

The NRMA Insurance Group and NRMA Limited have developed a substantial sponsorship and donation program with a distinct philanthropic flavour, worth approximately \$6 million per annum. The program focuses on five key areas related to our business interests, including safe communities, reduction in crashes and injuries through improved road safety, helping people with disabilities reach their potential, safer environments and information on financial planning and credit usage.

Aware of the needs within the communities it serves, the NRMA Insurance Group strives to continually give something back. Honest, caring and ethical business behaviour is fundamental to the NRMA Insurance Group's corporate culture. Our unique Community and Sponsorship Program focuses on addressing issues of concern to the community, including:

- young people
- older people
- crime prevention
- community development
- emergency service
- people with disabilities
- leisure and culture
- staff fundraising activities

West Coast Eagles

SGIO Insurance, as part of the NRMA Insurance Group, has been a major sponsor of the West Coast Eagles Football Club for more than twelve years, and this year it became the Club's sole major sponsor. This partnership with the AFL's most televised team not only provides SGIO Insurance with nationwide brand exposure through logo identification on team apparel, but also provides an outstanding corporate hospitality program for business development and interaction.

This sponsorship registers high levels of awareness amongst the Western Australian population. By supporting the premier Western Australian sporting team, the SGIO/NRMA Insurance Group's sponsorship of the West Coast Eagles provides an excellent opportunity to build awareness nationally and demonstrates our ongoing commitment to the Western Australian market.

Older Men: New Ideas (OM:NI)

Our partnership with OM:NI was officially launched in October 1999 as an initiative of the Council on the Ageing, a peak consumer body advising government, individuals and organisations on issues affecting older people.

This project deals with older men's issues, such as loneliness, isolation and depression and focuses on providing information on health, nutrition, lifestyle, social well-being and participation in life. This program provides a unique link to older men, in line with our community service program and our market position.

Women's Wheelchair Basketball

We are committed to the community through our support of groups and events such as the inaugural NRMA National Women's Wheelchair Basketball League.

Our funding helped to successfully develop the only national league for women wheelchair basketball athletes in order to provide a regular elite level of competition and to increase community awareness of wheelchair basketball. Every member of the Australian Women's Wheelchair Basketball team for the Sydney 2000 Paralympic Games has directly benefited from competing in the national league.

support



Salvation Army

The 1999/2000 year saw the launch of our sponsorship of The Salvation Army's Salvo CareLine and Money Care.

The Salvo CareLine is a crisis telephone counselling service operated by a team of trained volunteers, 24 hours a day, 7 days a week, 365 days a year. The counsellors handle over 150 calls a day from people with a wide variety of problems, including loss and grief, relationships, the need for emergency accommodation and help with gambling, drugs or alcohol.

Callers who can benefit from financial counselling are referred to The Salvation Army's financial counselling service, Money Care. This service provides advice on managing budgets and negotiating with creditors when people are experiencing problems with debt.

Our sponsorship of the Salvo CareLine and Money Care is our most significant contribution to a welfare program and ensures that people in need can receive help at any time of the day or night.

CrimeSafe

As a major insurer, NRMA Insurance is interested in reducing crime. Through activities, such as the distribution of newsletters and brochures, the NRMA CrimeSafe program uses an integrated campaign of research, advocacy, consumer information and strategic sponsorship to help reduce crime.

The program encourages changes in attitude and a positive approach to altering anti-social behaviour in today's youth, such as helping fathers to understand and communicate with their teenage sons, before and after school supervised transport, programs aimed at challenging offending behaviour and mentoring projects which enable at risk young people to form positive relationships with caring, trustworthy adults.

Crash & Injury Reduction Initiatives

The NRMA Insurance Group has developed a comprehensive strategy to improve the safety of our roads and to reduce the incidence and impact of injuries.

A number of community based initiatives help improve the safety of the most at risk users of the road – young drivers, older drivers and children. These include programs such as RoadZone, SHIFT and Driving in the Years Ahead.

Other NRMA Insurance Group and NRMA Limited sponsorship and donation activities include NRMA Careflight, Clean Up Australia, NRMA Motorfest, SGIC Rescue Helicopter, School Sport 2000, Technical Aid for the Disabled, Peer Support, Mentoring Mates, Odyssey House, Taronga and Western Plains Zoos and the Australian Quadriplegic Association.

help

