



## **Brighter Super announces foundation partner for new financial advice referral program**

Brighter Super has announced Queensland-based firm Financial Advice Matters, part of Centrepont Alliance ASX:CAF, as its foundation referral partner, marking a key milestone in the super fund's strategy to enhance financial advice access for members across the state and beyond.

The new partnership is part of Brighter Super's broader commitment to ensuring all members retire with confidence by scaling its advice offering through formalised relationships with independent financial advisers (IFAs).

From June 2025, Brighter Super will partner with Financial Advice Matters Group Pty Ltd, a Corporate Authorised Representative of Alliance Wealth Pty Ltd, to deliver comprehensive advice services to members who require more complex, personalised support.

Brighter Super CEO Kate Farrar said the fund's goal is for every member to retire with advice as we know that closing the advice gap is essential to improving retirement outcomes for Australians.

"One of our key priorities is strengthening our ability to support external financial advisers, because we want members to have choice in how they seek advice and who they receive it from," Ms Farrar said.

"We have a good understanding of where our internal team is best placed to provide advice and recognise that some members require more specialised support."

This initiative builds on Brighter Super's understanding that, while around 39% of members currently receive financial advice, not all advice to Brighter Super members can be delivered by its internal team. This is despite the fund already having almost double the industry average of financial advisers.<sup>1</sup>

Insights from the [Brighter Super & Investment Trends 2024 Retirement Income Report](#) reinforced this demand, revealing 47% of pre-retirees feel unprepared for retirement.

Amongst pre-retirees who changed investment options after seeking information or guidance, 55% felt more prepared. Broader research indicates Australians who seek financial advice are, on average, 5.9%<sup>2</sup> better off when reaching retirement.

The appointment of Financial Advice Matters follows Brighter Super's efforts over the past year to strengthen its adviser network and infrastructure.

The fund now supports more than 1,500 IFAs, has doubled its local business development team in Queensland, and rolled out a series of adviser-friendly platform upgrades including a dedicated support line, adviser portal and enhanced online tools.

Brighter Super Head of Advice Steven O'Donoghue said he's confident the partnership will deliver the right level of support for members.

"We selected Financial Advice Matters because of its strong alignment with our values, high service standards, and presence in the communities where our members live and work," Mr O'Donoghue said.

"Our members will truly benefit from more personalised and specialist advice, while continuing to receive high-quality guidance that aligns with their individual goals."

Founded in 2015, Financial Advice Matters is part of the Centrepont Alliance Limited group and provides financial advice to more than 2,000 families across Queensland and New South Wales.

This announcement follows recent recognition of [Brighter Super's growing capabilities](#) in the advice and investment space, including:



- Six Accumulation and five Pension options receiving ‘Recommended’ ratings<sup>3</sup> by independent research house Lonsec
- Winner of the 2025 SuperRatings Member Education Award
- Finalist in the 2025 Chant West Best Fund: Advice Services and SuperRatings Adviser Servicing of the Year awards.

Brighter Super will continue to look for opportunities to expand its referral network to support scalable advice delivery. For more information visit [brightersuper.com.au](https://brightersuper.com.au)

<sup>1</sup> Super Fund industry median advisers as at 30 June 2024 supplied by SuperRatings based on proprietary data and subject to change.

<sup>2</sup> Source: Russell Investments 2023 ‘Value of an Adviser Report’ as published in <https://www.professionalplanner.com.au/2023/09/adviser-value-worth-5-9-pc-in-2023-report/>

<sup>3</sup> The ratings published on 12/2024 for Brighter Super Accumulation – MySuper, Brighter Super Accumulation – Balanced, Brighter Super Accumulation – Conservative Balanced, Brighter Super Accumulation – Stable, Brighter Super Accumulation – Growth, Brighter Super Accumulation – Secure, Brighter Super Retirement – Balanced, Brighter Super Retirement – Conservative Balanced, Brighter Super Retirement – Stable, Brighter Super Retirement – Growth and Brighter Super Retirement – Secure are issued by Lonsec Research Pty Ltd ABN 11 151 658 561 AFSL 421 445 (Lonsec Research). Ratings are general advice only and have been prepared without taking account of investors’ objectives, financial situation or needs. Consider your personal circumstances, read the product disclosure statement and seek independent financial advice before investing.

The ratings are not a recommendation to purchase, sell or hold any product. Past performance information is not indicative of future performance. Ratings are subject to change without notice and Lonsec Research assumes no obligation to update. Lonsec Research uses objective criteria and receives a fee from the Fund Manager. Visit [lonsec.com.au](https://lonsec.com.au) for ratings information and to access the full report. © 2025 Lonsec. All rights reserved.

ENDS-

#### Media contact:

Judith Silva, Account Director  
Cole Lawson Communications  
M: 0423 665 220  
E: [judith.silva@colelawson.com.au](mailto:judith.silva@colelawson.com.au)

#### 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 LGLAsuper, Energy Super, and the acquisition of Suncorp Super, Brighter Super is proudly the fourth largest non-government financial institution<sup>^</sup> 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).

<sup>^</sup> Based 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>