

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS SUPERANNUATION SECTOR

AustralianSuper

AS38QW:

For the past five years:

- a. What was the total cost of all advertising and/or marketing?
- b. What was the total cost of all advertising and/or marketing per member?
- c. What was the total cost of all advertising per new (FY19) member?
- d. What was the total cost of all television advertising and/or marketing?
- e. What was the total cost of all radio advertising and/or marketing?
- f. What was the total cost of all print advertising and/or marketing?
- g. What was the total cost of all online advertising and/or marketing?
- h. How many in-house staff are employed in advertising and marketing roles?
- i. How much was spent on engaging external advertising and marketing consultants?
- j. Do you advertise and/or directly financial contribute to the New Daily?

Answer:

a.

Year-ending	Total cost of advertising and/or marketing
30 June 2015	\$14,676,852
30 June 2016	\$16,728,706
30 June 2017	\$16,452,875
30 June 2018	\$18,276,746
30 June 2019	\$24,149,406

b.

Year-ending	Total cost of advertising and/or marketing	Number of members	Cost per Fund member
30 June 2015	\$14,676,752	2,095,062	\$7.01
30 June 2016	\$16,728,706	2,131,755	\$7.85
30 June 2017	\$16,452,875	2,157,099	\$7.63
30 June 2018	\$18,276,746	2,228,296	\$8.20
30 June 2019	\$24,149,406	2,155,463	\$11.20*

* For FY19, the cost per Fund member figure is skewed by the large number of member accounts transferred to eligible rollover funds immediately prior to 30 June.

- c. This is not possible to calculate as AustralianSuper's advertising activities are directed to both attracting new members and retaining existing members. The split between attracting and retaining relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- d. This question cannot be answered as the material requested relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- e. This question cannot be answered as the material requested relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- f. This question cannot be answered as the material requested relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- g. This question cannot be answered as the material requested relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- h. AustralianSuper currently has 20 staff employed in advertising and marketing roles.
- i. This question cannot be answered as the material requested relates to AustralianSuper's marketing mix and may be detrimental to the interests of the Fund's members if disclosed.
- j. Yes, AustralianSuper advertised with The New Daily in 2015 and 2016. AustralianSuper also pays fees to its nominee on the board of The New Daily, as disclosed in the Fund's financial statements.