



Super Insights 2026

Elevating performance, experience
and trust in superannuation

May 2026

[KPMG.com/au/SuperInsights](https://www.kpmg.com/au/SuperInsights)

Foreword

Australia's superannuation system continues to demonstrate its strength as one of the world's most comprehensive and resilient. With total assets now exceeding \$4.5 trillion (around 150% of GDP) super funds are major institutional investors and collectively own around a third of the ASX. In 2026, super funds are delivering meaningful outcomes for members across their journey, from accumulation through to retirement, while operating in an environment of rising expectations, greater regulatory scrutiny, shifting demographics, and rapid technological disruption.



DR LISA BUTLER BEATTY
Superannuation Consulting Lead
KPMG Australia

The sector's progress over the past year reflects a clear commitment to purpose: helping Australians build financial security for retirement and safeguarding the system they rely on. At the same time, funds are navigating real challenges:

- The sector experienced coordinated attacks, wide-reaching credential theft, fraudulent withdrawals, and identity-based scams, prompting urgent action from regulators and funds.
- A strong regulatory and enforcement focus on member servicing and ensuring member confidence in the system.
- Heightened regulatory pressures and member expectations shaped by digital consumer experiences.
- The accelerating pace of innovation, particularly in AI.
- The impacts from the Shield Master Fund and First Guardian Master Fund collapses.

As well as providing our usual data analysis and insights from the last year, this edition of Super Insights also brings together eight interconnected dimensions that define what sustainable member value and outcomes look like today.

1. Sustainable returns and performance

Funds continue to focus on delivering fair, consistent long-term returns amid global market volatility, heightened regulatory intensity, and the need for strong investment governance. Super funds posted another very strong financial year result with the median growth fund (61% to 80% in growth assets) returning 10.5% for FY25. At the same time, last year was also one of the most consequential in terms of investment governance scrutiny, regulatory intervention, and structural pressure on superannuation trustees. Regulators, particularly APRA and ASIC, have raised concerns around liquidity risk, valuation governance, platform oversight, trustee accountability, and emerging market exposures.

2. Value for money and efficient operations

Value for money remains central to member outcomes. Funds are managing fee pressures, responding to APRA's increased transparency through heatmaps, and transforming their operating models to drive efficiency and scalability.

As funds continue to grow in size and complexity, the challenge is balancing near-term cost discipline with long-term investment in innovation and capability (and ensuring they are in line with the members' best financial interests obligation).

3. **Safety, protection and confidence in the system**

Confidence underpins the legitimacy of the superannuation system. This requires a strong foundation of sustainability, addressing retirement adequacy, ensuring members have appropriate insurance (currently approximately nine million Australians have life insurance that is provided through their superannuation), and protecting funds against evolving cyber, fraud, and financial crime threats. Strengthening resilience across these domains is now a baseline expectation.

4. **Guidance, advice and member support**

As more Australians transition into retirement, demand for guidance and advice is rising sharply. Funds are reshaping advice models, expanding retirement pathways, and improving member literacy to support better decision-making at moments that matter.

5. **Service quality, responsiveness and operational reliability**

Member interactions are becoming more frequent and more complex. Funds are increasingly judged on their ability to provide reliable service, resolve issues quickly, manage complaints effectively, and ensure operational resilience across their ecosystem of partners and platforms.

6. **Member experience and digital engagement**

Members are comparing their fund experience not only to other super funds, but to banks, retail brands, and digital platforms.

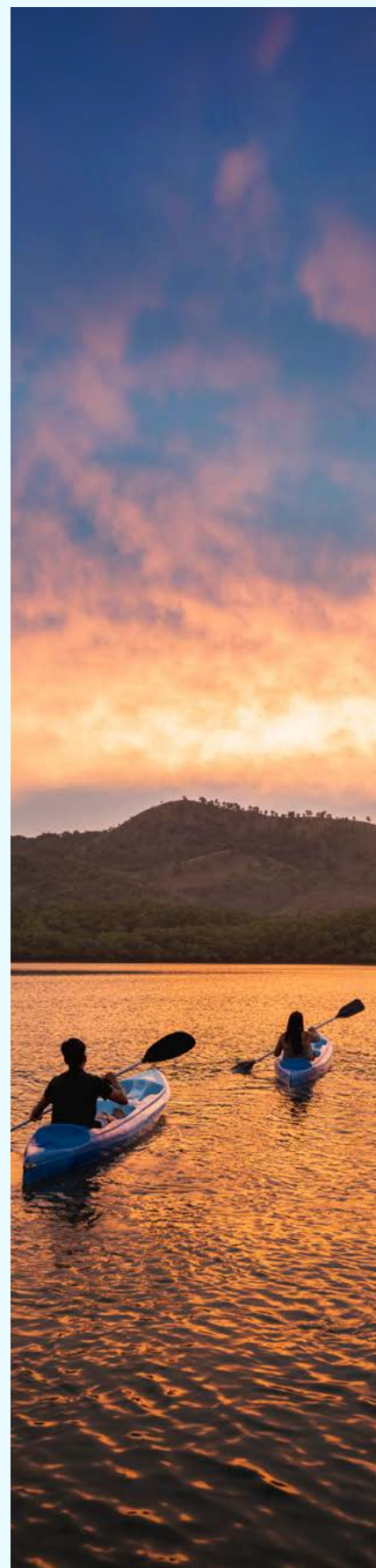
This is driving funds to uplift omnichannel capabilities, strengthen engagement strategies, improve retention, and embed customer-centric design principles throughout the organisation.

7. **AI-enabled transformation across the value chain**

AI has rapidly shifted from experimental to essential. Funds are investing in AI to modernise operations, enhance risk management, personalise member engagement, lift advice capability, and transform the entire value chain. The challenge, and opportunity, is ensuring responsible adoption, sustainable integration, and clear alignment to member outcomes.

8. **Retirement and the ongoing strategic focus**

Retirement is a core strategic priority for superannuation funds, requiring stronger member insight, more refined retirement journeys and greater product innovation. Although funds have improved their understanding of member behaviours and advanced personalised, digitally supported pathways, maturity remains uneven and many journeys still need uplift. The most significant gap lies in retirement solution development, with only around 1% of retiree balances in lifetime income products despite rising demand for certainty as the retiree cohort expands. With retiree balances expected to grow from about \$100 billion today to \$140 billion within five years, funds must accelerate efforts to deliver more tailored guidance and a broader range of income solutions aligned to members' evolving needs and risk sensitivities.



Looking ahead

The year ahead presents a mix of opportunity and complexity for funds. Markets remain uncertain, member expectations continue to evolve, and regulatory settings are still shifting. What is clear is that funds will need to keep adapting, building on the foundations already in place, to continue delivering strong, reliable outcomes.

Many funds are already sharpening their investment discipline, modernising operating models, and strengthening their resilience to cyber and operational risks. The focus now is on sustaining that momentum while navigating demographic change and rising demand for advice and retirement support. At the same time, despite varied levels of maturity across the sector, digital capability and AI adoption are accelerating, creating new ways to personalise services, streamline operations, and better manage risk.

There is no single path forward, but the direction of travel is consistent:

- A continued emphasis on long-term performance and robust investment governance.
- Smarter, more efficient operations that balance cost management with future-focused investment.
- Better support for members as they approach and move through retirement.
- Practical, responsible integration of AI, to enhance the human elements of service and advice.

The superannuation system is entering a phase where incremental improvement and thoughtful innovation will matter more than ever. Funds that stay focused on member outcomes, remain adaptable, and invest with purpose will be well-positioned for the next stage of the system's evolution.

This year's Super Insights report is organised into two parts: the first provides an analysis of the latest APRA data and sector-level trends, while the second examines the eight interconnected dimensions that collectively define what sustainable member value looks like today.



The KPMG Super Insights Dashboard contains interactive versions of many of the charts and graphs included in this report, as well as additional information.

Throughout this report, we have tips on how to use the Dashboard to get additional information. For example, the Dashboard enables you to filter the data based on your own preferences. You can view industry and fund metrics for a particular year or segment of the industry, as well as view metrics for an individual fund in comparison to a peer group.



The Dashboard can be accessed via our website at:

KPMG.com/au/SuperInsights



Additional analysis or information

For any funds seeking additional information or further analysis of the data contained within the KPMG Super Insights Dashboard, KPMG's data analytics and insights team would be more than happy to discuss your requirements. This can include analysis of the performance of your fund against peer or competitor funds, modelling of impacts of potential fund mergers and projections of data. Feel free to get in touch with one of the KPMG contacts in this report.

PART A: APRA DATA ANALYSIS AND INSIGHTS

Market overview



Continued growth of the industry funds

Over FY25, industry funds increased their market share by 0.3%, growing from 40.0% to 40.3%. This growth came at the expense of retail funds, which saw their market share decrease by 0.2%, from 22.7% to 22.5%. Over the past five years, industry funds have

gained significant momentum, raising their market share by 10.7%, from 29.6% in 2020 to 40.3% in 2025.

Over the same five-year period, retail funds have seen a contraction in market share of 1.7% from 24.2% to 22.5%.

Corporate funds continue to see contraction with a 0.4% decrease in market share throughout FY25.

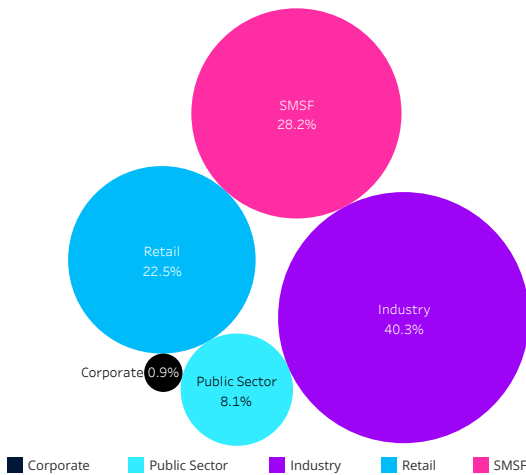
Market Share

To view this data in the Dashboard select view 2: Market Share.

Market Share Snapshot

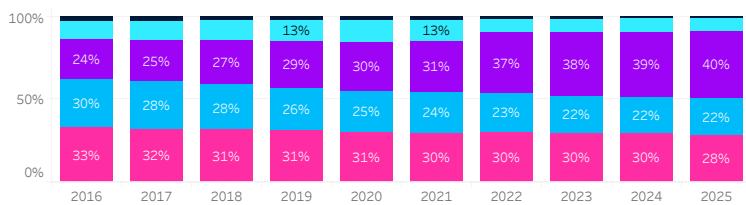
Year
2025

By AUM

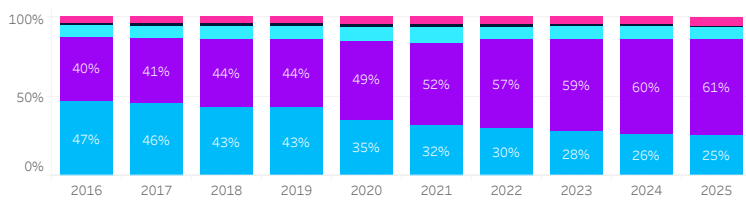


10 Year Market Share History

By AUM

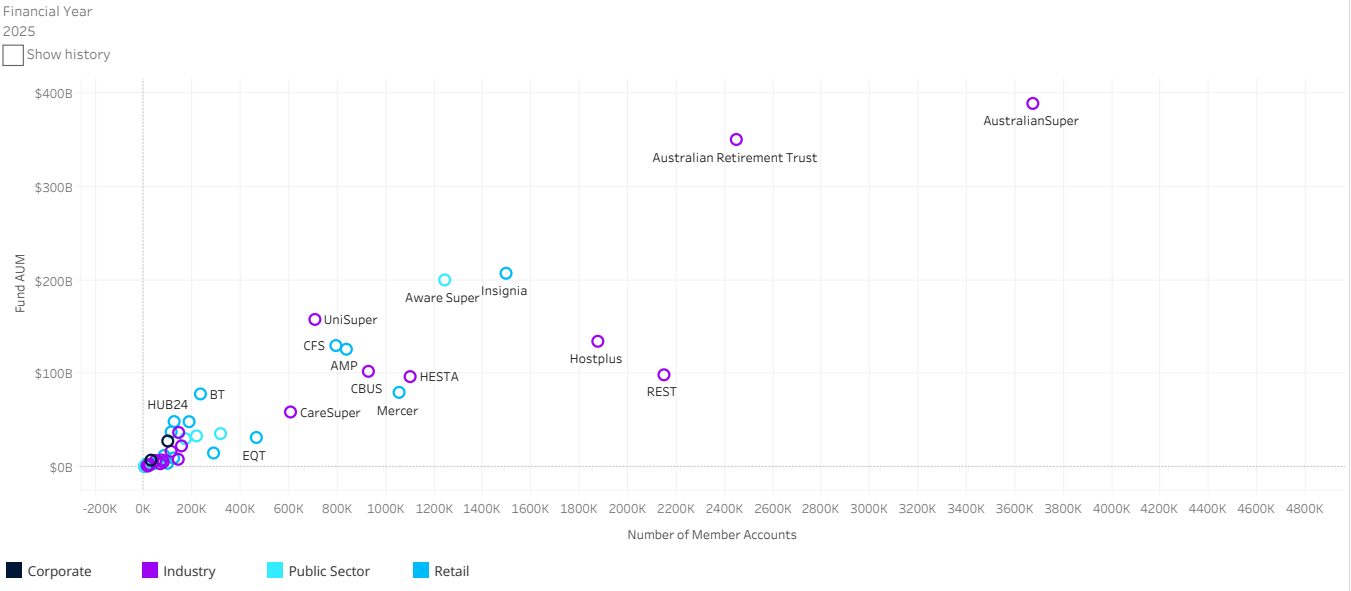


By Number of Accounts



To view this data in the Dashboard select view 4: Market Position.

Market Position



As with the previous year, AustralianSuper and Australian Retirement Trust retained their

lead over the rest of the industry in relation to AUM and number of member accounts.

Make-up of the industry by fund

As at 30 June 2025, there are nine mega funds* with more than \$100 billion in assets, with CBUS (\$102 billion AUM as at 30 June 2025) being the additional fund meeting mega fund classification since FY24.

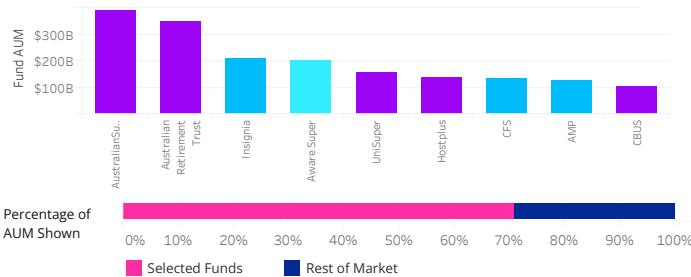
This year, the nine mega funds included five industry funds, one public sector fund (Aware Super) and three retail funds. As a result of CBUS becoming a mega fund, there are five funds sized between \$50 billion and \$100 billion.

Further, there are now nine funds between \$25 billion and \$50 billion, which has increased from FY24 (when there were eight funds).

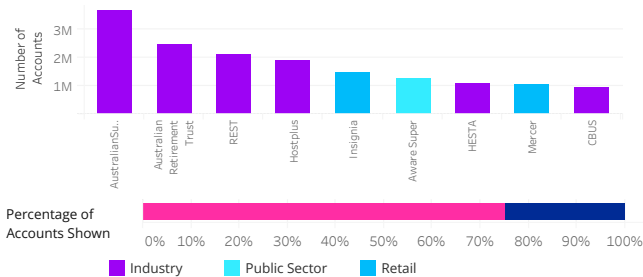
To see the top nine funds in the Dashboard, go to view 1: Industry Overview and in the Market Share section on the right-hand side you can select the number of funds to view at a time – select 9.

Market Share – 9 largest funds

9 largest funds (greater than \$100 billion)



9 largest funds by members

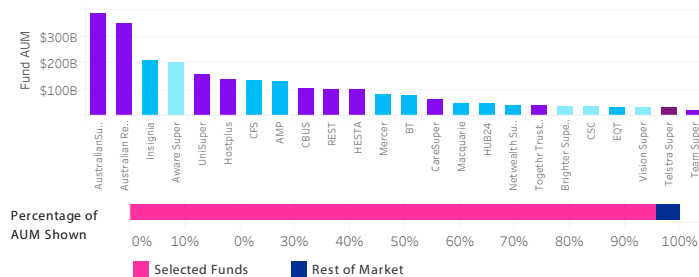


* We define a mega fund as having \$100 billion or more in AUM.

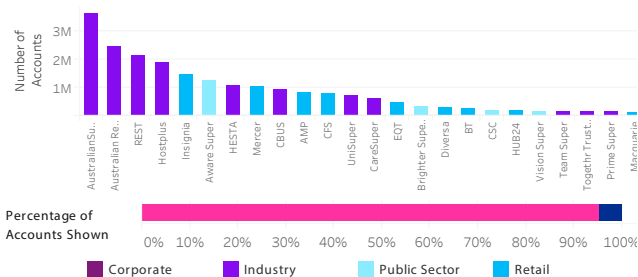
Market Share – 24 largest funds

The following top 24 funds above \$20 billion make up 95.8% of assets in the super industry (excluding SMSFs).

24 largest funds (greater than \$20 billion)



24 largest funds by members



Industry Overview

Summary By Size

Fund Size	No. of Members	No. of Entities	Total AUM	Change in No. Funds*	Change in AUM*	Growth in AUM
< \$10 B	0.8M	17	\$67B	↓	↓	-15%
\$10 to \$25 B	0.6M	4	\$66B	↓	↓	-19%
\$25 to \$50 B	1.8M	9	\$330B	↑	↑	29%
\$50 to \$100 B	5.1M	5	\$412B	↓	↓	-11%
> \$100 B	14.0M	9	\$1,799B	↑	↑	20%
Total	22.4M	44	\$2,674B	↓	↑	12%

Summary By Type

Fund Type	No. of Members	No. of Funds	Total AUM	Change in No. Funds*	Change in AUM*	Growth in AUM
Corporate	0.1M	2	\$35B	↓	↓	-17%
Industry	14.3M	19	\$1,501B	↓	↑	14%
Public Sector	1.9M	5	\$300B	↓	↑	12%
Retail	6.0M	18	\$837B	↓	↑	12%
Total	22.4M	44	\$2,674B	↓	↑	12%

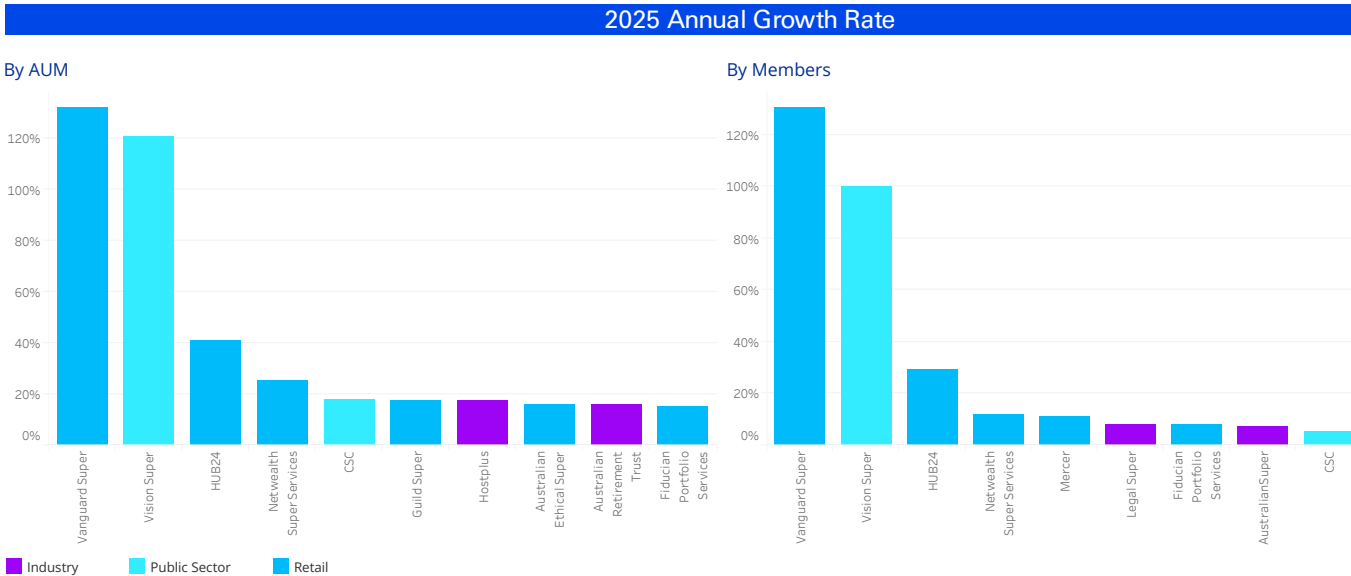
In terms of fund size, the growth was concentrated in funds with assets between \$25–50 billion which increased by 29% (due to consolidation activities which occurred during FY25)

and has come at the expense of assets of small and mid-sized funds who have seen contractions of 15% and 19%, respectively.

To view this data in the Dashboard, select view 1: Industry Overview.

Growth rates by fund

The top 10 funds by growth rate of assets and members can be seen here



Note: The growth rates captured in the charts above are reflective of both organic and inorganic growth.

We note that Vision Super was on the list of top 10 fund growth rates (by AUM and by members). This was due to the merger of Vision Super and Active Super as at 1 March 2025 (creating a combined entity of approximately 165,000 members and \$28 billion in AUM).

Apart from the Vision Super/ Active Super transaction, FY25 also saw Telstra Super commencing a merger with Aware Super (estimated transition date of 1 May 2026), Meat Industry Employees’ Superannuation Fund (MIESF) merging with Care Super (transaction was finalised around October 2025) and the Goldman Sachs & JB Were Superannuation Fund merging into Mercer Super on 31 May 2025.

Platform providers continued to see strong growth over FY25, particularly HUB24, Netwealth and Fiducian. HUB24 and Netwealth have benefited from consistently strong cash flows, growth in AUM and member numbers over recent years.

Due to investment optionality and platform features, both HUB24 and Netwealth continue to gain traction in respect of both financial advisers and their clients, i.e. super fund members.

To view this data on the Dashboard, select view 5: Top 10 Funds by Growth.

You can hover over a fund to see its growth rate.

To see the list of fund mergers completed and announced, with dates, click on our new Dashboard view ‘Fund and Trustee Groupings’ and refer to the ‘Date of Merger/ Potential Merger’ column.

We have identified all the large mergers and as many of the small ones as we could identify, however, there may be some small ones we have not picked up on this list.

Operating costs and MySuper administration fee trends

Between FY24 and FY25, there was an increase in average operating cost per member from \$237 to \$250 across all funds (excluding SMSFs). In contrast, the average operating cost on an asset basis decreased from 0.23% to 0.22% for all funds (excluding SMSFs), largely due to the strong growth in AUM over the year.

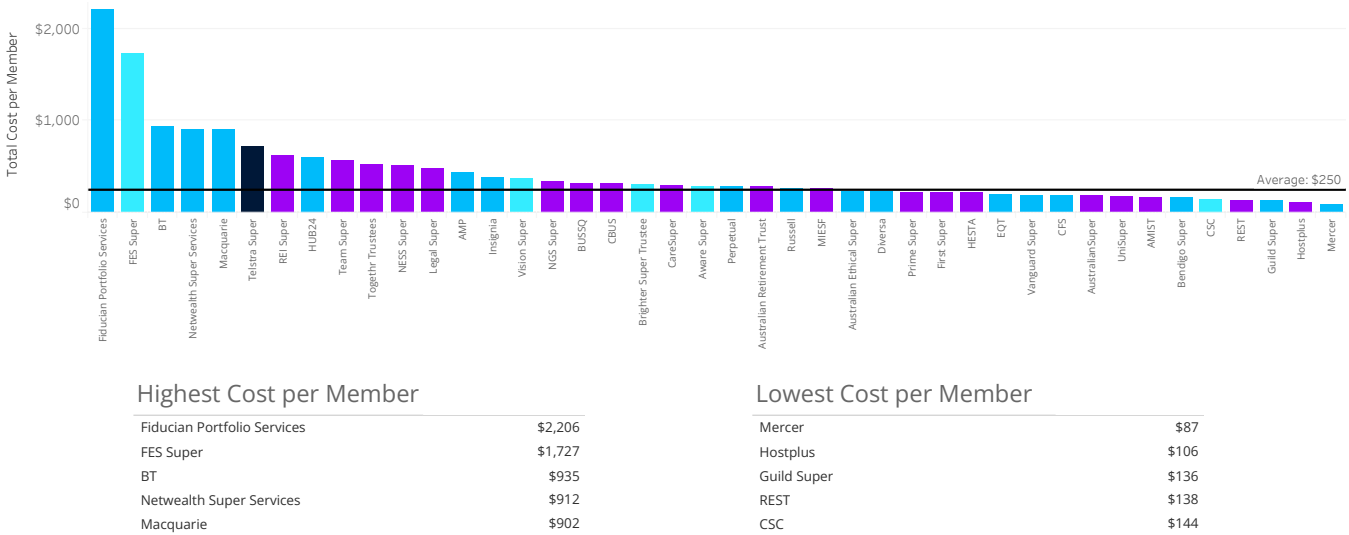
Highlighting the benefits of scale in the industry, the 14 funds with assets under management (AUM) of over

\$50 billion have an average cost per member of \$232 (increased from \$217 in FY24), whereas the 13 funds between \$10 billion and \$50 billion in AUM have an average cost per member of \$389 (increased from \$375 in FY24). In both AUM ranges, there are funds with varying levels of complexity in respect of operational and product arrangements which have an impact on operating cost per member.

To view this data in the Dashboard select view 18: Operating Costs per Member By Fund.

We note that transformational activities and administration transitions are occurring in the industry and the transformational activities have likely contributed to an increase in operating costs on a per member basis over FY25.

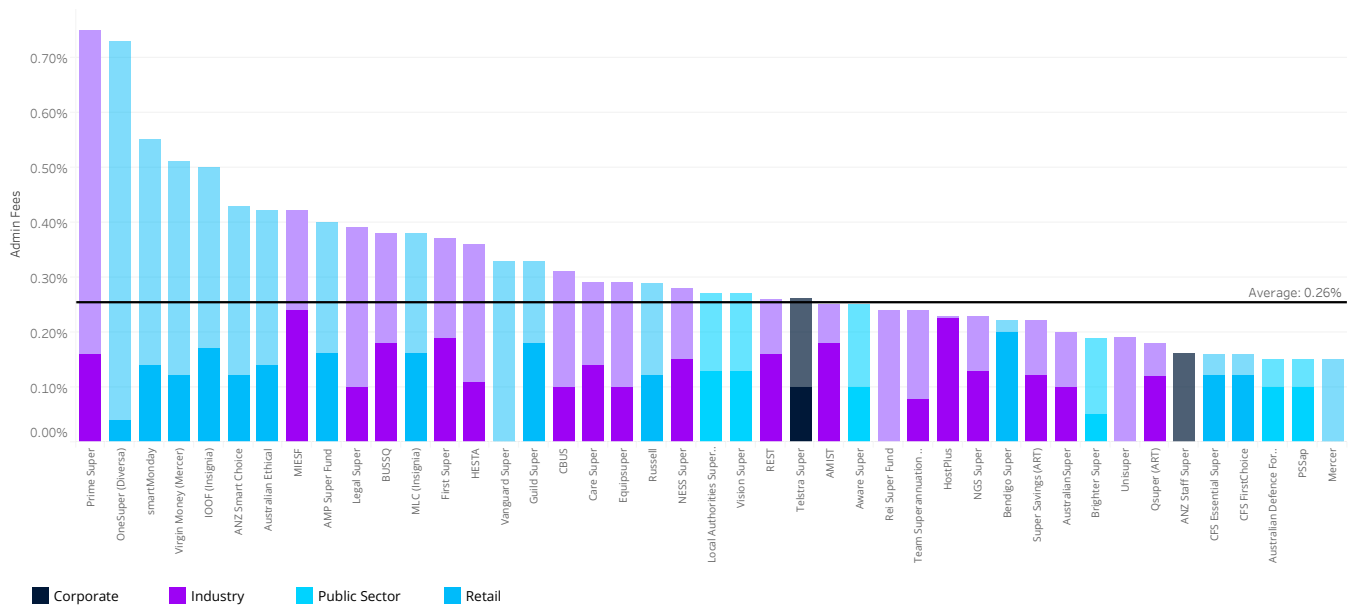
Operating Costs per Member



While the average operating cost per member increased across the funds considered within this report (excluding SMSFs), the average MySuper administration fee (charged to a MySuper member with a \$50,000 balance) remained the same, at 0.26% of the account balance.

With average MySuper administration fees remaining unchanged between FY24 and FY25, it is becoming increasingly important for funds to consider how their operating costs are managed on an ongoing basis (given upwards inflationary pressures on technology and people costs).

MySuper Admin Fees (\$50k Balance)



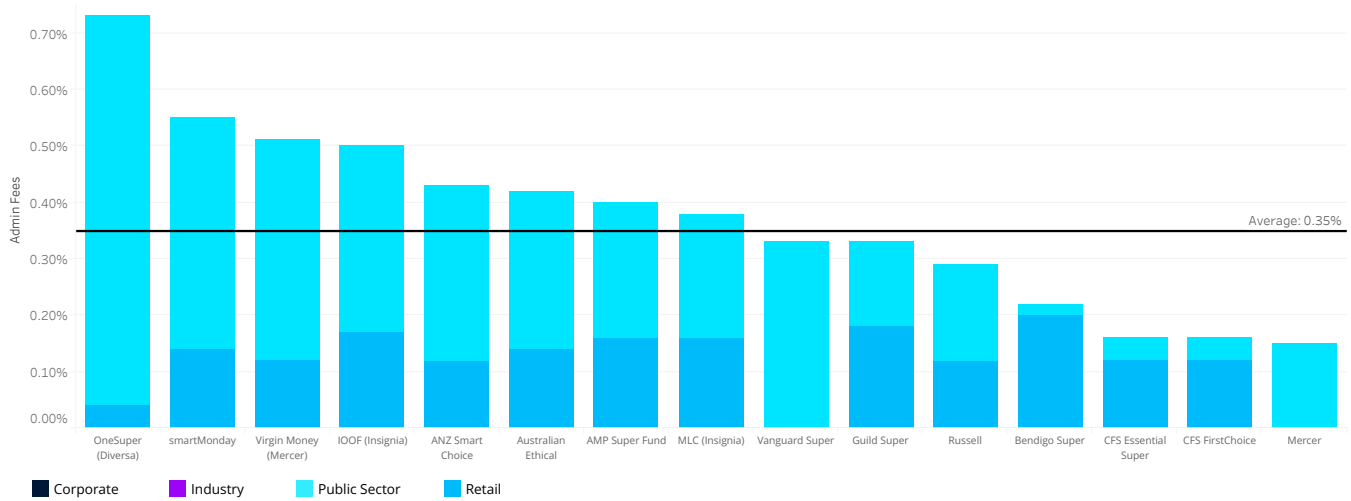
Based on the MySuper administration fees reported to APRA as at 30 June 2025, the average MySuper administration fee charged on a \$50,000 balance within the retail fund sector was 0.35% and the average MySuper administration fee within the industry fund sector was 0.23%.

The 'MySuper Admin Fee' view shows the split of administration fees charged between fixed dollar fees and asset-based fees. The retail products tend to have a higher portion of fees calculated as a percentage of assets than for industry funds, although the majority of the industry funds' MySuper products now charge a percentage of assets fee.

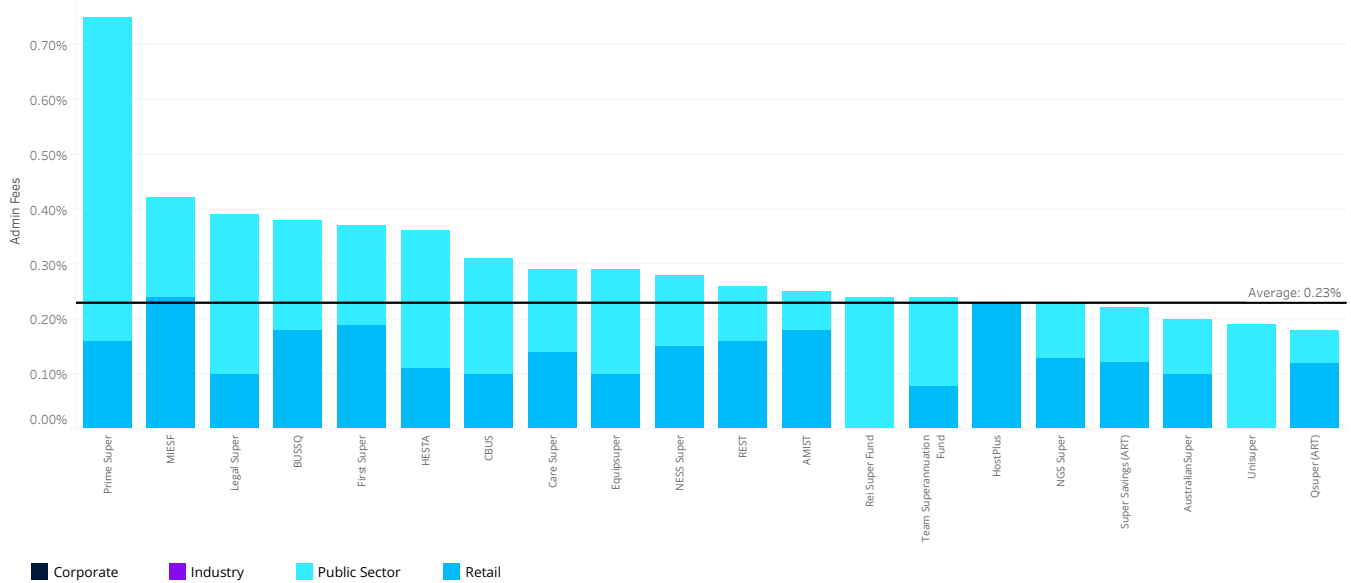
To view this data in the Dashboard select view 20: MySuper Admin Fees (\$50K Balance).



MySuper Administration Fee (\$50,000 balance) – retail funds 30 June 2025



MySuper Administration Fee (\$50,000 balance) – industry funds 30 June 2025



Net cash flow ratio for funds over \$50 billion (movement between FY24 and FY25)

Many funds have experienced a decrease in net cash flow ratio as a result of the strong growth in AUM over FY25.

For the 14 largest super funds over \$50 billion, their relative net cash flow ratio from FY24 to FY25 is represented in the following table:

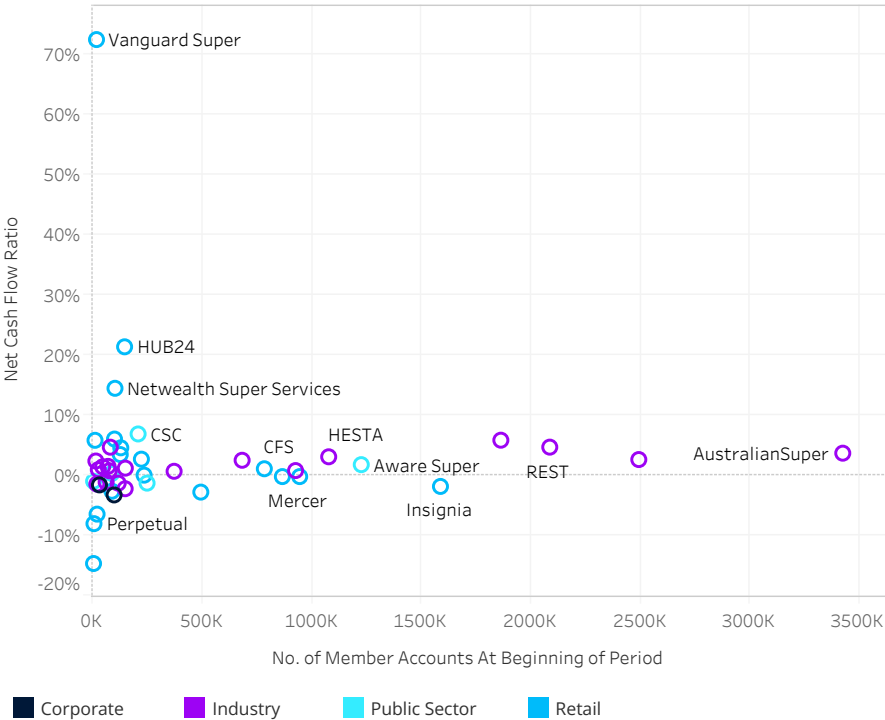
RANKING BY ASSET SIZE	FUND NAME	NET CASH FLOW RATIO 2025	NET CASH FLOW RATIO 2024	MOMENTUM AGAINST 2024 NET CASH FLOW RATIO
1	AustralianSuper	3.6%	5.3%	Down
2	Australian Retirement Trust	2.6%	2.9%	Down
3	Insignia	-1.9%	-2.9%	Up
4	Aware Super	1.7%	1.2%	Up
5	UniSuper	2.5%	3.2%	Down
6	Hostplus	5.8%	6.2%	Down
7	CFS	1.1%	-0.7%	Up
8	AMP	-0.2%	-2.4%	Up
9	CBUS	0.8%	2.1%	Down
10	REST	4.6%	5.3%	Down
11	HESTA	3.0%	3.8%	Down
12	Mercer	-0.2%	-1.5%	Up
13	BT	0.1%	-2.5%	Up
14	CareSuper	0.6%	1.8%	Down

Hostplus’s net cash flow ratio of 5.8% in FY25 was the strongest of the 14 largest super funds over \$50 billion analysed below. From the list, the fund with the second highest net cash flow ratio after Hostplus was REST with a net cash flow ratio of 4.6%. Of note, a number of funds have experienced an increase in net cash flow ratio (positive flow traction) since 2024 including Aware Super, CFS, BT, AMP, Mercer and Insignia.

Retail funds were able to show stabilised net cash flow ratios during FY25. As mentioned above, all retail funds demonstrated an increase in flow traction from FY24. We note that for some funds (including the retail funds mentioned above), net cash flows are impacted by the quantum of pension benefit payments.

To view Net Cash Flow Ratio data in the Dashboard select view 13.

Net Cash Flow Position by Member Accounts



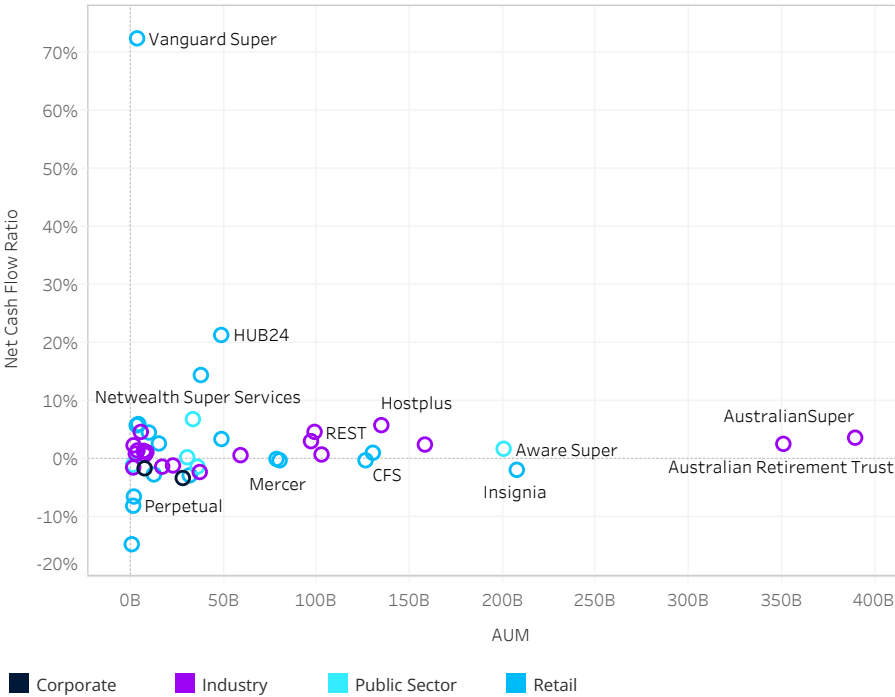
We have also analysed the net cash flow ratio by size of fund (by membership) to assess the correlation between both metrics.

Based on this chart, we can conclude that size of fund (by membership) does not always correlate to strong net cash flows. Conversely, we have seen funds <200,000 members such as HUB24 and Netwealth exhibiting a healthy positive net cash flow ratio.

Vanguard Super is an outlier on the chart, as they were in the previous year (given they were a new entrant in FY23).

To view this data in the Dashboard select view 13: Net Cash Flow Ratio By AUM.

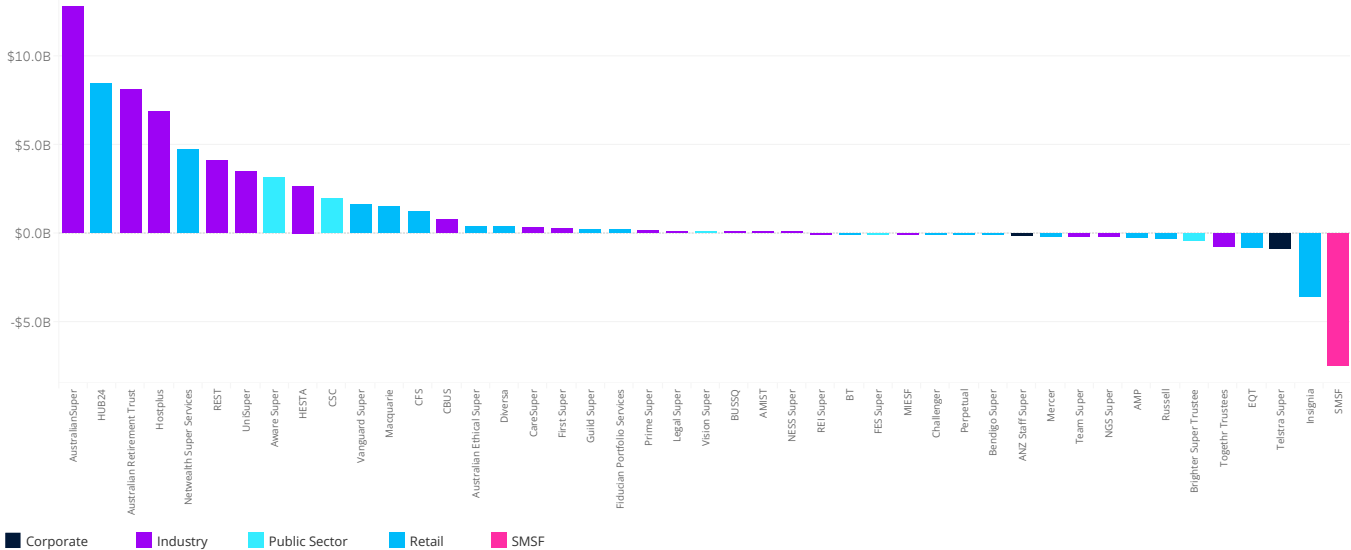
Net Cash Flow Position by AUM



A very similar pattern was observed when plotting the net cash flow ratio against the size of fund (AUM). Some mega funds (by AUM) had a negative net cash flow ratio in FY25.

The next chart demonstrates the organic cash flow by fund.

Organic Cash Flow by Fund



To view this data in the Dashboard select view 10: Cash Flow By Fund.

AustralianSuper’s net cash flow of \$12.7 billion in FY25 was the highest in the industry (notwithstanding AustralianSuper’s net cash flow has decreased in comparison to FY24 [\$16.4 billion]).

HUB24 has the second highest net cash flow in the industry in FY25 with

\$8.5 billion (an increase from \$7.1 billion in FY24).

This was followed by Australian Retirement Trust at \$8.0 billion and Hostplus at \$6.9 billion (noting both funds demonstrated an increase in net cash flows since FY24).

As was observed in FY24, many funds in the industry continue to remain close to or at zero net cash flows.

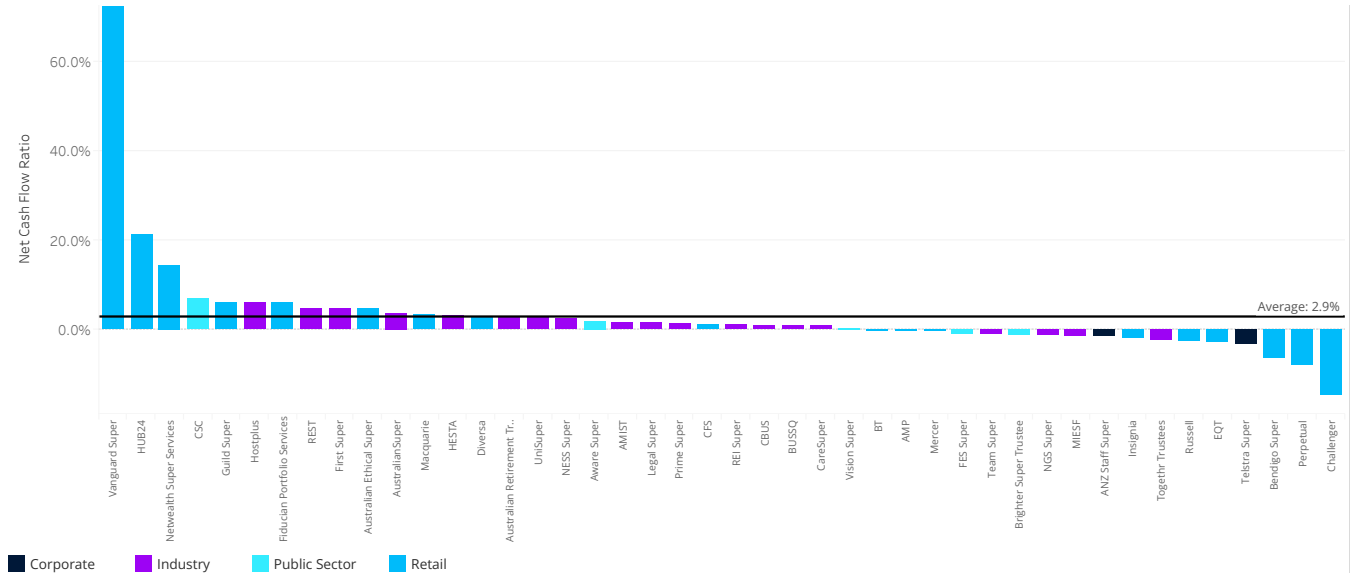
The chart above demonstrates that several funds experienced negative net cash flow over FY25 (this group included a mixture of industry and retail funds).

Net Cash Flow Ratio By Fund

When looking at Net Cash Flow Ratio, some smaller retail providers have performed strongly, with industry funds largely positioned within the upper-middle portion of the chart.

Notably Vanguard, HUB24 and Netwealth have demonstrated the strongest net cash flow ratio over FY25 (as was the case in FY24).

To view this data in the Dashboard select view 11: Net Cash Flow Ratio By Fund.



Continued scale and momentum of the mega funds

There are currently nine mega funds in the Australian superannuation sector, with CBUS meeting the mega fund classification in FY25 after seeing total AUM grow above \$100 billion.

Market share of the mega funds by AUM has increased slightly from 63.1% in FY24 to 67.5% in FY25, primarily through the addition of CBUS to this category. However, the mega funds

have continued to capture scale in terms of AUM and membership, aided by strong investment performance.

FUND NAME	AUM AS AT 30 JUNE 2025	PERCENTAGE GROWTH FROM 30 JUNE 2024
AustralianSuper	\$389 billion	13%
Australian Retirement Trust	\$351 billion	16%
Insignia	\$207 billion	8%
Aware Super	\$200 billion	12%
UniSuper	\$158 billion	14%
Hostplus	\$135 billion	17%
CFS	\$130 billion	13%
AMP	\$126 billion	10%
CBUS	\$102 billion	11%

* These numbers represent the growth in the one-year AUM of the mega funds outlined in the table above. It is important to note that growth in AUM will comprise cash flow growth and investment return growth. We note that for some funds, cash flows are impacted by pension payments and therefore pension payments will impact growth in overall AUM of those funds.

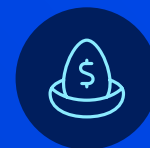
From the table above, it is observed that the two mega funds that saw the largest percentage growth in AUM in FY25 were both industry funds (Hostplus and Australian Retirement Trust).

For Hostplus, this growth was driven by a combination of strong positive cash flows and investment performance. For Australian Retirement Trust, this was driven by strong investment performance as

well as the Successor Fund Transfer (SFT) of Qantas Super into the fund. The Qantas Super SFT resulted in a transfer of over 25,000 members and approximately \$9 billion to Australian Retirement Trust.



Retirement market update

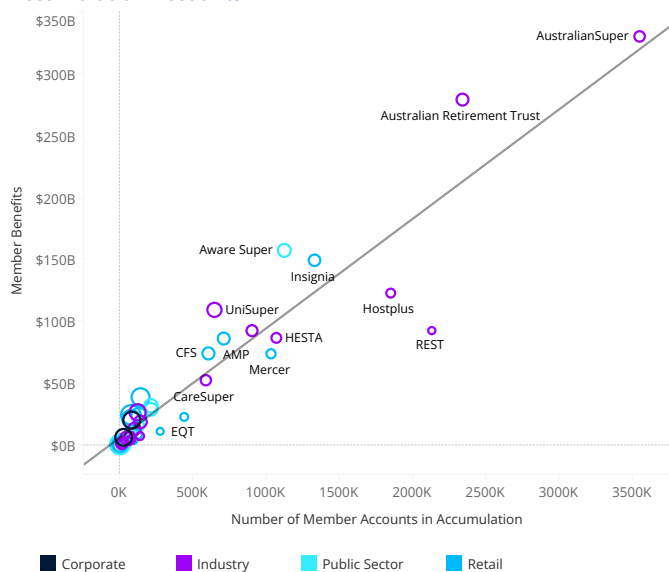


This view shows the market position of different funds by assets and members, for the accumulation accounts on the left, and pension accounts on the right, and pension accounts on the right.

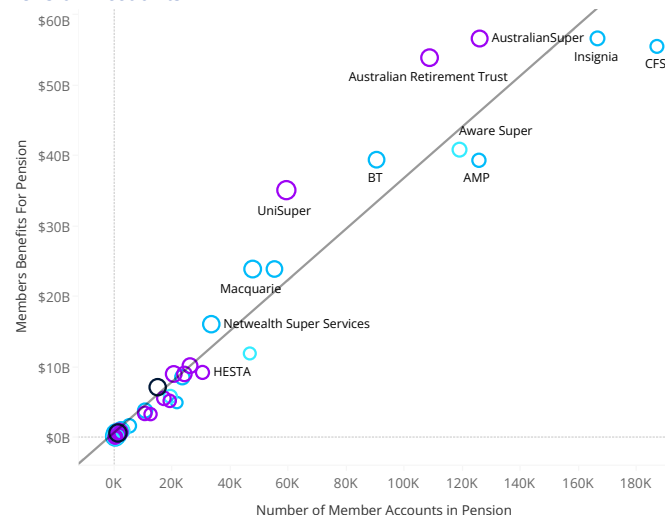
The higher up the chart, the more AUM and the further right, the more members a fund has.

Accumulation and Pension Accounts and Benefits by Fund

Accumulation Accounts



Pension Accounts



As in prior years, the funds leading the accumulation market continue to be those with the greatest overall size and scale. Retail funds also continue to dominate the pension market, with Insignia and CFS maintaining the highest number of pension accounts.

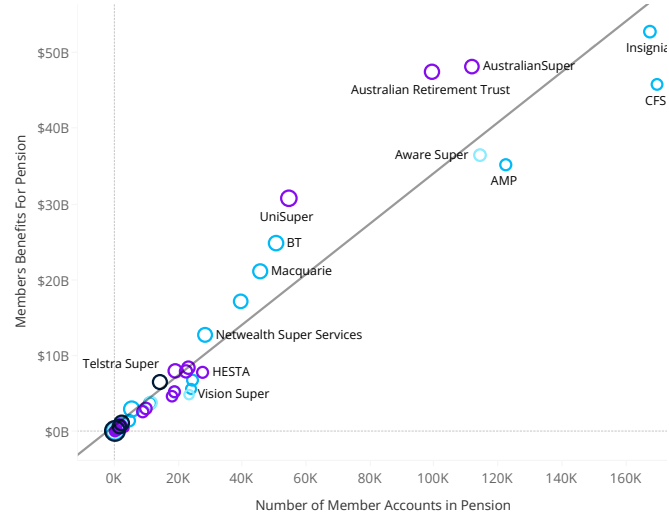
In terms of other retail funds, AMP and BT also continue to have a large pension membership base. Additionally, through FY25, AustralianSuper, Australian Retirement Trust and Aware Super have continued to grow pension accounts and assets.

To view how an individual fund has grown you can look at the number of members and assets by fund in different years. Click on view 22: Accumulation and Pension Accounts and Benefits by Fund in the Dashboard and hover over each fund. You can select a fund on the drop-down menu. You can select a different year in the top right corner.

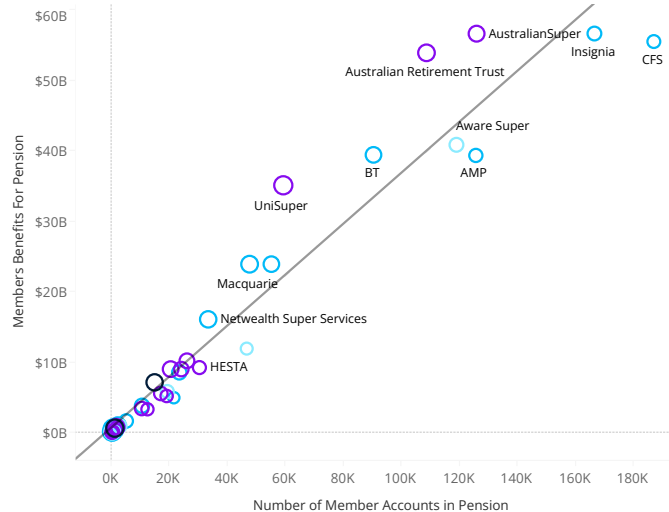
Pension Footprint – change from FY24 to FY25

To view this data in the Dashboard select view 22: Accumulation and Pension Accounts and Benefits by Fund

Pension Accounts



Pension Accounts



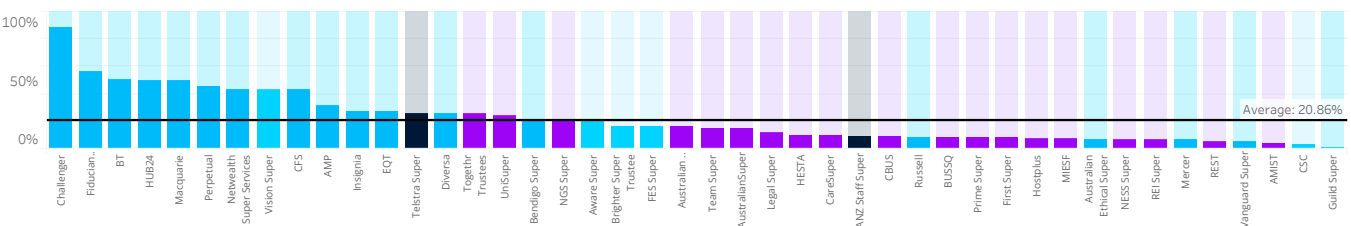
Proportion in Pension Phase by Fund

As a consistent trend with previous years, the average AUM in pension phase has increased (0.9%) this

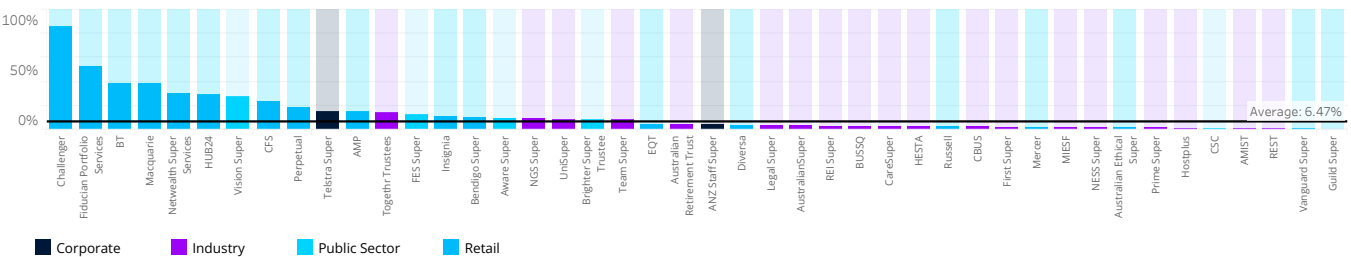
year along with an increase in the proportion of member accounts in pension phase (0.5%).

To view this data in the Dashboard select view 22: Accumulation and Pension Accounts and Benefits by Fund

Proportion of AUM in Pension Phase



Proportion of Member Accounts in Pension Phase



As noted in earlier sections of this publication, the following chart shows continued growth in platforms HUB24 and Netwealth over the five-year period to 30 June 2025. Both funds saw significant increases in pension membership growth rates (HUB24: 25.8%, Netwealth: 18.7%). In general, most retail and public sector funds have

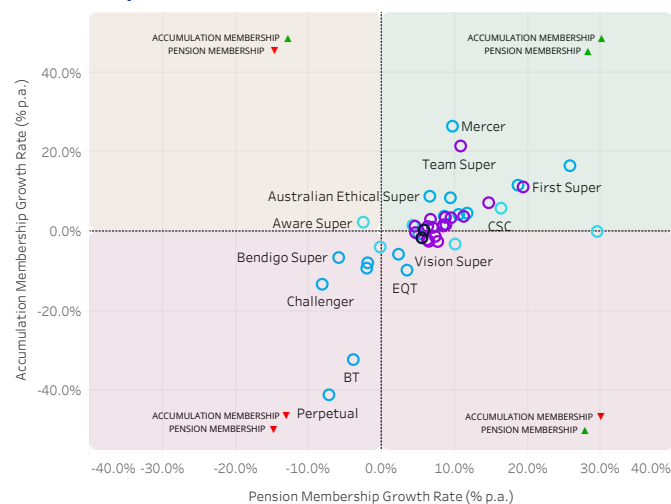
experienced growth in AUM over the five-year period; this is attributable to strong investment performance over the five-year period to 30 June 2025.

This view shows the rates of growth in pension AUM over the five-year period to 30 June 2025. The further right the fund appears, the faster it is growing its

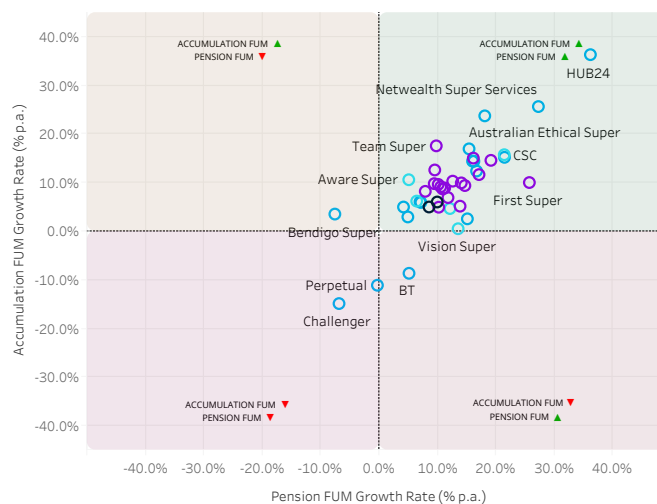
pension assets; while the closer to the top of the chart, the faster it is growing in accumulation assets.

Accumulation and Pension Growth Rate

Membership Growth Rates (2020 - 2025)



AUM Growth Rates (2020 - 2025)



To view this data in the Dashboard select new view 7: Accumulation and Pension Growth Rates.

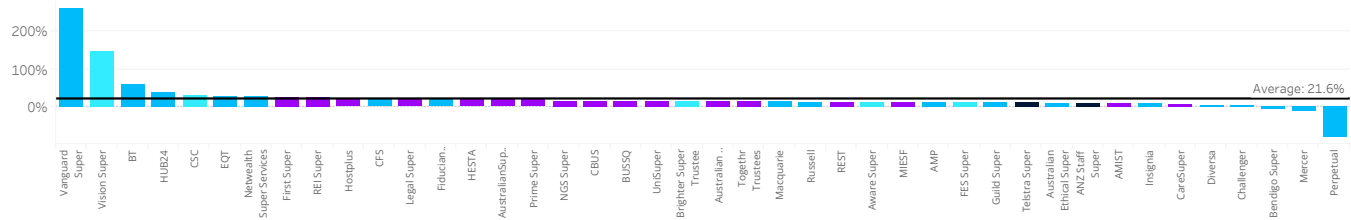
To zoom in on part of the graph: hover your mouse near the top left of each chart – a small menu appears. Click on the right arrow then the box to the right called Zoom Area and you can select the part of the chart you want to zoom in on.



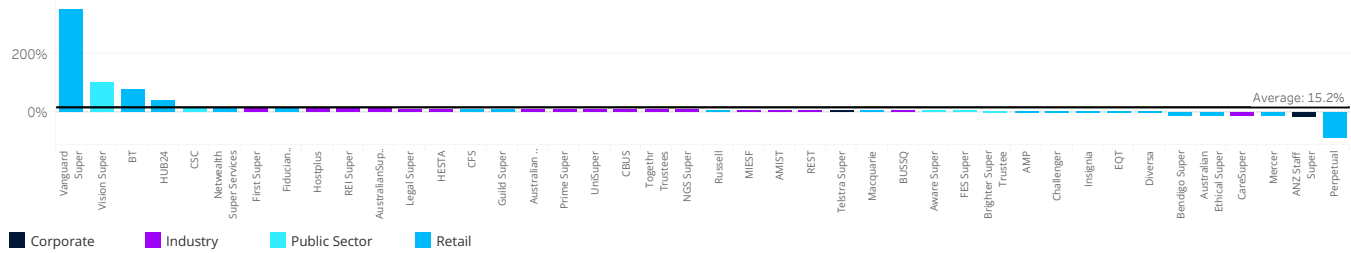
Growth of Pension Phase

To view this data in the Dashboard select view 8: Growth of Pension Phase by Fund.

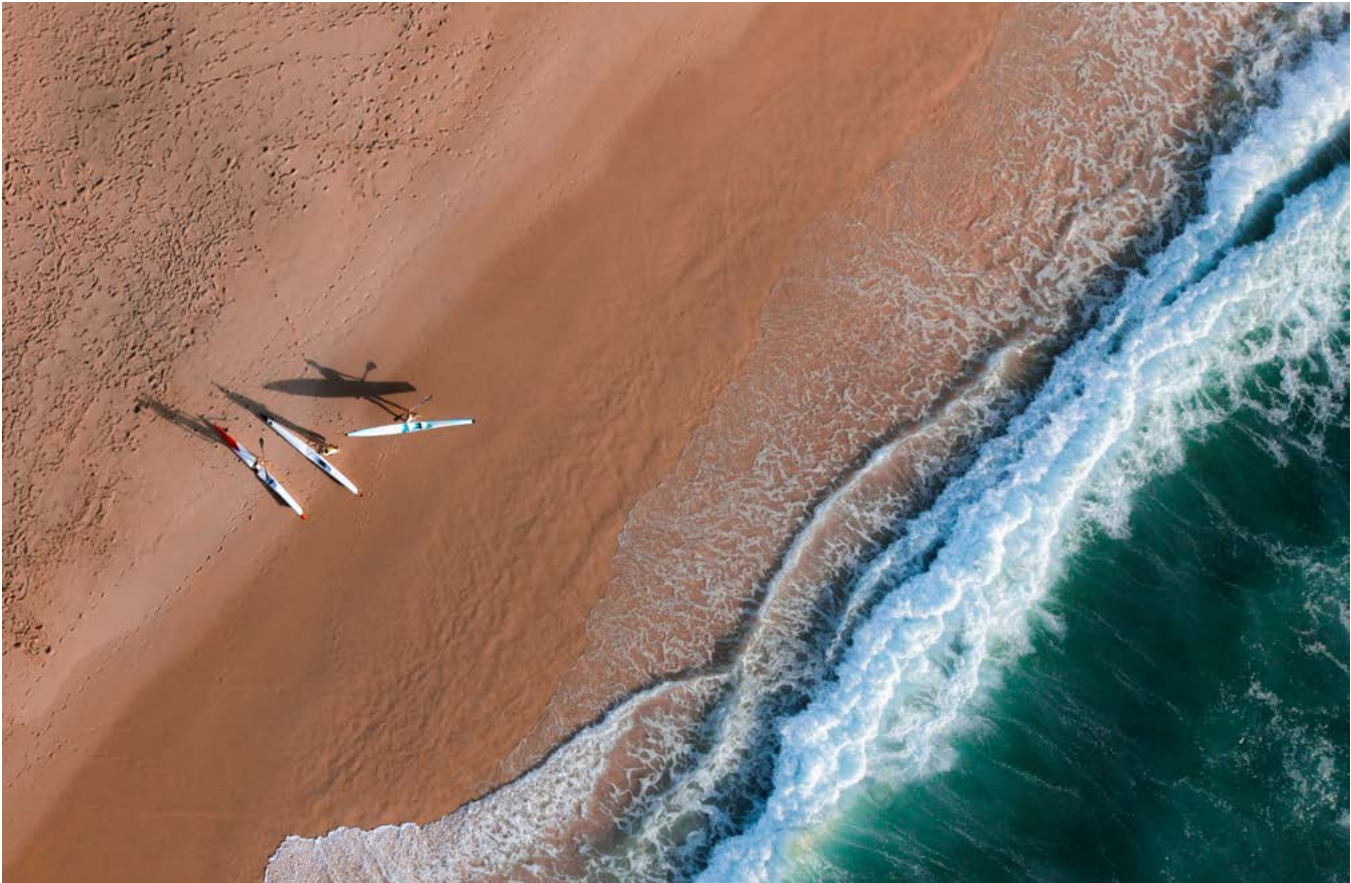
Growth of AUM in Pension Phase (2024 to 2025)



Growth of Member Accounts in Pension Phase (2024 to 2025)



In terms of the growth of AUM in the pension phase over FY25, the average growth rate across funds is over 21%.



PART B: EIGHT INTERCONNECTED DIMENSIONS

1. Sustainable returns and performance



1.1 Investment returns and performance benchmarking

While FY25 saw inflation slow, giving central banks around the world the confidence to start lowering interest rates, there was no shortage of geopolitical and economic uncertainty. Wars in Ukraine and the Middle East disrupted supply chains and affected global energy prices, while the election of US President Trump ushered in trade

tensions and a chaotic tariff policy that initially rattled investment markets, before they learned to live with the uncertainty and bounced back.

Super funds posted another very strong financial year result with the median growth fund (61% to 80% in growth assets) returning 10.5% for FY25. This follows the strong FY23 and FY24 returns of 9.2% and 9.1% respectively, meaning super funds have returned

more than 30% over the three years to 30 June 2025.

That return was possible because of super funds' meaningful allocation to listed share markets (55% on average) which again showed their resilience, delivering very strong returns. It also helped that there was positive performance from all the main asset sectors in which funds invest.

TABLE 1: ASSET SECTOR PERFORMANCE (RESULTS TO 30 JUNE 2025)

Asset sector	1 yr (%)	3 yrs (% p.a.)	5 yrs (% p.a.)	7 yrs (% p.a.)	10 yrs (% p.a.)	15 yrs (% p.a.)
Market index performance						
Australian Shares	13.7	13.3	11.8	8.7	8.8	9.0
International Shares (Hedged)	13.7	17.8	14.7	11.9	10.9	11.9
International Shares (Unhedged)	18.6	20.4	15.8	13.6	12.5	13.5
Australian Listed Property	13.7	14.8	12.5	7.9	8.5	10.4
Global Listed Property	8.4	2.2	4.4	1.4	3.0	6.9
Global Listed Infrastructure (Hedged)	16.3	5.1	7.4	5.8	6.9	10.1
Australian Bonds	6.8	3.9	-0.1	1.8	2.3	3.7
International Bonds (Hedged)	5.4	2.3	-0.6	1.3	2.0	3.7
Cash	4.4	3.9	2.3	2.1	2.0	2.6
Unlisted median performance						
Private Equity	9.8	4.0	14.4	11.1	11.2	-
Unlisted Property	1.6	-2.1	3.2	4.1	6.1	-
Unlisted Infrastructure	11.2	10.0	10.5	9.8	10.8	-

Note: Market indices are shown other than for private equity, unlisted property and unlisted infrastructure where we use the median returns of a small group of major superannuation funds. For these unlisted sectors performance is shown net of fees, whereas for other sectors no fees are taken out.

Table 1 shows that listed share markets were again strong, with both Australian and international shares (hedged) returning 13.7%. However, funds typically hold about 70% of their global shareholdings unhedged, so with the Australian dollar having lost value against most of the major currencies (to a lesser extent against the US dollar), they would generally have done better than the hedged returns. Quite a lot better, in fact, since the magnitude of the Australian dollar decline saw unhedged international shares return 18.6%.

Listed infrastructure and listed property, both Australian and global, also performed strongly. Private markets, too, produced positive returns although at lower levels than their listed counterparts. Private equity returned 9.8%, unlisted infrastructure 11.2% and unlisted property just 1.6%. It should be noted that the private market returns are based on a survey of major super funds and are shown net of fees, while listed market returns are based on market indices.

It is worth noting that, while the return was modest, unlisted property performance has returned to positive territory after two years in the red (-2% in FY23 and -7.7% in FY24). Based on the Mercer/MSCI Australia Wholesale Property Funds Index, office property again proved to be a drag, but the FY25 return of -1.5% after fees is a vast improvement on the previous year's 16.4% loss.

Returns from the traditional defensive assets also picked up compared with recent years. Indeed, bonds put in their best performance since the 2019 financial year.

Concentration of returns a test for active managers

The returns from Australian and international shares have been strong over the past three financial years, but the gains have not been uniform across markets. Rather, most gains have come from small pockets of the market, and that was certainly true of FY25.

A good example in the Australian market is the influence of Commonwealth Bank shares. CBA made up about 9% of the ASX 300 index in June 2024 and that had risen to 11.7% by the end of June 2025. The total return in FY25 was about 50%, so it single-handedly accounted for about 33% of the index's overall 13.7% return. Any investor that did not hold CBA reasonably close to market weight faced an uphill battle to beat the index. And that would have made it particularly hard for those active managers who have been describing the stock as overvalued.

In the year or two leading up to FY25, there was enormous concentration of returns in international shares, where the 'Magnificent 7' dominate the US market and accounted for much of the gains. What we saw from those stocks in FY25 was a very mixed performance. The standout was Tesla, which rose a stunning 61% despite having fallen sharply from its December 2024 peak. Other notable winners were Meta (up 47%) and NVIDIA (up 28%). These were followed by more modest gains from Amazon (14%) and Microsoft (12%). At the other extreme, however, were Apple (which fell 2%) and Alphabet (down 3%).

Between them, those seven stocks account for about a quarter of the MSCI World Ex Australia Index and so their performance has a major influence on its direction. Again, holding those stocks at market weight would have produced a very satisfactory return, while attempting to be more selective on valuation grounds was fraught with danger.

Greater diversification for greater resilience

One could be forgiven for thinking that the recent run of strong share market performance must reflect a relatively stable period for funds in which to invest. Certainly, over the past three years during which shares performed particularly strongly, diversification for the most part hasn't been rewarded. It does, however, play a critical role in super fund portfolios which are long term in nature. Indeed, we know the past decade has presented challenges including the impact of the Covid pandemic in 2020 and surging inflation, with central banks responding by hiking interest rates in 2022.

The embrace of private markets as diversifying sources of return is evident from Table 2. It shows the shift in sector exposures over the past 15 years as recorded in our asset allocation survey. This is broadly the post-GFC period and reminds us that the shock of the GFC was the catalyst that prompted funds to further diversify their portfolios and seek out additional sources of return.

TABLE 2: ASSET ALLOCATION SHIFTS – 2025 VS 2010 (%)

ASSET SECTOR	JUNE 2010	MARCH 2025	CHANGE
Australian shares	30.8	24.1	-6.7
International shares	24.6	31.1	+6.5
Listed real assets	4.5	1.6	-2.9
Private equity	2.3	4.3	+2.0
Unlisted property	5.3	6.1	+0.8
Unlisted infrastructure	3.0	9.6	+6.6
Private debt/hedge funds/other	7.6	6.3	-1.3
Fixed interest	16.8	12.5	-4.3
Cash	5.1	4.4	-0.7

Source: Chant West

The most notable changes include:

- reduced exposure to Australian shares and a corresponding increase in international shares, recognising the much larger and more diverse opportunity set
- increases in private equity and especially unlisted infrastructure, with the latter also providing defensive characteristics including inflation protection
- a reduction in traditional fixed interest and an increase in private debt and other mid-risk credit strategies, which now account for close to two-thirds of the private debt/hedge funds/other category, where hedge fund exposure has almost vanished.

This degree of diversification has delivered good returns for members over the long term and given funds confidence that they have built a robust foundation capable of withstanding adverse market conditions. As we move forward, there remains an uncertain economic and geopolitical backdrop, particularly around where US President Trump lands on tariffs

and their potential impact on the global economy. In the face of that uncertainty – coupled with the fact that we’ve just come off 30%-plus gains over the past three years – super funds, as long-term investors, are likely to continue to trust in their well-diversified portfolios without remaining idle, rather than taking large defensive asset allocation tilts.

Caution – these returns are not normal

The past three years have been unusually rewarding for fund members with every risk category comfortably beating its long-term target return. While this has been welcome, it is important for everyone to understand that it is not normal. And it is incumbent upon funds to make that message clear to their members.

1.2 Investment governance in a shifting regulatory and market landscape

Investment governance has moved to the forefront of regulatory, industry, and public scrutiny over the last 12 months following the failures of the Shield Master Fund and the

First Guardian Master Fund. APRA and ASIC have intensified their focus on how investment decisions are made, documented and overseen. This shift reflects a broader recognition: strong investment governance is central to maintaining confidence in the superannuation system as it matures.

APRA’s supervision agenda has brought a sharper lens to risk appetite clarity, investment decision frameworks (including best financial interests), prudence in due diligence enquiries, liquidity management, and valuation discipline, particularly in private markets where methodology and independence are under greater scrutiny. ASIC, meanwhile, has been focused on the robustness of due diligence, the quality of disclosures, and the traceability of claims made about products and performance. Together, their work has highlighted the need for investment governance models that are both more transparent and more resilient.

Private markets, and in particular private credit, have been a defining theme. As allocations have grown, so too has regulatory interest in how funds govern valuations, capital calls, liquidity coverage, and complex deal structures. Diverging valuation cycles between public and private assets, combined with member switching and rollover activity, have tested funds' ability to manage liquidity while maintaining strategic intent. Many are now reviewing whether oversight, documentation and challenge mechanisms are keeping pace with the sophistication of the assets they hold.

The performance test has also changed the governance conversation. Boards and investment committees are seeking deeper visibility into sources of benchmark divergence, the interaction between test metrics and long-term strategy, and how different components of the portfolio contribute to outcomes over multiple horizons (noting the variance in performance across different asset classes as highlighted in the previous section). This has driven a shift toward more forward-looking reporting, scenario analysis and risk attribution to support informed oversight.

Looking ahead, investment governance needs to adapt to a wider set of structural pressures: not only fund growth, but also heightened regulatory scrutiny, more complex asset structures, evolving member behaviours, stronger awareness of conflicts, advice and lead generator relationships and increasingly volatile markets. These forces require clearer investment beliefs, tighter alignment between risk appetite and portfolio construction, and stronger challenge around valuations, liquidity and due diligence practices. Added to this is the question of the size of investment menus, and having clear decision-making about the optimal shape and size of a menu to deliver the right choice to members, which allows appropriate servicing, and which in tandem can be efficiently and appropriately monitored by a trustee. Oversight frameworks must also keep pace with emerging risks in private markets, outsourced arrangements and bespoke investment vehicles, where operational and fiduciary exposures can be amplified. High-quality documentation, audit trails and decision rationale are essential for strong decision-making that meets regulatory expectations.

At the same time, governance models must become more forward-looking and analytic to manage uncertainty across valuation cycles, liquidity conditions, benchmark-relative metrics and performance-test pressures. Boards and committees increasingly need scenario analysis, risk attribution and diagnostics that illuminate how short-term performance signals interact with long-term strategy. This includes more integrated liquidity stress testing, closer monitoring of valuation lags, and clearer early-warning indicators for concentration, covenant and counterparty risks. As the environment becomes more complex, delegation frameworks, committee structures and oversight mechanisms must remain fit for purpose, supporting transparent, resilient and disciplined decision-making.

In a changing environment, investment governance remains a foundational pillar, one that will continue to shape trust, resilience and confidence across the superannuation system.



2. Value for money and efficient operations



Enhancing member outcomes through scalable, disciplined and resilient operating models

Superannuation funds are operating within an increasingly complex environment characterised by heightened member expectations, heightened regulatory focus, and demographic shifts that place growing pressure on service models. As a larger proportion of members transition into retirement, operational efficiency and consistently high service quality have become fundamental components of delivering strong member outcomes, sitting alongside investment performance as core strategic priorities.

Operational excellence as a strategic priority

Funds are investing to strengthen service delivery, via insourced or outsourced arrangements, with a particular focus on accuracy, timeliness and reliability across critical member interactions, including death benefit payments, disability claims and retirement transitions. This reflects a broader strategic development within the sector: as competition intensifies and differentiation through fees or investment performance narrows, high-quality service delivery at scale has emerged as an essential dimension of value for members.

The central challenge is to uplift capability in a manner that is sustainable and cost disciplined. The question is no longer whether to invest in operational performance, but how to do so while maintaining clear value for money.

Transformation as long-term capability building

Multiyear transformation programs are now a defining feature of operating strategies across the sector. These programs typically include modernising administration platforms, digitising member interactions, strengthening data architecture and enhancing operational resilience.

Mergers and successor fund transfers are among several important catalysts that have accelerated these initiatives by enabling the rationalisation of legacy systems and the redesign of end-to-end processes. An expanding ecosystem of administration and technology providers has increased design flexibility for future operating models, although this has introduced additional governance and integration complexity.

Importantly, transformation should be understood as a program of sustained capability building rather than a short-term efficiency exercise. Benefits are realised progressively as new platforms stabilise and future-state processes embed.

Finance transformation

For super funds, the must-dos are clear:

- be member led with efficiencies, technology-enabled and data first
- modernise the digital core, e.g. enterprise resource planning (ERP)/enterprise performance management (EPM)
- bolster data governance
- simplify and automate transactional finance processes end to end
- build the new skills and capabilities to embed AI.

Done well, super funds can unlock more efficient operations, increase focus on driving member value, and move toward integrated planning with sharper, faster decisions.

Sector experience shows top performers start by defining a clear and compelling 'north star' vision that articulates how Finance will enable trusted operations and architect enterprise value, translating this to an executable, staged roadmap. Common pitfalls include 'tech-first' initiatives that ignore Target Operating Model change, poor data quality, limited focus on benefit tracking, and control gaps as automation and AI is scaled. The key aspects to monitor include AI governance, algorithm and model risk, data privacy/cyber, vendor lock-in and integration complexity, lack of priority by outsourced vendors, and change fatigue. In turn, these risks can, in part, be mitigated by strong monitoring and governance, phased delivery, quick wins, robust controls, and clear value measures.

Human resources (HR) operating model and transformation

Across the superannuation sector we are observing a heightened focus on two elements driving the HR operating model of the future and the future of work:

- Human capital management (HCM) technology is being secured so chief people officers can move and shape the workforce with more agility.
- The introduction of orchestration and task-related AI agentic agents to drive quality reporting and efficiency across the function. The introduction of agents is primarily in recruitment and learning.

Chief People Officers, with a strong strategic mindset, are focused on establishing a robust job architecture that prepares teams for a broader introduction of agentic solutions across the business to be able to reskill and upskill teams as processes and roles evolve. These initiatives will enable effective transformation to support business outcomes. Education and good governance on the role of AI is critical to enabling organisational leaders to lean into the role of AI at work.

Service uplift is also being pursued against a backdrop of rising government and regulatory expectations including Payday Super, proposed mandatory superannuation service standards, and refinements to superannuation compliance framework including CPS 230. Moreover, servicing failures have been a strong enforcement priority for ASIC. Oversight has sharpened around timeliness, fairness and member communication, often with limited implementation runway. Funds are therefore required to deliver meaningful improvements while managing competing priorities and constrained resources.

Overall, the service uplift agenda reflects a broader evolution of how member outcomes are defined. Strong longterm returns remain essential, but they are no longer sufficient on their own. Reliable, compassionate and timely support at critical moments is increasingly recognised as integral to maintaining trust, confidence and long-term engagement with the superannuation system.

Operating models and service delivery choices: different paths to delivering similar outcomes

While funds are aligned in their objectives, operating models differ across the sector. Models range from fully outsourced arrangements, insourced approach, or a more hybrid model. These differences reflect variations in scale, complexity, risk appetite and desired levels of control over member experience rather than divergent strategic intent.

Many funds seek to distinguish themselves through member-facing services such as contact centres, complaints management and insurance claims, while relying on external providers for standardised administrative processing and technology. Although modular solutions and new service provider entrants have increased flexibility, they also create additional integration, oversight and transition complexity.

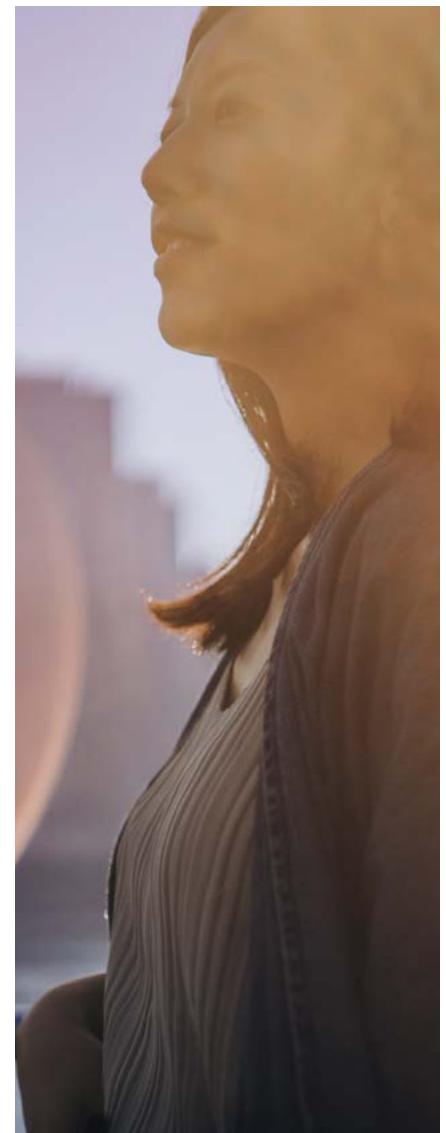
No single operating model has emerged as superior. Comparable outcomes and challenges are observed across the spectrum. Success depends less on the model selected and more on disciplined execution, clear accountability and effective ecosystem management. Transitions between models carry material operational and member experience risks and must be governed accordingly.

Implications: converting transformation into enduring member value

There is broad alignment across the sector on the imperative to improve service quality, build resilient operations and modernise delivery models. The differentiator is execution. Funds that define target member outcomes clearly, govern complex service environments effectively and manage transitions with discipline are best positioned to convert transformation investment into durable performance uplift.

Cost and fee pressures will remain a structural constraint. Members expect improved services without disproportionate increases in fees, placing productivity, scale benefits and ongoing efficiency at the centre of financial sustainability. To this end, we have observed an increase in operating costs from \$237 per member in FY24 to \$250 per member in FY25. Significant transformation activities in the industry (including administration, HR and finance) have contributed to the increase in operating costs on a per member basis, a trend that is expected to persist in the short term.

In contrast, average fee levels have remain unchanged across the industry (as observed by the average MySuper administration fees on a \$50,000 balance which was 0.26% in FY24 and FY25). Looking ahead, operating excellence will increasingly be defined by the ability to deliver reliable, high-quality member experiences at scale, supported by resilient operating models and competitive, transparent pricing. Funds that align transformation investment, service outcomes and cost discipline will be best placed to deliver enduring value in an environment of rising expectations.



3. Safety, protection and confidence in the system



3.1 The value of insurance in super: peace of mind

Life insurance has long been woven into Australia's superannuation system. It provides members with meaningful cover to ensure they can have a dignified and financially secure retirement, even if they cannot live a full and active working life. It protects against the financial impacts of the loss of a loved one or being too disabled, sick or injured to work.

- Real-world value and claims experience: life insurers paid 95% of claims and delivered \$13.4 billion in claims to Australians in 2024 – tangible proof the system works when it matters most.
- Life insurance has been included as a feature of the Australian superannuation system since the 1980s. Trustees first offered life insurance through superannuation as a way of providing affordable cover to Australians, including those working in higher risk occupations such as construction. Since 2005, the legislated framework for superannuation has required trustees to have minimum levels of life insurance cover to support accessibility for Australians.
- Currently, approximately nine million Australians have life insurance that is provided through their superannuation in the form of life/death cover, total and permanent disability (TPD) cover and/or income protection (IP) cover.
- The feature of group pooling in policies held by superannuation trustees means that individuals do not require underwriting for standard levels of cover. This ensures cover

is available for those Australians who would either not have sought out or had access to affordable life insurance through underwriting. For many people, the life insurance they hold in superannuation is the only life insurance protection they have, and therefore a fundamental financial safety net.

- Insurance in superannuation is consistent with the objective of superannuation and plays a critical role in protecting the retirement savings of millions of Australians, especially in preventing early draw-downs on balances.
- Having life insurance available in superannuation also ensures millions of Australians can access this critical protection without hitting the household budget during this cost-of-living crisis.

Consumer attitudes (CALI Life Insurance Sentiment Tracker)

- More than three-quarters of Australians with life insurance believe it's important that people can access life insurance through their superannuation.
- Even those who don't have life insurance understand the value of insurance in superannuation, with 56% saying that it's important it can be accessed in this way.
- 80% of people who have life insurance believe insurance obtained through superannuation provides a suitable level of cover that meets individual needs. More than one in two Australians without life insurance feel the same way.

Young people accessing life insurance and financial advice

Younger workers report the highest levels of trust and positive sentiment towards life insurance, yet they are less likely to hold a policy.

Underinsurance among younger Australians

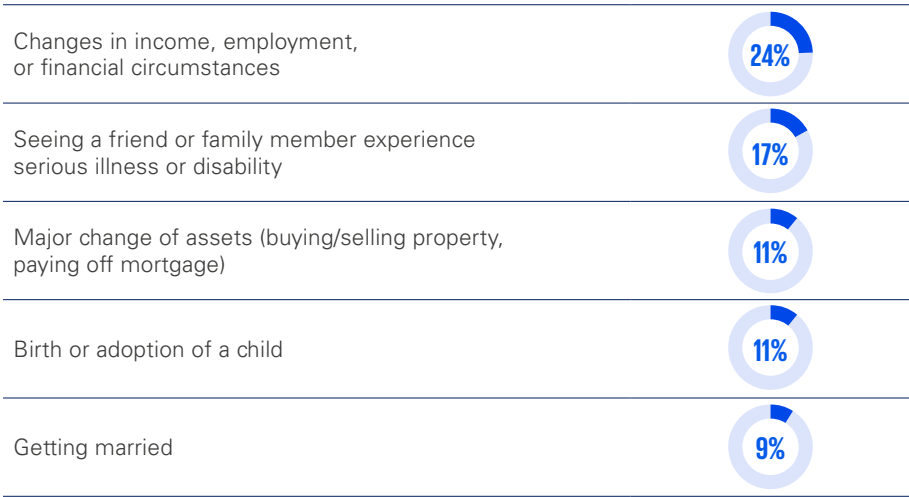
- Underinsurance is most pronounced among younger working Australians (18–34 years) with only 54% covered compared to 63% of those aged 35–54.
- One in three workers report lacking any form of life cover.

Barriers such as the cost of advice, competing financial priorities, and lower understanding of the benefits of life insurance play a role.

At the same time, they are also more likely than older groups to experience life events that trigger a need for cover.

Consumer attitudes (CALI Life Insurance Sentiment Tracker)

Life events that trigger the need for life insurance among 18- to 34-year-olds:



Since 1 April 2020, government reforms have reshaped this access. Today, people under 25 years old and those with accounts with balances below \$6,000 no longer receive default insurance cover unless they actively opt in.

For younger workers in particular, these reforms have also narrowed the pathway to life insurance. Cover is most affordable and accessible when people are younger and healthier, yet it has become all too easy to miss out.

Implications for super funds: ensuring the continued effectiveness of group insurance

The superannuation industry has delivered significant value to Australians through group insurance, providing broad access to affordable life, TPD and income protection cover and offering a vital financial safety net that many individuals would not otherwise obtain. This system has played a critical role in protecting retirement savings, supporting financial resilience and responding effectively at moments of hardship for millions of members. As the environment evolves, however, super funds need to consider how they can continue to deliver this value in a way that remains sustainable, equitable and aligned with

member needs, without inappropriate erosion of member accounts.

Rising mental-health claim trends, shifting workforce demographics and regulatory changes affecting default cover have introduced new pressures on product design, pricing and accessibility. Funds may need to reflect on whether current benefit structures, definitions and policy settings remain appropriate in light of these developments, and whether they adequately balance affordability with adequate protection across diverse member cohorts, including younger workers who face new barriers to accessing default insurance.

Assessing value for money is also becoming increasingly important. Funds may need to consider how premiums, cross-subsidies and product features are distributed across the membership, and whether these arrangements continue to deliver fair and meaningful outcomes. Changes in employment patterns, income volatility and lifestyle shifts may require refreshed approaches to segmentation and product calibration.

In parallel, deeper analytical insight is likely to be essential. Funds may wish to evaluate whether existing data capabilities enable sufficient

understanding of member risk profiles, preferences and claims trajectories, particularly in relation to emerging mental health related vulnerabilities. Enhanced data use can support more informed decision making on benefit design, pricing sustainability and member communication.

Finally, the way funds engage and educate members will remain a critical factor. As default pathways narrow, especially for younger and lower-balance members, trustees may need to consider whether their current communication strategies enable members to understand the value, role and limitations of insurance through super. Clearer guidance on opting in, cover levels and how insurance interacts with longterm retirement outcomes may help preserve accessibility and support informed decision-making.

Taken together, these considerations reinforce the importance of continued stewardship by super funds to ensure group insurance remains a sustainable, equitable and valuable feature of Australia’s retirement system, capable of meeting changing member needs while continuing to provide the protection and peace of mind that have long underpinned its public value.

3.2 Superannuation cyber resilience: from reactive uplift to ecosystem-level trust

Across 2024/25, a series of cyber, fraud and operational disruptions affecting financial services and superannuation have underscored growing pressure on member-facing digital channels, with recent credential stuffing incidents highlighting a structural reality: these channels now sit at the intersection of cyber security, fraud risk, operational resilience and trustee governance.

Public commentary and regulatory engagement following these events, including reinforcement of authentication expectations and operational resilience obligations, point to a clear path forward for the sector.

The next phase of cyber maturity builds on the significant work already underway across the superannuation sector. As reflected in recent APRA commentary, funds have responded to the evolving threat environment by strengthening controls and resilience;

however, these developments also point to the need for a more integrated response across trustees and their extended service provider ecosystem (administrators, platforms, custodians, fund managers, insurers and digital vendors), supported by clear decision-making discipline at board and executive level.

Below are five priority areas for consideration in the next maturity cycle.

PRIORITY AREA	MATURITY CONSIDERATIONS
Identity and authentication as a continuous risk posture The recent incidents reinforced that identity risk in superannuation is no longer a point-in-time control question. It is an ongoing posture management challenge spanning members, administrators, insurers and increasingly automated service accounts. Further, based on our benchmark data against the National Institute of Standards and Technology (NIST) cyber maturity framework, identity and access management continues to be one of the key areas needing most improvement.	To strengthen identity posture across the ecosystem, maturity uplift will need to consider: – Consistent risk classification of ‘high-risk actions’ across all channels (digital, call centre, assisted admin workflows). – Continuous visibility of identity exposure across trustees and related parties, including privileged, operational and machine identities. – Understanding identity-attack paths across the ecosystem, not just within a single entity. As automation and AI adoption accelerates, unmanaged identity sprawl becomes a structural risk, so uplift will need to consider improved visibility, consistent decisioning and stronger control of high-risk actions.
Cyber and fraud convergence, accelerated by AI Account takeover remains a cyber event; member loss remains a fraud outcome. Agentic AI materially increases the speed and scale at which both occur.	From a maturity perspective: – AI-enabled bots increase the effectiveness of credential stuffing, social engineering and call centre manipulation, reinforcing the need for behavioural controls and transaction friction at decision points. – At the same time, controlled use of AI can materially improve fraud detection, triage and response; provided autonomy, escalation and accountability are clearly defined. – Cyber, fraud and operations functions increasingly need to operate as a single detection and response capability, rather than parallel teams with separate tooling. The critical question for trustees is not whether AI is used, but how AI-enabled decisions in prevention, detection and response will need to be governed, monitored and appropriately constrained.
Detection controls as the primary determinant of impact In a highly connected ecosystem, prevention failures are inevitable. The differentiator is how quickly anomalous behaviour is detected and contained.	To improve containment speed and reduce downstream loss, maturity uplift will need to consider: – Behavioural and sequence-based detection rather than static indicators. – Correlation across digital, call centre and administrator activity. – Detection of control bypass patterns, not just malicious payloads. To reduce member impact, detection controls will need to consider pre-authorised response actions (e.g. step-up authentication, transaction holds, member notifications) and measures that focus on impact avoided and not alert volumes.

Ecosystem (third party) resilience under CPS 230 and CPS 234	To build resilience across third/related parties under CPS 230 and CPS 234, a mature approach will need to consider:
The increasing use of automation, AI and outsourced digital operations reinforces that resilience is now an ecosystem attribute.	– End-to-end mapping of critical operations across all related parties. – Service provider requirements covering identity controls, detection capabilities and incident response integration. – Scenario testing reflects realistic account takeover and fraud escalation pathways.
Trustee decisioning anchored in outcomes, not tooling	To anchor decisioning in measurable outcomes, a mature approach will need to answer:
Traditional maturity scoring can obscure prioritisation trade-offs. Cyber controls maturity does not equal cyber risk reduction.	– Which investments in cyber capability uplift most directly reduce expected member loss and service disruption? – What is our cyber risk exposure in terms of cost? – What are the key cyber risk scenarios we are worried about and how well we are set up to manage them?
	This enables disciplined prioritisation of uplift activities against measurable member outcomes in an environment of rising expectations and finite investment capacity.

The superannuation sector's cyber challenge is increasingly defined by identity assurance, fraud containment, ecosystem resilience and governance quality, not simply perimeter defence or tool deployment. The next phase of maturity should be framed around protecting member assets and preserving trust across an extended service chain.

Three interconnected forces will shape the maturity agenda over the next 24 months: the accelerating use of agentic AI across both attack and defence; tightening regulatory expectations that will likely move from principles-based guidance toward more prescriptive obligations; and the growing complexity of the service provider ecosystem, which means that a fund's effective cyber posture is only as strong as its weakest third-party dependency and the controls that govern it end to end.

At the better-practice end, trustees are considering the best way to translate regulatory expectations into practical, prioritised and measurable uplift integrating cyber, fraud, operational resilience and governance into a coherent operating model that enables confident, informed decision-making.

3.3 Fraud and scams: rising incidence and impact

Fraud and scam risks in superannuation are changing rapidly, fuelled by increasingly sophisticated identity focused and AI enabled attacks, while regulators are tightening expectations for stronger, proactive controls. Sophisticated social engineering tactics, identity takeovers and SMSF-based fraud and scams are targeting members, and not just those over the preservation age, while data breaches continue to fuel unauthorised rollovers and account manipulation.

Examples include:

- Fraudulent SMSF rollover via identity theft.
- Impersonation/phishing of super funds, ATO or myGov.
- 'Early access to super' schemes (often via an SMSF).

4. Guidance, advice and member support



Framing the conversation: the financial advice spectrum

Financial advice is best understood as a spectrum of member support, ranging from general information and guidance through to targeted advice and, at the far end, comprehensive personal advice.

Most member interactions sit at one end of the spectrum, where guidance, digital tools and targeted product-related advice address common decisions efficiently and at scale. These models meet the needs of members seeking reassurance or help with specific superannuation choices, rather than holistic wealth advice.

As funds move further along the spectrum, cost, regulatory complexity and workforce requirements increase, limiting scalability. Recent regulatory reform has been designed to support simpler, contextual and targeted advice, not to necessarily turn superannuation funds into full-service wealth managers.

The key strategic question for funds is therefore how far along the spectrum to operate, for which members, and how advice is integrated into broader engagement and retirement strategies.

Demand for advice is being driven by engagement and retirement

There is well established public commentary around an advice gap in Australia, reflecting declining adviser numbers, rising costs and limited access to traditional advice models. At the same time, member demand for support is increasing as balances grow, engagement with superannuation deepens, and more members transition into retirement.

In this context, superannuation funds are emerging as an increasingly important distribution mechanism for advice. Funds have scale, trusted member relationships, frequent engagement touchpoints and access to member data that enables timely, contextual support, particularly around contribution decisions, investment and retirement options and insurance arrangements.

While demand is not uniform, with many members seeking guidance and reassurance rather than comprehensive advice, the combination of retirement complexity and advice accessibility constraints is placing greater expectations on funds to fill part of this gap through scalable, targeted advice and support models.

Regulatory reform: directionally supportive, but still incomplete

Recent regulatory reform has sent a clear directional signal in support of simpler, more accessible financial advice, particularly within superannuation. Reforms flowing from the Quality of Advice Review have reduced some documentation burden and clarified trustees' ability to provide and, in some cases, charge for advice.

However, key elements remain unresolved or unevenly implemented, including:

- the practical replacement of Statements of Advice with a simpler Client Advice Record and how this will be supervised in practice
- the scope and governance of targeted prompts, nudges and retirement guidance within member journeys

- ongoing uncertainty around collective charging and cost recovery for advice
- the design and viability of new advice workforce models focused on limited, regulated product sets.

While the policy intent is well understood, this residual uncertainty continues to affect proposition design, and technology investment. The challenge has now shifted from reform direction to implementation clarity and pace, which will determine how confidently funds can scale advice and support models.

Superannuation funds as advice providers: different starting points, converging direction

Historically, retail and industry superannuation funds have approached advice from different starting points. Retail funds, traditionally shaped by vertically integrated wealth models, have tended to offer more established comprehensive advice capabilities. Even outside of the vertically integrated structures, retail funds remain committed to external financial advice (EFA) strategies and servicing. Industry funds have focused on education, guidance and intrafund advice embedded within broader member service models.

These differences are narrowing over time as both sectors are responding to similar pressures: rising retirement needs and complexity, increasing member expectations for support and, of course, competition for retirement balances.

As a result, funds across the market are converging on advice models that prioritise accessibility (e.g. across multiple channels), scalability and retirement propositions, while differing in how far they extend along the advice spectrum. The distinction is increasingly less about fund type, and more about strategic choices around financial advice scope, integration and target member segments.

Retirement as the critical test of advice propositions

Retirement represents the point at which financial decisions become most complex and consequential; member engagement peaks and the quality of advice/support has the greatest impact on outcomes and retention.

Without a clear, credible retirement-stage advice and support model, funds are increasingly exposed to outflows to advised platforms and third-party advisers, particularly as members seek help consolidating assets and converting balances into income. In this context, retirement is not simply a product challenge.

Instead, retirement has become a service and advice challenge, where the ability to explain, personalise and sequence retirement solutions is

central to how funds remain relevant and competitive at the most valuable stage of the member lifecycle.

Platforms and ecosystem dynamics are reshaping competition

Advice competition (particularly for high-net-worth/advised member segments) is increasingly being shaped by platform-led ecosystems, as advisers consolidate client assets onto platforms that provide superior tools for whole-of-wealth management and retirement income planning. Product availability within these ecosystems materially influences what advisers can recommend and where retirement assets ultimately sit.

This creates a structural challenge for superannuation funds, particularly at retirement, where members seek consolidated advice across super and non-super assets. Funds that are not well integrated into adviser and platform ecosystems risk losing relevance at the point where advice intensity and asset consolidation are highest.

As a result, competition for advised members is becoming ecosystem-based rather than product-based, with platform participation and interoperability emerging as strategic considerations for funds, not just advisers.

What 'good' looks like: emerging principles for advice in super

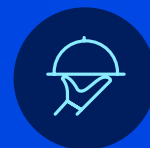
Across the industry, stronger advice propositions are characterised by a clear alignment between member needs, advice options and delivery models. Rather than a one-size-fits-all approach, effective models segment members and match the level of support to complexity and risk.

Advice is most effective when it is embedded within member journeys, particularly around retirement triggers and key life events, with clear governance, scope boundaries and escalation pathways. Digital tools play a central role in enabling scale, while human advice is reserved for moments when judgement and personalisation matter most.

Ultimately, 'good' advice in super will be defined less by breadth of offering and more by clarity of purpose, consistency of delivery, and demonstrable contribution to member outcomes; particularly at and through retirement.



5. Service quality, responsiveness and operational reliability



Mandatory super fund service standards: what's coming and what it means for funds

In January 2025, the Australian Government announced a program to introduce mandatory and enforceable member service standards for all large APRA-regulated super funds. By doing so, the Australian Government is moving to fundamentally reshape member service expectations. This represents one of the most significant regulatory shifts in the member experience landscape in years, driven by a combination of public pressure, inconsistent service delivery across funds, and increasing regulatory scrutiny.

The standards aim to improve consistency, accountability and member outcomes across the sector, addressing areas where service levels have been variable.

The standards focus initially on critical member-facing processes, including:

- timely and compassionate handling of death benefit claims
- fair and efficient processing of insurance claims
- clear, respectful and accessible member communications, especially for vulnerable or distressed members.

The government has also proposed:

- specific maximum timeframes for claims handling and required member updates
- comprehensive reporting obligations covering trustee operations and those of outsourced service providers.

Where is the reform process sitting today?

- **Government commitment confirmed** – Treasury and the Minister for Financial Services have reaffirmed their intention to legislate minimum service standards following consultation with industry, consumer groups and regulators.
- **Consultation underway** – Treasury held an initial consultation round through 2025, focusing on the practical implementation of the proposed standards. APRA, ASIC and the ATO continue to discuss the standards in regular stewardship forums, signalling that service uplift remains a live regulatory priority.
- **Sector preparedness** – industry bodies have made early progress: ASFA delivered a Service Standard on Death Benefit Payments (September 2024).
- **Expected implementation timeline** – the government has proposed July 2028 as the initial go-live date for the first tranche of standards, giving funds several years to uplift systems, processes and controls.

What does this mean for super funds?

Funds will move away from general guidance and principles, to strict, trackable requirements governing turnaround times, communication standards and claims processing. This means:

- higher expectations for documentation and audit trails
- mandatory processes replacing discretionary practices
- significantly enhanced regulatory oversight.

In response, funds have already or are in the process of redesigning processes, strengthening governance and investing in front-office capability. This includes clearer accountability for service outcomes, improved performance measurement and greater oversight of third-party providers (including administrators and group insurers). Transparency and escalation of service performance are increasingly embedded at senior management and board levels.

6. Member experience and digital engagement



The new frontier for super funds: seamless, human, and intelligent member experience

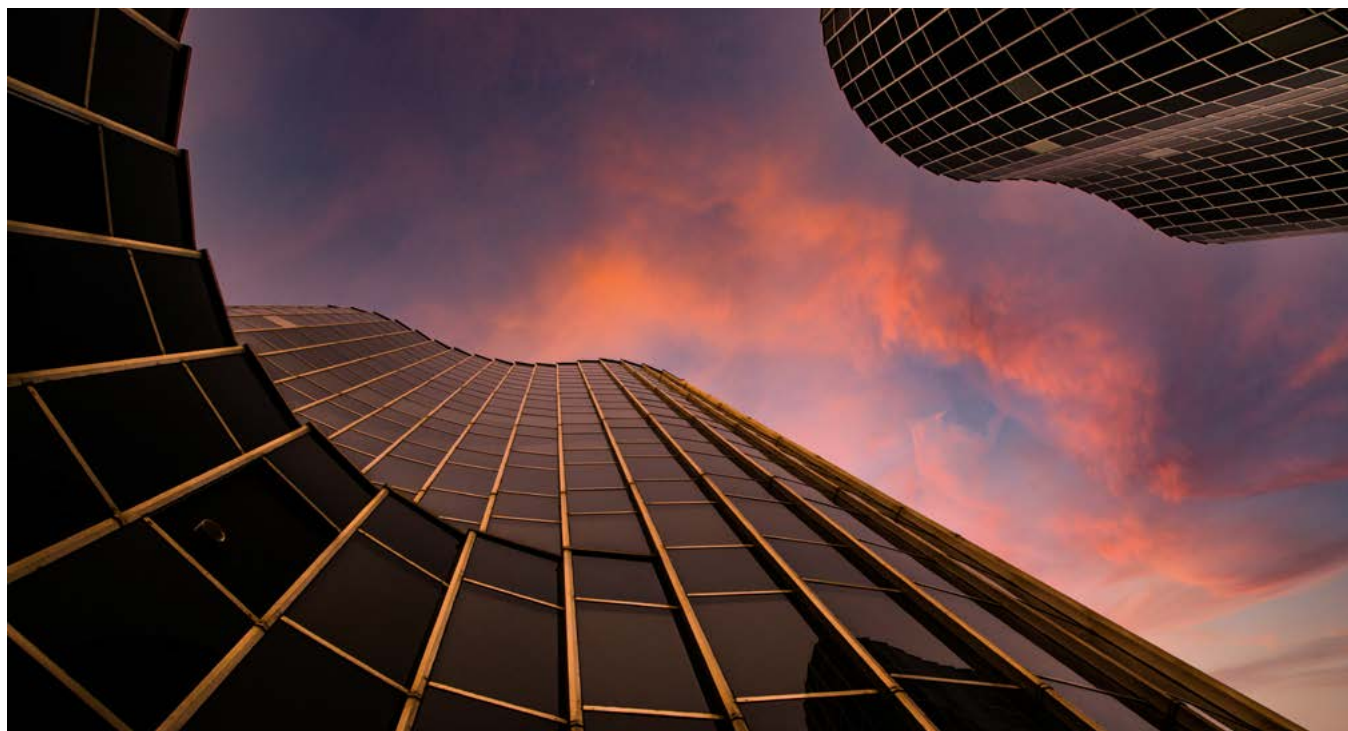
Australians compare their super fund to the best experience they had this week – often a bank app, a retailer’s website or a government service that ‘just works’. KPMG’s Customer Experience Excellence (CEE) research¹ shows the biggest lifts in Australia this year came from **Empathy, Resolution** and **Expectations**, driven largely by sectors that made complex interactions feel simple and trustworthy. That is exactly the bar members bring to superannuation.

At the same time, the international evidence is clear: organisations that win on experience are unifying customer, employee, partner and digital interactions into a **Total Experience** system, increasingly orchestrated by AI and data that work behind the scenes.² The operational shift is from isolated touchpoints to **end-to-end value streams** – designing and governing journeys like Join, Consolidate, Claim and Retire as one flow.

We look at ‘now’ and ‘next’: what funds have done well this year, and what they must do over the next 24 months to convert experience gains into member **flows** and platform-level advantage.

Now: what leading funds did well this year

- They reduced effort where it counts and made help more human.
- They treated experience as an operating system, not a campaign.
- They made digital a choice, not a substitute.
- They used AI to remove noise, not to remove people.
- They hardened frontline security after the 2025 incidents.
- They linked experience to outcomes, not activity.



¹ KPMG Australia, *Customer Experience Excellence FY25–26 report*, accessed 9 April 2026

² KPMG, *Creating Total Value: Connecting experience and performance to drive growth in B2B*, accessed 9 April 2026

Winners measured what changes member behaviour, consolidation completion, appropriate insurance coverage, advice uptake, retirement confidence, reflecting the global shift from CX as 'service' to CX as an enterprise growth discipline.

Next 0–24 months: key priorities for funds

1. Establish a unified member experience architecture

Developing a unified member-experience architecture, anchored by a real-time member profile, a consent-based data layer and a coordinated orchestration engine, is foundational to delivering consistent, scalable service across all channels. This architectural model enables agentic AI to undertake routine, rules-based tasks such as preparing documents, summarising interactions and triggering next-best actions, while reserving human involvement for higher judgement scenarios. Without this coherence, improvements remain fragmented, difficult to replicate and operationally fragile.

2. Govern member journeys through defined value streams

Strengthening governance of core member journeys requires shifting from project-based structures to clearly defined value streams (Join, Consolidate, Contribute, Insure/Claim, Advice, and Retire/Drawdown), each supported by accountable owners and shared cross-functional performance measures. A unified reporting environment that integrates member-experience indicators (effort, resolution, trust) with commercial metrics (retention, consolidation progression, drawdown behaviour) will support consistent decision-making and disciplined oversight within this architectural framework.

3. Integrate robust security within a human-centred design framework

Enhancing authentication and fraud-prevention capabilities should be embedded within a broader experience architecture that prioritises clarity, transparency and rapid escalation pathways. Members are more likely to accept strengthened controls when they are well-explained, simple to navigate and supported by accessible human assistance. Designing security as a seamless component of the overarching experience architecture helps maintain trust, which is essential for personalisation and data-driven service.

4. Embed AI governance within the digital operating architecture

Trusted AI principles, purpose limitation, data minimisation, explainability and human oversight should be formally integrated into the digital operating architecture as automation capabilities expand. Early deployment is best focused on low-risk, high-value functions such as status updates, document preparation and interaction summaries, with more complex orchestration introduced progressively as governance structures mature. This approach maintains auditability while positioning AI as both an orchestrator and participant within the broader architecture.

5. Design the member lifecycle around defined decision moments

Applying an architectural lens to lifecycle design means structuring member interactions around key decision moments:

- **Early career:** streamlined onboarding, effortless consolidation and clear articulation of fees and insurance.
- **Mid-career:** scenario-based guidance across contributions, insurance and life events, with seamless escalation to human support for higher-risk decisions.
- **Pre-retirement and drawdown:** a hybrid model where digital transparency prepares context and options, while advisers address ambiguity and complexity.

This ensures that the lifecycle is coordinated, predictable and enabled by the same underlying experience architecture.

6. Align experience enhancements with measurable member flows

Experience initiatives should be embedded within the architecture as levers influencing measurable member flows such as early-stage retention, consolidation completion, advice engagement and claim quality. Establishing causal links – supported by integrated data and orchestration – provides a clear line of sight between interventions and outcomes, enabling more targeted investment and transparent reporting.

7. Remove architectural frictions that undermine trust

Addressing structural impediments, unclear fee explanations, fragmented channel transitions and limited availability of human assistance where preferred, is essential for maintaining trust. A unified experience architecture provides the mechanism to streamline processes, reduce unnecessary handoffs and ensure members can complete tasks through their channel of choice. Consistency, clarity and ease of resolution remain core determinants of positive member experience.

What this means for member experience architecture and operating models

Over the next two years, the focus for superannuation funds is expected to shift from incremental digital enhancements toward strengthening the underlying experience architecture and operational disciplines that support scalable, consistent service delivery. This period is less about adding individual features, such as new digital tools or refreshed interfaces, and more about establishing the architectural coherence and operating rhythm required for sustained uplift.

A modern experience architecture typically comprises: a single, unified member profile; a consent-based data model; composable services for identity, payments, case management and knowledge; and an orchestration layer accessible to both humans and AI. When combined with telemetry across journey steps, this architecture enables the transition from isolated channel improvements to an integrated, compounding experience across the member lifecycle.

Similarly, operating models are evolving toward value stream based governance supported by integrated Total Experience scorecards and cross-functional oversight structures. Leading practices include assigning clear accountability for core journeys, such as onboarding, consolidation, insurance interactions and retirement transitions, and ensuring that Service, Product, Claims, Operations and Technology leadership review performance collectively. This is reinforced by funding approaches that follow journeys rather than functional silos, ensuring coherence between investment and outcomes.

A focus on coherence in 2026

Members consistently value coherence: the sense that their fund operates in a coordinated, transparent and supportive manner. Recent improvements across Australian organisations demonstrate that gains in empathy, expectation-setting and issue resolution are achievable when effort is reduced, communication is clear and members are kept informed

at the appropriate moments. Many superannuation funds have made progress by treating digital as an enhancement – not a replacement – for human interaction and by positioning experience as an operating system rather than a surface-level interface.

The next 24 months are likely to distinguish funds that build and govern this unified experience architecture from those that continue to address issues at the channel level. Advancing architectural coherence, strengthening journey governance, embedding AI within defined guardrails and aligning measurement to behavioural flow changes will shape the sector's progression. Maintaining meaningful human engagement at key decision points remains central to delivering confidence and support.

Funds that advance these capabilities cohesively are positioned not only to retain member confidence but also to attract a greater share of member balances over time.



7. AI-enabled transformation across the value chain



1. AI is a top priority for super funds

AI has rapidly become a boardroom priority for many organisations, including the superannuation sector. Across both the public and private sector, organisations are prioritising investment funding for AI infrastructure and capability.

- Global AI investment is accelerating, with an estimated **\$300 billion invested in 2025** by hyperscalers alone and aggregate AI infrastructure spending by hyperscalers expected to exceed US\$1 trillion between 2025–2027.³ These investments are being deployed across data centre construction, GPUs, memory, networking, and power contracts to support AI.
- Global investment managers and private equity firms are focusing investments on AI and seeking to realise returns for their clients.
- Super funds are participating too, with several funds publicly announcing investments in areas such as data centres and infrastructure, software development, and specialised AI microchips. For example:
 - AustralianSuper took a US\$1.5 billion equity stake in US data centre operator DataBank to gain exposure to growing AI and cloud infrastructure demand.⁴
 - CBUS Super reported ~\$4.5 billion invested in AI-related assets, mainly data centres, broadband and energy infrastructure supporting AI workloads.⁵
 - Hostplus have committed a total of **\$310 million into investment companies specialising in artificial intelligence and machine learning**.⁶
- As investment rises, so too do expectations for tangible value. Boards, executives and members increasingly expect AI initiatives to deliver measurable improvements in efficiency, service quality and risk management, and offer a demonstrable return on their investment; not simply experimentation.



³ KPMG, Future forward: following the money in AI, 16 June 2025

⁴ Asia Asset Management, AustralianSuper leads US\$2 billion equity raise by US data platform DataBank, 18 October 2024

⁵ CBUS Super, Investing in AI, accessed 8 April 2026

⁶ IP Group, Hostplus commits a further \$100M to the IP Group Hostplus Innovation Fund, 18 July 2023

2. Where AI value will be created for super funds

Rising operating costs, continued transformation, and heightened member expectations are pushing funds to rethink operating and service models. AI is emerging as a major catalyst.

a. Efficiency and productivity

For many organisations, this is the first horizon of AI value:

- Process automation at scale (insurance claims handling analogue, advice file preparation, onboarding).
- Document intelligence for compliance checks, disclosure reviews and member communication generation.
- Workforce augmentation to reduce manual processing time.

b. Personalisation and member care (including advice)

AI is enabling funds to move from generic to tailored engagement:

- Predictive analytics to identify life events, behaviours and disengagement risk.
- Personalised content, nudges, and advice-adjacent guidance delivered via digital channels.
- AI-supported hybrid advice models that lower the cost to serve and increase accessibility, e.g. personalised retirement strategies.

c. Risk reduction and resilience

This is often overlooked but rapidly becoming a dominant value driver:

- Fraud detection using anomaly detection models.
- Privacy-enhancing technologies.
- Continuous monitoring of regulatory obligations.
- Large-scale document analysis for policy compliance.

What can AI do for advice?

Consumer-focused AI tools have shown their ability to provide personalised answers and information to users, from writing better emails to creating meal plans with available ingredients. An increasing number of individuals are now turning to these tools when researching their financial and investment decisions. AI-powered advice, providing data-driven advice at the individual level, has long been an aspiration of superannuation funds, and while the technological capabilities required to provide such advice have arrived, the oversight and guardrails required make it a much more complex task than simply deploying new technology.

3. Headwinds: trust, adoption and regulatory expectations

While momentum around AI continues to build, superannuation funds face headwinds that must be actively managed if they are to realise sustained value with AI. These challenges sit at the intersection of trust, adoption and regulation.

a. Low trust in AI

Australians are more sceptical about AI than their global peers. The University of Melbourne and KPMG's 2025 Trust, Attitudes and Use of Artificial Intelligence study found that while 50% of Australians report using AI regularly, only 36% say they are willing to trust it, placing Australia among the lowest-trust countries surveyed globally.⁷

This 'trust gap' matters. Trust is emerging as a leading indicator of acceptance, adoption depth and ultimately the willingness of members and regulators to support AI-enabled change.

b. Scepticism about responsible use

Concerns about how AI is designed, governed and used are widespread. Australian respondents to the Trust in AI study most frequently cite worries about:

- data privacy and security
- bias and fairness in automated outcomes
- limited transparency and explainability in decision-making.



Notably, **78%** of Australians express concern about negative outcomes from AI, and **37%** report having personally experienced or observed such outcomes, including loss of privacy, misinformation or unfair results.



At the same time, adoption is already significant and growing. Everyday use is increasingly embedded and often invisible, with AI now integrated into search engines, smartphones, navigation tools and productivity software.



Workplace use continues to rise, both authorised and unauthorised. **Two-thirds** of Australian employees report their employer uses AI, yet **48%** admit to using AI in ways that contravene internal policies, including uploading sensitive information into public tools.⁸



For super funds, this tension – high adoption alongside low confidence and uneven controls – creates both risk and opportunity.

⁷ KPMG Australia, [Global study reveals Australia lags in trust of AI despite growing use](#), 29 April 2025

⁸ Ibid.

c. Rising regulatory interest

Regulators globally, and in Australia, are increasing their scrutiny.

- APRA has commenced targeted engagements to understand better emerging practices and potential risks associated with AI, and assess the appropriateness of risk management and oversight practices.⁹
- There is an increasing need to consider AI programs alongside CPS 230 requirements, privacy regulations, and recent guidance from the Australian Government on the use of AI.

For superannuation trustees, alignment with prudential standards, privacy obligations and emerging AI governance guidance is quickly becoming table stakes.

d. Six questions to guide responsible AI use

Borrowing from our Trusted AI principles, super funds should consider:

1. Do we have clear ownership and accountability for AI across the organisation?
2. Do we have policies and controls that govern how AI can be used?
3. Do we know where AI is being used today, including informal or embedded use (including by service providers)?
4. Do we independently assess AI systems against our Trusted AI principles?
5. Are our people equipped to develop, approve and use AI responsibly?
6. Are we prepared for the next wave of AI, including agentic and autonomous systems?



4. Takeaways: four things super funds can do now

1

Prioritise AI use cases linked to measurable value

Focus first on applications where efficiency gains, improved member outcomes or risk reduction can be clearly articulated and quantified.

2

Invest in data and governance foundations

AI value is constrained without high-quality data, secure architectures, clear accountability and explainability built into the design.

3

Build responsible-by-design approaches

Embed risk, governance and member-centric assessment early, rather than retrofitting controls after deployment.

4

Begin capability uplift now

Workforce readiness, spanning digital literacy, risk awareness and change management will be a decisive factor in how effectively funds realise value from AI.

⁹ APRA, [APRA Corporate Plan 2025–2026](#), accessed 8 April 2026

8. Retirement



Earlier sections outlined key aspects of effective member journeys, including:

- coherent and relevant information across all communication channels, informed by members' past interactions, data, behaviours and preferences
- high-quality education, information and digital tools, with clear options for members to speak to someone for guidance and reassurance
- robust measurement of service effectiveness, including scalable data capture and analytics across each journey component, with feedback loops to drive continuous improvement.

Nowhere is this more important and complex to get right than when servicing members for retirement preparation, strategy implementation and ongoing post-retirement assistance.

Moving beyond a one-size-fits-all, labour-intensive advice and 'stocktake' review model requires new forms of assistance that are digital and scalable, with human support introduced where needed. Funds are drawing on insights from existing data and prior member interactions – what information or guidance members have accessed, how they responded, and related behavioural indicators. These insights help identify members' preferred communication styles and levels of understanding. This is critical to guiding members effectively, enabling funds to provide the right assistance at each stage of the retirement journey.

Funds had a good understanding of their members, and they have continued to build this during 2025 through analysing member data, surveys, focus groups and tracking member usage and response to information and guidance. Generally, many funds now have a reasonably deep understanding of member profiles – including the range of preferences, behaviours, and demographic/financial characteristics.

Based on this understanding of members, funds have continued to develop their member retirement journeys, however, the gap from the developing funds to the more advanced funds is significant. So, for many funds, the retirement journeys remain an element of focus over the coming years.

One area requiring continued focus and improvement is building a stronger understanding of retirement solutions, alongside clearer frameworks and tools to assess the suitability of each option for different cohorts, based on alignment with member preferences and desired outcomes.

In summary, developments are required across all these three areas:

1. Member understanding



2. Customer journey



3. Retirement solution evaluation and product development



This is one of the most critical, if not the most urgent priority for funds.

In Australia, and focusing on members who face a choice between longevity-protected offerings or account-based pensions (i.e. excluding government or corporate plans where a guaranteed income stream is the dominant choice), we estimate that there is no more than about 1% of the balances of those retiring in 2025 going into longevity-protected products.

By contrast, in the US and the UK, it is much higher: we estimate that of those retiring now, around 10% or more of the balances are longevity protected. Again, in conducting this analysis we attempted to exclude government or corporate plans where a guaranteed income stream is the dominant choice.

For cohorts where it makes sense, a common starting point is to consider strategies where the longevity product makes up a portion – say between 20% to 50% – of a member's overall retirement strategy (with the balance in an account-based pension not longevity protected).

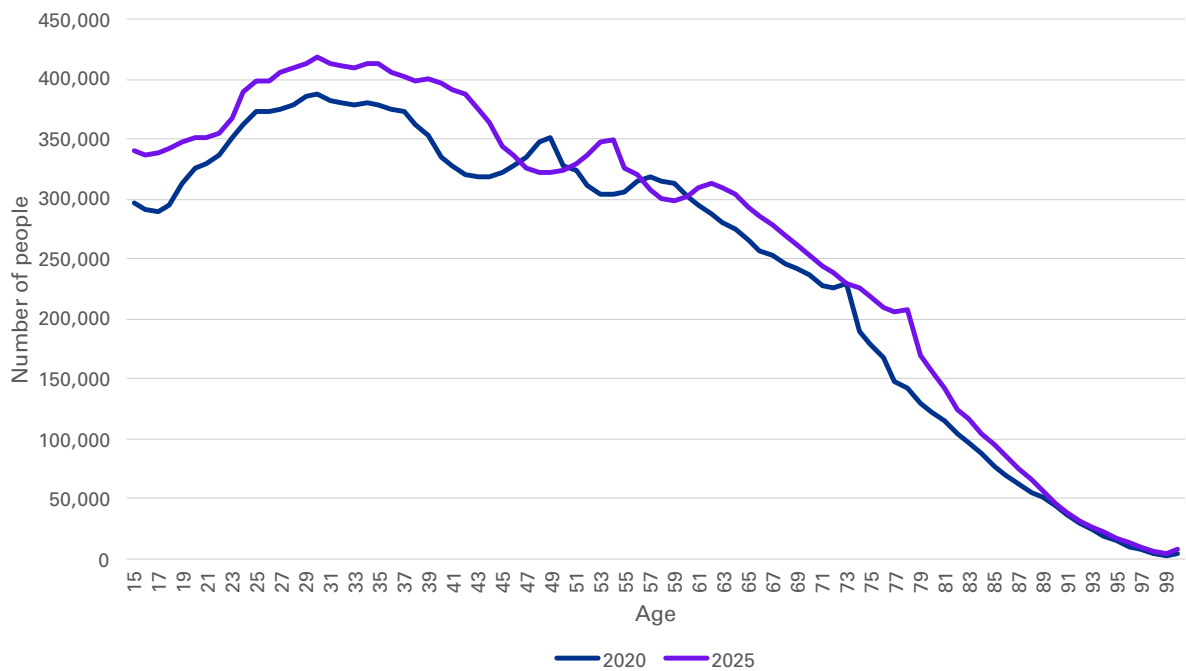
Hypothetically, if this approach/common strategy plays out, it may require around one-third of members to be incorporating longevity protection in their strategy to get to an overall, say, 10% of total balances with longevity protection (i.e. 33.3% of members with 30% longevity protected to obtain an overall 10% of total balances protected).

We know that the volume of balances moving into retirement is increasing. According to the Australian Bureau of Statistics National, state and territory population, Estimated Resident

Population By Single Year Of Age, Australia, in 2020, 25% of the population was in 'drawdown phase' (e.g. over 65) and in 2025 it was 27%.

Moreover, there are currently 1.54 million people aged 60–64 who will tip over into drawdown phase over the next five years. This is illustrated below.

Population Single Year Age



The industry needs to challenge itself and how well the impending wave of retirees will be served. Surely continuing with retiree balances being overwhelmingly invested in account-based pensions (and accumulation accounts) is not the ideal target state.

Is the industry (and the government) doing enough on the three above elements (understanding members, member journeys and retirement solution evaluation and product development) to reach (or even get closer) to the levels observed overseas?



Appendices

Methodology

Our analysis, as presented in this report and the accompanying KPMG Super Insights Dashboard, is a combination of leading analytics applied to 21 years of the Australian Prudential Regulation Authority (APRA) and Australian Tax Office (ATO) published statistics, supported by insights gained from our team of asset and wealth management specialists.

At a macro level, we have defined the market along APRA guidelines of retail, corporate, public sector and industry funds – and included SMSFs to complete the landscape. KPMG has expanded the sizing segmentation to group funds as fund sizes have increased significantly. We now divide funds into those with Assets Under Management (AUM) greater than \$100 billion, between \$100 billion and \$50 billion, between \$50 billion and \$25 billion, between \$25 billion and \$10 billion and those funds with less than \$10 billion.

KPMG has relied on published statistics as the foundation of this report and, as such, acknowledges that the data contained within is wholly reliant on the accuracy of the underlying sources. KPMG has included all data contained within the APRA¹⁰ and ATO¹¹ published statistics inclusive of null values. Where APRA and ATO have published updated data for prior years the data reflected in the Dashboard reflects the revised data and certain views may therefore have changed from the views published in prior versions of the Dashboard.

The Super Insights Dashboard includes the latest edition of APRA's MySuper and Choice Heatmaps.

For MySuper we include the 'Concise' view of the Heatmap and three of the key metrics which form part of the Heatmap:

- administration fees (on a \$50,000 MySuper representative balance)
- net cash flow ratio
- the adjusted total accounts growth rate.

We continue to note that there remain challenges associated with reporting across the superannuation industry and the data presented within APRA's published statistics. APRA's Superannuation Data Transformation project has commenced, including the collection of more granular and consistent data, as well as data from products beyond MySuper.

To protect the privacy of individual members, APRA has masked certain items in the data. Some items were not reported, indicating that either nothing was reported for the relevant period, or that the data cannot be calculated. In circumstances where either of these events happened, KPMG has removed the fund from the analysis.

APRA data explanatory notes

'This report contains data for APRA-regulated funds with more than four members. Pooled superannuation trusts (PSTs) have been excluded as their assets are captured in other superannuation funds. Exempt public sector superannuation schemes (EPSSS) have also been excluded.'

'Superannuation funds that wound up during their year of income in a given reference period are not included in that year or subsequent years. Superannuation funds that wound up after the reporting period but before the release of the publication, are included for that reporting period, and their wind-up date is noted in the report.'

'Superannuation funds that did not submit an annual return for a given reporting period are not included in that year.'

¹⁰ APRA, [Annual fund-level superannuation statistics back series: June 2004 to June 2025](#), published 16 December 2025; APRA, [Annual superannuation bulletin – June 2025](#), published 16 December 2025; APRA, [Quarterly MySuper statistics – December 2024 to December 2025](#), published 26 February 2026

¹¹ Australian Government | [ATO, SMSF quarterly statistical report](#), accessed 30 April 2026

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