



equip

Media Release

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Strategic executive appointment to take Equip into the future

Equip has appointed Tania Cumming as Executive Officer, Strategy and Markets, a newly created role, which will add strength and impetus to the fund's forward planning capabilities and business transformation.

She joins the fund in April from Energy Australia to drive member-focused business transformation, including the architecture of the fund's existing and future customer management and experience.

Previously, her career included executive and management roles in the health insurance, media and retail sectors.

Equip Chief Executive Officer, Nick Vamvakas said Ms Cumming would focus on identifying opportunities to evolve Equip's customer value proposition and maintain its growth momentum following the 2017-18 merger with the Rio Tinto Staff Superannuation Fund.

"Equip is now a substantially larger organisation with national reach and distribution. We have been rapidly evolving our digital capabilities and member services over the past year and it will be extremely valuable to add Tania's experience within major customer-focused enterprises to our leadership team," he said.

"In particular, Tania's portfolio will include the design and development of products and services for specific member and employer segments.

"While we have built some great capability to take us forward with personalisation in the marketing and communications area, we must ensure that we're able to underpin this with similar personalisation of products and services to retain and attract members and employer sponsors," Mr Vamvakas said.

The achievement of these goals will be supported by better integration and alignment of the marketing communications and product planning functions with the Strategy and Markets function.

Former Executive Officer, Strategic Marketing and Communications, Geoff Brooks becomes Head of Marketing and Advocacy, responsible for brand development, insights and analytics, and the on-going rollout of the fund's 'Segment of One' personalised marketing communications strategy.

Product Manager, Craig Plain, has been appointed Head of Product, which more clearly defines responsibility for this function within the fund and more closely aligns its activities with market research and analytics and the end to end member experience.

Ms Cumming said she looked forward to joining Equip, an ambitious fund committed to continued growth and the provision of great retirement outcomes for its members.

"I am particularly excited by my move into a profit-to-member organisation, where the full benefits of belonging to the fund are realised by its members. It enables strategy to be crystal clear about the fund's core purpose, which is to deliver financial security and confidence in the future for members.

"Superannuation is one of the largest and most valuable assets accumulated by members over their lifetime and our objective is to ensure they have all the tools and support needed to maximise the value.

"Equip already has some exciting initiatives in the pipeline, particularly in digital capabilities and I am looking forward to adding my experience to the task of bringing those to market in the months ahead along with driving our future relevance to our members," she said.

Ms Cumming's qualifications include a Bachelor of Commerce (Economics) degree from the University of Melbourne.

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Equisuper 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.