

Ethical Investing and Growing Generational Wealth.

Why This Matters for You

"Younger investors plan to increase sustainable allocations at higher rates — they are the future of wealth stewardship."

- Morgan Stanley Sustainable Signals



Australia is about to experience the largest transfer of wealth in its history. Over the next 20 years, between \$3.5–\$5.4 trillion will move from one generation to the next. Most of it will be in property and superannuation — assets many Australians hold today. At the same time, 88% of Australians now expect their investments to be managed responsibly and ethically.

People over 55 hold 60% of New Zealand's \$2.29 trillion wealth. \$1.11 trillion will be transferred in the next 20 years. 75% of New Zealanders expect their investments to be managed ethically and responsibly.

Globally, around USD 83 trillion will be transferred over the next 25 years.

- The US alone accounts for USD 29 trillion.
- Women and younger investors (Gen Z and Millennials) are increasingly directing these funds — and they overwhelmingly prefer ethical, sustainable investment strategies.

Research Spotlight

- 88% of global investors are interested in sustainable investing
- 99% of Gen Z and 97% of Millennials express strong interest
- 59% plan to increase sustainable allocations in the coming year
- 80% would choose an adviser or platform based on sustainable offerings (96% of Gen Z; 92% of Millennials)

(Source: Morgan Stanley Institute for Sustainable Investing – Sustainable Signals, 2024)

How to Make Ethical Investing Part of Your Legacy

Here are three steps to consider:

1. Choose an Adviser Who Understands Your Values

Work with a financial adviser who specialises in ethical investing. They'll work to understand your values and help ensure your portfolio reflects what matters most to you.

2. Formalise Your Wishes

Include your ethical investment intentions in your will, trust, and estate plan. This could mean directing funds to be managed sustainably or setting up structures that ensure the wealth you leave via this legacy is invested ethically and will continue to reflect your values long after you're gone.

3. Educate others and the next generation

Talk to others, including your people in your life, about investing in line with their ethics. Share your story about why and how you invest ethically helps others see the impact their choices can make. Provide them with resources and guidance on ethical investing so they can make informed decisions – your ethical adviser can help with this.