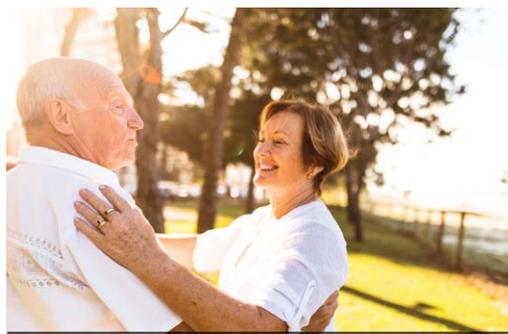


Advantage

News from Heartland Seniors Finance – Helping Australians live a better retirement

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Happy New Year from Heartland!

I hope you had an enjoyable Christmas with family and friends, and we would like to wish you all the best for 2019

It was a busy year for Heartland. The business continues to grow steadily, as we help more Australians live a more comfortable retirement. We have also worked hard to improve our processes and enhance our product to ensure that we are delivering the best outcomes for our customers. It was great for our product to be once again recognised as Australia's Best Reverse Mortgage in *Money* magazine's Best of the Best awards.

During 2018, Heartland also participated in a review of reverse mortgages by the Australian Securities and Investments Commission (ASIC). We were pleased ASIC's report highlighted that reverse mortgages "can help many Australians achieve a better quality of life in retirement" and the growing need for this type of product. The review also identified some areas for improvement, and Heartland has already taken steps to address these. You can read about this on page 2,

along with an article about the Banking and Finance Oath, a commitment recognising the duty of care Heartland has for our customers.

In this newsletter, we are excited to launch a Solar Giveaway, which puts all Heartland customers in the draw to win one of two solar installations for their home, adding value to it, reducing energy costs and contributing to a cleaner environment. See page 3 for more details, and an article on Powers of Attorney that I hope you find interesting and valuable.

All the best for a very happy and healthy 2019. If you have any questions or feedback on this newsletter, please feel free to contact me on 1300 889 338.

Best regards,

Andrew Ford
Chief Executive Officer



Best reverse mortgage in Australia!

Heartland Seniors Finance awarded *Money* magazine's 'Best Reverse Mortgage' for the fourth year in a row



We are very pleased to announce that, on 1 December, Heartland Seniors Finance was awarded Best Reverse Mortgage in *Money* magazine's 2019 Best of the Best awards.

Each year, *Money* magazine compares the features and cost of thousands of Australian financial products to produce the ultimate guide for Australian consumers. For the fourth year in a row (and the seventh time since 2010) Heartland's Reverse Mortgage has been judged to be the best reverse mortgage in Australia.

Money magazine judges financial products based on features, flexibility and pricing, and it is a great honour to receive this independent endorsement.

"Heartland has undertaken extensive international research to develop a market leading product," says Marketing & Compliance Manager Sharon Yardley. "This award is a testament to Heartland's Reverse Mortgage being flexible, yet simple, as well as offering considerable consumer protection, broad criteria and competitive pricing."

For Heartland Seniors Finance, ensuring our customers are satisfied and have peace of mind is paramount.

"Whilst winning these awards is a fantastic endorsement, helping our customers live a better retirement is the most important and rewarding aspect of what we do."

ASIC's insightful review



ASIC reports that reverse mortgage products can help many Australians achieve a better quality of life in retirement

Australia's corporate regulator highlights growing need for reverse mortgages

After more than a year spent reviewing data on 17,000 reverse mortgages, the Australian Securities & Investments Commission (ASIC) released a review of reverse mortgage lending in Australia during August 2018.

As an active and engaged reverse mortgage provider, Heartland was very involved in the review and we co-operated with ASIC throughout.

In ASIC's release, Deputy Chair Peter Kell stated "reverse mortgage products can help many Australians achieve a better quality of life in retirement".

This mirrors Heartland's experience – we have helped over 15,000 seniors live a more comfortable retirement with our reverse mortgage. This was also validated in our recent customer survey, where 96% of customers said that they would recommend Heartland to friends and family, and 94% would recommend taking out a reverse mortgage.

In the report, ASIC also highlighted the growing need for reverse mortgages, noting that research suggests 83% of older Australians strongly prefer to 'age in place' and that Australia's population is rapidly aging.

As part of the review, ASIC interviewed 30 borrowers. The report states that all borrowers "reported feeling satisfied that their reverse mortgage had enabled them to address their immediate financial objectives". Borrowers interviewed also indicated that a "reverse mortgage relieved

the stress of finding ways to pay for current lifestyle expenses or larger expenses, such as maintaining a vehicle, refurbishing their home, or managing other debt".

The report does outline several areas where ASIC would like to see improvements from lenders. These include a greater focus on long-term needs and having lenders do more to detect and prevent elder abuse.

Heartland is committed to ensuring that our customers make informed decisions, taking into account their long term needs, and is very much aligned with ASIC in this respect. In 2017, we took duty of care to a new level by committing to 'The Banking and Finance Oath'. See more on this below.

Heartland is also committed to detecting and preventing elder abuse, which you can read more about in our Elder Abuse Guide on our website www.seniorsfinance.com.au.

Since the review commenced, we have already made a number of changes and are participating in an ASIC working group to improve lending practices.

Overall, the report is very thorough, balanced and highlights the increasing need for the use of reverse mortgages as a form of equity release in Australia. Heartland aims to meet this increasing need with an award-winning product, and our knowledgeable team who are dedicated to helping Australian seniors live a more comfortable retirement.

Our word is our bond

Heartland's emphasis on honesty, integrity and trust is backed by our team's 100% commitment to the Banking and Finance Oath

At Heartland Seniors Finance, we are proud to help seniors live a better retirement, with independence and dignity, through our reverse mortgage.

While reverse mortgages are arguably one of the most heavily regulated consumer finance products in Australia (which we support), our duty of care goes beyond our legal requirements.

This is one of the reasons why we decided to commit to the Banking and Finance Oath. It is a pledge to each other and to our

customers, which aligns with our core values of excellence, integrity, trust, teamwork, respect and professionalism.

ABOUT THE BANKING AND FINANCE OATH

The Banking and Finance Oath is founded on a shared belief in the inherent 'good' of the banking and finance industry.

Its vision is to have a banking and finance industry that meets the community's needs and has its full confidence.

Heartland Seniors Finance is one of just 14 entities to have all staff commit to the oath and be "100% committed".

THE OATH

Trust is the foundation of my profession.

- I will serve all interests in good faith.
- I will compete with honour.
- I will pursue my ends with ethical restraint.
- I will help create a sustainable future.
- I will help create a more just society.
- I will speak out against wrongdoing and support others who do the same.
- I will accept responsibility for my actions.

In these and all other matters; my word is my bond.



How does a Power of Attorney work?

At Heartland, we often receive questions on how a Power of Attorney works

Imagine how stressed and frustrated you'd feel if you couldn't complete simple tasks on a loved one's behalf – like paying the bills, or cancelling the newspaper subscription. Unfortunately, this is a reality for many, as organisations often won't be able to give others (even family) another person's information, or let them change any existing arrangements. However a Power of Attorney could help solve this issue.

Even if you and your partner have joint bank accounts, you may still struggle to sell your shared home or change bank accounts without Power of Attorney.

WHAT IS A POWER OF ATTORNEY?

A Power of Attorney is a legal document that provides authority to a person (attorney) to act on behalf of another person (donor). The authority granted can be as broad as to give the attorney total power to act as if they were the donor or it can be restricted to a single transaction or timeframe – such as selling a specified asset or operating a bank account while away on holidays.

There are two types of Power of Attorney. A general Power of Attorney and an Enduring Power of Attorney.

A general Power of Attorney is used for a specific purpose and/or for a specific time frame. It will cease if the person becomes incapable of managing their own affairs. Enduring Power of Attorney may not cease in the event of incapacity.

WHAT IS AN ENDURING POWER OF ATTORNEY?

An Enduring Power of Attorney (EPOA) is a legal document that allows you to appoint someone you trust to make decisions about your life, when you can't do so yourself. However, it must be granted while the person still has capacity – is mentally capable and understands what they are doing.

Requirements and documentation vary between States and Territories and compliance with relevant legislation is vital. An EPOA can be established to come into effect upon a specified event such as illness or incapacity. Depending on the individual EPOA, once this event takes place, the administration of your affairs, including the management of investments, then rests with the attorney. However, it can be



When setting up a Power of Attorney, choose someone you trust

tailored to operate on only specific affairs. For example, authority may also be granted to make decisions about medical treatment or accommodation.

CARE AND CONSIDERATION

At Heartland, we are careful to assess requests and paperwork completed with a Power of Attorney.

The funds must be used for the customer's benefit, there must be a reason why they are unable to sign for themselves, and it cannot have been revoked.

For more information about Powers of Attorney in your State, and how you are able to set one up, go to

www.australia.gov.au/content/powers-of-attorney.

Did you know?

A Power of Attorney must always act in the best interests of the donor. Heartland will not allow a reverse mortgage under Power of Attorney unless it is to benefit the borrower.

\$12,000 Solar GIVEAWAY!

Win 1 of 2 complete solar installations worth up to \$6,000 each

Heartland Seniors Finance aims to make Australian seniors' retirements more comfortable, and are excited to add value to two lucky households, one existing Heartland customer and the other a new customer, and help reduce their electricity bills for years to come. These will be supplied by Solargain because they have 15 years' experience in solar across the country.

ARE YOU ALREADY A HEARTLAND CUSTOMER?

Then you're already entered to win!
Just sit back and relax.

ARE YOU THINKING ABOUT TAKING OUT A REVERSE MORTGAGE?

New Heartland customers who settle by June 30, 2019, also go in the draw to win!

Winners will be drawn at Heartland's offices at 10am on Friday July 5, 2019. All winners will be notified directly, be published on our website, and in the January 2020 edition of Advantage. If a winner already has a solar system, they will be provided with a cheque for \$5,000 in lieu.

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 **SOLARGAIN**
solar energy specialists

Elisse's Apricot Slice



Ingredients

- Finely grated zest of 1 lemon
- 170g caster sugar
- 250ml milk
- 1 teaspoon of vanilla extract or paste
- 10 cardamon seeds (removed from pod), crushed
- 100ml macadamia oil (walnut or olive is also nice)
- 2 eggs
- 200g (1 1/3cup) self-raising flour
- 1/2 teaspoon bicarbonate of soda
- 10 apricots, halved
- Raw sugar, for sprinkling
- Fresh ricotta and honey, to serve (optional)

Elisse, our Sales & Service Team Leader, has a great summer slice with delicious in-season apricots. Feel free to change the fruit - plums, or nectarines can be equally delicious!

Makes: 24 slices

Prep time: 40 mins

Cooking time: Approx 30 mins

1. Preheat your oven to 160°C fan-forced (180°C without). Grease a slice tin and line with baking paper.
2. Place the caster sugar, milk and lemon zest in a medium saucepan over low heat and stir gently until the sugar has dissolved (do not overheat milk).
3. Turn off the heat and stir in the vanilla seeds, cardamon and oil. Then take the pan off the stove and let it cool for 10 minutes.
4. Lightly beat the eggs, then add to the pan with the flour and bicarbonate of soda.
5. Whisk to form a smooth batter (don't overbeat).
6. Pour the batter into the prepared tin, and place the apricots cut face-up.
7. Sprinkle with the raw sugar.
8. Bake for 30-35 minutes. The top layer should be a pale golden colour and a skewer inserted into the middle of the cake should come out clean.
9. Cool in the tin for a few minutes, then carefully remove from the tin and place onto a wire rack. Cool at room temperature for 1 hour before cutting.
10. Serve with ricotta and honey, or by itself!

Tip:

The slice is ready to be removed from the oven when the top layer is a pale golden colour and when a skewer can be inserted into the middle of the cake and removed clean.

Contact us

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IMPORTANT NOTICE: This information has been prepared without taking account of the needs, objectives, or financial situation of any particular individual. Applicants should consider their own circumstances and, if necessary, seek professional advice. Applications are subject to loan approval criteria. Terms, conditions, fees and charges apply. Credit provided by ASF Custodians Pty Ltd. Please note the information set out in this newsletter may change from time to time.

Australian Credit Licence Numbers:

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