



# Target Market Determination

Rest Super

## 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 Super 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 Super. 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 Super 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.



### 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.

With this in mind, Rest Super is designed to be simple, low cost and keep pace with the needs of members across their life. Rest Super 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. Some members may choose to invest in one or more of Rest's 'Structured' investment options - each offering different asset class weightings. Others may customise their portfolio by investing in Rest's 'Member-tailored' investment options - or a combination of both.
- Insurance cover for Death, Total & Permanent Disability (TPD) and Income Protection by default. Insurance is provided in blocks (or 'units') of insurance, and members receive a certain number of units depending on their age and the type of insurance cover. The total amount of cover a member receives changes as they age and their insurance needs change. Generally, when you're young, your income and insurance needs are lower. Your income may increase as you get older and your insurance needs may change accordingly, before reducing as you approach retirement.

All members may also apply for insurance cover tailored to their own needs.

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

### Who is the Product designed for?

Rest Super has been designed for all working Australians wanting to invest their superannuation and save for retirement. This includes those just starting out in their working lives, through to those who are getting close to retirement. Rest Super includes investment and insurance options, which allows members to tailor the product to match their needs and objectives.

Default insurance cover within Rest Super is subject to eligibility criteria, which in part is legislated, but also ensures members are not provided with insurance cover they may not need. Refer to the PDS for details of eligibility for insurance.

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

Rest Super 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 Super 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 Income Protection, and members have the option to apply for additional voluntary cover to tailor insurance to their individual needs.

### Investment options

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

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

### Insurance options

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

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



## 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
Position statement	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's a long-term thing. My focus is getting our finances in order as we 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 Super.

Member segmentation definitions (continued)

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>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> </ul>	<ul style="list-style-type: none"> <li>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> </ul>	<ul style="list-style-type: none"> <li>Balanced</li> <li>Property</li> <li>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> <li>Australian Shares</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares</li> <li>Overseas Shares - Indexed</li> </ul>	<ul style="list-style-type: none"> <li>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> </ul>	<ul style="list-style-type: none"> <li>Balanced</li> <li>Property</li> <li>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> <li>Australian Shares</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares</li> <li>Overseas Shares - Indexed</li> </ul>	<ul style="list-style-type: none"> <li>Cash</li> <li>Capital Stable</li> <li>Balanced</li> <li>Property</li> <li>Core Strategy</li> <li>Diversified</li> <li>Balanced - Indexed</li> <li>High Growth</li> <li>Sustainable Growth</li> <li>Australian Shares</li> <li>Australian Shares - Indexed</li> <li>Overseas Shares</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>Most members will have a balance under \$6k and/or be under 25 years of age, so likely to have no default cover.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Generally, as members age their need for insurance protection increases either through starting a family or increasing financial commitments, such as buying a house.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Generally, as members age their need for insurance protection increases either through starting a family or increasing financial commitments, such as buying a house.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Generally, in middle age the need for insurance protection is at its peak due to a broad range of commitments, whether these be family or financial commitments.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Generally, in middle age the need for insurance protection is at its peak due to a broad range of commitments, whether these be family or financial commitments.</p>	<ul style="list-style-type: none"> <li>Death</li> <li>TPD</li> <li>Income Protection.</li> </ul> <p>Generally, as members near retirement their need for insurance protection can reduce and premiums rates tend to rise, making cover less affordable.</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 ‘member-tailored’ 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 includes 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 ‘structured’ 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 4 (Medium) so has a 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 (continued)

Investment option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>· <b>Balanced</b></li> </ul>	<p>This ‘structured’ 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 includes 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>· <b>Property</b></li> </ul>	<p>This ‘member-tailored’ option is designed for members who want to achieve a balance of risk and return by investing in a mix of Australian and overseas property assets classes.</p>	<p>Common traits among members who might benefit from this investment option includes members who have a moderate tolerance for risk and wish to diversify across 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 5 (Medium to High) so has a minimum suggested timeframe of 10+ years. This means this option may benefit younger members with a greater 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 not erode balances over the longer term but will still enable faster paced growth than a more defensive option.</p> <p>Due to the potential illiquid nature of the option, the Trustee has the discretion to freeze transactions in the option for up to two years. This option may not suit members needing to make any withdrawals within a two-year period.</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>

Table 1 – Target market (continued)

Investment option(s)	Objectives	Financial situation	Needs	Member segment
<ul style="list-style-type: none"> <li>· Core Strategy</li> <li>· Diversified</li> <li>· Balanced - Indexed</li> <li>· High Growth</li> <li>· Sustainable Growth</li> </ul>	<p>These ‘structured’ 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>
<ul style="list-style-type: none"> <li>· Australian Shares</li> <li>· Australian Shares - Indexed</li> <li>· Overseas Shares</li> <li>· Overseas Shares - Indexed</li> </ul>	<p>These ‘member-tailored’ options consist of ‘growth’ assets and 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) 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>· 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 among people who might benefit from this insurance include members who may typically be casual, full-time or part-time retail and services industry employees, who are generally low to middle income earners.</p> <p>They require:</p> <ul style="list-style-type: none"> <li>simple insurance arrangements</li> <li>some financial assistance which will not compromise their retirement savings.</li> </ul> <p>Members may also:</p>	<p>Rest provides eligible members Income Protection as default cover, 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.</p> <p>Default IP provides a lower level of default payments on a monthly basis, with a 5-year benefit period, which is similar to the average claim duration of members receiving income protection benefits. Members can apply to increase, or tailor the cover to their individual needs.</p> <p>Importantly whilst members are unable to work as a result of sickness or injury, they also receive ongoing Superannuation Guarantee payments to help cover fees and costs to ensure their superannuation is maintained.</p> <p>In the event the member is unable to return to their current work (because of their 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>	<ul style="list-style-type: none"> <li>need flexible arrangements to provide access to insurance cover where they are outside of the normal demographic</li> <li>consider their ability to earn a future income their most important asset</li> </ul>	<p>The default cover levels are lower to provide support in addition to our default IP and designed to provide initial financial assistance in the event that a member has costs such as medical expenses or minor home renovations.</p> <p>Members have the ability to increase, or tailor to cover to their individual needs.</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>	<ul style="list-style-type: none"> <li>be working many jobs, so need an insurance option that provides flexibility as their employment hours and working arrangements change, including allowing them to have multiple employers.</li> </ul>	<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 increases as their liabilities change over time, when our members typically experience life events such as getting married, changing career or buying a house.</p> <p>Members have the ability to increase, or tailor cover to their individual needs.</p>	



### 03. Distribution and conditions

Rest Super will be distributed to new members under the circumstances outlined below.<sup>2</sup>

Investment option	Channel			Distribution conditions	Marketing
	Direct – Website	Intermediated – Rest Advice	Default - Enrolled via employers		
Cash	×	✓	✓	<p>A ‘distribution condition’ is a restriction which 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>No specific distribution conditions have been set.<sup>3</sup></p> <p>Rest Super may also be distributed by non-Rest Advice financial planners and third-party providers, including research houses and comparison websites.</p>	<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.</p>
Capital Stable	×	✓	✓		
Balanced	×	✓	✓		
Core Strategy	✓	✓	✓		
Diversified	×	×	✓		
Property	×	×	✓		
Balanced - Indexed	×	✓	✓		
High Growth	×	✓	✓		
Sustainable Growth	×	✓	✓		
Australian Shares	×	×	✓		
Australian Shares - Indexed	×	×	✓		
Overseas Shares	×	×	✓		
Overseas Shares - Indexed	×	×	✓		
Insurance option					
Income Protection	✓	✓	✓		
TPD	✓	✓	✓		
Death	✓	✓	✓		

<sup>2</sup> Distribution conditions and restrictions make it likely only eligible members within the target market enter into Rest Super. Additional distribution conditions and restrictions are not required given the range of consumers in the target market and eligibility and/or regulatory restrictions which apply.

<sup>3</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.

## 04. Review triggers

Review triggers are events and circumstances that could indicate that the TMD is no longer appropriate. They are a prompt to potentially stop distributing the product (and direct the issuer's distributors to stop distributing) until the TMD is reviewed. Rest will conduct a review 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 which has occurred which has resulted in a financial product being sold to members 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.

This document is provided by Retail Employees Superannuation Pty Limited ABN 39 001 987 739, AFLS 24 0003 (Rest) as trustee of the Retail Employees Superannuation Trust ABN 62 653 671 394 (Fund), of which Rest Super is a part. This document contains information which may include general advice but does not take into account your individual objectives, financial situation or needs. Before acting on the information or deciding whether to acquire or hold this product, consider its appropriateness, our Financial Services Guide and the Rest Super Product Disclosure Statement (PDS) available at [rest.com.au/pds](http://rest.com.au/pds)

## 05. Distributor information

The information in the Review triggers section is also required to be reviewed on a quarterly basis to ensure that Rest complies with the Design & Distribution Obligations. To facilitate compliance, product complaint information (number, nature and trends) will be provided on a quarterly basis by distributors of Rest Super.

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

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.

## 07. If there's anything we can do

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

[rest.com.au](http://rest.com.au)

Live Chat at [rest.com.au](http://rest.com.au)

Monday to Friday 8am – 10pm AEST  
Saturday 9am – 6pm AEST  
Sunday 10am – 6pm AEST

1300 300 778

Monday to Friday 8am – 8pm AEST