

IMPACT REPORT 2024

HIGHLIGHTS

Pathways to financial wellbeing

Indigenous Business Australia (IBA) exists to support Aboriginal and Torres Strait Islander financial, economic, and commercial aspirations. Our supported finance model provides pathways to financial wellbeing through home and business ownership, and investment opportunities with First Nations communities. Fostering financial wellbeing empowers individuals, strengthens communities, and builds economic and financial independence.

'IBA didn't just give me a loan—they gave me the freedom to pursue my dreams on my terms.' – IBA customer



Introduction

We measure the impact of our activities from the perspective of Aboriginal and Torres Strait Islander people. Our impact reports communicate the difference we make for people who access our services. The reports validate our impact thesis and highlight areas where we can improve. They go beyond the numbers to uncover stories that reflect the diverse cultures, perspectives, and experiences of Aboriginal and Torres Strait Islander people across Australia.

This report explores the impacts of our activities from the perspective of Aboriginal and Torres Strait Islander people. Importantly, this study is the first time we included:

- IBA customers
- former IBA customers
- a representative sample of Aboriginal and Torres Strait Islander people called the 'national sample' in this report.

The study included an online survey and community research across five case study locations covering metropolitan, regional, and remote communities.

Key insights

This year's impact report explores what wellbeing means for Aboriginal and Torres Strait Islander people and how IBA's activities support financial wellbeing.

- **Wellbeing:** Country, culture, and community are important determinants of Aboriginal and Torres Strait Islander wellbeing.
- **Financial wellbeing:** Money and finance are a means to an end. It helps people to become financially stable, safe and secure, build a future for their family and children, be independent, and have more control over their life. First Nations values such as reciprocity and sharing are an important way that Aboriginal and Torres Strait Islander people maintain financial resilience and wellbeing.
- **Pathways:** Home and business ownership contribute to wealth-building and stability, fostering stronger community ties and the freedom to practice and promote culture.

Wellbeing

The wellbeing of customers and the prosperity of the communities we work with are fundamental to delivering our purpose. Taking a wellbeing approach demonstrates where our target outcomes fit within the broader needs of the people we serve.

Feeling safe, personal relationships, and standard of living are important determinants of wellbeing for most people. But for Aboriginal and Torres Strait Islander people, Country, community, culture, and family also play a significant role.

Wellbeing is holistic. The aspects that contribute to wellbeing interrelate and we cannot consider them in isolation. Importantly, Aboriginal and Torres Strait Islander people express a strong desire for economic agency, financial independence, and self-determination.

We measured wellbeing using standardised questions. The results show that IBA home and business customers report higher levels of wellbeing compared to the national sample.

'IBA's approach is respectful of who we are. It's not just about the financial support; it's about honoring our cultural roots.' – IBA customer

Financial wellbeing

We sought to understand how Aboriginal and Torres Strait Islander people think and feel about money. We refer to this as 'financial wellbeing'.

We found that money and finance play an enabling and supporting role (a means to an end), rather than being part of wellbeing itself. Financial wellbeing supports overall wellbeing by providing:

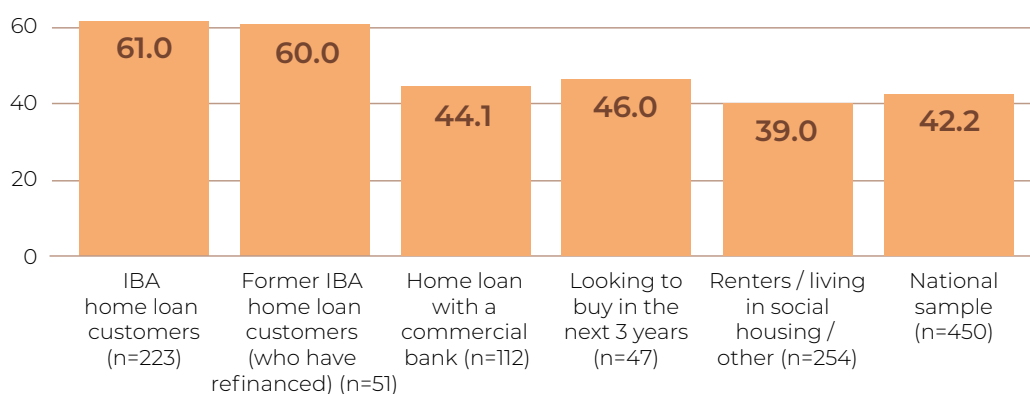
- the ability to live without stress or worry
- access to healthier foods and medical care
- the freedom to pursue life goals.

For Aboriginal and Torres Strait Islander people, it also includes staying connected to community, helping family, and keeping cultural traditions alive.

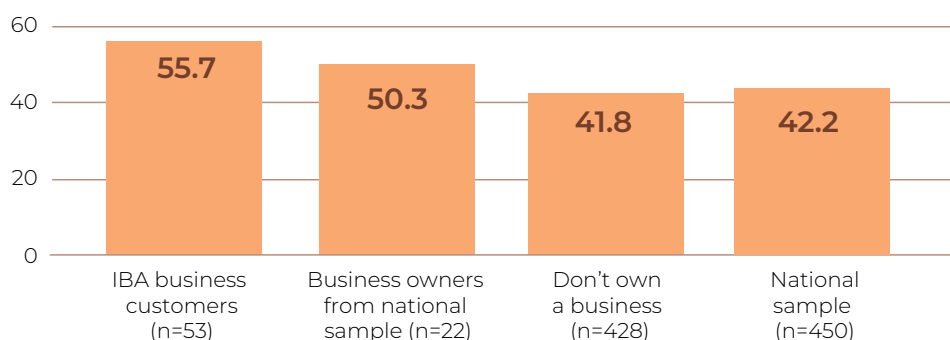
We measured financial wellbeing using standardised questions known as the Financial Wellbeing Index (FWI). Financial wellbeing scores among IBA customers were markedly higher than the national sample. The results are particularly striking when compared to specific cohorts.

'I can actually put money aside each month now... it's something I never thought possible before.' – IBA customer

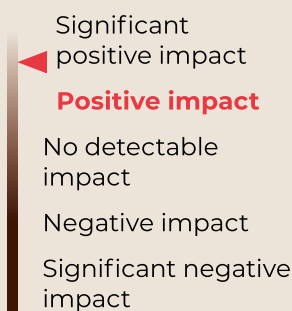
FWI scores for IBA home loan customers versus other cohorts



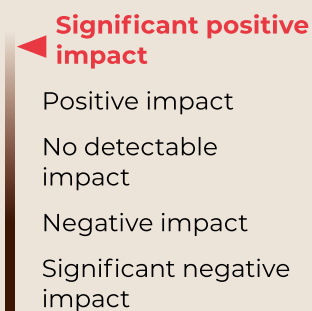
FWI scores for IBA business customers versus other cohorts



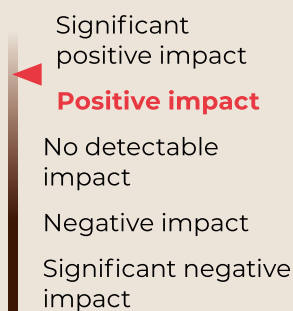
OVERALL



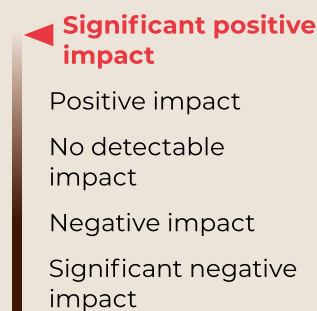
HOUSING



BUSINESS



INVESTMENTS



Economic, social and cultural impacts

The impact barometer provides an indication of the impact of our activities, including direct and indirect effects, with assessments based on the lived experiences of IBA customers. To measure levels of impact we asked customers to rate the impact IBA has had overall, thinking about all their interactions with IBA over time.

IBA customers report a wide range of positive impacts. Homes customers report impacts such as a sense of pride, safety, stability, security, financial confidence, and inspiration to have dreams for the future. Business customers report impacts such as supporting others in the community with a job, self-confidence, and learning new skills, as well as practicing and promoting culture and helping family and friends. Co-investors report impacts such as financial security and empowerment, building community wellbeing, and positively affecting community goals and aspirations.

‘Through IBA, I learned about opportunities I didn’t even know existed. Their guidance has been invaluable in building my future.’ – IBA customer

Opportunities to maximise impact

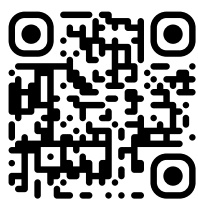
At IBA, we provide home loans, business finance and support, and other pathways to build wealth and prosperity. Home and business ownership are both important pathways that are more familiar to Aboriginal and Torres Strait Islander people—especially as they see more and more people in their families and communities achieve success.

IBA is exploring new ways to support Aboriginal and Torres Strait Islander people into home and business ownership across Australia. We can have an even bigger impact by broadening the customer cohorts we target, and the range of products and services we offer. Ideally, strategies to increase financial wellbeing will be tailored to the local context and delivered in partnership with First Nations community organisations.

Acknowledgements

We acknowledge the Traditional Custodians of the lands on which this research was undertaken and the Aboriginal and Torres Strait people across Australia who generously shared their stories. We pay our deepest respects to the Elders and Ancestors and thank them for the strength and drive they have instilled in all First Nations People.

We would like to thank the knowledge holders that contributed their time, reflections and insights to this research. The project was completed in collaboration with and guidance from Yindyamarra Consultancy, Loneragan Research, and Kowa Collaboration.



To read the full
IBA Impact Report 2024,
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or visit www.iba.gov.au