

Media Release

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New Award for KiwiSavers

KiwiSaver providers will soon find out what KiwiSavers think of their communications.

For the first time, Workplace Savings NZ – the voice of workplace savings - has introduced a “People’s Choice KiwiSaver Communications Award” to its awards programme, to be voted on by the KiwiSaving public.

The Chair of Workplace Savings NZ, David Ireland, says the introduction of the award is timely.

“KiwiSaver this year celebrated its second birthday, and has surpassed all expectations having attracted over one million members to date.

“But how well are KiwiSaver providers communicating the savings message to their members? That is something we are aiming to find out.

“KiwiSavers can vote for the KiwiSaver provider they believe has done the best job of communicating with them.

“And we want KiwiSavers to consider any form of communication they have received: formal printed materials such as an Investment Statement or Annual Report, as well as campaigns undertaken to inform or educate KiwiSavers,” he says.

For many years the annual Workplace Savings NZ Communication Awards have recognised excellence in communications in the workplace retirement savings industry, helping to raise the benchmark for industry communication best practice.

Until now, that recognition has consisted of the industry judging its own best efforts through judging panels consisting of industry representatives and recognized experts.

“From that perspective, the addition of the People’s Choice Award will be very beneficial.

Workplace Savings NZ

Te māngai penapena ā-mahi

“Now we have every KiwiSaver provider up for consideration, whether a member of Workplace Savings NZ or not, with no say over which of their communications will be considered and the result determined by the consumers of their communications.

“We are really looking forward to the outcome,” he says

Online voting for the People’s Choice KiwiSaver Communications Award begins on 9 November and ends on 15 November.

The winner of this award, and others, will be announced at the Workplace Savings NZ Communication Awards being held on 3 December.

For further information

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Chairman

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