

QIC Media Release

August 2007

QIC APPOINTS BRUCE STAFFORD AS HEAD OF MARKETING

QIC has appointed Bruce Stafford, one of Australia's most awarded superannuation marketers, to the position of Head of Marketing.

With more than 15 years industry experience, Bruce Stafford joins QIC from HESTA Super Fund where he was Executive Manager – Marketing Strategy for the past seven years.

During this time, HESTA developed as one of the strongest brands in superannuation and won two Association of Superannuation Funds Australia (ASFA) Communications Excellence Awards, nine Conference of Major Superannuation Funds (CMSF) Gold Communications Awards including the CMSF Communications Excellence Awards for both 2006 and 2007.

Bruce said he was looking forward to working with the QIC team to further consolidate its position as one of Australia's leading financial services organisations.

"QIC enjoys a strong reputation within the Australian financial services industry and is renowned for its innovative approach to investment," Bruce said.

"I look forward to taking this same innovative approach to marketing the organisation to further strengthen our relationships with our clients and the market in general," he said.

QIC General Manager, Client Services Margaret Sugden said the organisation was excited at being able to recruit someone of Bruce's standing in the industry.

"Bruce is regarded industry-wide as one of the best marketers in Australia, so we are delighted he is joining the QIC team," Margaret said.

"His appointment strengthens our commitment to client servicing and will ensure our position is maintained as an industry leader," she said.

Bruce has a Bachelor of Business and Marketing and a Diploma of Market Research and was awarded Marketer of the Year in 2004 by Rainmaker Planning & Strategy Division and the FEAL International Investments Conference Scholarship in 2007.

QIC is one of Australia's largest institutional fund managers with more than \$60 billion currently under management for its Australian and overseas clients.

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