



THE  
POWER  
AND THE  
PASSION

SECTOR SNAPSHOT

*Banking, insurance and superannuation*

# DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

*And if yes, which ones?*

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called **The Power and the Passion**. It all started with a simple question...

**What issues are Australians most passionate about?  
And how do brands and businesses have the power  
to create change?**

This report will give you a glimpse into what they said about your sector.

*Want the whole thing?*

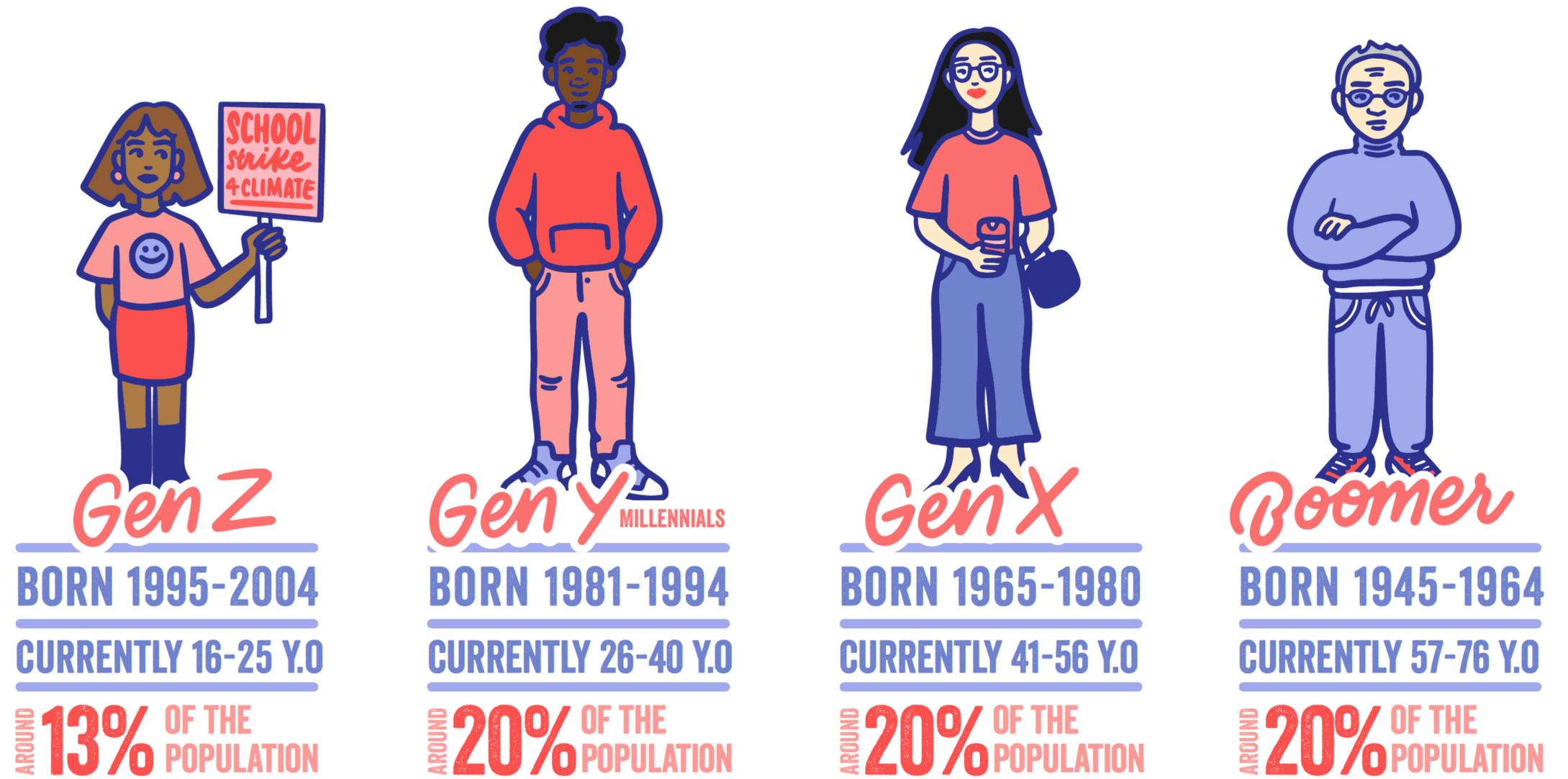
Download the complete Power and the Passion report at  
[powerandthepassion.com.au](http://powerandthepassion.com.au)



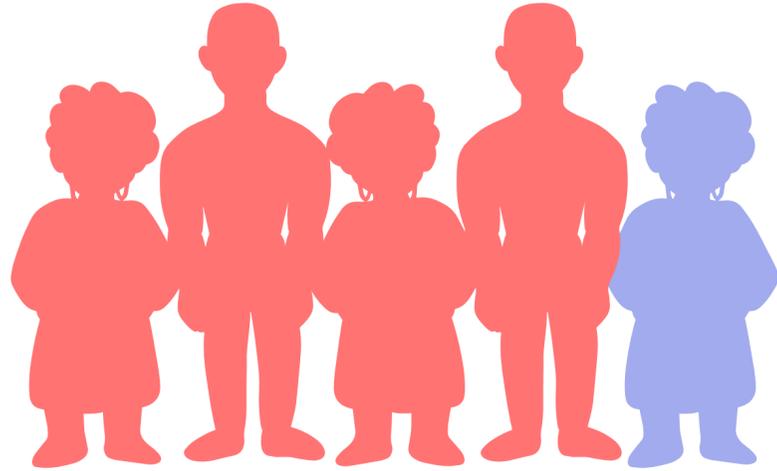
# Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

**THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:**



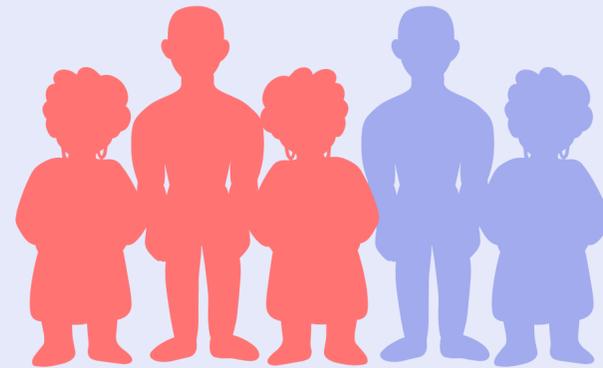
# WHAT WE FOUND



ALMOST  
**4 in 5**

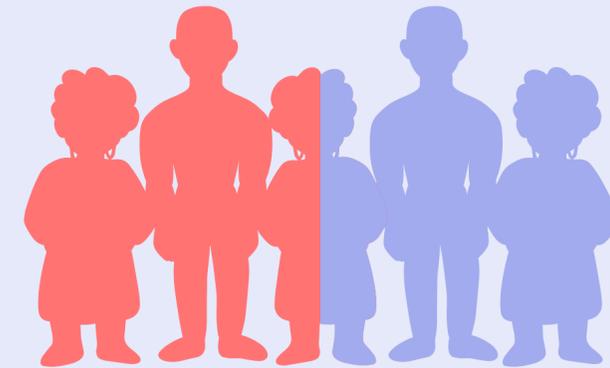
say brands and products should support causes or make changes to their products that address social and environmental issues

## ...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



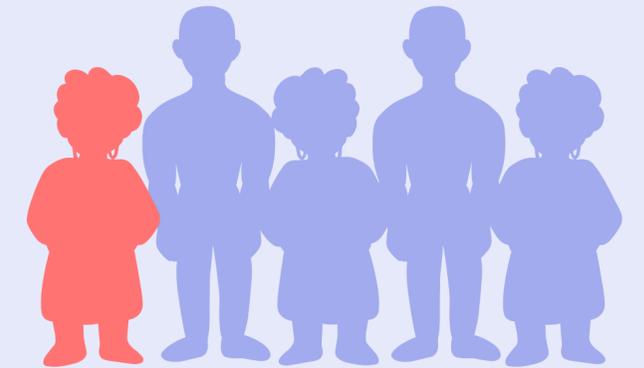
ALMOST  
**3 in 5**

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes



ALMOST  
**50%**

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

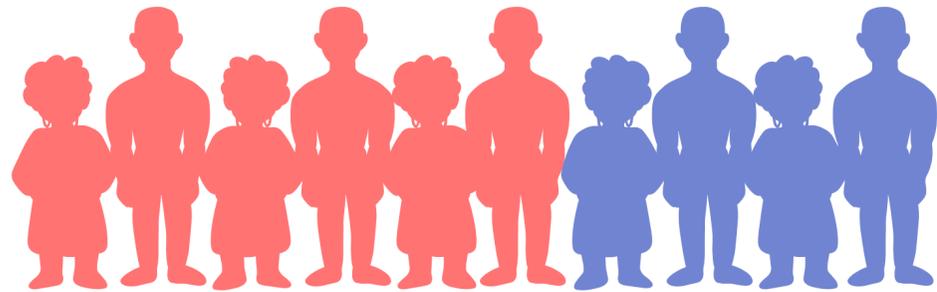


MORE THAN  
**1 in 5**

say they did so in the last week

# And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



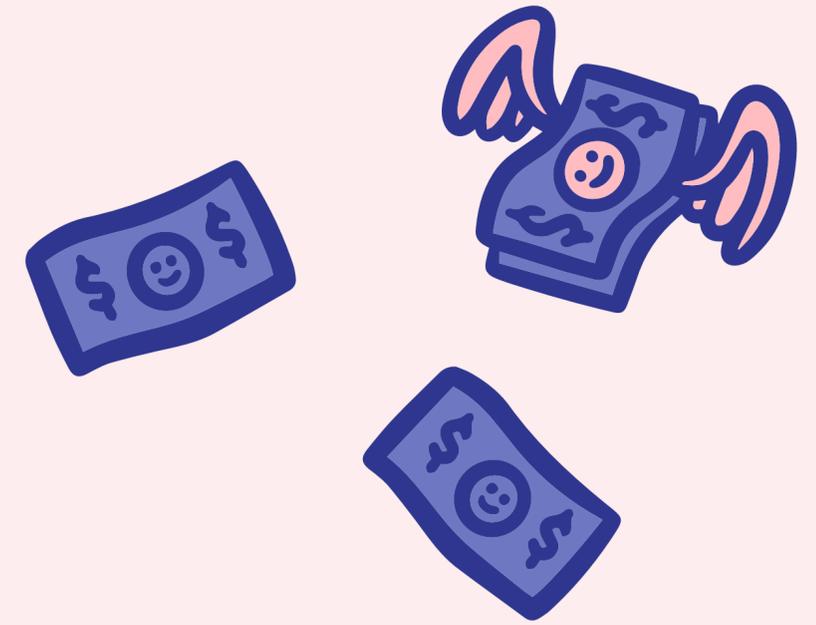
AROUND  
**6 in 10**

will pay more

## HOW MUCH MORE WILL THEY PAY?

# 1 in 3

people say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.



# 14%

SAY THEY WILL PAY UP TO 10% MORE

# 5%

SAY THEY WILL PAY UP TO 20% MORE

# 5%

SAY THEY WILL PAY UP TO 30% MORE

*A 'good' product*

is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

# IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



## *Authenticity is everything*

When you champion a cause or an issue that is aligned with your stakeholder's expectations, your target audience's sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers - and as a result, have meaningful, long-term impact out in the real world.

# SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT BANKS, INSURANCE COMPANIES AND SUPER FUNDS TO ACT ON?



**#1** IS MADE IN AUSTRALIA



**#2** IS SUPPORTING FAMILIES IN POVERTY



**#3** IS SUPPORTING STRUGGLING FARMERS

# And breaking it down by generations:

## WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK BANKS, INSURANCE COMPANIES AND SUPER FUNDS SHOULD BE ACTING ON?

Across all generations, Made in Australia is a high priority for Australians. They also want the sector to be supporting families in poverty.



- #1 IS SUPPORTING FAMILIES IN POVERTY
- #2 IS MADE IN AUSTRALIA
- #3 MENTAL HEALTH



- #1 IS MADE IN AUSTRALIA
- #2 IS SUPPORTING FAMILIES IN POVERTY
- #3 IS SUPPORTING STRUGGLING FARMERS



- #1 IS MADE IN AUSTRALIA
- #2 IS SUPPORTING FAMILIES IN POVERTY
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 IS SUPPORTING FAMILIES IN POVERTY
- #3 IS SUPPORTING STRUGGLING FARMERS

# HOW DOES *location* CHANGE THINGS?

For banks, insurance companies and super funds, it doesn't – both urban and regional Australians think the sector should be acting on the same issues.



## *Urban Dwellers*

- #1 IS MADE IN AUSTRALIA
- #2 IS SUPPORTING FAMILIES IN POVERTY
- #3 IS SUPPORTING STRUGGLING FARMERS



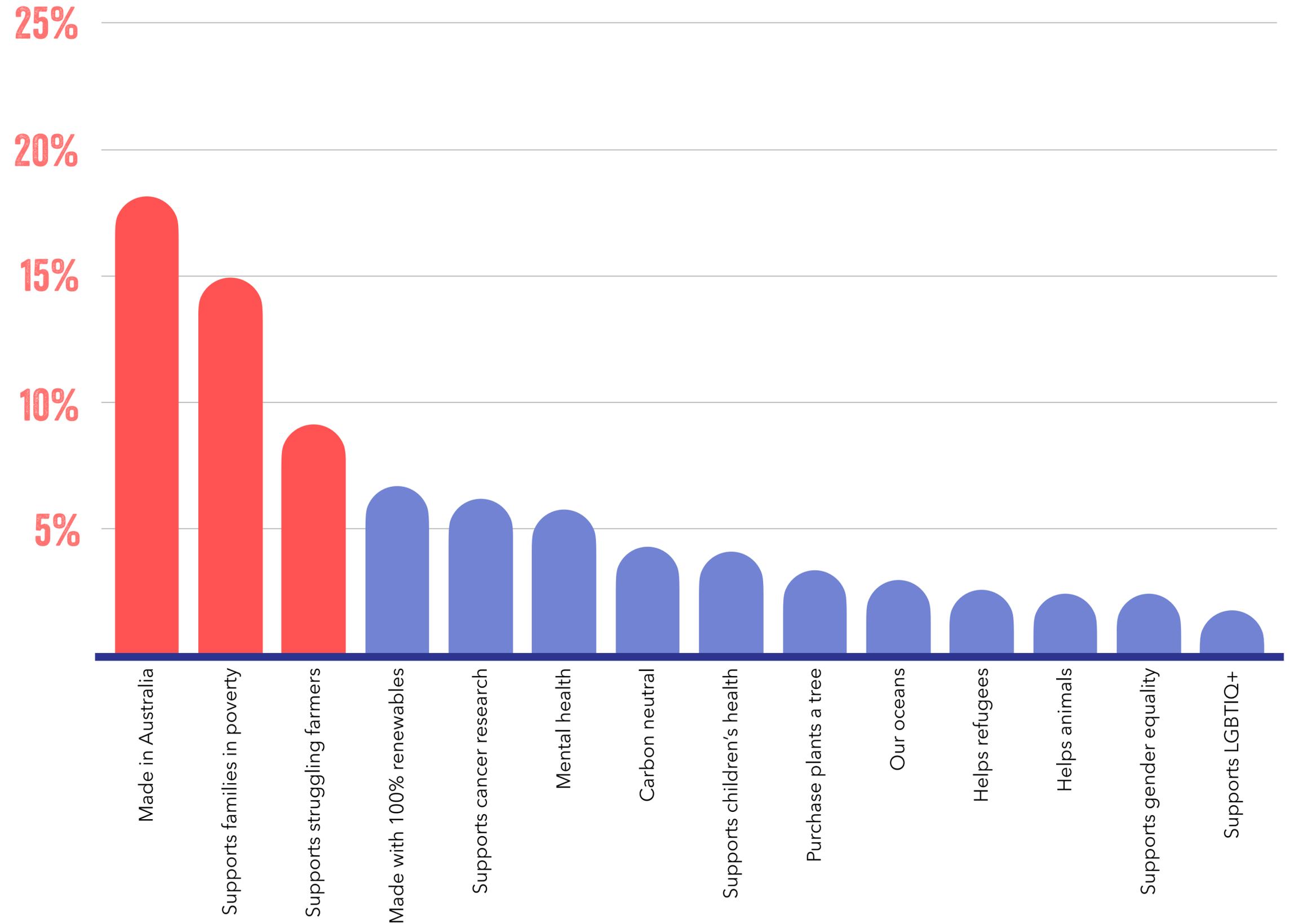
## *Rural and Regional*

- #1 IS MADE IN AUSTRALIA
- #2 IS SUPPORTING FAMILIES IN POVERTY
- #3 IS SUPPORTING STRUGGLING FARMERS



## AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see banks, insurance companies and super funds to support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF  
BANKS, INSURANCE COMPANIES AND SUPER FUNDS  
TAKING ACTION?**

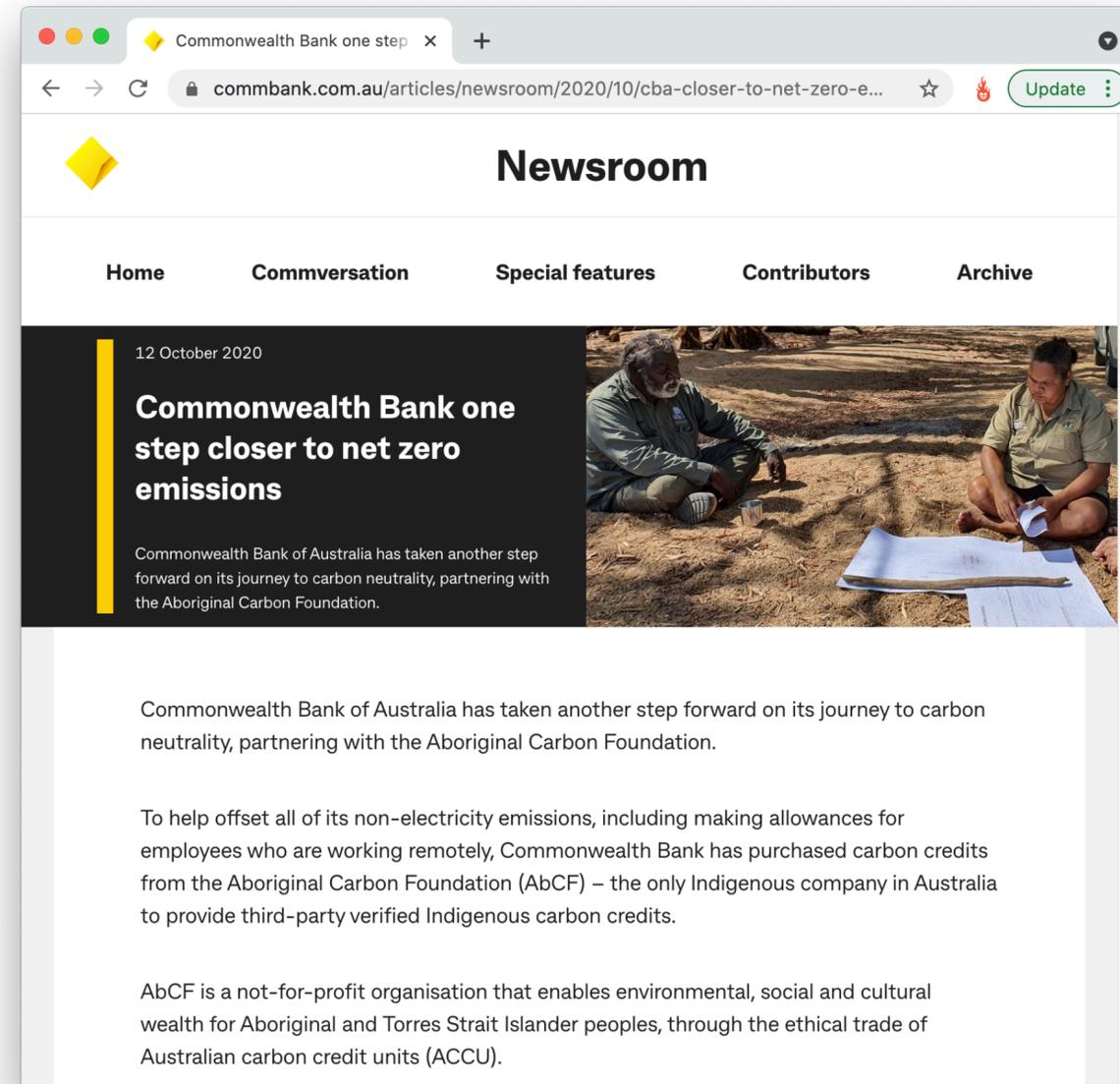


# MADE IN AUSTRALIA

In 2020, Commonwealth Bank partnered with the Aboriginal Carbon Foundation (AbCF) to help offset the bank's carbon emissions.

The partnership directly supports the Kowanyama Carbon project in Queensland, where controlled savanna burning is undertaken early in the dry season to reduce the frequency and extend of fires later in the season.

The partnership helps support the  
**EMPLOYMENT OF LOCAL INDIGENOUS RANGERS**  
as well as the  
**CONTINUATION OF CULTURAL FIRE MANAGEMENT PRACTICES.**

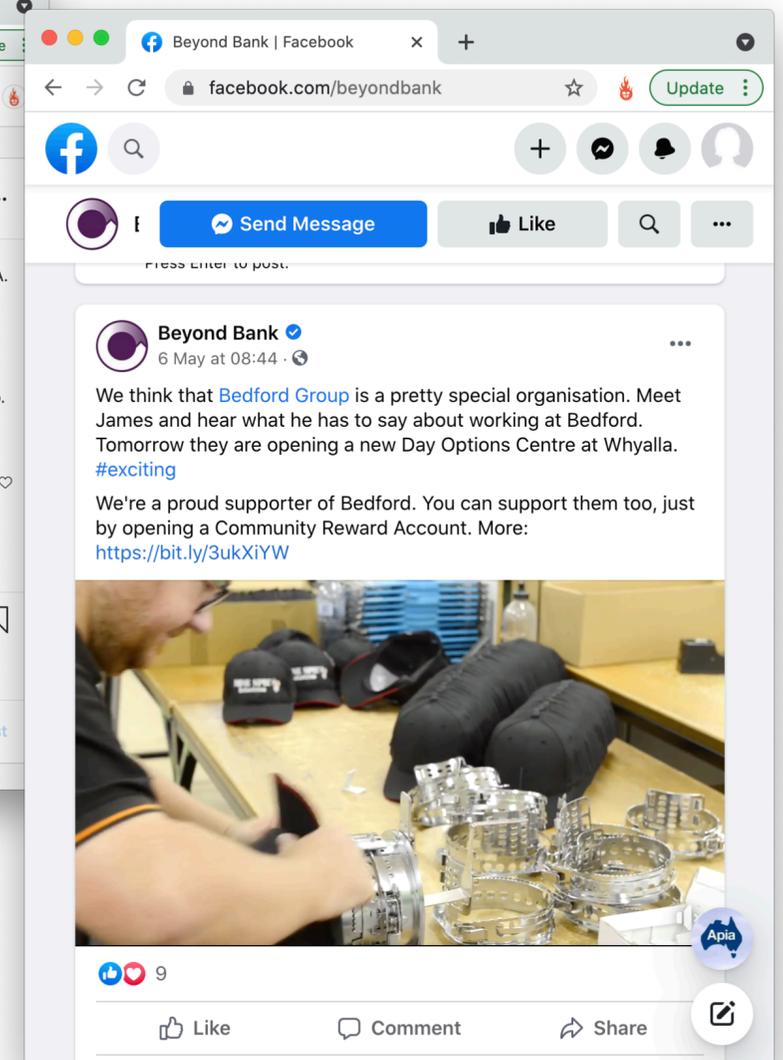
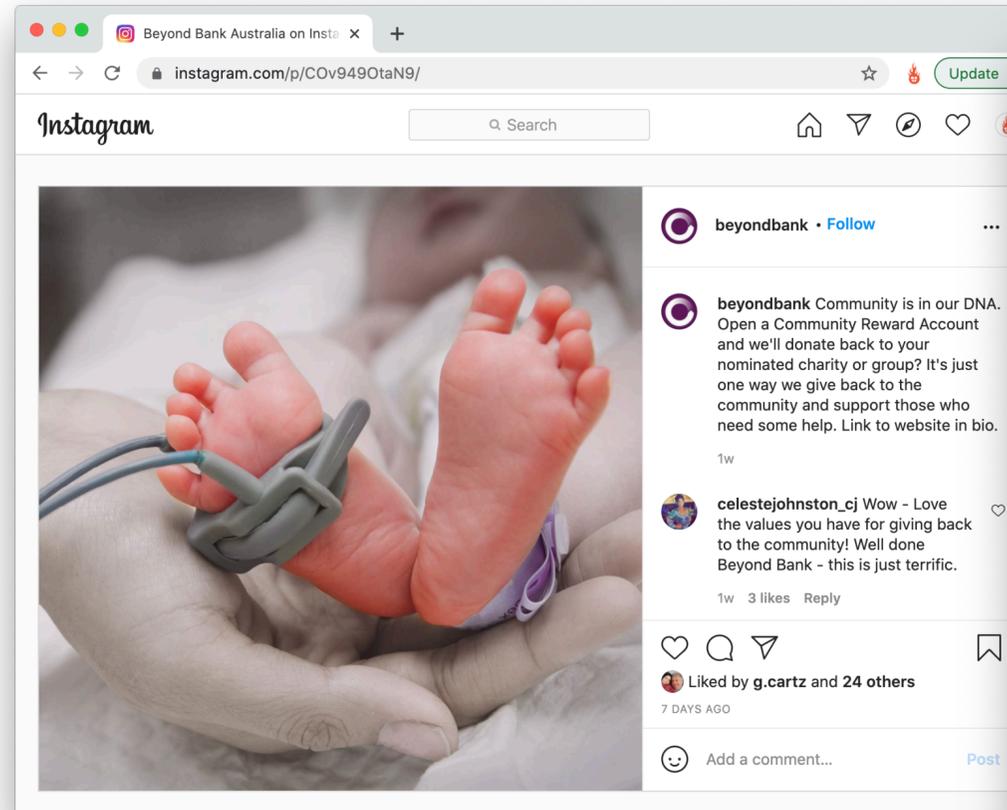




# SUPPORTING FAMILIES IN POVERTY

To support community organisations providing vital care and services to Aussies in need, Beyond Bank offers a product called the “Community Reward Account”, a savings account with a difference: customers save (and earn interest), and Beyond Bank donates to a club or cause of their choice.

Via this product, Beyond Bank donates **\$600,000+** each year to 300 organisations working across housing affordability, community services, aged care and disability services. It’s a win for customers, and a win for the community!

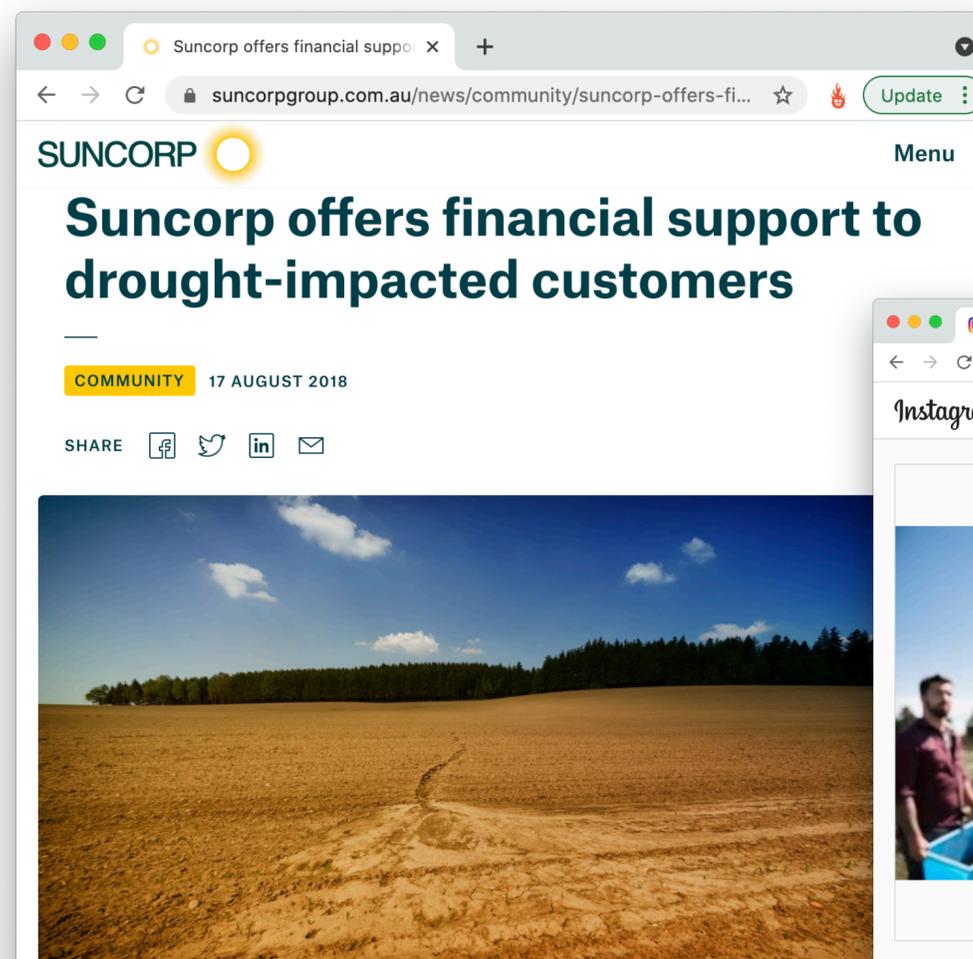




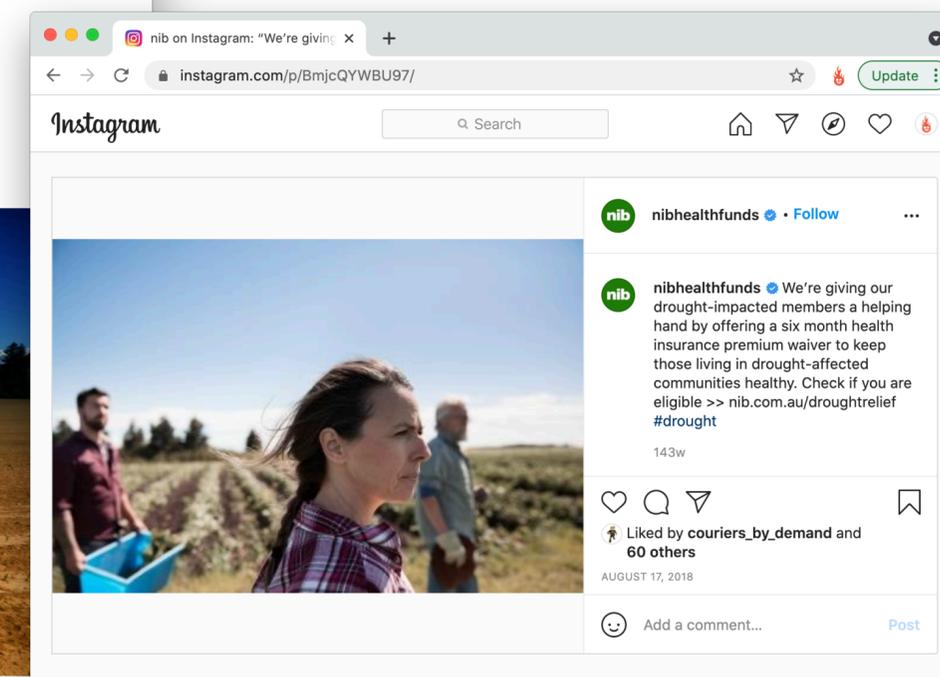
# SUPPORTING STRUGGLING FARMERS

According to Australia's Bureau of Meteorology, Jan 2017 – Dec 2019 was the **DRIEST 36-MONTH PERIOD IN RECORDED HISTORY.** These periods of extreme drought hit our farming communities hard.

To lead a hand, Suncorp partnered with nib at the end of 2018 to offer **SIX MONTHS OF FREE HEALTH CARE** to existing health insurance customers and their families.



As regions across Australia face one of the worst droughts in history, Suncorp, in partnership with nib, has strengthened its support for impacted customers, waiving premiums for eligible Suncorp, AAMI and Apia health insurance customers.





**DOES YOUR BUSINESS NEED HELP FINDING**  
*or communicating*  
**ITS IMPACT WORK?**

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,  
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

## *Consultancy*

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You can do anything,  
but you can't do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
  - Shared Value
  - Impact programs
  - Internal engagement
  - Reporting
  - Brand purpose
  - Behaviour change
- 

## *Creativity*

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Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn't create a better world?

- Digital
  - Design
  - Experiential
  - Campaigns
  - Copy and content
- 

## *Storytelling*

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The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
  - Media relations
  - Social media
  - Events and activations
  - Issues and crisis management
  - Media and presentation training
  - Influencers and ambassadors
  - Partnerships
  - Speechwriting and presentations
  - Personal brand and business profiling
-

**GET IN TOUCH:**



[republicofeveryone.com/contact-us](http://republicofeveryone.com/contact-us)



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