

# Media Release



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## **SPORTS SUPER POWER**

### **Industry superannuation and investment program exclusively for the Australian sports industry**

A superannuation fund created specifically for sports associations, agencies, businesses and employers within the Australian sport industry will be launched today in Sydney.

“Sports Super”™ offers the benefits of aggregating the various organisations in the sports industry to obtain economies of scale for competitive superannuation fees and life insurance cover.

Developed in consultation with the Confederation of Australian Sport (CAS), “Sports Super”™ will also benefit the sports industry as a fee rebate will flow back to the organisations participating in the program.

This is the first time such a financial services vehicle has been developed for the exclusive benefit of the Australian sports industry and the organisations and individuals involved in it.

Mr Michael Sparks, the President of CAS said, “CAS has formally endorsed “Sports Super”™ as it is a meaningful and valuable vehicle through which sports and sports businesses can work together and aggregate their superannuation and insurance programs for mutual benefit.

“The revenue potential for the industry is significant and CAS is delighted to be able to support this innovative program to our Members and to all other organisations active in the industry.”

Mr Nigel Groome of Willis Employee Benefits, the firm that advised on the set up of the Fund indicated that “the Australian sports industry represents approximately 1.5% of national GDP. “Sports Super”™ has the potential to deliver significant benefits to the industry.”

“Sports Super”™ will be administered by BT Financial Group via its flagship BT Lifetime Super – Employer Plan product.

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