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## Creating positive futures for Indigenous Australians through full economic participation

### David Liddiard OAM Managing Director, David Liddiard Group

David Liddiard OAM has developed business partnerships with a number of mainstream experienced and reputable industry leaders who are committed to supporting Indigenous business development. The David Liddiard Group is majority Aboriginal owned and operated.

David has devoted himself to youth welfare and development, Indigenous health and education and Indigenous employment and participation for over 30 years.

David was a successful sportsman, playing in the National Rugby League, was the recipient of the Dally M Rookie of the Year in 1983, played in two grand finals for Parramatta Eels in 1983 and 1984 and won the Premiership in 1983.

In 1995 he founded the National Aboriginal Sporting Chance Academy (NASCA) an organisation that provides real opportunities for Indigenous youth in sport and education. Having seen first hand what opportunities can be opened through sport David has long promoted sport as a bridge to a brighter future.

David has spearheaded initiatives that provide practical support to businesses large and small with workplace participation strategies for Indigenous talent.

He has worked with programs at both national, state and territory levels, which focus on economic leadership development and has presented at numerous forums, conferences and events.

Funds raised through sales of our coffee cups and most recently, Bondi Water, are directed to community capacity building programs including training and employment pathways.



sandstone filtered spring water

## The "Bondi" Spring Water Initiative

**Bondi**  
noun (boon dye; bon di)  
1. Aboriginal word meaning water over rocks.

**Bondi Water**  
Pure Australian spring water filtered naturally over sandstone rock.

Bottled directly at the source.

Bondi Water was created in partnership with Corporate Connect AB in response to the growing retail and corporate demand for bottled spring water in Australia.

Like all of our products, we identified a low cost, high volume product that could deliver a simple message about Indigenous Australians. Bondi Water product highlights the meaning of the word Bondi and its origins to educate consumers on Australia's first culture, the Aboriginal & Torres Strait Islander people – culture that have existed for tens of thousands of years.

In early 2016, Corporate Connect.AB successfully distributed Bondi Water through key partners and their selected clients, including Compass Group, IAG, Department of Defence, Johnson & Johnson, to name a few. Their collective aim is to 'close the gap'.

Funds raised from the sale of Corporate Connect.AB products directly benefit Indigenous communities. The team led by David Liddiard provide a wide range of skills and advocacy for Indigenous communities to access advice, expertise, resources and services which they could not otherwise source or afford to assist their economic development initiatives.

More information on the success of these outcomes can be found at <http://www.ccab.com.au/Home>





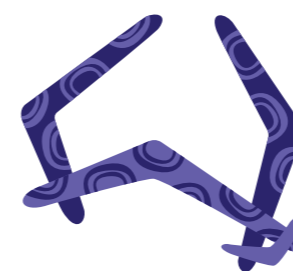
## Working with community

Helping others is a key aspect of the culture within the David Liddiard Group

We are committed to advancing reconciliation and helping to close the social, economic and health gap between Aboriginal and Torres Strait Islander peoples and the broader Australian community.

Income from our products initiative has and continues to fund a range of capacity building strategies. In the past year, CCAB has worked with communities in the following ways:

- Travel assistance and introductions for key Aboriginal representatives to meet with government and corporate partners in order to gain funding and support for the economic development activities in their communities.
- Financial support and skills development for the training and costs associated in engaging local Aboriginal Financial Literacy Officers to service community members.
- Financial assistance and consultancy time to gain business backing for Indigenous businesses.
- Professional expertise in tender writing, business plan development and grant proposals.
- Sourcing work experience opportunities for Indigenous youth particularly from rural and remote areas of Australia.
- The provision of quality resources to remote and regional youth centres including musical equipment.
- Across Australia we provide assistance with community fund-raising events.
- Mentoring and coaching support to Indigenous community leaders.
- Work ready skills development.
- Support to regional Aboriginal Lands Councils for project planning, tender writing and professional skills development.
- Project management support and expertise.



Corporate Connect.AB 



## Leading the way in community capacity building

Andrea Harms (B.A. Dip. ED) is Executive Director of the David Liddiard Group and Chief Executive Officer of CorporateConnect.AB.

Since 2008 Andrea has worked in close partnership with David Liddiard OAM to close the gap in Indigenous disadvantage working directly with corporations and businesses, government agencies, schools, not for profits and Aboriginal and Torres Strait Islander communities to achieve improvements in education, employment and financial security and independence for this country's original inhabitants.

Her commitment to closing the gap in Indigenous disadvantage and increase the economic independence of remote, regional and urban Indigenous communities has been significant. She does this through practical, appropriate, authentic and sustainable work practices.

CorporateConnect.AB provides the following services to businesses and corporations Australia wide:

- Facilitating the development of Reconciliation Action Plans (RAPs),
- Facilitating the development of Aboriginal Participation Plans (APPs)
- Facilitating the development of Indigenous Participation Plans (IPPs).
- Developing Indigenous youth school to work career transition initiatives.
- Supporting community enterprises and employment development activities.
- Undertaking community workforce skills audits.
- Conducting cultural awareness and immersion experiences.
- Corporate networking and CEO mentoring.



## Did you know?

### Some facts about Indigenous Australia...

Bondi Water **B**

Aboriginal and Torres Strait Islander Peoples have a unique place in Australia as the original inhabitants of the land. Across the country, many individuals and communities maintain strong connections to their culture, language and traditional lands, while also contributing to the environmental management, economic development and cultural identity of our nation. However, despite some improvements in recent years, Aboriginal and Torres Strait Islander people continue to be one of the most vulnerable groups in Australia.

### Indigenous population

In 2011, almost 670,000 Aboriginal and Torres Strait Islander people were living in Australia; around 3% of the Australian population. By 2031, it is estimated that this number will exceed one million, with Aboriginal and Torres Strait Islander people comprising 3.9% of the population.

### Where they live

One-third (34.8%) of Aboriginal and Torres Strait Islander people live in major cities; 43.8% live in regional areas; 7.7% live in remote areas; and 13.7% live in very remote areas.

### Indigenous youth

In 2011, more than one in three Aboriginal and Torres Strait Islander people were under 15 years (36%), compared with one-fifth of non-Indigenous Australians. Almost 4% of Aboriginal and Torres Strait Islander people were aged 65 years and over, compared with 14% of non-Indigenous Australians.

### Indigenous languages

In 2011, 11% of Aboriginal and Torres Strait Islander people spoke an Indigenous language at home.

### Life expectancy gap

In 2010–12, the average life expectancy of Aboriginal and Torres Strait Islander people was approximately ten years (10.6 years for men and 9.5 years for women) less than that of non-Indigenous Australians.

### Social economic indicators

Aboriginal and Torres Strait Islander peoples score low on every social economic indicator. Indigenous babies are up to 3.1 times more likely to die in their first year than non-Indigenous babies. Indigenous people suffer eight times higher diabetes complications, and four times higher pulmonary disease than non Indigenous people.

### Employment rates

Just over half (52.2%) of Aboriginal and Torres Strait Islander people aged between 15 and 64 years were not employed in 2012-2013, compared with 24.4% of non-Indigenous Australians.

### Imprisonment rates

The national imprisonment rate for Aboriginal and Torres Strait Islander adults is 15 times higher than that for non-Indigenous adults. In the December quarter of 2013, Aboriginal and Torres Strait Islander people comprised 27% of Australia's full-time adult prison population.