

A GOOD INVESTMENT FOR AURORA

A small specialist investment management group, Aurora Funds Management, wanted to target high-net-worth individuals, so it turned to Australia Post's Geospend Direct.

The funds management market in Australia is highly competitive and one that is bound by Australia's Privacy Act and the Financial Services Act. "This means that any marketing we undertake must be done carefully and within all existing regulation," explains founding director of Aurora Funds Management, Simon Lindsay.

Sydney-based Aurora Funds Management is a relatively new player to the market having started life in 2003. It markets a range of financial products and investment ideas to both financial planners and private investors.

Recently Aurora Funds Management decided it wanted to target high-net-worth individuals in Australia who managed their own superannuation funds and their own investment portfolios.

"These individuals are very difficult to target because their investment strategies are directly influenced by their financial planners or accountants," explains Simon. "Furthermore, many investment opportunities may not be approved by a financial adviser's dealer group and as a result the client or adviser may never get to see a number of these investment opportunities."

It was this challenge that led Aurora Funds Management to Geospend Direct to seek assistance in compiling a list of potential investors to whom Aurora could offer its range of managed funds, new share listings and unit trust investment alternatives.

Geospend Direct's aim was to help find high-net-worth individuals who had direct control over their investment portfolios, explains Senior Account Manager, Angelo Sinibaldi.

"We decided the best method would be for Aurora Funds Management to sponsor a question in two of the Australian Lifestyle Surveys. This has proven to be a

highly successful strategy for identifying customers with the right characteristics."

This question generated around twenty thousand responses over the two consecutive surveys and the data has subsequently been used by Aurora Funds Management for its direct mail offers for newly listed trusts.

And the response has been pleasing. "The last two products we marketed have been fully subscribed," says Simon.

With runs on the board, Aurora Funds Management has sponsored another question in the next Australian Lifestyle Survey. "Based on what we've achieved we are looking to build a stronger relationship with Geospend Direct," he says.

For more information visit www.aurorafunds.com.au

For more information on Geospend Direct phone 1300 363 242 or visit www.geospenddirect.com.au

Key Points

- Aurora Funds Management wanted to target high-net-worth individuals who managed their own investments.
- Through Geospend Direct, Aurora Funds Management sponsored a question in two Australian Lifestyle Surveys.
- Twenty thousand responses were received and subsequent mailings achieved two fully subscribed offers for newly listed trusts.



Simon Lindsay, Aurora Funds Management.