INVESTMENT ADVISER –
A GREAT CAREER FOR WOMEN

Why choose a career in investment advice

Investment advice is about more than markets and products.

Consider the client sitting across from an investment professional today. She has inherited wealth, sold a business, or taken full responsibility for her family's financial future. She is not just looking for market expertise. She is looking for someone who understands her situation, her priorities and her stage of life.

Great advisers build trust through empathy, clear communication, education and long-term relationships. These are qualities that are inherent in women and help advisers build successful and rewarding careers.

Women are shaping the future of wealth

Women are becoming more influential as investors, business owners, professionals, family decision makers and beneficiaries of intergenerational wealth. Women are set to inherit $3.2T in Australia's largest ever wealth transfer[1].

2023 saw more Australian women investing outside of their primary residence and superannuation than ever before. Of the net 1.2 million investors entering the market after 2020, half were women. What's more, the percentage of next generation female investors rose from 9% in 2020 to 11% in 2023. When asked what they find challenging when investing, female investors identify issues around trust and a lack of knowledge. A higher proportion of female investors find it hard to know which information sources to trust than male investors (38% compared to 31% of men), which product providers would act in their best interests (28% vs 17%) and what investments to select (30% and 20% respectively)[2].

A profession where women can thrive

Demand for female advisers continues to grow, yet women remain underrepresented across the investment advice profession, particularly in senior advisory roles.

As more women manage wealth, inherit assets and make investment decisions, the profession benefits from greater diversity of thought and experience. Increasing the number of women in investment advice will help meet changing client expectations, strengthen client relationships and shape the future of the profession.

This creates an exciting opportunity for more women to build rewarding careers in investment advice.

[1] *The growth of Women and Wealth: A closer look at Australia's growing cohort of high-net-worth female investors*, JB Were, 2024.

[2] ASX Australian Investor Study 2023.

A career with purpose and opportunity

As an investment adviser, you can:

- ✓ improve clients' financial confidence and wellbeing
- ✓ support individuals and families through important financial decisions
- ✓ help clients build wealth over the long term
- ✓ develop expertise in markets, companies and the economy
- ✓ build trusted, long term client relationships
- ✓ develop a professional career with strong growth and earning potential
- ✓ contribute to a more diverse and inclusive advice profession

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