



Media Release

Thursday, 15 November 2007

GESB'S NEW WEBSITE HELPS MEMBERS MAKE SENSE OF SUPER

GESB, the largest WA based superannuation fund, today launched a new website that provides tailored information and new calculators to over 285,000 members.

Chief Executive Officer Michele Dolin said that this new service aimed to help GESB members make sense of super.

"Our members and employers told us they wanted a more efficient and tailored visitor experience. We've built easy to use navigation, new calculators and tools and customised content in response to this request," said Ms Dolin.

"Member research also informed the design of the home page that features a personalised message, answers to the top five frequently asked questions and shortcuts to the most popular pages."

Ms Dolin added that a wide variety of calculators have been included to assist GESB members assess their financial future.

"The launch of GESB's improved website is good news for our members and we are confident they will benefit from the upgrade and enhancements," Ms Dolin added.

Justin Davies, Regional Director of the website developers, Ross, said GESB's new website would mark it as an industry standard-bearer in member support services.

"The innovative use of technical architecture delivers a personalised online customer experience that prioritises user needs rather than focusing on the organisation," said Mr Davies.

"The platform underpinning the solution has been successfully used by some of the largest organisations throughout the world.

"We congratulate GESB on their foresight and customer orientation in the way their solution has been deployed," Mr Davies concluded.

A demonstration is available on the homepage to assist visitors take advantage of new features. This can be viewed at www.gesb.com.au

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About GESB (Nov07)

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 285,000 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