



2025 Community Report



Message from the Managing Director and CEO

Our purpose at nib is the better health and wellbeing of our members, travellers and participants as well as the communities where we live, work and operate.

This year has seen communities experience many pressures that impact people’s health and wellbeing, including the rising cost of living and global conflicts and uncertainty. This brings into sharp focus the need for businesses like nib to support communities both local and global. Working in partnership to solve health challenges is fundamental to how nib operates, and you will read many examples in this report of how we are partnering for better health and wellbeing.

As a Director of the nib foundation Board for the past five years, I’m very proud to see the outcomes of our work with the not-for-profit sector in preventing chronic disease and enabling better health equity in a way that benefits all people. For instance, this year nib foundation commenced four new Better Health Partnerships with leading organisations focused on the major health conditions such as heart disease, diabetes, mental health and cancer, that most impact Australian and New Zealand communities, including our nib members.

We also welcomed two new disability sector partnerships that aim to improve health equity for people living with disability, a need we see every day in our nib Thrive business.

You will read about our investments in health and medical research, supporting scientific advancement in areas closely connected to our business.

This year we also continued to foster more equitable and inclusive communities through our brand partnerships and sponsorship of community events, with examples of how we are backing First Nations health, gender equality and all abilities sport highlighted in this report.

The Footprint Network marked its 20 year anniversary, with nearly \$6 million raised to date via our nib Travel brands. During the past year our travellers have donated to several critical aid projects supporting children living in the heart of global conflicts.

Finally, I extend my appreciation to the many community groups we work alongside in pursuit of better health and wellbeing, and also to our nib employees who generously contributed to good causes through our employee giving program, nibGive.



Ed Close

Managing Director & Chief Executive Officer
nib Group



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Photo credit: The Kindness Institute

Acknowledgement of Indigenous People

nib operates in, and supports employees, members, travellers and participants from, all corners of the world. Our organisation acknowledges and respects the custodianship that Indigenous and First Nations peoples have over their lands and waterways. nib acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians and pays respect to Elders past and present across all the lands on which we operate.

Sustainability at nib

Our initiatives within this report map to the following four United Nations Sustainable Development Goals and demonstrate how we contribute to global sustainability efforts for people, planet and prosperity. Learn more about nib Group’s broader sustainability efforts in our [Sustainability Report](#).



Living longer in better health

At nib, our purpose is your better health and wellbeing. As nib’s charitable arm, nib foundation’s mission is to reduce the chronic disease burden on individuals, populations and the health system. We invest in partnerships that promote prevention and enable health equity, supporting communities where nib operates to live longer in better health.



First Nations peoples



People living with disability



People living in regional and remote areas



People from culturally diverse backgrounds

Introducing our Better Health Partners

This year we announced four new Better Health Partners for nib foundation–Lifeline Australia, Cancer Council NSW, Heart Foundation and Diabetes Australia. As leading organisations they specialise in some of the major chronic health conditions faced by Australians including cancer, diabetes, heart disease and mental ill-health. Through these partnerships we will work together to amplify their prevention and health promotion work through nib, so that more people have high quality information and tools, as well as the supportive environments they need to stay well. Each of these partners has also received funding from nib foundation to deliver a specific health equity project over the coming three years. These projects will focus on groups of people who face barriers to accessing the care they need.

Throughout this report you can learn more about how we’re supporting our Better Health Partners to ensure that more people, regardless of background or circumstances, have access to the support they need.



proudly supported by



Photo credit: Diabetes Australia

Focusing on health equity with nib foundation

nib foundation has a particular focus on reducing barriers and improving health outcomes for people who are more likely to experience discrimination and marginalisation from the health system, including:



nibGive Lifeline card writing volunteering

nib employees in Sydney and Newcastle volunteered their time to write thank you cards to Lifeline’s crisis support volunteers for National Volunteer Week.

Investing in digital health solutions

We strive to help as many people as possible to protect their health and wellbeing. That’s why we continue to support community-based digital health and wellbeing solutions, to connect people to trusted partners and empower positive health choices.



Photo credit: Lifeline Australia

Expanding Lifeline’s Support Toolkit

Over the last four years we’ve funded Lifeline’s Support Toolkit, from development to launch, to over 370,000 people using it in FY25; nearly a 50% increase in total users on the year prior. With this strong community uptake, the current need is to segment support to specific audiences. Our nib foundation partnership with Lifeline will now focus on the needs of culturally and linguistically diverse Australians. Research shows that Australians from culturally diverse backgrounds are at greater risk of mental health problems and suicidal behaviours than the general population, are less likely to seek help, and face significant barriers to accessing help when they do so. Lifeline’s Support Toolkit will work to provide more targeted, culturally safe resources to better support culturally diverse people impacted by mental health challenges.

Health Supports

We want our members to be at their healthiest, which is why we offer a range of [Health Management Programs](#) to eligible members. We also extend this commitment to all people in our communities through our foundation and community partners; check out their digital health supports.

[View](#)

Your relationship with alcohol



Photo credit: Hello Sunday Morning

Hello Sunday Morning says Hello Change

Celebrating our eighth year in partnership, funding from nib foundation helped [Hello Sunday Morning](#) create Hello Change, a personalised, online program to help people take control of their drinking habits. With cognitive behaviour therapy it enables better understanding of one’s relationship with alcohol, while providing practical skills to manage cravings and ultimately make changes to drinking behaviours.

Impact Report

[View](#)

Through our FY25 Prevention Partnerships, **478,841** people accessed digital health tools and other programs that support them to make positive changes to reduce their chronic disease risk. See the impact in our [2025 Impact Report](#).



Photo credit: Clearhead

Matching people to the right support with Clearhead

In New Zealand, Clearhead launched the Match Me tool to improve booking rates on their online mental health support access platform. Finding mental health support can feel daunting and overwhelming, and Clearhead identified significant dropout rates before appointment bookings were completed. Developed with funding from nib foundation, Match Me provides personalised recommendations to people looking for professional support, from counsellors to psychologists, based on the user’s specific needs and preferences for a therapist. This has improved the booking rate by 10%, so more people are accessing appropriate support for their mental health.

[View](#)



26k+

Improving nutrition with the University of Newcastle:

people took the Healthy Eating Quiz from University of Newcastle, for personalised recommendations to improve nutrition.



373k+

Increasing access to mental health support with Lifeline:

people accessed Lifeline’s Support Toolkit.

81% of users providing survey feedback indicated that the content was useful to them.



7.8k+

Changing drinking habits with Hello Sunday Morning:

people used Hello Sunday Morning’s Drink Tracker to change their drinking habits and experienced an 82% reduction in drinking risk, and a 23% reduction in mental health distress.



5k+

Connecting people with care that fits with Clearhead:

people used Clearhead’s Match Me tool to book in with a mental health professional.

Advancing health through research

Funding research is vital to progress evidence-based practice and create lasting health improvements. We proudly partner with Hunter Medical Research Institute (HMRI) and the Australian General Practice Research Foundation – the philanthropic arm of the Royal Australian College of General Practitioners – to deepen understanding of chronic disease prevention and enhance patient care across Australian communities.



Photo credit: Hunter Medical Research Institute



Photo credit: Australian General Practice Research Foundation

Collaborative grantmaking with HMRI

nib and HMRI have collaborated to identify shared priority areas in chronic disease, with the potential to significantly improve patient care. We are investing in three research projects that will translate into practical healthcare solutions to improve health outcomes for the Hunter New England community.

Setting expectations on knee surgery:

A patient education program setting expectations on knee surgery outcomes, which aims to address the issue of unmet expectations from Total Knee Arthroplasty surgery, impacting patient satisfaction.

Genetically guided health information:

This research will help clinicians more accurately tailor treatment by incorporating genetic risk data into chronic disease management.

Shared care approach to mental health:

This project will help people with mental health conditions better engage with digital healthy lifestyle coaching to improve and manage their overall health.

Reversing type 2 diabetes

In 2024 nib foundation funded Australian General Practice Research Foundation’s Healthcare Systems and Sustainability Grant, which was awarded to Associate Professor Ralph Audehm and the Take 2: Diabetes project. Based on the UK’s DiRECT trial, it adapts a 12-week low-calorie diet and lifestyle intervention for Australians newly diagnosed with type 2 diabetes. Delivered through a shared protocol between general practices and accredited exercise physiologists, the program empowers individuals to manage their diet and physical activity to support sustainable lifestyle changes that underpin diabetes management. This project aims to inform the development of a scalable, sustainable model for diabetes care in Australia.



Photo credit: Hunter Medical Research Institute

**nib foundation**

investment **kickstarts**

priority research

[View](#)



Encouraging healthy lifestyles for young people

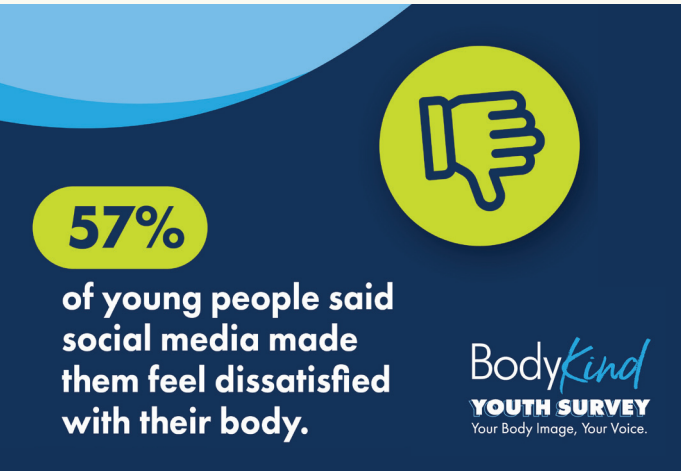
Supporting young people to build healthy habits early in life lays the foundation for long-term wellbeing. Through our partnerships, nib foundation helps equip young people and their parents, carers and educators with tools and programs that promote positive behaviours.



Butterfly Foundation's BodyKind Youth Survey

For a third year, the BodyKind Youth Survey gathered insights from young people across Australia to better understand their body image experiences. It revealed that over half of young Australians are dissatisfied with their bodies, with LGB+ youth and girls most affected. Young people identified social media as worsening these pressures, while most of them rarely seek support for body image concerns. These insights reinforce the importance of prevention programs, such as Butterfly Body Bright and Butterfly BodyKind, which provide educators and students with tools to foster positive body image, resilience, and healthier relationships with eating and physical activity.

[View](#)



[View](#)

Photo credit: Butterfly Foundation



Photo credit: Life Ed NSW

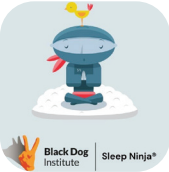
Life Ed teaches the realities of vaping

Life Ed NSW expanded its Reality Now program to more regional areas to help schools tackle youth vaping rates. Using interactive surveys and tailored education, the program helps students understand the real impacts of vapes; while equipping schools, parents and teachers with resources to promote informed, healthy choices. A recent survey of students who participated in the program across several NSW Local Health Districts revealed strong positive outcomes: 92% of students reported they now understand substance use and its consequences, and 90% said they now feel more equipped to manage peer pressure.



19k+

young people used batyr's OurHerd app to access stories from their peers about navigating their mental health. 19% reported understanding where they could go to seek further support.



2.4k+

adolescents used Sleep Ninja, an app from Black Dog Institute, to improve sleep habits and reduce anxiety, depression and insomnia symptoms.

81%

of surveyed users experienced a reduction in insomnia symptoms.



1.6k+

young people participated in Butterfly Foundation's Body Kind Youth Survey, 90% had some level of concern about their body image.



13k+

high school students learnt the realities of vaping and how to resist peer pressure to vape through Life Ed's Reality Now program.

74%

of students reported never having vaped, yet only 10% believed most of their peers had never vaped.

Supporting culturally safe community programs

nib partners with community organisations in Australia and Aotearoa New Zealand to support better health outcomes for Aboriginal and Torres Strait Islander and Māori communities. We recognise that the most meaningful and lasting change comes from initiatives designed and led by community, grounded in connection to culture, family and Country.



Photo credit: Heart Foundation

Health checks for community

At Te Matatini o Te Kāhui Maunga in New Zealand, we promoted proactive Māori health care. We delivered free health checks to over 400 whānau (family/individuals), supported by Heart Foundation NZ and Diabetes NZ.

Growing future leaders with Awabakal

Through nib foundation’s support, Awabakal’s Dhirrabuu Burrulaabaa (Strong Leaders) program delivered by Winanga-y Dreaming with funding from nib foundation gives local Aboriginal youth the chance to build leadership skills and explore future pathways through culturally-led camps. Hear directly from participants as they share how the experience has shaped their confidence, wellbeing, and connection to Country and community.



About the Dhirrabuu Burrulaabaa (Strong Leaders) program

Watch



Participants of the Dhirrabuu Burrulaabaa program

Watch

Photo credit: Awabakal Ltd



Watch

Guided by Whakapapa, growing through Atawhai

We’ve continued our support for the Atawhai program, led by The Kindness Institute in partnership with the iwi Ngāti Whātua Ōrākei. Atawhai offers a kaupapa Māori approach to building resilience and mental wellbeing among rangatahi (young people) in Aotearoa New Zealand. Grounded in Māori principles and supported by the iwi, the program teaches tools for mindfulness, emotional strength and leadership.



Photo credit: The Kindness Institute

See how Atawhai is making a difference in the lives of rangatahi and supporting their journey toward wellbeing.

Watch

nibGive NAIDOC Week volunteering

During NAIDOC Week 2024 our people volunteered at several community events sponsored by nib including community days hosted by Awabakal in Newcastle and The National Centre of Indigenous Excellence in Sydney.



Championing the end of rheumatic heart disease

We began supporting the Heart Foundation’s Champions4Change program, a First Nations-led initiative empowering people with lived experience of rheumatic heart disease. Champions raise awareness, promote prevention, and advocate for culturally safe care—helping to reduce the impact of this entirely preventable disease that disproportionately affects Aboriginal communities across Australia.

Facilitating access for people with disability

Supporting the wellbeing of people with disability remains central to our mission as a health partner. Through nib Thrive and our community partnerships we're enabling greater access, inclusion and independence. This helps individuals lead healthier, more connected lives within their communities.



Photo credit: Down Syndrome Australia

Transforming diabetes care for people living with disability

Our nib foundation Better Health Partner Diabetes Australia is piloting Safely Injecting Insulin, a program training disability support workers so they have the skills, knowledge and confidence to safely administer insulin for people living with both diabetes and disability. The goal is to establish access to appropriately trained carers as the national standard of care, enabling timely, personalised support, reducing complications, and improving health outcomes for this underserved community.

nib Newcastle Knights Match Day

As part of our 2025 Knights Match Day, we collaborated with the Trainer Group in hosting an All-Abilities game featuring their Game Changer program participants at half time. It was a standout moment of the day, and each player received a Knights jersey from our Chief Motivation Officer, Dylan Alcott. Watch the video to see the fun.

[View](#)



Supporting big dreams with Dylan Alcott Foundation

nib proudly supported Dylan Alcott Foundation's grant program, helping young people with disability pursue their goals. One of our chosen recipients was Sybella, a para-sprinter aiming for LA 2028, now equipped with specialised coaching and training gear. Watch Sybella's story.



Photo credit: Dylan Alcott Foundation

[View](#)

New partner alert!

People with Disability Australia and Down Syndrome Australia

To advance better health equity for people with disability, nib foundation has launched two new partnerships. People With Disability Australia will develop national best practice guidelines to help healthcare professionals better support LGBTQIA+ people with disability, addressing discrimination and accessibility barriers. Down Syndrome Australia is creating easy-to-understand resources to help people with Down syndrome and their families spot early signs of age-related health conditions and access preventive care. Both initiatives aim to improve health outcomes and empower communities through inclusive, informed healthcare.

nibGive Children's Christmas Parties Volunteering and sponsorship

nib Thrive sponsored the Children's Christmas Parties held in Mackay, Brisbane, Townsville, Adelaide, Cairns, Melbourne, Newcastle, Tasmania and Sydney. These events bring joy to children living with disability every year. We also sent along nib volunteers to support the big day and ensure the children had a blast.



Photo credit: People With Disability Australia

Supporting wellbeing in regional and remote areas

Health and wellbeing outcomes can vary widely for people living in regional, rural and remote parts of the country. At nib, we're proud to support these communities by investing in locally led initiatives, and being there in times of need.



Community Garden thrives

Regional Enterprise Development Institute has revitalised the Bourke Community Garden into a productive and safe community asset. After several years learning and trialling new waterwise and sustainable gardening methods, this year saw the biggest harvest to date. We are pleased to see our three-year grant has provided employment, improved food security and created a welcoming space for young and old to connect with each other and nature.



Photo credit: NSW Outback Division of General Practice

Increasing cancer screening uptake with Cancer Council

We're proud to continue our partnership with Cancer Council NSW. With funding from nib foundation we've committed to a new initiative to increase participation in national cancer screening programs, including people living in rural and remote communities. Tailored interventions will be delivered across NSW to improve access, awareness and motivation for screening for bowel, breast, cervical and lung cancer. By working with local health and community organisations, the program aims to reduce barriers and improve early detection in communities disproportionately affected by cancer.

Outback Division of General Practice launches Bourke Pathways

Bourke Pathways is a care navigation program supporting residents of Bourke Shire to access health, community and social support, and other services. Co-designed with local providers and delivered by the NSW Outback Division of General Practice with support from nib, the program helps clients living with one or more chronic diseases. This includes reconnecting with local health services after a hospital stay, coordinating appointments and transport, facilitating follow-up care, and assisting with applications to access funding and support plans.

With over 80 clients accessing 816 occasions of service since the program began, locally based staff offer personalised support to improve health literacy, build confidence, improve service access and strengthen overall wellbeing. In a region where isolation and limited services pose challenges, Bourke Pathways is helping people feel informed and connected to the care they need.



Helping families access care for sick kids

We continued our support of Ronald McDonald House Charities by upgrading two units at Newcastle House and helping increase the number of families supported in Family Rooms in Newcastle and Gosford Hospitals, offering comfort to families who have had to travel from the country to access critical medical care for their children. Our people also volunteered across 15 sessions, with 103 volunteers preparing meals in Sydney, Newcastle and Melbourne, giving parents a break and providing tangible support to an organisation there for regional communities in times of need.



nibGive Christmas volunteers for Ronald McDonald House Charity

nib employees joined the festive fun at Ronald McDonald House Newcastle's Christmas party to bring joy to the resident families. Our team helped out with dinner, dished up ice cream sundaes, and got creative with face painting – making the celebration a special moment for families spending the holidays away from home during their child's treatment in hospital.

Global aid in action

Through the Footprints Network, micro-donations from our travelers support a wide range of global projects –advancing health, education, equality and conservation in line with the UN Sustainable Development Goals, one small contribution at a time.



Photo credit: Save the Children



\$163,594

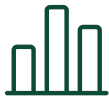
FY25 donations total



25,145

travelers who donated

9



projects funded

9



countries supported

Standing with children in times of crisis

Thanks to the generosity of customers who buy travel insurance with our nib Travel brands, we helped enable two critical humanitarian projects with Save the Children. In Ukraine, the funding is providing vital education materials and safe learning spaces for children whose schooling was disrupted by war. In Gaza, funding delivered emergency relief to children and families affected by the ongoing conflict, including food, water and psychosocial support. These initiatives reflect our shared commitment to supporting vulnerable communities in times of crisis.

\$20,000+

donated to support children's education in Ukraine



Providing Ukrainian books to children

\$30,000+

donated to support relief for children in Gaza

100k+

food baskets delivered

nibGive Supporting Footprints partners through payroll giving

Over \$5,000 was donated by nib employees to Footprints partners through payroll giving this year, with every dollar matched by nib foundation – doubling the impact for communities around the world.



20 years of giving back, changing lives, and making a difference, one micro-donation at a time.

2 million

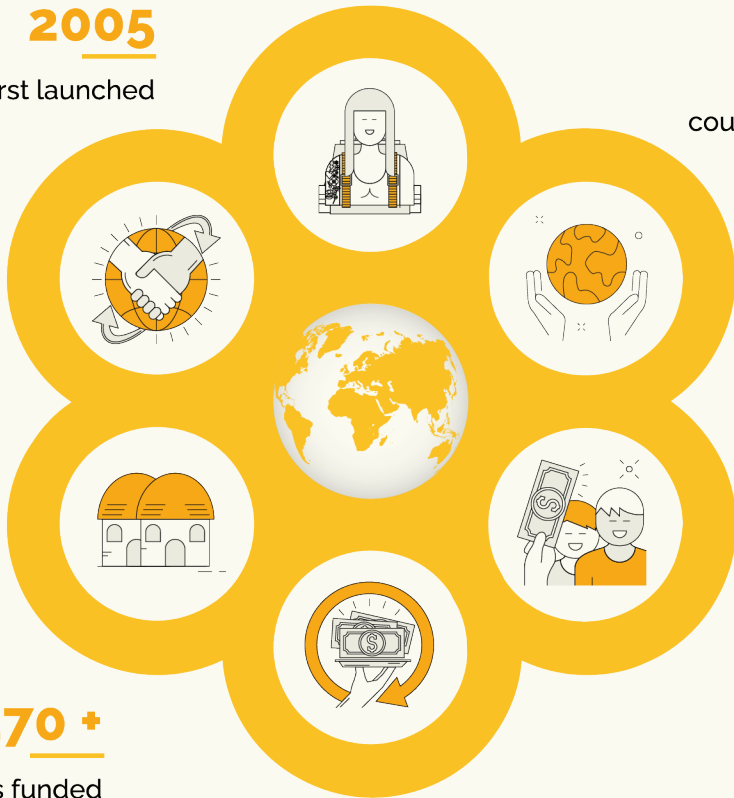
travelers donated

2005

first launched

47

countries helped



270 +

projects funded

3 million

people positively impacted

AU\$5.7 million

funds raised to date

We celebrated 20 years of the Footprints Network, an incredible milestone made possible by nearly 1.4 million generous travelers. Together, we've raised almost \$6 million, funding over 270 life-changing projects across 47 countries. Watch the video by World Nomads and celebrate the impact we've made together:



Strengthening communities

At nib, strengthening the communities where our business operates takes many forms, from supporting local community initiatives to backing women in sport, and empowering our people to contribute to causes they care about. We're proud to play a role in building healthier, more connected communities across all the places we call home.



Women leading the game

Our continued partnerships with the Richmond AFLW team, Newcastle Knights NRLW team, and the Blues women's team in Aotearoa New Zealand reflect our commitment to championing women in elite sport. These partnerships help create more opportunities for women to lead, compete and inspire – on and off the field.

nibGive in FY25

Through our employee giving program nibGive, our people have the opportunity to support causes close to their hearts and local communities—whether through volunteering, fundraising or regular payroll giving.

Coming together to give

Our people rallied for mental health, raising funds for Do It For Dolly Day which supports anti-bullying and youth mental health, and taking on the Lifeline Push-Up Challenge to help fund their vital crisis support services. Team nib banked over 42,000 push-ups and raised more than \$3,000, including matching from nib foundation.



Volunteering with OzHarvest

Our people continued to support OzHarvest across multiple locations with 105 volunteers. Through volunteering to cook up a storm in the kitchen with over 840 meals provided, and in the OzHarvest van to collect food donations, we've helped them in their mission to address food insecurity.

Promoting youth wellbeing with Ngāti Whātua Ōrākei

In New Zealand we teamed up with Ngāti Whātua Ōrākei for a fun-filled day at Wero Whitewater Park, offering their young people opportunities to learn water safety skills and receive free dental and eye checks.



1,619

volunteering hours



\$24,096

in fundraising and payroll giving donations



\$107,482

value in volunteer time



25

charity partners supported

