



Giving

Australia 2016

Background paper

December 2016

The *Giving Australia 2016* research was commissioned by the Commonwealth of Australia, represented by the Department of Social Services. The purpose of the *Giving Australia 2016* research is to assist the work of the [Prime Minister's Community Business Partnership](#).

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Contents

- 1. Introduction 1
 - Then..... 1
 - Now 1
- 2. Research overview 2
 - Approach..... 2
 - Project governance 2
 - Reporting and data access..... 3
 - Literature review 3
 - Quantitative research in summary..... 3
 - Survey of individual givers and volunteers..... 3
 - Survey of philanthropy and philanthropists 4
 - Business surveys..... 4
 - Survey of NPOs and charities..... 4
 - Qualitative research in summary..... 4
- Appendix 1: Research questions 5
- Appendix 2: Literature review - chapters..... 6
- Acknowledgment 7
- For more information..... 7



1. Introduction

Then

A decade ago, information about the state of giving and volunteering in Australia was patchy. *Giving Australia 2005*¹ provided fresh data about Australians who give money, time, resources, expertise, voice, networks and goods. It identified strengths and areas for improvement, allowed for basic international comparisons and assisted sectors and individual nonprofit organisations (NPOs) to plan more strategically.

However, inevitable change in and around the giving and voluntary sector means the data collected in 2005 is now dated. Ten years ago, digital and micro-volunteering were just beginning, and Private Ancillary Funds (PAFs) as a giving structure were starting to grow in number and popularity. Giving circles and crowdfunding had not yet achieved much influence in Australia, and technologies for donating were embryonic. The ‘democratisation’ of philanthropy that technology and culture change is now enabling was far less evident in 2005.

Now

The landscape has changed. A fresh picture is now needed to support evidence-based decisions, fill gaps, overcome barriers, benchmark meaningfully and grasp opportunities to grow and get people talking more about all kinds of giving.

National giving studies are recognised as a vital government and sector tool in more than 20 nations across Asia, Europe, the Middle East and the Americas. *Giving Australia 2016* was commissioned by the Australian Government, Department of Social Services (DSS) as an initiative of the [Prime Minister's Community Business Partnership](#) (the Partnership).

Giving Australia 2016 is a large, complex, collaborative and important study for Australia’s nonprofit sector, community and those who make policy about it.

The Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) has partnered with the Centre for Social Impact (CSI) Swinburne and the Centre for Corporate Public Affairs to undertake this study.²

¹ *Giving Australia 2005* was funded by Australian Government Department of Family and Community Services. The project was coordinated by the Australian Council of Social Service (ACOSS) in collaboration with the Centre for Australian Community Organisations and Management (CACOM) at the University of Technology, Sydney, the Centre of Philanthropy and Nonprofit Studies (CPNS) at the Queensland University of Technology, Roy Morgan Research (RMR), McNair Ingenuity Research and the Fundraising Institute of Australia (FIA).

² The Centre for Corporate Public Affairs subcontracted McNair Ingenuity to assist with the work on small to medium enterprises (SMEs). McNair Ingenuity was also the household survey provider, following a competitive tendering process.

2. Research overview

Approach

The figure below summarises the *Giving Australia 2016* research project.

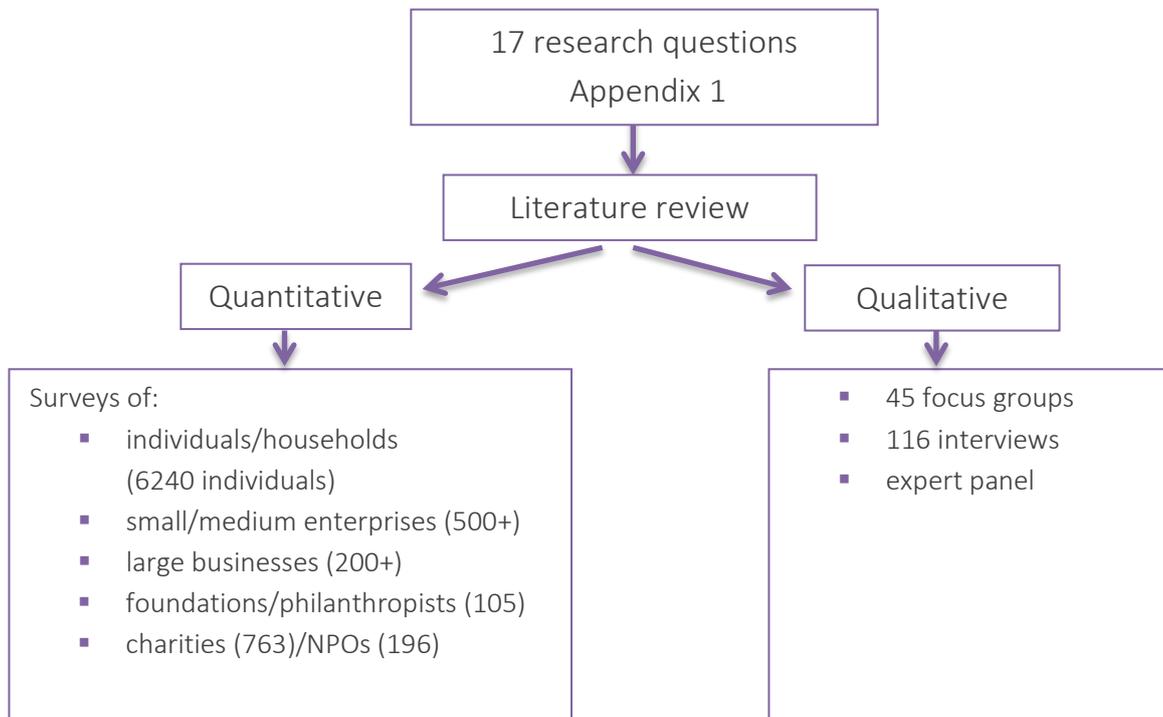


Figure 1: *Giving Australia 2016* overview

All research instruments were approved through the university ethics process before piloting and data collection commenced.

The Australian Bureau of Statistics (ABS) Family and Community Statistics team and the Statistical Clearing House were particularly helpful in their contributions.

Project governance

The Steering Committee, including representation from the Partnership, provided strategic direction for *Giving Australia 2016*. The Partnership Terms of Reference include a focus on ‘research on trends in philanthropy, giving and volunteering’. The involvement of Partnership members ensured an alignment between *Giving Australia 2016* and the direction of work being undertaken to develop evidence-informed advice to Government on practical strategies to foster a culture of philanthropic giving, volunteering and investment in Australia.

Overall management and final decisions related to *Giving Australia 2016* were the responsibility of DSS.



Reporting and data access

Giving Australia 2016 reports will include:

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

In addition all data will be available on the Australian Data Archive (ADA), a central data repository allowing for additional analysis over time from various stakeholders. This is where the *Giving Australia 2005* data is also stored.

Fact sheets available as part of the launch of *Giving Australia 2016* capture key findings and include:

- Individual giving
- Individual volunteering
- Nonprofit organisations
- Philanthropy
- Business giving and volunteering

The remaining reports and factsheets will be progressively released in early 2017.

Literature review

A 19 chapter literature review and a summary (a two-page precis of each chapter along with a ‘top 10 readings’ on that topic) is a useful segmented overview for the sector. The chapter topics are listed in Appendix 2.

Quantitative research in summary

Giving Australia 2016 refreshes the surveys undertaken in 2005, which included: households/individuals; business; and NPOs. *Giving Australia 2016* added a fourth survey of philanthropic foundations and philanthropists.

Where possible, the various survey items and sampling were designed to be comparable with *Giving Australia 2005*, ABS data collections and international methods.

Survey of individual givers and volunteers

To obtain a representative view, this national household sample was stratified by age and gender across all states and territories. The respondents were selected by random digit dialling and the survey took approximately 20-30 minutes to complete. Questions used in *Giving Australia 2005* were refreshed to capture new facets such as technological developments in social media, giving and volunteering platforms and factors motivating individuals to move from spontaneous to planned giving.



Survey of philanthropy and philanthropists

An anonymous online questionnaire of philanthropists and grantmaking philanthropic entities was undertaken. All philanthropic trusts and foundations across Australia were eligible to take part in the online survey. It was targeted at both:

- philanthropic entities such as foundations, trusts, funds and PAFs, often managed by a grantmaking professional; and
- philanthropists (individuals) who give through such structured vehicles.

Business surveys

Due to the low response rates for large businesses in *Giving Australia 2005*, the 2016 business survey was divided into:

- Small and Medium Enterprises (SMEs) employing less than 200 people, and
- large businesses employing more than 200 people:
 - mid-tier business employing more than 200 – 1,000 people, and
 - corporations employing more than 1,000 people.

An online survey of SMEs was conducted to achieve 500 responses focused on their giving and volunteering perceptions and behaviours. Businesses with less than 200 employees were randomly selected from a sample provided by ABS. The sample frame was compared to ABS counts of businesses by size, Australian and New Zealand Standard Industrial Classification (ANZIC) code and state.

A survey of 200 large corporations was also conducted online to canvass businesses on their giving and volunteering attitudes and behaviour. A sample frame was developed from a purchased list of companies to reflect ABS counts of businesses by size, ANZIC code and state.

Survey of NPOs and charities

In *Giving Australia 2005*, the NPO survey did not reflect the entire sector and had a heavier focus on fundraising organisations.

In 2016, two samples were used for charities and NPOs:

- Charities: The Australian Charities and Not-for-profits Commission (ACNC) provided a sample of some 12,135 registered charities. Charities were selected via a stratified random sample based on their size and main activity as reported to the ACNC.
- NPOs: The survey was also hosted on the QUT *Giving Australia 2016* blog with links distributed through many organisations.

Qualitative research in summary

In 2016, the qualitative research elements and design built on the literature review findings and expanded the scope of 2005. Data collection included:

- focus groups and mini-focus groups
- in-depth interviews, and
- expert panel comprising representatives from the philanthropic and community sectors.

Appendix 1: Research questions

The following table displays the 17 research questions and the type of data collection that was used to answer each research question. Data collected from the surveys was both informed and supplemented by data from interviews and focus groups.

Research question	Individual/ Household survey	Business surveys	Nonprofit survey	Philanthropy survey	Focus groups	Interviews
1. What are the rates and patterns of giving and volunteering in 2015/16?	✓	✓				
2. How are giving and volunteering behaviours changing over time including the use of innovative giving and volunteering platforms?	✓	✓	✓	✓	✓	✓
3. How are innovations in social media and technological development influencing giving and volunteering?	✓			✓		✓
4. What factors influence people to utilise methods of giving, such as bequests, workplace giving and collectives (e.g. giving circles) and foundations?	✓	✓		✓	✓	✓
5. How do Australian patterns of giving and volunteering compare with other like countries and what factors contribute to these differences?	✓	✓		✓		
6. What are the critical factors that motivate giving and volunteering behaviours in 2016?	✓	✓			✓	✓
7. Are there differences in motivation and behaviours among people according to age; gender; geography; cultural background; family structure; income or employment status?	✓				✓	✓
8. What are the key factors that motivate individuals to move from spontaneous to planned giving and volunteering?				✓	✓	✓
9. What are the opportunities to grow levels of giving and volunteering among individuals and business?	✓	✓		✓	✓	✓
10. What is the role of intermediaries, such as foundations and ancillary funds, in giving and volunteering?				✓	✓	✓
11. 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?		✓			✓	✓
12. What factors contribute to differences between businesses' approaches to corporate social responsibility according to their size, industry sector or location?		✓			✓	✓
13. How is the not-for-profit sector's ability to raise revenue being affected by changes in patterns of giving and volunteering?			✓		✓	✓
14. To what extent are different sectors including arts, community services, environment, health, education etc. changing their fundraising approaches in response to changing patterns of giving and volunteering?			✓		✓	
15. What does information about changing patterns of giving and volunteering in 2016 tell us about the future of philanthropy in Australia?	✓	✓	✓	✓	✓	✓
16. How do philanthropists select a charity?				✓	✓	✓
17. How do performance and outcomes reporting influence philanthropists' decisions about donations?				✓	✓	✓



Appendix 2: Literature review - chapters

- Chapter 1: Volunteering engagement
- Chapter 2: Everyday givers
- Chapter 3: High-net-worth individuals (HNWIs) and philanthropic foundations
- Chapter 4: How do philanthropists select a charity?
- 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
- Chapter 11: Workplace volunteering
- Chapter 12: Business giving
- Chapter 13: Nonprofit fundraising
- Chapter 14: Nonprofit CEOs
- Chapter 15: Sector adaptations to giving trends
- Chapter 16: New technologies
- Chapter 17: Professional advisers and giving
- Chapter 18: Social enterprise and giving
- Chapter 19: Big data, giving and volunteering



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For more information

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Giving Australia

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and Nonprofit Studies



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