

Charitable giving behaviour in Australia



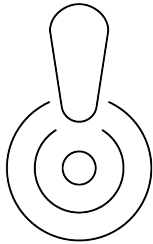
Charitable giving remains strong in Australia with four in five Australians giving to charities or not-for-profit organisations (82%). When it comes to the frequency of that giving, more than seven in ten Australians (72%) give at least annually and one in four (24%) give at least monthly. A further 18% of Australians do not give at all.

Giving is not just financial

In addition to giving financially, more than three in five Australians (64%) have donated goods to charities/not-for-profits in the past 12 months. A third of Australians have volunteered (33%) while more than one in five have been involved with fundraising for a specific charity (23%) or advocating and raising awareness (21%).

Consistent with previous years of our research into the not-for-profit sector, young givers are more likely to advocate and raise awareness than their older counterparts (33% Gen Z

cf. 29% Gen Y, 18% Gen X, 12% Baby Boomers and 12% Builders).

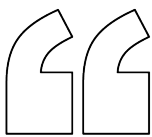


Australians giving as need responders continues to grow. Growing 16 percentage points since 2016 (46% cf. 30% 2016).

Australians giving as need responders continues to grow

Since 2016 the proportion of Australians who are most likely to give when they hear about a need or issue has risen by 16 percentage points (46% cf. 30% 2016).

Younger Australian givers are driving the rise in need responders, being more likely than their older counterparts to give when they hear about a need or an issue (59% Gen Z, 54% Gen Y cf. 42% Gen X, 36% Baby Boomers, 35% Builders). Older Australian givers are more likely to be regular givers than their younger counterparts.

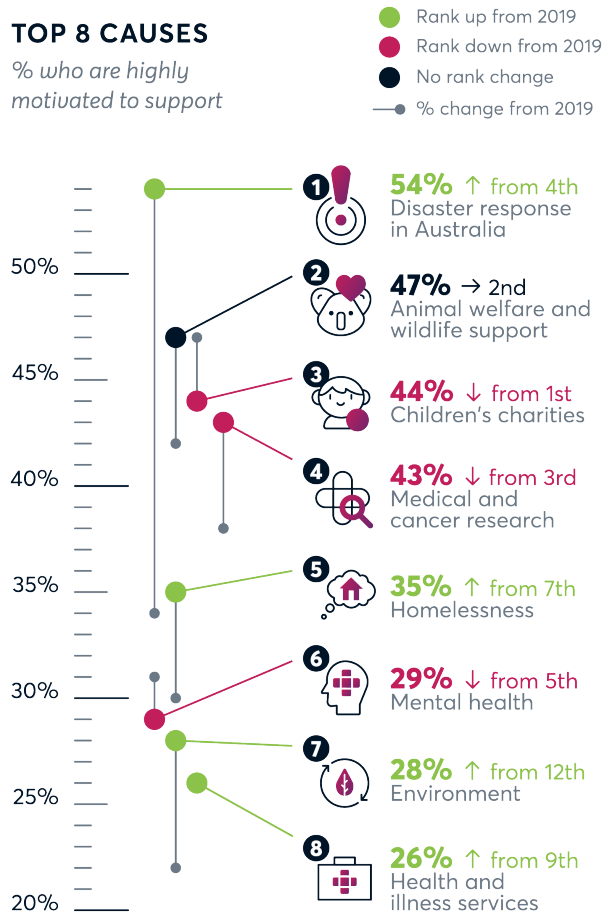


Charitable giving remains strong in Australia. 82% of Australians give to charities or not-for-profit organisations.

Australians are highly motivated to give to disaster response in Australia

In light of the 2019/2020 summer bushfires in Australia, more than half of Australian givers (54%) are highly motivated to give money to or volunteer for organisations associated with

disaster response in Australia. This makes it the number one area Australians are motivated to give to and increases its rank from fourth in 2019.



Animal welfare and wildlife support continues to rise in prominence, moving from the third to the second most likely cause Australians are motivated to support (47%). This is followed by children’s charities (44%) and medical and cancer research (43%), both of which have seen a decline in ranking since 2019.

The rise in environmental giving

Australians’ motivation to support organisations associated with the environment is increasing, moving from the 12th most likely cause to support in 2019 to the seventh most

likely cause in 2020.

Younger givers are driving the rise in support for the environment, being more likely than their older counterparts to give to organisations with an environmental focus (41% Gen Z, 34% Gen Y cf. 26% Gen X, 21% Baby Boomers, 13% Builders).