

Superannuation Syndicated Study

Australia's largest syndicated study of the superannuation industry returns with new member engagement metrics, additional sample options and enhanced insights, including full competitor analysis.




Introduction to the improved nSSS

new**focus** is proud to once again offer the opportunity to be a part of Australia's largest syndicated study of its type, the new**focus** Superannuation Syndicated Study, now with new Member Engagement metrics and sampling options for enhanced insights.

The nSSS once again provides Super funds with valuable insights about how members view the superannuation industry, and particularly, how each fund is seen to be performing in comparison with like-superannuation funds.

As with previous iterations, the nSSS will provide valuable member insights, benchmarked against past data and across the industry. The result, contextual information with which to make more informed and better quality decisions.

Each participating fund will enjoy a minimum sample of:

-  1000 members of the Australia-wide population
-  300 fund specific members
-  Options to increase sampling on a national or state basis

With new metrics for member engagement and the ability to identify all competitor funds, the nSSS is simply the **most extensive** and **cost effective** superannuation measure in the market.

“The largest syndicated study of its type in Australia”









Sampling and methodology

As with any market research, engaging with participants in a non-intrusive way and through a channel convenient to them is key to participation. In this way, the nSSS offers two channels through which data can be collected. The primary sampling will take place via an online methodology, whereby members will be contacted by email inviting them to participate in the syndicated study. We also offer Computer Assisted Telephone Interviewing (CATI) options for clients to target specific hard-to-reach members or those of strategic importance.

Using new**focus** world class in-house facilities, the online sampling is fully integrated with any optional CATI components at all stages through data collection to coding and analysis. By conducting the research in-house, new**focus** can guarantee confidentiality and consistency of data.

As the largest syndicated study of its type in the Australian Superannuation Industry, the results offer unparalleled accuracy with a large, statistically robust sample with an error margin typically less than $\pm 2\%$.

Sampling and methodology in brief:

-  Base sample conducted by new**focus**' world class market research software
-  new**focus**'s own minimum sample of 1000 general public
-  Minimum 300 member sample per fund
-  Options to increase sampling on a national or statewide basis
-  Use of online sampling (meaning minimal disruption to members)
-  Optional sample of employers
-  Optional CATI components
-  Optional and customised reporting, including dashboard reporting and strategic recommendations

Product features and benefits

Comparison benchmark

Most funds regularly obtain metrics for their own business but are unable to compare these metrics with competing or similar funds in the market place. The key benefit of the nSSS is this ability to benchmark against other funds, providing context through which more accurate and relevant decisions can be made.

The benchmark results will allow funds to compare their performance against similar funds based on fund size (small, medium, large) and type of fund (Industry, Retail) and by state coverage, ensuring that you are compared against funds relevant to your situation.

“Compare your fund’s performance against the industry and like-funds”

Multiple reliable measures

Unlike similar studies, the nSSS does not rely on a single marketing metric, but combines multiple metrics. The result, a comprehensive snapshot of the industry and a more in-depth analysis of member sentiment. The following 10 metrics will be measured in the nSSS, and includes an expanded and enhanced 'member engagement' metric.

1. Advocacy score

Measures the loyalty and advocacy of your fund against other funds.

2. Satisfaction

Establishes the level of member satisfaction with your fund against other funds.

3. Commitment

Determines the future membership switching intention of your fund members against other funds.

4. Brand equity

Determines what members and non-members believe your brand and other funds' brands actually stand for – guides your brand strategy.

5. Purchase drivers

Determines the key purchase drivers of your target market compared to other funds.

6. Brand utility

Determines how your brand performs compared to other super funds against each of the purchase drivers.

7. Level of member engagement improved

Determine how effectively your fund engages with its members in relation to a mix of desired 'engagement' outcomes enhanced metrics.

8. Situational segmentation

Determines where members see themselves on their retirement savings journey.

9. Brand awareness

Ascertain the level of awareness of your brand and that of other funds.

10. Brand favourability

Identifies the market's favourability towards and affiliation with your fund.

These metrics have been chosen due to the wealth of data and research highlighting the importance of each metric in painting a picture of organisational and market performance. By combining these measures, the nSSS provides a fully integrated and overarching measure of your fund's performance, both in isolation and in comparison to other funds in the markets you operate in.

Full transparency of competitor results

We have consulted with our past users of nSSS and the broader super industry and have made significant changes to the nSSS to improve the transparency and ability of funds to compare results against all funds. The new nSSS will identify all super funds' results captured. Historical data will also be provided to enable assessment of changes over time.

All in all, the nSSS is now even better: more flexible, more dynamic and more insightful, to help you make more informed decisions about your marketing and service strategies.

“Now offering full transparency of competitor results”

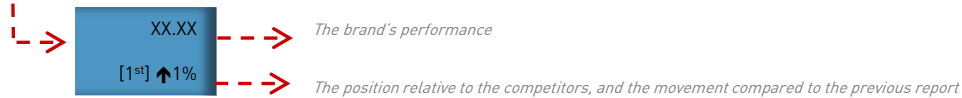
Reporting

A summary report will be provided outlining the performance of your fund against industry and like-funds across all marketing and service metrics. The base report will be supported by the data represented in tables and, as appropriate, charts.

Sample table structure:

Company	Advocacy (Top 3 Box %)	Satisfaction (Top 3 Box %)	Commitment (Top 3 Box %)	Brand Awareness	Brand Favourability (Top 3 Box %)	Score against Purchase Drivers (Top 3 Box %)	Overall Performance
Your Brand	66% [5th]-	75% [2nd]-	75% [2nd]↑1%	10% [5th]-	70% [4th]↑3%	40% [3rd]↓2%	55% [4th]↓5%
ABC Fund	77%	55%	80%	21%	80%	60%	60%
XYZ Fund	73%	82%	70%	5%	55%	70%	53%
Members Fund	72%	68%	75%	3%	65%	30%	47%
DEF Fund	65%	61%	50%	7%	53%	15%	26%
GHI Fund	70%	72%	80%	2%	71%	5%	55%

Competing brands identified by name!





Customised reporting

We understand that different funds have different reporting requirements. This is why newfocus offers customised reporting based on your needs, and can offer optional extras on top of the base report. These optional extras include additional splits of the data by a range of demographics, strategic analysis of your fund's position, recommendations for future improvement, as well as an option for dashboard reporting.

Value for money

The investment for the nSSS is a fraction of most funds' marketing budget. The same bespoke research could end up costing over \$20,000 however the base rate for this project is just **\$9,000 (or \$7,900 Early Bird rate)**. This base report includes all metrics and comparisons with like-funds as well as key insights from the research, as they relate to your fund. All costs are based on:

-  n=1000 national population
-  n=300 of your super fund members

The nSSS also recognises that some funds operate in selected markets – in which case we offer as options the ability to increase sampling on a national or state basis.

Items	Unit Costs
newfocus Superannuation Syndicated Study (Early Bird rate)	\$7,900
newfocus Superannuation Syndicated Study (Standard rate)	\$9,000
Optional Extras	Unit Costs
Additional question/s in the survey	\$350 per additional question
State booster option (NSW, VIC, QLD, SA, WA) n = 400 per state	\$4,350 per state
State booster option (TAS ONLY) n = 200	\$2,250
Personal presentation of Standard Insights report	\$1,600
CATI Telephone option (per n=60 surveys)*	\$3,600
Premium Strategic Report package	\$4,900

Plus GST

**Minimum recommended sample per hard to reach segment*

About newfocus

We know that your organisation requires quality research to provide you with a solid and substantial knowledge base as a spring-board for complex issue analysis and strategic direction for a better future.

We ask the right questions and offer a systematic approach with our team of highly qualified and friendly staff ensuring premium outcomes that are results-driven.

newfocus operates throughout Australia and has a significant global presence spanning over two decades of service providing practical market and social research and strategy to both government and commercial clients.

Sought after by the many industry leaders, **newfocus** has built a solid reputation through its commitment to quality and strategic research that delivers clarity and insight for its clients.

Arguably the best in the industry, our team are highly trained and come from a broad range of disciplines and backgrounds. They are friendly, passionate and client focused, having the ability to synthesize data and produce reports that impart wisdom and understanding in a personal way.

Our business is established on traditional values of high quality, rapid turnaround and value for money, coupled with a sound reputation for the best in client service and reliability. With substantial experience across both commercial and government sectors, we offer all of the traditional market and social research methodologies with the ability to incorporate next-gen solutions.

“**newfocus** has built an enviable reputation through its commitment to quality and strategic research that delivers clarity and insight”

newfocus can offer you:

Next-Gen business research solutions

- ⊗ Mobile communities/smart phones
- ⊗ Big data
- ⊗ Social media
- ⊗ Change management
- ⊗ Behavioural economics
- ⊗ Predictive analytics
- ⊗ Integrated management dashboards

Traditional research that builds success

- ⊗ Marketing strategy & segmentation
- ⊗ Brand & communication
- ⊗ Customer satisfaction/loyalty/advocacy
- ⊗ Usage & attitude
- ⊗ Price point & purchase intention
- ⊗ Customer churn, retention & acquisition
- ⊗ Product/service development (new & existing)
- ⊗ Mystery shopping & retail audits
- ⊗ Hybrid methodologies
- ⊗ Best practice qualitative research
- ⊗ Quantitative benchmarking & tracking

Social research that matters

- ⊗ Community engagement
- ⊗ Social marketing campaigns
- ⊗ Program evaluation
- ⊗ Cross-cultural research
- ⊗ Stakeholder & community consultation research
- ⊗ ethnography



To discuss how we can help you achieve your goals, please contact our office on:

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