

PRONATALISM AUSTRALIA

Supporting family formation and generational renewal

FOR IMMEDIATE RELEASE

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Pronatalism Australia Calls for “Babyannuation” Scheme to Support Future Families

Pronatalism Australia is calling on the Australian Government to explore a long-term fertility investment model, described as “Babyannuation”, that would help young Australians build the financial security needed to start families and begin reversing the nation’s deepening demographic decline.

The proposal reflects growing international interest in investment-based approaches to family policy. In Finland, where the fertility rate has fallen to 1.25 births per woman, the Family Federation of Finland has proposed a Baby Fund that would invest €5,000 on behalf of every child at birth and release the matured sum only when that person has a child of their own. Pronatalism Australia says Australia should consider a similar approach as part of a broader, long-term strategy to restore replacement-level fertility.

Founder Andrew Glover said current and past family policies remained too short-term and fragmented to address the scale of the challenge.

“Australia has spent decades treating fertility decline as a private lifestyle issue, when it is in fact a long-term structural challenge with national implications,” Mr Glover said. “If we are serious about reversing it, we need policies designed to endure, not temporary incentives that disappear after the next election.”

The concept draws on the same logic as Australia’s superannuation system. Under a Babyannuation model, a government contribution made at birth would be invested over time and only accessed later when that person starts a family. Unlike a one-off baby bonus, the initial investment would grow over decades through compounding returns, producing a far larger pool of support by the time a person reaches family-forming age.

“Superannuation recognises that people will one day reach a stage of life where their earning capacity declines and they need support. Family formation works in a similar way,” Mr Glover said. “Just as superannuation turns small contributions into meaningful retirement savings, Babyannuation could turn a modest investment at birth into more substantial support for starting a family.”

Mr Glover said other countries were increasingly recognising that demographic decline required long-range thinking rather than temporary fixes. Pronatalism Australia is calling for a national conversation on innovative fertility policy development.

“Superannuation helps Australians prepare for retirement. Babyannuation would help Australians prepare for family formation,” Mr Glover said.

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ABOUT PRONATALISM AUSTRALIA

Pronatalism Australia is an independent not-for-profit organisation dedicated to promoting cultural norms, public policies and community institutions that support family formation, childrearing and generational renewal. The organisation advocates for a more family-friendly Australia in which people are better able to achieve their family aspirations and future generations can flourish.