

Aware Super – 2024 Annual Members’ Meeting

Recipient	FY24 (\$)
Nil	Nil

Promotion, marketing or sponsorship expenditure

The promotion, marketing or sponsorship expenditure includes activity relating to design, creation and distribution of promotional communications. Sponsorships, partnerships, advertising costs and memberships to industry bodies that advocate on behalf of the fund are also included.

Driving brand awareness through promotion, marketing and sponsorships set us apart from other funds and assists in driving the scale and reach we need to deliver market-leading superannuation, super helpful advice and ensure our members can achieve their best retirement. Over time, we believe that members will benefit from more diversified investment opportunities and lower fees and operating costs that can only be generated through scale.

These amounts may also be included as payments to industrial bodies and payments to related parties where applicable.

Contract amounts disclosed are net of GST recoverable from the Australian Taxation Office.



Supplier name	Nature of expenditure	Contract term	FY24 (\$)	Total contract value (\$)
Health Services Union National Office	Community partnerships & sponsorships	6 months	26,125	26,125
Health Services Union NSW	Community partnerships & sponsorships	6 months	9,500	9,500
Healthcare Financial Management Association	Community partnerships & sponsorships	12 months	19,855	19,855
Hive Empire Pty Ltd (Finder)	Advertising	Invoice only	365,353	390,080
Hunter New England Area Health	Community partnerships & sponsorships	Invoice only	6,270	6,270
Illawarra Shoalhaven Local Health District	Community partnerships & sponsorships	Invoice only	2,000	2,000
Immij (NSW) Pty Ltd	Communications	Invoice only	352,264	365,353
Infochoice Limited	Marketing research	Invoice only	3,649	3,649
Institute of Public Administration (Victoria)	Community partnerships & sponsorships	12 months	33,060	33,060
Institute of Public Administration Australia	Community partnerships & sponsorships	12 months	20,900	20,900
IVE Group Victoria Pty Ltd	Communications	Invoice only	92	92
Kinship Digital Pty Ltd	Advertising	Invoice only	119,526	119,526
Kwik Kopy Melbourne City South	Communications	Invoice only	753	753
Kwik Kopy Norwood	Communications	Invoice only	320	320
Lesage Pty Ltd (Netprint)	Advertising	Invoice only	1,638	1,638
Lexicon Agency Pty Ltd	Communications	Invoice only	60,839	60,839
LinkedIn Singapore Pty Ltd	Advertising	Invoice only	40,964	40,964
Local Government Professionals Australia WA	Community partnerships & sponsorships	36 months	100,765	172,425
Maison Hospitality Pty Ltd	Event costs	Invoice only	233	233
Marketing Pulse Pty Ltd	Communications	Invoice only	6,447	6,447
Momentum Media (Wealth) Pty Ltd	Advertising	Invoice only	41,516	41,516
Momentum Media Group	Advertising	Invoice only	39,284	39,284
Narrabundah College	Community partnerships & sponsorships	12 months	10,450	10,450
National Employment Services Association	Community partnerships & sponsorships	12 months	20,054	20,054
National Police Memorial	Community partnerships & sponsorships	Invoice only	706	706
Now Industries Pty Ltd	Design & production	Invoice only	10,522	10,522
NSW Government Schools	Community partnerships & sponsorships	Invoice only	2,121	2,121
NSW Health	Community partnerships & sponsorships	12 months	36,575	36,575
NSW Health Nepean Blue Mountains Local Health District	Community partnerships & sponsorships	Invoice only	1,500	1,500
NSW Health Northern Sydney District	Community partnerships & sponsorships	Invoice only	3,135	3,135
NSW Nurses And Midwives' Association	Community partnerships & sponsorships	6 months	43,776	43,776
Police Association of NSW	Community partnerships & sponsorships	10 months	9,411	9,411
Praytell Australia Pty Ltd	Advertising	Invoice only	390,080	432,000
Principals Pty Ltd (XXVI)	Communications	Invoice only	15,197	41,800
Promo On Demand	Design & production	12 months	41,260	41,260

Supplier name	Nature of expenditure	Contract term	FY24 (\$)	Total contract value (\$)
Public Service Association of NSW	Community partnerships & sponsorships	Invoice only	15,200	15,200
Rainmaker Information Pty Ltd	Advertising	Invoice only	85,168	86,704
Ratecity Pty Ltd	Advertising	Invoice only	25,679	25,679
Red Flame Design	Design & production	Invoice only	57,046	57,046
Riskinfo Pty Ltd	Advertising	Invoice only	4,180	4,180
Rocket Productions Pty Ltd	Communications	Invoice only	30,291	30,291
Rotary International District	Community partnerships & sponsorships	Invoice only	5,225	5,225
Saffron Consulting Pty Limited	Advertising	Invoice only	8,200	8,200
Six Black Pens Pty Ltd	Communications	Invoice only	107,803	107,803
Slidemaster Pty Ltd	Advertising	Invoice only	18,627	18,627
Smart Messaging Services Pty Ltd	Communications	Invoice only	48	48
South-Eastern Sydney Local Health District	Community partnerships & sponsorships	12 months	3,150	3,150
Super Members Council of Australia Limited	Industry strategic partnership	9 months	747,322	747,322
Super Simple Super Group Pty Ltd	Advertising	Invoice only	12,572	12,572
SuperRatings Pty Ltd	Advertising	Invoice only	63,223	60,839
Swift Digital	Design & production	Invoice only	12,565	12,565
Sydney Local Health District	Community partnerships & sponsorships	Invoice only	4,964	4,964
The Association of Superannuation Funds of Australia Limited	Industry strategic partnership	12 months	168,339	168,339
The Centre for Workers Capital Pty Ltd	Community partnerships & sponsorships	Invoice only	77,070	77,070
The Equine Psychotherapy Ins	Advertising	Invoice only	6,189	6,189
The Photo Pitch Pty Ltd	Advertising	Invoice only	4,457	4,457
The University of Melbourne	Community partnerships & sponsorships	Invoice only	2,375	2,375
The Victorian Healthcare Association Ltd	Community partnerships & sponsorships	12 months	12,540	12,540
Thinkerbell Pty Ltd	Advertising	12 months	1,191,711	1,585,546
Unions NSW	Community partnerships & sponsorships	Invoice only	1,549	1,549
University of Newcastle	Community partnerships & sponsorships	Invoice only	2,537	2,537
Victorian Association of State Secondary Principals Inc	Community partnerships & sponsorships	12 months	16,720	16,720
Victorian Chamber of Commerce	Community partnerships & sponsorships	12 months	22,779	22,779
Victorian Principals Association	Community partnerships & sponsorships	12 months	15,675	15,675
Videocraft Equipment Pty Ltd	Communications	Invoice only	6,662	6,662
Wallies Lollies Pty Ltd	Event costs	Invoice only	3,643	3,643
Western Sydney Local Health District	Community partnerships & sponsorships	10 months	3,078	3,240
Zenith CW Pty Ltd (Chant West)	Advertising	Invoice only	210,407	210,407
4Mation Technologies Pty Ltd	Communications	Invoice only	25,047	25,047

Note: A minor amount previously reported in the short-form as a supplier payment was not incurred in FY24 and has been excluded from this form.

Payments to industrial bodies

Payments to industry bodies are payments made to organisations that are registered under the Fair Work (Registered Organisations) Act 2009. These payments are for partnership arrangements that include advertising, marketing and education services that support member engagement and drive fund scale. The spend also includes the payment of Directors' fees where the relevant Directors instruct us to make payments to their appointing entity.

Payments to related parties

The table below also outlines payments to related parties as defined by the Regulations. This is broader than the definition under the Australian Accounting Standards for the purpose of the Fund's financial statements. Payments to these entities are part of the Fund's normal business operations and include:

- Amounts paid to service entities for staff remuneration.
- Financial advice fees deducted from member accounts on the direction of the member.
- Product design and administration fees.
- Director and Executive remuneration (also included in remuneration expenditure).

Where applicable, payments to related parties have also been included in the tables above covering promotion, marketing and sponsorship expenditure, and payments to industrial bodies.

Amounts disclosed are net of GST recoverable from the Australian Taxation Office.

Aware Group entities	Nature of transaction	Date of payment	FY24 (\$)
Aware Super Services Pty Ltd	Staff employment	December 2023	17,374,634
Aware Super Services Pty Ltd	Staff employment	January 2024	18,969,251
Aware Super Services Pty Ltd	Staff employment	February 2024	20,797,531
Aware Super Services Pty Ltd	Staff employment	March 2024	18,531,827
Aware Super Services Pty Ltd	Staff employment	April 2024	18,995,703
Aware Super Services Pty Ltd	Staff employment	May 2024	20,731,886
Aware Super Services Pty Ltd	Staff employment	June 2024	25,210,313
First State Super Product Services Trust	Product management & administration	July 2023	3,907,551
First State Super Product Services Trust	Product management & administration	August 2023	3,927,436
First State Super Product Services Trust	Product management & administration	September 2023	3,821,475
First State Super Product Services Trust	Product management & administration	October 2023	3,888,220
First State Super Product Services Trust	Product management & administration	November 2023	2,570,450

Other related parties	Nature of transaction	Date of payment	FY24 (\$)
The Association of Superannuation Funds of Australia Limited	Conferences	August 2023	17,685
The Association of Superannuation Funds of Australia Limited	Conferences	August 2023	178,056
The Association of Superannuation Funds of Australia Limited	Conferences	September 2023	196
The Association of Superannuation Funds of Australia Limited	Conferences	September 2023	58,602
The Association of Superannuation Funds of Australia Limited	Conferences	October 2023	373
The Association of Superannuation Funds of Australia Limited	Conferences	November 2023	1,506
The Association of Superannuation Funds of Australia Limited	Conferences	December 2023	13,565
The Association of Superannuation Funds of Australia Limited	Conferences	February 2024	1,537
The Association of Superannuation Funds of Australia Limited	Conferences	February 2024	497
The Association of Superannuation Funds of Australia Limited	Conferences	March 2024	16,580
The Association of Superannuation Funds of Australia Limited	Conferences	April 2024	2,409
The Association of Superannuation Funds of Australia Limited	Conferences	April 2024	15,474
The Association of Superannuation Funds of Australia Limited	Conferences	April 2024	1,606
The Association of Superannuation Funds of Australia Limited	Conferences	May 2024	196



Other related parties	Nature of transaction	Date of payment	FY24 (\$)
Public Service Association of NSW	Directors' fees	July 2023	8,903
Public Service Association of NSW	Directors' fees	August 2023	8,903
Public Service Association of NSW	Directors' fees	September 2023	8,903
Public Service Association of NSW	Directors' fees	October 2023	8,903
Public Service Association of NSW	Directors' fees	November 2023	9,057
Public Service Association of NSW	Directors' fees	December 2023	9,118
Public Service Association of NSW	Directors' fees	January 2024	9,118
Public Service Association of NSW	Directors' fees	February 2024	9,118
Public Service Association of NSW	Directors' fees	March 2024	9,118
Public Service Association of NSW	Directors' fees	April 2024	9,118
Public Service Association of NSW	Directors' fees	May 2024	9,118
Public Service Association of NSW	Directors' fees	June 2024	9,118
Super Members Council of Australia Limited	Membership fees	November 2023	298,511
Super Members Council of Australia Limited	Membership fees	February 2024	448,811
The Victorian Healthcare Association Ltd	Sponsorships	March 2024	12,540
The Victorian Healthcare Association Ltd	Directors' fees	July 2023	7,440
The Victorian Healthcare Association Ltd	Directors' fees	August 2023	7,440
The Victorian Healthcare Association Ltd	Directors' fees	September 2023	7,440
The Victorian Healthcare Association Ltd	Directors' fees	October 2023	7,440
The Victorian Healthcare Association Ltd	Directors' fees	November 2023	7,572
The Victorian Healthcare Association Ltd	Directors' fees	December 2023	7,702
The Victorian Healthcare Association Ltd	Directors' fees	January 2024	7,702
The Victorian Healthcare Association Ltd	Directors' fees	February 2024	7,702
The Victorian Healthcare Association Ltd	Directors' fees	March 2024	7,702
The Victorian Healthcare Association Ltd	Directors' fees	April 2024	7,702
The Victorian Healthcare Association Ltd	Directors' fees	May 2024	7,702
The Victorian Healthcare Association Ltd	Directors' fees	June 2024	7,702
Workers Health Centre	Staff Welfare	August 2023	1,453