



Media Release

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ASB wins leading ASFONZ award

ASB Group Investments was the big winner at last night's 2008 ASFONZ Communications Awards ceremony held in Wellington, winning three of the five awards including the Supreme Award for Excellence in Communication.

The Awards promote innovation and excellence in communication within workplace savings.

ASFONZ – the Association of Superannuation Funds of New Zealand - is an independent, national, not-for-profit member organisation promoting workplace savings.

Bruce Kerr, Executive Director of ASFONZ, says the Awards assist in setting communication best practice standards for the industry, and says ASB Group Investments has achieved excellence in the face of strong competition.

"ASB's KiwiSaver marketing collateral has been of the highest standard, and their efforts deserve praise.

"They have explained difficult messages with clarity, and used design as well as text in a manner which many will be able to understand," says Mr Kerr

Other ASFONZ Communication Awards presented were:-

Best New Entrant Awarded to ING (NZ) Limited for their KiwiSaver communications pack.

Other Communications (Investment or Special Purpose) sponsored by AMP Financial Services

Awarded to ASB Group Investments for their KiwiSaver Marketing collateral

Annual Reporting (to Scheme Members) sponsored by ASB Group Investmentst
Awarded to Seafarers Retirement Fund

KiwiSaver Communication sponsored by AXA New Zealand

Awarded to ASB Group Investments for their ASB FirstChoice KiwiSaver employer and member communication pack.

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

Tamsyn Parker - Business Reporter, New Zealand Herald

David Kneebone - Marketing & Communications Manager, Retirement Commission

Helen McKenzie - Institutional Marketing Manager, Tyndall Investment Management.

For further information

Bruce Kerr

Executive Director

Association of Superannuation Funds of New Zealand

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