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## 10<sup>th</sup> annual AIST Awards for Excellence highlight power of data in tailoring member communications

The **Australian Institute of Superannuation Trustees** has announced the winners of the 10<sup>th</sup> annual **Awards for Excellence** at a ceremony held in Melbourne last night.

The Awards for Excellence celebrate the achievements of the \$700 billion profit-to-member superannuation industry – including industry, corporate and public sector funds.

**AIST CEO Eva Scheerlinck** said the 2017 awards demonstrated the sector’s commitment to continuous improvement to ensure super fund members receive the best possible retirement outcome.

“From innovative education campaigns to improving back office processes, it’s clear that profit-to-member funds have embraced the power of data,” said Ms Scheerlinck. “A key theme in this year’s awards has been the funds’ growing use of data to develop tailored communications based on increasingly specific membership needs.”

In her opening speech, Ms Scheerlinck highlighted the strong sense of unity the sector shares in advancing the interests of members.

“The biggest strength of our sector is our joint mission of putting members’ interests first,” she said. “This mission is evident by the strong collaboration between profit-to-member funds who regularly share their successes and often even seek guidance from one another.”

HESTA scooped the pool, winning three awards – including the award for Best Internal Communication Campaign for their “Eight Great Mates” campaign. The campaign exposed HESTA staff to the eight key personas of the HESTA membership, keeping them front of mind across all units of the business.

Sunsuper was close behind winning two awards including Best Direct Mail Campaign (under \$40K) for a campaign reuniting members with lost super, as well as the award for Best Internal Project for the Omni Channel Contact Centre project that introduced a new telephony platform enabling both voice and web chat contact with members.

Hostplus also won two awards including the prestigious Platinum Communications Award for Excellence and the award for Best Digital Campaign (over \$40K budget) for their Humans of Hostplus video campaign. The campaign used video and social media to share raw, emotionally honest stories from members working in the hospitality industry – resulting in rich content that resonated strongly with members.

Judges were also particularly impressed with a BUSSQ project that saw the fund re-think how they process early release claims after data showed these members have a higher risk of making a disability or death claim later in life. The new in-house claims process provides holistic support for members, including connecting them with the relevant business partners and charities.

“An innovative solution to a very real problem, and one that shows the human side of super funds and the wider place we hold in people's financial future,” said one judge.

Individuals were also recognised with Jan Dekker from Equip taking out the award for Outstanding Trustee Director and Emily Jackett from legalsuper winning the Outstanding Fund Staff Member award. Each winner will receive a Leader Development Scholarship – sponsored by State Street – up to the value of \$10,000 to access educational opportunities that will benefit their fund.

Other winners on the night included Hostplus, Mercy Super, Statewide Super, Tasplan, UniSuper and VicSuper.

See full list of award winners:

Communication awards – sponsored by ME	
Award	Winner
Best B2B Campaign	HESTA
Best Digital Campaign (under \$40K budget)	UniSuper
Best Digital Campaign (over \$40K budget)	Hostplus
Best Direct Mail Campaign (under \$40K budget)	Sunsuper
Best Direct Mail Campaign (over \$40K budget)	Mercy Super
Best Integrated Campaign (under \$40K budget)	HESTA
Best Integrated Campaign (over \$40K budget)	Statewide Super
Best Internal Communications Campaign	HESTA
Platinum Communications Award for Excellence	Hostplus

AIST sponsored awards		
Award	Winner (FUM over \$10bn)	Wnner (FUM under \$10bn)
Best Internal Project	Sunsuper	Tasplan
Best Member Facing Project	VicSuper	BUSSQ
Best Corporate Reporting	Cbus	

Leader Development Scholarships – sponsored by State Street	
Award	Winner
Outstanding Trustee Director	Jan Dekker (Equip)
Outstanding Fund Staff Member	Emily Jackett (legalsuper)

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*AIST is the peak industry body for the \$700 billion profit-to-member super sector which includes industry, corporate and public sector funds.*

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