



## PRESS RELEASE

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### Pensions for Purpose enters Australian market

[Pensions for Purpose](#), an online member network, think tank and education platform on ESG, sustainable and impact investing was established in the UK in 2017. After rapid expansion and worldwide interest, Pensions for Purpose is now bringing pension funds in Australia their unique knowledge and insights to get more capital to flow towards impact investments. Pensions for Purpose achieves this by acting as a bridge between pension funds, their professional advisers and asset managers.

Pensions for Purpose has appointed John Donovan, Founder and Managing Director of [AFM Investment Partners](#) based in Melbourne, as a Director to expand the membership and bring their online member platform, from which they deliver training, roundtables and events, member forums and a unique knowledge centre to pension fund investors in Australia. All with the aim of empowering them to make more informed choices about investments which have a social and environmental impact. Donovan is known for his commitment to ESG and impact investing, including ESG bonds, energy transition infrastructure and renewables.

**John Donovan said of his appointment:** "With two Australian superannuation funds already signed up as affiliate members of Pensions for Purpose, we have made a strong start and have great ambitions to grow the network in Australia. ESG and impact investing are fundamental and global investment concepts that require an international approach."

**Charlotte Tyrwhitt-Drake, CEO of Pensions for Purpose, said of the expansion:** "We are excited to be expanding the network internationally so that pension funds can share their views and experiences on ESG, sustainable and impact investing in a peer-to-peer environment. This will help us to break down barriers and allow pension funds to coalesce around agreed goals that will lead to a greater scale of investment in solutions to the environmental and social challenges we face, such as climate change, biodiversity loss, and social and affordable housing."

**Karen Shackleton, Founder of Pensions for Purpose, added:** "We want to use our years of experience and insight working with pension funds in the UK on how to integrate the UN Sustainable Development Goals and the UN PRI framework to help pension funds in Australia achieve similar outcomes in their global portfolios. John's hands-on experience in the Australian market and his alignment with our vision, made him a perfect fit for the business."

\*\*\*ENDS\*\*\*

## Notes for editors

### Contact details

For further information, please contact John Donovan on +613 439 916 321 or [john.donovan@aufm.com.au](mailto:john.donovan@aufm.com.au).

**About Pensions for Purpose:** Pensions for Purpose exists as a bridge between asset managers, pension funds and their professional advisers, to encourage the flow of capital towards impact investment – investments that align with the environment and society. We seek to empower pension funds through our online member platform, from which we deliver training, roundtables and events, member forums and a unique knowledge centre. For more information, visit [www.pensionsforpurpose.com](http://www.pensionsforpurpose.com).

**About AFM:** AFM Investment Partners is a financial services company specialising in distribution and marketing, with an interest in ESG and Impact strategies. AFM holds an Australian Financial Services Licence.

