

### AIST Awards recognise the importance of connecting to members

28 November 2016

A focus on connecting with members – including ‘old-fashioned’ face-to-face meetings – was a feature of winning campaigns recognised at AIST’s 2016 Awards for Excellence.

**Australian Institute of Superannuation Trustees (AIST) CEO Tom Garcia** said this year’s Awards demonstrated the dedication among not-for-profit super funds to fostering meaningful relationships with their members.

“Whether helping members understand super or assisting them to return to work, these campaigns demonstrate the increasing ‘whole-of-life’ approach being adopted by leading not-for-profit super funds,” Mr Garcia said.

Recognising that face-to-face contact with members is still important in this digital age, UniSuper’s Australia-wide on-campus consultant service won best internal project (FUM over \$10bn) while Tasplan took out the Best Internal Project (FUM under \$10bn) for its new Contact Centre.

Sunsuper’s focus on member rehabilitation and helping members return saw the fund take out the best member-facing project award for insurance innovation.

Meanwhile, Cbus’s annual report – which judges said praised for its seamless user experience - won the Best Corporate Reporting Award.

**AIST’s executive manager, leadership and governance, Eva Scheerlinck**, said Cbus did an outstanding job communicating to their members and stakeholders about what makes them different, while also identifying a number of issues faced by the industry such as SG non-compliance, regulatory changes and investment markets.

“This is a annual report that provides members with easy access to a wealth of knowledge at their fingertips,” Ms Scheerlinck said.

This year, the prestigious Platinum Communication Award was jointly shared by CareSuper (of the ‘Consider & Commit’ campaign) and VicSuper (for ‘Your future is in your Hands’ campaign).

Individuals were also recognised at the Awards with the Leader Development Scholarships, sponsored by State Street. Dirk Dobbs, Business Strategy Adviser, was named Outstanding Fund Staff Member Award while Lisa Darmanin, director of HESTA received Outstanding Trustee Director Award.

**See the full list of award winners next page.**

## Full list of winners 2016

Communication Awards – sponsored by ME		
Award	Winner (over 40K budget)	Winner (under 40K budget)
Best B2B Campaign	WA Super - SuperStream	HESTA – Top 2 employer engagement initiative
Best Digital Marketing Campaign	QSuper – Bill and Jill	UniSuper - Pre-retirees campaign
Best Direct Mail Campaign	QSuper – Colour your future	First State Super - You & Investing
Best Integrated Campaign	CareSuper – Consider & Commit VicSuper – Your future is in your hands	HESTA – Income Stream Direct Acquisition Campaign
Best Internal Communications Campaign	Hostplus – Link Transition Internal Campaign	SunSuper – Customer service – a better way to manage change
Platinum Communications Award Winner	CareSuper – Consider & Commit VicSuper – Your future is in your hands	

Leader Development Scholarships – sponsored by State Street	
Award	Winner
Outstanding Trustee Director	Lisa Darmanin, HESTA
Outstanding Fund Staff Member	Dirk Dobbs, Business Strategy Adviser, HESTA

AIST sponsored awards		
Award	Winner (over 10bn FUM)	Winner (under 10bn FUM)
Best Internal Project	UniSuper – On-campus consultant service	Tasplan Super – the new Tasplan Contact Centre
Best Member Facing Project	Sunsuper – Insurance Innovation	Australian Catholic Superannuation & Retirement fund – RetireSmart
Best Corporate Reporting	Cbus	

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***AIST is the peak industry body for the \$700 billion not-for-profit super sector which includes industry, corporate and public sector funds.***

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