

RESPONSES TO THE HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

Review of the four major banks & other financial institutions superannuation

- LEG11QW:** Details of costs for advertising campaigns for the past five years, including:
- a. The companies invited to tender for all or parts of any advertising campaign.
 - b. The companies awarded campaigns.
 - c. The total cost of each campaign.
 - d. The cost of the campaign's development.
 - e. Broadcasting (television, radio and internet) and publishing costs.
 - f. Assessment reports of the efficacy of campaigns in either retaining or gaining new members.

- Answer:** Over the last five years:
- a. No companies have been invited to tender for all or parts of any advertising campaign.
 - b. No companies have been awarded advertising campaigns.
 - c. No costs have been incurred for advertising campaigns.
 - d. No costs have been incurred for advertising campaign development.
 - e. No broadcasting (television, radio & internet) or publishing costs have been incurred.
 - f. No advertising campaign costs have been incurred and accordingly no assessments have been conducted into the efficacy of campaigns in either retaining or gaining new members.