2022 Community Report

nib
CELEBRATING 70 YEARS

Two girls pictured outdoors at Awabakal's Youth Camp participating in cultural activities

Throughout the report you will see our initiatives mapped against the United Nations Sustainable Development Goals, which demonstrates how we contribute to global sustainability efforts for people, planet and prosperity.

For more information visit our nib foundation and sustainability websites.

Acknowledgement of Indigenous Peoples

nib operates and supports employees and members from all corners of the world. Our organisation acknowledges and respects the custodianship that Indigenous peoples have on their lands and waterways.

Roslyn Toms (left) and Amy Tribe (right) holding plants at the nib tree planting team day

FY22 highlights

$2.3m
in community funding

26
charities funded by nib foundation

$70k
value in volunteer time

$122k
in traveller donations

Our community impact

Living through the COVID-19 pandemic has reaffirmed how important our health is, and our community approach continues to support this. Despite the ongoing impacts of the pandemic, we've remained flexible in our commitment to our community partners to ensure they can continue to innovate through new ideas and projects that support the better health and wellbeing of people and communities.

Many of our community investments focus on supporting organisations that favour digital solutions to educate and empower people to lead healthier lives, with the increasing demand for online support evident.

A great example of this is our new partnership with Lifeline, helping to develop its new online Lifeline Toolkit. Lifeline has had a 64% increase in demand for its eight digital mental health resources in just the last year.

We also welcomed our nine new Health Smart partners across Australia and for the first time, New Zealand.

Each of these partners is using the power of new technologies to deliver unique health prevention programs focused on topics such as mental health, vaping, sleep, harmful alcohol consumption and risk-related trauma.

As we celebrate 70 years' of nib Group, we're proud to recognise our community impact during this time.

Since the establishment of our charitable organisation, nib foundation, in 2008, we've committed over $24.9 million in funding to support 191 charities that work every day to improve the health and social outcomes of vulnerable communities.

Thanks to generous traveller donations, The Footprints Network has also contributed $5.2 million since 2005 towards community development projects overseas. And, we're proud to be expanding our partnerships with local Aboriginal and Torres Strait Islander-led organisations with our $1 million investment enabling communities to design and deliver programs for First Nations youth.

While travel remained uncertain throughout the last year, our nib Travel customers continued to make micro-donations to The Footprints Network.

Similarly, our employees were excited to see volunteering make a comeback, contributing over 960 hours in volunteering time through our employee giving program, nibgive.

Almost $79,000 in funding activities were directed towards supporting our local and international communities through another challenging year of natural disasters, including the recent floods in Queensland and New South Wales, and the volcanic eruption and tsunami in Tonga.

We're proud to share our 2022 Community Report with you and hope you will enjoy hearing from some of the inspiring people who were kind enough to tell their stories of better health.

Roslyn Toms
Group Executive Legal and Chief Risk Officer

Amy Tribe
Head of Community and Executive Officer of nib foundation

Promoting prevention
Our impact

nib foundation partners with charitable organisations across Australia and New Zealand who share our aspirations to help people and communities achieve better health. This financial year, we've committed over $1.7 million in funding to support 26 charity partners that specialise in our three focus areas – promoting prevention, enabling equality, and empowering communities. And together we are making an impact with our prevention partners supporting the health and wellbeing of more than 488,000 individuals.

2,200

students attended a batyr@uni mental health program.

76% indicated they're more likely to seek help as a result of the program

985

Kiwis visited Clearhead's **Te Reo Māori** website and chatbot

1,400

people booked an appointment with Skin Check Champions' SPOT bot

3,945

First Nations youth downloaded Black Dog Institute's ibobbly suicide prevention app.

95 active users every month

31,000

Australians engaged with Cancer Council's **alcohol prevention campaign**

12,200

school children participated in the University of Newcastle's SWAP IT program.

220 reduction in lunchbox kilojoules

Meet our 2022 Health Smart Partners

Black Dog Institute
Sleep Ninja digital intervention for adolescent sleep problems

Butterfly Foundation
providing an ongoing annual survey dataset highlighting the current and changing prevalence of body image concerns for Australia's youth

Clearhead
helping Kiwis develop a sense of purpose and identity online

Life Education
educating youth of the harmful effects of vaping

Live Life Get Active
supporting physical and mental wellbeing of Australians

Monash University
P.A.R.T.Y program tackling the health impacts of risky behaviour for youth

The Y NSW
Uplift Online empowering at-risk youth to develop healthy and active lifestyles

University of Otago
influencing policy and community-level action to reduce harmful drinking in young people

Supporting Australians before crisis

Last year, Lifeline experienced a 32% increase in visits to their website and a 64% increase in website traffic to their online mental health resources. To help meet this demand, we've extended our partnership with Lifeline committing $750,000 to build the Lifeline Toolkit. The toolkit will offer online resources, articles, stories, and support tools to enable those in need to access support on their own terms.

Promoting prevention

Encouraging body positivity

Butterfly Foundation's *Body Kind Families* in partnership with nib foundation has played a crucial role in providing parents with important evidence-based information and practical tips to support positive body image in teenagers, particularly during the pandemic.

Helen Bird pictured smiling in front of a fireplace

1,057 parents participated in the **Body Kind Families** webinar

7,163 parents accessed the **Body Kind Families** resources

93% of families said they will implement learnings

Being body kind

A survey conducted by the Butterfly Foundation found that children's mental health, particularly body image, is an area most parents recognise as important and one in which they have an essential role to play. This is consistent with national findings[1] that over a third of young Australians are extremely concerned about body image.

During 2020 – 2021 webchat contacts to Butterfly Foundation's National Helpline increased by 116% with enquiries for school education services lifting by 150%.

"As a mother of a teenager, and as someone who works to support parents and families with body image education and resources, I understand that there's a real need to address the pervasive messaging in society that is constantly telling people that if you don't look a certain way that you are somehow less worthy, and that your body is in some way wrong.

In my many years in the industry, I've noticed a gap in resources for parents and caregivers surrounding these topics as well as their own growing need and desire to feel empowered to better support their teens' developing body image.

Body Kind Families supports teenagers and young people to become resilient and better equipped to navigate body image issues. We are helping to protect future generations from developing serious mental and physical health issues, including poor body image, which can lead to disordered eating and eating disorders.

One parent told us they had previously felt like they were walking on eggshells and were fearful of saying the wrong thing when bringing up body image with their child. They said it was a game-changer to have access to resources that empower them to speak openly about these issues without their teen shutting down."

– Helen Bird, Manager of Education at Butterfly Foundation.

Body Kind Families offers access to free resources – webinars, videos, tips sheets and audio content – and activities to help the whole family. The content offers a series of topics based on key findings from the parent survey and aims to boost parents' confidence in promoting positive body image and responding to body image concerns.

1. Mission Australia Youth Survey.

Enabling equality
Connecting to culture

We are proud to partner with Aboriginal and Torres Strait Islander-led community organisations that support the better health outcomes of First Nations communities. Through our Aboriginal Health Partnerships, we partner closely with organisations that specialise in working with Aboriginal and Torres Strait Islander peoples. They provide holistic support that builds emotional and social wellbeing in youth through connection to country and culture.

A group of local First Nations teens pictured smiling with their Awabakal Youth Camp leaders holding their weaving creations

One
youth leadership camp

40
sponsorship grants to support education, community and leadership projects since 2021

14
youth leadership camp participants

Engaging our future leaders

We funded a three-day cultural leadership camp run by Awabakal for high school students in the Hunter region. Held at Glenrock Scout Camp, the educational workshops are designed to support youth to identify their strengths and pathways after school and learn skills to become ambassadors in their community. Through the camps, we hope to be a part of the change that will promote greater health and life outcomes for First Nations students in the area.

A healthy connection

Our partnership with We Care enables the delivery of their *Yarn Up Connecting Countries* mental health program for Aboriginal and Torres Strait Islander men. The three-day program involved over 75 men from the lands of the Awabakal, Wonnarua and Worimi people. They participated in culturally-significant sites, teachings from elders and cultural-based activities. This included engaging in First Nations dance, language and spirit and collecting and preparing cultural implements. Our hope is that these programs mean participants will continue to build their sense of connection to self, community, culture and country.

5
Yarn Up groups supported

75
Yarn Up participants

Young mob moving

Since May 2020, over 200 Aboriginal and Torres Strait Islander youth were able to participate in the Young Mob Moving health and fitness program with the National Centre of Indigenous Excellence. Held in Redfern and La Perouse, the program aims to get First Nations youth excited about their health and wellbeing and provide them with the information and tools they need to lead a healthy lifestyle. Young people reported enjoying higher levels of physical activity and increased confidence as a result of their participation in the program.

Enabling equality

Breaking down mental health barriers

Clearhead User, Luke, (left) pictured in his Royal New Zealand Airforce uniform standing next to his uncle.

985
Māori visits to the Clearhead website

10%
of all users returned to the Clearhead website

84%
of users that identified as Māori found the self-help tools helpful

Supporting Māori mental health

Research has shown that having a strong connection to Māoritanga, including confidence with Te Reo Māori, is associated with a lower risk of suicide for Māori.[1]

Clearhead has been able to offer mental health resources and chat services, in language, following the launch of their culturally inclusive mental health platform with nib foundation. This reduces barriers often faced by Māori when seeking mental health support and helps more people, like Luke, have the best chance at life.

Luke joined the Royal New Zealand Airforce in 1997 and was later deployed to East Timor on an advanced mission. A few years later, after leaving the service to study, he recognised he was struggling with his emotions and feelings about living in a civilian world.

Almost two decades later and after experiencing a family tragedy, Luke took the initiative to find an online space that could help him tackle what he had been living with in silence for many years.

"Being programmed with a military mindset didn't work in the civilian world, and I had difficulty understanding what was going on.

After living with this for 17 years and not speaking about it, I was looking for support to help me feel safe and comfortable. The death of my son, his mum and grandmother all in the same year triggered what I'd been feeling for a long time.

I was attracted to Clearhead because I didn't have to reach out to a human in the first instance and it gave me an opportunity to get my head around some of the questions I could be asking myself. The other aspect that made me feel comfortable was the use of Māori words. As a cultural learner, it is important for me to connect with words that I am familiar with such as manaaki (support and care), aroha (love) and whakawhanaungatanga (the process of establishing relationships) and Clearhead was able to offer this to me.

Today, I'm doing much better. Clearhead was the avenue that let me explore my mental health in a safe and secure way. I could acknowledge my feelings and emotions and realised that many of my struggles stemmed from my military experience and transition into civilian life. From this realisation, I was really pleased to be able to approach Veteran Affairs, who had the experience and resources to support my trauma. I now recommend Clearhead to all my family and friends."

– Luke, Clearhead user.

1. Mental Health Foundation of New Zealand (2018)

1 NO POVERTY | 3 GOOD HEALTH AND WELL-BEING | 10 REDUCED INEQUALITIES

Empowering communities
Responding to disasters

This year we've witnessed the strength and resilience of people and communities across the nation. That's why we've committed over $78,000 in disaster relief to support communities across Australia and the Pacific who are working hard to recover from recent natural disasters.

Awabakal Community Controlled Health Service frontline workers pictured together wearing facemasks and holding the donated facemasks

12,000
facemasks supplied

Equipment to support COVID-19 testing

Responding to the needs of vulnerable communities

Aboriginal Community Controlled Health Services (ACCHS) across Australia played a vital role in protecting local communities during the COVID-19 pandemic. We were able to help in a small way by responding to requests for support from two ACCHS in our network. This included supplying urgently needed facemasks for frontline healthcare workers, and equipment to support the COVID-19 testing effort.

Offering a helping hand

We have helped support those impacted by the recent floods in south-east Queensland and northern New South Wales through our flood disaster relief package. Eligible nib members could access a 30-day premium waiver or select to suspend their policy for up to three months. nib foundation also committed $50,000 to Lifeline Northern Rivers to fund the new fit-out of its call centre in Lismore, which was destroyed during the floods. Our employees also did their part, raising over $2,800 for the Australian Red Cross Floods Relief Appeal with donations matched by nib foundation.

$50,000
donated to Lifeline Northern Rivers

$2,884
in employee fundraising

30-day premium waiver
for eligible members

Providing emergency aid

The impact of the volcanic eruption and tsunami in Tonga was felt here too, with many of our Pacific nib members working in Australia concerned about their loved ones and unable to contact home. We worked with our partner Lifeline to develop a free resource hub, in language, full of mental health resources the Tongan community could access during this stressful time. We also donated $20,000 to our Footprints Network partner, Plan International Australia, to help provide clean water and hygiene kits to over 4,000 people in Tonga. Meanwhile, our employees raised almost $6,000 with nib foundation matching employee contributions dollar for dollar.

$20,000
donated to Plan International Australia

$5,942
in employee donations

Free access to **Lifeline** mental health resource hub

Empowering communities

Encouraging social connections

It's been a tough couple of years for farmers and their families living in the Upper Hunter region of New South Wales. Between the drought, fire, floods, mice plague and COVID-19 pandemic, the community has been hit hard and morale has suffered. In the wake of these events, Upper Hunter Community Services spotted a need for social connection and support, particularly among women in the region.

A Horsanity workshop participant pictured extending an arm out to a horse in the paddock

6 horse therapy and art workshops

82 participants in the workshops

4 events held in drought impacted communities

Conversations in the paddock

With nib foundation's support, Upper Hunter Community Services developed a series of equine and art workshops for women to share their experiences and find support in the company of horses or budding artists.

When Linda* first arrived at Upper Hunter Community Services Horsanity Workshop in Blandford, she was nervous and had already been concocting excuses in her mind to make a quick exit. To her surprise, the beautiful surroundings, tea and coffee and easy conversation with like-minded women made her immediately feel at ease and she was ready to be involved in the workshop.

"It's an understatement to say that the various disasters of recent years have taken a heavy toll. Throughout everything we experienced in rural NSW, I lost my marriage, stepkids, and career. I also felt deep empathy for my friends, community and the world who were experiencing ongoing hardship. The Horsanity workshops appealed to me because I love animals and nature, and it seemed like a gentle way for me to access support and heal.

Led by excellent facilitators, we moved within the paddock, sharing our feelings with each other in a safe environment. We also observed the horses' behaviours and shared with them a collective experience without words. In discussing our hardships, we learned what we had control over, how we could heal and how we could move on as both individuals and a community.

Ultimately, we learnt skills that helped us to take back our power."

– Linda*, Horsanity participant.

*Name has been changed to protect privacy

The Footprints Network

A more sustainable footprint

We believe that as travellers we have a responsibility to give back. The Footprints Network, founded by our World Nomads travel brand, encourages travellers who purchase a policy with us to add a small donation toward one of the community development projects we support. While there was less opportunity for our customers to purchase a policy and make a donation during the pandemic, we're proud to have continued to make a positive impact on people and places around the world, totalling $5.2 million since 2005.

Picture by WaterAid of Wom village community members installing their new water supply

Making clean water a priority

Our most recent WaterAid project in Papua New Guinea is one of six projects funded through micro-donations from travellers. WaterAid is an international not-for-profit determined to make clean water, decent toilets and good hygiene available for everyone, everywhere within a generation.

Thanks to the generosity of our customers, WaterAid recently celebrated the opening of a new water supply for Wom Village, East Sepik Province.

A total of 13 rainwater catchments were constructed within the town, each including a 9,500 litre water tank and a tap stand. One catchment will provide clean water for up to four households, and the new water supply will enable more than 500 men, women and children of Wom Village to experience the health and wellbeing benefits of clean water and good hygiene.

Did you know?

Almost two in three
people living in the least developed countries lack soap and water for handwashing at home

One in 10
people across the world do not have access to clean water at home

1.7 billion
people internationally do not have access to proper sanitation facilities

3 GOOD HEALTH AND WELL-BEING

17 PARTNERSHIPS FOR THE GOALS

nibgive

Giving from the heart

We're always looking for opportunities for our people to get behind a good cause, and our nibgive program enables our employees to do just this. Whether it's fundraising for a community impacted by a natural event, volunteering with our community partners, or contributing part of their pay towards a charity of their choice; our people are always eager to give back to the community in which they live and work.

Five nib employees pictured in their yellow OzHarvest aprons in the kitchen with the OzHarvest Head Chef

$17.5k
in donations raised by employees

15
charity partners supported

$70k
value in volunteer time

960
volunteer hours

Zero food waste

Through OzHarvest's food rescue and cooking volunteer initiatives, our employees have been learning how to fight food waste, save money and help save the planet. Our nib teams across the Group have recently spent the day with OzHarvest cooking a hot meal for those in need. Using leftover food collected from local supermarkets and online food delivery services, they were able to feed over 130 people across Sydney and Newcastle. Our employees also joined OzHarvest delivery drivers for the day to rescue food from local supermarkets.

A home away from home

Our nib travel team spent the evening with nib foundation's partner Ronald McDonald House Charities Australia (RMHC), cooking a hot meal for the families staying at Ronald McDonald House in Randwick. We're also proud to sponsor facilities in four houses at Newcastle, Randwick, Westmead and Gosford, so that RMHC can continue to provide families of seriously ill children with a home away from home.

Every drop counts

In April, reserves of the emergency Type O Negative blood, often needed for accident and trauma patients, dropped to their lowest point in 12 months. To help, our employees rolled up their sleeves on 27 occasions over eight months to donate blood or plasma at their local Red Cross Lifeblood centre.

nib in the community

Keeping our community healthy

Our sponsorships and community partnerships represent much more than simply logo and brand recognition. It provides a real opportunity to invest in community health and wellbeing.

nib Managing Director & CEO, Mark Fitzgibbon (right) and Paul "The Chief" Harragon (left) pictured at nib's match day

A match day to remember

We celebrated our nib Match Day at the Newcastle Knights first home game with a range of activities for healthcare workers, our community partners and footy fans.

- 500 frontline healthcare workers and their families were given free match day tickets to say thanks for keeping our community safe during the COVID-19 pandemic.
- Local footy player and recipient of Awabakal's Community Sponsorship grant, Taimana, was invited to toss the coin at the game's opening.
- 700 footy fans enjoyed a free mocktail after visiting our nib Health Hub and completing the Healthy Eating Quiz – a joint effort by nib foundation and the Univertsity of Newcastle to encourage more Australians to develop healthier eating habits.
- A lucky nib Health Hub visitor was invited onto the field at half-time to take part in a kicking challenge to win a signed Knights' jersey.

A day in the life

Our partnership funding with the nib Blues Womens team in Auckland also contributes to the development and wellbeing of the team. Initiatives to support the players include a nutrition class with a dietitian, an ice bath recovery workshop and a pair of high-performance rugby boots gifted to each player. To shine a spotlight on what it takes to be a professional female rugby player – juggling fulltime work, rugby and family life – we also launched a content series which showcased 'A Day in the Life' of players Eloise Blackwell, Cristo Tofa and Theresa Fitzpatrick.

Blues womens players' Cristo Tofa (left) and Eloise Blackwell (right) smiling with their arms crossed and wearing the team jersey.

Click image to play video

Richmond AFLW players' Katie Brennan (left) and Sarah Hosking (right) smiling wearing the team pride guernsey in a park.

Click image to play video

More to sport

A highlight of our partnership with the Richmond Tigers this year was investing additional sponsorship funding into the club's Korin Gamadji Institute (KGI). This funding supported the growth of program initiatives that included the hire of a dedicated Aboriginal and Torres Strait Islander psychologist for their REAL Healthy program.

In addition, we welcomed Angela Burt, KGI's Head of Programs, to our Reconciliation Action Plan (RAP) Advisory Committee to support the delivery of our RAP commitments in a meaningful and culturally safe manner.

The Richmond Women's team also had fun this year creating a fitness video series with nib foundation partner Live Life Get Active to encourage more people to keep active and healthy.