



Australian Government
**Department of Family and
Community Services**



**THE PRIME MINISTER'S
COMMUNITY
BUSINESS
PARTNERSHIP**

Giving Australia: Research on Philanthropy in Australia

Survey of Business

November 2005

The 'Giving Australia' project, an initiative of the Prime Minister's Community Business Partnership was coordinated by the Australian Council of Social Service (ACOSS) in collaboration with the Centre for Australian Community Organisations and Management (CACOM) at the University of Technology, Sydney, the Centre of Philanthropy and Nonprofit Studies (CPNS) at the Queensland University of Technology, Roy Morgan Research (RMR), McNair Ingenuity Research and the Fundraising Institute of Australia (FIA).



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1.0 Background

This document reports on the 2003-04 Survey of Business conducted by McNair Ingenuity Research on behalf of the Australian Council of Social Service (ACOSS). ACOSS led *Giving Australia*, a broad based research project into giving by both the Australian public and the business community, for the Australian Government Department of Family and Community Services.

As part of this project, McNair Ingenuity Research was engaged to conduct this Survey of Business largely based on a similar survey conducted by the Australian Bureau of Statistics (ABS) in 2000-01. The survey was designed to obtain information on donations, sponsorship and community business projects.

2.0 Executive Summary

Key findings from this research include:

- ▶ the total value of giving for the 2003-04 year was **\$3.3 billion** – given by 67% of all Australian businesses or 525,900 businesses
- ▶ business giving consisted of **68% in money** (\$2.21 billion), **16% in goods** (\$0.52 billion) and **16% in services** (\$0.52 billion)
- ▶ business giving consisted of **58% in donations** (\$1.90 billion – given by 58% of all Australian businesses or 451,600 businesses); **25% in sponsorship** (\$0.81 billion – given by 20% of all Australian businesses or 156,700 businesses); and **17% in community business projects** (\$0.54 billion – given by 19% of all Australian businesses or 148,700 businesses).

There are a number of important qualifications in comparing the Survey of Business with the only other study of business giving undertaken in Australia (ABS, 2002). The ABS was able to sample from a full array of Australian businesses and was able to compel businesses to participate. Also a ‘halo effect’ of the Tsunami appeals just prior to the conduct of the present survey was likely to have had an influence on businesses to exaggerate or wrongly count their non-tsunami giving. However, even with these qualifications it is evident that business giving has grown.

For the 2000-01 year the ABS (2002) estimated the following:

- ▶ the total value of giving was **\$1.5 billion**
- ▶ business giving consisted of **64% in money** (\$0.9 billion), **16% in goods** (\$0.2 billion) and **20% in services** (\$0.3 billion)
- ▶ business giving consisted of **40% in donations** (\$0.6 billion); **47% in sponsorship** (\$0.7 billion); and **13% in community business projects** (\$0.2 billion).

At face value the comparisons between the ABS data for 2000-01 and the findings of this research for 2003-04 suggest an increase of more than double in business giving over three years. This may be an over-estimate and will partly be a function of the different methods employed by the two studies. Somewhat more confidence may be had in comparing the proportions of ‘what’ (money, goods, services) business gave and ‘how’ (donations, sponsorship, community business projects) it gave.

These comparisons suggest that over this period business is now somewhat more likely to give money and goods, but is relatively less likely to give in the form of services.

The same comparisons for *how* business gives suggest that business is now more likely to give by way of donations and community business projects, but is relatively less likely to give through sponsorship.

Other key findings from the present research include:

- The industries which gave the largest amounts overall in the 2003-04 year were Property, Business Services (\$668 million), Construction (\$529 million) and the Retail Trade (\$505 million). Whilst these are some of the biggest industries in terms of number of businesses, the proportion of businesses actually giving from these industries was above average.
- The most generous industries in terms of proportion of businesses giving were Construction (92%), Health, Community Services (90%), Utilities (87%), Communication Services (84%) and Accommodation, Cafes, Restaurants (76%).
- By size, businesses with 1-10 employees gave the largest amount overall – \$1.5 billion or 47% of all business giving. This group makes up 89% of Australian businesses. However, businesses with 501+ employees gave a relatively large amount (\$654 million or 20% of all business giving) for a group of only approximately 1,500 businesses (less than 1% of all businesses).
- Businesses with 501+ employees contributed the largest amount of all groups in sponsorship (\$264 million) and the second largest amount in community business projects (\$184 million).
- Among the 451,600 businesses giving donations, the most common way of donating was by giving money (94%). Other common donations were company products (14%), accommodation (7%), administrative help (5%) or employee time (5%).
- Among the 148,700 businesses giving to community business projects, 36% gave money. They were also likely to contribute employee time (41%) or staff training (23%).
- Among the 156,700 businesses involved in sponsorship, 68% gave money, with company products (27%) being the next most popular choice. Only 4% gave any form of services in sponsorship.
- Community or Welfare Service benefited most from business giving with almost \$1 billion given to that activity. The vast majority (nearly \$800 million) of this came from donations. Health received over \$600 million in total, and Sports and Recreation received almost \$560 million (largely from sponsorship). The Environment received one of the smallest contributions from business – \$30 million.
- The industries giving the most to Community or Welfare Service were Construction (\$295 million), Retail Trade (\$196 million) and Property, Business Services (\$119 million). Retail Trade (\$166 million) and Health, Community Services (\$119 million) were the biggest givers to Health, and the Wholesale Trade (\$89 million) and Property, Business Services (\$85 million) were the biggest givers to Sports and Recreation.
- The biggest single barrier to business giving – by way of donations, community business projects or sponsorship – was that ‘business resources are committed elsewhere’. Other barriers included ‘had not considered’ and ‘the business was not approached by anyone’.

- ▶ Over one-quarter of businesses made a donation after being approached by a telephone call and over one-quarter after being approached with a form or letter.
- ▶ The most preferred way of being approached for donations was through a form or letter (30% of businesses). The next most preferred way was a request from an employee or director involved with the beneficiary organisation (8% of businesses).
- ▶ Approximately 63% of businesses were aware that there are tax concessions for payroll deductions by staff to deductible gift recipient organisations and 43% of businesses were aware of tax concessions for establishing a private foundation/trust that has been prescribed in tax regulations.
- ▶ Only 1% of businesses, a total of 7,000, operate a foundation/trust for the purpose of making donations.
- ▶ Among businesses with 1-10 employees, 4,700 operate a foundation / trust for the purpose of making donations. However, businesses with 11 or more employees are relatively more likely to operate this type of foundation / trust. In fact, of businesses with 11 employees or more, 3% operate a trust / foundation, compared with less than 1% of businesses with 1-10 employees.
- ▶ Among businesses in Cultural, Recreational Services, 4,100 operate a foundation / trust of this type and they are the most likely of all businesses to do so.
- ▶ Around 30% of businesses allow employees to make pre-tax regular donations to non-profit organisations through their pay. Of this group, only 4% of businesses offer a company matching scheme (eg dollar for dollar) for payroll deductions to non-profit organisations.
- ▶ Approximately 39% of businesses encourage their employees in some way to give their money, time or services to not-for-profit organisations or charities. The main ways of encouraging employees were circulating information on local charities through the organisation (22% of businesses), flexible work hours to accommodate unpaid volunteering (19%) or paid time off to volunteer (4%).

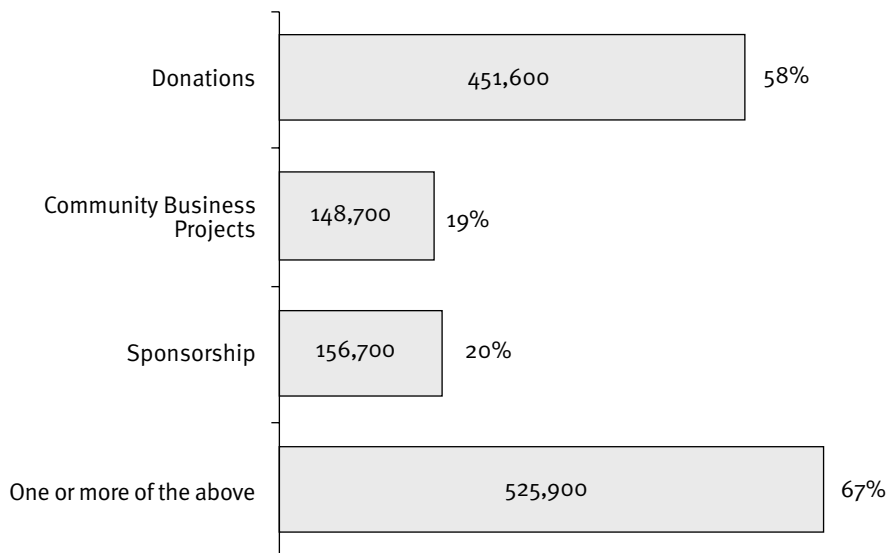
3.0 Summary of results

3.1. Which businesses give – how many and how much?

3.1.1 Types of business giving

- During the 2003-04 financial year, 525,900 businesses participated in some form of giving (1 July 2003 to 30 June 2004 for most businesses in this survey). These equated to 67% of all Australian businesses.
- Of those businesses that participated in giving, 58% (451,600 businesses) made a donation, 20% (156,700 businesses) sponsored a non-related individual or organisation, while 19% (148,700 businesses) were involved in community business projects.

Figure 1: Type of giving



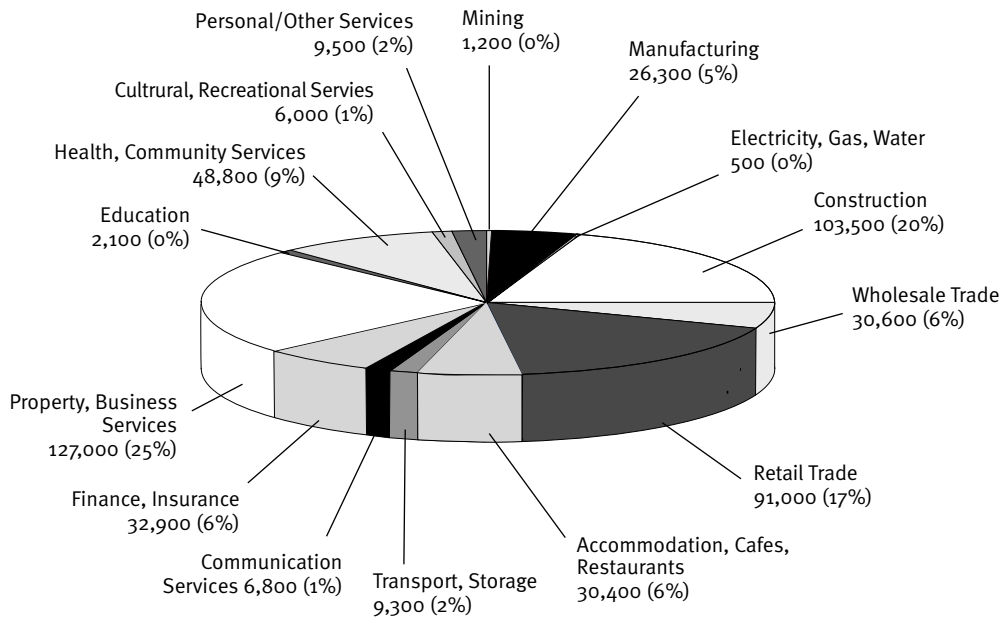
3.1.2 Business giving by industry

- The most generous industries, in terms of proportion of businesses giving, were Construction (92%), Health, Community Services (90%), Utilities (87%) and Communication Services (84%). The most generous industries for donations were Construction, Utilities and Communication Services. Contributions to community business projects were most likely to be made by businesses in Health, Community Services (81%), Accommodation, Cafes, Restaurants (62%), Retail Trade (27%) and Transport, Storage (21%). Sponsorship was most common among Retail Trade (46%), Communication Services (33%) and Construction (23%).
- The least generous industries, in terms of proportion of businesses giving, were Education and Transport, Storage, both with less than 25% involvement in overall giving.

Table 1: Type of giving by industry

	TYPE OF GIVING			NET TOTAL	TOTAL BUSINESSES
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP		
Mining	1,200 44%	300 9%	600 20%	1,200 45%	2,800 100%
Manufacturing	26,000 42%	11,300 18%	2,600 4%	26,300 43%	62,000 100%
Electricity, Gas, Water	500 87%	0 0%	0 0%	500 87%	600 100%
Construction	103,300 91%	7,900 7%	26,300 23%	103,500 92%	113,500 100%
Wholesale Trade	24,700 53%	6,100 13%	1,500 3%	30,600 65%	46,900 100%
Retail Trade	90,900 72%	33,600 27%	58,500 46%	91,000 72%	126,400 100%
Accommodation, Cafes, Restaurants	30,200 75%	25,100 62%	2,800 7%	30,400 76%	40,200 100%
Transport, Storage	9,300 25%	8,000 21%	8,100 22%	9,300 25%	37,500 100%
Communication Services	6,700 83%	200 2%	2,700 33%	6,800 84%	8,100 100%
Finance, Insurance	24,400 47%	2,000 4%	11,400 22%	32,900 63%	52,400 100%
Property, Business Services	114,300 67%	8,000 5%	35,500 21%	127,000 74%	172,100 100%
Education	1,200 11%	900 8%	700 7%	2,100 20%	10,800 100%
Health, Community Services	4,400 8%	43,800 81%	3,000 6%	48,800 90%	54,200 100%
Cultural, Recreational Services	5,400 27%	900 5%	300 2%	6,000 30%	20,000 100%
Personal/Other Services	9,000 27%	500 2%	2,800 9%	9,500 29%	32,800 100%
Total	451,600 58%	148,700 19%	156,700 20%	525,900 67%	780,300 100%

Figure 2: Business giving by industry



3.1.3 Business giving by number of employees and by state

- ▶ Larger businesses (in terms of number of employees) were more likely to give than smaller businesses –66% of businesses with less than 11 employees participated in some form of giving, while the equivalent figures for businesses with 11-50 employees were 77%, and 96% among businesses with 501+ employees.
- ▶ The proportions of businesses giving in the form of donations followed a similar pattern. Community business projects and sponsorship were also more likely to be undertaken by larger rather than smaller organisations.
- ▶ A large proportion of South Australian businesses participated in some form of giving (80%) compared with West Australian businesses (49%). Relatively large proportions of South Australian businesses gave in the form of donations and sponsorship, while a relatively large proportion of Queensland businesses gave to community business projects.

Table 2: Type of giving by number of employees

	TYPE OF GIVING				TOTAL BUSINESSES
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP	NET TOTAL	
1–10 employees	383,900 56%	140,600 20%	140,800 20%	456,200 66%	692,100 100%
11–50 employees	55,000 75%	4,800 7%	10,200 14%	56,200 77%	73,200 100%
51–100 employees	7,700 86%	1,600 18%	3,300 37%	8,200 92%	8,900 100%
101–200 employees	2,900 88%	800 25%	1,100 32%	3,000 92%	3,300 100%
201–500 employees	900 76%	200 21%	400 40%	1,000 85%	1,200 100%
501 + employees	1,200 87%	600 40%	800 55%	1,400 96%	1,500 100%
Total	451,600 58%	148,700 19%	156,700 20%	525,900 67%	780,300 100%

Table 3: Type of giving by states

	TYPE OF GIVING				TOTAL BUSINESSES
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP	NET TOTAL	
NSW	171,400 61%	49,500 18%	37,100 13%	184,700 66%	281,600 100%
VIC	140,100 69%	36,200 18%	59,400 29%	142,200 70%	202,500 100%
QLD	41,500 28%	50,400 34%	12,000 8%	98,800 67%	146,500 100%
SA	37,300 79%	2,000 4%	20,300 43%	37,500 80%	47,200 100%
WA	34,500 48%	1,200 2%	3,300 5%	35,100 49%	72,200 100%
Total (inc. TAS, NT, ACT)	451,600 58%	148,700 19%	156,700 20%	525,900 67%	780,300 100%

3.1.4 Value of business giving

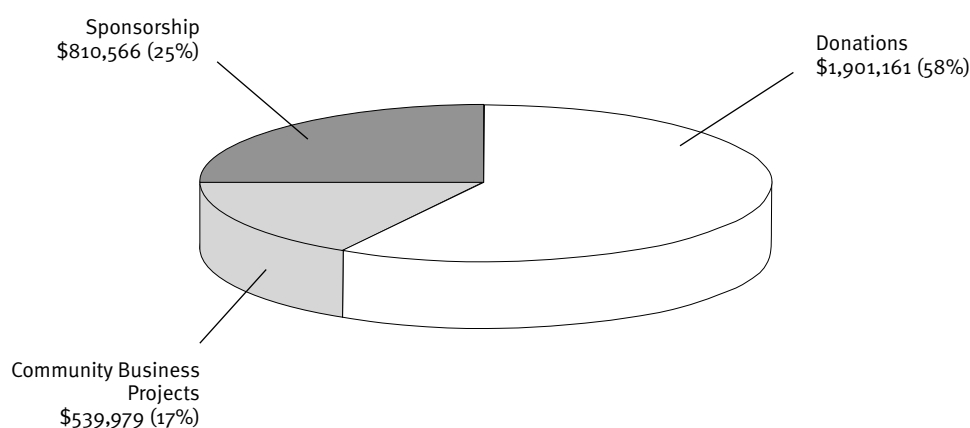
- ▶ The total value of business giving for the 2003-04 year was \$3.3 billion.
- ▶ Donations accounted for \$1.9 billion (58%) of all business giving. Over two-thirds of this amount was donated in the form of money, while \$306 million was given in goods and \$314 million in services.
- ▶ Community business projects received \$540 million (17%) of all business giving. Again, the largest amount was given in the form of money (\$314 million). However, services to the value of \$158 million and goods to the value of \$68 million were also contributed.

- Despite a similar proportion of businesses being involved in community business projects (19%) and sponsorship (20%), the value of sponsorship was disproportionately higher than the value of community business project contributions. Businesses gave \$811 million (25% of all giving) in the form of sponsorship. Therefore, those businesses that were involved in sponsorship gave more in this way on average compared with those which gave to community business projects. Over three-quarters of sponsorship was in the form of money, while a relatively small proportion, \$51 million (6%), was in the form of services.

Table 4: Type of giving by form of giving (\$000s)

	FORM OF GIVING			TOTAL \$000
	MONEY \$000	GOODS \$000	SERVICES \$000	
Donations	1,280,975	306,414	313,772	1,901,161
Community Business Projects	314,444	68,031	157,504	539,979
Sponsorship	614,530	145,433	50,602	810,566
Total	2,209,949	519,878	521,878	3,251,706

Figure 3: Type of giving by form of giving (\$ 000s)

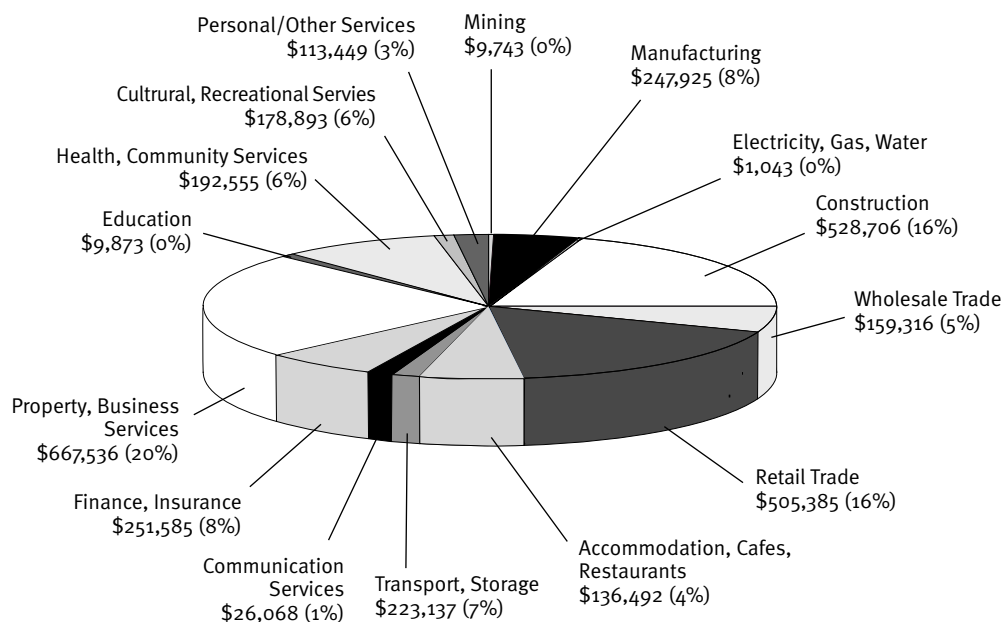


3.1.5 Value of business giving by industry

- The industries which gave the largest amounts overall were Property, Business Services (\$668 million), Construction (\$529 million) and the Retail Trade (\$505 million). This reflects that these are some of the biggest industries in terms of number of businesses. But also, as can be seen from Fig. 2, the proportion of businesses actually giving from these industries was above average.
- The industries which gave the largest amounts were Property, Business Services (\$532 million), Construction (\$458 million) and the Retail Trade (\$257 million).
- Retail Trade gave the largest amount to community business projects – \$93 million – followed by Health, Community Services (\$82 million) and Finance, Insurance (\$77 million). Unlike most other industries, the Health, Community Services industry gave more to community business projects than in donations and sponsorship.
- Retail Trade gave the largest amount to sponsorship (\$155 million), followed by Transport, Storage and Finance, Insurance (each about \$109 million).

Table 5: Type of giving by industry (\$'000s)

	TYPE OF GIVING			TOTAL \$'000
	DONATIONS \$'000	COMMUNITY PROJECTS \$'000	SPONSORSHIP \$'000	
Mining	4,409	4,094	1,240	9,743
Manufacturing	126,035	36,267	85,623	247,925
Electricity, Gas, Water	560	92	391	1,043
Construction	458,221	26,634	43,851	528,706
Wholesale Trade	62,651	2,394	94,271	159,316
Retail Trade	256,690	93,324	155,371	505,385
Accommodation, Cafes, Restaurants	61,146	65,675	9,671	136,492
Transport, Storage	67,908	45,663	109,566	223,137
Communication Services	16,848	3,047	6,173	26,068
Finance, Insurance	65,196	77,417	108,972	251,585
Property, Business Services	532,028	61,645	73,863	667,536
Education	3,388	3,940	2,545	9,873
Health, Community Services	55,572	82,432	54,551	192,555
Cultural, Recreational Services	118,797	25,405	34,691	178,893
Personal/Other Services	71,712	11,950	29,787	113,449
Total	1,901,161	539,979	810,566	3,251,706

Figure 4: Type of giving by industry (\$'000s)

3.1.6 Value of business giving by number of employees and by state

- Businesses with 1-10 employees gave the largest amount overall – \$1.5 billion or 47% of all business giving. This group makes up 89% of Australian businesses. However, businesses with 501+ employees gave a relatively large amount (\$654 million or 20% of all business giving) for a group of only approximately 1,500 businesses (less than 1% of all businesses).
- Businesses with 501+ employees gave the largest amount in sponsorship (\$264 million) and the second largest amount in community business projects (\$184 million).
- By State, the amount of giving was fairly much in proportion to the number of businesses, except that South Australia had 12% of the giving but only 6% of businesses, and Queensland had 9% of the giving compared with 19% of businesses.

Table 6: Type of giving by number of employees (\$000s)

	TYPE OF GIVING			TOTAL \$000
	DONATIONS \$000	COMMUNITY PROJECTS \$000	SPONSORSHIP \$000	
1-10 employees	1,065,730	250,995	221,453	1,538,178
11-50 employees	342,058	29,675	101,756	473,489
51-100 employees	97,332	29,064	122,299	248,695
101-200 employees	86,765	26,599	50,213	163,577
201-500 employees	103,916	19,523	50,413	173,852
501 + employees	205,362	184,122	264,433	653,917
Total	1,901,163	539,978	810,567	3,251,708

Figure 5: Type of giving by number of employees (\$ 000s)

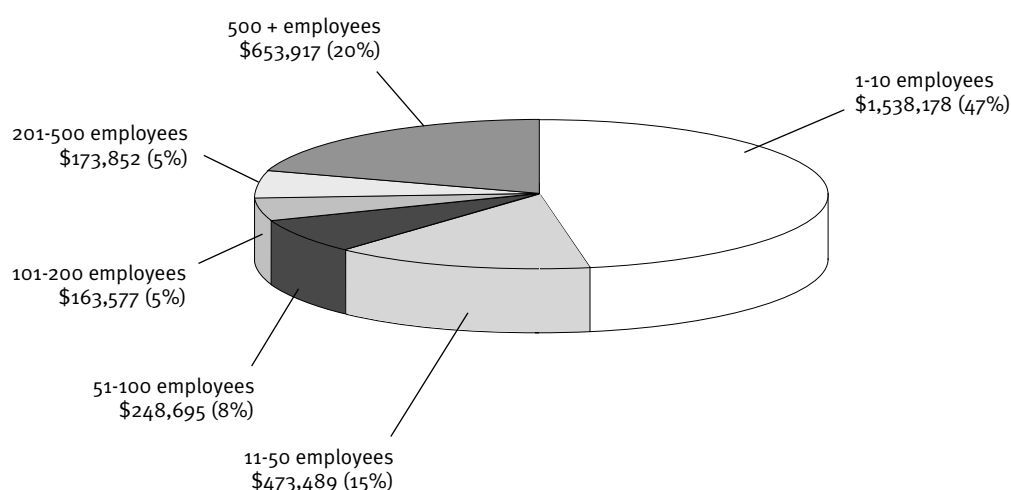


Table 7: Type of giving by State (\$000s)

	TYPE OF GIVING			TOTAL \$000
	DONATIONS \$000	COMMUNITY PROJECTS \$000	SPONSORSHIP \$000	
NSW	699,754	247,705	367,285	1,314,744
VIC	484,945	136,126	193,990	815,061
QLD	208,835	27,730	52,169	288,734
SA	238,945	4,644	131,688	375,277
WA	172,780	61,440	32,450	266,670
Total (inc. TAS, NT, ACT)	1,901,161	539,979	810,566	3,251,706

3.2. Who benefits from business giving – how much and from whom?

3.2.1 Value of business giving by recipient sector

- Community or Welfare Service benefited most from overall business giving with almost \$1 billion given to that activity. The vast majority (nearly \$800 million) of this came from donations. Health also received over \$600 million in total, and Sports and Recreation received almost \$560 million (largely from sponsorship). The Environment received one of the least – \$30 million. Many businesses did not state the beneficiaries of their giving.

Table 8: Type of giving by recipient sector (\$000s)

	TYPE OF GIVING			TOTAL \$000
	DONATIONS \$000	COMMUNITY PROJECTS \$000	SPONSORSHIP \$000	
Arts and Cultural associations	219,895	6,773	76,849	303,517
Health	369,360	109,255	122,295	600,910
Community Service and Welfare	773,970	119,101	97,110	990,181
Sports and Recreation	154,488	48,695	354,371	557,554
An Individual Sports Person	–	–	18,634	18,634
Environment	16,513	8,753	4,914	30,180
Education and Training	106,892	22,263	34,356	163,511
Other/Not stated	260,043	225,141	102,036	587,220
Total	1,901,161	539,979	810,566	3,251,706

Note: The above dollar amounts for individual activities of benefit may be understated because some businesses did not state an activity of benefit for their giving.

3.2.2 Incidence of business giving by recipient sector

- Of all businesses giving in the 2003-04 year, 280,600 (53%) gave to Community or Welfare Service. Most of these gave donations – a total of 127,800 businesses gave to Health, and 147,800 gave to Sports and Recreation. The latter included 49,300 organisations that gave through sponsorships. Only 3,200 businesses gave to the Environment.

Table 9: Type of giving by recipient sector

	TYPE OF GIVING			TOTAL
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP	
Arts and Cultural associations	43,000	1,000	8,700	51,100
Health	125,800	9,200	18,300	127,800
Community Service and Welfare	266,600	43,400	31,700	280,600
Sports and Recreation	90,400	32,200	49,300	147,800
An Individual Sports Person	–	–	1,500	1,500
Environment	2,900	500	300	3,200
Education and Training	44,900	2,300	16,500	61,700
Total (inc. others, not stated)	451,600	148,700	156,700	525,900

Note: This is the total number of businesses that gave. As some businesses gave more than once, the total is lower than the number of instances of giving reported in the table.

3.2.3 Value of donations given to government and non-government bodies

- In a further survey result, almost \$1.6 billion (83%) of the \$1.9 billion given in donations was given to non-government bodies. A further \$123 million (7%) was given to government bodies such as public schools and hospitals, government museums, libraries, galleries and parks, and government sports institutes. For the remaining 10%, there was no indication from responding businesses whether the recipients were government or non-government.

3.2.4 Value of business giving by recipient sector and by industry

- The industries giving the most to Community or Welfare Service were Construction (\$295 million), Retail Trade (\$196 million) and Property, Business Services (\$119 million). The Retail Trade (\$166 million) and Health, Community Services (\$119 million) were the biggest givers to Health, and the Wholesale Trade (\$89 million) and Property, Business Services (\$85 million) were the biggest givers to Sports and Recreation.

Table 10: Giving by recipient sector and industry (\$000s)

	ARTS AND CULTURE ASSOCIATIONS \$000	HEALTH \$000	COMMUNITY SERVICE AND WELFARE \$000	SPORTS AND RECREATION \$000	AN INDIVIDUAL SPORTS PERSON \$000	ENVIRONMENT \$000	EDUCATION AND TRAINING \$000	TOTAL \$000
Mining	296	1,094	1,120	3,128	0	89	952	9,743
Manufacturing	20,082	21,679	65,116	73,572	3,317	7,469	24,654	247,925
Electricity, Gas, Water	54	146	451	145	15	119	68	1,043
Construction	7,186	48,673	295,084	58,544	673	1,192	61,616	528,706
Wholesale Trade	2,010	17,875	32,371	88,988	5,005	821	7,709	159,316
Retail Trade	4,748	166,479	196,275	56,303	2,681	3,002	5,516	505,385
Accommodation, Cafes, Restaurants	4,238	5,025	26,052	21,477	209	547	919	136,492
Transport, Storage	12,964	42,913	59,780	75,560	3,730	446	13,689	223,137
Communication Services	777	3,996	3,371	9,722	0	372	1,048	26,068
Finance, Insurance	9,950	36,452	45,135	32,716	134	950	6,447	251,585
Property, Business Services	189,397	99,158	118,778	84,646	418	1,607	22,012	667,536
Education	268	256	2,095	2,153	5	49	588	9,873
Health, Community Services	624	119,458	29,120	3,200	240	11,750	6,464	192,555
Cultural, Recreational Services	48,942	28,847	34,830	39,902	2,161	1,630	11,522	178,893
Personal/ Other Services	1,978	10,856	80,604	7,499	46	136	308	113,449
Total	303,517	600,910	990,181	557,554	18,634	30,180	163,511	3,251,706

3.2.5 Incidence of business giving by recipient sector and industry

- The numbers of businesses giving to Community or Welfare Services were mostly in the Property, Business Services, Construction and Retail Trade industries. The same three industries were also the most frequent givers to Health and Sports and Recreation.

Table 11: Business giving by recipient sector and industry

	ARTS AND CULTURE ASSOCIATIONS \$000	HEALTH \$000	COMMUNITY SERVICE AND WELFARE \$000	SPORTS AND RECREATION \$000	AN INDIVIDUAL SPORTS PERSON \$000	ENVIRONMENT \$000	EDUCATION AND TRAINING \$000	TOTAL \$000
Mining	<100	600	700	500	0	<100	100	1,200
Manufacturing	200	3,800	22,200	3,800	100	700	2,900	26,300
Electricity, Gas, Water	<100	300	300	<100	0	<100	<100	500
Construction	6,400	30,700	71,400	18,900	400	300	22,800	103,500
Wholesale Trade	200	7,600	12,800	3,500	300	100	2,600	30,600
Retail Trade	2,600	26,100	56,300	33,900	100	500	2,500	91,000
Accommodation, Cafes, Restaurants	1,200	700	3,800	27,800	<100	300	1,800	30,400
Transport, Storage	100	8,200	8,900	100	<100	<100	8,000	9,300
Communication Services	100	200	4,000	2,600	0	<100	100	6,800
Finance, Insurance	400	7,600	12,200	16,000	<100	100	500	32,900
Property, Business Services	34,000	35,200	77,500	37,700	300	700	17,500	127,000
Education	500	500	200	500	<100	100	500	2,100
Health, Community Services	100	2,600	3,200	500	<100	300	900	48,800
Cultural, Recreational Services	4,500	500	700	800	200	100	1,400	6,000
Personal/ Other Services	800	3,200	6,400	1,000	<100	<100	100	9,500
Total*	51,100	127,800	280,600	147,800	1,500	3,200	61,700	525,900

* Note that some businesses gave to more than one activity of benefit.

3.3 Forms of business giving

- ▶ Businesses gave in money, goods or services. Among the 525,900 businesses that gave in the 2003-04 year, 86% gave money. Other common forms of giving were company products (20%), employee time (14%), staff training (8%), administrative help (7%), strategic planning/management advice (6%) or accommodation (6%).
- ▶ Among the 451,600 businesses giving donations, 94% gave money. Other common donations were company products (14%), accommodation (7%), administrative help (5%) or employee time (5%).
- ▶ Among the 148,700 businesses giving to community business projects, 36% gave money. They were also likely to contribute employee time (41%) or staff training (23%).
- ▶ Among the 156,700 businesses involved in sponsorship, 68% gave money, with company products (27%) being the next most popular choice. Only 4% gave any form of services in sponsorship

Table 12: Forms of business giving by type of giving

	TYPE OF GIVING			TOTAL
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP	
Money	425,000 94%	53,300 36%	106,700 68%	451,200 86%
Goods				
Company products	65,100 14%	3,300 2%	42,200 27%	103,400 20%
Promotional merchandise	9,200 2%	2,400 2%	5,500 4%	11,800 2%
Equipment	9,300 2%	1,200 1%	700 1%	10,700 2%
Office space	6,700 2%	500 <1%	2,700 2%	9,700 2%
Land	100 0%	100 <1%	–	200 <1%
Motor vehicles	600 <1%	800 1%	400 <1%	1,100 <1%
Media/advertising space/ time	4,700 1%	700 1%	3,300 2%	5,900 1%
Travel	500 <1%	300 <1%	200 <1%	700 <1%
Accommodation	33,000 7%	300 <1%	6,000 4%	33,600 6%
Other	1,700 <1%	5,900 4%	300 <1%	7,800 2%

Table 12: Forms of business giving by type of giving (continued)

	TYPE OF GIVING			TOTAL
	DONATIONS	COMMUNITY PROJECTS	SPONSORSHIP	
Services				
Administrative help (eg photocopying)	22,700 5%	18,700 13%	N/A	38,800 7%
Public relations/marketing/ market research help	4,400 1%	1,800 1%	N/A	5,800 1%
IT advice	3,000 1%	300 <1%	N/A	3,200 1%
Strategic planning/ management advice	3,800 1%	25,600 17%	N/A	29,400 6%
Financial advice	700 <1%	200 <1%	N/A	900 <1%
Legal advice	900 <1%	300 <1%	N/A	1,000 <1%
Staff training	7,000 2%	33,700 23%	N/A	40,500 8%
Graphics and media production	4,900 1%	800 1%	N/A	5,500 1%
Loaned executives	500 <1%	6,200 4%	N/A	6,700 1%
Employee time	22,300 5%	61,000 41%	N/A	75,500 14%
Other	7,000 2%	6,700 5%	6,600 ** 4%	20,300 4%
Total*	451,600 100%	148,700 100%	156,700 100%	525,900 100%

N/A = not asked

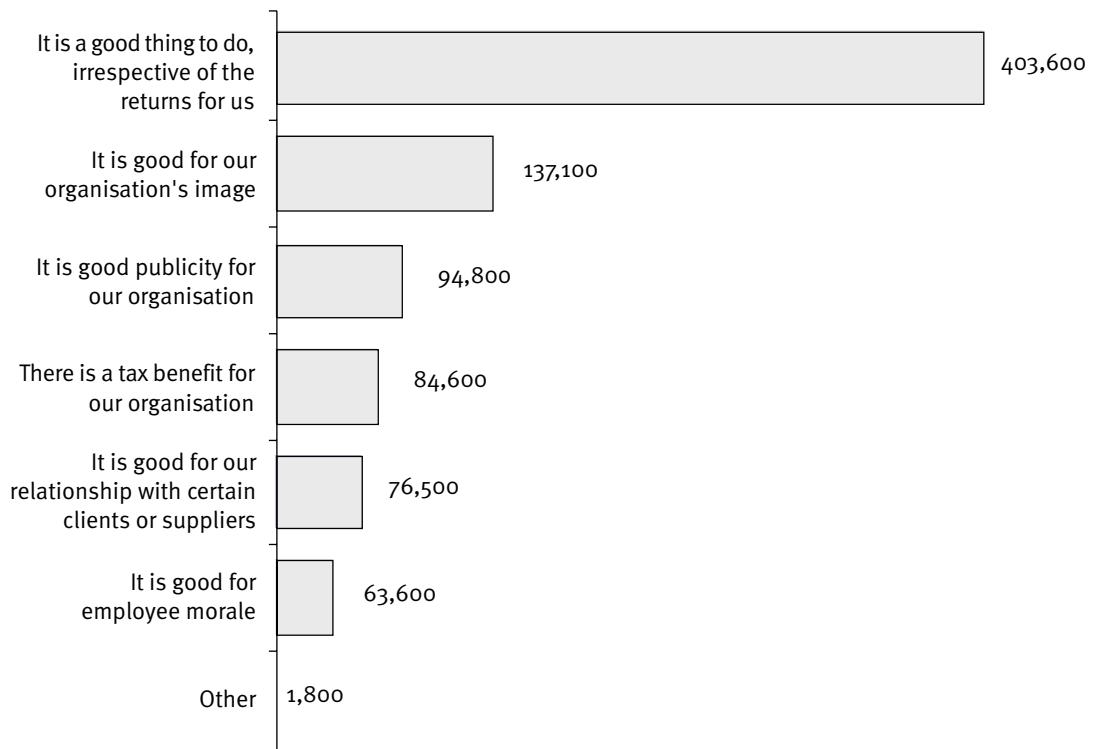
** = covers all services

* Note that some businesses contributed more than one form of giving.

3.4 Benefits of making donations

- Making donations was seen as ‘a good thing to do, irrespective of the return for us’ by 403,600 businesses, or almost 90% of the 451,600 businesses which made a donation. A further 137,100 felt that making donations was good for their business’s image, while 76,500 believed it was good for their relationships with certain clients or suppliers.

Figure 6: Benefits of making donations
(Base: Businesses which made a donation)



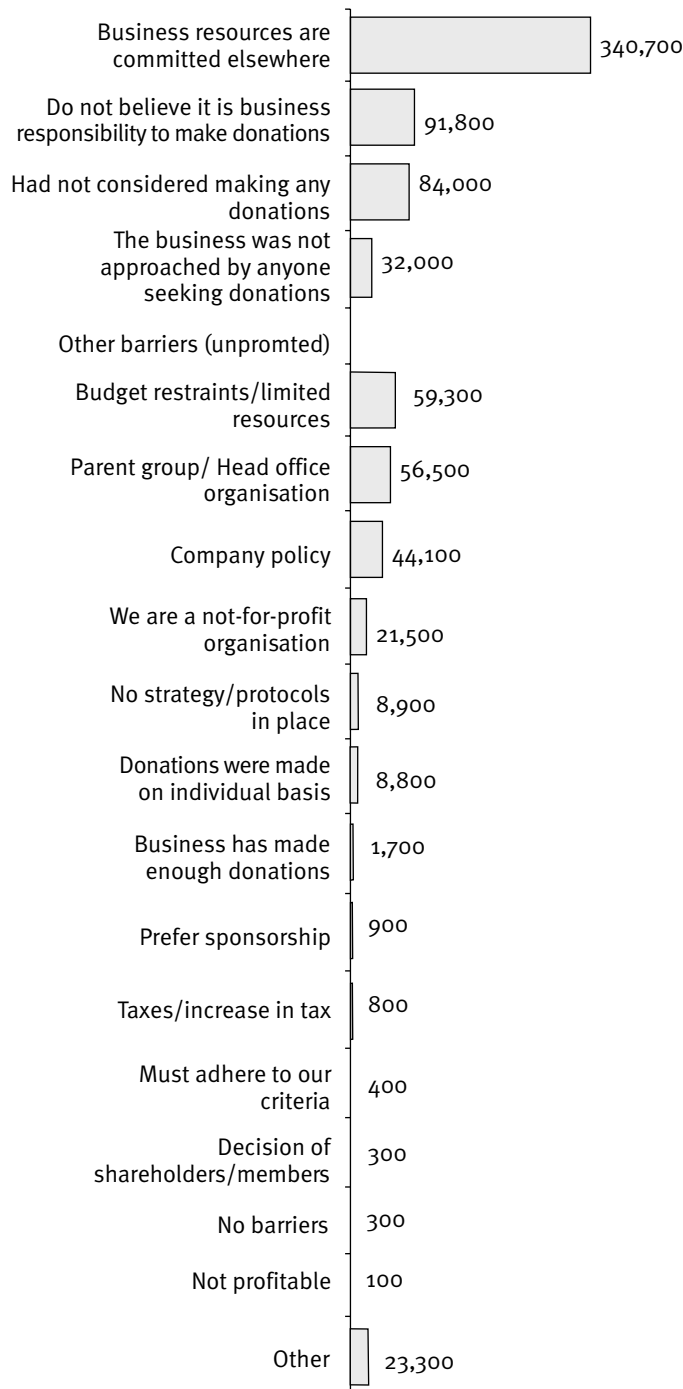
* Note that some businesses mentioned more than one benefit of making donations.

3.5 Barriers to giving

3.5.1 Barriers to making any/more donations

▶ The largest barrier to making any/more donations was that business resources were committed elsewhere. This was seen as a barrier by 340,700 businesses – 44% of all businesses in Australia. Around 12% of businesses (91,800) did not believe it is business responsibility to make donations, and 11% of businesses (84,000) had not considered making donations.

Figure 7: Barriers to making any/more donations

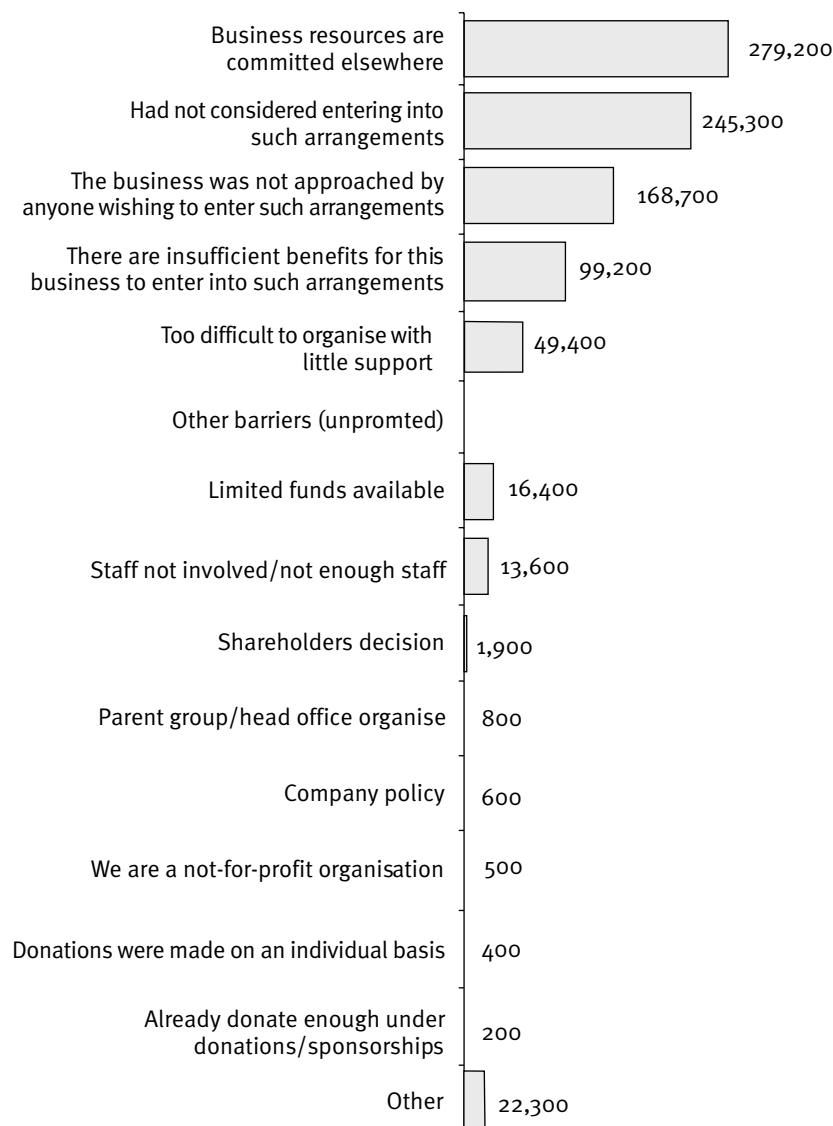


* Note that some businesses mentioned more than one barrier to making any (more) donations.

3.5.2 Barriers to entering into community business projects

- Of the 631,600 businesses that were not involved in community business projects, 279,200 (44%) said that their resources being committed elsewhere was a barrier to making any contributions to community business projects. Almost 40% of these businesses (245,300) had not considered contributing to community business projects and just over one-quarter (168,700) said a reason for not contributing to community business projects was that they had not been approached by anyone wishing to enter into such arrangements.

Figure 8: Barriers to entering into community business projects
(Base: Businesses not involved in any community business projects)



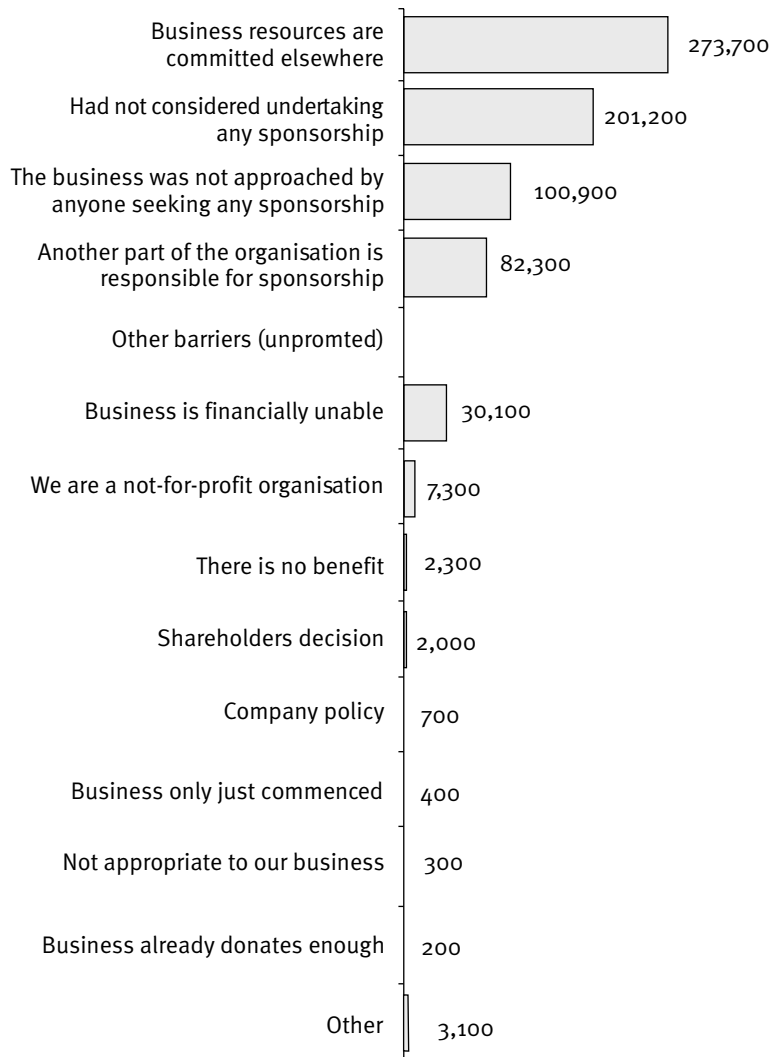
* Note that some businesses mentioned more than one barrier to entering into community projects.

3.5.3 Barriers to undertaking sponsorship

- Among the 623,600 businesses not sponsoring any organisations or individuals, by far the most frequent barriers to undertaking sponsorship were ‘business resources are committed elsewhere’ (44% or 273,700 businesses) and ‘had not considered undertaking any sponsorship’ (32% or 201,200 businesses).

Figure 9: Barriers to undertaking sponsorship

(Base: Businesses not sponsoring any organisations or individuals)



* Note that some businesses mentioned more than one barrier to undertaking sponsorship.

3.6 Methods of contacting businesses for donations

- ▶ The most common ways in which businesses were approached for donations were by a telephone call (60%) and a form or letter (54%). One-fifth of businesses were also approached through a form or letter with additional materials such as a card or booklet. Requests from employees (13%) or clients or suppliers (11%) were less common approaches.
- ▶ Over one-quarter of businesses made a donation after being approached by a telephone call and over one-quarter after being approached by a form or letter.
- ▶ The most effective approach appears to be a request from an employee or director involved with the beneficiary organisation. Although only 13% of businesses were approached in this way, 11% (or 86% of those who were approached) actually made donations in response to this. The least effective way of approaching businesses was through e-mail – 12% were contacted by e-mail, but only 1% made a donation in response to this.
- ▶ The preferred way of being approached for donations by 30% of businesses was through a form or letter, 8% preferred a request from an employee or director involved with the beneficiary organisation.

Table 13: Forms of approaches for donations by effectiveness

	APPROACHED	MADE A DONATION	PREFERRED
Telephone call	465,500 60%	214,100 27%	47,400 6%
Form or letter	420,300 54%	208,900 27%	236,300 30%
Form or letter with additional materials such as cards or booklet	146,700 19%	77,700 10%	78,700 10%
Request from an employee or director involved with the beneficiary organisation	100,500 13%	86,400 11%	65,100 8%
Email	95,000 12%	7,700 1%	46,100 6%
Request from a client or supplier that you already deal with	88,000 11%	50,400 7%	50,400 7%
Other	15,600 2%	15,200 2%	5,800 1%
None of the above	60,600 8%	101,600 13%	162,600 21%

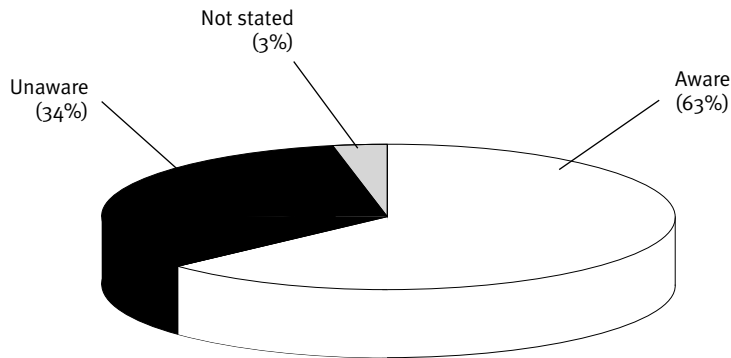
* Note that some businesses were approached in more than one way to make a donation, and responded in more than one way with a donation.

3.7 Tax concessions, foundations, trusts

3.7.1 Awareness of tax concessions for donations

- Some 63% of all businesses were aware that there are tax concessions for payroll deductions by staff to deductible gift recipient organisations.

Figure 10: Awareness of tax concessions for payroll donations

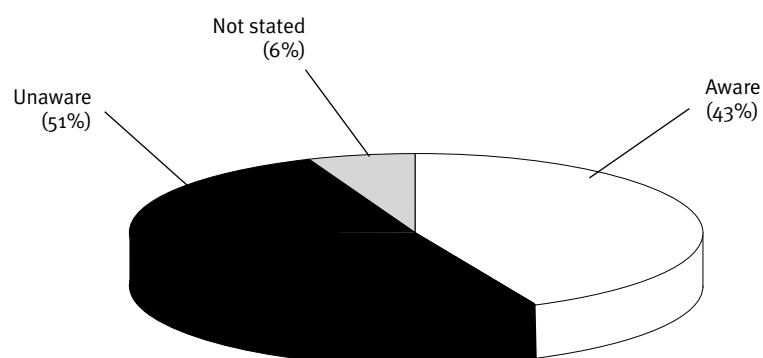


- Awareness of these tax concessions was greater among larger than smaller businesses, and more common among Transport, Storage, Health, Community Services, Cultural, Recreational Services and Education industries. Awareness of these tax concessions was below average in the Electricity, Gas, Water industries and in Accommodation, Cafes, Restaurants.

Table 14: Awareness of tax concessions for payroll donations by industry groups

	TOTAL	AWARE TAX CONCESSIONS FOR PAYROLL DEDUCTIONS BY STAFF TO DEDUCTIBLE GIFT RECIPIENT ORGANISATIONS
Total	780,300 (100%)	490,200 (63%)
Number of Employees		
1-10	692,100 (89%)	429,100 (62%)
11-50	73,200 (9%)	49,100 (67%)
51-100	8,900 (1%)	7,100 (79%)
101+	6,000 (1%)	4,900 (82%)
Industry		
Mining	2,800 (1%)	2,500 (88%)
Manufacturing	62,000 (8%)	27,200 (44%)
Electricity, Gas, Water	600 (1%)	0 (3%)
Construction	113,500 (15%)	64,800 (57%)
Wholesale Trade	46,900 (6%)	39,000 (83%)
Retail Trade	126,400 (16%)	79,500 (63%)
Accommodation, Cafes, Restaurants	40,200 (5%)	6,600 (16%)
Transport, Storage	37,500 (5%)	36,900 (98%)
Communication Services	8,100 (1%)	4,100 (51%)
Finance, Insurance	52,400 (7%)	40,000 (76%)
Property, Business Services	172,100 (22%)	98,200 (57%)
Education and Training	10,800 (1%)	9,800 (91%)
Health, Community Services	54,200 (7%)	51,600 (95%)
Cultural, Recreational Services	20,000 (3%)	18,700 (93%)
Personal/Other Services	32,800 (4%)	11,200 (34%)

- ▶ Around 43% of all businesses were aware of tax concessions for establishing a private foundation/trust that has been prescribed in tax regulations.

Figure 11: Awareness of tax concessions for prescribed private foundation/trust

- Awareness of tax concessions for establishing a private foundation/trust was higher among Transport, Storage businesses and among Health, Community Services. Awareness of these concessions was relatively low among Education organisations and businesses in Accommodation, Cafes, Restaurants.

Table 15: Awareness of tax concessions for prescribed private foundation/trust by industry

	TOTAL	AWARE TAX CONCESSIONS FOR PRIVATE FOUNDATION/TRUST PRESCRIBED IN TAX REGULATIONS
Total	780,300 (100%)	338,500 (43%)
Number of Employees		
1-10	692,100 (89%)	289,700 (42%)
11-50	73,200 (9%)	40,700 (56%)
51-100	8,900 (1%)	4,200 (47%)
101+	6,000 (1%)	3,900 (65%)
Industry		
Mining	2,800 (<1%)	1,700 (61%)
Manufacturing	62,000 (8%)	35,700 (58%)
Electricity, Gas, Water	600 (<1%)	300 (44%)
Construction	113,500 (15%)	21,100 (19%)
Wholesale Trade	46,900 (6%)	25,200 (54%)
Retail Trade	126,400 (16%)	52,400 (41%)
Accommodation, Cafes, Restaurants	40,200 (5%)	5,900 (15%)
Transport, Storage	37,500 (5%)	36,100 (96%)
Communication Services	8,100 (1%)	1,500 (19%)
Finance, Insurance	52,400 (7%)	29,200 (56%)
Property, Business Services	172,100 (22%)	59,100 (34%)
Education	10,800 (1%)	1,100 (10%)
Health, Community Services	54,200 (7%)	49,300 (91%)
Cultural, Recreational Services	20,000 (3%)	12,200 (61%)
Personal/Other Services	32,800 (4%)	7,500 (23%)

3.7.2 Donations through foundations/trusts

- ▶ Only 1% of businesses, a total of 7,000 businesses, operate a foundation/trust for the purpose of making donations.
- ▶ Of businesses with 1-10 employees, 4,700 operate a foundation/trust for the purpose of making donations. However, businesses with 11 or more employees are relatively more likely to operate this type of foundation/trust. In fact, of businesses with 11 employees or more, 3% operate a trust/foundation, compared with less than 1% of businesses with 1-10 employees.
- ▶ Businesses in Cultural, Recreation Services are the most likely of all businesses to operate a foundation/trust (4,100).

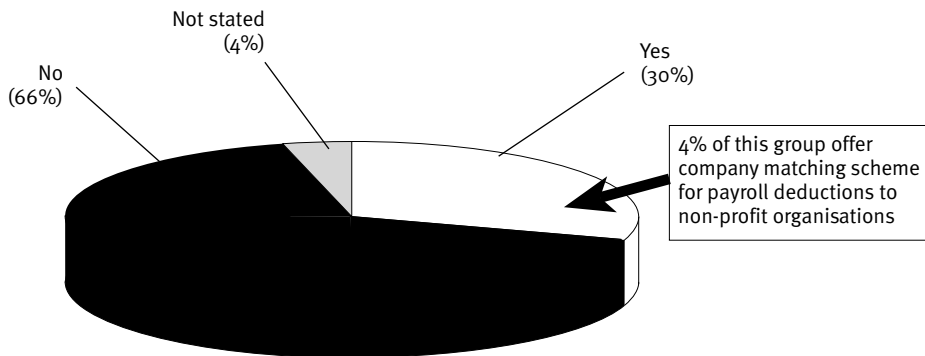
Table 16: Businesses making donations through a foundation/trust

	TOTAL		BUSINESSES OPERATING A FOUNDATION/TRUST FOR MAKING DONATIONS	
Total	780,300	(100%)	7,000	(1%)
Number of Employees				
1-10	692,100	(89%)	4,700	(1%)
11-50	73,200	(9%)	1,800	(3%)
51-100	8,900	(1%)	400	(4%)
101+	6,000	(1%)	200	(3%)
Industry				
Mining	2,800	(<1%)	0	(0%)
Manufacturing	62,000	(8%)	100	(<1%)
Electricity, Gas, Water	600	(<1%)	0	(0%)
Construction	113,500	(15%)	0	(0%)
Wholesale Trade	46,900	(6%)	100	(<1%)
Retail Trade	126,400	(16%)	900	(1%)
Accommodation, Cafes, Restaurants	40,200	(5%)	900	(2%)
Transport, Storage	37,500	(5%)	0	(0%)
Communication Services	8,100	(1%)	0	(<1%)
Finance, Insurance	52,400	(7%)	0	(0%)
Property, Business Services	172,100	(22%)	500	(<1%)
Education	10,800	(1%)	200	(2%)
Health, Community Services	54,200	(7%)	100	(<1%)
Cultural, Recreational Services	20,000	(3%)	4,100	(21%)
Personal/Other Services	32,800	(4%)	0	(0%)

3.7.3 Employee donations through payroll deductions

- Approximately 30% of businesses allow employees to make pre-tax regular donations to non-profit organisations through their pay. Of this group, only 4% of businesses offer a company matching scheme (eg dollar for dollar) for payroll deductions to non-profit organisations.

Figure 12: Businesses providing payroll deductions



- The proportion of businesses allowing employees to make donations through their pay was above average in Education and Health, Community Services industries, but below average in Transport, Storage, Utilities and Retail Trade businesses.
- Despite a high proportion of businesses in Education and Health, Community Services allowing employees to make donations through their pay, very few of these businesses offered a company matching scheme. Company matching of donations was above average among Construction businesses.

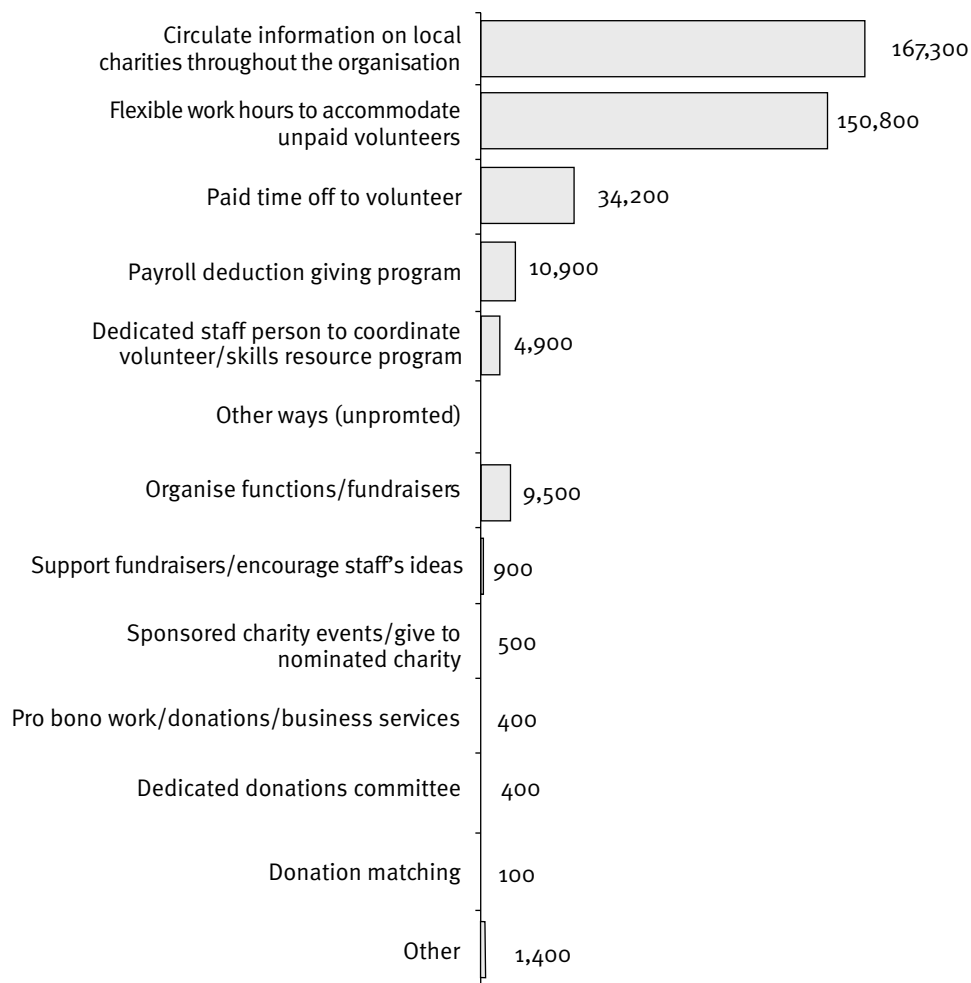
Table 17: Businesses providing payroll deductions and those offering company matching

	TOTAL	ALLOW EMPLOYEE DONATIONS THROUGH PAY	MATCH EMPLOYEE DONATIONS
Total	780,300 (100%)	237,300 (30%)	9,200 (1%)
Number of Employees			
1-10	692,100 (89%)	212,000 (31%)	6,700 (1%)
11-50	73,200 (9%)	18,700 (26%)	800 (1%)
51-100	8,900 (1%)	4,000 (45%)	900 (10%)
101+	6,000 (1%)	2,600 (43%)	800 (13%)
Industry			
Mining	2,800 (1%)	1,300 (48%)	0 (0%)
Manufacturing	62,000 (8%)	17,600 (28%)	300 (1%)
Electricity, Gas, Water	600 (1%)	0 (2%)	0 (1%)
Construction	113,500 (15%)	51,200 (45%)	7,000 (6%)
Wholesale Trade	46,900 (6%)	15,600 (33%)	100 (1%)
Retail Trade	126,400 (16%)	5,500 (4%)	100 (0%)
Accommodation, Cafes, Restaurants	40,200 (5%)	3,500 (9%)	0 (0%)
Transport, Storage	37,500 (5%)	400 (1%)	0 (0%)
Communication Services	8,100 (1%)	400 (5%)	0 (1%)
Finance, Insurance	52,400 (7%)	22,000 (42%)	100 (1%)
Property, Business Services	172,100 (22%)	54,000 (31%)	1,100 (1%)
Education	10,800 (1%)	9,600 (89%)	0 (0%)
Health, Community Services	54,200 (7%)	45,700 (84%)	0 (1%)
Cultural, Recreational Services	20,000 (3%)	5,300 (27%)	200 (1%)
Personal/Other Services	32,800 (4%)	5,200 (16%)	200 (1%)

3.7.4 Ways in which businesses encourage employee giving

Around 301,300 businesses (39%) said that they encourage their employees in some way to give their money, time or services to not-for-profit organisations or charities. The main ways were circulating information on local charities through the organisation (167,300 businesses or 22%), flexible work hours to accommodate unpaid volunteering (150,800 businesses or 19%) and paid time off to volunteer (34,200 businesses or 4%). Some businesses encouraged their employees in more than one way.

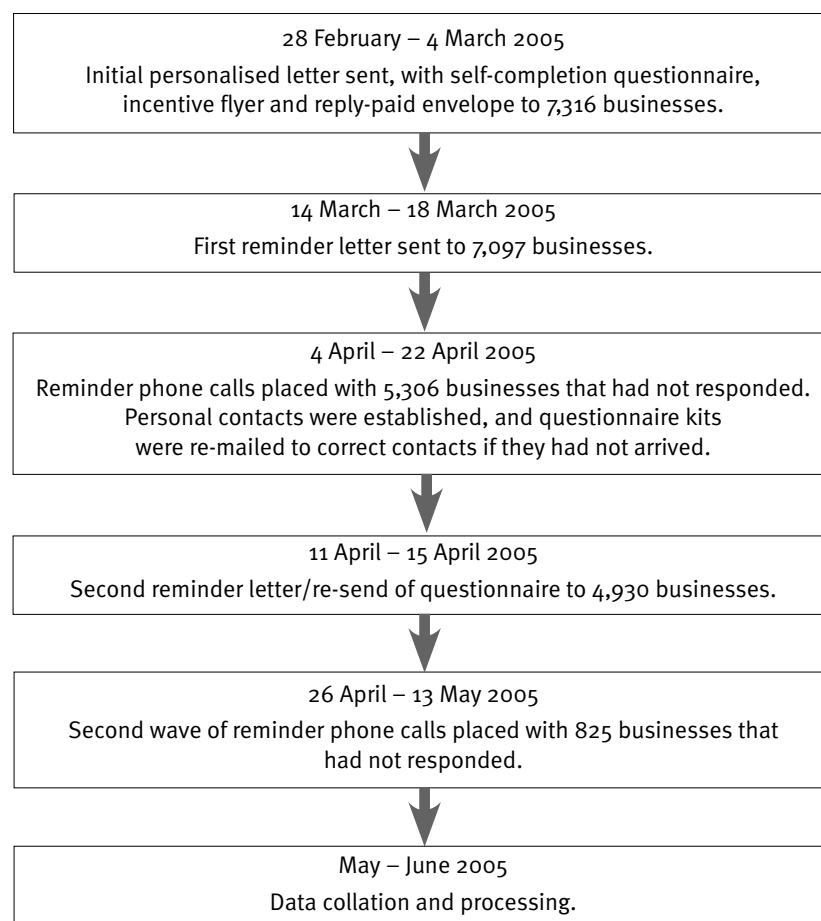
Figure 13: Encouragement of employees giving



* Note: The "payroll deduction giving program" (10,900 businesses) referred to in this figure is a more structured program than "allowing employees donations through pay" (237,700 businesses) in Table 17.

4.0 Methodology

This survey comprised a hard copy self-completion questionnaire distributed to a representative sample of over 7,300 organisations throughout Australia. While the final response rate was essentially in the hands of respondents, a rigorous procedure of reminders and incentives was put in place to maximise response, as follows:



An incentives explanation advised respondents that by participating they had the opportunity to win one of eight possible prizes, ranging in value from \$200 to \$3,000, or to contribute the same amount to any charity of their choice. The draw was conducted at 5pm on 19 May 2005 and the results were published in *The Weekend Australian* on 30 May 2005. Winners were notified by telephone and mail, and the results published on the McNair Ingenuity Research website. All stages of the draw were conducted according to State licensing requirements.

Throughout the field period for this survey, replacement kits of the original mailing were sent to anyone who contacted McNair Ingenuity Research and communicated that they had mislaid or spoiled their original materials. Also, during the telephone reminder calls all potential respondents were asked if they had the materials they needed to participate in the survey – particularly the questionnaire. Any respondents who had mislaid the materials were sent a replacement questionnaire, letter, reply-paid envelope and incentive flyer. In practice, including in-bound calls, re-sends were made from mid March right through to the end of the survey period.

Sample source

The sample was drawn from an Incnet database of businesses. According to Incnet their database includes approximately 90% of the top 20,000 companies in Australia as well as substantial numbers of other company sizes, including some 10,000 businesses with less than 20 employees.

In addition, Incnet examines a range of database sources, eliminating those that are shell companies, or ABNs registered for legal entities that do not actually employ people. Incnet use company reports and direct calls to each organisation to determine:

- ▶ the name and phone number (or switchboard number) for the chief financial officer of each organisation (90% complete data)
- ▶ the size of the organisation in terms of annual revenue
- ▶ the number of employees of the organisation
- ▶ the industry of the organisation.

Incnet have their own industry code frame for all organisations in their database, as well as ANZSIC codes for 60% of organisations. The database included partnerships and trusts (if they have employees) including non-profit institutions – which could be readily identified.

In order to verify the proportion of the population of businesses represented by the incomplete components of the Incnet database, the ABS supplied estimates of the number of business units by location and industry for businesses of less than 200 employees – which included the range of organisations for which Incnet only had sample data. For larger organisations, the ABS advised that their counts were based on ABNs and that there can be some duplication for businesses with more than one ABN. However for these organisations, Incnet claimed to have a comprehensive listing, so between the two sources, it is believed that a definitive count of the number of businesses was achieved.

In all cases Incnet supplied company names and addresses. In most cases Incnet were able to supply either the name of the most senior financial officer in the organisation, or (typically for smaller organisations) the chief executive or their equivalent. McNair Ingenuity Research provided Incnet with the sample selection procedures to ensure that a representative random sample was drawn.

Questionnaire design and pilot survey

The questionnaire was purposely similar to the questionnaire used in the ABS 2000-01 survey. It was designed according to the specifications of the ABS Forms Design Standards Manual and was approved by the Statistical Clearing House.

The final draft questionnaire was pilot tested by mailing the survey to 100 additional sample contacts in various locations. When the test questionnaires were received, they were closely reviewed, and 10 of them were contacted by telephone to review the interview and questionnaire process.

McNair Ingenuity Research then submitted a summary report with recommended alterations to the questionnaire to improve accuracy or comprehension. The pilot survey was conducted four weeks prior to the main survey to ensure that there was adequate time to incorporate any necessary changes.

The main questions in the survey asked respondents to exclude any giving related to the Asian Tsunami (which occurred on December 26, 2004). Some questions on Tsunami giving were asked towards the end of the questionnaire. However, replies to these questions are not included in this report because they indicated a level of donations that was significantly higher than reported by aid agencies and suggested an over-estimation by respondents. The dataset is available for those interested to analyse the pattern of donations from business.

Additional questionnaire distribution

During the process of the reminder calls, the high level of respondents who were unsure what they had done with their questionnaires meant that it was decided to send out additional questionnaires to all respondents who:

- had not already responded
- said that they did not have their questionnaires or had partially completed their questionnaires
- refused to participate and could not be encouraged to respond.

During the process of reminder calls 1,720 respondents required a replacement of the questionnaire. Replacement questionnaires were also sent to any respondents who were sent the second reminder letter and who had not already been sent a second questionnaire – meaning that a further 3,210 replacement questionnaires were sent out. In total, 12,246 questionnaires were sent out including the 7,316 initial mailings.

Mailings

Each time a respondent required a new questionnaire, a kit was sent out comprising:

- an explanatory letter
- an incentives explanation
- the questionnaire
- reply-paid envelope (lightly stuck to the back of the questionnaire to reduce the risk of losing it).

Questionnaires and mail management

While the envelope and letter were personally addressed, the questionnaire advised that the survey should be ‘completed by the person in charge of the finances of this business’, or by someone who knows about the ‘giving’ and community involvement of the business. The survey was to be completed for the Australian-based activities of the business entity named on the label.

As completed questionnaires were received, they were checked-off a master list, and the questionnaires checked for integrity. Questionnaires that had missing information or unclear responses were referred to the interviewing department, where trained interviewers called the respondents to check or clarify responses. Any edits or additions made in this process were clearly marked in a different colour ink.

Any questionnaires that had ‘return to sender’ or an incorrect address were checked against the database, phone book, or if necessary called to check the correct address, and were resent. The mailing date and the date of receipt of response were recorded.

In practice, far more questionnaires were sent out, because a very high proportion mislaid their questionnaires, or failed to pass them on to the correct contacts. In fact, it was decided to include a replacement questionnaire with all the second wave reminder letters unless the prospective respondent had already:

- ▶ completed the survey
- ▶ indicated in the reminder calls that they had started completing the survey
- ▶ been sent a replacement questionnaire as the result of the reminder call.

Reminder phone call

From 4 April 2005, reminder calls were placed to respondents who had not responded or who otherwise communicated that they were not willing to participate in the survey. While the budget provided for 5,750 reminder calls, with up to five attempts to reach larger businesses and three attempts to reach smaller ones, in practice 6,131 businesses were attempted to be contacted, of which 5,306 were reached during the main wave of reminder calls, and 825 contacted through a booster wave of reminder calls starting in late April. More attempts were made to reach the potential respondents, with up to ten attempts made in some cases.

Results were as follows:

	WAVE 1 REMINDER CALLS 4 APRIL – 22 APRIL 2005	WAVE 2 REMINDER CALLS 26 APRIL – 13 MAY 2005
Successfully contacted potential respondent	3,788	556
Number disconnected and no number located for business entity	200	42
Refused to take reminder call	990	8
Number connected but no voice contact eg fax	18	6
No answer after five or more attempts	0	0
Called more than 10 times	310	63
Total organisations attempted to contact	5306	825

After around four weeks, a reminder phone call was placed with approximately 5,750 businesses that had not completed and returned their questionnaires. Up to five calls were made to each of the 2,000 largest organisations remaining in the database (having excluded those that had already responded) so that the response rates were maximised among the largest organisations. Up to three calls were made to reach each of the smaller organisations.

Reminder calls were made by trained and experienced interviewers working from our own call centres, and according to the processes of Interviewer Quality Control Australia and AS4752. The interviewers were supervised at all times, and quality control call monitoring (by a qualified and accredited supervisor) was applied as standard to one-in-ten calls.

Results of the reminder calls were:

	WAVE 1 REMINDER CALLS 4 APRIL – 22 APRIL 2005	WAVE 2 REMINDER CALLS 26 APRIL – 13 MAY 2005
Don't recall receiving (questionnaire re-sent)	55%	0%
Among those who had received:		
Received – haven't started completing	46%	32%
Received – passed on to someone else	5%	N/A
Received – partially complete	8%	10%
Received – mislaid questionnaire	3%	14%
Received – sent back	9%	7%
Received – decided not to participate	28%	38%

Respondents were asked if they needed any assistance with the questionnaire. The most common comments or questions were:

I just don't want to participate	45%
No help required	34%
Is it compulsory?	11%
My organisation is different / an exception etc	2%
Why was I selected to participate?	<1%
Does it include our subsidiaries?	<1%
Can I forward it to another part of the organisation?	<1%
Why do you ask about our revenue?	<1%

In all cases the interviewers had scripted responses that are shown below.

Reminder call answers to frequently asked questions

1. **Is it compulsory?** No, but it is on behalf of the Australian Government, and approved by the Statistical Clearing House of the Australian Bureau of Statistics. All Government surveys of businesses must be approved by this office so that businesses are not over-burdened with surveys. So while it is not compulsory, it has been sanctioned as a very important Australian Government Survey. We would very much appreciate your participation, and you could win thousands of dollars too!
2. **How was our organisation selected to participate?** The Australian Government has requested a sample of small organisations to participate, and *all* medium to large organisations in Australia are included in this survey. Your contact details came from Incnet, a highly reputable database broker. However your organisation would be selected to participate, irrespective of whether we had your contact details from Incnet.
3. **Why do you need to know our revenue?** This is needed so that we can categorise the size of your organisation. The information is confidential, and only used for analytical purposes.
4. **My organisation is different, it is part of another group/a not for profit organisation/charity etc etc.** If you have been selected to participate, then we would very much like you to participate. If your organisation is part of another group, then could you

please note that on the questionnaire. For not-for-profit/charities/Catholic schools etc say: Your situation will have been noted, but we still want you to participate. If your organisation doesn't/can't give in any or some of the ways covered in the survey, then the questionnaire will be that much quicker to complete!

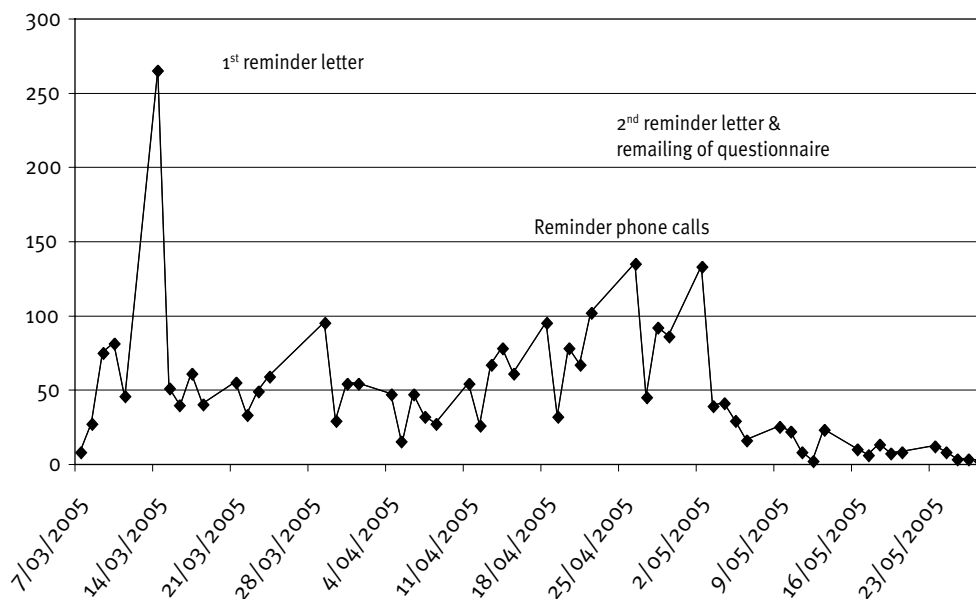
5. **Does it include our subsidiaries?** Preferably yes. However if the subsidiaries do their financial reporting separately, then that might be difficult. We encourage you to ask them to also participate, using the questionnaire above, or by contacting us, and we will send them a questionnaire.
6. **I want to forward the questionnaire electronically to a colleague.** You can download a pdf version of the questionnaire from our web site, www.mcnairingenuity.com. Please ensure you write your full company contact details on the back, so that we can correctly categorise your questionnaire.
7. **Don't want to participate.** Please notice that the survey has the tick of the Statistical Clearing House, part of the Australian Bureau of Statistics, and part of the Treasury. This means that it is one of the few Australian Government authorised surveys, and should be given precedence over any other surveys that you are asked to participate in – certainly any surveys that don't have that tick. We would very much appreciate your participation, and you could win thousands of dollars too!

Final response rate

The survey was officially closed on Friday 27 May 2005, giving four weeks of extra time for questionnaires to come in. In total, 2,705 questionnaires were received, making the final response rate 37%. A non-response analysis was conducted to compare the early responses to the late responses.

The daily responses were as follows:

Daily responses



Support services

The following support services were provided for this survey:

- ▶ An information page regarding the survey at the McNair Ingenuity Research web page.
- ▶ Availability of personal assistance for this survey via the McNair Ingenuity 1800 respondent assistance line. Callers to this number were able to request replacement copies of any of the material or ask questions about how to participate in the survey. The number was answered by a supervisor who was fully briefed on the project.
- ▶ As members of the Australian Market and Social Research Society, we also offered the Society Survey Line number, 1800 364 830 as an external verification source as to our credibility.

Data entry

The completed questionnaires were edited for correct skip patterns and clarity of response boxes, prior to data entry by trained professional data entry personnel, using SurveyCraft software.

SurveyCraft provides a validation process, and 10% of questionnaires were entered twice, and a cross-validation conducted and reported in a standard validation control book.

Weighting

Results were weighted to the known population size (780,000 businesses that employed one or more people) and also in terms of size and State. Results were also weighted to the known number of businesses by industries, excluding General Government, Agriculture, Forestry and/or Fishing, and Government Administration and/or Defence.

Statistical testing

Below is a table of statistical significance at the 95% confidence level:

Margin of error table (95% confidence level) (percentages giving a particular answer)

SIZE OF SAMPLE OR SUB-SAMPLE	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
500	1.9	2.7	3.2	3.6	3.9	4.1	4.3	4.4	4.4	4.5
700	1.6	2.3	2.7	3.0	3.3	3.5	3.6	3.7	3.8	3.8
800	1.5	2.1	2.5	2.8	3.1	3.2	3.4	3.5	3.5	3.5
1,000	1.4	1.9	2.3	2.5	2.7	2.9	3.0	3.1	3.1	3.2
1,500	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6
2,000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.2	2.2	2.2
3,000	0.8	1.1	1.3	1.5	1.6	1.7	1.7	1.8	1.8	1.8

Time period

The figures shown in this report are based on the financial year 1 July 2003 to 30 June 2004 for 80% of businesses. For the remaining 20% of businesses it is based on each business's 'last financial year'. Questions were also included on donations made to the Asian Tsunami Disaster (which occurred on 26 December 2004). Businesses

were asked not to include Tsunami donations in the figures for general donations for the financial year of the survey.

Non-response analysis

The day on which each completed questionnaire was received was recorded. We were then able to identify the last 795 questionnaires to be received and these respondents were deemed ‘reluctant’ respondents. It is believed that the ‘reluctant’ respondents provide the closest similarity to those who had not responded at all. The ‘reluctant’ respondents were, on average, less generous than the other respondents and therefore it is likely that non-responders would also be less generous. Therefore, the reluctant respondents were up-weighted to also account for those who did not respond at all. This whole procedure was done in accordance with suggestions from the Statistical Clearing House of the Australian Bureau of Statistics.

Validation procedures

During data analysis any questionnaires with illogical answers, e.g. very large donations from companies with less than 10 employees, were identified. Forty of these cases were contacted by telephone and asked to verify their responses. Any errors in the self-completion questionnaire identified in this way were corrected before reporting began.

Over 400 telephone interviews were conducted with selected respondents who had not returned the self-completion questionnaire. Respondents were asked to provide information on the amount their businesses gave for donations, community projects and sponsorship. The results from the telephone interviews were then compared to the results from the reluctant self-completion questionnaires, and it was found that the results from both methods were in line in terms of the average giving. The telephone interviews therefore gave added confidence in the results of the 2,705 self-completed questionnaires that are the subject of this report.

Definitions (as provided to respondents).

Donations: Donations are the unconditional voluntary transfers of money, goods or services to non-related community organisations, institutions, government bodies or individuals. Any such arrangements would not form part of the commercial operations of the donor. The underlying motivation behind donations is to show support, not receive a benefit.

Goods: Goods include all new or used products or property. Examples could include a hardware business donating the materials to enable a shed to be erected on the premises of a child care centre; a licensed hotel donating a keg of beer to a charitable organisation to be used in a fund raising event; or an accounting business donating a superseded but still functioning computer to a charitable organisation.

Services: Services include access to company or organisational resources such as employee time or resources, allowing employees time off for volunteering or provision of training. Examples include a professional architect donating time for the design of a purpose-built venue to accommodate people with disabilities; or a convention centre making its centre available for a charitable organisation to host a conference.

Government bodies: Government includes public schools and hospitals, government museums, libraries, galleries and parks, and government sports institutes.

Non-government bodies (private): Includes private hospitals and schools, most welfare services and charities, and most sports clubs.

Sponsorship: Sponsorship is the voluntary transfer of money, goods or services to community organisations, institutions, government bodies or individuals that are independent from the business, in exchange for advertising/marketing or promotional benefits. An example would be a cause-related marketing program (see definition of cause-related marketing).

Cause-related marketing: Refers to partnering with a charitable organisation/'cause' in order to achieve social and marketing objectives.

Community business projects: A business and community project is a co-operative arrangement or partnership between a business and community organisations, institutions, government bodies or individuals that are independent from the business. Such an arrangement involves the voluntary transfer of money, goods or services in exchange for strategic business benefits, such as improved staff expertise, wider networking, enhanced community reputation and/or other benefits.



Australian Government
Department of Family and Community Services



confidential

February 2005

Address of Respondent
Address 1
Address 2
Suburb State Pcode

Business Community Involvement Survey

This is an important survey that is being conducted on behalf of the **Australian Government Department of Family and Community Services** to gather information about donations that businesses have made, as well as sponsorship arrangements and other community involvement activities that businesses have undertaken, during the 2003-2004 period. This information will make available national statistics on trends and giving patterns, so that all sectors, including business, can obtain a picture of levels of giving, motivations and barriers to giving.

You have been randomly selected from a publicly available list of organisations in Australia. **It is very important that every organisation that receives this survey participates.** It is important that the person who completes this survey knows about the “giving” and community involvement of the above business entity. If you feel there is someone better qualified to complete this survey in your organisation, could you please pass this survey on to them.

The research is being conducted by **McNair Ingenuity Research Pty Ltd**, an independent market and social research company. **The information you provide will be kept confidential**, and only reported in combination with the responses provided by many other organisations. This means your business will not be able to be identified. Confidentiality is assured by McNair Ingenuity Research’s privacy guarantee, in line with the requirements of the Australian Market & Social Research Society and The Privacy Act 2000.

We would appreciate if you could complete this survey and return it to us in the reply-paid envelope by the **31st March 2005**. Everyone who returns a completed survey will be in the draw to win one of a number of **attractive prizes** (details attached), including the opportunity if you wish to donate the prize to a charity of your choice.

If you have any queries about this survey, you can call us on **1800 669 133**, or seek further information from our website at www.mcnairingenuity.com.

We thank you very much for your participation.

Yours sincerely

Matt Balogh



Australian Government Statistical Clearing
House Approval Number 01572—01



McNair Ingenuity Research Pty Ltd ACN 096 437 991
Level 4, 270 Pacific Highway, Crows Nest, NSW, 2065
www.mcnairingenuity.com



Business Community Involvement Survey

Eight prizes to be won!

Thank you for participating in this survey.

In gratitude for your participation, you will be entered in the draw to win:

1st Prize
\$3,000 Coles Myer
Vouchers

or We donate \$3,000 to the
charity of your choice...

2nd Prize
\$2,000 Coles Myer
Vouchers

or We donate \$2,000 to the
charity of your choice...

3rd Prize
\$1,000 Coles Myer
Vouchers

or We donate \$1,000 to the
charity of your choice...



4th to 8th Prize



5 x \$200 Coles Myer
Vouchers,

or We donate \$200 to the
charity of your choice

Coles Myer Vouchers
redeemable at Bi-Lo, Coles, Harris
Technology, Kmart, Liquorland,
Vintage Cellars, Megamart, Myer,
Newmart, Officeworks, Pick'n'Pay
Hypermarket, Target & Tyremaster.

FREE PRIZE DRAW TERMS & CONDITIONS

1. Information on prizes and how to enter form part of these conditions of entry. 2. The competition commences on 01.03.2005 and Surveys need to be received by last mail on 29.04.2005 to be included in the prize draw. 3. Entry is open to all residents of Australia over the age of 18 as at 01.03.2005 who return a survey. No purchase is necessary. 4. Employees, licensees and contractors of McNair Ingenuity Research and their agencies (and families of each of these) associated with the survey are not eligible to enter. 5. The prize draw will be conducted at 5.00 pm on 19.05.2005 at McNair Ingenuity Research Level 4, 270 Pacific Hwy Crows Nest NSW 2065. The winners will be drawn at random from all surveys received by the closing date. Every entry is given a unique number and one number is drawn at a time randomly from a bin. The winners will be notified by telephone and mail. The winners will be advertised in The Australian on 28.05.2005. 6. To enter the prize draw simply complete all applicable questions and return the survey to Reply Paid 898 Crows Nest NSW 1585. Only one entry is allowed per business entity. 7. First prize is \$3,000 Coles Myer voucher or the equivalent donated to a charity of your choice. Second prize is \$2,000 Coles Myer voucher or the equivalent donated to a charity of your choice. Third prize is \$1,000 Coles Myer voucher or the equivalent donated to a charity of your choice. Fourth to Eighth prizes are all a \$200 Coles Myer voucher or the equivalent donated to a charity of your choice. 8. Each State or Territory will be eligible for only one of the eight prizes. 9. The promoter may conduct such further draws as are necessary if the prize remains unclaimed twelve months after the draw. 10. The Promoter's decision is final and no correspondence will be entered into. Prizes are not transferable, exchangeable or redeemable for cash. All surveys received become the property of the promoter. 11. NSW permit no. TPL02/xxxx, ACT permit no. TP02/xxxx, NT permit no. NT02/xxxx, SA licence no. T02/xxxx.

This prize draw is being conducted just amongst participants in this survey, giving you a good chance of winning one of these prizes!

Just make sure your details are clearly provided on the back cover of the Business Community Involvement Survey.

The winner will be announced in The Australian newspaper on Saturday 28th May 2005, as well as on our web site:

www.mcnairingenuity.com

Australian Government Statistical Clearing House Approval Number 01572—01



Australian Government
Department of Family and Community Services

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February 2005

J424CS

Business Community Involvement Survey



Please complete this form for the Australian-based activities of the business entity named on this label. It is important that the questionnaire is completed by the person in charge of the finances of this business, or by someone who knows about the "giving" and community involvement of the business.

Purpose of Collection

The purpose of the Business Community Involvement Survey is to gather information about donations businesses have made, as well as sponsorship arrangements and other community involvement activities that businesses have undertaken, during the 2003-2004 period. This information will make available national statistics on trends and giving patterns, so that all sectors, including business, can obtain a picture of levels of giving, motivations and barriers to giving.

All participants will be emailed a summary of the key research findings of this survey, which is expected to be available mid 2005.

Confidentiality

The information you provide will be kept confidential, and only reported in combination with the responses provided by many other organisations. Confidentiality is assured by McNair Ingenuity Research's privacy guarantee, in line with the requirements of the Australian Market & Social Research Society and The Privacy Act 2000.

Due Date

Please complete this survey and return it in the reply-paid envelope to McNair Ingenuity Research Pty Ltd by 29th April 2005.

Prize Draw

To thank you for participating in this survey, all respondents will be entered in a draw to win a variety of prizes, including a first prize of \$3,000, 2nd prize of \$2,000, 3rd prize of \$1,000, or one of 5 x \$200 gift vouchers, or the opportunity to donate equivalent amounts to the charity of your choice. For further information please see the enclosed leaflet.

Help Available

If you have any queries when completing this survey, or feel that you may have difficulties in meeting the due date, please contact McNair Ingenuity Research Pty Ltd on 1800 669 133, or seek further information from our website at www.mcnairingenuity.com.

Caroline Johnston
McNair Ingenuity Research Pty Ltd

McNair Ingenuity Research Pty Ltd ACN 096 437 991
Level 4, 270 Pacific Highway, Crows Nest, NSW, 2065
www.mcnairingenuity.com



Australian Government Statistical Clearing House
Approval Number 01572—01



Please read this first

When completing this form

- Please use **black** pen.
- Tick the box(es) that is (are) closest to your answer(s)
- Keep each number **within** the boxes provided, e.g.
- Leave boxes blank where there is no response, e.g.
- Do **not** use 'nil', 'n/a', or '-'

<input checked="" type="checkbox"/>			
	1	2	3

Important points to note

- Please complete this form for the **Australian-based** activities of the organisation shown on the label on the front page.
- If exact figures are not available, please provide careful estimates.
- Please report all monetary values in **whole dollars**.
- Explanatory notes for this form are below and on page 3. Please refer to the relevant **Including**, **Excluding** and other notes when answering each question.
- The items listed under **Including** and **Excluding** are examples and should not be taken as a complete list of items to be included or excluded.

Definitions

The following definitions apply to this survey.

Donations

Donations are the unconditional voluntary transfers of money, goods or services to non-related community organisations, institutions, government bodies or individuals. Any such arrangements would not form part of the commercial operations of the donor. The underlying motivation behind donations is to show support, not receive a benefit.

Goods

Goods include all new or used products or property. Examples could include a hardware business donating the materials to enable a shed to be erected on the premises of a child care centre; a licensed hotel donating a keg of beer to a charitable organisation to be used in a fund raising event; or an accounting business donating a superseded but still functioning computer to a charitable organisation.

Services

Services include access to company or organisational resources such as employee time or resources, allowing employees time off for volunteering or provision of training. Examples include a professional architect donating time for the design of a purpose-built venue to accommodate people with disabilities; or a convention centre making its centre available for a charitable organisation to host a conference.

Government bodies

Government includes public schools and hospitals, government museums, libraries, galleries and parks, and government sports institutes.

Non-government bodies (private)

Includes private hospitals and schools, most welfare services and charities, and most sports clubs.

Sponsorship

Sponsorship is the voluntary transfer of money, goods or services to community organisations, institutions, government bodies or individuals that are independent from the business, in exchange for advertising/marketing or promotional benefits. An example would be a cause-related marketing program (see definition of cause-related marketing).

Cause-related marketing

Refers to partnering with a charitable organisation/ "cause" in order to achieve social and marketing objectives.

Business and Community projects

A business and community project is a co-operative arrangement or partnership between a business and community organisations, institutions, government bodies or individuals that are independent from the business. Such an arrangement involves the voluntary transfer of money, goods or services in exchange for strategic business benefits, such as improved staff expertise, wider networking, enhanced community reputation and/or other benefits.



Definitions

The following definitions will be used in Questions 9, 20 & 25.

(a) Arts and culture

Including:

- The performance arts, eg music, dance, theatre, opera
- The creative arts, eg visual arts, crafts and design, literature
- Museum, art gallery and library activities, eg exhibitions
- Zoological or botanical parks and garden operations

(b) Health

Including:

- Hospitals, nursing homes and health centre operations (including both public and private hospitals)
- Flying doctor service
- Medical research
- Specific health condition support group operations
- First aid services, eg St John Ambulance

Excluding:

- Search and rescue operations (include in (g) *Other*)

(c) Community service and welfare

Including:

- Material assistance, counselling or advice services to individuals, eg Lifeline, the Smith Family, the Salvation Army
- Social services to the general community, eg Apex, Rotary, the Lions Club
- Accommodation referral and advice services
- The operation of soup kitchens, shelters or homes for the aged or disadvantaged

Excluding:

- Animal welfare activities (include in (g) *Other*)

(d) Sports and recreation

Including:

- The operation of sporting events, clubs, teams and individuals
- Indoor or outdoor recreational facility operations
- Social, leisure and hobby club activities
- Recreational parks and garden operations

(e) Environmental

Including:

- Environmental conservation services
- Pollution control or prevention services
- Environmental education services

(f) Education and training

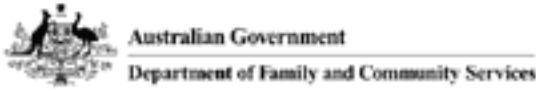
Including:

- The parents or students associations or management of pre-schools, both public and private schools, colleges or universities
- Development activities, eg the Scouting movement

(g) Other

Including:

- Search and rescue operations
- The operation of trade unions or professional associations
- The operation of political parties
- Animal welfare activities
- Overseas or international welfare services, eg World Vision
- Disaster relief
- Civil rights and peace operations
- Religious activities



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Part 2 - Donations

Definition of 'Donations'

Donations are the unconditional voluntary transfers of money, goods or services to non-related community organisations, institutions, government bodies or individuals. Any such arrangements would not form part of the commercial operations of the donor. The underlying motivation behind donations is to show support, not receive a benefit.

Please **do not** include:

- Business and community projects (include in Part 3, Question 18)
- Sponsorship (include in Part 4, Question 23)

7 Did this business make any donations to organisations or individuals during your last financial year?

Yes ₁

No..... ₂ IF NO, GO TO Q12

This part of the survey excludes any giving related to the recent Asian Tsunami disaster which is covered in PART 5.

8 What types of donations did this business make?

(tick all that apply)

- | | |
|---|--|
| Money | <input type="checkbox"/> ₀₁ |
| Goods | |
| Company products | <input type="checkbox"/> ₀₂ |
| Promotional merchandise | <input type="checkbox"/> ₀₃ |
| Equipment | <input type="checkbox"/> ₀₄ |
| Office space..... | <input type="checkbox"/> ₀₅ |
| Land | <input type="checkbox"/> ₀₆ |
| Motor vehicles..... | <input type="checkbox"/> ₀₇ |
| Media/ advertising space/ time..... | <input type="checkbox"/> ₀₈ |
| Travel | <input type="checkbox"/> ₀₉ |
| Accommodation | <input type="checkbox"/> ₁₀ |
| Other (please specify)..... | <input type="checkbox"/> ₁₁ |
| Services | |
| Administrative help (eg photocopying)..... | <input type="checkbox"/> ₁₂ |
| Public relations/ marketing/ market research help | <input type="checkbox"/> ₁₃ |
| IT advice | <input type="checkbox"/> ₁₄ |
| Strategic planning/ management advice..... | <input type="checkbox"/> ₁₅ |
| Financial advice | <input type="checkbox"/> ₁₆ |
| Legal advice | <input type="checkbox"/> ₁₇ |
| Staff training..... | <input type="checkbox"/> ₁₈ |
| Graphics and media production..... | <input type="checkbox"/> ₁₉ |
| Loaned executives | <input type="checkbox"/> ₂₀ |
| Employee time | <input type="checkbox"/> ₂₁ |
| Other (please specify)..... | <input type="checkbox"/> ₂₂ |

Please turn over..

9 Total value of donations made by this business

(a) Please provide an estimate of the total amount of money donated and the market value of any goods or services (including labour) donated.

\$

Money	<input type="text"/>	.	<input type="text"/>	<input type="text"/>
Goods (market value).....	<input type="text"/>	.	<input type="text"/>	<input type="text"/>
Services (market value).....	<input type="text"/>	.	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	.	<input type="text"/>	<input type="text"/>

Check! Totals for both question 9(a) and 9(b) should be the same.

(b) Please provide an estimate of the total amount of money, goods and services (including labour) donated to:

\$

Government bodies.....	<input type="text"/>	.	<input type="text"/>	<input type="text"/>
Non-government bodies ...	<input type="text"/>	.	<input type="text"/>	<input type="text"/>
Total	<input type="text"/>	.	<input type="text"/>	<input type="text"/>

This part of the survey excludes any giving related to the recent Asian Tsunami disaster which is covered in PART 5.

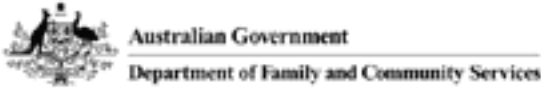
10 Types of activity

Please provide an estimate of the value of donations made to the following activities. Refer to page 3 for definitions of each activity type.

	Money (\$)	Market value of goods (\$)	Market value of services (including labour) (\$)
(a) Arts and culture	<input type="text"/>	<input type="text"/>	<input type="text"/>
(b) Health.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
(c) Community service and welfare.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
(d) Sports and recreation.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
(e) Environment.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
(f) Education and training.....	<input type="text"/>	<input type="text"/>	<input type="text"/>
(g) Other (please specify)	<input type="text"/>	<input type="text"/>	<input type="text"/>

11 Which of these are the main benefits for this business in making a donation of money, goods or services? (tick all that apply)

- It is a good thing to do, irrespective of the returns for us 1
- It is good for employee morale 2
- It is good for our organisation's image 3
- It is good for our relationship with certain clients or suppliers..... 4
- It is good publicity for our organisation 5
- There is a tax benefit for our organisation 6
- Other (please specify) 7



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12 *What were the barriers to this business making any donations or making additional donations?*

(tick all that apply)

- (a) Do not believe it is business responsibility to make donations..... ₁
- (b) Had not considered making any donations..... ₂
- (c) Business resources are committed elsewhere..... ₃
- (d) The business was not approached by anyone seeking donations..... ₄
- (e) Other (please specify)..... ₅

13 (a) *During your last financial year, in which of the following ways was this business approached to make a donation of money, goods or services?*

(b) *Of the methods you ticked in question 13(a), to which of these did this business respond with a donation of money, goods or services?*

(c) *And which of these is this business's preferred way of being contacted for donations?*

(tick all that apply)	(a) Approached	(b) Made a donation	(c) Preferred
Telephone call.....	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Form or letter.....	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Form or letter with additional materials such as cards or booklet.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
Email.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
Request from a client or supplier that you already deal with	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
Request from an employee or director involved with the beneficiary organisation...	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
Other (please specify) _____	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
None of the above.....	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈

14 *Are you aware that there are tax concessions for the following:*

(a) *Payroll deductions by staff to deductible gift recipient organisations?*

- Yes..... ₁
- No..... ₂

(b) *Establishing a private foundation/trust that has been prescribed in tax regulations?*

- Yes..... ₁
- No..... ₂

15 *Does your business operate a foundation/trust for the purpose of making doantions?*

- Yes..... ₁ **CONTINUE**
- No..... ₂ **If NO, go to Q17**

16 *Why was that foundation/trust established?*

17 *Does your business:*

- a. Allow employees to make pre-tax regular donations to non-profit organisations through their pay?..... ₁
- b. Offer a company matching (e.g. dollar for dollar) scheme for payroll deductions to non-profit organisations?..... ₁

Yes **No**

Please turn over..

Part 3 - Business and community projects

Definition of 'Business and community projects'

A business and community project is a co-operative arrangement between a business and non-related community organisations, institutions, government bodies or individuals. Such an arrangement involves the voluntary transfer of money, goods or services in exchange for strategic business benefits, such as improved staff expertise, wider networking, enhanced community reputation and/or other quantifiable benefits.

Please **do not** include:

- Donations (include in Part 2, Question 7)
- Sponsorship (include in Part 4, Question 23)

18 Was this business involved in any community projects during your last financial year?

Yes ₁

No ₂ If NO, go to Q22

19 What types of resources did this business contribute as part of community projects?

(tick all that apply)

Money ₀₁

Goods

Company products ₀₂

Promotional merchandise ₀₃

Equipment ₀₄

Office space ₀₅

Land ₀₆

Motor vehicles ₀₇

Media/ advertising space/ time ₀₈

Travel ₀₉

Accommodation ₁₀

Other (please specify) ₁₁

Services

Administrative help (eg photocopying) ₁₂

Public relations/ marketing/ market research help ₁₃

IT advice ₁₄

Strategic planning/ management advice ₁₅

Financial advice ₁₆

Legal advice ₁₇

Staff training ₁₈

Graphics and media production ₁₉

Loaned executives ₂₀

Employee time ₂₁

Other (please specify) ₂₂



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20 *Total value of community projects undertaken by this business*

Please provide an estimate of the total amount of money and the market value of any goods or services contributed as part of community projects undertaken by this business.

\$

Money	<input type="text"/>	. <input type="text"/>
Goods (market value)	<input type="text"/>	. <input type="text"/>
Services (market value)....	<input type="text"/>	. <input type="text"/>

21 *Types of activity*

Please provide an estimate of the value of community projects undertaken in the following activities. Refer to page 3 for definitions of each activity type

	Money (\$)	Market value of goods (\$)	Market value of services (including labour) (\$)
(a) Arts and culture	<input type="text"/>	<input type="text"/>	<input type="text"/>
(b) Health	<input type="text"/>	<input type="text"/>	<input type="text"/>
(c) Community service and welfare	<input type="text"/>	<input type="text"/>	<input type="text"/>
(d) Sports and recreation	<input type="text"/>	<input type="text"/>	<input type="text"/>
(e) Environment	<input type="text"/>	<input type="text"/>	<input type="text"/>
(f) Education and training	<input type="text"/>	<input type="text"/>	<input type="text"/>
(g) Other (please specify).....	<input type="text"/>	<input type="text"/>	<input type="text"/>

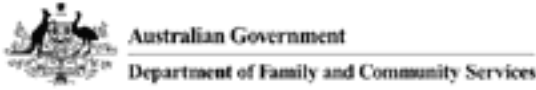
Go to question 23 Part 4

22 *What were the barriers to this business entering into community projects?*

(tick all that apply)

- (a) Too difficult to organise with little support..... 1
- (b) Had not considered entering into such arrangements..... 2
- (c) There are insufficient benefits for this business to enter into such arrangements
- (d) Business resources are committed elsewhere
- (e) The business was not approached by anyone wishing to enter into such arrangements.....
- (f) Other (please specify)..... 6

Please turn over..



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26 Types of activity

Please provide an estimate of the value of sponsorship provided to each of the following activities. Refer to page 3 for definitions of each activity type

	Money (\$)	Market value of goods (\$)	Market value of services (including labour) (\$)
(a) Arts and culture	<input type="text"/>	<input type="text"/>	<input type="text"/>
(b) Health	<input type="text"/>	<input type="text"/>	<input type="text"/>
(c) Community service and welfare	<input type="text"/>	<input type="text"/>	<input type="text"/>
(d) Sports and recreation (excluding individuals)	<input type="text"/>	<input type="text"/>	<input type="text"/>
(e) An individual sports person	<input type="text"/>	<input type="text"/>	<input type="text"/>
(f) Environment	<input type="text"/>	<input type="text"/>	<input type="text"/>
(g) Education and training	<input type="text"/>	<input type="text"/>	<input type="text"/>
(h) Other (please specify)	<input type="text"/>	<input type="text"/>	<input type="text"/>

Go to question 28 Part 5

27 What were the barriers to this business undertaking sponsorship?

(tick all that apply)

- (a) Another part of the organisation is responsible for sponsorship..... ₁
- (b) Had not considered undertaking any sponsorship
- (c) Business resources are committed elsewhere
- (d) The business was not approached by anyone seeking sponsorship
- (e) Other (please specify)

Part 5 - Asian Tsunami Disaster

28 Which of these has your organisation done with respect to the recent Asian Tsunami disaster?

(tick all that apply)

- (a) Made a donation..... ₁
- (b) Facilitated employee giving
- (c) Offered company matching of employee giving
- (d) Other (please specify)
- (e) None of these

If none, go to Q31

29 How much has your business donated to the Asian Tsunami disaster?

Money (\$)	Goods (market value) (\$)	Services (market value) (\$)
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please turn over.. 11



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30 Was the donation(s) to the recent Asian Tsunami disaster . . . (TICK ONE)

- (a) Part of your current budget for giving (so you will give less to other beneficiaries), or..... ₁
- (b) In addition to the amount that your business will normally give in terms of money/goods, or ₂
- (c) Partially from the usual budget for giving, and partially in addition..... ₃

Part 6 - Comments

31 Please provide any comments

- ⇒ *On any of the information you have supplied on this form*
- ⇒ *On any questions which caused problems*
- ⇒ *If you would like to suggest improvements to this form*

FINISHED?

Have you completed the whole survey?

Please check that you have answered all questions that apply to this business. You need to answer all relevant sections of this questionnaire in order to be entered into the draw.

How long did it take you to fill out this survey?

mins

Reply-paid envelope provided.
If you have mislaid this envelope,
please post completed survey to:

McNair Ingenuity Research Pty Ltd
Reply Paid 898
Crows Nest NSW 1585

No stamp is required

Please make sure you have completed your details to be entered into the draw.

Remember, postage is already paid, and for your chance to win one of the great prizes all you need to do is complete this survey in full and return it to the reply-paid address.

To enter the prize draw we must receive this completed survey by 29th April 2005. We may also contact you, if we need to clarify any responses.

Name: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

It is important to provide your email address so that we can reach you by email regarding this survey, including providing you with a summary of the key findings of this research. Your email address will not be used for any other purposes and not passed on to any other organisations.

Thank you, your participation is appreciated!