

Life Insurance

## SECURITY AND PEACE OF MIND

TOWER Newsletter  
December 2008

Dear Member,

Welcome to the TOWER Newsletter.

### TOWER's year

TOWER Group's financial performance has remained strong, despite the challenging market environment. Its share price has received strong support in comparison to the market and independent ratings house Standard & Poor's lifted its outlook for TOWER Group to positive.

### Enhancements to our products

TOWER aims to deliver the best insurance solutions for Australians. Part of this means releasing new or enhanced products where we've identified a need. Income Protection through superannuation, launched in August this year, is one example of TOWER's innovation. You can learn more about our new product by reading our feature article and case study.

### Our claims team

The real worth for any insurance company is how claims are managed. TOWER's highly experienced claims team offer a personalised and efficient service. You can find out more about how our claims team operates and some of the extra services they provide by reading on.

We hope the next financial year will provide us with more opportunities to provide outstanding insurance solutions for Australians. Thank you for your continued support and I look forward to updating you on TOWER's progress this time next year.

### TOWER's accolades in 2008



**Gold Winner Best Term & TPD Risk Insurance**

– TOWER Protection Policy

**Bronze Winner Best Income Protection Insurance**

– Accelerated Protection Policy

Yours sincerely,

**Brett Clark**  
CEO Retail Life  
TOWER Australia  
Group Limited

# TOWER MAKES INCOME PROTECTION MORE ACCESSIBLE

In these uncertain economic times one thing you can count on working for you is personal insurance. And, to make personal insurance even more accessible Income Protection is now available through superannuation.

## 1 Who is it for?

Income Protection through superannuation can be a good solution for those who need to protect their income but can't afford the additional cost of Income Protection.

## 2 How does it work?

Instead of using the family budget to pay for insurance premiums each month, Income Protection through superannuation allows premiums to be covered by superannuation contributions.

Something to consider: Paying your insurance through superannuation can be a more tax effective way of paying for your insurance, depending on your personal circumstances.

## 3 How to get Income Protection through superannuation?

To find out more about the pros and cons of Income Protection through superannuation talk to your adviser or call us at TOWER on: 1800 226 364.

## Did you know?

*Income Protection is the only form of personal life insurance that is tax deductible both inside and outside the superannuation environment.*

# AN INCOME PROTECTION THROUGH SUPERANNUATION CASE STUDY

*Meet Bruce and Sally Johnson and see how they've made Income Protection through superannuation work for them.*

## The Johnson Family

Bruce Johnson is a school principal in Wollongong with an annual income of \$85k.

At 40, life is good. Bruce is married to Sally and they have two pre-school aged children. After having their children Sally stopped work, preferring to stay at home and look after them. Bruce and Sally recently bought a house close to Bruce's work so that he didn't have to spend long hours away from the family. They have a mortgage of \$450,000.

Right now Bruce's priority is to repay the mortgage as soon as possible and free up cash flow. He understands the importance of retirement savings but for Bruce and Sally, their priority is the here and now – particularly in the pre-school years, while Sally is at home with the kids.

What if something happened to Bruce that meant he couldn't work? What if he were unable to work for a long period, due to illness or injury? How would he meet the mortgage repayments? How would they maintain a reasonable standard of living?

## Consideration

A good way of protecting Bruce's income is through Income Protection insurance, but given Bruce's priority of repaying his mortgage debt he is unsure if he can afford to pay the premiums.

## Solution

One possible solution for Bruce could be using his superannuation contributions to pay for his Income Protection insurance premiums. This way Bruce and his family can receive the benefit of cover without the out of pocket expense.





# DELIVERING ON OUR PROMISES

## Claims at TOWER

TOWER is the leading non-bank life insurer in Australia. You can feel comfortable that you're in safe hands with TOWER. We understand life insurance and what customers want from a life insurance company. For us, the relationship with our customers during a claim is the most important part of our business. This is our opportunity to deliver on our promise of paying claims. Between July 2007 and June of 2008 TOWER paid almost \$150 million in claims to people from all walks of life.

## Going beyond payment

Through our many years of managing claims we've learned that speed, expertise and sensitivity are essential. To ensure we deliver these qualities we appoint highly-skilled Case Managers to each claim. These Case Managers are personal points of contact throughout the management of a claim. This means that if you need to make a claim through TOWER, you'll only ever be dealing with someone sensitive to your situation.

## Individual solutions

Where appropriate, TOWER offers personalised rehabilitation services to help our customers recover from illness or injury and make a speedy return to normal work. These individual programs are developed through our extensive network of accredited rehabilitation providers. We also offer grief counselling through an external professional body.

## We've got you covered

Obviously we'd like you and your family to remain healthy and happy but you can rest assured if you do need us, we'll be there for you.

## We're here to help

If you have any questions about this newsletter or would like to talk to our customer service team please call TOWER on 1800 226 364 or send an email to [customerservice@toweraustralia.com.au](mailto:customerservice@toweraustralia.com.au)

If you would like to find out more about TOWER visit our website, [www.toweraustralia.com.au](http://www.toweraustralia.com.au)

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