

ANNUAL REPORT 2023

'I CAN DO THINGS YOU CANNOT.
YOU CAN DO THINGS I CANNOT.
TOGETHER WE CAN DO GREAT THINGS.

MOTHER TERESA



NOVA. DiEM

Foundation Nova Diem acknowledges the Traditional Owners of Country not limited to the Wurundjeri Woi-Wurrung people of the Kulin Nation, we pay our deepest respect to Elders past and present acknowledging their continuing contributions, struggles and achievements. The Foundation also acknowledges that Aboriginal self-determination is a human right and recognises the resilience and determination of many generations of Aboriginal people who have fought for this right to be upheld. We accept the invitation of the Uluru Statement from the Heart. This always was and always will be Aboriginal land. We recognise sovereignty has never been ceded.

At Nova Diem, we value inclusivity and equity, and are committed to advancing reconciliation and creating a brighter future for all.

We are dedicated to serving communities and empowering those who are mission-aligned to unlock their potential and break down barriers for a sustainable future.

MESSAGE FROM CO-FOUNDERS

We're so pleased to present Foundation Nova Diem's inaugural annual report and share our initial year's progress.

Our founding year has been a remarkable journey characterised by growth, collaboration, and meaningful development, laying strong foundations for an impactful future.

We are proud of our strides toward advancing our mission to unlock potential and break down barriers for a more equitable world. Throughout our inception year, we have witnessed positive outcomes for those we serve and we share with just some highlights in the pages herein.

From exciting digital psychometric assessment breakthroughs to innovative sustainable change projects, our foundation is emerging to significantly contribute to lasting social impact.

None of this would have been possible without the unwavering support of our dedicated team, generous supporters, and passionate volunteers. Thank you for holding space for us to incubate. Together, we have already proven that when we come together with a shared vision, we can truly make a difference.


Looking ahead, we are filled with optimism and determination to continue our formative work with even greater resolve. The challenges we face may be great, but so is our commitment to creating a brighter future for those who are marginalised or left behind.

We invite you to join us in our journey and to be part of the positive impact we are striving to achieve. As we reflect on the past year, we are reminded that our collective efforts have the potential to bring about meaningful change. Together, please stay with us on our journey to catalyse positive transformation, for a world where optimism and opportunity can thrive.

Thank you for your unwavering support and belief in our mission.



ANDREW POWER



JANE SYDENHAM-CLARKE

FOUNDATION NOVA DIEM

Foundation Nova Diem (Latin for *new day*) exists to ignite a *new day* for individuals and organisations, through unlocking potential and breaking down barriers creating a more equitable and inclusive world.

Driven by a deep sense of social justice, co-founders Andrew Power and Jane Sydenham-Clarke are surrounded by a unique set of experts enabling Nova Diem to innovate life-changing opportunities for people who have been overlooked or marginalised.

In synergy, through a holistic and restorative approach the core participant experience - Project NOVI – will leverage innovative assistive technologies and transformative insights, to empower them towards self-determination, building capacity to realise goals.

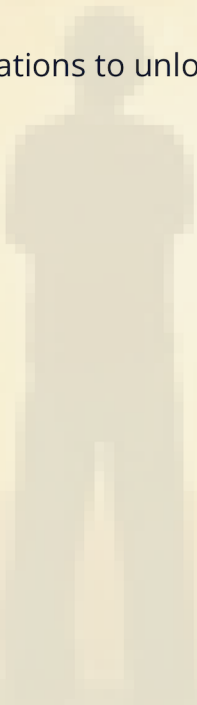
The Foundation's complementary social enterprise generates income to support Project NOVI and offers mission-aligned fee-based consulting services in digital transformation, business development and communications.

OUR VISION

A more equitable and inclusive world.

OUR MISSION

To empower individuals and organisations to unlock potential for a more equitable and inclusive world.



OUR VALUES

- **Integrity:** Integrity is crucial for Nova Diem's organisational values as it's essential for building trust and credibility with stakeholders and the communities it serves. By acting with integrity, Nova Diem can demonstrate its ongoing commitment to transparency and honesty, which can help to build trust and confidence in its work.
- **Empathy and Compassion:** Nova Diem prioritises empathy and compassion in its work by recognising the unique challenges and needs of the people it serves and striving to understand their perspectives and experiences.
- **Inclusivity:** Nova Diem values inclusivity by working to ensure that all people, regardless of their background or circumstances, have equal access to its services and opportunities.
- **Equity:** Nova Diem prioritises equity by working to address systemic barriers and inequalities that prevent people from achieving their full potential.
- **Respect:** Nova Diem values respect by treating all people with dignity and respect and valuing their unique strength/abilities.
- **Collaboration:** Nova Diem prioritises collaboration by working with other organisations, stakeholders, and community partners to achieve greater impact and build stronger, more sustainable solutions to the challenges faced by disadvantaged people and their families.
- **Innovation:** Nova Diem embraces innovation because it is essential for finding new and effective solutions to the challenges faced by disadvantaged people. By fostering a culture of innovation, Nova Diem can stay at the forefront of efforts to address these challenges and better serve its target population.
- **Courage:** Courage is essential for taking on difficult challenges and addressing complex issues. By being courageous, Nova Diem can inspire others to take action and make positive difference in the world.

2023 PROGRESS

As we reflect on 2023, we do so with pride on our inception year's progress.

Our Board has focused on assuring effective governance including building strategic, risk, policy, compliance and finance frameworks. We're indebted to director Lesley Ryall — her wisdom, guidance and candour have been magnificent.

We also extend heartfelt thanks to Richard Dent OAM who shared his expertise to help us secure registrations as well as PBI and DGR status.

It's been wonderful to welcome Laura Conti as our CFO whose expertise has been guiding us in financial assurance using Zoho, Xero along with Bendigo Bank and Simply Green for staff salary sacrifice arrangements.

We've made solid strides in establishing our brand online via our website and commenced communications to build an online presence.

2023 has seen an array of tech innovations with diverse AI application, automations, integrations and customised systems opening up new possibilities at scale for leveraging technology to unlock potential and overcome barriers for those facing disadvantage.



2023 PROGRESS

Our core participant experience Project NOVI has been gestating with innovative digital tools incubated and testing commencing as further detailed later in the Annual Report.

Simultaneously we have emphasised building a social enterprise to establish a revenue stream to support delivery of our core charitable work.

It's been incredibly rewarding, securing mission-aligned consulting clients, particularly Emerge Australia with whom we are now collaborating in a multifaceted partnership encompassing digital transformation, business development and communications.

Through our client engagements, we are grateful to be sustained financially - thus able to employ our operational team modestly including our wonderful Head of Happiness Jennifer Bhadye along with various specialists in our lab. The positive feedback received from clients about Nova Diem's influence has been gratifying – something we hope will continue for years ahead.

While start-ups invariably face challenges; navigating through several complexities in our inception year has given us growth opportunities, which we've embraced both individually and collectively.

Thank you for your supportive presence enabling Foundation Nova Diem's inception and nurturing an environment where potential can be unlocked and barriers broken down, striving towards a more equitable world.



PROJECT NOVI

Project NOVI (Novel, Optimistic, Vibrant, Inspiring) is Foundation Nova Diem's core service – a unique online experience for participants, leveraging innovative assistive technologies and transformative guidance to ignite life-changing opportunities for people who have been overlooked or marginalised.

In synergy, through a holistic and restorative approach, in 2023 Project NOVI has been incubated so that in 2024 a series of innovative digital assessment tools can be piloted to identify and empower our participants' strengths, capacity and pathways to realising their goals and greater autonomy.

Focus has been on introductory communications and initial assessment including onboarding into a custom operating system, consent, Synergistic Assessment (SA), Adaptive Multifaceted Personality Screener Full and Light versions (AMPS), Needs Motivation Assessment (NM), Purpose and Potential Explorer (PPE), Capacity Potential Inventory Questionnaire Full and Light version (CPIQ), One Page Participant Report (OPR), Conversation for Understanding and Next Steps planning.

These steps and tools have been developed to uncover nuanced personality traits, individual capacities, and priority areas for development.

It is intended in initial assessment, that in around a 30-minute timeframe, these innovative tools will unlock over a thousand assessable components across various dimensions of personality and life skills, bringing unprecedented insight into Project NOVI participants' attributes.

When combined with visioning around their Nova Diem (*new day*) journey through provocations in the Synergistic Assessment (capacity, willingness and desires), it is expected that an impactful empowerment and self-determination experience will be ignited.



PROJECT NOVI THEORY OF CHANGE

Foundation Nova Diem exists to unlock potential and break down barriers to a more equitable and inclusive world. A non-profit organisation, we're driven by a deep sense of compassion and commitment to social justice, focused on identifying and empowering capacity for a brighter future.

Currently, in start-up, we're building Project NOVI - an evidence-based tech-enabled, innovative online experience to identify and unlock unrealised potential in the face of disadvantage, empowering pathways towards autonomy.

Here's our theory of change:

IF WE DO THESE ACTIVITIES IN PROJECT NOVI

Capacity Assessment assessment to identify attributes eg. cognitive, learnability, motivations, skills, resilience, values etc.	Personality Assessment unbiased, accessible, comprehensive personality and behavioural assessment.	Synergistic Assessment establishment of capacity, willingness and desire to bring to and receive from this journey – clarity on expectations.	Coaching and Tools to collaboratively analyse datapoints, build plan and guide development with tech-innovation for learning and leverage.
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PROJECT NOVI OUTPUTS WILL BE:

Barriers Identified to acknowledge the diverse and intersectional barriers that are causing disadvantage.	Potential Identified evidence based prediction of learning and development potential. Shift deficit to strength mind-set.	Engagement prioritising a safe environment based on building trust and reducing risk, self-agency and autonomy in the co-curated journey.	Empowerment co-curated pathway towards autonomy with connection, bringing security and optimism, uniquely empowered through trusted relationships, learning resources and tech-innovation.
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PROJECT NOVI OBJECTIVES ARE:

- To create an engaging, safe and inclusive place for participants – empowering confidence and autonomy
- To identify and empower participants' strengths and potential
- To collaborate with participants to co-curate and realise pathways for their goals and opportunities
- To build participants' leadership capacity as change-agents in their families and communities

PROJECT NOVI OUTCOMES WILL BE:

Individuals uplifted sense of inclusion, respect, confidence, belonging with clarity on personal strengths, opportunities and a co-curated pathway to realising desired potential.	Families empowered through participants as leaders - multigenerational change agents, bringing new capacity to the immediate ecosystem - not limited to health, education, emotional and financial capability.	Communities diverse emerging leaders bring rich perspectives and voices in advocacy for supportive systems and structures – while modelling behaviours for self-determination and collective impact.	Australia catalysing safety, equity, access, autonomy, dignity and freedom; overcoming discrimination, exclusion and dependency. Strengthening civic and economic potential for a more optimistic, inclusive, productive and regenerative world leading future.
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PROJECT NOVI IMPACT WILL BE:

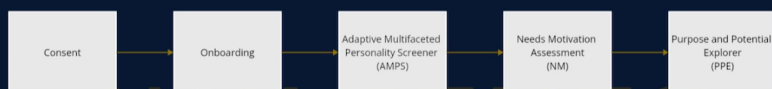
Unlocking potential and breaking down barriers for individuals, families and communities for a more equitable and inclusive world.

Social equity is defined as fairness and justice achieved through systematically assessing disparities in opportunities, outcomes, and participation, and redressing those disparities through targeted actions on individual, systemic, and structural levels, to provide opportunities for success to individuals based on their right of access and specific needs.

- Urban Strategies Council

PROJECT NOVI DEVELOPMENT - ASSESSMENT PHASE (BETA)

INITIAL STAGES OF PROJECT NOVI



In the initial phase of engagement, participants will onboard with Foundation Nova Diem, and undertake three innovative online self-assessment tests:

1. **AMPS**
2. **Needs Motivation Assessment**
3. **Purpose and Potential Explorer**

PROJECT NOVI

Consent

Our programme works with a participant to help discover and explore. Thus, their consent is pivotal.

Onboarding

Here the participant explores their Nova Diem (Latin for "New Day") which will be used along with their assessment results to enable their forward-trajectory.



Adaptive Multifaceted Personality Screener (AMPS)

The Adaptive Multifaceted Personality Screener (AMPS) represents a revolutionary stride in psychometric evaluation, weaving together the nuanced threads of MBTI and BIG5 personality frameworks, elements of the Dark Triad through Narcissism, virtues such as Humility, and the complex tapestry of Neurodiversity with focuses on ASD and ADHD.

Unlike traditional assessments that pigeonhole individuals into binary categories, AMPS unveils the dynamic operating range of a person, offering a kaleidoscopic view of their psychological makeup. This sophisticated tool transcends mere labeling, embarking on a deep exploration of the multifaceted nature of human personality and behaviour.

By acknowledging the spectrum of each trait, AMPS empowers individuals to understand not just who they are in static terms, but how they can navigate and adapt within the fluidity of their personal and professional lives. It's a testament to the intricate dance between our enduring traits and our capacity for growth and adaptation, providing invaluable insights for personal development and optimising interpersonal dynamics.



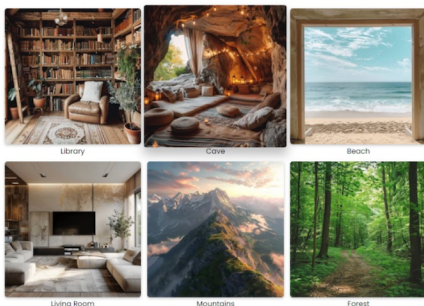
PROJECT NOVI

Purpose and Potential Explorer (PPE)

The Purpose and Potential Explorer meticulously measures a spectrum of traits—Adaptability, Rigidity, Resilience, Fragility, Leadership, Followership, Social Responsibility, and Cultural Insensitivity—it serves as a compass guiding individuals towards understanding their inherent capacities and limitations.

This assessment illuminates the duality of strength and vulnerability within each person, offering insights into how one can fluidly adapt to change, overcome adversities, and harness their leadership potential while fostering harmonious relationships within diverse cultural contexts.

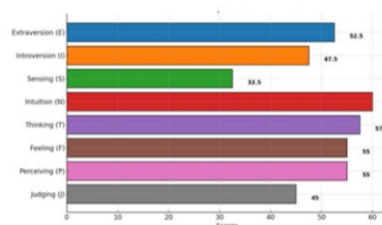
Which is Most Inviting?



Throughout the journey participants will share their preferences to support their own customised experiences as they enrich their understanding of the spectrum of their uniquely nuanced strengths that they can draw upon to realise their **Nova Diem**.

EMBRACING THE SPECTRUM OF STRENGTHS IN PERSONALITY DYNAMICS

Acknowledging the spectrum of strengths within the MBTI and BIG5 framework over binary labels enriches our understanding of the nuanced complexities and adaptive potentials of individual personalities.



For example, this participant's primary ENTP profile paints them as an innovative thinker, adept at exploring new ideas, challenging the status quo, and thriving on change. This is where traditional MBTI assessment would leave it.

However, the AMPS data goes on to show a potential secondary ENFP profile which further reveals a capacity for profound empathy and a value-based approach to life.

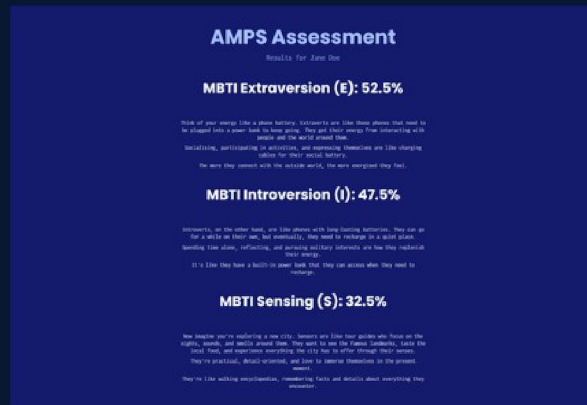
The tertiary possibilities of INTP and INFP suggest depth in analytical and ethical considerations, respectively, highlighting a versatile individual capable of adapting his approach based on the nuances of the situation.

PROJECT NOVI DEVELOPMENT - ASSESSMENT PHASE (BETA)

Education as you progress

As participants complete each assessment, they receive education about what they have just completed.

This allows them to identify with the strengths and gain a clearer understanding around how these skills may assist them with achieving their Nova Diem.

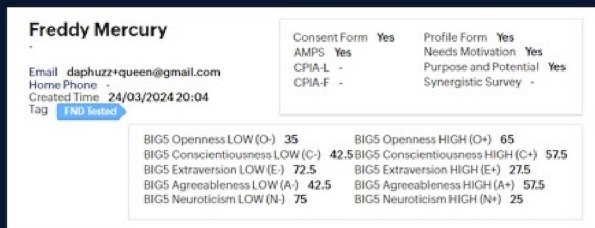


Data Integration and AI Processing

Our bespoke automations effortlessly funnel collected data into our CRM, enriching it further through our finely tuned AI models.

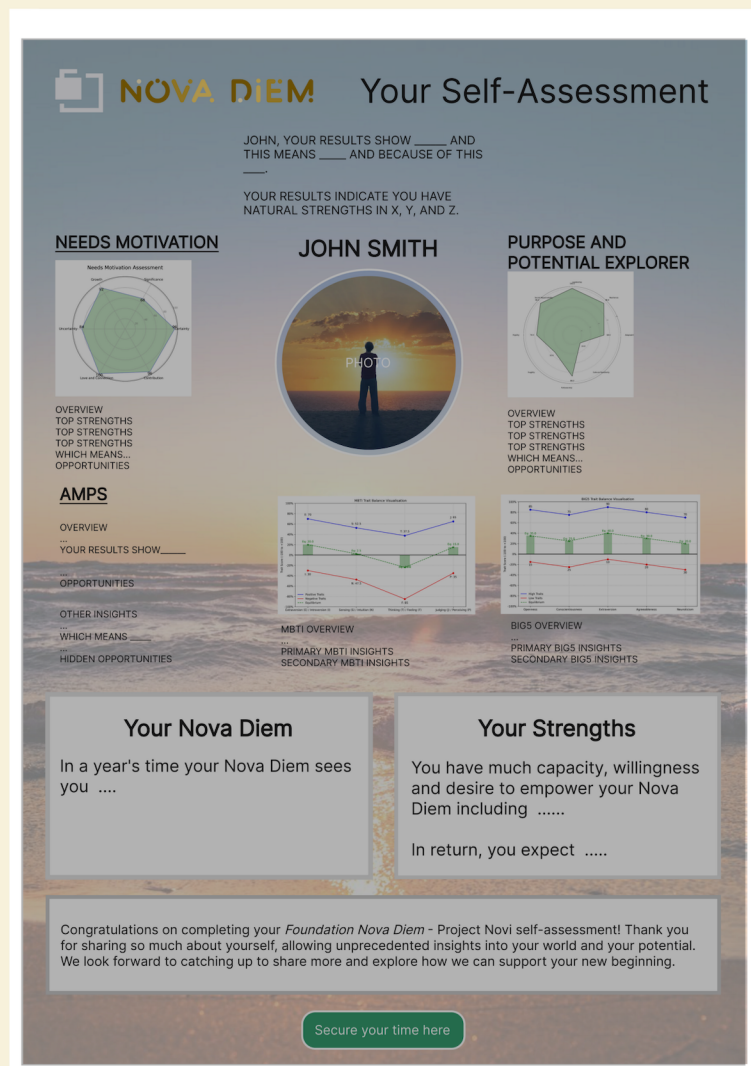
This sophisticated interplay of technology transforms raw data into actionable insights, empowering us to craft exceptionally personalised experiences that resonate deeply with individual needs.

By leveraging this advanced synergy, we're not just responding to expectations; we're anticipating desires and setting new benchmarks in personalised support at scale.



Along the journey, results are deployed with data integrations powered by uniquely-developed AI processing.

At the end of the initial assessment phase, the participant receives a one-page report highlighting their unique strengths and opportunities for growth, and inviting them to make a time with the **Foundation Nova Diem** team to explore further.



SOCIAL ENTERPRISE

The Foundation' social enterprise generates income to support Project NOVI, and offers mission aligned fee-based services to organisations in digital transformation, business development and communications including social media and podcast management, for example:

SOCIAL MEDIA

In our social media management service we assist in establishing meaningful connections with audiences and encouraging engagement including:

Social Media Strategy Development: Tailored strategy, identifying target demographics and psychographics, defining content themes, setting engagement goals, and planning campaigns for fundraising or awareness initiatives.

Content Creation: Developing regular posts based on the mission, vision, objectives, and priorities with a mix of content types including images, text, videos, infographics, and more to engage audiences and drive messages home.

Post Scheduling: Managing the scheduling of posts to ensure optimal timing for engagement based on analytics data, ensuring content appears in front of the right people at the right time.

Community Insights: Supporting in actively monitoring social media profiles, alerting to issues and where appropriate suggesting response to comments, messages, and mentions to cultivate a positive community and encourage engagement.

Analytics and Reporting: Providing regular reports detailing social media performance, including growth, engagement, and conversion metrics. Using this data to adjust and refine strategy, working to maximise impact.



SOCIAL ENTERPRISE

PODCASTS

In our podcast management service we help clients to connect with their audience on a deeper level and foster meaningful conversations. Our services encompass:

Podcast Strategy Development: Developing a customised strategy, pinpointing the target listeners, defining the podcast theme, setting engagement objectives, and planning campaigns for financial or awareness drives.

Podcast Creation: Working to create podcast episodes that resonate with the mission, vision, goals, and stated priorities. Handle everything from topic research and scripting framework to recording and post-production.

Podcast Editing: Editing each episode to ensure optimal sound quality and listener experience, including removal of background noise, balancing audio levels, adding music or sound effects, and integrating sponsor messages if required.

Podcast Syndication: Distributing podcasts across all major platforms like Spotify, Apple Podcasts, Google Podcasts, and others to reach the target audience effectively.

Community Engagement: Supporting in actively engaging with the podcast community, alerting to discussions or feedback that may need attention to foster a positive environment and encourage listener interaction.

Promotion and Marketing: Developing strategy and executing effective promotional activities across social media and other digital platforms to increase podcast visibility and listenership.

Analytics and Reporting: Delivering regular reports detailing podcasts' performance metrics including listener demographics, episode downloads, listening duration etc. informing strategy refinement to amplify impact.



SOCIAL ENTERPRISE - EMERGE AUSTRALIA

In 2023, Foundation Nova Diem's social enterprise developed a significant and substantial collaboration with Emerge Australia to elevate business development, transform digital capacity and expand communications. This collaboration has seen much progress including:

Strategic Development

- Theory of Change
- Evaluation Framework
- Business Unit Planning

Business Development

- Fundraising Appeals
- Philanthropy
- Bequests
- Corporate Partnerships
- Community Fundraising campaigns and events

Digital Transformation

- Zoho introduction, customisations, automations and consolidation
- National Health Research Registry AusME
- GP Directory
- Zoho and WordPress technical support and training
- Websites - rebuild and consolidation

Communications

- Rebrand development and rollout
- Social media design, production, projects
- Podcast series production/coordination
- Awareness Week campaigns
- Annual Report

Emerge Australia is proud to be a founding Nova Diem collaborator - already making a significant difference in building our business development and fundraising capacity. The Nova Diem Team has wholeheartedly brought immense experience and expertise into our organisation and we are enjoying both the journey and the outcomes.

I'm delighted to recommend Foundation Nova Diem.

*Anne Wilson
Chief Executive Officer
Emerge Australia*

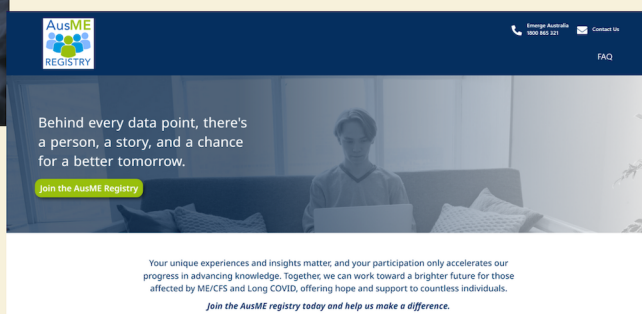
SOCIAL ENTERPRISE - EMERGE AUSTRALIA

EXAMPLES OF WORK IN PROGRESS



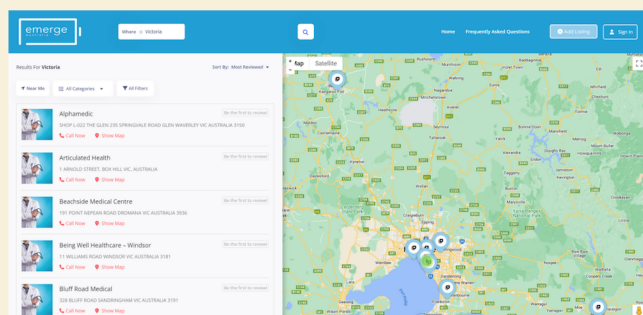
Website

125k unique visits 9 month term



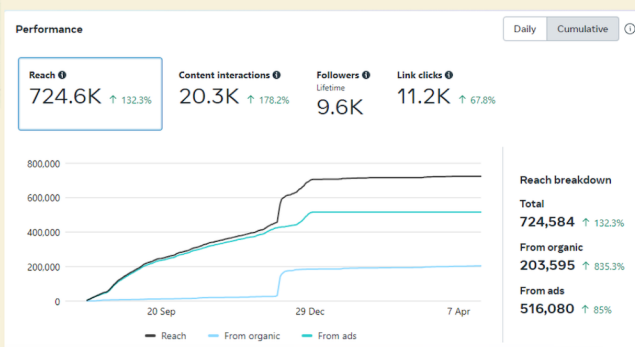
AusME Registry Development

851 participants contributing
11 projects Australia-wide utilising the AusME Registry and Biobank sample data for ME/CFS and Long COVID research



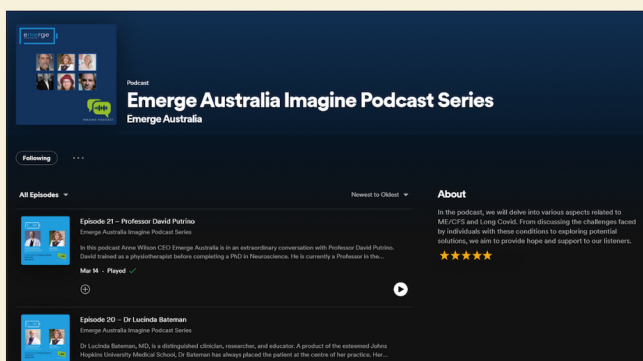
ME/CFS + Long COVID Aware National GP Directory

246 medical practices to date



Social Media Management

The numbers speak for themselves



Podcast Series Development

10k+ listens



ME/CFS Round Table

Parliament House Canberra

INDEPENDENT FINANCIAL REPORT (EXTRACT)

Auditor's Independence Declaration

Foundation Nova Diem Ltd

For the year ended 31 December 2023

In accordance with section Subdivision 60-C of the *Australian Charities and Not-for-profits Commission Act 2012*, I am pleased to provide the following declaration of independence to the directors of Foundation Nova Diem Ltd. As the lead audit partner for the audit of the financial report of Foundation Nova Diem Ltd for the year ended 31 December 2023, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

1. the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
2. any applicable code of professional conduct in relation to the audit.

NMM Audit & Assurance Pty Ltd

NMM Audit & Assurance Pty Ltd

110 Drummond Street
OAKLEIGH VIC 3166



Glenn A Miller (FCPA)

Director

Statement of Profit or Loss and Other Comprehensive Income

Foundation Nova Diem Ltd

For the year ended 31 December 2023

	NOTES	2023
Income		
Sales		156,459
Interest Income		153
Total Income		156,612
Total Income		156,612
Expenses		
Accounting & Bookkeeping		2,555
Annual Leave Expense		9,237
Audit Expenses		1,200
Bank Fees & Merchant Charges		721
Consulting		28,346
Fees and charges		955
Insurance		1,905
Subscriptions		2,234
Superannuation		9,527
Training and Development		300
Wages and Salaries		87,474
Workcover		643
Total Expenses		145,096
Profit/(Loss) before Taxation		11,516
Net Profit After Tax		11,516
Net Profit After Dividends Paid		11,516

INDEPENDENT FINANCIAL REPORT (EXTRACT)

Balance Sheet

Foundation Nova Diem Ltd

As at 31 December 2023

	NOTES	31 DEC 2023
Assets		
Current Assets		
Cash & Cash Equivalents	1	40,521
Total Current Assets		40,521
Total Assets		40,521
Liabilities		
Current Liabilities		
GST		5,418
Trade Creditors & Accruals	3	14,351
Employee Entitlements	5	9,237
Total Current Liabilities		29,005
Total Liabilities		29,005
Net Assets		11,516
Equity		
Retained Surplus		11,516
Total Equity		11,516

	2023	2022
1. Cash and Cash Equivalents		
Bank Accounts		
Cash at Bank (Bendigo Bank Savings Acct)	631	-
Cash at Bank (Bendigo Bank Statement Acct)	39,890	-
Total Bank Accounts	40,521	-
Total Cash and Cash Equivalents	40,521	-
3. Trade Creditors & Accruals		
Current		
Accruals	7,200	-
Trade Creditors	578	-
PAYG Withholdings Payable	3,006	-
Superannuation Payable	3,568	-
Total Current	14,351	-
Total Trade Creditors & Accruals	14,351	-
5. Employee Entitlements		
Provision For Annual Leave	9,237	-
Total Employee Entitlements	9,237	-

OUR BOARD OF DIRECTORS

Andrew is a digital changemaker and leader passionate about driving positive change for individuals, families, and organisations. He specialises in business development, systems, and leveraging technology such as CRM, AI, and digital tools for social impact. With expertise in neurodiversity, emotional intelligence, and personal development, Andrew brings a unique perspective to unlock potential and promote a more equitable and inclusive world.



Jane is a transformational leader committed to creating lasting positive change through lifelong contributions to structural and systemic empowerment. With extensive experience as an NFP director and CEO, she brings unique insight, empathy, and expertise to support organisational development for social impact, fostering a more equitable and inclusive world.

Lesley is a collaborative leader dedicated to the well-being of colleagues, clients, and communities, driven by a passion for the greater good. With a deep understanding of organisational challenges, she excels in strategic planning, governance, marketing, resource management, and budgeting. As a consultative and inclusive leader, Lesley's commitment to accountability, honesty, and ethical practice empowers others to unlock potential for a more equitable world.



Peter, driven by a lifelong commitment to fairness, has a diverse career spanning teaching, paediatric audiology, psychology, consultancy, and governance. With senior roles including Assistant Director Psychology in the Australian Army and current position as Director of Value Edge Consulting, he brings deep expertise in culture fair psychological assessment, aiming to promote inclusivity and unlock potential across language barriers for a more equitable world.

OUR ADVISORY BOARD



Andrew Fitisemanu



Anthony Battaini



Campbell Bairstow



Harmonie Cribbes



Raminika Nair



Richard Dent OAM



Ron Smith OAM

OUR OPERATIONAL TEAM



Jane Sydenham-Clarke
Chief Executive Officer



Andrew Power
Chief Operations Officer



Jennifer Bhadye
Head of Happiness



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Foundation Nova Diem ABN 52 664 857 827
Registered Public Benevolent Institution (PBI)
Deductible Gift Recipient (DGR)



NOVA. DIEM