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HBF salutes its 'Pioneer' members

ON THE EVE of its 70th anniversary HBF is paying tribute to its oldest members – some of whom have been with WA's leading health insurer since it first opened its doors in 1941.

In November HBF hosted a special morning tea at Perth Town Hall for the members it fondly calls 'HBF Pioneers'.

HBF placed advertisements calling on any members who had been with the fund for 50 years or more to contact them if they wanted to be invited to a special morning tea in their honour.

"We really had no idea how many would want to come along but we've had to put on a second morning tea to cope with

the response," said Rob Bransby, HBF Managing Director.

"This is our way of saying thank you to our most loyal members. In an age where customer loyalty is increasingly fragile, we believe that anyone who has been with us for five decades should be acknowledged" Rob said.



From left: HBF advertisement: 1941 - HBF Managing Director Rob Bransby (far right) chatting to 'pioneer members'