

## **Sydney festivalgoers decide the fate of the world**

### ***Social experiment highlights the cost of unconscious decisions***

**6 September 2016:** Sydneysiders are overwhelmingly positive about their ability to impact the fate of the world, but unconscious decisions undermine their good intentions.

That was the conclusion reached from a social experiment conducted at the Festival of Dangerous Ideas, held at the Sydney Opera House this weekend. Event sponsor Australian Ethical created three, carnival-themed attractions to highlight the impact of choices that many consumers make on a daily basis.

Festivalgoers who took on the laughing clowns, rubber duckies or ring-toss were assigned a real-life outcome for their choice. They ate the last of an endangered fish species, or bought sustainably farmed salmon. They bought cheap, coal-fired power for their factory, or signed up for clean, renewable energy. They sourced their news from one news outlet with an unhealthy monopoly, or from diverse, independent sources.

Then they chose an emoji from a giant badge wall to reflect how they feel about their ability to impact the world.

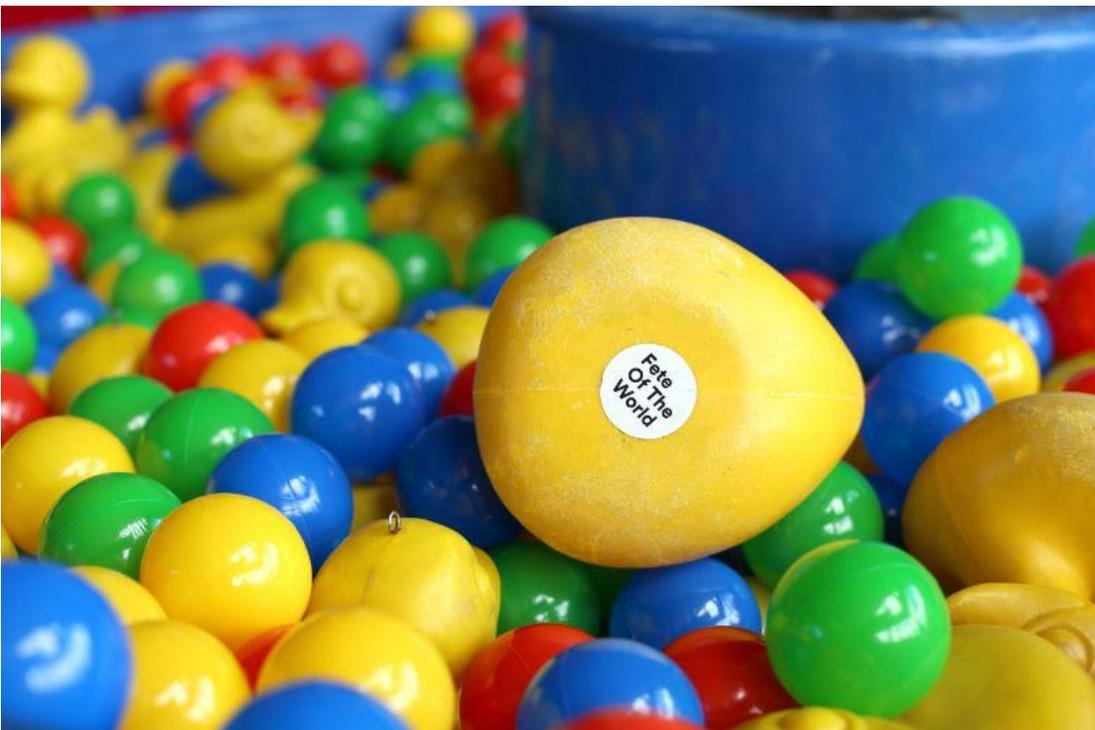


According to Phil Vernon, managing director, Australian Ethical, the event is designed to highlight the impact of individual choice.

“The decisions we make every day have an impact, even if we don’t realise. Whether it’s the food we buy or the facts we listen to, our choices are shaping the world around us.

“And when it comes to superannuation, Australians often let their employer make the choice for them without giving it much thought.

“But if their super fund invests in detention centres, mining, tobacco, fossil fuel or gambling companies – as many mainstream funds do – then you are putting your money behind these businesses. Making a conscious, ethical choice about super and investments is becoming increasingly popular, as Australians connect the dots between the money they put away for their future – and how they may in fact be shaping that future,” he said.



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**About Australian Ethical**

Australian Ethical is Australia's leading ethical wealth manager. Since 1986, Australian Ethical has provided investors with wealth management products that align with their values and without compromising returns. Investments are guided by the Australian Ethical Charter which both shapes its ethical approach, and underpins the Company's culture and vision.

Australian Ethical has approximately \$1.5 billion in funds under management, across superannuation and managed funds.

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