

New campaign encourages members to “Stop. Check. Keep your super in safe hands.”

30 July 2026

A new consumer education campaign by Industry Super Australia is launching on 31 July 2026, warning super fund members to be alert when served up a click-bait style ad or cold called about their retirement savings, urging them to: Stop. Check. Keep your super in safe hands.

The campaign is designed to help members recognise high-pressure sales tactics and remind them of the strengths and attributes associated with regulated funds.

Australians are compelled by law to save for their retirement and for many people, after the family home, it is the largest financial asset they will ever own.

Australia's superannuation system is the envy of the world and its foundations are built on trust: that savings are properly safeguarded, that the system is well regulated, and that any decision to change funds is made freely, with the right information, and in that person's genuine best interest.

Anything that erodes that trust can't be ignored because it has the potential to undermine the system. A system that has been built up over decades.

Predatory lead generators (businesses that collect people's personal details and sell them on to financial advisers often for a fee) are doing just that and on an industrial scale.

Using sophisticated and aggressive sales tactics, lead generators are pressuring and helping drive tens of thousands of Australians out of well-regulated super funds and into other options where many have much higher fees, higher-risk and are less regulated.

The consequences can be devastating. More than 12,000 Australians lost over \$1 billion combined when the Shield Master Fund and First Guardian Master Fund collapsed. Some lost all of their superannuation built up over a lifetime of work.

Our research shows that members strongly value Australia's compulsory super system, but many assume their super is always protected.

Industry Super Australia has therefore launched a new consumer education campaign to help industry fund members and the broader community recognise the warning signs of predatory lead generation and make informed decisions about their retirement savings.

The campaign's creative uses the imagery of flags to signal that funds (like Industry Super Funds) are highly regulated for their investment performance. The campaign is brought to life through three characters that explain the warning signs of lead generation style advertising. Campaign activity sends the audience to a helpful landing page where the warning signs are further explained.

The call to action is clear: If you get an unsolicited call about switching your super or see a 'clickbait' social media ad offering a "free super health check": Stop. Check. Keep your super in safe hands.

The campaign is starting on 31 July 2026 and will run across media channels such as screens (Free to air TV, subscription TV, video-on-demand), radio, digital, social media, podcasts and outdoor billboards.

Comments attributable to Industry Super Australia Chief Executive and Director of Marketing, Alana Burnside:

"Australians might not know they are being targeted in this way. Our campaign is about educating industry super fund members about what is happening and the steps they can take to protect their retirement savings."

"Members expect us to warn them about things they should know to protect their savings. We've seen devastating examples of what can go wrong through the collapse of Shield Master Fund and First Guardian Master Fund. This campaign is about raising awareness of this and educating our members of the warning signs."

"A cold call about your superannuation is a red flag. If something doesn't feel right or someone is pressuring you to make a quick decision about your retirement savings, always stop, check and keep your super in safe hands."

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