

## Association Arrangements – June 2019

Association Name	Agreement/ Sponsorship	Spend P.A.	Current Arrangements	Recommendation
SDA	N/A	\$20,000 (estimate)	<ul style="list-style-type: none"> <li>• <b>Strategic Partnership</b> (no formal agreement in place) <ul style="list-style-type: none"> <li>- Participate in regular training of Delegates and Members across Australia</li> <li>- Participate in family fun days, picnic days, shopping centre blitzes, movie nights, 25 year club and Pink Ribbon events</li> <li>- Rest contribute door prizes including JB HI FI vouchers and Rest collateral is supplied at some SDA member events</li> <li>- Regular meetings with Organisers and Delegates nationally</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Meeting has been arranged to introduce the new Strategic Accounts Team to SDA Key Executives in the National Office</li> <li>• Recommendation - continue support of events and member activities</li> </ul>
ACTU	N/A	\$44,000	<ul style="list-style-type: none"> <li>• <b>Partnership Program: – renewed annually</b> <ul style="list-style-type: none"> <li>- The ACTU Congress held every three years, (last held in 2018)</li> <li>- Advertising in ACTU member directory 2018</li> </ul> </li> <li>• Branches of the SDA attend including Senior Officials, Organisers and Delegates. The event is supported by a number of sponsors/partners including other industry funds.</li> </ul>	<ul style="list-style-type: none"> <li>• If Partnership Program is ongoing consider whether Rest participates in the ACTU Super Annual Trustees Forum and who should represent Rest</li> <li>• Recommendation - continue support through Partnership Program</li> </ul>
National Retail Association (NRA)	2013	\$132,000	<ul style="list-style-type: none"> <li>• <b>Strategic Partnership – exclusive superannuation provider – year 2 of x 3 year agreement –</b> <ul style="list-style-type: none"> <li>- Fee is made up of: Partnership fee \$82,500, State of the Retail Nation - \$33,000, Dine with a Difference - \$16,500</li> <li>- Promotion of Rest brand and services via NRA website, online platforms and face to face</li> <li>- Primary sponsor of 9 State of the Retail National Events managed by NRA</li> <li>- Rest can announce the award winners at Retail Awards (up to 10 tickets with preferential seating available)</li> <li>- Dine with a Difference – complete management of 1 event per year of up to 80 guests</li> <li>- 2 tickets and Rest can be nominated as a speaker at other NRA events outside this agreement</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Account team introductory meeting held with NRA on 18<sup>th</sup> June 2019</li> <li>• Reviewing FY19/20 activities and suggesting variations to agreement</li> <li>• Recommendation – continue arrangement</li> </ul>
Australian Retail Association (ARA)	2013	\$11,000	<ul style="list-style-type: none"> <li>• <b>Premium Partner Sponsorship - exclusive superannuation supplier – year 2 of 3 year agreement</b> <ul style="list-style-type: none"> <li>- 2018 Agreement yet to be executed however we sponsored Young Retailer of the Year Award 2018</li> <li>- Naming rights to the Australian Young Retailer of the Year Award</li> <li>- 2 ARA hosted lunches per year (city determined by Rest)</li> <li>- Rest contact details included in business directory on ARA website and the ARA Retailer Magazine</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Review our current arrangements and develop a plan in conjunction with ARA</li> <li>• Recommendation – continue arrangement</li> </ul>
Franchise Council of Australia	2015	\$66,253	<ul style="list-style-type: none"> <li>• <b>Strategic Partner – exclusive superannuation supplier – year 2 of 3 year agreement</b> <ul style="list-style-type: none"> <li>- Attendance/participation at the National Franchise convention including exhibition booth &amp; Awards Dinner</li> <li>- Opportunity to host a Panel session either facilitation or panel member</li> <li>- Full page AD in quarterly magazine</li> <li>- Endorsement as partner and FCA website presence with hyperlink back to Rest website</li> <li>- Logo and verbal recognition at all key events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Introductory meeting to be arranged with FCA to discuss our partnership agreement</li> <li>• Recommendation – continue arrangement</li> </ul>
Major Retail Council (Former Large Format Retail Association (LFRA))	2016 membership	\$29,591	<ul style="list-style-type: none"> <li>• <b>Platinum Membership – exclusive superannuation supplier– annual membership</b> <ul style="list-style-type: none"> <li>- Participation in National quarterly forums – 2 Rest employees generally attended each forum</li> <li>- Opportunity to present at National quarterly forums</li> <li>- Recognition of Associate membership on the LFRA website</li> <li>- Recognition of Associate membership at all Forums</li> <li>- Access to publications &amp; weblinks</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Consideration of sponsorship for coming year possible reduction to Gold - \$16,787 or Bronze - \$9,700</li> <li>• Final recommendation, terminate arrangement</li> </ul>
Retail Drinks Australia	2019	\$75,000	<ul style="list-style-type: none"> <li>• <b>Associate Member – exclusive superannuation supplier - year 1 of 3 year agreement</b> <ul style="list-style-type: none"> <li>- Acknowledged as official super partner and active promotion to members</li> <li>- Attend “Fireside dinner” senior decisions makers, corporate and chain members. Attend and any state based events</li> <li>- Opportunity to create advertorial and education content for publications</li> <li>- Acknowledgement at Annual AGM and Awards Dinner</li> <li>- Exclusive naming rights (sponsor) to Young Liquor Retailer of the Year Award (2 tickets to event)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Meeting held to introduce new Strategic Account Team to Key Executive/s of Retail Drinks</li> <li>• Recommendation – continue arrangement</li> </ul>
Liquor Stores Association WA	2018	\$11,000	<ul style="list-style-type: none"> <li>• <b>Corporate Membership – exclusive superannuation supplier – year 2 of 3 year agreement</b> <ul style="list-style-type: none"> <li>- LSA Young Retailer of the year</li> <li>- Weblinks – Rest logo on website and link to Rest website</li> <li>- Opportunity to provide advertorial or educational columns on superannuation issues for quarterly newsletters</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation – do not renew arrangement beyond expiry June 2020</li> </ul>
Victorian Newsagents Association (VANA)	2016	\$14,300	<ul style="list-style-type: none"> <li>• <b>Platinum Partnership – annual subscription – exclusive superannuation supplier - 3 year agreement expires 30 June 2019</b> <ul style="list-style-type: none"> <li>- Large logo size on all event advertising, marketing material and newsletter, complimentary invitations to the events: Awards night (10), Golf Day (4), Christmas Party</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation – do not renew arrangement</li> </ul>
Hardware Association	Previously embedded in NRA	\$25,000	<ul style="list-style-type: none"> <li>• <b>Strategic Partnership – exclusive superannuation partner 3 year agreement expires 30 June 2019</b> <ul style="list-style-type: none"> <li>- Advertising in monthly e-magazine – up to 12 articles</li> <li>- Gold level sponsorship at each of the Hardware Australia industry events nationally</li> <li>- Member induction program – introduce 10 key target members and arrange introduction</li> <li>- Strategy and return on investment reporting</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Recommendation – do not renew arrangement</li> </ul>