

## A MORE GIVING AUSTRALIA...

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

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

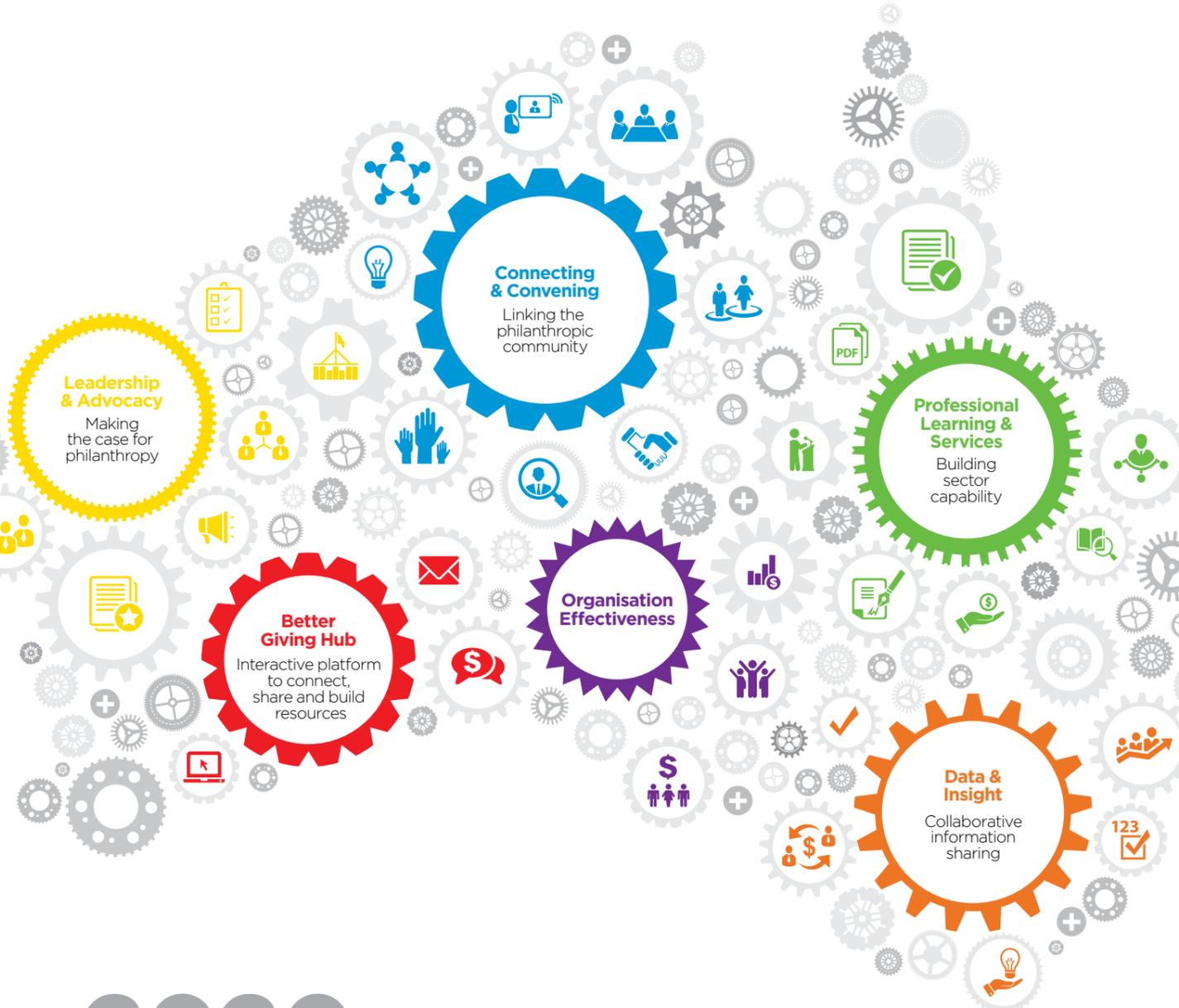
The philanthropic community comes together through Philanthropy Australia to build its collective:

- voice • capacity • impact • influence.

## SERVING THE PHILANTHROPIC COMMUNITY TO ACHIEVE MORE AND BETTER PHILANTHROPY.

**Not a Member?**  
If you believe in a more giving Australia, stand with us and join the impact movement.

[philanthropy.org.au](http://philanthropy.org.au)



# 2020 ACTION PLAN

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## LEADERSHIP & ADVOCACY

Provide an informed and prominent voice for the sector.

### OBJECTIVES

Inform and shape the policies, regulations and incentives to grow philanthropy and its impact.

Develop a strategy for philanthropy in Australia, engaging across sectors to develop a Blueprint and action plan to grow the scale, participation in and impact of philanthropy.

Enhance relationships between Philanthropy Australia and government, policy makers and elected representatives.

Engage with Members to seek their views on policy issues affecting philanthropy. Inform and update our members on policy developments and other trends.

Actively pursue 3 of the Top 10 Policy Agenda priorities with government and sector partners.

Recognise and celebrate best practice and exceptional leadership through running an Australian Philanthropy Awards program.

Build a coalition of Champions that provides voice, influence, peer access and financial support to provide greater capacity to advance the practice of philanthropy.

Build awareness of the role and contribution of philanthropy in society through strategic media engagement.

## CONNECTING & CONVENING

Facilitate and support effective working groups, networks and partnerships, within philanthropy, community, government and business.

### OBJECTIVES

Engage members to deepen their knowledge, share experiences and learning and enable collaboration through delivery of a national events and engagement program.

Keep all members informed and up to date with current activities, events, developments and trends.

Implement the New Gen strategy and program to build New Gen engagement and giving.

## DATA & INSIGHT

Facilitate openness and transparency to inform the work and direction of the philanthropic sector.

### OBJECTIVES

Grow the use of Foundation Maps and encourage data uploads to provide valuable insights into structured giving in Australia.

## PROFESSIONAL LEARNING

Build the capacity of the sector through knowledge and professional development.

### OBJECTIVES

Challenge, inspire and provoke thinking to influence and advance philanthropic practice by hosting a national conference that brings together the world's best philanthropic minds with local practitioners at all levels.

Strengthen the philanthropic sector's professional capacity through the Professional Learning Programs and key partnerships.

Support, research, and monitor the continuing evolution of the practice of philanthropy in Australia to inform best practice content and programs for members.

## BETTER GIVING HUB & WEBSITE

Build an interactive online community of interest and resource hub across the sector.

### OBJECTIVES

Grow use of and contributions to the Better Giving Hub, providing members with enriching content for their continued philanthropic knowledge, practice and learning as an extension to the public content available on our website.

Build member usage and familiarity with the Better Giving Hub.

Scope and deliver Phase 2 of the Better Giving Hub to enhance functionality.

Ensure public website is up-to-date, relevant and easily navigable.

## ORGANISATION EFFECTIVENESS

Achieve strong governance, an engaged and high performing team, a financially sound business model and effective work practices.

### OBJECTIVES

Ensure the financial stability of Philanthropy Australia through strong financial and budget controls and planning.

Attract, motivate and retain a talented, high performing staff by providing a strong, healthy culture.

Achieve longer-term financial sustainability by securing budgeted donation, grant and sponsorship targets, and develop and maintain a pipeline of future funding prospects.

Ensure IT & CRM infrastructure, systems and software are meeting and supporting business requirements securely and accurately.

Develop an effective data capture and evaluation culture and the processes for reporting and continual learning.

Provide a stable and effective governance structure in full compliance with regulatory and statutory requirements.

