



Baynyi
GROUP

INDIGENOUS PARTICIPATION PLAN 2025

Baynyi Group
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Acknowledgement

Baynyi Group acknowledges the Traditional Custodians of the land on which we gather, work and live. We would like to extend that respect to Elders past, present and emerging. We acknowledge and respect the continuing connection that the Aboriginal and Torres Strait Islander peoples have to country, water and community.

1. About Baynyi Group

Baynyi Group is a proudly Indigenous-owned and operated business, registered with Supply Nation and is a member of NSW Indigenous Chamber of Commerce.

Baynyi Group takes its name from the Kamilaroi language, meaning 'ripple'. Understanding that a small action can have a wide and profound impact, Baynyi Group aims to create a ripple effect throughout Australia by investing in initiatives that enrich the lives of Indigenous people and their communities.

The story of the Dragonfly resonates within Aboriginal culture as a powerful force for good and has been the inspiration to create Baynyi Group. According to Aboriginal culture and heritage, the Dragonfly is a symbol of transformation, movement and connection, all of which are central to our business and the impact we are aiming to have among Indigenous communities.

Our Location:

Our Head Office is based in Sandgate NSW. Sandgate is located within the traditional country of the Awabakal and Worimi peoples.

Our Mission

We believe business should do more than generate profit – it should create lasting, positive change.

Our Indigenous Participation Plan, together with our partnership with the Baynyi Foundation, reflects our deep commitment to improving the lives of Indigenous Australians and their communities.

Our Business Model:

By delivering trusted insurance solutions and supplying and sourcing quality products, we've built a strong Indigenous-owned business that delivers real value to our customers. The income we generate supports our Indigenous Participation Plan and our ongoing collaboration with the Baynyi Foundation.

Our Products and Services

Insurance Broking Services

Baynyi Group has partnered with Ausure - one of Australia's largest and most respected insurance networks - to deliver tailored insurance and risk solutions for indigenous and non-indigenous businesses

Baynyi Products

Heavy-duty wipes designed for businesses.
High-quality, long-lasting workwear built for comfort, safety and durability.
Fully compliant first aid kits for workplace.

Product Sourcing

Our local and global supply chains are reliable and ethical. Let us help you source the right products the right way.



2. About the Baynyi Foundation

The Baynyi Foundation is an independent charitable entity committed to raising funds and awareness to support and advance Indigenous communities.

Whilst the Baynyi Foundation is a separate entity to the Baynyi Group, it shares the same CEO and commitment to improving the lives of Indigenous communities.

Baynyi Group donates 5% of earnings to the Baynyi Foundation.

3. About our CEO

Gema Simon is a proud Gumbaynggirr woman born in Armidale (Anaiwan country) and grew up in Newcastle on Awabakal land.

Gema is an 11-time capped Matilda (Australian Women's National football team) and has represented Australia at the 2019 World Cup in France. Throughout Gema's professional football career, she has played 14 seasons with the Newcastle Jets (seven as Captain) and 2 seasons with Melbourne Victory. Gema has played 151 games in the A-League Women's competition and is the only player to have played in all 16 Seasons since the league began in 2008, before retiring at the completion of the 2023-24 season.

Gema also spent time abroad playing professionally in Canada, Norway, Korea and Iceland while also making appearances in the UEFA Women's Champions League.

Away from the pitch, Gema has long had a passion for football pathways and education, particularly among Indigenous communities. This passion was not only developed throughout her playing career but also during her time working in Primary schools as an Aboriginal Student Liaison Officer, School Learning and Support Officer, Active After School Care Instructor and a Football Development Officer. Gema has worked on several projects supporting and inspiring the next generation of Indigenous talent.

Now retired from professional football, Gema leads Baynyi Group with the same passion and purpose – creating opportunities, breaking down barriers and guiding the next generation of Indigenous talent to reach their full potential.

“With the right guidance and values, there's a place for everyone to grow and succeed.”

Gema Simon Baynyi Owner & Ceo

4. Our Commitment to Indigenous People and Culture

We will strive to:

- Respect Indigenous cultural rights, values, beliefs, and the on-going connection Indigenous people have with the land, waters and community.
- Engage with Indigenous stakeholders in ways that are inclusive, respectful, fair and culturally appropriate.
- Foster an honest, respectful, and open approach when engaging with Indigenous peoples, ensuring that all interactions adhere to appropriate cultural protocols. Provide strong support structures for both Indigenous and non-Indigenous employees to promote mutual understanding, inclusion, and cultural safety in the workplace.
- Conduct our activities and operations in a manner that supports fundamental human rights, respects the traditional rights of Indigenous people and values their cultural heritage.

5. Baynyi Group IPP Deliverables

As an Indigenous business, Baynyi Group is committed to supporting Indigenous communities. Our Indigenous Participation Plan (IPP) reflects this commitment and is underpinned by three key components:

- Investing in targeted programs that increase Indigenous participation in sport. These programs are directed and operated by Baynyi Group CEO Gema Simon. Gema is a former Australian Footballer (Matildas) and a proud Gumbaynggirr woman.
- Develop partnerships with Indigenous people to build strong relationships and contribute towards their economic development. This includes identifying opportunities to engage Indigenous and social enterprises in our supply chain network.
- Baynyi Group will donate 5% of earnings to the Baynyi Foundation.

5.1 Investing in targeted programs that increase Indigenous participation in sport

Baynyi Group CEO, former Australian Footballer (Matildas) and proud Gumbaynggirr woman Gema Simon, knows firsthand how participation in sport can provide purpose, connection and mental and physical health benefits to Indigenous youth. Gema and the Baynyi Group are committed to investing in targeted programs that increase Indigenous participation in sport. These programs are known as POP – Progress Over Perfection. As Program Director, Gema will be responsible for:

- Identifying Indigenous communities, schools, social groups, existing clubs/teams etc to participate in POP.
- Designing and implementing programs.
- Identifying, promoting and connecting Indigenous talent.
- Advocating for Indigenous communities.

5.2 Develop partnerships with Indigenous people to build strong relationships and contribute towards their economic development

Baynyi Group is committed to identifying, supporting and collaborating with Indigenous businesses to foster sustainable economic growth and long-term partnerships. This commitment includes, but is not limited to, engaging Indigenous businesses to:

- Leverage and strengthen existing Indigenous supply chains.
- Enhance and expand manufacturing capabilities.
- Utilise Indigenous talent, skills and human resources.

6. Funding to Support Baynyi Group's IPP

There are two key funding sources that will be used to support our IPP and execute our Mission:

- Income generated from Baynyi Group's commercial dealings.
- Funding from the Baynyi Charitable Foundation

6.1 Income Generated from Baynyi Group's Commercial Dealings

Baynyi Group will reinvest earnings generated from its commercial dealings to help execute its IPP.

Baynyi Group will donate 5% of earnings to the Baynyi Foundation.

6.2 Baynyi Foundation

Baynyi Foundation is an independent charitable entity focused on supporting and advancing Indigenous communities. Its work is built on transparency, integrity and strong governance – with all funds independently audited and used for their intended purpose.

7. Implementation and Monitoring of the IPP

Baynyi Group Directors will be responsible for implementing, monitoring and continuously improving the Baynyi Group IPP.