

# Elevate Super Target Market Determination (TMD) - Accumulation

## 01. About this document

This target market determination (TMD) applies to the Elevate Super a sub plan of the Aracon Superannuation Fund. It seeks to provide consumers, distributors and staff with an understanding of the class of consumers for which this product has been designed, having regard to the objectives, financial situation and needs of the target market.

This document is not a Product Disclosure Statement, is not to be treated as a full summary of the product's terms and conditions, does not take into account any person's individual financial objectives, situation and needs and is not intended to provide financial advice. Consumers must refer to the Product Disclosure Statement (PDS) and any supplementary documents when making a decision about this product.

The product is issued by Equity Trustees Superannuation Limited (ETSL) ABN 50 055 641 757 AFSL 229757.

### **Product Disclosure Statement to which this target market determination applies**

This TMD applies to the Accumulation Product of Elevate Super referred to in the following Product Disclosure Statement:

Elevate Super Product Disclosure Statement dated 2 March 2021  
elevate@work Super Product Disclosure Statement dated 2 March 2021.

Copies of the PDS and information incorporated by reference may be downloaded at:

[www.elevatesuper.com.au/pds](http://www.elevatesuper.com.au/pds)  
[www.elevateatwork.com.au/pds](http://www.elevateatwork.com.au/pds)

Previous target market determination review date: N/A

## 02. Class of consumers that constitutes the target market

The Target Market for the Elevate Super Accumulation Product comprises of:

- A person who wants to save for their retirement within the superannuation environment.
- A person who wants to invest in an investment portfolio that contributes to the United Nation's Sustainable Development Goals ("SDGs") to measure impact and sustainability of investment goals.

The Elevate Super Accumulation Product also caters to a number of sub-markets within the Target Market, including persons who wish to access the following features of the product within a superannuation environment:

- A person who wants to choose how their account balance is invested by selecting one of a small selection of diversified investment options
- Non-binding and binding death benefit nominations

## Investment options risk/reward levels

Retail clients whose investment style takes into account sustainable, environmental and social considerations, wish to have a limited investment choice, have varying attitudes to risk versus return, and liquidity and cash flow needs whilst saving for their retirement.

## Excluded class of consumers

The Elevate Super Accumulation Product is not suitable for:

- a person seeking to invest with readily available access to their investments, as withdrawals from the product are subject to superannuation preservation rules.
- for someone where they are looking for a wide range of investment options and strategies.

## Product description

Elevate Super is a sub-plan of Aracon Superannuation Fund which is a registered superannuation entity under the SIS Act. Elevate Super offers investment choice in relation to a limited number of diversified investment options with a wide range of risk / return characteristics that are not sector specific, whilst providing a person an opportunity to blend a selection of investment strategies to meet their needs. The overarching philosophy is to provide a person with choice simplicity, clarity and flexibility to control the way their superannuation is invested.

## Key Product Attributes

### Fees and costs

The product's fees and charges take into account the style of investments within the product.

### Types of contributions

The Elevate Super Accumulation Product is suitable for a person wishing to make the following contribution types:  
SG contributions, additional employer contributions, salary sacrifice contributions, voluntary member contributions, spouse contributions and government co-contributions.

### Online functionality

Members have access to an online facility managed through the promoter of Elevate Super.

### Reporting

A person joining Elevate Super will have access to reporting including;

- Daily Portfolio valuation
- Elevate Super's Portfolio performance
- Transaction listing
- Metrics measuring Elevate's contribution towards the UN's SDG's
- Insurance details
- Annual member statement

### Tax

A person who becomes a member of the Elevate Super may be eligible to receive a range of tax concessions subject to eligibility. Further information and updated eligibility are available from [www.ato.gov.au](http://www.ato.gov.au).

### Insurance

The Elevate Super Accumulation Product offers access to a range of insurance options including;

- Death cover, including terminal illness cover;
- Total & Permanent Disablement (TPD) cover;
- Income Protection Cover; and
- The ability to transfer existing cover held if they meet relevant transfer conditions transfer terms acceptable to the Fund’s Insurer

Where eligibility conditions have been met, when a person joins Elevate Super and they opt in, they will receive a default level of death and total and permanent disablement cover without any underwriting. The cover commences when there are sufficient funds in the super account, and that person has opted-in to receive cover. A person is only eligible for Default Cover once, on first joining Elevate Super, unless they have a balance of less than \$6,000 and under 25 years of age and would like to wait until both triggers have been reached before commencing Default Cover.

The table below sets out the class of consumer for each insurance attribute.

Insurance Key Attributes	Target Market Suitability
Death cover, including terminal illness cover	This may be suitable for a person who is looking to obtain insurance cover in the event of death or terminal illness.
Total and Permanent Disablement (TPD) cover	This may be suitable for a person who is looking to obtain insurance cover in the event of total and permanent disability.
Income Protection (IP) cover	This may be suitable for a person who is looking to obtain insurance cover in the event of temporary or permanent disability or illness.

**NOTE:** Insurance may not be suitable for certain excluded occupations. You should refer to the PDS for further detail.

## Investment options

The product enables members to invest in up to two investment options with a range of risk profiles and investment objectives. The product has a focus on ethical and socially responsible investing.

The table below sets out the investment options available and the target market.

Risk Level	Investment Options	Target Market
Medium to High	Elevate Super Balance Option	The Elevate Balanced option has a higher allocation to growth assets (equities) than fixed interest and cash. It's designed for members seeking medium to long-term growth who are willing to accept short term fluctuations in returns
High	Elevate Super Growth	The Elevate Growth option has a higher allocation to growth assets (equities) than the Elevate Balanced option. It is also designed for members seeking medium to long-term growth who are willing to accept a higher level of short term fluctuations in returns compared to the Elevate Balanced option

\* The full list of Investment Options available to members (including the strategy, risk level and suggested minimum investment timeframe for each option) and their respective PDS can be accessed at:  
[www.elevatesuper.com.au/super](http://www.elevatesuper.com.au/super)  
[www.elevateatwork.com.au/super](http://www.elevateatwork.com.au/super)

### Consistency between target market and the product

The trustee considers that the product is likely to be consistent with the likely objectives, financial situation and needs of consumers within the target market because:

- the product has been designed for consumers seeking to access ethical and socially responsible investments
- the product accepts the full range of contributions permitted under the law; and
- the fees and costs associated with the product are consistent with market rates

## 03. How this product is to be distributed

### Distribution channels

The Elevate Super Accumulation product is primarily distributed directly via an online application.

### Distribution conditions

This product should only be distributed under the following circumstances:

- Where the prospective member is resident in Australia and is eligible to contribute to or consolidate their superannuation account.
- Where a prospective member is applying for membership of Elevate Super, they should attest that they are within the eligible target market for the Product
- Where a member is applying for insurance cover, they must:
  - Meet the age, employment and residency requirements outlined in the PDS; and
  - Be in an eligible occupation category for the type of insurance cover being applied for.

Distributors must also ensure that they comply with all regulatory provisions relating to financial products including but not limited to the provision of financial advice, Anti-Hawking Provisions and other legislative requirements within the Corporations Act and other relevant law.

The Trustee has not identified any circumstances where distribution of the product would be restricted if the above conditions are met.

### Adequacy of distribution conditions and restrictions

The Trustee has determined that the distribution conditions and restrictions will make it likely that customers who purchase the product(s) are in the class of customers for which it has been designed. The Trustee considers that the distribution conditions and restrictions are appropriate and will assist distribution in being directed towards the target market for whom the product has been designed.

## 04. Reviewing this target market determination

We will review this target market determination in accordance with the below:

### Initial review

By April 2022

### Periodic reviews

Annually in April

## Review triggers or events

Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but not limited to):

- Business performance review or adverse finding from a member outcomes assessment;
- a material change to the design or distribution of the product, including related documentation;
- occurrence of a significant dealing;
- distribution conditions found to be inadequate;
- external events such as adverse media coverage which would significantly impact the sustainability of the Fund or regulatory changes that significantly affect the product or the distribution of the product;
- significant changes in metrics, including, but not limited to, complaints, sales volumes, investment option switching rates and/or increase in cancellation rates during the cooling off period
- the use of a Regulator's Product Intervention Powers in relation to the product.

Where a review trigger has occurred, this target market determination will be reviewed within 10 business days.

## 05. Reporting and monitoring this target market determination

Distributors have the obligation to report the following information to us in relation to this TMD.

Distributors must record and report all complaints that relate to the product or its distribution. The record should include the substance of complaints in relation to the product covered by this TMD. Where a complaint relating to the product and/or its distribution is received, the distributor must report this complaint information to the issuer at six monthly intervals (end of March and September). This will include written details of the complaints.

Reporting for Complaints should be directed to the issuer at:

[hello@elevatesuper.com.au](mailto:hello@elevatesuper.com.au)  
[hello@elevateatwork.com.au](mailto:hello@elevateatwork.com.au)

### Significant dealings

Distributors must report if they become aware of a significant dealing in relation to this TMD within 10 business days.

### Disclaimer:

The information contained in this target market determination is general information only and is not intended to be construed as either personal advice or a product recommendation. You should make your own enquiries as to the suitability of this product for your personal financial needs and circumstances and obtain and read a copy of the PDS for further information its suitability before making an investment and/or insurance decision.