

Rest

# Target Market Determination

Rest Corporate

30 September 2024



# 01 Overview

## Purpose of this document

A Target Market Determination (TMD) is required under section 994B of the Corporations Act 2001 (Cth). This TMD is intended to provide members, potential members, Rest employees and other product distributors with a guide on the types of members for which the Rest Corporate product has been designed (i.e. the target market), considering the likely objectives, likely financial situation and likely needs of the target market.<sup>1</sup>

This document also sets out indicators or triggers to review the target market and other information relating to Rest Corporate. It is designed to ensure good member outcomes.

This document is not a Product Disclosure Statement (PDS) and is not a summary of the Rest Corporate product features or Terms and Conditions (T&Cs). This TMD does not take into account an individual's objectives, financial situation or needs, and is not intended to provide financial advice. Consumers must refer to the PDS and any supplementary documents when making a decision about this product.

With this in mind, Rest Corporate is designed to be simple and keep pace with the needs of members across their life.

Rest Corporate provides eligible members with:

- A range of investment options so they can choose how to invest their super according to their individual financial needs and objectives. Members may choose to invest in one or more investment option that each offer a different asset class weighting.
- Default levels of insurance cover for Death, Total & Permanent Disability (TPD) and Income Protection (IP) where IP has been requested by their employer. The default insurance design is selected by an employer for their employees, with levels of insurance cover

automatically accepted subject to the number of insured employees within the employer's plan. Recognising the variety of insurance needs of salaried employees, Rest Corporate has been designed with several insurance options for employers to select from. All members may also apply for insurance cover tailored to their own needs.

### Product description

Rest is focused on designing and delivering superannuation products that are simple, accessible and put our members' needs first. We measure success on investment returns, member satisfaction and cost competitiveness.



### Who is the Product designed for?

Rest Corporate has been designed for permanent employees and fixed term contractors who are working a minimum of 15 hours per week. This includes people who are just starting out in their working lives, through to those who are getting closer to retirement. Rest Corporate includes investment and insurance options that allow members to tailor the product to match their needs and objectives. Refer to the PDS for details of eligibility criteria for insurance.

Refer to Table 1 and Table 2 for more information on the target market for Rest Corporate.

Rest Corporate is not designed for members who require complex product features, or access to a more comprehensive suite of investment options such as direct share investments.

# 02 Key Product attributes

## (investment and insurance options)

Rest Corporate has key attributes that make it likely to be consistent with the likely objectives, financial situation and needs of the target market because it offers a range of investment options to suit a variety of financial needs and objectives with members able to choose a combination of options to suit their personal level of risk and return.

Default insurance cover provides members with financial protection for Death, TPD and IP (where selected by their employer). Members have the option to apply for additional cover to tailor insurance to their individual needs.

### Investment options

The range of investment options in Rest Corporate is summarised below and outlined in Table 1:

- Cash
- Capital Stable
- Balanced
- Balanced - Indexed
- Growth (default option)
- Sustainable Growth
- High Growth
- Australian Shares - Indexed
- Overseas Shares - Indexed

### Insurance options

The range of insurance cover options in Rest Corporate is summarised below and outlined in Table 2:

- Income Protection (IP)
- Total & Permanent Disability (TPD)
- Death (including Terminal Illness)

<sup>1</sup> This document has been designed for members who have made an investment choice since joining Rest Corporate and who would not be classified as a MySuper member.

## Member segmentation definitions

While recognising that no two Rest members are the same, there are common member characteristics which Rest applies to segment the design of our products, and the services we provide to members. The table below outlines the segments and describes the 'persona' of, and the options that are most suited to, a typical member within each segment.

### Member segmentation definitions

Segment	Starting Out	Delegator	Navigator	Provider	Builder	Futurist	New Beginnings
<b>Position statement</b>	I'm focused on getting started in life. Right now, my super is with Rest because that's who my employer uses for their staff. Super is complicated and I don't know much about it. Help me learn.	I'm focused on looking after my young family and am not particularly interested in super right now. It is a long-term thing. My focus is getting my finances in order as I would love to buy a house one day.	I'm highly confident in my ability to manage my finances and my super. Because of that, I'm really engaged with growing my money and am always looking for a better deal from my investments.	I'm a busy parent with lots of work and family commitments. Too busy to be proactive with my finances and super! I've never been money-minded and lack financial knowledge and confidence, although I'm pretty comfortable with the fund I'm in, which is the default.	I'm confident and feel very capable managing my finances and super. I'm actively involved, checking my balance regularly and keeping up with business and financial news. I'm doing all this now to set my partner and myself up for a more comfortable retirement.	I'm getting close to retirement and feeling the need to plan for this next stage. While I'm in charge of my financial decisions, I am looking for practical information about how to make the most out of my super. My two main concerns are my health and whether I'll have enough to live on when I stop working.	I've recently made the transition into my new life. I'm retired and rediscovering myself! Since leaving work, I try to keep active and am enjoying spending more time with friends and family.  This segment is not applicable to Rest Corporate.

**Member segmentation definitions (cont.)**

Segment	Starting Out	Delegator	Navigator	Provider	Builder	Futurist	New Beginnings
<p><b>Most suitable investment option(s)</b></p> <p>(Based on common member characteristics. Other investments may be appropriate depending on a member's individual circumstances.)</p>	<ul style="list-style-type: none"> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> </ul>	<ul style="list-style-type: none"> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> </ul>	<ul style="list-style-type: none"> <li>Balanced</li> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares - Indexed</li> </ul>	<ul style="list-style-type: none"> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> </ul>	<ul style="list-style-type: none"> <li>Balanced</li> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares - Indexed</li> </ul>	<ul style="list-style-type: none"> <li>Cash</li> <li>Capital Stable</li> <li>Balanced</li> <li>Balanced - Indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares - Indexed</li> </ul>	n/a
<p><b>Most suitable insurance option(s)</b></p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Eligible members receive Default cover based on the needs of membership in the sub-plan, which is generally age based and members have the option to tailor insurance to their needs.</p>	n/a

**Table 1 – Target market**

Investment option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>Cash</li> </ul>	<p>This investment option generally consists of 100% 'defensive' assets and is designed for members who wish to preserve capital and reduce investment risk.</p>	<p>Common traits among members who might benefit from this investment option include members who have a very low tolerance to risk, a short investment time horizon (3 months or less), or members who would like to diversify their portfolio across multiple investment options to achieve an appropriate level of risk that's right for their financial needs and objectives.</p> <p>This investment option might suit members who are actively engaged directly with their superannuation or who are receiving personal advice in relation to their superannuation.</p> <p>This option has a Risk band of 1 (Very Low) so has a minimum suggested timeframe of 3 months or less. This means this option may benefit older members with a limited ability to bear loss (and recover over time) however this option may also be appropriate for members with a longer time horizon based on their financial needs and objectives and their appetite for risk.</p>	<p>Members are likely to need a low fee investment option that will provide capital preservation over the short term.</p>	<ul style="list-style-type: none"> <li>Futurist</li> </ul> <p>This option may also suit members in all other member segments depending on their individual circumstances.</p>
<ul style="list-style-type: none"> <li>Capital Stable</li> </ul>	<p>This investment option predominantly consists of 'defensive' assets and is designed for members who want to invest in a pre-determined mix of asset classes which aims to provide a stable pattern of investment returns while reducing the risk of negative returns in any one year.</p>	<p>Common traits among members who might benefit from this investment option includes members who have a lower tolerance to risk, a shorter investment time horizon (a minimum of 4 years), or members who would like to diversify their portfolio across multiple investment options to achieve an appropriate level of risk that's right for their financial needs and objectives.</p> <p>This investment option might suit members who are actively engaged directly with their superannuation, or who are receiving personal advice in relation to their superannuation.</p> <p>This option has a Risk band of 3 (Low to Medium) and minimum suggested timeframe of 4+ years. This means this option may benefit older members with a limited ability to bear loss (and recover over time) however this option may also be appropriate for members with a longer time horizon based on their financial needs and objectives and their appetite for risk.</p>	<p>Members are likely to need a low fee investment option that will enable some growth by providing a stable pattern of returns over the medium term.</p>	<ul style="list-style-type: none"> <li>Futurist</li> </ul> <p>This option may also suit members in all other member segments depending on their individual circumstances.</p>

**Table 1 – Target market (cont.)**

Investment option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>Balanced</li> </ul>	<p>This investment option is designed for members who want to achieve a balance of risk and return by investing in approximately equal proportions of pre-determined 'growth' and 'defensive' assets.</p>	<p>Common traits among members who might benefit from this investment option include members who wish to invest in a diversified investment option to achieve an appropriate level of risk that's right for their financial needs and objectives.</p> <p>This investment option might suit members who are actively engaged directly with their superannuation, or who are receiving personal advice in relation to their superannuation.</p> <p>This option has a Risk band of 5 (Medium to High) so has a minimum suggested timeframe of 6+ years. This means this option may benefit older members with a moderate ability to bear loss (and recover over time) however this option may also be appropriate for members with a shorter time horizon based on their financial needs and objectives and their appetite for risk.</p>	<p>Members are likely to need a low fee investment option that will enable moderate risk and growth over the medium term.</p>	<ul style="list-style-type: none"> <li>Navigator</li> <li>Builder</li> <li>Futurist</li> </ul> <p>This option may also suit members in all other member segments depending on their individual circumstances.</p>
<ul style="list-style-type: none"> <li>Balanced -indexed</li> <li>Growth</li> <li>Sustainable Growth</li> <li>High Growth</li> </ul>	<p>These investment options are designed for members who want to take a more aggressive approach by investing predominantly in 'growth' assets.</p> <p>Objectives of members choosing to invest in these options may include a desire to grow their balance at a faster pace over the long term regardless of a higher exposure to potential negative markets.</p> <p>Additionally, the Sustainable Growth option is designed for values-based members who want enhanced environmental, social and governance criteria applied to their investments.</p>	<p>Common traits among members who might benefit from these investment options include members who have a higher tolerance to risk, a longer investment time horizon, or members who diversify their portfolio across multiple investment options to achieve an appropriate level of risk that's right for their financial needs and objectives.</p> <p>These investment options might suit members who are actively engaged directly with their superannuation, or who are receiving personal advice in relation to their superannuation.</p> <p>These options have a Risk band of 6 (High) so have a minimum suggested timeframe of 10+ or 12+ years (depending on the option). This means these options may benefit younger members with a greater ability to bear loss (and recover over time) however these options may also be appropriate for members with a shorter time horizon based on their financial needs and objectives and their appetite for risk.</p>	<p>Members are likely to need a low fee investment option that will not erode balances over the longer term but will still enable faster paced growth than a more defensive option.</p>	<ul style="list-style-type: none"> <li>Starting Out</li> <li>Delegator</li> <li>Navigator</li> <li>Provider</li> <li>Builder</li> <li>Futurist</li> </ul> <p>These options may also suit members in all other member segments depending on their individual circumstances.</p>

**Table 1 – Target market (cont.)**

Investment option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>• Australian Shares - Indexed</li> <li>• Overseas Shares - Indexed</li> </ul>	<p>These investment options consist of 'growth' assets which are designed for members who want to build their own customised portfolio.</p> <p>Objectives of members choosing to invest in these options may include a desire to grow their balance at a faster pace regardless of increased exposure to potential negative markets.</p>	<p>Common traits among members who might benefit from these investment options include members who have a higher tolerance to risk, a longer investment time horizon, or members who diversify their portfolio across multiple investment options to achieve an appropriate level of risk that's right for their financial needs and objectives.</p> <p>These investment options might suit members who are actively engaged directly with their superannuation or who are receiving personal advice in relation to their superannuation.</p> <p>These options have a Risk band of 6 or 7 (High or Very High, depending on the option) so have a minimum suggested timeframe of 12+ years. This means these options may benefit younger members with a greater ability to bear loss (and recover over time) but may also be appropriate for members with a shorter time horizon based on their financial needs and objectives and their appetite for risk.</p>	<p>Members are likely to need a low fee investment option that will not erode balances over the longer term but will still enable faster paced growth than a more defensive option.</p>	<ul style="list-style-type: none"> <li>• Navigator</li> <li>• Builder</li> <li>• Futurist</li> </ul> <p>These options may also suit members in all other member segments depending on their individual circumstances.</p>



**Table 2 – Target market**

Insurance option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>Income Protection (IP)</li> </ul>	<p>Rest's Income Protection is designed for members who want to protect their ability to earn a future income.</p>	<p>Common traits of people who might benefit from this insurance include members who typically are permanent employees and fixed term contractors who are working a minimum of 15 hours per week who have begun employment with a Rest Corporate employer and are eligible to join the employer's Rest Corporate plan.</p>	<p><b>Permanent employees and fixed term contractors who are working a minimum of 15 hours per week.</b></p> <p>Where an employer has elected that it be provided, Rest provides Income Protection as a default option. Income Protection is calculated as a percentage of salary, plus a component paid into super, that is designed as a package to provide a proportion of replacement income. Default Income Protection covers up to 75% of salary (plus 12% paid into super) paid in arrears on a monthly basis with a 5-year benefit period.</p> <p><b>Casual employees or those who work under 15 hours a week.</b></p> <p>Rest provides Income Protection as a default option, which is designed to provide a minimum level of insurance cover in the event a member is sick or injured and unable to work for an extended period. Default Income Protection for casuals provides a lower level of default payments on a monthly basis, with a 5-year benefit period. Members can apply to increase or tailor the cover to their individual needs.</p> <p>In the event the member is unable to return to their current work (because of their injury or illness), Rest (through its Insurer) is able to provide rehabilitation support as part of its Income Protection offering.</p>	<ul style="list-style-type: none"> <li>Starting Out</li> <li>Delegator</li> <li>Navigator</li> <li>Provider</li> <li>Builder</li> <li>Futurist</li> </ul>
<ul style="list-style-type: none"> <li>Total &amp; Permanent Disability (TPD)</li> </ul>	<p>Rest's TPD cover is designed to provide additional support on top of IP benefits in the event a member is totally and permanently disabled and unlikely to ever return to work.</p>	<p>Members of Rest Corporate employers who are casual or who work under 15 hours a week can also join.</p>	<p><b>Permanent employees and fixed term contractors who are working a minimum of 15 hours per week.</b></p> <p>Death and TPD cover have been designed with a number of insurance options for an employer to select, acknowledging the variety of insurance needs for different demographics of membership within employers.</p>	
<ul style="list-style-type: none"> <li>Death</li> </ul>	<p>Rest's Death cover is designed to provide financial support to a member's dependents in the event of their death. An advance payment can also be made to a member in the event they are deemed to be terminally ill and have a life expectancy of less than 24 months.</p>	<p>This includes people who are just starting out in their working lives, through to those who are getting closer to retirement. They require insurance arrangements that are not complex.</p>	<p><b>Casual employees or those who work under 15 hours a week.</b></p> <p>Death cover is designed on a life stage basis, which means that Default cover levels are set to a relatively low amount when a member's liabilities are likely to be lower and increase as their liabilities change over time, when our members typically experience life events such as getting married, changing career or buying a house. TPD cover levels are lower to provide initial financial assistance in the event that a member has costs such as medical expenses or undertakes minor home renovations.</p> <p>Members have the ability to increase or tailor cover to their individual needs.</p>	



## 03 Distribution and conditions<sup>1</sup>

Distribution Channel	Distribution conditions	Marketing
Default - Enrolled via employers	<p>A 'distribution condition' is a restriction that makes it likely that a consumer acquiring a product will be within the product's target market (e.g. product minimums or other eligibility conditions).</p> <p>Rest Corporate is intended for large corporate employer plans, or employer plans that require tailored default insurance arrangements.<sup>2</sup></p> <p>No specific distribution conditions have been set for investment options.</p> <p>Rest Corporate may also be distributed by third-party providers including research houses.</p>	A range of communication channels are used including websites and mobile app, television advertising, digital display advertising, search engine marketing, social media and other direct marketing communications such as email.

## 04 Review triggers

Review triggers are events and circumstances that could indicate that the TMD is no longer appropriate. A review trigger could lead to ceasing distribution of the product (and directing our distributors to stop distributing) until the TMD is reviewed. Rest will conduct a review of the appropriateness of the TMD within 10 business days of a review trigger occurring.

Review triggers may include a number of factors such as:

- changes in complaints regarding the nature and appropriateness of the product
- comparison of fees, costs and investment performance relative to peers

- changes in insurance including claims acceptance rates, cancellation of insurance, or material changes to acceptance or underwriting conditions
- member behaviour
- where there are amendments to the PDS that change the offerings or cover provided
- the introduction of other ways in which the product can be sold
- the Trustee making a determination that the best interests of members within the product are not being promoted

- where we identify the occurrence of a 'Significant Dealing' which indicates the product is not being distributed to the target market.

A Significant Dealing is an event that has occurred which has resulted in a financial product being sold to consumers who are outside of the product's target market and has impacted a material number of members over an extended time period, causing actual financial harm to the affected members.

<sup>1</sup> Distribution conditions and restrictions make it likely only eligible members within the target market enter Rest Corporate. Additional distribution conditions and restrictions are not required given the range of consumers in the target market and eligibility and/or regulatory restrictions that apply.

<sup>2</sup> Noting that Distribution of insurance is limited to members who are age 25 or over and are eligible, or are eligible for default insurance cover automatically if they have an account balance of \$6,000 or more.

## 05 Distributor information

The information in the 'Review triggers' section is required to be reviewed on a quarterly basis to ensure that distributors (including Rest and third-parties) comply with our obligations. To facilitate compliance, product complaint information (number, nature and trends) will be provided on a quarterly basis by distributors of Rest Corporate.

Member data and demographics (age, balance) may also be provided by distributors.

Distributors are also required to report any Significant Dealings via email at [ddo@rest.com.au](mailto:ddo@rest.com.au) as soon as practicable but no later than 10 business days after the distributor becomes aware of the Significant Dealing. A Significant Dealing Notification template can be obtained by distributors on request at [ddo@rest.com.au](mailto:ddo@rest.com.au)

## 06 TMD review frequency

Review type	Reporting metric
Ongoing TMD reviews	Ongoing reviews of the TMD will be completed within a maximum period of 12 months from the date of the last review.

# If there's anything we can do

If you have any questions regarding our products, options, or this TMD you can contact us on:

**Visit us**  
rest.com.au/  
contact-us  
for operating  
hours



**Live Chat**  
rest.com.au



**1300 300 778**



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