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AIST Awards recognise good governance and increasing role of digital communications

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The Australian Institute of Superannuation Trustees' 2013 Awards for Excellence were announced last night at Melbourne's Sofitel Hotel, with HESTA and Cbus taking out two of the top honors.

HESTA won three awards including the prestigious Platinum Communication Award for the second year in a row for a new digital member card campaign. Cbus won the Communication Award- Annual Report (also for the second year in a row) with the judges describing the fund as an industry leader on disclosure and transparency.

AIST CEO Tom Garcia said this year's AIST Awards recognized and demonstrated the dedication of super funds to their members and the not-for-profit sector. "Whether through digital technology, greater disclosure, member services or investment these Award winners have embraced the challenges of today's super funds and demonstrated leadership in taking the industry forward."

HESTA's winning communication campaign encouraged members to make a 'digital membership card' that stores their membership details through Apple's popular Passbook. "HESTA looked closely at their membership and created a campaign that was innovative, well-targeted and useful for members," Mr Garcia said.

Commenting on Cbus' annual report, the Award judges said the comprehensive report provided members (and potential members) with the knowledge that Cbus acted and reported with integrity within an approved framework.

Other funds to receive an award last night were ESSS Super, MTAA Super, AMIST Super, REST Industry Super and Christian Super.

Mr Garcia said the Awards were an opportunity for AIST to acknowledge the achievements of not-for-profit funds. "The not-for-profit industry has a lot to be proud of this year : we are at the forefront of greater disclosure and member engagement., Most of all, we are as determined as ever to make sure members' needs are being addressed," he said.

Please see the full list of awards below.

AWARD	WINNER
Super Member Services Award for Excellence	ESSSuper - DB Knowledge Management Team
Super Investment Award for Excellence	Philip Brown MTAA Super
Super Operations/Administration Award for Excellence	HESTA - MySuper Working Group
Communication Award for Excellence – Annual Report	Cbus
Communications campaign/project (funds under \$5B FUM)	AMIST Super
Communications campaign/project (funds under \$10B FUM)	Equip
Communications campaign/project (funds over \$10B FUM)	HESTA
Platinum Communication Award	HESTA
Leader Development Scholarship – Fund Staff	Brenda Mills, REST Industry Super
Leader Development Scholarship – Trustee Director	Mark Spencer, Christian Super

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AIST is the peak industry body for the \$600 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.