

Media Release

9 December 2011

AMP Services (N.Z) Ltd takes top savings award

AMP Services (N.Z) Limited and Gareth Morgan Investments were the big winners at last night's 2011 Workplace Savings NZ Communication Awards held in Wellington.

AMP's "KiwiSaver Switch" campaign, designed to encourage its KiwiSaver members to actively choose an investment strategy better aligned with their personal circumstances, won the Supreme Award for Excellence in Communication. It also took out the Best Other Workplace Savings or KiwiSaver Communication Award.

Meanwhile, the Gareth Morgan KiwiSaver Scheme won the People's Choice KiwiSaver Scheme Communication Award, voted on by the KiwiSaving public.

The Awards promote innovation and excellence in all forms of workplace retirement savings communication. The Awards also assist in setting industry best practice benchmarks for communicating effectively with the investing public.

Workplace Savings NZ Executive Director Bruce Kerr says, as with previous years, this year has seen a large number of quality entrants.

"The level of interest in this year's awards highlights the continued importance of providing understandable financial information to the public and assisting their financial literacy.

"While there is always going to be room for improvement, we have seen a number of positive innovations coming through this year."

Retirement Commissioner Diana Crossan says the Awards provide a valuable function.

"We all need clear and concise information so we can make informed investment decisions that are right for us. I congratulate this year's winners."

AMP's Marketing Manager Trevor D'Souza says "they are honoured to win the Supreme Award for Excellence in Communication. The success of the AMP KiwiSaver Scheme switch campaign is largely owed to the fact that we managed to simplify what was a fairly complex brief into a simple and easy to understand customer communication"

Steve Wiggins of Gareth Morgan Investments says "we are absolutely thrilled to win the People's Choice award. Communicating openly, honestly, and regularly with our KiwiSaver Scheme members is a big priority for us, and it's great to know that the members value it so much".

The Workplace Savings NZ Communication Awards presented:

Investment Statement of the Year

Grosvenor Financial Services Group for their Grosvenor KiwiSaver Scheme Investment Statement

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

The Seafarers Retirement Fund

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

AMP Service (N.Z) Limited for "KiwiSaver Switch" campaign

Best New Entrant in the 2011 Awards

Gareth Morgan Investments

People's Choice KiwiSaver Scheme Communications Award

Gareth Morgan KiwiSaver Scheme

Supreme Award for Excellence in Communication

AMP Service (N.Z) Limited

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

Anna Griffiths, Marketing Communications Manager, Commission for Financial Literacy & Retirement Income;

Helen McKenzie, Head of Distribution, Tyndall Investment Management;

Lynda Harris, Chief Executive, Write Limited

For further information

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Note to editors:

Workplace Savings NZ – the voice of workplace savings in New Zealand - is a national, not-for-profit, apolitical membership organisation whose mission is to advance the sustainable, effective, and efficient delivery of workplace savings outcomes for all involved. Workplace Savings NZ members manage or advise on the bulk of the \$25 billion in workplace retirement savings assets (as at September 2011).