



**ngs super**<sup>™</sup>  
your education industry fund



# NGS SUPER MEDIA RELEASE

16 November 2009

## NGS Super leads the way in member engagement with their new microsite

---

NGS Super has launched a fun and interactive microsite designed to educate members about superannuation and strengthen their engagement and interaction with the Fund.

The microsite takes the visitor on a journey through the 'NGS College', a school replete with animated characters, videos, interactive learning modules, calculators, tools and a wide range of fun and interactive information about super.

The microsite, developed by Spark Green and launched from NGS Super's primary website, is specifically designed to align with the Fund's education market, confirming NGS Super's strong commitment to education and financial literacy. Conceptually, the site is a 'virtual school', with three animated school classrooms featuring maths, food technology and drama teachers in videos designed specifically to appeal to the Fund's member and employer base. Each classroom has a different teaching emphasis: 'Starting out,' 'Thinking about a family?' and 'Getting serious', reflecting three different life phases as members seek to accumulate superannuation.

Superannuation has traditionally been considered a low engagement product, but NGS Super is challenging this belief by developing interactive learning tools such as the microsite as well as their suite of twenty-four interactive modules designed to make learning about finance simple and engaging.

NGS Super's Chief Executive Officer, Anthony Rodwell-Ball is proud of the Fund's member-focused, educative and innovative online approach.

"We understand that financial information can be complex and boring, leading many of us to become disinterested. With this in mind, we have created a microsite designed to engage, inform and entertain. Our online presence and the way our members and employers interact with us are of great importance to NGS Super.

"NGS Super is more than just a super fund. We are dedicated to helping and educating members so that they can make informed decisions about the superannuation and pension products available to them."

NGS Super has recently been listed in the SuperRatings Top 10 Funds in Australia and was a finalist in the Fund of the Year awards for 2010.

You can visit the NGS College at [www.ngssuper.com.au](http://www.ngssuper.com.au)

**Media contact:**  
**Anthony Rodwell-Ball**  
**0403 002 887**