towards philanthropy
more & better
Towards
philanthropy

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A MORE GIVING AUSTRALIA...

As the peak body we serve a community of funders, grant-makers, social investors and change agents working to achieve positive social, cultural, environmental and community change by leveraging their financial assets and influence.

Philanthropy Australia gives our members a collective voice and ability to influence and shape the future of the sector and advance philanthropy.

The philanthropic community comes together through Philanthropy Australia to build its collective:
- voice
- capacity
- impact
- influence.

PURPOSE  SERVING THE PHILANTHROPIC COMMUNITY TO ACHIEVE MORE AND BETTER PHILANTHROPY
<table>
<thead>
<tr>
<th>Professional Learning &amp; Services</th>
<th>Building sector capability</th>
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<th>More &amp; Better</th>
<th>2020 Objectives</th>
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<td><strong>Leadership &amp; Advocacy</strong></td>
<td>• To provide an informed and prominent voice for the sector as an advocate and influencer to enable philanthropy to grow and drive effective change.</td>
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<td><strong>Connecting &amp; Convening</strong></td>
<td>• To facilitate and support effective working groups, networks and partnerships within and between philanthropy, community, government and business.</td>
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<td><strong>Data &amp; Insight</strong></td>
<td>• To facilitate openness and transparency, including the efficient collection, analysis and sharing of data and information and to initiate and promote strategic research in order to inform the work and direction of the philanthropic sector.</td>
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<td><strong>Professional Learning &amp; Services</strong></td>
<td>• To build the capability of the sector through expert and professional learning by providing professional development programs, conferences, masterclasses and study tours.</td>
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<td><strong>Better Giving Hub</strong></td>
<td>• Using technology, to build a community of interest across the sector, engage and share a range of resources, information and tools; and connect and network for shared interest and outcomes.</td>
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<td><strong>Organisation Effectiveness</strong></td>
<td>• To achieve strong governance, an engaged and high performing team, a financially sound business model and effective work practices.</td>
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Towards more & better philanthropy

WHAT DOES IT MEAN FOR OUR BUSINESS MODEL?

<table>
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<th>More &amp; Better</th>
<th>2020 Outcomes</th>
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| **Leadership & Advocacy** | - Strong collaborative relationships with government  
- Effective policy environment for philanthropy and reform to grow giving  
- Clear economic case for government support of philanthropy  
- Philanthropic leaders recognised and celebrated  
- Increased awareness of philanthropy in wider community |
| **Connecting & convening** | - Philanthropy, community and government collaborative projects in-train and models shared  
- Vibrant national and international networks and collaborations for funders and social investors  
- Active funder groups with shared resources and funding projects |
| **Data & Insight** | - Collaborative data collection and sharing with ACNC and universities  
- Increase sharing of grants data: regular Foundation Maps Australia reports  
- Regular benchmarking of philanthropic and operational practices  
- Impact projects clearing house |
| **Professional Learning & Services** | - Program of professional learning seminars, workshops, masterclasses and conference  
- Annual national and international study tours  
- Accredited professional adviser program  
- Suite of shared best practice resources and handbooks |
| **Better Giving Hub** | - Vibrant community of interest that shares news, events and resources  
- Research portal, online networks and bulletin boards  
- Collaborative funding, Funder Central, grants database  
- Directory of Funders |
| **Organisation Effectiveness** | - Strong, healthy culture that attracts and retains a talented high-performing team  
- Financial viability with diversified income streams and profitable activities  
- Effective governance and full compliance against regulatory and statutory requirements  
- Efficient practices and processes that support growth and innovation |

**Members & Stakeholders**
- Stakeholders comprise the many individuals, groups and organisations interested in contemporary philanthropy  
- Services and programs designed to support private donors, trustees and directors, CEOs and staff; social entrepreneurs and leaders, policy makers, researchers and professional advisers

**Internal Resource Orientation**
- Focus on delivering member value through five strategic priorities  
- Organisation design focussed on program / product development and delivery  
- National service delivery model

**Financial Model**
- Revenue model with three components: membership fees, fee-for-service, grants  
- Flexibility and choice for stakeholders to engage, away from a ‘one size fits all’  
- Review how membership fees are determined  
- High-quality fee-for-service offering  
- Strategic projects, funded by philanthropy to invest in more and better philanthropy

**Governance Model**
- Move from Incorporated Association to Company Limited by Guarantee  
- Refresh ‘membership’ definitions

**Capacity Development**
- Investment in technology to deliver strategic priorities  
- Investment in transition capacity as new financial model is developed  
- Grant-funded projects that deliver specific outcomes for more and better philanthropy

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