



*First Nations*  
FOUNDATION

# ANNUAL REPORT

**2022/2023**



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## Acknowledgement

First Nations Foundation acknowledges the Aboriginal and Torres Strait Islanders as traditional custodians of the land. We pay our respects to Elders past and present for their strength and resilience to pave the way for a better future for Aboriginal and Torres Strait Islander people. In particular, we'd like to acknowledge the Wurundjeri Woi Wurrung people of the Kulin Nation, who are traditional owners and custodians of the land in which our head office is based in Melbourne.





## OUR VISION

# Financial Prosperity for Indigenous Australians

## OUR VALUES

### EMPOWER

We believe in empowering Indigenous Australians to take control of their financial future through all aspects of our training and education.

### GET IT DONE

First Nations Foundation is a nimble organisation that prides itself on being able to consistently punch above its weight. Bigger results means a bigger impact for the Indigenous community.

### BE THE VOICE

Through FNF, Indigenous Australia has a voice on culturally appropriate solutions to financial wellbeing for the community. It's our job to ensure this is heard by the Government and the financial services sector.

### INNOVATE

You don't successfully live on the driest continent in the world for 60,000 years without being innovative. First Nations Foundation in collaboration with the Indigenous community brings innovative solutions to modern challenges.

### BE AUTHENTIC

FNF has an informal culture, however we are not casual. Whether interacting with Government, corporates or Indigenous community, we're passionate and engaged. Bringing decades of personal and professional experience, FNF has the trust of industry and the Indigenous community to deliver life-changing outcomes in a genuine way.

# MESSAGE FROM THE CHAIR OF THE BOARD



This was a year in which First Nations people were heavily debated throughout media and public forums. At the start of the year, the board unanimously decided for the Foundation to publicly support **The Voice**. We took a leadership position to provide as much education as possible to the financial services sector. This included webinars, conferences, panels and speaking arrangements to ensure the sector was informed on current issues.

Whilst the Voice was ultimately unsuccessful, it did highlight the important role that the Foundation plays in the leadership and advocacy space for the Finance sectors. The Foundation delivered a total of 16 Culture and Money sessions that provide education and insights into the unique way in which Indigenous people view and interact with money. This training will form a part of our newly developed leadership and advocacy plan that will be in action from next year.

For the first time since pre-Covid days, we were able to take the key personnel on our community outreach program, Financial Wellness Week. The team along with 21 government and financial sector organisations were able to assist over 550 First Nations people with their banking and superannuation in these regional and remote areas. Additionally, across the Mornington Island and Doomadgee communities, there was \$1.2m in lost superannuation reconnected with the Indigenous people of that area.

This year also seen the Foundation enter onto new territory with the launch of our My Money Dream Business program for First Nations entrepreneurs. This training provides financial literacy in the realm of business to support the scale up and growth of



the thriving sector. This training has had a significant uptake including a very successful fireside yarn on Accessing Capital for First Nation Business owners in Victoria. This brought together the key financial providers in the sector to have a genuine conversation about funding opportunities within the region.

Our second impact report highlights the importance of the work we are doing to not just our financial supporters but also the Indigenous community. Seeing that 100% of learners found that we often or always provide a culturally safe environment for gaining information and support shows the power of Indigenous led initiatives. Culture is the cornerstone of all we do at the Foundation and is what underpins the success of our training programs. This is supported by the fact that 6 times the number of learners feel they have excellent knowledge of money after completing our training.

Lastly, I'd like to thank the board and the executive team for their continued support and commitment for another exciting financial year. And a thank you to the First Nations Foundation staff for the energy, passion and travel required to have this level of impact on the Indigenous community.

**Ian Hamm**  
CHAIR



# CEO REPORT



Another year that has been highly productive and impactful. The team has grown and so has our reach with training being delivered into several communities across the country. There is a sense of increased brand recognition as both community and the financial services sector are requesting our services.

This year we expanded beyond our traditional personal finance education and into the business space. We are offering training that supports First Nations entrepreneurs better understand the number in the world of business. Whilst it is still only early days in our pilot, the reception from community has been very positive.

**Community Outreach** - This year the team delivered 7 Financial Wellness weeks throughout Australia. We helped 560 community members with banking, superannuation and government services and connected mob to \$1.2m in super!

In addition, our On Country program has been well received. The concept is to provide community with their own financial self determination by upskilling community members and organisations to deliver the training in their own area. We've now had over 300 community members take part in our training program.

**Education** - This year we have seen continued growth in the take up in our lone training. This has been through our self-paced online modules as part of our online webinars. Our webinars have been a great success with our Rich Blak Women program offering financial education to First Nations women in a culturally safe and supportive way. Although funding for this initiative has finished it is something that we will continue to run well into the future.

## Performance Against Strategy

Two priority areas in our strategy this year was to build a marketing and communications plan as well as an advocacy and leadership plan. Thanks to NAB and Australian Business Volunteers (ABV) we now have a



robust marketing plan that will see the brand awareness of the Foundation grow and the streamlining of our products for better consumer engagement.

The team at First Nations Economics has delivered us with a leadership and advocacy framework. This will give us guidance on areas where we want to elevate the voices of First Nations people and start to shape the policy and legislation of government. This area will be another priority for the Foundation in 2023.

**People** - If we could put people on the balance sheet, we'd be a billion-dollar organisation. I heard the saying "all the things, all at once, all of the time" and this is our unofficial mantra. Leading a team that is so dedicated to a cause certainly makes my role a lot easier.

I want to congratulate the team on an outstanding year and marvel at the impact we achieve for a relatively small organisation.

**Financial Performance** - We have some fantastic corporate partners that have donated throughout the year. In addition to delivering our training programs, we are also building our own impact fund to ensure the financial sustainability of the Foundation. I understand that funding comes and goes and priorities change, but if we can build a fund that ensures we deliver our programs well into the future, I feel that's beneficial for all parties.

**Phil Usher**  
CEO

# MY MONEY DREAM



Is FNF's award-winning online financial literacy program. It has been created by Mob, for Mob to help teach the skills for financial security and future prosperity.

The topics covered are:

- Introduction to First Nations Foundation, the My Money Dream program and financial wellness
- Culture and the economy
- Where are you now at financially?
- Reducing expenses and eliminating debt
- Smart savings
- Automating your finances

## Key Figures:

- 266 individuals trained through the self-paced, online My Money Dream platform
- 104 Individuals trained face-to-face in My Money Dream workshops
- 237 individuals attended online My Money Dream webinars
- 607 individuals trained in total
- 12 organisations trained/partnered with for delivery





# ON COUNTRY



Our On Country program is designed for professionals working in community organisations and/or financial well-being roles to provide culturally appropriate financial literacy resources for First Nations communities and clients.

## Key Figures:

- 277/7 organisations trained
- 313 community members attended mentor-led training.
- 422 mentors registered for On Country financial wellness resource hub.
- 8 resources created.
- 235 resources downloaded from On Country financial wellness resource hub.
- 3 in-person mentors and facilitators training sessions.





# RICH BLAK WOMEN



## Financial education, events, and resources for Aboriginal and Torres Strait Islander women.

A powerful program supported and inspired by deadly sisters across Australia, delivered in a culturally safe and informative space where women are empowered to discuss money mindset, cultural and family obligations around money, understanding your worth and creating intergenerational wealth.

## Key Figures:

- 14 organisations trained/partnered with
- 223 Individuals attended monthly webinars and online special events
- 245 Individuals attended in-person Financial Self-Care workshops
- 94 Individuals trained in the My Money Dream program through the IWWF project
- 67 resources created (including articles, first person stories, fact sheets and videos)
- 43 page visits to Women's pages on Tomorrow Money

### • 4,886 JOINED SOCIALS COMMUNITY:

- Total number of followers of the Rich Blak Women podcast Instagram: 1182
- Total number of followers in the Facebook group: 2216
- Total number of people signed up to the Rich Blak Women mailing list: 2205
- Total number of Rich Blak women podcast listeners: 2409
- Total number of women now linked to the Rich Blak Women network: 8012





# TOMORROW MONEY



Tomorrow Money is a website created by Indigenous Australians as a trusted source of general information and lived experiences around money.

## Key Figures:

- 5,457 number of unique visitors
- 22,931 page visits
- Most popular articles:
  - Money tips from mob – managing humbugging
  - How to give great Christmas gifts on a budget
  - From data entry to a top lawyer – Leah's career tips
  - Money and mental health – ways to look after yourself
  - Four tips to make the most of your super





# FINANCIAL WELLNESS WEEK



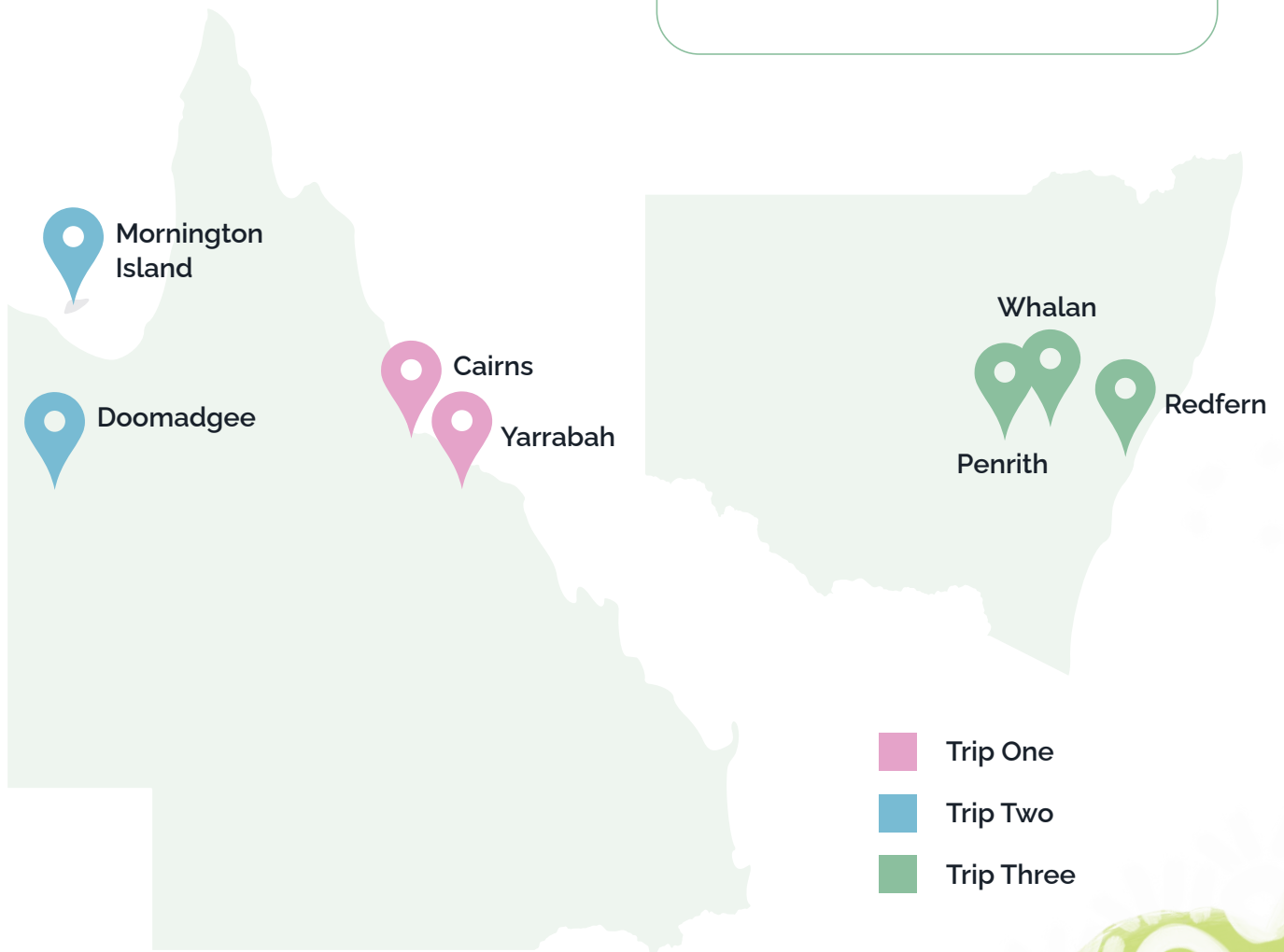
We've tailored our Financial Wellness Week to team with strong community partners to promote financial literacy and knowledge and empower community members to take charge of their financial wellbeing.

## 7 Communities Reached

- Redfern, Penrith, Whalan, NSW
- Cairns, Yarrabah, QLD
- Mornington Island, Doomadgee, QLD

## Key Figures:

- \$1,200,000 superannuation reconnected with Mob
- 560 community members assisted with banking, superannuation and Government services
- 21 Govt and financial service partners included





# THANKYOU

## TO OUR SUPPORTIVE PARTNERS AND DONORS.



The success and impact of the Foundation goes beyond the input from our staff members. I wanted to say how grateful and privileged I feel that people volunteer their own time to support the financial well-being of Indigenous Australians.

The following is the list of partners who have contributed to the Foundation over the past 12 months and that I personally want to acknowledge.

**Phil Usher**  
CEO

## Our Partners:

### PURPOSE PARTNER:



- Career Trackers
- ICAN
- Indigenous Doctors Association
- Anglicare WA
- 54 Reasons
- ATO
- Services Australia
- MobStrong Debt Help
- Monash University
- Madalah
- Wurundjeri Aboriginal Corporation
- IBA
- Wiyi Yani U Thangani
- Yanlangami Changemakers
- CSIRO
- Equifax

- REST
- Strong Spirit Services
- BIMA-Brisbane Indigenous Media Association
- Yakka Training
- Indigenous Innovators
- Indigenous Desert Alliance
- NAB
- Boys 2 the Bush
- More than Money (Clementine Ludlow-Henare) NZ
- Kimberwalli
- National Centre of Indigenous Excellence -Redfern
- Sydney Regional Aboriginal Corporation
- Ngarrimili

- Willum Warrain
- Bumma Bippera Media, BBM 98.7 FM
- National TalkBlack
- Good Shepherd ANZ
- Aboriginal Torres Strait Islander Health QLD
- RUAH Community Services WA
- Marra Worra Worra Aboriginal Corporation in Fitzroy Valley WA
- Financial Counsellors' Association of QLD
- Financial Counselling Australia
- Goolarri Media, Broome WA
- Queensland Qantas Airways Limited
- Noongar Radio 100.9FM
- Australian Retirement Trust

Continued over >



# Our Partners:

Currumbin Eagles Rugby League Club

Deadly Inspiring Youth Doing Good Aboriginal & Torres Strait Islander Corporation (NAIDOC Sponsorship)

Financial Rights Legal Centre

First Nations Economics

Economic Justice Australia

Muru Mittigar

Tribal Warrior

Welfare Rights Centre

Sunflower Business Support

PayPal

Kiilalaana Foundation

Kinaway Chamber of Commerce

Supply Nation

Hostplus

Australiansuper

GambleAware NSW

Victorian Responsible Gambling Foundation

NASCA

Wotton Kearney

Aboriginal Housing NSW

Redfern Legal Centre

ASIC's Indigenous Outreach Program

AFCA

Community First Bank

CBUS super

AMP

Births, Deaths and Marriages

State Revenue NSW

NASCA

Zurich

RBNZ (Reserve Bank of NZ)

ATW

Dja Dja Wurrung Aboriginal Corporation

Yalari

Emily Blitner

Dixie Crawford

Celeste Carnegie

Glow Sis Challenge

Jillian Scahill

Journey Ahead

Ember Connect

Brodie Herden

Kyle Rathbone

Suzanne Elworthy

Department Of The Future

Greenpoint Media

ITHINKSHEAFREAK Makeup Artistry

Loren Lewis Markup Artistry

Jacinta Keefe Photography

James Henry

Radio Hub

Socks Media

Scott Last

Relative Creative

Reverb Media

Kate Cowling

Eden Fiske

Maria Carmel Scicluna

Brandi salmon

Reese Salmon

Nyiwarri Yarn

Melle Smith-Haimona (Melissa Smith)

Ngunnawal Artist

Jade Goodwin

Awesome Black

Kungari Productions

Australian Institute of Management

Beyond the Boardroom

Cairns Marquee & Party Hire

The Maraway Cairns

Carpentaria Freight Services

Hawkins Freight

BlackStar Radio Doomadgee

SeaSwift Freight

Pack n Send West Melbourne

Yarrabah Council

Yarrabah Bakery

Doomadgee Bakery and Butchery

Group Party Hire

Gallagher Butchering

Penrith Party Hire

Star Party Hire

Mornington Island Council

Mornington Island Bakery

Mornington Island Arts Centre

Mornington Island Car Hire

Ivy Minniecon

The Calmm

Pandanus Art

National Centre of Indigenous Excellence

Maaya-li Designs

Remy Crick – Ochre Ventures

Noel Prakash – National Australia Bank

Benson Saulo – First Australians Capital

David Deo – Indigenous Business Australia

Stalactites Melbourne

Bush flowers

QT Melbourne

Little Rocket

Destiny First Services

ESM Events

Figjam & Co

The Commons QV Melbourne

The Commons Collingwood

Flock'd Gold Coast

The Clusters Melbourne

The Bolands Centre

National Storage

Fortknox Storage

Luminous Studios

# FINANCES

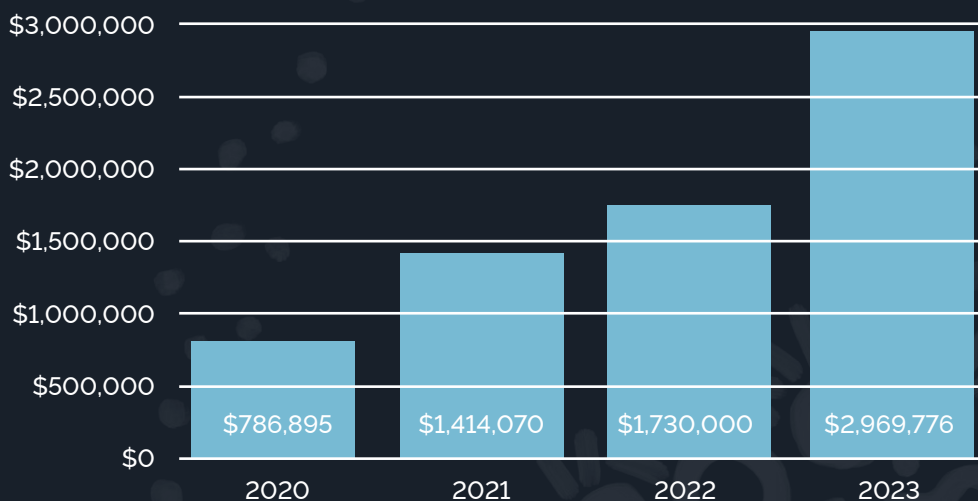


FNF has had another strong year financially and is now in a position of sustained financial security.

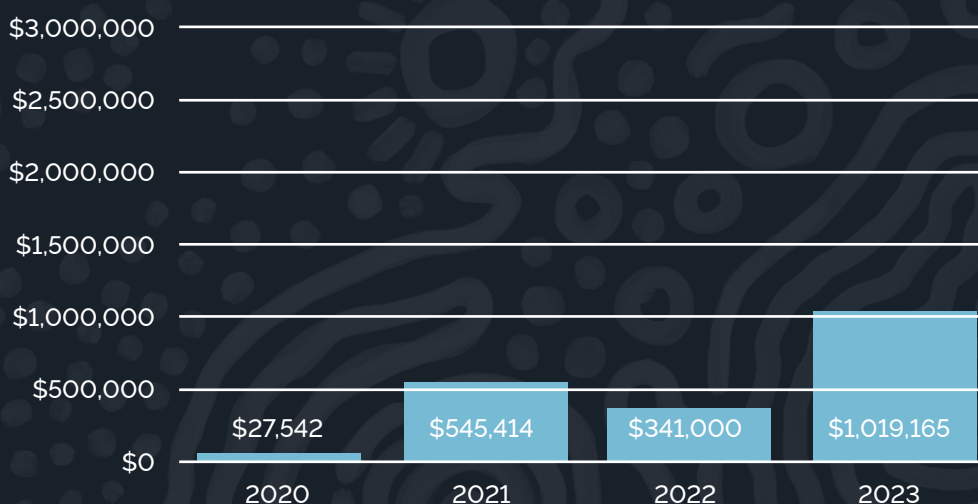
This is largely due to the generous corporate and public donations made towards FNF's work, as well as the strong ongoing relationships we have with our project partners for the delivery of financial education, resources and outreach. More detailed information about the finances for FY23 can be found in our Financial Statements.



## REVENUE



## SURPLUS





## REMUNERATION FOR BOARD

NAME	POSITION TITLE	REMUNERATION
Ian Hamm	Board-Chair	\$7,500
Raylene Bellottie	Deputy Chair	\$5,000
Melissa Archer	Non-Executive Director Finance	\$5,000
Michelle Crawford	Non-Executive Director	\$5,000 (donated to FNF)
Leah Bennett	Non-Executive Director	\$5,000
Rajiv Viswanathan	Non-Executive Director	\$0
Eveanne Liddle	Non-Executive Director	\$5,000