

Grandparents A Wealth Of Support And Wisdom For Aussie Families

Grandparents valued for their wisdom and advice, as well as involvement with children, according to new research by APIA.

December 5, 2010 (FPRC) -- On the eve of Queensland's first Grandparents Day, new research[1] has revealed Australian grandparents are not only taking up child minding duties but are also helping their families to plan for the future and advising them in everyday life matters.

The research, by leading over 50s national insurer Apia, found that half (50%) of Australians surveyed rated the advice and wisdom provided by grandparents as their most important contribution to the family, valuing this even higher than their assistance with child care for the grandkids (44%).

The results come as Queensland prepares to celebrate the country's first official Grandparents Day this Sunday, 7 November.

Apia Distribution Executive Manager Craig Dingle said the research highlighted the important role older Australians played in our families and local communities.

'It's probably no surprise that many busy working families are increasingly reliant on grandparents to look after the grandkids, with 44 per cent of Australians surveyed rating child-care support as their most valuable contribution,' Mr Dingle said.

'What was interesting though was the proportion of people who valued the advice and knowledge that grandparents provided as even more important than their baby sitting assistance.

'Older Australians have a wealth of experience to draw from and it appears that even grown up children still rely on their grandparents as a reliable and trusted sort of information and advice.'

Other areas identified where grandparents made an invaluable contribution to families were in providing financial support (5%) and cooking (2%).

'The team at Apia speaks to older Australians every day, the great many of them grandparents, so we have a strong affinity to this segment of the community and often get to see first-hand the great work they do,' Mr Dingle said.

'Grandparents are often unsung heroes, offering support and guidance and making enormous contributions to their families and the wider community.

'We are delighted that Queensland has taken the lead in setting aside a special day to recognise the importance of grandparents in our society,' Mr Dingle said.

'This Sunday Apia encourages all families, not just those in Queensland, to get involved in Grandparents Day and to express their love and appreciation to the grandparents in their lives for all their support and wisdom.'

[1] Apia's research is based on an online poll of 671 Australians conducted via the Guide To The Good Life website during the period 28/10/10 to 03/11/10.

--APIA Company Information--

Apia is one of Australia's leading insurance and financial services organisations, forming part of Suncorp. Established more than 20 years ago, Apia is renowned for its personal customer service. In fact, that's part of the reason why Apia is the most recommended insurance company in Australia*. The goal at Apia is to continue to provide high quality insurance products with real personal service to the over 50's market in Australia. Apia has more than 700,000 customers across Australia serviced by 30 branches and approximately 450 staff.

--About APIA--

Apia insurance specialises in home insurance, landlord insurance, car insurance, caravan insurance, motorhome insurance, boat insurance and travel insurance for people over 50 who are working less and living more.

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