



**Brighter Super strengthens personal service promise
with key leadership appointments and national recognition**

Brighter Super has further strengthened its advice offering and reinforced its commitment to personal service with three senior appointments designed to deepen the fund's engagement with members and key stakeholders.

Haley Powell has been appointed Head of Superannuation and Retirement Advice, Craig Godfrey joins as Head of IFA Partnership and Growth, while Brendan Nerdal's existing role has been expanded to Head of Stakeholder and Corporate Relations.

Brighter Super Chief Member Officer Lisa Kay said the appointments reflect the fund's focus on scaling its advice offering and enhancing member engagement.

Ms Kay said as a mid-sized fund, Brighter Super is well positioned to offer a more personal level of connection and service to its members.

"After three years of mergers and acquisition, our fund is now well placed to deliver on the promises we made to members and we will be out there with them, understanding their retirement needs and supporting their retirement goals.

"We know our personal connections are what truly drive better retirement outcomes for our members. Through our advice partners and local super specialists, we help ensure members receive guidance that reflects their individual goals and circumstances," she said.

The appointments come as Brighter Super evolves how it delivers financial advice, making it more accessible, affordable and easier for members to navigate.

Ms Powell's team will lead Brighter Super's advice proposition, expanding access to financial advice through scalable and modular service models.

An experienced financial services leader, Ms Powell's career spans advice, governance and senior leadership roles. She joins Brighter Super from AIA Financial Wellbeing, where she was Head of Advice Delivery, leading teams of financial advisers.

Mr Godfrey's team will oversee the fund's growth strategy and strengthen relationships with Independent Financial Advisers (IFAs).

He joins Brighter Super after a strong career in superannuation and retirement planning having held senior roles in leading financial services and member focused organisations including large super funds and smaller boutique advisory firms. He was most recently National Manager SMSF at Findex.

Mr Godfrey will also lead Brighter Super's team of on-the-ground super specialists who personally met with 30,000 members last year – about 10% of the fund's membership base – and manage the fund's relationships with nearly 1600 IFAs.

Mr Nerdal who has led corporate relations since 2024, will continue to engage with the fund's largest employers and partners to advocate for members and support the fund's broader stakeholder strategy.



Brighter Super's commitment to delivering outstanding advice was recently recognised at the Industry Fund Services (IFS) Advice Excellence Awards, where the fund proudly received four awards, including *Financial Advice Team of the Year*. Several team members were also acknowledged for outstanding achievements across adviser and paraplanner categories.

These awards highlight Brighter Super's dedication to helping members retire with confidence and delivering exceptional personal service.

For more information visit brightersuper.com.au

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About Brighter Super

Brighter Super is a 100% member-owned, Queensland-based superannuation fund, with over 348,000 members and managing more than \$36 billion in retirement savings as at 1 October 2025.

Following the merger of LGLAsuper, Energy Super, and the acquisition of Suncorp Super, Brighter Super is proudly the fourth largest non-government financial institution* in Queensland.

The fund is dedicated to being right by members' sides, empowering them to retire confidently with advice, focusing on solid performance and low fees.

For more information, please call Brighter Super on 1800 444 396 (in Australia).

*Based on assets under management of non-government financial institutions in Queensland.

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