



Media Release

Monday 26 July 2010

GESB WINS PRESTIGIOUS NATIONAL MEMBER COMMUNICATIONS AWARD

GESB, the largest WA-based super provider, has won a major award at the 2010 Association of Superannuation Funds of Australia (ASFA) Communications Awards, held in Melbourne this week.

GESB was presented with the Integrated Campaign of the Year Award for the second year in a row.

The education campaign, which GESB created in partnership with its creative agency The Brand Agency, focused on helping members achieve long term financial well-being through greater awareness of the advantages of consolidating their super.

Using data driven segmentation, GESB identified members who it believed would benefit the most from consolidating their super and developed a direct mail concept. It combined the attraction of a simplified process with an incentive that educated members on the advantages of consolidation - like less paperwork and paying only one set of fees - and encouraged them to act.

GESB believes that providing easier access to member education, tools and a range of advice helps members stay involved with their super. In turn, this supports them to plan, build and manage their super effectively to provide adequate income streams in retirement.

GESB was recognised by ASFA for the quality of the campaign's concept and integration. This included reinforcing messages delivered to members via online, phone and employer channels, such as a website landing page, animated homepage banner, and call centre messaging.

Collene Hansen, General Manager of Strategy & Corporate Affairs at GESB, said, "We're delighted that GESB has once again been recognised for the quality and efficacy of its communication with members."

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Notes to editors:

1. About GESB

GESB is the largest WA-based super provider with more than 317,000 members, representing nearly one quarter of the WA workforce, and around \$10.2 billion funds under management.

With more than 70-years of superannuation experience, GESB is ideally situated to provide members with a choice of superannuation and retirement products, access to financial planning and insurance coverage through super, combined with competitive fees and a wide range of member education, information and resources.

For further information visit gesb.com.au .

2. Industry ratings and awards

SuperRatings awarded GESB Super, West State Super and Retirement Income Allocated Pension its highest Platinum rating in 2010. This is granted to only the top 15% of the best 'value for money' funds, based on an assessment of investment returns, investment methodology, fees, administration and advisory services, as well as a robust, secure and proven governance framework.

Chant West awarded GESB Super, West State Super and Retirement Income Allocated Pension its highest rating in 2010, Five Apples, following an assessment of organisational strengths, investments, fees, insurance, administration, member services and employer services.

The Heron Partnership has also awarded GESB its highest rating in 2010, 5 Quality Stars, granted to only the top 25% of super products, based on an assessment of investment arrangements, insurance, ancillary benefits, communications and contributions.

GESB member education seminars received the highest member rating in the 2009 Investor/Member Sentiment and Communications Report by Investment Trends.