

Annual Members' Meeting 2025

Long-form expenditure details relating to the entity for the financial year to 30 June 2025.

Promotional, marketing and sponsorship expenditure

This includes activity relating to the design, creation and distribution of educational and promotional communications and includes sponsorships, partnerships and advertising.

These activities are undertaken to promote the fund and the features of the super and pension accounts the fund offers, and to provide services which deliver value to our members.

Please note, figures included in the table below are estimates paid by the trustee (Avanteos Investments Limited) out of its fee income rather than out of the fund.

Colonial First State FirstChoice Superannuation Trust

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Adobe Systems Software Ireland Ltd	3 years	36,705	110,115
Alexandra McTavish	Invoicing only	303	303
Anchora Pty Ltd	2 years	76,471	152,942
Askable Pty Ltd	Invoicing only	13,713	13,713
Avanade Australia Pty Limited	3 years	38,007	114,021
Empower Business Advisory Ltd	1 year	5,325	5,325
Financial Advice Association Australia	Invoicing only	651	651
Getty Images Sales Australia Pty Ltd	1 year	11,571	11,571
Gilbert and Tobin	Invoicing only	20,537	20,537
Google Australia Pty Ltd	Invoicing only	59,570	59,570
Gravity Media (Australia) Pty Ltd	Invoicing only	16,585	16,585

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Hearts and Science Pty Ltd	Invoicing only	(83,915)	(83,915)
Howatson+ Company	1 year	4,080,608	4,080,608
Ibrahim Hamka	Invoicing only	10,287	10,287
It's Friday Company Pty Ltd	3 years	567,613	1,702,839
IVE Group Australia Ltd	6 years	37,329	223,974
Lauren Anne Figuero	Invoicing only	2,094	2,094
LinkedIn Singapore Pte Ltd	2 years	(5,676)	(11,352)
Amanda Lee Ortlepp	Invoicing only	8,721	8,721
Qualtrics LLC	3 years	30,109	90,327
Rainmaker Information Pty Ltd	Invoicing only	14,649	14,649
Siteimprove Australia Pty Ltd	1 year	26,183	26,183
Snap Circular Quay	Invoicing only	802	802
Sprinklr, Inc.	Invoicing only	108,928	108,928
The Speed Agency Pty Ltd	1 year	3,865	3,865
Two Giraffes Creative Pty Ltd	Invoicing only	898	898
Zenith CW Pty Ltd	1 year	12,785	12,785
Total		5,094,718	6,719,730

Avanteos Superannuation Trust

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Adobe Systems Software Ireland Ltd	3 years	129	387
Alexandra McTavish	Invoicing only	1	1
Anchora Pty Ltd	2 years	267	534
Askable Pty Ltd	Invoicing only	48	48
Avanade Australia Pty Limited	3 years	133	399
Empower Business Advisory Ltd	1 year	19	19
Financial Advice Association Australia	Invoicing only	2	2
Getty Images Sales Australia Pty Ltd	1 year	41	41
Gilbert and Tobin	Invoicing only	72	72
Google Australia Pty Ltd	Invoicing only	208	208
Gravity Media (Australia) Pty Ltd	Invoicing only	58	58
Hearts and Science Pty Ltd	Invoicing only	(299)	(299)
Howatson+ Company	1 year	14,314	14,314
Ibrahim Hamka	Invoicing only	36	36
It's Friday Company Pty Ltd	3 years	1,991	5,973
IVE Group Australia Ltd	6 years	131	786
Lauren Anne Figuero	Invoicing only	7	7
LinkedIn Singapore Pte Ltd	2 years	(20)	40
Amanda Lee Ortlepp	Invoicing only	31	31
Qualtrics LLC	3 years	106	318
Rainmaker Information Pty Ltd	Invoicing only	51	51
Siteimprove Australia Pty Ltd	1 year	92	92
Snap Circular Quay	Invoicing only	3	3

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Sprinklr, Inc.	Invoicing only	382	382
The Speed Agency Pty Ltd	1 year	14	14
Two Giraffes Creative Pty Ltd	Invoicing only	3	3
Zenith CW Pty Ltd	1 year	45	45
Total		17,865	23,565

Commonwealth Essential Super

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Adobe Systems Software Ireland Ltd	3 years	404	1,212
Alexandra McTavish	Invoicing only	3	3
Anchora Pty Ltd	2 years	841	1,682
Askable Pty Ltd	Invoicing only	151	151
Avanade Australia Pty Limited	3 years	419	1,257
Empower Business Advisory Ltd	1 year	59	59
Financial Advice Association Australia	Invoicing only	7	7
Getty Images Sales Australia Pty Ltd	1 year	127	127
Gilbert and Tobin	Invoicing only	228	228
Google Australia Pty Ltd	Invoicing only	652	652
Gravity Media (Australia) Pty Ltd	Invoicing only	183	183
Hearts and Science Pty Ltd	Invoicing only	(926)	(926)
Howatson+ Company	1 year	44,937	44,937
Ibrahim Hamka	Invoicing only	113	113
It's Friday Company Pty Ltd	3 years	6,252	18,756
IVE Group Australia Ltd	6 years	411	2,466
Lauren Anne Figuero	Invoicing only	23	23
LinkedIn Singapore Pte Ltd	2 years	(63)	126
Amanda Lee Ortlepp	Invoicing only	96	96
Qualtrics LLC	3 years	332	996
Rainmaker Information Pty Ltd	Invoicing only	161	161

Vendor Name	Contract Term	FY25 (\$)	Total Contract Value
Siteimprove Australia Pty Ltd	1 year	288	288
Snap Circular Quay	Invoicing only	9	9
Sprinklr, Inc.	Invoicing only	1,199	1,199
The Speed Agency Pty Ltd	1 year	43	43
Two Giraffes Creative Pty Ltd	Invoicing only	10	10
Zenith CW Pty Ltd	1 year	141	141
Total		56,100	73,999

Avanteos Investments Limited ABN 20 096 259 979, AFSL 245531, trustee of the Avanteos Superannuation Trust ABN 38 876 896 681, the Colonial First State FirstChoice Superannuation Trust ABN 26 458 298 557, and Essential Super ABN 56 601 925 435. Essential Super is distributed by the Commonwealth Bank of Australia ABN 48 123 123 124, AFSL 234945.

NOTE: Vendors with a negative expense is due to a release of prior year accruals.