



## Good Giving in WA – February 2013 Update

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## Upcoming Events

**March 6** – The Funding Network pilot event for this new funding concept originally from the UK will involve four not-for-profit organisations presenting their ideas, with attendees participating in the excitement of live crowd funding. [More info...](#)

**March 7** - Philanthropy Australia (in partnership with Giving West) is hosting a workshop on Structuring Your Charitable Giving through Private and Public Ancillary Funds, proudly supported by Creative Partnerships Australia. [More info...](#)

**April 22** – Ambassadors for Philanthropy is a series of invitation only events across Australia (Perth, Sydney and Melbourne) featuring Kevin Murphy and Roberta d'Eustachio who will share their experiences and promote philanthropy and community foundations. For more information email [info@givingwest.org.au](mailto:info@givingwest.org.au)

### A note from our CEO

As at January 25, 2013, Giving West was two years old. Much of our initial year was spent in establishing the organisation, building its brand, lifting awareness of giving and in building partnerships with stakeholders to deliver on our mission. 2012 saw significant advances in the activities and impact of our fledgling organisation.

As a result of a strategic review conducted by PwC, significant projects, activities and initiatives were kicked off: more focused and structured events; website redevelopment; stronger relationships with media outlets (e.g. WA Newspapers helping showcase the Corporate Giving Index); focus on and contributions to volunteerism (e.g. Give One and growth of emerging generation programs); establishment and launch of a new portal for giving; and further development of social media and online marketing.

Giving West has achieved much (in partnership with others) but we have only just started to make an impact and have much to do.

The recent economic growth of the State, and increases in individual and corporate wealth has been significant in WA and has led to interesting demographic changes:

- an influx of individuals and families to work and live in WA, helping drive retail, building and hospitality industries;
- WA has the highest average income per person in the nation (\$80,000 per year) according to ABS;
- from FY2010 stats, there is a significant and fast-growing number of mass affluent earners in WA, (annual income between AU\$100,000 to AU\$250,000) representing 10% of WA workers, and 25% of total taxable income;
- 800 tax payers earn more than AUD \$1M per year (FY2010)
- Corporations in WA have started to embrace Corporate Community Investment, driven by a greater sense of CSR, their employees and other stakeholders, and the communities in which they operate. There is evidence of increased contributions of cash, in-kind and volunteering as a percentage of pre-tax profit.

This environment, leveraged through relationships and networks in business and community sectors, has created interest in, and opportunities for, giving in WA.

## You might like to read...

New World Generosity for the New Year - James Boyd. [Read the article...](#)

Business Can't Solve the World's Problems, but Capitalism Can... - Dan Palotta. [Read the article...](#)

State of CSR in Australia Report - Pro Bono Australia / ACCSR. [Read the article...](#)

Whilst there is a discernible shift in attitudes towards giving in WA, the momentum needs to continue. We need to encourage greater and deeper conversations about philanthropy in its many forms (cash and non-cash), nurture greater interest in family philanthropy and foundations, create a focus on cultural change starting in schools and universities, and generally encourage more people to embrace giving to make a structured and sustained impact in the WA community.

- Kevin MacDonald

## Latest News

**WA Giving Hub launched** - The WA Giving Hub is a fee-free website listing WA causes and creative ways to give. Through this site, you can find a cause to support through regular or one off cash donations; donate goods; find how you can volunteer your time; or search for causes with similar aims for NFP collaboration opportunities. [Visit the WA Giving Hub...](#)

**Celebrating Corporate Community Investment** – We are looking for more corporations in WA to share and celebrate their community investment programs through the WA Corporate Giving Index. The Index is based on a simplified version of London Benchmarking Group (LBG) methodology and provides WA corporates an opportunity to showcase their contribution to the community. [Read more and get involved...](#)

**Creative Partnerships Australia** – Federal Arts Minister the Hon. Simon Crean MP recently announced the appointment of Fiona Menzies as the inaugural CEO of Creative Partnerships Australia, the merged entity of Australia Business Arts Foundation and Artsupport Australia. [Read more...](#)

**Australia ranked 1st in the Charities Aid Foundation World Giving Index** - According to the recent 2012 CAF global survey, Australia leads the way ahead of Ireland, Canada and United States in: donating money, volunteering time and helping a stranger. Of the survey respondents 76% had donated money to a cause, 37% volunteer their time, and 67% had helped a stranger. [Read more...](#)

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