



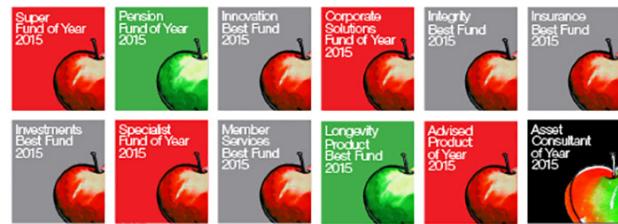
Chant West Media Release

16 February 2015

Chant West awards recognise the best of breed

Chant West will present its third annual superannuation and pension awards recognising Australia's best funds on May 6. The winners will be announced at a black-tie function at the Ivy Ballroom, Sydney.

2015 Chant West Super Fund Awards



The 12 award categories are:

- Super Fund of the Year
- Pension Fund of the Year
- Specialist Fund of the Year
- Corporate Solutions Fund of the Year
- Advised Product of the Year
- Asset Consultant of the Year
- Best Fund: Investments
- Best Fund: Member Services
- Best Fund: Insurance
- Best Fund: Innovation
- Best Fund: Integrity
- Best Fund: Longevity Product

Once again, Chant West will apply its deep industry knowledge and expertise to publicly recognise achievement and excellence in the superannuation industry.

Chant West director, Warren Chant, says: "The aim of these awards is to help lift standards across the board, and we do that by highlighting what the finalists – and especially the winners – have done to stand out from their peers. Ultimately, the people who will benefit are individual fund members who will achieve better outcomes from their super."

"This year we have reinstated our insurance award and introduced a new award for what we call 'specialist' funds, that is, those that cater for a fairly homogeneous group of members with specialist needs."

"Choosing the best funds is difficult because in each category there are always a handful that could be deserved winners. What we try to do each year is identify key themes that have shaped funds' behaviour and then identify those that have responded best to those themes."

"The themes we have identified this year are fees, retirement incomes and insurance. On fees, we've seen a continuation of the commentary that started with the Cooper Review, leading to the introduction of MySuper, and has been revisited by the Grattan Institute and most recently the Financial System (or Murray) Inquiry. In each case there has been a strong focus on reducing fees based on the perception that current fees are too high and that reducing them will improve returns. The Murray Inquiry has even gone so far as to say that if Stronger Super reforms don't result in lower fees for MySuper products, it wants a tender system introduced to allocate new workforce entrants into high performing funds."

"We disagree with the whole premise, and we are concerned that the perception that fees are too high will become accepted as reality. What we see, every day of our working lives, is intense competition between major funds and between high quality investment managers. Whether members are disengaged or not, they still benefit from price competition at the fund level and as a result the vast majority pay very reasonable wholesale fees to have their savings expertly managed."



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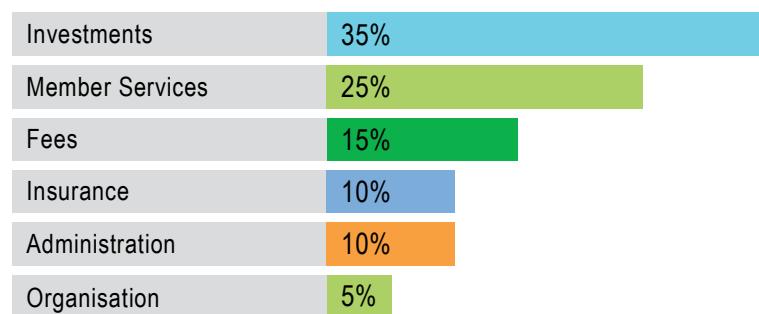
"We question whether the current preoccupation with fees is really in members' best interests, when surely what we should be focusing on is achieving the highest net returns. That is what the best funds do. So in this year's awards we're going to identify those funds that have resisted the call to 'low cost' and concentrated their efforts on spending what is necessary to get the best results for their members. They are the brave ones, and they deserve to be recognised.

"Our second theme is the need to develop appropriate retirement income products, particularly those that address capital preservation and longevity issues which the current account-based pensions don't. It is early days yet, but some funds have made a real effort to address these issues. We want to recognise them.

"Our final theme is insurance, and here we're focusing on the need to provide insurance products that are sustainable in an insurance world that has changed markedly. While some funds have simply passed on hefty premium increases, others have vastly improved their insurance offers and we want to recognise them."

The main criteria we use for rating funds are shown in the table below. As in previous years, the winner of our premier award, Super Fund of the Year, will have to show strength across the board, but especially in the key areas of Investments and Member Services, which carry the highest weighting in the scoring process.

Chant West Fund Ratings: Key Criteria and Weights



More information about the awards function is available at www.chantwestawards.com.au.

Release Ends

About Chant West



Chant West Director, Warren Chant, is available to discuss this release. Please call Warren or Dee Prasad on (02) 9361 1400 to arrange a time.

Warren is an expert in the industry with over 40 years' experience, and regularly provides commentary on superannuation issues.

We publish a monthly superannuation fund performance survey and a quarterly pension performance survey. Returns for investment options in the Growth and Conservative categories are published on our website at www.chantwest.com.au.