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## Media Release

### Focus on Large Account Holders Gets Results

#### Seven Week Campaign Sees AUSfund Return \$4.3 Million in Lost Super

The top rated Eligible Rollover Fund's (ERF) most recent efforts to combat Australia's lost super problem has seen a staggering \$4.3 million being transferred back to members in just seven weeks.

"We had a very strong response rate, with the single largest member transfer being \$202,600" AUSfund Manager Warren Fawcett said.

"We focussed our efforts on the largest account holders in our database, specifically targeting those members who had a substantial balance in lost or unclaimed super. These super balances were subsequently returned to members active accounts."

"Unlike some other ERFs, we put our member's interest first. This particular campaign was aimed at locating and transferring the balances of our largest account holders in the shortest possible timeframe. We were very pleased with the outcome."

"In addition to exclusive campaigns such as this, AUSfund has an ongoing suite of member relocation exercises that includes cross fund matching, address matching, ATO matching and public advertising through television and online mediums".

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