

Welcome to wealth, your way: The Australian's new section for smart money choices

The Australian is launching Wealth, a dedicated section to help more Australians make smarter money choices.

By THE AUSTRALIAN

 133 Comments

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The Australian is launching a [new section called Wealth](#).

Readers can access new features including a [video Masterclass series](#), explainers and guides, and a dedicated column giving readers direct access to leading financial planners.

Editor-in-chief Michelle Gunn said the expanded Wealth coverage reflected The Australian's dedication to providing reliable, trustworthy information that readers could rely on in their everyday lives.

"Wealth is a crucial content category for many Australians focused on securing their financial future in often unpredictable economic times," Gunn said. "People are looking for clear information to navigate financial complexities and, through exceptional journalism, our new Wealth section aims to empower our readers to make informed financial decisions their way."

The new section is jam-packed with comprehensive news and analysis across [investing](#), [superannuation](#), [retirement](#), [property investing](#) and [personal finance](#).

It will help more Australians manage their money and become [more confident investors](#), no matter what stage of the wealth journey they are on.

Now, more than ever, Australians need trusted information to make smarter money decisions.

Australia is one of only four places globally where more than one in 10 adults is a millionaire, according to wealth management group UBS. And, even if you are not an everyday millionaire, or Emilli as they're being coined, chances are you are likely richer than your global peers, with average wealth per adult Australian close to \$800,000.

Yet, [most people don't feel rich](#). The rising cost of living, and a disproportionate amount of wealth being tied up in the family home mean many of us are asset rich, cash poor. UBS notes [property accounts for 53 per cent of personal wealth](#) in Australia compared with 30 per cent in the US.

There are ways to unlock the value of the family home, to [diversify investment income](#), to supercharge the nest egg and to plan for not only a good retirement but a fulfilling one.

Yet it's difficult to know where to go for comprehensive, trusted information. The Australian is bridging the information gap. Managing director and publisher Nicholas Gray said the new Wealth section was part of a strategy to focus on areas that truly matter to people as they strive to live better and more prosperous lives. "Our research and audience data, along with the success of our traditional wealth content, indicate a high demand, leading us to expand our efforts in this area," he said. "Wealth strengthens our subscriber proposition and offers great opportunities for our client partners to connect with this discerning and engaged audience."



Michelle Gunn, editor-in-chief of The Australian



The Australian's wealth editor, Julie-anne Sprague. Picture: Stef King

The Australian has assembled one of the most experienced wealth and finance reporting teams in the country to break down the jargon and deliver real insights to help people make more confident money decisions.

Wealth editor [Julie-anne Sprague](#) is a finance journalist with more than 20 years' experience, who joined The Australian following a career at The Australian Financial Review, where she most recently edited its Rich Lists.

[James Kirby](#), associate editor – wealth, is one of Australia's leading commentators on investment, who hosts The Money Puzzle podcast.

[Anthony Keane](#) has been a wealth reporter for more than 20 years and is a former national personal finance editor for News Corp Australia's metropolitan mastheads, while [Megan Neil](#) is also a reporter and producer with more than two decades of experience, including with news service AAP, where she held various roles including finance editor.

[Cliona O'Dowd](#) writes on financial services and is a former editor of Business Spectator.

A new column, Dollars & Sense, gives readers direct access to respected financial advisers, including Prosper Advisory's Josh Pennell, the author of the finance book What Parents Want. Helen Baker is an experienced adviser and founder of On Your Own Two Feet, an Australia-wide service dedicated to empowering women to gain and retain their financial freedom. Joining them is Perth-based Jason Featherby, who has more than 25 years' experience and is founder and executive director of Leeuwin Wealth, and [James Gerrard](#), the founder of financial advisory firm financialadviser.com.au.

Mr Gerrard, a leading financial planner with more than two decades of experience, will also pen a weekly column, keeping readers up to date on trends in managing money and offering top tips and insights to help you structure your finances so that you can get ahead.

[Roger Montgomery](#), a fund manager with more than three decades of experience in funds management and equity analysis, will provide key insights into markets and investing.

The Wealth section will also feature content and insights from The Wall Street Journal, Barron's and The Times.

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