



Giving Australia 2016

Individual giving and volunteering

September 2017

The Australian Centre for Philanthropy and Nonprofit Studies, QUT
Centre for Social Impact Swinburne, Swinburne University of Technology
The Centre for Corporate Public Affairs

This research was commissioned by the Commonwealth of Australia, represented by the Department of Social Services. The Australian Centre for Philanthropy and Nonprofit Studies (ACPNS), with the Centre for Social Impact (CSI) Swinburne and the Centre for Corporate Public Affairs, have partnered to undertake this research project. The purpose of this report is to assist the work of the [Prime Minister's Community Business Partnership](#).

Any views and recommendations expressed in this report do not necessarily reflect the views of the Commonwealth of Australia or indicate a commitment to a particular course of action. The Commonwealth of Australia makes no representation or warranty as to the accuracy, reliability, completeness or currency of the information contained in this report.

Copyright notice — 2017



This document *Individual giving and volunteering* report is licensed under the [Creative Commons Attribution 4.0 International Licence](#)

Licence URL: <https://creativecommons.org/licenses/by/4.0/legalcode>

Please attribute: © Commonwealth of Australia ([Department of Social Services](#)) 2017

Notice identifying other material or rights in this publication:

1. Australian Commonwealth Coat of Arms — not licensed under Creative Commons, see <https://www.itsanhonour.gov.au/coat-arms/index.cfm>
2. Certain images and photographs (as marked) — not licensed under Creative Commons



Research partners



Sector partners



Funded by the Australian Government Department of Social Services.
Go to www.dss.gov.au for more information.

For more information:

[The Australian Centre for Philanthropy and Nonprofit Studies](#)

QUT | 07 3138 1020

[Centre for Social Impact Swinburne](#)

Swinburne University of Technology | 03 9214 8000

[Centre for Corporate Public Affairs](#) | 02 8272 5101



How to cite this report:

McGregor-Lowndes, Myles, Marie Crittall, Denise Conroy and Robyn Keast with Christopher Baker, Jo Barraket and Wendy Scaife. 2017. *Individual giving and volunteering. Giving Australia 2016* report series commissioned by the Australian Government Department of Social Services. Brisbane, Queensland: The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology, Centre for Social Impact Swinburne, Swinburne University of Technology and the Centre for Corporate Public Affairs.

Contributing researchers

Dr William Collyer, Dr Ted Flack, Dr Judith Herbst, Dr Kym Madden, Katie McDonald, Sue Smyllie and Alexandra Williamson (QUT) and Aurora Elmes (CSI Swinburne).

Acknowledgments

A large report such as this benefits from the insights of many minds. We acknowledge the multiple committed and expert inputs. Thank you to the Department of Social Services who commissioned this project on behalf of the Prime Minister's Community Business Partnership. Thank you to the Australian Bureau of Statistics (ABS) for ongoing guidance and contributions. The *Giving Australia 2016* Expert Panel provided broad sector feedback and we thank also Dr Daniel McDiarmid and Jeff Buchanan of AskRIGHT, Mara Basanovic and Perry Hembury of Volunteering Queensland, Adrienne Picone, then of Volunteering Tasmania, Evelyn O'Laughlin of Volunteering SA/NT, Dr Matthew Turnour of QUT and Dr Megan Paull of Murdoch University for feedback on the draft report along with the leaders of each of our research partners, Professor Jo Barraket from CSI Swinburne and Wayne Burns from the Centre for Corporate Public Affairs.

All research and sector partners whose details appear in the opening pages of this report have been of enormous support to the outcomes and we know will continue to ensure this research informs practice, policy and the nonprofit and philanthropy discipline. Recognition goes to the late Professor Mark Lyons, Andrew Passey, Philip O'Donoghue and the *Giving Australia 2005* team upon whose work this research is built. We acknowledge the long-term inputs by the *Individual giving and volunteering* survey contractor McNairs coordinated by Angela Brooks. Thanks also go to Project Manager Sandra Gadd and the professional staff teams and we acknowledge Tess McGlone, Rachel Sloper, Cathy vander Griend, Lyn Goddard and Eleni Gill from ACPNS along with the Faculty Research Ethics, Library, Office of Commercial Services and Accounting teams.

Finally, to the many research respondents and participants who gave their opinions and experiences, thank you. We hope that this large collective effort benefits those who give, volunteer and work for community good.

Associate Professor Wendy Scaife, Project Director

Giving Australia 2016 report series

- [*Giving Australia 2016: a summary*](#)
- [*Philanthropy and philanthropists*](#)
- [*Giving and volunteering – the nonprofit perspective*](#)
- [*Business giving and volunteering*](#)
- [*Individual giving and volunteering*](#)
- [*Giving Australia 2016 Literature review summary report*](#)
- [*Giving Australia 2016 Literature review*](#)

This report on *Individual giving and volunteering* was prepared by the Australian Centre for Philanthropy and Nonprofit Studies (ACPNS), Queensland University of Technology (QUT) in collaboration with the Centre for Social Impact, Swinburne, Swinburne University of Technology.



Contents

1.0	Glossary	xiv
2.0	Abbreviations.....	xviii
3.0	Executive summary	xix
3.1	Giving and volunteering.....	xix
3.2	This report	xix
3.3	Key insights	xix
3.3.1	Overview of giving and volunteering	xix
3.3.2	Who gives and how much?	xx
3.3.3	Why do people give?	xxi
3.3.4	Why don't people give?	xxii
3.3.5	To what do people give?	xxii
3.3.6	How do people give?	xxii
3.3.7	Tax-deductible gifts.....	xxiii
3.3.8	Planned vs spontaneous giving	xxiv
3.3.9	Workplace giving	xxiv
3.3.10	Bequests	xxv
3.3.11	Collectives/giving circles	xxvi
3.3.12	In-kind giving.....	xxvi
3.3.13	Who volunteers?	xxvii
3.3.14	Why volunteer?	xxviii
3.3.15	For what causes do people volunteer?	xxix
3.3.16	Workplace/employee volunteering	xxix
3.3.17	Informal volunteering	xxix
3.3.18	Religion, giving and volunteering.....	xxix
3.4	How giving and volunteering have changed since 2005	xxx
3.4.1	Giving.....	xxx
3.4.2	Volunteering	xxxi
3.4.3	Giving and volunteering.....	xxxii
4.0	Introduction	1
4.1	Report structure	2
4.2	Key findings from previous research (Literature review)	3
5.0	Methodology	5



5.1	Overview	5
5.2	Literature review	5
5.3	Qualitative: Interviews and focus groups.....	5
5.4	Quantitative: <i>Individual giving and volunteering</i> survey	7
5.4.1	Overview	7
5.4.2	Questionnaire design	7
5.4.3	Sample design	7
5.4.4	Interviewing	8
5.4.5	Pre-test	9
5.4.6	Coding.....	9
5.4.7	Interpretation of results.....	9
6.0	Findings.....	12
6.1	Who are the givers?.....	12
6.1.1	Gender	12
6.1.2	Age.....	13
6.1.3	Income	13
6.1.4	Education	14
6.1.5	Employment status	15
6.1.6	Occupation.....	15
6.1.7	Household composition	16
6.1.8	Country of birth	17
6.1.9	State of residence	17
6.2	Why do people give?	18
6.2.1	Motivators for giving – overall	19
6.2.2	Motivations for giving: gender.....	22
6.2.3	Motivations for giving: geography	23
6.2.4	The effects of triggers and tipping points	24
6.3	Why don't people give?	26
6.3.1	Barriers and challenges.....	29
6.4	To what causes do people give?	30
6.5	Through what channels do people give?	35
6.5.1	Common fundraising approaches.....	35
6.5.2	Ways approached for a specific single monetary donation	37

6.5.3	Methods of monetary giving.....	38
6.5.4	The value of tokens and events for fundraising.....	39
6.5.5	Support in return for material benefit	39
6.6	Tax-deductible gifts.....	40
6.7	Planned vs spontaneous giving.....	46
6.7.1	What would prompt people to become committed donors?	52
6.7.2	What stops people becoming committed donors?.....	53
6.8	Workplace giving	53
6.8.1	Who uses workplace giving?.....	54
6.8.2	Why do people use workplace giving?.....	56
6.8.3	Why don't people use workplace giving?	59
6.9	Bequests	61
6.9.1	Gender	62
6.9.2	Age	62
6.9.3	Income	63
6.9.4	Education	65
6.9.5	Employment status	65
6.9.6	Why people give charitable bequests	66
6.9.7	Why more people do not leave a charitable bequest.....	68
6.9.8	Influencers, triggers and tipping points	70
6.9.9	What next on charitable bequests?	71
6.10	Other giving methods	74
6.10.1	Collectives/giving circles	74
6.10.2	In-kind giving.....	75
6.11	Who are the volunteers?	78
6.11.1	Gender	79
6.11.2	Age	79
6.11.3	Personal income	80
6.11.4	Education	81
6.11.5	Employment status	81
6.11.6	Occupation.....	82
6.11.7	Household composition	83
6.11.8	Country of birth	83



6.11.9	State of residence	84
6.12	Givers of money and time.....	85
6.13	Why do people volunteer?	86
6.13.1	CALD volunteers.....	89
6.14	Why don't people volunteer?	92
6.14.1	Barriers to volunteering.....	92
6.14.2	NPO barriers	93
6.14.3	Increasing planned volunteering	95
6.15	For what causes do people volunteer?.....	97
6.15.1	Volunteering cause areas by gender.....	99
6.15.2	Volunteering cause areas by age	100
6.15.3	Volunteering cause areas by income band	102
6.16	How do people volunteer?	105
6.16.1	Volunteering activities	105
6.16.2	Workplace/employee volunteering	105
6.16.3	Informal volunteering	106
6.17	Religion, giving and volunteering.....	106
6.17.1	How much was given to religious organisations?	107
6.17.2	How does identification with religion affect giving behaviours?	107
6.17.3	How does identification with religion affect volunteering behaviours?	110
7.0	Trends and comparisons.....	115
7.1	Overseas comparisons	115
7.1.1	Quantitative data and analysis.....	115
7.1.2	Qualitative data and analysis	117
7.2	Australian comparisons	120
7.2.1	<i>Giving Australia 2005</i>	120
7.2.2	Tax-deductible donations	123
7.2.3	<i>General Social Survey</i>	123
7.3	How giving has changed since 2005: technology.....	124
7.3.1	Communicating information.....	124
7.3.2	Research and monitoring organisations	125
7.3.3	Facilitating payment and contributions	126
7.3.4	Formation of online communities.....	127



7.3.5	Technology: some limitations	129
7.4	How governments can help	131
7.4.1	Enabling institutional infrastructure	131
7.4.2	Social infrastructure	133
7.5	Future of giving	134
7.5.1	Next generation givers	135
7.5.2	Shifting economic and societal conditions	148
7.5.3	Professionalisation of giving and volunteering	149
7.5.4	More pervasive role of technology	150
7.5.5	Stronger emphasis on impact and effectiveness	150
7.5.6	Will giving change at all?	151
8.0	Conclusion	152
9.0	References	154
10.0	Appendices	160
10.1	Appendix 1 Overview of interviews and focus groups	160
10.2	Appendix 2 Sample frame	161
10.3	Appendix 3 <i>Individual giving and volunteering</i> questionnaire	164
10.4	Appendix 4 About the authors	191
10.4.1	The Australian Centre for Philanthropy and Nonprofit Studies, QUT	191
10.4.2	The Centre for Social Impact (CSI) Swinburne University of Technology	191
10.4.3	The Centre for Corporate Public Affairs	192

List of tables

Table 1 Key findings, 2005 & 2016.....	xxx
Table 2 Monetary donations by gender.....	13
Table 3 Monetary donations by age group.....	13
Table 4 Monetary donations by education level.....	14
Table 5 Monetary donations by employment status.....	15
Table 6 Monetary donations by household composition	17
Table 7 Monetary donations by country of birth.....	17
Table 8 Monetary donations and average donation by state of residence.....	18
Table 9 Monetary donations to all cause areas'	31
Table 10 Approach methods.....	36
Table 11 Frequency of monetary giving for each approach method	37
Table 12 Tokens and events associated with donation	39
Table 13 Fundraising purchases, 2005 & 2016	40
Table 14 Tax-deductible giving by gender, age, education and employment status	42
Table 15 Tax-deductible giving by income'	43
Table 16 Average amount donated in total, for tax-claimers and non-claimers, 2005 & 2016 by gender, age and education	44
Table 17 Average amount donated in total, for tax-claimers and non-claimers, 2005 & 2016 by employment status	45
Table 18 Number of times donated to organisation in past 12 months	47
Table 19 Planned and spontaneous giving, 2005 & 2016	48
Table 20 General method of charitable giving.....	48
Table 21 Planned giving by gender, age, education and employment status.....	50
Table 22 Planned giving by occupation and income.....	51
Table 23 Workplace giving programs, 2011–12 to 2014–15 income years	55
Table 24 Workplace giving by gender.....	55
Table 25 Workplace giving by age group.....	56
Table 26 Workplace giving by education level.....	56
Table 27 Donor and volunteer bequestors	62
Table 28 Bequestors by gender	62
Table 29 Bequestors by age.....	63
Table 30 Bequestors by income'	64
Table 31 Bequestors by education.....	65
Table 32 Bequestors by employment status.....	66
Table 33 Giving goods by gender, age, education, country of birth	76
Table 34 Volunteering by gender.....	79
Table 35 Volunteering by age group.....	80
Table 36 Volunteering by education.....	81
Table 37 Volunteering by employment status.....	82
Table 38 Volunteering by household composition	83
Table 39 Volunteering by country of birth, 2005 & 2016	84
Table 40 Volunteering by state of residence, 2005 & 2016.....	85



Table 41 Giving of money and time	86
Table 42 Volunteering by cause areas	98
Table 43 Volunteering cause areas by age group	101
Table 44 Volunteering cause areas by income	103
Table 45 Donations to religious and non-religious cause areas by identification with religion	107
Table 46 Donations to all cause areas by religious and non-religious donors	108
Table 47 Volunteering to religious and non-religious cause areas by identification with religion.....	111
Table 48 Volunteering to all cause areas by religious and non-religious volunteers	112
Table 49 Overview of giving and volunteering, 2005 & 2016	121
Table 50 Volunteering rates, <i>General Social Survey</i> (2014) vs <i>Giving Australia 2016</i>	123
Table 51 Giving and volunteering rates for younger people.....	135
Table 52 Donations by younger givers	138
Table 53 Volunteering to all cause areas for younger volunteers.....	140
Table 54 Planned giving for younger givers	142
Table 55 Approach methods and preferences for those aged 18–34 years	143
Table 56 Fundraising purchases for younger people	146
Table 57 Workplace giving for younger people	146
Table 58 Tax deductions for younger people.....	147
Table 59 Interviews and focus groups by topic and State.....	160
Table 60 Notional cell accuracy - age group by state.....	162
Table 61 Notional cell accuracy - age group by state by gender.....	163



List of figures

Figure 1 Monetary donations and average amount donated by personal income	14
Figure 2 Monetary donations and average donation by occupation	16
Figure 3 Motivations for giving	19
Figure 4 Influences for non-givers to give	27
Figure 5 Monetary donations to each cause area by age group	33
Figure 6 Approach methods for donation	38
Figure 7 How was the most recent donation made?	38
Figure 8 Percentage donating via the charity's website	38
Figure 9 Reasons for not claiming tax-deductible donations	41
Figure 10 Total tax-deductible donations to inflation-adjusted total tax-deductible donations since 1978–79	46
Figure 11 Reasons for becoming a committed donor	52
Figure 12 Why did people use workplace giving?	57
Figure 13 Why didn't people use workplace giving?	60
Figure 14 Types of goods donated	77
Figure 15 How do you normally donate goods?	77
Figure 16 Percentage volunteering and average number of volunteering hours by income	80
Figure 17 Percentage volunteering by occupation	82
Figure 18 Volunteering cause areas by gender	100
Figure 19 Most common volunteering activities	105
Figure 20 Informal volunteering activities	106
Figure 21 Average annual donation to religious, non-religious and all organisations by how often religious services were attended	110
Figure 22 Average annual volunteering hours to non-religious organisations by how often religious services were attended	114
Figure 23 Giving as a percentage of GDP, US vs Australia	116
Figure 24 Reasons for giving by 18–34 year olds and all givers	136
Figure 25 Why don't 18–34 year olds donate?	148



1.0 Glossary

Baby boomers: the demographic cohort born during the post-World War II baby boom, approximately between the years 1946 and 1962.

Beneficiary: a person or organisation benefiting under a Will.

Bequest: a gift of property to a person or organisation in a Will. In common usage, the term bequest is used to include gifts of money. Consequently, both bequest and legacy are generally understood to mean any gift in a Will.

Charitable purpose: a nonprofit purpose for the public good, including: relieving poverty or sickness or the needs of the aged; advancing education; advancing religion and other purposes beneficial to the community.

Charity: in its broadest sense charity is the practice of benevolent giving. Charity can also be used to describe an organisation that exists for altruistic purposes such as supporting those who are disadvantaged. Further information on the legal definition of charity can be found in Philanthropy Australia's online glossary (link provided at the end of this section).

Computer Assisted Telephone Interview (CATI): A phone interview whereby the interviewer reads the survey questions and records the respondent's answers using a computer interface (ABS 2010).

Crowdfunding: the collective cooperation, attention and trust by people who network and pool their money and resources together to support efforts initiated by other people or organisations: 'Modern crowdfunding leverages internet technology and various social networking platforms to link the financial resources of online communities (the crowd) with individuals and organisations that seek funding (crowdsourcers)' (Clarkin 2014, 194).

Deductible gift recipient (DGR): entity endorsed by the Australian Taxation Office as eligible to receive tax-deductible gifts.

Distribution: a generic term for assets transferred from an estate to a beneficiary of a Will. Also used for grants made by a foundation.

Donations: unconditional voluntary transfers of money, goods or services to community organisations, institutions, government entities, or individuals, in which the donating organisation is not expected to receive anything in return. These transfers would not form part of the commercial operations of the donor.

Estate: the total amount of a person's assets (property, entitlements and obligations) at the time of death.

Estate tax: a tax levied on the assets of a deceased estate before they are distributed to beneficiaries. (See also Inheritance tax.)



Financial assets: assets that are potentially available for investment – financial assets exclude the family home, consumer durables (purchased items such as cars or jewellery that are expected to last for some time) and collectables.

Formal volunteering: time willingly given for the common good and without financial gain, taking place within an organisation, institution or agency (Volunteering Australia 2015, 2).

Fund: a legal vehicle that manages and/or holds trust property to make distributions to other entities or persons.

Generation X: the generation born after the western post-World War II baby boom. Generally agreed to be those born from the early 1960s to the early 1980s.

Generation Y: the generation following Generation X (see above), also known as Millennials. Generally agreed to be those born from 1980 to 1995.

Giving circles: groups of people who pool their donations and jointly decide how to allocate them.

High-Net-Worth-Individuals (HNWIs): a term used in the wealth management industry to describe individuals with investable assets exceeding US\$1million and/or legally-constituted charitable entities (trusts or foundations) that typically either donate funds and support to other organisations, or provide the source of funding for their own charitable purposes (Note: ultra-high-net-worth-individuals (UHNWIs) are those with investable financial assets in excess of US\$30 million). In an Australian context, investable financial assets include superannuation.

In-kind giving: the giving of goods and services in support of a charitable purpose.

Informal volunteering: time willingly given for the common good and without financial gain, taking place outside the context of a formal organisation (Volunteering Australia 2015, 2).

Inheritance tax: a tax levied on the value of assets that a person inherits from a Will. Inheritance tax is levied on an individual beneficiary once they have received the assets. (See also Estate tax).

Legacy: a gift of money to a person or organisation in a Will. In common language, the terms legacy and bequest are used interchangeably and are generally understood to mean any gift in a Will.

Middle donors: mid-level donors can mean different things to different organisations depending on their size and scope. For some, it may be donors over \$500 or \$1,000, for others \$5,000 to \$10,000.

Millennials: people born between 1980 and 1995 (also known as Generation Y).

Nonprofit organisation (NPO): an organisation that does not operate for the profit, personal gain or other benefit of particular people. This can include people such as its members, the people who run it or their friends or relatives (note that nonprofit is referred to in different ways such as ‘not-for-profit’ and ‘third sector’).



Participant: for the purposes of this report, a participant is a person involved in an activity or event associated with research such as a focus group, indepth interview or expert panel discussion. The focus of such activities is on qualitative data collection about a particular issue/topic using unstructured and semi-structured techniques.

Payroll giving: regular donations by employees from pre-tax salary to charities and other NPOs (Australian Charities Fund 2010).

Peer-to-peer fundraising: a multi-tiered approach to crowdfunding, whereby an individual can fundraise on behalf of a cause by sharing his or her fundraising page/cause with friends, family and community members for donations.

Philanthropy: defined by Philanthropy Australia (2012) as: ‘The planned and structured giving of time, information, goods and services, voice and influence well as money to improve the wellbeing of humanity and the community.’ The term is derived from the Ancient Greek *philanthrōpía*: love of mankind.

Professional advisers: includes lawyers, accountants, stockbrokers, insurance agents and financial advisers.

Respondent: for the purposes of this report, a respondent is a person who agreed to be interviewed by phone to provide data in response to a set of questions as read to them or a person who completed an online questionnaire as part of a survey of a particular population. This format is structured and is an aspect of quantitative data collection.

Skills-based volunteering: the volunteering of skills that involve using individual or collective expertise to support the work of a community group. It typically involves applying or transferring individual or organisational skills.

Social impact: the net effect of an activity on a community and the wellbeing of individuals and families (Centre for Social Impact 2016).

Social media: technology-based tools that allow people and organisations to create, share or exchange information in a highly interactive, online environment.

Succession law: the law relating to Wills and estates.

Testamentary: referring to a Will.

Testamentary freedom: the notion that Will-makers (testators) should be free to determine what to do with their estate assets.

Transparency: (behaviour) the practice of openness and accountability through the intentional communication and sharing of information.

Volunteering: time willingly given for the common good and without financial gain (Volunteering Australia 2015).

Will: a legal document expressing how a person wishes to distribute their assets after death.



Will-maker: a person who makes a Will.

Workplace giving: philanthropic contributions of money (payroll giving, employer matching donations, workplace fundraising, employer grants), time, skills and in-kind support by employees and their employers (Australian Charities Fund 2013).

See also Philanthropy Australia's Glossary at <http://www.philanthropy.org.au/tools-resources/glossary/>.



2.0 Abbreviations

ABS:	Australian Bureau of Statistics
ACNC:	Australian Charities and Not-for-profits Commission
ACPNS:	Australian Centre for Philanthropy and Nonprofit Studies
ACT:	Australian Capital Territory
ATO:	Australian Taxation Office
CALD:	Culturally and Linguistically Diverse
CSI:	Centre for Social Impact
DGR:	Deductible Gift Recipient
DSS:	Australian Federal Government Department of Social Services
HNWIs:	High-Net-Worth Individuals
NPOs	Nonprofit organisations
NSW:	New South Wales
NT:	Northern Territory
QLD:	Queensland
QUT:	Queensland University of Technology
SA:	South Australia
TAS:	Tasmania
UK:	United Kingdom
US:	United States
VIC:	Victoria
WA:	Western Australia



3.0 Executive summary

3.1 Giving and volunteering

Australians give their time and money to a diverse range of causes. This report provides evidence-based insights into the current state of giving and volunteering, trends, innovations and challenges for those interested in encouraging such behaviours for the good of the Australian and international community.

3.2 This report

This report presents the findings of *Giving Australia 2016* on giving and volunteering to organisations recalled by individuals for the year prior to February – May 2016, primarily from the *Individual giving and volunteering* survey conducted in 2016.¹ It also draws insights from focus groups and interviews conducted with a range of different givers of money, goods, services and time, as well as other project data collected across Australia for the *Giving Australia 2016* project.

This research includes:

- a review of previous research
- data from 31 one-to-one interviews and 25 focus groups regarding individuals' giving and volunteering to organisations in Australia
- a telephone survey of 6,201 adult Australians (18 years and over), stratified by age and gender across all states and territories, and
- relevant information from related 2016 surveys of philanthropists, foundations (*Philanthropy and philanthropists* survey) and charities (*Giving Australia 2016 charity* survey).

3.3 Key insights

3.3.1 Overview of giving and volunteering

Monetary donations

Through the *Individual giving and volunteering* survey, it was estimated that in the 12 months prior to interview in 2016, 14.9 million Australians aged 18 or older (80.8% of the adult population) gave a total of \$11.2 billion to charities and nonprofit organisations (NPOs). Those giving gave an average of \$764.08 each, while the median amount donated was \$200 per donor.

¹ A small number of additional interviews were conducted from 6 to 23 September 2016 (after initial data cleansing) to meet quotas in each cell of the sample frame.



Events and ‘charity gambling’

In addition to donations, in 2016, individuals gave an estimated \$1.3 billion to NPOs through events and ‘charity gambling’.² An estimated 9.2 million people, or 49.7% of adult Australians, supported NPOs in this way, contributing an average of \$149.42 annually. By far the most popular of these methods of giving was charitable gambling with 45.2% of adult Australians purchasing a raffle ticket in the year prior to interview. Most (88.5%) providing support in this way also made donations.

It was estimated that all monetary donations of \$11.2 billion represented 0.68% of Gross Domestic Product (GDP). When raffles and significant items from charity auctions were included, the total giving figure of \$12.5 billion represented 0.76% of GDP.

Volunteering

Over the year prior to interview in 2016, an estimated 8.7 million people or 43.7% of the adult population, gave 932 million hours of their time as volunteers to charities and NPOs, an annual average of 134 hours each (or 2.5 hours per week). The median for volunteering hours was 55, half volunteering more and half less than this amount in the year.

Comparisons with other data sources

In *Giving Australia 2005*, it was estimated that a higher percentage - 86.9% of the adult population - made a donation, totalling \$5.7 billion (equivalent to \$7.5 billion in 2016 dollars). The Australian Taxation Office (ATO) annual tax-deductible giving data indicates a fairly constant percentage of people claiming deductions for donations since 2005, while the average donation has risen, except for the years immediately after the 2008 Global Financial Crisis.

The ABS (2015b) *General Social Survey* (GSS) found in 2014, 31.3% of the Australian population aged 15 years and over volunteered for at least one organisation. Women were more likely to have volunteered than men (33.5% compared to 29.1%).³

3.3.2 Who gives and how much?

Individual giving and volunteering survey respondents’ monetary donations identified in the year prior to interview provide a profile of giving.

Gender

More women donated than men (83.8% of women against 77.7% of men). Men gave more than women. The average annual amount donated was \$866.94 for men and \$670.75 for women.

Age

The highest proportion of donors came from those aged 35–44 years with 85.1% donating at least once to an NPO in the 12 months before interview. Those in the 65 years and older group, however, had the highest average donation (\$913.56 compared to the average donation overall of \$764.08).

² Charity gambling includes purchasing raffle tickets and charity auction items.

³ See section [5.4.7](#) for specific information related to comparing these two surveys.



Personal income⁴

The percentage of respondents donating increased as income increased. Those in the \$156,000 and higher income band had an average donation of \$2,198.29. However, the median donation for this group was \$500 and the most common donation amount was \$100.⁵

Education

As education level increased, so too did the likelihood of donating money to an NPO. The average donation also increased with education, with those having a postgraduate university degree donating on average \$1,265.99 in the previous 12 months. The median donation for this group, however, was \$350.

Employment status

Those in paid employment were more likely than those not in paid employment to donate. Around 81% of people who had retired were donors and donated an average of \$805.75. The greatest volunteering participation rate was for those in paid employment other than full-time (49.3%).

Location

States and territories varied little on participation in monetary giving with rates ranging from 79% to 82.4%. The average amount donated ranged from \$678.64 per giver in South Australia to \$847.37 per giver in Tasmania, Northern Territory or the Australian Capital Territory.

3.3.3 Why do people give?

Giving motives were diverse, but the most commonly stated was 'it's a good cause/charity' (38.5%). This was followed by 'I respect the work it does' (20.5%) and 'sympathy for those it helps' (13.6%). Focus groups revealed strong alignment between personal values and giving. Other participant motivations included:

- personal satisfaction
- peer networks
- caring and doing the right thing
- reciprocity
- cultural and family issues
- seeing the impact of giving, and
- the societal benefits of giving.

⁴ Many respondents (24.7%) refused to answer this question, as often occurs with questions about income.

⁵ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.



3.3.4 Why don't people give?

Over half of non-givers (55.7%) reported they cannot afford to give. The next three reasons, however, all related to a lack of trust in the charity:

- I don't know where the money would be used (34.4%)
- I think too much in every dollar is used in administration (32.8%), and
- I don't believe that the money would reach those in need (31.8%).

Disincentives for giving reported by focus group and interview participants included evening phone calls, aggressive canvassers and the sense that the NPO would not use money given appropriately.

Non-givers indicated that having more money (25.2%) and identifying with the cause (14%) would influence them to give, but 22% indicated that nothing would sway them to donate.

3.3.5 To what do people give?

Monetary donors favoured social services (64.5%) and health organisations (including medical research)⁶ (60.7%), followed by international (25%) and religious organisations (23.9%). Those donating to religious organisations gave the highest amount on average (\$932.50), followed by donors to international organisations (\$579.08).

The likelihood of donating to health (including medical research), social services and emergency relief organisations increased with respondents' age.

The proportion of those donating to the environment, animal protection and international activities was fairly constant across age groups.

The proportion donating to primary and secondary education was highest in the 35–44 and 45–54 age groups (15.2% and 14.8%, respectively).

The highest percentage of donors to religious organisations was those aged 65 years and over.

3.3.6 How do people give?

Common methods

The most common donation approaches were by telephone (65.2%), street fundraising (54.2%), through the mail (48.8%), and television (43.4%). In contrast, the highest percentage of donations were made by doorknock (57.4%), social media by a friend (48.4%), telephone (24.2%) and email (21.0%).

The most liked type of donation approach was social media by a friend (57.7%), followed by radio (41.7%). The most disliked donation approach was telephone (78.0%), street fundraising (64.3%),

⁶ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.



mail (45.1%) and email (43.1%). Doorknocks were divided with 34.1% liking this approach and 42.3% disliking this approach.

Frequency of giving for different approaches

The most successful approach in terms of having the highest percentage of repeat donors was a doorknock (12.4%), with telephone approaches well behind (1%). Doorknocks had the highest response rate for a donation with 57.3% of people approached this way donating at least some of the time and 12.4% giving every time they were approached by doorknock.⁷

Methods of giving

Most donors (51.6%) gave via cash, followed by direct debit or credit card (32.9%), and cheque (5.8%). BPay and PayPal were less common (1.2% for both methods). Most (85%) donating via cheque were 55 years and older.

Overall, 57.8% of those donating via direct debit, credit card authorisation, PayPal or BPay used the charity's website. This was highest for those aged 18–24 years (67.8%).

Events and tokens

Less than 10% of donations were associated with purchases of a fundraising item (e.g. badge, chocolate bar). Only 6% of donations were associated with a sponsored event.⁸ However, 60.3% of these respondents would not have donated without the sponsored event.

3.3.7 Tax-deductible gifts

In 2016, 40.5% of all donors claimed a deduction for donations in their 2014–15 tax return. This is a little higher than in 2005 where 35.8% of all donors claimed deductions. However, not all respondents were required to complete a tax return in 2014–15. When examining only those required to complete a tax return in 2014–15 (71.6% of respondents), the percentage claiming increased to 54.2%.⁹ The average amount claimed was \$714.61, while the median was \$250.

The top reasons for not claiming a donation were:

- chose not to make any claims (38.8%)
- did not keep receipts (17.9%), and
- did not bother to get receipts (17.8%).

⁷ See question 41 in the *Individual giving and volunteering* survey in [10.3](#).

⁸ Sponsored events involve people gathering donations from friends, relatives etc. to sponsor them to participate in an event e.g. fun run, read-a-thon etc.

⁹ Respondents in 2005 were not asked whether they were required to submit a tax return so no comparisons can be made.



3.3.8 Planned vs spontaneous giving¹⁰

Overall inclination

Overall, 61% of donors in the *Individual giving and volunteering* survey indicated they generally gave spontaneously. A further 23.1% gave regularly in response to a request from the same cause, while 16.4% were signed up to a regular automatic donation to an organisation.

Amount donated

Those who made planned donations to an organisation gave over six times as much to the organisation per year as spur of the moment givers (average \$435.71 compared to \$70.90).

Why become a committed donor?

Committed donors most commonly reported becoming a committed donor to an organisation because of exposure to a cause or an organisation (22.9%), followed by personal experience (16.6%).

Uncommitted donors' most common response to what would prompt them to become a committed donor to an organisation was a change in lifestyle (30.7%), followed by exposure to a cause or an organisation (21.6%), and personal experience (13.2%).

Reasons for not becoming a committed donor

The most common reasons for not becoming a committed donor were:

- unable to commit funds in an ongoing way (37.8%)
- not wanting to commit funds in an ongoing way (29.1%), and
- needing extra funds for my own/family needs (14.9%).

3.3.9 Workplace giving¹¹

Who uses workplace giving?

Overall, 2.7% of donors reported that they make regular payments to NPOs via payroll deduction. In 2005, only 0.7% of donors reported this. However, some of these 2005 respondents may not have been in paid work or had access to a workplace giving program at their place of work.¹² In 2016, 20.8% of those in paid employment reported access to a workplace giving program. Of these, 18.2% of respondents participated in the program by making regular donations from their pay.

Women had a slightly higher participation rate (19.9%) than men (16.9%). Men made on average more than double the annual monetary donation (\$1,385.46) than women (\$649.44).

¹⁰ For the purposes of this report, there are two types of givers: those that give on a spontaneous/spur of the moment or ad hoc way; and those that give in a planned or regular way. These planned/regular donors can be further broken down into those that give regularly in response to a request from the same cause/organisation and those that are committed – that is, they are signed up to a regular, automatic donation to an organisation.

¹¹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹² The 2005 report did not report the percentage of those with access to a workplace giving program who participated.



Those aged 35–44 years were most likely to participate in workplace giving (25.4%^{††}). Those with a postgraduate qualification had the highest participation rate (21.4%^{††}), followed by those with a trade qualification (18.2%^{††}).

How much do people give through workplace giving?

The average annual donation through workplace giving was \$1,037.42. However, the median annual donation was \$240. The average amount donated per pay for those paid on a weekly basis was \$17.57^{††}, median = \$5^{††}.

Why use workplace giving?

Focus group and interview participants and *Individual giving and volunteering* survey respondents identified ease, convenience, company matching and encouragement and seeing the impact of their contribution as powerful participation incentives. However, these were all overshadowed by the importance of including a cause important to the donor and building the relationship between the NPO and the donors.

Barriers to workplace giving

For non-donors, the most common reason given for not participating in a workplace giving program was ‘not enough money’ (36.6%), followed by ‘just don’t want to’ (14.6%).

For donors, the most common reason for not participating in a workplace giving program was they preferred to do it themselves (20.8%), followed by ‘I give in other ways’ (19.1%).

Barriers revealed by qualitative data were frustrations with payroll systems, lack of flexibility to change the amount donated, and short-term employment contracts.

3.3.10 Bequests

Overall, 49.8% of *Individual giving and volunteering* survey respondents had a Will, but only 7.4% had included a bequest to charity.

Women were more likely to have made a Will (54%), but there was no significant relationship between gender and including a bequest in a Will.

As age increased so too did the likelihood of leaving a Will, but no significant relationship existed between the age of those with a Will and the likelihood of including a bequest.

No strong relationship between income and the likelihood of having a Will emerged or between income and the likelihood of including a bequest in a Will.



3.3.11 Collectives/giving circles

Focus groups of collective/giving circle members indicated that giving circles:

- provided a sense of belonging and connectedness and ability to make local decisions
- provided a non-threatening entry path for donors with modest contributions to be part of something more substantial, and
- overcame the taboo of discussing giving amounts by allowing a socially acceptable forum that focuses on 'what can be done' rather than 'how much?'

Focus group participants liked:

- the strong social element or sense of belonging that direct participation could generate
- the ability to make local decisions regarding the distribution of funds as well as to direct efforts to localised issues (which were often seen as overlooked by larger charities and government projects)
- being able to see the immediate effects of actions, and
- the ability to expose new people to giving and extend the support base of NPOs.¹³

3.3.12 In-kind giving

Overall, 77.1% of *Individual giving and volunteering* survey respondents gave goods in the 12 months prior to interview. Women (85.3%) were more likely to have given goods than men (68.7%). Those in the middle age brackets (35–54 years) had the greatest participation rates in in-kind giving. As education increased, so too did the likelihood of being an in-kind giver. Those who were unemployed (62.4%) or full-time students (55.7%) had participated the least in in-kind giving. Those born in Australia (78.2%) or overseas in an English-speaking country (78.3%) were more likely to be in-kind givers than those born overseas in a non-English-speaking country (70%).

Types of goods

Clothes (93.2%), books (47.3%) and toys (32.5%) were given most commonly. Goods were most often given directly to the charity (60.0%) or to an unmonitored location (e.g. charity bin) (47.8%).

Why do people give goods?

Focus group analysis revealed common motivations for in-kind giving included:

- the desire to recycle and reduce waste
- inability to give financially, and
- the perception that 100% of the value of the gift is going to those in need, and in some cases even more than the value of the goods (for example a raffle prize donation).

¹³ Some focus group and interview responses about giving circles and bequests insights came from those who had set up giving circles and those who fundraised for bequests as well as general circle members or bequestors.



Issues associated with giving goods included:

- being unsure about how the NPO used the goods
- issues of storing and processing goods, and
- inappropriate donations consuming NPOs' time and resources.

3.3.13 Who volunteers?

Population

Key statistics on volunteering from the *Individual giving and volunteering* survey included:

- an estimated 43.7% of respondents volunteered for at least one NPO during the year
- volunteer time during the year averaged 134 hours per volunteer (or 2.5 hours per week), with a median of 55 hours
- an estimated total of 932 million hours was volunteered during the year, and
- some 21.9% of respondents participated in informal volunteering outside formal organisations.

Gender

Females volunteered an average of 138 hours during the year, with a participation rate of 46.9%.

Males volunteered an average of 130 hours, with a participation rate of 40.3%.

Age group

Those aged 35–44 years had the highest participation rate (50.7%), followed by those aged 45–55 years (47.4%). Those aged 65 years and older volunteered the highest average number of hours (193 hours), followed by those aged 55–64 years (157 hours).

Country of birth

Those born in Australia (46.5%) or overseas in an English-speaking country (42.5%) had greater volunteering participation rates than those born in a non-English-speaking country (29.9%). No relationship emerged between hours volunteered and country of birth.

Income

Those in the highest income bracket (\$156,000 and above) had the highest participation rate in volunteering (59.2%).¹⁴ Those in the \$15,600–\$20,799 income bracket had the highest average hours volunteered (184 hours), followed by those in the \$1–\$799 income bracket (170 hours on average).

Education level

Those with postgraduate qualifications had the highest volunteering participation rate (53.0%). Those with education level at Year 12 or below had the lowest participation rate (33.4%) but had the equal highest average hours volunteered along with those who had trade qualifications (143 hours).

¹⁴ Volunteering included Board membership (if unpaid).



Employment status

Part-time, casual or self-employed people had the highest volunteering participation rate (49.3%), followed by those who were not retired and not in the workforce (46.1%).¹⁵ The lowest volunteering participation rate (29.0%) was among those who were unemployed and looking for work, followed by full-time students (38.2%).

Those who had retired volunteered the highest number of hours (average 196 hours), followed by those who were not retired and not in the workforce (average 176 hours).¹⁶

Occupation

People in professional (52.8%) or managerial roles (52%) had the highest volunteering participation rates. Technicians and trade workers had the lowest participation rate (33.3%). There were no significant differences in hours volunteered between occupations.

Household composition

Couples with dependent children living at home had the highest volunteering participation (51.8%), followed by those living in a group household of related adults and children (50.9%). Group households of unrelated adults had the lowest participation rate (32.4%), followed by couples with independent children living at home (37.7%).

Those living alone contributed the most volunteer hours on average over the year (176 hours), followed by couples with no children living at home (158 hours).

3.3.14 Why volunteer?

Reasons for volunteering were often closely aligned with the reasons for giving money. This is unsurprising considering that 87.4% of volunteers in the *Individual giving and volunteering* survey were also donors.

Focus group and interview participants identified a range of motivations for volunteering including:

- values alignment
- change of lifestyle (e.g. keep busy when retired)
- a sense of satisfaction
- reciprocity
- personal/practical benefits (e.g. mental health benefits, gaining new skills, employment opportunities), and
- peer and family networks encouraging and opening the way to volunteer.

Participants also noted that motivations may change over time for a volunteer, for example, from first attaining practical skills to a sense of social inclusion and community connection.

¹⁵ This includes home duties, full-time carers, unpaid workers in a family business and those that listed their employment status as a volunteer.

¹⁶ This includes home duties, full-time carers, unpaid workers in a family business and those that listed their employment status as a volunteer.



3.3.15 For what causes do people volunteer?

Volunteering for primary and secondary education (21.4%) and sports organisations (20.1%) were the most common categories.

For those aged 18–24 years, religion (18.4%), sports (18.4%), health (17.0%) and social services (16.0%) were the most commonly reported cause interests. For those aged 35–44 and 45–54 years, the most commonly reported cause areas were primary and secondary education (42.8% and 25.9%, respectively) and sports (20.7% and 30.1%, respectively). For those aged 65 years and older, religion was the most common cause area (26.3%), followed by health (22.3%) and social services (18.2%).

3.3.16 Workplace/employee volunteering

Some 46.2% of respondents who were employed volunteered to an organisation in the 12 months prior to interview. Of this, 9.5% did at least some of this volunteering through a workplace/employee volunteering program. The average number of hours volunteered through workplace volunteering programs was 46 hours, while the median was 15.5 hours. The most common number of hours volunteered through workplace giving programs over the year prior to interview in 2016 was six hours.

3.3.17 Informal volunteering

Some 21.9% of respondents indicated that they had participated in some form of informal volunteering (i.e. outside a formal organisation) including helping neighbours and friends.

3.3.18 Religion, giving and volunteering¹⁷

People identifying with a religion were more likely to give, even to non-religious causes. When they did give, however, they gave to non-religious causes the same amount as non-religious people. On top of the amount donated to non-religious causes, those who identified with a religion also gave significant amounts to religious organisations. This boosted their total average donations to a much higher level.

Overall, those who identified with a religion had a greater rate of participation in volunteering for any organisation than those who did not identify with a religion (48.1% compared to 40.7%).

There was no difference, however, in the percentage volunteering for non-religious organisations between those who identified with a religion or did not. There was also no difference between average volunteering hours to non-religious organisations between respondents who identified with a religion or did not.

The *Individual giving and volunteering* survey estimated that 23.5% of givers, each donated \$932.50 on average to religious charities in the 12 months prior to interview, and 18.3% of volunteers, volunteered 119 hours on average in the same period to religious organisations.

¹⁷ A factsheet has been produced on this topic and is available at <http://www.communitybusinesspartnership.gov.au/about/research-projects/giving-australia-2016/>.

This equates to \$3.2 billion being donated to religious organisations in a year, or 28% of all donations. Furthermore, 17% of all volunteer hours went to religious organisations, an estimated 161 million hours.

3.4 How giving and volunteering have changed since 2005

Care needs to be exercised in comparing the current results with *Giving Australia 2005 Individual and household* survey because of some differences in method (see section 5.0). Reasons include the different sampling of the population and the effect of the Boxing Day Tsunami on the 2005 survey. Giving has both risen and fallen during the period between surveys according to other data sources collected on an annual basis, such as the ATO taxation data on deductible gifts. Table 1 presents an overview of the key findings from 2005 and 2016.

Table 1 Key findings, 2005 & 2016

Monetary giving	<i>Giving Australia 2005</i>	<i>Giving Australia 2016</i>
Total gifts from individuals	\$7.7b (\$10.06b 2016 dollars)	\$11.2b
Number of donors	13.4m people 87% adult Australians	14.9m people 81% adult Australians
Average donation	\$424 (\$553.92 2016 dollars)	\$764.08
Median donation	\$100 (\$130.64 2016 dollars)	\$200
Tax-deductible gifts	ATO Taxation Statistics 2004–05	ATO Taxation Statistics 2014–15
Per cent claiming	37.35%	34.58%
Average donation	\$341.60 (\$446.27 2016 dollars)	\$674.14 (\$682.75 2016 dollars)
Volunteering	<i>Giving Australia 2005</i>	<i>Giving Australia 2016</i>
Percentage volunteering	41%	43.7%
Total number of hours	836 million hours	932 million hours
Average number of hours	132 hours	134 hours
Median number of hours	44 hours	55 hours

3.4.1 Giving

Giving Australia 2016 indicated that fewer people were giving, but that those who gave were giving more. Giving has remained at 0.68% of GDP since 2005. When raffles and other significant purchases are included, giving was estimated to be 0.76% of GDP in 2016.

Both the 2005 and the 2016 surveys found a greater percentage of women gave than men, and men reported giving higher amounts. They also both found that giving increased with age, income and education.



In both surveys, those who were fully employed and those who were fully retired had higher average levels of giving, while full-time students and those who were unemployed had the lowest levels.

Fewer people born overseas in a non-English-speaking country were giving, but there was an increase in their average amount given.

Except for Western Australia, those living outside the capital city tended to be more likely to donate. However, the average amount donated was greater in each capital city compared to the rest of the state.

The same top five motivations for giving were in place, with the most common being 'It's a good cause/charity', which was cited more frequently in 2016 than in 2005.

In 2016, more people indicated that their giving was spontaneous than in 2005.

The proportion of donors who regularly participated in workplace giving increased between surveys: in 2005 it was 0.7%; in 2016 it was 2.7%. When examining only those who were employed by organisations with workplace giving programs, this figure was 18.2% in 2016.¹⁸

In both surveys, most respondents reported being approached by telephone for a donation. This was also the most disliked method of approach.

In 2016, more respondents disliked street fundraising than in 2005 (64.3% compared to 41.8% in 2005).

In 2005, people responded least to approaches by printed advertisements or fliers, television, mail and telephone. In the 2016 survey respondents were given a wider choice and indicated they were most likely never to give in response to internet advertisements, printed advertisements or fliers, followed by radio, television and street fundraising.

The 2016 survey found slightly fewer Australians had made a Will, but the level of bequests in Wills was similar to 2005.

3.4.2 Volunteering

The percentage of those volunteering and their average hours have increased since 2005. Both surveys found that more women volunteer for longer periods, but the 2016 survey shows the gender gap is narrowing. In 2005, women contributed 60% of all volunteer hours. In 2016, women contributed 54.4% of all volunteer hours.

Both surveys found the relationship between age and volunteer participation rate is a typical inverted 'U' shape, peaking for those aged 35–54 years.

Both surveys found that the average number of hours volunteered decreased as income level increased. However, volunteer participation rate rose with educational attainment.

¹⁸ No equivalent measure was sought in 2005.



Regarding employment status, the 2016 survey indicates an increase in volunteer participation rate since 2005 by those unemployed and looking for work (23.8% in 2005, compared to 29%^{††} in 2016), and those not retired and not in the workforce (42.2% in 2005, compared to 46.1% in 2016). There was a drop in volunteer participation rate among full-time students in the 2016 survey (45.9% in 2005, compared to 38.2%^{††} in 2016), but the average hours volunteered increased (102 hours in 2005, compared to 121^{††} hours in 2016).¹⁹

The number of hours volunteered by those born overseas in English-speaking countries fell in the 2016 survey compared to 2005, but the participation rate remained similar.

3.4.3 Giving and volunteering

Both surveys showed that those who volunteered had a higher giving participation rate and a higher average donation than those who did not volunteer. The participation in monetary giving of volunteers fell in 2016 but not by as much as the monetary giving participation of non-volunteers.

¹⁹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.



4.0 Introduction

Giving and volunteering are cornerstones of civil society and organisations that inhabit the space between government, the market and family.

Despite the strict economic logic of our modern market economy, giving and volunteering behaviours have been resilient in transitioning from ancient cultures to remain a vital social exchange valued as the mark of a caring and compassionate society, whether due to altruism or self-interest or an indeterminable mix of both.

Australians give their money and their time to a diverse range of causes, and not just to their fellow Australians but to others around the world in distress and need.

This report explores the results of the *Giving Australia 2016* research on giving and volunteering by individuals to organisations, primarily from the *Individual giving and volunteering* survey. It also draws from focus groups and interviews conducted with everyday givers, regular givers,²⁰ bequestors, volunteers, in-kind givers and others and includes some insights from a related *Philanthropy and philanthropists* survey, reported in more detail in the [Philanthropy and philanthropists](#) report.

Where possible, comparisons have been made to the *Giving Australia 2005* project (ACOSS 2005; Lyons and Passey 2005).²¹ Unless otherwise stated, all data in this report has been drawn from the *Giving Australia 2016* project.

More questions related to the giving of money rather than time. This does not signify money as a more important gift but rather the greater volume of data that already exists about volunteering.

²⁰ For the purposes of the *Giving Australia 2016* reports, 'regular givers' means givers who give to an organisation in a regular and planned way rather than spontaneously.

²¹ See section [5.4.7](#) for information on comparing the two datasets.



4.1 Report structure

This report responds to the following research questions posed across the wider *Giving Australia 2016* project:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- How are innovations in social media and technological developments influencing giving and volunteering?
- What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?
- How do Australian patterns of giving and volunteering compare with other like countries and what factors contribute to these differences?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?
- What are the key factors that motivate individuals to move from spontaneous to planned giving and volunteering?
- What are the opportunities to grow levels of giving and volunteering among individuals and business?
- What are the current trends in levels of corporate social responsibility, including participation in workplace giving and corporate volunteering programs and is this changing over time?²²
- What does information about changing patterns of giving and volunteering in 2016 tell us about the future of philanthropy in Australia?
- How do performance and outcomes reporting influence philanthropists' decisions about donations?

First, the report sets out the context for *Giving Australia 2016*: what we already know about individuals' giving and volunteering from the existing research literature.²³ It then summarises how data was collected and analysed (section [5.0](#)).

²² Other than workplace giving, this is largely addressed by the *Business giving and volunteering* report.

²³ For a fuller presentation of the literature review, see Chapters 1–2, 5–6, 8–10 in *Giving Australia 2016: Literature review summary*, available at <http://www.communitybusinesspartnership.gov.au/about/research-projects/giving-australia-2016/>, and the more in depth *Giving Australia 2016 Literature review*.



The report then explores the findings from the *Individual giving and volunteering* survey, focus groups and interviews with a wide variety of givers and volunteers, including:

- demographic profiles (sections [6.1](#), [6.11](#) and [6.12](#))
- motivations (sections [6.2](#), [6.3](#), [6.13](#) and [6.14](#))
- the causes receiving the benefit of giving (section [6.4](#)) and volunteering (section [6.15](#))
- different approaches and methods of giving (sections [6.5](#) – [6.10](#)) and volunteering (section [6.16](#)), and
- religion, giving and volunteering (section [6.17](#)).

The final section ([7.0](#)) addresses what these findings mean for the sector and other stakeholders.

4.2 Key findings from previous research (Literature review)

Individual giving and volunteering are very broad fields of enquiry. Individuals' giving and volunteering habits vary according to their demographics, and may involve multiple modes of giving and volunteering, including in-kind giving; planned giving; workplace giving and volunteering; virtual volunteering; bequests; collective giving; crowdfunding and so on.

To shape the *Giving Australia 2016* research questions, the existing literature was reviewed.

Decades of research highlight that giving motivations are complex and range from the purely altruistic to a sense of obligation or need to return a favour. Demographic factors such as gender, age and income level also affect giving (e.g. Bekkers and Wiepking 2011a, 2012) and volunteering behaviours (Dittrich and Mey 2015; Einolf 2011; Gray, Khoo and Reimondos 2012; Manning 2010; Wang and Graddy 2008). Gender and religion have been identified as the strongest influences on volunteering behaviour (Lyons and Nivison-Smith 2006; Manning 2010).

Internet-based communication and electronic commerce are also beginning to affect giving behaviour and the way in which volunteers engage with NPOs (Goldkind 2015; MacLaughlin 2015; Saxton, Guo and Brown 2007).

Tax-deductible giving rose quickly in Australia from 2000 until the 2008 Global Financial Crisis. Levels of giving only recovered in 2013–14 (McGregor-Lowndes and Crittall 2016). Religious institutions have historically received the largest share of individual giving in Australia in dollar terms, followed by social welfare and community services, health and medical research, education and overseas aid (ACOSS 2005).

Accurate comparisons with other countries' rates of giving and volunteering are difficult due to different laws and tax treatments of charitable gifts.

Despite Australia's multicultural society, little is known about culturally and linguistically diverse (CALD) giving and volunteering practices (Cattacin and Domenig 2014; Cultural and Indigenous Research Centre (CIRCA) 2016a, b). Discussion is ongoing about the voluntary sector developing more inclusive and pluralistic ways of recruiting volunteers from all backgrounds, ages and ability levels.



The following chapters from the *Giving Australia 2016 Literature review* may be useful for readers of this report:

- Chapter 1: Volunteering engagement
- Chapter 2: Everyday givers
- Chapter 5: Cultural diversity in giving and volunteering
- Chapter 6: Charitable bequests
- Chapter 7: Giving collectives
- Chapter 8: Regular, planned or ‘pledged’ giving
- Chapter 9: In-kind giving
- Chapter 10: Workplace giving, and
- Chapter 16: New technologies.

The *Literature review* is available online at

<http://www.communitybusinesspartnership.gov.au/about/research-projects/giving-australia-2016/>.



5.0 Methodology

5.1 Overview

This section overviews the research methods used in collecting the *Giving Australia 2016* data on individual giving and volunteering.²⁴

The *Giving Australia 2016* study adopted a mixed-methods research approach, using both quantitative and qualitative data collection and analysis methods. When studying national, complex and potentially sensitive subjects such as giving and volunteering, this approach adds value by capturing data from the diverse participants who are involved in giving and volunteering.

The choice to give or to volunteer, and where, and how, and for how long, involves multiple rational and emotional decisions which are not always easy to fit into one of the answer options in a survey. Sitting alongside the quantitative results, the interview and focus group transcripts provide a commentary on people's passions and concerns about giving and volunteering. This report also makes use of data collected for the other *Giving Australia* reports, where relevant, especially qualitative data, for example, high-net-worth individuals (HNWIs) and foundation interviews and focus groups.

5.2 Literature review

As mentioned in section 4.2, a comprehensive review of the available academic, grey literature²⁵ and relevant government reports, enquiries and statistics was conducted to identify themes and gaps in available evidence, which informed the questions for data collection instruments. It is available at <http://www.communitybusinesspartnership.gov.au/about/research-projects/giving-australia-2016/>.

5.3 Qualitative: Interviews and focus groups

Thirty-one one-to-one interviews and 25 focus groups informed the findings about individuals' giving and volunteering. The interview and focus group schedule was designed to include givers and volunteers from urban and regional areas across as many states and territories as possible and included online data collection where this was most appropriate. Section 10.1 lists a summary of participant numbers and geographic representation for the interviews and focus groups.

²⁴ Further detail for the *Giving Australia 2016* project as a whole can be found in [Giving Australia 2016: Background paper](#).

²⁵ Grey literature refers to general material not published in books or journal articles.



For this report, the following giver and volunteer subgroups were involved:

- everyday givers and/or volunteers²⁶
- regular givers²⁷
- mid-level givers
- HNWIs
- in-kind givers
- young givers and volunteers
- culturally and linguistically diverse givers and volunteers
- workplace givers, and
- bequestors.

The majority of participants for the interviews and focus groups were recruited via formal and informal networks (such as those of *Giving Australia's* sector partners); and the Australian Centre for Philanthropy and Nonprofit Studies and Centre for Social Impact Swinburne databases. Specific individuals with expertise in topic areas were sent personalised email invitations. Focus groups and interviews were also advertised on the *Giving Australia* QUT [blog](#) and [website](#). Many people who heard of *Giving Australia 2016* approached researchers to participate in the non-random sample parts of the study.

Semi-structured interviews were conducted either face-to-face or, where necessary, by telephone or online and took an average of 43 minutes. Focus group sessions were conducted face-to-face (though some use of teleconferencing technology was required in some cases) and took, on average, 83 minutes.

Interviews and focus groups explored:

- motivations for giving and volunteering
- challenges and barriers to giving and volunteering
- changes to giving and volunteering behaviours, and
- how technology influences giving and volunteering.

Where an interview or focus group related to a specific type of giving or volunteering, participants were also asked to reflect on why they had become involved in that avenue rather than some other form of giving or volunteering.

Each interview and focus group was digitally audio-recorded. Audio data were transcribed verbatim and analysed thematically using NVivo software. Data were coded according to higher-order themes, and in accordance with the *Giving Australia* research questions (see section [4.1](#) above).

²⁶ Everyday givers are ordinary Australian donors and volunteers.

²⁷ Regular givers are donors who either give regularly to requests from the same organisation/s or are set up for automatic donation to the same organisation/s.



5.4 Quantitative: *Individual giving and volunteering* survey

5.4.1 Overview

In summary, a quota sample of 6,201 Australians by age group (18 years plus) and gender across all states and territories was conducted. Interviews were from 16 February 2016 to 24 May 2016 by Computer Assisted Telephone Interview (CATI), using randomly generated landline and Australian mobile phone numbers. A small number of additional interviews were conducted from 6 to 23 September 2016 (after initial data cleansing) to meet quotas in each cell of the sample frame. The questionnaire took on average 20 minutes to complete.

5.4.2 Questionnaire design

The original 2005 questions were replicated and new questions developed to capture facets such as technological developments in social media, giving and volunteering platforms and key factors motivating individuals to move from spontaneous to committed or planned giving.

Questions from 2005 were changed so demographic information could be aligned, where possible, to ABS data and survey results compared to relevant ABS statistical collections including the 2016 census.²⁸

As well as the [Giving Australia 2016 Literature review](#), questionnaire development was informed by inputs from researchers, practitioners and DSS, ABS and the Steering Committee comprising members of the Prime Minister's Community Business Partnership.

5.4.3 Sample design

The number of completed interviews sought, in line with 2005, was 6,200. The stratification by age group (18 plus), by gender and by state and territory was based on the population distribution as at 30 June 2015 (ABS 2015, Table 6). The proportion of each age group (18–19 years to 100 years and older) was applied to the number of completed questionnaires. This distribution number by 'cell' (age group by gender by state/Territory) thus became the number of interviews to be completed. *Giving Australia 2016* used a quota sample (which is a non-probability sample meaning that potential respondents were contacted until all cells were filled. This also enabled the sample to be self-weighting).

While the completed questionnaires do represent these proportions of the Australian population, because it was not compulsory to participate, the results may not be an accurate reflection of those contacted who chose not to participate. Where the number of respondents was too small to achieve

²⁸ In particular, descriptors of educational qualifications, classification of persons not in paid employment, and household composition were expanded. Occupations were coded to 4-digit Australian and New Zealand Standard Classification of Occupations (ANZSCO) codes, as were country of birth, language spoken at home and religion.



an acceptable confidence level, results are unreliable for general use. A double dagger (^{††}) indicates such figures in this report.

Respondents were selected by random digit dialling. Calls were made to landlines and mobiles each representing 50% of the sample frame.²⁹ Landlines allow for targeting geographic areas such as state/territory, whereas mobiles do not. Mobile ‘blackspots’ were covered by increasing landline dialling in the affected postcode areas. A ‘limited sample’ method was used: 50% that is 15,000 landline and 15,000 mobile numbers were initially included and 10% more sample was added as required.³⁰

A weekly non-response analysis and call status report enabled monitoring of completed questionnaire numbers against the sample frame. Refer to section [10.2](#) for details on the reliability of the 2016 data.

5.4.4 Interviewing

The interviews were by CATI with provision for respondents to request to complete the questionnaire online (and 15 respondents chose this option). Foreign language interviewers were available to assist those respondents whose first language was not English.³¹ Ethics guidelines applied to the survey conduct and respondents were advised of the survey rationale, length and strict confidentiality. A link or text message was provided to respondents on how to contact QUT Ethics and/or find more information about the study. Participants were advised their participation was voluntary and that they could withdraw from the interview at any time.

Persons ‘in scope’ were those aged 18 years and over, who were permanent residents of Australia, or who had been in Australia for a minimum of 12 months unbroken stay. Checks ensured that respondents had not been contacted about this survey previously.

For landline calls, the interviewer asked to speak to the person over 18 in the household who last had a birthday so that respondent selection was randomised in households with more than one person ‘in scope’.

The call hours for telephone interviews ranged from 10 am to 8.30 pm Tuesday to Friday, 10 am to 5 pm Saturday and 10 am to 2 pm Sunday, with two-thirds (66%) of the interviews conducted after

²⁹ Telephone numbers were sourced from a database, which randomly generates them. The numbers generated were tested before loading. This eliminated many, but not all, business and disconnected numbers due to the fact that the checking process (necessarily) is always ‘lagging’ the changes being made to the source list. Other problems encountered were answering machines, fax numbers and, for landlines, numbers used exclusively for internet connection.

³⁰ Sample selection was also informed by the Australian Communications and Media Authority (ACMA), *Communications Report 2015*. That report estimated the proportion of landlines to mobiles was 24% compared to 76% (ACMA 2015, 14, 17). However, only 29% of the adult population were estimated to be without a fixed line telephone service. With respect to age groups, 56% of those aged 25–34 used mobile only; for the 18–24 year group 45% used mobile only, and for over 65 years only 9% used mobile only.

³¹ Overall, 215 interviews were completed in a language other than English, the most common being Mandarin (96), Arabic (34), Vietnamese (25) and Cantonese (24).



4.30 pm on weekdays. The response rate was 16% based on the number of calls made (excluding no answer, fax, business and disconnected numbers) and those willing to respond.

Because a quota sample was used, the response rate may be lower than would be the case for other survey types since calls need to be made until each 'cell' in the sample frame has been filled. Those who agreed to be interviewed came from slightly higher income bands than the Australian average and ranked higher in post-school qualifications.

5.4.5 Pre-test

The draft questionnaire was piloted in January 2016 with 57 respondents selected by the method described in sections [5.4.3](#) and [5.4.4](#). Of the interviews obtained, 77% were from landlines and 23% from mobiles.

The pre-test led to a number of questionnaire changes including wording, clarification/modification of filter questions and the addition of descriptors. Response formats were changed for questions 39–42 and 50–56 to make it easier for interviewers to align responses to each category selected in the 'lead' question (e.g. Q39 and Q50). The format used in the 2005 survey was a 'vertical string' of questions, which was found confusing and time-consuming in the pre-test. A change to a matrix format improved accuracy and reduced time to obtain and record the data.

5.4.6 Coding

Coding was undertaken by a QUT senior researcher (and quality assured by another senior researcher) to enable direct comparisons to ABS codes for example occupation, religion, country of birth and language spoken. The organisations to which respondents donated and/or for which they volunteered, were coded to the 4-digit *International Classification of Non-Profit Organisations* (ICNPO) code, to facilitate international comparisons.³²

5.4.7 Interpretation of results

Results may be different to other studies by the ATO, ACNC and ABS. This does not necessarily mean that any of the data is 'wrong' but it does mean that care is needed in comparing results. Data are only directly comparable when collected on the same basis, that is, when the sample frame is the same and a significant number of questions are the same. Different methods of collection (for example, personal interview, phone interview, self-completion (diary, online, post back)) can cause differences in results between surveys.

³² The full list of ICNPO codes is available at <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/5256.0Appendix12012-13?opendocument&tabname=Notes&prodno=5256.0&issue=2012-13&num=&view>.



The following factors should be considered when interpreting the *Giving Australia 2016* estimates:

- Information recorded in this survey is 'self-reported', and therefore may differ from information available from other sources or collected using different methods. Self-report responses are affected by the integrity of recall and individual interpretation of survey questions.
- Some respondents may have provided responses they felt were expected, rather than responses that reflected their own situation accurately (a form of bias). Every effort has been made to minimise such bias through the development and use of culturally appropriate survey methodology.

Giving Australia 2005

Apart from the different sampling approach, new questions and new alignment with ABS demographic protocols, another factor which must be considered when comparing with *Giving Australia 2005* was the Boxing Day Tsunami 2004. The media coverage, appeals and elevated profile of philanthropy in the immediate aftermath of the tsunami coincided with the *Giving Australia* survey. Although attempts were made to minimise this effect, the impact of the Boxing Day Tsunami on the 2005 survey both in actual quantum and respondent perception bias remains unknown. The ABS has also changed how it calculates GDP since 2005.

ABS General Social Surveys

Care should be taken when comparisons are made to the ABS General Social Survey (GSS) series (ABS 2015b). ABS surveys are compulsory and this *Individual giving and volunteering* survey was voluntary. The GSS excluded certain people in households; the surveys were conducted by ABS interviewers in person using a Computer Assisted Interviewing (CAI) questionnaire.

The *Individual giving and volunteering* survey results on questions about volunteering show higher levels than those reported by the latest GSS (ABS 2015b). That survey showed volunteering rates in Australia declining for the first time in almost 20 years, comparing it with data collected in the 2006 and 2010 GSS, and in the 1995 and 2000 Voluntary Work surveys (assuming they are directly comparable).

There are sampling differences between the 2014 GSS and previous GSS surveys (2007, 2011) which the ABS cautions may affect comparability (ABS 2015b).³³ The *Giving Australia 2016 Individual giving and volunteering* survey used significantly more questions and prompts to elicit responses than the 2014 GSS. For example, where the GSS questionnaire asked further questions on one organisation nominated by the respondent, the *Giving Australia 2016* questionnaire probed for each of the 12 ICPNO organisation types, as well as advising the respondent that board participation and religious activities fall within the definition of volunteering. Hall (2001), Rooney, Steinberg and Schervish (2001, 2004) found a strong link between the length and nature of prompts and greater disclosure of giving and volunteering behaviours. That the survey revealed higher volunteer hours than the ABS GSS may be due to the matrix structure of the questions for this segment and that the format was

³³ Specifically, the sampling methodology was changed to obtain better estimates of people experiencing multiple social disadvantage, i.e. those living in low socio-economic areas had a higher probability of being selected in the sample.



repeated for each of the nonprofit categories. The dataset was also checked for outliers and no significant ones were identified.

The *Giving Australia 2005* report found over the year to January 2005 an estimated 6.3 million people or 41% of the adult population volunteered (ACOSS 2005). One year later in 2006, the ABS found that 5.2 million people, 34% of the Australian population aged 18 years and over, participated in voluntary work.

The *Giving Australia 2005* survey was used as a basic template for the *2016 Giving Australia* survey. We believe the *Giving Australia 2016* questionnaire design has recorded volunteering behaviour more accurately than previous surveys. While it is not possible on the strength of one set of results to conclude that there has been an increase or decrease in the behaviour, it does set a new benchmark for volunteering in Australia for future comparative examination.



6.0 Findings

This section presents the findings from the *Individual giving and volunteering* survey about the giving and volunteering behaviour of individuals in Australia, as well as the findings from focus groups and interviews. The findings on giving are presented first, then the findings on volunteering. Both sections are structured in the same way.

6.1 Who are the givers?

The findings presented in this section relate to the following *Giving Australia 2016* research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

In 2015–2016, 14.9 million Australians aged 18 or older (or 80.8%)³⁴ gave a total of \$11.2 billion in donations to charities and NPOs. This was estimated to be 0.68% of GDP.³⁵

In total, 80.8% of respondents to the *Individual giving and volunteering* survey gave at least one monetary donation. The average amount donated across all donors was \$764.08, while the median amount given in the year per donor was \$200.

Some demographic factors made a meaningful difference to giving and volunteering behaviour.

6.1.1 Gender

As Table 2 shows, women were more likely to give than men. The trend for females to participate more in giving than men has continued since 2005. The average donation for those donating, however, was higher in absolute terms for males (\$866.94) than females (\$670.75). While the proportion of both males and females donating has decreased since 2005, the average amount given per donor has increased for both genders.³⁶

³⁴ The per cent giving is in relation to all monetary giving. It should not be confused with the ATO tax-deductible gift data which is only monetary giving that is claimed as a tax-deduction.

³⁵ Percentage of GDP was calculated according to GDP (current prices) as at June 2016. As respondents were asked about donations in the previous 12 months prior to interview (sometime between February and September 2016), it may refer to a slightly different period.

³⁶ Respondents could choose male, female or other (with which no respondents identified).

Table 2 Monetary donations by gender

Gender	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating	Percentage donating	Average total annual donations
Male	84.1%	\$625.08	2,389	77.7%	\$866.94
Female	89.5%	\$494.03	2,621	83.8%	\$670.75
Total	86.9%	\$553.92	5,010	80.8%	\$764.08

6.1.2 Age

People aged 35–44 years were most likely to donate, with 85.1% of respondents in that age bracket making at least one monetary donation in the previous year. Those aged 65 years and older made the highest average total donations per year, at \$913.56, compared to the overall average of \$764.08 (see Table 3).

Table 3 Monetary donations by age group

Age group	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating	Percentage donating	Average total annual donations
18–24	82.2%	\$301.40	543	70.8%	\$288.78
25–34	86.5%	\$449.48	931	78.0%	\$601.82
35–44	88.3%	\$587.07	939	85.1%	\$823.57
45–54	88.4%	\$655.22	887	82.6%	\$888.31
55–64	87.0%	\$604.11	778	83.1%	\$896.90
65 plus	87.3%	\$677.49	932	82.7%	\$913.56
Total	86.9%	\$553.92	5,010	80.8%	\$764.08

6.1.3 Income

As Figure 1 shows, the percentage of respondents making at least one monetary donation to an NPO increased with income. However, 24.7% of respondents refused to disclose their income, so it is possible that the real figures are different. This often occurs with income questions.

The level of generosity was not the same for everyone within the income groups. For example, survey respondents in the \$156,000 and above income band reported an average donation of \$2,198.29. However, the median donation for this group was \$500 and the most common donation amount was \$100.³⁷

³⁷ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.

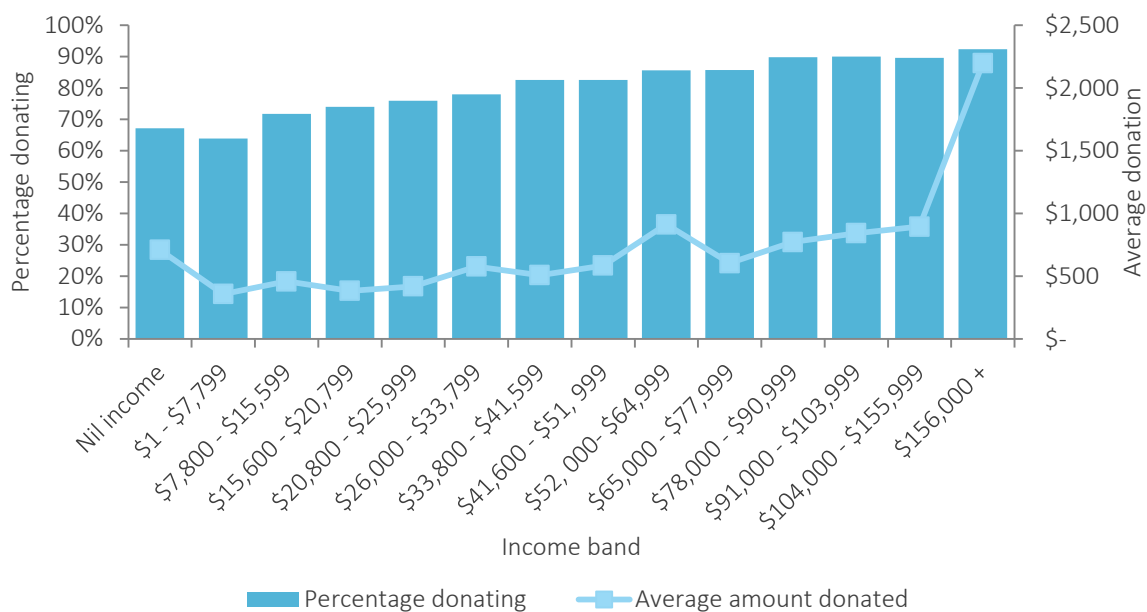


Figure 1 Monetary donations and average amount donated by personal income

6.1.4 Education

Reflecting the same trend as in *Giving Australia 2005*, as respondents' education level increased, so too did the likelihood of their making a monetary donation and its average amount (see Table 4). Respondents with a postgraduate qualification donated on average \$1,265.99 in the previous 12 months. The median donation for this group, however, was much lower at \$350.

Table 4 Monetary donations by education level

Education level	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating	Percentage donating	Average total annual donations ³⁸
Year 12 or below	84.5%	\$410.17	1,139	74.8%	\$421.86
Trade qualification/ apprenticeship/ certificate/diploma	89.6%	\$667.01	1,601	81.3%	\$603.86
Undergraduate university qualification ³⁹	91.0%	\$822.95	1,306	84.7%	\$935.26
Postgraduate qualification	N/A	N/A	885	85.0%	\$1,265.99
Total	86.9%	\$553.92	5,010	80.8%	\$764.08

³⁸ Some respondents refused to provide a dollar amount.

³⁹ In 2005, undergraduate and postgraduate studies were combined.

6.1.5 Employment status

Those in paid employment were more likely to donate than those not in paid employment. The reason for not being in paid employment affected giving. Around 81% of retired respondents were donors, compared with 64% of those who were unemployed and looking for work (see Table 5).

The percentage of full-time students giving has decreased since 2005. However, the average donation from full-time students has increased to \$338.10.

Table 5 Monetary donations by employment status

Employment status ⁴⁰	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating	Percentage donating	Average total annual donations ⁴¹
Full-time paid employment	88.8%	\$634.25	2,158	85.4%	\$852.22
Part-time, casual or self-employed	89.6%	\$465.20	971	80.9%	\$734.84
Unemployed, looking for work	70.6%	\$225.39	194	64.0%	\$355.94
Not retired and not in workforce ⁴²	81.7%	\$436.37	422	78.7%	\$620.43
Full-time student	79.0%	\$230.64	136	59.6%	\$338.10
Retired	86.4%	\$618.53	1,093	80.6%	\$805.75
Total	86.9%	\$553.92	5,010	80.8%	\$764.08

6.1.6 Occupation

As Figure 2 shows, occupation also makes a difference to giving patterns. In 2016, professionals had the highest percentage of people making donations compared with other occupations. Managers and professionals had the greatest annual total donations (on average), being \$1,080.88 and \$1,011.25, respectively.

In 2005, occupations were examined according to white-collar and blue-collar industries. The percentage of respondents in white-collar occupations making donations was above 89%, while the percentage of respondents in blue-collar occupations making donations was below 85%. In 2016, more than 85% of managers, professionals, clerical and administrative workers, and community and personal service workers made at least one monetary donation in the 12 months prior to interview. The percentage of technicians and trades workers, sales workers, machinery operators and drivers, and labourers making donations were all under 85%.

⁴⁰ There was a significant revision of ANZCO between 2005 and 2013.

⁴¹ Some respondents refused to provide a dollar amount.

⁴² This includes, home duties, full-time carers, unpaid workers in a family business and volunteers.

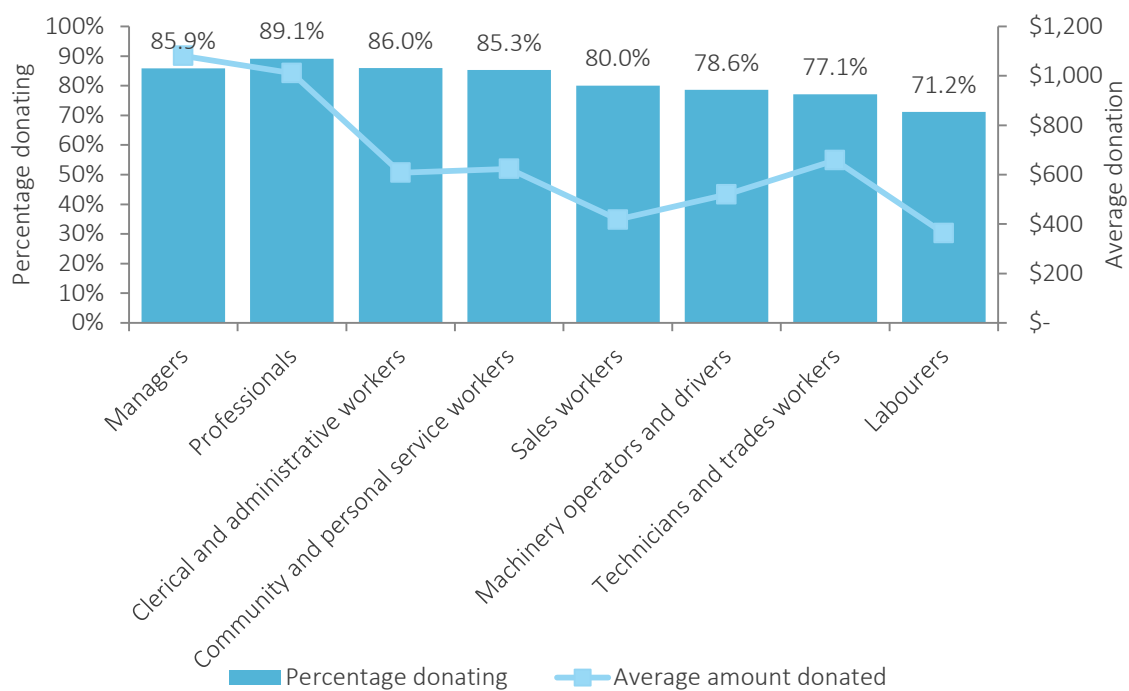


Figure 2 Monetary donations and average donation by occupation

6.1.7 Household composition

In terms of household composition, having children may affect the likelihood of being a donor (see Table 6). The proportion of respondents who were donors was highest for those living as a couple who had children not living at home. This was followed by couples with dependent children living at home and couples with independent children living at home.

In terms of average annual total donations, couples with dependent children at home had the highest average annual donation (\$962.39), followed by couples with children not living at home (\$953.79).

Table 6 Monetary donations by household composition⁴³

Household type	Number donating	Percentage donating	Average total annual donations
Person living alone	764	77.9%	\$551.52
Couple with no children	731	81.0%	\$826.06
Couple with no children living at home	770	86.0%	\$953.79
Couple with dependent children living at home	1,460	84.7%	\$962.39
Couple with independent children living at home	248	83.5%	\$701.36
Single parent with children living at home	206	78.3%	\$378.08
Group household of unrelated adults	250	71.6%	\$474.42
Group household of related adults	348	73.3%	\$471.23
Group household of related adults and children	131	75.7%	\$495.63
Total	5,010	80.8%	\$764.08

6.1.8 Country of birth

Those born in Australia or an English-speaking country were more likely to be donors than those born in a non-English-speaking country (see Table 7). However, the average annual donation was highest for those born overseas in a non-English-speaking country.

Table 7 Monetary donations by country of birth⁴⁴

Country of birth	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating	Percentage donating	Average total annual donations
Australia	87.1%	\$558.25	3,558	83.1%	\$743.41
Overseas, English-speaking country	89.1%	\$573.97	901	81.6%	\$801.50
Overseas, non-English-speaking country	83.0%	\$521.55	514	67.6%	\$864.09
Total	86.9%	\$553.92	5,010	80.8%	\$764.08

6.1.9 State of residence

As Table 8 shows, with the exception of Western Australia, those living outside of a capital city tended to be more likely to donate. However, the average amount donated was greater in capital cities compared to the rest of the state.

⁴³ Numbers may not add up due to refusals and/or additional small categories that are not included here.

⁴⁴ Numbers may not add up due to refusals and/or additional small categories that are not included here.

Table 8 Monetary donations and average donation by state of residence⁴⁵

State/Territory	2005		2016		
	Percentage donating	Average total annual donations (2016 dollars)	Number donating ⁴⁶	Percentage donating	Average total annual donations ⁴⁷
New South Wales	N/A	N/A	1,607	81.2%	\$806.57
Greater Sydney	87.6%	\$686.67	861	79.7%	\$902.45
Rest of NSW	84.5%	\$560.87	727	82.7%	\$700.49
Victoria	N/A	N/A	1,265	81.5%	\$773.85
Greater Melbourne	88.0%	\$635.56	877	80.4%	\$825.33
Rest of VIC	86.0%	\$520.24	386	84.3%	\$653.28
Queensland	N/A	N/A	972	79.0%	\$691.50
Greater Brisbane	85.8%	\$494.03	496	77.0%	\$744.88
Rest of QLD	88.5%	\$495.34	472	81.2%	\$638.67
South Australia	N/A	N/A	359	79.2%	\$678.64
Greater Adelaide	90.5%	\$450.79	276	77.1%	\$696.92
Rest of SA	78.7%	\$484.86	80 ^{††}	87.9% ^{††}	\$611.15 ^{††}
Western Australia	N/A	N/A	558	82.4%	\$757.57
Greater Perth	89.0%	\$397.06	494	83.7%	\$778.75
Rest of WA	82.4%	\$335.47	63 ^{††}	73.7% ^{††}	\$598.47 ^{††}
Tasmania, Northern Territory, Australian Capital Territory	82.4%	\$458.65	263	81.2%	\$847.37
Australia total	86.9%	\$568.83	5,010	80.8%	\$764.08

6.2 Why do people give?

Giving is a personal decision and the reasons for giving are as diverse as the people who give.

Individual giving and volunteering survey respondents and focus group participants indicated a broad range of motivations behind their giving.

⁴⁵ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁴⁶ Numbers may not add up due to refusals.

⁴⁷ Some respondents refused to provide a dollar amount.

This section examines findings which answer the following *Giving Australia 2016* research questions:

- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

6.2.1 Motivators for giving – overall

Figure 3 shows the most common reasons for giving to a particular NPO, as reported by *Individual giving and volunteering* survey respondents. The top six reasons were also the most common for respondents in *Giving Australia 2005*, suggesting that little has changed in terms of overall motivations in the past decade.

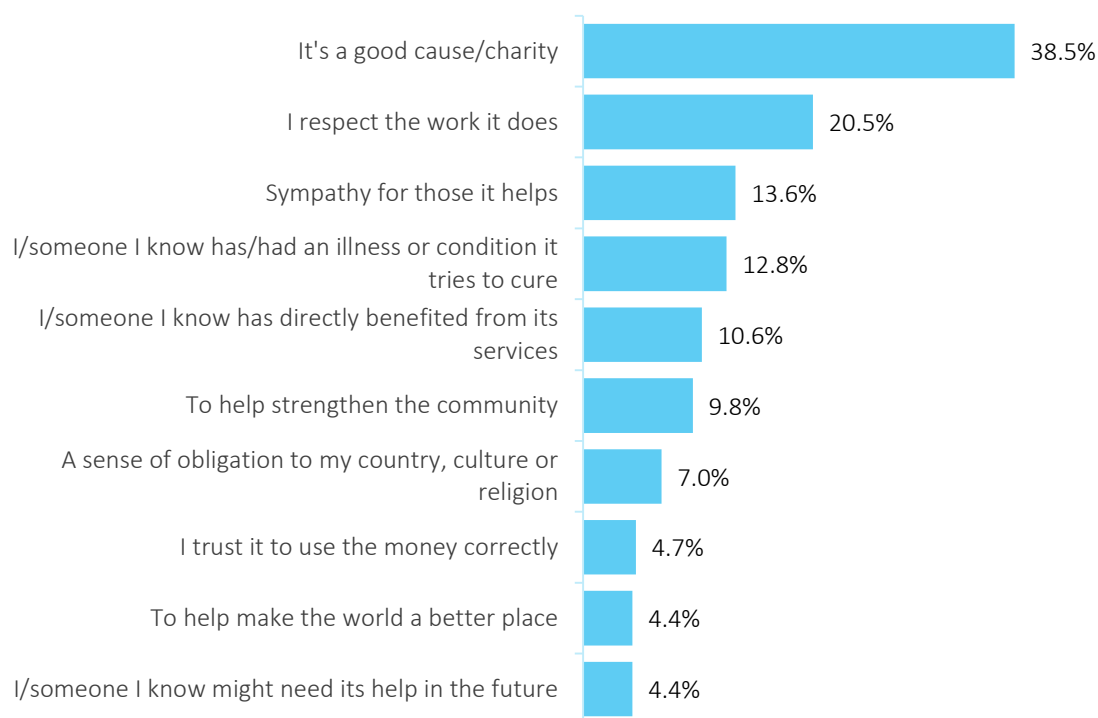


Figure 3 Motivations for giving⁴⁸

Survey respondents could choose more than one motivator and this reflected the strong findings in the focus groups and interviews that giving came from a mix of motivations and that mix varied by individual.⁴⁹

⁴⁸ This figure has been drawn from Question 12 of the *Individual giving and volunteering* survey: What are the main reasons you chose to give your money to [charity name]? Respondents could nominate more than one motivation.

⁴⁹ See section [5.3](#) for methodology and [10.1](#) for a list of focus group and interview topics.



These qualitative inputs extended understanding of some commonly reported survey responses such as ‘it’s a good cause’ and ‘I respect the work it does’. Some participants spoke about these organisation-based factors as the baseline for their giving, similar to a hygiene factor that needed to be in place for them to give (Ross and Segal 2008). Most put a very personal slant on what made a charity a good cause or what it took for them to respect its work.

Values alignment

A strong message about what made a charity a ‘good cause’ was the need for values alignment, a match between the participant’s personal values and the NPO’s. A representative statement would be:

... for me it would be around, ‘is the charity doing something that I feel strongly about?’
- Focus group, Mid-donors, QLD

Participants reinforced how powerful this motivation was for them, with terms such as ‘my passion for the cause’ or the cause being ‘close to my heart’ and explained that rather than a simple motivation their giving was about a very active personal connection. Often the trigger for this connection was intimate knowledge of someone assisted by an NPO working in that area, reinforced in the survey findings of 12.8% of givers motivated because ‘I/someone I know has/had an illness or condition it tries to cure’ and 10.6% motivated because ‘I/someone I know has directly benefited from its services’.

The qualitative data highlighted that a multigenerational connection was a particularly robust impetus to giving money and other gifts.

Well, I had prostate cancer at 49. My father also had prostate cancer and as a result of that ... I went about making my business to raise awareness and raise money for that cause.
- Interview, HNWI, QLD

Peer networks

This values base even needed to be in place when peer modelling or feelings of social duty were the main motivation for giving.

... sometimes it’s been a good friend is doing something, you want to support them, and so you jump in and do it. You wouldn’t do it if you didn’t believe in it, but it’s not necessarily your core focus ...
- Focus group, Collective givers, NSW

Values more general: compassion, reciprocity

Many of the motivations highlighted in the survey reflected what participants described as their set of values. Survey responses such as the third highest motivation, ‘sympathy for those it helps’, were clear in the focus groups and interviews where people spoke about caring and doing the right thing and compassion for those worse off than themselves. They expressed that:

We normally think about people in need. So the need focus is a very important one for us.
- Interview, Everyday giver, QLD



Adding some description to the sense of obligation noted by 7% of survey respondents, some participants also spoke about their wish to ‘give back’ or reciprocate in appreciation for their own good fortune. The following motivation was common but not universal across focus groups and interviews.

... I've done fairly well from a financial point of view ... it's the right and correct and fair thing to do to give some back.

- Focus group, Everyday givers, QLD

Building a better society, having impact where it matters.

Many focus group and interview participants identified creating broader social benefits of giving as a staunch value that underpinned their giving. Survey respondents gave this some importance with 9.8% of givers motivated ‘to help strengthen the community’ and 4.4% of givers motivated to ‘help make the world a better place’. Qualitative participants expanded on these general statements by honing in on notions such as these:

... it's part of my social responsibility to [give] – if I want to live in a world that has justice and equity, I have to be willing to put my money where my mouth is.

- Focus group, Everyday givers, QLD

Well in our area the social life of the community evolves very much around these sorts of things. We have programs like a community drive once in every two years. We've raised enough money to keep our local hall in excellent condition. We finance the fire brigade ... it's the social life of the community.

- Focus group, Nonprofit fundraisers, VIC

Some participants noted that they were galvanised to give, or ‘do the right thing’ due to a lack of engagement by others or in response to governmental withdrawal or negative actions.

Allied to this value about a better society was a particular and quite objective interest in the impact of contributions.

Mine definitely comes from the head, and it's about making a difference, a prolonged difference. It's not about just solving a problem – well, fixing something temporarily, I'm looking at a permanent fix.

- Focus group, Everyday givers, QLD

Cultural and family values

Focus groups and interview participants alluded to the personal values set becoming embedded through family or a community practice of giving, for example:

I think it probably comes from my late grandmother who was very much a giver and supporter. Most of hers would have been through the church, her church ... she was the person who taught me ...

- Interview, In-kind giver, QLD



It was especially strong as a result of cultural influences.

I've grown up in a family and community where philanthropy is very central to what we do, and that it is very important that you're there to – and I believe we're here to serve, we're here to not just eat, sleep and work. It's much bigger than that.

- Focus group, CALD givers and volunteers, VIC

Personal satisfaction

The emphasis on the internal drive of values reinforced that focus group and interview participants were not giving for the primary purpose of personal satisfaction but they expressed it as a definite and sometimes surprising by-product that made them give again.

... at a personal level, I think there are benefits very much in terms of making one feel very good ...

- Focus group, CALD givers and volunteers, VIC

6.2.2 Motivations for giving: gender

Some focus group and interview participants felt women were more likely to have been influenced to give by personal experience and awareness of disadvantage. Little difference in motivations by gender emerged from the survey but this experience and awareness by women was borne out with female respondents slightly more likely to report 'I/someone I know has/had an illness or condition it tries to cure' and 'sympathy for those it helps'. Participants also pointed to tradition, conditioning and role modelling as formative in women's giving. As one said:

If I think back to the amazing community work that my grandmother and my mother and other women did in our community, it's been going on for a really long time and it's been very valuable, and it's underpinned that solid community, particularly in small towns I think.

- Interview, Women and girls, VIC

Male survey respondents were slightly more likely to report 'a sense of obligation to my country, culture or religion' as reasons for giving.

Qualitative participants felt that women were more likely to 'be in charge' of giving decisions in many households. However, a power imbalance was noted by participants who observed that women were often more visible at the level of community work, whereas men tended to occupy higher profile and more public positions in institutional philanthropy.

Participants felt that these decision-making positions in philanthropy were relatively male-dominated and that this reflected a broader gender inequity still present in Australia's corporate and political realms. Although increasing numbers of women were gaining sufficient income or wealth to enable greater giving (as evidenced in ABS 2016a, b), there were concerns that women remained financially disadvantaged compared to men. Some participants noted a lack of recognition for women's giving.



6.2.3 Motivations for giving: geography

Rural and regional participants across a number of focus groups perceived urban and regional donors to behave differently. Regional participants particularly believed their giving differed from their urban counterparts and were more vocal about how their location affected their giving.

The survey results supported this perception in that respondents outside capital cities were more likely to report strengthening the community as a motivating factor for their giving than those living in capital cities (12% vs 8.5%).

Focus group and interview participants provided a range of context for this finding, including need, ethos and different pressures.

Need

The relative isolation of many regional communities and their distance from services was thought to generate greater community engagement, for example through groups such as ‘small rural Rotary clubs ... where everybody’s involved’ (Interview, In-kind giver, NSW).

Regional participants said they had to be proactive in giving because they have to support themselves.

We live in a leaner government, and what’s happened is it’s pushed down to the states and it’s pushed down to local government, ... there’s a lot more pressure on philanthropic organisations and communities to support their local community.

- Focus group, Nonprofit fundraisers, VIC

Ethos

Smaller country communities were seen as closer in relationships and therefore having a stronger community-centric emphasis.

People tend to care more about each other. There seems to be more of a sense of community. Which the cities; they’ve lost all that now.

- Focus group, In-kind givers, QLD

One participant reflected his giving behaviours had changed with his move from the city.

... I find myself wanting to be more involved now that I’m in a smaller regional town ... I became a lot more willing and wanting to be involved in [the] community.

- Focus group, Everyday givers, NSW

Pressures

Givers in both locales felt pressured to give but in different ways. Speaking of a regional setting one point of view was:

It doesn’t matter what the group is; they’ve always got their hands out waiting for help, waiting for you to join in. You must buy this raffle ticket.

- Focus group, In-kind givers, QLD



In contrast, urban participants rarely identified their environment as affecting their giving. But some took the view that it was harder to engage when there were fewer personal connections and less time. Street fundraising was also an experience for several city participants that had affected their giving choices.

I walk through the city and ... there are people constantly asking me for my money.

- Focus group, Workplace givers, QLD

6.2.4 The effects of triggers and tipping points

The focus groups and interviews revealed two related influences, triggers and tipping points as impacting giving behaviours. A trigger refers to a precipitous event or action (something that brings something forward). A tipping point is defined as threshold factor, or level of momentum reached, which pushes the behaviour over the line.

Triggers

Changes in lifestyle, such as retirement or the progression to more stable or advanced employment, were frequently identified as providing the key impetus towards giving practices, as was a change in marital status and having children.

And I guess my donating patterns tend to vary, depending on my income – can I afford it – and what do I think of the organisation?

- Focus group, Everyday givers, VIC

... people who are more financially secure will be more likely to donate to organisations so that tends to point towards focusing on older folk with stable incomes and ... a few financial responsibilities off their shoulders, the kids are grown up or growing up, the house is largely paid off ...

- Interview, NPO CEO, QLD

Critical events such as natural, personal and increasingly social disasters presented as a core impetus for giving both money and goods/services.

So the thing that happened in Paris⁵⁰ triggers different people's different kind of reactions.

- Focus group, Regular givers, QLD

When calamity happens, you dig deeper.

- Focus group, In-kind givers, QLD

The emotional connection coupled with an overwhelming sense of helplessness to directly act were fundamental elements driving this response.

⁵⁰ This refers to the terrorist attacks in Paris on November 13 2015. For more information, see <http://www.telegraph.co.uk/news/worldnews/europe/france/11995246/Paris-shooting-What-we-know-so-far.html>.



Well when it comes to things like national and natural disasters, like the tsunami or the bushfires or whatever, I think every Australian gave to those fundraisers because we all felt so desperate about it.

- Focus group, Everyday givers, QLD

Critical personal events including imminent death and to a lesser extent participation in potentially dangerous activities such as travelling overseas were also noted. Bequest fundraisers from focus groups identified the activity of preparing a Will often offered an opportunity for individuals to begin to think more seriously about giving.

A common and important trigger identified was hearing compelling or powerful stories.

... the easiest way to connect with that is with story, to hear personal stories of people whose lives have changed or whose circumstances are improved because of the particular project or cause.

- Interview, Everyday giver, QLD

[There] has to be a story behind it rather than just 'Can you please give? Where's the money going? How's it helping?'

- Focus group, Mid-donors, QLD

Simply being asked could trigger a donation. One participant offered this advice to charities:

... you've got to do the asking or otherwise someone else will. So there's that, but you've got to be respectful.

- Focus group, Regular givers, QLD

The modelling of giving behaviour also encourages giving in others.

I do think that there's something about seeing other people doing something that triggers something within you ...

- Focus group, High-net-worth individuals and foundations, SA

Finally, there were participants who noted that they don't respond to triggers.

I've done a 'set and forget'. I know where I'm at and so ... I don't need a trigger.

- Focus group, Regular givers, QLD

Overall participants agreed that triggers to give were highly individual but often included 'emotional tugs' and personal 'feel good incentives'.

Tipping points

The focus group participants identified several tipping points or items that pushed them towards giving.



An ease of donating in terms of both payment and/or participation at the moment the person was ready to give was frequently mentioned.

... make that experience as easy and pleasant as possible

- Focus group, Everyday givers, TAS

I tend to donate to big organisations, and that's because it's just easier, because they do send me mail, I don't have to remember.

- Focus group, Regular givers, QLD

Various other tipping points were in play for individuals, ranging from seeing that the charity emphasises ethical practices or transparency about funds use to receiving a piece of recognition or feedback about the effectiveness of their contribution.

I don't need thanking, but I'm really interested to hear about the projects. So one of the things that was great with [charity] was that they actually sent around a balance ledger.

- Focus group, Everyday givers, VIC

Whether these worked as a tipping point sometimes varied by the donation amount. For instance, one participant indicated that if it were a significant amount then simple feedback alone would not prompt more giving and there should be 'at least a six-month feedback or engagement or invitation to a Christmas party' (Focus group, Mid-donors, QLD). Several participants across a number of focus groups indicated their withdrawal of support when thanks were not forthcoming.

6.3 Why don't people give?

Survey findings provided some insight into the reasons people do not donate, which is part of the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?

Some 19.2% of respondents did not give money.

More than half of these non-givers (55.7%) reported they cannot afford to give. The next three reasons, however, all related to a lack of trust in the charity.

- I don't know where the money would be used (34.4%)
- I think too much in every dollar is used in administration (32.8%), and
- I don't believe that the money would reach those in need (31.8%).

These points reinforce some of the interview and focus group themes raised earlier and logically are also the flipside of giving motivations, triggers and tipping points.



Participants were vocal on such matters and said they did change their giving. They expressed concern about the poor use of their funds:

I’m very sceptical about some of the major charities and the organisation that they go to, just to wonder how much goes back to where they are seeking the money for.

- Focus group, Everyday givers, QLD

I just need an A4 printed doodly that says ‘This is what we’ve done with your money.’ I don’t need this [professionally designed materials] — advertising agencies, they must make megabucks from it, and I really don’t like it.

- Focus group, Everyday givers, VIC

Their views were particularly strong if they perceived their donations as benefiting staff or volunteers, for example:

... a very good friend of mine was the general sales manager at BMW Australia in Melbourne ... He said, ‘I’ve just got an order here for five BMW cars for their area managers’ ... And that sort of set me against that particular charity.

- Focus group, Everyday givers, QLD

Because I know there was some charity organisations where volunteers and staff get first combing [of donated goods].

- Focus group, In-kind givers, QLD

Some 48.1% of non-givers indicated that better information on how the money will be spent would influence their future giving. Figure 4 provides other views on what would influence non-givers, although 22.3% would not be influenced by anything.

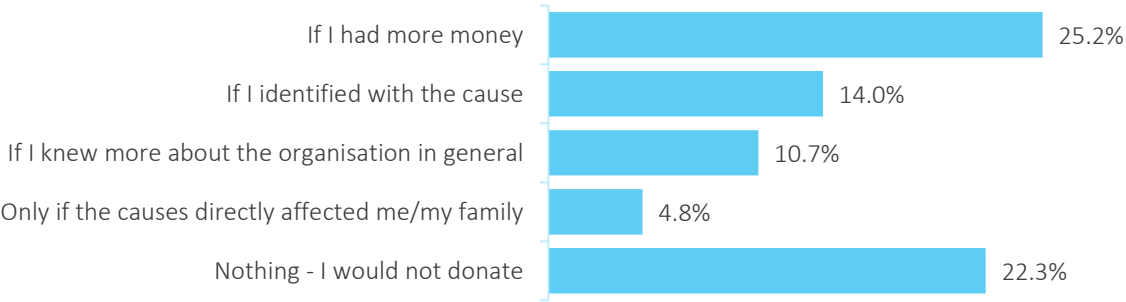


Figure 4 Influences for non-givers to give

Responses were different for non-giver respondents with an income of \$104,000 and above for whom the most common reason for not giving was ‘I don’t know where the money would be used’ (40.3%), followed by ‘I think too much in every dollar is used in administration’ (35.8%).⁵¹ These respondents offered that they would be influenced to give by ‘being provided with better information on how the

⁵¹ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.



money will be spent' (46.3%), 'If my friends and/or family on social media are supporting the cause' (41.8%), and if they identified with the cause (19.4%). Some 11.9% said they would donate if they had more money.⁵²

Other giving disincentives that came through strongly in interviews and focus groups were what participants termed intrusive fundraising: particularly evening phone calls and aggressive canvassers.

... I really don't like ... being phoned at home by anybody, even by people to whom I already subscribe. I find that incredibly intrusive.

- Focus group, Everyday givers, VIC

I've got three children under 14, and the callers - I really can't stand the callers, because they do always ring at six o'clock ... those tactics I don't like.

- Focus group, Mid-donors, QLD

The negative impact of perceived aggressive approaches by street fundraisers was also widely noted.

Now I think it's a group supporting [name of charity], and they pop up in one of our local shopping centres from time to time and they're very, very aggressive. And for me, that is the best way to guarantee a zero donation.

- Focus group, Everyday givers, VIC

This pressure presents a dilemma for participants as they generally believe in the cause or know it is important, yet are reluctant to give under perceived pressure. Furthermore, the 'polished spiel' of street fundraisers was considered widely to lack authenticity and pointed to the commercialisation of giving, something that some participants found abhorrent, and many felt uncomfortable about.

I mean I do it [give] monthly, and some are quite aggressive in terms of wanting you to increase [the amount], which is probably the quickest way to get me to turn it into a zero, except I believe in what they're doing.

- Focus group, Mid-donors, QLD

... I already am giving what for me is a considerable amount of money to them. It's like – it feels exploitative. I feel like I'm being exploited. And as yet I have not told them to rack off, but I've been very close to it a few times. I just very nicely say to them, 'I'm sorry, I'm not earning any money at the moment. I can't afford to give any more,' and if they're not embarrassed, they should be.

- Focus group, Everyday givers, VIC

⁵² These figures should be treated with caution due to low sample size.



A concern was identified by participants that they termed ‘emotional blackmail’.

One of my key I guess annoyances ... is when charities start enlisting people in your neighbourhood to collect for them and using that sort of neighbourhood friendship there to actually get you to give to that particular charity. I really see that as emotional blackmail, and I don't give to those charities because of that.

- Focus group, Everyday givers, QLD

Overall, there was a dislike for approaches that did not ‘show respect’ or acknowledge appropriately.

Several participants also expressed concern about their information being made available, which has the effect of opening the door to ongoing calls.

They still keep ringing me ... the buggers share lists you see. So, if you're on someone's list then you're on about 20 lists.

- Interview, Everyday giver, QLD

Paradoxically, it seems that bad experiences don't automatically lead to withdrawal of support. However, there was a strong sense of frustration within the focus groups, which many indicated could eventually lead them to stop supporting.

6.3.1 Barriers and challenges

The *Individual giving and volunteering* survey finding that half of non-givers saw cost as a barrier and that a quarter would give if they had more money was unpacked in interviews and focus groups. They said dual working families, increased financial pressures from high mortgages, more sophisticated lifestyles and general increased costs of living worked against giving and undermined a culture of giving and will impact into the future. For some focus group participants, it came down to budgeting, prioritising giving and giving in manageable chunks ongoing.

... in each fortnight this is where money is going and everything else and the payroll giving, it's there, it's in the budget. Whereas I have a friend, she doesn't budget at all, she gets to the point like, 'I've got some money, I'll donate that'. She said, 'I can't handle having to think that I'm doing it every fortnight'.

- Focus group, Workplace givers, QLD

I could never access \$480. I'm just not that kind of saving person ... But I can do \$40 a month, and so I do.

- Focus group, Everyday givers, VIC

Participants felt there was unregulated growth in charity numbers that confused givers and volunteers, sometimes prompting them to opt out of giving altogether.

... the plethora of charities around the place all trying to do these little things ... all trying to get the charity dollar ... And you can understand why it becomes so fragmented out there trying to do these things and they never really achieve anything, because they can't.

- Focus group, Everyday givers, QLD



Some participants felt government should verify NPO claims as well as report on the sector's condition.

... their child has leukaemia, so instead of joining the Leukaemia Foundation, they start up Mrs Jones's Leukaemia Fund, because they want it to be about their child or they want it to be about them, and they're going to get community benefit funding of \$35,000 for laptops and fax machines and whatever, and take it away from other organisations ... so if there's a way for the government to say, 'Okay, enough is enough. If you want to become a not-for-profit organisation and you've got a mission statement, first of all, you must ensure that there's no other organisation in Australia that is doing what you're doing, not replicating it.'

- Focus group, NPO fundraisers, QLD

6.4 To what causes do people give?

Moving beyond motivations, this section focuses on the decision-making logic and actions informing how individuals choose which cause to support. This helps to answer the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

Table 9 shows the cause areas chosen by donors, with social services (64.5%) and health (including medical research) (60.7%) the most popular.

Those donating to religious organisations gave the highest amount on average over the year prior to interview (\$932.50), followed by those donating to international organisations (\$579.08). The average amount donated to sports over the year was \$395.89; however, because there were several larger donations in this pool, the median donation of \$50 better reflects more typical giving.

Table 9 Monetary donations to all cause areas^{53, 54}

Cause area	Number donating to this cause	Percentage donating to this cause	Average total annual donation	Estimated total amount donated (millions)	Percentage of total donations
Culture and recreation total	723	14.4%	\$346.60	\$727.81	6.47%
Culture and arts	209	4.2%	\$293.32	\$179.72	1.60%
Sports	386	7.7%	\$395.89	\$442.74	3.94%
Recreation	168	3.4%	\$217.29	\$105.35	0.94%
Education total	524	10.5%	\$359.96	\$552.45	4.91%
Primary and secondary education	456	9.1%	\$269.76	\$360.26	3.20%
Higher education	60 ^{††}	1.2% ^{††}	\$837.50 ^{††}	\$149.46	1.33%
Other education	7 ^{††}	0.1% ^{††}	N/A	\$33.15	0.29%
Research	3 ^{††}	0.1% ^{††}	N/A	\$9.58	0.09%
Health total	3,039	60.7%	\$221.34	\$1,961.22	17.44%
Hospitals and rehabilitation	562	11.2%	\$112.64	\$184.27	1.64%
Nursing homes	32 ^{††}	0.6% ^{††}	\$195.80 ^{††}	\$17.47	0.16%
Mental health and crisis intervention	104	2.1%	\$202.93	\$61.57	\$0.55%
Other health services	679	13.6%	\$221.34	\$434.51	3.86%
Medical research ⁵⁵	2,421	48.3%	\$178.77	\$1,263.41	11.24%
Social services total	3,230	64.5%	\$185.24	\$1,749.33	15.56%
Social services	2,328	46.5%	\$135.77	\$922.65	8.20%
Emergency relief	1,927	38.5%	\$137.75	\$774.75	6.89%
Income support and maintenance	28 ^{††}	0.6% ^{††}	\$623.57 ^{††}	\$51.93	0.46 %
Environment	355	7.1%	\$235.82	\$239.18	2.13%
Animal protection	730	14.6%	\$125.93	\$268.19	2.38%

⁵³ Organisations are classified according to the International Classification of Nonprofit Organisations (ICNPO) which is available at <http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/5256.0Appendix12012-13?opendocument&tabname=Notes&prodno=5256.0&issue=2012-13&num=&view=>.

⁵⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

⁵⁵ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Cause area	Number donating to this cause	Percentage donating to this cause	Average total annual donation	Estimated total amount donated (millions)	Percentage of total donations
Development and housing total	47⁺⁺	0.9%⁺⁺	\$404.83⁺⁺	\$55.39	0.49%
Economic, social and community development	29 ⁺⁺	0.6% ⁺⁺	\$259.31 ⁺⁺	\$22.37	0.20%
Housing	1 ⁺⁺	0.0% ⁺⁺	N/A	\$29.74	0.26%
Employment and training	17 ⁺⁺	0.3% ⁺⁺	N/A	\$3.28	0.03%
Law, advocacy and politics total	176	3.5%	\$301.22	\$148.72	1.32%
Civic and advocacy organisations	88 ⁺⁺	1.8% ⁺⁺	\$296.78 ⁺⁺	\$69.74	0.62%
Law and legal services	4 ⁺⁺	0.1% ⁺⁺	N/A	\$0.63	0.01%
Political organisations	95 ⁺⁺	1.9% ⁺⁺	\$283.29 ⁺⁺	\$78.36	0.70%
Philanthropic intermediaries and grantmaking foundations total	47⁺⁺	0.9%⁺⁺	\$167.55⁺⁺	\$23.42	0.21%
Grantmaking foundations	9 ⁺⁺	0.2% ⁺⁺	N/A	\$11.15	0.10%
Other philanthropic intermediaries and voluntarism promotion	38 ⁺⁺	0.8% ⁺⁺	\$108.55 ⁺⁺	\$12.27	0.11%
International	1,254	25.0%	\$579.08	\$2,108.20	18.75%
Religion	1,198	23.9%	\$932.50	\$3,197.94	28.44%
Business, professional associations, unions	55⁺⁺	1.1%⁺⁺	\$404.65⁺⁺	\$48.14	0.43%
Other	143	2.9%	\$414.16	\$165.07	1.47%

Figure 5 displays the percentage of donors in each age group supporting the seven most popular cause areas. While the causes most commonly supported across all age groups were social services and health (including medical research), the percentage of donors donating to these categories increased as donor age increased.

The proportion of those donating to primary and secondary education was highest for those aged between 35 and 54 years. These are the age groups most likely to have children completing primary or secondary school, so this result is not surprising.



Despite the popular perception that young people are the typical supporters of ‘green’ and international development charities, the proportion of people donating to environmental causes, animal protection and international activities was fairly constant across age groups. Those aged 65 years and over had the greatest percentage donating to religious causes.

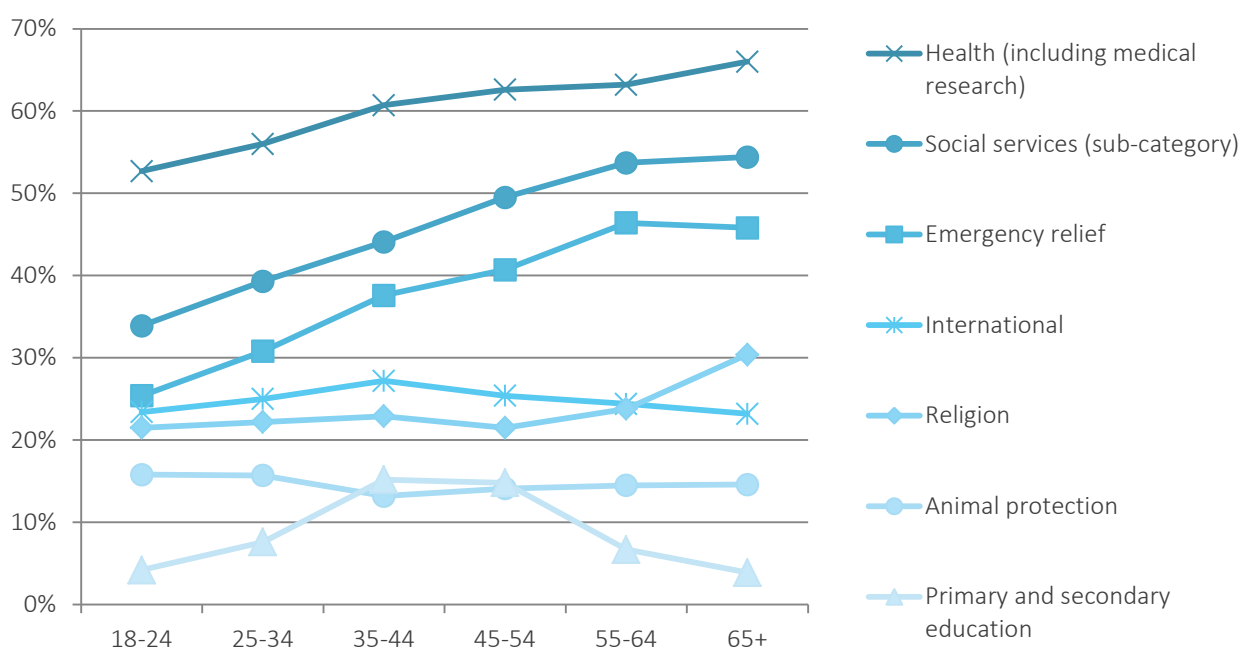


Figure 5 Monetary donations to each cause area by age group

It was made clear across focus groups and interviews that again alignment with values was key to decision-making.⁵⁶ Donors spoke of beginning to support an NPO and continuing that support when there was an emotional connection with its activities.

The financial capacity to contribute was another decision-making touch-point, with several participants noting that they choose a cause based on available money when they are approached.

... I got a couple of weeks' work, and one of those phone calls when I normally say, 'Sorry, I can't help you at the moment,' I say, 'Yes okay, \$50,' because I was getting a little extra.

- Focus group, Everyday givers, VIC

Although several focus group participants raised tax advantages as influencing their decision to give, overall this aspect was not a key influencer or facilitator for giving for most participants.⁵⁷

The qualitative data suggested that when there are organisations in similar cause areas, the choice is made by comparing organisational goals, strategies and practices, leader quality or reputation, transparency in meeting goals and where and how the money is used.

⁵⁶ For a discussion on motivations in general, see section [6.2](#).

⁵⁷ For more on tax-deductible giving, see section [6.6](#).



The sheer number of charities now is just getting a bit much ... So you want to support them but there are too many ... it's that choice making process that's a bit difficult and a bit painful sometimes.

- Interview, Everyday giver, QLD

Technology such as the internet, websites and social media were highlighted as a growing first point for undertaking research and decision-making for many participants.

It [technology, social media] can be a way to research what you're potentially going to donate to. You know, if an organisation contacts you and asks for money, then okay, let's find out about them. And it's all at your fingertips these days.

- Focus group, Everyday givers, VIC

Television and radio were other sources, with several participants noting these as their first contact with new initiatives, with the internet or other media used for more detailed examination.

Survey respondents also strongly confirmed this reliance on information technology to undertake giving enquiries, with 25% of respondents who donate without cash consulting the organisation's website prior to donating. Young people, in particular, appeared to more critically analyse the effectiveness of organisational funds/administration, compliance with governance requirements, resource management and transparency. Some 43.3% of 18–24 year olds and 38% of 25–34 year olds consulted the organisation's website prior to making their donation via debit/credit card, PayPal or BPay.⁵⁸

Focus group and interview participants highlighted peers, work colleagues and family members as shaping awareness of, the path into and direction of giving. In particular, young people were identified as increasingly influencing parents' decisions.

... the late 20/30s group – YouTube, Facebook, these things – they bring issues to them much faster. And I have children [they] pass them on to me saying, 'Have you seen this? Have you read about this?'

- Focus group, Everyday givers, QLD

For those that could give at higher levels, professional advisers, such as financial advisers and lawyers were also identified as potential, mostly underused (and under-informed) contacts for how an individual may use his or her financial resources for philanthropic purposes.

Newer forms of social investment such as social impact bonds, seen as 'new ways of giving', were thought to require more detailed financial advice provided through professional advisers.

Some participants, however, believed advising on donations/giving was a separate act from financial advice.

⁵⁸ For a discussion on technology use by younger people, see section [7.5.1](#).



I wouldn't ask my adviser. I think that for me, where we give our money is nothing to do with our investments.

- Focus group, Mid-donors, QLD

Focus group participants who gave at higher levels also identified several broader or external sources of information including study tours, training courses, Massive Open Online Courses (MOOCs), researchers and research reports. The benefits of undertaking international study tours and other fact-finding or learning processes were identified as providing innovative ways forward, networks and 'next practice' giving models.

Participants expected a by-product of the international knowledge exchange would be a more strategic approach as a sector to constructive critical analysis.

... we're all in Australia really nice people and so ... no-one's even going to critique my strategy, they just say, 'That sounds great. Let me know how it goes'.

- Focus group, HNWI foundations, SA

So where they're talking about their failures and publicly saying, 'We tried this and it sucked' ... we're still in our early years of sucking at things let alone talking about it. We still think everything we do is wonderful.

- Focus group, HNWI foundations, SA

6.5 Through what channels do people give?

Survey respondents gave through a range of mechanisms. This section examines findings about this topic to answer the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- How are innovations in social media and technological development influencing giving and volunteering?

6.5.1 Common fundraising approaches

Table 10 lists the most commonly reported approaches in 2016 and their success in garnering donations. The three most common approaches were telephone, street fundraising⁵⁹ and mail. These were also the most disliked approaches. The telephone was the least liked approach, with 78% of those being phoned disliking this method. However, 24.2% made a donation when approached in this way. Similarly, 64.3% of people approached by street fundraisers indicated they dislike this method but 19.3% gave a donation.

⁵⁹ Street fundraising refers to being approached in a public place and asked to sign up for a regular donation via a credit or debit card.

Table 10 Approach methods⁶⁰

Approach method	Approached		Donated		Like this method		Dislike this method	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Telephone	4,041	65.2%	977	24.2%	362	9.0%	3,154	78.0%
Street fundraising	3,363	54.2%	650	19.3%	542	16.1%	2,163	64.3%
Mail or letterbox drop	3,026	48.8%	625	20.7%	666	22.0%	1,364	45.1%
Television	2,690	43.4%	281	10.4%	808	30.0%	654	24.3%
Doorknock appeal	2,475	39.9%	1,420	57.4%	845	34.1%	1,046	42.3%
Radio	2,257	36.4%	249	11.0%	942	41.7%	199	8.8%
Printed ads or fliers	1,691	27.3%	98 ^{††}	5.8% ^{††}	442	26.1%	337	19.9%
Social media by a friend	1,660	26.8%	804	48.4%	957	57.7%	263	15.8%
Email	1,386	22.4%	291	21.0%	363	26.2%	598	43.1%
Internet ad	1,329	21.4%	68 ^{††}	5.1% ^{††}	256	19.3%	465	35.0%

Table 11 shows how often respondents reported giving through each different method. Doorknock appeals were the most successful approach with 12.5% of people approached this way donating every time, and a further 14.5% donating most of the time. This was followed by social media (when approached by a friend, relative or someone else you know).

⁶⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 11 Frequency of monetary giving for each approach method⁶¹

Method	Number approached	Donated every time		Donated most of the time		Donated some of the time		Never donated	
		Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Telephone	4,041	39 ^{††}	1.0% ^{††}	117	2.9%	813	20.1%	3,069	75.9%
Street fundraising	3,363	26 ^{††}	0.8% ^{††}	97 ^{††}	2.9% ^{††}	511	15.2%	2,725	81.0%
Mail or letterbox drop	3,026	19 ^{††}	0.6% ^{††}	59 ^{††}	1.9% ^{††}	544	18.0%	2,403	79.5%
Television	2,690	20 ^{††}	0.7% ^{††}	24 ^{††}	0.9% ^{††}	234	8.7%	2,411	89.7%
Doorknock appeal	2,475	308	12.4%	358	14.5%	743	30.0%	1,055	42.7%
Radio	2,257	12 ^{††}	0.5% ^{††}	27 ^{††}	1.2% ^{††}	209	9.3%	2,009	89.0%
Printed ads or fliers	1,691	3 ^{††}	0.2% ^{††}	3 ^{††}	0.2% ^{††}	87 ^{††}	5.1% ^{††}	1,597	94.4%
Social media by a friend	1,660	76 ^{††}	4.6% ^{††}	158	9.5%	567	34.2%	858	51.6%
Email	1,386	17 ^{††}	1.2% ^{††}	35 ^{††}	2.5% ^{††}	236	17.0%	1,097	79.2%
Internet ad	1,329	1 ^{††}	0.1% ^{††}	4 ^{††}	0.3% ^{††}	61 ^{††}	4.6% ^{††}	1,262	94.9%

6.5.2 Ways approached for a specific single monetary donation

While the interview timing would not allow indepth questions about every monetary donation made by respondents, one of each respondent's donations was chosen at random for further study.⁶²

Questions explored how the donor was approached to give that gift and how they then donated, whether tokens, a sponsored event or some material benefit was associated with the donation, whether the gift was planned or spontaneous, ongoing or one-off.

Figure 6 indicates the percentage approached by the most common methods.

⁶¹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁶² In the case of multiple donations to the same organisation, the most recent donation was used.

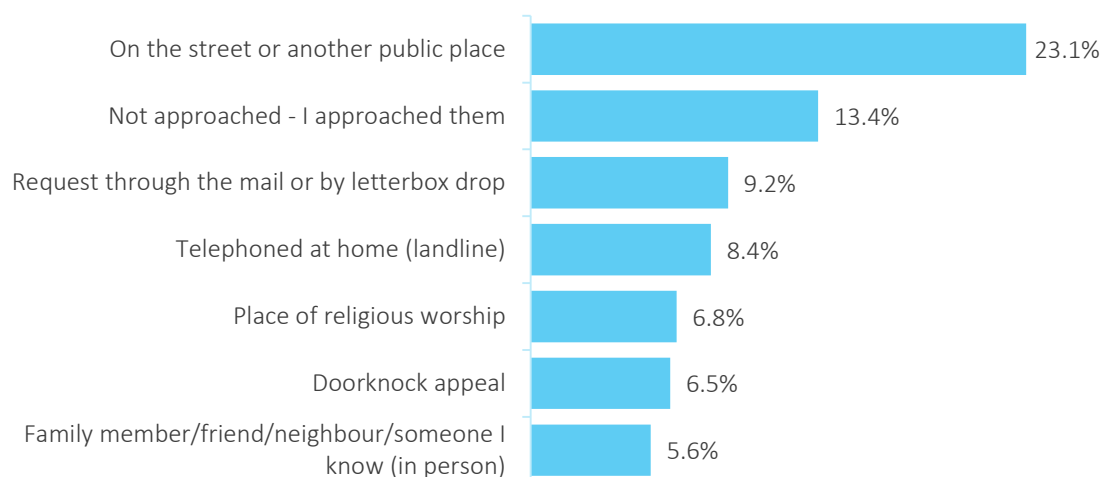


Figure 6 Approach methods for donation

6.5.3 Methods of monetary giving

In 2016, just over half of respondents (51.6%) made their donation via cash (see Figure 7). This was followed by direct debit or credit card authorisation. Cheque was still used by 5.8% of respondents, however, these tended to be older with 85% of those donating via cheque being 55 years and older.

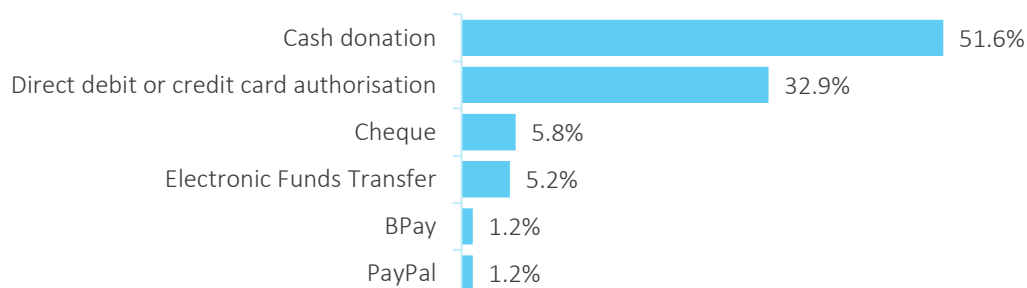


Figure 7 How was the most recent donation made?

For those who donated via direct debit, credit card, PayPal or BPay, 57.8% made this donation via the charity's website; either by a computer, phone or tablet (see Figure 8). This figure was highest for those aged 18–24 years (67.8%), while 47.4% of those aged 65 years or older also donated through the charity's website.

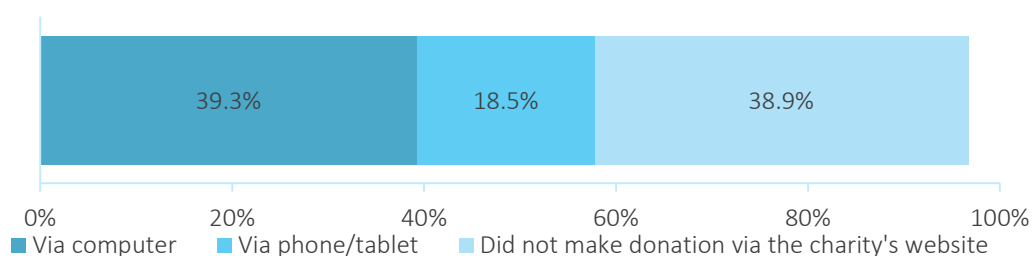


Figure 8 Percentage donating via the charity's website

6.5.4 The value of tokens and events for fundraising

As in 2005, donors were asked whether they purchased a small fundraising item (e.g. chocolate bar or badge) or there was an event associated with their donation (e.g. peer-to-peer fundraising events). Less than one in ten (9.8%) donors reported there was a fundraising item associated with their gift, compared with 12.5% in 2005. Some 77.9% would have made the donation even without the item and 86.4% would have donated the same amount (see Table 12).

When it comes to sponsored events, 60.3% of respondents would not have made the donation without the event.⁶³ This has increased since 2005 where 48.5% would not have made the donation without the event.

Table 12 Tokens and events associated with donation⁶⁴

Event/gift	Donation associated with event or gift			Percentage who would have given anyway		Percentage who would have given the same amount	
	2005	2016 Number	2016 Percentage	2005	2016	2005	2016
Purchase of fundraising item	12.5%	492	9.8%	77.0%	77.9%	81.4%	86.4%
Sponsored event	3.9%	302	6.0%	51.5%	33.8%	78.4%	66.7%
Workplace event	0.4%	38 ^{††}	0.8% ^{††}	55.9%	42.1% ^{††}	78.1%	72.2% ^{††}

6.5.5 Support in return for material benefit

Individual giving and volunteering survey respondents were also asked whether they made a contribution to any nonprofit organisation in the 12 months prior to interview by purchasing a raffle ticket, fundraising event ticket (e.g. dinner) or an item of significant value at a charity auction. Table 13 displays the percentage of respondents who contributed in these ways. While the percentage of respondents using these methods has decreased overall since 2005, the percentage of those making a donation in the year has increased. In 2016, 88.5% of those buying raffle tickets also made a donation, as did 91.4% of those who purchased a ticket to a fundraising event and 94.6% of those who bought an item at a charity auction. The average amount spent on these purchases was \$149.42. The total amount given to charities and NPOs through these methods was estimated to be \$1.3 billion.

⁶³ Numbers may not add up due to refusals and those who could not say.

⁶⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 13 Fundraising purchases, 2005 & 2016

Purchase	2005		2016		
	Percentage participating	Percentage participating who also made donation	Number participating	Percentage participating	Percentage participating who also made donation
Raffle ticket	66.2%	66.2%	2,804	45.2%	88.5%
Fundraising event ticket	13.0%	13.0%	902	14.5%	91.4%
Charity auction	6.5%	7.0%	299	4.8%	94.6%
Any of these methods	68.6%	71.6%	3,079	49.7%	88.4%

6.6 Tax-deductible gifts

The ability for a donor to claim a tax deduction for gifts and contributions to certain organisations can be an incentive to donate. This section relates to the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?

In *Giving Australia 2005*, respondents were asked whether they had claimed any tax-deductible donations. The survey found that 35.8% of all respondents had claimed a tax-deductible donation. In 2016, 32.7% of all respondents had claimed a deduction for donations. However, not all respondents were required to complete a tax return. When examining only those required to complete a tax return (71.6% of respondents), the percentage claiming increased to 54.2%. This is higher than the latest available ATO taxation data which relates to the 2014–15 financial year (McGregor-Lowndes and Crittall 2017).⁶⁵

Not all donations by individuals are tax-deductible, often because the recipient organisation is not a DGR such as most religious organisations. Even if the donation is tax-deductible many are not claimed by individual taxpayers for a range of reasons. The most common reason for not claiming a tax-deductible donation was choosing not to make any claims, followed by not keeping receipts (see Figure 9).

⁶⁵In 2014–15, ATO records show that 34.58% of the Australian taxpaying population made and claimed tax-deductible donations and for the last decade it has hovered around this mark. The average tax-deductible donation made to DGRs and claimed by Australian taxpayers according to the ATO in 2014–15 was \$674.14. ATO is not scheduled to release data on 2015–16 tax year until 2018. Reasons for this difference may relate to the sample design of the *Individual giving and volunteering* survey (see section 5.4).



Figure 9 Reasons for not claiming tax-deductible donations

Before donating, 16.7% of survey respondents checked the organisation had tax-deductible status, 5.8% checked it was a Public Benevolent Institution and nearly 12% checked the organisation was registered with the ACNC. Nearly 60% did none of these before making a donation, perhaps because they already knew the organisation's DGR status.

Table 14 sets out the average amount claimed as a tax deduction by gender, age, education and employment status compared to those who did not claim a tax deduction. It largely follows the giving patterns reported in section [6.1](#). The average amount respondents claimed was \$714.61 while the median was \$250 and the most common amount was \$100.

Table 14 Tax-deductible giving by gender, age, education and employment status⁶⁶

	Number claiming	Percentage claiming ⁶⁷	Average total annual amount claimed	Average of all total annual donations for those who claimed	Average of all total annual donations for those that did not claim
Gender					
Male	998	52.5%	\$908.77	\$1,316.24	\$543.10
Female	1,032	55.9%	\$526.56	\$1,005.43	\$452.10
Age					
18–24	107	29.1%	\$292.72	\$515.14	\$233.51
25–34	394	48.8%	\$519.84	\$949.06	\$345.17
35–44	456	55.9%	\$736.36	\$1,199.45	\$468.17
45–54	461	60.4%	\$622.14	\$1,127.13	\$627.31
55–64	363	61.7%	\$767.90	\$1,265.75	\$575.51
65 plus	249	61.6%	\$1,324.43	\$1,587.39	\$665.79
Education					
Year 12 or below	294	47.1%	\$473.27	\$735.54	\$442.62
Trade qualification/ apprenticeship/ certificate/ diploma	611	50.6%	\$529.64	\$864.50	\$520.62
Bachelor degree	630	56.7%	\$797.47	\$1,381.23	\$985.16
Postgraduate qualification	480	62.8%	\$968.29	\$1,500.50	\$597.15
Employment status					
Full-time paid employment	1,184	57.5%	\$643.95	\$1,059.78	\$362.05
Part-time, casual or self-employed	424	49.6%	\$585.48	\$1,220.61	\$287.45
Unemployed, looking for work	46 ^{††}	37.1% ^{††}	\$538.37 ^{††}	\$574.83 ^{††}	\$453.50 ^{††}
Not retired and not in workforce ⁶⁸	94 ^{††}	45.0% ^{††}	\$425.41 ^{††}	\$1,200.20 ^{††}	\$271.20 ^{††}
Full-time student	23 ^{††}	41.8% ^{††}	\$504.00 ^{††}	\$678.73 ^{††}	\$544.24 ^{††}
Retired	254	59.1%	\$1,473.26	\$1,665.60	\$442.62
Total	2,030	54.2%	\$714.61	\$1,157.82	\$494.49

⁶⁶ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁶⁷ This column shows the percentage of those required to complete a tax return claiming deductions for gifts.

⁶⁸ This includes home duties, full-time carers, and unpaid workers in a family business and volunteers.

Table 15 examines the average amount claimed as a tax deduction across income bands. Those earning \$156,000 or more were most likely to claim tax deductions for donations and claimed the greatest amount on average. Those earning between \$91,000 and \$103,999 made and claimed the second highest amount for donations on average.

Table 15 Tax-deductible giving by income^{69, 70}

Income	Number claiming	Percentage claiming ⁷¹	Average amount claimed	Average of all donations for those who claimed	Average of all donation for those that did not claim
Nil income	29 ^{††}	41.4% ^{††}	\$504.40 ^{††}	\$1,612.79 ^{††}	\$537.55 ^{††}
\$1–\$7,799	7 ^{††}	25.9% ^{††}	N/A	\$613.57 ^{††}	\$325.48 ^{††}
\$7,800–\$15,599	22 ^{††}	29.3% ^{††}	\$400.89 ^{††}	\$712.54 ^{††}	\$429.18 ^{††}
\$15,600–\$20,799	46 ^{††}	37.7% ^{††}	\$570.44 ^{††}	\$794.83 ^{††}	\$305.80 ^{††}
\$20,800–\$25,999	47 ^{††}	38.5% ^{††}	\$462.74 ^{††}	\$909.35 ^{††}	\$326.02 ^{††}
\$26,000–\$33,799	69 ^{††}	39.4% ^{††}	\$447.06 ^{††}	\$791.85 ^{††}	\$497.52 ^{††}
\$33,800–\$41,599	109	53.7%	\$502.79	\$744.80	\$351.09
\$41,600–\$51,999	144	47.2%	\$381.24	\$734.85	\$472.20
\$52,000–\$64,999	171	50.0%	\$706.85	\$1,356.21	\$536.21
\$65,000–\$77,999	158	56.8%	\$474.72	\$731.01	\$466.76
\$78,000–\$90,999	208	64.8%	\$503.44	\$892.13	\$576.73
\$91,000–\$103,999	145	62.8%	\$844.75	\$1,161.59	\$367.98
\$104,000–\$155,999	229	66.2%	\$615.35	\$1,015.92	\$693.21
\$156,000 or more	202	68.0%	\$1,922.87	\$2,471.46	\$1,670.35
Total	2,030	54.2%	\$714.61	\$1,157.82	\$494.49

Table 16 and Table 17 compare responses between the 2005 and 2016 reports by converting the 2005 data into 2016 dollars. These tables look at the percentage of the total sample who claimed deductions for donations by gender, age, education and employment status. While there are some differences in sampling (refer section [5.4.3](#)) the general trend is that both the average amount claimed and the average amount unclaimed is greater in 2016 than it was in 2005.

⁶⁹ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.

⁷⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁷¹ This column shows the percentage of those required to complete a tax return claiming deductions for gifts as opposed to a percentage of the population claiming a deduction.

Table 16 Average amount donated in total, for tax-claimers and non-claimers, 2005 & 2016 by gender, age and education⁷²

	2005			2016			
	Percentage of sample claiming	Average of all donations: claimers (2016 dollars)	Average of all donations: non-claimers (2016 dollars)	Number claiming	Percentage of sample claiming	Average of all donations: claimers	Average of all donations: non-claimers
Gender							
Male	38.3%	\$973.65	\$412.79	998	38.2%	\$1,316.24	\$543.10
Female	33.7%	\$715.50	\$369.54	1,032	36.8%	\$1,005.43	\$452.10
Age							
18–24	13.6%	\$419.34	\$286.99	107	16.7%	\$515.14	\$233.51
25–34	32.7%	682.74	\$339.40	394	39.7%	\$949.06	\$345.17
35–44	41.9%	\$858.33	\$380.03	456	47.8%	\$1,199.45	\$468.17
45–54	47.4%	\$915.99	\$407.55	461	49.8%	\$1,127.13	\$627.31
55–64	43.5%	\$854.40	\$418.03	363	43.4%	\$1,265.75	\$575.51
65 plus	27.9%	\$1,058.83	\$513.69	249	23.2%	\$1,587.39	\$665.79
Education							
Year 12 or below	27.6%	\$606.73	\$326.30	294	22.1%	\$735.54	\$312.00
Trade qualification/ apprenticeship/ certificate/ diploma	39.4%	\$910.75	\$525.48	611	35.6%	\$864.50	\$442.62
Bachelor degree ⁷³	53.2%	\$1,109.94	\$483.55	630	46.4%	\$1,381.23	\$520.62
Postgraduate qualification	NA	NA	NA	480	51.7%	\$1,500.50	\$985.16
Total	35.8%	\$846.54	\$389.20	2,030	37.4%	\$1,157.82	\$494.49

⁷² Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁷³ In 2005, Bachelor degree and postgraduate degree were combined.

Table 17 Average amount donated in total, for tax-claimers and non-claimers, 2005 & 2016 by employment status⁷⁴

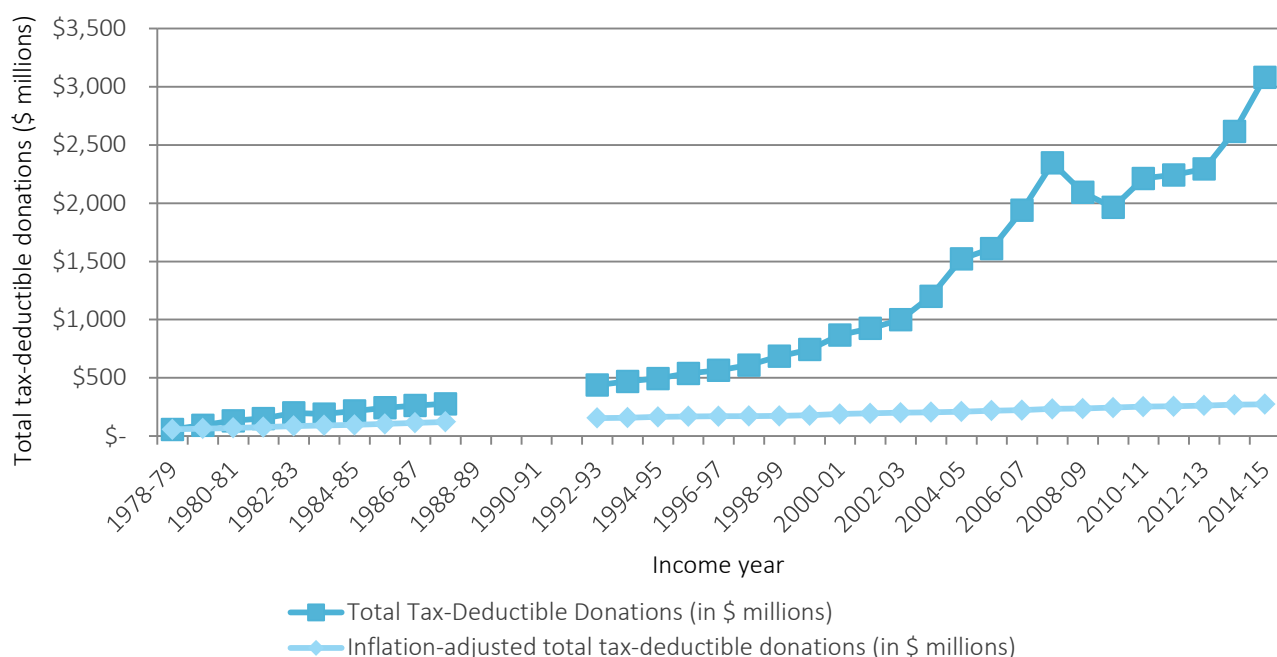
Employment status	2005			2016			
	Percentage of sample claiming	Average of all donations: claimers (2016 dollars)	Average of all donations: non-claimers (2016 dollars)	Number claiming	Percentage of sample claiming	Average of all donations: claimers	Average of all donations: non-claimers
Full-time paid employment	46.8%	\$892.41	\$420.65	1,184	54.6%	\$1,059.78	\$597.15
Part-time, casual or self-employed	38.0%	\$592.32	\$398.37	424	41.8%	\$1,220.61	\$362.05
Unemployed, looking for work	15.7%	\$427.20	\$184.77	46 ^{††}	19.3% ^{††}	\$574.83	\$287.45
Not retired and not in workforce ⁷⁵	21.3%	\$841.30	\$324.99	94 ^{††}	19.8% ^{††}	\$1,200.20	\$453.50
Full-time student	9.6%	\$875.37	\$165.11	23 ^{††}	11.4% ^{††}	\$678.73	\$271.20
Retired	28.5%	\$1,043.11	\$431.13	254	19.7%	\$1,665.60	\$544.24
Total	35.8%	\$846.54	\$389.20	2,030	37.4%	\$1,157.82	\$494.49

In 2016, it was estimated that 28% of all gifts made by individuals were claimed as a tax-deductible gift, while in 2005 the estimate was about a quarter of all gifts (ACOSS 2005).⁷⁶ From ATO data analysis it can be appreciated that claiming of tax-deductible gifts has varied since 2005 mostly due to financial conditions (McGregor-Lowndes and Crittall 2017) (see Figure 10).

⁷⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁷⁵ This includes home duties, full-time carers, and unpaid workers in a family business and volunteers.

⁷⁶ These figures include raffles, event tickets and auction items. Excluding these, it is estimated that in 2016, 31.9% of all donations were claimed compared to 21.3% in 2005.



*Disclosure of tax-deductible donations was not required in income tax returns from 1988–1992.

Figure 10 Total tax-deductible donations to inflation-adjusted total tax-deductible donations since 1978–79⁷⁷

6.7 Planned vs spontaneous giving

The longevity and economic sustainability of many NPOs increasingly relies on establishing new funding pathways. Shifting spontaneous, ad hoc or episodic giving to regular, consistent giving patterns where donors are happy to do this has been evident in the quest for longer-term relationships with givers that mean more reliable funding pipelines or income for their missions.

This section presents findings for the research questions:

- What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?
- What are the key factors that motivate individuals to move from spontaneous to planned giving and volunteering?
- What are the opportunities to grow levels of giving and volunteering among individuals and business?

⁷⁷ This chart has been adapted with full permission from McGregor-Lowndes, Myles and Marie Crittall. 2017. *An Examination of Tax-deductible Donations made by Individual Australian Taxpayers in 2014–15, Working Paper No. 70*. Brisbane, QLD: The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology.

Interview and focus group participants (organisational representatives and individuals) felt increasing online giving should translate to less administration and fewer calls.

... It's [planned giving] much less wasteful of resources it seems to me. That they don't have to come out and ask me to pay constantly, that I'm actually giving them money, they know they've got it. They can build a resource base around that, that doesn't require them every year to go around with their hat in their hand.

- Focus group, Everyday givers, VIC

Among survey respondents who identified that they made a donation to at least one NPO, one organisation was randomly selected for deeper analysis. Some 46.2% of donors indicated that they had only given to this organisation once in the previous 12 months, whereas 52.5% of donors indicated they had donated several times (see Table 18).

Table 18 Number of times donated to organisation in past 12 months⁷⁸

Frequency	2005	2016 Number	2016 Percentage
Once only	51.0%	2,315	46.2%
Several times	48.0%	2,632	52.5%
Can't say	1.0%	63 ^{††}	1.3% ^{††}

For those who donated a single time, 65% indicated their donation was a spur of the moment decision, while 33.9% indicated their one-off donation was planned. Among those who had donated several times, 43.2% indicated their donations were spur of the moment, 41.2% indicated their donations were planned and 15% indicated their donations included both planned and spur of the moment donations.

These survey results reflected the focus group themes where a) the majority of focus group participants identified as being 'spontaneous' givers and b) a mixture of planned and spontaneous donations occurred.

I've always had a regime of donations, part to the church, part to the community and the community ones I split between national and international. My wife and I decide what we're going to do each year. We monitor that and when there's a crisis or something that comes up we make a decision ... we have ... a regular month by month. Then we provide one-offs.

- Interview, Everyday giver, QLD

Several authors (Lyons and Nivison-Smith 2006, Bekkers and Wiepking 2011b) support this notion that donors can be both 'regular' and 'planned' givers, and such approaches involve more considered giving and usually bigger donations.

⁷⁸ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 19 examines the percentage of donors in the *Individual giving and volunteering* survey who were spontaneous or planned in their giving and their average donation for 2005 and 2016. In 2005, planned donations were four times greater than spontaneous donations. In 2016, planned donations were six times greater than spontaneous donations.

Table 19 Planned and spontaneous giving, 2005 & 2016⁷⁹

Planned/spontaneous	2005		2016		
	Percentage	Average donation (2016 dollars)	Number	Percentage	Average donation
Spur of the moment	50%	\$79.40	2,632	53.2%	\$71.51
Planned donations	16%	\$320.28	1,884	38.1%	\$437.77
Planned donations plus some spur of the moment	31%	N/A	404	7.9%	\$383.42

Among those who planned their donation, those giving more than once (average = \$596.05) gave more than those who only donated once to the organisation in the 12 months prior to interview (average = \$222.18).

Focus groups also reinforced the difference in overall donation amount when giving was planned.

I actually give more because of it [regular giving] I think ... you don't get approached all that often, but giving regularly, in the long run, I'm sure it means I give more because it's established.
 - Focus group, *Everyday givers*, VIC

Survey respondents were also asked about their general method of charitable giving (see Table 20). Some 61% indicated that they generally gave spontaneously, while 22.7% gave regularly to a request from the same cause and 16.3% were signed up to a regular automatic donation to an organisation.⁸⁰

Table 20 General method of charitable giving

Planned/spontaneous	Number	Percentage	Average amount donated overall
Spur of the moment/spontaneous	3,275	61.0%	\$395.04
Regular donation to a request from the same cause/s	1,222	22.7%	\$1,216.91
Committed – regular automatic donation by payroll deduction/direct debit	875	16.3%	\$1,434.02

⁷⁹ This table was derived from questions 3 and 4 in the *Individual giving and volunteering* questionnaire.

⁸⁰ For the purposes of this report, there are two types of givers: those that give on a spontaneous/spur of the moment or ad hoc way; and those that give in a planned or regular way. These planned/regular donors can be further broken down into those that give regularly in response to a request from the same cause/organisation and those that are committed – that is, they are signed up to a regular, automatic donation to an organisation.



Table 21 and Table 22 display the breakdown of spontaneous givers, regular donors and committed donors by gender, age, education, employment status, occupation and income. Males and females were similar. The percentage of regular, uncommitted donors to the same cause/s increased with age. Those in the middle age brackets (25–54 years) had the highest percentage of committed donors (18% or above). Those aged 65 years and older had the lowest percentage of committed donors (12.3%) followed by those aged 18–24 years.

The percentage of committed donors seems to increase with education with around 20% of those with a Bachelor's degree or higher being committed donors. They also had the greatest percentage of regular givers.⁸¹

Around one-quarter (25.4%) of those in the \$78,000–\$90,999 income bracket were committed donors. This was followed by those in the \$104,000–\$155,999 income bracket where 24.5% were committed donors.

⁸¹ For the purposes of this report, there are two types of givers: those that give on a spontaneous/spur of the moment or ad hoc way; and those that give in a planned or regular way. These planned/regular donors can be further broken down into those that give regularly in response to a request from the same cause/organisation and those that are committed – that is, they are signed up to a regular, automatic donation to an organisation.

Table 21 Planned giving by gender, age, education and employment status⁸²

	Spur of the moment/ spontaneous		Regular donation to a request from the same cause/s		Committed – regular automatic donation by payroll deduction/ direct debit	
	Number	Percentage	Number	Percentage	Number	Percentage
Gender						
Male	1,586	61.2%	586	22.6%	419	16.2%
Female	1,689	60.7%	636	22.9%	456	16.4%
Age						
18–24	459	78.1%	52 ^{††}	8.8% ^{††}	77 ^{††}	13.1% ^{††}
25–34	656	64.8%	174	17.2%	182	18.0%
35–44	620	61.9%	198	19.8%	184	18.4%
45–54	561	59.1%	210	22.1%	179	18.8%
55–64	468	56.6%	228	27.6%	131	15.8%
65 plus	511	51.5%	360	36.3%	122	12.3%
Education						
Year 12 or below	844	68.2%	253	20.5%	140	11.3%
Trade qualification/ apprenticeship/ certificate/diploma	1,101	63.4%	384	22.1%	252	14.5%
Bachelor degree	793	57.2%	319	23.0%	274	19.8%
Postgraduate qualification	476	51.4%	246	26.6%	204	22.0%
Employment status						
Full-time paid employment	1,428	61.9%	455	19.7%	425	18.4%
Part-time, casual or self-employed	655	62.7%	206	19.7%	184	17.6%
Unemployed, looking for work	146	67.6%	39 ^{††}	18.1% ^{††}	31 ^{††}	14.4% ^{††}
Not retired and not in workforce ⁸³	292	63.8%	103	22.5%	63 ^{††}	13.8% ^{††}
Full-time student	107	72.3%	21 ^{††}	14.2% ^{††}	20 ^{††}	13.5% ^{††}
Retired	618	53.3%	392	33.8%	149	12.9%
Total	3,275	61.0%	1,222	22.7%	875	16.3%

⁸² Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

⁸³ This includes home duties, full-time carers, and unpaid workers in a family business and volunteers.

Table 22 Planned giving by occupation and income⁸⁴

	Spur of the moment/ spontaneous		Regular donation to a request from the same cause/s		Committed – regular automatic donation by payroll deduction/ direct debit	
	Number	Percentage	Number	Percentage	Number	Percentage
Occupation						
Managers	296	58.3%	128	25.2%	84 ^{††}	16.5% ^{††}
Professionals	635	56.2%	234	20.7%	261	23.1%
Technicians and trades workers	243	68.5%	55 ^{††}	15.5% ^{††}	57 ^{††}	16.1% ^{††}
Community and personal service workers	210	66.7%	55 ^{††}	17.5% ^{††}	50 ^{††}	15.9% ^{††}
Clerical and administrative workers	257	63.8%	82 ^{††}	20.3% ^{††}	64 ^{††}	15.9% ^{††}
Sales workers	129	75.4%	21 ^{††}	12.3% ^{††}	21 ^{††}	12.3% ^{††}
Machinery operators and drivers	79 ^{††}	63.2% ^{††}	27 ^{††}	21.6% ^{††}	19 ^{††}	15.2% ^{††}
Labourers	120	69.8%	28 ^{††}	16.3% ^{††}	24 ^{††}	14.0% ^{††}
Income						
Nil income	127	63.8%	47 ^{††}	23.6% ^{††}	25 ^{††}	12.6% ^{††}
\$1–\$7,799	51 ^{††}	77.3% ^{††}	10 ^{††}	15.2% ^{††}	5 ^{††}	7.6% ^{††}
\$7,800–\$15,599	152	69.4%	41 ^{††}	18.7% ^{††}	26 ^{††}	11.9% ^{††}
\$15,600–\$20,799	213	68.3%	64 ^{††}	20.5% ^{††}	35 ^{††}	11.2% ^{††}
\$20,800–\$25,999	183	60.2%	81 ^{††}	26.6% ^{††}	40 ^{††}	13.2% ^{††}
\$26,000–\$33,799	192	69.6%	45 ^{††}	16.3% ^{††}	39 ^{††}	14.1% ^{††}
\$33,800–\$41,599	176	59.3%	72 ^{††}	24.2% ^{††}	49 ^{††}	16.5% ^{††}
\$41,600–\$51,999	233	64.0%	78 ^{††}	21.4% ^{††}	53 ^{††}	14.6% ^{††}
\$52,000–\$64,999	241	60.3%	95 ^{††}	23.8% ^{††}	64 ^{††}	16.0% ^{††}
\$65,000–\$77,999	207	62.7%	68 ^{††}	20.6% ^{††}	55 ^{††}	16.7% ^{††}
\$78,000–\$90,999	195	55.6%	67 ^{††}	19.1% ^{††}	89 ^{††}	25.4% ^{††}
\$91,000–\$103,999	149	57.3%	61 ^{††}	23.5% ^{††}	50 ^{††}	19.2% ^{††}
\$104,000–\$155,999	202	53.3%	84 ^{††}	22.2% ^{††}	93 ^{††}	24.5% ^{††}
\$156,000 or more	160	50.2%	94 ^{††}	29.5% ^{††}	65 ^{††}	20.4% ^{††}
Total	3,275	61.0%	1,222	22.7%	875	16.3%

⁸⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

6.7.1 What would prompt people to become committed donors?

Of the survey respondents who were not committed donors, some 22.6% indicated they would consider becoming a committed donor.⁸⁵ The most common factor identified by non-committed donors that would prompt them to become committed was 'change in lifestyle'. However, only 8% of committed donors specified that this did prompt them to become a committed donor (see Figure 11).

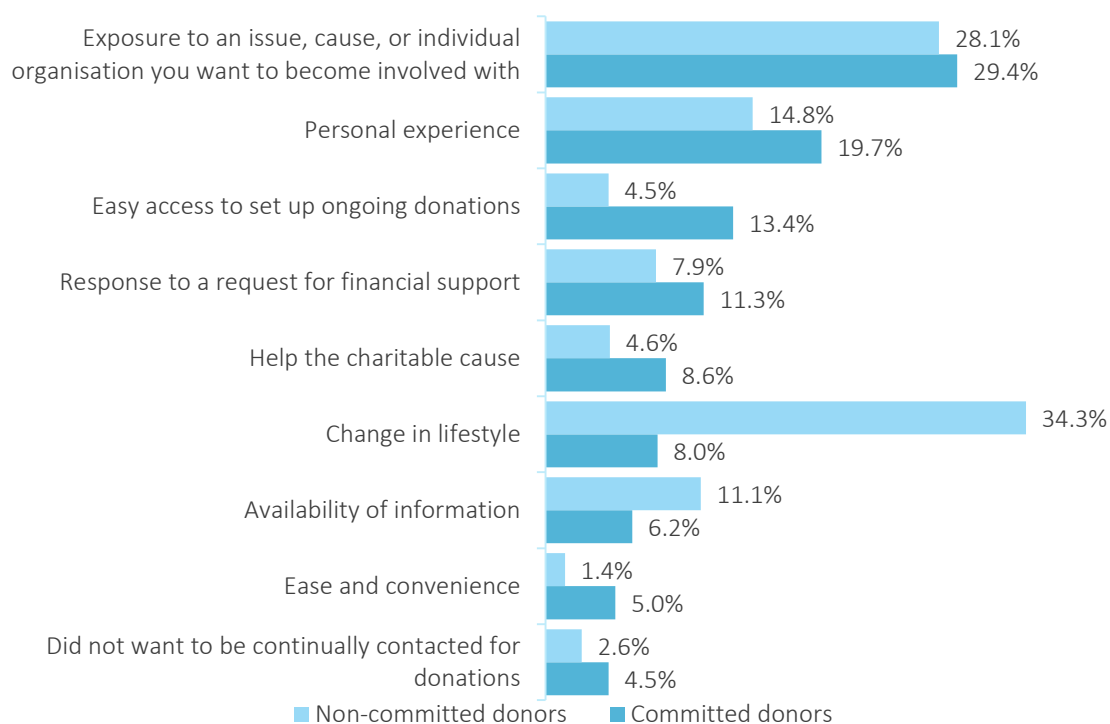


Figure 11 Reasons for becoming a committed donor

Exposure to an issue, cause or individual organisation was identified by committed donors as the most common reason they give on a regular basis. Focus groups and interviews of fundraisers, workplace and other givers all raised the importance of engaging with the cause and that regular and committed giving was about building, supporting and maintaining authentic relationships.⁸⁶

I think the relationships with donors is important, and I think that the stronger the relationship is the more they are willing to give and continue that sustainable type of fundraising.

- Focus group, NPO fundraisers, QLD

⁸⁵ Committed donors are those who have signed up for a regular, automatic donation to the same organisation.

⁸⁶ For the purposes of this report, there are two types of givers: those that give on a spontaneous/spur of the moment or ad hoc way; and those that give in a planned or regular way. These planned/regular donors can be further broken down into those that give regularly in response to a request from the same cause/organisation and those that are committed – that is, they are signed up to a regular, automatic donation to an organisation.



... it's about that relationship ... nowadays everything can be quite throwaway and so you do tend to go for – you want a relationship, you don't want something that's just a throwaway.
- Focus group, Workplace givers, QLD

Participants also highlighted the negative effect of poor engagement practices on relationships.

A good friend of mine who [has been] ... supporting a charity ... for 20 years, her mother's really very, very unwell in another country town. She got three calls on Friday from three different people from the [charity]. Each person who called, she told them her mother was critically unwell, that could they leave it a couple of months. By the third one, she asked if she could be taken off. She got another phone call on the Monday.
- Focus groups, NPO fundraisers, VIC

6.7.2 What stops people becoming committed donors?

Respondents who indicated they would not consider becoming a committed donor most commonly nominated:

- I am unable to commit funds in an ongoing way (37.8%)
- I do not want to commit funds in an ongoing way (29.1%), and
- I may need extra funds for my own/family needs (14.9%).

Focus group and interview participants noted that organisations need to be aware that while it might be convenient for them to receive a regular income, it may not suit the needs of the givers. There was some sense of push-back by givers who preferred to retain the control and flexibility over their choices.

... what you're trying to do is set me up with something which is every month ... I can't do that. My financial situation is such that we're back against the wall, and then when I have the energy or have the extra money or something prompts me, then I will come and do my kind of way of doing this, rather than having anything set-up. So I don't want people asking me to set something up.
- Focus group, Everyday givers, VIC

6.8 Workplace giving

One way planned giving can occur is through a workplace giving (WPG) program. WPG programs allow employees to make regular donations to a DGR through regular payroll deductions. Since 2002, gifts can be made from pre-tax pay. Employees receive immediate tax benefits as employers are able to reduce the amount of PAYG withholding tax from that employee's pay.



This section looks at the results in relation to workplace giving, which answer the following research questions:

- What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?
- What are the key factors that motivate individuals to move from spontaneous to planned giving and volunteering?
- What are the opportunities to grow levels of giving and volunteering among individuals and business?
- What are the current trends in levels of corporate social responsibility, including participation in workplace giving and corporate volunteering programs and is this changing over time?

6.8.1 Who uses workplace giving?

Uptake of WPG programs is still relatively low. Overall, 2.7% of donors reported that they make regular payments to NPOs via payroll deduction. In 2005, only 0.7% of donors reported this. However, many of these respondents may not have been in paid work or may not have access to a WPG program at their place of work.⁸⁷ In 2016, only 20.8% of respondents to the *Individual giving and volunteering* survey who were in paid employment said they had access to a WPG program. Of those who did have access, most were not using the program, with only 18.2% making regular donations from their pay. The average donation over the course of the year was \$1,037.42 or \$51.42 per pay. However, the median annual donation was \$240 and \$7 per pay.⁸⁸

These figures are likely to be inflated due to sample design (see section [5.4.3](#)). The ATO data shows that in 2014–15, the number of people employed in workplaces with WPG programs increased to 3,319,105. Just under 5% of all employees in 2014–15 donated through WPG, and the total amount donated using WPG was \$43 million (see Table 23). The average amount donated in 2014–15 through WPG programs was \$261, an increase from \$201 in 2013–14 (McGregor-Lowndes and Crittall 2017).

⁸⁷ The 2005 report did not report the percentage of those with access to a workplace giving program who participated.

⁸⁸ The average amount donated per pay for those paid on a weekly basis was \$17.57^{††}, median = \$5^{††}. The average amount donated per pay for those paid on a fortnightly cycle was \$41.10^{††}, median = \$5.50^{††}. The average amount donated per pay for those paid on a monthly basis was \$98.35^{††}, median = \$20.00^{††}.

Table 23 Workplace giving programs, 2011–12 to 2014–15 income years

	2011–12	2012–13	2013–14	2014–15
Total number of employees employed by WPG employers (no.)	2,813,915	2,928,725	3,173,802	3,319,105
Number of employees using WPG (no.)	130,754	141,910	156,289	162,573
Percentage of employees using WPG (%)	4.65%	4.85%	4.92%	4.90%
Total donations given using WPG (\$m)	27	28	31	43
Average donation (\$)	N/A	197	201	261

Source: Table 7: Individuals – workplace giving programs, 2012–13 to 2014–15 income years. ATO Taxation Statistics 2014–15.

Comparisons of *Giving Australia 2016* data with ATO data for the 2015–16 year will only be possible when the ATO releases the data in 2018.

Gender

Consistent with the data on giving in general, the *Individual giving and volunteering* survey revealed that women had a slightly higher participation rate in WPG programs than men. Men, however, donated more on average both per pay and per year (see Table 24).

Table 24 Workplace giving by gender⁸⁹

Gender	Number using WPG	Percentage using WPG	Average donation per pay	Average donation per year	Median donation per year
Male	73 ^{††}	16.9% ^{††}	\$76.38 ^{††}	\$1,385.46 ^{††}	\$260 ^{††}
Female	68 ^{††}	19.9% ^{††}	\$23.59 ^{††}	\$649.44 ^{††}	\$208 ^{††}
Total	141	18.2%	\$51.42	\$1,037.42	\$240

Age

Those aged 35–44 years had the greatest participation rate in WPG programs, with 25.4% of those with access to WPG programs participating (see Table 25).

⁸⁹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 25 Workplace giving by age group⁹⁰

Age group	Number participating	Percentage participating
18–24	13 ^{††}	14.3% ^{††}
25–34	30 ^{††}	15.2% ^{††}
35–44	44 ^{††}	25.4% ^{††}
45–54	33 ^{††}	17.4% ^{††}
55–64	19 ^{††}	17.8% ^{††}
65 plus	2 ^{††}	14.3% ^{††}
Total	141	18.2%

Education

Those with a postgraduate qualification had the highest participation rate in WPG (21.4%), followed by those with a trade qualification, apprenticeship, certificate or diploma level (18.2%) (see Table 26).

Table 26 Workplace giving by education level⁹¹

Education level	Number participating	Percentage participating
Year 12 or below	18 ^{††}	16.4% ^{††}
Trade qualification/ apprenticeship/ certificate/ diploma	40 ^{††}	18.2% ^{††}
Undergraduate qualification	40 ^{††}	16.5% ^{††}
Postgraduate qualification	42 ^{††}	21.4% ^{††}
Total	141	18.2%

6.8.2 Why do people use workplace giving?

Convenience was a significant factor in survey respondents deciding to use WPG, but as with giving in general, the dominant reason was a match of cause and personal values (see Figure 12).⁹²

⁹⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁹¹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

⁹² For a discussion of giving motivations in general, see section [6.2](#).

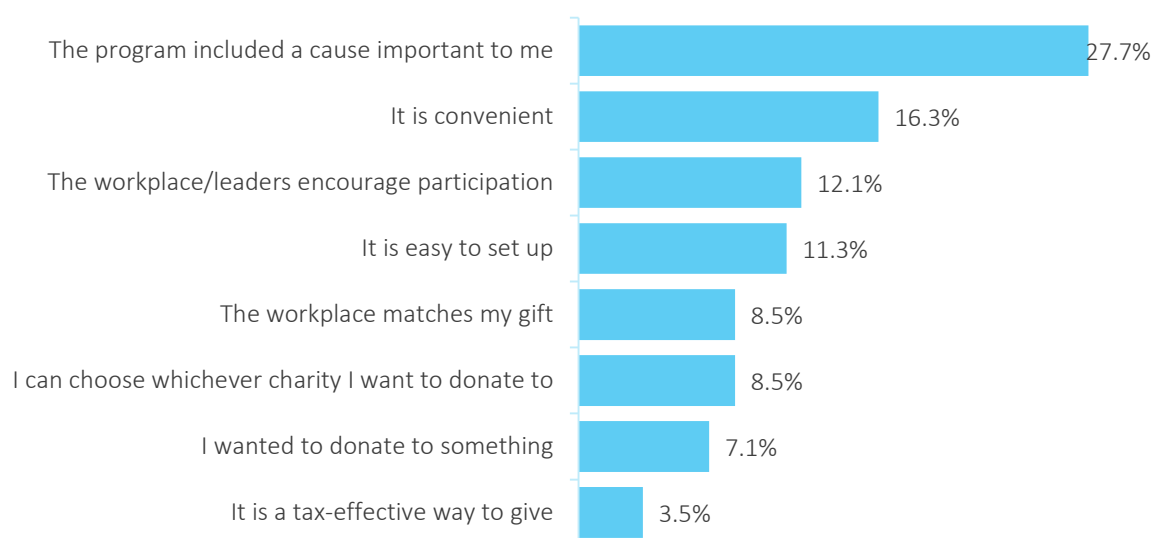


Figure 12 Why did people use workplace giving?

Focus group participants reinforced such factors and amplified the following that lies behind them:

- emotional connection or personal values alignment to the issues or groups receiving funds
- convenience or ease of joining and low continuing administrative effort for them and the organisation
- the importance of ongoing information on the impact of their contribution – they want to see evidence that their donation is making a difference, and
- donation-matching by their employer, and confidence that the benefiting charities will actually receive the benefit of the donations.

Qualitative participants and respondents alike emphasised convenience with participants equating it with the notion of ‘set and forget’.

It's the ease of it. I can nominate as little as I want or as much as I want but it's not something I have to think about either.

- Focus group, Workplace givers, QLD

Participants also liked that funds were withdrawn prior to receiving their pay, meaning less effort and inconvenience.

... it's just a straight payroll deduction, you don't even have to think about it, it's not a lot every fortnight and you don't miss it ... if everyone was able to contribute even just a small amount then it would make a really, really big difference.

- Focus group, Workplace givers, QLD

Participants said organisations matching donor contributions increased giving, sometimes ‘exponentially’ (Focus group, Workplace givers, VIC). The expectation for organisational fund matching was emphatic.



It's what I believe in and so then I've got to walk to the talk, and hey, why not if the company is going to match it.

- Focus group, Workplace givers, VIC

I don't think I would [give] if it wasn't matched, I would just [give] outside of work.

- Focus group, Workplace givers, VIC

Qualitative participants especially raised the tax benefits available to donors as a core incentive to participate in WPG even though this was not a high response item in the survey. The dual tax benefit was highlighted.

... it's done pre-tax, plus it's matched. So that's the two incentives really.

- Focus group, Workplace givers, VIC

Young giver participants saw less value in tax benefits, which are less impactful for lower-income earners (Focus group, Young givers, WA).⁹³

They placed a high value on a clear alignment between their personal interests and values with those of charities supported under the program. This reflects the general motivations to give discussed in [6.2](#) and suggests that even if a method of giving is convenient and tax-effective, it may not attract support unless there is a personal values alignment.

... I believe it's a very personal thing, people start with their personal choices. That's why we had the open choice ... To be forced to, when you come into a company ... I think it's wrong ...

- Focus group, Workplace givers, VIC

Focus groups noted that many organisations choose to offer WPG to attract 'Gen Y looking for purpose' (Focus group, Workplace givers, VIC). Participants generally raised the need to understand the WPG program and see its benefits if they were to be involved, committed and satisfied.

... really I came to understand the concept [workplace giving] far more fully when I got involved in this organisation ...

- Interview, Workplace giver, VIC

So once people see there's an impact of where their money is going, they are quite willing to contribute.

- Focus group, Workplace givers, QLD

Participants valued feedback, especially where there was a personal touch or connection made by recipients, such as a letter or speech from a bursary winner explaining the difference it had made in their life (Focus group, Workplace givers, QLD).

Several participants called for better tracking of impacts and praised transparency.

⁹³ For more on giving by younger people, see section [7.5.1](#).



... that ability to see exactly what income is coming into the fund and what it is spent on and what it is used for ... I think that's very important, to be able to see what's actually happening at the end.

- Focus group, Workplace givers, QLD

The expectation of a connection or a relationship was clear and meant the potential for giving to that NPO beyond the workplace givers time with that employer.

It's about that relationship ... I'm unlikely to stop it ... [even if] I leave [employer] ... I might still just give to it because I have that relationship.

- Focus group, Workplace givers, QLD

It was apparent that people want to be involved not just as an individual, and 'distant' giver but also to be part of a larger community effort that has meaning and purpose. Participants appreciated the benefits that their contributions collectively could make on an issue or a persons' life. The view that, 'I wouldn't have given so eagerly' if not involved in their employer's structured giving program was expressed, although this has also meant a decrease in more informal giving (Focus group, Workplace givers, VIC).

'Nudging' by both workplace givers and other champions within organisations was raised.⁹⁴

... we're not bombarded ... but we're certainly nudged on an intermittent basis on a corporate mailing list with, 'Hey, are you aware of the [project] fund? This many people in your division donate to the [project] fund.'

- Focus group, Workplace givers, QLD

Participants noted that younger workplace givers held higher corporate responsibility expectations than older givers.

... the attitude of the young people that are working. They definitely want to hold the company accountable as to what we're doing as part of our responsible business pillar.

- Focus group, Workplace givers, VIC

6.8.3 Why don't people use workplace giving?

Figure 13 shows the reasons (reported by donors, non-donors and all people with a WPG program at their organisation) why they have chosen not to participate. For non-donors, the most common reason given for not participating in a WPG program was 'not enough money'. The most common reason cited by donors was that they 'prefer to do it themselves'.

⁹⁴ Nudging refers to being prompted to make a donation. This has been explored in the context of bequests in Baker, Christopher. 2014. *Encouraging Charitable Bequests by Australians*: Asia-Pacific Centre for Social Investment & Philanthropy, Swinburne University of Technology.
<http://www.cacwa.org.au/documents/item/174>.

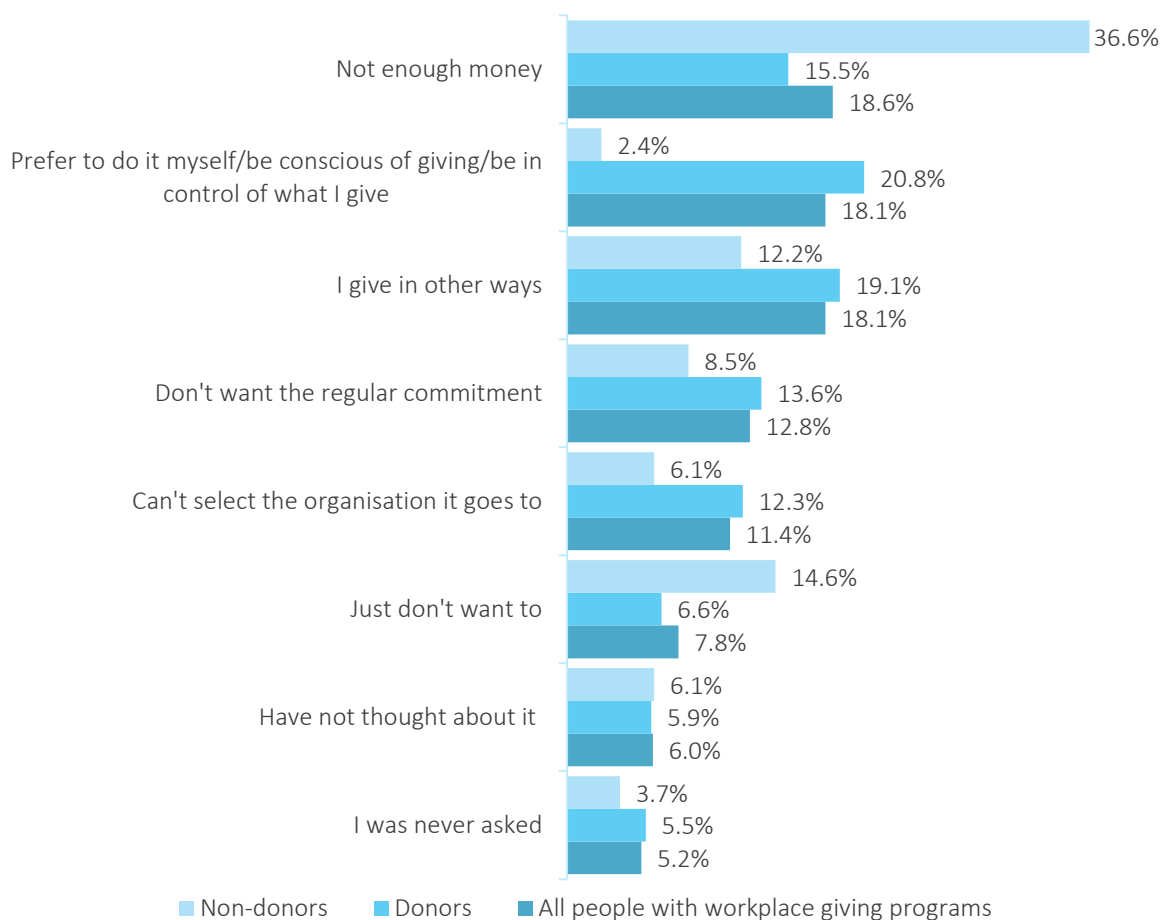


Figure 13 Why didn't people use workplace giving?

The qualitative data provided a different perspective to the survey on why people do not participate in WPG programs. While ease and convenience were identified as incentives to give via WPG programs, some interview and focus group participants had been deterred by poor systems and processes.

... if it takes too long for someone to get on there, if it becomes a complicated process then people start to shy away.

- Focus group, Workplace givers, VIC

Some participants sought flexibility in selecting and/or changing the amount given. There was a reluctance to commit to lock-in time or set amounts.

... they have to tick it to [opt to give] once off. So occasionally someone will get back to us and say, 'Hey, I only wanted to do a once off' ... 'Hang on; I didn't see that.'

- Focus group, Workplace givers, VIC

More experienced and older workplace givers explained this reluctance particularly on the part of younger workers due to the growing trend towards short-term contracts and therefore a lack of income certainty to support ongoing contributions.



... I think a lot of people are on fixed term contracts ... people do come and go. There is a mindset particularly amongst Millennials and younger folk that jobs are short-term things ... they're not mentally committing themselves to things like workplace giving.

- Focus group, Workplace givers, QLD

Employment characteristics were thought to at least partially explain the difference in perspective between older, more permanent employees and younger people on less assured contracts. It was also apparent that participants enjoyed setting their own amounts and directions of contribution.

I'm an ad hoc workplace giver. if I see or if I hear about causes I like I'll probably do a one-off donation.

- Focus group, Workplace givers, VIC

6.9 Bequests

The findings in this section relate to the following *Giving Australia 2016* research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?
- What are the opportunities to grow levels of giving and volunteering among individuals and business?

Bequests refer to money, shares, property or items committed by a living individual or organisation to a charity via a Will. While bequests form an important element of the annual income of many NPOs, it is not a common form of giving. Quite apart from any other factor, if a person dies without making a Will, as many Australians still do, the Australian succession laws do not allow for anyone other than relatives to inherit the estate. If no close relatives can be found, the state acquires the entire estate.⁹⁵

In countries like Australia with a baby boomer demographic bulge and increasing demand for funding to perform their roles, the nonprofit sector and charitable fundraisers, in particular, have demonstrated a growing interest in charitable bequests. There was belief in a forecast increase in intergenerational asset transfers that participants felt gave people the potential to leave a charitable gift in their Will if they so chose.

Overall, 49.8% of adult Australian respondents to the *Individual giving and volunteering* survey had a Will, but of these, only 7.4% had included a bequest to a charity in it. This is lower than the 2005

⁹⁵ See *Administration and Probate Act 1929* (ACT) s 49, Sched 6; *Succession Act 2006* (NSW) s 136; *Administration and Probate Act* (NT) s 66, Sched 6; *Succession Act 1981* (Qld) s 35, Sched 2; *Administration and Probate Act 1919* (SA) s 72G(1)(e); *Intestacy Act 2010* (Tas) s 37; *Administration and Probate Act 1958* (VIC) s 55; *Administration Act 1903* (WA) s 14(1).

results (58% and 7.5%) and other recent research into Australians' testamentary practices (Tilse et al. 2015). The survey did not collect data on the value of those bequests.⁹⁶

Respondents who gave or volunteered were more likely to have made a Will, and also more likely to have left a charitable bequest (see Table 27).

Table 27 Donor and volunteer bequestors⁹⁷

Donor/volunteer status	Having a Will		Left a bequest	
	Number	Percentage	Number	Percentage
Donors	2,639	52.7%	210	8.0%
Non-donors	450	37.8%	20 ^{††}	4.4% ^{††}
Volunteers	1,528	56.4%	140	9.2%
Non-volunteers	1,561	44.7%	90 ^{††}	5.8% ^{††}
Total	3,089	49.8%	230	7.4%

6.9.1 Gender

Analysis of demographic data collected in the *Individual giving and volunteering* survey revealed a significant relationship between gender and the likelihood of leaving a Will, with women more likely to make a Will; but no difference between gender and the likelihood of including a charitable bequest in a Will once written (see Table 28).

Table 28 Bequestors by gender

Gender	Donors with Will		Volunteers with Will		Total with Will		Total with bequest	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Male	1,202	50.3%	677	54.6%	1,464	47.6%	112	7.7%
Female	1,437	54.8%	851	58.0%	1,625	52.0%	118	7.3%
Total	2,639	52.7%	1,528	56.4%	3,089	49.8%	230	7.4%

6.9.2 Age

There was a significant relationship between increasing age and the likelihood of leaving a Will, but no significant relationship between the age of those with a Will and the likelihood of including a charitable bequest (see Table 29).

While levels of Will-making and levels of charitable bequesting in a Will both rose with age, the highest proportion whose Wills included a bequest to a charity or NPO were those aged 55–64 years, rather than the oldest surveyed group of 65 years and older. This difference, however, was not large.

⁹⁶ See Baker, Christopher. 2014. *Encouraging Charitable Bequests by Australians*: Asia-Pacific Centre for Social Investment & Philanthropy, Swinburne University of Technology.
<http://www.cacwa.org.au/documents/item/174>.

⁹⁷ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

Table 29 Bequestors by age⁹⁸

Age	Donors with Will		Volunteers with Will		Total with Will		Total with bequest	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
18–24	27 ^{††}	5.0% ^{††}	16 ^{††}	5.4% ^{††}	46 ^{††}	6.0% ^{††}	5 ^{††}	10.9% ^{††}
25–34	193	20.7%	100	22.6%	229	19.2%	9 ^{††}	3.9% ^{††}
35–44	402	42.8%	264	47.2%	450	40.8%	30 ^{††}	6.7% ^{††}
45–54	562	63.4%	357	70.1%	653	60.8%	50 ^{††}	7.7% ^{††}
55–64	615	79.0%	329	80.6%	719	76.8%	64 ^{††}	8.9% ^{††}
65–74	840	90.1%	462	93.5%	992	88.0%	72 ^{††}	7.3% ^{††}
Total	2,639	52.7%	1,528	56.4%	3,089	49.8%	230	7.4%

6.9.3 Income

Relevant data on the annual income of respondents to the *Individual giving and volunteering* survey are included in Table 30. Income and wealth are not directly equivalent measures and the *Individual giving and volunteering* survey collected data on the annual income of respondents (and not their wealth, which would be a measure of accumulated assets). However, for the purposes of comparison, high income is used in the analysis below as a proxy for high net wealth.

Analysis of the annual income of respondents to the *Individual giving and volunteering* survey revealed:

- no strong relationship between income and the likelihood of having a Will, and
- no significant relationship between income and the likelihood of including a bequest in a Will.

⁹⁸ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 30 Bequestors by income^{99, 100}

Income	Donors with Will		Volunteers with Will		Total with Will		Total with bequest	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Nil income	70 ^{††}	38.0% ^{††}	41 ^{††}	44.6% ^{††}	85 ^{††}	31.0% ^{††}	8 ^{††}	9.4% ^{††}
\$1–\$7,799	24 ^{††}	38.7% ^{††}	18 ^{††}	50.0% ^{††}	29 ^{††}	29.9% ^{††}	2 ^{††}	6.9% ^{††}
\$7,800–\$15,599	83 ^{††}	40.7% ^{††}	43 ^{††}	40.2% ^{††}	102	35.9%	8 ^{††}	7.8% ^{††}
\$15,600–\$20,799	163	56.6%	96 ^{††}	58.9% ^{††}	208	53.5%	11 ^{††}	5.3% ^{††}
\$20,800–\$25,999	173	60.1%	97 ^{††}	59.5% ^{††}	218	57.5%	20 ^{††}	9.2% ^{††}
\$26,000–\$33,799	135	53.8%	87 ^{††}	55.8% ^{††}	156	48.4%	14 ^{††}	9.0% ^{††}
\$33,800–\$41,599	142	51.6%	73 ^{††}	50.7% ^{††}	158	47.4%	6 ^{††}	3.8% ^{††}
\$41,600–\$51, 999	150	44.5%	86 ^{††}	52.1% ^{††}	175	42.9%	12 ^{††}	6.9% ^{††}
\$52,000–\$64,999	176	47.3%	104	52.3%	205	47.2%	18 ^{††}	8.8% ^{††}
\$65,000–\$77,999	140	46.2%	80 ^{††}	51.0% ^{††}	159	45.0%	11 ^{††}	6.9% ^{††}
\$78,000–\$90,999	164	49.1%	91 ^{††}	50.6% ^{††}	178	47.8%	22 ^{††}	12.4% ^{††}
\$91,000–\$103,999	137	56.4%	83 ^{††}	61.9% ^{††}	147	54.4%	14 ^{††}	9.5% ^{††}
\$104,000–\$155,999	192	52.9%	111	58.1%	218	53.8%	14 ^{††}	6.4% ^{††}
\$156,000 plus	198	64.7%	136	69.4%	212	64.0%	23 ^{††}	10.8% ^{††}
Total	2,639	52.7%	1,528	56.4%	3,089	49.8%	230	7.4%

The *Philanthropy and philanthropists* survey did not seek data on either income or wealth. However, the individuals who responded were those who have established a structured approach to their giving and are deemed for the purposes of analysis to be HNWIs. Of these respondents:

- 89.3% indicated they have a Will, compared to 49.8% of the population as a whole, as measured by the *Individual giving and volunteering* survey, and
- 35.7% of those who have a Will indicated they have included a charitable bequest in their Will, against 7.4% of the population as a whole, as measured by the *Individual giving and volunteering* survey.¹⁰¹

⁹⁹ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.

¹⁰⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹⁰¹ The difference in sample sizes between those who answered bequest questions in the *Philanthropy and philanthropists* survey (N = 28) and in the *Individual giving and volunteering* survey (N = 1,528) should be considered when drawing conclusions from this data.

Of the surveyed philanthropists who included a charitable bequest in their Will:

- no respondents had directed all of their estate to their own philanthropic fund
- seventy per cent had directed some of their estate to their own philanthropic fund, and
- forty per cent had directed some of their estate to charitable purposes other than their own fund.

6.9.4 Education

Analysis of the education level of respondents (see Table 31) to the *Individual giving and volunteering* survey revealed:

- no strong relationship between education level and the likelihood of having a Will, and
- no strong relationship between education level and the likelihood of including a bequest in a Will.

Table 31 Bequestors by education¹⁰²

Education	Donors with Will		Volunteers with Will		Total with Will		Total with bequest	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Year 12 or below	631	55.4%	287	56.4%	779	51.1%	37 ^{††}	4.7% ^{††}
Trade qualification/ apprenticeship/ certificate/diploma	885	55.3%	518	59.1%	1057	53.7%	68 ^{††}	6.4% ^{††}
Bachelor degree	601	46.0%	384	52.5%	675	43.8%	61 ^{††}	9.0% ^{††}
Postgraduate qualification	480	54.2%	317	57.4%	526	50.5%	57 ^{††}	10.8% ^{††}
Total	2,639	52.7%	1,528	56.4%	3,089	49.8%	230	7.4%

6.9.5 Employment status

Those who were retired were the most likely to have made a Will (see Table 32).

¹⁰² Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 32 Bequestors by employment status¹⁰³

Employment	Donors with Will		Volunteers with Will		Total with Will		Total with bequest	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Full-time paid employment	1,000	46.3%	580	51.2%	1,137	45.0%	86 ^{††}	7.6% ^{††}
Part-time, casual or self-employed	418	43.0%	278	47.0%	478	39.8%	30 ^{††}	6.3% ^{††}
Unemployed, looking for work	49 ^{††}	25.3% ^{††}	24 ^{††}	27.3% ^{††}	75 ^{††}	24.8% ^{††}	1 ^{††}	1.3% ^{††}
Not retired and not in workforce ¹⁰⁴	201	47.6%	134	54.3%	239	44.6%	18 ^{††}	7.5% ^{††}
Full-time student	12 ^{††}	8.8% ^{††}	9 ^{††}	10.3% ^{††}	16 ^{††}	7.0% ^{††}	1 ^{††}	6.3% ^{††}
Retired	948	86.7%	497	90.7%	1,130	83.3%	93 ^{††}	8.2% ^{††}
Total	2,639	52.7%	1,528	56.4%	3,089	49.8%	230	7.4%

6.9.6 Why people give charitable bequests

The *Giving Australia 2016* data on bequests largely reflects the patterns described in the literature. Researchers in western nations have consistently found the standard pattern in estate distribution is for the first partner of a couple to leave their personal estate to their spouse; and for the surviving spouse to subsequently leave the estate to the children, in full and in equal share (Menchik and David 1983; Finch and Mason 2000; O'Dwyer 2001).

Focus group and interview participants described the strongest influence over the decision to leave a charitable bequest to be the perceived capacity to leave a bequest.¹⁰⁵

Qualitative participants highlighted a person's belief that there are adequate funds available, over and above the needs of remaining family members, is entirely subjective. They saw no objective measure of 'how much is enough' and some Will-makers regarded the educational and financial foundations provided to their children as meeting their needs.

¹⁰³ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹⁰⁴ This includes, home duties, full-time carers, unpaid workers in a family business and volunteers.

¹⁰⁵ It should be noted that some respondents in a bequests focus group spoke from experience of being both a bequestor and a bequest fundraiser.



[People] say, 'Look, my children have done well. They don't need what I've got; therefore I want to leave a substantial estate to your organisation because my children don't need it.'

- Focus group, Bequestors, VIC

Some professional advisers felt they had a role in pointing out a healthy surplus that people could choose to bequest if they wished.

... you address the concern of you have everything, you have enough and so therefore here's a surplus and do you want to do something different.

- Focus group, Professional advisers, QLD

In the *Philanthropy and philanthropists* survey, 100% of charitable bequestors indicated they were influenced by their family already having been provided for to the extent the Will-maker thought necessary. Perceived capacity and perceptions of 'necessary' family need, as well as who is included in the concept of 'family', were three aspects of the discussion about 'how much is enough'.

The concept of some HNWIs being motivated to bequest to a charity so as to avoid leaving all their estate to family members was supported in the *Philanthropy and philanthropists* survey with half of all bequestors stating that they did not wish to direct all of their wealth to family members.

... I'm taking it out of the hands of my nephews and nieces and so on I suppose. But they probably deserve some of it. I was brought up in a family that the money went to your descendants, to the next generation and the next generation. And I've been lucky to have little bits and pieces from different uncles and aunts over the years, but I was never entitled to it and they're not entitled to it.

- Focus group, Bequestors, VIC

Focus group participants added the effect of social and cultural influences such as the opinions of other family members on the fair distribution of accumulated wealth, and slowly shifting social norms regarding talking about financial matters, death and dying. Some 40% of bequestors in the *Philanthropy and philanthropists* survey reported that people important to them would be pleased by their decision to include a charitable bequest.

I think it's an easier conversation ... I'm also of the age where death and dying is part of the journey, part of the friends, being part of a church. All of those things tend to happen. So I think it's easier now as a conversation to speak about it.

- Focus group, Bequestors, VIC

Statement of personal values, 'legacy'

In addition to the perceived capacity to include a bequest, focus group and interview participants added that a prominent motivating factor was the desire to leave a legacy or to memorialise a loved one. Some 30% of bequestors in the *Philanthropy and philanthropists* survey also confirmed this focus group and interview theme.

... it's also a sense of commemorating or remembering someone. So one of the gifts is kind of in recognition of what my mum went through ... so there's an emotional element to it.

- Focus group, Bequestors, VIC



Focus group and interview participants described a sense of satisfaction in organising their estate and clearly communicating their wishes to their family. They also expressed that the bequest affirmed their identity established through their lifetime.

For these participants, a bequest was testament to their lifelong values of giving, which the donor hoped to pass on to subsequent generations. The inclusion of a bequest confirmed his or her self-perceptions and shaped the way in which s/he will be perceived by others.

I think there's a personal satisfaction of putting things in order, to actually let your family know these are the things you do support, but also for them hopefully to reflect as time passes to their children that they need to be aware of those less fortunate in their community, be it here or overseas, or be kept mindful of the environment to do that. So I think it is about passing on values, community values and that's a great deal of satisfaction.

- Focus group, Bequestors, VIC

... a sense of satisfaction. My choices in bequest giving or donations or volunteering – because I do volunteer as well ... it is that sense of, 'I'm being true to myself,' and the actions that I've taken to support these charities is reflective of who I am as a person. So there's an authenticity about it.

- Focus group, Bequestors, VIC

In these ways, participants' comments on the meaning of legacy reflected a desire to:

- honour those close to them
- pass on charitable values to future generations, and
- continue the support of cherished causes.

We have adopted a 'tithing' approach: committing a percentage of our estate ... we have left these funds 'untied' with a request that they be used for something that would not otherwise have been achievable ... we want our bequest to serve as a legacy.

- Philanthropy and philanthropists survey respondent

I think it was more those causes that we were concerned about than the fact of do we bequest to people or who do we leave the money to. We would like those causes to continue.

- Focus group, Bequestors, VIC

A bequest was highlighted as enabling a person passionate about a cause to 'give them [charities] a gift' at a time of life when it is not possible to 'give them very much [as a regular donation], because I wasn't earning very much' (Focus group, Bequestors, VIC).

6.9.7 Why more people do not leave a charitable bequest

Charitable bequests are influenced by social context and are inextricably interwoven with the attitudes, beliefs and behaviours associated with inheritance.



Concerns about family

Participants identified a desire to avoid family disputes or changes to their wishes by family. They believed a challenge could potentially be reduced by ensuring that their intentions as the Will-maker and Will provisions and instructions are shared in advance and made extremely clear.

It comes back to those values and ensuring that your instructions are very, very clear. You don't need any ambiguity.

- Focus group, Bequestors, VIC

... we've [charity] had a couple of bequests where they've decided to leave some major asset and the children have just gone, 'Well you do that and I'll contest it'.

- Focus group, Bequestors, VIC

There was also a view that giving while living was their better option to avoid such issues.

Wills are often contested. If donations are made while I am alive I can ensure that they are used for the right purpose.

- Philanthropy and philanthropists survey respondent

Death: a difficult subject for some

Focus group and interview participants felt one of the greatest challenges to charitable bequests remained the cultural sensitivities associated with death or dying.

... it's such a sensitive thing. It can bring up a lot of pain for people, the idea of it all, even talking about a bequest, because they may have left it in memory of someone close to them. So by talking about it with friends or other people, it can bring up that pain, it triggers off memories again, thoughts about goodness, this may happen to me. So I think that's the reason why a lot of people don't talk about it because you're going to bring up something that's uncomfortable.

- Focus group, Bequestors, VIC

Wanting to see impact personally

Just over half (53.6%) of structured philanthropic donors surveyed had not included a charitable bequest in their Will at the time of the survey. Of these respondents, 93.3% reported this was because they were doing their giving while living. This preference for lifetime giving aligns with broader findings from *Giving Australia 2016*, of the importance to many donors of seeing the difference their gift can make.

I think I get more benefit from donating each year to charities than from the bequest because I won't be there to see what they do with the bequest money.

- Focus group, Bequestors, VIC

I have the joy of seeing that I have made a difference.

- Philanthropy and philanthropists survey respondent



Advisers unprepared?

Bequest fundraiser focus groups expressed concern at the limited training available to key professional groups that advise Will-makers, such as lawyers, accountants and financial advisers. They believed that this could be limiting bequests.

... their job is to take instructions from their client, not to start sort of planting seeds with them ... I think where we need to try to get to is a place where that just becomes another question they're asking. '[Are] there any charities that you'd like to make a provision for as well in amongst all this?'

- Focus group, Bequest fundraisers, QLD

6.9.8 Influencers, triggers and tipping points

Earlier sections of these bequest findings covered why people give charitable bequests but what particular information came out about influencers, triggers and tipping points?

The sense of satisfaction of leaving something to posterity mentioned earlier in talking about leaving a personal legacy was especially a trigger for those without children. Participants also highlighted that good and ethical relationships were needed between the Will-maker and the charitable organisation.

Parallels with the responses of focus group and interview participants to questions about motivations for giving in general emerged, where values alignment and personal interest in the recipient cause or organisation figured heavily.¹⁰⁶ There was also a connection to the respondents in the *Individual giving and volunteering* survey who said they would most likely become committed donors based on a lifestyle change, exposure to an issue, cause or organisation and personal experience.¹⁰⁷ In bequests, the affinity to the cause and organisation needed to be particularly strong.

Emotional connection or relationship

As with other giving during their lifetime, vibrant personal connection to a specific cause or organisation was seen as critical in the bequest decision to the point where the bequest was the next logical step.

... you support a cause for a long, long time and at some point, you just think the natural progression is to leave something in your Will for future. So in case anything happens at some point, you know, there's always something there for the future. But again it gets back to that – for me, the passion, and there's [sic] only a few organisations that I feel very passionate about.

- Focus group, Bequestors, VIC

Participants alluded to bequests giving them personal fulfilment.

I'll give when I have more than I need

Family needs and the presence or absence of family figure again in this theme, evident in both the qualitative data and the *Philanthropy and philanthropists* survey data on bequests. Some respondents

¹⁰⁶ For more on general motivations for giving, see section [6.2](#).

¹⁰⁷ For more on regular giving, see section [6.7](#).



reported that they were still considering their options due to anticipated changes in family structure, or changes in their perceived capacity to include a portion, or a greater portion, of their estate as a bequest.

... it's really up to the individual and their circumstances as well. Do they have children? Do they not have children? How many children do they have?

- Focus group, Bequestors, VIC

At the moment key beneficiaries include family members who are older than me. I anticipate that in reviewing my Will later, there will be more room for other charitable beneficiaries. I also anticipate giving while living.

- Philanthropy and philanthropists survey respondent

'They asked me' and 'they do a lot of good I believe in'

Being 'asked' to consider a charitable bequest was a further trigger, as well as the alignment of the focus of service. One charity commented:

Our service is our trigger. It triggers a lot of communities in outback Australia to give to us ...

- Focus group, Bequest fundraisers, QLD

Professional advisers were mentioned as agents influencing Will-making but were less seen as influential in the bequest decision.

6.9.9 What next on charitable bequests?

As the *Giving Australia 2005* report foreshadowed, *Giving Australia 2016* continues to highlight bequests as a strong potential source of donations for the nonprofit sector if only in that so many Australians are yet to make a Will, and so many are yet to 'include a charity'.

Perceived capacity to give remains a central deciding factor in bequest giving in 2016. Participating professional advisers view their role as important in influencing the perceptions of those who can give, but may not yet realise their capacity.



Giving Australia 2016 participants identified the following suggestions for growing bequest giving:

- Encouraging influencers such as professional advisers to ask about giving, and building timely prompts into existing Will-making processes (see also Sanders and Smith 2016; Behavioural Insights Team 2014).

... if [advisers] aren't experienced they don't see that, and they might not see other things that they can help the client achieve, like the legacy issue and the other issues. So experience, training, top-down, sideways, whatever way, it should all be embedded in the culture.

- Focus group, Professional advisers, QLD

... in my mind, I knew who I was supporting or who I cared for or wanted to care for in the future. But it was actually when you were doing the Will and you're prompted into that, 'Have you thought of a bequest,' and I sort of thought, 'no, I haven't.' I've thought of all my family members and everyone else but hadn't really thought of a bequest. So I think in a few cases – I don't say it's all or a majority – that prompt is very handy ...

- Focus group, Bequestors, VIC

- Making use of available data to determine who might be a potential bequestor, and approaching potential donors and family members with appropriate sensitivity.

It's a funny challenge that the charities I think face, particularly around gifts in Wills, because if people aren't aware of it and they're not conscious of it, how do you plant that seed and get people to consider it and think about doing it? Because it very often doesn't happen spontaneously ... you do have to ask ...

- Focus group, Bequestors, VIC

We seem to deal with statistics, but we're dealing with somebody's mother, we're dealing with somebody's sister, we're dealing with somebody's cousin. These are real people, they're not just statistics ... So I think that's the thing, and I think that the organisations who are more sensitive around that do well.

- Focus group, Bequestors, VIC

The role of Government and regulation

The primary role of government in bequest giving was viewed as:

- encouraging Will-making
- raising public awareness of the potential for charitable bequests, and
- protecting people against the risks of financial abuse, bullying and breaches of privacy from overzealous organisations.



It's probably the role about promoting Will-making because ... if you have to do that for anyone you're close to, you've got enough to deal with grieving and coping with life, let alone having complexities around dealing with Public Trustees and that sort of government machinery and lawyers and solicitors. So there is probably something there around encouraging everyone to have a Will ... you almost want to make it an obligation ... if you can buy a house and drive a car and have children, actually you should have a Will.

- Focus group, Bequestors, VIC

... we are dealing with people who are getting toward their time. They might be widows, they might be ill and they are vulnerable and they can be bullied and they can be enticed. And people can be quite unscrupulous of that. So I think that's where the government can give attention to see how it can be better legislated, better controlled.

- Focus group, Bequestors, VIC

... the number of people that I've spoken to recently [who] are saying they're just being bombarded by letters about donating and bequests from organisations where they have no affiliation or knowledge of is a real concern ... there are obviously a lot of organisations out there buying databases and just going for it.

- Focus group, Bequestors, VIC

The role of technology and social media

Evolving communication technologies are providing new ways for charitable organisations to approach potential bequestors, but with these changes come some concerns regarding information overload and protection of privacy.

I think people are better informed, and as a consequence, they'll ask more questions, as they should, and that can lead to the opportunity of them to give more than they would normally do because they've got the information, they've seen the video, it touched their heart on something. So I don't see it as a negative thing at all. In fact, I think we need to do more. We need to do better. Charities I think need to do better.

- Focus group, Bequestors, VIC

... a lot of scams ... have been happening since technology has become a bit more popular, and I think that's been a concern for some people who might be hesitant to donate to a charity ...

- Focus group, Bequestors, VIC



6.10 Other giving methods

The findings in this section relate to the following *Giving Australia 2016* research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?
- What are the opportunities to grow levels of giving and volunteering among individuals and business?

6.10.1 Collectives/giving circles

Giving circles (also known as social investment clubs or collectives) are a relatively new way for donors with common interests to combine their money and decide as a group which charities they want to support. A giving circle can be defined as a group of individuals who pool their resources and decide together how to impact an agreed upon social problem.

Several key perceived benefits of involvement identified by focus group participants were:

- the strong social element or sense of belonging that direct participation can generate
- the ability to make local decisions regarding the distribution of funds as well as to direct efforts to localised issues (which were often seen as overlooked by larger charities and government projects)
- being able to see the immediate effects of actions, and
- the ability to expose new people to giving and extend the support base of NPOs.

The following comments tease out further aspects that might encourage a person to become involved in a giving circle or collective effort.

Giving circles enable public generosity across all wealth levels, and often emphasise the civic engagement side of philanthropy.

- Focus group, Collective giving, SA

... a sense of belonging and a sense of inclusion, and ... the enormous difference that small amounts can make, is a big part of me valuing what I do.

- Focus group, Collective giving, SA

The perceived immediacy of impact via a localised involvement was thought to introduce new people to giving, thus opening up NPOs to a broader support base.

... it [a giving circle] extends the scale and scope of giving.

- Focus group, Collective giving, SA

There was also the sense that giving circles provided a non-threatening entry to giving, enabling people with smaller amounts to give to be part of something bigger.



... it becomes much more accessible to just regular everyday people with less disposable income. So it's a conversation that you can have ... It says, 'I'm doing my little bit to contribute to society, and the impact is still greater.'

- Focus group, Collective giving, SA

Furthermore, they can open up conversations on giving '... where it was taboo previously' (Focus group, Collective giving, SA) and shifting the conversation focus from 'how much' to 'what can be done'. There was some sense expressed that giving circles may appeal to younger people, given their reported 'need for connections' and 'instant gratification', however, a US study found that members of giving circles were more likely to be older and female (*Giving USA* 2010).

6.10.2 In-kind giving

In-kind giving is the donation of goods and/or services for a charitable purpose. This definition encompasses a wide range of activities, including food banks, aid relief and services: practices that differ from the donation of money (and other financial gifts).¹⁰⁸ Volunteering, while a form of in-kind giving, is discussed in sections [6.11](#) – [6.16](#). To date, there has been limited systematic reviews of this form of giving and its various types of functions.

Overall, 77.1% of respondents to the *Individual giving and volunteering* survey gave goods in the previous 12 months (see Table 33). Women were more likely to have given goods than men. Those in the middle age brackets (35–54 years) had the greatest participation rates in in-kind giving. As education increased, so too did the likelihood of being an in-kind giver. Those who were unemployed or full-time students had the lowest participation rates in in-kind giving. Those born in Australia or overseas in an English-speaking country were more likely to be in-kind givers than those born overseas in a non-English-speaking country.

¹⁰⁸ Note on blood donations: *Giving Australia* did not focus on blood donations. However, there were a number of participants who mentioned giving blood as either an in-kind donation or a form of volunteering. As donating blood was not specifically asked in the questionnaire, these participants are not included when discussing in-kind giving. The Australian Red Cross (2016) estimates that 1 in 30 Australians donate blood.

Table 33 Giving goods by gender, age, education, country of birth

	Number donating goods in past 12 months	Percentage donating goods in past 12 months
Gender		
Male	2,111	68.7%
Female	2,667	85.3%
Age		
18–24	498	64.9%
25–34	907	76.0%
35–44	905	82.0%
45–54	872	81.2%
55–64	439	78.6%
65 plus	860	76.3%
Education		
Year 12 or below	4,056	69.3%
Trade qualification/apprenticeship/certificate/diploma	1,521	77.2%
Bachelor degree	1,240	80.4%
Postgraduate qualification	878	84.3%
Employment status		
Full-time paid employment	1,983	78.5%
Part-time, casual or self-employed	985	82.1%
Unemployed, looking for work	189	62.4%
Not retired and not in workforce ¹⁰⁹	431	80.4%
Full-time student	127	55.7%
Retired	1,032	76.1%
Country of birth		
Australia	3,349	78.2%
Overseas, English-speaking country	865	78.3%
Overseas, non-English-speaking country	532	70.0%
Total	4,778	77.1%

Nearly all in-kind givers had given clothing (93.2%). Books and toys were also popular items donated (see Figure 14).

¹⁰⁹ This includes home duties, full-time carers, and unpaid workers in a family business and volunteers.

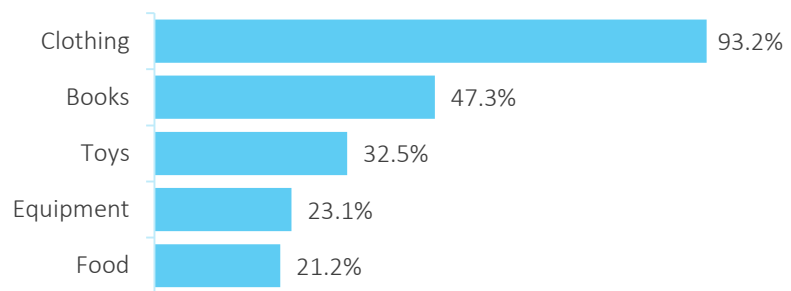


Figure 14 Types of goods donated

Taking the items directly to the charity was the most common way of donating goods with 60% of in-kind givers donating in this way. Just under half (47.8%) took their goods to an unmonitored location (e.g. charity bin). Some 5% had the charity collect the goods directly from them (see Figure 15).

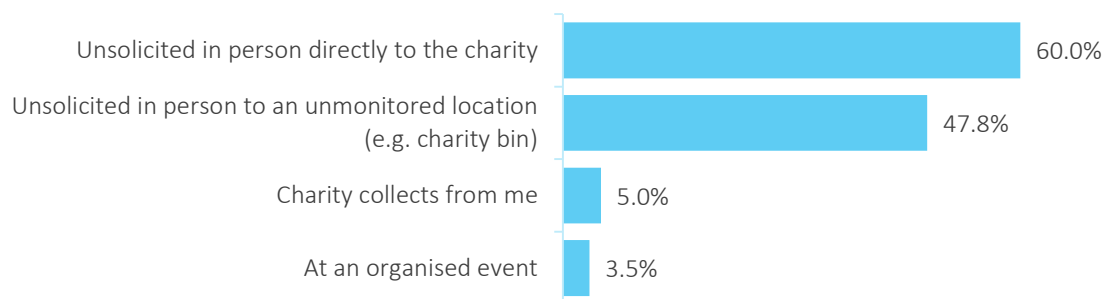


Figure 15 How do you normally donate goods?

In-kind giving motivations

A focus group and interviews conducted in regional and urban locations throughout Australia give insights to why people give in-kind.

Many in-kind giving participants were motivated by a distaste for waste and an associated desire to encourage resource renewal.

My thing is to be able to stop waste ... It's just to recycle as much as we can and help somebody.
 - Focus group, In-kind giving, QLD

In-kind giving was motivated by limited discretionary dollars.

... my basic reason for donating in-kind is that I don't have the money, financially.
 - Focus group, In-kind giving, QLD

... I don't have a lot of money ... something substantial, I can't afford to do that. So the way that I can afford to do it [to give] ... is to make things.
 - Focus group, In-kind giving, QLD

In fact, giving in-kind (e.g. making and donating a quilt) allowed participants to give beyond their (financial) means, as the raffling of a product had the potential to generate cash amounts for a charity many times beyond the donated good's monetary value.



Goods-based giving was also perceived as providing 100% of the donation's potential benefit, whereas many participants were sceptical of the percentage of cash donations that make it to people in need.

So I'd rather see that what I'm giving and doing is actually benefiting people rather than getting siphoned off to other places.

- Focus group, In-kind giving, QLD

With charities, you don't know ... how much of this money is going to the actual charity.

- Focus group, In-kind giving, QLD

As one participant remarked, in-kind giving was about, 'know[ing] that every bit of effort that anyone puts in goes straight to people in need' (Interview, In-kind giver, QLD).

Participants also raised problems with in-kind giving. They noted limited understanding of how gifts are used once they leave the donors' hands, and how organisations can better deal with the capacity challenges of managing product donations. Consistent with earlier studies such as Gazley and Abner (2014), logistical, storage issues and processing of product donations were cited as common challenges for participants and raised concerns about where to effectively place donations.

Exacerbating these problems were well-meaning yet inappropriate donations (e.g. an old door was given as a substitute for a table top or dirty clothing). Such donations consume the time and resources of many charitable organisations.

If you see the garbage that people donate. It's unbelievable.

- Focus group, In-kind givers, QLD

Participants liked donation registries and online portals through which in-kind donations could be better managed and charities could control the donation flow by requesting types and quantities as needed.

There was also a minor concern expressed as to whether donations destined for overseas aid might negatively impact local markets and undermine long-term development as noted also in the literature (e.g. Brooks and Simon 2012).

6.11 Who are the volunteers?

The findings in this section relate to the following *Giving Australia 2016* research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

Overall, 43.7% of respondents to the *Individual giving and volunteering* survey volunteered an average of 134 hours (median was 55 hours) over the 12 months prior to interview.¹¹⁰ This equates to a total of 932 million hours for the Australian population. In 2005, 41% of Australians volunteered a total of 836 million hours.¹¹¹

6.11.1 Gender

A greater percentage of women than men volunteered although male participation has increased since 2005 (see Table 34).

Table 34 Volunteering by gender¹¹²

Gender	2005		2016		
	Percentage volunteering	Average hours volunteered	Number volunteering	Percentage volunteering	Average hours volunteered
Male	35.8%	123	1,240	40.3%	130
Female	45.9%	139	1,467	46.9%	138
Total	41.0%	132	2,707	43.7%	134

6.11.2 Age

As Table 35 shows, those aged between 35 and 44 years had the greatest volunteering participation rates (50.7%) followed by those 45–54 years (47.4%). In 2005, 46.6% of those aged 35–44 years and 46.4% of those aged 45–54 years were volunteers. Volunteers aged 65 years and over contributed, on average, 193 hours each in the past 12 months. In 2016, those aged 25–34 years volunteered the least both in terms of percentage of respondents volunteering (37.1%) and the average number of hours volunteered (98 hours).

¹¹⁰ Average and median hours volunteered refers to the amount volunteered for those who were volunteers, not an average and median for the whole sample.

¹¹¹ These findings (as they also were in 2005) are higher than ABS estimations and possible explanations are given in section [5.4.7](#).

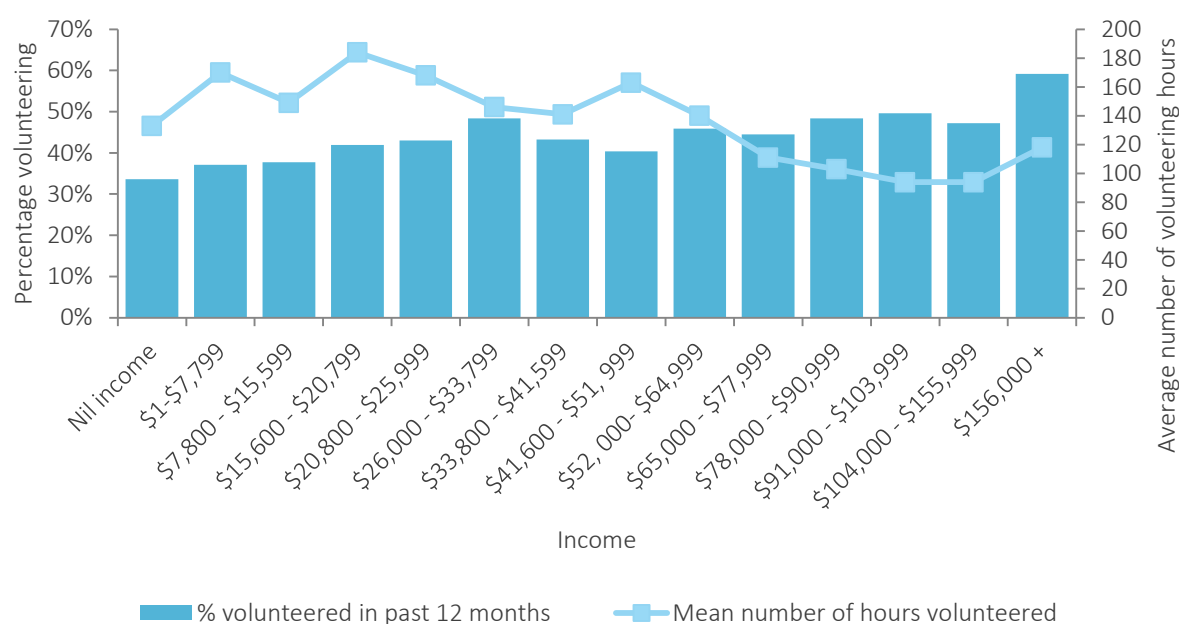
¹¹² These findings (as they also were in 2005) are higher than ABS estimations and possible explanations are given in section [5.4.7](#).

Table 35 Volunteering by age group

Age group	2005		2016		
	Percentage volunteering	Average hours volunteered	Number volunteering	Percentage volunteering	Average hours volunteered
18–24	36.4%	132	294	38.3%	106
25–34	35.1%	112	443	37.1%	98
35–44	46.6%	116	559	50.7%	109
45–54	46.4%	105	509	47.4%	131
55–64	39.8%	178	408	43.6%	157
65 plus	39.5%	171	494	43.8%	193
Total	41.0%	132	2,707	43.7%	134

6.11.3 Personal income

As Figure 16 shows, there was some variation between income levels on volunteering participation rates, ranging from 33% for those with no income to 59.2% for those earning \$156,000 and above. Those in the highest income bracket (\$156,000 and above) had the highest participation rates.¹¹³ Those with income less than \$65,000 volunteered 155 hours on average, while those with income over \$65,000 volunteered 104 hours on average over the year prior to interview.

Figure 16 Percentage volunteering and average number of volunteering hours by income¹¹⁴

¹¹³ It should be noted that volunteering included board membership (if unpaid).

¹¹⁴ Where income results are shown against demographic variables, there may be a slight error due to a higher response rate by higher income earners.

6.11.4 Education

As displayed in Table 36, the likelihood of volunteering increased with education level, with 49.7% of those with a Bachelor's degree or higher volunteering, compared to 33.4% of those with no post-school education. There was a small but statistically significant difference in participation between those with an undergraduate qualification (47.4%) and those with a postgraduate qualification (53.0%). In 2005, 36.9% of those with school level education only volunteered, compared to 43.6% with a trade qualification and 49.6% with a Bachelor's degree or higher.

Table 36 Volunteering by education

Education	2005		2016		
	Percentage volunteering	Average hours volunteered	Number volunteering	Percentage volunteering	Average hours volunteered
Year 12 or below	36.9%	142	509	33.4%	143
Trade qualification/ apprenticeship/ certificate/diploma	43.6%	131	877	44.5%	143
Bachelor degree qualification ¹¹⁵	49.6%	114	731	47.4%	116
Postgraduate qualification	N/A	N/A	552	53.0%	133
Total	41.0%	132	2,707	43.7%	134

6.11.5 Employment status

The greatest volunteering participation rate was for those in paid employment other than full-time (see Table 37). This is similar to 2005 where 48.7% of respondents in this category were volunteers. In 2016, this was followed by those currently not in the workforce but not retired.¹¹⁶ There was little difference between retirees and full-time students on volunteering participation rates. In 2005, 39.8% of retirees were volunteers compared to 45.9% of full-time students. Participation rates for full-time students seems to have decreased since 2005, however, the average number of hours has increased to 121 per volunteer (compared to 102 hours in 2005).¹¹⁷

¹¹⁵ In 2005, Bachelor degree or higher was used.

¹¹⁶ This includes, home duties, full-time carers, unpaid workers in a family business and those that listed their employment status as a volunteer.

¹¹⁷ Comparisons with hours volunteered from 2005 should be treated with caution due to sampling differences (see section [5.4.7](#)).

Table 37 Volunteering by employment status¹¹⁸

Employment status	2005		2016		
	Percentage volunteering	Average hours volunteered	Number volunteering	Percentage volunteering	Average hours volunteered
Full-time paid employment	38.7%	100	1,132	44.8%	103
Part-time, casual or self-employed	48.7%	126	592	49.3%	120
Unemployed, looking for work	23.8%	115	88 ^{††}	29.0% ^{††}	154 ^{††}
Not retired and not in workforce ¹¹⁹	42.2%	165	247	46.1%	176
Full-time student	45.9%	102	87 ^{††}	38.2% ^{††}	121 ^{††}
Retired	39.8%	195	548	40.4%	196
Total	41.0%	132	2,707	43.7%	134

6.11.6 Occupation

In 2016, those working in professional or managerial roles had the highest volunteering participation rates (at 52.8% and 52.0%, respectively). Technicians and trades workers had the lowest participation rate at 33.3%. They also had the lowest volunteering hours on average (89 hours) (see Figure 17).

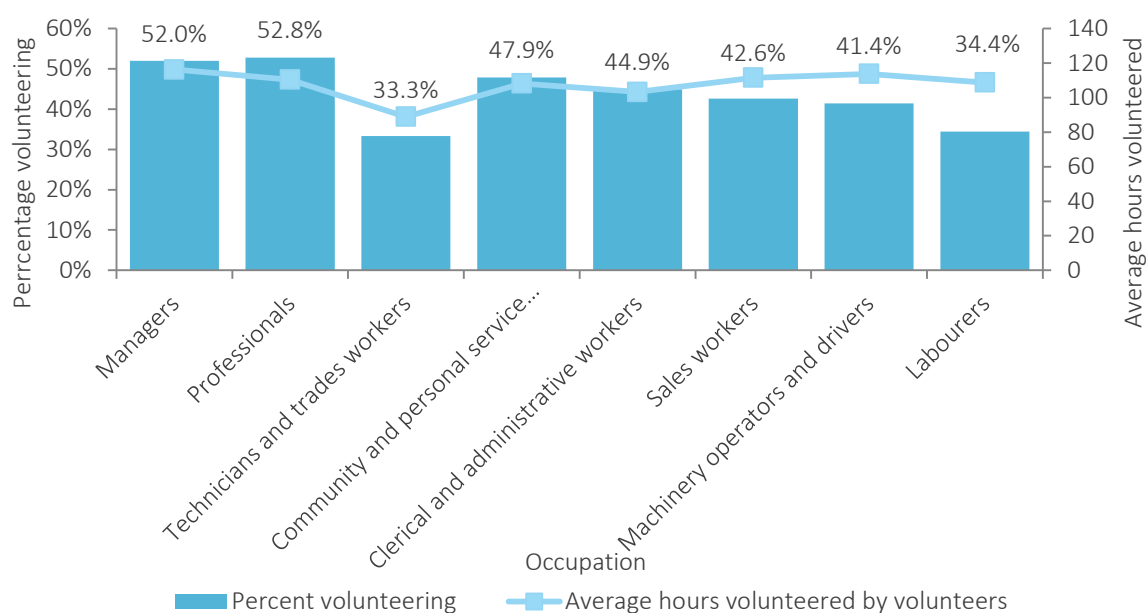


Figure 17 Percentage volunteering by occupation

¹¹⁸ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹¹⁹ This includes home duties, full-time carers, and unpaid workers in a family business and volunteers.

6.11.7 Household composition

Table 38 below displays the percentage of volunteers by household composition for 2016. Couples with dependent children living at home had the highest volunteering rates (51.8%), followed by those living in a group household of related adults and children (50.9%). Those living alone contributed the most hours on average over the year (176 hours), followed by couples with no children at home (158 hours) and couples with independent children living at home (153 hours).

Table 38 Volunteering by household composition¹²⁰

Household composition	Number volunteering	Percentage volunteering	Average volunteering hours
Person living alone	371	37.8%	176
Couple with no children	362	40.1%	127
Couple with no children living at home	430	48.0%	158
Couple with dependent children living at home	893	51.8%	109
Couple with independent children living at home	112	37.7%	153
Single parent with children living at home	112	42.6%	151
Group household of unrelated adults	113	32.4%	118
Group household of related adults	186	39.2%	119
Group household of related adults and children	88 ^{††}	50.9% ^{††}	104 ^{††}
Total	2,707	43.7%	134

6.11.8 Country of birth

Those born in Australia or in an overseas English-speaking country had greater volunteering participation rates than those born in a non-English-speaking country (see Table 39). However, there was no difference between hours volunteered and country of birth.

¹²⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 39 Volunteering by country of birth, 2005 & 2016

Country of birth	2005		2016		
	Percentage volunteering	Average annual hours	Number volunteering	Percentage volunteering	Average annual hours
Australia	42.2%	130	1993	46.5%	139
Overseas. English-speaking	40.2%	157	461	41.7%	122
Overseas, non-English-speaking	32.7%	124	239	31.4%	119
Total	41.0%	132	2,707	43.7%	134

6.11.9 State of residence

Table 40 displays the percentage of people volunteering and their average annual hours for each state and territory. Those living outside capital cities were both more likely to volunteer and volunteered more hours on average over the year than those within capital cities.

Table 40 Volunteering by state of residence, 2005 & 2016¹²¹

State/Territory	2005		2016		
	Percentage volunteering	Average number of hours volunteered	Number volunteering	Percentage volunteering	Average number of hours volunteered
New South Wales total	N/A	N/A	861	43.5%	138
Greater Sydney	36.7%	125	430	39.8%	121
Rest of NSW	44.0%	137	420	47.8%	156
Victoria total	N/A	N/A	679	43.7%	129
Greater Melbourne	40.2%	135	455	41.7%	120
Rest of VIC	46.1%	124	221	48.3%	144
Queensland total	N/A	N/A	551	44.8%	126
Greater Brisbane	37.7%	134	280	43.5%	122
Rest of QLD	41.4%	131	271	46.6%	131
South Australia total	N/A	N/A	194	42.8%	168
Greater Adelaide	39.5%	164	152	42.5%	161
Rest of SA	52.0%	125	42 ^{††}	46.2% ^{††}	189 ^{††}
Western Australia total	N/A	N/A	287	42.4%	133
Greater Perth	37.3%	132	245	41.5%	131
Rest of WA	49.4%	118	41 ^{††}	47.7% ^{††}	146 ^{††}
Tasmania, Northern Territory, Australian Capital Territory	51.5%	126	145	44.8%	129
Australia total	41.0%	132	2,707	43.7%	134

6.12 Givers of money and time

Overall, 38.2% of respondents to the *Individual giving and volunteering* survey gave both money and time in the 12 months prior to the survey. It was much more common to donate money and not volunteer (42.6%) than to volunteer but not donate money (5.5%). Some 13.7% of respondents neither donated nor volunteered.

Some 87.4% of volunteers also made at least one monetary donation. Those who were volunteers, as well as monetary donors, gave, on average, \$1,017.11 while those who were monetary donors but were not volunteers gave, on average, \$536.69 (see Table 41).

¹²¹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 41 Giving of money and time

Volunteer status	2005		2016		
	Percentage donating	Average donation (2016 dollars)	Number donating	Percentage donating	Average donation (\$)
Volunteers	91.2%	\$721.77	2,367	87.4%	\$1,017.11
Non-volunteers	83.8%	\$336.74	2,643	75.6%	\$536.69
Total	86.9%	\$568.83	5,010	80.8%	\$764.08

6.13 Why do people volunteer?

The reasons for volunteering were often closely aligned with the reasons for giving money.¹²² This is unsurprising considering that 87.4% of volunteers in the *Individual giving and volunteering* survey were also donors.

... volunteering and giving financially for me goes hand in hand.

- Interview, Everyday giver, QLD

This section examines findings which answer the following *Giving Australia 2016* research questions in relation to volunteering:

- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

Focus group and interview participants gave a lens into a range of individual, familial, sociocultural and financial (privilege) reasons prompting people to volunteer.

I think for me it has always been that wherever I decide to give my voluntary time, it has to resonate with my values, and my values need to be aligned with what I want to do in a voluntary capacity.

- Focus group, CALD givers and volunteers, VIC

Just as a change in lifestyle could trigger greater giving, the move to retirement was frequently identified as enabling volunteering.

... I wanted to keep busy when I retired ... and whilst I didn't have any expertise in the particular area that they were working in, I was happy to do a lot of that hack work on a committee and provide expertise in areas such as law, accounting, where I had some qualifications.

- Focus group, Virtual volunteers, Online

¹²² For a detailed discussion on the reasons for giving, see section [6.2](#).



... my work was almost everything, which is bad and I had no children. And I retired in '08 and I started my volunteering after that ... I'd prefer to be out there doing something with people and giving what I can, and as a consequence getting something back and feeling worthwhile doing that.

- Focus group, Older volunteers, VIC

Even more so than with giving money, the sense of satisfaction from using knowledge, experience and skills to contribute to the community was highlighted among volunteers.

I can see a need that is otherwise not going to be fulfilled, and that will provide me a personal satisfaction reward for having seen something done that otherwise would have been left undone.

- Focus group, Older volunteers, VIC

This also involved realising the potential in ways that would not have been possible were it not for the opportunity of volunteer work.

I wanted to do something different. So the SES [State Emergency Service] was the real different one, and I got enormous satisfaction out of that simply because I found that I could do things that I would never have imagined I could do.

- Focus group, Older volunteers, VIC

As with givers of money, volunteers and in-kind givers also identified reciprocity as a driver for their giving.

I've had a very good life. I've been paid to travel. I've worked in Europe, Africa, Middle East, Asia. I've seen abject poverty and great wealth and prosperity, and I just felt that I don't perhaps have financial means to donate to various organisations, but if I can volunteer my time I'm giving something back to the community.

- Interview, Volunteer, QLD

... I feel like I've been able to live a pretty privileged life. I'm not super wealthy and I'm not super famous or anything like that, but I've been educated and been able to have a roof over my head, I have a fantastic family, and I think for me it's just about giving something back to society.

- Interview, In-kind giver, QLD

Qualitative participants spoke of volunteering offering personal mental health benefits. This was seen by managers of volunteers as an interconnected relationship whereby providing help for others in an altruistic way bestowed mental health benefits on the volunteers, which in turn would benefit society as a whole.

Research is showing us more and more now, to the extent that doctors say they wish they could prescribe volunteering for people, like mental health consumers who aren't connected with their society as a means of, you know, reconnecting and finding a sense of purpose. So I think these sort of narratives are a little bit underplayed in the value that volunteering brings, not to specific participation and to our society but to every individual in themselves.

- Interview, Volunteering peak body, ACT



... people are living longer and people will retire and they'll want something to do ... to contribute. It's actually great for mental health because you're actually connecting with other people and it transforms their life really.

- Interview, Manager of volunteers, VIC

One participant mentioned in particular how volunteering could give young people a sense of focus and direction in life, which in turn could go on to provide societal benefits.

In terms of the youth volunteers, we've got people maybe sometimes that haven't got direction or aren't engaged. They come to us; spend four years, five years with us. They leave and have maybe purpose and direction. So how do you measure that? It's the social impact that we've had on them to either change into career minded – or just to give them focus.

- Focus group, Managers of volunteers, VIC

Another motivation for volunteering, particularly for younger volunteers, was the ability to obtain practical skills or course requirements. Participants highlighted though how motivations can change over time. While practical skills or course requirements may be the motivations that first attract people to volunteering opportunities, they may continue volunteering for different reasons.

... we take on a lot of placement students that I know a lot of places don't like to, but we've noticed that they'll come with the motivation to get their placement, but if we can instil our culture into them, we retain them.

- Focus group, Managers of volunteers, VIC

This did not apply only to young people. One participant used volunteer work initially as a means by which to connect with the community, and then over time they too saw the benefit they were making and continued for this reason.

I suppose I started volunteering as a migrant to get connected with the community, but since working in volunteer circles I've realised that it's just a whole other world, and the benefit that it offers to an agency to be able to keep running their services is – you can't count the cost really.

- Focus group, Volunteers, WA

Peer and family networks were also important. For instance, friends who were currently involved with volunteering were cited as a gateway to participating in volunteering. One participant noted:

Once they [non-volunteers] do go through the experience and they like it, they're more likely to come again and again without having to lure them to come.

- Focus group, CALD givers and volunteers, NSW

Managers of volunteers were aware of the range of motivations that influence volunteering, with commentary on the difference between intrinsic and extrinsic motivations. However, it was acknowledged that with everyone there would be a mix of motivations and that responding to individual needs was the key constant challenge in retaining volunteers.



Each of those 22,000 volunteers you've got, they have to work out what are their motivations and how do we meet them because that's the only way you can keep them.

- Focus group, Managers of volunteers, VIC

As well as the personal benefits of volunteering, participants also mentioned benefits to the community and society, including directing funds and support to organisations to ensure they are able to continue their levels of service delivery and connecting people to each other and their community.

So there's a dollar benefit, there's a benefit in just keeping the country going, there's [sic] benefits in community strengthening and resilience, and then there's [sic] the benefits to the individuals themselves.

- Focus group, Managers of volunteers, VIC

The financial benefits to an organisation employing volunteers were also discussed in dollar terms by one participant.

Obviously, as an agency, we have like – if you were to put the dollar figure on volunteering – 1.2/1.5 million dollars' worth of dollar value, which in terms is about 10 per cent of our revenue for the year. So it's quite significant when you look at it that way.

- Focus group, Managers of volunteers, VIC

From the organisations' point of view, it was they're getting a resource, which they could use, which hopefully will be of some benefit.

- Focus group, Virtual volunteers, Online

6.13.1 CALD volunteers

CALD focus group participants described their giving practices primarily in terms of donating skills and/or time.¹²³

One of the most prominent motivators identified by focus group participants from CALD communities was the sense of responsibility to one's community.¹²⁴

¹²³ This section presents key findings from a thematic analysis of qualitative data from two focus groups conducted in Sydney and Melbourne. Focus group participants self-identified as members of CALD communities. Volunteers from CALD backgrounds are under-represented within the established Australian philanthropic sector (Baker and Moran 2014) and research into the volunteer involvement of non-Anglo-Celtic cultural groups in Australia is limited (Dolnicar and Randle 2005). Understanding cultural diversity within the context of volunteering will help to widen the pool of volunteers, strengthen positive relationships with the local community, and serve clients more effectively (Volunteering Australia 2006).

¹²⁴ This may be related to the Asian preference for collective over individualist approaches (Nisbett, 2003). However, the interview and focus group participants did not specifically discuss this preference (see section [7.1.2](#)).



It's [philanthropy] a Greek word ... You're there to serve, to give and actually be grateful that you're able to do that, but also being at the same time humble and do it in a way that is considerate of others ...

- Focus group, CALD givers and volunteers, VIC

This responsibility appeared to be linked to a childhood experience, and focus group participants described modelling their behaviour on family members or teachers.

... my parents have always volunteered, so even as a little kid, before I even knew what to call it, it was just what we did.

- Focus group, CALD givers and volunteers, VIC

I come from a family in Malaysia that really encouraged volunteering. It's a lifestyle.

- Focus group, CALD givers and volunteers, VIC

For many, this sense of responsibility went further and developed into a way to stay connected to their community and/or culture.

[Volunteering and giving] ... it provides you opportunities where you can build bridges, connect other people in the community who perhaps are not connected with the broader society.

- Focus group, CALD givers and volunteers, VIC

... I really wanted to learn more about my Vietnamese ancestry, so I started volunteering with Vietnamese Women's Association, and through my relationships with those women [I] was able to learn a lot.

- Focus group, CALD givers and volunteers, VIC

For others, there was a strong socialising benefit for volunteers born overseas, which helped them to learn about Australian society and fit in better, as well as to secure employment.

... the job that I'm actually doing right now [came] because of my volunteer work ...

- Focus group, CALD givers and volunteers, VIC

Several participants also pointed to a religious element as shaping the giving behaviours of CALD people.

Actually from my faith ... we believe service to mankind is service to God. So that's since I was a child, you know.

- Focus group, CALD givers and volunteers, VIC

This was borne out in data from the *Individual giving and volunteering* survey where 13% of *Individual giving and volunteering* survey respondents born in a non-English-speaking country identified a 'sense of obligation to my country, culture or religion' as a factor motivating their giving, compared to 5.7% of respondents born in Australia and 8.5% of respondents born overseas in an English-speaking country.



For many CALD participants, distressing past experiences (e.g. persecution, conflict) were described as a catalyst for present charitable behaviours. Participants mentioned that these experiences highlight for them society's inequities, and motivate them towards humanitarian efforts.

... when you're come [sic] from Indigenous community and things like that, you sort of grow up with this consciousness of human rights and recognition.

- Focus group, CALD givers and volunteers, NSW

Giving back to the community was also presented as important.

Lots of them [newcomers to Australia] want to volunteer because they want to give back, they want to have a sense of belonging.

- Focus group, CALD givers and volunteers, VIC

When I talk to a lot of people they say, 'Government has done enough for us. Letting us come into this country, giving these opportunities to live peacefully. We want to give something back to Australia.'

- Focus group, CALD givers and volunteers, VIC

Descriptions of factors influencing giving and volunteering were generally heartfelt and not undertaken for personal gain or acknowledgment. For example, in reference to her volunteering efforts, one participant remarked:

I did it not because of something that I want to be recognised as, but I did it out of love for these children because I know that one day they will come back into the community.

- Focus group, CALD givers and volunteers, NSW

The *Individual giving and volunteering* survey also identified that people born in non-English-speaking countries were more likely than people born in Australia to be motivated to give or volunteer from sympathy for those the organisation helps and the desire to make the world a better place. Conversely, people born in non-English-speaking countries were less likely than people born in Australia to be motivated to give or volunteer because of a personal connection to someone with an illness addressed by the organisation.



6.14 Why don't people volunteer?

6.14.1 Barriers to volunteering

Participants also gave their views on why they or others chose not to volunteer or chose not to volunteer more often. This section explores the qualitative findings about disincentives and barriers in volunteering, in support of the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

Time

Just as with giving, social changes limiting personal spare time were a notable barrier to volunteering participation. Multiple participants noted that women are less likely to be full-time in their home, and are instead balancing work, life and family. This shift diminishes the amount of time that women could perhaps have devoted to charitable work. This was predicted to be a continuing trend.

... previous generations, not everyone worked. Not all women worked and now I would say most women between a certain age bracket are working. Their availability between work and family and then to have time to volunteer is stretched again.

- Interview, In-kind giver, QLD

Many volunteers noted that they did not have a lot of barriers to participating other than the occasional time pressure. For some people, being able to make the time was not a problem, whereas others commented on the challenges posed by a broader societal shift that has caused a blurring of boundaries between the public and private spheres.

It was reflected that in times past, many workers were able to maintain a more clearly compartmentalised work and home balance. Where work hours previously occurred between set hours (often 9 am–5 pm), participants perceived that employment is now more fluid. This lifestyle shift was noted to include irregular hours and/or scope to take work home and work off-site. Inconsistency and fluidity of paid employment commitments had influenced the scope to secure volunteers, who once might have been able to commit to regular weekly/monthly voluntary shift hours, but now required flexibility to engage in voluntary activities in conjunction with an unpredictable paid employment schedule.

And in some of the research ... the time and work pressures, work and family time pressures is one of the factors and it just follows on from technology, how things are nonstop these days, and that's one of the challenges of people willing to volunteer and commit like volunteers would in the past, so many hours each week or each month.

- Interview, Volunteering peak body, ACT



I think it's the age-old problem that lots of organisations have trouble attracting members and attracting people to manage the organisation committees and what have you because people are time poor.

- Focus group, Virtual volunteers, Online

Lack of appropriate incentives to volunteer

A perceived lack of incentives for volunteering was widely identified as another barrier. While individual and organisational tax incentives were noted as being important to the giving of money,¹²⁵ there was a much greater debate on this matter with respect to its effect on volunteering. Compulsory volunteering, for example, 'work for the dole', was felt to 'lessen the value of all volunteers'.

... the people that are forced into doing volunteer work, that puts a stigma against the whole umbrella of volunteering entirely because [they're not volunteers].

- Focus group, Volunteers, WA

Furthermore, some volunteers and staff members felt threatened by organisations increasingly using compulsory volunteers or, in their words, 'cheap labour'.

... great [NPO] staff get a bit defensive as well because they see all these [compulsory volunteering opportunities] becoming available and it might jeopardise their income. So sometimes there is a bit of hostility.

- Focus group, Volunteers, WA

It was also noted that there is scope to revise how volunteering is articulated in the community, in order to promote greater inclusiveness.

I think other barriers, when I'm thinking specifically around new and emerging communities ... is that there needs to be greater opportunity to be able to do some of that promotional profiling, communicating what is volunteering to communities, because again volunteering means different things, depending on your cultural backgrounds and where you've come from. Some countries don't have the equivalent word volunteer, or they've been brought up thinking volunteering is something that you're forced to do.

- Focus group, CALD givers and volunteers, VIC

6.14.2 NPO barriers

Barriers were also identified by those engaged in running organisations and managing volunteers.

Underestimation of work involved in managing volunteers

The most common barrier mentioned by managers of volunteers was a lack of recognition of the work involved in recruiting and managing volunteers. Participants commented that both governments and organisations underestimate the amount of work and skill required in these roles.

¹²⁵ For a discussion on tax-deductible giving, see section [6.6](#).



According to participants, low value was attached to volunteer coordinator positions and they were poorly paid relative to the tasks required in the job. Participants suggested better funding support to enable training of managers of volunteers, appropriate remuneration and for the infrastructure required to support the roles. When there was support for the volunteer role within an organisation, it was considered a rarity.

Overworked, underpaid. Undervalued. So I think [managers of volunteers are] something that's absolutely critical to the sustainability and success of the volunteering sector, but I think there is still [a] perception amongst government, policy makers and community maybe that volunteering is free, and that people just do it for free and so it doesn't cost anything.

- Focus group, Managers of volunteers VIC

We're just really lucky that our CEO sees volunteering as being the most important aspect of the organisation because otherwise, we'd probably really struggle.

- Focus group, Managers of volunteers VIC

The feedback we get from [managers of] volunteer[s] ... even within their own organisations, they have trouble advocating to get proper resourcing for the volunteer program. They have trouble getting volunteers seen as part of the workforce and workforce planning. They're not given the same status as the HR [Human Resources] manager.

- Focus group, Managers of volunteers VIC

The importance of the role of managers of volunteers is highlighted in [Giving Australia 2016: Giving and volunteering: the nonprofit perspective](#).

Over-regulation

A strong view emerged from the qualitative material that, although regulation was important to safeguard people and the industry, over-regulation worked against participation and progress, including the opportunities to be innovative and responsive to changes.

There's also a lot more responsibility and legal compliance on the part of organisations now too.

- Focus group, Younger volunteers, VIC

Criminal checks and work and safety regulations were highlighted. For some organisations with long-term volunteers, complying with these had required a challenging cultural change.

But try telling that to someone who's been cooking in the kitchen for the last 40 years. Everything has been fine, and suddenly you say, 'Well sorry, you can't come in and cook the roast anymore until we check out and see if you've got a criminal record'. And some people have been quite offended by that and it creates a problem ... try telling someone who's been working in the kitchen for the last 40 years, 'Sorry, you can't do any more cooking until we train you on how to wear an apron, how to sharpen a knife, how to do the washing up.' Some people say, 'Stick it'.

- Focus group, Virtual volunteers, Online

There were also comments that some safety regulations were onerous and significant variations in state regulations concerning police checks were confusing and inefficient.



... a person can get all of the necessary criminal checks and police history and what have you in one state, they move to another state and they've got to go through the whole process again ... [and in] South Australia, each time you apply to get involved in a different organisation [within the state] you have to go through the whole process again. It doesn't make sense.

- Focus group, Virtual volunteers, Online

While acknowledging that consensus across the states could be difficult, participants pointed out that it had been achieved in other areas, such as corporate law.

The costs of insurance were also identified as limiting volunteering:

Another obstacle is the requirement for insurance ... you have to have public liability insurance, which you can't get if you're not an organisation that's been incorporated.

- Focus group, Volunteers, WA

Lack of funds

Under-resourcing, including due to government grants described as insufficient to meet costs, was also noted as impeding volunteer recruitment efficiency, and inclusiveness.

... it is really hard for under-resourced organisations to be inclusive in their volunteering practices. So we know that there are multicultural communities who embody the principles of volunteering in their everyday life but they don't connect with the formal volunteering sector because there are no pathways for them to do so, and we find the same thing with people with mental health barriers, people with disabilities and that sort of thing as well, organisations – so 46% of organisations that we surveyed cannot, because of under-resourcing, take on volunteers with barriers.

- Interview, Volunteering peak body, ACT

There's also the, you know, the cultural mix, a very white Anglo-Saxon probably and yet there's a lot of ... recently arrived migrants and asylum seekers who, again organisations are saying, 'we'd love to be able to engage more people with barriers, whether it's language, physical, mental or whatever'. But they don't have the skills or resources because that adds extra costs and impacts on service delivery.

- Interview, Volunteering peak body, ACT

6.14.3 Increasing planned volunteering

Turning attention to strategies that might move spontaneous volunteering to a more committed form, participants felt that greater government acknowledgment of their contribution to society, and recognition or reimbursement of the often considerable out of pocket expenses incurred, would assist.

Federal government – tax deductibility of time versus tax deductibility of funds. I don't know whether that sort of stuff is something that would one day be beneficial in the future to promote involvement.

- Interview, Volunteer, QLD



The whole thing is the government don't [sic] give these volunteers enough support either ... I think somebody worked it out one of the years, that we saved the government over \$80 million that year ... and you get no recognition of it.

- Focus group, Volunteers, WA

Too much regulation was identified as blocking the flow of potential new volunteers and limiting the involvement of more experienced individuals. As a way forward, managers of volunteers and volunteers themselves wanted government to support policy that enabled and supported volunteers and to acknowledge the skills/contributions of workers but did not offer specific suggestions about how this might happen.

... the key issue of volunteering is to get appropriate resourcing for the infrastructure that enables volunteering to happen, and most of that comes from volunteer managers. So they need to be properly funded as positions. There needs to be proper funding for the sector to enable training of volunteer managers.

- Focus group, Managers of volunteers, VIC

Recognising the change occurring within the community and the sector, leading to uncertainty of funding and sometimes fewer/shorter/narrower volunteering opportunities, several participants suggested a national database or volunteering passport allowing people to move more freely between projects and organisations, without the need for additional review and monitoring. A further idea was the 'modularisation of volunteering', also described as 'Uberisation of volunteering' (Focus group, Managers of volunteers, VIC); that is, introducing a higher level of mobility or transferability to volunteering so volunteers can easily complete tasks for multiple organisations.

Well-structured, persuasive requests to volunteer, described by one participant as a 'powerful ask' were called for. This resonates with several other studies, including the spontaneous volunteering study by Barraket et al. (2013).

Many focus group participants did not believe they needed to increase their volunteering behaviour. For those that did, this was prevented by lack of funds and time. Nonetheless, it was clear that just as with committed giving, establishing a relationship between the individual and the charity/organisation provided a solid foundation for ongoing interaction, which can be directed towards building more permanent relationships and giving channels (including time, money and in-kind gifts).

I find that when I give and volunteer there's a little bit more personal investment in the cause and in the charity or the project, whatever that might be ... I guess it's more about the connection and the investment and feeling a little bit more involved in the cause.

- Interview, Everyday giver, QLD

Both our data and extant research shows that people are more likely to give and volunteer to those organisations they know and trust and those they believe can genuinely make a difference. This finding points to the need for organisations to strategically examine their relationships with volunteers, and devote more time to thinking about activities that will facilitate and sustain this trust over the longer-term.



6.15 For what causes do people volunteer?

This section examines the cause areas for which respondents volunteered. These findings relate to the following research questions:

- What are the rates and patterns of giving and volunteering in 2016?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

The types of organisations for which most respondents commonly volunteered were quite different to those that were most common for donations.¹²⁶ In 2016, around one-fifth of volunteers volunteered for primary and secondary education and sports organisations (see Table 42). A further 18.3% volunteered for religious organisations. Health (including medical research), social services and emergency relief were also commonly listed cause areas for volunteers.

¹²⁶ For a discussion on the cause areas most common for donors, see section [6.4](#).

Table 42 Volunteering by cause areas¹²⁷

Volunteering cause area	Number volunteering to this cause	Percentage volunteering to this cause	Average annual hours volunteered	Estimated total hours volunteered (millions)	Percentage of total hours
Culture and recreation total	843	31.1%	107	257.76	6.63%
Culture and arts	168	6.2%	131	61.82	6.63%
Sports	545	20.1%	91	142.66	15.31%
Recreation	189	7.0%	100	53.28	5.72%
Education total	685	25.3%	74	17.79	1.91%
Primary and secondary education	578	21.4%	39	5.46	0.59%
Higher education	69 ^{††}	2.5% ^{††}	110 ^{††}	0.98	0.11%
Other education	45 ^{††}	1.7% ^{††}	134 ^{††}	10.76	1.15%
Research	4 ^{††}	0.1% ^{††}	N/A	N/A	N/A
Health total	456	16.8%	78	101.32	10.87%
Hospitals and rehabilitation	92 ^{††}	3.4% ^{††}	71 ^{††}	19.31	2.07%
Nursing homes	56 ^{††}	2.1% ^{††}	131 ^{††}	20.19	2.17%
Mental health and crisis intervention	29 ^{††}	1.1% ^{††}	108 ^{††}	9.34%	1.00%
Other health services	92 ^{††}	3.4% ^{††}	106 ^{††}	27.19	2.91%
Medical research ¹²⁸	213	7.9%	41	25.31	2.72%
Social services total	772	28.5%	105	225.43	24.19%
Social services	441	16.3%	108	132.47	14.21%
Emergency relief	297	11.0%	93	78.60	8.43%
Income support and maintenance	78 ^{††}	2.9% ^{††}	67 ^{††}	14.37	1.54%
Environment	113	4.2%	71	23.26	2.50%
Animal protection	93^{††}	3.4%^{††}	84^{††}	20.80	2.23%
Development and housing total	71^{††}	2.6%^{††}	112^{††}	21.94	2.35%
Economic, social and community	65 ^{††}	2.4% ^{††}	118 ^{††}	21.06	2.26%

¹²⁷ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹²⁸ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Volunteering cause area	Number volunteering to this cause	Percentage volunteering to this cause	Average annual hours volunteered	Estimated total hours volunteered (millions)	Percentage of total hours
development					
Housing	2 ^{††}	0.1% ^{††}	N/A	N/A	N/A
Employment and training	4 ^{††}	0.1% ^{††}	N/A	N/A	N/A
Law, advocacy and politics total	152	5.6%	96	40.39	2.78%
Civic and advocacy organisations	87 ^{††}	3.2% ^{††}	107 ^{††}	25.40	2.73%
Law and legal services	12 ^{††}	0.4% ^{††}	N/A	N/A	N/A
Political organisations	55 ^{††}	2.0% ^{††}	70 ^{††}	11.32	1.21%
Philanthropic intermediaries and grantmaking foundations total	18^{††}	0.7%^{††}	N/A	N/A	N/A
Grantmaking foundations	-	-	-	-	-
Other philanthropic intermediaries and voluntarism promotion	18 ^{††}	0.7% ^{††}	N/A	N/A	N/A
International	98^{††}	3.6%^{††}	72^{††}	20.34	2.18%
Religion	496	18.3%	119	160.51	17.22%
Business, professional associations, unions	35^{††}	1.3%^{††}	117^{††}	12.21	1.31%
Other	116	4.3%	86	25.91	2.78%

6.15.1 Volunteering cause areas by gender

Figure 18 shows the difference in volunteering categories by gender. While women were more likely to be involved in primary and secondary education, men were more likely to volunteer for emergency relief organisations.

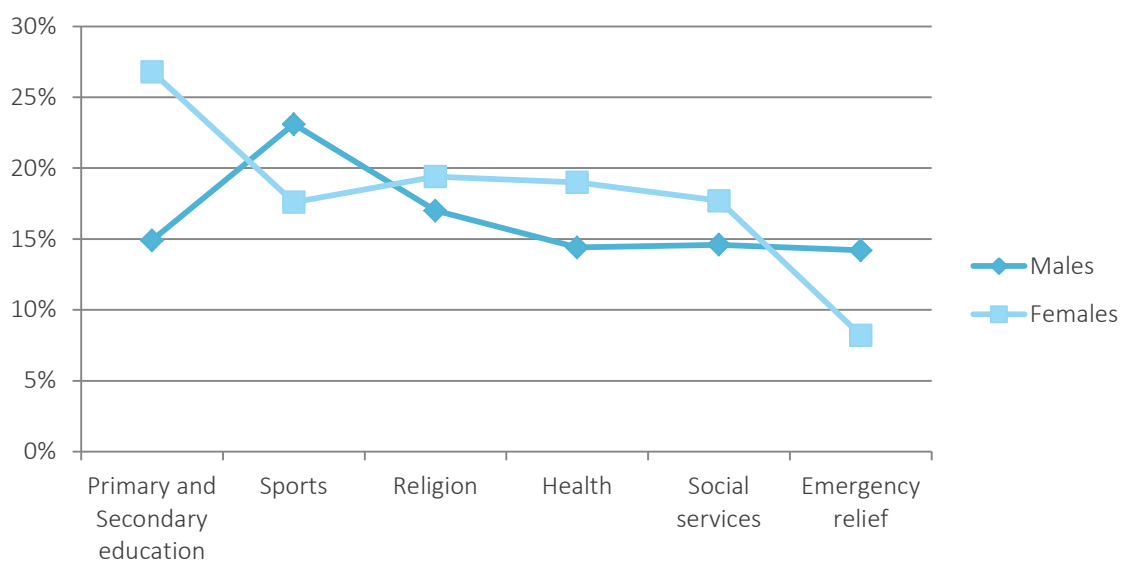


Figure 18 Volunteering cause areas by gender

6.15.2 Volunteering cause areas by age

Table 43 shows the breakdown of volunteering by age group for all cause areas. The cause area attracting the most volunteers differed according to age group. For those aged 18–24 years, religion, sports, health and social services were the most commonly reported cause areas. Only 3.1% of volunteers in this age group volunteered for environmental organisations, 4.4% for animal protection and 7.5% for international development organisations.

For those aged 35–44 and 45–54 years, the most commonly reported cause areas were primary and secondary education and sports, respectively. For those aged 65 years and older, religion, health and social services were most common.

Table 43 Volunteering cause areas by age group¹²⁹

ICNPO category	18–24	25–34	35–44	45–54	55–64	65 plus
Culture and recreation total	25.5%^{††}	20.5%^{††}	34.0%	38.5%	34.1%	30.8%
Culture and arts	3.7% ^{††}	3.8% ^{††}	5.2% ^{††}	5.1% ^{††}	7.6% ^{††}	10.9% ^{††}
Sports	18.4% ^{††}	15.3% ^{††}	26.7%	30.1%	19.1% ^{††}	8.7% ^{††}
Recreation	3.4% ^{††}	2.7% ^{††}	5.0% ^{††}	5.9% ^{††}	10.0% ^{††}	13.8% ^{††}
Education total	18.4%^{††}	23.0%	45.3%	28.9%	17.6%^{††}	11.5%^{††}
Primary and secondary education	8.5% ^{††}	19.9% ^{††}	42.8%	25.9%	13.5% ^{††}	7.9% ^{††}
Higher education	8.5% ^{††}	2.3% ^{††}	1.8% ^{††}	2.0% ^{††}	2.0% ^{††}	1.2% ^{††}
Other education	2.0% ^{††}	1.1% ^{††}	1.1% ^{††}	1.2% ^{††}	2.0% ^{††}	2.8% ^{††}
Research	-	-	0.2% ^{††}	0.4% ^{††}	0.2% ^{††}	-
Health total	17.0%	16.0%	12.2%	16.7%	17.6%	22.3%
Hospitals and rehabilitation	3.1% ^{††}	3.2% ^{††}	2.9% ^{††}	3.3% ^{††}	2.5% ^{††}	5.3% ^{††}
Nursing homes	1.7% ^{††}	0.9% ^{††}	0.7% ^{††}	2.0% ^{††}	2.5% ^{††}	4.7% ^{††}
Mental health and crisis intervention	2.0% ^{††}	2.0% ^{††}	0.2% ^{††}	0.8% ^{††}	1.0% ^{††}	1.0% ^{††}
Other health services	5.4% ^{††}	5.0% ^{††}	1.6% ^{††}	3.7% ^{††}	3.4% ^{††}	2.4% ^{††}
Medical research ¹³⁰	5.8% ^{††}	6.8% ^{††}	7.3% ^{††}	7.9% ^{††}	8.6% ^{††}	10.1% ^{††}
Social services total	24.5%^{††}	27.3%	24.9%	31.2%	30.1%	32.0%
Social services	16.0% ^{††}	15.6% ^{††}	14.7% ^{††}	17.3%	15.9% ^{††}	18.2% ^{††}
Emergency relief	7.5% ^{††}	10.6% ^{††}	9.1% ^{††}	11.6% ^{††}	14.5% ^{††}	11.9% ^{††}
Income support and maintenance	1.7% ^{††}	2.5% ^{††}	2.1% ^{††}	3.7% ^{††}	2.7% ^{††}	4.0% ^{††}
Environment	3.1%^{††}	3.8%^{††}	3.8%^{††}	3.3%^{††}	5.6%^{††}	5.3%^{††}
Animal protection	4.4%^{††}	5.2%^{††}	3.9%^{††}	3.3%^{††}	3.4%^{††}	0.8%^{††}

¹²⁹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹³⁰ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

ICNPO category	18-24	25-34	35-44	45-54	55-64	65 plus
Development and housing total	0.3%^{††}	1.6%^{††}	1.8%^{††}	2.4%^{††}	4.4%^{††}	4.7%^{††}
Economic, social and community development	0.3% ^{††}	1.6% ^{††}	1.6% ^{††}	2.2% ^{††}	4.2% ^{††}	4.0% ^{††}
Housing	-	-	-	-	-	0.4% ^{††}
Employment and training	-	-	0.2% ^{††}	0.2% ^{††}	0.2% ^{††}	0.2% ^{††}
Law, advocacy and politics total	2.7%^{††}	7.0%^{††}	5.4%^{††}	3.5%^{††}	7.6%^{††}	6.9%^{††}
Civic and advocacy organisations	1.4% ^{††}	4.1% ^{††}	3.0% ^{††}	2.4% ^{††}	5.1% ^{††}	3.0% ^{††}
Law and legal services	0.3% ^{††}	0.7% ^{††}	-	0.4% ^{††}	1.0%	0.4% ^{††}
Political organisations	1.0% ^{††}	2.5% ^{††}	2.3% ^{††}	0.8% ^{††}	1.7% ^{††}	3.4% ^{††}
Philanthropic intermediaries and grantmaking foundations total	1.4%^{††}	0.7%^{††}	0.4%^{††}	0.8%^{††}	0.2%^{††}	0.8%^{††}
Grantmaking foundations	-	-	-	-	-	-
Other philanthropic intermediaries and voluntarism promotion	1.4% ^{††}	0.7% ^{††}	0.4% ^{††}	0.8% ^{††}	0.2% ^{††}	0.8% ^{††}
International	7.5%^{††}	5.2%^{††}	3.6%^{††}	2.4%^{††}	2.7%^{††}	2.0%^{††}
Religion	18.4%^{††}	18.5%^{††}	13.8%^{††}	14.5%^{††}	19.4%^{††}	26.3%^{††}
Business, professional associations, unions	0.3%^{††}	1.4%^{††}	1.6%^{††}	1.2%^{††}	1.5%^{††}	1.4%^{††}
Other	4.4%^{††}	5.2%^{††}	2.9%^{††}	3.7%^{††}	5.9%^{††}	4.3%^{††}

6.15.3 Volunteering cause areas by income band

The categories that respondents volunteered for by their income is shown in Table 44. Primary and secondary education was a popular choice by those with no income (34.8%) and those earning over \$156,000 (31.1%). Sport was similarly high for those over \$156,000, with other categories being far less popular for this income bracket, particularly religion (8.7%).

Table 44 Volunteering cause areas by income¹³¹

ICNPO category	Negative or Nil income	\$1–\$15,599 p.a.	\$15,600–\$25,999 p.a.	\$26,000–\$41,599 p.a.	\$41,600–\$64,999 p.a.	\$65,000–\$90,999 p.a.	\$91,000–\$155,999 p.a.	\$156,000 or more p.a.
Culture and recreation total	19.8%^{††}	29.4%^{††}	26.1%^{††}	30.3%^{††}	35.2%	30.3%	36.3%	42.3%^{††}
Culture and arts	2.0% ^{††}	7.0% ^{††}	8.3% ^{††}	7.3% ^{††}	7.1% ^{††}	4.7% ^{††}	4.9% ^{††}	5.6% ^{††}
Sports	14.9% ^{††}	10.5% ^{††}	11.7% ^{††}	18.7% ^{††}	22.5% ^{††}	23.1% ^{††}	26.8% ^{††}	35.2% ^{††}
Recreation	3.0% ^{††}	13.3% ^{††}	8.3% ^{††}	6.7% ^{††}	9.3% ^{††}	4.7% ^{††}	5.2% ^{††}	5.1% ^{††}
Education total	36.6%^{††}	20.3%^{††}	20.9%^{††}	20.7%^{††}	22.0%^{††}	26.1%^{††}	29.5%^{††}	33.2%^{††}
Primary and secondary education	32.7% ^{††}	14.0% ^{††}	15.3% ^{††}	17.3% ^{††}	19.8% ^{††}	22.8% ^{††}	25.2% ^{††}	31.1% ^{††}
Higher education	3.0% ^{††}	4.9% ^{††}	3.1% ^{††}	2.3% ^{††}	1.6% ^{††}	2.4% ^{††}	2.8% ^{††}	1.5% ^{††}
Other education	2.0% ^{††}	1.4% ^{††}	2.5% ^{††}	1.7% ^{††}	0.8% ^{††}	1.2% ^{††}	1.8% ^{††}	1.0% ^{††}
Research	-	-	-	-	0.3% ^{††}	-	0.3% ^{††}	-
Health total	12.9%^{††}	14.0%^{††}	19.9%^{††}	20.7%^{††}	15.9%^{††}	19.3%^{††}	14.5%^{††}	13.3%^{††}
Hospitals and rehabilitation	2.0% ^{††}	2.1% ^{††}	2.1% ^{††}	4.0% ^{††}	1.6% ^{††}	3.6% ^{††}	2.5% ^{††}	4.1% ^{††}
Nursing homes	4.0% ^{††}	1.4% ^{††}	4.9% ^{††}	2.7% ^{††}	1.6% ^{††}	1.5% ^{††}	0.9% ^{††}	0.5% ^{††}
Mental health and crisis intervention	2.0% ^{††}	2.8% ^{††}	0.9% ^{††}	1.7% ^{††}	0.8% ^{††}	1.5% ^{††}	0.6% ^{††}	0.5% ^{††}
Other health services	2.0% ^{††}	3.5% ^{††}	3.4% ^{††}	4.7% ^{††}	3.6% ^{††}	4.2% ^{††}	4.0% ^{††}	2.6% ^{††}
Medical research ¹³²	4.0% ^{††}	5.6% ^{††}	9.2% ^{††}	8.7% ^{††}	9.3% ^{††}	9.8% ^{††}	7.7% ^{††}	6.1% ^{††}
Social services total	21.8%^{††}	34.3%^{††}	31.0%	26.0%^{††}	28.0%	28.8%^{††}	28.0%^{††}	30.6%^{††}
Social services	12.9% ^{††}	19.6% ^{††}	19.6% ^{††}	15.7% ^{††}	16.8% ^{††}	15.7% ^{††}	12.6% ^{††}	15.3% ^{††}
Emergency relief	7.9% ^{††}	12.6% ^{††}	9.2% ^{††}	9.7% ^{††}	10.2% ^{††}	12.5% ^{††}	13.8% ^{††}	13.8% ^{††}
Income support and maintenance	2.0% ^{††}	2.8% ^{††}	3.4% ^{††}	3.3% ^{††}	3.6% ^{††}	2.4% ^{††}	2.5% ^{††}	3.6% ^{††}
Environment	2.0%^{††}	3.5%^{††}	5.8%^{††}	4.0%^{††}	4.1%^{††}	3.3%^{††}	2.2%^{††}	5.1%^{††}
Animal protection	2.0%^{††}	4.2%^{††}	2.5%^{††}	3.0%^{††}	2.5%^{††}	4.7%^{††}	5.8%^{††}	5.1%^{††}

¹³¹ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹³² Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

ICNPO category	Negative or Nil income	\$1–\$15,599 p.a.	\$15,600–\$25,999 p.a.	\$26,000–\$41,599 p.a.	\$41,600–\$64,999 p.a.	\$65,000–\$90,999 p.a.	\$91,000–\$155,999 p.a.	\$156,000 or more p.a.
Development and housing total	1.0%^{††}	2.8%^{††}	4.3%^{††}	4.0%^{††}	3.0%^{††}	2.1%^{††}	1.2%^{††}	3.1%^{††}
Economic, social and community development	1.0% ^{††}	2.1% ^{††}	4.3% ^{††}	3.3% ^{††}	3.0% ^{††}	1.5% ^{††}	1.2% ^{††}	3.1% ^{††}
Housing	-	-	-	0.3% ^{††}	-	0.3% ^{††}	-	-
Employment and training	-	0.7% ^{††}	-	0.3% ^{††}	-	0.3% ^{††}	-	-
Law, advocacy and politics total	6.9%^{††}	9.8%^{††}	5.8%^{††}	5.3%^{††}	6.3%^{††}	4.7%^{††}	5.5%^{††}	6.6%^{††}
Civic and advocacy organisations	3.0% ^{††}	6.3% ^{††}	2.8% ^{††}	3.7% ^{††}	3.6% ^{††}	2.4% ^{††}	2.8% ^{††}	3.6% ^{††}
Law and legal services	2.0% ^{††}	2.1% ^{††}	-	-	1.4% ^{††}	-	0.3% ^{††}	-
Political organisations	2.0% ^{††}	2.1% ^{††}	3.1% ^{††}	1.7% ^{††}	1.6% ^{††}	2.4% ^{††}	2.5% ^{††}	3.1% ^{††}
Philanthropic intermediaries and grantmaking foundations total	2.0%^{††}	-	0.6%^{††}	1.3%^{††}	0.3%^{††}	1.5%^{††}	0.3%^{††}	0.5%^{††}
Grantmaking foundations	-	-	-	-	-	-	-	-
Other philanthropic intermediaries and voluntarism promotion	2.0% ^{††}	-	0.6% ^{††}	1.3% ^{††}	0.3% ^{††}	1.5% ^{††}	0.3% ^{††}	0.5% ^{††}
International	4.0%^{††}	1.4%^{††}	3.7%^{††}	4.0%^{††}	5.5%^{††}	4.2%^{††}	3.1%^{††}	3.1%^{††}
Religion	21.8%^{††}	23.8%^{††}	20.2%^{††}	19.7%^{††}	20.3%^{††}	17.8%^{††}	14.5%^{††}	8.7%^{††}
Business, professional associations, unions	1.0%^{††}	0.7%^{††}	0.3%^{††}	0.7%^{††}	1.6%^{††}	1.5%^{††}	3.1%^{††}	1.0%^{††}
Other	2.0%^{††}	4.2%^{††}	5.2%^{††}	3.3%^{††}	4.4%^{††}	3.6%^{††}	5.5%^{††}	5.1%^{††}

6.16 How do people volunteer?

Individual giving and volunteering survey respondents used a broad range of mechanisms to volunteer. This section examines those findings in answering:

- What are the rates and patterns of giving and volunteering in 2016?
- What are the current trends in levels of corporate social responsibility, including participation in workplace giving and corporate volunteering programs and is this changing over time?

6.16.1 Volunteering activities

Volunteers undertook a variety of activities for the organisations they helped. Overall, the most common activity was 'helping at or setting up events' and most commonly mentioned here were sausage sizzles, fetes, open days, lunches, fun runs and other sporting events. The second most common category was 'teaching, supervising, instructing, providing information, translating, reading'. Specific activities included training volunteers, tutoring, lecturing, supervising kid's activities, volunteering in support-a-reader programs, providing classroom help, providing religious education and tour guiding. The ten most commonly listed activities are provided in Figure 19.



Figure 19 Most common volunteering activities

6.16.2 Workplace/employee volunteering

Some 46.2% of respondents who were employed volunteered to an organisation in the 12 months prior to interview. Of these, 9.5% did at least some of this volunteering through a workplace/employee volunteering program. The average number of hours volunteered through workplace volunteering programs was 46 hours, while the median was 15.5 hours. The most common number of hours volunteered through WPG programs was six hours.

6.16.3 Informal volunteering

Overall, 21.9% of respondents indicated that they had participated in some form of informal volunteering for friends and neighbours. Figure 20 displays the ten most common informal volunteering activities

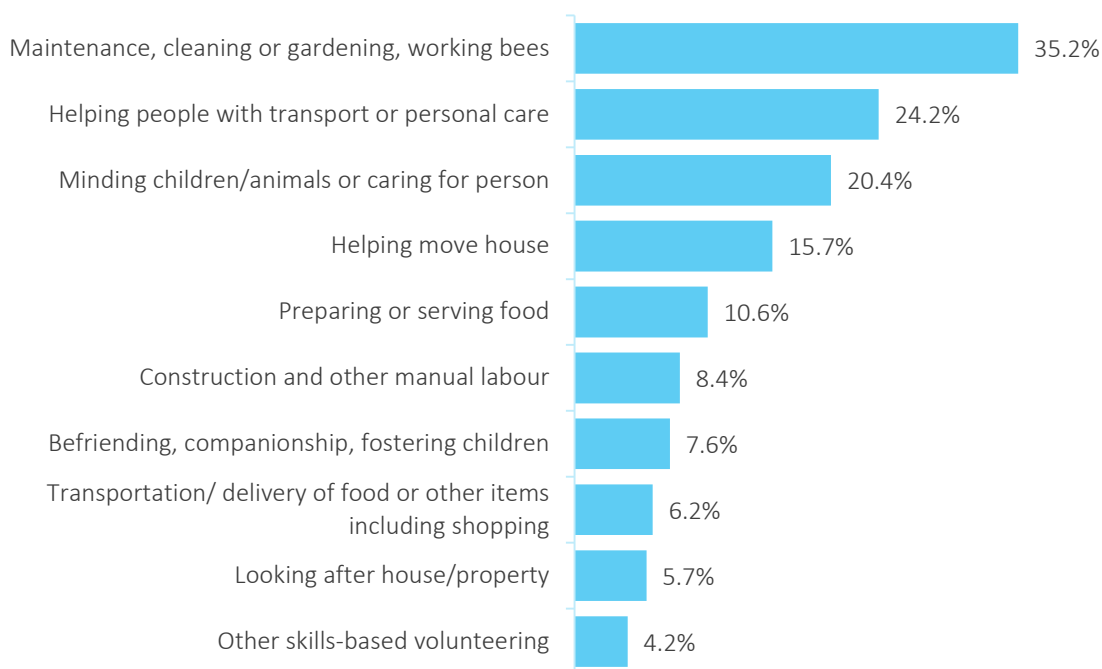


Figure 20 Informal volunteering activities

6.17 Religion, giving and volunteering

According to the Australian Charities and Not-for-profits Commission (ACNC), around one-third of all charities registered with them are religious charities, with advancing religion as their primary purpose and 'religious activities' as their main activity (Cortis et al. 2016). Many more charities have a religious philosophy or a religious history, including the Benevolent Society, believed to be Australia's oldest charity (Lucas and Robinson 2010).

Individual giving and volunteering survey respondents who self-identified with a religion had different patterns of giving and volunteering to those who did not self-identify with a religion. This section examines these findings in answering:

- How do Australian patterns of giving and volunteering compare with other like countries and what factors contribute to these differences?
- What are the critical factors that motivate giving and volunteering behaviours in 2016?
- Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?

6.17.1 How much was given to religious organisations?

The results of the *Individual giving and volunteering* survey show that approximately 23.5% of givers each donated \$932.50 on average to religious charities in the 12 months prior to interview, and 18.3% of volunteers volunteered 119 hours on average in the same period to religious organisations.

This equates to \$3.2 billion donated to religious organisations in a year or 28% of all donations. Furthermore, 17% of all volunteer hours went to religious organisations, an estimated 161 million hours.

According to the ACNC, some 681,574 people are volunteers for religious organisations, with religious organisations each having 47 volunteers on average. This is the largest total of any sector, and more than 100,000 more volunteers than the next largest sector, social services (Cortis et al. 2016).

6.17.2 How does identification with religion affect giving behaviours?

When considering the influence of religion on giving habits of Australians, the results of the *Individual giving and volunteering* survey mirrored the 2005 findings. People identifying with a religion were more likely to give, even to non-religious causes (see Table 45). There was no difference in the amount donated to non-religious organisations for those that identified with a religion compared to those that did not.

Those who identified with a religion gave on average \$1,006.36 to religious organisations in the 12 months prior to interview. This tipped their overall giving to nearly double that of non-religious givers (\$1,000.81 on average, compared to \$551.47 on average for non-religious givers).

Table 45 Donations to religious and non-religious cause areas by identification with religion¹³³

Religious identity	Religious organisations		Non-religious organisations		All organisations	
	Percentage donating	Average annual donation	Percentage donating	Average annual donation	Percentage donating	Average annual donation
Identified with a religion	38.8%	\$1,006.36	79.6%	\$599.31	85.6%	\$1,000.81
Not identified with a religion	2.9% ^{††}	\$185.90 ^{††}	76.9%	\$545.97	77.0%	\$551.47
All donors	19.3%	\$932.50	77.9%	\$566.96	80.8%	\$764.08

Table 46 shows the different cause area and average donations for religious and non-religious donors.

¹³³ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 46 Donations to all cause areas by religious and non-religious donors¹³⁴

Cause area	Religious donors			Non-religious donors		
	Number donating	Percentage donating	Average donation	Number donating	Percentage donating	Average donation
Culture and recreation total	325	13.5%	\$209.57	392	15.6%	\$461.91
Culture and arts	93 ^{††}	3.9% ^{††}	\$182.34 ^{††}	115	4.6%	\$386.05
Sports	179	7.4%	\$189.72	205	8.2%	\$573.80
Recreation	71 ^{††}	3.0% ^{††}	\$241.43 ^{††}	94 ^{††}	3.7% ^{††}	\$205.18 ^{††}
Education total	267	11.1%	\$408.46	249	9.9%	\$315.48
Primary and secondary education	234	9.7%	\$365.20	215	8.6%	\$169.96
Higher education	31 ^{††}	1.3% ^{††}	\$625.81 ^{††}	28 ^{††}	1.1% ^{††}	\$1,101.07 ^{††}
Other education	3 ^{††}	0.1% ^{††}	N/A	4 ^{††}	0.2% ^{††}	N/A
Research	1 ^{††}	0.0% ^{††}	N/A	2 ^{††}	0.1% ^{††}	N/A
Health total	1,444	60.1%	\$242.70	1,535	61.1%	\$202.26
Hospitals and rehabilitation	269	11.2%	\$126.99	282	11.2%	\$101.11
Nursing homes	16 ^{††}	0.7% ^{††}	N/A	16 ^{††}	0.6% ^{††}	N/A
Mental health and crisis intervention	38 ^{††}	1.6% ^{††}	\$126.27 ^{††}	63 ^{††}	2.5% ^{††}	\$249.15 ^{††}
Other health services	318	13.2%	\$255.51	345	13.7%	\$180.30
Medical research ¹³⁵	1,181	49.1%	\$191.59	1,197	47.6%	\$169.37
Social services total	1,520	63.2%	\$188.92	1,657	65.9%	\$182.27
Social services	1,148	47.8%	\$150.65	1,140	45.3%	\$120.39
Emergency relief	902	37.5%	\$113.10	998	39.7%	\$159.96
Income support and maintenance	13 ^{††}	0.5% ^{††}	N/A	15 ^{††}	0.6% ^{††}	N/A
Environment	130	5.4%	\$224.69	222	8.8%	\$242.75
Animal protection	299	12.4%	\$101.48	421	16.7%	\$143.54

¹³⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹³⁵ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Cause area	Religious donors			Non-religious donors		
	Number donating	Percentage donating	Average donation	Number donating	Percentage donating	Average donation
Development and housing total	18^{††}	0.7%^{††}	N/A	27^{††}	1.1%^{††}	\$536.89^{††}
Economic, social and community development	14 ^{††}	0.6% ^{††}	N/A	14 ^{††}	0.6% ^{††}	N/A
Housing	0 ^{††}	0.0% ^{††}	N/A	1 ^{††}	0.0% ^{††}	N/A
Employment and training	4 ^{††}	0.2% ^{††}	N/A	12 ^{††}	0.5% ^{††}	N/A
Law, advocacy and politics total	79^{††}	3.3%^{††}	\$224.07^{††}	96^{††}	3.8%^{††}	\$363.97^{††}
Civic and advocacy organisations	39 ^{††}	1.6% ^{††}	\$171.29 ^{††}	48 ^{††}	1.9% ^{††}	\$398.86 ^{††}
Law and legal services	2 ^{††}	0.1% ^{††}	N/A	2 ^{††}	0.1% ^{††}	N/A
Political organisations	41 ^{††}	1.7% ^{††}	\$262.15 ^{††}	54 ^{††}	2.1% ^{††}	\$299.25 ^{††}
Philanthropic intermediaries and grantmaking foundations total	19^{††}	0.8%^{††}	N/A	28^{††}	1.1%^{††}	\$142.14^{††}
Grantmaking foundations	6 ^{††}	0.2% ^{††}	N/A	3 ^{††}	0.1% ^{††}	N/A
Other philanthropic intermediaries and voluntarism promotion	13 ^{††}	0.5% ^{††}	\$134.23 ^{††}	25 ^{††}	1.0% ^{††}	\$95.20 ^{††}
International	664	27.6%	\$626.21	575	22.9%	\$532.67^{††}
Religion	1,089	45.3%	\$1,006.36	95^{††}	3.8%^{††}	\$185.90 ^{††}
Business, professional associations, unions	36^{††}	1.5%^{††}	\$480.78^{††}	18^{††}	0.7%^{††}	N/A
Other	70^{††}	2.9%^{††}	\$409.11^{††}	66^{††}	2.6%^{††}	\$446.69^{††}

To examine the relationship between religion and giving habits in greater detail, the *Individual giving and volunteering* survey asked individuals who identified with a religion how often they attended religious services. Those who attended services several times a week were the largest donors, and as the number of services attended decreased, so too did the average amount donated to religious and non-religious organisations (see Figure 21).

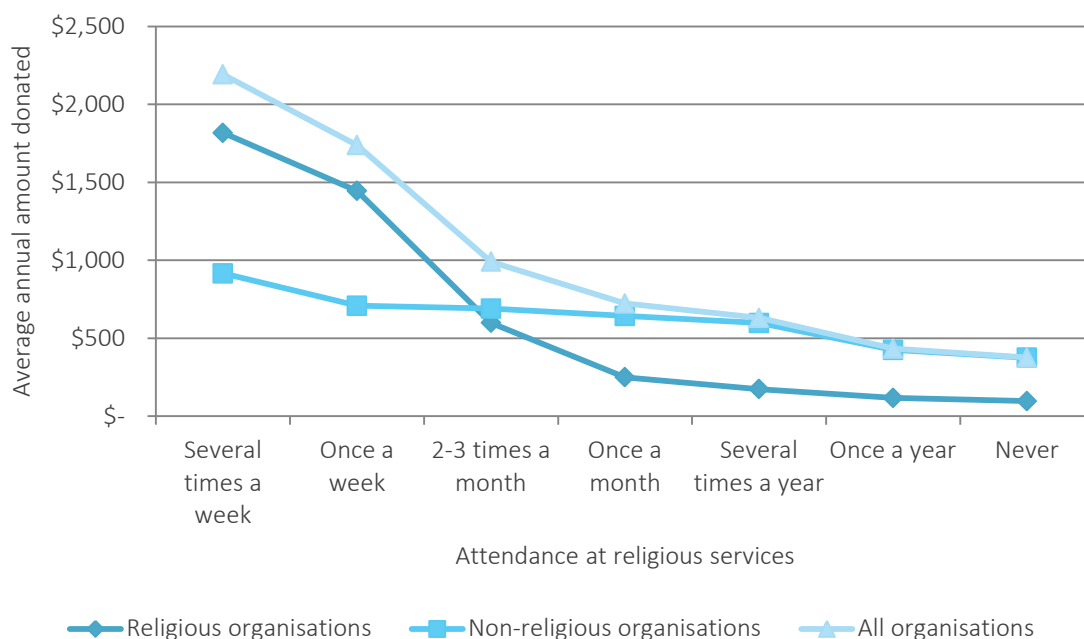


Figure 21 Average annual donation to religious, non-religious and all organisations by how often religious services were attended

6.17.3 How does identification with religion affect volunteering behaviours?

The existing literature suggests a positive correlation between religious participation and levels of volunteering (Grönlund et al. 2011). Research also suggests that religious affiliation and self-perceived religiosity influences philanthropic behaviour and religious activity is associated with increased volunteering and philanthropy (Berger 2006; Ruiter and De Graf 2006).

Table 47 examines the percentage volunteering and average volunteering hours for those who identified with a religion or not. There was no difference in the percentage of respondents volunteering for non-religious organisations between those who identified with a religion and those who did not. There was also no difference between average volunteering hours to non-religious organisations between respondents who identified with a religion and those who did not.

Those who identified with a religion volunteered 121 hours on average to religious organisations in the 12 months prior to interview. This tipped their overall volunteering to 145 hours on average over the year, compared to 123 for non-religious volunteers.

Table 47 Volunteering to religious and non-religious cause areas by identification with religion¹³⁶

Religious identity	Religious organisations		Non-religious organisations		All organisations	
	Percentage volunteering	Average annual hours	Percentage volunteering	Average annual hours	Percentage volunteering	Average annual hours
Identified with a religion	16.9%	121	38.9%	127	48.1%	145
Not identified with a religion	0.6% ^{††}	50 ^{††}	40.2%	123	40.7%	123
All volunteers	8.0%	119	39.2%	125	43.7%	134

Table 48 displays the percentage of religious and non-religious volunteers volunteering for each cause area and the average annual hours volunteered.

¹³⁶ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 48 Volunteering to all cause areas by religious and non-religious volunteers¹³⁷

Cause area	Religious volunteers			Non-religious volunteers		
	Number volunteering	Percentage volunteering	Average annual hours	Number volunteering	Percentage volunteering	Average annual hours
Culture and recreation total	351	26.0%	108	484	36.5%	105
Culture and arts	79 ^{††}	5.8% ^{††}	116 ^{††}	87 ^{††}	6.6% ^{††}	145 ^{††}
Sports	220	16.3%	93	319	24.0%	88
Recreation	85 ^{††}	6.3% ^{††}	102 ^{††}	103	7.8%	97 ^{††}
Education total	338	25.0%	89^{††}	340	25.6%	49^{††}
Primary and secondary education	297	22.0%	49 ^{††}	276	20.8%	23 ^{††}
Higher education	26 ^{††}	1.9% ^{††}	N/A	43 ^{††}	3.2% ^{††}	N/A
Other education	19 ^{††}	1.4% ^{††}	N/A	24 ^{††}	1.8% ^{††}	N/A
Research	2 ^{††}	0.1% ^{††}	N/A	2 ^{††}	0.2% ^{††}	N/A
Health total	226	16.7%	84	226	17.0%	71
Hospitals and rehabilitation	46 ^{††}	3.4% ^{††}	97 ^{††}	45 ^{††}	3.4% ^{††}	45 ^{††}
Nursing homes	34 ^{††}	2.5% ^{††}	138 ^{††}	22 ^{††}	1.7% ^{††}	120 ^{††}
Mental health and crisis intervention	11 ^{††}	0.8% ^{††}	N/A	18 ^{††}	1.4% ^{††}	N/A
Other health services	42 ^{††}	3.1% ^{††}	127 ^{††}	49 ^{††}	3.7% ^{††}	84 ^{††}
Medical research ¹³⁸	106	7.8%	31 ^{††}	105	7.9%	51 ^{††}
Social services total	359	26.6%	103	401	30.2%	106
Social services	211	15.6%	115	221	16.7%	101
Emergency relief	133	9.8%	76	163	12.3%	107
Income support and maintenance	37 ^{††}	2.7% ^{††}	65 ^{††}	39 ^{††}	2.9% ^{††}	70 ^{††}
Environment	35^{††}	2.6%^{††}	48^{††}	76^{††}	5.7%^{††}	83^{††}
Animal protection	35^{††}	2.6%^{††}	93^{††}	57^{††}	4.3%^{††}	77^{††}
Development and housing total	35^{††}	2.6%^{††}	113^{††}	36^{††}	2.7%^{††}	111^{††}

¹³⁷ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹³⁸ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Cause area	Religious volunteers			Non-religious volunteers		
	Number volunteering	Percentage volunteering	Average annual hours	Number volunteering	Percentage volunteering	Average annual hours
Economic, social and community development	31 ^{††}	2.3% ^{††}	119 ^{††}	34 ^{††}	2.6% ^{††}	117 ^{††}
Housing	2 ^{††}	0.1% ^{††}	N/A	-	-	N/A
Employment and training	2 ^{††}	0.1% ^{††}	N/A	2 ^{††}	0.2% ^{††}	N/A
Law, advocacy and politics total	74^{††}	5.5%^{††}	95^{††}	77^{††}	5.8%^{††}	98^{††}
Civic and advocacy organisations	41 ^{††}	3.0% ^{††}	103 ^{††}	46 ^{††}	3.5% ^{††}	110 ^{††}
Law and legal services	9 ^{††}	0.7% ^{††}	N/A	3 ^{††}	0.2% ^{††}	N/A
Political organisations	25 ^{††}	1.9% ^{††}	61 ^{††}	29 ^{††}	2.2% ^{††}	81 ^{††}
Philanthropic intermediaries and grantmaking foundations total	6^{††}	0.4%^{††}	N/A	11^{††}	0.8%^{††}	N/A
Grantmaking foundations	-	-	N/A	-	-	N/A
Other philanthropic intermediaries and voluntarism promotion	6 ^{††}	0.4% ^{††}	N/A	11 ^{††}	0.8% ^{††}	N/A
International	50^{††}	3.7%^{††}	59^{††}	46^{††}	3.5%^{††}	86^{††}
Religion	474	35.1%	121	20^{††}	1.5%^{††}	50^{††}
Business, professional associations, unions	15^{††}	1.1%^{††}	N/A	20^{††}	1.5%^{††}	82^{††}
Other	49^{††}	3.6%^{††}	86^{††}	66^{††}	5.0%^{††}	87^{††}



As Figure 22 shows, those who attended religious services several times a week volunteered the greatest number of hours to religious organisations over the year. They also volunteered 150 hours on average to non-religious organisations over the year.

Those who identified with a religion but never attended religious services volunteered 155 hours on average over the year to non-religious organisations.

Those attending religious services 2–3 times a month volunteered the least number of hours on average to religious services (49 hours) but volunteered 141 hours on average over the year to non-religious organisations.

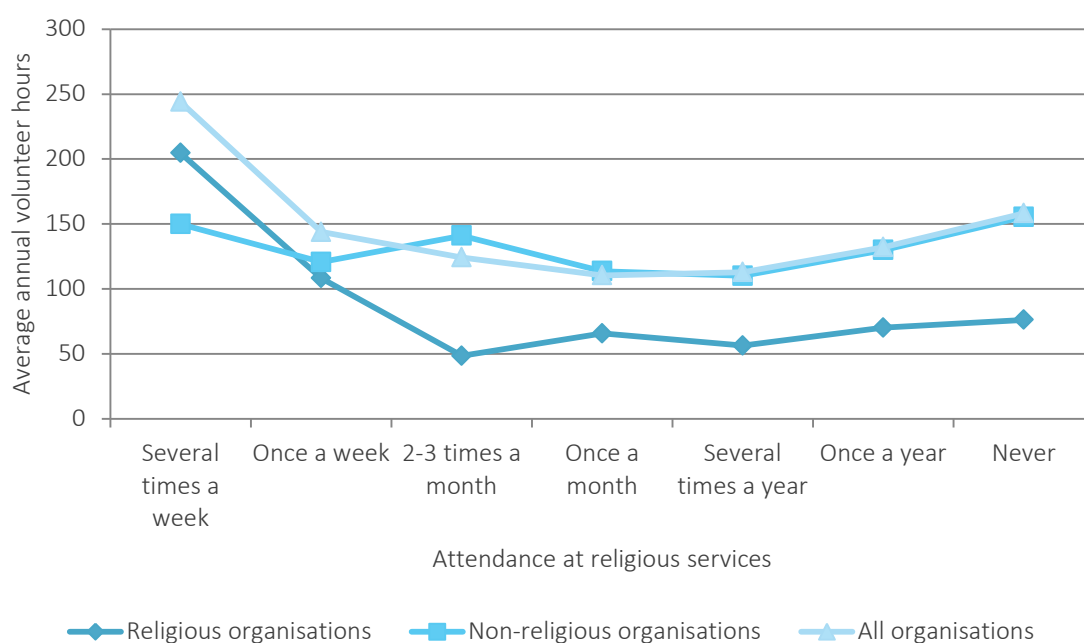


Figure 22 Average annual volunteering hours to non-religious organisations by how often religious services were attended



7.0 Trends and comparisons

This section presents an analysis of trends and future directions drawn from the findings from the *Individual giving and volunteering* survey and associated focus groups and interviews.

Overseas comparisons are discussed first, then comparisons with other Australian studies. In examining the future of giving and volunteering, we look at the behaviour of younger generations of givers and volunteers, the role of technology, busy modern lives and the growing importance of charities to prove their social impact.

7.1 Overseas comparisons

This section addresses findings relating to the research question:

- How do Australian patterns of giving and volunteering compare with other like countries and what factors contribute to these differences?

7.1.1 Quantitative data and analysis

Giving

It is difficult to compare giving and volunteering statistics across countries, as different laws and social conditions influence the findings, as well as different survey design. To make the comparison useful, it is important to compare Australian giving to giving in similar countries with similar economies and societies, such as the US, the UK, Canada and New Zealand.

One way of comparing giving statistics is to look at gifts as a percentage of Gross Domestic Product (GDP). GDP is broadly defined as the market value of all goods and services produced in a country over a period and is commonly used as a comparative measure of the wealth of nations. Comparing levels of giving as a percentage of GDP is often imprecise because of differences in the methods of calculation of both GDP and gifts. From the results of *Giving Australia 2016*, all monetary donations of \$11.2 billion can be estimated to represent 0.68% of GDP.

The US has been using the GDP measure for nearly 80 years. In the decades before the mid-1970s, its annual level of giving was at or above 2% of GDP. After that period it fell below 2%, until the decade beginning in 2000, when it rose above 2%. During the recession following the Global Financial Crisis of 2008, the annual level of giving fell to 1.9%, but then rose steadily to 2.1% in 2015 (*Giving USA 2016*).¹³⁹ Figure 23 compares giving as a percentage of GDP for the US and Australia.

¹³⁹ It should be noted that the USA has significantly more generous deductible tax concessions for charitable gifts than Australia has, and a different giving culture and societal beliefs about the role of voluntary action.

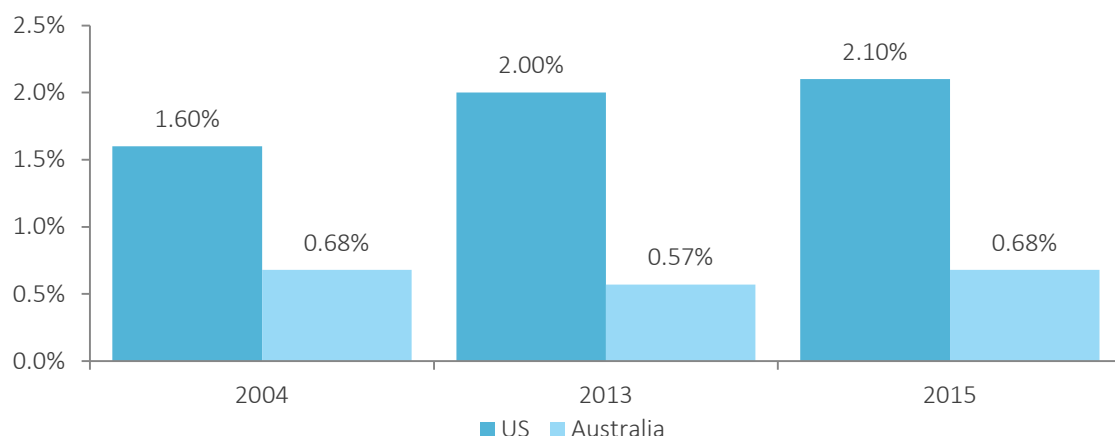


Figure 23 Giving as a percentage of GDP, US vs Australia

Another comparison of GDP can be drawn from the Charities Aid Foundation (CAF) *Gross Domestic Philanthropy: An international analysis of GDP, tax and giving* study in 2016. CAF attempted to compare giving in terms of the GDPs of 24 countries in 2016 (CAF 2016a) using different data sources.

Australia was ranked 11th with 0.23% of GDP, well behind the US on 1.44%, and also below New Zealand at 0.79%, Canada 0.77% and the UK 0.54%. Importantly, the study's Australian source of giving data was 2011–12 tax-deductible gift data. As discussed in section 6.6, not all givers lodge a tax return, and not all lodgers make a claim for a deduction. The Australian data is, therefore, likely to be significantly understated compared to other countries in the study.

Other countries had data that was much more recent and was obtained through a variety of methods, including face-to-face surveys and online diaries. These differences would affect the comparability of results.

Another CAF publication, the *World Giving Index*, provides an annual measure of three aspects of generosity in over 100 countries —helping a stranger; donating money to a charity; and volunteering for an organisation (CAF 2016b). It is based primarily on data from Gallup's World View Poll, which distributes 1,000 to 4,265 questionnaires to a representative sample of individuals in each country, asking about behaviours in the previous month. In 2016, the *World Giving Index* ranked Australia third in giving money to charity (behind the US and Myanmar), 14th for helping a stranger, and 11th for volunteering time to an organisation. Australia was ranked third out of over 140 countries for overall generosity.

Volunteering

Again, it is difficult to obtain accurate comparative measures for volunteering as the definition of volunteering differs between sources and countries and surveys are sporadic.

As reported, *Giving Australia 2016* data shows that in the year prior to interview in 2016, an estimated 8.7 million people or 43.7% of the adult population, gave 932 million hours of their time as volunteers, an annual average of 134 hours each. The median for volunteering hours was 55, half volunteering more and half less than this amount.



The UK and Canada recorded similar numbers of people volunteering, but for longer amounts of time. In the UK, 2014–15 data states that 42% of adults aged 16 and over reported formal volunteering¹⁴⁰ at least once in the previous year. The estimated average hours per month among regular volunteers was 11.6 hours (Cabinet Office (UK) 2016).¹⁴¹

In Canada in 2013, 12.7 million people aged 15 years and older (44% of the population) participated in some form of volunteer work. This amounted to about 1.96 billion hours, or 154 hours on average (Turcotte 2015).

The US and New Zealand records were much lower. In the US, for the year ending September 2015, about 62.6 million people (24.9%) volunteered through or for an organisation, spending a median of 52 hours on volunteer activities during the year. The most frequently cited type of organisation for which volunteers worked most hours during the year was religious (33.1% of all volunteers), followed by educational or youth service related (25.2%) and social or community service organisations (14.6%) (US Bureau of Labor Statistics 2016).

In New Zealand, the most recent data is from the year ended March 2013, when the number of people who volunteered for one or more organisations during the year was estimated at 1,229,054 (31% of the population). New Zealand volunteers contributed an estimated 157 million hours of volunteering during that year, estimated to be worth NZ\$3,464 million or 1.6% of GDP.

7.1.2 Qualitative data and analysis¹⁴²

Focus group participants generally held the view that Australian patterns of giving were different to those in similar western countries, most notably the US and to some degree Canada and the UK.

Specifically, the focus group participants commenting on this issue had a strong perception that these other countries had longer and stronger histories of giving. Discussing the US in particular, participants noted that there was an embedded national culture of giving, brought about by historical, political and structural factors. Participants further identified that established systems, tax, legal process and institutions developed over time to facilitate giving, particularly by bigger donors, supported this culture of giving.

These perceptions of an embedded culture of giving and the professional nature of the giving industry were confirmed by Dobkin Hall (2006) in his analysis of the history of US philanthropism and giving. 'Where charities and tax laws favoured private initiatives, philanthropic and voluntary enterprises flourished' (p. 37).

¹⁴⁰ Formal volunteering was defined as providing unpaid help through groups, clubs or organisations (Cabinet Office (UK) 2016).

¹⁴¹ Regular volunteers were those who volunteered at least once a month. Some 27% of respondents were considered regular volunteers (Cabinet Office (UK) 2016).

¹⁴² Refer to sections [5.3](#) and [10.1](#).



I don't think Australians do enough and give enough. I think the Americans are far more generous than we are. Although probably given the amount of billionaires ... if you spread that money out, it probably pushes the average person.

- Focus group, Regular givers, QLD

Two cornerstones underlie the US tax policy towards charitable activity: the deductions for contributions allowed in major federal taxes (the personal income tax, the corporate tax, and the estate tax) and the tax exempt status generally afforded to nonprofit institutions (Clotfelter 1985, 11). In the US, the size of individual giving suggests that the charitable deduction in the personal income tax is of pre-eminent importance.

In view of this, several participants noted that in comparison to the US, the Australian system is 'much less advanced and lacks the sophistication of the American system' in particular. As one participant reflected:

... I certainly try to keep up with what's going on in the UK and the United States, and especially in organisations that are equivalent to ours ... But I know we always talk about we're three years behind Europe or whatever, or two years behind, whatever it is.

- Focus group, Digital giving managers, VIC

However, several participants expressed alternative views on Australian giving practices, such as:

... I think that we've got heaps of potential and I think Australians, we're a very generous supportive nature. We can see that whenever [we] have a disaster.

- Focus group, Workplace givers, VIC

In addition to cultural and institutional enablers, several participants noted a geographical or proximal explanation, arguing that unlike the US and Europe, which are densely populated, Australia is characterised by both vast distances and dispersed populations, and proposed that this can undermine the sense of community and/or ability to influence neighbours' giving behaviours.

Countries like America and Europe, where a lot of people live in smaller towns – Australia – we think there's a lot – there's not a lot of small towns in Australia ... those small towns I think have a greater sense of community, and it's easier for people in those small towns, even if they're a bit tight-fisted by nature. Given the emotional pressure that they might be under from neighbours and other things ...

- Focus group, Regular givers, QLD

With respect to the UK and Canada, participants considered that although there is a stronger alignment of systems and government processes, given our shared history and systems of government, these countries are 'still more advanced' in their giving practices, initiatives and support infrastructures.

With respect to financial advice, the US was seen as holding much greater experience in practice compared to the Australian giving context.



In Australia, financial advisers – it's very new for them. In the States, two out of five advisers would be [doing it].

- Focus group, Mid-donors, QLD

Several participants noted that while they looked to these countries for direction, with several indicating that they follow equivalent organisations in the US and the UK on social media, and others having been on study tours to gain knowledge, this did not always translate to changed practice. Furthermore, it was acknowledged that although much can be learned from these countries, it was thought that these lessons were 'difficult to translate to the Australian context'.

... we're expected to as a country to almost behave like the US and UK where you – perhaps less so with the UK, but definitely more with the US – where there is such a reliance on individual philanthropy. And it's growing here, but yet we don't have the same culture or the same ... tax system either because we're not allowed to give benefits away, whereas in the US you can.

- Focus group, Everyday givers, VIC

I don't necessarily agree with comparing us to the US because I think it's comparing apples to oranges ...

- Focus group, Workplace givers, VIC

Taken together, the qualitative responses indicate that while the US is frequently presented as the primary source of giving policy and programmatic advice and influence (in particular the US tax laws), it is Canada and the UK where most strategies and policies are borrowed for implementation (Lambert and Lester 2004). For some participants, there was also a sense of unrealised or 'untapped' potential in Australia for major giving, which needed to be better recognised, developed and leveraged to meet current and future needs of the sector.

Talking about Giving

A further and far from new distinction between the US and Australia was the perceived level of public discussion about individuals' giving practices. When focus group members were asked if they talked about their giving practices, the overwhelming response was that, as a rule, most 'Australians don't like to do this'. Particularly there was a sense that disclosure could be interpreted as showing off and that this goes against the Australian self-deprecating culture.

I feel like it's boasting or something if you did it on social media, 'Look at me, I'm donating' ... that would feel tacky.

- Focus group, Workplace givers, QLD

There was also the view that it is appropriate to promote causes, but:

... not to tell people that I've given ... I mean it's nobody's business what I give.

- Focus group, Mid-donors, QLD



However, an alternative view was presented suggesting that giving in Australia generally is ‘very public, about announcements, recognition’ (Focus group, Everyday givers, VIC). Young people, in particular, were singled out as seeking public acknowledgment for their giving.¹⁴³

By contrast, grandstanding was seen by some participants as a uniquely American cultural trait and therefore both acceptable and even expected behaviour in the US.

One comment I just might make about charity culture, of having lived in the United States and having been here for 21 years, giving charitably on a macro level, on the big level in America is a status, and that’s one of the big things that drives it all the way down to [grassroots/micro-level] ... for them it’s a grandstanding thing as well. And for here [Australia] it’s really not a status.
- Focus group, Regular givers, QLD

Looking to the future, Australia’s growing multicultural population and their different approach to giving, for example, the Asian preference for collective over individualist approaches (Nisbett 2003), may offer some new ways forward.¹⁴⁴ Yet, as several authors have highlighted, little is known about the giving practices of migrant groups (Singh, Cabraal and Robertson 2010; Baker and Mascitelle 2011; Baker 2012). A recent exception is the Cultural and Indigenous Research Centre (CIRCA) report and literature review (2016a, b) which offered valuable insights into this cohort as well as into the surprisingly under-examined nature of Indigenous Australians’ giving motivations and practices.

7.2 Australian comparisons

It is difficult to draw direct comparisons between *Giving Australia 2016* findings and other giving studies, including *Giving Australia 2005*, due to different sampling methods and questionnaires as noted. Within this report, comparisons have been drawn with the *Giving Australia 2005* study; however, these should all be treated with caution in regard to the noted limitations and differences.¹⁴⁵ What follows are some comparisons with datasets that will help to place the *Giving Australia 2016* study within the context of the wider research on Australian giving and volunteering.

7.2.1 *Giving Australia 2005*

Giving Australia 2005 found that 87% of the adult population were givers. This figure was qualified as likely to have a ‘halo effect’ due to the positive endorsement of giving that was occurring around data collection time, related to the 2004 Indian Ocean earthquake and tsunami (ACOSS 2005). Table 49 shows other comparisons between the *Giving Australia 2005* study and the current study. As a percentage of GDP, it is estimated that giving to organisations was 0.68% in 2005 and remained 0.68% in 2016.¹⁴⁶ When raffles and other significant purchases are included, giving was estimated to be 0.76% of GDP in 2016.

¹⁴³ For more information on younger givers, see section [7.5.1](#).

¹⁴⁴ For more information on motivations by CALD givers and volunteers, see section [6.13.1](#).

¹⁴⁵ For full details on the differences between the *Giving Australia 2005* and 2016, see section [5.4.7](#).

¹⁴⁶ Percentage of GDP was calculated based on the amount given through donations only (i.e. \$5.7b in 2005 and \$11.2b in 2016). GDP changed during the period in the way it was calculated. GDP in 2016 was estimated to be

Table 49 Overview of giving and volunteering, 2005 & 2016

Item	2005	2016
Total gifts from individuals	\$7.7b (\$10.06b 2016 dollars)	\$12.5b
Percentage of GDP	0.68%	0.68%
Number of donors	13.4m people 87% adult Australians	14.9m people 81% adult Australians
Average donation	\$424 (\$553.92 2016 dollars)	\$764.08
Median	\$100 (\$130.64 2016 dollars)	\$200
Volunteers	41% of adults 836 million hours Average of 132 hours; median 44	43.7% of adults 932 million hours Average of 134 hours; median 55

Giving

The percentage of those giving appears to have decreased, but the average amount given has increased in real terms. *Giving Australia 2005* and *Giving Australia 2016* were consistent in the below findings.

- A greater percentage of women gave than men, but men reported giving higher amounts.
- Giving increased with age, with income and with education.
- Those who were fully employed and those who were fully retired had higher average levels of giving, while full-time students and those who were unemployed had the lowest levels.
- The top five motivations for giving were:
 - it's a good cause
 - I respect the work it does
 - sympathy for those it helps
 - I or someone I know has/had an illness or condition it tries to cure, and
 - I or someone I know has directly benefited from its services.
- It was most common to be asked to donate by telephone call but it was the most disliked method of approach for a donation.

There have also been changes since 2005. The first is an important change in bequesting. The 2016 survey found fewer Australians had made a Will, with the figure dropping below 50% but the level of bequests was similar to 2005.

In 2005, the most frequently cited approach for which a person never gave a donation was television, followed by mail and telephone. In the 2016 survey respondents were given a wider choice, and indicated they were most likely never to give in response to internet advertisements, printed advertisements or fliers, followed by radio, television and street fundraising. In 2016, a greater number of respondents also expressed dislike of street fundraising than in 2005.

\$1,654,864 m in June 2016. As respondents were asked about their donations in the 12 months prior to interview, their actual giving number may relate to a slightly different period (e.g. Feb 2015 – May 2016, or possibly 12 months to September 2016).



More people in 2016 indicated that their giving was spontaneous, rather than planned than in 2005. However, WPG, a form of planned giving, has had a small increase in popularity. In 2005, the proportion of donors who regularly participated in WPG was 0.7%; in 2016 it was 2.7%. When examining only those who were employed by organisations with WPG programs, this figure was 18.2% in 2016.¹⁴⁷

The 2016 survey showed a drop in levels of giving among those born overseas in a non-English-speaking country, but there was an increase in the average amount given; this mirrors the trend with giving among the general population.

Other than in Western Australia, those living outside of the capital city tended to have a greater donation participation rate. However, the average amount donated was greater in each capital city compared to the rest of the state.

Volunteering

It appears that the percentage of those volunteering and their average hours have increased since 2005.¹⁴⁸

Consistent with both studies were the following findings:

- more women volunteered, and for longer periods. However, the 2016 survey indicated the gender gap was narrowing
- the relationship between age and volunteer participation rate was a typical inverted 'U' shape, peaking for those aged 35–54 years, and
- volunteer participation rates increased with education level.

Those who were unemployed and looking for work, and those not retired and not in the workforce, were more likely to be volunteering than in 2005. Full-time students were less likely to be volunteering than in 2005, but those who were volunteering were volunteering more hours.

The number of hours volunteered by those born overseas in English-speaking countries also fell in the 2016 survey compared to 2005, but the participation rate remained similar.

Giving and volunteering

Giving Australia 2005 and *2016* both showed that those who volunteered had a higher participation rate in giving, and gave higher average donations than those who did not volunteer. The participation in giving of volunteers fell in 2016, in line with the general trend, but not by as much as the giving participation of non-volunteers.

¹⁴⁷ No equivalent measure was provided in 2005.

¹⁴⁸ Although note questionnaire differences as discussed in section [5.4](#).

7.2.2 Tax-deductible donations

Each year, the ATO releases aggregated data on donations made and claimed in tax returns. The latest data available is from 2014–15 latest available ATO taxation data. In that report, 34.58% of taxpayers¹⁴⁹ claimed tax-deductible donations. The average tax-deductible donation was \$674.14 (McGregor-Lowndes and Crittall 2017). In *Giving Australia 2016*, 54.2% of those who submitted a tax return and 32.7% overall claimed tax-deductible donations in their 2014–15 tax return. The average donation claimed was \$714.61. For more information on tax-deductible giving, see section [6.6](#).

7.2.3 General Social Survey

Table 50 shows the differences between volunteering rates in the *General Social Survey* (ABS 2015b) and *Giving Australia 2016*. See section [5.4.7](#) for specific information related to comparing these two surveys.

Table 50 Volunteering rates, *General Social Survey* (2014) vs *Giving Australia 2016*

	General Social Survey (2014)	Giving Australia 2016
Percentage volunteered (overall)	31.3%	43.7%
Gender		
Males	29.1%	40.3%
Females	33.5%	46.9%
Age		
18–24 years	26.0%	38.3%
25–34 years	27.5%	37.1%
35–44 years	39.3%	50.7%
45–54 years	31.7%	47.4%
55–64 years	29.3%	43.6%
65 plus	N/A	43.8%

¹⁴⁹ The total number of taxpayers was 13,213,814.



7.3 How giving has changed since 2005: technology

This section addresses the following research questions.

- How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?
- How are innovations in social media and technological development influencing giving and volunteering?

Ongoing advances in information and communication technology continue to transform the way individuals engage with charitable organisations, social issues and entities; make decisions about which initiatives to support; engage and interact with these initiatives and monitor their effects. At the same time organisations are using technology to market themselves, share and manage information and conduct their administrative processes.

Technology has changed giving in the following ways:

- communicating information
- researching and monitoring organisations
- facilitating payment and contributions, and
- the formation of online communities.

7.3.1 Communicating information

Perhaps the most basic role of technology identified across all participant groups in 2016 was its function of providing greater ease and efficiency in communicating information on the activities, goals and effects of organisations and causes to existing and potential givers and volunteers. Social media – particularly Facebook and Twitter – were identified as those tools most important for wider engagement.¹⁵⁰

As qualitative sources reflected, individuals participating in events (e.g. fun runs) typically used social media platforms to advertise the event, give notice of their intended participation, and solicit support. They also garnered wider interest through engagement tools such as ‘likes’ which, when significant, can sometimes act as tipping points to wider participation levels.

I love the fact that I can put on my personal story and my personal email and then provide a link and make it so easy for the donors to do it.

- Focus group, Everyday givers, VIC

¹⁵⁰ For more information on technology use by NPOs and charities, see [Giving Australia 2016: Giving and volunteering – the nonprofit perspective](#).



Facebook, in particular, was presented as useful in sharing information and expanding possible networks. It was also thought to have potential in finding alternative funding sources and attracting a broader volunteering audience.

More people are sort of venturing into areas like Facebook to try and garner volunteers ... I think to the general punter it can sound easy to create a Facebook page or get on social media and promote a cause. But there is a lot of work associated with it ... But I do see that gradually increasing.

- Interview, Everyday giver, QLD

The ability to use multiple means and engage several senses was thought to be the value of social media:

It's a very quick way of getting a message across. It's also very visible.

- Interview, In-kind giver, QLD

Specifically relating to young people, there was recognition by most participants of the need to match information communication efforts with the media that appeal to this group.

We now have a very active Facebook page and a very active Twitter account, and it allows us a medium to reach younger people in the community ... to speak in a way that they want to be spoken to.

- Focus group, Collective giving, SA

Aside from organisational communication, younger individuals reported drawing on technology and social media to communicate with peers and wider communities of interest to share information and mobilise action. For more on how younger people engage with technology in their giving and volunteering, see section [7.5.1](#).

Making these types of information available online helps donors to inform themselves and engage with a topic, as a precursor to relationship building. Communicating information about the NPO, cause or initiative is a foundational task in a prospective donor having trust in the initiative/organisation and having a relationship with the organisation. As identified in section [6.4](#), these are two of the most important factors influencing decision-making about giving and volunteering.

7.3.2 Research and monitoring organisations

Technology was mentioned as assisting potential givers with discovering new, previously familiar causes, groups and organisations.

... I think awareness of various organisations is a lot greater because of that reach [of social media].

- Focus group, Everyday givers, TAS



While participants noted that they are made aware of issues and organisations through a wide variety of means, as was highlighted in the individual decision-making section of this report, technology-assisted research mechanisms were increasingly used to undertake more thorough investigations.¹⁵¹

One participant pointed to the time and locational convenience of using technology to undertake research on causes as well as for monitoring her contributions, indicating:

Usually [I give] via the internet ... [because of] [t]ime. I've got time to consider it and time to do it.

- Focus group, Everyday givers, VIC

7.3.3 Facilitating payment and contributions

As noted earlier (see sections [6.2](#) and [6.4](#)) and supported in the literature (Kristof 2016), ease of giving is a key tipping point moving individuals towards giving. Overall there was strong support by participants for the role of technology in giving as it was seen as empowering both givers and the recipient organisations. For example, a well-constructed website was seen as making it easier for people to donate: 'Click, click, click. Done' (Focus group, Everyday givers, QLD). In response, many NPOs have invested in technologies making it easier for givers to make donations, including the establishment of online and digital approaches.

As well as becoming involved in different forms of giving, the mechanisms through which people give money were also changing, with a growing reliance on online forms of payment, and pay deductions gradually replacing mail and direct personal contributions (see section [6.5.3](#)). WPG was identified as one such change, generating considerable impact.¹⁵²

... workplace giving is actually increasing the volume of donations that are going to the sector.

- Interview, Workplace giving, VIC

Mobile giving techniques (for example, text messaging) have become an important means of raising awareness of issues in younger generation givers, in particular for disasters and especially overseas in the US (Giving USA 2010). Most focus group and interview participants were silent on the possibilities afforded by the projected growth of new forms of mobile giving tools. Australian NPOs are yet to fully capitalise on this approach, although as *Giving USA* (2010) suggests, this is an important emergent giving mechanism.¹⁵³

There was also the view that technology supports NPOs' administration, allowing them to better manage donations. Technology was seen as enabling transparency, a feature numerous participants sought from NPOs.

¹⁵¹ For more information on this topic, see section [6.4](#).

¹⁵² For more information on workplace giving, see section [6.8](#).

¹⁵³ For more information on technology use by nonprofit organisations and charities, see [Giving Australia 2016: Giving and volunteering – the nonprofit perspective](#).



Technology was also seen to support other forms of giving, including in-kind giving and volunteering, through the provision of better databases and other management and communication tools. Technology was also a primary source and enabler of emergent forms of giving and volunteering, for example, virtual volunteering.

7.3.4 Formation of online communities

Research (e.g. Giving USA 2010, 2016) and several focus group participants noted that technology and associated social media platforms have allowed online communities and virtual meeting places to form, where geographically dispersed individuals can join together around shared ideas and values to organise and mobilise action. The growth of these virtual communities appears to be fuelled by several factors, notably the high-level capacity and confidence in technology by younger generations and their personal characteristics, coupled with both a lack of trust in traditional forms and distant decision-makers and high reliance on family and peers as influencers (Goecks et.al. 2008).

There are still some physical spaces, like say perhaps churches or PCYCs etcetera, but I think communities is [sic] really different. You get a group of people with a common interest or need coming together, and that's why they can be virtual these days as well as being physical.

- Interview, In-kind giver, QLD

Somehow you can get a culture of people giving on social media, and then there's been great things that people have done ... I don't see a connection between the sort of self-centredness of people's I guess internet façade and [their actual online giving behaviour].

- Focus group, Regular givers, QLD

Another notable innovation is the growth of online initiatives that have global research and participation. The scale and scope of the impact of the 'Ice Bucket Challenge'¹⁵⁴ was offered up as a good example of the use of technology and social media to implement a novel solution to a larger social problem.

... the Ice Bucket Challenge, which was innovative, which raised – I think it was something like \$12 million for Motor Neurone research – that was interesting. You know, that pops up on your Facebook feed and you go, wow, what a fun or interesting or clever or different or whatever.

- Focus group, Everyday givers, QLD

Crowdfunding was also mentioned as a fundraising innovation supported by technology, that is reshaping the way that initiatives are generated and funded, often bypassing traditional organisations. Online communities are increasingly changing the shape of giving, in its various forms, with recent

¹⁵⁴ A fundraising and awareness campaign which began organically and ran over the American summer of 2014, primarily benefiting Motor Neurone Disease charities. The challenge involved participants choosing to either make a donation or having a bucket of iced water poured over their head, then 'challenging' others to do the same within 24 hours. Bucket pours were typically filmed and videos uploaded to social media, which promoted the spread of the challenge worldwide: see Florance, Loretta. 2014. "Ice Bucket Challenge raises millions of dollars for Motor Neurone Disease research, US ALS Association says." *ABC News Online*, September 17. <http://www.abc.net.au/news/2014-08-27/ice-bucket-challenge-raises-millions-of-dollars-for-mnd/5700716>.



examples such as ‘Black Lives Matter’¹⁵⁵ demonstrating both the breadth of engagement and the benefits of decentralised coordination.

The critical elements of these newer approaches were the use of technology and social media platforms and their inherently self-organising formats. They have also tapped into the shifting dynamics of giving and volunteering, with people often episodic in their giving and volunteering practices.

Changes in the structure of paid work and free time are also influencing volunteering, with many preferring more flexible, episodic engagements that can fit with their evolving and often crowded schedules. Well managed virtual volunteering represents an emergent opportunity to meet the desire for greater flexibility in volunteering that was identified by participants in both the 2005 and 2016 iterations of *Giving Australia*.

The increased use of technology has the potential to capture, analyse and manage a large amount of information, which can be used to:

- understand patterns of giving and volunteering
- better target existing and potential givers and volunteers
- facilitate directed communication strategies
- track resource flows, and
- manage operations.

Focus group and interview participants shared the view that online, digital and mobile technology will become even more pervasive. However, advanced technology also demands more sophisticated skills, which were highlighted as not always available or valued in many traditional organisations, especially smaller ones.

¹⁵⁵ An activist movement beginning in 2013 with the Twitter hashtag, #BlackLivesMatter. A key feature of its activism is protests against police violence against Black people, primarily in the US. See <https://www.theguardian.com/world/2015/jul/19/blacklivesmatter-birth-civil-rights-movement>.



7.3.5 Technology: some limitations

Alongside the widespread acceptance of and support for technology's role in giving and volunteering practices, several participants offered some cautionary remarks.

Lack of knowledge about technology

Several participants pointed to a digital divide, suggesting that technology was primarily the domain of younger people who were overwhelmingly understood to have advanced capability. This view was described as 'an age thing' (Focus group, Older volunteers, WA) and was reinforced by comments indicating that many older people had limited exposure and often, interest, in technological knowledge. The knock-on effects of limited expertise, interest and exposure to technology and social media tools were made evident.

[We have] a lot of older members, half of them are retired from the workplace. A couple of them don't even have email addresses or if they do, they don't use their email. So, to get them to even look at [the website] and engage with that is difficult ...

- Interview, Everyday giver, QLD

... we're fundraising for [project], and a lot of the applications you have to do online. And we're not that way inclined. So we have to use the receptionist at [location], who's very good, but we get it and fill it all out and then we take it up to – because we print it off, and then she has to scan it and send it for us.

- Focus group, Volunteers, WA

There was also a generational divide between the kinds of platforms and interactions used by digitally active younger people and digitally active older people, which could make it difficult to decide which media to use if trying to target a wider audience.

... of course with the kids, they all go 'Facebook, that's for people over 60.' So the younger people are just moving right away from it. So if we're trying to appeal to that audience, Facebook is – yeah.

- Focus group, Mid-donors, QLD

Many organisations lacked the ability to fully leverage the scale, scope and efficiencies offered by technology.¹⁵⁶

Security and privacy concerns

Alongside the many benefits of technology and social media, participants also highlighted concerns related to security, the cost of upkeep and the de-socialising effects of excessive de-personalised communication.

¹⁵⁶ For more information on the issues facing NPOs and charities, see [Giving Australia 2016: Giving and volunteering – the nonprofit perspective](#).



The perennial question of how to verify trustworthiness has transferred to the new online medium:

... there are a lot of groups out there who are putting themselves up as charities but that funding isn't going to a charity.

- Focus group, Everyday givers QLD

One participant described being 'bitten' by a scam – donating to a person claiming to have been affected by a flood whose house was not in a flood region. The values-based caveat to their experience was a hope of doing good through giving, even if some is lost to unscrupulous scammers.

But I'd rather have helped where I don't need to help than not help when I need to.

- Focus group, In-kind givers, QLD

Based on this experience, the message for engaging with individuals who use online platforms to mobilise assistance was summarised as: 'proceed with caution' (Focus group, In-kind giving QLD).

Another issue of disquiet was the experience of 'getting bombarded via social media [requests]' (Interview, Everyday giver, QLD).

Administrative aspects of managing and maintaining technology-enabled communication was a further consideration for many participants. Message control was one issue:

you have to be careful ... because it is a little bit out of your control.

- Focus group, Collective givers, SA

The implication was that organisations need to invest time and effort keeping their websites and other social media outlets up to date, engaging and monitoring this to retain a level of 'quality'.

In summary, continuing advances in technology and penetration of mobile devices in society were combining to push innovations that significantly change the way many individuals give and engage with their communities. This was seen to hold significant implications for the government and charitable sectors into the future.

By challenging traditional fundraising, resourcing and volunteering models, these new giving initiatives were engaging more people in the giving of time, skills, money and resources, and in many cases, enabling giving impacts to be scaled up.

Recognition of the benefits of technology and social media aside, there remained a strong view that face-to-face relationship building and communicating will remain just as important in the future as it did in the past. Online and digital giving offered many opportunities for initial connections, but to retain these givers, an ongoing relationship was necessary and personalised communication was required.



7.4 How governments can help

The qualitative data distilled two main themes and related subthemes on governments' responsibilities and roles in giving and volunteering: institutional infrastructure and social infrastructure.

7.4.1 Enabling institutional infrastructure

There was an overall consensus that government should ensure institutional infrastructure facilitates a supportive climate for NPOs, giving and volunteering. In particular, participants expected that governments would genuinely consult NPOs and givers and volunteers and draw on evidence-based research to craft appropriate and enabling legislation, policy and fiscal mechanisms to encourage and monitor giving amounts and practices. Specific suggestions mentioned by participants are outlined below.

Recognising and rewarding giving and volunteering

Many participants were interested in increasing tax incentives supporting individual giving and volunteering, including financial donations, in-kind donations and volunteering. Reform of DGR status and Fringe Benefits Tax (FBT) exemptions and rebates for a wider range of NPOs were also raised.

... government does have a role in promoting philanthropy and generosity in society and I think one of the ways they do that is through income tax deductions for individuals who are philanthropic or who donate.

- Interview, Everyday giver, QLD

Some participants went further, to propose that government examine ways to appropriately recompense volunteers for their out of pocket expenses and more extensively for lost opportunity costs. Options aired included the possibility of government recognising voluntary contributions for people on fixed incomes and crediting those contributions against income earned.

One participant commented that a previous Prime Minister floated the idea of volunteering hours offsetting the costs of university fees, which had been well received by the participant's university-aged children. Instituting tax deductibility for the time provided to a charity organisation as well as funds was another suggestion. While there are current websites, not all participants knew of them and they surfaced the idea of a central website on volunteering opportunities, funded or managed by the federal government.

As well as financial incentives, government was urged to encourage participation through increasing social recognition of those who contribute. Currently, the profile was lacking for publicly acknowledging those who give. For example:

... we have a volunteer awards every year ... but nobody would know about them. Governments will spend a lot of money in advertising the benefits of this new piece of road or whatever, but they don't spend a lot of time advertising the benefits of doing something good for your community.

- Interview, In-kind giver, NSW



Government support of in-kind giving and innovative approaches to stimulate participation and reward through recognition were broadly encouraged by participants.

Participants suggested that the federal government undertake an analysis of the economic contribution of volunteers (such as those produced by the Productivity Commission) so that the value of volunteering was recognised and decisions made based on this information. One participant felt in regards to recognition, Australia could learn from a Japanese example.

... we had the leader of MITI, the Ministry for Industry, Trade and Investment from Japan, and he said, 'How do you encourage people to become philanthropic?' And the guy from MITI said, 'I see your problem.' He said, 'What you need to do is bestow upon them an imperial honour.' ... All of a sudden you are made a pillar of the community.

- Focus group, Older volunteers, VIC

Funding services to appropriate levels

There was wide consensus that it is government's responsibility to fund social and support services/bodies. Several participants were highly critical of what was seen as government withdrawal from this role.

... I really resent government withdrawing from community support because that's what they're there for.

- Interview, Everyday giver, QLD

Current government policy was seen as inhibiting generosity across a range of giving domains, especially affecting smaller volunteer-based organisations. Inadequate funding of services, as well as the strategic reduction of total available government funding, were highlighted by participants.

Regional and rural participants noted that a lack of services sometimes results in communities fundraising to fund services themselves.

It's a constant battle to put anything up to governments, local, state or federal. It's a constant battle to say, 'We really need this.' Like to get an ambulance here, in our little community – at that time we had about 1,100 people – we had to raise \$65,000. But in the cities, an ambulance is simply provided. But in the country, we have to sort of like do it ourselves all the time ... which we did, but it's not – there's still this feeling of being sort of degraded and discriminated against.

- Interview, Volunteer, QLD

Some participants expressed that their expectations of government were not being met and that some private individuals were shouldering a disproportionate share of responsibility for community services.

... there are things that I think the government should be responsible for and that should come out of taxation, and I get really annoyed with the fact that that means people like suckers, like us, end up paying twice when other members of the community don't pay at all.

- Focus group, Everyday givers, VIC



Across the focus groups, there was a strong view that government preference for ‘market competition’ can have negative impacts on giving generally and NPOs in particular, as well as the health of the sector as a whole. Competitive funding processes, in particular, were thought to suit large corporate organisations rather than smaller community and volunteer-based organisations, imposing insurance requirements that small organisations found it difficult to meet.

The government has been taking things that should be being provided by the government, outsourcing them to charitable organisations and not providing them with enough money to actually do the job, making them tender against each other.

- Focus group, Everyday givers, VIC

Regulation

There was strong agreement that government holds the overall regulatory responsibility for the sector generally and giving practices specifically.

I would like to think that the government keeps an eye on organisations and makes sure as far as it can that they're ethical and they're honest, and that genuinely, you know, people's donations are going to the cause that they say they are.

- Focus group, Everyday givers, VIC

There were concerns at the growing number of charities occupying the Australian nonprofit landscape, which were variously thought to be, confounding givers, crowding out initiatives and creating competition for limited funds. Further to this was an expectation that government has a role in monitoring the number of charities and setting conditions that lead to an optimal number in the sector. Suggestions for action included stronger monitoring and reporting of income and expenditures, to ensure that these are viable and genuine but also to limit excessive overlaps.

Several participants cautioned against creating more red tape as an unintended consequence of changing legislation or regulation without effective consultation and research.

7.4.2 Social infrastructure

Many focus group and interview participants spoke of their expectations of the role of government in contributing to the building of a social infrastructure through its support (fiscal, leadership, educational, moral and in media) in building a society more socially aware, egalitarian and willing to share benefits. Achieving equity for women and girls in philanthropy was understood as part of a larger movement towards equality in Australia, requiring a long-term commitment to culture change.

I think the really big role of government is to never relent on a basic premise about culture change and about respect, and until there's increased respect of women and minority groups in general, we're always going to have powerful people taking advantage of them in whatever place it is.

- Focus group, Givers to women and girls, QLD

Participants felt the government could enact this cultural development role through strong leadership demonstrating the value attached to giving. They saw the need for government to initiate and



support, and even undertake, education and media programs that provided the general public with information that encourages them to think differently about issues.

[There is a] need for education for general public and givers – asking new and different questions.

- Focus group, Everyday givers, QLD

There was a strong sense of government's role in supporting the community, expressed as:

Well, government is there to support the community. That's the only reason that government exists. It's not the other way around ...

- Interview, Everyday giver, QLD

Acknowledging the shared responsibility of other sectors, several participants put forward the notion that government should work more closely with these sectors.

7.5 Future of giving

This section addresses the following research question:

- What does information about changing patterns of giving and volunteering in 2016 tell us about the future of philanthropy in Australia?

This is discussed firstly with a look towards the next generation of givers before examining the shifting economic and societal conditions and the increased professionalisation of giving. A short summary of the issues discussed around the pervasive role of technology follows.

7.5.1 Next generation givers

In predicting the future for Australian giving and volunteering behaviours, the youngest givers and volunteers were seen to have increasing impact. This section looks at how they are different and similar to other givers and volunteers, and how they may change the face of philanthropy in Australia.

Giving and volunteering rates

In total, 75.2% of respondents aged 18–34 in the 2016 *Individual giving and volunteering* survey gave at least one money donation, which was lower than the average of all respondents (see Table 51). The average amount donated in this age cohort was \$486.72, which is just over 60% of the average donation for all givers.

In total, 37.6% of respondents aged 18–34 volunteered, performing an average of 101 hours during the year. The participation rate for both giving and volunteering was slightly under that for the respondents as a whole.

Table 51 Giving and volunteering rates for younger people

	Number giving	Percentage giving	Average donation	Number volunteering	Percentage volunteering	Average number of hours
18–24	543	70.8%	\$288.78	294	38.3%	106
25–34	931	78.0%	\$601.82	443	37.1%	98
All younger respondents	1,474	75.2%	\$486.72	737	37.6%	101
All respondents	5,010	80.8%	\$764.08	2,707	43.7%	134

Motivations for giving

Younger people shared many of the general motivating factors outlined earlier in this report.¹⁵⁷ The leading motivations for giving by those aged 18–34 identified in the *Individual giving and volunteering* survey were the same as in the general survey population (see Figure 24).

¹⁵⁷ See section [6.2](#).

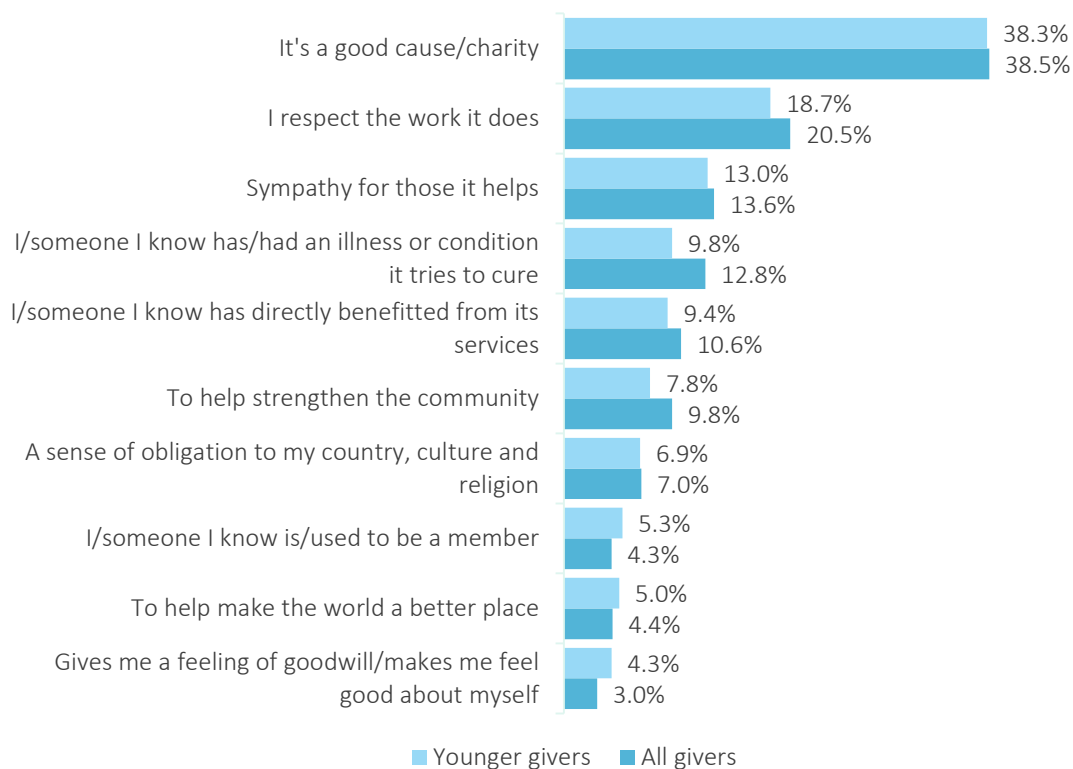


Figure 24 Reasons for giving by 18–34 year olds and all givers

The responses from focus group and interview participants (all ages) highlighted a belief that, as a whole, young people aged 18–34 were more strongly committed to securing an alignment between their personal lives and values and the causes or actions they support and were prepared to act on these. That is, younger donors were more likely to give to organisations or causes that hold shared ideals or goals and demonstrated this through their activities.

It depends [on] what they're raising money for. If it's a cause that I feel is something that resonates with me – yeah, if it's Red Cross or Salvation Army or something to do with mental health, then I'm probably more likely to give rather than organisations that I've never heard of or causes that aren't so high on my priority list.

- Focus group, Young donors, WA

Some older participants expressed fear that the attitudes and behaviours of the next generations were contributing to a decline in giving behaviours likely to continue to deteriorate over time. In contrast, many other older participants expected to see a resurgence in giving behaviours due to greater involvement by values-driven younger generations.

... there's definitely a shift in thinking of younger generations, so the sort of 18 to 25 year olds, in that they want to give value to society, so they want to volunteer and they want to do something more than just work in a job that gives them money to go out and party with ... Social entrepreneurs, social wellbeing is definitely in the mindset [of younger generations] more so than perhaps my generation is.

- Interview, In-kind giver, QLD



Where do they give and volunteer?

There was a perception among older participants that this cohort was more globally focused, and as such preferred to support the environment and social justice. An older participant reflected that many young staff at her organisation reported choosing the employer as a result of its community engagement program.

... I do believe the younger generation are more in tune with things like recycling and looking after the environment and things like that, and therefore they're looking at their community a little bit more.

- Focus group, Everyday givers, NSW

There was a noted inclination towards international giving practices within the 18–34 age group, with several younger participants identifying their involvement with international charity and causes.

... I give to charities where they might do work overseas in developing countries.

- Focus group, Young donors, WA

This social justice outlook was observed by others:

... their generation seems to have very much a social conscience and a desire to make an impact ... So yeah, I see a lot of hope for the younger generations coming through in terms of wanting to give more back, give back more to community and society, whether that be in foregoing the big corporate salary or whether it be in the causes and the projects that they choose to get involved with.

- Interview, Everyday giver, QLD

However, the *Individual giving and volunteering* survey did not find support for this theory of an environment and social justice orientation. Younger givers donated to similar causes (and in similar proportions) as all givers, with the top three causes being health, social services and international. These were the top three cause areas for all donors. The highest average annual donations from both the 18–34 age group and all givers were to religion and international causes. Table 52 displays this breakdown.

Table 52 Donations by younger givers¹⁵⁸

Cause area	18–34 year old donors			All donors		
	Number donating	Percentage donating	Average donation	Number donating	Percentage donating	Average donation
Culture and recreation total	199	13.5%	\$116.42	723	14.4%	\$346.60
Culture and arts	57 ^{††}	3.9% ^{††}	\$123.50 ^{††}	209	4.2%	\$293.32
Sports	117	7.9%	\$107.78	386	7.7%	\$395.89
Recreation	32 ^{††}	2.2% ^{††}	\$109.66 ^{††}	168	3.4%	\$217.29
Education total	119	8.1%	\$142.35	524	10.5%	\$359.96
Primary and secondary education	94 ^{††}	6.4% ^{††}	\$154.02 ^{††}	456	9.1%	\$269.76
Higher education	23 ^{††}	1.6% ^{††}	\$99.87 ^{††}	60 ^{††}	1.2% ^{††}	\$837.50 ^{††}
Other education	2 ^{††}	0.1% ^{††}	N/A	7 ^{††}	0.1% ^{††}	N/A
Research	1 ^{††}	0.1% ^{††}	N/A	3 ^{††}	0.1% ^{††}	N/A
Health total	807	54.7%	\$161.93	3,039	60.7%	\$221.34
Hospitals and rehabilitation	147	10.0%	\$116.08	562	11.2%	\$112.64
Nursing homes	2 ^{††}	0.1% ^{††}	N/A	32 ^{††}	0.6% ^{††}	\$195.80 ^{††}
Mental health and crisis intervention	41 ^{††}	2.8% ^{††}	\$319.46 ^{††}	104	2.1%	\$202.93
Other health services	150	10.2%	\$109.97	679	13.6%	\$221.34
Medical research ¹⁵⁹	620	42.1%	\$134.49	2,421	48.3%	\$178.77
Social services total	805	54.6%	\$152.81	3,230	64.5%	\$185.24
Social services	550	37.3%	\$93.62	2,328	46.5%	\$135.77
Emergency relief	425	28.8%	\$163.84	1,927	38.5%	\$137.75
Income support and maintenance	9 ^{††}	0.6% ^{††}	N/A	28 ^{††}	0.6% ^{††}	\$623.57 ^{††}
Environment	99^{††}	6.7%^{††}	\$181.13^{††}	355	7.1%	\$235.82
Animal protection	232	15.7%	\$79.10	730	14.6%	\$125.93

¹⁵⁸ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹⁵⁹ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Cause area	18–34 year old donors			All donors		
	Number donating	Percentage donating	Average donation	Number donating	Percentage donating	Average donation
Development and housing total	11^{††}	0.7%^{††}	N/A	47^{††}	0.9%^{††}	\$404.83^{††}
Economic, social and community development	4 ^{††}	0.3% ^{††}	N/A	29 ^{††}	0.6% ^{††}	\$259.31 ^{††}
Housing	-	-	-	1 ^{††}	0.0% ^{††}	N/A
Employment and training	7 ^{††}	0.5% ^{††}	N/A	17 ^{††}	0.3% ^{††}	N/A
Law, advocacy and politics total	44^{††}	3.0%^{††}	\$257.68^{††}	176	3.5%	\$301.22
Civic and advocacy organisations	26 ^{††}	1.8% ^{††}	\$198.13 ^{††}	88 ^{††}	1.8% ^{††}	\$296.78 ^{††}
Law and legal services	1 ^{††}	0.1% ^{††}	N/A	4 ^{††}	0.1% ^{††}	N/A
Political organisations	20 ^{††}	1.4% ^{††}	\$302.63 ^{††}	95 ^{††}	1.9% ^{††}	\$283.29 ^{††}
Philanthropic intermediaries and grantmaking foundations total	15^{††}	1.0%^{††}	N/A	47^{††}	0.9%^{††}	\$167.55^{††}
Grantmaking foundations	3 ^{††}	0.2% ^{††}	N/A	9 ^{††}	0.2% ^{††}	N/A
Other philanthropic intermediaries and voluntarism promotion	12 ^{††}	0.8% ^{††}	N/A	38 ^{††}	0.8% ^{††}	\$108.55 ^{††}
International	360	24.4%	\$381.24	1,254	25.0%	\$579.08
Religion	324	22.0%	\$705.56	1,198	23.9%	\$932.50
Business, professional associations, unions	12^{††}	0.8%^{††}	N/A	55^{††}	1.1%^{††}	\$404.65^{††}
Other	39^{††}	2.6%^{††}	\$274.54^{††}	143	2.9%	\$414.16
Total	1,474	75.2%	\$486.72	5,010	80.8%	\$764.08

There was some support for the theory that younger people have a more global focus in the volunteering data. The most popular causes for younger volunteers were the same as for other age groups: social services, culture and recreation and education (see Table 53). However, a smaller proportion of younger people volunteered for culture and recreation organisations compared to all volunteers (22.5% vs 31.1%).

Law, advocacy and politics had the highest annual volunteer hours on average from 18–34 year olds, while animal protection ranked third in terms of the average number of volunteer hours for 18-34 year old volunteers. This ranked seventh for all volunteers.

Table 53 Volunteering to all cause areas for younger volunteers¹⁶⁰

Cause area	18–34 year old volunteers			All volunteers		
	Number volunteering	Percentage volunteering	Average annual hours	Number volunteering	Percentage volunteering	Average annual hours
Culture and recreation total	166	22.5%	77	843	31.1%	107
Culture and arts	28 ^{††}	3.8% ^{††}	55 ^{††}	168	6.2%	131
Sports	122	16.6%	79	545	20.1%	91
Recreation	22 ^{††}	3.0% ^{††}	77 ^{††}	189	7.0%	100
Education total	156	21.2%	N/A	685	25.3%	74^{††}
Primary and secondary education	113	15.3%	N/A	578	21.4%	39 ^{††}
Higher education	35 ^{††}	4.7% ^{††}	N/A	69 ^{††}	2.5% ^{††}	110 ^{††}
Other education	11 ^{††}	1.5% ^{††}	N/A	45 ^{††}	1.7% ^{††}	134 ^{††}
Research	0 ^{††}	0.0% ^{††}	N/A	4 ^{††}	0.1% ^{††}	N/A
Health total	121	16.4%	73	456	16.8%	78
Hospitals and rehabilitation	23 ^{††}	3.1% ^{††}	13 ^{††}	92 ^{††}	3.4% ^{††}	71 ^{††}
Nursing homes	9 ^{††}	1.2% ^{††}	N/A	56 ^{††}	2.1% ^{††}	131 ^{††}
Mental health and crisis intervention	15 ^{††}	2.0% ^{††}	N/A	29 ^{††}	1.1% ^{††}	108 ^{††}
Other health services	38 ^{††}	5.2% ^{††}	108 ^{††}	92 ^{††}	3.4% ^{††}	106 ^{††}
Medical research ¹⁶¹	47 ^{††}	6.4% ^{††}	43 ^{††}	213	7.9%	41
Social services total	193	26.2%	82	772	28.5%	105
Social services	116	15.7%	86	441	16.3%	108
Emergency relief	69 ^{††}	9.4% ^{††}	73 ^{††}	97 ^{††}	11.0% ^{††}	93 ^{††}
Income support and maintenance	16 ^{††}	2.2% ^{††}	N/A	78 ^{††}	2.9% ^{††}	67 ^{††}
Environment	26^{††}	3.5%^{††}	26^{††}	113	4.2%	71

¹⁶⁰ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.

¹⁶¹ Medical research includes both organisations that conduct medical research and organisations that fund medical research. Many of these may also be involved in other health-related activities (e.g. health promotion, patient support) e.g. Cancer Council, Leukaemia Foundation.

Cause area	18–34 year old volunteers			All volunteers		
	Number volunteering	Percentage volunteering	Average annual hours	Number volunteering	Percentage volunteering	Average annual hours
Animal protection	36⁺⁺	4.9%⁺⁺	104⁺⁺	93⁺⁺	3.4%⁺⁺	84⁺⁺
Development and housing total	8⁺⁺	1.1%⁺⁺	N/A	71⁺⁺	2.6%⁺⁺	112⁺⁺
Economic, social and community development	8 ⁺⁺	1.1% ⁺⁺	N/A	65 ⁺⁺	2.4% ⁺⁺	118 ⁺⁺
Housing	-	-	-	2 ⁺⁺	0.1% ⁺⁺	N/A
Employment and training	-	-	-	4 ⁺⁺	0.1% ⁺⁺	N/A
Law, advocacy and politics total	39⁺⁺	5.3%⁺⁺	133⁺⁺	152	5.6%	6
Civic and advocacy organisations	22 ⁺⁺	3.0% ⁺⁺	100 ⁺⁺	87 ⁺⁺	3.2% ⁺⁺	107 ⁺⁺
Law and legal services	4 ⁺⁺	0.5% ⁺⁺	N/A	12 ⁺⁺	0.4% ⁺⁺	N/A
Political organisations	14 ⁺⁺	1.9% ⁺⁺	N/A	55 ⁺⁺	2.0% ⁺⁺	70 ⁺⁺
Philanthropic intermediaries and grantmaking foundations total	7⁺⁺	0.9%⁺⁺	N/A	18⁺⁺	0.7%⁺⁺	N/A
Grantmaking foundations	-	-	-	-	-	-
Other philanthropic intermediaries and voluntarism promotion	7 ⁺⁺	0.9% ⁺⁺	N/A	18 ⁺⁺	0.7% ⁺⁺	N/A
International	45⁺⁺	6.1%⁺⁺	65⁺⁺	98⁺⁺	3.6%⁺⁺	72⁺⁺
Religion	136	18.5%	104	496	18.3%	119
Business, professional associations, unions	7⁺⁺	0.9%⁺⁺	N/A	35⁺⁺	1.3%⁺⁺	117⁺⁺
Other	36⁺⁺	4.9%⁺⁺	59⁺⁺	116	4.3%	86
Total	737	37.6%	101	2,707	43.7%	134

The requirement for alignment and engagement (discussed in both the monetary giving and the volunteering parts of this report), coupled with their advanced capability for online research, means that this group were more discerning in the charity or cause they endorsed and supported.

But Generation X, and most probably [Generation] Y, also look at things laterally and have more perception about where they're giving as well. They do research things because they live on the internet.

- Focus group, Everyday givers, QLD

Younger participants sought to be assured that their contributions directly reached those in need, as this forms part of their assessment criteria, along with known charities and organisational transparency. Research suggests that Millennials are less trusting of other people (Taylor and Keeter 2010) and organisations and this was evident in *Giving Australia 2016* too.

... young people ... they definitely want to hold the company accountable as to what we are doing ... if that's not something that the company is doing then they're not backward in letting us know that.

- Focus group, Workplace givers, VIC

This demand for transparency, accountability and authenticity was also identified in the *Giving USA* (2010) report which noted that young people '... expect similar levels of engagement from their employers and peers' (2010, 5). Several participants noted that younger people operated within higher standards and expectations.

Are they planned or spontaneous givers?

Table 54 shows the percentage of younger people who described themselves as generally a spontaneous, planned or committed giver. Older givers had higher levels of committed giving than the 18–34 year olds. Overall, 78.1% of 18–24 year olds identified as primarily spur of the moment/spontaneous givers while 13.1% were committed. Some 64.8% of 25–34 year olds were spontaneous donors, while 17.2% gave regularly to the same organisations and 18% were committed donors.

Table 54 Planned giving for younger givers¹⁶²

Planned/ spontaneous	18–24		25–34		All younger givers		All givers	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Spur of the moment/ spontaneous	459	78.1%	656	64.8%	1,115	69.7%	3,275	61.0%
Regular donation to a request from same cause/s	52 ^{††}	8.8% ^{††}	174	17.2%	226	14.1%	1,222	22.7%
Committed – regular automatic deduction by payroll deduction/ direct debit	77 ^{††}	13.1% ^{††}	182	18.0%	259	16.2%	875	16.3%

¹⁶² Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

How were they approached for a donation?

Overall, 63.7% of respondents aged 18–34 claimed that they were approached for a donation on the street and, of this, 19% gave a donation (see Table 55). Being approached by friends on social media was the most effective method to use with those aged 18–34 years, with 47.2% of those approached this way making a donation and 61.2% liking this method. Printed ads, radio and internet ads were the least effective methods for this age group. Compared to all respondents to the survey, younger people were more likely to be approached via social media by a friend and an internet ad and significantly more young people disliked being approached by email (43%) than the whole survey population (32.7%).

Table 55 Approach methods and preferences for those aged 18–34 years¹⁶³

Approach method	Approached		Donated		Like this method		Dislike this method	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Street fundraising	1,250	63.7%	238	19.0%	239	19.1%	729	58.3%
Telephone	957	48.8%	170	17.8%	87 ^{††}	9.1% ^{††}	706	73.8%
Television	820	41.8%	70 ^{††}	8.5% ^{††}	265	32.3%	161	19.6%
Social media by a friend	765	39.0%	361	47.2%	468	61.2%	84 ^{††}	11.0% ^{††}
Radio	703	35.8%	41 ^{††}	5.8% ^{††}	314	44.7%	42 ^{††}	48.9% ^{††}
Mail or letterbox drop	669	34.1%	76 ^{††}	11.4% ^{††}	138	20.6%	266	39.8%
Doorknock appeal	665	33.9%	296	44.5%	212	31.9%	300	45.1%
Internet ad	597	30.4%	33 ^{††}	5.5% ^{††}	138	23.1%	152	25.5%
Printed ads or fliers	513	26.2%	22 ^{††}	4.3% ^{††}	160	31.2%	53 ^{††}	10.3% ^{††}
Email	450	22.9%	93 ^{††}	20.7% ^{††}	155	34.4%	147	32.7%

Focus groups and interviews revealed that younger participants tended to respond positively to requests to donate by people they knew personally or through personal and social networks. Several studies concur indicating that young people, more than any other group of givers, rely on family and peers in making these decisions (Taylor and Keeter 2010; Giving USA 2010; Goecks et al. 2008).

... if I see that there are friends who are doing something to fundraise. So they might be doing a run or something to fundraise, then I give to that to acknowledge their efforts and what they're doing and support them in that way.

- Focus group, Young donors, WA

¹⁶³ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section 5.4.3 for more information.



There was an inference that ‘asks’ or referrals from friends, family and colleagues have a level of credibility not always present with formal organisations. However, they may only be interested in supporting their friend, rather than the cause itself.

I have friends who, in the past, they shaved their heads for World’s Greatest Shave. Though that’s not an organisation or a cause that touches me as much as some other ones – because they shaved their heads – that’s a pretty big deal, so I gave to that anyway.

- Focus group, Young donors, WA

It has been suggested that such personal solicitation can be problematic as it can allow the fundraiser to exert peer pressure on the donor (Jacobson and Petrie 2011). However, focus group participants did not appear to be pressured by friends’ requests with some indicating that they support friends’ causes only when these align with their own interests or evidenced a deep commitment.

Sometimes, if they’re doing something that – an organisation that doesn’t really grab my attention, then I may not give.

- Focus group, Young donors, WA

However, while this group does seem to be reasonably immune to pressure by family and friends, several reported being exploited into signing up for ongoing donations by what they saw as hard-sell charity groups.

Someone signed me up to this thing at Uni. Yeah, I kind of felt bad cancelling it.

- Focus group, Young donors, WA

Online giving

Data from the *Individual giving and volunteering* survey revealed that some 20.3% of younger givers consulted the organisation’s website prior to making their donation. While 56% of donors aged between 18 and 34 years donated with cash, 33.4% used direct debit or a credit card authorisation. Only 0.5% wrote a cheque. For those who donated via direct debit, credit card authorisation, PayPal or BPay, 64.6% made this donation via the charity’s website; either by a computer, phone or tablet. As might be expected, younger givers were greater users of digital payment methods than the whole survey population (57.8%).

For this participant cohort, technology and social media were central to their giving practices: it was how they find out about initiatives, undertake their research, participate and monitor their contributions. They noted that platforms such as Facebook, Twitter and others facilitate making peer-to-peer connections over mutual interests, sharing information about existing initiatives or events, and creating and mobilising online communities.

[The volunteering opportunity] was advertised through Twitter. So that was one way that I found out about that one. I responded on Twitter and then got the [sic] her email, so I became a part of the group to organise that ... Because I already followed different mental health organisations. It’s easier to find out about different opportunities that they may be offering that they maybe advertise through Twitter or Facebook or whatever.

- Focus group, Young donors, WA



In this way, young people were collaborating with one another in choosing the causes and organisations they considered worthy and in leveraging the impact to a larger scale via their networks. Several participants stressed that being engaged or more closely connected to issues, solutions and interventions was important to younger givers. Consequently, NPOs needed to take stock of younger givers' expectations and their preferred participation mechanisms, then craft specific responses to attract and retain this increasingly influential group.

Overall it was believed that this cohort thought and operated differently to older generations.

I think that's a trend with that younger generation is, you know, giving in different ways and not just looking at a charity to give, but giving to enterprise and to new ideas and new initiatives. I think that'll be on the move.

- Interview, Everyday giver, QLD

Do they only give if they get something out of it?

Older focus group and interview participants believed that young givers place greater importance on being acknowledged for their contributions. This was explained by one participant as wanting to 'see the benefit straightaway of their donation' (Focus group, Collective giving, SA). Other participants were less kind, citing egotism as a driver for younger givers.

I think it will become harder and harder for people trying to raise money ... we have grandchildren with an attention span that's – three seconds is quite long – and it's me, me, me, me, me.

- Focus group, Everyday givers, QLD

Some 13.7% of donations given by younger people were accompanied with a purchase of a fundraising item (e.g. chocolates, badges or wristbands), compared with 9.8% of all donors. However, a slightly higher number of the 18–34 year olds who donated with the purchase said they would have made the donation without the item (78.7%) and donated the same amount (89%), compared to all respondents. In terms of all respondents, 77.9% would have made the donation without the item and 86.4% would have donated the same amount.

For 18–34 year olds, 7.5% of donations were associated with a fun run or other sponsored type of event. Of this, only 30% would have made the donation without the event (compared with 33.8% of all donors).

When it comes to raffles and other purchases, around 35% of younger people bought a raffle ticket, 12% bought a ticket to a fundraising event and 3.3% bought an item of significant value at a charity auction (see Table 56). The average amount spent on these purchases was \$96.13, compared to the average for all respondents of \$149.42.

Table 56 Fundraising purchases for younger people¹⁶⁴

Age	Raffle ticket		Fundraising event ticket		Item of significant value		Average amount spent on these purchases	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Amount
18–24	216	28.2%	68 ^{††}	8.9% ^{††}	18 ^{††}	2.3% ^{††}	248	\$52.64
25–34	479	40.1%	168	14.1%	46 ^{††}	3.9% ^{††}	526	\$116.64
All younger people	695	35.4%	236	12.0%	64 ^{††}	3.3% ^{††}	774	\$96.13
All respondents	2,804	45.2%	902	14.5%	299	4.8%	2,968	\$149.42

Do they give via workplace giving?

Fewer younger people were involved in WPG than the general population. Overall, 14.9% of respondents aged 18–34 gave through their workplace (see Table 57).

Table 57 Workplace giving for younger people¹⁶⁵

Age	Number using WPG	Percentage using WPG
18–24	13 ^{††}	14.3% ^{††}
25–34	30 ^{††}	15.2% ^{††}
All younger people	43 ^{††}	14.9% ^{††}
All respondents	141	18.2%

Do they claim deductions?

Some 61.9% of 18–24 year olds and 83.2% of 25–34 year olds were required to submit a personal income tax return for the 2014–2015 financial year. Of this, 29.1% of 18–24 year olds and 48.8% of 25–34 year olds claimed deductions for donations (see Table 58).

¹⁶⁴ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

¹⁶⁵ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

Table 58 Tax deductions for younger people¹⁶⁶

Age	Required to submit tax return		Claimed deductions		Average amount claimed	
	Number	Percentage	Number	Percentage	Number	Amount
18–24	767	61.9%	107	29.1%	92 ^{††}	\$292.72 ^{††}
25–34	1,194	83.2%	394	48.8%	336	\$519.84 ^{††}
All younger people	1,469	74.9%	501	42.6%	428	\$471.02
All respondents	4,439	71.6%	2,030	54.2%	1,689	\$714.61

This is lower than the percentage of all respondents. Focus groups suggested that tax deductions were less of an enticement to give for younger people in part due to lower incomes.

... I don't even know what it [tax deductibility] does, really. Donations over \$2 are tax-deductible. That means nothing to me, because, because I don't know what the hell it means when it says that it's tax-deductible ... I don't earn enough money to pay tax.
 - Focus group, Young donors, WA

Why don't they give?

The top two reasons for not giving were the same as the general population of respondents, and there were no other significant differences. Figure 25 illustrates that the majority of 18–34 year olds who did not give did not believe they can afford to donate. Some 38% were concerned that they did not know where the money would be used and 29.3% preferred to volunteer rather than donate.

¹⁶⁶ Where ^{††} appears, the number of respondents is too small to achieve an acceptable confidence level, so it is not possible to be sure if the result is true for the general population as a whole. See section [5.4.3](#) for more information.

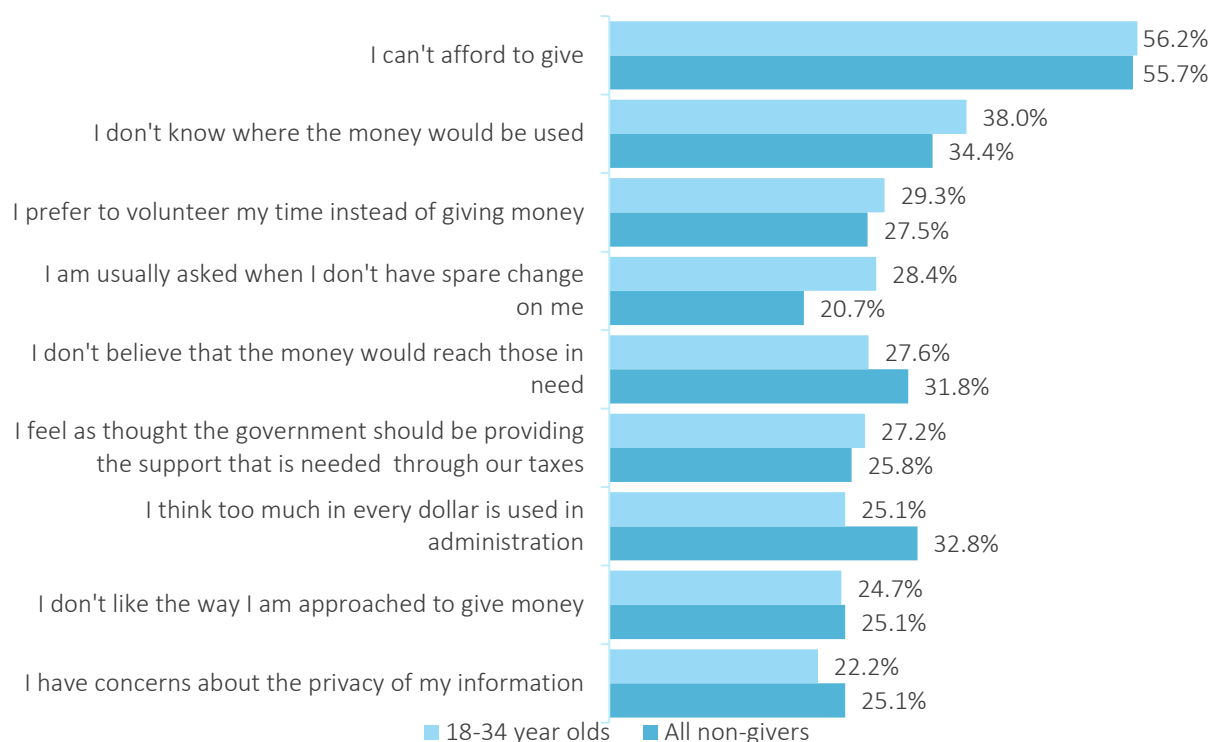


Figure 25 Why don't 18-34 year olds donate?

In summary, data from the *Individual giving and volunteering* survey, interviews and focus groups identified that younger givers, particularly Generation Y:

- were technologically sophisticated, using advanced technology and social media tools, often ahead of those used by older generations, including for example advanced mobile giving approaches
- were outcomes oriented and expected to see results for their efforts/contributions
- sought immediate gratification
- participated less through formal bodies/organisations and more self-organised, loose coalitions
- were proactive, wanted to impact their world through hands-on engagement: not satisfied with hands off giving and look to influence decisions and actions
- wanted to be part of something – not just give money or time, and
- wanted to be seen to be part of an initiative and be acknowledged.

7.5.2 Shifting economic and societal conditions

Several studies have pointed to the negative effects of economic downturns on giving practices (Independent Sector 2003; Centre for Corporate Public Affairs 2009).

... I think money's tight for a lot of people.
- Interview, Volunteer, QLD

Societal changes were widely cited as having an impact on how and how many individuals were able to give, both money and time. The view held by *Giving Australia* participants was that contemporary life is complicated, with people busy securing an education or in employment, saving to buy houses,



bringing up children, as well as generally dealing with innumerable other demands on their time and money.

There are more two-parent families working. They've got less time. They don't have time to volunteer, so that's a donation in-kind that you lose. They don't have the resources to give, because their mortgage or their children or that. So yes, I'd say in general there's been a diminishing pot.

- Focus group, Everyday givers, VIC

These pressures are unlikely to change anytime soon and were expected to continue to impact Australians' giving and volunteering choices.

Associated with this is the perception of a growing characteristic of selfishness or individualism. There was also the acknowledgment that people changed as they progressed through their life-stages.

... maybe when they've married and got a couple of kids they'll get a different perspective on it ...

- Focus group, Everyday givers, QLD

Similar findings were reported in the *Giving USA* (2010) study, which stressed the need to take into account life stage transitions.

7.5.3 Professionalisation of giving and volunteering

The *Giving Australia* findings revealed that many participants appreciated the need for greater NPO efficiencies made possible by a more professional approach to their operations and fundraising. This includes the adoption of business tools, managerial practices and a more strategic orientation. Indeed, there have been several studies that have identified concerns with the quality and professionalism of people running charities as a key factor in reduced donations (Third Sector 2014).

On this transformation, Hwang and Powell (2009, 271) state, 'the past decade has seen more sweeping moves towards importing business models and practices, which may transform charitable groups into more instrumental, purposive organisations'. Hwang and Powell also note the growing push towards professionalisation and commercialisation of the giving sector and fundraising.

Reflecting this shift, several focus group and interview participants spoke strongly on the perceived value of a more business-oriented approach to organisational operations. One specifically commented on how this has enhanced reflective practice and critical analysis, both of which were considered evidence of a more sophisticated sector.

I think the previous 10 years, the biggest trend for me would be this increasing professionalism at the sector more broadly ... they're starting to see more people talk about it as well and talk about their work and how they're doing it.

- Focus group, HNWI foundations, SA

However, equally strong concerns were expressed that an emphasis on professionalisation, and perhaps more accurately the commercialisation of giving, would negatively affect the nature of NPOs' relationships with their supporters and service recipients.



But the whole outsourcing, contracting of fundraisers is a spot obnoxious.

- Focus group, Mid-donors, QLD

It ends up feeling like a business or a machine as opposed to what we do over here in order to generate funds ...

- Focus group, Regular givers, QLD

The managerial language used by some of the professional personnel, for example, the perception of people as ‘opportunities’ (Focus group, Bequest fundraisers, QLD), highlights this concern. There is a real sense of apprehension that the transformation of the sector and giving will lead to a greater emphasis on transactions, over people and their relationships.

7.5.4 More pervasive role of technology

There was strong speculation about the increased penetration of technology and social media, continually transforming the way in which people communicate, contribute and coalesce around issues (see section [7.3](#)). Society is witnessing the emergence of new forms of giving: virtual communities and volunteering, digital and text based, which were largely unpredicted. Next generation givers are expected to be engaged and shape the formation of many new and innovative means of fundraising. They will do it under their own terms, and organisations will need to be forward-looking, genuinely engaging with this cohort to learn their preferences to leverage opportunities in this new space.

Technology may positively aid in-kind giving, yet it is also a potential threat. As one participant noted, technology usage now fills people’s lives, time that might have in the past been filled with activities such as participating in charitable organisations and activities.

... 15, 20 years ago, 30 years ago, we didn’t have internet, we didn’t have big flat screen televisions. People were looking for activities to occupy them. Now we have lots of occupation; lots of things to occupy your mind.

- Interview, In-kind giving, NSW

7.5.5 Stronger emphasis on impact and effectiveness

Based on current sentiments it is clear that demands for greater transparency and accountability will be a central feature of future giving (see section [6.3](#)). This will only be accelerated by the increasing importance of being able to demonstrate the impact of a gift.

... I think this whole idea of looking at impact and outcomes is going to be big. Overseas and charities that work in developing countries have had to address it a lot sooner than charities that are Australian based.

- Interview, Everyday giver, QLD



The emphasis on impact was already apparent, most noticeably in the expectations of younger people. As next generation givers occupy more and more formal decision-making positions, impact was expected to also grow in significance, but perhaps through less invasive measures facilitated by advanced computing and software.

7.5.6 Will giving change at all?

Alongside the many and strong aspirations for the future of giving were some less positive forecasts 'for little change.' Some participants were sceptical about progress, believing that many of the current pressing needs such as enabling regulation, stronger evaluation, critical analysis of practices and increased training investment will remain unfulfilled.

But in 10 years' time, I think we'll still be talking about the stuff we're talking about now.
- Focus group, HNWI foundations, SA



8.0 Conclusion

As noted in the introduction to this report, giving and volunteering are cornerstones of civil society and a life force for the associations that inhabit that community space. A range of questions were posed to a range of ordinary Australians and targeted groups of Australian givers and volunteers to assess how Australia was faring and provide possible paths forward on its philanthropic journey.

In terms of monetary donations by individuals, in real terms we appear to be ahead of our situation in 2005 – but only just. In 2005, the mining boom was gaining momentum with a government that was legitimising and endorsing philanthropy. Its new tax incentives to encourage philanthropic behaviours ‘walked the talk’. We know from other sources that giving increased dramatically until the GFC triggered a fall in general financial confidence, incomes, employment rates and a fall in giving. It has recovered but took some years to climb to its present levels.

There was a consensus among qualitative participants that current and future changes in giving and volunteering patterns and behaviours presented both opportunities and challenges for NPOs and the sector generally. On the opportunity side, the emergence of new and innovative forms of fundraising, fuelled and facilitated by ongoing technological advancements, are opening up new income streams; often providing greater reach for less cost. Similarly, technology and social media mechanisms are enabling often dispersed groups of people to come together in virtual spaces, share information, engage with projects and, when relevant, more readily mobilise resources to organisations at a greater scale than previously. However, to make the most of these new opportunities, organisations will need to be more technologically proactive and forward-looking; a trait that focus group participants suggested was not widely embedded within charity organisations as yet.

The transitioning of giving generations and life stage progressions is another area for consideration, as both older and younger giving cohorts contribute significantly to charity fundraising. Yet, in many ways, they are very different in their practices, expectations and characteristics. Failure to identify and respond appropriately to these differences will likely result in reduced engagement and contributions. The challenge for NPOs will be to develop appropriate and nuanced strategies, based on both enhanced data and new skill sets while retaining their relationally focused ‘personal approach’ which continues to be seen by participants as the basic requirement for their ongoing giving.

Furthermore, unlike earlier times characterised by loyal and longer-term giving practices, NPOs are now confronted by growing individual demands for demonstrations of transparency, closer scrutiny of operations and expectations for evidence of effectiveness, and expectations of involvement in decision-making and targeted and immediate forms of acknowledgment. If these demands are not met, there is increasing willingness to transfer allegiance to other more accommodating or aligned organisations.

To remain relevant and sustainable in these changing conditions and practices, NPOs will need to be more innovative; transparent; deliberate in engagement approaches; and sensitive to individual needs (that is, person-centred rather than organisation oriented). They will also need to take stock of and consider the rise of online giving platforms and communities and their self-organising capacities, as



there is a real risk of formal organisations becoming redundant, or at least, less central to future generations of givers.

For anyone interested in encouraging giving and volunteering, this report provides a range of useful insights. It locates where Australia currently sits in philanthropy and volunteering by a series of metrics. This will serve as a benchmark to assess the success of future strategies to enhance such behaviours. The quantitative evidence is enriched with insights from qualitative research, and together these paint a detailed picture to assist those who wish to improve giving and volunteering behaviours. The analysis can be used not only by governments through policy decisions, but community peak bodies in their capacity building, as well as individual organisations in their own fundraising and volunteer recruitment.

The future is uncertain and rapidly changing. One thing for certain is that individual givers and volunteers, in all their forms, will continue to be a crucial giving cornerstone.

9.0 References

- ACOSS. 2005. *Giving Australia: Research on philanthropy in Australia: Summary of findings*. Canberra: Prime Minister's Business Community Partnership, Department of Family and Community Services, Australian Government. <http://www.ourcommunity.com.au/files/GivingAustraliaSummary.pdf>.
- Australian Bureau of Statistics (ABS). 2007. *General Social Survey: Summary results, Australia, 2006*, cat no. 4159.0. Canberra: ABS. <http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/9B8AF60081FB1014CA25791A001468CA?opendocument>.
- Australian Bureau of Statistics (ABS). 2010. *ABS forms design standards manual, 2010*, cat no. 1530.0. Canberra: ABS. <http://www.abs.gov.au/ausstats/abs@.nsf/Products/1530.0~2010~Chapter~Mode+Suitability+Framework?OpenDocument#CATI>.
- Australian Bureau of Statistics (ABS). 2011. *General Social Survey, Summary results, Australia 2010*, cat no. 4159.0. Canberra: ABS. <http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/C3AEE580588FD4DECA257E7000154778?opendocument>.
- Australian Bureau of Statistics (ABS). 2015a. *Australian demographic statistics, June 2015*, cat no. 3101.0. Canberra: ABS. <http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/6CBA90A25BAC951DCA257F7F001CC559?opendocument>.
- Australian Bureau of Statistics (ABS). 2015b. *General Social Survey: Summary results, Australia, 2006*, cat no. 4159.0. Canberra: ABS. <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4159.0>.
- Australian Bureau of Statistics (ABS). 2016a. *Average weekly earnings, Australia, May 2016*, cat no. 6302.0. Canberra: ABS. <http://www.abs.gov.au/ausstats/abs@.nsf/mf/6302.0>.
- Australian Bureau of Statistics (ABS). 2016b. *Gender Indicators, Australia, Feb 2016, Table 1: Labour force participation rate, 20–74 years, by age and for parents by age of youngest dependent child aged under 15 years, 2001–02 to 2014–15 (a)*. Data cube: Excel spreadsheet, cat. no. 4125.0 Canberra: ABS. <http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4125.0Feb%202016?OpenDocument>.
- Australian Charities Fund. 2010. *Cutting to the heart of workplace giving: How to engage employees for better community outcomes*. <http://australiancharitiesfund.org.au/wp-content/uploads/2010/05/Cutting-to-the-Heart-of-Workplace-Giving.pdf>.
- Australian Charities Fund. 2013. *Engagement: Recognising the value of workplace giving*. <http://australiancharitiesfund.org.au/wp-content/uploads/2013/05/130624-ACFCFI-Research-Report.pdf>.
- Australian Communications and Media Authority (ACMA). 2015. *Communications Report 2014-15*. Pyrmont, NSW: ACMA. <http://www.acma.gov.au/theACMA/Library/Corporate-library/Corporate-publications/communications-report-2014-15>.
- Australian Red Cross. 2016. *Donate blood*. <http://www.redcross.org.au/blood-service.aspx>.
- Baker, Christopher. 2012. "Re-distributive philanthropy and the Chinese Australian diaspora." Paper presented at the Australian Sociological Association (TASA) Annual Conference, St Lucia, Queensland, Australia, 26-29 November 2012. The Australian Sociological Association. <http://hdl.handle.net/1959.3/238732>.

- Baker, Christopher. 2014. *Encouraging Charitable Bequests by Australians*: Asia-Pacific Centre for Social Investment & Philanthropy, Swinburne University of Technology.
<http://www.cacwa.org.au/documents/item/174>.
- Baker, Christopher and Bruno Mascitelli. 2011. "Diaspora philanthropy and its influences: An Australian perspective." *The Journal of Contemporary Issues in Business and Government* 17 (2): 19-31.
<http://search.informit.com.au/documentSummary;dn=074074302956355;res=IELBUS>.
- Baker, Christopher and Michael Moran. 2014. *Access, recognition and representation: philanthropy and ageing in a multicultural society*. Melbourne: Centre for Social Impact, Swinburne University of Technology.
<http://hdl.handle.net/1959.3/406208>.
- Barraket, Jo, Robyn Keast, Cameron Newton, Kristy Walters and Emily James. 2013. *Spontaneous volunteering during natural disasters, Working Paper No. 61*. Brisbane: Australian Centre for Philanthropy and Nonprofit Studies Queensland University of Technology. <http://eprints.qut.edu.au/61606/>.
- Bauer, Robert M. and Thomas Gegenhuber. 2015. "Crowdsourcing: Global search and the twisted roles of consumers and producers." *Organization* 22 (5): 661-681. doi: 10.1177/1350508415585030.
- Behavioural Insights Team. 2014. *EAST: Four simple ways to apply behavioural insights*. London: The Behavioural Insights Team. <http://www.behaviouralinsights.co.uk/publications/east-four-simple-ways-to-apply-behavioural-insights/>.
- Bekkers, René and Pamala Wiepking. 2011a. "A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving." *Nonprofit and Voluntary Sector Quarterly* 40 (5): 924-973. doi: 10.1177/0899764010380927.
- Bekkers, René and Pamala Wiepking. 2011b. "Who gives? A literature review of predictors of charitable giving part one: Religion, education, age and socialisation." *Voluntary Sector Review* 2 (3): 337-365. doi: 10.1332/204080511x6087712.
- Bekkers, René and Pamala Wiepking. 2012. "Who gives? A literature review of predictors of charitable giving part two: Gender, family composition and income." *Voluntary sector review* 3 (2): 217-246. doi: 10.1332/204080512X649379.
- Berger, Ida E. 2006. "The influence of religion on philanthropy in Canada." *Voluntas: International Journal of Voluntary and Nonprofit Organizations* 17 (2): 115-132. doi: 10.1007/s11266-006-9007-3.
- Brooks, Andrew and David Simon. 2012. "Unravelling the relationships between used-clothing imports and the decline of African clothing industries." *Development and Change* 43 (6): 1265-1290. doi: 10.1111/j.1467-7660.2012.01797.x.
- Cabinet Office (UK). 2016. *Community life survey 2014 to 2015: data*.
<https://www.gov.uk/government/collections/community-life-survey>.
- Cattacin, Sandro and Dagmar Domenig. 2014. "Why do transnationally mobile people volunteer? Insights from a Swiss case study." *Voluntas: International Journal of Voluntary and Nonprofit Organisations* 25 (3): 707-729. doi: 10.1007/s11266-013-9359-4.
- Centre for Corporate Public Affairs. 2009. *Impact of the economic downturn on not-for-profit organisation management*. Canberra: Department of Families, Housing, Community Services and Indigenous Affairs.
https://www.dss.gov.au/sites/default/files/documents/05_2012/impact_economic_downturn_nfp.pdf.
- Centre for Social Impact. 2016. "About social impact." Accessed 20 March 2017. <http://www.csi.edu.au/about-social/>.

- 
- Charities Aid Foundation (CAF). 2016a. *Gross domestic philanthropy: An international analysis of GDP, tax and giving*. Kent UK: Charities Aid Foundation. <https://www.cafonline.org/about-us/publications/2016-publications/gross-domestic-philanthropy>.
- Charities Aid Foundation (CAF). 2016b. *World giving index 2016*. Kent, UK: Charities Aid Foundation. <https://www.cafonline.org/about-us/publications/2016-publications/caf-world-giving-index-2016>.
- Clarkin, John E. 2014. "Crowdfunding, foundations, and impact investors as sources of financial capital for social entrepreneurs." In *Theory and empirical research in social entrepreneurship*, edited by Phillip H. Phan, Jill Kickul, Sophie Bacq and Mattias Nordqvist, 191-220. Cheltenham: Edward Elgar Publishing. doi: 10.4337/9781782546832.00013.
- Clotfelter, Charles T. 1985. *Federal tax policy and charitable giving*. Chicago: National Bureau of Economic Research, University of Chicago Press.
- Cortis, Natasha, Andrew Young, Abigail Powell, Rebecca Reeve, Roger Simnett, Kerrie-Anne Ho and Ioana Ramia. 2016. *Australian charities report 2015*: Centre for Social Impact and Social Policy Research Centre, UNSW Australia. http://www.csi.edu.au/media/Australian_Charity_Report_2015_Web_ND8DU2P.pdf.
- CIRCA (Cultural and Indigenous Research Centre Australia). 2016a. *Giving and volunteering in culturally and linguistically diverse and Indigenous communities: Final report*: Commissioned by Department of Social Services, Commonwealth of Australia. <http://www.communitybusinesspartnership.gov.au/wp-content/uploads/2016/08/Giving-and-volunteering-in-culturally-and-linguistically-diverse-and-Indigenous-communities-final-report.pdf>.
- CIRCA (Cultural and Indigenous Research Centre Australia). 2016b. *Giving and volunteering in culturally and linguistically diverse and Indigenous communities: Literature review*: Commissioned by Department of Social Services, Commonwealth of Australia. http://www.communitybusinesspartnership.gov.au/wp-content/uploads/2016/08/giving_and_volunteering_in_culturally_and_linguistically_diverse_and_indigenous_communities_-_literature_review.pdf.
- Dittrich, Marcus and Bianka Mey. 2015. "Gender differences in volunteer activities: Evidence from German survey data." *Economics Bulletin* 35 (1): 349-360. <http://www.accessecon.com/Pubs/EB/2015/Volume35/EB-15-V35-I1-P39.pdf>.
- Dobkin Hall, Peter 2006. "A historical overview of philanthropy, voluntary associations, and nonprofit organizations in the United States, 1600–2000." In *The nonprofit sector*, edited by Walter W Powell and Richard Steinberg, 32-65. New Haven: Yale University Press.
- Dolnicar, Sara and Melanie J. Randle. 2005. "Cultural perceptions of volunteering: Attracting volunteers in an increasingly multicultural society." Paper presented at the ANZMAC (Australian and New Zealand Marketing Academy), Fremantle, Western Australia, 5-7 December 2005. University of Wollongong. <http://ro.uow.edu.au/cgi/viewcontent.cgi?article=1055&context=commpapers>.
- Einolf, Christopher J. 2011. "Gender differences in the correlates of volunteering and charitable giving." *Nonprofit and Voluntary Sector Quarterly* 40 (6): 1092-1112. doi: 10.1177/0899764010385949.
- Finch, Janet and Jennifer Mason. 2000. *Passing on: Kinship and inheritance in England*. London: Routledge.
- Florance, Loretta. 2014. "Ice Bucket Challenge raises millions of dollars for Motor Neurone Disease research, US ALS Association says." *ABC News Online*, September 17. <http://www.abc.net.au/news/2014-08-27/ice-bucket-challenge-raises-millions-of-dollars-for-mnd/5700716>.
- Gazley, Beth and Gordon Abner. 2013. "Evaluating a product donation program: Challenges for charitable capacity." *Nonprofit Management & Leadership* 24 (3): 337-355. doi: 10.1002/nml.21094.
- Giving USA. 2010. *Giving USA 2010: The Annual Report on Philanthropy for the Year 2009*. Indianapolis: Indiana University Lilly Family School of Philanthropy.

- Giving USA. 2016. *Giving USA 2016: The Annual Report on Philanthropy for the Year 2015*. Indianapolis: Indiana University Lilly Family School of Philanthropy.
- Goecks, Jeremy, Amy Volda, Stephen Volda and Elizabeth D. Mynatt. 2008. "Charitable technologies: opportunities for collaborative computing in nonprofit fundraising." Paper presented at the 2008 ACM conference on computer supported cooperative work, San Diego, CA, USA, 8-12 November, 2008. ACM. doi: 10.1145/1460563.1460669.
- Goldkind, Lauri. 2015. "Social media and social service: Are nonprofits plugged in to the digital age?" *Human Service Organizations: Management, Leadership & Governance* 39 (4): 380-396. doi: 10.1080/23303131.2015.1053585.
- Gray, Edith, Siew-Ean Khoo and Anna Reimondos. 2012. "Participation in different types of volunteering at young, middle and older adulthood." *Journal of Population Research* 29 (4): 373-398. doi: 10.1007/s12546-012-9092-7.
- Grönlund, Henrietta, Kirsten Holmes, Chulhee Kang, Ram A. Cnaan, Femida Handy, Jeffrey L. Brudney, Debbie Haski-Leventhal, et al. 2011. "Cultural Values and Volunteering: A Cross-cultural Comparison of Students' Motivation to Volunteer in 13 Countries." *Journal of Academic Ethics* 9 (2): 87-106. doi: 10.1007/s10805-011-9131-6.
- Hall, Michael H. 2001. "Measurement issues in surveys of giving and volunteering and strategies applied in the design of Canada's national survey of giving, volunteering and participating." *Nonprofit and Voluntary Sector Quarterly* 30 (3): 515-526. doi: 10.1177/0899764001303009.
- Hwang, Hokyu and Walter W. Powell. 2009. "The rationalization of charity: The influences of professionalism in the nonprofit sector." *Administrative Science Quarterly* 54 (2): 268-298. doi: 10.2189/asqu.2009.54.2.268.
- Independent Sector. 2003. *Giving in tough times: The impact of personal economic concerns on giving and volunteering*. Washington, DC: Independent Sector.
- Jacobson, Sarah and Ragan Petrie. 2010. *Favor trading in grassroots fundraising: The Girl Scout cookie phenomenon*. Mason Academic Research System. http://web.williams.edu/Economics/wp/JacobsonPetrie_Girl_Scout_Cookie.pdf.
- Kristof, Nicholas D. 2016. *Giving Trends Special Investigation: A Glimpse through the Glass Ceiling*. Giving Trends. <http://okp.com.au/wp-content/uploads/2016/03/Women-in-Fundraising-V6.pdf>.
- Lambert, David and Alan Lester. 2004. "Geographies of colonial philanthropy." *Progress in Human Geography* 28 (3): 320-341. doi: 10.1191/0309132504ph489oa.
- Lucas, Brian and Anne Robinson. 2010. "Religion as a head of charity." In *Modernising charity law: Recent developments and future directions*, edited by Myles McGregor-Lowndes and Kerry O'Halloran. Cheltenham UK: Edwards Elgar Publishing.
- Lyons, Mark and Ian Nivison-Smith. 2006. "Religion and Giving in Australia." *The Australian Journal of Social Issues* 41 (4): 419-436. doi: 10.1002/j.1839-4655.2006.tb00028.x
- Lyons, Mark and Andrew Passey. 2005. *Australians Giving and Volunteering 2004, Giving Australia: Research on Philanthropy in Australia*. Canberra: Department of Families, Community Services and Indigenous Affairs, Australian Government.
- MacLaughlin, Steve. 2015. *Charitable giving report: How nonprofit fundraising performed in 2014*. North Carolina, USA: Blackbaud. <https://www.blackbaudhq.com/corpmar/cgr/how-nonprofit-fundraising-performed-in-2014.pdf>.
- Manning, Lydia K. 2010. "Gender and Religious Differences Associated with Volunteering in Later Life." *Journal of Women & Aging* 22 (2): 125-135. doi: 10.1080/08952841003719224.

- 
- McGregor-Lowndes, Myles and Marie Crittall. 2016. *An Examination of Tax Deductible Donations made by Individual Australian Taxpayers in 2013-14, Working Paper No. 69*. Brisbane, QLD: The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology. <http://eprints.qut.edu.au/96750/>.
- McGregor-Lowndes, Myles and Marie Crittall. 2017. *An Examination of Tax-Deductible Donations made by Individual Australian Taxpayers in 2014-15, Working Paper No. 70*. Brisbane, QLD: The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology. <https://eprints.qut.edu.au/107788/>.
- Menchik, Paul L. and Martin David. 1983. "Income Distribution, Lifetime Savings, and Bequests." *The American Economic Review* 73 (4): 672-690. <https://ideas.repec.org/f/pme216.html>.
- Nisbett, Richard E. 2003. *The geography of thought: How Asians and westerners think differently – and why*. London, UK: Nicholas Brealey Publishing.
- O'Dwyer, Lisel A. 2001. "The impact of housing inheritance on the distribution of wealth in Australia." *Australian Journal of Political Science* 36 (1): 83-100. doi: 10.1080/10361140020032205.
- Philanthropy Australia. 2012. *A more giving Australia: Philanthropy Australia's strategic plan 2012-2014*. Melbourne: Philanthropy Australia. https://www.philanthropy.org.au/images/site/misc/About_Us/Philanthropy_Australia_Strategic_Plan_2012_-_2014.pdf.
- Rooney, Patrick M., Kathryn S. Steinberg and Paul G. Schervish. 2001. "A methodological comparison of giving surveys: Indiana as a test case." *Nonprofit & Voluntary Sector Quarterly* 30 (3): 551-568. doi: 10.1177/0899764001303011.
- Rooney, Patrick M., Kathryn S. Steinberg and Paul G. Schervish. 2004. "Methodology is destiny: The effect of survey prompts on reported levels of giving and volunteering." *Nonprofit and Voluntary Sector Quarterly* 33 (4): 628-654. doi: 10.1177/0899764004269312.
- Ross, Bernard and Clare Segal. 2008. *The Influential Fundraiser: Using the Psychology of Persuasion to Achieve Outstanding Results*. Hoboken: John Wiley & Sons, Inc.
- Ruiter, Stijn and Nan Dirk De Graaf. 2006. "National context, religiosity and volunteering: Results from 53 countries." *American Sociological Review* 71 (2): 191-210. doi: 10.1177/000312240607100202.
- Sanders, Michael and Sarah Smith. 2016. "Can simple prompts increase bequest giving? Field evidence from a legal call centre." *Journal of Economic Behavior & Organization* 125: 179-191. doi: 10.1016/j.jebo.2016.01.002.
- Saxton, Gregory D., Suny Chao Guo and William A. Brown. 2007. "New dimensions of nonprofit responsiveness: The application and promise of internet-based technologies." *Public Performance & Management Review* 31 (2): 144-173. Accessed 2015/04/22. doi: 10.2753/PMR1530-9576310201.
- Singh, Supriya, Anuja Cabraal and Shanthi Robertson. 2010. "Remittances as a currency of care: A focus on 'twice migrants' among the Indian diaspora in Australia." *Journal of Comparative Family Studies* 41 (2): 245-263. https://www.researchgate.net/publication/262639546_Remittances_as_a_Currency_of_Care_A_Focus_on_'Twice_Migrants'_among_the_Indian_Diaspora_in_Australia.
- Taylor, Paul and Scott Keeter, eds. 2010. *Millennials: Confident. Connected. Open to Change, Millennials: A portrait of generation next*: Pew Research Center. <http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>.

- 
- Third Sector. 2014. "RNIB chief says there are too many charities; professionalism; Countryside Alliance. 27 June 2014. <http://www.thirdsector.co.uk/rnib-chief-says-charities-professionalism-countryside-alliance/management/article/1299930>.
- Tilse, Cheryl, Jill Wilson, Ben White, Linda Rosenman and Rachel Feeney. 2015. "Will-making prevalence and patterns in Australia: Keeping it in the family." *The Australian Journal of Social Issues* 50 (3): 319-338. doi: 10.1002/j.1839-4655.2015.tb00352.x.
- Turcotte, Martin. 2015. *Spotlight on Canadians: Results from the General Social Survey - Volunteering and charitable giving in Canada*: Statistics Canada. <http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.pdf>.
- US Bureau of Labor Statistics. 2016. *Volunteering in the United States, 2015*. <http://www.bls.gov/news.release/volun.toc.htm>.
- Volunteering Australia. 2006. *Involving volunteers from culturally and linguistically diverse backgrounds*. Victoria: National Volunteer Skills Centre and Volunteering Australia. http://www.volunteeringaustralia.org/wp-content/files_mf/1377052800VAManagersinvolvingvolunteersfromculturallyandlinguisticallydiversebackgrounds.pdf.
- Volunteering Australia. 2009. *Definitions and principles of volunteering*. Canberra: Volunteering Australia. http://www.volunteeringaustralia.org/wp-content/files_mf/1376970969VADefinitionandprinciplesofVolunteering.pdf.
- Volunteering Australia. 2015. *The review of the definition of volunteering*. Canberra: Volunteering Australia. <http://www.volunteeringaustralia.org/wp-content/uploads/Definition-of-Volunteering-27-July-20151.pdf>.
- Wang, Lili and Elizabeth Graddy. 2008. "Social capital, volunteering, and charitable giving." *Voluntas: International Journal of Voluntary and Nonprofit Organizations* 19 (1): 23-42. doi: 10.1007/s11266-008-9055-y.

10.0 Appendices

10.1 Appendix 1 Overview of interviews and focus groups

Table 59 Interviews and focus groups by topic and State

Group/topic area	Locations	Interviews	Focus groups
Everyday givers ¹⁶⁷	VIC		1
	TAS		1
	QLD	2	1
	NSW		1
Regular givers	QLD		1
Mid-level donors	QLD		1
HNWIs ¹⁶⁸	VIC	2	
	QLD	1	1
	NSW	1	
	WA	1	
In-kind givers	QLD	2	1
	NSW	1	
Younger givers and volunteers	WA		1
CALD givers and volunteers	VIC		1
	NSW		1
Workplace givers	VIC		1
	QLD		1
	NSW	1	
Bequests	VIC		1
	QLD		1
Digital giving	VIC		1
	Online	5	
Crowdfunding	VIC		1
	QLD	1	

¹⁶⁷ Everyday givers are ordinary Australian donors and volunteers. Regular givers are donors committed to regular donations.

¹⁶⁸ The interviews and focus groups for high-net-worth individuals are discussed in greater detail in [Philanthropy and philanthropists](#).

Group/topic area	Locations	Interviews	Focus groups
Collective giving	SA		1
	NSW	1	
	WA	1	
Giving to women and girls	VIC	3	1
Giving to environment	Phone		1
Volunteers and manager of volunteers	WA		1
	VIC	1	1
	QLD	7	
	ACT	1	
Older volunteers	VIC		1
Virtual volunteers	QLD		1
Totals	7	31	25

10.2 Appendix 2 Sample frame

Notes on Table 60.

1. Table 60 shows the "notional" accuracy for individual cells. This is the accuracy that a proportional (percentage) estimator would have in a 'worst case' scenario (proportion of approximately 0.5 or 50%) and at a 95% confidence level.
2. For sample estimators that are ratio or interval estimators, the accuracy would be given as a confidence interval, typically a 95% interval.
3. The notional accuracy for cells with sample sizes below 100 is shaded in grey and should not be used since some of the sampling assumptions are not met with small sample sizes.
4. Further, an additional new group "Small states" has been created. This consists of an amalgamation of South Australia, Tasmania, Northern Territory.

Table 60 Notional cell accuracy - age group by state

Age groups	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Total	Small states
18–24	239	193	158	54	85	15	10	13	767	92
Notional accuracy	0.0634	0.0705	0.0780	0.1334	0.1063	0.2530	0.3099	0.2718	0.0354	0.1022
25–34	372	306	234	77	144	21	16	24	1,194	138
Notional accuracy	0.0508	0.0560	0.0641	0.1117	0.0817	0.2139	0.2450	0.2000	0.0284	0.0834
35–44	352	279	218	75	124	22	13	20	1,103	130
Notional accuracy	0.0522	0.0587	0.0664	0.1132	0.0880	0.2089	0.2718	0.2191	0.0295	0.0860
45–54	339	266	219	79	118	29	12	16	1,074	136
Notional accuracy	0.0532	0.0601	0.0662	0.1103	0.0902	0.1820	0.2829	0.2450	0.0299	0.0840
55–64	304	229	185	73	99	24	8	14	936	119
Notional accuracy	0.0562	0.0648	0.0721	0.1147	0.0985	0.2000	0.3465	0.2619	0.0320	0.0898
65 plus	374	280	216	95	107	32	4	19	1,127	150
Notional accuracy	0.0507	0.0586	0.0667	0.1005	0.0947	0.1732	0.4900	0.2248	0.0292	0.0800
Total	1,980	1,553	1,230	453	677	139	63	106	6,201	761
Notional accuracy	0.0220	0.0249	0.0279	0.0460	0.0377	0.0831	0.1235	0.0952	0.0124	0.0355

Notes on Table 61.

1. Table 61 shows the 'notional' accuracy for individual cells. This is the accuracy that a proportional (percentage) estimator would have in a 'worst case' scenario (proportion of approximately 0.5 or 50%) and at a 95% confidence level.
2. For sample estimators that are ratio or interval estimators, the accuracy would be given as a confidence interval, typically a 95% interval. These would be calculated for each estimator using the sample variance for that estimator.
3. The notional accuracy for cells with sample sizes below 100 is shaded in grey and should not be used since some of the sampling assumptions are not met with small sample sizes.

Table 61 Notional cell accuracy - age group by state by gender

Age groups	NSW		VIC		QLD		SA		WA		TAS		NT		ACT		TOTAL	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
18-24	124	115	101	92	81	79	28	26	45	40	8	7	6	4	7	6	400	367
Accuracy	0.09	0.09	0.1	0.1	0.11	0.11	0.19	0.19	0.15	0.16	0.35	0.37	0.4	0.49	0.37	0.4	0.049	0.051
25-34	186	186	151	154	117	117	39	38	75	69	10	11	8	8	12	12	599	595
Accuracy	0.07	0.07	0.08	0.08	0.09	0.09	0.16	0.16	0.11	0.12	0.31	0.3	0.35	0.35	0.28	0.28	0.04	0.04
35-44	174	173	140	139	107	111	38	37	64	60	11	11	7	6	10	10	551	552
Accuracy	0.07	0.07	0.08	0.08	0.09	0.09	0.16	0.16	0.12	0.13	0.3	0.3	0.37	0.4	0.31	0.31	0.042	0.042
45-54	167	172	129	137	108	111	39	40	59	59	13	12	6	6	8	8	529	545
Accuracy	0.08	0.07	0.09	0.08	0.09	0.09	0.16	0.16	0.13	0.13	0.27	0.28	0.4	0.4	0.35	0.35	0.043	0.042
55-64	149	155	111	118	91	94	36	37	49	50	12	12	4	4	7	7	459	477
Accuracy	0.08	0.08	0.09	0.09	0.1	0.1	0.16	0.16	0.14	0.14	0.28	0.28	0.49	0.49	0.37	0.37	0.046	0.045
65 plus	180	194	132	148	104	112	45	50	50	57	15	17	2	2	9	10	537	590
Accuracy	0.07	0.07	0.09	0.08	0.1	0.09	0.15	0.14	0.14	0.13	0.25	0.24	0.69	0.69	0.33	0.31	0.042	0.04
Total	980	1000	765	788	608	622	225	228	342	335	69	70	33	30	53	53	3075	3126
Accuracy	0.03	0.03	0.04	0.03	0.04	0.04	0.07	0.06	0.05	0.05	0.12	0.12	0.17	0.18	0.13	0.13	0.018	0.0124



10.3 Appendix 3 *Individual giving and volunteering* questionnaire

Interviewer to code:

Select method of survey completion

a) RDD landline – telephone completion b) RDD landline – email link

c) RDD mobile – mobile completion d) RDD mobile – email link

Introduction

Hello, I am calling on behalf of the Federal Department of Social Services and the Queensland University of Technology, from McNair Ingenuity Research. We are conducting a survey about the support Australians provide to charities, and other nonprofit organisations. We are not asking for donations, we are seeking information that will help understand motivations and barriers to giving and volunteering. The survey takes approximately 20 minutes. The answers that you give are confidential and no individual can be identified.

[IF LANDLINE CALL:] Could I please speak to the person in your household, 18 years or older, who last had a birthday?

Firstly, can I check you are aged 18 years or over?

[IF CHILD SAY:] Sorry, we are only allowed to speak with people aged 18 or over, sorry to have troubled you, many thanks, have a good day/evening.

[IF LANGUAGE BARRIER ASK:] What language do you speak?

[PROBE FOR LANGUAGE IF CAN'T RESPOND:] Arabic, Cantonese, Mandarin, Greek, Italian, Vietnamese?

[IF OTHER LANGUAGE ASK:] Do you speak English? Is there someone else there I can speak with who speaks English? [Arrange possible callback].

[IF 18+ SAY:] We would greatly appreciate your /your household's participation in this study and I would like to introduce it to you briefly and explain how it works. If there are any questions you don't want to answer just tell me so I can skip over them. All interviews are voluntary and you can withdraw from the study at any point. Please note that this study has been approved by the QUT Human Research Ethics Committee.

[IF AGREE:] This call may be monitored or recorded for quality control and training purposes.

ADVISE SUPERVISOR IF RESPONDENT REQUEST FOR CALL NOT TO BE MONITORED.

You can read more about the survey at our website, which I can give you now, or I can send you a text message or email with a link to that information.

Send text message link **SPECIFY/CHECK NUMBER** _____ 1
Email _____ @ _____ 2
Continue _____ 3

ARRANGE CALLBACK AS NECESSARY, NOTE MESSAGE METHOD IN NOTES

IF NECESSARY SAY

You have been selected as a result of a randomly generated telephone number.

Eligibility to participate

A1. What is your gender?

- a) Male
- b) Female
- c) Other

A2. Would you mind telling me your approximate age, please?

IF REFUSES, READ OUT

- a) < 18 years (END SURVEY)
- b) 18-19
- c) 20-24
- d) 25-29
- e) 30-34
- f) 35-39
- g) 40-44
- h) 45-49
- i) 50-54
- j) 55-59
- k) 60-64
- l) 65-69
- m) 70-74
- n) 75-79
- o) 80-84
- p) 85-89
- q) 90-94
- r) 95-100
- s) 100 years and over
- t) (Do not read) Refused



A3. Have you been contacted about this survey/ answered this survey recently?
(Explore)

a) Yes PROBE HOW TERM

b) No

A4. Are you a permanent resident of Australia?

a) Yes (Go to A6)

b) No

A5. How long have you been in Australia for (on this latest visit)?

a) If in Australia for 12 months or more (unbroken stay) (Go to A6)

b) If not in Australia for a continuous period of 12 months (i.e. has taken short trips out of Australia during this period) (END survey)

A6. Could you please let me know your current residential postcode?

a) _____

b) Don't know (SPECIFY TOWN OR SUBURB)

c) DO NOT READ Refused

A6a. What State do you live in?

NSW 1

VIC 2

QLD 3

SA 4

WA 5

TAS 6

NT 7

ACT 8

A7. Could you please tell me the number of landline phones in your residence and the number of individual mobile phones you have?

Landline phones in residence (number): _____ Mobile phones you use (number): _____

Donation history

I would like to ask you some questions about ways in which you might support charities or nonprofit or religious organisations.

We will particularly be discussing donations of money you may have made in the last 12 months. This includes donations of money where you receive a minor gift such as a pin or a chocolate bar in return as well as doorknocks and sponsoring fun runs.

It excludes membership fees, raffle tickets and the purchases of goods of significant value such as at a charity auction etc. as we will ask you about this type of support later. Please do not include times where you gave things such as food or clothing - it is only money I am interested in at the moment.

It is important that you only talk about any donations where you were the person who ACTUALLY MADE THE TRANSACTION. And if you own a business, it is important that you do NOT include any money that you have donated through your business.

Q1. Have you made any money donations in the last 12 months to any of the following organisation types? Organisation type READ OUT	Specific organisation/ s (enter name)	Were any of these compulsory payments (Yes/No)	Excluding compulsory payments, can you give me the best estimate of the dollar amount you would have donated to (go to each organisation mentioned) \$ (If can't say, probe for best estimate)
a) Medical research organisations such as the Cancer Council, Heart Foundation, Diabetes			
b) Other health organisations such as hospitals, drug and alcohol services or health education			
c) Community or welfare services, such as the Salvation Army, the Blind Society, Guide Dogs, Scouts, Neighbourhood or Community centres			
d) International aid and development organisations, such as Oxfam, World Vision or CARE Australia			
e) Australian emergency relief services, firefighting, lifesaving or search and rescue services			
f) Environmental or animal welfare groups, such as Greenpeace, The RSPCA, World Wide Fund for Nature (WWF), Landcare or an environmental project for a local area			
g) Arts or cultural associations, such as art galleries, museums, Opera Australia, community radio, local musical groups, singing or drama groups			
h) Schools, universities or colleges			
i) Sporting clubs, such as Little Athletics, local sporting clubs or other competitive sporting events			
j) Recreational or hobby groups, such as fishing, bush walking, knitting or other craft clubs			



Q1. Have you made any money donations in the last 12 months to any of the following organisation types? Organisation type READ OUT	Specific organisation/ s (enter name)	Were any of these compulsory payments (Yes/No)	Excluding compulsory payments, can you give me the best estimate of the dollar amount you would have donated to (go to each organisation mentioned) \$ (If can't say, probe for best estimate)
k) Religious or spiritual organisations, including church, mosque, temple or synagogue collections, including tithing, envelope collections and donations to the collection plate			
l) Political parties, unions, business or professional associations, lobby/activist groups such as Amnesty International or a pensioners group			
m) Have you donated to any other category I have not mentioned?			

IF NO DONATIONS GO TO Q17 (OTHER SUPPORT)

SPECIFIC INFORMATION ON ONE ORGANISATION

ORGANISATION IS RANDOMLY SELECTED BASED ON ORGANISATIONS IDENTIFIED IN Q1

We are really interested in why people donate to specific organisations.

Q2. Thinking of the donation/s you gave to [Organisation identified in Q1], how many times have you donated to [Q1] in the past 12 months?

- a) Once only (Go to Q4)
- b) Several times
- c) Can't say

Q3. Were these donations planned donations, spur of the moment decisions or both?

- a) Spur of the moment
- b) Planned donations
- c) Planned donations plus some spur of the moment
- d) Can't say

GO TO Q5

Q4. Was this donation planned, or a spur of the moment decision?

- a) A one-off donation decided on the spur of the moment
- b) A one-off planned donation
- c) Can't say



Q5. How were you approached for the LAST donation made to [Organisation identified in Q1]?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) Television advertisement, telethon, television program
- b) Request through the mail, or by letterbox drop
- c) Advertisements or fliers in a magazine or newspaper
- d) Radio advertisements or appeal
- e) Telephoned at home (landline)
- f) Telephoned at work (landline)
- g) Telephoned on your mobile phone
- h) Doorknock appeal
- i) On the street or another public place
- j) Email
- k) Advertisement over the internet
- l) Family member/ friend/ neighbour/ someone I know (in person)
- m) Social media request from family member/friend or someone I know
- n) Place of religious worship
- o) A colleague at work
- p) A work organised fundraiser/function
- q) Fete/ exhibition
- r) Un-manned collection box in a public place or store/ agency
- s) Fundraising at club
- t) At the organisation
- u) Social media request/post from charity/organisation
- v) School fundraiser
- w) SMS
- x) Other (specify)
- y) Can't say
- z) Not approached - I approached them

Q6. Did you refer to the organisation's website prior to making this donation?

- a) Yes
- b) No



Q7. How did you make this payment? [Organisation identified in Q1]?

DO NOT READ - PROBE FOR PAYMENT TYPE

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) Direct debit or credit card authorisation
- b) PayPal
- c) BPay
- d) Cash donation (go to Q9)
- e) Wrote a cheque (go to Q9)
- f) A deduction from my pay (go to Q9)
- g) Money order (go to Q9)
- h) Electronic funds transfer (go to Q9)
- i) Round-up of bills (go to Q9)
- j) International wire transfer (go to Q9)
- k) SMS (go to Q9)
- l) Other (specify)
- m) Can't say

Q8. Was this donation made via the charity's website, either on your computer or your phone/tablet?

- a) Yes, via computer
- b) Yes, via phone/tablet
- c) No
- d) Can't say

Q9. Was there an event or minor purchase associated with this donation such as a fun run, a pin or chocolate purchase?

DO NOT READ - PROBE FOR FUNDRAISING TYPE

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) Purchase of fundraising items like chocolates, badges or wristbands
- b) A fun run, read-a-thon or other sponsored type of event
- c) An event organised by your workplace
- d) Other (specify)
- e) Can't say
- f) None (go to Q12)



Q10. Would you have made the donation at all if there was no ... [Q9 response] associated with the donation? (ORGANISATION IS [Q1 response])

- a) YES
- b) NO (go to Q12)
- c) CAN'T SAY

Q11. Would you have donated the same amount if there was no [Q9 response] associated with the donation? (ORGANISATION IS [Q1 response])

- a) YES
- b) NO
- c) CAN'T SAY

Q12. What are the main reasons you chose to give your money to [Q1 response]?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) I/ someone I know has/had an illness or condition it tries to cure
- b) I/ someone I know has directly benefited from its services
- c) I/ someone I know might need its help in the future
- d) It's a good cause/ charity
- e) I respect the work it does
- f) Sympathy for those it helps
- g) To help make the world a better place
- h) To help strengthen the community
- i) Gives me a feeling of goodwill/ makes me feel good about myself
- j) My employer encourages staff to give
- k) I felt obliged to the person who asked
- l) I trust it to use the money correctly
- m) I/ someone I know is/ used to be a member
- n) A sense of obligation to my country, culture or religion
- o) I volunteer my time for the organisation
- p) In memory of someone I know/knew
- q) The cause was recommended to me on social media
- r) I felt pressured/guilty
- s) Other (specify)
- t) Can't say
- u) None



Q13. (Can you please tell me) are you a member of this organisation? (organisation is [Q1 response])

- a) YES
- b) NO
- c) CAN'T SAY

Q14. (Can you please tell me) do you volunteer for this organisation? (organisation is [Q1 response])

- a) YES (AUTOFILL FROM Q1)
- b) NO
- c) CAN'T SAY

Q15. Have you or any family member ever benefited from the services of this organisation? (organisation is [Q1 response])

- a) YES
- b) NO
- c) CAN'T SAY

Q16. How long have you been donating to this organisation? (organisation is [Q1 response])

- a) First time
- b) Less than 1 year
- c) More than 1 year but less than 2 years
- d) 2 years but less than 3 years
- e) 3 years but less than 4 years
- f) 4 years but less than 5 years
- g) 5 years or more
- h) Can't say

OTHER SUPPORT - RAFFLES AND CHARITY AUCTIONS

ASK EVERYONE

Q17. Now, leaving aside donations, have you supported a charity, school, political party or other nonprofit organisation over the past 12 months by ...

READ OUT

- a) Purchasing a raffle ticket
- b) Purchasing a ticket to a fundraising event
- c) Purchasing an item of significant value at a charity auction, art show or fete?
- d) NONE OF THESE (go to Q19)



Q18. In total, over the past 12 months. How much did you spend on these purchases?

ENTER RESULTS IN WHOLE DOLLARS \$ _____

IF CAN'T SAY PROBE FOR BEST ESTIMATE

IF CAN'T SAY ESC D

IF REFUSES ESC C

IF NO DONATIONS (Q1) AND NO OTHER SUPPORT (Q17) GO TO Q23

SPONTANEOUS Vs COMMITTED GIVING

ASK EVERYONE

Q19. How would you describe your general method of giving to charitable causes?

- a) Spur of the moment/spontaneous
- b) Regular donation to a request from same cause/s
- c) Committed – regular automatic donation by payroll deduction/direct debit (Go to Q22)

Q20. Would you ever consider becoming a committed/ongoing donor (via an automatic deduction method)?

- a) Yes (Go to Q22)
- b) No
- c) Unsure

Q21. Why would you not consider becoming a committed donor?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) There is no personal incentive for me to do this
- b) I have not been asked to give this way
- c) I do not want to commit funds in an ongoing way
- d) I am not able to commit funds in an ongoing way
- e) I may need extra funds for own/family needs
- f) I want to preserve most of my funds for my family/children
- g) I am not aware of the benefits associated with committed giving
- h) I do not value the benefits associated with committed giving
- i) I lack confidence in charitable organisation to spend money well (i.e. minimise costs and maximise benefits to those being supported)
- j) I believe that the government should take primary responsibility for welfare provision/support for charitable organisations
- k) Concern about confidentiality of personal financial details
- l) It's just my choice
- m) Other (please specify)

GO TO Q23



Q22. In becoming a committed/ongoing donor, what prompted/would prompt this decision?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE
IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) Change in lifestyle/financial status
- b) Personal experience
- c) Exposure to an issue, cause or individual organisation you want to become involved with
- d) Response to a request for financial support
- e) Potential to become involved with organisation
- f) Availability of information about the organisation's performance to support ongoing activity (e.g. via online reports, detailed financial information)
- g) Did not want to be continually contacted for donations
- h) Easy access to set up ongoing donations
- i) Tax laws favourable to making donations
- j) Personal recognition for donation
- k) Opportunity to contribute by payroll deduction
- l) Social media appeal from issue, cause, organisation, friend, celebrity etc.
- m) Other (please specify)

PAYROLL DEDUCTIONS

ASK EVERYONE

Q23. Can you tell me are you currently in paid employment?

- a) Yes
- b) No (go to Q31)
- c) Can't say (go to Q31)
- d) Refused (go to Q31)

Q24. Is that Full-time for 35 hours or more a week, or Part-time i.e., at least one hour in the past week?

- a) Yes, full-time
- b) Yes, part-time
- c) Other (please specify) (go to Q31)
- d) Can't say (go to Q31)
- e) Refused (go to Q31)

Q25. Does your organisation or workplace have a payroll or workplace giving program?

- a) Yes
- b) No (go to Q31)
- c) Unsure (go to Q31)
- e) Can't say (go to Q31)
- f) Refused (go to Q31)

Q26. Do you participate in this program by making regular donations from your pay?

- a) Yes, regular payments
- b) No, I donate but not regularly (go to Q31)
- c) No, I don't donate by payroll deductions (go to Q30)
- d) Can't say (go to Q31)
- e) Refused (go to Q31)

Q27. How much is your donation per pay?

\$ _____

ENTER RESULTS IN WHOLE DOLLARS
IF CAN'T SAY PROBE FOR BEST ESTIMATE
IF REFUSED GO TO Q29

Q28. Is that based on a weekly, fortnightly, monthly or other pay period?

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

- a) Weekly pay period
- b) Fortnightly pay period
- c) Monthly pay period
- d) Once a year
- e) Some other pay period (specify)
- f) Can't say

Q29. What has influenced your decision to donate through payroll giving?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) The workplace matches my gift
- b) The workplace/leaders encourage participation
- c) I can choose whichever charity I want to donate to
- d) The program included a cause important to me
- e) It is convenient
- f) It is easy to set up
- g) It is a tax-effective way to give
- h) Other (please specify)

GO TO Q31



Q30. What has influenced your decision not to donate through payroll giving?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED

- a) Not enough money
- b) I give in other ways
- c) Don't want the regular commitment
- d) Can't select the organisation it goes to
- e) Could not pay in a one-off/ irregular basis
- f) Have not thought about it
- g) Always intended to, but just never got around to it
- h) The scheme has only just started
- i) Prefer to do it myself/ be conscious of giving/ be in control of what I give
- j) I was never asked
- k) Just don't want to
- l) Other (specify)
- m) Can't say

TAX-DEDUCTIBLE GIVING

ASK EVERYONE

Q31. Were you required to complete a personal income tax return for the 2014-15 financial year?

- a) Yes
- b) No (go to Q39)
- c) Can't say (go to Q39)

Q32. Did you claim deductions in your 2014-15 personal income tax return for donations given to tax-deductible organisations?

- a) Yes
- b) No (go to Q34)
- c) Can't say (go to Q34)

Q33. How much in total dollars did you claim?

ENTER INFORMATION IN WHOLE DOLLARS

IF CAN'T SAY, PROBE FOR BEST ESTIMATE

\$_____ (go to Q35)
refused (go to Q35)



Q34. Is this because:

READ OUT

- a) You did not make any donations to tax-deductible organisations in 2014-15
- b) You choose not to make any claims
- c) You do not bother to get receipts (go to Q37)
- d) You don't keep receipts
- e) Other (please specify)

Q35. Did you get receipts for all tax-deductible donations made in 2014-15?

- a) Yes
- b) Yes, mostly
- c) Yes, sometimes
- d) No

Q36. Are your donation receipts:

- a) Mostly paper
- b) Mostly electronic

Q37. Before you make a tax-deductible donation, do you check whether the organisation:

- a) Has tax-deductible status
- b) Is a charity registered with the Australian Charities and Not-for-profits Commission
- c) Is a Public Benevolent Institution
- d) None of the above
- e) Other (please specify)

Q38. How do you usually complete your personal income tax return?

- a) Do it myself
- b) Other family member/friend does it
- c) I use a tax agent/accountant
- d) Other (please specify)

Fundraising approaches

Ask everyone

Charities and nonprofit organisations use many different ways to seek help in the form of money. For example, they might telephone you, approach you on the street, mail or email you, leave a leaflet in your letterbox or doorknock.

READ EACH STATEMENT OUT (A-K) COMPLETE TABLE FOR EACH STATEMENT AS APPLICABLE	Q39. Thinking back over the past 12 months have you been approached for a donation: (If no or can't say, go to next statement)			Q40. Did you give a donation in response to seeing a: (If no or can't say go to Q42)			Q41. Was that every time, most of the time, some of the time or not at all?					Q42. Would you say you dislike this method of approach, have no feeling being approached that way or are quite happy to be approached that way? (Go to next statement following this question)			
	Yes	No	Can't Say	Yes	No	Can't Say	Every time	Most of the time	Some of the time	Not at all	Can't say	Dislike this method	No Feeling	Happy to be approached this way	Can't say
A. By television advertisement, telethon, television program asking for money?															
B. Through the mail, or by letterbox drop asking for money?															
C. Through advertisements or fliers in a magazine or newspaper asking for money?															
D. By telephone (either at home, at work or on your mobile phone) and asked for money?															
E. By a doorknock appeal?															
F. In the street or another public place and asked to sign up for a regular donation via a credit or debit card.															
G. On social media (e.g. Facebook, Twitter, Instagram) by a friend relative or someone else you know?)															

READ EACH STATEMENT OUT (A-K) COMPLETE TABLE FOR EACH STATEMENT AS APPLICABLE	Q39. Thinking back over the past 12 months have you been approached for a donation: (If no or can't say, go to next statement)			Q40. Did you give a donation in response to seeing a: (If no or can't say go to Q42)			Q41. Was that every time, most of the time, some of the time or not at all?					Q42. Would you say you dislike this method of approach, have no feeling being approached that way or are quite happy to be approached that way? (Go to next statement following this question)			
	Yes	No	Can't Say	Yes	No	Can't Say	Every time	Most of the time	Some of the time	Not at all	Can't say	Dislike this method	No Feeling	Happy to be approached this way	Can't say
H. By email asking for money															
I. Through an advertisement over the internet asking for money															
J. By hearing a radio advertisement or appeal															
K. In any other way? DO NOT READ IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE IF MORE THAN ONE RESPONSE - CODE IN ORDER ANSWERED i) Been personally approached by a family member, friend or neighbour and asked to contribute a donation ii) Been asked to donate at your place of worship iii) Been approached by a colleague at work and asked to contribute a donation iv) Been approached to donate at a work fundraiser/work organised function v) Been approached to donate at a school fundraiser vi) Been asked to donate via a social media request from a charity (e.g. Facebook post) vii) Was SMSed and asked for money viii) Other (specify)															

- ix) Cant's say
- x) Not approached to donate money in any other way

DONORS GO TO Q48

NON-DONORS

IF MADE NO DONATIONS (IDENTIFIED IN Q1) ASK

Q43. There are many reasons why people do not make monetary donations. Which of the following would you agree influences your decision **not to donate**?

READ OUT, HIGHLIGHT ALL MENTIONED

- a) I am usually asked when I don't have spare change on me
- b) I get annoyed at the number of times I am approached to donate
- c) I don't believe that the money would reach those in need
- d) I prefer to volunteer my time instead of giving money
- e) I don't like the way I am approached to give money
- f) I feel as though the government should be providing the support that is needed through our taxes
- g) I can't afford to give
- h) I haven't been approached to give
- i) I don't know where the money would be used
- j) I think too much in every dollar is used in administration
- k) I think that the people they say they help should be able to help themselves
- l) I have limited internet access in order to donate
- m) I have concerns about the privacy of my information
- n) My spouse/partner makes the donations
- o) I donate through my business
- p) OTHER (SPECIFY)

Q44. How likely would the following influence your giving in the future?

Being provided with better information on how the money will be spent?

(Is that likely or unlikely?)

- a) Likely
- b) Unlikely
- c) Can't Say

Q45. How likely would the following influence your giving in the future?

If others are giving as well, like in my workplace

(Is that likely or unlikely?)

- a) Likely
- b) Unlikely
- c) Can't Say



Q46. How likely would the following influence your giving in the future?

If my friends and/or family on social media are supporting the cause

(Is that likely or unlikely?)

- a) Likely
- b) Unlikely
- c) Can't Say

Q47. What else would influence you to donate to an organisation?

DO NOT READ

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

IF MORE THAN ONE RESPONSE, CODE IN ORDER ANSWERED

- a) If I was approached by a local, as opposed to a national, organisation
- b) If I had more money
- c) If I identified with the cause
- d) If I was sponsoring a friend or relative in an event
- e) If I knew more about the organisation in general
- f) If my preferred method of donating was available to me (e.g. credit card, cash etc.)
- g) Only if the cause directly affected me/ my family
- h) Nothing - I would not donate
- i) Other (specify)
- j) Can't say

BEQUESTS

ASK EVERYONE

Q48. Some people like to plan what will happen to their possessions in the event of their death. Do you CURRENTLY have a will?

- a) Yes
- b) No (go to Q50)
- c) Can't say

Q49. In your will, have you left any gifts of money, property or possessions to any charities or nonprofit organisations?

- a) Yes
- b) No
- c) Can't say

VOLUNTEERING

ASK EVERYONE

We're now going to ask about volunteering, that is, help willingly given in the form of time and service or skills. This could include activities either in person or online, such as fundraising, board or committee work, IT support, other professional services, mentoring or providing transportation or serving food.

Q50. In the previous 12 months, did you do any volunteering for: READ OUT (A-N) (if no volunteering for A, go to next statement)	Q51. Specific Organisation (Enter name)	Q52. Was any of this compulsory e.g. work for the dole, compulsory community service, for credit towards an education certificate such as a university degree unit, TAFE course, school assignment etc. or as part of an internship or formal work experience or vocational placement? (Yes/No)	Q53. Excluding compulsory volunteering, can you give me the best estimate of the time you would have volunteered in the past 12 months? (Enter time against hours, days, weeks, months other as applicable)	Q54. Was any of this part of workplace/employee volunteering program? (Yes/No)	Q55. What did you perform? (List all)	Q56. Where did you perform this activity?		
						On site/in person	Online (virtual) e.g. phone, mobile, computer	Other (e.g. at home)
a) Medical research organisations such as the Cancer Council, Heart Foundation, Diabetes								
b) Other health organisations such as hospitals, drug and alcohol services or health education								
c) Community or welfare services, such as the Salvation Army, the Blind Society, Guide Dogs, Scouts, neighbourhood or community Centres								
d) International aid and development organisations, such as Oxfam, World Vision or CARE Australia								

Q50. In the previous 12 months, did you do any volunteering for: READ OUT (A-N) (If no volunteering for A, go to next statement)	Q51. Specific Organisation (Enter name)	Q52. Was any of this compulsory e.g. work for the dole, compulsory community service, for credit towards an education certificate such as a university degree unit, TAFE course, school assignment etc. or as part of an internship or formal work placement? (Yes/No)	Q53. Excluding compulsory volunteering, can you give me the best estimate of the time you would have volunteered in the past 12 months? (Enter time against hours, days, weeks, months other as applicable)	Q54. Was any of this part of a workplace/employee volunteering program? (Yes/No)	Q55. What activities did you perform? (List all)	Q56. Where did you perform this activity?		
						On site/in person	Online (virtual) e.g. phone, mobile, computer	Other (e.g. at home)
e) Australian emergency relief services, firefighting, lifesaving or search and rescue services								
f) Any environmental or animal welfare groups, such as Greenpeace, RSPCA, World Wide Fund for Nature (WWF), Landcare or an environmental project for a local area								
g) Arts or cultural associations, such as art galleries, museums, Opera Australia, community radio, local musical groups, singing or drama groups								
h) Schools, universities or colleges								
i) Sporting clubs, such as Little Athletics, local sporting clubs or other competitive sporting events								

Q50. In the previous 12 months, did you do any volunteering for:	Q51. Specific Organisation (Enter name)	Q52. Was any of this compulsory e.g. work for the dole, compulsory community service, for credit towards an education certificate such as a university degree unit, TAFE course, school assignment etc. or as part of an internship or formal work experience or vocational placement? (Yes/No)	Q53. Excluding compulsory volunteering, can you give me the best estimate of the time you would have volunteered in the past 12 months? (Enter time against hours, days, weeks, months other as applicable)	Q54. Was any of this part of workplace/employee volunteering program? (Yes/No)	Q55. What activities did you perform? (List all)	Q56. Where did you perform this activity?		
READ OUT (A-N) (if no volunteering for A, go to next statement)						On site/in person	Online (virtual) e.g. phone, mobile, computer	Other (e.g. at home)
j) Any recreational or hobby groups, such as fishing, bush walking, knitting or other craft clubs								
k) Religious or spiritual organisations, including church, mosque, temple or synagogue collections, including tithing, envelope collections and donations to the collection plate								
l) Any political parties, unions, business or professional associations, lobby/activist groups such as Amnesty International or a pensioners group								
m) Any other organisational types that have not been mentioned?								
n) Did you do any volunteering outside of an organisation? (E.g. for friends, or neighbours)	N/A			N/A		N/A		



IN –KIND GIVING

ASK EVERYONE

Q57. Have you donated any of the following goods in the previous 12 months to charities or nonprofit organisations?

- a) Books
- b) Clothing
- c) Food
- d) Toys
- e) Equipment
- f) Other (please specify)
- g) Have not donated any goods in the previous 12 months (Go to D1)

Q58. How do you normally donate these goods?

DO NOT READ

- a) Unsolicited in person to an unmonitored location (e.g. Lifeline bin)
- b) Unsolicited In person directly to the charity (e.g. direct to the RSPCA)
- c) Online (e.g. through Givit)
- d) On an as-needs basis from a social media call for goods
- e) At an organised event
- f) Other (please specify)

DEMOGRAPHICS

NOTE: ONLY READ LIST(S) WHEN INSTRUCTED TO DO SO.

UNLESS OTHERWISE INDICATED, THERE IS ONLY ONE RESPONSE PER QUESTION

Finally, I have a few quick questions about yourself.

D1. What is the highest level of education you have completed? (ASK FOR SCHOOL AND POST-SCHOOL)

- a) School (tick one only)
 - i. Year 12 or equivalent
 - ii. Year 11 or equivalent
 - iii. Year 10 or equivalent
 - iv. Year 9 or equivalent
 - v. Year 8 or below
 - vi. Never attended school



b) Post-school (tick one only)

- i. Doctoral degree level
- ii. Postgraduate degree level
- iii. Postgraduate degree level (undefined)
- iv. Graduate diploma level
- v. Graduate certificate level
- vi. Graduate diploma/certificate level (undefined)
- vii. Bachelor degree level
- viii. Diploma level
- ix. Advanced diploma and associate degree level
- x. Advanced diploma and associate degree level (undefined)
- xi. Certificate I
- xii. Certificate II
- xiii. Certificate I & II level (undefined)
- xiv. Certificate III
- xv. Certificate IV
- xvi. Certificate III & IV level (undefined)
- xvii. Trade qualification (no further information)
- xviii. Inadequately described (DO NOT READ)
- xix. Not stated (DO NOT READ)

D2. (IF NOT EMPLOYED EITHER FULL-TIME OR PART-TIME, Q23b, Q24(c), (d), ask) You said earlier you are not currently in paid employment. Are you a student, or looking for work or a full-time carer or involved in home duties or retired?

- a) Retired
- b) Full-time student
- c) Home duties
- d) Full-time carer
- e) Looking for work
- f) Unpaid worker in family business
- g) Volunteer
- h) Refused (DO NOT READ)



D3A) In the main job held last week, what was your occupation? (Describe)

IF NECESSARY ADD: Give full title for example childcare aide, maths teacher, pastry cook, tanning machine operator, apprentice toolmaker, sheep and wheat farmer).

IF NECESSARY ADD: For public servants, provide official designation and occupation. IF NECESSARY ADD: For armed services personnel, provide rank and occupation.

D3B) What are the main tasks that you usually perform in this occupation? (Describe)

IF NECESSARY ADD: Give full details, for example: looking after children at a day care centre, teaching secondary school students, making cakes and pastries, operating leather tanning machine, learning to make and repair tools and dies, running a sheep and wheat farm.

IF NECESSARY ADD: For managers, provide main activities managed.

ANZSCO CODE _____

D4. Which of the following BEST describes your household?

READ OUT

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

- a) person living alone
- b) couple with no children
- c) couple with no children living at home
- d) couple with dependent children living at home
- e) couple with independent children living at home
- f) single parent with children living at home
- g) group household of unrelated adults
- h) group household of related adults
- i) group household of related adults and children
- j) (DO NOT READ) OTHER (SPECIFY)
- k) (DO NOT READ) CAN'T SAY/REFUSED

D5. What is the total number of people in your household?



D6. Do you identify yourself as Aboriginal or Torres Strait Islander?

- a) Yes, Aboriginal
- b) Yes, Torres Strait Islander
- c) Both Aboriginal and Torres Strait Islander
- d) Can't say
- e) Refused
- f) No

D7. In which country were you born?

- a) Australia
- b) England
- c) New Zealand
- d) India
- e) Italy
- f) Vietnam
- g) Philippines
- h) China
- i) Other (please specify)

D8. Which language do you MAINLY speak at home?

- a) English only
- b) Mandarin
- c) Italian
- d) Arabic
- e) Cantonese
- f) Greek
- g) Vietnamese
- h) Other (please specify)

D9. Do you identify with a religion?

- a) YES
- b) NO (go to QD12)
- c) CAN'T SAY (go to QD12)



D10 What is your religion?

IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

- a) Catholic
- b) Anglican (Church of England)
- c) Uniting Church
- d) Presbyterian
- e) Buddhism
- f) Islam
- g) Greek Orthodox
- h) Baptist
- i) Hinduism
- j) Judaism
- k) Other (please specify)
- l) Refused

D11. How often do you attend religious services?

READ OUT

- a) Several times a week
- b) Once a week
- c) 2 or 3 times a month
- d) Once a month
- e) Once a year
- f) Several times a year
- g) Never
- h) (DO NOT READ) CAN'T SAY

D12. What is your **total gross income** from all sources?

Do not deduct: tax, superannuation contributions, amounts salary sacrificed or any other automatic deductions. Include wages and salaries (Regular overtime, Commissions and bonuses); Government pensions, benefits and allowances (e.g. Age pension, Family tax benefit, Parenting payment; Disability support pension; Newstart allowance; Youth and student allowances; Carer allowance; Any other government pension/allowance); Profit or loss from Unincorporated business/farm (e.g. sole traders, partnerships) and Rental properties; and any Other income (e.g. Income from superannuation; Private pensions; Child support; Interest; Dividends from shares; Workers' compensation; Any other income)

READ OUT IF NECESSARY

- a) \$3,000 or more per week (\$156,000 or more per year)
- b) \$2,000 - \$2,999 per week (\$104,000 - \$155,999 per year)
- c) \$1,750 - \$1,999 per week (\$91,000 - \$103,999 per year)
- d) \$1,500 - \$1,749 per week (\$78,000 - \$90,999 per year)
- e) \$1,250 - \$1,499 per week (\$65,000 - \$77,999 per year)
- f) \$1,000 - \$1,249 per week (\$52,000 - \$64,999 per year)
- g) \$800 - \$999 per week (\$41,600 - \$51,999 per year)
- h) \$650 - \$799 per week (\$33,800 - \$41,599 per year)
- i) \$500 - \$649 per week (\$26,000 - \$33,799 per year)
- j) \$400 - \$499 per week (\$20,800 - \$25,999 per year)
- k) \$300 - \$399 per week (\$15,600 - \$20,799 per year)
- l) \$150 - \$299 per week (\$7,800 - \$15,599 per year)
- m) \$1 - \$149 per week (\$1 - \$7,799 per year)
- n) Nil income
- o) Negative income
- p) (DO NOT READ) Refused

That brings us to the end of the survey. Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes.

We are conducting this research on behalf of the Australian Government Department of Social Services. If you would like any more information about this project or if you have concerns, you can phone us on 1800 669 133.



10.4 Appendix 4 About the authors

10.4.1 The Australian Centre for Philanthropy and Nonprofit Studies, QUT

The Australian Centre for Philanthropy and Nonprofit Studies is a specialist research and teaching unit within the Queensland University of Technology (QUT) Business School in Brisbane, Australia.

It seeks to promote the understanding of philanthropy and nonprofit issues by drawing upon academics from many disciplines and working closely with nonprofit practitioners, intermediaries and government departments. The mission of the Centre is ‘to bring to the community the benefits of teaching, research, technology and service relevant to the philanthropic and nonprofit communities’, with a theme of ‘for the common good.’

A list of the Centre’s publications is available from <https://www.qut.edu.au/business/about/research-centres/australian-centre-for-philanthropy-and-nonprofit-studies> and free digital downloads are available via QUT ePrints at <http://eprints.qut.edu.au/>.

10.4.2 The Centre for Social Impact (CSI) Swinburne University of Technology

CSI Swinburne, as part of the CSI network, works towards a stronger society for all, through engaged research and scholarship. CSI Swinburne’s areas of research focus are social investment and philanthropy, social enterprise, social innovation and measuring and communicating social impacts. Our multidisciplinary team includes experts in public policy, sociology, history, organisational studies, management, public health, evaluation and impact measurement and information systems. Our researchers have particular expertise in social enterprise, foundations and bequests, social investment, diversity issues pertaining to philanthropy and giving, and volunteering.

Established in April 2014, CSI Swinburne builds on the foundations of the Asia–Pacific Centre for Social Investment and Philanthropy, with extensive networks with philanthropy and nonprofit organisations, both locally and internationally. CSI Swinburne is part of the CSI national network, which is a collaboration of three universities: the University of New South Wales, Swinburne University of Technology and The University of Western Australia.



10.4.3 The Centre for Corporate Public Affairs

Public affairs is the management function responsible for interpreting the future political, social and regulatory environment of an organisation, continuously integrating these assessments into the strategic planning process, and undertaking and supporting consequent organisational action.

The Centre for Corporate Public Affairs was established in 1990 in response to demand from corporate and public affairs professionals for a support organisation for their activities.

The Centre now has more than 100 members from the ranks of corporate Australia, industry associations and government business enterprises. The Centre aims to provide mutual exchange within the profession's leadership, excellent professional development programs and information resources that allow senior public affairs practitioners, senior executives and line managers to:

- better interpret their social, political and economic environment
- contribute significantly to the way their organisation relates to its internal/external stakeholders, and
- strengthen the role of corporate affairs staff as key advisers to management.

These aims are achieved by providing:

- professional development and training
- research and information resources
- international affiliations, and
- peer group dialogue and mutual learning.

For further information about the Centre please visit <http://www.accpa.com.au>

For more information:

The Australian Centre for Philanthropy
and Nonprofit Studies, QUT
acpns@qut.edu.au

The Centre for Social Impact Swinburne
csiswin@swin.edu.au

The Centre for Corporate Public Affairs
info@accpa.com.au

Giving Australia 2016

QUT Business School
The Australian Centre for Philanthropy
and Nonprofit Studies



Funded by the Australian Government Department of Social Services.
Go to www.dss.gov.au for more information.