



Media Release – 1 May 2026

MLC Expand launches market-leading adviser toolkit

One of Australia's largest and fastest growing super and retirement platforms, MLC Expand, has launched an innovative, industry-leading end of financial year toolkit to help support financial advisers during their busiest period of the year.

The toolkit includes a range of resources to help advisers ensure they're maximising EOFY advice opportunities with their clients, as well as a comprehensive range of client materials such as flyers, newsletter articles, how to guides, concept cards and social media tiles.

MLC Expand CEO, Liz McCarthy, said, "We know that the lead up to end of financial year is one of the busiest times for financial advisers and their back office teams.

"At MLC Expand, we're committed to partnering with financial advisers and doing whatever we can to help save them time, to allow them to get back to doing what they do best – serving their clients.

"MLC Expand's Technical Services Team – which has recently been ranked number one in the NMG Australian Wealth Adviser Study 2025 – has developed an industry-leading toolkit to help advisers communicate with their clients during this busy period, and ensure they're looking for opportunities to maximise their client's position before the end of financial year."

MLC Expand's Head of Technical Services, Jenneke Mills, said, "Every end of financial year is different, and this one is no exception. What we're hearing from advisers is that clients want clarity on what opportunities exist before and after 1 July, and confidence that they're prepared for what's coming next. That's driving the need for practical tools and guidance to help advisers navigate change and support clients in an uncertain economic environment."

Financial advisers who already use MLC Expand can access the toolkit – including white labelled versions of all content and resources for them to utilise with their own branding by visiting the Technical Library within the secure MLC Adviser Online portal. For those financial advisers not currently using MLC Expand, reach out to an MLC Expand Business Development Manager for access: myexpand.com.au/adviser/contact-us

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About Insignia Financial

With origins dating back to 1846, today Insignia Financial is a leading Australian wealth manager. Insignia Financial provides financial advice, superannuation, wrap platforms and asset management services to members, financial advisers and corporate employers. Further information about Insignia Financial can be found at insigniafinancial.com.au

About MLC Expand

With more than \$100b in FUMA and +370k customers, MLC Expand, part of Insignia Financial, is the super and retirement platform for a new era in advice. MLC Expand's proprietary technology stack, which is enhanced with AI and robotics, coupled with our speed to market and AdviserFirst customer service philosophy makes MLC Expand one of the most contemporary wrap platforms in market. Find out more at myexpand.com.au