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TRUST, cost and value for money are ranked as the highest barriers for people who do not access professional financial advice.

In a recent survey of 2500 public sector workers, almost 30 per cent perceived fees as being too high, and more than a quarter said they did not understand the value of advice from a financial planner.

Other hurdles included not knowing where to go and perceived issues with trustworthiness.

StatePlus Tamworth regional manager Cameron Stewart said professional and personalised advice was not only crucial to helping clients meet their financial goals, it also benefited the wider community.

"Navigating the complexities of retirement planning can be challenging, and Australians in regional areas can sometimes feel disadvantaged, with limited options to access financial advice," Mr Stewart said.