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Media Release

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FOR IMMEDIATE RELEASE

Equip's Paul Synhur appointed Head of Member Advisory

Equip has appointed Paul Synhur to the newly created position of Head of Member Advisory. Paul has previously worked in the fund's Risk and Compliance area, most recently as Head of Risk.

Equip's Executive Officer, Member Engagement, Camille Magee, said Paul would play a central role in enhancing member experience.

"In his previous roles, Paul has been closely involved with the member advice and financial planning teams. He has a very deep understanding of key aspects of their roles," she said.

"His appointment comes at a time of considerable change for the team and the way it interacts with members. Technology platforms are opening up new possibilities for how we engage with members and deliver more personalised communications and services. He is the ideal person to help us leverage those new capabilities," she said.

The creation of the role is part of the fund's commitment to achieving continuous improvement in the person-to-person member engagement channel, which includes closer integration of the intra-fund advice team with the financial planning operation.

Mr Synhur said he was very keen to apply the fund's member insights and behavioural segmentation data to engaging with members in a more timely and relevant way.

"Understanding what matters most to members and when to engage with them to make the greatest improvement to their financial outlook in retirement will be a core part of what we do in the months ahead.

"I am very excited about the potential of our member insights and engagement platforms provide to position Equip among the industry leaders in member experience," Mr Synhur said.

For more information:

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Equipsuper manages assets of over \$14 billion for more than 75,000 members and their employers. The fund is multi-sector, servicing employers and members from the energy, resources, water, infrastructure, manufacturing, health, legal and services sectors.