

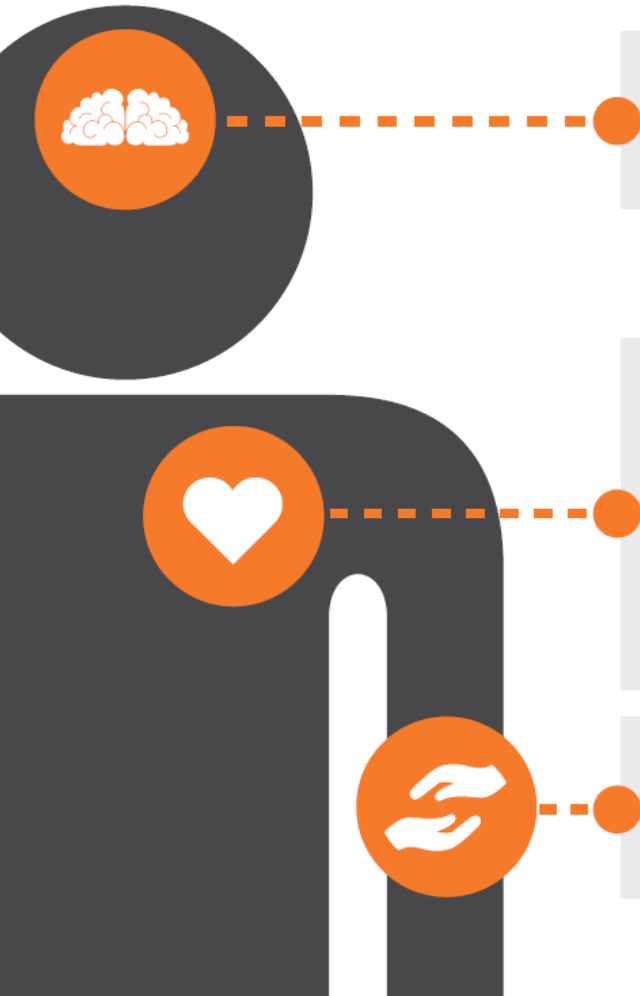
# Australian Unity

Journey of Reconciliation

**Benson Saulo**  
Head of Community Strategy

Dharawal Land – Royal National Park, NSW

# Who we are



## WHY

### Our purpose

We are here to help people thrive

## HOW

### Our values

#### Bold

Think big  
Think it through  
Have a go  
Do it well  
Keep learning

#### Warm

Care about people  
Welcome difference  
Inspire each other  
Understand our customers  
Make people smile

#### Honest

Talk it straight  
Do what we say  
Earn trust  
Take responsibility  
Strive to do what's right

## WHAT

### Our offering

Products and services that provide personal and community value

We are here to help people thrive

**5**  
million

**Engaging  
millions**



**Highly  
influential brand**



**Sought after  
products and  
services**



**Financial  
substance**

# Community strategy components

The Australian Unity Community Strategy 2017 – 2020 seeks to promote greater engagement, participation and impact across staff, customers and communities to contribute to Australian Unity’s purpose of enabling people to thrive.

As an organisation that seeks to create community value through its products and services, the aspect of community connection plays a significant role in embodying the Australian Unity values that is measureable beyond the organisations financial results.

Community programs seek to have its components inter-connected by aligning activities, coordinating communications and events, and enabling participation that re-affirm Australian Unity’s purpose.







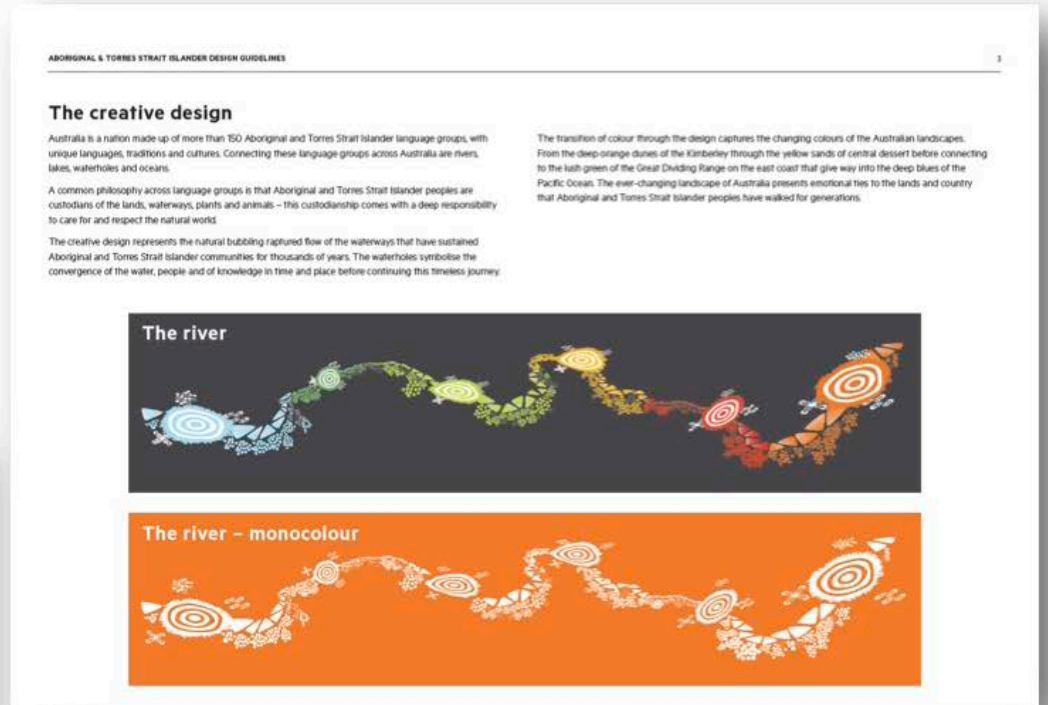
# Reconciliation Action Plan



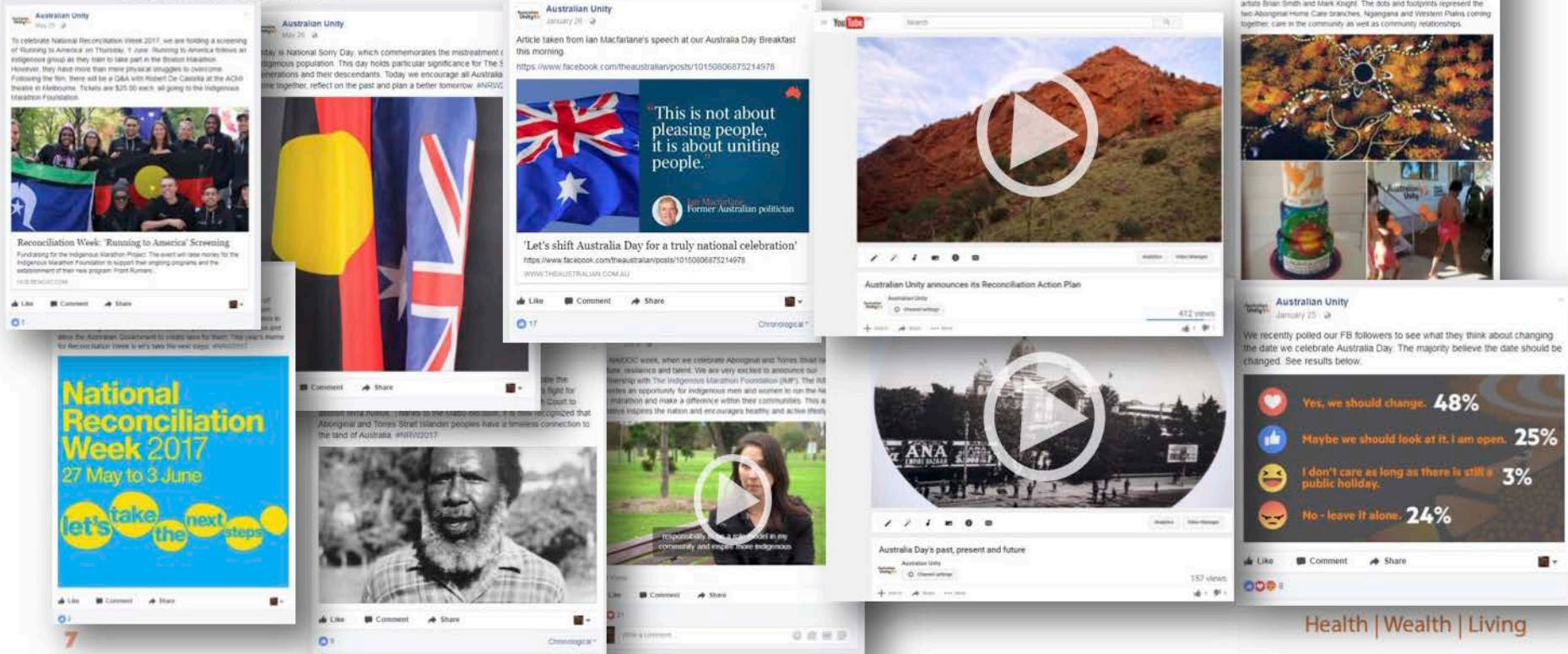
# Reconciliation Work Streams

Work Streams	Activities / Focuses
Employment, Learning & Development	<ul style="list-style-type: none"> <li>• Developing the Indigenous workforce strategy</li> <li>• Cultural Awareness &amp; Competency Training</li> <li>• Relationships with Job Service Providers / GTOs</li> <li>• Participation in development opportunities</li> <li>• Promote inclusion strategy</li> </ul>
Business Development	<ul style="list-style-type: none"> <li>• Increase procurement / supplier engagement</li> <li>• Develop commercial business relationships</li> <li>• Influence Indigenous outcomes through supplier contracts / negotiations</li> <li>• Capacity building within Indigenous business</li> </ul>
Products and Services	<ul style="list-style-type: none"> <li>• Financial inclusion</li> <li>• Review and develop health, wealth and living products</li> <li>• Support Trustee services to engage communities</li> <li>• Review Indigenous customer engagement strategies and channels</li> <li>• Influence inclusive products</li> </ul>
Events and Communications	<ul style="list-style-type: none"> <li>• Events Coordination</li> <li>• Coordinate Internal / external communications</li> <li>• Support RAP Champions</li> <li>• Liaising with Community Grant Recipients</li> <li>• Coordinating stalls at community events</li> <li>• Promote staff engagement</li> </ul>
Governance and Representation	<ul style="list-style-type: none"> <li>• Australian Unity representation on external panels / boards</li> <li>• Promote Thought-leadership</li> <li>• Internal / external engagement</li> <li>• Progress Australian Unity's reconciliation agenda</li> </ul>

# Our commitments – Brand guidelines



## Social media



**Australian Unity** May 27 · 4k  
To celebrate National Reconciliation Week 2017, we are holding a screening of *Running to America* on Thursday, 1 June. *Running to America* follows an indigenous group as they learn to take part in the Boston Marathon. However, they have more than their physical struggles to overcome. Following the film, there will be a Q&A with Robert De Caceres at the ACMI Theatre in Melbourne. Tickets are \$25.00 each, all going to the Indigenous Marathon Foundation.

**Australian Unity** May 26 · 4k  
May is National Sorry Day, which commemorates the mistreatment of indigenous population. This day holds particular significance for the 3 generations and their descendants. Today we encourage all Australians to come together, reflect on the past and plan a better tomorrow. #NRW2017

**Australian Unity** January 26 · 4k  
Article taken from Ian Macfarlane's speech at our Australia Day Breakfast this morning.  
<https://www.facebook.com/theaustralian/posts/1015006875214978>

**Australian Unity** January 25 · 4k  
Australia Day announces its Reconciliation Action Plan

**Australian Unity** August 3, 2016 · 4k  
Last week Australian Unity opened a new Aboriginal Home Care branch in Bourke. Thanks to everyone who took part in the opening and the amazing outback celebrations. The beautiful painting pictured below was painted by artists Brian Smith and Mark Knight. The dots and footprints represent the two Aboriginal Home Care branches, Ngangana and Western Plains, coming together: care in the community as well as community relationships.

**Australian Unity** January 25 · 4k  
We recently polled our FB followers to see what they think about changing the date we celebrate Australia Day. The majority believe the date should be changed. See results below.

**National Reconciliation Week 2017**  
27 May to 3 June  
Let's take the next steps

**Reconciliation Week: 'Running to America' Screening**  
Fundraising for the Indigenous Marathon Project. The event will raise money for the Indigenous Marathon Foundation to support their ongoing programs and the establishment of their new program 'Fast Runners'.

**'This is not about pleasing people, it is about uniting people.'**  
Ian Macfarlane  
Former Australian politician

**'Let's shift Australia Day for a truly national celebration'**  
<https://www.facebook.com/theaustralian/posts/1015006875214978>  
WWW.THEAUSTRALIAN.COM.AU

**Yes, we should change. 48%**

**Maybe we should look at it. I am open. 25%**

**I don't care as long as there is still a public holiday. 3%**

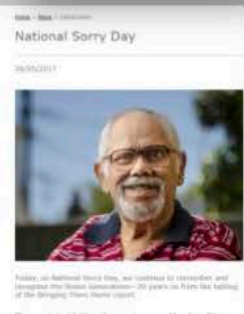
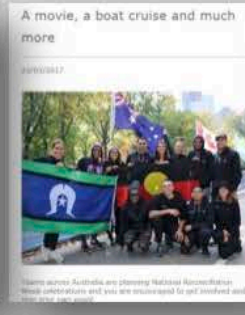
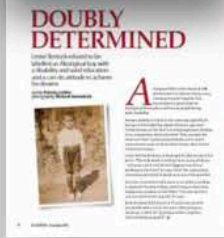
**No - leave it alone. 24%**

Health | Wealth | Living

Health | Wealth | Living



## Flourish articles



## Intranet

- Celebrating our plan for Reconciliation 12/12/16
- AU supports Recognise 08/12/17
- Australia Day calls to change the date 27/01/17
- Reflecting on the apology 10/02/17
- A movie, a boat cruise and much more (REC Week celebrations) 22/05/17
- National Sorry Day 26/05/17
- NAIDOC Week – 02/07/17

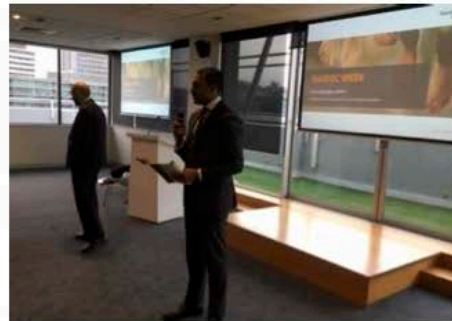
## Videos

- Great Australia Day breakfast
- Recognise Gala Event
- Reconciliation Action Plan
- Radio National Interview – RAP
- Rohan Mead Interview on SBS
- The History of Australia Day



### Top row:

- Ian McFarlane speaking at Australian Unity's Great Australia Day breakfast
- Sydney employees on a Cultural Cruise as part of Reconciliation Week
- Australian Unity's original marathon team
- Benson Saulo and Robert De Castella speaking at movie screening as part of Reconciliation Week



### Bottom row:

- Ian Hamm, Chair of First Nations Foundation addressing employees at an Afternoon Tea as part of NAIDOC Week
- Benson Saulo addressing employees at an Afternoon Tea as part of NAIDOC Week
- Panel discussion at ACMI as part of Reconciliation Week

## Commitment to financial wellbeing

Australian Unity believes in an inclusive society where all Australians can thrive. There is a link between an individual's financial situation and their overall wellbeing, as recorded in The Australian Unity Wellbeing Index findings. Australian Unity intends to positively affect the overall wellbeing of our customers and the community in realising its Financial Inclusion Action Plan.

Australian Unity is committed to:

- Identifying vulnerable groups and understanding their unique situation of financial hardship
- Advocate for change and better government policy
- Provide products and services that respond to the unmet needs in the community

These commitments seek to be realised through the guiding FIAP principles, as outlined below, across Australian Unity's customers, staff, community and partners and suppliers.

## Shifting the dial on financial exclusion

Products and Services	Australian Unity will work with vulnerable customers to create pathways of opportunity: providing a product, service or referral to a third-party service that supports their unique situation.
Capabilities, attitudes and behaviours	Australian Unity will gain a deeper understanding of the link between financial inclusion and resilience and overall wellbeing. Ongoing research will inform training for staff, and capability building of customers and the community.
Awareness and understanding of culture and diversity	Australian Unity seeks to support individuals at every major life stage, allowing us to learn and understand the needs of a diverse customer group. We will strengthen our capacity to share these learnings across our organisation, improving our approach to every individual.
Economic participation and status	Employment and training opportunities enable economic growth and support an individual's overall wellbeing. We will actively engage with individuals within and without the organisation, supporting their steps to achieving greater financial resilience.



# Developing Financial Well Being

## Community Value Measurement

Australian Unity  
Foundation Community  
Grants

Aboriginal Home Care

Aboriginal Business  
Capability

**“You can have all the facts and figures, all the supporting evidence that you want, but if at the end of the day you don’t build trust, you won’t get anywhere.”**

- Niall FitzGerald, Former Chairman and CEO of Unilever

## Building a foundation of trust

Competency	In order to be trusted, an organisation must...
Stability	Have a strong foundation
Development	Be seen to continue to develop, grow and innovate
Relationship	Provide an appealing relationship
Benefit	Deliver a relevant benefit
Vision	Have a strong vision
Competence	Have relevant competencies

# Establishing trust as BAU

Leading change within the organisation

(Participation + Representation) x Proof Points = **Trust**



## Establishing trust as BAU

Competency	Becoming a trusted organisation
Stability	Commitment to and promotion of our current/future engagement
Development	Ability to consult, engage and advocate by, with & for community
Relationship	Inclusive, open to learn and share, and mutually beneficial
Benefit	Shift the dial on key life outcomes i.e. health, wealth and living
Vision	Connecting community aspiration with business strategy
Competence	Create a culturally competent workplace and appropriate products



Health | Wealth | Living