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01

INTRODUCTION

In our interconnected and at times turbulent world, insurance is a vital mechanism for managing risk. Whether for possessions, travel or ourselves, it gives us protection against unexpected events.

Following on from our previous Money & You research report, Money & You: Managing Risk Through Challenging Times and as part of our ongoing commitment to improving the financial confidence and wellbeing of New Zealanders, the Financial Services Council (FSC) has produced this latest edition in our research series.

New Zealanders routinely insure their homes against fire and natural disasters, vehicles against accidents and theft, electronic devices against loss or malfunction and travel against unforeseen disruptions. As this research reveals, New Zealanders' instinct is to protect physical possessions. However, while individuals more readily insure tangible items, some can be reluctant to insure the most critical aspects of their health, income and life itself.

For example, income protection insurance provides a financial safety net in the event of illness or injury that prevents an individual from working, yet uptake remains relatively low. FSC research has shown a direct correlation between financial happiness and job security, yet many are not taking steps to protect their greatest lifetime asset: their income.

Similarly, the benefits of life and health insurance are often seen as intangible or long term, making them harder to prioritise over more immediate and visible forms of protection such as property or vehicle insurance.

This latest research also reveals that most life and health insurance policies are taken out by individual New Zealanders, rather than provided as part of an employer's remuneration package. From a policy perspective, structural barriers such as fringe benefit tax (FBT) on employer-provided group insurance schemes act as a disincentive.

Taxes like FBT increase costs for businesses, particularly small to medium-sized enterprises, making it less viable for them to offer or subsidise life and health insurance benefits. As a result, fewer employees have access to these protections through their workplace.

There are broader public policy implications to consider. Research has shown that life and health insurance can deliver long-term economic and productivity benefits. When people can access timely healthcare through private insurance, it reduces pressure on the public health system, facilitates earlier return to work and minimises the broader social costs of illness or injury. Furthermore, life insurance provides families with a financial buffer in times of crisis, reducing reliance on government support systems.



Rob Flannagan Independent Chair



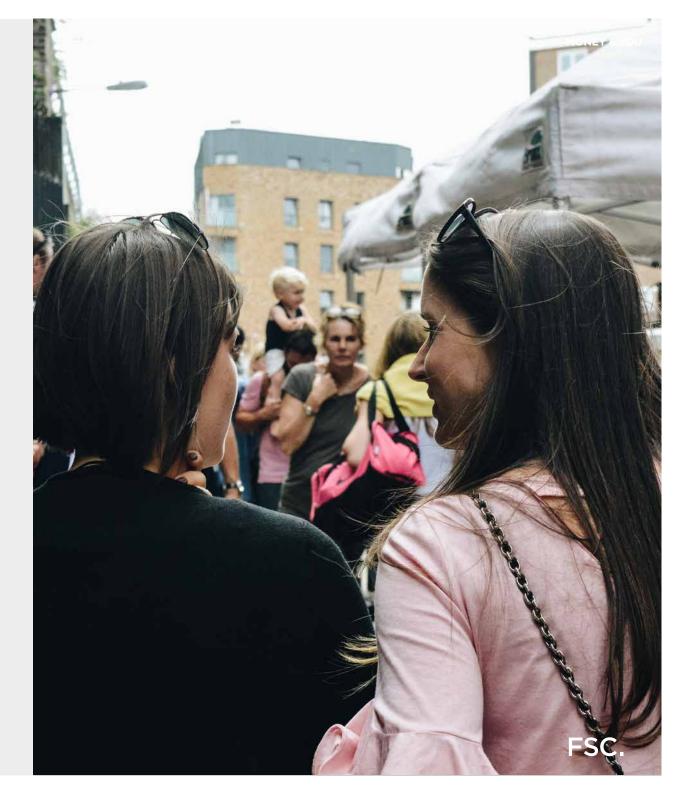
Kirk Hope CEO, FSC



Mark Banicevich
Chair, FSC Research
Committee

The FSC has been actively engaging with Ministers and policy makers on these issues and will continue to advocate for evidence-based policy reform. Our efforts aim to improve access to protection, support workforce resilience and promote financial wellbeing through increased access to insurance.

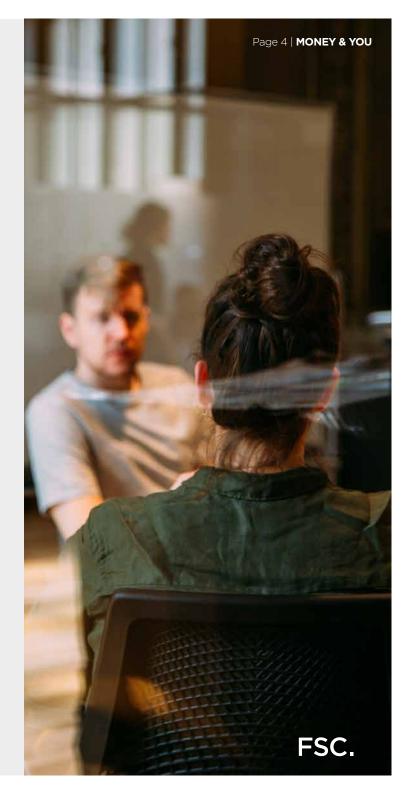
This report aims to drive debate among government, regulators and industry stakeholders, promoting collaboration and policies that support the financial resilience of New Zealanders. While it may raise more questions than answers, we hope it drives debate and a route to positive change.

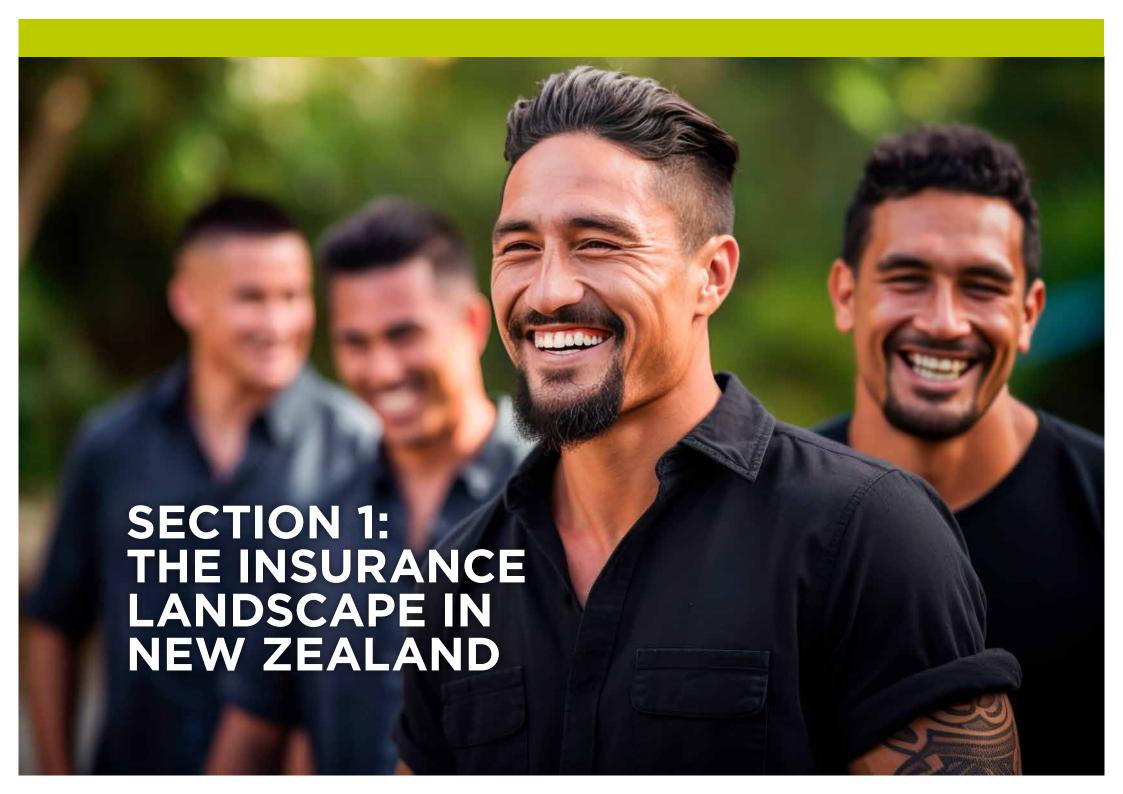


KEY FINDINGS

- New Zealanders are twice as likely to have car insurance as they are to have life or health insurance.
- More tangible types of insurance such as contents, home and car insurance are more likely to be purchased for peace of mind than life insurance.
- The rising cost of living is the primary reason people refrain from purchase or cancel their insurance.
- New Zealanders are more likely to fully fund their life insurance (78%) and health/medical (56%) insurance policies themselves rather than receive them through an employer remuneration package.
- Among those with insurance, the majority believe they receive value from it. However, the results highlight there is room for improvement.

- Those with health insurance recognise its value, including access to care that may not be readily available through the public system, avoiding out-of-pocket expenses and receiving faster treatment for nonurgent medical conditions.
- When it comes to understanding life insurance products, most people (85%) report a moderate to very good level of understanding.
- Nearly three-quarters (72%) of respondents have made an insurance claim. The most commonly claimed type is car insurance, followed by health/medical insurance and contents insurance.
- When seeking advice, a larger proportion of individuals consult a financial adviser for matters related to mortgages, KiwiSaver and investments rather than for guidance around insurance products.





INSURANCE TYPES

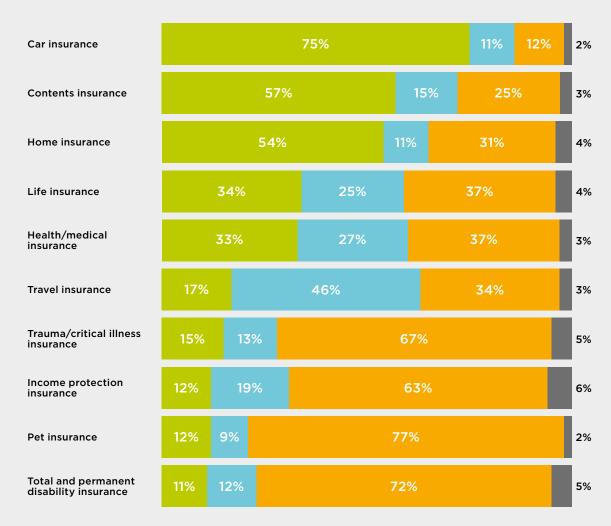
New Zealanders are twice as likely to have car insurance as they are to have life or health insurance. Among those under 30, 38% are more likely to have health or medical insurance than other types of insurance, with the exception of car insurance.

Notably, for life and health insurance, a significantly higher proportion of respondents indicated they used to have coverage compared to they now have coverage, especially when contrasted with general insurance categories (excluding travel and pet insurance).

Life insurance products include life insurance, health/medical insurance, trauma/critical illness insurance, income protection insurance and total and permanent disability insurance. General insurance products include car insurance, contents insurance, home insurance, travel insurance and pet insurance. For more information see Annex A.

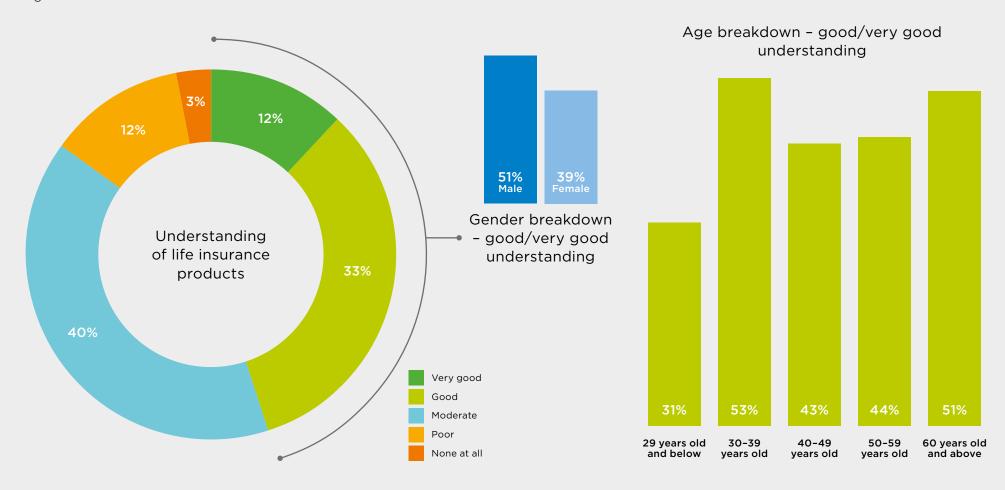


Have you ever had cover under the following personal insurance policy types?



UNDERSTANDING INSURANCE PRODUCTS

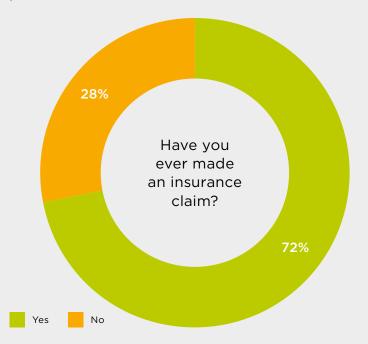
When it comes to understanding life insurance products, most people (85%) report a moderate to very good level of understanding.* Just under half (45%) rate their understanding as good to very good, particularly those aged 30–39 or over 60 and men.



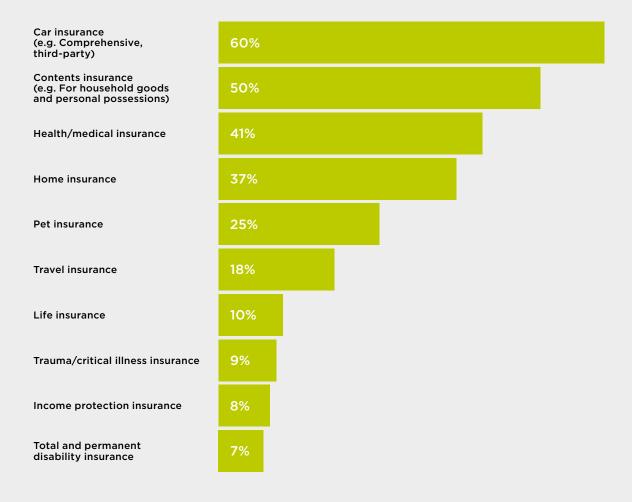
^{*} Life insurance products include life insurance, health/medical insurance, trauma/critical illness insurance, income protection insurance and total and permanent disability insurance.

INSURANCE CLAIMS

Nearly three-quarters (72%) of respondents have made an insurance claim. The most commonly claimed type is car insurance, followed by health/medical insurance and contents insurance. Life insurance products are the least claimed. This reflects the lower likelihood of significant health or personal risk events compared to general insurance claim events. However, life insurance events tend to have a much greater financial impact on ourselves and our families, making life insurance a critical form of protection.

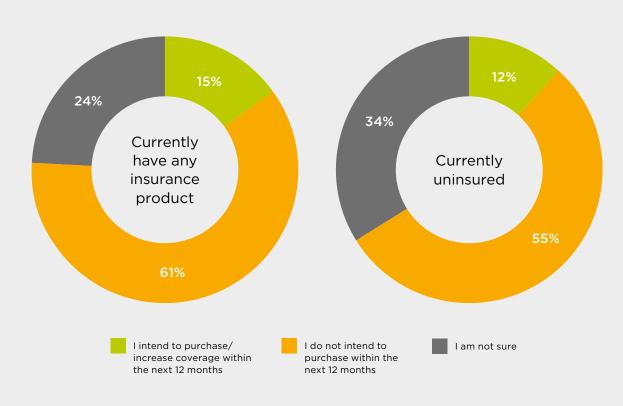


Insurance claims (as % of those who have each insurance type)



INSURANCE IN THE NEXT 12 MONTHS

When asked about their intent to purchase insurance products, only 15% of those who currently have insurance said they plan to increase their coverage within the next 12 months and only 12% of those without insurance said they plan to purchase it.



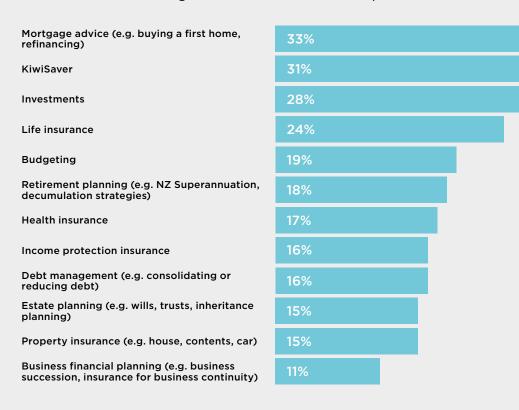


SEEKING INSURANCE ADVICE

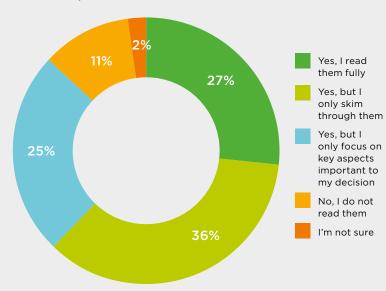
Mortgages, KiwiSaver and investments are the main drivers for seeking financial advice rather than life insurance products.

There is a large gap that advice can fill in educating people on the terms and conditions for financial products.

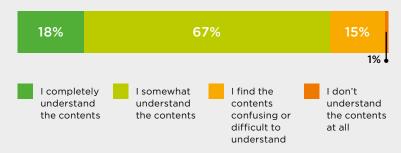
Reasons for consulting a financial adviser in the past



Read the terms and conditions when taking out financial products



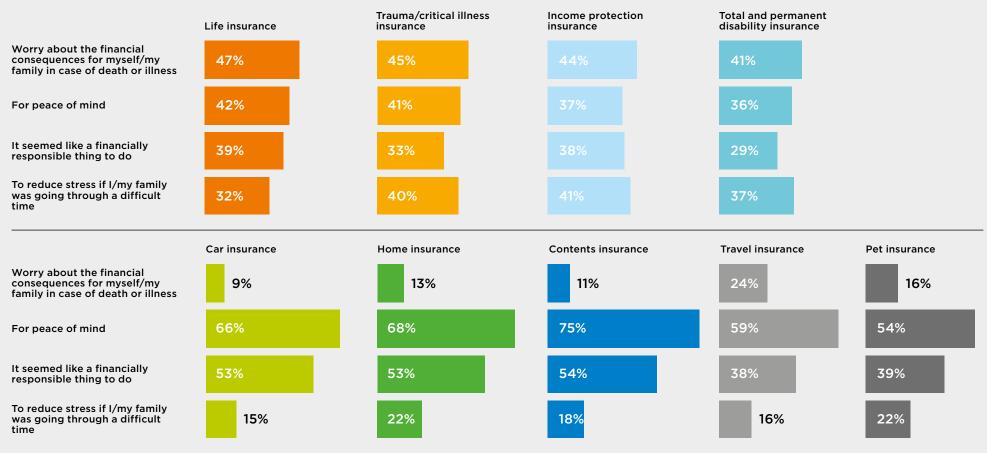
Understanding of the terms and conditions



INSURANCE UPTAKE

Peace of mind and potential financial consequences are the main drivers of insurance uptake, alongside the belief that it's 'the right thing to do'. More tangible types of insurance such as contents, home and car are more likely to be purchased for peace of mind than life insurance. The reasons behind having health insurance were more varied and are detailed on page 18.

Reasons for having insurance

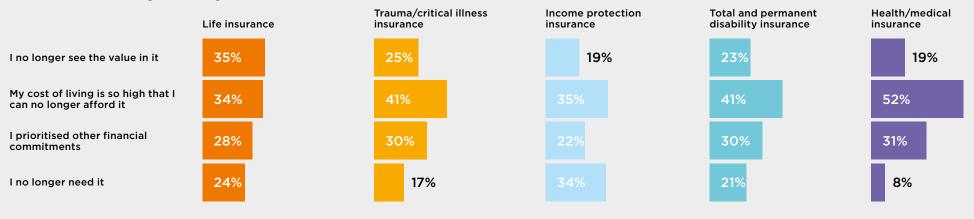


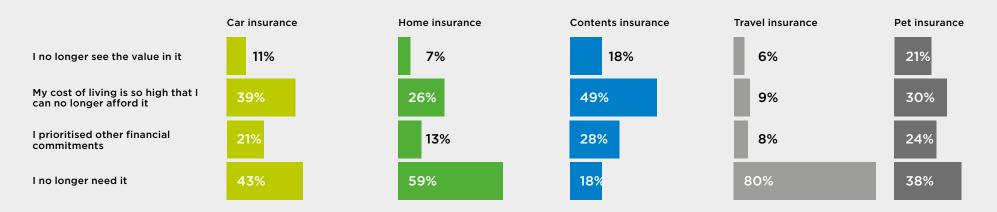
INSURANCE CANCELLATION

Cost of living is the primary reason for cancelling life and medical insurance products.

Demonstrating value and providing options around affordability is vital for life insurance products.

Reasons for no longer having insurance

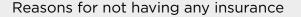


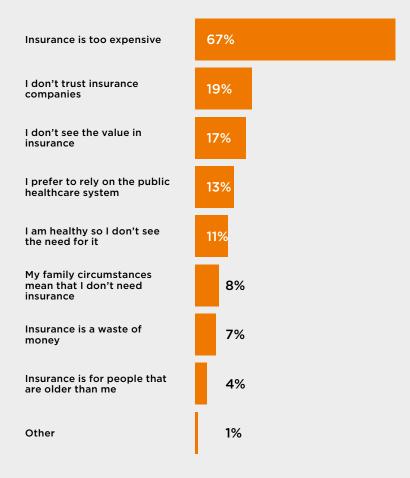


WHY PEOPLE DON'T HAVE INSURANCE

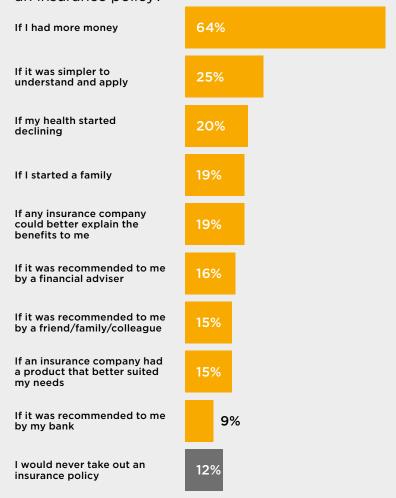
The perceived expense of insurance or not having enough disposable income are the main reasons people don't take out insurance.

A lack of simplicity and limited understanding of the benefits insurance provides are also key barriers. Of concern, one in five say they would only take out insurance if their health started to decline, highlighting a common misunderstanding of how insurance works.





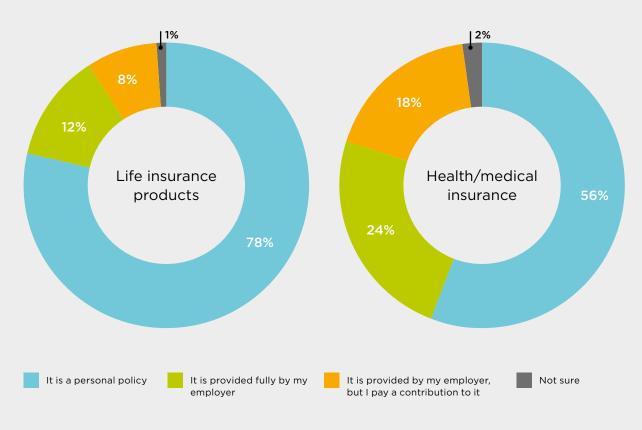
What circumstances would see you take out an insurance policy?

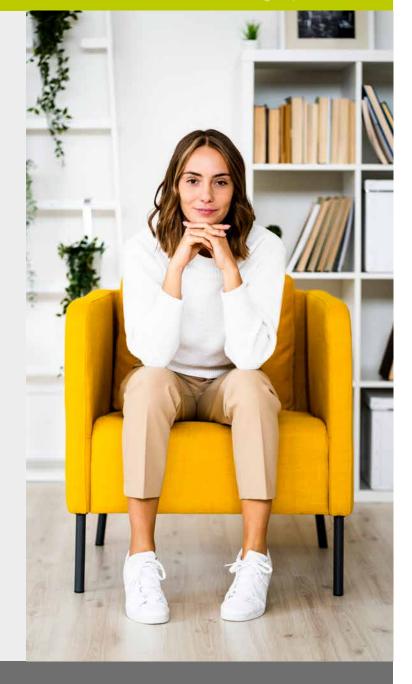


WHO FUNDS THE INSURANCE POLICY

New Zealanders are more likely to fully fund their life (78%) and health/medical (56%) insurance policies themselves rather than receive them through an employer remuneration package. However, health/medical insurance is more commonly fully or partially funded

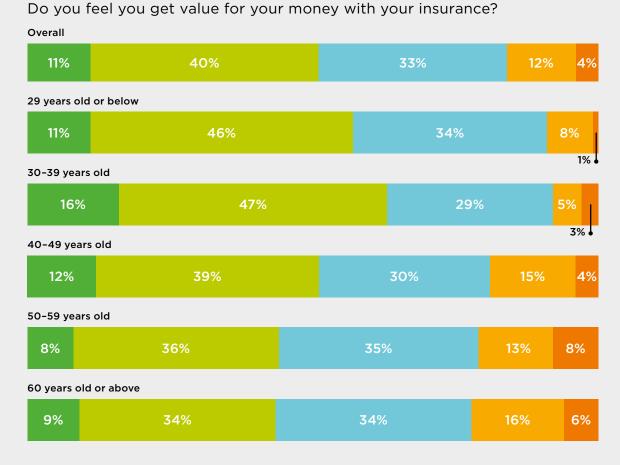
by employers compared to life insurance. Given that cost is a key barrier, expanding access to life and health/medical cover through employer or group schemes could help increase uptake and improve overall coverage.

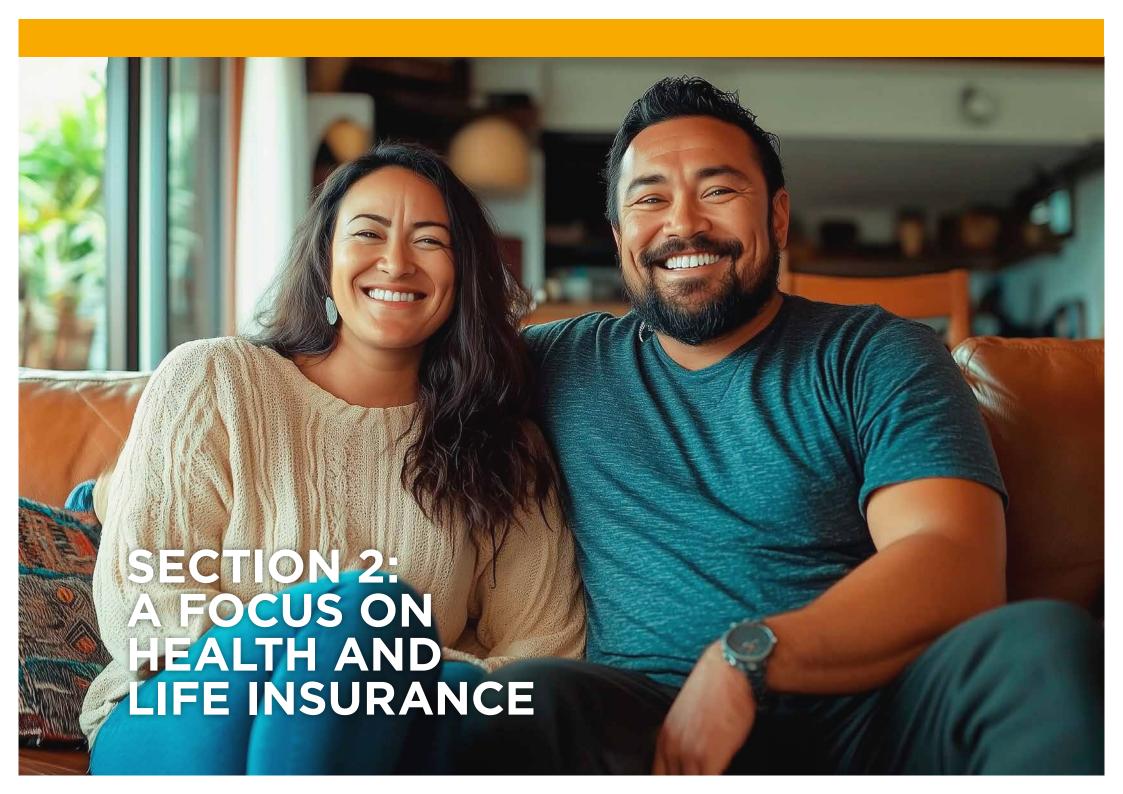




VALUE FOR MONEY

Among those with insurance, the majority believe they receive value from it. Younger individuals (aged 18-39) tend to feel they get more value from their insurance compared to older age groups.



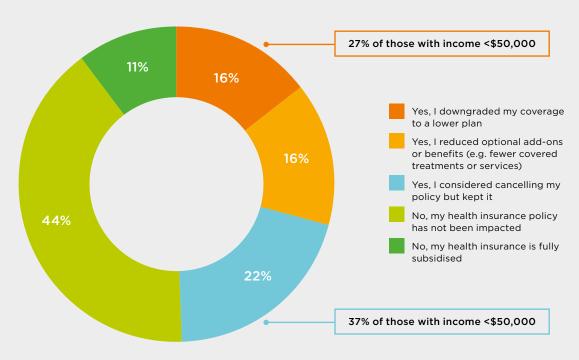


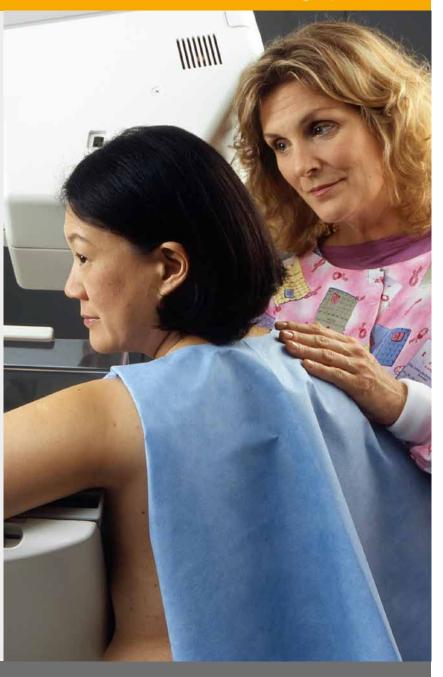
MANAGING HEALTH INSURANCE

Focusing specifically on health insurance and the cost of living, one-third of respondents have downgraded or reduced their health cover, while a further 22% have considered cancelling their policy. Those earning \$50,000 or less are more likely to have taken

these steps. Despite this, respondents recognise the value of health insurance, including access to care that may not be readily available through the public system, avoiding out-of-pocket expenses and receiving faster treatment for non-urgent medical conditions.

Have cost-of-living pressures influenced how you manage your health insurance policy?





MANAGING HEALTH INSURANCE

What is the reason you took out private health/medical insurance?

Access to private healthcare services that may not be readily available through the public system

Avoid paying for expensive healthcare out of pocket

Peace of mind that my family's healthcare needs will be covered in case of unexpected medical issues

Faster treatment for non-urgent medical conditions (e.g. shorter wait times for specialists or elective surgeries)

Coverage for elective procedures (e.g. surgeries or treatments not covered by the public health system)

Ability to choose preferred healthcare providers or specialists

Coverage for preventive care or wellness benefits (e.g. annual health checks, diagnostic tests)

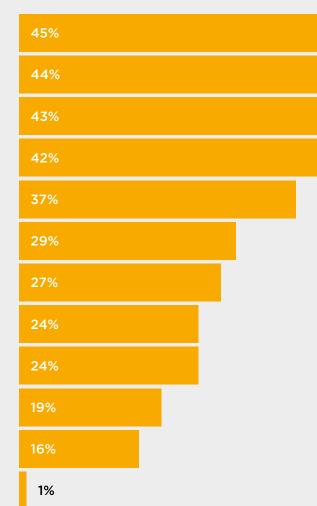
Flexibility in scheduling treatments or procedures

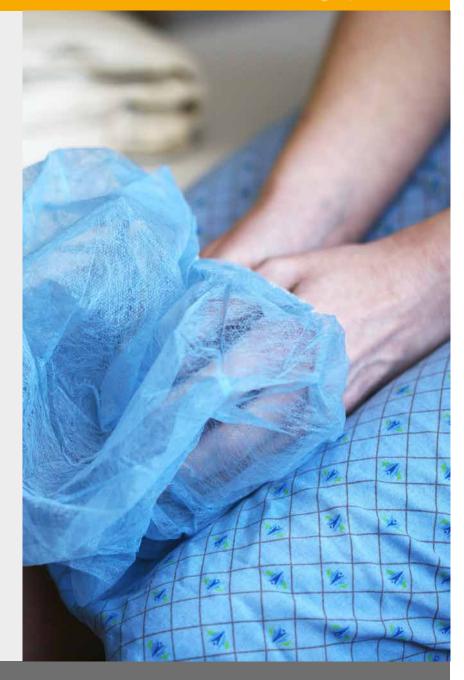
Employer-provided or subsidised health insurance (e.g. as part of an employee benefits package)

Access to non-Pharmac funded medicines or treatments (e.g. drugs or therapies not subsidised in New Zealand)

Recommended by family and friends

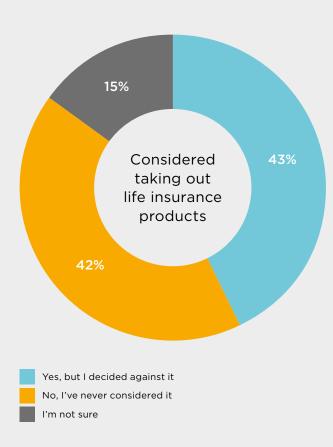
Other



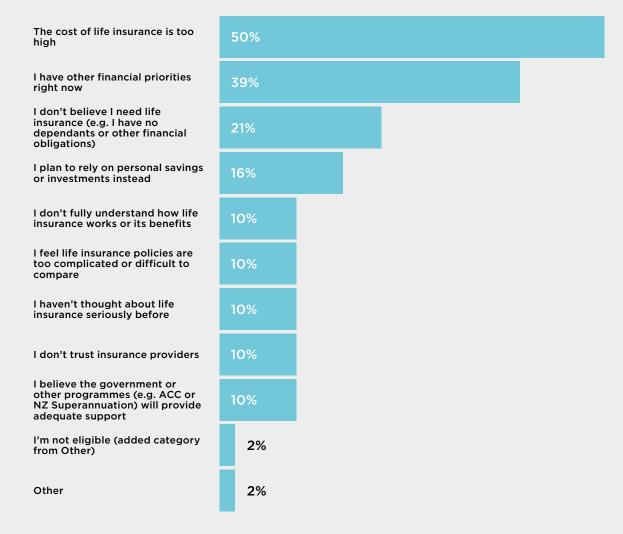


LIFE INSURANCE PRODUCTS BARRIERS

Cost is the primary barrier for half of those who have considered but not taken out a policy.
Additionally, just under 40% say other financial priorities are currently taking precedence followed by not believing they need insurance.



Reason for not taking out life insurance products



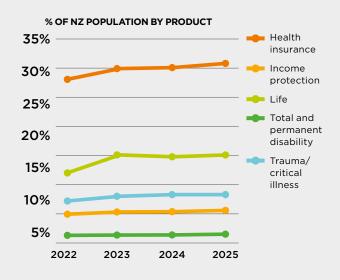


LIFE AND HEALTH INDUSTRY DATA AND TRENDS SINCE 2022

The FSC collects data from across the life and health insurance industry. This section highlights key trends in health and life insurance based on this data and insights from the Money & You research.

POPULATION COVERAGE

- Life Insurance: Industry data shows that about 35% of New Zealanders have life insurance coverage, when taking into account all types of life insurance products. These figures align closely with self-reported data from research participants, which also indicates coverage just below 35%.
- Health Insurance: Coverage has grown slightly, from 28% in 2022 to 31% into 2025. This figure is also similar to the selfreported data from research participants, which indicates slightly higher coverage of 32.5%.

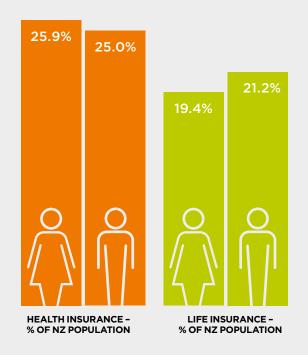


AGE-BASED COVERAGE TRENDS

Life insurance uptake is low among those aged 18-25, but significantly higher among those aged 36-55, with over 70% of this group (about a quarter of the population)* holding a policy. In contrast, health insurance coverage is more evenly distributed across age groups. The highest uptake is seen in the 40-59 age group, where just over 30% of the New Zealand population holds a health insurance policy.

GENDER-BASED COVERAGE AND CLAIMS

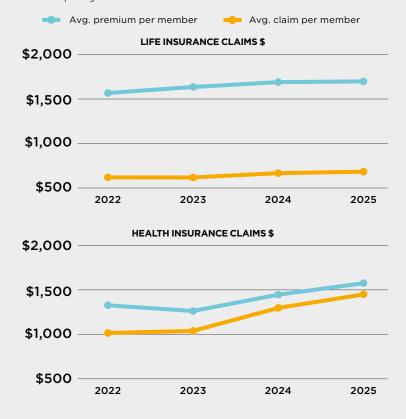
For health insurance, females have a higher percentage of population coverage and receive more in claims per dollar of premium paid. In contrast, for life insurance, males have higher coverage rates and receive more in claims relative to the premiums they pay.



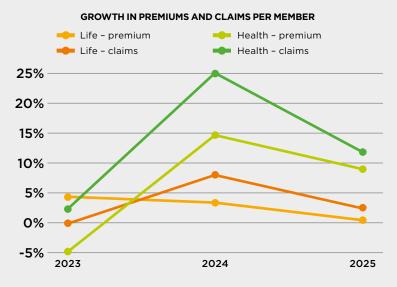
PREMIUMS AND CLAIMS

There has been a general upward trend in both the premiums paid and the claims paid (in dollar terms) per member:

- Life insurance: Premiums and claims have grown by about 3% per year.
- Health insurance: Premiums have increased by 6% per year, while claims have risen more sharply by 13% per year.



Through 2024, growth in life insurance premiums per member slowed, even though there were spikes in both premiums and claims across life and health insurance. This suggests that, on average, members reduced their cover.



NOTES ON THE DATA

- The data in this section reflects the industry data collected by the FSC and is added to provide support to the research responses gathered for this Money & You Report.
- Data is to year ending March for each year included (e.g. April 2024-March 2025).
- The number of members covered and percentage of the New Zealand population has been calculated to include estimates where data has not been available.

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ANNEX A: ABOUT LIFE AND HEALTH INSURANCE IN NEW ZEALAND

INSURANCE

There are a number of risks in life such as natural disasters, loss of income and sickness. Insurance policies can protect New Zealanders and their dependants and reduce financial loss should these events occur. While 98% of home owners have insured their home and 95% of car owners have insured their car, 4 in 5 New Zealanders have not insured their income against sickness or disability.

LIFE INSURANCE

Insurance companies package the insurances into their own insurance products and often give the products their own names.

Terms used include: life insurance (can include term life insurance, endowment insurance, whole of life), living insurance (can include critical illness, total and permanent disability, income protection, home loan/mortgage insurance), business insurance and personal risk insurance (can include life insurance, living insurance, critical illness, total and permanent disability, disability income, home loan/mortgage insurance).

HEALTH INSURANCE

The health insurance industry supports 1.4 million New Zealanders to meet their healthcare costs. A well-balanced and integrated healthcare system is key to achieving and supporting great customer and patient outcomes. The industry has continued to grow with

more New Zealanders purchasing and retaining their health cover. Health insurers paid over \$2.5 billion in claims in the 12 months to September 2024 to meet out-of-pocket healthcare costs.

Many health insurance claims relate to elective treatments such as orthopaedic and gynaecological services, which helps to ease demand on the public healthcare system. Around a quarter of claims come from customers aged under 45 who claim for a range of services – from day-to-day healthcare costs such as dentist and GP visits through to specialist consultations, diagnostic tests and surgery.

Find out more: <u>Health insurance makes sense</u>, <u>Types of health insurance</u>.

UNDERINSURANCE

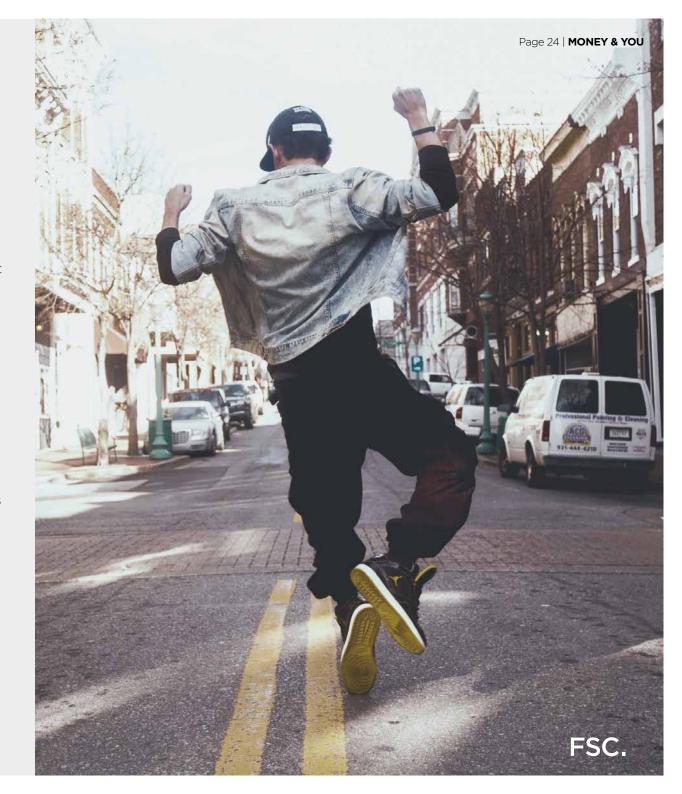
An insurance policy protects the needs of an individual or their family. Examples of underinsurance (no or insufficient insurance cover) are when:

- an individual does not have insurance to cover the financial commitments of their household and/or damage to property.
- the amount of cover taken out by a policy holder is not enough for the replacement of an item insured or, in the case of life insurance, to meet the financial commitments of the policy holder following illness, injury or death.

In our previous research, we found that there were a number of reasons for an individual being underinsured in the life insurance context such as:

- being more likely to insure physical items like cars, houses and contents rather than their income
- not liking to think about the things that could impact their financial situation like injury or death
- being unsure about the benefits of insurance and how to manage financial risk
- being unsure where to get advice
- being unable to afford the premiums
- being happy to self-insure
- relying on government to reduce financial risk through schemes like ACC.

It is also the case that individuals who have insurance may become underinsured due to not reviewing insurance needs following a life-changing event such as having children or buying a new home. It is important to consider new or updated cover to continue to meet family needs.



ANNEX B: FINDING HELP AND ADVICE

1. Health and wellbeing support

Need to talk? Free call or text 1737 any time for support from a trained counsellor.

Youthline - 0800 376 633, free text 234 or email talk@youthline.co.nz or online chat.

The Depression Helpline - 0800 111 757 or free text 4202 (to talk to a trained counsellor about how you are feeling or to ask any questions).

The Mental Health Foundation has practical tips, stories and resources to help you maintain your mental wellbeing.

2. Provider help and support

Your life or health insurance, KiwiSaver and investment provider will have support in place to help you. These will range from payment holidays to advice on accessing your investments or KiwiSaver should you be in difficulty.

They are also there for you if you have less-urgent queries about your policies and investments and now is a great time to check that you have the right levels of protection and are in the right type of KiwiSaver or investment funds.

Access our member websites by clicking on the member logo at www.fsc.org.nz/about/our-members.

3. Resources to support your financial wellbeing

Money and You - an initiative of the Financial Services Council that includes tips, conversations and resources to grow your financial confidence and wellbeing.

Sorted – tools, calculators and resources to help you manage your money.

MoneyTalks – resources for those just starting out on their personal finance journey, including a budget worksheet, a financial plan of action and handy tips for making cheap eats.

For more, visit <u>www.moneyandyou.org.nz/blog/money-resources-for-kiwis</u>.

4. Getting help from a financial adviser

A financial adviser will help coach you through your financial situation and support you in getting the right financial plan to meet your needs. Advice is available and accessible for all and by getting advice, you are more likely to be confident about money and improve your wellbeing.

The Financial Markets Authority regulates advice in New Zealand. More information about advice and where to find advisers can be found at www.fma.govt.nz/investors/getting-financial-advice.



05

ANNEX C: METHODOLOGY

The research was conducted via an online survey developed and hosted by CoreData.

2023 data was collected between 7 March and 12 March. A total of 2,030 valid complete responses were collected in March 2023.

2024 data was collected between 15 March and 26 March. A total of 2,002 valid complete responses were collected in March 2024.

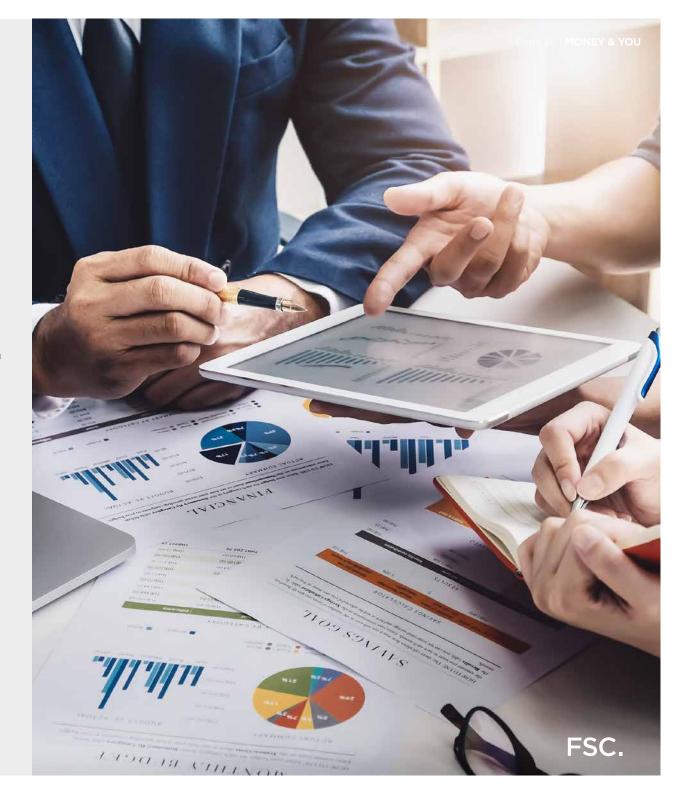
2025 data was collected between 5 and 18 February. A total of 2,005 valid complete responses were collected in February 2025.

All samples are representative of the New Zealand consumer population in terms of age, gender and income based on the latest Stats NZ data. The data collected forms the basis of this report.

According to Stats NZ, in December 2024, there was an estimated resident population of 5,356,700 and 1,188,590 aged 17 years old or younger. As this survey only included respondents aged 18 years old or over, the estimated resident population of the sample is 4,168,110.1



¹ infoshare.stats.govt.nz accessed 19 March 2025



06

ANNEX D: DEMOGRAPHICS TABLES

Gender

Female	54%
Male	45%
Other	0%
Total	100%

Age generation

Total	100%
Pre-Boomers (78 years old and above)	3%
Baby Boomers (58-77 years old)	17%
Generation X (44-57 years old)	20%
Gen Y (29-43 years old)	35%
Gen Z (28 years old and below)	25%

Marital status

Single, never married	20%
Single, separated/divorced	8%
In a relationship but not married	21%
Married	48%
Widowed	3%
Total	100%

Ethnic group

Total	100%
Prefer not to say	1%
Other	2%
MELAA (Middle Eastern, Latin American and African)	2%
Asian	13%
Pacific Peoples	6%
Māori	22%
European	64%

Region banded

Auckland	37%
Northland, Waikato, Bay of Plenty and Gisborne	16%
Wellington and surrounding regions	20%
Canterbury and the Northern regions	17%
Otago, Southland and West Coast	7%
Total	100%

Region

Total	100%
Other	3%
West Coast	0%
Wellington	10%
Waikato	8%
Tasman	0%
Taranaki	2%
Southland	2%
Otago	5%
Northland	2%
Nelson	1%
Marlborough	0%
Manawatū-Whanganui	5%
Hawke's Bay	3%
Gisborne	0%
Canterbury	15%
Bay of Plenty	6%
Auckland	37%

Employment status

Total	100%
Other	1%
Retired	12%
Not employed at present	7%
I am in full-time home duties	5%
Contractor/freelancer	1%
Casual employee	2%
Part-time employee	12%
Full-time employee	52%
Self-employed	5%
Business owner	4%

Personal income

Less than \$50,000	24%
\$50,000 to \$100,000	30%
More than \$100,000	15%
Prefer not to say	31%
Total	100%

Household investment portfolio

My household has no investments	3%
\$50,000 or less	22%
\$50,001 to \$150,000	19%
\$150,001 to \$250,000	5%
\$250,001 to \$350,000	2%
\$350,001 to \$450,000	1%
\$450,001 to \$550,000	1%
\$550,001 to \$650,000	1%
\$650,001 to \$750,000	1%
\$750,001 to \$1 million	3%
More than \$1 million	5%
Prefer not to say	38%
Total	100%



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ABOUT THE FINANCIAL SERVICES COUNCIL

As the voice of the sector, the Financial Services Council is a non-profit member organisation with a vision to grow the financial confidence and wellbeing of New Zealanders. FSC members commit to delivering strong consumer outcomes from a professional and sustainable financial services sector. Our 110+ members manage funds of more than

\$100 billion and pay out claims of \$3.2 billion per year (life and health insurance). Members include the major insurers in life, health, disability and income insurance, fund managers, KiwiSaver and workplace savings schemes (including restricted schemes), professional service providers and technology providers to the financial services sector.

FSC SECTOR RESEARCH



INDUSTRY WIDE:

Financial Resilience Index (2025)

Money & You: Consumer Resilience and the Road to Prosperity (2024)

Financial Resilience Index (2024)

Money & You: The Perception Gap (2023)

Money & You: Young People and the Cost of Living (2023)

Financial Resilience Index (2023)

Insights & Trends: Financial Resilience Trends in New Zealand

Money & You: The Lost Generation? (2022)

Financial Resilience Index (2022)

Financial Resilience Index (2021)



Money & You: Women and Financial Wellbeing in New Zealand (2021)

Money & You: Generation Rent (2021)

Money & You: It's Not About Money, It's About You (2020)

Financial Resilience Index (March + August 2020)

LIFE AND HEALTH

Money & You: Managing Risk Through Challenging Times (2024)

Money & You: Taking Cover (2020)

Life Insurance Industry Data Spotlight (quarterly)



Health Insurance Industry Data Spotlight (quarterly)

Gambling on Life: The Problem of Underinsurance (2020)

Moments of Truth: Key Insights into the New Zealand Life Insurance Industry (2019)

Risking Everything: An Insight into how New Zealanders
Manage Risk (2019)

Exploring Underinsurance within New Zealand (2011)

INVESTMENT AND FUND

Money & You: Investing in Volatile Times (2022)

Money & You: The Rise of the Digital Investor (2021)



KIWISAVER AND RETIREMENT:

KiwiSaver Industry Data Spotlight (quarterly)

Money & You: KiwiSaver at a Crossroads (2021)

KiwiSaver 2050: Pathways to the Future (2019)

Shaping Futures: Closing the KiwiSaver Gap (2018)

Generation KiwiSaver (2018)

Great Expectations: Retirement Realities for Older New Zealanders (2017)

Growing the KiwiSaver Pie (2017)

KiwiSaver and the wealth of New Zealanders (2015)



PROFESSIONAL ADVICE:

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