

# BlueShift

QUT Business Case Competition  
for high school students

## BlueShift Business Case Competition 2014

**BUSINESS CASE: Making superannuation a superstar  
for young people**

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## **What is superannuation?**

*This section based on information provided at [www.ato.gov.au/super](http://www.ato.gov.au/super)*

The Australian Taxation Office describes superannuation or 'super' is money set aside over your lifetime to provide for your retirement. For most people, super begins when you start work and your employer starts paying super for you – these payments are known as super guarantee contributions or concessional contributions. Super funds invest your money in many things, such as shares, property and managed funds. Complying super funds receive more favourable tax treatment than individuals and companies. Many government agencies play a role in administering and regulating the super system. The Australian Taxation Office (ATO) is one of them. Most people are entitled to compulsory super contributions from their employer. You can boost your super by making your own contributions and you may be eligible for government contributions.

## **Superannuation funds**

Most people can choose the fund they want their superannuation employer contributions paid into, as long as it's a complying fund. A complying fund is an Australian superannuation fund that receives concessional tax treatment because it's regulated under the relevant super legislation and hasn't been issued with a notice of non-compliance.

There are five basic types of funds, with funds determining who can join

1. Public sector funds: These funds are generally open to Commonwealth, state and territory government employees.
2. Corporate funds: These funds are generally only open to people working for a particular employer or corporation.
3. Industry funds: These funds are sometimes open to everyone. Otherwise, you can join if you work in a particular industry or under a particular industrial award and your employer signs up with the fund.
4. Retail funds: These funds are open to everyone. They are run by financial institutions.
5. Self-managed super funds (also called SMSFs): SMSFs work like any other super fund, but the responsibility of managing it rests solely with the trustee (you).

## **Finding out more about superannuation**

Superannuation is important, and there are lots of resources and information about superannuation.

Some popular resources include:

- The Australian Securities and Investment Commission (ASIC) MoneySmart website [www.moneysmart.gov.au](http://www.moneysmart.gov.au)
- Australian Taxation Office (ATO) website [www.ato.gov.au](http://www.ato.gov.au)
- Websites for superannuation funds and associations

## CareSuper

CareSuper is the industry superannuation fund for professionals. CareSuper is the largest industry fund specialising in super for people engaged in professional, managerial, administrative and service occupations.

### Background

CareSuper CEO Julie Lander gathered together the files on her desk, and signed the final page of the CareSuper 2013 annual report.

It had been a good year for CareSuper, with strong returns, a successful merger with another superannuation fund, enhanced online options for members, and a new look website. CareSuper became an accredited MySuper fund, under the Government initiative for low-cost, simple super products. CareSuper also received a number of industry accolades and was awarded top ratings by a number of independent organisations.

The achievements all reflected the CareSuper vision to be a leading Australian industry superannuation fund, empowering its members to achieve long term financial security. CareSuper's mission is to maximise financial outcomes for its members during and after their working lives, while meeting the needs of employers.

In 2012/13, CareSuper:

- Welcomed over 98,000 new members and 29,000 new employers, with total membership growing to almost 265,000
- Reached \$7.7 billion in funds under management
- Conducted more than 1400 workplace visits and 185 super seminars with over 2040 attendees
- Answered over 143,000 phone calls from members and employers
- Received over 83,000 rollovers from other super funds
- Made over 20,000 investment switches on behalf of members

CareSuper focuses on operating on the values devised and defined by its staff – service, professionalism, integrity, relationships, innovation, and teamwork. These values are complemented by CareSuper's guiding principles:

- Enhancing the member experience and building relationships with **members** throughout their working lives and beyond demonstrated through actions, value for money, communications and technology;
- Delivering efficiency for our **employers**, adding value, maintaining confidence in relationships and being a trusted adviser demonstrated through services, systems and communications;
- **Investing responsibly** for the long-term benefit of members and beneficiaries, to maximise retirement savings;
- **Effectively manage** internal functions and outsourced providers to deliver efficient, cost-effective and competitive superannuation products, while adopting the highest standards of governance.

## **A challenge for 2014**

CareSuper CEO Julie Lander was looking for some insights and suggested solutions for an ongoing challenge to focus on in 2014. CareSuper, like many others in the superannuation industry and the government, wants to address the concerns that young people often have limited knowledge and understanding of superannuation. CareSuper is looking to encourage young people, particularly those entering the full-time workforce in professional roles, to engage with and learn more about superannuation.

The challenge for BlueShift teams in 2014 is to present a solution to the challenge of encouraging young people to engage with and learn more about superannuation.

## **The BlueShift submissions**

The submissions from BlueShift teams should:

- Identify key aspects of the business and industry, including environmental factors (such as policy and legislation)
- Identify all customers, and the target for the identified issue
- Clearly identify the issue, discussing contributing factors and the impact of the issues on the business and industry
- Present alternative solutions (suggest three options), and select and justify a preferred solution, including key messages to be communicated
- Be less than 1500 words
- Meet all the requirements detailed in the BlueShift Written Submission Guidelines
- Your submission must be sent to QUT via email by 5pm on Wednesday, 9 April, 2014. Any submissions received after 5pm on Wednesday, 9 April, 2014 will not be considered.