
FINANCE

● 2024

FOR

● IMPACT REPORT

GOOD

● PURE FINANCE

“EVERY DAY, PEOPLE CONSUME FOOD GROWN ON INDIGENOUS LAND OR HARVESTED FROM INDIGENOUS SEAS; THEY DRINK WATER THAT FLOWS ACROSS OR UNDER INDIGENOUS LAND. EVERY DAY, PEOPLE WHO ARE NOT INDIGENOUS TO THIS LAND TAKE SHELTER IN HOMES BUILT UPON IT; THEY SOCIALISE, GATHER, AND MAKE FAMILY AND COMMUNITY HERE. EVERY DAY, BUSINESS IS CONDUCTED ON THIS LAND FOR THE BENEFIT OF NON-INDIGENOUS PEOPLE. EVERY DAY, LAND BELONGING TO INDIGENOUS PEOPLE IS TRADED FOR PROFIT.”

[PAYTHERENT.NET.AU](https://paytherent.net.au)

ACKNOWLEDGEMENT

Pure Finance would like to acknowledge and pay our deep respects to the Traditional, and only true, Custodians of the land on which we're grateful to live and work – the Gadigal people of the Eora Nation, the Whadjuk people of the Noongar Nation and the Wiradjuri people.

By extension of this acknowledgement, we also recognise that the mortgage, finance and property industries play a role in the continued dispossession of this unceded land and that, collectively, we still have a long way to go in making meaningful, equitable reparations.

Always was, always will be.

 WELCOME	05 - 07
 OUR BUSINESS & COMMUNITY	08 - 29
 FINANCIAL IMPACT	30 - 44
 SOCIAL IMPACT	45 - 67
 ENVIRONMENTAL IMPACT	68 - 73
 REFLECTIONS	74 - 77
 THANKYOU	78 - 79

WELCOME

● 2024

05

“ECONOMIC EMPOWERMENT IS NOT JUST ABOUT NUMBERS ON A PAGE - IT’S ABOUT RESTORING WHAT WAS TAKEN, REBUILDING WHAT WAS BROKEN, AND RETURNING TO WAYS OF BEING THAT CENTRE CARE, KINSHIP, AND COLLECTIVE WELLBEING. TRUE ECONOMIC REDRESS IS COLLECTIVE - IT LIBERATES, IT HEALS - AND IT ENSURES NO ONE IS LEFT BEHIND ON THEIR PATH TO PROSPERITY. AT THE HEART OF IT ALL IS THE ECONOMY OF RECIPROCITY, WHERE GIVING AND RECEIVING ARE SACRED ACTS OF RESISTANCE, RENEWAL, AND RESPONSIBILITY.”

LARISHA V JEROME (SHE/HER)

PROUD JAROWAIR, WAKKA WAKKA & WULLI WULLI WOMAN

FOUNDER, [LIBERATE WITH LARISHA](#)

HELLO AND, ONCE AGAIN, A VERY WARM WELCOME TO OUR LATEST ANNUAL IMPACT REPORT, THIS TIME, FOR THE YEAR 2024.

AS ALWAYS, WE'RE VERY GRATEFUL YOU'VE CHOSEN TO JOIN US IN THIS MOMENT OF REFLECTION.



Having worked in finance for many years now, we know the industry's preferred narrative is one of creating prosperity and freedom for its stakeholders. And yet, the past 12 months have only further revealed that, by and large, we seem to be failing to deliver these outcomes for a growing number of people. While the sector largely continues celebrating record profits and growth, entire generations are now finding themselves priced out of basic security, all while climate breakdown and social injustices continue to accelerate. For us, the gap between what we're claiming to deliver as an industry and what many are experiencing has never felt wider.

We want to acknowledge that this conversation is heavy. But we also believe those of us working in financial services have an obligation to ask, both ourselves and each other: what kind of economic system is being built on our watch? What is our contribution towards it? And, perhaps even more crucially, what kind of economic future are we creating for those who are to come after us?

These aren't easy questions to answer. But, as we continue to be shown, the wisdom needed to resolve them already exists, and indeed has existed for tens of thousands of years, in the ancient, living knowledge systems held and practised by First Nations people. If we are willing to listen...

In 2024, we again aimed to measure our success as an organisation in ways that felt meaningful but that also acknowledged the reality of where we are and what's at stake. This meant continuing to commit 5% of every dollar that came through our doors towards securing greater social and environmental justice, putting it into the hands of grassroots organisations and communities who are best positioned to create necessary, lasting change.

It meant continuing our commitment to champion ethical lenders, combat misconceptions and enable our community to make truly informed decisions, grounded in the understanding that every financial choice we make is also a social and environmental one.

It meant walking alongside our community members as they secured their first homes, grew their families, expanded their businesses, sought some financial breathing room, and plenty in between. People who, by choosing a purpose-driven financial partner, made financial decisions that better reflect a more expansive, interconnected definition of prosperity.

And importantly, it meant another year spent proving that what some might label idealistic is actually the most pragmatic approach of all. Because ultimately, what good is 'wealth' if it costs us the world?

The unmistakable contradiction, of course, is that our work requires us to engage with these imperfect systems daily, a tension no doubt many will recognise. The joy we feel in being able to help someone into their first home sits alongside the inescapable truth that housing shouldn't – and cannot continue to – be this hard for people to access. It's an uncomfortable reality, and the 'right' path is rarely, if ever, clear. The question we ask ourselves isn't whether or not to engage necessarily, but how to do so in ways that genuinely seek to push us all toward something better, while acknowledging, and attempting to account for, the harm that undoubtedly persists.

So thank you, once again, for being here and for being part of this community. Your presence feels significant, particularly in the challenging times we find ourselves. We take hope from the knowledge that the economic future we're attempting to reimagine together is nothing new but instead built upon principles that have always been here; guiding communities sustainably for millennia.

And so, if it once was, then surely it can be again?

With gratitude, always,
Pure Finance

OUR BUSINESS

+ COMMUNITY

● 2024

08

“IN FINANCIAL SERVICES, WE HAVE THE PRIVILEGE OF BEING PART OF SOME PRETTY SIGNIFICANT LIFE DECISIONS. AND WITH THAT COMES A RESPONSIBILITY TO ENSURE OUR APPROACH CENTRES GENUINE PARTNERSHIP WITH OUR CLIENTS, PARTNERS AND WIDER COMMUNITY ALIKE. I THINK PURPOSE-DRIVEN BUSINESS ISN'T JUST ABOUT DOING LESS HARM BUT ABOUT ACTIVELY CONTRIBUTING TO THE KIND OF WORLD WE ALL WANT TO LIVE IN.”

AZRA NURKIC (SHE/HER)

COMPANY COORDINATOR / IMPACT, PURE FINANCE

OUR BUSINESS + COMMUNITY

PURE FINANCE IS A PURPOSE-LED MORTGAGE AND FINANCE BROKERAGE THAT BELIEVES THE FINANCE INDUSTRY CAN (AND MUST) BECOME A FORCE FOR GOOD.

Driven to create the kind of finance company that we'd want to work with ourselves, we seek to put people and the planet before profits and are passionate about doing everything we can to create a more equal and ethical financial system, where no one is left behind.

Be it for a home, a car, a business, or something in between - we help people access the loan they need to achieve their goals in a way that empowers and supports them, while also working to create the kind of world we all want to live in.

It's finance that's better for our clients, better for the community and better for the world.

It's #financeforgood





¹ OUR VISION

A more equal and ethical financial system where no one is left behind.

² OUR MISSION

To support our clients through some of life's big financial decisions with finance that's better for them, better for the community and better for the world.

OUR VALUES

We know that businesses pontificating about their 'values' is starting to wear a bit thin these days. And we've got enough self-awareness to know that things can begin to look even more hollow when that business is a finance company.

But our values were chosen by real people: our team. And as clichéd as it might sound, we do genuinely believe these values are an honest and deeply personal representation of the way we aim to approach our work and, as a result, the areas in which we seek to create positive change.

And our proof? Well, it's right here in this report.

¹ **COMMUNITY**

Community is about being connected - to one another, and to our world. We believe each of us has a responsibility to build and maintain these connections and, where possible, to use whatever privileges we've been afforded to ensure that social and economic prosperity is shared more widely, for all.

² **EQUITY**

The current iteration of our financial system is inherently inequitable. We believe those of us working in the industry have a responsibility to ensure our services are as accessible and inclusive as possible, whilst also advocating for deep, systemic change. After all, can we truly celebrate the success of an economy that still leaves so many to fall through the cracks?

³ **TRANSPARENCY**

We know that trust is fundamental to the legitimacy and success of our business. However, we also know that we cannot be the ones to define ourselves as trustworthy; that decision ultimately lies with you. So, in an industry that so often attempts to hide details in the fine print, we've made transparency a core value of our business to better enable you to make this decision for yourself.

⁴ **RESPONSIBILITY**

We see responsibility as something that is constantly evolving – a feedback loop in which we use the contributions and experiences of our stakeholders and wider community to guide us forward. In practice, this means actively seeking to understand, and account for, the wider consequences of our actions and guiding responsible decisions that are in the best interests of our community before our bottom line



PUTTING OUR VALUES TO WORK: A PEOPLE-CENTRED APPROACH TO WORKPLACE POLICIES

Lots of companies frame their workplace policies in one of two ways: either 'we're nice employers' or 'happy employees equal better productivity.' And while both of these might be true, we think they miss something fundamental about employers, and the workplaces they lead, being an opportunity to push back against the extractive systems that have shaped how we work. Systems designed to prioritise profit over people's wellbeing and dignity.

We recognise that our team members are whole humans who embody many different roles outside of their one as employees. Be that as partners, siblings, children, or even parents themselves, friends, carers, advocates, or volunteers, we know that the more supported they feel in all of these roles, the more they're able to bring their full selves to the work we do together. When not stressed about their own financial security, or worried about taking time off for life's inevitable challenges, they can better focus on what they do best: helping people navigate complex financial decisions with care, empathy and expertise.

By investing in our team's security, flexibility, and agency, we're also investing in our capacity to better serve our community and create the kind of change we want to see, not just within the finance sector, but workplaces more broadly.

Oh, and those values we mentioned earlier? Here's how they show up in our own house.





(COMMUNITY)

FLEXIBLE WORK

Our team members are encouraged to work in an environment that best suits their style of work, which includes flexibility around hours and location, allowing them to better structure their days. We also offer a centrally located, shared office environment to be used for meetings and for those who prefer to work in a more collaborative setting.

VOLUNTEER LEAVE

We offer our team members paid volunteer time for the equivalent of 50 hours a year, to be used when and how they see fit. We all like to contribute in different ways, and different circumstances call for different responses. We aim to be as flexible as possible with volunteer leave so that different team members can offer their support to causes that are important to them - when and where it's needed most.

(EQUITY)

PAID DOMESTIC AND FAMILY VIOLENCE LEAVE

This policy is designed to support employees who need financially supported time off to deal with the impacts of family and domestic violence. It aims to recognise that dealing with such a situation can have a significant impact on an individual's personal and professional life, and that a level of financial security is crucial when navigating such a difficult time. All employees are entitled to 10 days paid family and domestic violence leave each year, under the National Employment Standards (NES). In addition to this, Pure Finance offers all employees an additional 5 days of paid family domestic violence leave, equal to a total of 15 days per calendar year.

PAID MENSTRUAL AND MENOPAUSAL LEAVE

This policy applies to all employees who menstruate or experience menopause, including part-time and casual employees, and is designed to provide adequate opportunities for restful working circumstances and self-care when needed. The policy is designed to be flexible (depending on the employee's needs) and provides one paid menstrual leave day per month, or a maximum of 12 paid days per calendar year, to be used as needed.

PARENTAL LEAVE POLICY

Implementing a gender-responsive paid parental leave policy in the workplace is a pivotal step toward achieving gender equity, as well as fostering a more inclusive and supportive work environment - for any employee that becomes a parent. In our policy, we've made some additional changes that attempt to further level the playing field for working parents. These include the removal of Primary and Secondary caregiver titles and the continuation of superannuation payments for any employee that takes parental leave. These measures aim to reinforce the message that parents of any gender identity can (and should) be equally responsible for taking an active role in the caregiving duties aligned to parenting. We also offer employees a further 2 weeks of paid parental leave, in addition to leave provided under the government scheme.



(TRANSPARENCY)

PAYING SALARIES, NOT COMMISSIONS
We've ditched sales and commission based remuneration models based on the indisputable evidence that they are one of the leading causes of unethical behaviour in our industry. These models also often fail to provide employees with a living wage or income security. Instead, we pay our team members fair and equitable salaries that accurately reflect their roles, skills and expertise, and that provide a consistent and secure income. We also support wage transparency and equity on the basis of gender, or any other demographic factors, to ensure equal compensation for equal work.

WHISTLEBLOWER POLICY
Committed to promoting a culture of integrity, transparency, and ethical conduct we established our comprehensive Whistleblower Policy to provide guidance and protection for individuals who wish to report potential wrongdoing, misconduct, or breaches of law within our organisation.

(RESPONSIBILITY)

SUPERANNUATION CONTRIBUTIONS
In addition to the compulsory Superannuation Guarantee, we provide an extra 2% in contributions to our team members' superannuation funds, to help them better prepare for retirement. This is inclusive of both full time and part time workers and, by offering this additional benefit, we aim to demonstrate a substantive commitment to our team's long-term financial wellbeing and security.

2024 POLICY SPOTLIGHT:

TRIALING A FLEXIBLE FOUR DAY WORK WEEK

The 4-day work week has gained significant traction in recent years, challenging the assumption that optimised productivity requires employees adhere to a full five days of office attendance.

A 2023 report using research from Swinburne University of Technology found that, during a trial of 10 Australian organisations based in various states and industries, the 4 day work week model delivered significant benefits to their workplace, with limited, if any, downsides. An impressive 70% of organisations that took part reported increased productivity, with the remainder maintaining current levels and none experiencing a decline. For many organisations, it represents a fundamental shift from measuring time spent working to measuring results achieved, and recognising that sustainable performance comes from rested, engaged teams rather than exhausted ones.

In 2024, Pure Finance began a trial of our own flexible, 4-day work week policy, allowing team members to structure their reduced hours in ways that best suited their individual needs and circumstances, along with the needs of our clients. This initiative aimed to reflect our ongoing commitment to creating a workplace that genuinely supports our team's wellbeing, whilst striving to maintain the high level of service our clients expect.



2024 POLICY SPOTLIGHT / FOUR DAY WORK WEEK

JAN - DEC 2024



OUR APPROACH

Rather than implementing a rigid one-size-fits-all model, we recognised that true flexibility means allowing people to design their working arrangements around their lives, whilst also taking into account the needs of our clients. Team members could choose to take an additional full day off, combine later start times with earlier finishes across multiple days, or create other customised arrangements that suited their individual needs. Our shared approach to work ensured multiple team members were always familiar with each client's situation, meaning clients were never left without support, even if their primary contact was taking flexible time.

WHAT WE FOUND

- The mortgage and finance industry's more traditional 'Monday-Friday, 9-5' operations created some practical challenges. Bank operating hours didn't always align with our flexible arrangements and certain work-specific timelines occasionally required schedule adjustments.
- Our highly collaborative approach to our work became essential infrastructure, with enhanced planning, communication and process reviews allowing us to maintain our service standards whilst giving our team genuine flexibility.
- Team members experienced improved work-life integration and job satisfaction, with no significant impact on settlement or service delivery timelines, while client satisfaction levels remained high.
- The trial reflected our belief that taking better care of our people genuinely allows them to take better care of others and that our collaborative approach was essential for flexible working to succeed.

MOVING FORWARD

The trial highlighted both the possibilities and complexities of implementing these kinds of progressive workplace policies within more 'traditional' industry frameworks. We learned that meaningful workplace change isn't just about reducing hours, but also about creating systems and cultures that trust people to autonomously do their best work, whilst being encouraged to live full, balanced lives.

This experience only reinforced our belief that, when implemented thoughtfully and intentionally, these kinds of policies can coexist with both strong workplace performance and excellent client service. Our trial also highlighted opportunities for broader industry evolution, demonstrating that even more traditionally rigid sectors like ours can embrace more people-centred ways of working.

THE CASE FOR ETHICAL MARKETING COMMITMENTS IN FINANCIAL SERVICES

The complexity and opacity of finance means there can be ample opportunity for exploitation - in ways both big and small. Throw in some economic uncertainty, along with increasing levels of financial stress and anxiety in the community, and you have the perfect conditions for people to be taken advantage of, particularly those from financially underserved communities.

During periods of economic volatility, these issues can become magnified, with those experiencing financial stress becoming more vulnerable to manipulation through aggressive sales tactics, misleading information, and fear-based marketing strategies that prey on their anxieties.

For an industry whose very foundation relies on trust, and whose decisions directly impact people's fundamental security, wellbeing and opportunities, the adoption of ethical marketing commitments isn't just morally necessary - it's essential for long-term credibility and sustainability. With high stakes, and a significant power imbalance to navigate, we believe those of us working in financial services have a responsibility to ensure that our communications are designed to protect, rather than exploit, the communities we aim to serve.



OUR COMMITMENT TO ETHICAL MARKETING AND COMMUNICATIONS

FOR MANY YEARS NOW, PURE FINANCE HAS MAINTAINED A COMMITMENT TO OUR ETHICAL MARKETING AND COMMUNICATIONS POLICY - A COMMITMENT THAT PROVES ITSELF TO BE MORE VALID WITH EACH PASSING YEAR.



Being a for-purpose finance company, it's important to us that our marketing and communications activities are used as tools to not only tell the story of our organisation, but also as a force for financial good. We believe that every piece of content we create, every message we share, and every interaction we have is an opportunity to level the financial playing field and to demonstrate that finance can genuinely uplift and support people rather than exploit them.

This commitment reflects our core values as a business but also, our genuine belief in the importance of our work. We've embraced these practices because we have confidence that not only is there a genuine need for our services, but also for the purpose-centred manner in which we aim to deliver them. It is this deep trust in the value of what we do, how we choose to do it, and the positive impact it can have for our clients (and beyond) that eliminates the need for us to engage in manipulative or scarcity-based marketing tactics.

COMMUNITY-DRIVEN COMMUNICATIONS IN 2024

Once again, 2024 brought continued economic challenges to our clients and wider community, with persistent cost-of-living pressures, ongoing interest rate uncertainty, and housing affordability reaching crisis levels for many Australians. In an industry where scarcity tactics are routinely used to drive urgency and sales, and where fear-mongering about financial markets remains commonplace, it was precisely during these challenging times that we believe our commitment to ethical communications became most crucial.

We were again proud to have deepened our commitment to choosing long-term relationship building over short-term conversion tactics by being a responsible, transparent and empathetic voice - at a time when many in our industry seemingly chose the opposite. Here's a little of what that looked like for us in 2024:

KNOWLEDGE SHARING OVER FEAR-BASED TACTICS

We continued creating content that aimed to genuinely serve our community's needs, not just our business goals, all while avoiding any fear or pressure-based messaging.

LEARN MORE:
[Insights](#) →

VALUES-ALIGNED CONVERSATIONS AND CONTENT

We continued to create purpose-centred communications, from exploring ethical lending options to sharing stories from our community members, all designed to help our audience understand the ways their own financial choices can create broader positive impact.

LEARN MORE:
[READ: Mortgage Broking – A Force For \(Climate\) Good?](#) →
[Community Stories](#) →

COMMUNITY-CENTRED COLLABORATION

We hosted new instalments of our signature 'Wine & Wisdom' events, alongside the inaugural event in our new series - The Renovation Masterclass Dinner - which we presented in collaboration with our friends at boutique buyer's agency [Scoutable](#) and award-winning interior design firm [Folk Studio](#). Both are designed as free, education-focused community gatherings, where people can ask questions in a relaxed setting and without any sales pressure. These events also embody our belief that anything paired with good food and wine is always a good idea.

LEARN MORE:
[Wine + Wisdom @ Aplenty](#) →
[Renovation Masterclass Dinner @ Mishy's](#) →

BARRIER-FREE ACCESS

Continued providing free guides and educational resources with no sign-ups required, no personal details requested, and no paywalls - ensuring the financial education we provide remains accessible to everyone.

LEARN MORE:
[Spring Property Market Update](#) →

HONEST, JARGON-FREE COMMUNICATION

We maintained our commitment to accessible language and transparency, ensuring all statements about our impact and services were supported by verifiable evidence, with no important details hidden in fine print.

LEARN MORE:
[Instagram](#) →
[LinkedIn](#) →
[Facebook](#) →

MEANINGFUL MEASUREMENT

Focused on community impact and values alignment as important measures of our businesses success, rather than pursuing profit focused industry benchmarking and award programs.

LEARN MORE:
[Pure Community: Round 1, 2024](#) →
[Pure Community: Round 2, 2024](#) →
[Impact Reporting](#) →

OUR BUSINESS + COMMUNITY

B CORP: BALANCING PEOPLE, PLANET AND PROFITS

B Corporations (B Corps) are companies that have been certified by the nonprofit B Lab to meet a high standard of social and environmental performance, accountability, and transparency.

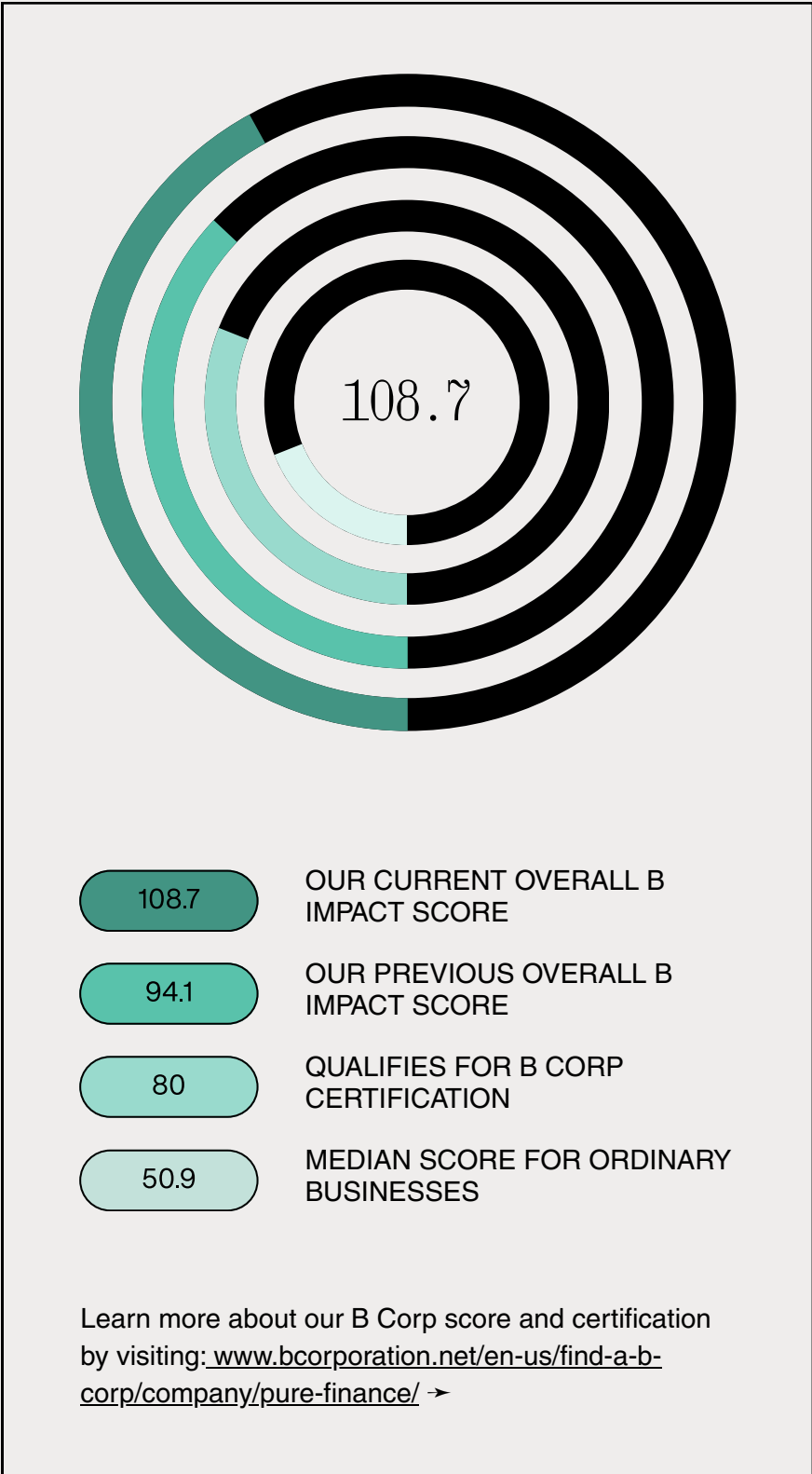
Together, B Corps are part of a global movement that aims to envision a better economic system, one where businesses can benefit people, communities, and the planet and who measure their success by the positive impact they create, rather than just their bottom line.

For an industry like finance, with its reputation for prioritising profit above all else, B Corp certification offers a practical framework for integrating social and environmental considerations into core business practices. It provides both independent accountability and a pathway for financial services companies to provide 'value' for all stakeholders, in a far more holistic and meaningful sense of the word.



Learn more about B Corp certification by visiting: www.bcorporation.com.au/ ->

B CORP



REFLECTING ON OUR B CORP JOURNEY SO FAR...

With 2024 being our fourth year of certification, we found ourselves reflecting not just on the evolution of our own B Corp journey, but on the movement more broadly and what it means to be genuinely committed to doing business – for good.

Our recertification in 2023 taught us that pursuing a deeper sense of purpose doesn't always align with standardised assessment frameworks and, due to its 'one size fits most' nature, there were occasions in which we felt the process failed to adequately capture some of the nuance of our context and approach. In one example, this became particularly evident through our commitment to supporting grassroots First Nations organisations that might not necessarily fit within a 'traditional' charity and/or Not-For-Profit (NFP) structure.

This experience also reinforced an important realisation: that B Corp certification only represents one chapter in our broader 'for purpose' story and not the complete narrative. While it provides valuable structure and accountability, it works best alongside an array of other measures: continuous community engagement, consistent and transparent reporting, and the kind of deep, industry-specific work that matters most to our stakeholders.

B CORP:

IMPACTFUL BUT IMPERFECT

For businesses whose intentions are genuinely purpose-centred, the B Corp framework remains an excellent roadmap for doing the best one can within an imperfect system. It provides structure for businesses to better balance their obligations to people, planet and profits, and challenges us all to constantly interrogate our practices and push ourselves to do better. However, as the movement's growth has accelerated, bringing with it the certification of much larger, multinational corporations, we've found ourselves questioning whether all certified businesses truly align with what we understand to be the values and intentions that originally drew us to the movement. Because while there are many B Corp certified businesses that we are incredibly proud to stand alongside as peers, the truth is that now, there are some we aren't.

Ultimately, we've chosen to retain our certification because we genuinely believe in the framework and the practical roadmap it provides for purpose-driven businesses like ours.

But we also believe it would be disingenuous for us to continue to advocate for B Corp as a certification, without also sharing our honest perspective on the movement's evolution.

In our view, the power of B Corp lies precisely in its ability to evolve. To, where necessary, be agile enough to bend and flex with the complexities and nuance that will undoubtedly arise when attempting to reimagine systems from within. There is considerable strength in the movement's 'progress over perfection' philosophy but, ironically, so too is this an opportunity for vulnerability, creating space for organisations to pursue certification for the wrong reasons and potentially jeopardise the reputation and integrity of the certification more broadly.

Both these things can be true at once. And for us, it's important that both are acknowledged and accounted for.

B CORP



OUR ONGOING COMMITMENT

As we move forward, we're committed to continue using our B Corp status not as a destination, but as a foundation for continuous improvement. At the moment, this means:

- Transparency about both ours, and the movement's, successes and challenges
- Accountability to our community, and not just our B Corp impact assessment score
- Advocacy for the movement's continued evolution and integrity
- Retaining B Corp status as independent verification, while seeking additional community-led guidance and instruction
- Intentional action that, where necessary, goes beyond certification requirements to meaningfully address the systemic issues we hope to play an active part in changing

B Corp certification gave us a language and structure for something we already knew to be true: that a purpose-driven one is the only meaningful future for finance. Four years in, we're more convinced than ever that this work matters and more committed than ever to doing it authentically and with our community at the centre.

“WE’VE ALL HEARD THE CALLS ASKING US TO SWITCH OUR SUPERANNUATION TO MORE ETHICAL AND SUSTAINABLE INSTITUTIONS, BUT WHAT ABOUT OUR MORTGAGES? WHAT KIND OF IMPACT COULD BE AFFECTED IF AUSTRALIA’S MORTGAGE BROKERS DECIDED TO TAKE UP THE FIGHT FOR CLIMATE ACTION AND HARNESS THEIR SIGNIFICANT POWER AND INFLUENCE IN THE HOME LOAN SPACE, FOR GOOD?”

READ

COULD AUSTRALIA’S MORTGAGE INDUSTRY BECOME A FORCE FOR (CLIMATE) GOOD?

[CLICK TO READ](#) →

B CORP MONTH IN 2024

Each year in March, the B Corp community observes B Corp Month, a globally coordinated opportunity for the movement to come together and share insights and stories on how they're changing the foundations of what it means to do 'good' business.

In 2024, we marked the occasion with a purpose-driven call to (climate) action for the entire mortgage industry - to embrace our once-in-a-generation opportunity to lead an ethical banking revolution that could see our individual homes play a more influential role in the protection of our collective one: our planet.

With billions in home loans flowing through brokers each quarter, the mortgage industry holds enormous potential to influence climate outcomes - for better or worse. We believe mortgage brokers can play a powerful role in supporting positive climate action by helping clients to better understand how their lender choice impacts people, the planet and their back pocket, enabling truly informed, values-aligned financial decisions.

Curious to learn how? Read more on our thoughts about how mortgage broking could become a tool for climate action [in this article.](#) →

“FINANCE CAN BE SO OVERWHELMING, ESPECIALLY WHEN YOU COME FROM A CREATIVE BACKGROUND, BUT I FELT CONFIDENT AND RELAXED EVERY STEP OF THE WAY AND THAT NO QUESTION WAS TOO SILLY OR SMALL. IT ALSO MADE ME FEEL REALLY GOOD KNOWING I WAS WORKING WITH A B CORP THAT GIVES BACK TO THE COMMUNITY, AND THAT I WASN'T GETTING INTO SOMETHING YUCKY.”

JACQUI

PURE FINANCE COMMUNITY MEMBER

STORIES FROM OUR COMMUNITY IN 2024

Our work has always been about much more than just mortgages and, in an industry that loves celebrating its success in numbers, we prefer stories. Not because the numbers don't matter, but because they aren't the point. People are.

We're constantly inspired by the creativity, care and conviction displayed by the people we get to work with, all united by a shared belief that money can be of service to something greater than just our own backyards. In sharing their stories, we hope to articulate the interconnected nature of our clients' success with our own, and to challenge the profit-centric culture of finance by helping shift it towards one that centres people, and their stories, instead.





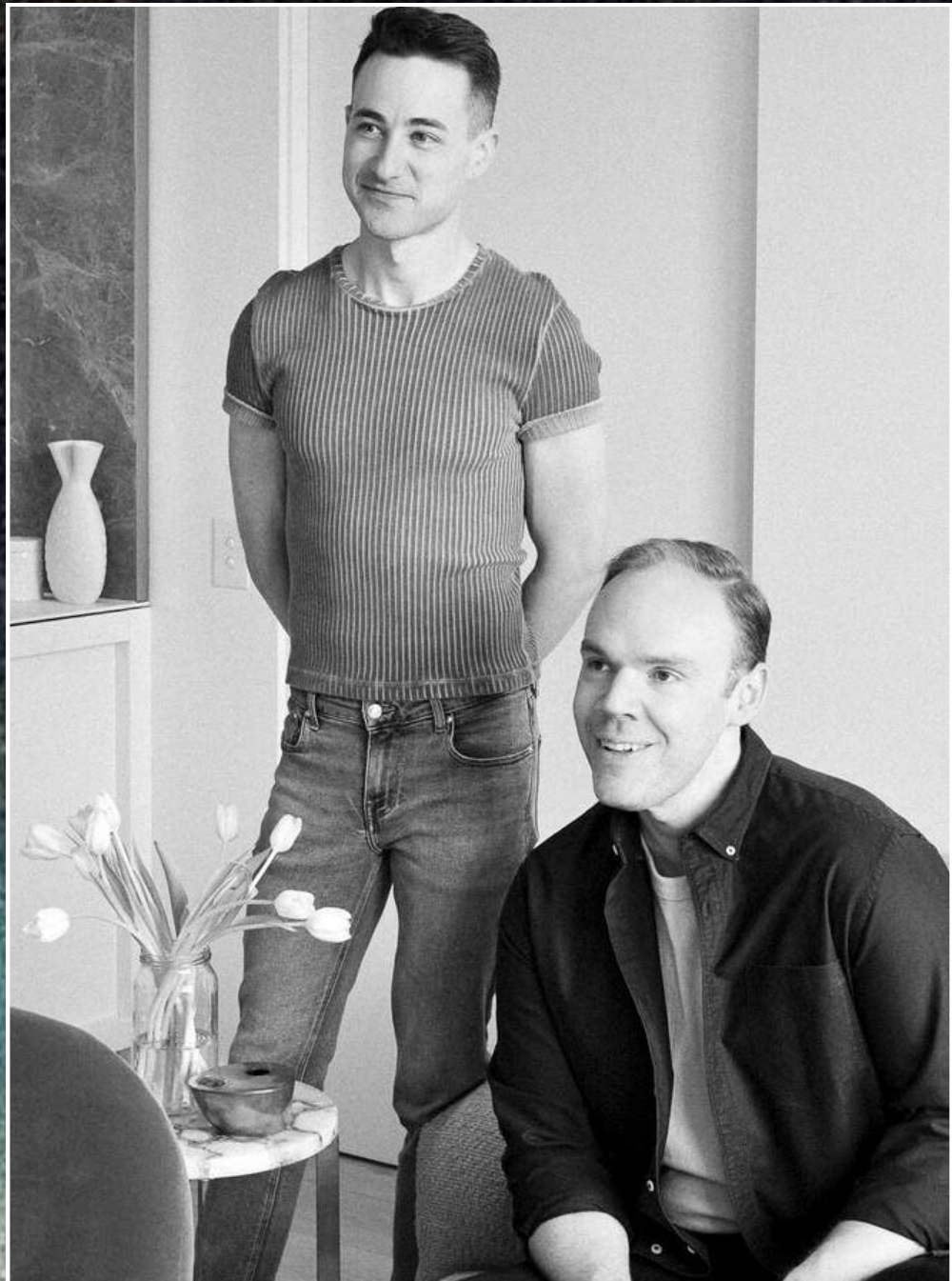
¹ JACQUI

EVERLINE STUDIOS
PHOTOGRAPHY & DANCE STUDIO

[READ THE STORY](#) →

AWABAKAL COUNTRY - BELMONT, NSW

When life threw professional dancer Jacqui an unexpected career curveball, she found a unique way to connect the art form she loves with another lifelong passion. All she needed was the perfect space to bring her vision to life...



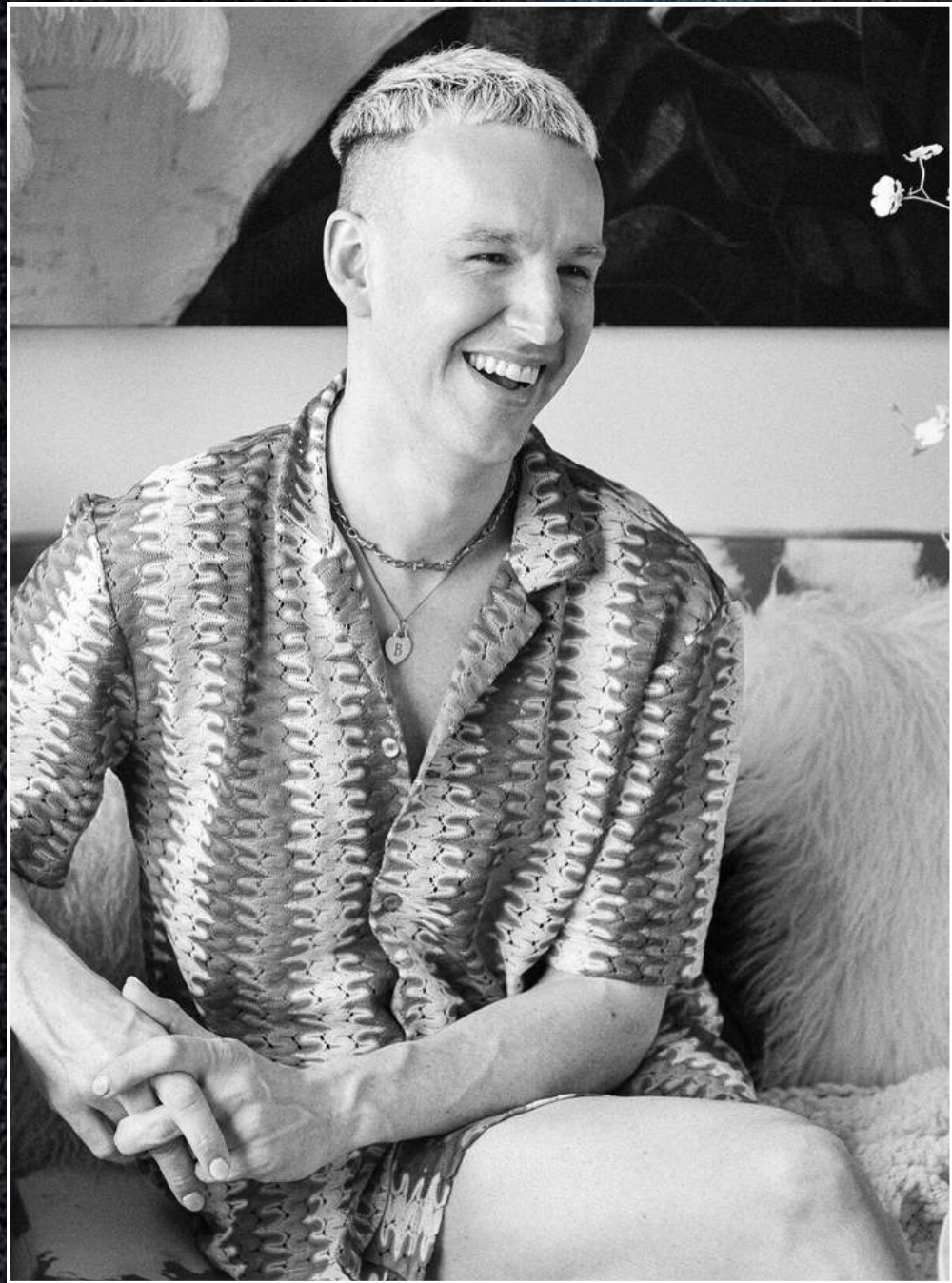
2 STEPHEN & HAYDEN

APARTMENT, BUILT 2014
2 BED, 2 BATH

[READ THE STORY](#) →

GADIGAL LAND - ERSKINEVILLE, NSW

When your work life is spent on the road, having the perfect place to call home becomes everything. For creative couple Stephen and Hayden, that perfect place was hiding in plain sight - just two floors above their current apartment...



³ BRENDAN

APARTMENT, BUILT 1960S
1 BED, 1 BATH

[READ THE STORY](#) →

GADIGAL LAND - SYDNEY, NSW

After 15 years of working and living across the globe as a freelance creative, landing a more permanent gig back home opened the door to Brendan securing his own little slice of the Sydney CBD skyline...



4 CARMEN & SAM

WAREHOUSE APARTMENT, BUILT 1990S
2 BED, 2 BATH

[READ THE STORY](#) →

WURUNDJERI LAND - COLLINGWOOD, VIC

After a dramatic dash over the NSW/VIC border in the midst of COVID lockdowns, Carmen and Sam found themselves making an unexpectedly permanent move back to Melbourne, and buying their first home, sight unseen, along the way...

FINANCIAL

● 2024

IMPACT

30

“FINANCIAL TRANSPARENCY ISN'T JUST GOOD PRACTICE, IT'S ESSENTIAL FOR THE INDUSTRY'S SURVIVAL. WITHOUT IT, PEOPLE CAN'T MAKE INFORMED DECISIONS ABOUT WHO TO TRUST WITH THEIR FINANCIAL FUTURE. IF WE WANT TO REBUILD TRUST IN FINANCIAL SERVICES, WE NEED TO BE WILLING, I'D ARGUE PROUD EVEN, TO SHOW OUR WORKING AND NOT HIDE IT IN FINE PRINT.”

BRENDAN DIXON (HE/HIM)
MANAGING DIRECTOR, PURE FINANCE

OUR COMMITMENT TO FINANCIAL TRANSPARENCY

While the finance industry is built on trust, there's often a disconnect between the trust the industry expects clients will extend to it and the transparency the industry is willing to provide in return. And this 'gap' - between what's said and what's shown - doesn't serve to build that trust, but erode it instead.

For those of us working in financial services, the challenge is both urgent and clear: we must move beyond the industry's well-worn habit of asking people to simply trust us, and instead demonstrate why that trust might be deserved.

For us, financial transparency has never been about the numbers themselves but an act of mutual respect: for our clients, our community, and for the responsibility that comes with being trusted to help guide people's financial futures. It's one of the most tangible ways we aim to embody our values of transparency and responsibility, and is an acknowledgement that trust isn't something you can simply claim, but something you have to actively, and continuously, earn.

By *showing* and not just telling.

COMPANY FINANCIALS

\$1,292,345

TOTAL REVENUE

\$1,017,411

TOTAL OPERATING COSTS / WAGES

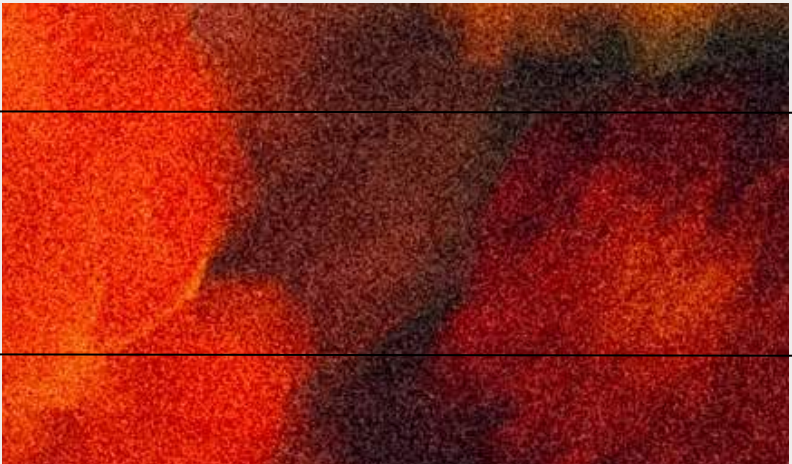
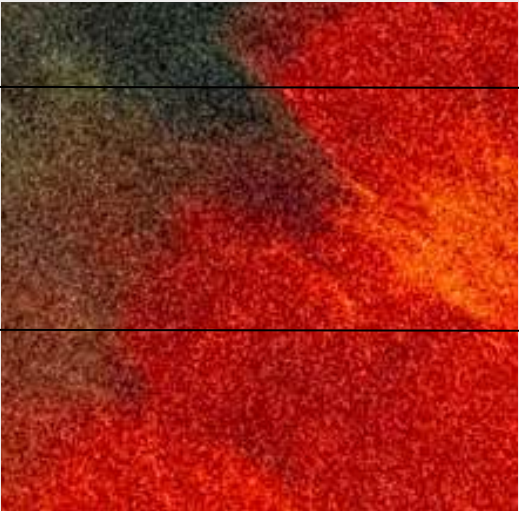
\$302,195

NET PROFIT

\$72,490

IMPACT GIVING:

- 5% OF REVENUE (\$64,617)
- ADDITIONAL DONATIONS (\$7,873)
- TOTAL = 23.9% OF PROFITS



IMPACT GIVING: REVENUE VS. PROFITS?

While different businesses may choose different approaches to impact giving, we believe a revenue-based model better serves our values as a business and the purpose-driven aspirations of our clients and community. It's an approach that demonstrates how impact giving can be built into the very foundation of a business, rather than treated as an optional extra. It also offers the kind of transparency and consistency that feels right for us, while helping us avoid some of the murkiness that can arise with profit-based approaches. Our decision to adopt a revenue-based impact giving model comes down to several key principles.

TRANSPARENCY AND ACCOUNTABILITY

A revenue-based model provides clear, verifiable metrics for all our stakeholders. Unlike profit, which can be influenced by various accounting practices and business decisions, revenue is a more straightforward figure that's harder to manipulate. This makes it easier for our clients, partners, and wider community to understand and verify the scale of our contributions in relation to our financial performance, while also reducing ambiguity around the commitment itself.

A CONSISTENT COMMITMENT

During challenging economic periods or times of heavy investment in our business, our profits might decrease. A revenue-based model ensures that our commitment to social and environmental responsibility remains constant, regardless of any short-term financial fluctuations our business might experience.

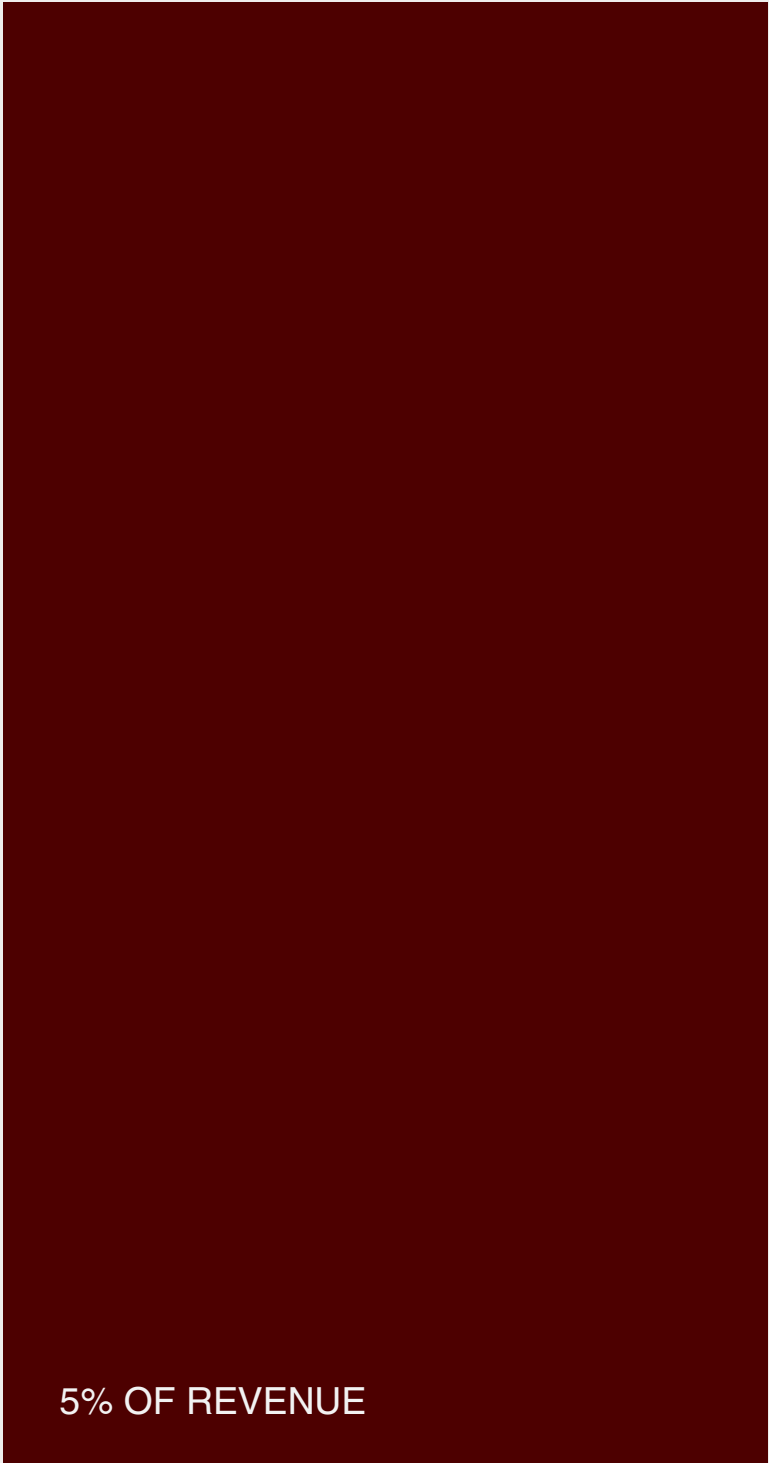
IMPACT-ALIGNED BUSINESS MODEL

A revenue-based model also ensures that impact investment forms an integral part of our business model, creating a powerful alignment between our growth as a business and our ability to create positive impact. It also ensures that every single one of our clients is contributing to this impact, in both the short and long term. We believe this integrated approach also better acknowledges the interdependence between business and society and how reduced inequality only stands to benefit us all.

ACKNOWLEDGING PRIVILEGE AND RESPONSIBILITY

We recognise that our success is built upon the contributions and support of our community and that operating on stolen land means we are also beneficiaries of a deeply unjust, colonial system. We believe a revenue-based model, while still imperfect, better represents a commitment to consistently and meaningfully contribute, acknowledging the inequitable history of the land we operate on and the ongoing need for reparative actions.

\$64,617



\$15,109

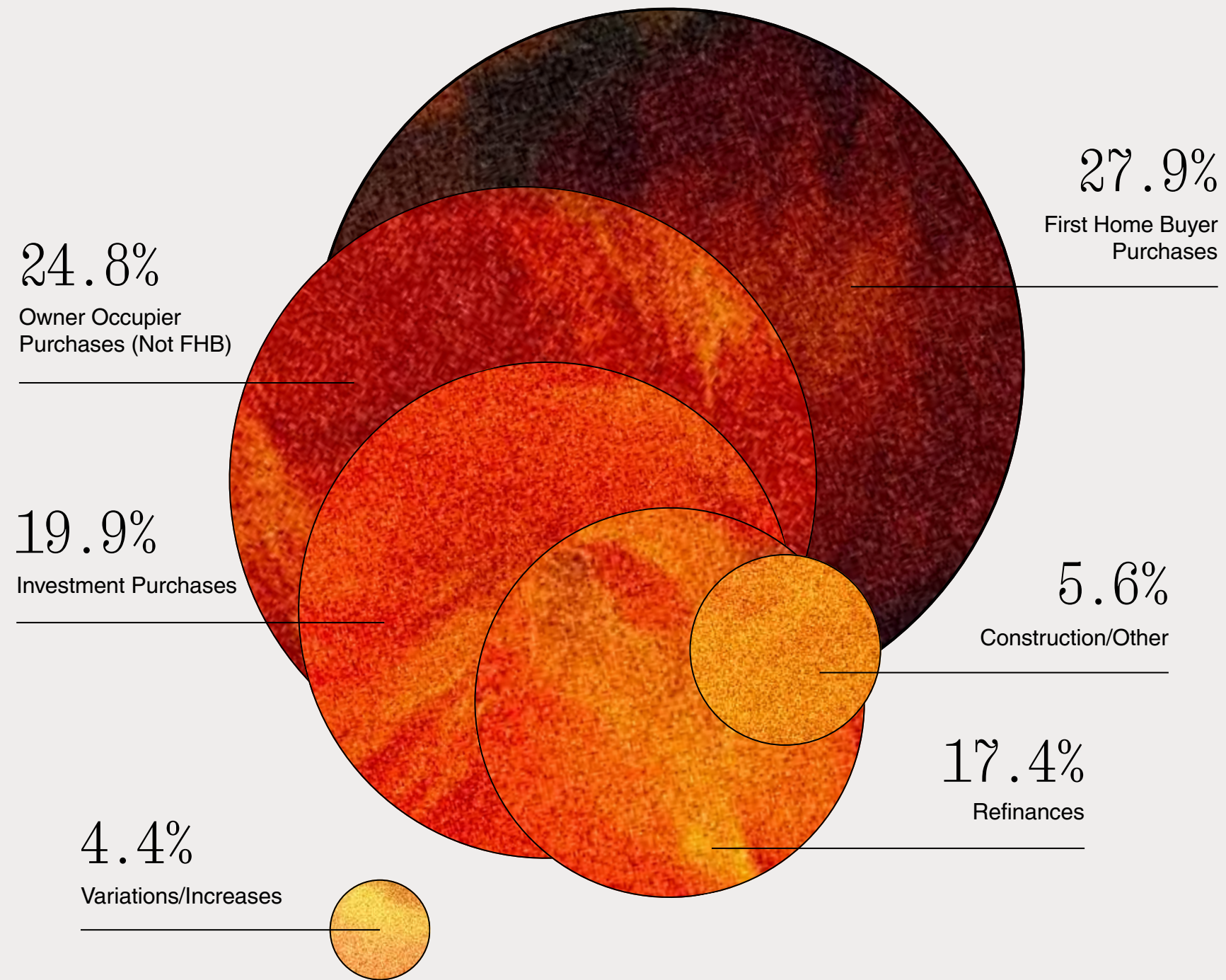


SETTLEMENT INSIGHTS

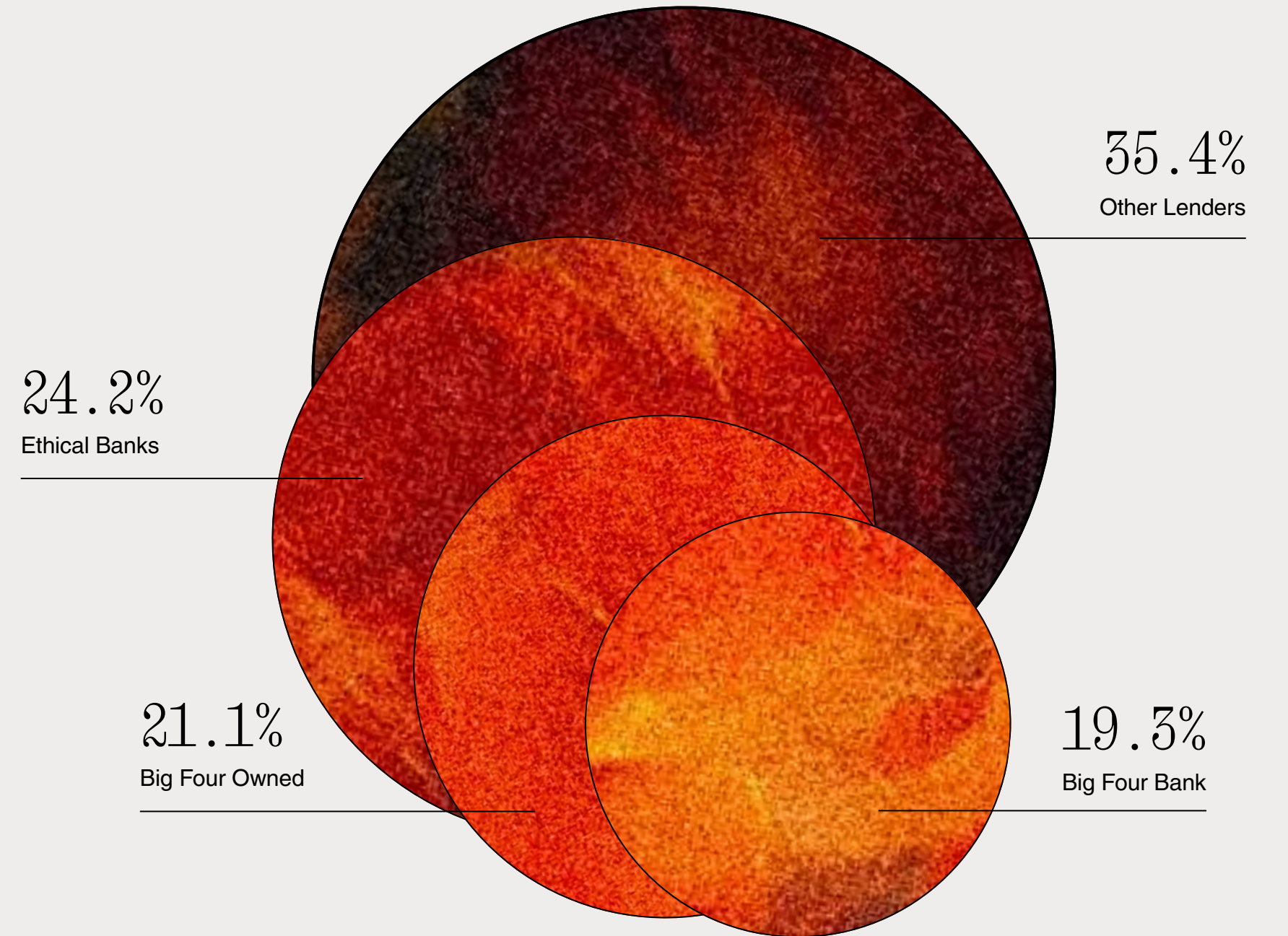
35 – 38

Our settlement insights aim to provide a snapshot of how people in our community are navigating their financial journeys, and the range of lenders that end up being part of the picture.

LOAN PURPOSES



LENDER DISTRIBUTION



ETHICAL BANKS:

BETTER FOR PEOPLE, THE
PLANET AND OUR POCKETS

IF YOU THINK THE TERM
'ETHICAL BANK' SOUNDS
LIKE AN OXYMORON,
YOU'RE PROBABLY NOT
ALONE. AND HONESTLY, WE
LOVE A HEALTHY LEVEL OF
BANK CYNICISM AS MUCH
AS THE NEXT PERSON...

As a purpose-driven mortgage advisory, we're passionate about championing ethical banks and combating the misconceptions that often stand between people and their ability to make better-aligned banking choices. Misconceptions that are the product of decades' worth of marketing, media influence, and industry power, all designed to protect the major banks' market dominance and a profit-obsessed status quo.

But as we've discovered through our extensive work with both clients and lenders alike, more ethical, customer-owned banking isn't just a nice idea - it's a viable, and in many cases better, alternative to the traditional 'shareholder-owned' model. Because when a bank isn't solely focused on maximising shareholder returns, they can pass those savings on to their customers instead.

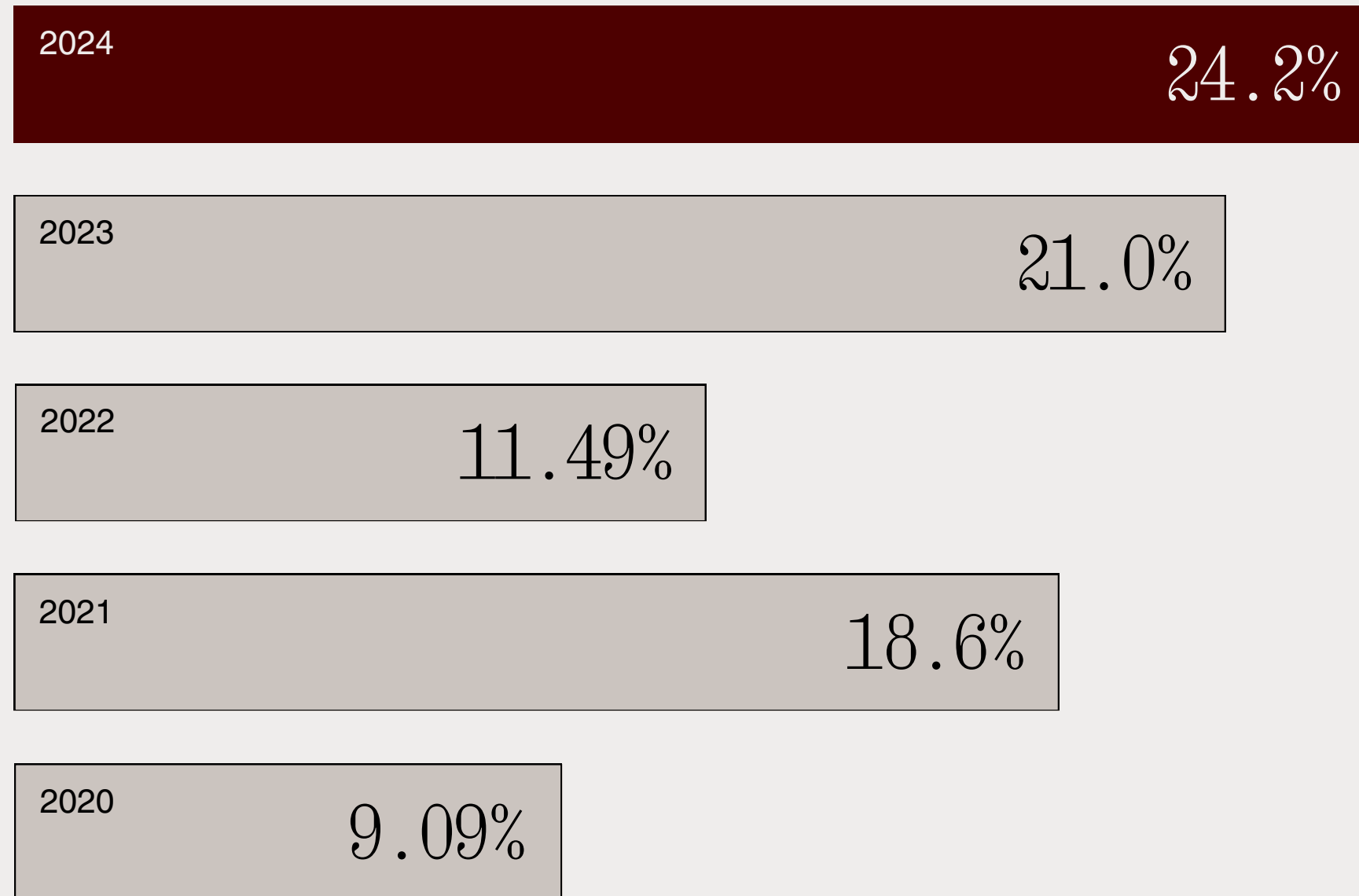
Take it from us - ethical banks aren't some idealistic pipe dream. They're real, they're here, and they're often outperforming the big players on the metrics that actually matter: better rates, people (not profit) centred products and services, and a business model designed to better support a more equitable and sustainable financial future for us all.

Talk about value for money...

ETHICAL BANK SETTLEMENTS BY THE NUMBERS IN 2024

As mortgage advisers, we believe we have both a responsibility and an obligation to help our clients better understand how their home loan lender choice affects not just their finances, but also the world around them, ensuring they're equipped to make financial decisions that are truly informed, in every sense of the word.

OUR % OF ETHICAL BANK SETTLEMENTS BY YEAR:



Each year, more and more of our clients are choosing ethical banks for their home loans and in 2024, nearly a quarter of all loans we settled were with lenders doing things better for both people and the planet.

However, we know that interest in ethical banking often outpaces uptake. So many of our clients express a genuine enthusiasm for banking more closely with their values, but for some, there can be practical barriers to making it happen. When this occurs, be it due to timing, specific product needs, or simply the complexity of their own financial situation, we seek to support them without judgement, and stay connected to help identify future opportunities for them to make the more ethical switch.

What these 2024 settlement figures really tell us though, is that the demand for ethical banking isn't slowing down - it's accelerating. They're evidence of a growing community of people who are all committed to using their financial power for good. A community that we feel incredibly privileged to play our part in supporting.

ANNUAL RATE REVIEWS

39 - 44

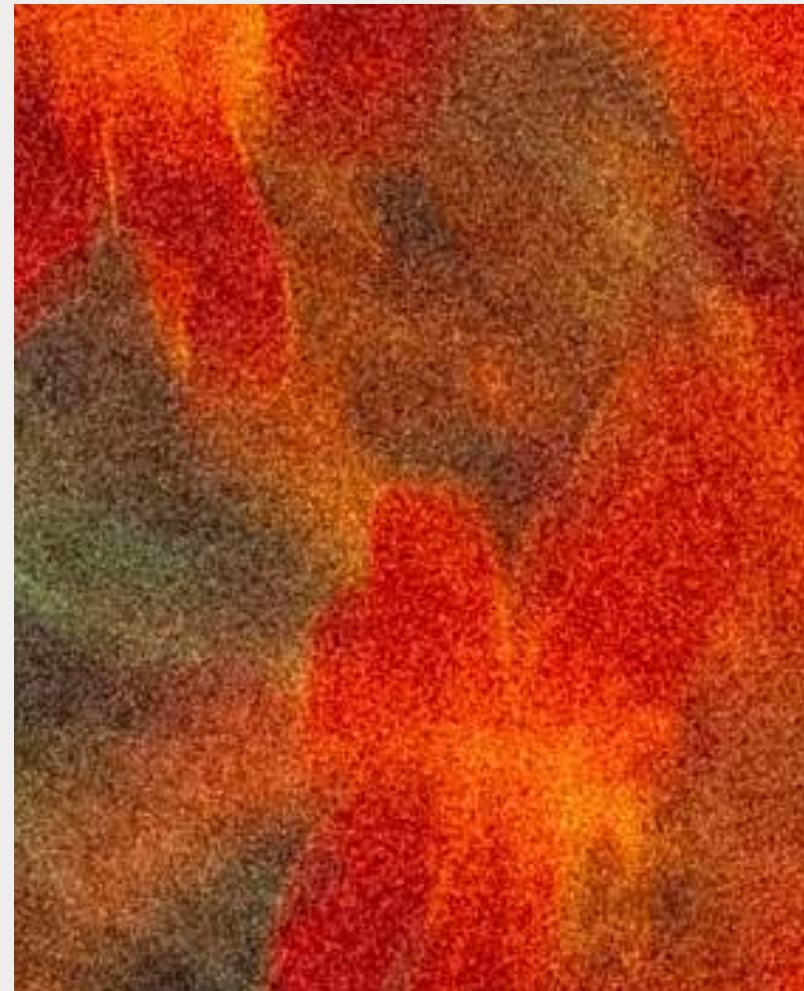
ANNUAL RATE REVIEWS:

THE POWER OF PROACTIVE LOAN MANAGEMENT

Getting a great interest rate on your home loan is one thing. Keeping it competitive over the years? That's another thing entirely.

Contrary to the common misconception that banks will reward customers for their loyalty, some banks will actually allow the rates of their existing clients to drift upward, while offering up their best deals to attract new ones. It's a frustrating, yet predictable practice and it's why we've made a commitment to automatically review all our clients' loans every year to make sure they're still getting a fair deal. And if we find they're paying more than they should be? We'll negotiate something better on their behalf.

It sounds simple enough but it's a process that delivers meaningful savings to our community members and, given the economic upheaval of the last few years, we know every little bit counts.



ANNUAL RATE REVIEWS

2024 was another tough year financially for many people. Cost of living pressures remained intense, and so, every bit of relief mattered. While the cash rate stayed put, everyone was waiting for some breathing space in the form of rate cuts that never materialised. Having clients who were already on competitive rates meant they were starting from a much better position while waiting for broader economic conditions to improve.

Outside of the cost-saving merits, our Annual Rate Review service also provides us with valuable insights into the way different lenders treat their existing customers over the long term. Some banks are responsive and willing to work with us to help keep their existing customers happy, while others can often be more focused on attracting new customers, sometimes to the detriment of existing ones. Observing these patterns helps paint a more holistic picture of what constitutes a 'good' bank, allowing us to better inform our clients about which lenders are likely to serve them well over the long term, and not just on settlement day.

JAN - DEC 2024

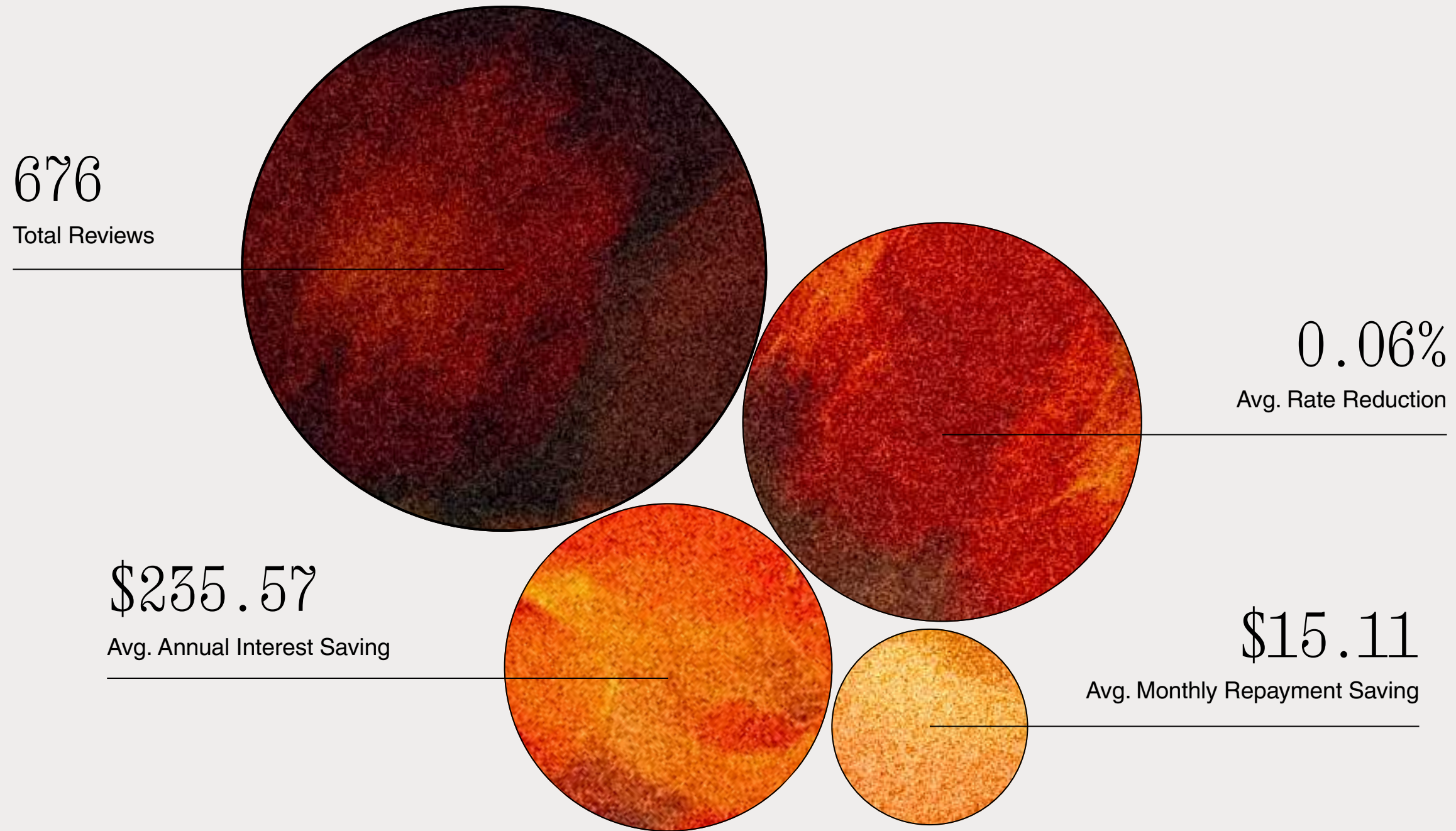
Would it surprise you to learn that more ethical, customer-owned banks tend to keep costs lower over the long term than their major bank counterparts? We didn't think so.

Our Annual Rate Review service is just another way we aim to embody purpose-driven finance in practice - prioritising long-term client wellbeing over any short-term financial gains we might otherwise pursue through [refinancing our clients unnecessarily](#). Because while we're proud to help people secure competitive, values-aligned home loans, we're equally committed to ensuring those loans remain beneficial for them, and impactful for others, for as long as they have them.

[LEARN MORE](#) →

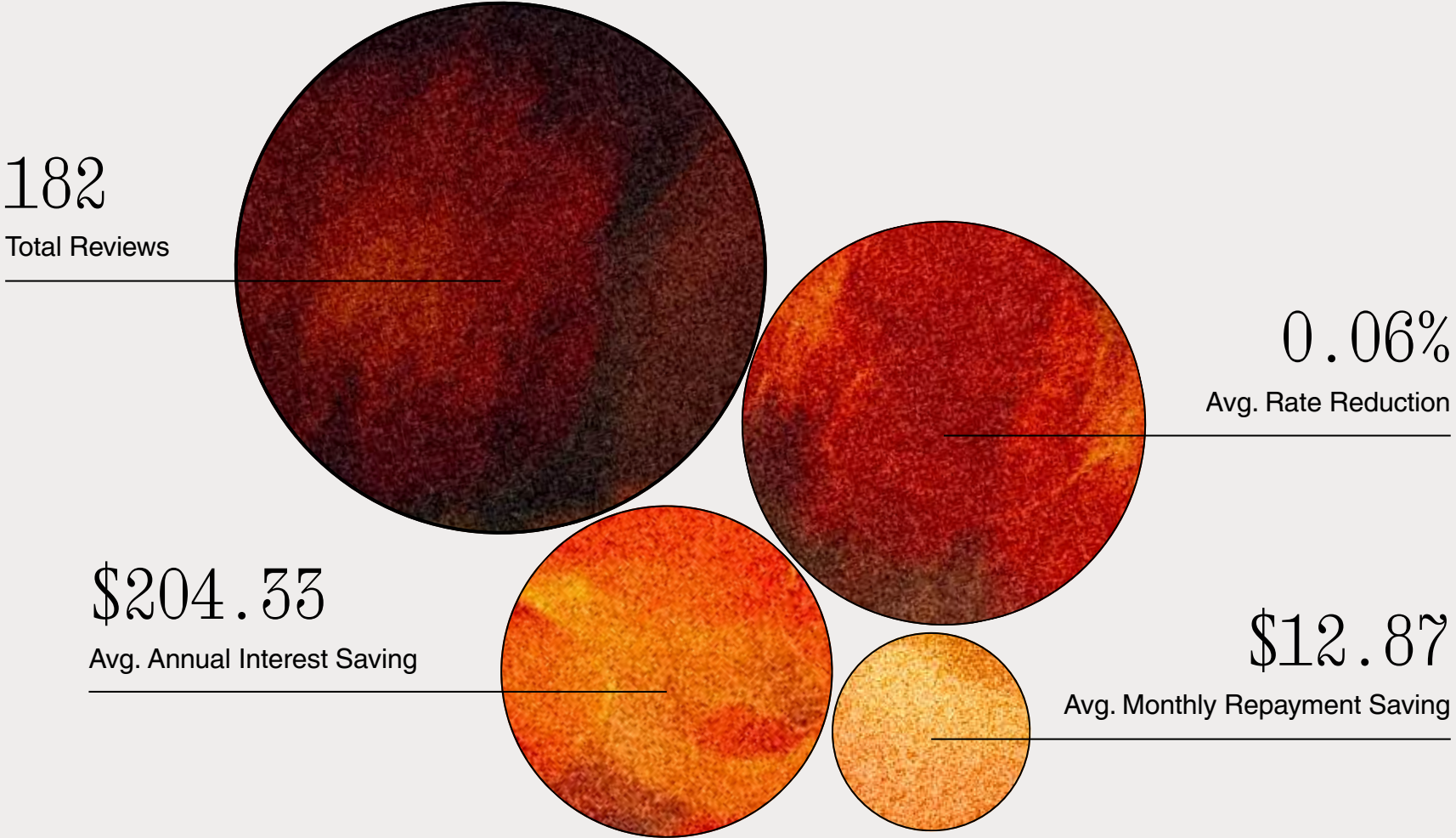
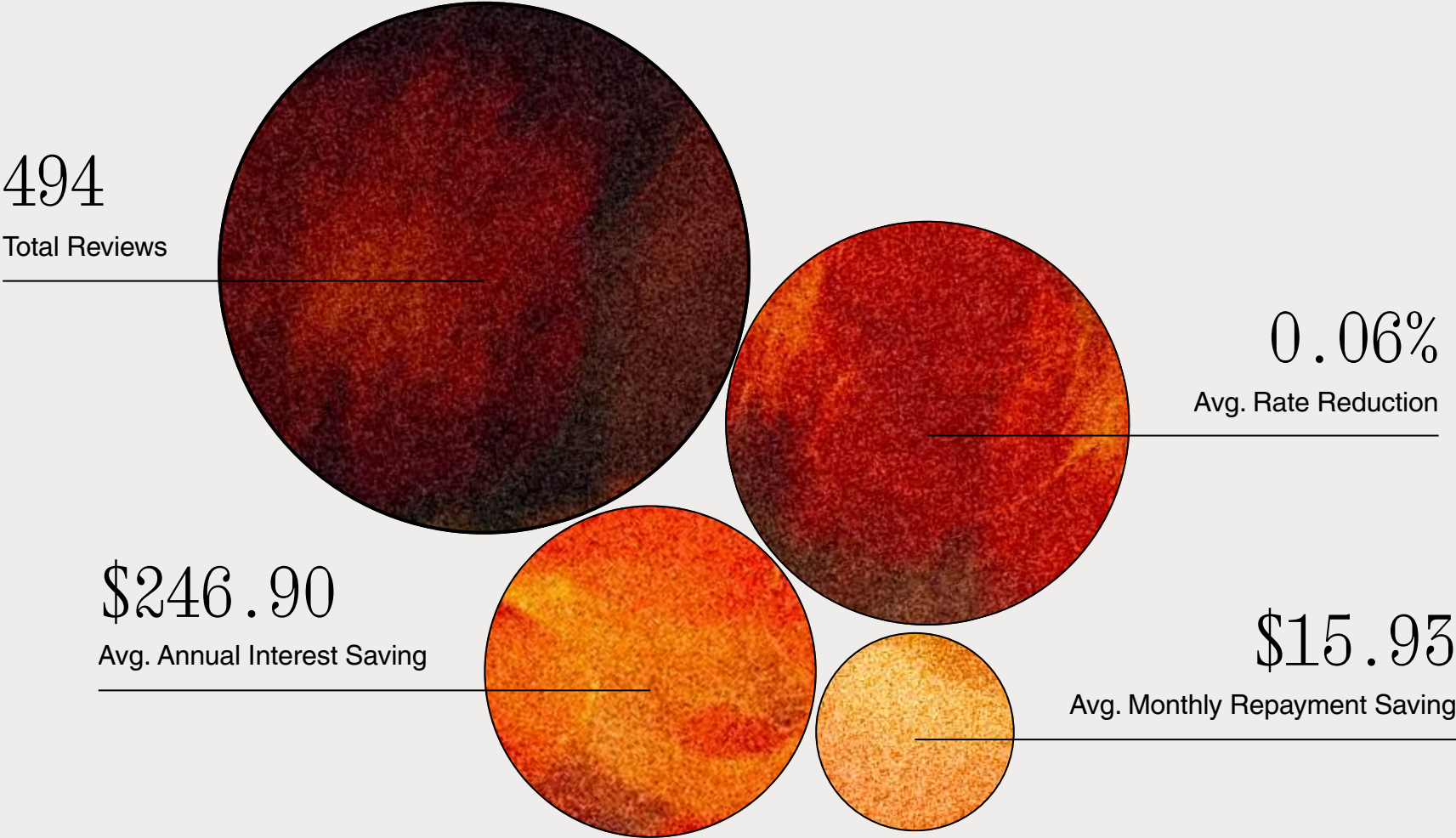
*Note: Annual Rate Reviews apply to variable rate mortgages only.

TOTAL REVIEWS

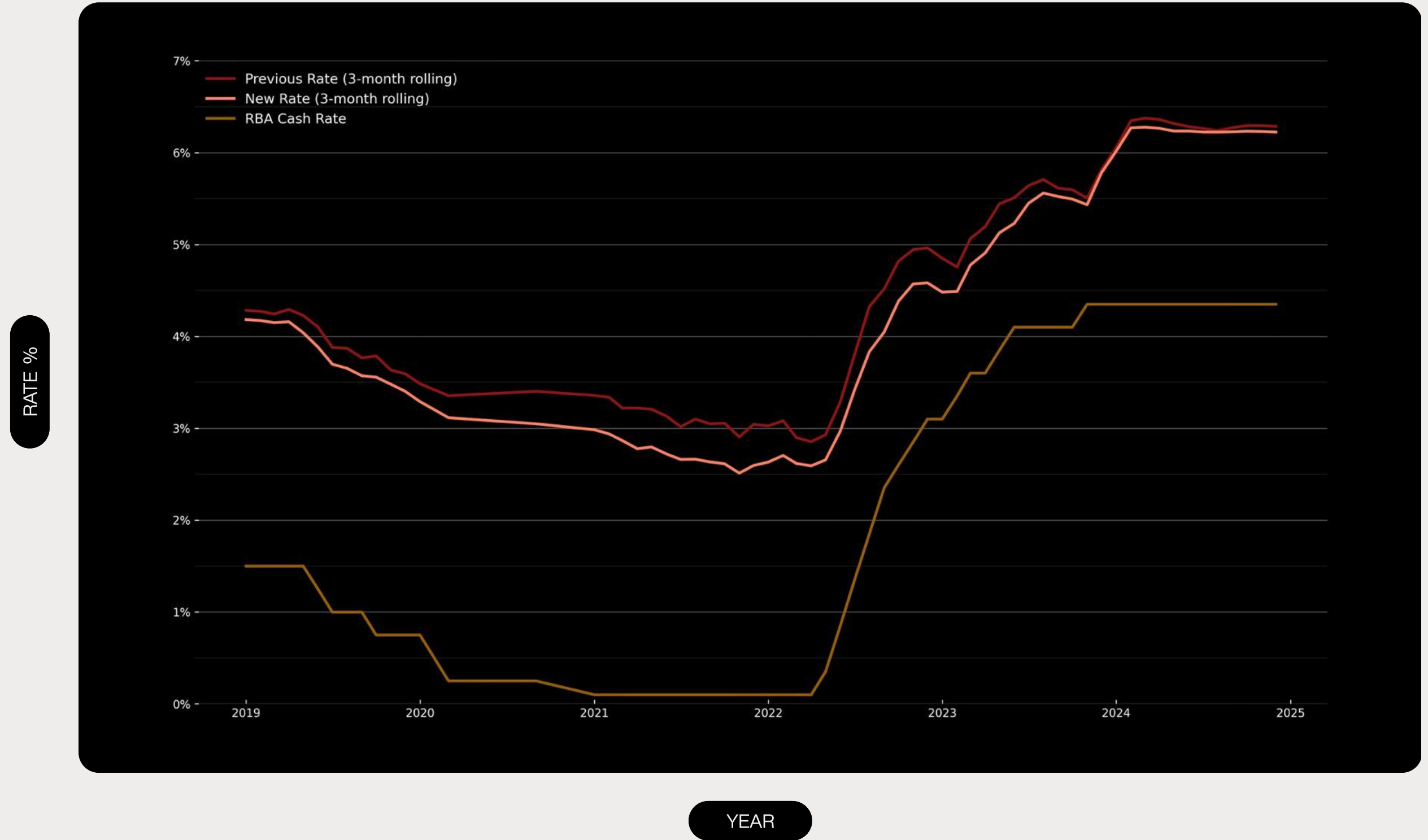


OWNER OCCUPIER REVIEWS

INVESTMENT REVIEWS



PRE VS. POST REVIEW RATE TRACKED AGAINST CASH RATE (AVERAGE)



TOTAL INTEREST SAVED FOR OUR
COMMUNITY MEMBERS VIA ANNUAL
RATE REVIEWS

JAN 2019 - DEC 2024

\$2,300,824

SOCIAL

● 2024

IMPACT

45

“OUR ABILITY TO SUPPORT GREATER SOCIAL EQUITY ISN'T ABOUT CHARITY, IT'S ABOUT RECOGNISING THAT WE'RE PART OF A COMMUNITY WHOSE WELLBEING DIRECTLY IMPACTS OUR OWN. WHEN WE CONTRIBUTE TO INITIATIVES THAT CREATE POSITIVE CHANGE, WE'RE NOT GIVING BACK; WE'RE INVESTING IN THE COLLECTIVE PROSPERITY THAT MAKES BUSINESS MEANINGFUL, AND POSSIBLE, IN THE FIRST PLACE.”

NICK MORLEY (HE/HIM)
LOAN ADVISER, PURE FINANCE

FINANCE AS A FORCE FOR GOOD

Businesses don't exist in isolation from society - they are part of it. The decisions they make, the practices they adopt, and the values they centre don't just affect their own bottom line, but have the power to shape our collective future. This is especially true in finance, where the flow of capital can either work to reinforce and deepen existing inequities or work to dismantle them.

For too long, many businesses, especially in finance, have treated social impact as something that happens outside of their core operations; an externality. But what this approach fundamentally misunderstands is that every 'business' decision is also, inherently, a social one - whether this connection is accounted for, or not.

The privilege that comes with being in a position to operate a profitable business, particularly in such difficult times, is never far from our minds. For us, acknowledging this privilege encompasses a responsibility to ensure that, wherever possible, our success is also contributing to the wellbeing of the people and communities that made it possible in the first place. For us, this can look like financial redistribution, time spent, care extended, or cultural change enacted through conversations and advocacy.

While there are many different ways to engage in meaningful action for social impact, something we've observed through our own work is that the most transformative approach often requires a shift from the siloed thinking that treats social responsibility as separate from the 'real work' of business when, in reality, they are one and the same.

IMPACT GIVING THROUGH PURE COMMUNITY

Our impact giving initiative, Pure Community, operates on a simple principle: every client who works with Pure Finance contributes to positive social and environmental impact, regardless of which lender they choose or whether or not they're able to access a more ethical bank for their loan.

This happens through our commitment to put 5% of our revenue towards community-led initiatives working to realise greater social and environmental justice. The 5% is then distributed across the following key areas:

<h1>5%</h1>	<h2>1%</h2>	<p>PAY THE RENT (1%) For the agency, autonomy and self-determination of First Nations people and communities.</p>
	<h2>1%</h2>	<p>PLANET (1%) For resourcing environmental protection, resilience and climate activism.</p>
	<h2>3%</h2>	<p>PEOPLE (3%) For YOURS, our new NFP providing no-cost, no-interest loans that enable participants to meet economic needs or realise personal and professional goals with dignity and autonomy.</p>

What differentiates Pure Community from more traditional forms of corporate philanthropy is in both its structure and approach. By using a revenue-based model, rather than an ad hoc, profit-based one, we ensure consistent support regardless of our business's financial fluctuations.

Additionally, the model aims to acknowledge and account for the ways that colonial and paternalistic undertones in current philanthropic frameworks can limit the reach of vital, often grassroots, initiatives and organisations. Our approach does not exclude those who do not hold DGR (Deductible Gift Recipient) status or formal charity/NFP registration, recognising that these requirements can create barriers and limit efficacy, particularly for the most community-centric and systems-focused work.

SOCIAL IMPACT



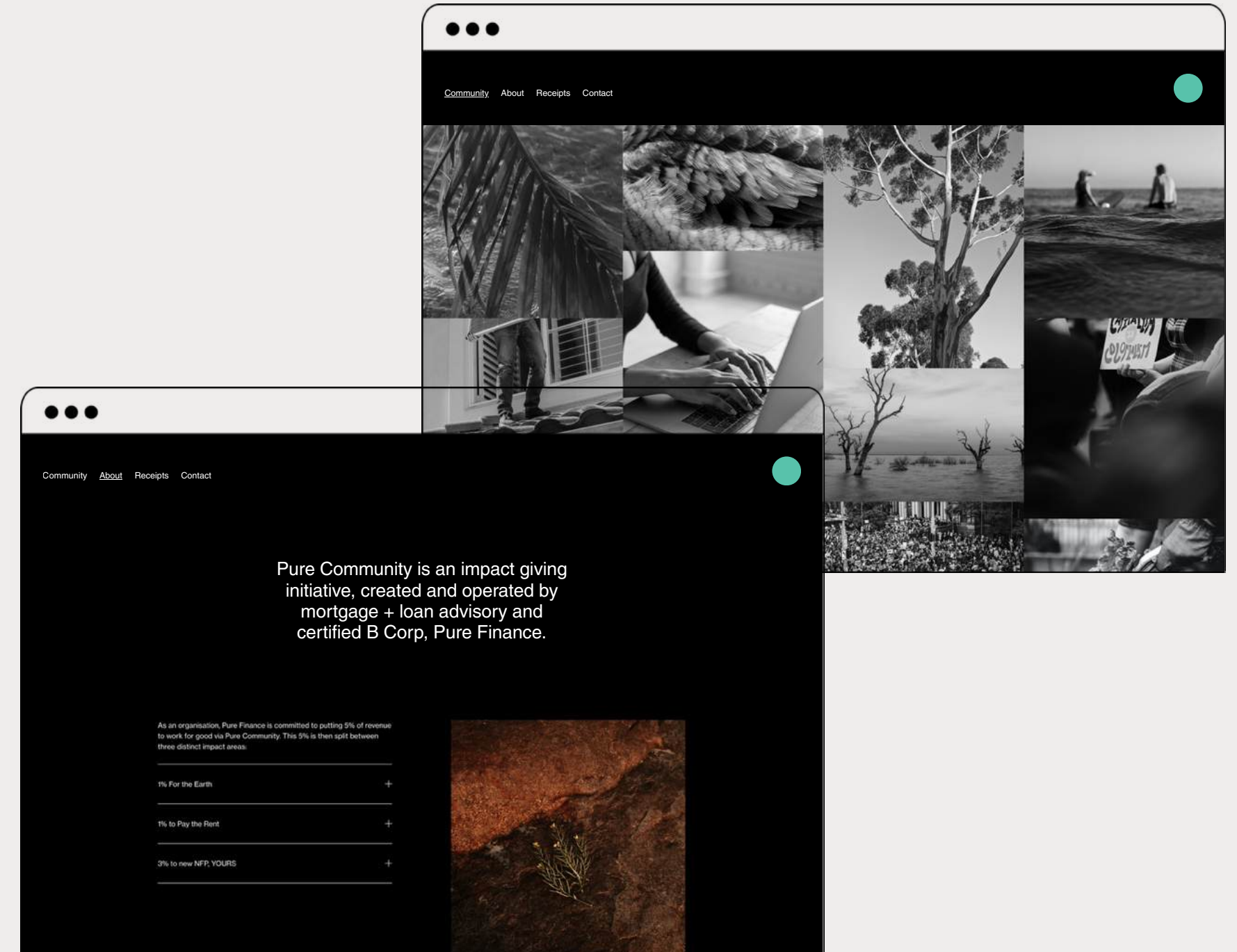
PURE COMMUNITY:

HOW IT WORKS

When a client takes out a \$500,000 loan through Pure Finance, the upfront commission paid by the bank is \$3,250, making the initial impact giving amount from that loan \$162.50. Over time, through ongoing trail commission payments from the bank, that amount continues to grow. For example, a loan settled in January 2020 would have generated an additional \$179.16 by January 2025, bringing the total impact giving from that single loan to \$341.66 and supporting 37 organisations working towards greater social and environmental equity.

PURE COMMUNITY

JAN - DEC 2024



www.purecommunity.co →

OUR APPROACH:

IMPACT GIVING AS
MEANINGFUL REINVESTMENT

More and more, people are asking deeper questions about the intentions and structures that underpin charitable giving in the business world. While corporate philanthropy and social responsibility initiatives have an important place in helping to address community funding needs, there's a growing recognition that both the context and motivations behind these efforts matter just as much as the contributions themselves.

For us, this recognition has dramatically shaped, and continues to shape, how we approach our own impact giving. Rather than viewing our commitment as a way of 'giving back,' we seek to understand it as an act of redistribution, an acknowledgement that our success is deeply interconnected with the wellbeing of our broader community, and that any form of philanthropy should also exist alongside efforts to address the structural imbalances that create the need for such support in the first place.



We're also well aware of the tension that exists between performative and meaningful approaches to 'making donations'. This means it is imperative that we, and others that seek to create impact in this way, commit to asking deep, ongoing and self-reflective questions of our intentions and approach.

Questions like:

- Is this a meaningful act of support, relative to our own resources and capacity?
- Does this approach respect the autonomy and expertise of the communities being supported, or does it inadvertently perpetuate inequitable and paternalistic dynamics?
- Is this approach genuinely seeking to address root causes, or is it simply treating symptoms?
- What role might we play in the very systems that create the need for this support in the first place? Are we taking meaningful steps to address this?
- Does this feel like a genuine act of redistribution, reflecting an honest acknowledgement of our privilege and responsibility, or does it feel more like an opportunity for good PR?

These aren't easy questions, and they certainly don't have easy answers. But we believe they're essential ones to keep asking – of ourselves and of the broader business community. And, as you read through the impact we've been privileged to support in 2024, we invite you to continue reflecting on them alongside us, knowing that this work is always evolving and that there is always more to learn.

CHANGES TO OUR IMPACT GIVING SCHEDULE IN 2024

TOWARDS THE END OF 2023, WE BEGAN HAVING CONVERSATIONS ABOUT THE EVOLVING NEEDS OF COMMUNITY ORGANISATIONS AND THE CHANGING LANDSCAPE OF SOCIAL AND ENVIRONMENTAL IMPACT FUNDING.

These conversations led to a process of reassessing how to best maximise the effectiveness of our own impact giving model, Pure Community, while recognising that many organisations, particularly grassroots initiatives, face ever-increasing challenges in accessing the funding they need.

With the goal of adapting our approach to better support these vital community efforts, while also enhancing the overall impact of our contributions, we made the decision to trial a move from a quarterly to half-yearly fund distribution schedule in 2024. The benefit is that the accumulation of funds over a six-month period (rather than three) will allow for larger, potentially more impactful, funding amounts, providing an opportunity to better strengthen the autonomy of the people and organisations we're looking to support.

Our commitment to redistribute 5% of our revenue remained unchanged, along with our targeted impact areas of people, the planet and paying the rent. Ultimately, in making this change, we aimed to deliver more substantial support to community-led initiatives, particularly those who might otherwise find themselves unable to adequately access more traditional funding streams.

As a valued member of our community, we encourage you to share any thoughts or questions you might have on this change with us via: info@purefinance.com.au



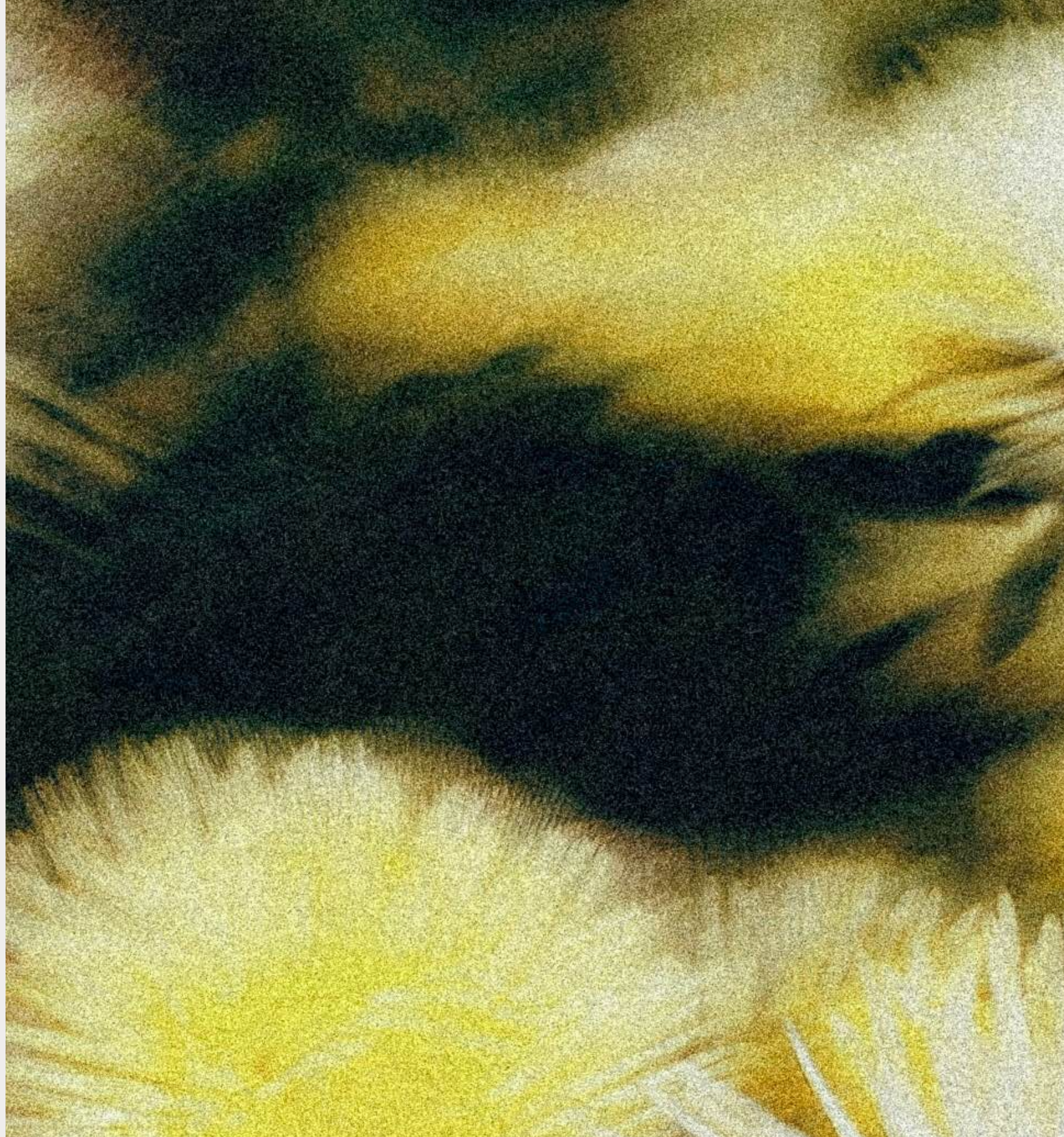
“THE SUCCESS OF THE AUSTRALIAN ECONOMY IS NOT DOWN TO ECONOMIC MANAGEMENT, AS THE CONSTANT POLITICAL POSTURING WOULD HAVE US BELIEVE, IT IS BECAUSE A BENEFIT HAS BEEN DERIVED FROM THE INDIGENOUS PEOPLE AND CULTURAL LANDS WITHOUT ANY PAYMENT.”

NATALIE CROMB
COLLABORATOR, INDIGENOUSX

WHY WE CHOOSE TO PAY THE RENT

As an organisation, and as individuals, we acknowledge that we live and work on unceded Aboriginal land. With this acknowledgement comes a recognition that the mortgage, finance and property industries have contributed to the ongoing dispossession of First Nations people and Country, and that there is still a long way to go in pursuing meaningful and equitable reparations. It is for these reasons, among others, that we have made a formal, ongoing commitment to Pay the Rent.

We have been shown time and again that centring the self-determination of this land's original and enduring custodians is the only true path towards a more just and equitable future. And while we know that reparations are just one part of a much broader commitment needed to achieve greater racial equity and justice, we see them as an important step in acknowledging our own responsibility and in better supporting the sovereignty, agency and autonomy of First Nations peoples.



We are not experts in this work and aim to always be guided by First Nations voices, expertise and leadership. If you'd like to learn more, we encourage you to visit the following:

[PAYTHERENT.NET.AU](https://paytherent.net.au) →

[REFORM: PAY THE RENT - INDIGENOUS X](#) →

[WEALTH REDISTRIBUTION IN 'AUSTRALIA' - COMMON GROUND](#) →

[@FIRSTNATIONSFUTURES](#) →

PAY THE RENT (1%)

54 - 55

1 DHULUNY

ROUND 1, 2024



We Paid the Rent with \$5,580 to Wiradyuri Traditional Owners Central West Aboriginal Corporation (WTOCWAC) in support of Dhuluny, a week-long series of events commemorating the 200-year anniversary of the declaration of Martial Law on 14 August, 1824. Centred in the preservation of culture, truth-telling, and the resilience of the Wiradyuri Nation, Dhuluny ran from the 11-18 August and featured an exciting lineup of events including: art exhibitions and discussions with artists, film screenings, theatre performances, workshops, a Corroboree, a conference and an Aboriginal art market.

[LEARN MORE ->](#)

TARGETED SDGS:



2 WILYA JANTA

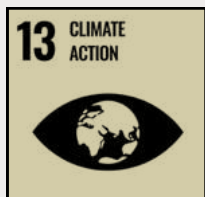
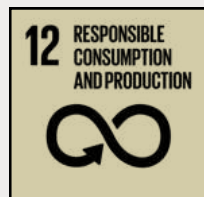
ROUND 2, 2024



In Jurkkurakurr/Tennant Creek, where climate data predicts dramatic increases in 40°+ days, this Aboriginal-led corporation is revolutionising remote housing by combining traditional knowledge with modern sustainability. Their innovative approach doesn't just create homes - it's restoring agency to communities in determining their own housing futures. We redistributed \$7,271 towards Wilya Janta's vital efforts in revolutionising housing solutions with, and for, First Nations communities.

[LEARN MORE ->](#)

TARGETED SDGS:



VOLUNTEER PROJECTS

56 - 67

BEYOND FINANCIAL CONTRIBUTIONS

CREATING LASTING IMPACT TAKES MORE THAN FINANCIAL SUPPORT. TIME, ENERGY AND CARE ARE ALL EQUALLY POWERFUL FORCES FOR CHANGE AND VOLUNTEERING GIVES OUR TEAM THE SPACE TO FURTHER GROW THEIR SKILLS, CONNECT WITH THE COMMUNITY AND ENGAGE MORE MEANINGFULLY WITH THE ISSUES THAT SHAPE OUR LIVES.



At Pure Finance, we support our team members to spend time contributing to causes and communities in ways that matter to them. That might mean contributing to our own social impact initiatives, Ladies Talk Money and YOURS, two projects aimed at advancing financial equity through education, capacity-building and community connection, or lending time to other important work they care about. Through these contributions, we hope to reflect our understanding that we're all part of the same community, and when we care for each other, we all benefit.



SOCIAL IMPACT

VOLUNTEER PROJECTS

JAN - DEC 2024

HOURS SPENT BY TEAM MEMBERS ON
VOLUNTEER PROJECTS IN 2024:

(PROJECTS INCLUDE: YOURS, LADIES
TALK MONEY)

223

HOURS

LADY, WE NEED TO TALK...
ABOUT MONEY!

LADIES TALK MONEY IS A
FREE, ONLINE EDUCATION AND
ADVOCACY PLATFORM DESIGNED
TO SPARK COURAGEOUS AND
UNAPOLOGETIC MONEY
CONVERSATIONS FOR WOMEN AND
GENDER-DIVERSE PEOPLE.

The platform aims to take an intersectional approach by centring discussions on the systemic economic and social inequities inherent in our current financial systems: inequities that can largely be attributed to many of the 'gaps' experienced by women and gender-diverse people today. Through stigma- and stereotype-smashing conversations, the Ladies Talk Money platform seeks to dismantle the barriers keeping women and gender-diverse people from achieving true financial equality, prosperity and autonomy - however they choose to define it.

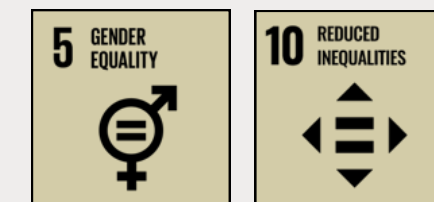


At Pure Finance, we believe tackling gender inequality to be one of the most urgent issues of our time, and central to achieving the widespread social, economic, political, and environmental equity the world so desperately needs. And so, we are proud to support and champion the work of the Ladies Talk Money platform, recognising it as fundamental in our commitment to building a financial future that is more equitable and inclusive, for all.

Along with each and every community member, the Ladies Talk Money team is building a money revolution, on their own terms - one conversation at a time.

[LEARN MORE](#) ->

TARGETED SDGS:



“MORE BROADLY, THE GENDER PAY GAP IS A MAJOR BARRIER TO ECONOMIC INDEPENDENCE AND SELF-DETERMINATION FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES... INCREASINGLY, OUR WOMEN ARE BREAKING THROUGH THE GLASS CEILINGS INTO COMMERCIAL LEADERSHIP, WORKING IN NON-TRADITIONAL ROLES OR STARTING THEIR OWN BUSINESSES. BUT UNLESS THERE IS CONTINUED MOMENTUM FROM GOVERNMENTS AND EMPLOYERS, THESE WOMEN WILL REMAIN EXCEPTIONS RATHER THAN THE RULE.”

PROF. NAREEN YOUNG (SHE/HER)
DIRECTOR, CENTRE FOR INDIGENOUS PEOPLE AND WORK (CIPW)

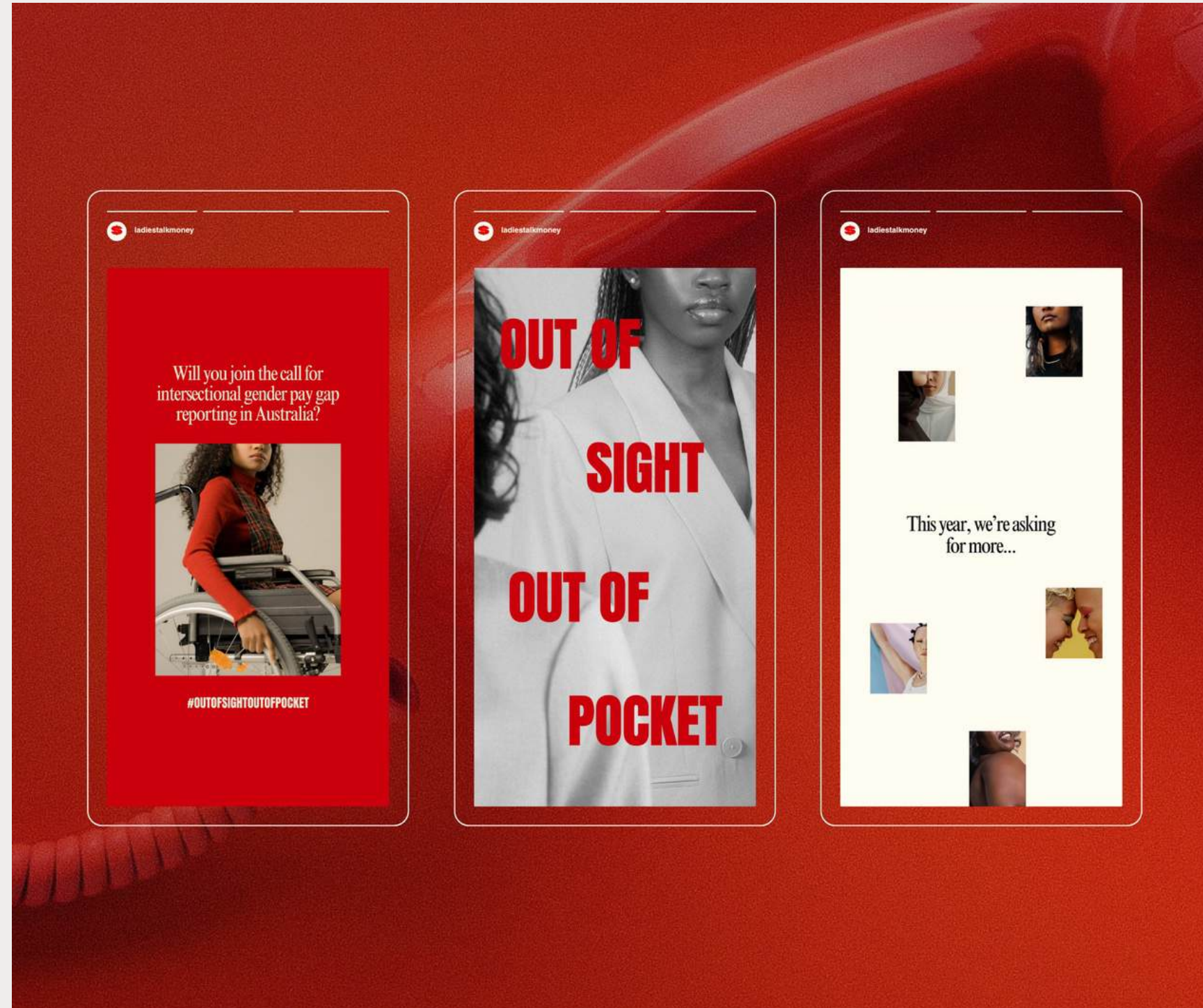
OUTLINE OF ACTIVITIES IN 2024:

THE 'OUT OF SIGHT, OUT OF POCKET' CAMPAIGN

Along with a formidable coalition of collaborators, contributors and supporters, Ladies Talk Money launched a powerful new advocacy campaign in 2024. Strategically deployed to coincide with Australia's Equal Pay Day on August 19, the 'Out Of Sight, Out Of Pocket' campaign aimed to highlight the urgent need for more intersectional gender pay gap data collection and reporting in Australia.

ABOUT THE CAMPAIGN

Whether it's calculated by the Australian Bureau of Statistics (ABS) or the Workplace Gender Equality Agency (WGEA), Australia's current data on our gender pay gap paints an incomplete picture; it fails to fully capture the nuances and deeper inequities experienced by women and gender-diverse people with intersecting identities. In this case, out of sight not only means out of mind, it also means out of pocket. And as long as the data remains a mystery, the compounded disadvantages experienced by these groups remain invisible at best and deliberately obscured at worst. We can, and must, do better.



www.ladiestalkmoney.com.au/out-of-sight-out-of-pocket-campaign ->

CAMPAIGN GOALS

The 'Out of Sight, Out of Pocket' campaign had three core objectives in 2024:

- **Education:** Increase the awareness of the current limitations of Australia's gender pay gap reporting and highlight the urgent need for more intersectional data. This will enable individuals, employers and policy makers to more adequately understand the true scope of gender-based financial inequity in Australia.
- **Advocacy:** Push for regulatory changes that mandate and support the collection and reporting of more intersectional pay gap data, while protecting privacy and prioritising both cultural safety and First Nations' data sovereignty.
- **Action:** Encourage individuals, communities, organisations, and governments to take bold, yet imperfect action for meaningful change and to, wherever possible, ensure those with relevant expertise and lived experience are leading and shaping the solutions.

Together, these objectives aimed to address both immediate advocacy needs and longer-term systemic transformation.

CAMPAIGN VOICES

"We know people's experiences of gender-based discrimination are compounded by their intersecting identities such as race, socio-economic status, sexuality, neurodiversity and disability. A lack of intersectional data and analysis means we can only really understand the tip of this iceberg."

MIN-SHI MICHELLE LIM (SHE/HER)
ORGANISATIONAL CULTURE SPECIALIST, DE&I ADVOCATE.

"Each year, we're told when Equal Pay Day is, but - Equal Pay Day for who exactly? While the ABS and WGEA do a good job, we need to keep raising the bar. Every piece of data we collect, every program we apply an intersectional lens too — it all adds up. You know what doesn't add up? Well, you know what doesn't add up."

CARMEN HAWKER (SHE/HER)
FOUNDER, CARMEN GET IT!

"We all know that intersectional pay gaps are a problem. And actually, we don't even need the data to know this because women of colour and First Nations women have been telling us for centuries. But because the people who make and approve policies (i.e. mostly cis, white men) do not believe us, we need this data to convince them."

MARIAM MOHAMMED (SHE/HER)
CO-FOUNDER, MONEYGIRL

"An intersectional lens reveals systemic barriers unique to different identities, allowing for targeted, nuanced strategies that address root causes of economic disparities among women."

LARISHA V JEROME (SHE/HER)
PROUD JAROWAIR, WAKKA WAKKA & WULLI WULLI WOMAN, ECONOMIC JUSTICE ADVOCATE

"Inequality takes many forms. Pay is one. Let's leverage the opportunity for transparency and intersectional action. If we fail to understand pay inequity beyond binary gender, we'll fail to close the gap by advancing white, able, cisgender, straight women. Our current efforts still treat women as a homogenous group when we have the data, insights and lived experiences to tell us that intersectionality matters."

GEMMA SAUNDERS (SHE/HER)
FOUNDER, WORKPLACE EDIT

"In the capitalist, patriarchal and racist colonial systems we exist in, having access to money doesn't just make you 'wealthy', it makes you powerful. And this equates to very real consequences in terms of the power (or lack thereof) that women and gender diverse people have over their own lives."

CHANDEL ROSE (SHE/HER)
CO-FOUNDER, LADIES TALK MONEY

"Creating a workplace where pay equity is the norm shouldn't be up for debate. It's our responsibility as leaders to ensure all women — across all intersections of race, socio-economic status, sexuality, and ability — are paid fairly and have the same chance to progress. Access to intersectional pay gap data will help leaders fully understand the nuances of the current gender pay gap – and once they know better, they can do better."

ERIN MORRIS (SHE/HER)
FOUNDER & MANAGING DIRECTOR, YOUNG FOLKS

CAMPAIGN VOICES

"Some say taking an intersectional approach to gender equality is overwhelming, but it's the key to true liberation. When we tackle interconnected systems of oppression together, we pave the way for greater freedom – financial and beyond."

DR EMMA FULU (SHE/HER)
FOUNDER & DIRECTOR, THE EQUALITY INSTITUTE

"We can't really wait for data sets to be complete or a time when large agencies like WGEA actually mandate that organisations take an intersectional lens to pay gap data. When we decide to wait, then we are actually asking racially and ethnically diverse people to forgo pay equity at times in their professional and family lives when they need it the most, especially with the cost of living rising..."

DIV PILLAY (SHE/HER)
CEO, MINDTRIBES & CO-FOUNDER CULTURALLY DIVERSE WOMEN

"Despite some progress, women still face significant barriers to their economic wellbeing. To create an even playing field for all, we need to unpack the structural imbalances at play. For that, we need a clear, detailed and intersectional breakdown of gender pay gap data, and we need it now."

VIC WOMEN'S TRUST

"If we focus only on reporting and improving the gender pay gap, without considering the impact of intersectional identities, our already marginalised communities are going to fall even further behind. We need to know the full extent of the problem if we are going to have any hope of fixing it."

LEIGH DUNLOP (SHE/HER)
PURPOSE-LED WORKPLACE POLICY LEADER

"To truly close the gaps that are holding us back, we must first clearly identify them. We need better data, but that, too, must be paired with decisive action. It's about recognising that the current disparities affecting women and gender-diverse people are unacceptable and taking the steps necessary to ensure everyone receives the opportunities and recognition they deserve."

FRANCES GOH (SHE/HER)
HEAD OF GROWTH & PARTNERSHIPS, ONE ROOF

"What gets measured, matters. When intersecting identities such as race and disability are overlooked in gender pay gap reporting, it reveals a deeper issue about Australia's approach to gender equity. Addressing these intersecting identities is fundamental to building inclusive, equitable workplaces for all."

NIDHI KALAIYA (SHE/HER)
FOUNDER, ZUKA

"The fear of 'getting it wrong' should not be an excuse for doing nothing, or for only doing what you are legally required to do. I wish more leaders would take the leap with their data collection - be brave, be held to account, and advocate for better reporting. We know it's not easy, and that there might be mistakes, but I'd rather see that than not try at all."

JEN BRANSCOMBE (SHE/HER)
DIRECTOR, GENDERWORKS AUSTRALIA

CAMPAIGN VOICES

“Equality achieved for women, without inclusion and consideration of women and non-binary folk with compounding marginalities, is not equality. It’s an illusion of parity with white men and is achieved on the basis of dominion over those women and non-binary folk. If it’s not intersectional, it’s not inclusive!”

SHEETAL DEO (SHE/HER)
LAWYER, ADVOCATE, DEI PRACTITIONER

“Australia is a world leader in closing the gender pay gap but even still, we are only measuring part of the story. Women who face intersectional challenges, due to race, disability, sexuality and other identity-based oppressions are facing a larger pay gap. We need to measure this too, and start the work of bridging these gaps for all women.”

SONALI HEDDITCH (SHE/HER)
PHD ON INTERSECTIONALITY, THE UNIVERSITY OF QUEENSLAND

“Whilst the Gender Pay Gap has rightly been marked for attention, interrogating the gap beyond gender is still needed. Why? Because, if our equality isn’t intersectional, it isn’t equitable at all.”

TASNEEM CHOPRA OAM

“Imagine workplaces where everyone feels valued and has the chance to thrive. The data we have on pay gaps only tells part of the story of where the greatest inequity lies. It misses other contributing factors such as age, cultural background, neurodivergence, and disability.”

NATALIE YAN-CHATONSKY (SHE/HER)
CEO, FULL TIME LIVES

“Progress is when we all move forward towards equality. It’s not moving some forward and letting others fall behind. Intersectional pay data gets us closer to true equality for all. Join us to make this a reality.”

DR VARINA MICHAELS (SHE/HER)
EXECUTIVE DIRECTOR, WOMEN OF COLOUR AUSTRALIA

“As women in finance, we know how critical it is to have accurate and reliable data. Without it, you simply can’t make good decisions about what to do next. Right now, we’re leaving too many women and marginalised communities behind, which is why I’m proud to add my voice to this campaign.”

EMMA BOWDLER (SHE/HER)
FOUNDER AND DIRECTOR, THE WOMEN’S ACCOUNTANT

“To achieve real change in economic equity for women we must fully understand what inequity looks like. We measure what matters and so we need to make sure we are collecting and utilising data that genuinely reflects the intersectional experiences across our communities.”

JADE BLAKKARLY (SHE/HER)
CEO, WIRE

CAMPAIGN IMPACT: A SNAPSHOT

The 'Out of Sight, Out of Pocket' campaign generated significant momentum across multiple channels, demonstrating the widespread demand for more comprehensive and intersectional approaches to pay equity in Australia. The following metrics capture a snapshot of the campaign's reach and engagement, though the true measure of impact extends far beyond these numbers and includes the critical conversations that were sparked, and the foundations for ongoing advocacy in this area that were laid.

2,164

VISITS TO THE CAMPAIGN AND
OPEN LETTER WEBPAGES

256

CO-SIGNATORIES ON
THE OPEN LETTER

79

SUPPORTING
ORGANISATIONS

MEDIA COVERAGE:

READ

WOMEN'S AGENDA

TODAY IS EQUAL PAY DAY. HERE'S WHAT THAT MEANS AND WHY INTERSECTIONALITY IS THE NEXT STEP

[CLICK TO READ ->](#)

READ

B&T

OUT OF SIGHT, OUT OF POCKET CAMPAIGN PUSHES FOR INTERSECTIONAL PAY GAP REPORTING

[CLICK TO READ ->](#)

READ

CAMPAIGN BRIEF

LADIES TALK MONEY PUSHES FOR INTERSECTIONAL PAY GAP REPORTING IN NEW CAMPAIGN

[CLICK TO READ ->](#)

THE WORK CONTINUES...

THE 'OUT OF SIGHT, OUT OF POCKET' CAMPAIGN TOOK SHAPE THROUGH THE POWER OF COLLECTIVE ACTION, AND WAS ONLY MADE POSSIBLE WITH THE DEDICATION AND EXPERTISE OF MANY.

As the primary funding and supporting partner of the Ladies Talk Money platform, Pure Finance was proud to amplify this vital project in 2024 and, together with the Ladies Talk Money contributing team members, we wish to extend sincere gratitude to the following people and organisations:

To the core campaign leads – [Min-Shi Michelle Lim](#), [Larisha V Jerome](#), alongside [Carmen Hawker](#) ([CARMEN GET IT!](#)) and [Chandel Rose](#) – whose dedicated time, expertise and strategic leadership was fundamental in bringing the campaign to life.

We'd also like to acknowledge the significant contributions of Erin Morris from purpose-led communications agency [Young Folks](#), along with expert guidance provided by Gemma Saunders from workplace experience consultancy, [Workplace Edit](#), and Jen Branscombe from [GenderWorks Australia](#) – all of whom generously contributed low and/or pro-bono services and support to the campaign, helping to better support its efficacy, reach and impact.

We also wish to acknowledge the crucial research and longtime advocacy of Professor Nareen Young, Industry Professor at the [Jumbunna Institute for Indigenous Education and Research](#) at the University of Technology Sydney and Director of the [Centre for Indigenous People and Work \(CIPW\)](#).

As one of the country's most eminent and accomplished academic leaders on workplace gender equity, Professor Young's expertise was critical to the formation of the campaign and its objectives. We extend our deepest gratitude for her tireless efforts in paving the way, and for her ongoing contributions to making workplaces more intersectional and equitable.

We wish to also give thanks to the wider group of individuals and organisations who lent their voices, platforms, and support to this critical advocacy effort. Be it through co-signatures, quote contributions, sharing on social media, or mobilising their community, every action formed an essential part of the campaign's impact and created the momentum we hope to continue building upon.

And above all, we wish to honour the countless advocates, researchers, activists, peak bodies, individuals and communities who have been fighting for greater workplace gender and pay equity long before this campaign, and whose work we are fortunate and grateful to have drawn on. We are deeply grateful to them all; those who refused to accept the status quo and challenged systems of inequality in times when it was harder, lonelier and more costly to do so.

GET INVOLVED

Despite the campaign's actions and achievements in 2024, the fight for intersectional pay gap reporting in Australia is far from over. The 'Out Of Sight, Out Of Pocket' campaign remains active and aims to continue growing a coalition of like-minded supporters.

LEARN MORE:

[SEE THE CAMPAIGN](#) ->

[READ/SIGN THE OPEN LETTER](#) ->

[JOIN THE LTM COMMUNITY](#) ->

FOLLOW:

[INSTAGRAM](#) ->

[LINKEDIN](#) ->

YOURS: AN UPDATE

YOURS is a not-for-profit initiative that we began working on back in 2019. The idea? To use a percentage of our revenue, alongside the knowledge and skills employed in our day-to-day work, to address growing levels of financial precariousness in the community, occurring as a result of limited access to safe and appropriate forms of credit.

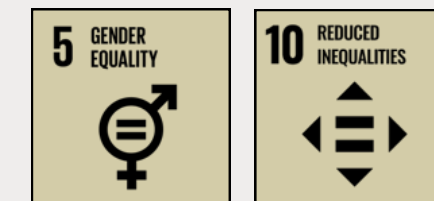
In 2024 we continued our pilot phase and were fortunate enough to issue three more loans on top of the two that were issued at the end of 2023. Alongside these loans, we continued to provide money-based mentorship, as guided by loan recipients. These loans and mentorships were delivered in collaboration with a well-established and highly respected community organisation based in Sydney/Gadigal and we thank them for their ongoing support and for so generously sharing their expertise and guidance.



As we continue our pilot phase, we will use the time to be guided by the invaluable experience and expertise of our partnering organisation, while also gathering feedback from participants, to ensure we are providing a pathway to financial support that is as safe and effective as possible.

Throughout 2024, Pure Finance added \$38,770 to the YOURS loan pool and we look forward to continuing our goal of providing a safe credit option for those who fall through the cracks when attempting to access existing funding models and/or government support.

TARGETED SDGS:



ENVIRONMENTAL

IMPACT

● 2024

68

“EVERY HOME LOAN IS ALSO AN ENVIRONMENTAL DECISION. WHEN WE HELP SOMEONE SECURE A MORTGAGE, WE'RE DIRECTING CAPITAL: EITHER TOWARDS BANKS FUNDING FOSSIL FUELS OR TOWARDS THOSE INVESTING IN CLEAN ENERGY AND A SUSTAINABLE FUTURE. AS MORTGAGE ADVISERS, WE HAVE BOTH THE PRIVILEGE AND RESPONSIBILITY TO HELP OUR CLIENTS BETTER UNDERSTAND THIS CHOICE AND MAKE DECISIONS THAT ALIGN WITH THEIR VALUES.”

CHARLIE WEBBER (HE/HIM)
LOAN ADVISER, PURE FINANCE

ECOLOGICAL PROTECTION = ECONOMIC RESILIENCE

There is no economic system that can survive the breakdown of the ecological one that supports it. And yet, environmental protection is often framed as a barrier to economic growth rather than as essential mitigation that protects it, while climate activism and civil disobedience are routinely dismissed or labeled as 'disruptive'.

Both perspectives fundamentally misunderstand what's actually at stake: that without a stable, habitable climate, there is no 'business as usual'. There is no business at all.

And so, every financial decision is already a climate decision, whether this truth is acknowledged or not. When we play our part in supporting the movement to redirect capital away from the institutions funding fossil fuel expansion and toward those supporting climate resilience, we're not sacrificing returns for values. We're choosing to invest in the only economic system with a future. And when we redistribute a portion of our own revenue towards the grassroots environmental initiatives and activists driving real change at a community level, we're not only investing in the infrastructure of a stable climate but also, the infrastructure of a stable economy.

Because ultimately, protecting the planet is in everyone's best interests.

PLANET (1%)

71 - 72

3 RELOVE

ROUND 1, 2024



Our planet-focused commitment of \$5,580 went to ReLove, a Sydney/Gadigal based charity that rescues good quality furniture from landfill and redistributes it directly to women and families impacted by domestic violence, people experiencing homelessness, men and women coming out of incarceration, and people seeking asylum - for free. In a brilliant merger of both environmental and social impact, ReLove rescued around 1,228 tonnes of furniture over the 12 months prior to this period, forwarding it on to be 'Reloved' by 784 families furnishing their new homes.

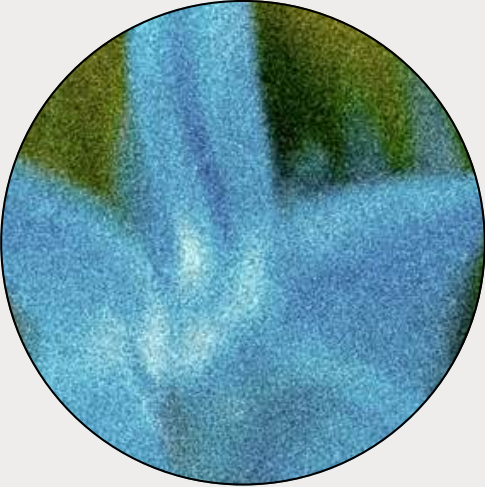
[LEARN MORE](#) →

TARGETED SDGS:



4 RISING TIDE

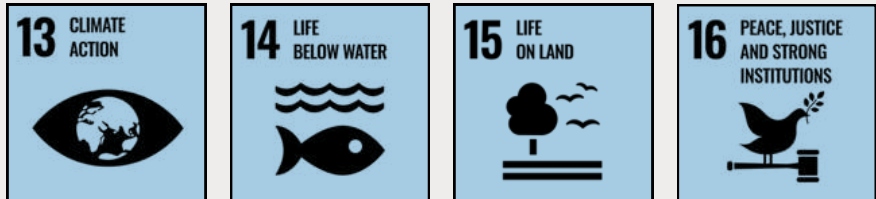
ROUND 2, 2024



Based in Newcastle, NSW, also home to the world's largest coal port, Rising Tide is a community-powered climate movement that, in 2024, mobilised 7,000 people for their most impactful climate action to date. Through creative activism and peaceful resistance, they're proving that ordinary people can create extraordinary change in the fight for climate justice. We redistributed \$7,271 towards Rising Tide's community-powered climate activism and their ongoing work in advocating for urgent climate action and, ultimately, a safe and sustainable future for us all.

[LEARN MORE](#) →

TARGETED SDGS:

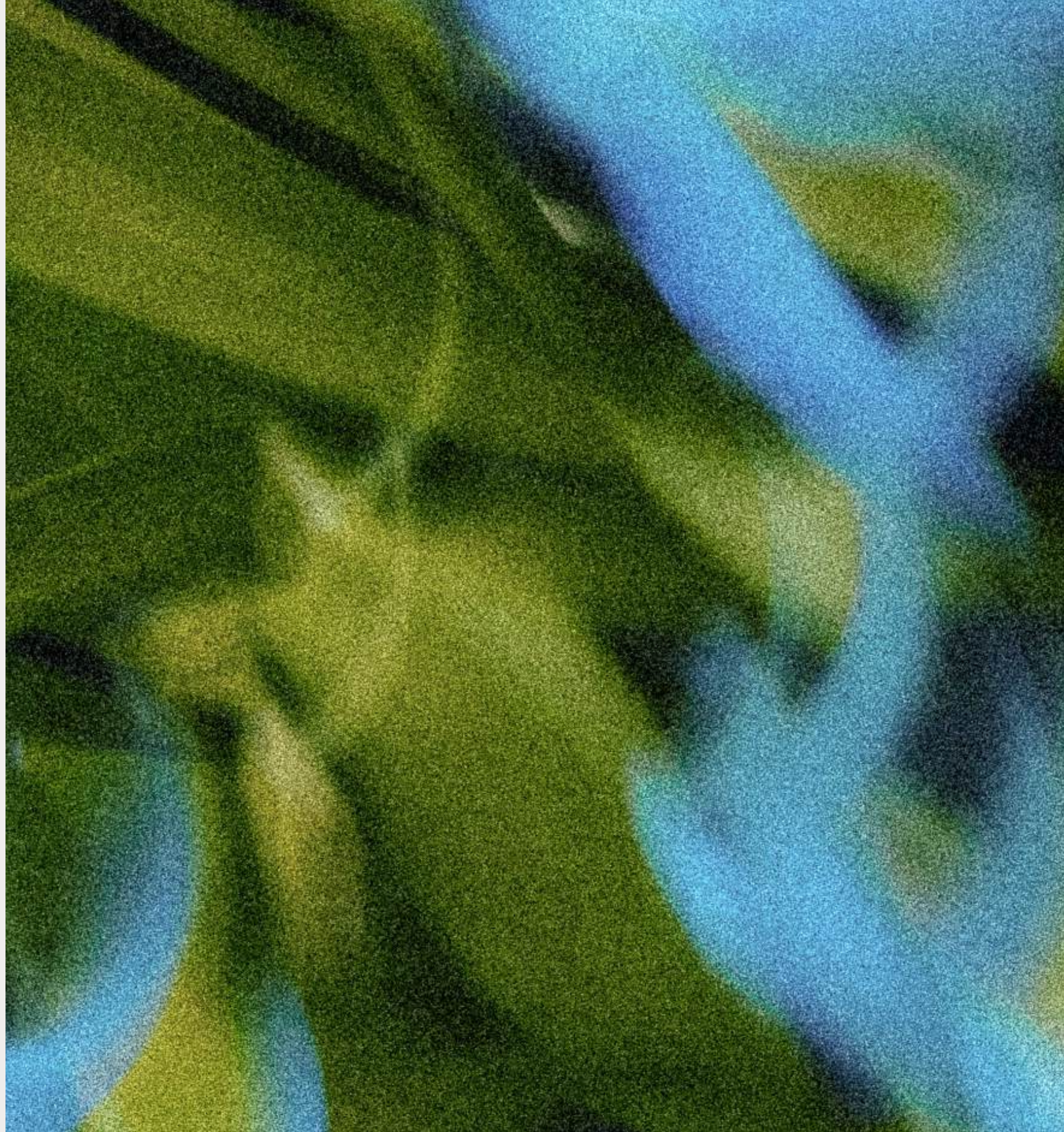


ENVIRONMENTAL IMPACT

SUPPORTING CLEAN ENERGY PROJECTS VIA CHOOOSE

We've been on a carbon positive plan with CHOOOSE since 2019, with the aim to offset our team's carbon footprints by funding carefully selected clean energy projects that contribute to mitigating climate change. As just one example: by replacing coal and oil with renewable energy sources in developing countries.

We know that climate compensation is far from perfect and that offsetting alone is not the solution. An avoided emission is always better than a compensated one. However, we use our CHOOOSE subscription to help us offset our team's unavoidable emissions and have the benefit of ensuring that the projects we're helping to fund are certified by an environmentally and socially robust and demanding carbon certification standard through the CHOOOSE platform.



AS A TEAM, WE'VE OFFSET 788.45 TONNES OF CARBON SINCE 2019 VIA OUR CHOOOSE SUBSCRIPTION.

CHOOOSE

TARGETED SDGS:

1 NO POVERTY 	6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	13 CLIMATE ACTION

REFLECTIONS

● 2024

74

“WE UNDERSTAND THAT SUCCESS ISN'T SOMETHING EVER ACHIEVED ALONE, AND THAT OURS IS ONLY MADE POSSIBLE THROUGH THE TRUST, SUPPORT AND CONTRIBUTIONS OF OUR CLIENTS AND WIDER COMMUNITY. OUR HOPE IS THAT, THROUGH THIS REPORT, WE'RE ABLE TO DEMONSTRATE JUST HOW MUCH THESE CONNECTIONS MEAN TO US, AND HOW GRATEFUL WE ARE FOR THE ROLE THEY'VE PLAYED IN OUR STORY THIS YEAR.”

CHANDEL ROSE (SHE/HER)

BRAND, STRATEGY & IMPACT, PURE FINANCE

LOOKING BACK:



- Continuing operations under our impact giving business model, and with the help of our clients and community, we were again privileged to be able to commit 5% of our revenue for good in 2024. This saw us put \$72,490 (5% + additional ad hoc donations) into the hands of those working towards greater social and environmental justice - an 18% increase from 2023 - ensuring all our client's finances were doing good for them and for others, no matter what.
- In 2024, we made the decision to trial a move to half-yearly disbursements for our impact giving, rather than quarterly. This change aimed to deliver more substantial support to community-led initiatives, particularly those who might otherwise find themselves unable to adequately access more traditional funding streams.
- We successfully implemented our 4-day work week trial in 2024 - a change that has transformed how we approach both our work and impact. This shift has allowed our team to strike a better balance between managing core work and our social impact initiatives, while also better supporting individual wellbeing and work-life balance. The success of this approach has only reinforced our belief that supporting our team's wellbeing is fundamental to our ability to create positive impact for our clients and wider community.

ALTERNATE SECONDARY HEADING

- 2024 proved to be another incredibly challenging year for mortgage holders, with high interest rates and affordability pressures affecting borrowers across the country. In this context, our proactive approach to loan management became even more crucial. We completed 676 annual loan reviews for our clients in 2024 - a 7.5% increase from the previous year - saving them an additional \$235.57 in interest per year, on average. This average saving was lower than in previous years due to two key factors; the first being the incredibly difficult interest rate environment and the second being our historical and ongoing commitment to proactive loan management through the review service. This meant that, having succeeded in maintaining consistently lower rates for our clients off the back of previous reviews, there was less of a price margin for things to reduce from. However small they may seem to some, these wins were still incredibly meaningful for many of our clients, during a year when every little bit mattered. Additionally, the total amount of interest saved for our community members via our annual rate reviews since 2019 crossed a significant milestone in 2024, now sitting at \$2,300,824.

JAN - DEC 2024

- We continued to support our clients with knowledge around ethical finance options and, where possible and where it was important to them, helped them obtain a home loan from an ethical bank. Despite industry-wide challenges, this resulted in 24.2% of our clients settling with an ethical lender in 2024, setting a new record for our business and continuing our upward trend from 21% in 2023. This demonstrates not only a continuing demand for values-aligned financial products and services, but also, our growing ability to connect clients with loan options that serve both their financial and ethical best interests.
- Our NFP, YOURS, continued to grow throughout 2024, with additional participants joining the program. We're incredibly grateful to our wonderful partner organisation for their ongoing guidance and commitment, and we're excited to share more updates as the program continues to evolve.
- Beyond our direct impact, we were also privileged to contribute 223 volunteer hours to community initiatives, and to develop new educational resources and systems that enhanced our ability to serve our community while staying true to what we value.

MOVING FORWARD:



- 2024 was another year of significant challenges, both globally and within our industry, and we recognise that many in our community have faced considerable hardship. The mortgage industry continues to grapple with affordability pressures and market volatility, making our commitment to a purpose-driven, client-focused approach more important than ever. While we were fortunate to maintain steady operations and continue growing our impact, we remain committed to finding sustainable ways to balance our core business with our social impact initiatives.
- The success of our 4-day work week trial has reinforced our belief that supporting our team's wellbeing is fundamental to our ability to create positive impact. We'll continue to refine this approach and explore other ways to create a more sustainable and supportive work environment. As we've learned more about what works, we're also excited to share these insights with others who might be considering making similar changes.
- We still have big ambitions when it comes to ethical lender education and comparisons, and we're committed to continuing to support our clients and wider community with the knowledge to make more informed decisions about their finances. As the industry continues to evolve, we'll keep aiming for higher representation of ethical banks amongst our settlement numbers (when appropriate for clients) while sharing our knowledge and insights on this topic more broadly. We see this as part of our broader commitment to industry leadership: showing that ethical practices aren't just possible, but profitable and sustainable.
- While the Ladies Talk Money community saw renewed advocacy activity in 2024, the platform itself is undergoing a period of restructure and organisational change. As the platform's main funding and support partner, we remain committed and excited to continue providing support for the development of this important resource, recognising that financial literacy and gender equity advocacy remain crucial tools for creating systemic change.
- As a service-based, digitally-focused business with a relatively low carbon footprint for our own operations, both our ability to divert our clients' loans away from fossil fuel exposed lenders and our 1% of revenue 'planet focused' giving commitment remain core components of our environmental impact strategy. We're committed to deepening our support for grassroots climate action and community-led environmental initiatives, recognising that these are often best positioned to drive meaningful change. However, we remain disappointed by our efforts in addressing the need to find viable alternatives to carbon compensation for our own business operations. As a small team already operating at capacity, we found ourselves juggling multiple priorities throughout 2024 that ultimately prevented us from making the progress we'd hoped for in this area - something that remains a significant challenge for us.
- Looking further ahead, we're excited to continue demonstrating that finance can truly be a force for good, while acknowledging that creating systemic change in our industry will be a marathon, not a sprint. We remain focused on challenging traditional success metrics and showing that purpose and profit can not only coexist, but actually serve to sustainably strengthen each other.

THANK

● 2024

YOU

78

THANK YOU

As we prepare to wrap up another year of reflection, we find ourselves instinctively returning to the same truth that has guided us through almost every moment, the exciting highs, the challenging lows, and even the everyday in-betweens: that none of this work, and certainly nothing meaningful, ever happens in isolation.

And so, thank you...

To our clients – some new, some not, whose curiosity and capacity to think bigger than just their own needs, allowed us to further prove that purpose-centred finance is the only meaningful path forward for us all. Together, we were able to distribute a record \$72,490 towards grassroots organisations working to realise greater social and environmental justice, to the benefit of each and every one of us. Putting this money into the hands of those creating change within, and for, their communities is where the true work lies and, without your support, it simply wouldn't be possible.

To our partners – who were there for both our clients and our team throughout 2024 and who understand, as we do, that our success is inseparable from the wellbeing of the communities we aim to serve. Thank you for yet another year of providing tangible proof that purpose-centred business models are far from idealistic.

To the changemakers – the First Nations leaders fighting for the preservation of culture and Country, the climate activists refusing to accept the status quo, the community organisations working tirelessly to address some of our most heavy but imperative challenges - thank you. Your work is the work that counts, and we remain humbled by the opportunity to play even a small role in supporting it.

To our community – which, if you find yourself here reading this report, means you! Thank you for asking the deeper questions about what kind of economic future we're creating together, both now and for the generations to come. By doing so, you become part of the answer. In times such as these, when it can feel easier to look away, your willingness to instead look closer, and see the connections between our own choices and greater collective wellbeing, is a meaningful act for change. An act that we, for one, are very glad you've chosen to take.

With deep gratitude, once again, for the year that's been and renewed hope for the one ahead,

The Pure Finance team



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COMPANY COORDINATOR / IMPACT



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MANAGING DIRECTOR / LOAN ADVISER



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NICK MORLEY (he/him)
LOAN ADVISER



CHANDEL ROSE (she/her)
BRAND + STRATEGY / IMPACT



SAY

HELLO

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