

## ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognise ASSA member organisations' achievements.
- 1.2 The criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.

1.3 The write-up should include the following:

#### WRITE UP TEMPLATE

<b>CATEGORY</b>	:	Strategic Communication Recognition Award
<b>ORGANISATION</b>	:	Employee Trust Fund (ETF), Brunei Darussalam
<b>CONTACT PERSON</b>	:	Siti Zulailah binti Haji Abdullah
<b>NAME OF PROJECT</b>	:	Empowering Retirement Planning for the Silver Generation
<b>OBJECTIVE AND NATURE OF PROJECT</b>	:	The objective of the consultation session for Silver Generation (individuals aged 50 and above) is to provide comprehensive and personalized guidance for retirement planning. This session aims to empower members with the knowledge, insights, and tools they need to make informed decisions about their retirement options.
<b>WHY IT SHOULD BE RECOGNISED</b>	:	This tailored consultation session is an innovative approach to introduced the newly establish National Retirement scheme (Skim Persaraan Kebangsaan or 'SPK'). The consultation serves as a bridge between the existing retirement scheme and the new options available. By offering clear explanations of reforms and benefits, it facilitates smooth transitions and ensures members are well-versed in the choices available to them.
<b>SUMMARY OF THE PROJECT</b>	:	<p>The objective of the consultation sessions aims to introduce members to a reformed retirement scheme and highlight the benefits of new schemes. ETF recognised that every member's situation is unique, and through strategic communication, the consultation present clear and concise information that allows individuals to weigh the advantages and disadvantages of each option.</p> <p>One of the program's standout features is the personalized projection of future retirement income. Through strategic financial modeling, it offers members a glimpse into their potential financial landscape, factoring in variables such as returns, inflation, and projected longevity. This strategic communication approach equips members with a comprehensive understanding of potential outcomes, empowering them to make proactive decisions.</p> <p>Our dedication extends to members aged 60 and above, whom we serve by enhancing the existing retirement scheme. This strategic enhancement, automatic in nature, reflects our commitment to addressing the unique needs of retirees. Through strategic communication channels, ETF ensure that our members are aware of these additional benefits, thereby creating a more secure and dignified retirement experience.</p>