

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS

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

REST

REST11QW: Details of sponsorship or sponsorship-like arrangements, marketing or marketing-like or in-kind arrangements for the past five years.

Answer:

Rest maintains arrangements with employers, employer groups and unions where there is benefit to Rest members.

Unions

Years ⁽¹⁾	Partner	Current annual cost, paid to Partner	Current annual cost, marketing, events and awards sponsorship	Arrangements
2015, 2016, 2017, 2018, 2019	Shop, Distributive and Allied Employees' Association (SDA)	\$0	\$20,000	<ul style="list-style-type: none"> • Participation in training on superannuation • Participation in family fun days, picnic days • Sponsorship of awards and prizes at events, provision of collateral
2015, 2016, 2017, 2018, 2019	Australian Council of Trade Unions (ACTU)	\$44,000	\$0	Partnership program: <ul style="list-style-type: none"> • Participation in ACTU Congress every three years • Advertising in the ACTU member directory • Participation in ACTU events
Total		\$44,000	\$20,000	

Employers

Dates	Activities	Amount	Employers
July 2018 – June 2019	Support and participation in employer activities, eg. staff expos, merchandise provision, providing of facilities or other in-kind arrangements, across a number of employers/partners	\$15,300	Link Group, Bunnings, Prouds, Coles, JB Hifi, Woolworths

Employer Associations

Years ⁽¹⁾	Partner	Current annual cost, paid to Partner	Current annual cost, marketing, events and awards sponsorship	Arrangements
2015, 2016, 2017, 2018, 2019	National Retail Association (NRA)	\$5,500	\$70,400	Strategic Partnership: <ul style="list-style-type: none"> Inclusion on NRA website and platforms Sponsorship of major NRA events, including 'State of the Retail Nation' and charity dinner
2015, 2016, 2017, 2018, 2019	Australian Retail Association (ARA)	\$12,100	\$61,600	Premium Partner Sponsorship <ul style="list-style-type: none"> Sponsorship of 'Young Retailer of the Year' award Sponsorship of lunch events Inclusion in ARA business directory on website and magazine
2015, 2016, 2017, 2018, 2019	Franchise Council of Australia	\$66,253	\$11,000	Strategic Partnership <ul style="list-style-type: none"> Participation in annual convention and Awards dinner, including exhibition stand Advertising in quarterly magazine and on website Sponsorship of events

2019	Retail Drinks Australia	\$82,500	\$0	<p>Associate membership</p> <ul style="list-style-type: none"> • Acknowledgement on website and collateral, and opportunity to create education content for members • Participation in events • Naming rights and attendance at the Young Liquor Retailer of the Year Award
2018, 2019	Liquor Stores Association WA	\$0	\$11,000	Arrangement terminated as part of 2019 review, effective end FY2020 ⁽²⁾
2018, 2019	Australian FinTech	\$0	\$0	<p><i>Arrangement terminated as part of 2019 review</i></p> <p>Previous arrangements were a sponsorship of \$47,880 for participation in events, listing on website and in communications, over May 2018 – April 2019</p>
2016, 2017, 2018 (now terminated)	Major Retail Council (previously Large Format Retail Association (LFRA))	\$0	\$0	<p><i>Arrangement terminated as part of 2019 review</i></p> <p>Previous arrangements were an annual sponsorship of \$29,591 that included:</p> <ul style="list-style-type: none"> • Participation in and presentation at national quarterly forums • Listing on website and in publications
2017, 2018, 2019	Hardware Association	\$0	\$0	<p><i>Arrangement terminated as part of 2019 review</i></p> <p>Previous arrangements were an annual sponsorship of \$25,000 that included:</p> <ul style="list-style-type: none"> • Advertising in e-magazine • Sponsorship of industry events
Total ongoing annual cost		\$166,353	\$154,000	

Charities and community events

2017	McDonalds	\$25,000	Sponsorship of Ronald McDonald House charity, included recognition of charity website
2015	SuperFriend	\$2,228	Initial membership costs paid in 2015. Vicki Doyle, Rest CEO is an unpaid director on the SuperFriend Board. Contribute to access to mental health programs, training and resources. Access to research on trends, impact and outcomes related to a mentally health workplace
2016, 2017, 2018, 2019	Headspace	\$250,000	<i>Arrangement terminated as part of 2019 review</i> <ul style="list-style-type: none"> Previously sponsored Headspace for \$230,000 per annum, plus \$20,000 for marketing costs over 2016-2019. Recognition at 'Groove in the Moo' music festival Assisted in production of Headspace videos to promote value of primary health care Involvement in promoting financial wellbeing and mental wellbeing
2018	Ronald McDonald House	\$11,000	Participation in charity bike ride event
2019	Dymocks	\$5,500	Attendance at charity event
2019	First Nations Foundation	\$22,000	Participation, sponsorship and volunteers provided for First Nations Foundation Super Big Day Out, NT

Retail Industry Events

Date	Activity	Cost	Partner / Provider
October 2016	Trade stand at conference	\$5,792	FoodCo
March 2017	Sponsored dinner with retail industry body	\$8,500	Inside Retail / Octomedia
March 2017	Trade stand at conference and merchandise	\$5,185	Super Retail Group
July 2017	Participation in Bunnings showcase	\$27,430	Bunnings
August 2017	Sponsored conference breakfast	\$10,438	Inside Retail / Octomedia
February 2018	Trade stand at conference	\$63,012	Inside Retail / Octomedia

October 2018	Participation in annual conference	\$8,250	FoodCo
February 2019	Sponsorship of conference 2019, trade stand	\$93,500	Akolade – New Retail Conference
May 2019	Participation in conference	\$3,850	FCB Group
October 2019	Sponsorship of conference, trade stand and speaking session	\$17,873	Akolade – People Leaders Conference

Notes

1. Periods are FY2015, FY2016, FY2017, FY2018, FY2019
2. A review was carried out in 2019 to assess all marketing and sponsorship arrangements to ensure that they continued to be aligned to Rest's mission and members' best interests, and provided ongoing value. A number of arrangements were subsequently terminated, and have either ceased, or will cease at the end of FY2020.