

Media Release

4 December 2009

Dairy Industry Superannuation Scheme wins top savings award

The Dairy Industry Superannuation Scheme and Forsyth Barr were the big winners at today's 2009 Workplace Savings NZ Communication Awards.

The Dairy Industry Superannuation Scheme won the Annual Reporting of the Year Award and also took out the Supreme Award for Excellence in Communication.

Meanwhile, the Forsyth Barr KiwiSaver Scheme won the inaugural People's Choice KiwiSaver Communications Award, which was voted on by the Kiwi Saving public.

The Awards promote innovation and excellence in all forms of workplace savings communication and assist in setting best practice communication standards for the industry.

Workplace Savings NZ – the voice of workplace savings in New Zealand - is an independent, national, not-for-profit member organisation promoting workplace savings.

Its members are responsible for looking after around 90% of funds under management through KiwiSaver and other workplace savings schemes.

Executive Director Bruce Kerr says this year's event had an unprecedented number of quality entrants.

"We are delighted with the level of interest in this year's communication awards, highlighting the increasing importance placed on effective communication.

"With the complexities of the messages being communicated, there is always going to be room for improvement, but this year we saw some good innovations coming through."

Retirement Commissioner Diana Crossan says the awards are an important way of recognising schemes that are making it easier for ordinary Kiwis to understand financial information.

"New Zealanders need clear and concise information so they can make well informed decisions about their investment dollars. I congratulate this year's winners."

Mr Kerr says the People's Choice Award was hotly contested, with more than 9 thousand votes being cast by kiwi savers.

Forsyth Barr Managing Director Neil Paviour-Smith says winning the People's Choice Award is very pleasing after the Retirement Commissioner laid down the challenge at last year's Awards to let the people choose.

"We are very honoured that the Forsyth Barr KiwiSaver Scheme has been chosen as the inaugural winner of the People's Choice Award for KiwiSaver communications.

"We have always valued providing choices to clients and this Award confirms that clients value the service we provide," he says.

The Workplace Savings NZ Communication Awards presented:

Investment Statement of the Year

Awarded to TOWER Investment for their KiwiPlan Investment Statement

Annual Reporting of the Year (combined Annual Report and Members' Benefit Statement)

Awarded to the Dairy Industry Superannuation Scheme

Best Other Workplace Savings or KiwiSaver Communication (including media campaigns)

Awarded to TOWER Investments for their Cash 4 Schools media campaign

Best New Entrant

Awarded to the New Zealand Post Superannuation Plan for their Plan's 2009 Annual Report.

People's Choice KiwiSaver Communications Award

Awarded to the Forsyth Barr KiwiSaver Scheme

Supreme Award for Excellence in Communication

Awarded to the Dairy Industry Superannuation Scheme

For further information

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Note to editors:

The judging of this year's entries was undertaken by:-

Catriona Robertson, Senior Communications Adviser, Retirement Commission;
Helen McKenzie, Head of Distribution, Tyndall Investment Management;
Linda Clark, Consultant, Chapman Tripp.