

Dear Sir,

One area of great concern is the use of Economists as a figurehead by Fund Managers to develop a significant media profile and thus promote their products to the vast numbers of retirees who lack any training in the area of selecting suitable investments to match the requirements of an SMSF.

A classic example would be AMP Capital Investors. The Chief Economist is constantly being promoted as an expert. The performance of AMP Capital is at the lower end of the Performance Tables.

For example:

On 20 May 2008 in a release known as "Oliver's Insights" the following was stated:

"However, the bottom has likely been seen & the brad trend is likely to remain up, so by year end shares will be higher still (around 6350 on the ASX 200)"

Whilst many investors would accept the difficulty in estimating the future value of an index the carefully cultivated media profile by AMP Capital Investors ensured that many investors were influenced by the comments.

Is it appropriate for an employee to be rewarded by the volume of funds seduced to the products recommended by that employee?

In my opinion the investing community would be better served by prohibiting such media appearances.

Yours faithfully,

A P Hansman (FSIA Retired FCPA retired)