

MEDIA RELEASE

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Sally Loane will be the new CEO of the Financial Services Council

Sally Loane has been appointed CEO of the Financial Services Council effective 8 December. She replaces John Brogden who will assume the role of CEO of the AICD in January 2015.

Sally was a broadcaster and journalist before entering the corporate sector. For the past eight years she has been director of media and public affairs for top 50 ASX Listed company, Coca-Cola Amatil.

Greg Cooper, FSC chairman, said: "Sally brings a strong background in media and corporate reputation to the FSC."

"Her skills and experience will be critical as financial services moves from an era of the most significant changes in regulation and legislation in its history to its next phase of being an export and growth industry for Australia."

Ms Loane said: "Financial services is the engine room of the Australian economy."

"As Australia's largest industry – larger than mining and manufacturing – financial services is integral to Australia's economic growth. There is tremendous scope to cement financial services as an industry in its own right," she said.

"Building trust and confidence in financial services will be a significant focus for the immediate future of the industry."

"My initial mandate will be to focus on three key areas for the future of financial services.

"The first will be to establish a platform for Australia to develop a retirement outcomes policy. This is critical as Australians are living longer and need to ensure they can live comfortably in retirement."

"The second, to ensure financial services has a voice of influence in the debate on the tax and federation white papers – an area which is well overdue for reform."

"And the third is to contribute to Australia's future economic growth through building the right regulatory architecture so Australia can develop a significant presence in the Asian Region," she said.

Ms Loane is a director of Waratahs Rugby P/L and SCEGGS Darlinghurst, is deputy chair of the Committee for Sydney, Governor of the Cerebral Palsy Research Foundation and a member of the Salvation Army's Media Advisory Board.

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**About the Financial Services Council**

The Financial Services Council (FSC) represents Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks, licensed trustee companies and public trustees. The Council has over 125 members who are responsible for investing more than \$2.3 trillion on behalf of 11 million Australians. The pool of funds under management is larger than Australia's GDP and the capitalisation of the Australian Securities Exchange and is the third largest pool of managed funds in the world. The Financial Services Council promotes best practice for the financial services industry by setting mandatory Standards for its members and providing Guidance Notes to assist in operational efficiency.