SUPER
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Australian FOOD SUPER
Your Industry Fund

NOVEMBER 2023

AMIST SUPER IS NOW AUSTRALIAN FOOD SUPER.

AMIST Super has broadened its potential member base by rebranding as Australian Food Super.

For over 35 years, AMIST Super has been helping people in the meat industry secure their future. But according to CEO, Murray Rutherford, times are changing.

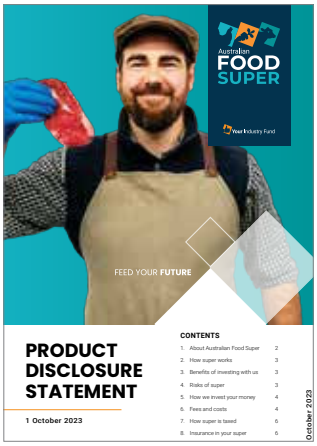
"We've become the leading super fund in the meat industry because we've worked hard to understand our members and we've learned a lot about the challenges they face," he said. "Our track record clearly shows that it is possible to deliver great returns at a low cost, and this is as important to our members as it was on day one."

"However, our work isn't done. We believe there are more people in Australia that we can help. People in similar walks of life, with similar challenges. It's time, therefore, to expand our focus to help people working in other food industries—in the same way we have done for the meat industry," he said.

"That's why we've changed our name to Australian Food Super."

Mr Rutherford stressed, however, that the fund's heritage is based in the meat industry and that will remain an integral part of their focus. "As Australian Food Super, we will continue to support our members from the day they join, through their entire work life and into retirement, with competitive products and solid investment returns," he said.

Australian Food Super was launched on 9 October this year. More information about the fund is available on the website ausfoodsuper.com.au



Some of Australian Food Super's new brochures









MEET OUR NEW CHIEF EXPERIENCE OFFICER.



Australian Food Super has appointed Daniel Musson as Chief Experience Officer. Dan has more than 25 years' experience in large, listed companies and private equity-backed businesses, having held senior positions with Westpac, Insurance Australia Group, Bank of Queensland, BT and Local Government Super. He has also worked in the retail and vocational and higher education sectors.

Dan brings a wide range of experience in sales and marketing, distribution, strategy development, and organisation transformation.

We welcome Dan to the Australian Food Super team.

AUSTRALIAN FOOD SUPER LAUNCHES OUTDOOR AD CAMPAIGN.

As part of its rebranding program, Australian Food Super has launched an outdoor billboard advertising campaign. Based in the traditional meat industry heartlands of regional New South Wales, Queensland and Victoria, the campaign is designed to introduce existing members to the new brand, while reinforcing that the meat industry remains integral to everything the fund stands for.

"It's important to us that our existing members are on board with our new, broader-focused brand," said Chief Experience Officer, Daniel Musson. "We believe our billboard campaign will help establish strong awareness of the new brand in these critical regional areas."



Billboards promoting the new branding have been placed in regional New South Wales, Queensland and Victoria. Above located at North Road Ormond Victoria

Below - located at Princess Freeway Point Cook VIctoria





Above - located at Ipswich (Dinmore) Queensland



Above - located at Rockhampton West Queensland



Above - located at Warrnambool Victoria

PAYDAY SUPER A REALITY FROM MID-2026.

New legislation requiring employers to make super contributions on the day they pay their staff comes into effect on 1 July 2026. This means that employers who currently make superannuation contributions for their staff on a quarterly or monthly basis will now need to make those payments on payday. For some employers, that could mean the payments may become weekly, placing additional administration requirements on the business. The introduction of payday super will also place employers under more regulatory pressure and will subject them to stricter surveillance by the Australian Taxation Office.

In many cases, Australian Food Super's clearing house service could assist employers in complying with the new legislation. Talk to your Client Services Manager for more information.



FIND US ON SOCIAL MEDIA

Australian Food Super is on Facebook and Instagram. We make regular posts about super and lots of other interesting things. So why not "like" us and "share" us amongst your workmates. And don't forget to make a comment. We're always interested in your views.

Australian FOOD SUPER

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AMIC AWARDS DINNER CELEBRATES WINNERS.

The Australian Meat Industry Council's (AMIC) annual awards dinner was held on 21st of September at Parkroyal Parramatta.

Australian Food Super's Chief Experience Officer, Daniel Musson, attended to present several awards in the Sausage King Competition. A great night and congratulations to all the competition contenders.

1st Place Trophy in the *Best Butchers' Gourmet Burger* category went to Rathmines Butchery for their Gourmet Lamb Burger.



Jared Gerahty from Borella Butchery in NSW took the 2nd Place Trophy in the *Best Butchers' Gourmet Burger* category for their Jalapeno cheese Burger.



3rd Place in the *Best Butchers' Gourmet Burger* category went to Dean Byrnes of Munro's Quality Meats in Wilberforce NSW for the Mushroom and Garlic Burger.

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