

Appendix 3

CONFIDENTIAL

Other Expenses Breakdown	1	2	3	4	5	6	7	8	9	10	Commentary
	FY 07/08	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	
Fund related Marketing Expenses											
Advertising	2,332,174	2,830,744	2,325,722	2,666,484	2,961,695	9,079,867	9,571,611	6,494,534	6,180,687	7,228,690	Advertising related to new member acquisitions and retention. This includes television commercials, billboard displays, advertisements on social media. Increase in spend in FY12/13 & FY13/14 was related to extending Sunsuper's footprint in New South Wales and Victoria.
Sponsorship - Fund	262,101	443,348	304,656	510,352	1,065,065	2,108,993	1,689,311	1,113,621	2,636,663	2,017,640	Corporate sponsorships and community partnerships.
Sponsorship/Advertising - Related Party Expenditure											
Chamber of Commerce & Industry Queensland (CCIQ)			39,050	47,595	54,800	54,800	43,890	41,800	41,800	44,107	Payments for payroll seminars.
Queensland Council of Unions (QCU)	-	-	27,500	27,500	27,500	27,500	34,480	44,141	44,136	43,008	Sponsorship for Labour Day Family Fun Day and Awards Dinner including brand placement and logo recognition on all promotional materials. This also includes advertising in QCU publications such as directories and diaries.
The Australian Workers' Union of Employees, Queensland (AWU)	-	-	17,600	23,510	29,700	25,075	14,031	24,790	11,495	26,637	Sponsorship - AWU National Conference & brand advertising in AWU publications.
Events and Functions	169,363	248,893	318,993	197,949	323,711	304,851	324,239	715,710	623,728	988,736	Member and employer events and functions in Sydney, Melbourne and Brisbane.
Business Development - Employers	-	-	288,600	300,300	312,000	315,900	318,500	596,274	916,898	1,215,252	Services related to prospective and successful mergers, acquisitions and successor fund transfers (SFT) and member growth through employers and advisors. In line with Sunsuper's strategy new staff were brought in to strengthen these activities from FY14/15. This investment has been successful with Sunsuper securing two large +\$1bn SFTs in FY16/17 along with the planned merger with Kinetic Super +\$3bn in 2018.
Business Development - Financial Advisers	-	-	-	-	-	-	-	-	549,016	789,282	Advisor relationship management and national adviser panel operational expenses. This initiative provides members with independent advice from an external panel of advisers and commenced in 2016.
OTHER EXPENSES	2,763,637	3,522,985	3,322,121	3,773,690	4,774,471	11,916,985	11,996,063	9,030,870	11,004,422	12,353,352	
Other expenses as a % of FUM	0.02%	0.03%	0.02%	0.02%	0.02%	0.05%	0.04%	0.03%	0.03%	0.03%	