



PRODUCTIVITY COMMISSION SUBMISSION

FUNDRAISE FOR AUSTRALIA

*images of 2023 F4A participants

OVERVIEW

Dear Commissioners,

We are pleased to share our submission for the Productivity Commissions inquiry into Philanthropy.

Fundraise For Australia (F4A), is a national fellowship program that connects new & emerging fundraisers with the tools & opportunities that will help them supercharge their careers & deliver transformative change for their communities.

Our goal is to identify, recruit and train over 1000 new fundraisers which can help leverage an additional \$117 million in charitable donations as the sector seeks to double giving by 2030.

This program is designed for 'emerging fundraisers' with 0-3 years fundraising experience and is committed to helping individuals secure dynamic and engaging jobs in the sector, connecting them to continued opportunities in the field and identifying, empowering and supporting a new generation of diverse fundraisers that reflect the communities, programs, organisations and people they fundraise for and on behalf of.

The report is submitted on behalf of the group by Ryan Ginard, CFRE

While Australia is a generous nation - currently ranked fourth in the World Giving Index, which considers three measures of generosity: financial, time, and acts of service - its rates of giving in relation to GDP are low in comparison to similar societies worldwide (0.81 per cent), but with a new commitment from the current government to double philanthropic giving by 2030, there is a real opportunity to develop a new culture of giving within the country and to develop the infrastructure to ensure this goal is realised.

A critical part of that infrastructure will be frontline fundraisers - those who build cases of support and will need to make these additional 'asks' to grow and secure a larger share of funding - but they are often missing from the conversation and have been ultimately missing from the policies informing the governments 2030 goal.

There needs to be a sector wide push to identify, recruit, develop, mobilise, and advocate for, as many as possible of our nation's most promising fundraisers to help build a diverse and powerful social sector that can raise the resources needed to support and strengthen our society.

FUNDRAISING IN AUSTRALIA

Just about every charity relies on donations for some of its work, and that means a good fundraiser can be worth their weight in gold to an organisation. That's also why the National Skills Commission has identified fundraising is one of Australia's fastest-growing – and also one of the best-paid – occupations. Top fundraisers are expected to bring in significant funding for the organisations that employ them, and that responsibility usually comes with a matching pay cheque.

And with good reason: fundraisers get to deal with a wide variety of people within the organisation and they often enjoy the freedom to go out and talk up a social and environmental cause at public events, homes and in boardrooms.

"Many professions require formal training to begin work but the community momentum on GoFundMe in the past five years shows that fundraising is an industry where passionate leadership is key and the rest - code, compliance and tech skills - can be taught. Helping more of these community leaders upskill will significantly help work towards Australia's ambition to double philanthropic giving by 2030"

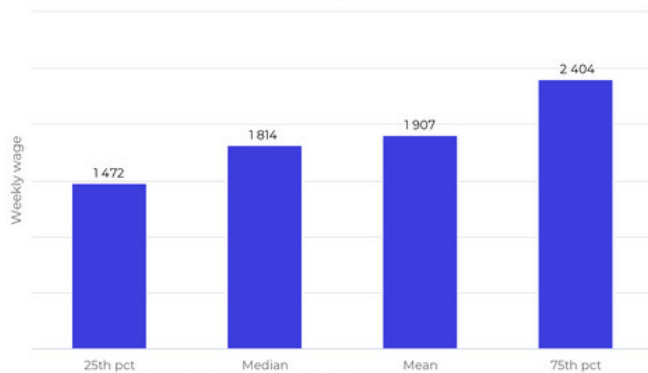
Nicola Britton

Director, Australia | GoFundMe

Fundraisers are without a doubt one of the most underrated and underappreciated positions in nonprofits. They are equal parts storytellers, connectors and strategists and play a critical role in an organization's success, helping to equip and empower all levels of the organization to operate in a development mindset.

But the most interesting thing for job-seekers is that many people move on from fundraising into more senior roles in NFP organisations – the skills and insights that fundraising can provide seems to prove invaluable for many other NFP roles.

Weekly wage
Fundraisers



Data source: ABS Employee Earnings and Hours microdata, NSC Analysis.

Fundraisers are crucial to not-for-profit organisations. They're typically inspiring and well organised but a recent Australian study shows that the chief factor in successful fundraising is simply...good people skills. So, if good conversation is your forte, fundraising should be a great fit.

THE CASE FOR A FOCUS ON FUNDRAISERS

"Fundraisers have never been more in demand; in the last 12 months, my team here at Beaumont People have worked on more Fundraising roles than we have in any 12 month period to date. But, I have also never seen such a lack of new talent coming into this space, and I have watched this become a real issue over recent years."

Rosheen Singh

Recruitment Manager - Fundraising, Marketing and Communications Recruitment, Beaumont People

DESIRED OUTCOMES FROM THIS INQUIRY FOR FUNDRAISERS

- Activate, empower and support the next generation of emerging leaders in fundraising
- Create a pipeline for diverse talent into the sector
- Elevate the voices, ideas, and experiences of fundraisers who are in the early stages of their careers
- Bring innovative ideas to the sector and inspire future focused thinking.
- Create mechanisms to track impact and develop informative research into the development of fundraising and giving in Australia.

The sector is evolving at a breakneck pace (hence this inquiry). This is especially true for the way donors engage, the way donors think, and the way donors give.

Understanding fundraising fundamentals and embracing fundraising as a core cultural value will ensure continued high-impact giving and strengthen donor-organisational relationships. It also leverages a trove of data that can help make for more effective service delivery and those valuable success stories that showcase our work.

Nonprofits work with spoken and unspoken motivations that are often more emotionally charged than those in the for-profit world. It is the job of our fundraisers to identify those motivations. Then, it's a matter of connecting the motivations with their organisation's cause, communicating the social return on investment, and developing lasting partnerships to sustain their organisation.

And if we are to have an authentic fundraising culture that reshapes our nonprofit structures and adapts to the changes we are seeing, it's wise to focus on the professionalism in fundraising in general.

STRENGTHENING OUR COMMUNITY

Fundraising is a job where you can help facilitate positive social change. A role that sees sales in a more transformational than transactional light.

Fundraising is a values based career in a rapidly evolving industry. It pays well with entry roles in some cases paying around \$60,000+ and senior leadership roles at over \$250,000.

Just about every not-for-profit (NFP) relies on donations for some of its work, and that means a good fundraiser can be worth their weight in gold (well, almost).

But the most interesting thing for job-seekers is that many people move on from fundraising into more senior roles in NFP organisations – the skills and insights that fundraising can provide seems to prove invaluable for leadership.

Fundraisers are crucial to not-for-profit organisations. They're typically inspiring and well organised but a recent Australian study shows that the chief factor in successful fundraising is simply...good people skills. And with good reason: fundraisers get to deal with a wide variety of people within the organisation and they often enjoy the freedom to go out and talk up a social and environmental cause at public events, homes and in boardrooms.

WHAT GOVERNMENT MIGHT DO

- Partner with sector associations, business and local governments to identify early career professionals - with the values, skills and competencies to succeed in fundraising roles & encourage them to think about a career in fundraising (whether new to the workforce or looking for a career pivot) - proactively connecting with individuals and inviting them into our fundraising movement with real support and outcomes.
- Support diversity, equity and inclusion - because representation matters. Aim to recruit individuals in the knowledge that our profession needs to reflect the communities they represent and fundraise for, and on behalf of.

This could come through offering new fundraising courses at TAFE's or universities or simply educating school guidance counsellors or what the profession is. The National Skills Commission has begun to shine a light on the work, now would be a good time to accelerate that awareness.

WHY FUNDRAISERS?

Most professions require some sort of formal training to begin work. However, fundraising is currently quite unique in that anyone can become a fundraiser from day one, technically knowing very little about it.

Another element to the uniqueness of the profession - and another main contrasting point to many, if not most other professions - is that many people never made a conscious decision to become fundraisers, and that they have ultimately picked up the skills and competencies needed to be successful. Instead, they'll tell you they fell into fundraising 'by accident'.

The independent fundraising think tank Rogare shares that these – and other – characteristics of the occupation of fundraising (one might even call them quirks) have many implications. They impact on the types of people who become fundraisers (and just as importantly, those who do not). They affect how fundraisers become knowledgeable and competent at what they do. They touch on the respect and esteem in which fundraisers are held by their colleagues, donors and other stakeholders, and how they are treated by those other stakeholders. And also in how fundraisers see themselves and how they identify as members of a profession (or not).

We currently see a two-speed challenge with the fundraising profession, the first is that the demand for fundraisers continues to outstrip supply and this has been the case for a long time. The second is that there is a real need to see further professionalisation of fundraising to ensure that we can continue to achieve new levels of industry excellence and best practice and ensure we have the ability to support and retain our best and brightest fundraising talent.

In order to take advantage of these opportunities and overcome these challenges, we need inspired and engaged individuals who bring energy, creativity, and new perspectives to the sector. Consider the fact that many of us are about to be part of the most significant intergenerational transfer of wealth in Australian history - \$3.5 trillion over the next two decades, according to the Productivity Commission - now is the time to invest in frontline fundraisers.

WHY NOW?

Creating a culture of giving through a stronger philanthropic sector would benefit the social sector for a number of reasons. Not for profit staff account for approximately 10% of the Australian workforce and is going to be disproportionately affected by automation and the further digitalisation of our economy. Research from McKinsey (Manyika et al., 2017) assessed the jobs lost and jobs gained under different scenarios through 2030 with the results revealing a rich mosaic of potential shifts in occupations in the years ahead, with important implications for workforce skills and wages.

Their key finding is that while there may be enough work to maintain full employment to 2030 under most scenarios, the transitions will be very challenging—matching or even exceeding the scale of shifts out of agriculture and manufacturing we have seen in the past. Their key finding should be a key takeaway here, due to automation and artificial intelligence there will be a seismic increase in workers entering the service industry. The report shares that about half the activities people are paid to do globally could theoretically be automated using currently demonstrated technologies. Very few occupations—less than 5 percent—consist of activities that can be fully automated. However, in about 60 percent of occupations, at least one-third of the constituent activities could be automated, implying substantial workplace transformations and changes for all workers.

The social sector has many unique pressures. Time doesn't mean money, in this sector it means lives. Being on the frontlines is often underestimated, underappreciated and often underpaid, and that's why a focus on upskilling and recruiting new fundraisers should be a no brainer for this comprehensive national review of philanthropy. Workplace innovation doesn't have to be the sole greenfield for courageous start-up founders and CEOs and systems change ultimately comes from government and the laws that govern society.

The philanthropic sector has a huge role to play in the next chapter of this country's history as industries continue to change and evolve. It is a dynamic and willing partner in advancing society and a great place for those workers (both new and seasoned) to have a fulfilling career.