

Tuesday 15th December, 2009

AIST 2009 Awards recognise fund staff excellence

Facebook advertising as part of an innovative marketing campaign has seen Hesta Super take out AIST's platinum Communications Award for 2009.

One of ten winners in AIST's 2009 'Awards for Excellence', Hesta used Facebook to target student nurses aged 18-23 and achieve a sign-up rate of about 800.

AIST CEO Fiona Reynolds said the Hesta campaign had achieved great results for a very small outlay and genuinely seemed to be an industry first.

"This is another example of innovation in the not-for-profit sector," said Ms Reynolds.

Meanwhile UniSuper's use of simplicity helped it pick up AIST's Gold communication award for its campaign to explain how to choose between a defined contribution fund and defined benefit fund. Ms Reynolds said UniSuper's campaign had clearly out-performed against expectation and objectives.

On the investment front, the consistently solid performance of Care Super resulted in Greg Nolan, general manager – Investments for CARE winning AIST's investment award.

AIST CEO Fiona Reynolds said CARE was a quite achiever that had featured prominently in top fund performance tables for many years.

Commenting on the winner of AIST's Super Team Award – AMIST, Ms Reynolds said the team had worked collaboratively to change the image of AMIST and implemented the delivery of better member services.

The winners (in bold) are:

COMMUNICATION AWARDS:

Platinum: **HESTA Super**

Gold: **UniSuper**

Silver: **HOSTPLUS**

Bronze: **Super SA**

AIST is the peak industry body for the \$450 billion not-for-profit super sector which includes industry, corporate and public sector funds covering the super interests of nearly 2/3 of the Australian workforce.

Further enquires: Janet de Silva, AIST media 0425 745 095

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Operations/Administration Award: **Ms Laura Wright**, General Manager Operations, **NGS Super** (Non-Government Schools)

Compliance Award:

Mrs Rosalie Pilkinton, Compliance Manager, **MTAA Super**

BDM/Member Services Award:

Mr Justin Colley, Business Development Manager, **Catholic Super & Retirement Fund**

Marketing Award:

Mr John Sedawie, Product Manager, **ESSSuper**

Investment Award:

Mr Greg Nolan, General Manager – Investments, **CARE Super**

Team Award:

Team **AMIST**, **AMIST Super**

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