



2021-22



First Nations
FOUNDATION

INDIGENOUS SUPERANNUATION OUTREACH

Impact Partnership Proposal



Why we do what we do

Indigenous people have the lowest financial literacy in the nation (HILDA 2018). This silent epidemic, where we have failed to target and educate Indigenous Australians about the economy when finally permitted to participate in it in the 1970s, continues to today, with our national research showing 1 in 2 suffer severe financial stress and 9 in 10 have no financial security. 52% have no savings.

First Nations Foundation (FNF) is a successful Indigenous financial wellbeing foundation led by an Indigenous majority board since 2006. It has a strong reputation of trust with both financial and Indigenous community sectors, a powerful track record of results, agility and innovation.

The Foundation conducts 3 key areas of activities:

- Financial education: it developed and has for 15 years delivered a highly successful Indigenous financial literacy training program, which in 2019 was released in a digital format.
- Superannuation outreach: in 21 events around Australia the Foundation has stunned government and financial services by reuniting \$24 million Indigenous superannuation in urban, remote and regional communities, helping more than 1600 people.
- Research: the Foundation shows a strong research program history with 11 reports and in 2019 partnered with a university and a major bank to release groundbreaking research into the dire financial position of First Nations people.

What you can do to help

First Nations Foundation is seeking Impact Partners within the Financial Services sector to continue its award-winning superannuation outreach events, called the Big Super Day Out, across Australia in 2021.

The Foundation has the vision of a successful and independent financial future for all Indigenous Australians. As an Impact Partner on the national delivery of the Big Super Day Out, your organisation will be considered a leader in the Financial Services industry for addressing economic disparity, and a key player in helping to shift the dial on the Indigenous economy in Australia.



With your support in 2021, we can reach...

8 INDIGENOUS COMMUNITIES

RECONNECT \$10m IN SUPER

**AND PROVIDE 38x RETURN IN
VALUE TO THE COMMUNITY FOR
EACH \$1 OF YOUR PARTNERSHIP
INVESTMENT**

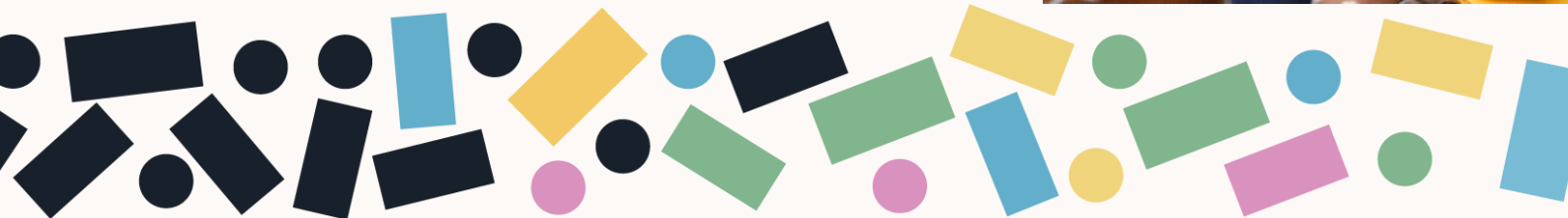
The benefits to you

WORK IN PARTNERSHIP WITH FIRST NATIONS AUSTRALIANS TO IMPROVE RETIREMENT OUTCOMES

By having your superannuation experts on the ground at the Big Super Day Out events, you'll be working collaboratively with the Indigenous community to find, protect, plan and grow their superannuation for the benefit of themselves, their families and their communities.

CONNECT WITH YOUR MEMBERS

Through on the ground exposure to the unique challenges that Indigenous Australians face when trying to access financial services, you'll gain valuable insights that will enable you to better service your Indigenous members.



CONNECT WITH THE SUPERANNUATION INDUSTRY

As an Impact Partners of the Big Super Day Out in 2021, you will work closely with other stakeholders in the superannuation industry, including super funds, administrators, ASIC, the Australian Tax Office and Dept of Human Services to identify issues and workshop solutions that will improve access to financial services for Indigenous people nationwide.

BE SEEN AS A LEADER IN SHIFTING THE ECONOMIC DIAL FOR INDIGENOUS AUSTRALIA

As an Impact Partner you will be demonstrating a commitment to improving the economic outcomes of Indigenous people and empowering communities nationwide.



Added value

1. Logo placement on all 2021 Big Super Day Out marketing assets.
2. Media exposure across financial services, business and community channels, including but not limited to online, print, radio and TV.
3. Opportunity for representatives of your fund to participate as 'super volunteers' at each event in the region/s you are supporting (number of spaces available are subject to community need).
4. Access to professional quality photo and video assets of the events.
5. Involvement in FNF's Superannuation Outreach Working Group throughout FY22.
6. A dedicated webpage for your fund on the main FNF website to showcase your RAP, community outreach, and initiatives that support Indigenous communities.
7. Framed Certificate of Impact Partnership presented to your organisation by the CEO of FNF.

Testimonials from previous outreach events

"Thank you so so much for including me on the trip, it was one of the best experiences of my life. I really hope we can all keep in touch and keep the momentum going."

- Superannuation fund representative

"The benefits of these events in the two communities we hosted are immense in the volume of sector expertise that individuals can get face to face as well as end to end service. The amount of time saved for community members and staff in getting some of the more complex issues like identification rectified is significant. The follow-on work that has fallen out of these events for our organisation shows just how much more work needs to be done within the superannuation industry and these events will support that ongoing work."

- Previous Community Partner (Financial Counsellor)

- 82% OF PARTNERS said they would support the events again
- 4 OUT OF 5 RATING by partners as an effective way to assist Indigenous Australians with their superannuation
- Partners considered the MOST VALUABLE ASPECTS of the Big Super Day Out events to be 'improved economic outcomes for Indigenous Australians', followed by 'connecting with Indigenous members' and 'adding value to a Reconciliation Action Plan'

2021 Impact Partnership options



REGION 1: NORTH QLD COMMUNITIES

JULY - AUGUST 3 x OUTREACH LOCATIONS (approx)

The communities of Cairns, Mackay & Townsville are tentatively confirmed for region 1.

Travel and accommodation to be arranged by individual partners (recommendations will be provided by FNF).

REGION 1 PARTNERSHIP FEE: \$10,000 +gst

REGION 2: CENTRAL AND WEST NSW COMMUNITIES

SEPTEMBER 3 x OUTREACH LOCATIONS (approx)

The communities of Redfern, Dubbo and Newcastle are tentatively confirmed for region 2.

Travel and accommodation to be arranged by individual partners (recommendations will be provided by FNF).

REGION 2 PARTNERSHIP FEE: \$10,000 +gst

REGION 3: WA / SA COMMUNITIES

OCTOBER - NOVEMBER 2 x OUTREACH LOCATIONS (approx)

The communities in Western and South Australia are yet to be confirmed for region 3. Location information will be available in July 2021.

Travel and accommodation to be arranged by individual partners (recommendations will be provided by FNF).

REGION 3 PARTNERSHIP FEE: \$10,000 +gst

To discuss partnership options please contact

Tehani Suafoa, Marketing & Communications Coordinator
tehani.suafoa@fnf.org.au 0447 130 633