



Media Release

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GESB APPOINTS HEAD OF COMMUNICATIONS

GESB, the largest WA-based super provider, has appointed Colin Neathercoat as Head of Communications.

Mr Neathercoat will have responsibility for leading the organisation's award-winning corporate and marketing communications teams.

GESB General Manager Marketing and Strategy Collene Hansen said the appointment would contribute to the provision of a range of marketing and communications initiatives designed to help GESB members make sense of their super and investments.

"During a period of rapid and dynamic change throughout the superannuation industry and economic environment, member education and engagement are top priorities and we welcome Colin as a key driver of that process," she said.

Mr Neathercoat joins GESB with extensive marketing and communications experience gained with blue chip financial services organisations in Europe, the Middle East and Australasia. His previous roles include Head of Corporate and Marketing Communications for global banking giant HSBC's businesses in the Middle East and more recently in Australia and New Zealand. He has also undertaken senior marketing roles with the Lloyds TSB Group in the UK and most recently consulted to some of WA's best-known organisations.

Formerly a military pilot, Mr Neathercoat holds a Masters Degree in Management (Marketing) from Macquarie Graduate School of Management, NSW.

GESB was recently recognised for the quality of its member communications winning the coveted Association of Superannuation Funds of Australia Integrated Marketing Campaign of the Year Award 2009.

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Notes to editors:

About GESB

GESB manages the largest superannuation fund based in Western Australia. It manages superannuation on behalf of 25% of Western Australia's workforce and with a 70 year track record, GESB has unrivalled experience in superannuation in Western Australia.

It is a member focused organisation that manages the superannuation of current and former WA Public Sector employees and their partners.

GESB's primary purpose is to improve the long-term financial well-being of its members. It offers competitive superannuation and retirement products, financial advice and outstanding customer service combined with low fees.

For further information visit www.gesb.com.au