



Deadly Choices

CORPORATE PARTNERSHIPS

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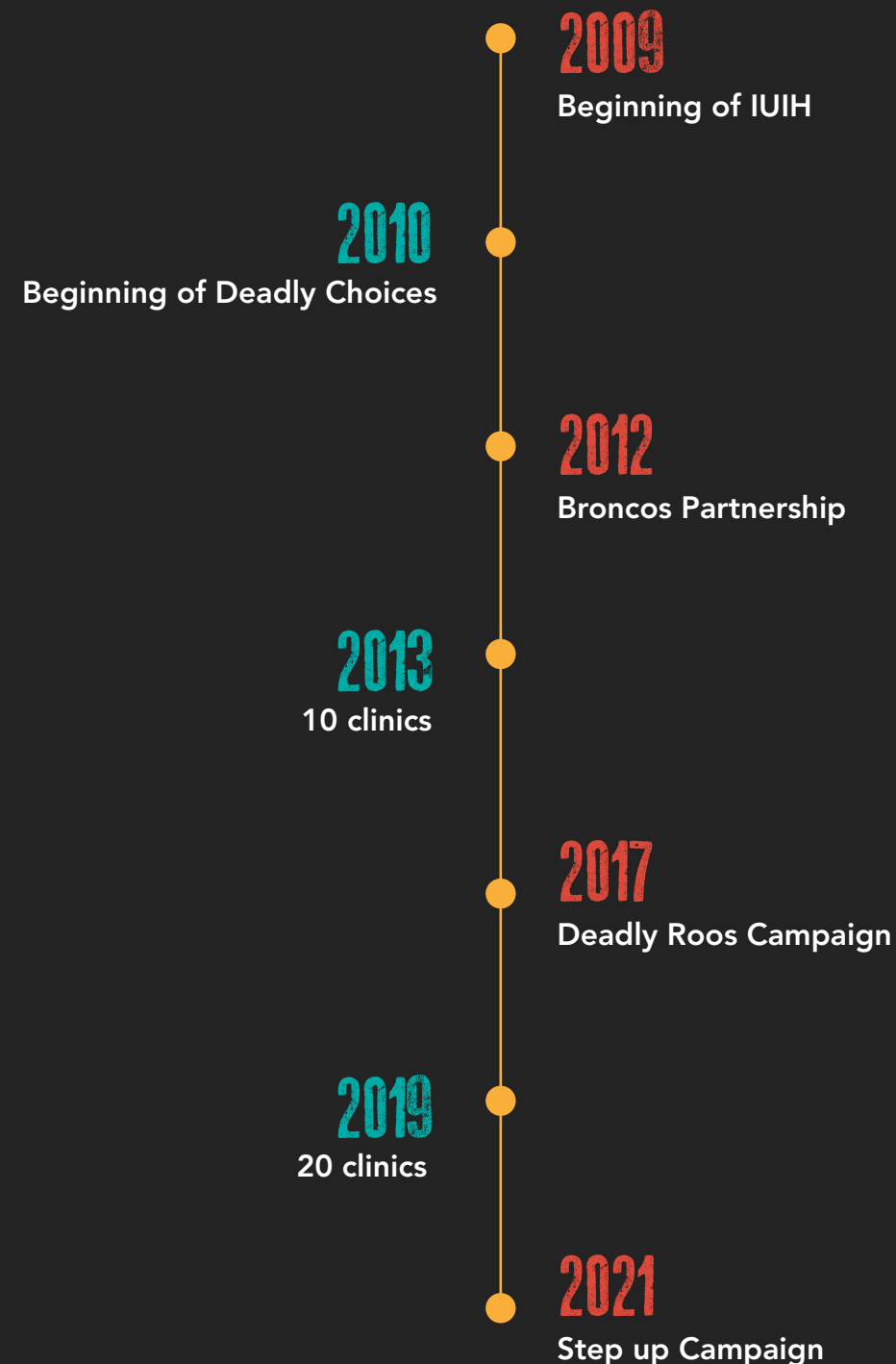


WHO WE ARE

Deadly Choices is Australia's most recognisable Aboriginal and Torres Strait Islander health brand.

We are the promotional and preventative health arm of the Institute for Urban Indigenous Health Ltd. (IUIH) and work to educate and empower Aboriginal and Torres Strait Islander communities on the benefits of living a healthy lifestyle. Founded in 2009, IUIH is an Aboriginal and Torres Strait Islander-based Community-Controlled Health Service (CCHS) in South-East Queensland. Now, Australia's largest Indigenous health organisation, IUIH was established to begin reconciling the health and life expectancy disparity between Indigenous and non-Indigenous Australians as well as improving the quality of life of community. The organisation has expanded to include over 20 multi-disciplinary primary healthcare clinics, with more services planned to manage the ever-growing and dispersed population of Aboriginal and Torres Strait Islander people. Since our establishment in 2010, we have developed unique preventative health education and behavioural change initiatives and demonstrably increased the number of Mob taking control of their health.

Our initiatives have directly resulted in Aboriginal and Torres Strait Islanders accessing their local CCHS, completing regular 715 Health Checks (government designed annual health check focusing on key areas of risk), engaging in physical activity, better nutrition, and tobacco cessation.



GETTING STUCK INTO IT

Our unique experience in both Indigenous healthcare and communities, combined with our enduring partner relationships, allows Deadly Choices unmatched knowledge and understanding of how to positively impact Mob. It offers us the opportunity to create strategies and programs that can truly enact change and empower Mob to take control of their health.

The breadth of our reach and wealth of experience means that the impact of your investment will reach Indigenous communities across Australia and will be vital in helping us Close The Gap. Our corporate partners have aided our mission in a variety of ways, and the avenues your organisation can get involved are limitless.



HOW WE DO IT

Deadly Choices has created a number of unique preventative health initiatives that have allowed us to see the positive impact of Deadly Choices in community.



715 SHIRTS

The 715 Health Check Shirt was the catalyst of the success of Deadly Choices. Each year, a unique range of shirts is created for our partner clubs and offered to community as incentives to complete their 715 Health Check. By ensuring community completes annual health checks, we are able to see the continuous improvement in Mobs' health.



EDUCATION PROGRAMS

Our education programs cover a large variety of topics including tobacco cessation, healthy lifestyle, online safety, food education, physical activity, mental health and more. Programs are taught in both primary and secondary schools with a focus on being proud of and embracing Aboriginal and Torres Strait Islander culture. Educating students at a young age means we can help them create healthy habits to share with their friends & family and in turn ensure healthier, stronger future generations.



COMMUNITY EVENTS

The overarching appeal of Deadly Choices community events, has seen tens of thousands of Mob, young and old attend across the last decade. We run a variety of healthy lifestyle events with a focus on getting active and connecting with community including; netball, touch and rugby league carnivals, gold days and traditional seniors games activities. To attend a Deadly Choices event, participants must have an up to date 715 Health Check and all events are smoke, sugar and alcohol-free. Not only does it signify community are more motivated towards healthier lifestyles, but we also have measurable data which shows continued improvement in overall health outcomes year-on-year.



AMBASSADORS

Research suggests that general populations are greatly influenced by advice given by high-profile people of standing in community, resulting in change in behaviour, beliefs and values.

As such, we engage a range of Ambassadors to promote Deadly Choices and its key messages. This includes current and former Indigenous sports stars, across a wide variety of disciplines including rugby, athletics, weight-lifting, volleyball and more.

OUR INFLUENCE



114K
FOLLOWERS



25.8K
FOLLOWERS



12.6K
FOLLOWERS



7K
FOLLOWERS



DEADLY CHOICES SUB FUND

The Deadly Choices Foundation supports the implementation and expansion of Deadly Choices across Australia. Designed to build an enduring source of funding through return of investment, this sub fund aids Deadly Choices in improving health and life expectancy outcomes for Aboriginal and Torres Strait Islander people.

As a named sub fund under the **Queensland Community Foundation (QCF)** with the investment strategy managed by **Queensland Investment Corporation (QIC)**, it provides an enduring income stream for Deadly Choices' valued education programs, community events, health campaigns and partnerships.

Contributions can be made by both individuals or corporates and are tax deductible.

For more information and to donate to the Deadly Choices Sub Fund visit <https://qcf.org.au/giving/deadly-choices/> or scan the QR code below.



FROM TIP TO TAS

With clinics spanning across the East Coast of Australia, our message can now be heard from Waiben (Thursday Island), at the most northern tip of Queensland, all the way down to Lutruwita (Tasmania).

Our clinics embody the vision of Deadly Choices working to share our mission and empower our people to take control of their health.



PUTTING IN THE WORK

Since inception, IUIH and Deadly Choices have grown rapidly. The dedication of our team can be seen easily from the increase in health checks completed by our community members, the expansion of our clinics and the number of Deadly Choices shirts walking the streets.





IN GOOD COMPANY

Deadly Choices has worked hard to form strong, mutually beneficial partnerships with quality organisations that have the desire to incite change for the Aboriginal and Torres Strait Islander community.

Our partners share our passion for making a difference.



FLIGHT CENTRE

Deloitte.

health
wellbeing
Queensland

QIC

Baidam
SOLUTIONS



In 2021, 2022 & 2023 **Kia Australia** donated their prime spot on the front of the Brisbane Broncos playing jersey to Deadly Choices in our Deadly Choices Round. This unique donation allowed for the Deadly Choices brand name and message to be represented across the country.

“

Raising awareness for the work that Deadly Choices does is important and we're proud to be able to help make a difference through our partnership with the Broncos. The last few years have brought community health to the forefront and the great initiatives that Deadly Choices carry out have a huge impact.

”

Damien Meredith
Chief Operating Officer,
Kia Australia





The Deadly Choices Sub Fund was launched on May 27, 2022 with inaugural donations of \$10,000 each made by **Flight Centre** and QIC.

These initial donations established the building blocks to create long term and sustainable funding for the Deadly Choices Sub Fund, which will enable us to empower generations of Aboriginal and Torres Strait Islander people to take control of their health by making positive lifestyle choices.

Flight Centre and QIC's generous donations solidify their commitment to Deadly Choices' mission to closing the health and life expectancy gap between Indigenous and non-Indigenous Australians.



“

The private sector as human beings need to care about reconciliation and care about making tangible change in First Nations communities. We all have a role to play whether it's educating our children, whether it's partnering with community organisations like Deadly Choices, or just collaborating for the sake of positive change, which is exactly what Flight Centre has been able to do.

”

Tyler Miscannon
National Social Impact Manager, Flight Centre Group

FLIGHT CENTRE

In 2023 Baidam Solutions chose Deadly Choices to be the beneficiary of their annual Charity Golf Tournament. The event, held at Brookwater Golf & Country Club, allowed participants the opportunity to play a round of golf with league legends Petero Civoniceva, Scott Prince and Willie Tonga while also networking with other industry professionals. The day was followed by a Charity Dinner, including a rugby league panel, auction, and raffle prizes.

The successful event raised funds for the Deadly Choices Sub Fund and offered attendees a deeper understanding of how we impact Indigenous health outcomes and empower Mob.



In 2021 and 2022, **Deloitte Australia** and Deadly Choices held the 'Together in Touch Tournament'. The event, comprised of a touch football tournament and charity dinner, offered a variety of corporates the opportunity to understand our mission, while raising funds for Deadly Choices. The day also included raffles, auctions, time spent with Deadly Choices Ambassadors and networking opportunities.

“It's really hard as a corporate to connect with First Nations community and this is a wonderful opportunity for us, in a true partnership and collective, to come together and share stories and create stories.”

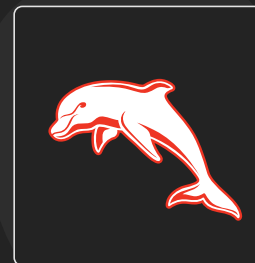
Mike Kissane
Global Lead Partner, Deloitte

Deloitte.



SPORTING PARTNERSHIPS

Since our first partnership with the Brisbane Broncos in 2012, Deadly Choices has expanded to include 18 sporting clubs and organisations.



The **Brisbane Broncos** were Deadly Choices' first partner club. Since 2012, the Broncos have worked with Deadly Choices to create meaningful and impactful change for Indigenous communities in South East Queensland through co-branded health check incentives, utilising players as Ambassadors, a dedicated Deadly Choices Round and much more.

“

Deadly Choices is an outstanding program making a real difference and we are proud of our partnership with the Institute for Urban Indigenous Health that now extends beyond a decade.

As a footy club we aim to help and help grow our local communities and the Deadly Choices program does that on a daily basis, producing real results in improving health outcomes for Aboriginal and Torres Strait Islander communities.

”

Dave Donaghy
CEO, Brisbane Broncos





In 2022, Deadly Choices partnered with **Tennis Australia**. The national partnership created the opportunity for a co-branded health check competition, allowing 12 community members from across Australia to complete a 715 Health Check and be in the draw to win a double pass for flights, accommodation and a VIP experience at the 2023 Australian Open First Nations Day in Melbourne. The experience rewarded community members for positive health behavior, while demonstrating the value of sport as a vehicle and the power of health check incentives to motivating mob to take care of their health.

This partnership demonstrates the value of sport & Ambassadors as a vehicle and the power of health check incentives to motivating mob to take care of their health.

“ We are thrilled to be able to connect with the incredible team at Deadly Choices to promote healthy choices leading in, and during the AO. The AO is proud to be able to acknowledge, recognise and celebrate First Nations people around the country, and we hope through this opportunity more people can learn about our sport, and feel more connected to tennis. ”

Kerry Tavrou
Head of Inclusion and Diversity, Tennis Australia





Adrian
Carson

“ When our partners show a commitment to community initiatives, it better enables our Deadly Choices teams to make genuine impact across the whole country, through education and empowerment.

Our various sporting and corporate partnerships continue to contribute significantly to our preventative health initiatives, which has seen an incredible 4000% increase in 715 Health Checks in South- East Queensland and leading to the expansion of Deadly Choices right across Queensland and interstate.

The positive work in the Indigenous Health sector being achieved through the collective efforts of Deadly Choices and our valued stakeholders lays testament to the successful legacy of the Deadly Choices Healthy Lifestyle Program.

Corporate partnerships will particularly assist now as we move into the recovery phase of the global COVID-19 pandemic. Financial and in-kind support allows our teams to engage and deliver messaging to community members around the importance of maintaining health checks and staying up to date with preventative health measures, including any vaccination requirements.

All funds acquired through our valued stakeholders goes to where it's needed most; ensuring Australia's Aboriginal and Torres Strait Islander communities have an opportunity to thrive, as we continue to close the health and life expectancy gap among our people. Your partnership has the potential to bring about life-changing benefits for Aboriginal and Torres Strait Islander peoples from right across the country.”

Adrian Carson
CEO, Institute of Urban Indigenous Health

KARADI CASE STUDY



The following pages include testimony from Karadi Deadly Choices Program Officer Hollie French. Karadi Aboriginal Corporation is one of our most successful Deadly Choices licensee holders and allows us to reach Mob in Tasmania.

A Deadly Choices license offers health services outside of our existing footprint access to the brand, education programs and health campaigns to improve their community's health outcomes.



715 HEALTH CHECKS

The Deadly Choices 715 health check shirt incentive has been growing year-on-year, encouraging community members to become advocates for themselves and their families. The unveiling of new shirts at the start of each year is greatly anticipated and provides impetus for community members to be more proactive when it comes to their annual check, and in the process become empowered to better look after themselves. Where required, individuals are also able to access health supports that may be suggested by their clinician during the health check. Throughout Tasmania, the shirts have become an appealing option and become a point of pride; with community members wearing their shirts to events and community group gatherings, setting an example and encouraging others to have health checks too.

Karadi's 715 Health Check numbers have consistently grown year after year.
The number of Deadly Choices health check shirts given out per year :



2019



2020



2021



2022

We had a target to increase health checks each year by 5% but we are ecstatic to have an increase of 31%.

HEALTHY LIFESTYLE PROGRAM

Due to COVID-19, our Healthy Lifestyle Program did not officially start until June 2020. We run this program for year 7-12; to date, we have had over 450 students complete and graduate from 17 individual schools.

The students who have completed the program have expressed that their knowledge about Tasmanian Aboriginal culture, health and wellbeing, and local health support has grown and had a positive influence on their day-to-day life. This information has been passed from students to their families to help support the entire community to live healthy lives. Some of the great achievements some students have made include quitting the vapes and/smokes, cutting back on energy drink intake, having their 715 completed, becoming better leaders in their school & family, and feeling more comfortable in their cultural identity.





COMMUNITY EVENTS

The Deadly Choices team, though based in Nipaluna (Hobart), aims to have a presence across the state. This is achieved by attending events held by partnering organisations. This year the team have attended over 30 events ranging from large scale community events to smaller health promotion day in CCHS clinics. This form of engagement has allowed connection to the greater community to spread awareness of Deadly Choices and how they can get involved.

Data is also gathered at these events through tobacco surveys. To date, we have collected over 350 surveys from across the state. This has given us a bigger and better picture of tobacco use and history of smoking within the community. This information has allowed us to change the information we are using to better help community and remain up to date and relevant.





Deadly Choices[®]

⇒ ⇒ ⇒ ⇒ www.deadlychoices.com.au

For more information on a corporate partnership with Deadly Choices,
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