

**HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS**

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

**MyLifeMyMoney Superannuation Fund**

**ML12QW: 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:**

The fund has not engaged in any advertising campaigns over the last 5 years. The majority of advertising has been done in various Catholic print publications. Total advertising costs are summarised below:

<b>Year</b>	<b>Amount</b>	<b>Reference</b>
2015	\$68,273.98	ML12.2QW
2016	\$97,864.83	ML12.3QW
2017	\$103,540.76	ML12.4QW
2018	\$142,377.92	ML12.5QW
2019	\$79,953.88	ML12.6QW

**ML12.2QW****Advertising Costs 2015**

<b>Provider</b>	<b>Amount</b>
Absolute Color Printing	3,055.00
Advertising	1,844.00
ADWEB Pty Ltd	7,150.00
Australian Catholics	23,000.00
Catholic Diocese of Darwin	1,520.00
Catholic Diocese of Darwin	1,444.00
Catholic Diocese of Sandhurst	1,588.68
Catholic Homes	4,000.00
Diocese of Parramatta	1,800.00
Diocese of Wagga Wagga	2,240.00
Harvest Pilgrimages	1,507.93
Jesuit Communications Australia	6,000.00
Kairos	3,395.00
National Council of Priests of Australia	2,000.00
Sandpiper	5,016.87
The Catholic Archdiocese of Melb (Roman Catholic)	1,412.50
The Catholic Press Newspaper Co Pty Ltd	1,300.00
Total Costs	68,273.98

**ML12.3QW****Advertising Costs 2016**

<b>Provider</b>	<b>Amount</b>
Archdiocese of Canberra & Goulburn	2,011.62
Archdiocese of Hobart	7,291.44
Catholic Diocese of Darwin	5,776.00
Catholic Diocese of Sale	1,370.38
Catholic Diocese of Sandhurst	5,295.53
Catholic Education Office Melbourne	14,249.95
Diocese of Bathurst - Chancery Office NC	307.80
Diocese of Parramatta	5,309.99
Diocese of Wagga Wagga	3,648.00
Hamilton Spectator Partnership	1,270.72
History Teachers' Association of Victoria	5,224.98
Independent Education Union Vic Tas	5,186.98
James Yeates & Sons P/L (East Gip/land Newspapers)	1,392.90
Jesuit Communications Australia	31,199.96
Latrobe Valley Express Partnership	1,140.00
National Council of Priests of Australia	1,254.00
North East Media Pty Ltd	1,254.00
Regional Publishers (West Vic) Pty Ltd	1,397.46
Regional Publishers (Western Vic) P/L (Fairfax)	2,088.02
The Gippsland Times	1,195.10
	<b>97,864.83</b>

**ML12.4QW****Advertising Costs 2017**

<b>Provider</b>	<b>Amount</b>
Archdiocese of Canberra & Goulburn	2,400.00
Archdiocese of Hobart	914.16
Bauer Media Pty Limited	9,404.97
Cath Diocese of Sale	529.55
Catholic Diocese of Bathurst	324.00
Catholic Diocese of Darwin	4,294.00
Catholic Diocese of Sale	1,293.60
Catholic Diocese of Sandhurst	4,765.95
Catholic Education Office Melbourne	15,199.95
Diocese of Parramatta	23,100.00
Diocese of Wagga Wagga	1,856.00
Fairfax Media	3,277.49
Jesuit Communications Australia	30,700.00
National Council of Priests of Australia	2,310.00
The Catholic Weekly	3,171.09
	103,540.76

**ML12.5QW****Advertising Costs 2018**

<b>Provider</b>	<b>Amount</b>
Archdiocese of Canberra & Goulburn	7,200.00
Archdiocese of Hobart	3,047.22
Australian Childcare Alliance Queensland Inc	5,100.53
Catholic Archdiocese of Sydney	1,254.00
Catholic Diocese of Ballarat	3,000.00
Catholic Diocese of Darwin	5,700.00
Catholic Diocese of Sale	1,982.40
Catholic Diocese of Sandhurst	5,957.35
Diocese of Bathurst - Chancery Office NC	972.00
Diocese of Parramatta	3,657.49
Diocese of Wagga Wagga	2,128.00
DPS Publishing Pty Ltd	13,958.01
Facebook	7,001.69
Family Day Care Australia Ltd	4,179.98
Google	850.00
Jesuit Communications Australia	34,562.47
National Council of Priests of Australia	2,409.30
Online Lead Generation	854.89
Poster Printing	437.36
RI Event advertising	246.48
Social Status Media Pty Ltd	10,449.95
The Catholic Leader	2,340.00
The Catholic Weekly	9,273.00
The Natives Marketing Pty Ltd	15,674.94
Twitter	140.86
	<b>142,377.92</b>

**ML12.6QW****Advertising Costs 2019**

<b>Provider</b>	<b>Amount</b>
Archdiocese of Canberra & Goulburn	800.00
Archdiocese of Hobart	3,859.80
Catholic Diocese of Darwin	2,850.00
Catholic Diocese of Sale	852.00
Catholic Diocese of Sandhurst	3,256.68
Diocese of Bathurst - Chancery Office NC	972.00
Diocese of Wagga Wagga	2,735.99
DPS Publishing Pty Ltd	6,643.04
Executive Media Pty Ltd	3,324.99
Facebook	1,003.84
Family Day Care Australia Ltd	4,179.98
Jesuit Communications Australia	17,500.00
Majellan Family Publications	16,000.00
Morgan Advertising	1,078.00
National Council of Priests of Australia	413.80
Online Lead Generation	30.52
Social Status Media Pty Ltd	3,134.99
The Catholic Leader	8,458.98
The Catholic Weekly	2,859.27
	79,953.88