

THE EMPLOYMENT HERO SUPER CHOICE CODE OF PRACTICE (2026)



At Employment Hero, we believe employees deserve genuine choice and transparency when it comes to their super. That's why we've developed Australia's first Super Choice Code of Practice; a gold standard for onboarding platforms designed to protect employees, reduce compliance risk for employers and make sure super fund selection is always clear, fair and in your team's best interest.

1. Advertising is limited to MySuper products that have passed the latest APRA performance test.

Choice products and broader fund features must not be promoted.

2. Clear and unambiguous disclosures must accompany all advertisements, including:

- a) Advertisements must be clearly labelled as such.
- b) Where a stapled fund has been identified by the ATO, employees must be clearly informed that this is their stapled fund based on ATO records.
- c) Employees must be informed they can search for any other superannuation accounts and consolidate them through myGov to save on fees from duplicate accounts. A link to myGov must be provided.
- d) Employees must be informed they can compare superannuation products using the ATO's YourSuper comparison tool. A link to the tool must be provided.
- e) Any consideration or benefit (financial or otherwise) that the person making or causing the advertisement has received or will receive must be disclosed.
- f) Advertisements must include a statement that employees should consider their personal financial situation, investment strategy, fund performance, fees and costs, and insurance arrangements when choosing or switching superannuation products.
- g) Employees must be informed through a clear visual interface in advance that they will see advertisements, which they will have the ability to skip or ignore.

3. No financial product advice may be given to employees by onboarding platforms.

4. Employers must not be offered any inducements by an onboarding platform or a superannuation trustee to encourage employees to nominate any advertised fund, whether or not the fund is a default Product.

5. Cybersecurity must be maintained to the industry standard for financial services providers, including maintaining ISO 27001 certification and compliance with applicable obligations under the Privacy Act 1988 and the Cyber Security Act 2024.

6. Onboarding platforms must maintain a robust conflicts of interest policy to ensure any real or perceived conflicts arising from the advertising of funds on the platform are managed appropriately.

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