

## HESTA wins four awards at 2016 AIST Awards

HESTA won four awards – including being recognised for innovative communications projects to drive member engagement – at the 2016 Australian Institute of Superannuation Trustees (AIST) Awards for Excellence.

HESTA took out two communications awards – **Best B2B Campaign** for its Top two employer engagement initiative and **Best Integrated Campaign** for its Income Stream Campaign.

HESTA, CEO Debby Blakey, said the awards display the resolve of those working within the Fund to find inventive ways to connect with employers and help members overcome barriers to engaging with their super.

“We’ve never accepted that super is a low engagement sector. We’re forging innovative partnerships with our employers to further drive engagement and open up new ways to encourage HESTA members to grow their super. It’s pleasing to be acknowledged for delivering outcomes for members,” Ms Blakey said.

HESTA CEO Debby Blakey also congratulated HESTA Director, Lisa Darmanin, and HESTA Strategy Adviser, Dirk Dobbs, who were awarded coveted Leader Development Scholarships.

Lisa was awarded **Outstanding Trustee Director**. Appointed to the HESTA board in 2013, Lisa also sits on the Audit and Risk Committee.

Dirk won **Outstanding Fund Staff Member**. Dirk led the project team responsible for HESTA’s transition to its new administrator and will use the scholarship to further his study of design thinking and its application at HESTA.

The scholarships provide \$10,000 towards professional development and recognise an individual’s commitment to the profit-for-members superannuation industry and improving outcomes for members of the fund.

The winning B2B campaign; Top two employer engagement initiative involved a partnership with two HESTA key employers to deliver a coordinated campaign aimed at encouraging their staff to use salary sacrifice to top up their super.

The Income Stream Campaign saw a significant uptake in eligible members taking up income stream accounts when they approached or entered into retirement. The campaign was piloted midway through 2015 and on the back of its success has now been integrated into the Fund’s annual communications program.

Winners were announced at the AIST Awards for Excellence Dinner on Thursday 24 November. The awards recognise the work of those within the profit-for-members superannuation sector, delivering projects, campaigns and solutions in the best interests of members.

### Media contact

Sam Riley, HESTA Media Relations Manager – (03) 8660 1684