



# Commercial Partnership Prospectus

# About ASFA

The Association of Superannuation Funds of Australia (ASFA) is the peak body for the superannuation industry. Our members span Australia's \$4.5tr superannuation ecosystem, from superannuation funds, platforms and service providers. Together, they shape and steward one of the world's largest and most successful retirement income systems.

Service providers are a vital part of the superannuation ecosystem and innovations are highly valued within ASFA's membership. Their specialist products, services, and innovation enable super funds to operate efficiently and continually enhance member outcomes.

ASFA offers service providers a range of opportunities to showcase their brand, capabilities, and expertise across industry touchpoints including:

- 1 Partnership at ASFA events
- 2 Learning collaborations
- 3 Thought leadership opportunities
- 4 Advertising opportunities

## Why showcase your brand through ASFA?

Be in front of the right audience, in the right place.

ASFA offers your organisation a unique platform to demonstrate your capabilities, solutions, and thought leadership directly to the people who make decisions for Australia's leading superannuation funds.

Being featured through ASFA channels also helps super funds stay informed about new innovations, emerging solutions, and market developments, with content curated specifically for their needs.

By partnering with ASFA, service providers can elevate their profile, strengthen industry relationships, and play a meaningful role in shaping the future of Australia's superannuation system.



# Partnership Opportunities



Pictured: Innovation Pavilion sponsored by Novigi at 2025 ASFA Conference.

# asfa EVENTS

ASFA hosts Australia's most influential superannuation events, giving service providers the chance to demonstrate solutions, share insights, and connect with the senior executives and trustees of Australia's largest funds.

## asfa conference

The ASFA Conference is the world's largest superannuation gathering, bringing together more than 1,000 delegates. Over three days, the program brings together professionals from across the industry, including c-suite leaders, trustees and decision makers from superannuation funds, regulators, policymakers and media.

The ASFA Conference is Australia's premier opportunity for service providers to engage with the industry, showcase expertise, and learn about the latest developments, whether through event partnership or participation in the Super Expo.

### Partnership opportunities

The ASFA Conference offers three levels of partnerships. Each tier showcases your products, thought leadership, and services to the most senior influential decision-makers from superannuation funds. Share cutting-edge insights and strengthen your industry presence.

#### As a Platinum Partner, you will benefit from:

- High visibility branding at the Conference and on the official website
- Exclusive content opportunities, including a dedicated parallel session, discussions, polling, and Q&A
- Multi-channel promotion, with exposure via ASFA's email and social media platforms
- Complimentary Conference attendance, ensuring full access to networking and learning opportunities

#### As a Gold Partner, you will benefit from:

- Strategic branding across the in-person Conference, official website and key digital platforms
- Multi-channel promotion, including email, social media, and content showcase opportunities
- Potential to position your brand as a key player in the industry via thought leadership opportunities
- Complimentary conference attendance, ensuring valuable networking and learning experiences

#### As a Silver Partner, you will benefit from:

- A range of tailored opportunities to bring your brand to life
- A choice of tailored offerings including branding at high-traffic networking spaces, such as Networking Drinks, Event Espresso and Charging Lounge – major gathering points where you can showcase your brand through creative and engaging signage and messaging
- Complimentary conference attendance, ensuring valuable networking and learning experience

For details contact [sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)



## Super Expo

The Super Expo runs parallel to the ASFA Conference guaranteeing high foot traffic and a dynamic space for service providers to demonstrate new products, capabilities, and innovations directly to decision-makers. Exceptional visibility, meaningful interactions, and the chance to connect with fund representatives seeking fresh thinking and emerging solutions make it a not-to-be-missed opportunity.

### How to get involved:

Submit an expression of interest through the event's official website or by contacting [sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au). You will then receive the conference prospectus and booking form which outlines booth options, pricing, and inclusions/benefits. After selecting a suitable package (booth or pod), you can confirm your participation by completing the booking form and payment process.



1,050  
attendees



70% attendees  
from funds

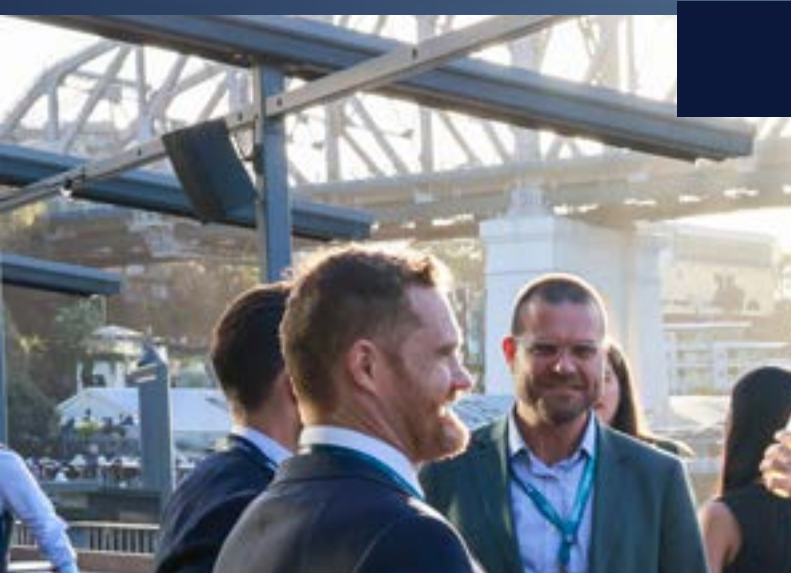


60% senior  
decision makers

“The right people, real conversations, actual outcomes. The calibre of delegates was exactly what you want, decision-makers who came ready to talk (and listen). We walked away with key industry insights, strong relationships, plenty of momentum and new customers. The investment? Absolutely validated. If you're serious about super, this is where you need to be

Matthew Waugh, Sales Director,  
Equal Experts





The ASFA Investment Summit brings together Australia's leading investment decision-makers for focused discussions on the key issues shaping superannuation investment today. It convenes CIOs, Heads of Asset Classes, investment teams and specialists to explore current thinking across asset allocation, portfolio construction, reporting, liquidity management, sustainability and retirement income considerations.

Partnering with ASFA Investment Summit gives service providers a high impact platform to align their brand with the industry's most influential investment leaders and demonstrate the value of their solutions. It delivers strong visibility, deeper engagement with CIOs and investment teams, and positions service provider expertise within a trusted and highly respected industry forum.

For detailed package options, pricing and inclusions contact [sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)

Service providers can get involved through tailored partnership opportunities:

#### Platinum Package:

Step into the spotlight with the Platinum Partnership Package at the ASFA Investment Summit. This is an opportunity to align your brand, at the highest level with an investment event that speaks directly to those responsible for investment decisions in the superannuation sector. Elevate your presence with exclusive benefits including an asset tour, a coveted onstage speaking opportunity, and extensive branding opportunities throughout the entire Summit. Cement your leadership position within the industry to this senior investment audience as the Summit's exclusive platinum partner.

#### Gold Package:

The Gold Sponsorship Package is the next tier of partnership and provides a high level of brand visibility throughout the event. As Gold partner, your company will benefit from extensive promotional exposure, one of the few onstage speaking opportunities, premium brand positioning, and unparalleled engagement across the many networking occasions at the Summit.

#### Silver Package:

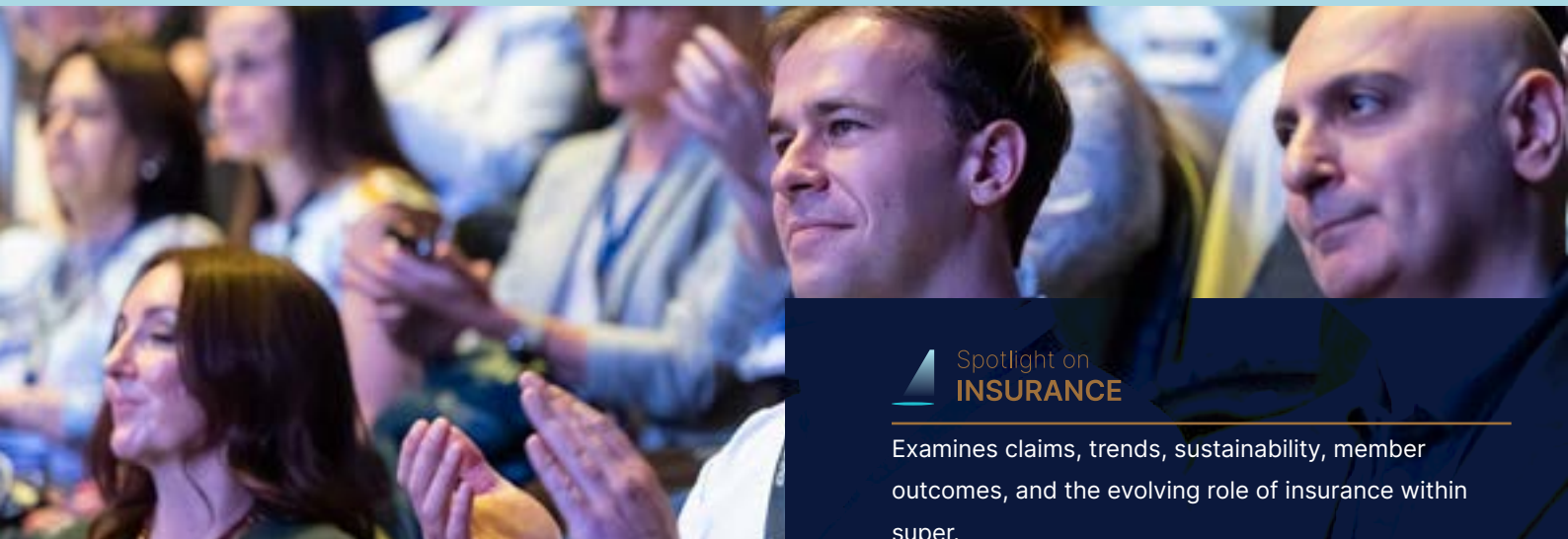
The Silver Sponsorship opportunity offers high-impact visibility and ensures your brand is prominently showcased throughout the Summit. With strategic placement in key areas, your presence will be seen by all delegates, maximising exposure. The Silver Partnership is crafted to boost audience engagement and brand interaction, allowing you to tailor your participation and build valuable connections with industry leaders and decision-makers.



CIOs, Heads of Asset Classes, investment teams, other investment-related specialists  
Expected size: 150 participants



Packages starting from  
\$25,000 (ex GST)



## Spotlight Series

The ASFA Spotlight Series comprises three targeted one day events. Each event is designed to delve into the key issues, challenges, and innovations shaping a specific area of the superannuation industry. The events each attract a targeted audience from funds including trustees, relevant c-suite, governance specialists, and regulators.


Partnership opportunities are available for each individual event, giving service providers a targeted platform to align their brand with the most relevant audience, showcase expertise, and connect with decision makers seeking insights and innovation in that specific area.



### Spotlight on **INSURANCE**

Examines claims, trends, sustainability, member outcomes, and the evolving role of insurance within super.


 300

 Packages starting from:  
\$10,000 + GST

### Spotlight on **RETIREMENT**

Explores retirement income strategies, product design, regulatory expectations, member support, and outcomes based retirement thinking.


 200

 Packages starting from:  
\$10,000 + GST

### Spotlight on **FUND OPERATIONS**

Focuses on fund operations, technology, data, cyber security, administration, risk management, and transformation frameworks.

 100

 Packages starting from:  
\$10,000 + GST

For detailed package options, pricing and inclusions contact [sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)

# BUDGET BRIEFINGS

SYDNEY · MELBOURNE · BRISBANE

## Budget Briefings

Timed to follow the Federal Budget, these popular briefings bring together fund leaders, policymakers, and industry specialists to analyse budget implications for the superannuation industry and members. The briefings explore changes to tax settings, retirement income policy, regulatory measures, and potential tax and operational impacts for funds. Budget Briefings are held across Brisbane, Sydney and Melbourne to ensure timely access to informed commentary.

Service providers have the option to partner with a single Budget Briefing, or elevate their presence as the exclusive partner for the complete Budget Briefings program across multiple states for maximum brand visibility.

**For detailed package options, pricing and inclusions contact**  
[sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)



A senior audience of local Trustees, C-level management, and industry stakeholders

*Estimated audience size:*

*450 guests (across 3 cities)*



Packages starting from:

\$10,000 + GST

## Bespoke opportunities

ASFA also supports service providers who wish to explore customised ways of engaging with the superannuation industry. For organisations with specific objectives or ideas that fall outside standard partnership formats, ASFA can work collaboratively to develop tailored approaches that meet those needs across a range of formats.

**Contact ASFA at**  
[sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au) to discuss potential bespoke partnership options.



ASFA Learning is Australia's longest-standing and most trusted provider of superannuation education, delivering training developed for the industry, by the industry. As a Registered Training Organisation, ASFA Learning equips more than 3,500 superannuation professionals each year with the knowledge and skills needed to navigate a complex and evolving sector.

## Super professional webinars

Deliver a Super Professional webinar in partnership with ASFA Learning to maintain your brand visibility between major industry events. These regular one-hour virtual learning sessions attract busy senior professionals from Australia's leading superannuation funds and provide a valuable platform to introduce new thinking, share specialist expertise and contribute to timely industry conversations. As the presenting partner, you will have the opportunity to showcase your organisation's expertise and thought leadership in a way that adds genuine value for attendees - focusing on insights, perspectives and practical experience rather than product promotion. It is an opportunity to engage a highly relevant audience while helping to advance discussion on emerging trends and developments across the superannuation sector.

**Contact us at**  
**[sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)**  
**for package options and inclusions.**

## Super CPD

Partnering with ASFA Learning to contribute a SuperCPD article provides a valuable opportunity to share thought leadership with professionals across Australia's superannuation sector. SuperCPD is a trusted learning platform used by superannuation practitioners to maintain their professional knowledge and meet ongoing CPD requirements.

Articles are accompanied by short quiz questions that participants must complete to earn CPD points, ensuring that readers actively engage with the content. This means your insights are not just published - they are read, considered and applied by a highly relevant audience seeking to stay informed on emerging issues and industry developments.



Trustees and senior executives across the superannuation industry

*Estimated audience size:*

*Approximately 1,000 subscribers*

# Advertising Opportunities

**Stay visible. Stay credible. Stay relevant.**

ASFA's digital platforms are trusted sources of news and information for the super community, providing partners a unique and high-value audience. From advertising to thought leadership, partners can share expertise, build trust and stay front of mind with the people shaping the system.

## ASFA website display ads

Showcase your brand and solutions on ASFA's high-traffic website trusted by superannuation professionals for policy updates, event information, and industry insights.



Opportunities include:

- Leaderboard banner on event pages or news/insights page.
- Indicative Traffic: ~200,000 views/month.
- Users: ~50K users per month



Pricing:

- Event Page Banner (per month): \$2,000
- News and Insights page banner (per month): \$2,000

Contact [marketing@superannuation.asn.au](mailto:marketing@superannuation.asn.au)





ASFA is the trusted voice of Australia's superannuation industry. By partnering with us, you will showcase your offerings, demonstrate your expertise, and connect with the senior executives and trustees of the largest superannuation funds in the country.

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**Ready to elevate your brand?**

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Contact us at  
[sponsor@superannuation.asn.au](mailto:sponsor@superannuation.asn.au)  
to discuss your goals and secure the right  
partnership package today.

2019 conference  
**Welcome to the Super Expo**

Exhibitor

Acenda 

APEX asfa LEARNING 

BlackRock Codence

DASSETI EML

employmenthero ESTAT

EY  FTSE RUSSELL  
Shape the future with confidence. An ISEQ Business

GBST  generation life

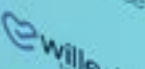
iQ!  Levishield  
Regulatory Compliance

KONINGSR Mutual Marketplace

newgen Novigi

SMART  SMART  
COMMUNICATIONS

SuperAPI SuperChoice

WILLIED  willed



## Contact us

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[Marketing@superannuation.asn.au](mailto:Marketing@superannuation.asn.au)