

Kindness Credits:

The new currency of reconciliation

Grounded in Community, Country, and Culture

➤ What is a Kindness Credit?

A simple, transparent way to recognise and measure the cash and non-cash contributions made by Corporate Australia in support of Community, Culture, and Country initiatives.

➤ Dollar-for-Dollar Recognition

Every \$1 of fair market value contributed = **1 Kindness Credit**.

➤ How It Works

Organisations earn Kindness Credits when they provide products, services, sponsorship, or discounts to Indigenous-led initiatives towards Community, Culture, or Country.

➤ Why It Matters

Kindness Credits are designed to help corporates bridge the Gap, while aligning with:

- ◆ **Reconciliation Action Plan (RAP) targets** – corporate commitments to reconciliation.
- ◆ **Closing the Gap targets** – national measures designed to reduce inequality between Indigenous and non-Indigenous Australians.
- ◆ **ESG targets** (Environment, Social, Governance) – global measures of sustainability and accountability.
- ◆ **Sustainable Development Goals (SDGs)** – the 17 Global Goals set by the UN to tackle poverty, inequality, climate change, and protect the planet.
- ◆ **Task Force on Climate-Related Financial Disclosures (TCFD)** – the framework corporates use to report climate impact and risk.

They empower goodwill and create lasting impact for
Community, Culture & Country



Kindness Credits are Acknowledged by Reconciliation Australia as an innovative approach for organisations to consider in delivering measurable impact.