

**7 December 2012**

### **AIST 2012 Awards recognise diversity in super fund communication strategies.**

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A social media-driven nursing app and leading annual report disclosure saw HESTA and Cbus take out two of the top honours at last night's **AIST 2012 Awards for Excellence**.

**AIST CEO Fiona Reynolds** said this year's AIST Awards demonstrated that there was no 'one-size-fits-all' approach to successfully engaging fund members.

Ms Reynolds predicted member engagement would become an even bigger challenge for super funds if the current volatility on investment markets continued into next year.

"In this climate of uncertainty and caution, it's more important than ever that super funds continue to explore different and innovative ways to engage their members and maintain member confidence," Ms Reynolds added.

Annual reports were also under the spotlight, with a new Annual Report category added this year.

"AIST is committed to advancing high-level governance standards for its members, predominantly in the areas of disclosure and transparency. It has never been more imperative for super funds to provide better disclosure about their board and their fund's operations, particularly in their annual report to members," Ms Reynolds.

AIST CEO Fiona Reynolds congratulated Cbus on their 2011/12 annual report which demonstrated industry leading disclosure and reporting and complied with AIST's Fund Governance Guidelines.

HESTA's 'Student Nurse App' provided nursing education material to nurses on the go, and took out AIST's Platinum Communication Award.

"What this campaign highlights is the value in really understanding your members and finding the right methods to engage and attract young fund members," Ms Reynolds.

See below for a full list of the 2012 AIST Award Winners.

**Enquiries: AIST CEO Fiona Reynolds: 0408 336 116 AIST**

**Winners AIST 2012 Awards for Excellence**

**Super Member Services Award for Excellence**

UniSuper Member Services Team

**Super Business Development Award for Excellence**

Michele Herbert, HESTA

**Super Finance Award for Excellence**

Adam Bullock, Industry Fund Services

**Super Investment Award for Excellence**

HESTA - Income Stream Working Group

**Super Operations/Administration Award for Excellence**

Tim Baker, RBF

**Winners AIST 2012 Scholarships**

**Leader Development Scholarship – Fund Staff**

Louise du-Pre Alba, AustralianSuper

**Leader Development Scholarship – Trustee Director**

Klaus Zimmermann, HESTA

**Winners AIST 2012 Communications Awards**

**Communication Award for Excellence – Annual Report**

Cbus

**Communications campaign/project (funds under \$5B FUM)**

legalsuper

**Communications campaign/project (funds under \$10B FUM)**

Local Government Super

**Communications campaign/project (funds over \$10B FUM)**

HESTA

**Platinum Communication Award**

HESTA

*AIST is the peak industry body for the \$500 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.*