

# Media release



## UniSuper announces partnership with Ignition Advice to develop new digital advice offering

**Melbourne, VIC – 20 February 2025** – UniSuper is pleased to announce a strategic partnership with Ignition Advice, the world's leading digital advice technology provider.

This is the first partnership of its kind in Australia and will provide members with accessible, affordable personal advice, at scale, covering superannuation, insurance, investments, and retirement options.

UniSuper is extending its award-winning financial advice and education proposition to service those members who wouldn't ordinarily seek advice – the "missing middle" - with a digital advice service.

From June this year, UniSuper will initially provide its members with access to personal advice on their investment options via the MemberOnline Portal or the UniSuper mobile app. Personal advice on contributions, insurance, and pension drawdowns, will be progressively rolled out.

UniSuper's digital advice platform will be powered by its award-winning education, guidance and advice team and support members with simple and user-friendly help, guidance and advice at a time that works for them.

Members will be guided through a journey and series of prompts to understand their needs and based on responses, receive a personalised recommendation. Members can then, in numerous scenarios, instruct the platform to implement their advice directly.

If the need arises, members will have the opportunity to engage with a UniSuper Advice colleague at any stage throughout their journey on the platform. Some, but not all, additional services may be provided at no additional cost.

UniSuper knows that small decisions made early can make a meaningful difference in retirement and this is an opportunity to support all members with access to quality personal advice.

Peter Chun, Chief Executive Officer, UniSuper, said:

"Our goal is to provide great retirement outcomes for our members, we know that advice provides financial security for those preparing for and in retirement. We want to ensure that each member has access to advice that's tailored to their needs and helps meet their goals for a better retirement.

"While some members have complex financial situations requiring a detailed plan, many have simpler needs but still want expert guidance to build their financial confidence and support their retirement plans. Through digital advice, we can offer this advice in a fast and scalable way, increasing accessibility for all members."

Terry Donohoe, Chief Executive Officer, Ignition Advice said:

"We are thrilled to partner with UniSuper, one of Australia's largest and most respected superannuation funds, to bring this innovative digital advice solution to its members. UniSuper's demonstrated ambition and vision, underpinned by their award-winning service cements their place as global thought leaders in the space. With our mission being to 'close the advice gap', this partnership is a significant step towards achieving that goal."

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*UniSuper Advice is operated by UniSuper Management Pty Ltd ABN 91 006 961 799 (USM), which is licensed to provide financial product advice. USM is also the administrator of the fund UniSuper ABN 91 385 943 850 (UniSuper). UniSuper Limited ABN 54 006 027 121 is the trustee of UniSuper. Consider UniSuper's PDS and TMD on its [website](#) and your circumstances before making decisions, because we haven't.*

**Note to editors:**

**About UniSuper**

UniSuper is one of Australia's largest superannuation funds and is run solely for the benefit of its members. For over forty years, UniSuper has been managing super for people employed in the higher education and research sector, and as of 2021 opened the fund to all Australians. UniSuper currently invests over \$149 billion on behalf of more than 647,000 members<sup>^</sup>.

<sup>^</sup>As at 31 December 2024.

**About Ignition Advice**

Ignition Advice is the leading Australian business specialising in global digital advice technology. Our vision is to be the leading global advice technology for financial services institutions who seek to help more customers access financial advice in an efficient and scalable way. In addition to operating in Australia, our clients include major financial institutions in United Kingdom and Europe with entry into the Canadian market in 2025.