



# AUSTRALIAN COMMUNITY TRENDS REPORT 2016

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INVITATION TO PARTICIPATE

Not-for-profit organisations are invited to participate in the Australian Community Trends Report, a national, comprehensive research study of the sector, conducted by McCrindle and R2L

## LONGITUDINAL INSIGHTS

This annual study is a longitudinal study and is conducted annually starting in 2015 and provides a detailed analysis of the effectiveness, engagement and awareness of the not-for-profit sector. It continues to help organisations understand the Australian community – the emerging trends, the giving landscape, and the current and emerging supporter segments. The Australian Community Trends Report delivers a clear analysis of the social context in which the not-for-profit sector is operating.



This snapshot of the external environment, the visibility of the community attitudes and perceptions plus the analysis of the key trends will be delivered through:

**Identification of National Giving Macro Segments** that inform current and future target markets, including engaging with emerging generations, and understanding effective communication and messaging for these segments.

**Not-for-profit Awareness & Benchmarking Analysis** including a Net Promoter Score of the NFP sector in Australia, benchmarked against your organisation, as well as tracking changing perceptions of the sector.

**Identification of Giving Blockers & Enablers** including insight into the motivators which drive charitable engagement, the impact of campaigns and reputation of the brand and the cause.

**Giving Sentiment Index** measures the current engagement Australians have with supporting charities and their expected support in the future, as well as the priority of issues which Australians are aware of and motivated to support.

**Not-for-profit Staff and Volunteer Snapshot** including identifying current challenges faced by organisations in their staff and volunteer engagement.

**Expert Insights** to gain big picture snapshots of trends across the sector.

**Donor of the Future** to understand the younger generation and their attitudes towards giving.

*"The results and data available from the Australian Community Trends Report are key for the future of the not-for-profit sector."*

**- Australian Communities Forum Attendee**

## METHODOLOGY

This national study will include the following stages:

**1. National surveys:**

A nationally representative survey of 1,500 Australians.

**2. Young Australian survey:**

A survey of young Australians aged 18-25.

**3. Focus groups:**

A series of six qualitative focus groups of Australians in different geographical locations including Sydney and Melbourne. These will target different generations including two groups from generation Z to gain insights from varied donor segments.

**4. Supporter survey:**

Online quantitative survey of supporters / donors of participating organisations.

**5. Staff and volunteer survey:**

Online quantitative survey of leaders and staff in participating organisations.

**6. Expert insights:**

A series of 15 interviews with sector experts.



Participating organisations can choose to take part in the study until the **29th of April 2016**.

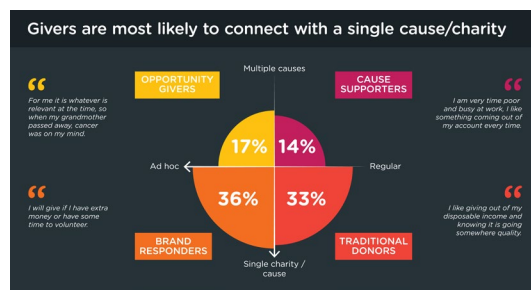
The research will be conducted from **May 2016**, with the research report available in **October 2016**.

The key findings will be publicly launched at the Australian Communities Forum in **October 2016**.



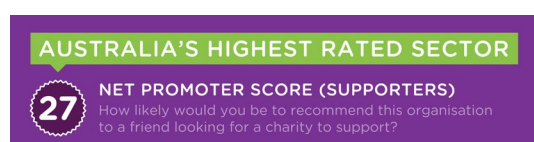


## RESEARCH OBJECTIVES

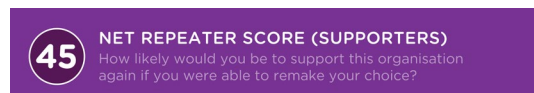


### NATIONAL GIVING MACRO SEGMENTS:

- **Identify customer segments** to inform current and future strategic target markets for the sector, including **engaging with emerging generations as supporters**
- **Communications and message testing** – identify the most effective messaging approaches to gaining interest and gathering support across macro segments.



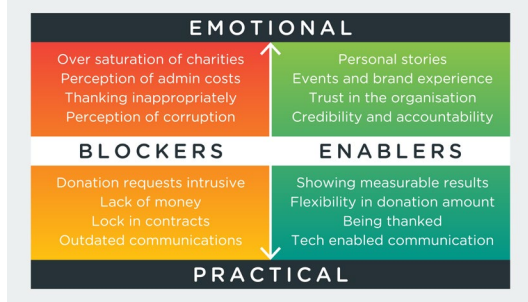
**NET PROMOTER SCORE** = **% PROMOTERS** - **% DETRACTORS**



### NFP AWARENESS & BENCHMARKING ANALYSIS:

- Understand and benchmark Australians **awareness of organisations** and **offerings** in the sector.
- Provide a **Net Promoter Score** of the not-for-profit sector in Australia.  
*A Net Promoter Score is based on a question asking on a scale of 0-10 how likely a respondent would be to recommend the organisation to their family and friends. The score given is the percentage of respondents who rate the organisation 9 or 10 with the percentage of those who rated it 0-6 subtracted from this number.*
- Provide a **Net Promoter Score** for participating organisations which can be benchmarked against the sector score.
- Brand tracking to identify **changing perceptions of the sector and participating brands**, including how trustworthy, innovative and effective the sector is perceived to be.
- **Overall supporter satisfaction and engagement** of Australians who support charities.

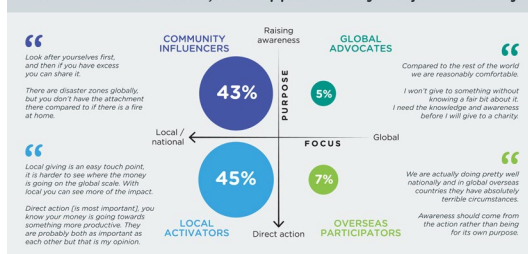
## Blockers & enablers to charitable giving



## GIVING BLOCKERS & ENABLERS:

- Understanding the **motivators which drive charitable engagement** – including the importance of the brand, the cause and the campaign, as well as how loyalty to an issue or organisation and reputation of a charity generates involvement
- Identify decision drivers** for Australians around charitable giving and support – from types of campaigns, communication channels, time of year, tax benefits.

## More have a local focus, and support activity not just advocacy



## GIVING SENTIMENT INDEX

- Measure the current engagement of Australians** with supporting organisations and sentiment towards giving in the future, including if support is likely to increase, be maintained or decline
- Understand priorities of Australians when giving** – local giving vs global giving, to the individual vs community, and whether they are more motivated to give to a brand, cause or a relationship
- Issues barometer** which would track the **changing landscape of issues and priorities** Australians are aware of and motivated to support – from domestic causes to overseas aid causes.

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### NET CULTURE SCORE (STAFF)

How likely would you be to recommend this organisation to a friend as a place to work?

## NFP STAFF AND LEADERS SNAPSHOT

- Identify the current **challenges and pressures** being faced by the sector
- Staff satisfaction levels and the over all sector's employer brand through a **Net Culture Score** which identifies the level of staff engagement and motivations for working in the sector
- Identify approaches to **effective engagement of new generations** as staff and volunteers.

## PARTICIPATION OPTIONS

### RESEARCH PACKAGES



#### 1. DATA INSIGHTS PACKAGE

The **Data Insights Package** is the foundational package, and participating organisations will receive:



**The Australian Community Trends Report:** A comprehensive research report with the full analysis of the data from the national survey and focus groups, supporters and internal stakeholders surveys which will provide an in-depth analysis of the state of the sector



**The Australian Community Trends Infographic** in electronic and hard copy form which will be a visual summary of the full report



**Full raw aggregated data of the national survey, supporter survey and internal stakeholder survey**, as well as the full raw data sets for their organisation



**Complimentary tickets** (x2) to the Australian Communities Forum launch event in October 2016.

The cost of the **Data Insights Package** is **\$6,900 +GST**.



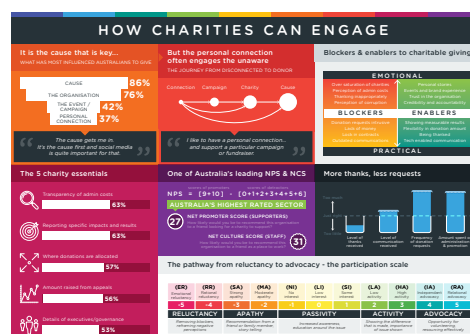
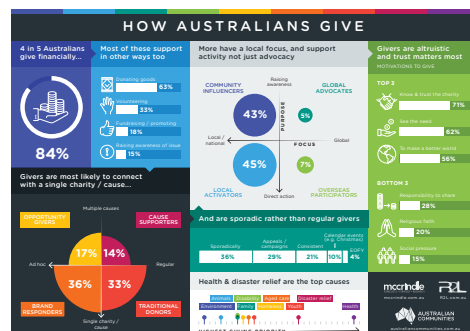


## 2. RESEARCH VISUALISATION PACKAGE



The **Research Visualisation Package** includes everything outlined in the **Data Insights Package** as well as a **customised infographic** for the participating organisation. This provides the organisation's data in a visually engaging format to effectively communicate the key insights which can be shared electronically or printed and distributed in hard copy format.

The cost of the **Research Visualisation Package** (which includes the **Data Insights Package**) is **\$8,000 +GST**.



## 3. STRATEGIC ENGAGEMENT PACKAGE



For organisations seeking to maximise the strategic impact of the research in their organisation, the **Strategic Engagement Package** provides all of the above elements outlined in the **Data Insights** and **Research Visualisation Packages** as well as a **workshop session with R2L and/or McCrindle, addressing issues relating to the research and strategic response opportunities**. This would be well suited to a board or executive briefing, or a staff session if preferred.

The cost of the **Strategic Engagement Package** (which includes the **Data Insights Package** and **Research Visualisation Package**) is **\$9,500+GST**.



*"This is one of Australia's largest annual studies of the NFP sector and provides the unique opportunity for individual organisations to get national, comparable, sector-specific data for less than the price of a single focus group."*

**- Mark McCrindle**



## AREAS OF FOCUS: 2016

In addition to the ongoing objectives of the study, this year will have some of the following key focuses:

### DONOR OF TOMORROW

One of the key focuses of the 2016 study will be understanding the 'donor of the future'- Generation Z. Generation Z are those aged 7-21 and this focus will help organisations to understand how to future proof their organisations. There will be a key survey and focus groups run of this generation to better understand their future giving habits and what they respond to.

### SECTOR EXPERTS

The 2016 study will incorporate several interviews with sector experts and key influencers to identify the trends that are facing the sector and to assist organisations in future proofing themselves.

*"We chose to become part of the study because we know a lot about R2L and McCrindle and knew the data that they provided to us would be beneficial."*

- ACT Client 2015

### The pathway from reluctance to advocacy - the participation scale

(ER) Emotional reluctancy	(RR) Rational reluctancy	(SA) Strong apathy	(MA) Moderate apathy	(NI) No interest	(LI) Low interest	(SI) Some interest	(LA) Low activity	(HA) High activity	(IA) Independent advocacy	(RA) Relational advocacy
-5	-4	-3	-2	-1	0	1	2	3	4	5
RELUCTANCY		APATHY		PASSIVITY			ACTIVITY		ADVOCACY	
Removing blockers, reframing negative perceptions		Recommendation from a friend or family member, story telling		Increased awareness, education around the issue			Showing the difference that is made, importance of issue shown		Opportunity for volunteering, resourcing effectively	

Q. Now thinking about personal priorities and support interests please rate each of the following issues and how much of a giving priority they are personally to you.





## GETTING INVOLVED

Australian not-for-profit organisations who would like to participate in the Australian Community Trends Report 2016 have the opportunity to get on board with the study until **Friday 29th April 2016**.

To get involved:

1. Select what package your organisation would like to receive:

<input type="checkbox"/> <b>Data Insights Package</b>	<b>\$6,500 +GST</b>
<input type="checkbox"/> <b>Research Visualisation Package</b>	<b>\$8,000 +GST</b>
<input type="checkbox"/> <b>Strategic Engagement Package</b>	<b>\$9,500 +GST</b>
2. Complete your details by using the form attached to this brochure or by contacting McCrindle.
3. You will be issued with a 50% invoice at the commencement of the project, with the remaining 50% payable once the report has been delivered. Flexibility on this possible upon request.
4. You will receive a communications plan which outlines what you will need to communicate to your supporters and internal stakeholders. A survey link would be provided to your organisation to send to your active supporters and internal stakeholders.

The response rate goal is to receive between 500 - 1,000 responses from each organisation, or for smaller organisations to receive completes from 5% - 10% of their supporter database. Larger organisations would send the survey to a representative sample of supporters to reach 1,000 responses. Active donors will be surveyed – those who have supported the organisation within the last 12 months.

## TIMELINE

**Friday 29th April 2016:** final date for organisations to get on board with the study

**May - September 2016:** research phase

**October: 2016** report delivered

**October 2016:** key findings launched at Australian Communities Forum

## AUSTRALIAN COMMUNITY TRENDS REPORT 2016

### SIGN UP

Organisation name: \_\_\_\_\_

Organisation address: \_\_\_\_\_

Contact first name: \_\_\_\_\_ Contact last name: \_\_\_\_\_

Contact email address: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

#### Package selection:

- ☐ Data Insights Package: \$6,500 +GST
- ☐ Research Visualisation Package: \$8,000 +GST
- ☐ Strategic Engagement Package: \$9,500 +GST

Total: \$ \_\_\_\_\_

#### Payment of 50% deposit:

- ☐ Please invoice me
- ☐ Credit card payment

Name: \_\_\_\_\_

Card No: \_\_\_\_\_

Expiry: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

- ☐ Pay by cheque to McCrindle Research Pty Ltd

To discuss the Australian Community Trends report further please don't hesitate to contact McCrindle or R2L:

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## ABOUT MCCRINDLE

As one of Australia's best known research-based advisory firms, we work extensively across the not-for-profit sector and senior leaders to help them understand the external environment in which they operate. We assist organisations to gain visibility on the sentiment and perceptions of their supporters and community, and identify the emerging trends to assist them in future-proofing their communications and services.

**[mccrindle.com.au](http://mccrindle.com.au)**



## ABOUT R2L

Comprising some of the most experienced strategic and creative minds within the not for profit and for profit sectors. R2L helps you develop strategies and implement them, building strong relationship between your organisation and your customers. We'll help you develop more rewarding relationships with your stakeholders, supporters and donors, through best practice Fundraising, Marketing and Communications.

Build better, deeper and more rewarding relationships.

**[R2L.com.au](http://R2L.com.au)**



**FULL SUPPORT**

## ABOUT FULL SUPPORT

Full Support is a consultancy service that makes things work better. All kinds of things. We're really good at growth and new business assignments, communications, evaluation and coaching the people who you need to get results.

**[www.fullsupport.com.au](http://www.fullsupport.com.au)**