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Profit-to-member funds awarded for going above and beyond for members

The achievements of Australia's profit-to-member superannuation funds in producing outstanding results for their members has been recognised at the **Australian Institute of Superannuation Trustees 2019 Awards for Excellence**.

Against the backdrop of significant policy changes and reform implementation in 2019, AIST member funds have continued to design projects and campaigns that connect members to information and services that deliver positive impacts on their retirement outcomes.

AIST CEO Eva Scheerlinck said the winners of this year's awards (see full list below) demonstrated that profit-to-member super funds continue to apply innovative approaches to providing services to members.

"From targeted member education campaigns to large scale digital transformation, it's clear that profit-to-member funds are heading into the next decade with a hunger for innovation, continuous improvement, leadership and best practice," Ms Scheerlinck said.

"Our sector has enjoyed significant growth across the many facets of managing super savings on behalf of working Australians. Post-Royal Commission, more and more people are recognising that profit-to-member funds deliver better returns and better retirement outcomes."

First State Super's 'Empowering Women in the Workforce' campaign won the award for **Best B2B Campaign (under \$40,000)**. Launched on "Equal Pay Day" (28 August) – the date symbolising an extra 59 days women need to work since the end of the financial year to earn the same as men. The campaign highlights barriers women face, with actionable ideas to remove them.

Mercy Super's 'How are you tracking campaign' took out the award for **Best digital campaign (under \$40,000)**. The campaign provided members with their current fund benefits, acknowledging actions they had taken, and connected them to information and resources to boost their super balance.

Outstanding staff member was awarded to **UniSuper** Manager, Industry and Public Policy, **Benedict Davies** whose contributions to the analysis and debate of super policy issues continues to provided distinct benefits for the fund, for the wider super sector and for members.

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AIST is the peak body for the \$1.4 trillion profit-to-member superannuation sector which includes industry, corporate and public-sector funds.

COMMUNICATIONS AWARDS

AWARD CATEGORY	WINNER
Best B2B Campaign	
Campaign spend under \$40,000	First State Super – <i>Empowering women in the workplace</i>
Best Digital Campaign	
Campaign spend under \$40,000	Mercy Super – <i>How are you tracking?</i>
Campaign spend over \$40,000	Cbus – <i>Enhancing SuperMatch</i>
Best Direct Mail Campaign	
Campaign spend under \$40,000	First Super – <i>2019 Member competition</i>
Campaign spend over \$40,000	HESTA – <i>Stay with us</i>
Best Integrated Campaign	
Campaign spend under \$40,000	First Super – <i>Don't be crazy! Find your lost super</i>
Campaign spend over \$40,000	Sunsuper – <i>Choice campaign</i>
Best Internal Communications campaign	
Campaign spend under \$40,000	CareSuper – <i>Fit for success</i>
Best Corporate Reporting	Cbus

FUND PROJECT AWARDS

AWARD CATEGORY	WINNER
Best Internal Projects	
FUM under \$10bn	Tasplan – <i>Less is more</i>
FUM over \$10bn	HESTA - <i>Flo</i>
Best Member Facing Project	
FUM under \$10bn	BUSSQ – <i>Centrelink Assist</i> WA Super – <i>SuperClick Advice</i>
FUM over \$10bn	Sunsuper - <i>Digital Access and Service Transformation</i>

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LEADER DEVELOPMENT SCHOLARSHIPS

AWARD CATEGORY	WINNER
Outstanding Trustee Director	David Buley – Trustee Director, NGS Super
Outstanding Fund Staff Member	Benedict Davies – Manager, Industry and Public Policy, UniSuper