WeMoney Awards Program – Ratings & Methodology Criteria

Superannuation Awards

Name: 2026 WeMoney Superannuation Awards

Key Dates:

Applications open: Monday, 20-Apr-2026
Applications close: Friday, 15-May-2026
Winners announced: Tuesday, 26-May-2026

2026 WeMoney Superannuation Awards Summary

The WeMoney Superannuation Awards celebrate the best superannuation funds, products, and innovators in the Australian market, offering outstanding value, returns, and service quality to customers.

We use our knowledge and experience to identify those products that offer outstanding value, as well as market-leading performance and features, and recognise them with the WeMoney Superannuation Awards.

For applicants, a WeMoney Superannuation Award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2026 Superannuation Award Categories

Award Categories – Overall
Retail Superannuation Fund of the Year
Industry Superannuation Fund of the Year
Mobile App of the Year
Digital Innovation of the Year

Award Categories – Performance
Best for Young Australians
Best High Growth Fund
Best Balanced Fund
Best Moderate Fund
Best Conservative Fund
Best for Ethical Investments
Best for Direct Investments

Award Categories – Service
Best Default Insurance Option
Excellent Rates & Fees
Best for Value
Best for Quality
Best for Flexibility
Best for Member Benefits
Best for Portfolio Customisation
Best for Pension & Retirement
Outstanding Customer Service

Award Methodology

Overall Award Categories

Retail Superannuation Fund of the Year
This award recognises the retail superannuation fund delivering exceptional value and service to individual members through comprehensive product offerings and superior customer experience. Applicants were assessed based on investment performance, fee structures, product flexibility, digital capabilities, and member support services. The award is given to the provider with the highest weighted rating across the following categories:

- Investment Performance Across Risk Profiles
- Fee Competitiveness Across Balance Levels
- Product Range and Flexibility
- Member Benefits and Retirement Services
- Customer Experience and Service Quality
- Scale and Market Position

Industry Superannuation Fund of the Year
This award recognises the industry superannuation fund delivering exceptional member outcomes through profit-to-member governance, comprehensive product offerings, and strong service infrastructure. Applicants were assessed based on investment performance, fee structures, advice and education infrastructure, customer support quality, and member satisfaction. The award is given to the provider with the highest weighted rating across the following categories:

- Long-Term Investment Performance
- Fee Structure and Member Protection
- Advice and Education Infrastructure
- Customer Service Quality and Accessibility
- Member Satisfaction and Industry Recognition
- Profit-to-Member Governance

Mobile App of the Year
This award recognises the superannuation fund delivering the most user-friendly and comprehensive mobile application experience for members. Applicants were assessed based on app store ratings, transaction capabilities, investment tracking, security features, and overall ease of navigation. The award is given to the provider with the highest weighted rating across the following categories:

- App Store Ratings and Member Reviews
- Account Management and Transaction Capability

- Investment Tracking and Reporting
- Security and Authentication
- Ease of Navigation and Design

Digital Innovation of the Year

This award recognises the superannuation fund demonstrating the most innovative use of technology to enhance member experience and fund management. Applicants were assessed based on novel product features, digital onboarding, automation capabilities, member engagement through digital channels, and integration with broader financial ecosystems. The award is given to the provider with the highest weighted rating across the following categories:

- Innovative Product and Platform Features
- Digital Onboarding and Account Lifecycle
- Automation and Self-Service Capability
- Member Engagement Through Digital Channels
- Integration With Broader Financial Ecosystem

Performance Award Categories

Best for Young Australians

This award recognises the superannuation fund best serving the needs of younger members through age-appropriate investment strategies, low fees for smaller balances, and engaging digital experiences. Applicants were assessed based on fee competitiveness for low balances, high-growth investment performance, digital platform engagement, financial education resources, and default insurance value. The award is given to the provider with the highest weighted rating across the following categories:

- Fee Competitiveness for Low Balances
- High-Growth Investment Option Performance
- Digital Platform Engagement
- Financial Education Resources
- Default Insurance Value for Young Members

Best High-Growth Fund

This award recognises the superannuation fund delivering the strongest long-term investment performance in the high-growth investment category. Applicants were assessed based on returns across multiple time periods, risk-adjusted performance, fee impact on net returns, and consistency through market volatility. The award is given to the provider with the highest weighted rating across the following categories:

- 7-Year and 10-Year Return Performance
- 3-Year and 5-Year Return Consistency
- Risk-Adjusted Returns
- Fee Impact on Net Returns
- Performance Through Market Volatility

Best Growth Fund

This award recognises the superannuation fund providing the most effective growth investment strategy with strong long-term returns and appropriate risk management. Applicants were assessed based on returns across 1-, 3-, 5-, 7- and 10-year periods, fee competitiveness, risk-adjusted performance, and portfolio construction. The award is given to the provider with the highest weighted rating across the following categories:

- Long-Term Return Performance (5-10 Years)
- Short-Term Return Consistency (1-3 Years)
- Investment Fee Competitiveness
- Risk-Adjusted Performance
- Portfolio Construction and Diversification

Best Balanced Fund
This award recognises the superannuation fund delivering optimal balanced investment outcomes through effective diversification and consistent performance across market cycles. Applicants were assessed based on multi-period returns, risk management, fee efficiency, asset allocation, and consistency of returns. The award is given to the provider with the highest weighted rating across the following categories:

- Balanced Portfolio Performance Across Time Periods
- Risk Management and Downside Protection
- Fee Impact on Net Returns
- Asset Allocation and Diversification
- Consistency Across Market Cycles

Best Moderate Fund
This award recognises the superannuation fund providing the most effective moderate investment strategy, balancing growth potential with capital preservation. Applicants were assessed based on investment performance, capital preservation, fee competitiveness, risk-adjusted return efficiency, and portfolio stability. The award is given to the provider with the highest weighted rating across the following categories:

- Moderate Risk Investment Performance
- Capital Preservation During Market Downturns
- Investment Fee Competitiveness
- Risk-Adjusted Return Efficiency
- Portfolio Stability and Volatility Management

Best Conservative Fund
This award recognises the superannuation fund delivering the most effective conservative investment strategy prioritising capital preservation while generating stable returns. Applicants were assessed based on conservative investment performance, capital preservation, income generation, fee efficiency, and volatility management. The award is given to the provider with the highest weighted rating across the following categories:

- Conservative Investment Return Performance
- Capital Preservation and Downside Protection
- Income Generation and Yield
- Fee Efficiency for Conservative Options
- Volatility Management and Stability

Best for Direct Investments
This award recognises the superannuation fund offering the most comprehensive and cost-effective direct investment platform for members seeking greater

investment control. Applicants were assessed based on range of investment options, platform functionality, fee structure, research tools, and integration with overall super account management. The award is given to the provider with the highest weighted rating across the following categories:

- Range of Direct Investment Options
- Platform Functionality and Ease of Use
- Direct Investment Fee Structure
- Research and Investment Tools
- Integration With Super Account Management

Service Award Categories

Best Default Insurance Option
This award recognises the superannuation fund providing the most valuable and comprehensive default insurance coverage for members across different life stages and occupations. Applicants were assessed based on coverage levels for Death, TPD and Income Protection, premium competitiveness, claims acceptance and processing, opt-out structure, and insurance provider quality. The award is given to the provider with the highest weighted rating across the following categories:

- Default Coverage Levels (Death, TPD, IP)
- Premium Competitiveness
- Claims Acceptance and Processing
- Opt-Out Structure and Member Protection
- Insurance Provider Quality

Excellent Rates & Fees
This award recognises the superannuation fund demonstrating the most competitive and transparent fee structure across all balance levels and services. Applicants were assessed based on administration fees, investment management fees, performance fees, total cost across balance levels, and absence of hidden charges. The award is given to the provider with the highest weighted rating across the following categories:

- Administration Fee Competitiveness
- Investment Management Fee Transparency
- Total Cost Across Balance Levels
- Performance Fee Structure
- Absence of Hidden Charges

Best for Value
This award recognises the superannuation fund delivering exceptional overall value through the optimal combination of investment performance, fees, member benefits, and product features. Applicants were assessed based on net returns after fees, fee structure relative to service quality, member benefits and rewards, insurance and retirement features, and long-term member wealth outcomes. The award is given to the provider with the highest weighted rating across the following categories:

- Net Returns After All Fees
- Fee Structure Relative to Service Quality
- Member Benefits and Rewards Value
- Insurance and Retirement Features Included
- Long-Term Member Wealth Outcomes

Best for Quality
This award recognises the superannuation fund demonstrating the highest overall quality in fund management, member services, and operational excellence. Applicants were assessed based on investment management track record, service standards, member satisfaction, operational governance, and industry recognition. The award is given to the provider with the highest weighted rating across the following categories:

- Investment Management Track Record
- Service Standards and Response Quality
- Member Satisfaction Metrics
- Operational Excellence and Governance
- Industry Recognition and Awards

Best for Flexibility
This award recognises the superannuation fund offering the greatest flexibility in investment options, contribution arrangements, and account management to meet diverse member needs. Applicants were assessed based on range of investment options, contribution flexibility, account management, investment switching capabilities, and direct investment and lifecycle options. The award is given to the provider with the highest weighted rating across the following categories:

- Range of Investment Options and Fund Choices
- Contribution and Payment Flexibility
- Account Management Flexibility
- Investment Switching Capabilities
- Direct Investment and Lifecycle Options

Best for Member Benefits
This award recognises the superannuation fund providing the most valuable and comprehensive member benefit programs beyond core superannuation services. Applicants were assessed based on health and wellness benefits, insurance and financial discounts, member rewards and loyalty programs, educational resources, and banking and financial services integration. The award is given to the provider with the highest weighted rating across the following categories:

- Health and Wellness Benefits
- Insurance and Financial Discounts
- Member Rewards and Loyalty Programs
- Educational Resources and Advice Access
- Banking and Financial Services Integration

Best for Portfolio Customisation

This award recognises the superannuation fund offering the most comprehensive portfolio customisation options, allowing members to tailor their investment strategy to individual preferences and goals. Applicants were assessed based on range of single-sector and specialty options, risk profiling tools, lifecycle and target-date options, alternative investment access, and portfolio rebalancing tools. The award is given to the provider with the highest weighted rating across the following categories:

- Range of Single-Sector and Specialty Options
- Risk Profiling and Recommendation Tools
- Lifecycle and Target-Date Options
- Alternative Investment Access
- Portfolio Rebalancing and Planning Tools

Best for Pension & Retirement

This award recognises the superannuation fund providing the most comprehensive support and services for members transitioning to and managing retirement. Applicants were assessed based on pension product structure, transition to retirement support, retirement planning tools, Age Pension and advice services, and ongoing retirement member support. The award is given to the provider with the highest weighted rating across the following categories:

- Pension Product Structure and Bonus
- Transition to Retirement Support
- Retirement Planning Tools and Calculators
- Age Pension and Retirement Advice Services
- Ongoing Retirement Member Support

Outstanding Customer Service

This award recognises the superannuation fund delivering exceptional customer service through responsive support, multiple communication channels, and superior member experience across all touchpoints. Applicants were assessed based on response times, support channel availability, member satisfaction scores, proactive member communication, and service team expertise. The award is given to the provider with the highest weighted rating across the following categories:

- Customer Service Response Times
- Support Channel Availability
- Member Satisfaction Scores
- Proactive Member Communication
- Service Team Expertise and Knowledge

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each superannuation fund, and available products, assessing important factors, such as:

1. Returns
The independent judging panel examines each superannuation provider based on their investment performance across multiple fund options and time periods. This includes a detailed assessment of investment returns for standard fund options and additional superannuation fund options as of 31-March, 2026. Applicants are compared based on their investment performance across different risk profiles and time horizons relative to industry benchmarks.

- Standard Fund Option Performance
- Multi-Year Return Analysis
- Additional Investment Options
- Risk-Adjusted Performance Metrics

2. Affordability & Fees
The independent judging panel examines each superannuation provider based on their fee structure, transparency and cost-effectiveness across different account balance scenarios. This includes a detailed assessment of activation fees, transfer fees, consolidation fees, administration fees, investment management fees, performance fees and account closure fees. Applicants are compared based on their fee competitiveness and transparency relative to industry standards and member value propositions.

- Entry & Exit Fee Structure
- Ongoing Administrative Charges
- Investment Management Costs
- Performance-Based Fee Arrangements

3. Insurance
The independent judging panel examines each superannuation provider based on their insurance offerings, default insurance arrangements and premium structures across different member scenarios. This includes a detailed assessment of available insurance types, default insurance providers, opt-in versus opt-out arrangements and premium calculations for specific customer profiles. Applicants are compared based on their insurance value proposition and accessibility relative to member needs and industry standards.

- Death & TPD Coverage Options
- Income Protection Arrangements
- Default Insurance Structures
- Premium Affordability & Value

4. Flexibility & Features

The independent judging panel examines each superannuation provider based on their investment options, fund management capabilities and member benefit offerings. This includes a detailed assessment of fund option diversity, ethical investment availability, direct investment options, member benefits programs, funds under management and retirement transition services. Applicants are compared based on their product flexibility and member service offerings relative to diverse member needs and industry capabilities.

- Investment Option Diversity
- Sustainable Investment Access
- Self-Directed Investment Facilities
- Member Value-Added Services

5. Customer Experience

The independent judging panel examines each superannuation provider based on their digital capabilities, service delivery and member support infrastructure. This includes a detailed assessment of online account creation, mobile application functionality, notification preferences, financial advisory services, customer support channels and service response times. Applicants are compared based on their digital experience quality and service accessibility relative to member expectations and industry standards.

- Digital Account Management
- Mobile Platform Functionality
- Member Support Accessibility
- Advisory Service Provision

Customer Profiles

To ensure a fair and accurate comparison, superannuation funds are assessed against **five distinct customer profiles** that reflect various life-stages and balance amounts. This approach allows the independent judging panel to evaluate each superannuation fund's strengths within relevant segments and highlight those that deliver exceptional value and service to members at multiple stages of life.

Customer Scenario	Customer Profile
Scenario 1 – Accumulation	• Age: 21 • Gender: Male • Income: $55,000 • Occupation: Retail Worker • Balance: $7,500
Scenario 2 – Accumulation	• Age: 28 • Gender: Female • Income: $115,000 • Occupation: Site Manager (Mining) • Balance: $27,500
Scenario 3 – Acceleration	• Age: 35 • Gender: Male • Income: $190,000 • Occupation: Software Developer • Balance: $105,000
Scenario 4 – Acceleration	• Age: 48 • Gender: Female • Income: $250,000 • Occupation: Executive • Balance: $215,000
Scenario 5 – Retirement	• Age: 66 • Gender: Male • Income: $0 • Occupation: Retired • Balance: $355,000

Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

Data Collection & Review Process

WeMoney collects data from superannuation funds and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to both Industry and Retail Funds. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of members. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

Award Eligibility

Superannuation Funds were given 4 weeks to respond to our invitation process and provide all necessary data. Only superannuation funds that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Returns, Affordability & Fees, Insurance, Flexibility & Features, and Customer Experience, among others, that broadly fall into the following 5 categories:

- Returns
- Affordability & Fees
- Insurance
- Flexibility & Features
- Customer Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Returns	• Standard Fund Option Performance • Multi-Year Return Analysis • Additional Investment Options • Risk-Adjusted Performance Metrics	**20%**
Affordability & Fees	• Entry & Exit Fee Structure • Ongoing Administrative Charges • Investment Management Costs • Performance-Based Fee Arrangements	**20%**
Insurance	• Death & TPD Coverage Options • Income Protection Arrangements • Default Insurance Structures • Premium Affordability & Value	**20%**
Flexibility & Features	• Investment Option Diversity • Sustainable Investment Access • Self-Directed Investment Facilities • Member Value-Added Services	**20%**
Customer Experience	• Digital Account Management • Mobile Platform Functionality • Member Support Accessibility • Advisory Service Provision	**20%**