE	100	
Category	Sample	Metric	Overall %	Weight	Industry Benchmark
Self-assessed preparedness	Non-retirees 40+	% 'very prepared' + 'somewhat prepared' for retirement	29%	25	53
	Retirees 40+	% confident + very confident they have enough to fund retirement	60%	25	
Superfund suitability for retirement	Non-retirees 40+	% satisfied with super fund for 'overall suitability for retirement'	49%	25	
	Retirees 40+	as above	74%	25	

Fund Level - Brighter Super			TRUE	100	
Category	Sample	Metric	Fund %	Weight	Fund Benchmark
Self-assessed preparedness	Non-retirees 40+	% 'very prepared' + 'somewhat prepared' for retirement	34%	25	57
	Retirees 40+	% confident + very confident they have enough to fund retirement	50%	25	
Superfund suitability for retirement	Non-retirees 40+	% satisfied with super fund for 'overall suitability for retirement'	52%	25	
	Retirees 40+	as above	91%	25	

Methodology

Comparisons have been drawn from previous surveys conducted by Investment Trends. The survey was conducted in two phases, a main industry-level survey of Australian adults sourced from a broad-based survey of the Australian adult population, supplemented with respondents from the Investments Trends opt-in panel.

An additional sample of respondents was invited to the survey from a range of Investment Trends' institutional clients. They reflect the demographic profile of members holding an account with these institutions and were included in the survey, where appropriate, to conduct detailed analysis of particular sub-groups for which they are representative. The maximum sampling error (centre of the range) at the 95% confidence interval is +/-1.2%. Analysis of subgroups will have a higher sampling error. Where appropriate respondents were post weighted slightly to ensure distribution by sample, age, gender, location, superannuation fund type superannuation balance and age pension coverage.

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About Brighter Super

Brighter Super is a 100% member-owned, Queensland-based superannuation fund that manages more than \$34 billion in retirement savings for over 280,000 members, as of 1 January 2025.

Following the merger of LGIAsuper, Energy Super, and the acquisition of Suncorp Super, Brighter Super is proudly the fourth largest non-government financial institution⁴ in Queensland.

The fund is dedicated to being right by members' sides, empowering them to retire confidently with advice, focusing on solid performance and low fees.

For more information, please call Brighter Super on 1800 444 396 (in Australia).

⁴Based on assets under management of non-government financial institutions in Queensland.

Brighter Super Trustee (ABN 94 085 088 484 AFS Licence No. 230511) ("Trustee") as trustee for Brighter Super (ABN 23 053 121 564) ("Fund"). Brighter Super may refer to the Trustee or the Fund as the context may be. Brighter Super products are issued by the Trustee on behalf of the Fund. This media release provides general information only and does not take into account your individual objectives, financial situation or needs. You should consider whether it is appropriate for your needs prior to making any decisions and consult a licensed financial advisor if you require advice. Obtain and consider the Product Disclosure Statement and Target Market Determination before making any decision to acquire any products. Visit <https://www.brightersuper.com.au/pds-and-guides>