

30<sup>th</sup> July, 2004

Mr Paul Clitheroe  
Chairman  
Consumer and Financial Literacy Taskforce  
Treasury Building  
Langton Crescent  
Canberra ACT 2600

Dear Paul,

IFSA would like to congratulate you on the Financial Literacy initiative. We support the approach in your discussion paper and believe that the challenge of improving the Financial Literacy of Australians has increased since the choice of fund legislation passed in the Parliament in June this year.

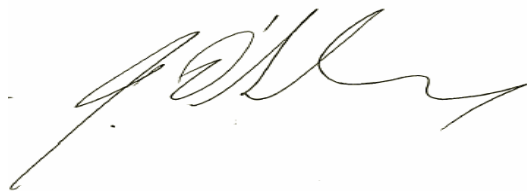
We support the notion that generational change will require a comprehensive review of curriculum in primary and secondary schools, as well as in tertiary institutions. This needs to be underlined by the recognition that the financial sector is now the third largest industry in Australia when measured as a percentage of gross domestic product.

We are also of the opinion that the best way to improve Financial Literacy among post school-age Australians is through a more co-operative approach involving the financial sector, government and educators.

If a decision is made to establish a standing 'oversight' committee, it will be necessary to develop appropriate measures for its success. It may be opportune to seek the funding set aside for the information and education program to support the choice of fund implementation. This could be considered as 'seed' funding for a standing committee. It would also provide it with an active program that could be measured after 12 months of activity.

IFSA is optimistic that the Financial Literacy Taskforce will provide recommendations on how best to address this very important challenge.

Your faithfully,

A handwritten signature in black ink, appearing to read 'John O'Shaughnessy', written in a cursive style.

John O'Shaughnessy  
Deputy Chief Executive Officer