

Submission to productivity commission

Increasing philanthropy.

Thankyou for the opportunity to make a submission.

One of the greatest joys in life is to give.

It's a very worthwhile activity that you engage in to look at ways to increase the giving that occurs in our community.

As a professional manager and sales person there are two ways a company can increase its sales:

Increase sales to current users

Find new users for your product.

Following the advices of Italian economist Vilfredo Pareto-that 20% of the input creates 80% of the results, it can be found that often the top 20% of customers can relatively easily provide more sales than those that currently contribute very little or do not use ones product at all. This practice is encouraged in a commercial setting as it usually gives one a greater return for effort .

I have personally doubled sales to in excess of \$1m using this method alone.

And so it may well be with charitable giving.Those who currently give are infact those who can be most easily persuaded to do so a little more.

I was interested to see the definition of productivity on your Website- being basically a ratio of input to output, which in the real world equates to the fact that Australian workers now produce hourly the same amount that they used to in a day at the time of Federation.

One of the reasons for this trend that has raised the living standards of all Australians would undoubtedly be education.

By continuing the "Eligible Gift Recipient" status in reference to religious institutions we encourage charitable individuals to continue to donate to buildings dedicated to education which will continue to encourage this trend of innovation and productivity.

Those that currently give should be actively encouraged to continue to do so, maybe even more incentive should be offered to contribute more.

Perhaps this could even be extended to private individuals that due to Atheism would not seek to contribute to education sponsored by religions. They may like to contribute to the overall standard of living of their fellow Australians by contributing to the cost of buildings, for government Educational facilities.

Through a widening of "Eligible gift recipient" status to allow a co-contribution to local governmental Schools an increase in giving could be achieved.

I Thank you very much for allowing me to contribute and I wish you well.

Yours Very Sincerely

Shaun Carbins