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AIST Awards celebrate achievements by not-for-profit superannuation funds

The Australian Institute of Superannuation Trustees (AIST) Awards for Excellence were announced last night at Melbourne's RACV City Club, with a number of outstanding achievements celebrated.

AIST CEO Tom Garcia said that the awards (see full list below) provide recognition for the outstanding work performed in the not-for-profit superannuation industry.

"This year we have seen funds produce a number of new and effective ways to engage with their members," said Mr Garcia, "From using big data to revamping the original mail-out campaigns, funds are thinking outside of the box and striving for best practice, resulting in better outcomes for members".

The AIST 2014 awards cover ten awards and two professional development scholarships. Both **Leader Development Scholarships** offered were awarded to females this year with Michelle Di Fabio, head of strategy at HOSTPLUS and Dr Rosemary Kelly, Trustee Director at First State Super taking home the prizes.

Judges of the category said that it was encouraging to see a larger number of new trustee directors applying for the scholarship – showing an increase in the understanding of the need for continuing education.

HESTA took out the prestigious Platinum Communication Award for the third year in a row – this time for their "one click rollover" campaign that used big data principles to produce personalized mobile-responsive rollover requests. The campaign resulted in tens-of-thousands of members engaging with their super and millions of dollars in retained funds under management.

AMIST were also a familiar face, winning the Communications campaign/project for funds with less than 5 billion funds under management for the second year in a row for their "No Strings Attached" campaign promoting the funds financial advice service. The concept involved the mail out of a personalized A5 brochure, physically tied up with string completed with a pair of scissors to visually support the campaign headline - an effective way to engage members.

Vic Super won an award for their annual report - receiving high praise from the judges for using the Integrated Reporting Framework. Judges said that the report "illustrates how performance, strategies and governance systems work together to create shared value over the short, medium and long term."

Other funds to receive an award last night were **Telstra Super, Equip** and the **Australian Catholic Superannuation & Retirement Fund**.

AIST congratulates all award winners for 2014. The full list of awards is as follows:

Award

Super Business Development Award for Excellence
 Super Finance Award for Excellence
 Super Member Services Award for Excellence
 Super Investment Professional Award for Excellence
 Super Operations/Administration Award for Excellence
 Communication Award for Excellence – Annual Report
 Communications campaign/project (funds under \$5B FUM)
 Communications campaign/project (funds under \$10B FUM)
 Communications campaign/project (funds over \$10B FUM)
 Platinum Communication Award
 Leader Development Scholarship – Fund Staff
 Leader Development Scholarship – Trustee Director

Winner

Neil Saxton, HESTA
Finance team, Telstra Super
Member services team, Equip
Paul Kessell, Kinetic Super
Sharnie Barabas, Australian Catholic Superannuation & Retirement Fund
VicSuper

AMIST Super

Equip

HESTA

HESTA
Ms Michelle Di Fabio, HOSTPLUS
Dr Rosemary Kelly, First State Super

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AIST is the peak industry body for the \$650 billion not-for-profit super sector which includes industry, corporate and public sector funds covering the super interests of nearly two-thirds of the Australian workforce.