

MEDIA RELEASE**HCF rebrand encourages Australians to 'take a fresh look' at iconic organisation**

Sydney, 30 September 2013 – Australia's largest not-for-profit health insurer, HCF, will today reveal its first brand refresh in more than 20 years. Featuring an updated brand mark and visual identity, the refresh is designed to encourage Australians to take a fresh look at HCF and its history of innovation.

In part the brand refresh was a response to research showing the fund, while highly trusted among existing members, was not seen in the broader community as forward-looking despite its track record in benefit innovation and service delivery.

HCF's Managing Director, Shaun Larkin said "The revitalised brand is more than a new visual identity. It signals a wider evolution of our organisation and captures the spirit of our commitment to leading our industry."

"From our Dental and Eyecare centres through to our ground-breaking, evidence-based My Health Guardian Program, our ever expanding My Home Doctor service and new products focussed on 'Caring for Health', we are actively positioning a HCF membership as a passport to a healthier life," he said.

HCF's General Manager for Sales and Marketing, Danny Saksida, said, "HCF is an iconic Australian brand with an 80-year heritage. That is a strength for us, but we are always looking forward and innovating to provide the best for our members. Our new identity acknowledges our heritage while also seeking to engage with people who may not know much about us.

"We're really excited the new brand will show Australians the fresh and innovative side of HCF," Saksida concluded.

From today the brand refresh will roll out across all of HCF's member touch points including its website, social media channels, advertising (new television advertisements begin airing from today) and our 53 retail outlets in New South Wales, Queensland, South Australia and Victoria.

With more than 1.5 million lives covered, HCF is Australia's third-largest private health insurer and, as a not-for-profit health insurer, operates solely for the benefit of members.

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