

# Review of Philanthropy in the Australian Capital Territory

## Government Response - A plan for action

2008



## Introduction

The ACT Government recognises that charities and non-profit organisations depend heavily upon philanthropy from individuals and businesses in order to function effectively and provide a range of valuable, diverse and often essential services to the community.

The Department of Disability Housing and Community Services (DHCS) undertook a review of the nature and extent of philanthropic giving in the ACT, by both individuals and businesses, with the aim of identifying its adequacy, trends, impediments, and opportunities for growth.

The Report *Review of Philanthropy in the Australian Capital Territory* (Report) outlines a number of the issues and nominates strategies for change. The Report defines philanthropy as an act of giving, by individuals and businesses, for community benefit involving money, property, expertise or time. The Report also notes that in Australia, philanthropic giving and the income that this provides for the not-for-profit sector has been of increasing interest for both the government and non-government organisations. Traditional views of philanthropy are changing.

The Report identified the following key findings from its consultation and research into Philanthropy:

- There is great interest in philanthropy in the ACT but a general lack of awareness of the details of how philanthropy is organised;
- The majority of Non Government Organisations (NGOs) have received or are receiving philanthropic giving. This is mostly in the form of volunteers, donations, grants and pro bono work. The majority of NGOs utilise volunteers, on average between 1-5 hours per week;
- NGOs appear to have some strategies in place to increase philanthropic giving, however, most do not set aside sufficient resources to implement these strategies. About half the survey respondents had received less than \$5000 in philanthropic income in the last twelve months;
- Two key impediments to philanthropy in the ACT were found to be: lack of awareness, skills and knowledge about philanthropy; and a perception that ethical issues may arise when NGOs are in partnership with the private sector; and
- There is a wide variety of approaches, resources, tools and people that are available to assist the work of NGOs and increase philanthropy, most of which are underutilised by the NGO sector in the ACT.

The Report identified two primary options for the ACT Government consideration, they include:

- Raise awareness of philanthropic giving through targeted marketing campaigns, and better equip NGOs to take up opportunities; and
- Encourage growth in philanthropy in the ACT by promoting online giving and work place giving; encourage NGOs to seek Deductible Gift Recipient (DGR) status; encourage work place giving; provide information and seminars about philanthropy; facilitate networking meetings with NGOs and ACT foundations; and support and encourage volunteering.

The Department has developed an action plan that identifies the strategies to progress philanthropy in the ACT and better equip NGOs to take up philanthropic opportunities.

## Growing Philanthropy in the ACT - A Plan for Action

Item	Report finding	Outcome	Action/Deliverable
1	Raise awareness of philanthropic giving through targeted marketing campaigns, and better equip NGOs to take up opportunities	The ACT provides clear and concise information on philanthropy.	<p>Publish the report <i>Review of Philanthropy in the Australian Capital Territory 2008</i>.</p> <p>The report provides a rich and valuable resource for those interested in philanthropy in the ACT. It is hoped that it will introduce many organisations to the concepts relating to securing philanthropic giving as a viable income stream.</p> <p>The report includes a range of hands on tips and strategies for organisations and may be used as a guide for organisations wishing to further their philanthropic receiving opportunities.</p>
		The ACT has a one-stop shop for information, links and resources on philanthropy.	<p>Develop and Implement an Online Philanthropy Portal.</p> <p>The development of a philanthropy section in Granted, the online component of the ACT Government Grants Portal. This site will provide information and links to philanthropic opportunities and resources.</p>
2	Encourage growth in philanthropy in the ACT.	The ACT Government facilitates and supports the growth of philanthropy in the ACT.	<p>Hold an Inaugural Philanthropy Exposium.</p> <p>ACT Government will facilitate an annual event for government, business, NGO's and philanthropic entities in the ACT to share information and make ACT organisations more visible to potential donors.</p>
			The Department of Disability, Housing and Community Services will actively engage local businesses to explore opportunities to foster collaborative partnerships