



Fair Dinkum Aussie Spirit

...genuine values for 'Fair Dinkum Aussies'



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SECTION 1 - WHO WE ARE:

- We represent the Fair Dinkum Aussie Spirit Foundation (FDAS Foundation). We are dedicated to our country and its amazing lifestyle and opportunities.
- We are a group of Australians (born both locally and internationally) who believe in the values of the Fair Dinkum Aussie Spirit.
- We represent a cross-section of the community, with our members made up of business-people, teachers, sports stars and celebrities with one common vision – a stronger, friendlier Australia.

SECTION 2 - BACKGROUND:

The Fair Dinkum Aussie Spirit Foundation was founded 3 years ago by Bob Lloyd, a NSW Central Coast businessman and former High School PE Teacher. Bob had identified a perception amongst the community that we as a Nation had lost some of our strong sense of identity – we had gone from being (in the 1920's) a nation of "Diggers" who would help mates out and someone you could rely upon in troubled times, to being (in the 1960's) the "Bronzed Aussie" who loves the sun and the wonderful lifestyle that this country offers us; to having no real "National Identity" in 2013.

Bob felt that this was the result of a number of factors – not least of which was an erosion of diminishing of our "Aussie Spirit". The hustle and bustle of life in the 21st Century had caused many Australian's to focus on areas of life that take them away from those core Values.

Bob began talking with people he knew – Business people, sports stars, entertainment icons and friendly locals – he soon found there was a unanimous desire for the Aussie Spirit to be forefront in peoples' minds once more. That is how the Fair Dinkum Aussie Spirit Foundation was born.

For some time now, Australia's motto has been "Advance Australia", and we believe that by promoting the good old fashioned Values of the Aussie Spirit, it will inspire and achieve advancement for the country in a unified and strengthened manner.

SECTION 3 – WHAT IS A FAIR DINKUM AUSSIE:

A Fair Dinkum Aussie is someone who lives in Australia (regardless of where they were born), and believes that:

- Everyone deserves a fair go;
- Everyone should be treated equally and with respect;
- They are responsible for their own actions and choices;
- They should strive to be independent and self-reliant;
- Acting in a Fair, honest and respectful manner to others, their feelings, beliefs and property is the right thing to do.
- Being friendly, welcoming and happy to walk with their head up and say G'Day is easy to do.
- The elderly and their values should be appreciated;
- Anti-social behaviour should not be accepted.
- A culture of good behaviour is what should be nurtured.
- Caring for family, friends & neighbours and have empathy for others in need is to be honoured and praised.
- A healthy lifestyle is what leads to a happier country.
- Drinking & gambling is ok only if it is done responsibly and your actions do not affect other people.
- Australia should be kept clean, tidy, safe and sustainable.
- Local businesses and service providers should be supported in preference of others where possible.
- If you have a problem, recognise it, strive to solve it and don't be afraid to ask for help

SECTION 4 - OUR OBJECTIVES:

- For Australia to be seen as the “Fair Dinkum” country with honest, transparent, caring and reliable people.
- For Australians to be proud of what has made us who we are today – we are a Nation of great people with a great Spirit and heritage – we want people to embrace that Spirit in their everyday lives and live according to those values.
- We want to promote the values of the Fair Dinkum Aussie Spirit, so that all people living in Australia understand and live by a common set of values – those which we believe have helped to make this country strong and will continue to unite its people and its goals. A list of those Values which we believe embodies the Aussie Spirit – **Please see Annexure 1.**
- We wish to put forward these values to assist our citizens in identifying with a “National Identity”. This will have a two-fold effect of strengthening our image to our citizens (and International Counterparts), as well as helping new-arrivals assimilate into the Australian way of life.
- We believe that, as we are considered the “lucky country”, no child should be living below the poverty line, because we have the resources available to prevent this from happening – it is not Fair Dinkum for this to be taking place if we have the power to stop it from happening through education. To that end, we are contributing funds raised through membership to our Foundation to The Smith Family.

SECTION 5 - HOW WILL WE ACHIEVE THIS?

- We will aim to educate the National Community about the Values of the Fair Dinkum Aussie Spirit – essentially, whether you are Fair Dinkum or not is a choice you make about your actions. Regardless of your heritage or background, it is a matter of choice as to whether or not you are prepared to be Fair Dinkum in the way you behave toward and treat others.
- Through the support of community members and leading personalities who will highlight the existence of our Foundation which exists to raise money for The Smith Family. A membership fee of \$25 per annum is charged to individuals who join the Foundation. At present, \$20 of this fee goes directly to The Smith Family. This could be reviewed if we are able to gain financial support from a benefactor or Government Department/Agency.
- By encouraging Businesses to sign up to the Fair Dinkum Aussie Spirit Foundation, they will accept the “Fair Dinkum Code of Ethics” recommended by FDAS Foundation which means that they will act in accordance with the values of the Fair Dinkum Aussie Spirit. In signing up, they will pay a \$10 fee per annum for each employee. Once they do this, they can then place the Fair Dinkum Aussie Business logo on their products and their marketing material, allowing customers to choose to support a “Fair Dinkum Aussie Business”.
- Declaration of “Fair Dinkum Aussie Day” (1st December each year) – a day to promote and celebrate our Aussie way of life and our Values – have a backyard game of cricket, a barbeque with friends at home, a day at the beach, sign up to help a charity or simply say “G’day” to strangers you pass in the street!
- Through working with schools we are implementing a set of 4 worksheets per annum for school children from years 3-10 that helps to educate them on the values of the Fair Dinkum Aussie Spirit. By the year 2021, ALL children in year 12 will have completed 32 worksheets aimed to educate them on the “Fair Dinkum Aussie Spirit”.
- We aim to introduce a program into early childhood education in Day Care Centres and Preschools that also educates children (in an appropriate manner) on what it means to be Australian and what makes our country unique. This program will be supplemented by a set of music CD’s and DVD’s with songs written specifically for children by the Original Yellow Wiggle, Greg Page.
- We are in the process of forming a committee to implement a subject strand within “Society and Culture” for Year 11 and 12, to make “The Fair Dinkum Aussie Spirit” (or “The History of Australian Social Values”) a subject for specific study within that Curriculum subject.
- An anthem/song written by Greg Page (the Original Yellow Wiggle) which describes the Fair Dinkum Aussie Spirit and could be used in a TV/Radio Campaign (much like the “True Blue” campaign from 1988). This could be licensed to the Government on a non-exclusive, royalty free basis for such use.

SECTION 7 - WORKING WITH FEDERAL GOVERNMENT – WHY ARE WE SEEKING FEDERAL HELP?

- There is no doubt that additional funding would assist us in getting our message out to the general public so they can assist by raising money for The Smith Family.
- However, we see that there is a great benefit to the Federal Government and FDAS Foundation if we can partner to promote the Fair Dinkum Aussie Spirit.

SECTION 8 - WHAT ARE WE SEEKING FROM THE PRIME MINISTER?

In broad terms, we are looking for the following support from the Federal Government (further detail is provided in the next section of the Document):

- We are seeking endorsement for our objectives and mission statement.
- For agreement that the country would be much safer, happier & healthy if the majority of our citizens lived by the values of the FDAS.
- We are seeking funding for Administration costs of FDAS Foundation to be partly covered by Federal Government to enable a greater percentage of the membership fees for FDAS to be donated to The Smith Family.
- To assist wherever possible in supporting the Revival & Promotion of the FDAS.
- To do whatever is needed to eliminate childhood poverty in Australia.
- We are asking the Government to facilitate the active and coherent implementation of the “Values of the Fair Dinkum Aussie Spirit” across a range of Portfolios and Departments, so as to ensure consistent delivery of programs that will ultimately and continually achieve the desired Key Outcomes and benefit the Federal Budget and the Australian Community. For more detail on what programs and policies we are suggesting, please see Section 7.

SECTION 8 - KEY CAMPAIGNS, POLICIES AND PROGRAMS:

An active and coherent implementation of the following campaigns, policies and programs will achieve the Key Outcomes detailed in Sections 7 and 8. Initially, as a starting point, we see 8 main campaigns and programs that will immediately achieve specific Key Outcomes:

CAMPAIGN – FAIR DINKUM AUSSIE SPIRIT PUBLIC AWARENESS CAMPAIGN

AIM: To engender a feeling of pride and national identity within Australians and promote the existence and values of the Fair Dinkum Aussie Spirit Foundation as a guideline for behaviour and actions toward others. By alerting people to the fact that they can become members of this Government supported Foundation where their membership funds shall be used to support the Smith Family and assist in the running of the Foundation and its programs, we will raise much needed funds for supporting education amongst those families who need it the most.

PORTFOLIO: Prime Minister and Cabinet

MECHANICS: The Federal Government to promote and advertise their endorsement of the objectives of The Fair Dinkum Aussie Spirit Foundation using Greg Page's song "Fair Dinkum Aussie" as the basis for a television and radio commercial. The slogan could be "Come on Australia – Let's Get Fair Dinkum".

COST: Around \$5 million to produce all media advertisements and fund advertising slots across the country.

BENEFIT: Over time, the benefit to the Government will be shown in terms of less reliance upon welfare systems, less violence/crime evident in the community, less need for courts to deal with minor/petty crime, less reliance on courts by the public to resolve disputes.

POLICY - NO CHILD SHALL LIVE IN POVERTY

AIM: That no child shall be living in poverty in what is considered to be "the lucky country".

PORTFOLIO: SOCIAL SERVICES

MECHANICS: The Federal Government shall identify those children who are living below the poverty line and who attend school/preschool/day care. An amount of \$700 per child shall be paid to the institution attended by the child for that institution to apply toward school fees, uniforms, text books, special interest activities and excursions for the sole benefit of that child. The parent does not receive any money directly, but will help alleviate the cost and burden of educating the child, and providing experiences for the child that they would otherwise not be able to provide.

COST: \$840 million per annum for an estimated 15 years

BENEFIT: Over time, the saving will be enormous once the cycle of poverty is broken. This would have massive effects on social services (currently costing in excess of \$100 billion per annum), health care, education, business and taxation.

PROGRAM – FAIR DINKUM AUSSIE BUSINESS PROGRAM

AIM: For business within Australia to become "Fair Dinkum Aussie Businesses" by paying Membership fees for each employee within the business and adopting a Code of Ethics provided by Fair Dinkum Aussie Spirit Foundation for all their executives and staff to follow.

PORTFOLIO: INDUSTRY

MECHANICS: The Federal Government to run an advertising campaign to promote the program which raises funds for The Smith Family. Fair Dinkum Aussie Businesses then receive a code of Ethics to adopt at the workplace, which includes resolving disputes in a “conciliatory and compromising” manner. These businesses can then use the Fair Dinkum Aussie Business logo on their products and advertising, letting the public know that by supporting this business they are being Fair Dinkum.

COST: Around \$5 million for the advertising campaign.

BENEFIT: The benefit to the Government in adopting this program is that they will ultimately see less reliance on Courts/IR Tribunals to resolve disputes as we encourage businesses and employees to be self-reliant in the manner in which they resolve disputes. We will also see an increase in support for these businesses (who in most cases) will be Australian-based business, such an increase should result in higher turn-over for these businesses and therefore more tax dollars for the Government.

PROGRAM – FAIR DINKUM AUSSIE WORK ALLIANCE

AIM: – To motivate and incentivise current Newstart recipients to gain employment and become self-reliant for income – that is, to make employment the new form of welfare. Because of the mechanics of this program, employers may also be incentivised to create new jobs for employees to take up, because of the credits they receive on tax.

PORTFOLIO: SOCIAL SERVICES

MECHANICS: Those people receiving Newstart who take up full-time employment receive tax free income from that employment for a period of 10 years. Employers get a tax credit on their income equivalent to the tax that would otherwise be paid by that employee. Employers who are also Fair Dinkum Aussie Businesses shall have their FDAB Membership fees included as a Tax Deduction against income.

COST: The cost is the difference between Tax otherwise paid by the business, and the tax paid after the deduction of FDAB Membership fees. Cost is also that of the equivalent tax payable by the employee and credited to the Business. However, these costs must be offset against the huge savings of paying welfare to recipients and the cost of providing those services.

BENEFIT: The benefit or saving to the Government, is the amount of money that would otherwise be paid to the employee under the Newstart program. This saving extends beyond the tax offset/credit period. Assuming that there is no incentive for this person to get off Newstart, there is an assumption that the saving could be equivalent to at least 10 years of the Newstart Allowance otherwise paid to the employee.

PROGRAM – FAIR DINKUM AUSSIE SPIRIT EDUCATIONAL PROGRAM

AIM: – To introduce a set of educational programs into Schools and Pre-schools which aim to educate children about the Values of the Fair Dinkum Aussie Spirit.

PORTFOLIO: EDUCATION

MECHANICS: Implementation of a strand of education that ties in any learning about our history and culture with its relevance to the development of the Values of the Fair Dinkum Aussie Spirit. To introduce Australian Iconic Education into our various subjects on issues such as the Anzac spirit, National Symbols, animals, foods, aborigines, pioneers, the Great Depression, World Wars, the role of women, sporting achievements and how these elements of our history and heritage relate to the Values of the Fair Dinkum Aussie Spirit.

COST: The cost of implementing these programs is something that FDAS Foundation can assist with in terms of developing the program materials. Bob Lloyd is a former High School PE Teacher with 29

years' experience, and Greg Page is a qualified early childhood teacher with 20 years' experience in the implementation of early childhood teaching principles in entertainment.

BENEFIT: The benefit of these programs will be that over time, we have a nation of more patriotic people, who understand the set of Values which we choose to live by, and where those values have come from. Social interactions will be more positive due to increased awareness of the acceptance of other people for who they are, and an understanding that helping your "mate" is the accepted thing to do rather than ignore them in the hope they don't notice you walking past.

PROGRAM – GET ACTIVE AUSTRALIA – YOUR BODY NEEDS YOU OR.. GET ACTIVE AUSTRALIA – YOUR COUNTRY NEEDS YOU

AIM: – To introduce into schools and onto television sets a campaign and education program that teaches that your body (and mind!) are the keys to getting the best out of life. A healthy mind is just as important as a healthy body and both are essential to living a longer, happier life.

PORTFOLIO: EDUCATION, PRIME MINISTER AND CABINET

MECHANICS: The Federal Government to run an advertising campaign similar that which was run as "Life, Be In It", but without any negative imagery of the "Norm" type of character to be associated with promoting being healthy. Images of healthy, happy people should be used and promoted as the image that Australians aspire to be. The educational aspect can be introduced into schools with a text book, "Get Active Australia, Your Body Needs You" being issued to every Year 7 Student in the country as a resource for learning and self-guided discovery.

COST: The cost running advertising for this campaign would be approximately \$5million. The cost of providing the text books would be approximately \$15 per book.

BENEFIT: The benefit of this program will be that over time, we have a nation of happier, healthier people with less reliance on health care programs (such as mental health programs) and hospitals and doctors, freeing up much needed medical resources for serious conditions and illnesses which people have no choice about whether they are afflicted with. The results of poor diet choices and exercise choices are evident in the numbers of heart attack, stroke and obesity related sufferers.

PROGRAM – VISIT A FAIR DINKUM COUNTRY

AIM: – To promote Australia to international visitors as a "Fair Dinkum Country" full of friendly, welcoming, caring and patriotic people who are united by their Fair Dinkum way of life.

PORTFOLIO: TOURISM

MECHANICS: Tourism Australia to run an international advertising campaign (similar to the "Where the Bloody Hell are Ya" campaign) designed to promote Australia as a Fair Dinkum place to visit. The campaign needs to promote Australians as being patriotic but welcoming of other people because that is what Fair Dinkum Aussies do.

COST: The cost running advertising for this campaign would be approximately \$10 million.

BENEFIT: The promotion of Australia as a safe, happy, welcoming country (together with our beautiful landscape and iconic landmarks) will generate huge tourism numbers which will result in massive upturns in business income, promoting job opportunities under the Fair Dinkum Aussie Work Alliance Program, as well as generating more income tax for Government.

PROGRAM – WELCOME TO AUSTRALIA

AIM: – To assist new-arrival families with assimilating into a Fair Dinkum way of life.

PORTFOLIO: IMMIGRATION

MECHANICS: Welcome to Australia program that includes a register of participating support families that can be paired with New Arrival Families. The support family “assist” the new-arrival family for a period of 6 or 12 months in assimilating into the Fair Dinkum Aussie way of life. The support family will be responsible for showing the new-arrival family where local services are, what services are provided by Government (Local, State and Federal), as well as host dinners for the new-arrival family whereby they explain and model customs, traditions and accepted behaviour. Printed matter would also be necessary to be provided to both the support family (about their role in the process) and the new arrival family about our national identity and values.

COST: The cost of running this program is largely the administration of running the register of support families and matching them to new-arrivals in their area. The cost of educational material for the support family would be negligible as most material could be made electronically available.

BENEFIT: The benefit to the Government will be that over time, as more and more families assimilate into our way of life with a clear understanding of what our Australian Values are, we see less incidence of cultural conflicts within the country.

SECTION 9 – KEY OUTCOMES FOR THE NATIONAL COMMUNITY:

Our Foundation is of the strong view that by promoting the Values of the Fair Dinkum Aussie Spirit, our Nation will benefit in the following ways:

- We will strengthen National Pride and Identity - resulting in a more unified nation with stronger ties to our culture.
- Assimilation into our way of life may be made easier for new-arrivals if they are assimilating into a culture which has a clear set of values identified as being representative of the people who make up the country (and the Government) and want to keep those values.
- Anti-social behaviour could be reduced through “peer pressure” – a public campaign outlining the “Un-Australian” nature of anti-social behaviour, and a no-tolerance approach, making it easier for those who do the right thing to show that others’ anti-social or criminal behaviour is not acceptable. A reduction in crime and anti-social behaviour will have a major impact on the reduction of resources across a number of areas such as Courts, Prisons, Police Resources, and Health Care.
- The Cycle of poverty may be broken through helping the Smith Family deliver their programs which assist in the education of people with limited access to education.
- Reliance upon welfare and Government will (over time) be decreased through firstly, educating and then secondly encouraging people to be responsible for their own actions and outcome.
- Reduction in welfare recipients will result in less stigma for those who receive welfare payments, and Australia becoming less of a “welfare state”. This will appeal to high income earners who presently pay tax to support welfare recipients.
- A stronger National Identity to be promoted to the rest of the World as a “Fair Dinkum Tourist Destination – come to Australia and Meet some Fair Dinkum Aussies – people who will be friendly, welcoming and will help you if you get stuck.
- Stronger social relationships will be made possible through reductions in mental conditions prevented by exercise and diet related improvements as a result of better education through programs introduced as a result of these campaigns.

SECTION 10 – KEY OUTCOMES FOR THE FEDERAL GOVERNMENT:

We believe that the goals of FDAS Foundation are the same goals of a Federal Government and should be supported to ensure that Australians are clear about our National Identity and what makes us Australian.

Through implementing programs and policies that encourage Australians to acknowledge and live by the Values of the Aussie Spirit (see Annexure 1), we see great benefits to Federal Government in the following areas:

- With Federal support for Australians to make donations to FDAS Foundation we can raise a greater amount of funds for The Smith Family who will use these funds to benefit families who are living below the poverty line.
- This Government could be the one to deliver on Bob Hawke's 1987 promise that by 1990, no Australian child will be living in poverty.
- By increasing funding to The Smith Family directly from the public (through Membership Fees paid to FDAS), it reduces the financial support necessary from Government in order to realise the statement made by Bob Hawke.
- Federal Government will be seen by the Electorate as being Fair Dinkum – honest, transparent and trust-worthy – these are values which PM Abbott mentioned when he came to power – what we are seeking is for Government to endorse these values for all Australians to live by.
- The current Liberal Government with Prime Minister Abbott at the helm could be the first Government to make this a reality with the help of FDAS Foundation – let alone taking the glory of making it happen when it was a Labour Prime Minister who made this promise.
- The Prime Minister already has won great support for his "Fair Dinkum" approach to his position. He has made deliberate and precise decisions thus far, ensuring the best result for the people – we believe that this shows he is a "Fair Dinkum" Prime Minister.
- By endorsing the FDAS Foundation, it further strengthens this view of the Prime Minister.
- Through ensuring that all children are educated properly, it reduces the need for welfare and lessens the social burden of those who are currently non-employable.
- Through educating all Australians about Fair Dinkum Aussie Values and pro-social behaviour it will have a positive social impact which lessens the cost to Governments in many ways.
- Tourism Department would be able to promote Australia as a Fair Dinkum Country and let the world know that we are friendly, and supportive of visitors to our country.
- FDAS Foundation is well positioned to develop the educational aspects of the program:
 - Greg Page (original Yellow Wiggle) is a qualified early childhood teacher and entertainer and will write the songs and curriculum (together with other classroom teachers) to ensure that our early childhood program is credible, and gets results.

- Bob Lloyd is a PDHPE teacher (29 year experienced PE Teacher with Post Graduate in Sport Science) has already developed the current worksheets for Years 3-10.
- A committee is in the process of being formed to develop the curriculum for a Year 11-12 subject on the Fair Dinkum Aussie Spirit.
- Of course with the assistance of the Minister for Education, this would be a lot easier for FDAS Foundation to achieve.
- A reduction in budget spending on social welfare payments due to people becoming more self-reliant and less dependent on Government through programs to encourage employment.
- An increase in entrepreneurial activity resulting in the creation of more jobs and more taxes to be raised by the Government.
- A reduction in expenditure on matters relating to Justice through a decrease in anti-social behaviour.
- A reduction in expenditure on un-necessary health care as a result of heart/obesity related health issues, freeing up hospitals and resources for serious illnesses and emergencies.
- A reduction in expenditure on pharmaceutical benefits for people with heart medication as a result of poor dietary/lack of exercise related illnesses, freeing up expenditure in this area for funding those medications for illnesses where people have no choice about their situation.
- Increased Tourism dollars spent within Australia as a result of a well-constructed and crafted International Tourism Campaign.

ANNEXURE 1 – THE VALUES OF THE FAIR DINKUM AUSSIE SPIRIT

Aim to keep Australia ...safe, clean and sustainable

Understand it's just as easy to do the right thing as opposed to the wrong thing.

Strive to be honest and fair and ...accept no anti-social behaviour.

Stress the need to be independent ...and responsible for your own welfare and decisions.

If you are a smoker ...aim to reduce or quit, but in the meantime ...absolutely no butts left on the ground.

Empathy for all people including ...family, friends and strangers.

Support local business and service providers where possible ...

Prepared to be friendly ...and ...say G'Day.

Improve personal fitness by regular aerobic activity and sound dietary decisions.

Recognize that if you have a problem ...sometimes you need to seek help to solve it.

Impressive lifestyle in regard to ...drinking, driving and gambling responsibly.

Treat all people equally ...and with respect.