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## AUSCOAL signs up to innergi

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AUSCOAL Super plans to ramp up its member education and advice programs through a new partnership with independent financial education company innergi.

In an effort to engage their members and broaden membership education, AUSCOAL completed a series of member and market research to understand where their members' education was lacking and how to address it.

"We found the key to is to provide interactive and personalised information about money matters that are important to them. In this context, super is just one part," said Bruce Watson, AUSCOAL Super chief executive officer, adding that members wanted more than just basic education but also individualised concepts and learning tools such as innergi's online modules, quizzes and competitions.

Since launching in August, this is innergi's first super fund, which was created by former Securitor financial planner Robert Skinner, although the firm is in talks with a number of other high profile companies.

"We believe super funds are the right channel as they have the membership size that will allow us to offer a learning platform to a lot of people which is a sensible, cost-effective way to deliver our services," Skinner said.

"Super funds have an uphill battle to start with - to the average individual super is not that interesting, so super funds need to try something different to continuously challenge, engage, entice and educate their members," Skinner said.

**Elise Burgess**

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This story was found at: <http://www.financialstandard.com.au/news/view/30507>

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