

## Media Release

15 November 2010

### 2010 People's Choice KiwiSaver Communication Award

The standard of communications being received by KiwiSaver providers continues to rise, more than three years after its establishment.

At the half-way mark, voting in this year's "People's Choice KiwiSaver Communication Award" is progressing well according to Workplace Savings NZ – the voice of workplace savings.

Workplace Savings NZ Executive Director Bruce Kerr says more than 99% of voters have so far rated their providers' communications as 'good' or 'excellent'.

"That suggests, from this small sample, that there is only a small quality gap for providers to focus on," says Mr Kerr.

Now in its second year, the Award represents excellence in communicating with KiwiSaver members, and is the highlight of the Workplace Savings NZ industry Communication Awards.

The People's Choice Award is voted on by people who are members of a KiwiSaver scheme, with those people rating how well they perceive their provider has communicated with them throughout the 2010 calendar year.

"The Award is aimed at benchmarking the quality of industry communication, and encouraging continuous communications improvement.

"In turn, this will help improve financial literacy standards amongst KiwiSavers," says Mr Kerr.

Workplace Savings NZ is urging people who are members of a KiwiSaver scheme to visit its website to have their voice heard.

As an incentive to vote, each voter is automatically entered into a draw for one of eight prizes of a \$250.00 contribution to the voter's KiwiSaver scheme.

To vote for your KiwiSaver Scheme, go to [www.workplacesavings.org.nz/peoples-choice-award-voting-form/](http://www.workplacesavings.org.nz/peoples-choice-award-voting-form/)

Voting will remain open until midnight Sunday 28 November 2010.

The Workplace Savings NZ Communications Awards ceremony will be held on 8 December 2010.

For further information

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