

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS

SUPERANNUATION SECTOR

QSuper

<b>QS11QW:</b>	<b>Details of sponsorship or sponsorship-like arrangements, marketing or marketing-like or in-kind arrangements for the past five years.</b>
<b>Answer:</b>	<p>QSuper invests thoughtfully in partnership and marketing programs that benefit our members.</p> <p><b>1. Existing Members:</b> Partnership and marketing programs aim to encourage behaviour change and provide confidence to members.</p> <p><b>2. Seeking new members:</b> Partnership and marketing programs aim to attract new members.</p> <p>Partnership and marketing programs support fund growth (retention of existing members, acquisition of new members). This sustainable and continued growth is in the best interests of our members.</p> <p>QSuper has a published Sponsorship and Donations Framework ('Framework') (see Attachment QS11.1QW) for how we choose which partners and marketing programs we invest in for the benefit of our members. The Framework covers how QSuper manages sponsorships, sets out the principles for assessing sponsorship opportunities, and exclusions.</p> <p>Here are our four sponsorship pillars along with examples of who we partner with:</p> <p>1. Community support – 64% of QSuper members are female and QSuper proudly supports causes that make a long-term difference to our members and their communities. Includes Women of the World Festival, DV Connect &amp; Darkness to Daylight Challenge sponsorships.</p> <p>2. Recognition for healthcare - With approximately 100,000 employed in healthcare QSuper supports healthcare partnerships dedicated to improving the health and wellbeing of others. Includes Royal Flying Doctor Service (Qld Section) and Juiced TV sponsorships.</p> <p>3. Championing educational excellence – Approximately 100,000 QSuper members work in education and QSuper supports initiatives that acknowledge the valuable contribution of educators. Includes Creative Generations on Stage and Education Showcase Awards sponsorships.</p>

4. Celebrating pride in achievement – With a long and proud history of providing for public sector workers and their families QSuper supports initiatives that recognise those public sector employees making an extraordinary difference. Includes Australia Day Achievement Awards and The Premier's Awards for Excellence sponsorships.

QSuper had 41 sponsorships amounting to \$839,651 in FY 2018-19. QSuper's top 6 sponsorships last financial year accounted for 52% of the total sponsorship investment. They were of the Royal Flying Doctor's Service, Juiced TV (which produces and transmits programs for sick children in hospital), The Qld Premier's Reading Awards, The Department of Education Awards and The Queensland Police Service Financial Wellbeing Program and Metro North Hospital and Health Service Awards for Recognition.

QSuper's most significant sponsorship over the past five years has been the Queen's Baton Relay in FY2017-2018. The sponsorship program included financial wellbeing activities, public relations and media promotion. The sponsorship rights gave QSuper the opportunity to connect with members and the Queensland community in over 80 locations, generating 100,000 clicks to financial wellbeing tips and content.

A strong focus of QSuper's current direct marketing to members is financial wellbeing. This includes informing and educating members on the value of financial advice, educational seminars and insurance - that is, services which aim to improve the financial literacy and retirement outcomes of our members. Whilst this may be categorised as marketing it may also reasonably be categorised as education of QSuper members of their retirement options and opportunities.

Set out in the table below are the financial costs over 5 years.

Total Spend	Year 1		Year 2		Year 3		Year 4		Year 5	
	FY 2018-19		FY 2017-18		FY 2016-17		FY 2015-16		FY 2014-15	
Total Sponsorship costs	\$	839,651	\$	732,413	\$	288,181	\$	86,999	\$	104,000
Number of Sponsorships		41		31		19		6		7
Advertising and Promo	\$	6,717,224	\$	6,128,839	\$	2,385,670	\$	1,561,227	\$	1,600,423
Direct Marketing	\$	1,959,617	\$	1,870,878	\$	3,734,287	\$	2,921,731	\$	2,894,695
Employee	\$	3,360,135	\$	2,887,224	\$	2,999,849	\$	3,294,724	\$	3,310,887
<b>TOTAL Budget</b>	<b>\$</b>	<b>12,876,627</b>	<b>\$</b>	<b>11,619,353</b>	<b>\$</b>	<b>9,407,987</b>	<b>\$</b>	<b>7,864,681</b>	<b>\$</b>	<b>7,910,005</b>