

Aware Super – 2024 Annual Members' Meeting

Recipient FY24 (\$
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 beneft from more diversifed 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.

			Contract	FY24 Invoice	only 🥦
Supplier name	Askable Pty td Nature of expendi	ture Marketing research	term	Invoice only	79
	Association of Bsiness Managers in Vitorian State School		hips &ponsorships	2 months	8 127
	Association of School Brsars & Administrators (16)	Community partners	hips &ponsorships	Invoice only	<u>,</u> R
	Atomic Search Pty td	Advertising	·	24 months	,99,4 6
	Australian College of Nursing	Community partners	hips &ponsorships	Invoice only	53
	Australian Eucation Lion NSW Teachers Federation Eanch	Community partners	hips &ponsorships	2 months	2 ,53 9



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

Public Service Association of NSW Community partnerships & sponsorships Invoice only 15,200 15,200 Rainmaker Information Pty Ltd Advertising Invoice only 25,679 25	Supplier name	Nature of expenditure	Contract term	FY24 (\$)	Total contract value (\$)
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 30,291 30,291 Rocket Productions Pty Ltd Communications Invoice only 5,225 5,225 Saffron Consulting Pty Limited Advertising Invoice only 8,200 8,200 Sildemaster Pty Ltd Communications Invoice only 107,803 107,803 Sildemaster Pty Ltd Communications Invoice only 18,627 18,627 Smart Messaging Services Pty Ltd Communications Invoice only 14,627 18,627 Super Members Sydney Local Health Industry strategic partnerships & sponsorships 2 months 3,150 3,150 Super Simple Super Group Pty Ltd Advertising Invoice only 12,572 12,572 Super Simple Super Group Pty Ltd Advertising Invoice only 23,223					
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The University of Melbourne Community partnerships & sponsorships Invoice only 2,375 2,375 The Victorian Healthcare Association Ltd 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 Victorian Chamber of Commerce Community partnerships & sponsorships 12 months 16,720 16,720 Victorian Principals Association Community partnerships & sponsorships 12 months 15,675 15,675 Videocraft Equipment Pty Ltd Communications 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	The Equine Psychotherapy Ins	Advertising	Invoice only	6,189	6,189
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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	Thinkerbell Pty Ltd	Advertising	12 months	1,191,711	1,585,546
Victorian Association of State Secondary Principals Inc 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	Unions NSW	Community partnerships & sponsorships	Invoice only	1,549	1,549
Secondary Principals Inc 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	University of Newcastle	Community partnerships & sponsorships	Invoice only	2,537	2,537
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		Community partnerships & sponsorships	12 months	16,720	16,720
Videocraft Equipment Pty LtdCommunicationsInvoice only6,6626,662Wallies Lollies Pty LtdEvent costsInvoice only3,6433,643Western Sydney Local Health DistrictCommunity partnerships & sponsorships10 months3,0783,240Zenith CW Pty Ltd (Chant West)AdvertisingInvoice only210,407210,407	Victorian Chamber of Commerce	Community partnerships & sponsorships	12 months	22,779	22,779
Wallies Lollies Pty LtdEvent costsInvoice only3,6433,643Western Sydney Local Health DistrictCommunity partnerships & sponsorships10 months3,0783,240Zenith CW Pty Ltd (Chant West)AdvertisingInvoice only210,407210,407	Victorian Principals Association	Community partnerships & sponsorships	12 months	15,675	15,675
Western Sydney Local Health DistrictCommunity partnerships & sponsorships10 months3,0783,240Zenith CW Pty Ltd (Chant West)AdvertisingInvoice only210,407210,407	Videocraft Equipment Pty Ltd	Communications	Invoice only	6,662	6,662
Western Sydney Local Health DistrictCommunity partnerships & sponsorships10 months3,0783,240Zenith CW Pty Ltd (Chant West)AdvertisingInvoice only210,407210,407	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

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