



## Media Release

Wednesday, 26 September 2007

### GESB WINS BACK-TO-BACK AWARDS

GESB, WA's largest superannuation fund, has won a WA Australian Marketing Institute Communications Award for its member communications, making it the second year in a row that GESB has won an award.

GESB Chief Executive Officer, Michele Dolin, said the award for the 'Feed Your Super' campaign was testament to the organisation's commitment to keeping its members informed.

"We want to assist members to build their superannuation," she said.

"By proactively engaging with members about the Federal Government's co-contribution program, we have achieved just that."

Ms Dolin said the campaign involved both mail and email communications to members, directing them to a co-contribution website featuring a contribution calculator and BPAY facility.

"At GESB, we aim to make superannuation as easy as possible for our members.

"5,500 members responded to the 'Feed your Super' campaign and they contributed nearly \$17 million— well above our target of \$6 million."

The campaign was based on strong quantitative analysis and aimed at a specific group of members.

"With a quarter of WA's workforce being GESB members, the real challenge was targeting a specific group who could benefit from the co-contribution payment.

"This meant identifying the appropriate member group, based on income and propensity to respond, and running the campaign at the right time.

"The result, which reflected the significant effort made by GESB staff, was great for our members and has assisted them to manage and grow their wealth into retirement."

GESB's 'Feed Your Super' Campaign is now a finalist in the national Australian Marketing Institute Awards, to be held on 18 October in Sydney.

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## **About GESB (Sep07)**

GESB manages the largest superannuation fund based in Western Australia and is a significant national player. It manages superannuation on behalf of 25% of Western Australia's workforce and with a 69 year track record, GESB has unrivalled experience in superannuation in Western Australia.

It is a member based organisation that manages the superannuation of current and former WA Public Sector employees and their partners. GESB has over 275,000 members and a growing investment portfolio of over \$9 billion.

GESB's primary purpose is to improve the long-term financial security of its members. The organisation offers a choice of competitive superannuation and retirement products, sound investment returns, competitive fees and excellent member services.

For further information visit [www.gesb.com.au](http://www.gesb.com.au)