

Corporate social responsibility

As a trusted, not-for-profit organisation, established to improve the health of Western Australians, an important WA employer, and one of Western Australia's most prominent brands, we recognise that we must be more than just a well-managed health insurer for our members.

We are committed to the following principles:

- Placing our members' interests first in our operations and decision-making;
- Providing our people with opportunities to thrive in a safe, supportive, diverse and respectful workplace;
- Actively connecting with, and supporting, the communities in which we operate and;
- Operating as a socially responsible not-for-profit organisation.



Workforce

A happy and healthy workforce is critical to HBF 'being there for our members in the moments that matter'. So, we are committed to providing our people with a positive working environment and the support they need to live well, both at work and at home.

In addition to providing competitive remuneration, HBF encourages employees to look after their health and wellbeing by offering free preventative health benefits including annual health checks, flu vaccinations, weight loss and quit smoking programs, two paid days off each year to look after their health and access to free counselling and psychological support 24-hours a day.

Employees are encouraged to contribute to our community through blood donation drives, paid volunteering days and workplace giving programs.



Members

As a not-for-profit fund, our members' interests lie at the heart of everything we do. We continually review our business processes and member service, exemplified by our Member Promises Review this year, and if we find we have fallen short, we will always correct our mistakes.

In addition to providing quality health insurance, we also provide our members access to a range of discounts and free health services to help them live a healthier, happier life. These include preventative services like free health screenings and flu vaccinations and wellbeing incentives like discounts at gyms, HBF Stadium and HBF Arena and free outdoor fitness classes. HBF also provides members who have chronic health conditions support to stay healthy and out of hospital.

In 2019, Friendlies Pharmacies delivered 50,732 free flu vaccinations and 3,467 health checks to HBF members. Over 22,000 participated in free exercise programs and 249 received assistance via our personalised telephone health coaching program, designed to help members with heart health concerns and type 2 diabetes reduce their risk factors and achieve better health.



Community

HBF is determined to be a force for good in the community.

Since launching in 2010, HBF Run for a Reason has grown to become our State's most popular community walking and running event and the second-largest event of its type in Australia. The 33,323 participants this year helped bring our fundraising from the event over the past decade to over \$10 million.

During the year HBF also launched a new Community Engagement Program which includes employee workplace giving, fundraising, quarterly donations to local good causes, volunteering and blood donations by HBF employees to the Australian Red Cross Blood Service.



Sustainability

HBF is committed to the highest standards of corporate governance and adopts clear and transparent reporting to ensure we remain accountable for our actions and performance. In 2019 we commissioned sustainability consultancy, Sustainable Platform to conduct an independent assessment of HBF's sustainability position, to measure our contribution to the UN Sustainability Goals (SDGs) and benchmark us against other comparable organisations.

The findings of the assessment were encouraging and found that HBF has a highly positive impact in the areas described in the UN SDGs. The nature of our business means that we are a major contributor to UN SDG #3: Health & Wellbeing, but HBF also contributes to a lesser extent to other UN SDGs (SDG #1 - No Poverty; SDG #11 - Sustainable Cities and Communities; and SDG #8 - Decent Work and Economic Growth).

Importantly HBF also has a low negative impact in areas such as environment. Overall the report gives HBF a 'Very High' score for sustainability contribution and places HBF in the top 14 per cent of global companies for its net SDG contribution.



50,732

Free flu vaccinations



22,000

People attended free exercise programs



The UN Sustainability Goals provide a blueprint to achieve a better and more sustainable future for all. HBF's contribution to the UN Sustainable Development Goals as a proportion of business activities are shown below.

