



First Nations Recognition and Respect  
2023-2030



# Acknowledgment of Country

At Bank Australia we respectfully acknowledge the Traditional Custodians of all the lands on which we live and work, and we pay our respects to Elders past and present. We recognise their continued connection to the land, waters and culture and we acknowledge their sovereignty has never been ceded. Our head office is located on the land of the Wurundjeri people of the Kulin Nation.

We acknowledge the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk peoples of the Wotjobaluk Nations as the Traditional Owners and Custodians of the land where the Bank Australia conservation reserve is located.

We work in partnership with the Barengi Gadjin Land Council, who represent the Wotjobaluk Nations, in the stewardship of the reserve and thank them for their guidance and wisdom.



# Artwork



Salty One - AKA Lowell Hunter is a proud Nyul Nyul Saltwater man, a multi-award winning Creative Sand Artist and 2022 National NAIDOC Award Winner.

Lowell creates sand art and uses drone photography to capture the scale of his works within breathtaking landscapes, which all started simply, as a way for him to get out and connect with culture, Country and sea. His artwork has been featured from New York Fashion Week, NAIDOC week, figurehead to AFL and Treaty for Victoria to name a few. Experience the unique style of sand art and drone photography that captures the scale of Lowell's works within breathtaking landscapes.

Front page photo credit: Heal Country  
The 2021 National NAIDOC theme is 'Heal Country'. Heal Country to me represents slowing down and thinking about the relationship that we have with Mother earth and our environment. Respecting Country and Caring for it so that in return everything else benefits. Protecting all our beautiful lands and waters. From the birds in the sky to the animals on the land and the creatures of the sea, we all need to care for Country. "Heal Country now and beyond". This piece was created on Wadawurrung Country at Bancoora Beach in Victoria.

Back page photo credit: Sacred Land  
Sacred Land was created as a reminder that no matter where you are in Australia, sacred stories exist in our landscape. It is a privilege for all Australians to walk on Country, and we have a responsibility to remember that no matter where we are, we are on sacred land. This piece was created on Waddawurrung Country at Torquay Beach in Victoria.



Kyah Bell, a proud Wulgurukaba, Bindal, and Juru woman, is the designer behind multiple reports for Bank Australia.

Demonstrating versatility, Kyah simultaneously launched CNTNT Creative (pronounced "content"), a branding and marketing agency, and founded the Black Excellence Fund, a \$30M venture capital fund that invests in Indigenous businesses.

CNTNT has quickly become a pivotal creative hub for various corporate entities and capital houses, particularly in emerging markets, with a strong emphasis on social impact products and services.

The agency is adept at shaping and communicating its clients' visions, providing a comprehensive range of services that include brand identity and positioning, content creation, digital marketing and design, social media management, and public relations.

Dedicated to forging impactful partnerships, CNTNT collaborates with organisations that are committed to ensuring that Indigenous Australians have equitable access to all opportunities and fundamental rights.



# Foreword

## **We see First Nations reconciliation, and genuine recognition and respect for First Nations people, as a fundamental responsibility for Bank Australia.**

As a customer owned bank, we know our customers care about reconciliation and we began our journey with our first Reconciliation Action Plan in 2010.

Now we are pleased to present our new reconciliation strategy – First Nations Recognition and Respect. This strategy sets out our vision to 2030 for walking together towards First Nations justice, reconciliation, and self-determination.

The strategy sets out actions that focus on building relationships, partnerships and trust with First Nations, including through culturally appropriate and accessible products and services and sharing lessons learned with our customers and others to help drive change.

It has strong links to Bank Australia's other priority impact areas: nature and biodiversity, climate action, and affordable and accessible housing, and seeks outcomes across these priority impact areas in its implementation.

We will report on the delivery of this strategy to our executive, our Board and our customers.

We look forward to our customers joining us on this journey as we increase our efforts on First Nations reconciliation to contribute to a just, equitable and positive future.



**Damien Walsh,**  
Managing Director



**Steve Ferguson,**  
Chair



# Our Theory of Change for First Nations Recognition and Respect

**Impact statement:** We recognise advancing First Nations justice and reconciliation and supporting self-determination as a fundamental responsibility. We are working to make meaningful contributions through our public platform, business offerings, and partnerships with First Nations while continuing to listen, learn and grow as an organisation.

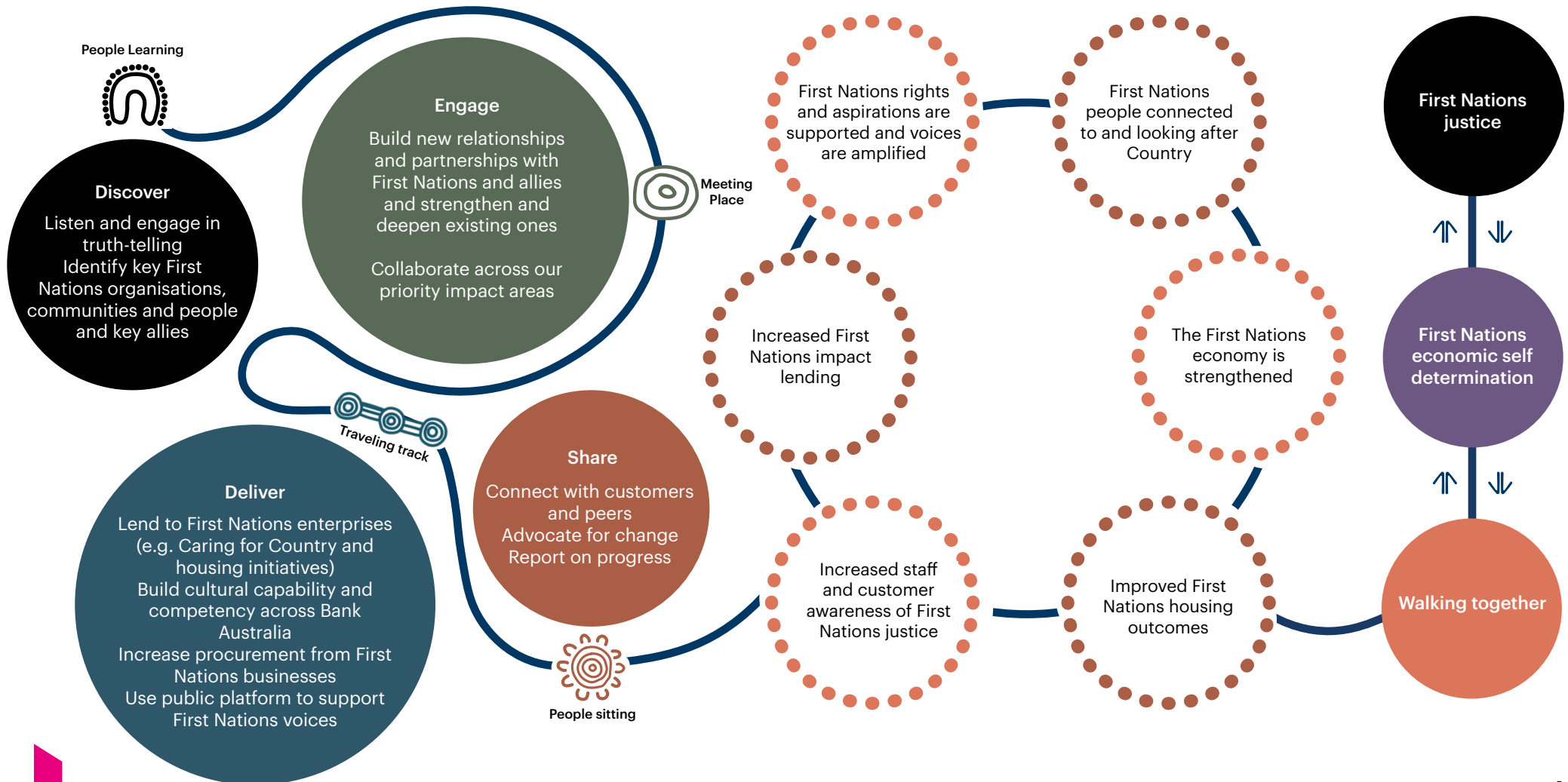
**Core action areas**  
Recognition and respect, impact lending, and procurement



**Outcomes**



**Impacts**



# First Nations Recognition and Respect Strategy

Our purpose, aspiration and brand...

**Purpose**  
To inspire and empower customers to use their money to create a world where people and the planet thrive

**Aspiration**  
To be Australia's most trusted bank and leading purpose-driven business

**Brand**  
We are the bank Australia needs

... is brought to life through our intersecting impact priority areas.

Climate action

Nature and biodiversity

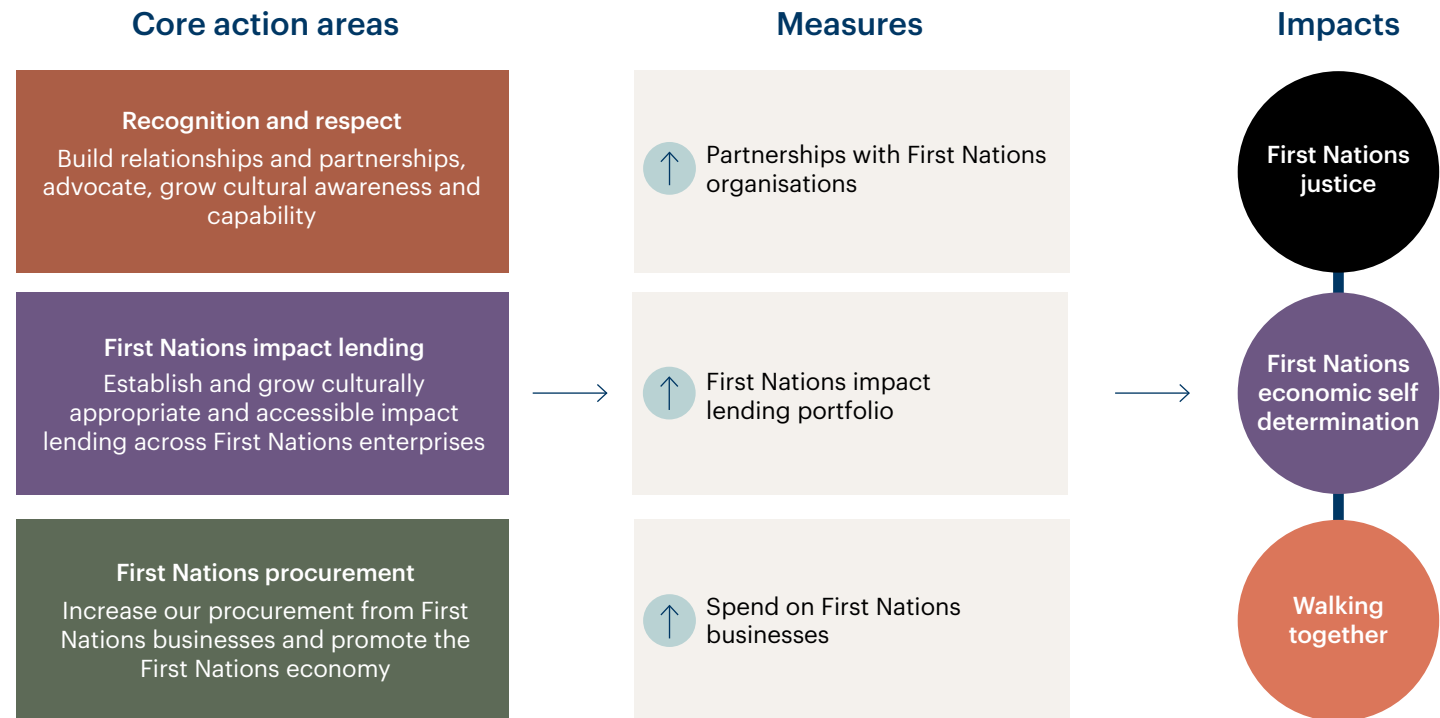
First Nations recognition and respect

Affordable and accessible housing

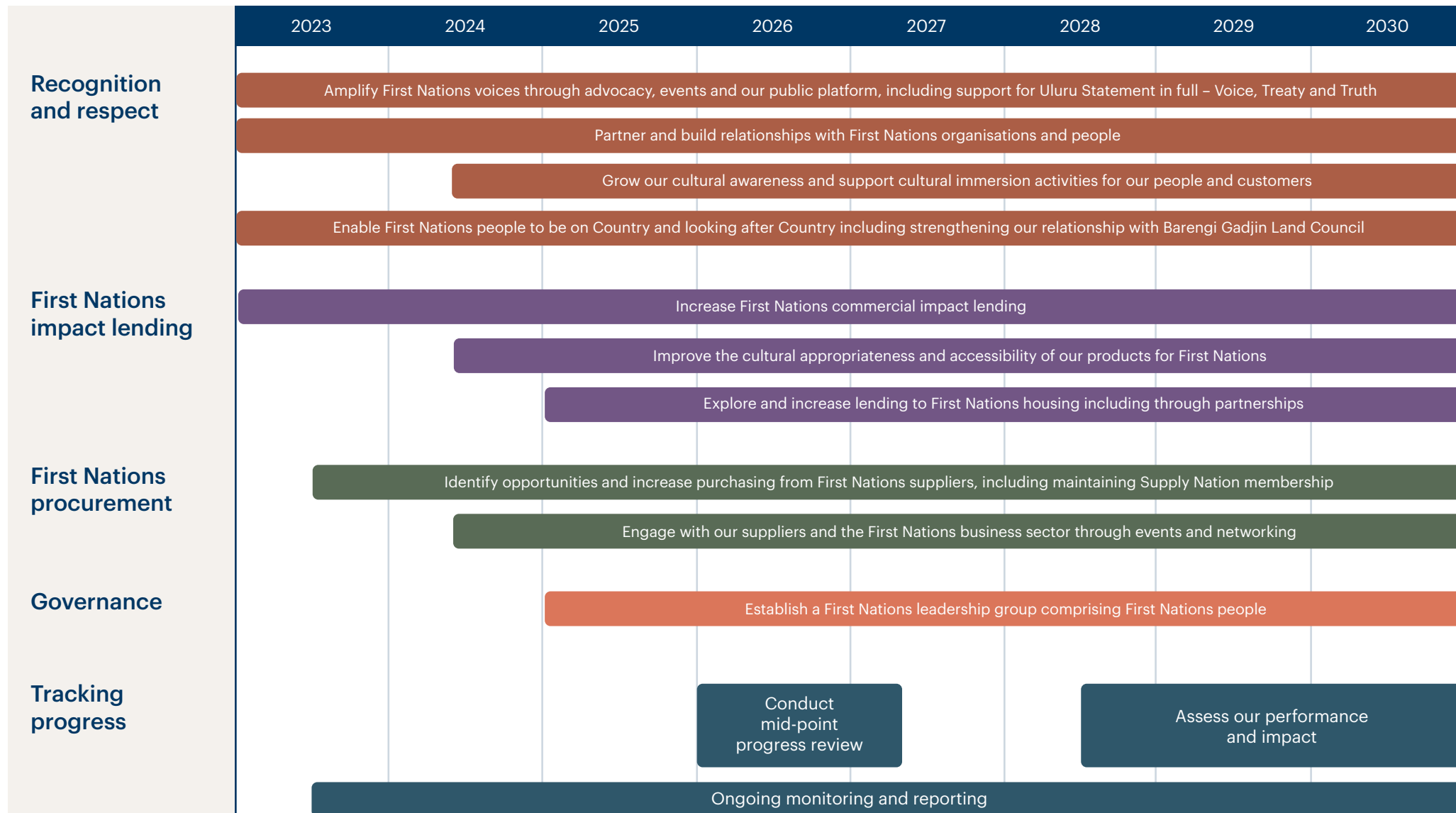
In order to meet our First Nations recognition and respect impact statement...

We recognise advancing First Nations justice and reconciliation and supporting self-determination as a fundamental responsibility. We are working to make meaningful contributions through our public platform, business offerings, and partnerships with First Nations while continuing to listen, learn and grow as an organisation.

...we activate our core action areas to achieve success that will drive our impact.



# Action Areas



# Governance

Governance of this strategy will be incorporated in to the Bank Australia impact integrity framework. This includes:

- Endorsement of the strategy by the Bank Australia Board
- Regular reporting of the delivery of the strategy to the Executive management team and the Board
- Refinement of actions as needed to align with guidance from First Nations, the First Nations Leadership Group (once established), partners, and customer feedback

Additionally:

- Guidance will be provided by the First Nations Leadership Group (once established)







## Contact

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