

Media Release

BT partners with Heffron as SMSF demand accelerates

Sydney, 16 March 2026: BT has partnered with Heffron to support advisers as demand for self-managed superannuation funds (SMSFs) continues to see record growth, with more Australians seeking greater control over their retirement savings and increasingly turning to platforms to manage more complex investment needs.

As SMSFs become more widely adopted, advisers and trustees are increasingly seeking connected, end-to-end support to manage administration, reporting and investment access. To create a more streamlined experience for advisers and their clients, BT's partnership with Heffron formalises and connects the SMSF journey – bringing together education, digital establishment, specialist administration and Panorama investment access.

Growth in SMSFs is being driven by a generational shift, with younger Australians increasingly choosing SMSFs, with people aged 35-44 now accounting for more than a third of new SMSF members¹, despite representing a much smaller proportion of the overall SMSF population – highlighting a generational shift towards self-managed options and increasing the opportunity for advisers to support clients with more complex needs.

Under the partnership, those looking to establish a new SMSF can access Heffron's digital application experience, streamlining what can be a complex and time-consuming process. Following establishment, advisers can then set up a Panorama Investments account for the SMSF, enabling access to investment solutions through the BT Panorama platform. Advisers and clients can also access educational information about SMSFs through dedicated Heffron webpages.

For advisers, the partnership is designed to reduce friction in SMSF set-up and ongoing administration, freeing up time to focus on client advice. For clients, it provides a more guided and transparent pathway into SMSFs, supported by specialist administration delivered by Heffron.

Annabelle Kline, Chief Product Officer at BT, said the partnership reflects the growing role platforms play in helping advisers support clients who choose more complex superannuation structures, such as SMSFs.

“While for some clients, an SMSF may be the right structure for their circumstances – but it also comes with additional administrative, compliance and investment complexity,” Ms Kline said.

“Advisers are increasingly looking to platforms and specialist partners that can help support clients who choose this path, including providing streamlined administration and access to investment solutions.

“By partnering with Heffron, we're responding to that demand by making it easier for advisers to support clients through SMSF establishment and ongoing management, while accessing investment solutions through the BT Panorama platforms,” Ms Kline said.

Meg Heffron, Managing Director at Heffron, said the partnership reflects changing behaviour among SMSF trustees. “We're seeing more people choose SMSFs as they seek greater control and flexibility than traditional

¹ Australian Taxation Office, *Self-managed super fund statistics* (quarterly statistical reports and annual overviews, 2024–25) - <https://www.ato.gov.au/about-ato/research-and-statistics/in-detail/super-statistics/smsf-statistics>

superannuation structures can offer, particularly as their financial needs become more complex,” Ms. Heffron said.

“At the same time, advisers are increasingly turning to platforms to help manage the administration, reporting and investment requirements that come with running an SMSF. Partnering with BT allows us to support that shift with a more streamlined, connected experience.”

The partnership operates on a factual, non-advice basis. Neither BT nor Heffron provides financial advice as part of the SMSF establishment or administration process. All information and communications are designed to support understanding of SMSFs and the services available, in line with regulatory requirements, allowing individuals to make informed decisions.

-ENDS-

For media enquiries, contact:

Kate Skokan
Corporate Affairs Lead, Westpac
kate.skokan@westpac.com.au
+61 403 149 919

About BT Panorama

BT Panorama is a leading Australian investment platform, providing advisers and investors with access to a broad range of investment solutions through a single, integrated digital experience.

About Heffron

Heffron is a specialist SMSF services provider, supporting advisers and trustees with SMSF establishment, administration, compliance, technical services and trustee education.