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# FINANCE

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● IMPACT REPORT

# FOR

● 2023

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# GOOD

● PURE FINANCE

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*“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)

Pure Finance would like to acknowledge and pay our deep respects to the Traditional 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 our industry plays a role in the continued dispossession of this unceded land and that, as a collective, we still have a long way to go in making meaningful, equitable reparations.

Always was, always will be.

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# WELCOME

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● 2023

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05

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*“IN THE UNIQUE LAW/LORE THAT MANY FIRST NATIONS PEOPLE FOLLOW, RELATIONSHIPS ARE AT THE CENTRE OF EVERYTHING. THIS IS WHY FAMILY AND KINSHIP RELATIONSHIPS ARE INTEGRAL TO OUR CULTURES, AND WHY COMMUNITY RELATIONSHIPS ARE THE FOUNDATION OF MANY OF OUR LIVES. WE KNOW THAT RELATIONSHIPS ARE WHAT BIND US AND GUIDE US TO THRIVE IN RELATIONSHIP TO EACH OTHER AND COUNTRY.”*

RONA GLYNN-MCDONALD  
KAYTETYE WOMAN AND CEO AT COMMON GROUND



WELCOME

## HELLO AND, ONCE AGAIN, A VERY WARM WELCOME TO OUR LATEST ANNUAL IMPACT REPORT - THIS TIME, FOR THE YEAR 2023.

We want to start by thanking you, sincerely, for taking the time to join us in this moment of reflection.

While this was another year marred by significant hardships and great injustices, for some much more than others, it was also a year that taught us anew the importance of community - both as a place to turn when resilience and hope are in short supply and as a resource to nurture when we are in a position to. To echo Rona's wise sentiments, and to acknowledge how much there is to learn from the deep and enduring wisdom of First Nations people and knowledge systems, it is crucial - now more than ever - that we recognise the interconnectedness of our existence and see the task of securing greater social and environmental justice as not just a moral obligation, but as an investment in our shared humanity. And by extension, our collective future.

For us, our impact reports act as an accountability mechanism through which we aim to evidence our 'for-purpose' commitments as an organisation. Beyond this, we hope they encourage our community to share in the positive impact that is collectively achieved as we work together to challenge the finance industry's profit-centric status quo. That is, to measure our success as a business in the successes of our team, our clients, our wider community, and our planet - and not just our bottom line. Above all, we hope to inspire others to follow suit and join the movement that aims to transform finance - for good.

As always, we truly appreciate you stopping by.

The Pure Finance Team

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# OUR BUSINESS

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+ COMMUNITY

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● 2023

08

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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





## <sup>1</sup> OUR VISION

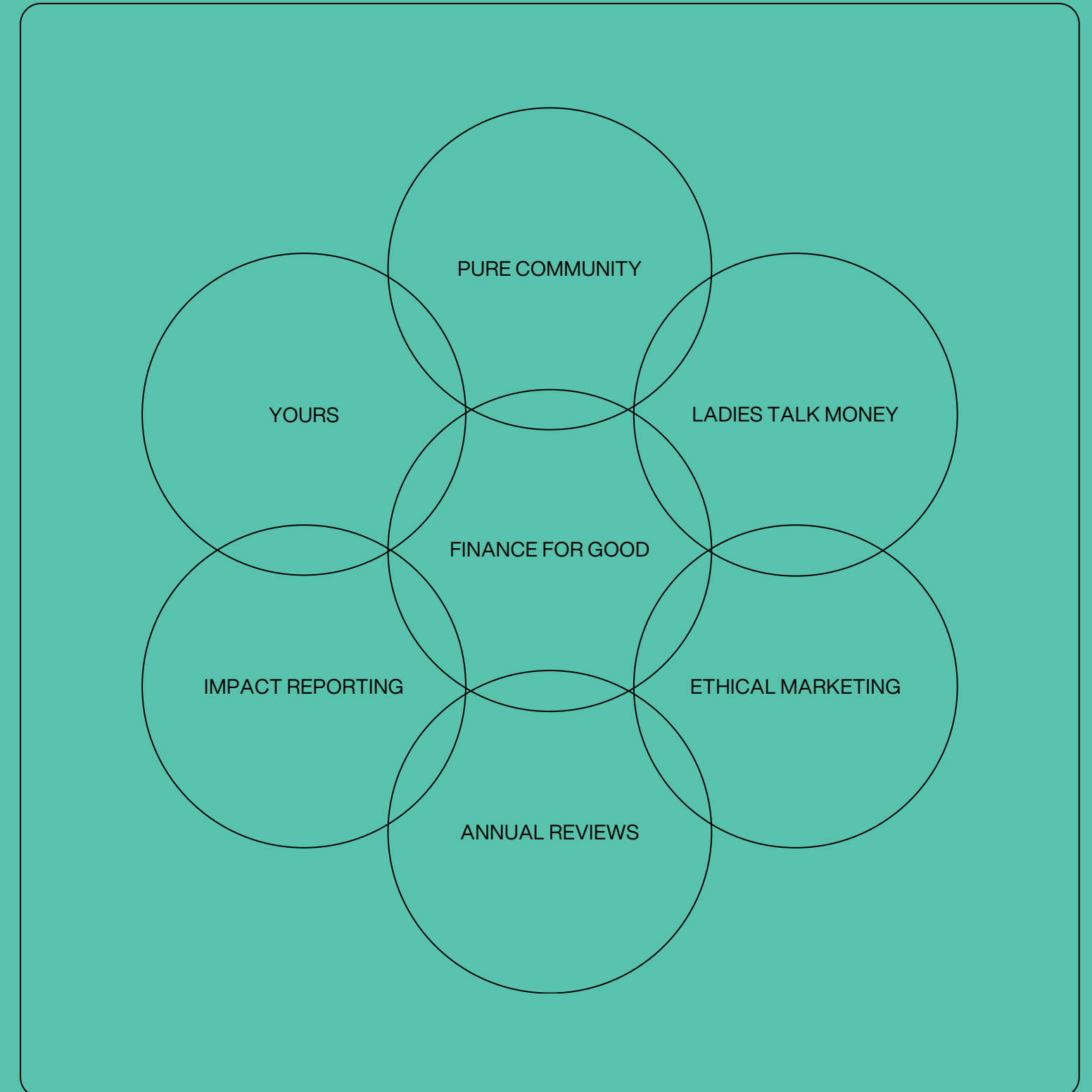
A more equal and ethical financial system where no one is left behind.

## <sup>2</sup> 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

MORE THAN JUST A TAGLINE, OUR 'FINANCE FOR GOOD' ETHOS SITS AT THE VERY HEART OF OUR PURPOSE-DRIVEN ECOSYSTEM, WITH OUR VALUES DEEPLY EMBEDDED IN THE WAY WE APPROACH OUR WORK AND INFORMING ALL OUR DECISION MAKING PROCESSES.





## <sup>1</sup> 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.

## <sup>2</sup> 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?

## <sup>3</sup> 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.

## <sup>4</sup> RESPONSIBILITY

A commitment that, for us, extends beyond mere compliance, 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, and not our bottom line - always.

## CREATING A PURPOSE-DRIVEN, GENDER-RESPONSIVE WORKPLACE

We place a particular emphasis on creating positive outcomes for our clients and wider community, but it isn't just the things we do externally that can determine this impact. By first taking good care of our people, we are then better able to extend our care to others. We also believe our ability to unequivocally act in the best interest of our clients is intrinsically linked to our internal operations and the kind of environment and culture we're creating for our team.





## WORKPLACE POLICIES

### 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.

### 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 those who prefer to work in a more collaborative setting.

### SUPERANNUATION CONTRIBUTIONS

In addition to the compulsory Superannuation Guarantee (11% from July 1, 2023), 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.

### 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.

### 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 the 20 weeks provided under the government scheme, equalling a total of 22 weeks.



## NEW/UPDATED POLICIES IN 2023

### 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.

### 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.

### 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.

*“SOME HAVE ARGUED THAT MENSTRUAL LEAVE IS A STEP IN THE WRONG DIRECTION AND THAT IT PLAYS INTO IDEAS THAT WOMEN ARE LESS COMPETENT EMPLOYEES THAN MEN. THIS IS AN EXTENSION OF THE IDEA THAT IF WOMEN WANT TO SUCCEED IN THE WORKPLACE THEY NEED TO ACT LIKE MEN. INSTEAD, MENSTRUAL LEAVE SHOULD BE UNDERSTOOD AS AN ISSUE OF EQUITY. IT IS PART OF A SHIFT IN SOCIETY THAT IS CHANGING THE WORKPLACE TO ACCOMMODATE WOMEN, NOT FORCING WOMEN INTO A WORKPLACE STRUCTURE DESIGNED FOR MEN.”*

AN EXCERPT FROM 'OURSELVES AT WORK: CREATING POSITIVE MENSTRUAL CULTURE IN YOUR WORKPLACE' BY VIC WOMEN'S TRUST



## POLICY SPOTLIGHT:

## PAID MENSTRUAL AND MENOPAUSAL LEAVE

Experiences of menstruation and menopause can be debilitating, yet we've been socialised to mask their existence in the workplace, at schools and at home. In 2023, we officially implemented a Paid Menstrual and Menopausal Leave Policy, inspired by our friends at Future Super and further informed by the wonderful advocacy work of the Vic Women's Trust.

The purpose of this policy is to ensure that employees who menstruate (particularly those who may experience significant discomfort or painful symptoms) or those experiencing menopausal symptoms, are given the option to access a day's paid leave when it will better support their health and wellbeing. The policy ensures employees are able to adequately self-care during these times, while not being penalised by having to deplete their sick leave. The policy also seeks to remove the stigma and taboo surrounding menstruation and menopause and instead, work to foster a more positive and supportive culture around both in our workplace.



### WANT TO LEARN MORE?

We've spent a lot of time researching and creating all of our workplace policies and, much like the wonderful Future Super team, we are only too happy to share our learnings with others. If you're interested in implementing similar policies of your own and you'd like to learn more about ours, get in touch:

[info@purefinance.com.au](mailto:info@purefinance.com.au) →

*“AS A FOR-PURPOSE FINANCE COMPANY, WE WANT TO HELP PEOPLE MAKE BETTER, MORE CONSCIOUS CHOICES ABOUT THE FINANCIAL PRODUCTS AND SERVICES THEY USE AND TURN A JARGON-FILLED, OFTEN OVERWHELMING PROCESS INTO ONE THAT ENABLES PEOPLE TO FEEL INCLUDED, CONFIDENT AND IN CONTROL OF THEIR FINANCIAL FUTURE.”*

CHANDEL ROSE  
BRAND, STRATEGY + IMPACT, PURE FINANCE

## OUR COMMITMENT TO ETHICAL MARKETING AND COMMUNICATIONS

Finance is well known for using jargon-laden copy and hiding details in the fine print. While these practices can not only be frustrating and alienating (particularly for those who might be financially underserved) they can also, quite literally, cost people money.

Through a company-wide commitment to ethical marketing practices and by providing free, accessible communications that are not behind a paywall, or that don't require personal information to access, we're working to level the financial playing field - for everyone.



## THE CASE FOR ETHICAL MARKETING COMMITMENTS IN FINANCIAL SERVICES

The complexity and opacity of finance, as both an entity and an industry, means there is often opportunity for the exploitation of consumers. During periods of economic volatility and uncertainty, this issue can become magnified, with those experiencing financial stress becoming more vulnerable to manipulation through aggressive sales tactics, misleading information or promises of a 'quick fix' and fear-based marketing strategies that prey on their anxieties.

Again in 2023, we saw the escalation of rising mortgage costs and, if possible, even greater uncertainty around interest rate movement. In such an environment, we believe it is crucial for the mortgage and finance industry to become a responsible and empathetic voice and that a widespread adoption of ethical marketing commitments would help to ensure the protection of vulnerable consumers, as well as bolster the integrity of the industry - two things that remain vital to its long-term success.

GUIDE

## HOW TO SAVE MONEY ON YOUR MORTGAGE IN 2023

[CLICK TO READ →](#)

READ

## SPRING PROPERTY MARKET UPDATE

WITH KELLIE FROM SCOUTABLE

[CLICK TO READ →](#)

GUIDE

## GRANTS AND SCHEMES FOR FIRST HOME BUYERS

[CLICK TO READ →](#)

READ

## HOW TO HAGGLE WITH YOUR MORTGAGE LENDER

INTERVIEW WITH THE AFR

[CLICK TO READ →](#)



## BALANCING PEOPLE, PLANET AND PROFITS

Certified B Corporations (or 'B Corps') are businesses that aim to meet a high standard of social and environmental performance, accountability, and transparency.

They envision a better economic system where businesses can benefit people, communities, and the planet and measure their success based on the positive impact they create, rather than just their bottom line.

## B CORP CERTIFIED

WE'VE BEEN A CERTIFIED B CORP SINCE 2020 AND HAVE FOUND THE BENEFITS IN CERTIFICATION TO BE SIGNIFICANT AND FAR REACHING - FOR OUR BUSINESS, TEAM AND CLIENTS ALIKE.

And while our ultimate goal is for everyone to be able to access ethical, sustainably sourced home loan funding more broadly, having our own independently certified, purpose-led business model has allowed our clients to maintain a level of positive impact, regardless of their lender choice, or until their circumstances permit them to make the more ethical switch.

Similarly, for an industry whose livelihood relies almost entirely on its perception of trust and ethics, we think B Corp certification is a no-brainer for any financial institution, but particularly those that are serious about doing things better and being accountable to their customers and community.

Indeed, in the RIAA's 2023 'From Values to Riches' [Report](#), it was found that 79% of Australians would be more likely to invest in funds or products that have been labelled as responsible/ethical by an independent source.

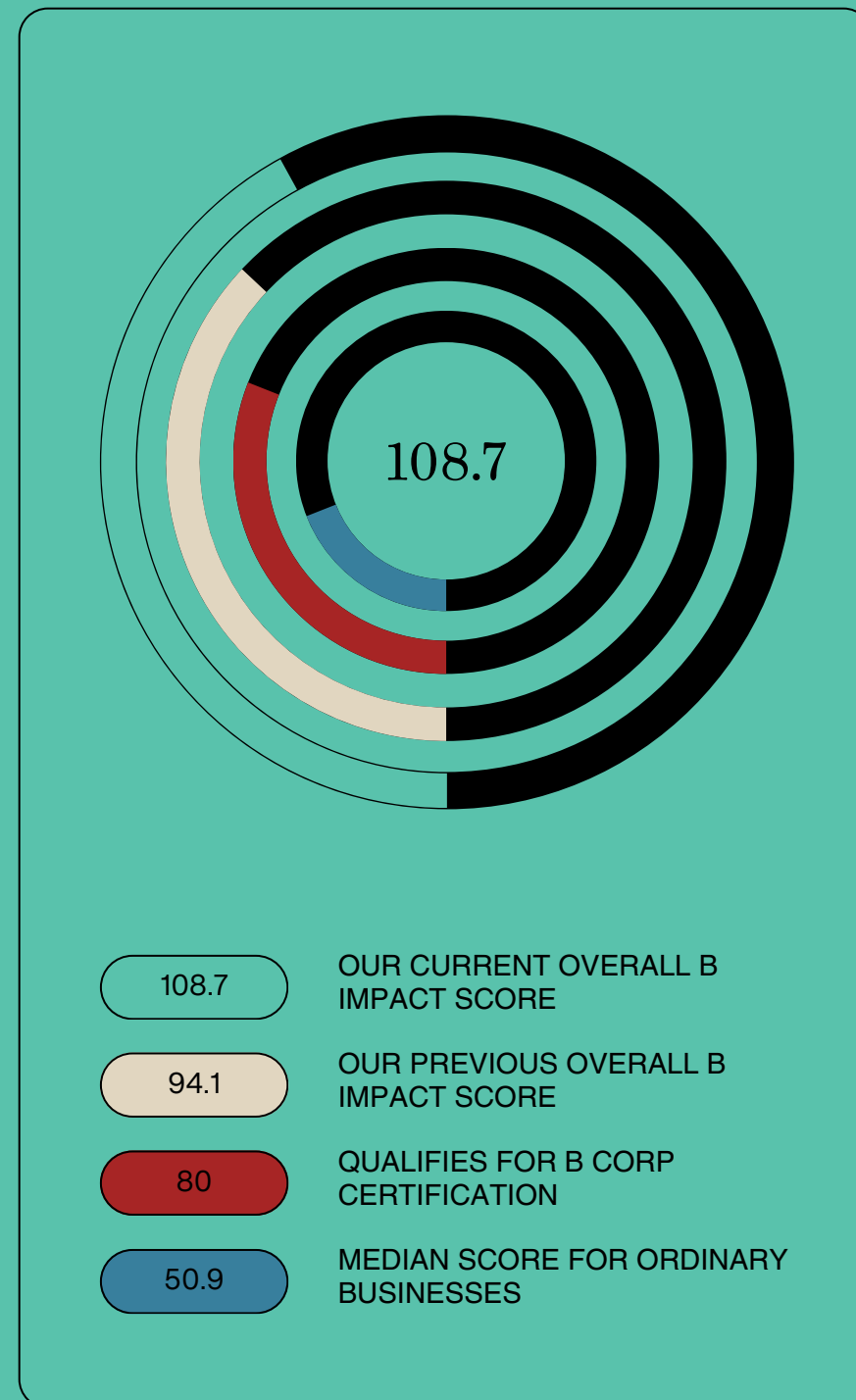
Of course, B Corp certification is far from a perfect solution and in recent years, the movement has had to contend with [greenwashing concerns of its own](#). However despite this, there are many B Corp businesses that do genuinely represent the certification's ethical intentions and who we are proud to stand alongside as peers within the collective. To our mind, the value of B Corp certification is that it presents the entire business community with a practical and tangible roadmap to better business that any organisation can implement. And right now, the words 'progress over perfection' have never felt so urgent.

[LEARN MORE](#) →

## OUR FIRST RECERTIFICATION AS A B CORP

In 2023, we underwent our first B Corp recertification and, much like the initial certification experience, we learned a lot. Our business has undergone a significant transformation since being first certified three years ago and so, we were excited to revisit the B Impact Assessment, take stock of how far we've come and solidify our plans for the areas in which we can continue to improve. While it's impossible to capture the entirety of our experience and thoughts here, we thought we'd share a few of our key takeaways from the process.

[SEE OUR CURRENT B IMPACT SCORE →](#)



WE BELIEVE THE B CORP FRAMEWORK REPRESENTS A MEANINGFUL ROADMAP TO DOING BETTER BUSINESS, PROVIDING THOSE SEEKING CERTIFICATION DO SO WITH GENUINE INTENTIONS.

Despite its limitations, we believe B Corp remains a valuable guide for any business looking to strike a better balance between its purpose and profitability. However, the true value of the movement can only be mobilised when those pursuing certification do so with genuine, impact-driven intentions and not just as an opportunity for some good PR.

GOING DEEPER ON OUR PURPOSE DIDN'T NECESSARILY TRANSLATE TO MORE 'POINTS' (IN FACT, SOMETIMES IT LOST US POINTS).

Being a small and somewhat unique business, we found that navigating a recertification process designed to apply to all businesses, all over the world, made it difficult for us to accurately capture some of the intricacies of our approach to impact. In particular, as an Australian B Corp, we felt that some important contextual nuance was overlooked in the process, particularly around First Nations justice.

B CORP CAN ONLY REPRESENT ONE CHAPTER OF A BUSINESS'S SUSTAINABILITY STORY AND DOESN'T TELL THE WHOLE TALE ON ITS OWN.

Perhaps our biggest takeaway from the recertification process is that, while B Corp is a valuable indicator of a company's commitment to social and environmental responsibility, the certification itself should be viewed as only one part of a broader range of actions and initiatives designed to substantiate positive impact on stakeholders. Things like continuous community engagement, industry-specific evaluations and a commitment to transparent, consistent reporting, can help to provide a more comprehensive picture of a business's impact.

## SOME FINAL THOUGHTS ON B CORP AND OUR RECERTIFICATION IN 2023

With more and more businesses pursuing B Corp certification every day, the movement has experienced a period of significant growth in recent years. And while this is certainly good news, we are hopeful that this growth remains authentically impact centred and that the high level of transparency, accountability and integrity that the movement has become known for, will be prioritised and maintained moving forward.

In the interest of transparency, we have been troubled by the certification of certain businesses in recent years, more specifically larger, multinational organisations, who are engaging in business practices that, in our opinion, are not necessarily in keeping with the values that B Corp certification represents. Of course, 'progress over perfection' and 'constant improvement' are both key themes of the B Corp movement and are ideas that we absolutely agree with and aim to embody ourselves. But is it right to place these kinds of organisations within the ranks of some of the world's most radically progressive, equity-driven businesses?

Or to put it another way - can it be said that simply doing things "a little less badly" is the same as actively making your business a force for good?

This is not to discredit the certification and we truly believe it remains one of the best roadmaps we have towards a better, more purpose centred future for the business community. We are hopeful that the upcoming evolution of the B Corp standards will provide an opportunity for reputational repair and will work to strengthen the integrity of the institution, ensuring it remains a credible guide for purpose-driven business best practice.

As a (now recertified) B Corp, we believe we have an obligation, not only to our clients and community but also to our B Corp peers, to ensure we play our part in upholding the high standards set for ourselves and for each other.

## THIS WAY FORWARD: CELEBRATING B CORP MONTH IN 2023

Every March, B Corps from all over the world come together to celebrate the community and to share stories and insights on how they're changing the foundations of what it means to do business - for good.

But perhaps most importantly, B Corp month is also a chance to demonstrate to the wider business community that organisations who are genuinely purpose-driven are not only surviving, but thriving.

In 2023, we were again excited to join the month's celebrations and fly the purpose-driven finance flag.

[READ](#)

### WHY BEING PURPOSE-DRIVEN IS GOOD FOR BUSINESS

FEATURING PURE FINANCE

[CLICK TO READ](#) →

[READ](#)

### THE B CORPS BREAKING THE BIAS FOR WOMEN EVERYWHERE

FEATURING LADIES TALK MONEY

[CLICK TO READ](#) →



## ANTI RACISM TRAINING WITH HUE

In 2023, our team undertook anti racism workplace training with HUE - a social justice organisation that delivers in-person and online anti racism workshops, designed to equip people and organisations with the practical skills to challenge the root causes of racism and oppression.

Believing that education is an essential part of systemic change, HUE uses strength-based and peer-to-peer learning frameworks in their approach, and develops understanding through group activities and facilitated conversations.

Our workshop with HUE was a definite highlight for our team in 2023, with our facilitator masterfully creating a safe and deeply engaging environment for all participants to further develop anti racism learnings. The session was designed to develop literacy, empathy, and understanding of race-related issues and identities, and improve safety and support for people of colour in organisations, movements or places of work.

[LEARN MORE →](#)

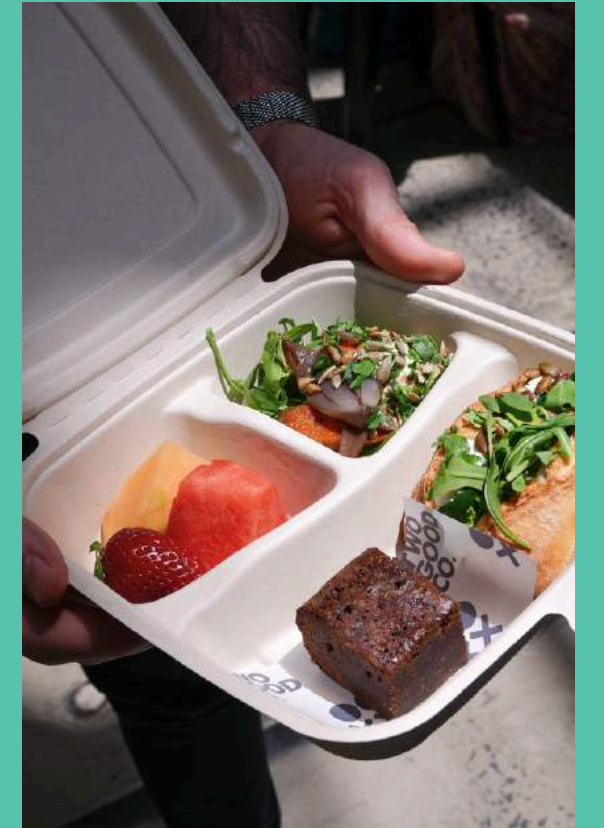


## ATTENDING PURPOSE CONFERENCE IN 2023

Along with 800+ other purpose-driven business fans, our team attended Purpose Conference again in 2023 and, as expected, it did not disappoint.

Designed for industry-leading presenters to share their experience across some of the most pressing themes that face the purpose-driven business space, Purpose Conference's two day program of workshops, keynotes and networking sessions was all geared towards knowledge-sharing and practical applications to implement on a personal, as well as business, level.

[LEARN MORE →](#)



## STORIES FROM OUR COMMUNITY IN 2023

More than just mortgages, our work is centred around people and community - and the stories that keep us all connected. And while each of the following stories are unique in so many ways, our community members are united by a common goal: to choose a financial path guided by purpose and invest not only in their own financial future but in the shared future they envision for the generations to come.





# <sup>1</sup> HUGH + ZOE

HOUSE, BUILT 1968  
3 BED, 1 BATH

[READ THE STORY →](#)

WIRADJURI COUNTRY - ORANGE,  
NSW

After struggling to find a home that ticked all their boxes in Sydney, Hugh and Zoe swapped the Inner West for the Central West - just in time to welcome a new addition to their family.



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## <sup>2</sup> JO

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APARTMENT, BUILT 1983  
2 BED, 1 BATH, 1 CAR

[READ THE STORY →](#)

WALLUMEDEGAL LAND, DARUG  
NATION - EASTWOOD, NSW

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After spending her entire life living at home with family, Jo was eager to find her independence. By searching a little further afield, she found herself the perfect place and secured the keys - all on her own.



# <sup>3</sup> LEIGH + GEORGIE

HOUSE, BUILT 1920  
3 BED, 3 BATH

[READ THE STORY →](#)

BIDJIGAL LAND - ARNCLIFFE, NSW

With plans to grow their family, Leigh and Georgie were looking for a bigger space to call home and an ethical, purpose-driven finance company to help make it happen.



# 4 LUCINDA + TOM

TOWNHOUSE, BUILT 2000  
2 BED, 1.5 BATH, 1 CAR

[READ THE STORY →](#)

GADIGAL LAND - ALEXANDRIA, NSW

After falling in love with Alexandria as renters, Lucinda and Tom never imagined they'd be able to buy their first home in the same suburb - let alone on the same street.

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# FINANCIAL

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● 2023

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# IMPACT

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## OUR COMMITMENT TO FINANCIAL TRANSPARENCY

For us, financial transparency isn't actually about the numbers themselves; it's about building a relationship of mutual respect and trust with all of our stakeholders and demonstrating a genuine commitment to maintaining that relationship. The way we see it: if we're going to ask our clients and wider community to place their trust in us, then we think it's only fair to provide them with evidence as to why they should.

So, each year we make our financial information readily available, with the aim of setting a higher standard for openness and integrity within our industry. In doing so, we hope to inspire others to adopt a similar practice, while also playing our part in supporting a culture of increased transparency and accountability within the broader financial services industry and beyond.



# COMPANY FINANCIALS

\$1,128,622

TOTAL REVENUE

\$930,187

TOTAL OPERATING COSTS / WAGES

\$212,150

NET PROFIT

\$61,667

IMPACT GIVING/DONATIONS:  
5% OF REVENUE (\$56,431)  
ADDITIONAL DONATIONS (\$5,236)  
TOTAL = 29% OF PROFITS



## IMPACT GIVING: REVENUE VS. PROFITS?

While we recognise that ethical approaches in business can be subjective, we believe that the transparency and clarity offered by a revenue-based impact giving model is better aligned with our core values as a business and helps to reduce ambiguity and potential for manipulation that can occur with profit-based models. Our decision to adopt a revenue-based impact giving model is rooted in 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 transparency allows our clients, partners, and wider community to more easily track and understand the scale of our contributions and helps to reduce any ambiguity around the commitment itself.

### A CONSISTENT COMMITMENT

During challenging economic times or periods 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 and isn't treated as an afterthought, dependent only on our profitability. It creates a powerful alignment between our growth as a business and our ability to create positive impact, ensuring that every single one of our clients is also contributing to this impact, in both the short and long term. We believe this approach also better acknowledges the interdependent relationship between business and society and that reduced inequality and injustice only stands to benefit all of us.

### ACKNOWLEDGING PRIVILEGE AND RESPONSIBILITY

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

\$56,431

5% OF REVENUE

\$10,607

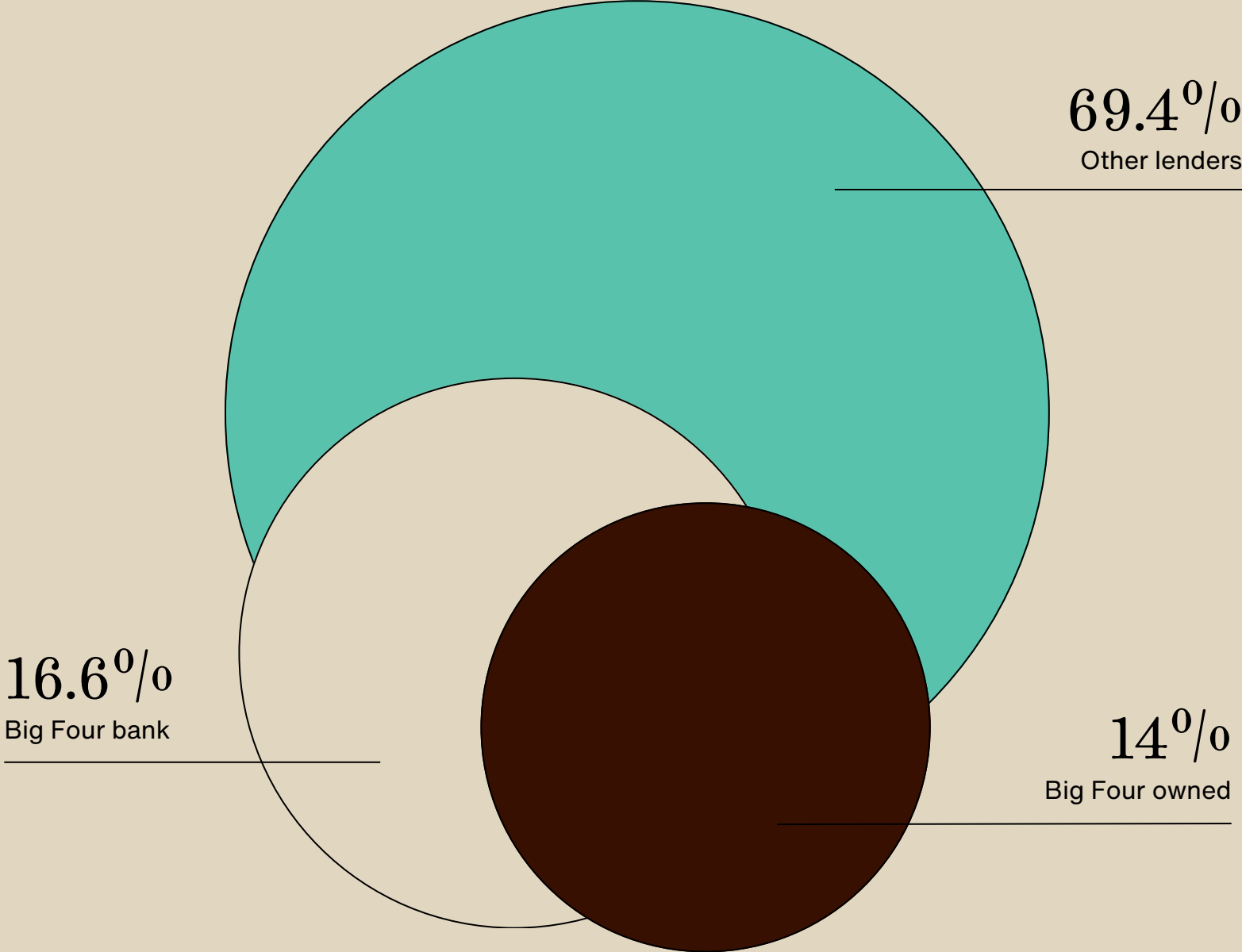
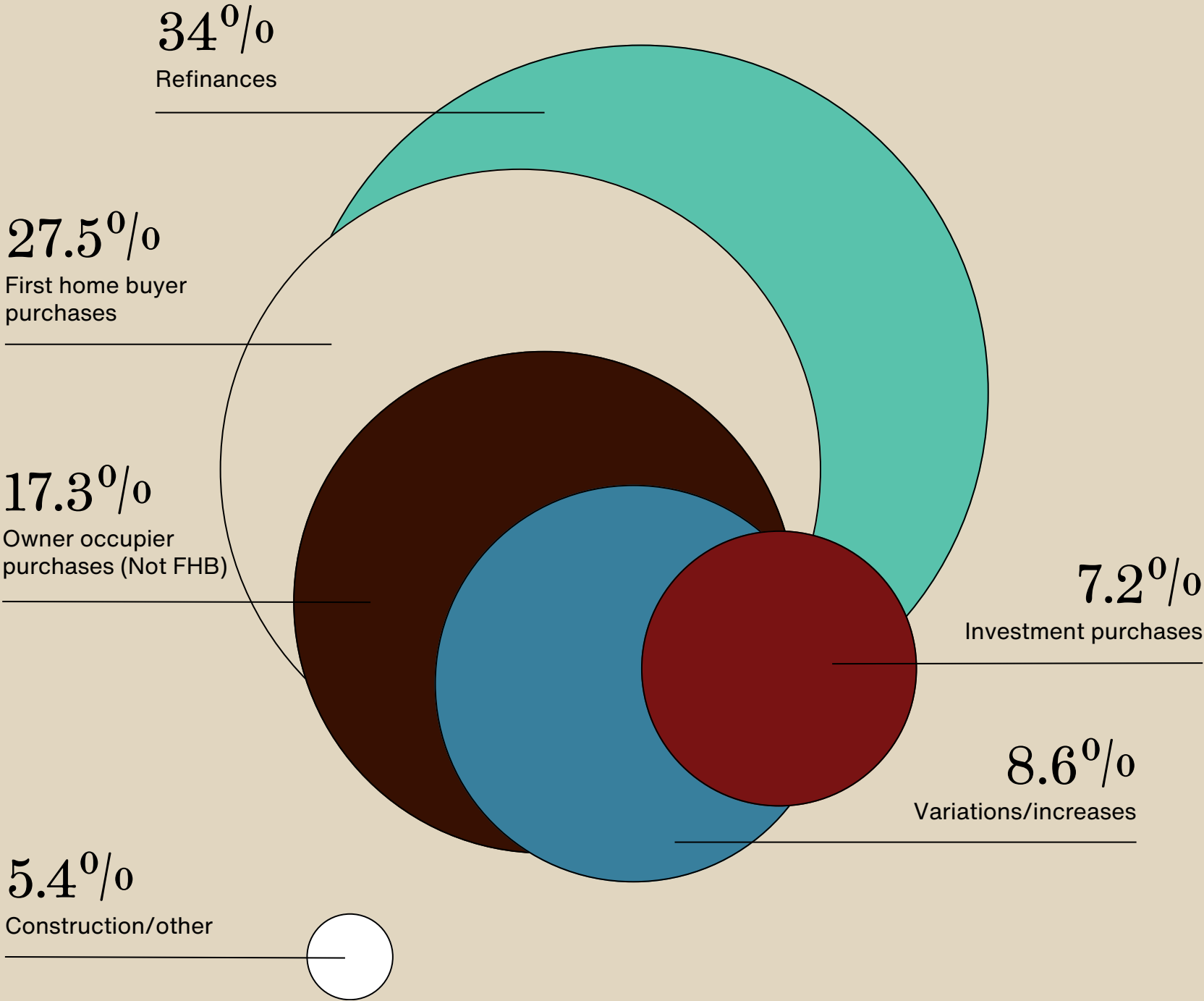
5% OF PROFITS



FINANCIAL IMPACT

# SETTLEMENT INSIGHTS

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## ETHICAL BANKS: IN THE BEST INTERESTS OF PEOPLE, THE PLANET AND BACK POCKETS

For as long as we've been doing this work, there have also been persistent myths surrounding ethical finance options, along with a perception that major banks are somehow 'better' or 'safer'. In reality, this isn't necessarily the case. The big four are often more expensive, they routinely treat their customers terribly and they seem to have little qualms about breaking some pretty big and important laws. And of course, they are also more likely to be exposed to fossil fuels and other 'dirty' extractive industries.

In comparison, ethical banks are more likely to be 'divested' from harmful industries (like fossil fuels) and 'invested' in good ones. But in our experience, they are also more likely to treat their customers better, in both the short and long term. Most ethical banks will be customer-owned, meaning that their profits are returned to customers - not shareholders. They are often just as competitive, if not more so, than their major bank counterparts and, even more interestingly, we are in the early stages of gathering our own data that would suggest they also keep their customers' loan costs lower, over a longer period of time.

Which means, if you're looking for a home loan that's kinder to people, the planet and your wallet - then we're here to tell you that, actually, sometimes you can have it all.

## BANKING ON ETHICS: THE RISE OF ETHICAL LENDING

While banks might have a legal responsibility to pursue profit for their shareholders, we all know this doesn't have to be at the expense of people or the planet. As chaperones in the home loan space, it's important to us that people are aware of how their lender actually engages with the issues that matter to them, and that they're equipped to make informed financial decisions that not only align with them ethically, but also financially.

The number of people who come to us motivated to use a more ethical bank for their home loan grows every single year, with 2023 being our biggest period for ethical lender settlements so far. However, there is always a much greater percentage of clients who express an interest in these types of lenders and loan products but who, for various reasons, aren't able to settle there. As always, we will continue to support their journey towards these lenders, wherever possible and as long as it suits their best interests.

With the movement growing stronger every year, we're more hopeful than ever that proudly ethical financial institutions will, in time, become the rule and not the exception.

## OUR % OF ETHICAL LENDER SETTLEMENTS BY YEAR

2023

21.0%

2022

11.49%

2021

18.6%

2020

9.09%

FINANCIAL IMPACT

# ANNUAL RATE REVIEWS

40 - 45



## ANNUAL RATE REVIEWS:

# THE POWER OF PROACTIVE LOAN MANAGEMENT

Most people who work with a good mortgage adviser know that part of their expertise is getting you a great interest rate on your home loan. But what people might not know is that a great interest rate doesn't always stick around. Banks are notorious for allowing 'rate creep' to thrive, particularly because it's in their interest, but who's got the time to be constantly monitoring a home loan? Well, we do!

We automatically review all our clients' loans annually to make sure their interest rate stays as competitive as possible. And if it doesn't? We'll contact the bank on their behalf and renegotiate their rate lower - every year, for free.

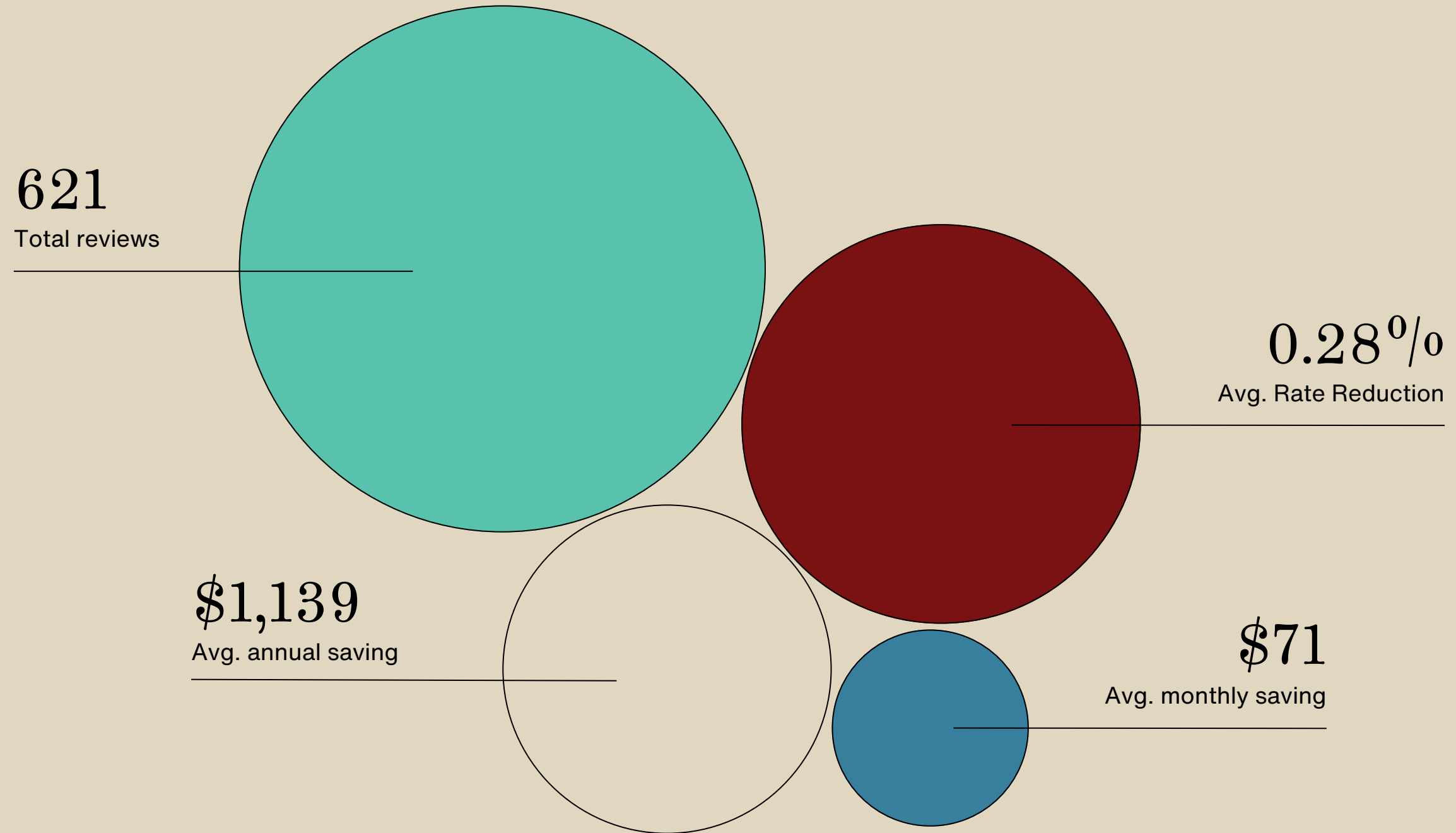


Off the back of an unprecedented thirteen cash rate hikes, stubbornly high inflation, and the unrelenting chokehold of a cost of living crisis, 2023 was yet another year of significant financial stress for mortgage holders. Proving yet again, that taking a proactive management approach to our client's loans helped to make things just that little bit easier.

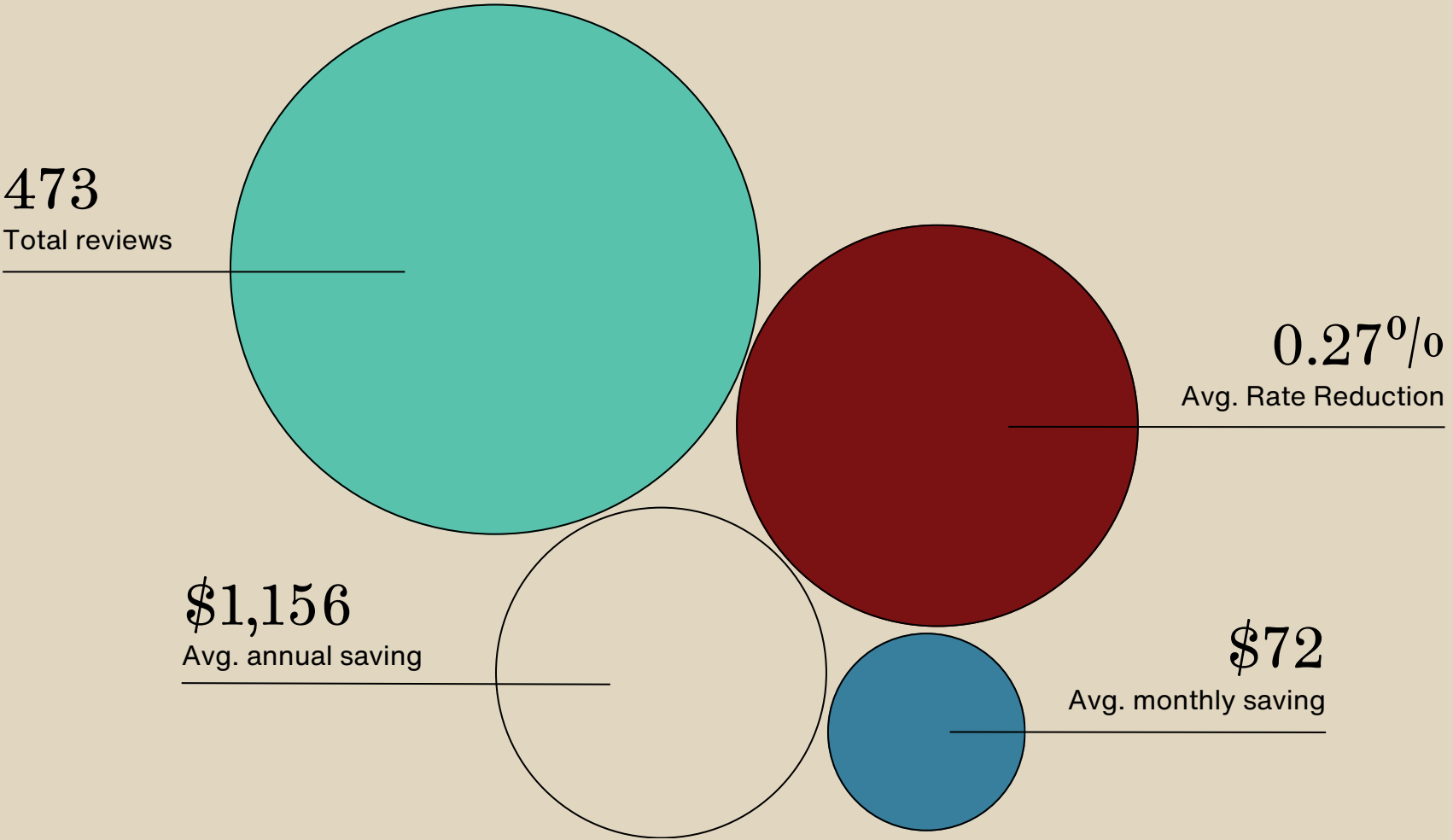
You don't often hear about the benefits of reviewing and/or renegotiating interest rates in place of refinancing, but more often than not, a simple loan review can be a really effective route to a lower variable interest rate. Remember: a good mortgage broker, that is genuinely acting in your best interests, won't put you through the rigmarole of a refinance if the net benefit is negligible, and often (as proven by our annual loan reviews) getting a better deal on your \*home loan can be as simple as asking for one!

\*Variable rate loan

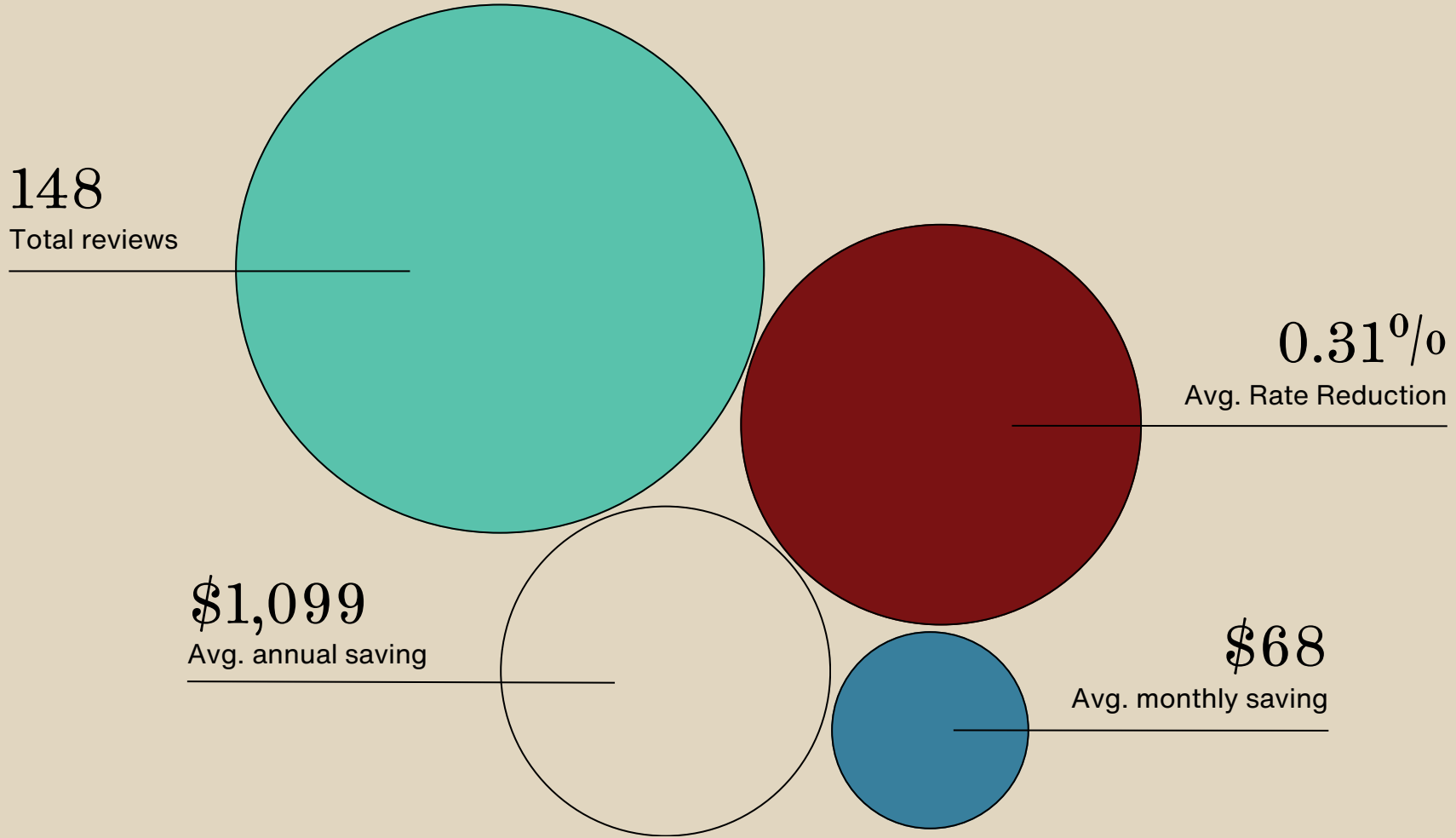
## TOTAL REVIEWS



### OWNER OCCUPIER REVIEWS



### INVESTMENT REVIEWS



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

RATE %



YEAR

TOTAL INTEREST SAVED FOR OUR  
COMMUNITY MEMBERS VIA ANNUAL  
RATE REVIEWS

JAN 2019 - DEC 2023

\$2,082,574

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# SOCIAL

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● 2023

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# IMPACT

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46

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## FINANCE AS A FORCE FOR GOOD

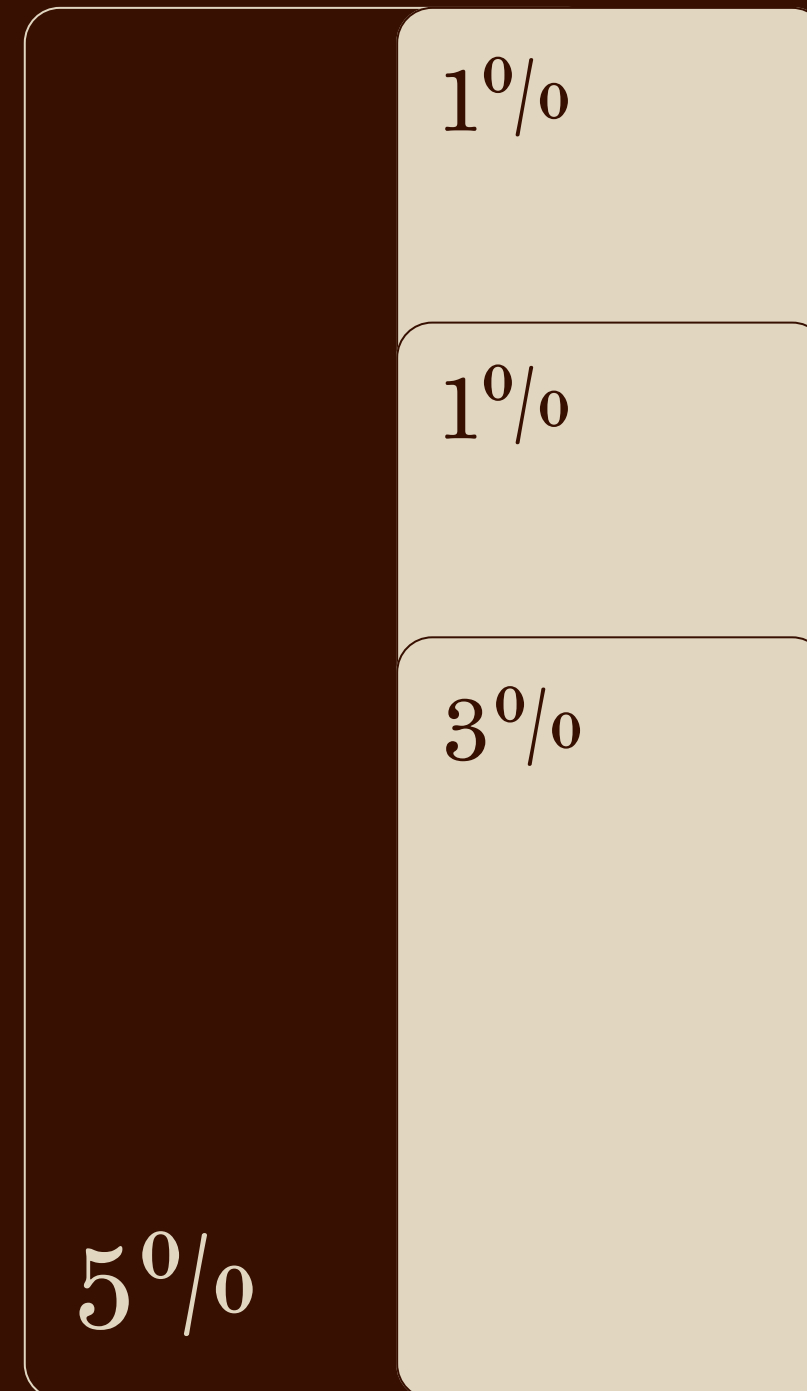
Too often, finance is seen as an industry toiling in service to profit. Where success is measured in monetary terms alone and conversely, anything that doesn't serve to increase a 'return on investment' is devalued or dismissed. We'd like to suggest that, actually, finance is an industry in service to people, and that our success should instead be measured in the 'growth' of the freedoms, choices and greater wellbeing that we're able to offer those we work with. That the true return on investment is the opportunity to better support the people we are in community with.

In 2023, we were grateful to once again be in the privileged position of operating under our impact giving model and to use our clients loans as a vehicle for bolstering the impact of a range of organisations and individuals working to secure greater social and environmental justice. Though, as we have highlighted previously, any commitment to 'giving back' must also exist alongside a commitment to transforming our economic and social systems to better care for people, and not just profits - especially if we are going to enact the fundamental change our communities need to truly, and autonomously, thrive.



## IMPACT GIVING VIA PURE COMMUNITY

AS AN ORGANISATION, PURE FINANCE IS COMMITTED TO PUTTING 5% OF REVENUE TO WORK FOR GOOD VIA OUR IMPACT GIVING MODEL: PURE COMMUNITY. THIS 5% IS SPLIT BETWEEN THREE DISTINCT IMPACT AREAS:



### 1% TO PAY THE RENT

Supporting the self-determination and re-empowerment of First Nations people and communities.

### 1% FOR THE EARTH

Supporting environmental protection, resilience and climate activism.

### 3% TO OUR NFP, YOURS

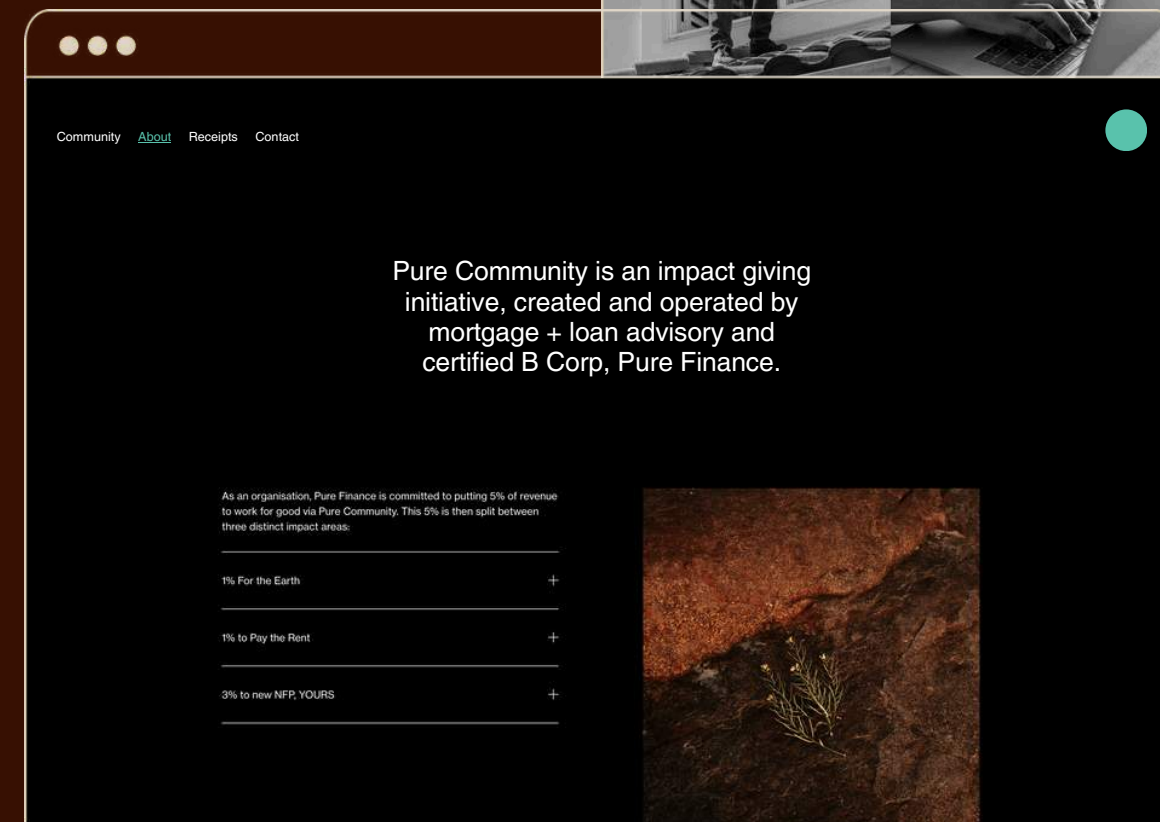
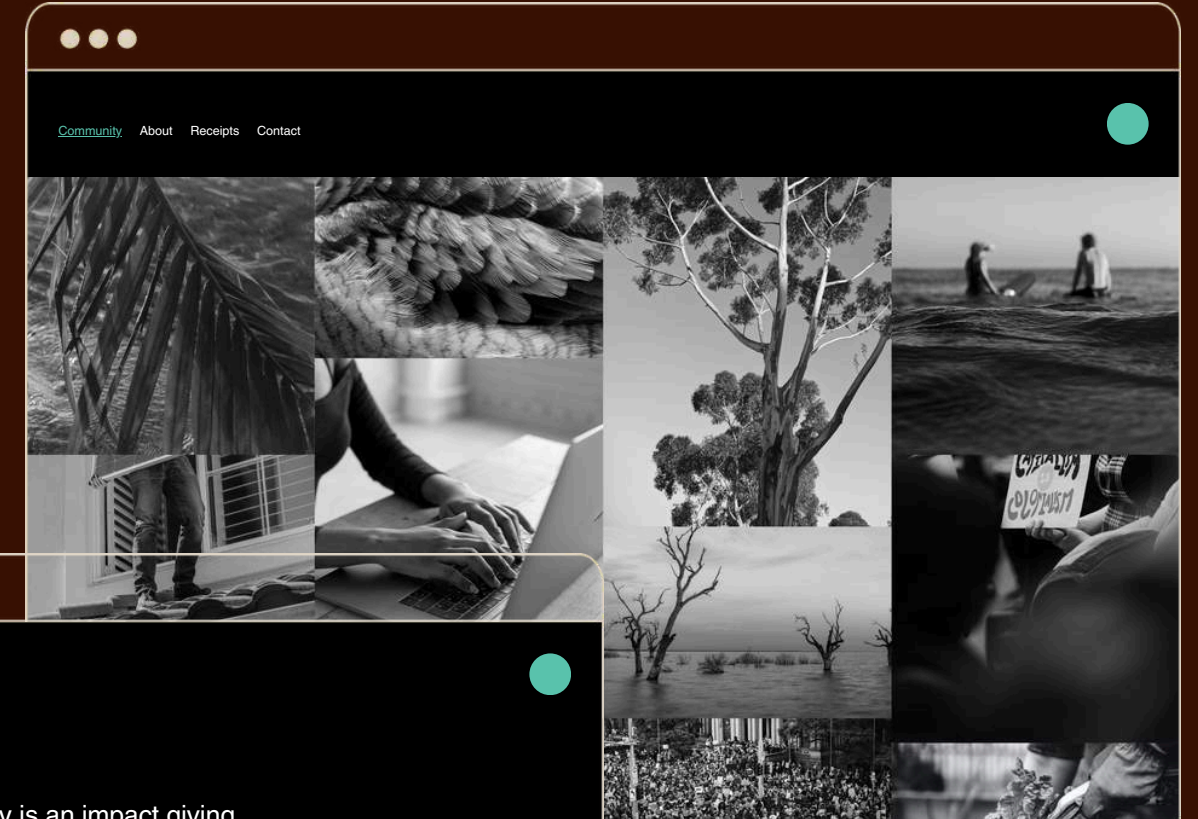
Providing access to no cost, no interest loans, enabling participants to meet their economic needs with dignity and autonomy.



## HOW IT WORKS

Let's say you took out a \$500,000 loan through us in January 2020. The upfront commission paid to us from the bank is \$3,250, making the initial donation amount from your loan \$162.50.

By January 2024, through the trail commission paid by your bank, that donation amount would have increased by an additional \$174.52, coming to a total of \$337.02 and supporting 33 organisations working towards greater social and environmental equity.



[www.purecommunity.co](http://www.purecommunity.co) →

## INVESTING IN COMMUNITY: OUR APPROACH TO IMPACT GIVING

Rather than an act of benevolence, we view our impact giving commitment, Pure Community, as an investment in the collective wellbeing of our community and in the systemic and cultural change needed to transform our societies; for the better and for all. We also recognise that existing funding systems in Australia are often rooted in colonial and paternalistic ways of thinking, which can lead to the exclusion of vital grassroots efforts and further entrench the very inequality many are seeking to dismantle.

Along with instituting a revenue-aligned model, which aims to ensure we achieve a consistent level of impact irrespective of our profitability, we've also implemented our own impact giving assessment framework, designed to further ensure our practices remain intentional and strategic and are working to support meaningful change for those who need it most.

Importantly, our framework is designed to be both rigorous and inclusive, allowing for a more nuanced approach that extends support to impactful initiatives that may not hold official 'charity' or Deductible Gift Recipient (DGR) status. This flexibility ensures we don't overlook valuable community-led projects that might ordinarily be excluded by more rigid philanthropic assessment criteria.

Additionally, our framework also aims to ensure:

- Our practices align with our core values as a business, as well as our social and environmental impact goals
- We identify organisations best positioned to address root causes of the disparities we seek to address, irrespective of their charity or DGR status, which ensures meaningful impact is prioritised over any tax benefit
- We employ an awareness of cultural sensitivity and an intention to centre community-led action and initiatives
- We are able to better account for the intersectionality of social issues and align our efforts accordingly
- We are able to engage in continuous reflection and, where necessary, improvement of our giving strategy
- An increased level of accountability to all stakeholders



This approach aims to reflect our commitment to not only harness our business as an agent for change but to also embody the intentions we'd like to see adopted in corporate philanthropy efforts more broadly. To see charitable giving not as a way to 'give back' but as an act of 'reinvestment' in a community that we too are a part of. An opportunity to meet the responsibility of our privileges; some earned but others not.

It is our hope that by moving beyond traditional philanthropic thinking, we can play our part in helping to create a culture around giving that is more effective, more inclusive and more equitable.

*“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 are privileged to live and work on unceded Aboriginal land. By extension of that acknowledgement, we also recognise that the mortgage, finance and property industries play a role in the continued dispossession of this land and that collectively, we have a long way to go in making meaningful, equitable reparations. It is for these reasons, and many more, that we have made a formal and ongoing commitment to Pay the Rent.

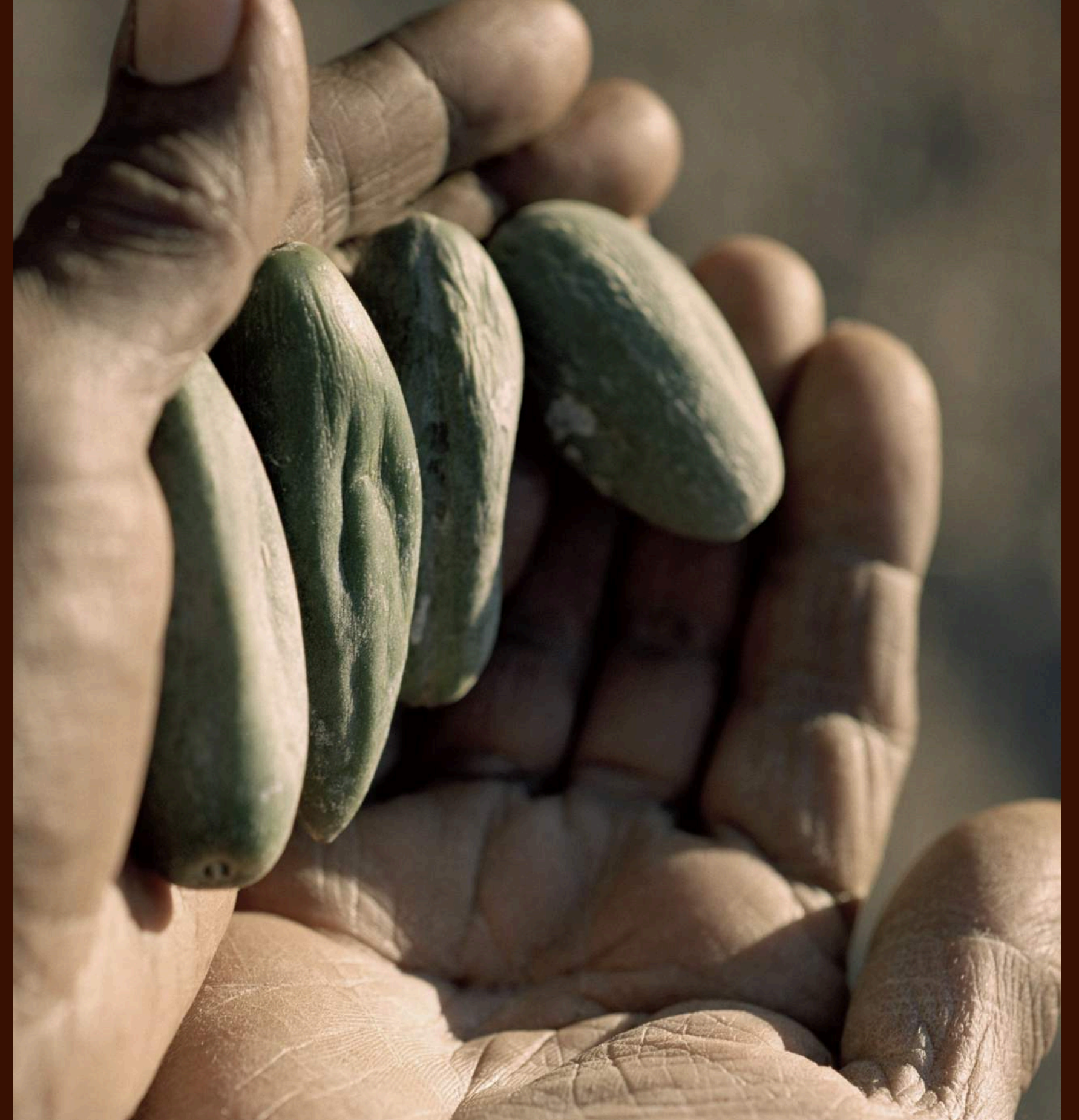
We have been shown time and again that the practice of centering the self-determination of Australia's original and enduring custodians is the only way forward for a reconciled, more equitable future for the nation. And while we're aware that paying reparations is only one part of a wide range of actions necessary for achieving widespread racial equity and justice, we do believe they are a crucial step in the re-empowerment of First Nations people in this country.

Far from experts in this area, we encourage you to learn more by visiting the following links:

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

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

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



# 1<sup>0</sup>/<sub>0</sub> PAY THE RENT

53 - 55

# 1 FIRST NATIONS HOMELESSNESS FUNDRAISER



Almost 1 in 3 Indigenous Australians aged 15 and over have experienced homelessness at some time in their life, around 10 times the rate of other Australians. And while the Federal Government's commitment of \$100 million for remote housing over the coming years will deliver some urgently needed resources, these are limited to remote communities in the NT. Unfortunately, this is a nationwide issue. In Q1, we Paid the Rent to the 2023 First Nations Homelessness Fundraiser led by DJ Kirra and their grassroots collective, who maintain a concentrated effort in Far North QLD, where there is a severe shortage of emergency shelter beds for homeless youth.

[LEARN MORE →](#)

## TARGETED SDGS



# 2 FIRST NATIONS FOUNDATION



Increased financial stress is being felt right around the country as we endure what many are referring to as a 'cost of living crisis'. Often unacknowledged however, is how Aboriginal and Torres Strait Islander peoples in Australia disproportionately experience financial stress as the result of entrenched systemic exclusion and discrimination. Created by Mob, for Mob, First Nations Foundation have developed a range of culturally relevant resources and programs to promote financial empowerment, equipping participants with the tools and confidence to build financial prosperity for themselves, their family, and their community for generations to come.

[LEARN MORE →](#)

## TARGETED SDGS



### 3 FIRST NATIONS FUTURES



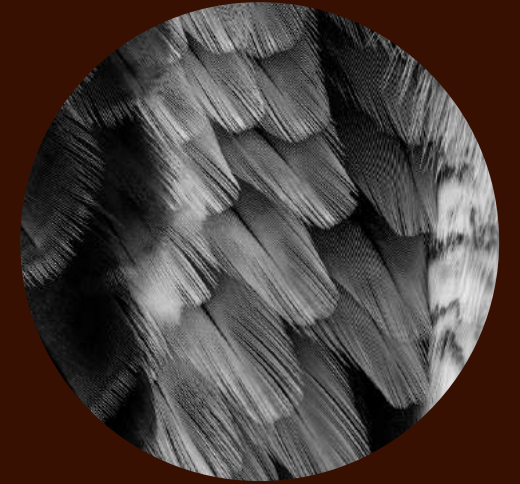
First Nations Futures is a First Nations-led and driven funding platform, calling in the shared responsibility of all Australians to collectively invest in First Nations-led solutions. Created to challenge existing funding systems that are rooted in colonialism and paternalism, the platform delivers unrestricted, long-term and culturally safe funding to a growing network of grassroots, First Nations community-driven initiatives, better enabling them to self-determine their own destinies.

[LEARN MORE](#) →

#### TARGETED SDGS



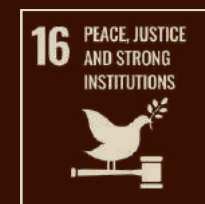
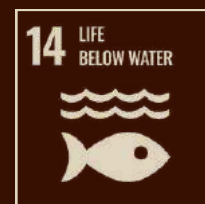
### 4 UPRISING OF THE PEOPLE



Uprising of the People (UP) is a Danggalaba Kulumbirigin-owned, grassroots organisation that aims to nurture and rebuild relationships between Elders, Country and Young People in Gulumoerrgin/Darwin. Led by CEO Mililma May, UP facilitates a wide range of community-focused programs and campaigns and plays a significant advocacy and activist role in the fight to protect Country in the NT. Most recently, UP has been integral in the ongoing fight to protect sacred Larrakia Country at Binybara/Lee Point, under threat of environmental destruction and significant biodiversity loss due to a proposed DHA housing development.

[LEARN MORE](#) →

#### TARGETED SDGS



# VOLUNTEER PROJECTS

56 - 63



## BEYOND FINANCIAL CONTRIBUTIONS

WE RECOGNISE THE IMPORTANCE OF FINANCIAL CONTRIBUTIONS IN CREATING IMPACT BUT WE ALSO UNDERSTAND THAT TIME IS AN EQUALLY VALUABLE ASSET. FACILITATING VOLUNTEERING OPPORTUNITIES NOT ONLY BENEFITS THE COMMUNITY BUT ALSO HELPS OUR TEAM TO DEVELOP IMPORTANT SKILLS AND A DEEPER UNDERSTANDING OF THE SOCIAL ISSUES THAT AFFECT US ALL.



Volunteering opportunities at Pure Finance include the option to support our two social impact initiatives, Ladies Talk Money and YOURS, and for members of our team to choose any organisation that is meaningful to them. These independent initiatives are powered by volunteer hours and donations of both time and resources by our team members and business partners, and exist to serve the community by working towards financial equity through sharing knowledge, building capacity and supporting autonomy.



HOURS SPENT BY TEAM MEMBERS  
ON VOLUNTEER PROJECTS IN 2023

(PROJECTS INCLUDE: YOURS, LADIES  
TALK MONEY, ACCESS PROGRAM,  
WALUWIN FOUNDATION)

181 HOURS

## 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 forms of safe and appropriate credit.

In 2023, we continued the development of our financial education and mentorship program as part of our product offering, designed to be delivered in partnership with a well-established and highly respected community organisation based in Sydney/Gadigal. Thanks to our partnering organisation's generous expertise and guidance, we are excited to share that we officially entered our pilot phase towards the end of 2023, which saw the issuing of our first two no-interest YOURS loans. We then began our financial literacy workshops in early 2024, alongside the issuing of an additional two loans.



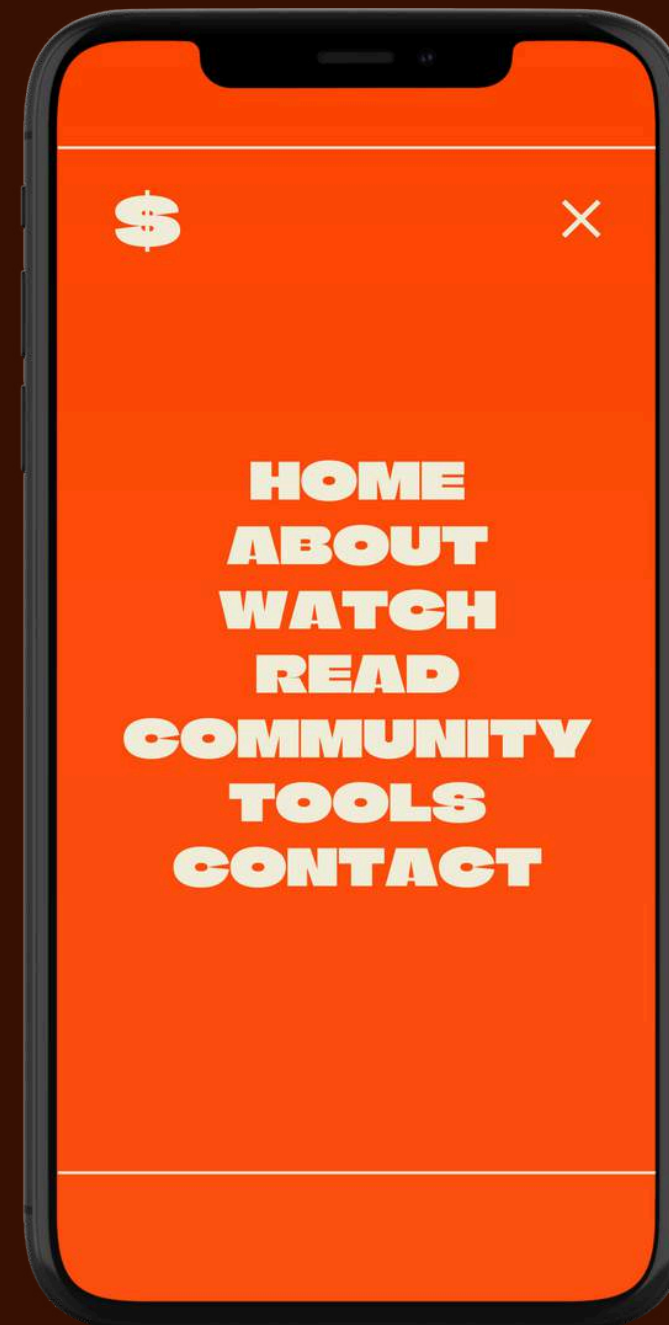
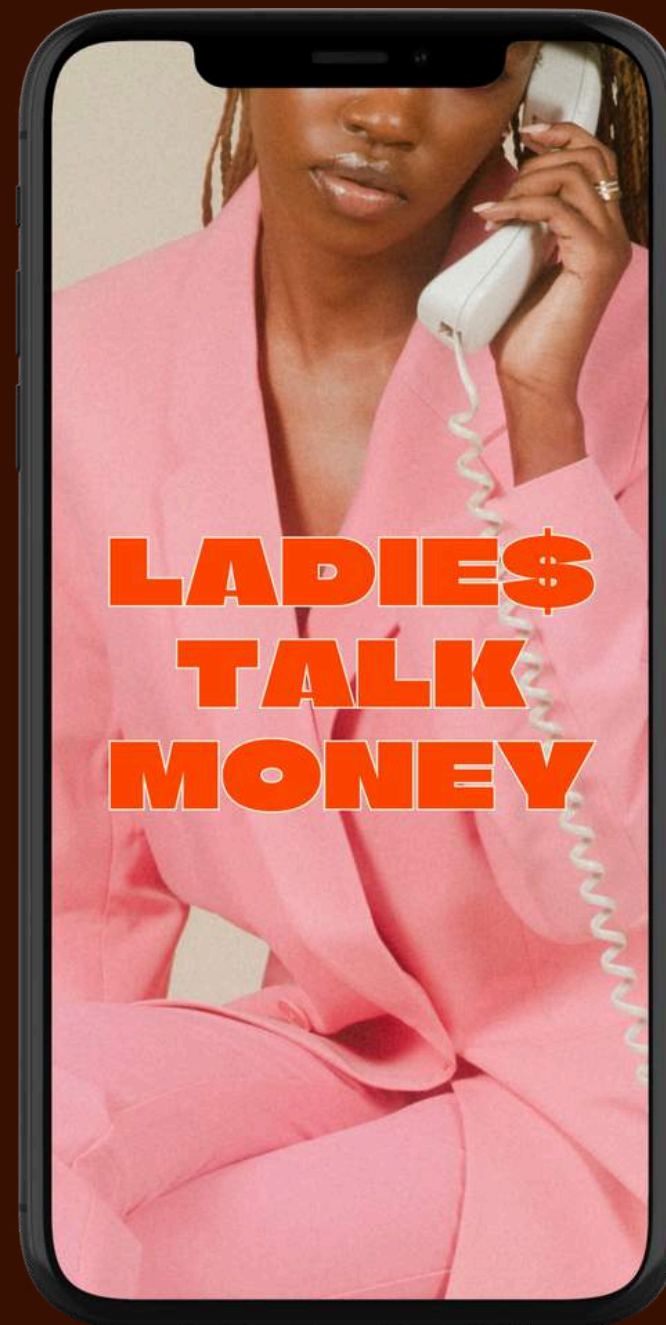
As we continue our pilot phase, we will use the time to be guided by the invaluable experience and expertise of our partnering organisation, as well as to gather feedback from participants, and ensure we are providing a pathway to financial support that is as safe and effective as possible.

Throughout 2023, Pure Finance added \$33,861 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.

## LADIES TALK MONEY

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

The platform takes an intersectional approach, by placing a focus on the structural and social inequities inherent in our financial systems, which can largely be attributed to so many of the gender gaps experienced by women and gender-diverse people today. In particular, when it comes to money.



Through stigma-and-stereotype-smashing conversations and content, the Ladies Talk Money team are working to break down the barriers keeping women and gender-diverse folks from achieving true financial equality, prosperity and autonomy.

We choose to support the Ladies Talk Money platform because we believe that tackling gender equality is one of the most urgent issues facing our communities, and will be central to achieving the wide-spread social, economic, political and environmental equality the world so desperately needs. We also implicitly understand that the fight for gender equity cannot be confined to the 24hrs of International Women's Day and so we are proud to support and champion the work of the Ladies Talk Money community - 365 days a year.

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

[CLICK TO EXPLORE →](#)

READ

## OTHER LADIES TALKING MONEY - WITH LARISHA JEROME

INTERVIEW WITH LARISHA JEROME - MANAGER OF WOMEN'S ECONOMIC  
EMPOWERMENT AT FIRST NATIONS FOUNDATION.

[CLICK TO READ →](#)

READ

## LANGUAGE WARNING

FROM 'FRIVOLOUS SPENDERS' TO 'RISK AVERSE SAVERS' - HOW THE  
PATRIARCHY LIKES TO HAVE IT BOTH WAYS WHEN IT COMES TO STEREOTYPES  
ABOUT WOMEN AND MONEY.

[CLICK TO READ →](#)

*“THE BARRIERS THAT PREVENT WOMEN FROM ECONOMIC SECURITY ARE BY NO MEANS SMALL. DOMESTIC AND FAMILY VIOLENCE, FAMILY AND CARING RESPONSIBILITIES, HAVING ENGLISH AS A SECOND LANGUAGE AND STRINGENT VISA CONDITIONS CAN ALL GET IN THE WAY OF WOMEN ACHIEVING THEIR PERSONAL, PROFESSIONAL AND EDUCATIONAL GOALS. DESPITE FACING IMMENSE CHALLENGES, THE WOMEN WHO COME TO WAGEC ARE SOME OF THE STRONGEST AND MOST RESILIENT OF THEIR KIND. ALL THEY NEED IS TO HAVE SOMEONE IN THEIR CORNER.”*

WOMEN'S AND GIRL'S EMERGENCY CENTRE (WAGEC)

*“I HAD A FANTASTIC FIRST EXPERIENCE MENTORING IN THE ACCESS PROGRAM AND I FEEL SO LUCKY TO HAVE BEEN MATCHED WITH MY MENTEE. BOTH MY MENTEE AND THE ACCESS PROGRAM TRAINING TAUGHT ME A LOT AND SHARED SOME INVALUABLE SKILLS. I STRONGLY ENCOURAGE ANY WOMAN IN THE SYDNEY/GADIGAL AREA TO CONSIDER VOLUNTEERING AS A PART OF THIS GREAT PROGRAM.”*

AZRA NURKIC  
COMPANY COORDINATOR + IMPACT, PURE FINANCE



WOMEN'S  
AND GIRLS'  
EMERGENCY  
CENTRE

**ACCESS  
PROGRAM**

## ACCESS MENTORING

Having completed their training in late 2022, two of our women-identifying team members began their mentoring journey last year, as part of the Women's and Girl's Emergency Centre's (WAGEC) ACCESS Program.

ACCESS is a one-on-one mentoring program that supports women and nonbinary people who have been impacted by domestic and family violence, homelessness and social disadvantage to gain confidence, set goals, and work towards financial independence. The program's success stems from its careful mentor-mentee matching process, ensuring personalised support that addresses each mentee's unique needs and goals. This approach also aids recovery by rebuilding trust and modelling healthy relationships.

By leveraging peer support, ACCESS strives to expand economic prospects for women, enhance overall well-being, and empower participants to further develop their knowledge, capabilities and confidence.

[LEARN MORE →](#)

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# ENVIRONMENTAL

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# IMPACT

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● 2023

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## AMPLIFYING COMMUNITY-LED CLIMATE INITIATIVES

When it comes to mitigating the worst effects of our changing climate, and ensuring we keep global temperatures within a range habitable for human life, our window of opportunity is rapidly closing. And while individual action plays a role in addressing this crisis, we recognise that wider, systemic change is especially crucial. As stewards of significant resources (financial or otherwise) and influencers of consumer behaviour, businesses have both the power and a moral obligation to step up and meet their environmental responsibilities - with some sectors, like finance, bearing greater culpability than others.

While the ecological challenges we face are undeniably daunting, we felt a sense of quiet optimism over the past year, due mostly to the inspiring work of the grassroots organisations and frontline communities we were privileged to be able to support. These groups, whose explicit understanding of the magnitude of what's at stake if the fight against climate change is lost, serve to remind us that transformative change rarely emerges from those profiting from the status quo, and that the most powerful solutions will always come from those with lived experience.

# 1<sup>0</sup>/<sub>0</sub> FOR THE EARTH

66 - 68

## 5 MENINDEE COMMUNITY RELIEF



Menindee in western NSW exists as an apt example of the range of environmental challenges being managed by regional communities across the country, due to a changing climate. Like many other parts of the state at the time, the small community was left reeling after significant and widespread flooding occurred towards the start of the year, devastating homes and infrastructure. Our environmental contribution in Q1 went towards a Menindee Community Relief fundraiser to support the community in overcoming logistical issues and recovering personal costs, and in providing access to food, safe drinking water, and other essentials to impacted residents.

[LEARN MORE →](#)

### TARGETED SDGS



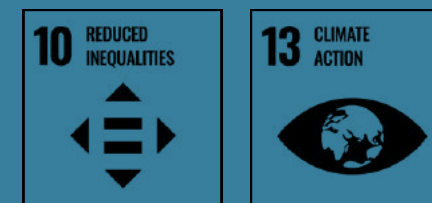
## 6 BENDIGO SUSTAINABILITY GROUP



In Q2, we supported Bendigo Sustainability Group in their ‘Giving Power’ Fundraiser, which aims to facilitate the fully funded installation of solar power systems for low-income households in the Bendigo area. A 3 kilowatt solar power system has the capacity to help one low-income family save \$750 per year on their electricity bill and stop 4.2 tonnes of greenhouse gases from being emitted into the atmosphere.

[LEARN MORE →](#)

### TARGETED SDGS



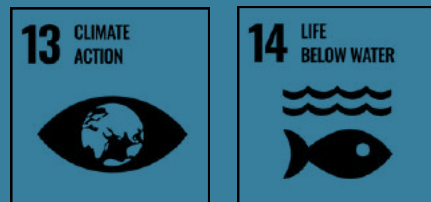
## 7 SURFERS FOR CLIMATE



Surfers for Climate, a sea-roots organisation of surfers and ocean lovers who, through a range of educational initiatives and resources, community building events, and successful political advocacy campaigns, are transforming Australia’s many surfing communities into powerful agents for climate action.

[LEARN MORE →](#)

### TARGETED SDGS



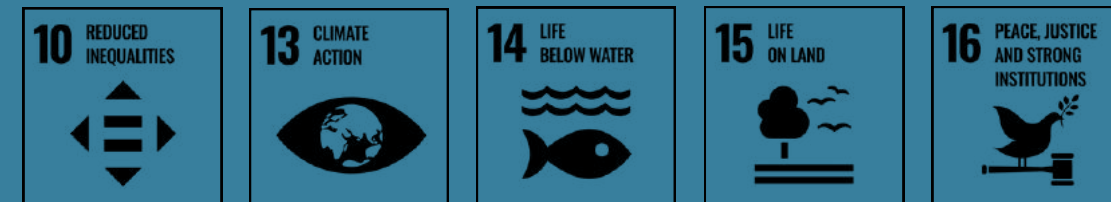
## 8 AUSTRALIAN CLIMATE CASE



The Australian Climate Case is a landmark case being brought by Guda Maluyligal Traditional Owners, Uncle Pabai and Uncle Paul, who are arguing that the Federal Government has breached its duty of care to Torres Strait Islander peoples for failing to meaningfully act on climate change. In what is set to be a crucial moment for First Nations-led climate justice in this country, the Uncles are courageously putting themselves forward and are fighting for a safe and sustainable future for us all.

[LEARN MORE →](#)

### TARGETED SDGS



## 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 632.94 TONNES OF CARBON SINCE 2019 VIA OUR CHOOOSE SUBSCRIPTION.

**CHOOOSE**

### TARGETED SDGS:



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# REFLECTIONS

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● 2023

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# LOOKING BACK:



- Operating under our impact giving 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 2023. This saw us put \$61,667 (5% + additional ad hoc donations) into the hands of those working towards greater social and environmental justice and ensured all our client's finances were doing good for them and for others - no matter what.
- For the first time, we officially recertified as a B Corp, achieving an overall B Impact Score of 108.7, up from our previous score of 94.1. Of course, B Impact scores aren't an unequivocal indication of impact (as we explore on pages 22 - 23) however, it was good to see our considerable efforts reflected in this way.
- We completed a huge 629 annual loan reviews (up from 478 in the previous reporting period) for our clients in 2023, saving them an additional \$1,139 per year, on average. The total amount of interest saved for our community members via our annual rate reviews since 2019 is now sitting at \$2,082,574.
- We continued to empower 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. This resulted in a record-breaking 21% of our clients settling with an ethical lender in 2023.
- Our NFP, YOURS, officially began its pilot in 2023, with 4 participants currently taking part in the program. This was a huge milestone for us and we're very grateful to our wonderful partner organisation for their ongoing guidance and commitment. We're looking forward to sharing more updates as things progress so, watch this space!
- Though our long-time team member, Sebastien Miller, moved on from Pure Finance in 2023, he supported much of the impact outlined in this report and we are very grateful for his important contributions.

# MOVING FORWARD:



- 2023 was a challenging year - for many people in many different ways. While we were again fortunate enough to remain busy, striking a comfortable balance between managing our core work and our social impact/volunteer initiatives continues to be a challenge.
- Towards the end of 2023, our team discussed commencing a trial for a 4 day work week, tailored to each person's preferred schedule. Stay tuned for updates on this in 2024.
- We still have big ambitions when it comes to ethical lender comparisons and empowering our clients and wider community with the knowledge to make more informed decisions about their finances. We'll continue to aim for a higher representation of ethical banks amongst our settlement numbers (when appropriate for clients) and sharing our knowledge and insights on this topic more broadly.
- Due to changing commitments and heavier than usual workloads for both co-founders, the Ladies Talk Money platform was less active than usual in 2023. The team are looking to make some operational changes in 2024, which will hopefully allow for increased collaboration, ensuring they are able to continue this important work.
- Both our ability to divert our clients' loans away from fossil fuel exposed lenders, and our '1% For the Earth' giving commitment, remain core components of our environmental impact strategy. However, there is still more to be done in addressing the carbon footprint of our own business and we are still somewhat dissatisfied with our use of carbon compensation. As a service-based, digitally-focussed business, we have the benefit of lower emissions to begin with but we can, of course, always do more.



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THANK

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YOU

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● 2023

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73

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THANK YOU

As always, we'd like to extend our gratitude to everyone that made our 2023 the year that it was, but in particular:

Thank you to our clients who, by working with us and making the choice to put their money where their values are, enabled us to put \$61,667 to work for social and environmental good in 2023.

Thank you to our partners who again supported both our clients and team in 2023 and who share our belief in a better way forward for the industry - one that will value people and positive impact just as much as profits.

Thank you to the changemakers dedicating their lives to creating a more just and equitable world for us all. It's an honour to be in a position to support your work and, as always, we are so grateful that you continue to show up, particularly in these increasingly challenging times.

And of course, thank you to the incredible community that we so gratefully find ourselves a part of. We hope that, in some small way, you can take this moment to feel proud of your contribution in making finance a force for good in 2023.



AZRA NURKIC *(she/her)*  
COMPANY COORDINATOR / IMPACT



BRENDAN DIXON *(he/him)*  
MANAGING DIRECTOR / LOAN ADVISER



CHARLIE WEBBER *(he/him)*  
LOAN ADVISER



CATHY DIXON *(she/her)*  
CLIENT / LOAN SUPPORT



NICK MORLEY *(he/him)*  
LOAN ADVISER



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



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# SAY

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# HELLO

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PURE FINANCE –  
FINANCE THAT'S BETTER FOR YOU, BETTER FOR  
THE COMMUNITY AND BETTER FOR THE WORLD.

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