

The Asian Australian Foundation

The Asian Australian Foundation is a philanthropic community foundation that connects Asian Australians bringing together their wealth and knowledge for public good, to shape a dynamic Asian philanthropic presence in Australia. The Foundation seeks to ensure that specific needs in the Asian Australian and wider Australian community are addressed through grants and capacity building programs for social impact.



Purpose and Mission

Our purpose is to strengthen through philanthropy, the Asian Australian community in Australia by:

- bringing together donors and resources and fostering a robust collective and strategic culture of giving and social impact investment;
- advancing social or public welfare through supporting organisations that serve the vulnerable and distressed in our community;
- supporting education, culture and the Arts within the Asian Australian community; and
- promoting social cohesion through dialogue, greater participation, inclusion and leadership amongst Asian Australians as part of Australian society.

“Giving Voice, Inspiring Change”



Asian Australian
Foundation

Promoting a culture of giving

As far as we are aware, there is currently no single united body or foundation in Victoria funded by the Asian Australian community at the scale we intend.

We are most effective united, working together. Thus, working with communities, leveraging our collective expertise and resources, the Foundation seeks to identify, raise awareness, understanding and address the issues and needs of those disadvantaged and requiring assistance within the Asian Australian community.

Our aim is to create positive, meaningful and sustainable change for the benefit of our community. By facilitating and enabling philanthropy, the Foundation creates a legacy and platform for the input of Asian Australians as part of a wider Australian community to be recognised and acknowledged.

Achieving Our Purpose

We intend to achieve our mission through grant making and the funding of programs through supporting not-for-profit organisations and services across a range of areas impacting our community, which may include education, the disadvantaged, family services, health, arts and culture.

We intend to:

- take a diverse approach to grant making;
- identify projects where we can achieve the greatest impact; and
- invest in programs where we can make a meaningful difference with our influence and investment.

Help us achieve our purpose

We believe this is an exciting time and opportunity for Asian Australians to come together to be part of and contribute in a meaningful and strategic way to the wider community for social impact. You can be involved and support the Foundation through donation, pledging, sponsorship or support in kind. We would be pleased to discuss your involvement and contribution. Please contact us at contact@aafoundation.org.au

Some areas we intend to consider

Capacity Building

The Foundation intends to consider supporting projects developed to deliver sustainable capacity building programs that address social inequalities and reduced investment in our communities. For example, grants may be used to support organisations dealing with homelessness, addiction, mental illness or to support solutions and initiatives that improve employment outcomes with focus on identifying and addressing issues and needs within the Asian Australian community.

Education and Social Cohesion

Grants that could be considered in the education area include supporting projects that promote and encourage excellence in education and learning including furthering the understanding of various Asian languages and cultures and facilitating dialogue on diversity for social cohesion within our communities. We recognise the need for such projects to involve communities, not just institutions in education.

Arts and Culture

We would consider supporting the arts community through the funding of programs that ideally are designed to identify and extend opportunities and foster the talent of Asian Australian artists from all disciplines and promote the development of culturally relevant programs throughout the community.

The Board

The Foundation is governed by the following.

Cheri Ong

Cheri is a lawyer and Notary Public and is the Chair and founder of the Asian Australian Foundation. She is also a Board member of Multicultural Arts Victoria and was formerly Head of Regulation and Compliance of KPMG Australia and the Asia Pacific Chief Operating Officer for KPMG Risk Management.

Jonathan Wang

Jonathan is of Taiwanese heritage and a senior executive at ANZ Bank supporting companies expanding across the Asia Pacific region. Jonathan has over 12 years experience in the finance and telecommunications industries and previously held various senior roles at National Australia Bank including as Head of Asian Banking.

Gary Cheung

Gary is the Lead Partner for Deloitte's Chinese Services Group in Victoria with over 14 years' experience working with Asian and Chinese investors. Having immigrated to Melbourne from Hong Kong, Gary understands the challenges faced by many in the Asian Community.

Gary is also a Committee Member of the Hong Kong Australia Business Association (Victoria) and was the Sponsorship Chairman for the Association.

Asuka Sugimoto

Asuka is a commercial lawyer and the company secretary of the Asian Australian Foundation. She is currently an Associate Director within Regulation and Compliance at KPMG Australia. She has worked in the financial services industry for the last 20 years including with the Over 50s Investment