

RESPONSES TO THE HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

Review of the four major banks & other financial institutions superannuation

LEG31QW:

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:

For the past five years:

- a. No advertising or marketing costs have been incurred.
- b. No advertising or marketing costs have been incurred.
- c. No advertising or marketing costs have been incurred.
- d. No television advertising or marketing costs have been incurred.
- e. No radio advertising or marketing costs have been incurred.
- f. No print advertising or marketing costs have been incurred.
- g. No online advertising or marketing costs have been incurred.
- h. No in-house staff are employed in advertising and marketing roles.
- i. No external advertising and marketing consultants were engaged.
- j. We do not advertise or directly make a financial contribution to the New Daily.