



MEDIA RELEASE

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SUPERRATINGS NAME AUSTRALIA'S BEST SUPER AND PENSION FUNDS

For the 9th consecutive year, SuperRatings has completed its review of the Australian superannuation fund market. From a comprehensive list of 450 different criteria, the best have been chosen and SuperRatings is pleased to advise the country's top 10 super funds and the top 10 pension funds.

This year's SuperRatings' Fund of the Year award ceremony will be held in Melbourne on October 10th. These awards continue to recognise those in the industry who are at the forefront of product design and innovation, as well as delivering on their promise to members.

According to SuperRatings' Founder, Jeff Bresnahan, "The superannuation industry remains at a crossroads. With reviews of the tax, financial advice and superannuation system coming on the back of one of the most volatile and destructive periods in global financial history, it can be difficult at times to keep track of exactly where the industry seems to be heading. It is therefore important for funds to occasionally take a deep breath, step back and take stock of the situation, both at a macro and micro level." Winners this year have done exactly that.

There is little doubt that the superannuation landscape is changing. In a year that saw a number of major consolidations of funds, coupled with government reform and planned implementation of Stronger Super reforms, the truth is that more change is unavoidable. The superannuation landscape will continue to move over the coming year and only the strong will survive.

Like last year, this year's awards will recognise:

- SuperRatings' Fund of the Year
- SuperRatings' Super of the Year
- SuperRatings' Pension of the Year.

Criteria for this year's awards has not changed. The Fund of the Year is the superannuation fund that has clearly provided the best cumulative accumulation value and pension services to its members. For Super of the Year, the award recognises a fund's accumulation product in isolation, whilst the Pension of the Year is awarded to the best value post-retirement product.

This year, ten finalists have been nominated for each of the Super and Pension areas, drawn from a total review of the products that SuperRatings have reviewed in 2011. The finalists (in alphabetical order) are as follows:

Super of the Year finalists

- AustralianSuper
- CareSuper
- Catholic Super

- HESTA Super
- HOSTPLUS
- Intrust Super
- NGS Super
- REST
- Sunsuper
- Telstra Super

Pension of the Year finalists

- AMP Flexible Super Retirement
- AUSCOAL Super Pension
- AustralianSuper Pension
- Catholic Super Pension
- Club Plus Pension
- HOSTPLUS Pension
- OnePath OneAnswer Frontier Pension
- Russell Private Active Pension
- Sunsuper Pension
- Vision Super Allocated Pension

New product development continued to slow in 2011 and as such, innovation around existing products continued to be a focus for many funds. With this in mind, SuperRatings will again award a Best New Innovation Award this year. In Bresnahan's words, "control over the member experience has become a cornerstone of funds' growth plans in 2010/11, and innovation is a great way to offer additional benefits and differentiate your offering, in a very crowded and sometimes confusing landscape."

The SuperRatings Best New Innovation award (previously titled Best New Product), is a qualitatively assessed award and is given to the most innovative services being brought to market within Australia's existing superannuation products, regardless of their current value proposition.

Finalists this year for Best New Innovation are:

- Challenger Liquid Lifetime Annuity
- Intrust Super Online Super Transfer Form
- Macquarie Lifetime Income Guarantee

Further, SuperRatings will again recognise those funds that have excelled in terms of enhancing their value proposition to members through significantly improved services and benefits. The Rising Star Award may often be awarded to funds that have shown considerable improvement but may not have necessarily achieved the highest level in terms of their Ratings. The finalists for the Rising Star award are as follows:

- AustSafe Super
- Energy Super
- OnePath OneAnswer

To be eligible, a fund has to have demonstrated a clear commitment to improving the value of their offering to members during the past 12 months (and initiatives can be up to two years old). Assessments were undertaken based on changes made to the fund over the past 12 months. These were predominately enhancements in the areas of service delivery, insurance benefits, fees and fund governance. Funds that delivered changes at a micro level, that improved processes and provided additional value to members (compared to their peers) were deemed worthy of finalist status.

The SuperRatings Awards Ceremony follows on from the Day of Confrontation. This conference tackles topical issues from a different perspective, giving it a unique relevance for attendees. Guest speakers don't pay lip service to issues affecting superannuation markets – they'll challenge industry thinking and encourage the expected 300 senior executive and Fund Directors to get involved and participate in the event, rather than just spectate. The highly professional dinner on the night also attracts the most senior executives within the industry and caps off a great day.

As Australia's most prestigious superannuation awards ceremony, funds continue to covet SuperRatings Awards. The benefits these awards help recipient funds 'sew' is testament to their credibility, value and respect in the industry.

RELEASE ENDS

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To encourage and where necessary create disclosure within the Superannuation industry.



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More Info? Simply go to:
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Here you'll find information on how to register, the conference program, the awards ceremony, guest speakers and the venue. We welcome any Media enquiries regarding our Day of Confrontation Conference and the Awards Ceremony. Please contact us on 02 9247 4711 or at events@superratings.com.au

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