

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

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

HOSTPLUS

HP11QW: Details of sponsorship or sponsorship-like arrangements, marketing or marketing-like or in-kind arrangements for the past five years.

Answer:

1 Table A summaries Hostplus' marketing expenditure over the past five years.

TABLE A: MARKETING EXPENDITURE

Goods and services	FY15	FY16	FY17	FY18	FY19
	\$'m	\$'m	\$'m	\$'m	\$'m
1. Brand advertising					
(a) Marketing Activities	5.4	5.2	7.2	5.5	5.7
(b) Sponsorships	4.4	4.8	6.1	5.9	5.4
(c) Communications	1.9	1.9	0.8	2.2	1.0
Total brand advertising	11.7	11.9	14.1	13.6	12.1
2. Industry alliance partnerships					
(a) Alliance Partners	1.9	2.1	2.4	2.2	2.0
(b) Employer initiatives	1.3	0.9	1.4	1.6	1.5
Total industry alliance partnerships	3.2	3.0	3.8	3.8	3.5
3. Hostplus contribution to ISA					
Industry fund campaign participation	3.4	3.6	3.5	4.2	3.8
Total Marketing	18.3	18.5	21.4	21.6	19.4

1. "Brand advertising" comprises activities designed to increase awareness of the Hostplus brand. This includes:
 - i. marketing activities such as advertising on television, radio, online billboards and on public transport;

- ii. sponsorship of sports activities, which includes activities such as using the Hostplus logo placement on team apparel and tickets and advertising on stadium signage scoreboards; and
 - iii. communications with members, which includes matters such as mailouts, email/SMS, Hostplus' website and financial planning forums.
2. "Industry alliance partnerships" include contractual arrangements with AHA and United Voice pursuant to which Hostplus procures exclusive default fund status in relevant industry awards and enterprise bargaining agreements. These industry alliance partnerships also involve promoting Hostplus to employers and employees as a default superannuation fund. In addition, Hostplus has other industry partnerships with a range of industry bodies which typically involve promoting Hostplus in awards and via industry events (e.g. exhibitions and award nights), hosting investment forums and education and business seminars, providing scholarships and disseminating promotional brochures.
 3. Hostplus' contributions to ISA comprises funds that Hostplus provides to ISA, a body that engages in research, policy development, government relations and promotional activity on behalf of various industry super funds, including Hostplus. The promotional activity of ISA includes advertising on television, online, on radio, in the press and on billboards. Table C sets out the contributions made to ISA over the past five years.
 4. Table B sets out details of Hostplus' sponsorship and marketing arrangements over the past five years.

TABLE B: SPONSORSHIP AND MARKETING

Entity
AAA ACCOMODATION ASSOCIATION OF AUSTRALIA
ACTU
ADELAIDE FOOTBALL CLUB LTD
ADELAIDE OVAL SMA LTD
AFL CAIRNS LTD
ASSOCIATION OF AUSTRALIAN HOTEL SCHOOLS
AUSTRALIAN FOOTBALL LEAGUE
AUSTRALIAN HOTELS ASSOCIATION
AUSTRALIAN HOTELS ASSOCIATION (ACT)
AUSTRALIAN HOTELS ASSOCIATION (NSW)
AUSTRALIAN HOTELS ASSOCIATION (NT)
AUSTRALIAN HOTELS ASSOCIATION (SA)
AUSTRALIAN HOTELS ASSOCIATION (VIC)
AUSTRALIAN HOTELS ASSOCIATION (VIC) - AHA CHARITY
AUSTRALIAN HOTELS ASSOCIATION (VIC) - COMMUNITY PROJECTS
BRISBANE BRONCOS CORPORATION PTY LTD
BRISBANE BULLETS BASKETBALL CLUB PTY LTD

Entity
CATERING SERVICES AUSTRALIA TRUST
CLUB MANAGERS ASSOCIATION OF AUSTRALIA
CLUBS VICTORIA INC
COMMUNITY CLUBS VICTORIA
ESSENDON FOOTBALL CLUB LTD
GC SUNS
GOLD COAST FOOTBALL CLUB LTD
GOLF AUSTRALIA
HAWTHORN FOOTBALL CLUB LTD
KINGS BASKETBALL PTY LTD
LICENSED CLUBS ASSOCIATION OF S.A. INC.
MANLY-WARRINGAH RUGBY LEAGUE CLUB LTD
MELBOURNE CITY FC
MELBOURNE FOOD & WINE EVENTS
MELBOURNE HEART FC
MELBOURNE VICTORY FC
MELBOURNE VICTORY LTD
NATIONAL INDIGENOUS CULINARY INSTITUTE LTD
NATIONAL RUGBY LEAGUE LIMITED
NORTH MELBOURNE FOOTBALL CLUB- KANGAROOS
PENRITH DISTRICT RUGBY LEAGUE FOOTBALL CLUB LTD
PENRITH RUGBY LEAGUE CLUB LTD
RESTAURANT AND CATERING INDUSTRY OF AUSTRALIA
RICHMOND FOOTBALL CLUB LTD
RSL & SERVICES CLUBS ASSOCIATION QLD INC
RSL AUSTRALIA - TAS BRANCH
RSL LICENSED SUB-BRANCHES ASSOC
RSL OF AUST (SA BRANCH) INC
SOUTH SYDNEY DISTRICT RUGBY LEAGUE FOOTBALL CLUB
SUNSHINE COAST LIGHTING PTY LTD
SYDNEY KINGS BASKETBALL CLUB PTY LTD
TASMANIAN HOSPITALITY ASSOCIATION
TENNIS AUSTRALIA LIMITED
THE CLUB MANAGERS ASSOCIATION FAR NORTH COAST ZON
THE INTERNATIONAL COLLEGE OF MANAGEMENT SYDNEY P/L
THE TRUSTEE FOR MOTHERS DAY CLASSIC FOUNDATION
TOURISM INDUSTRY COUNCIL (TAS)
TOURISM NOOSA LTD
TOURISM TOP END
TOURISM TRANSPORT FORUM AUSTRALIA LIMITED
TOURISM TROPICAL NORTH QUEENSLAND
UNITED VOICE NATIONAL COUNCIL
WESTERN SYDNEY FOOTBALL CLUB

Entity
WILLIAM ANGLISS INSTITUTE OF TAFE
WOMEN IN SUPER
YMCA AUSTRALIA