

# Survey findings summary

4/09/2025

# Survey

In the first half of 2025, we asked Philanthropy Australia (PA) members and interested stakeholders to share their views on our future direction. We were delighted to have more than 750 respondents, providing us with rich data to review and inform our strategic process.

The survey focused on three major questions:

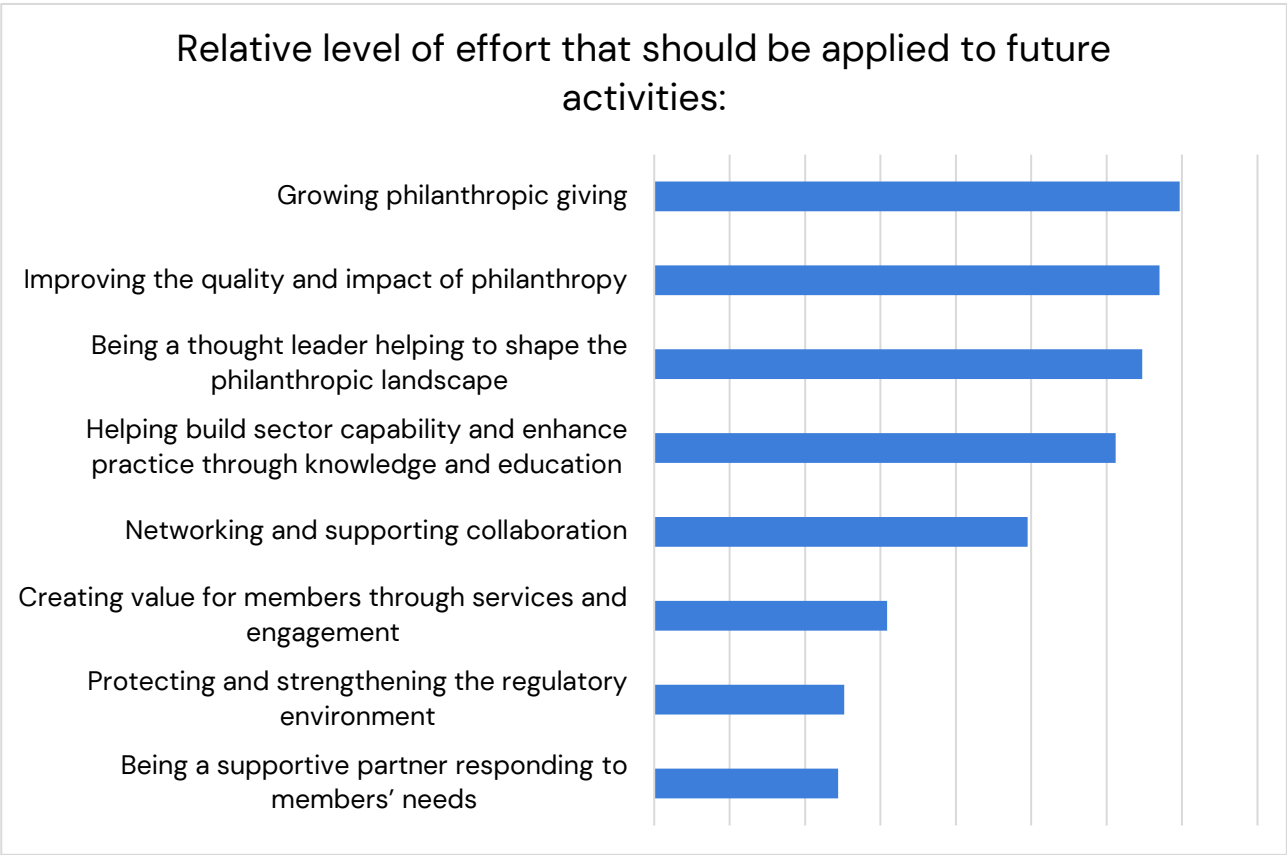
- 1. What future priorities should PA focus its efforts behind?
- 2. What are the most important activities for PA?
- 3. What is PA's most important role?

Below is a summary of our findings.

## 1. Future Priorities

Across all responses, the top two are:

- **Growing philanthropic giving**
- **Improving the quality and impact of philanthropy**  
Segmented responses reflect a pattern: **Not-for-profits prioritise 'more', funders prioritise 'better'**—a theme echoed in the focus groups.
- Being a 'thought leader' and 'helping build sector capability' were also prioritised.



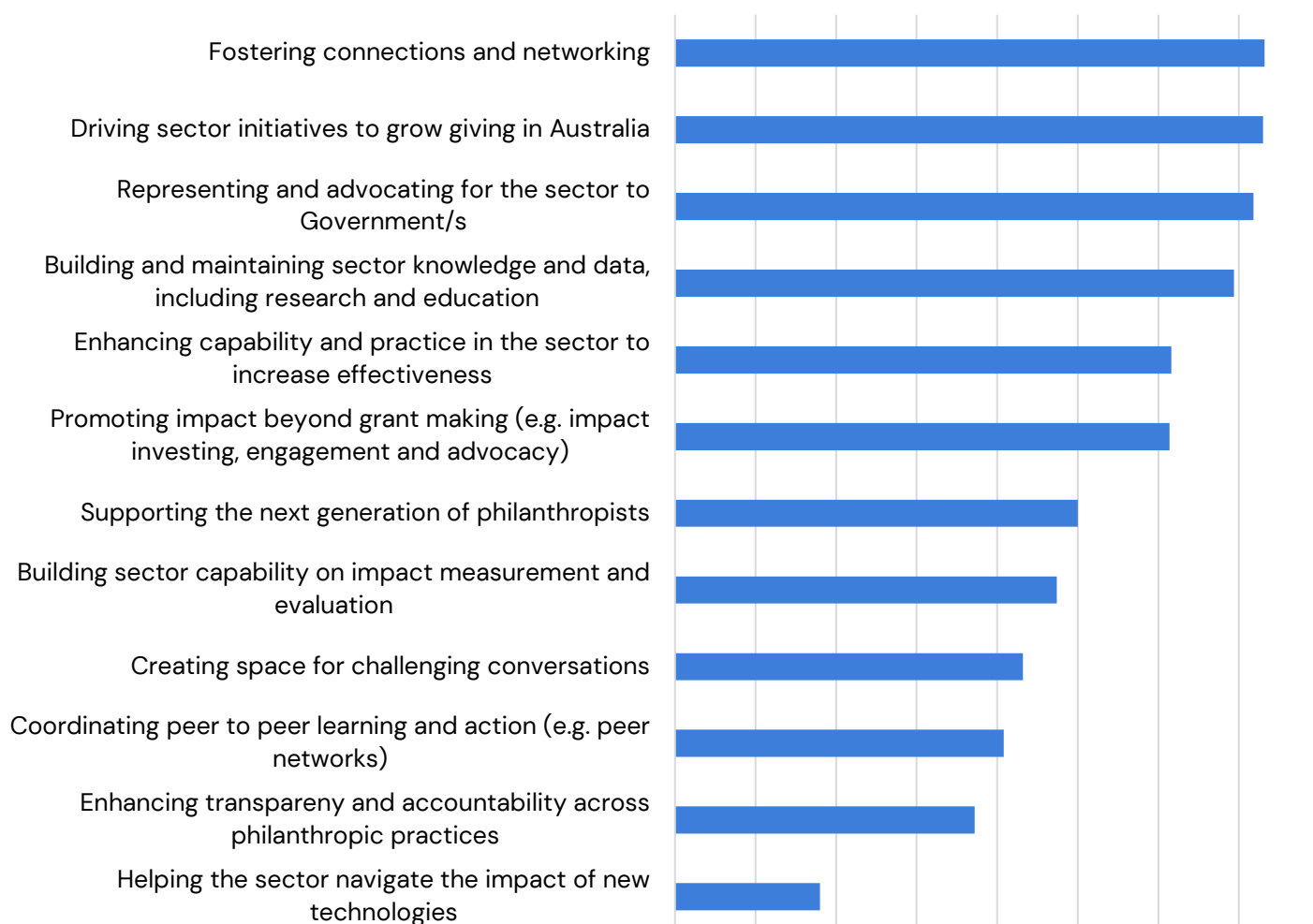
## 2. Most important activities – i.e. what do we need to do to activate these future priorities?

Top-ranked across all responses:

- Fostering connections
- Growing giving
- Advocating to government
- Building and maintaining sector knowledge and data

Again, **not-for-profits prioritise growing giving**, while **funders lean toward advocacy**. Fostering connections and building knowledge are valued across both groups.

### PA should prioritise the following activities (select up to 5)



### 3. PA's most important role

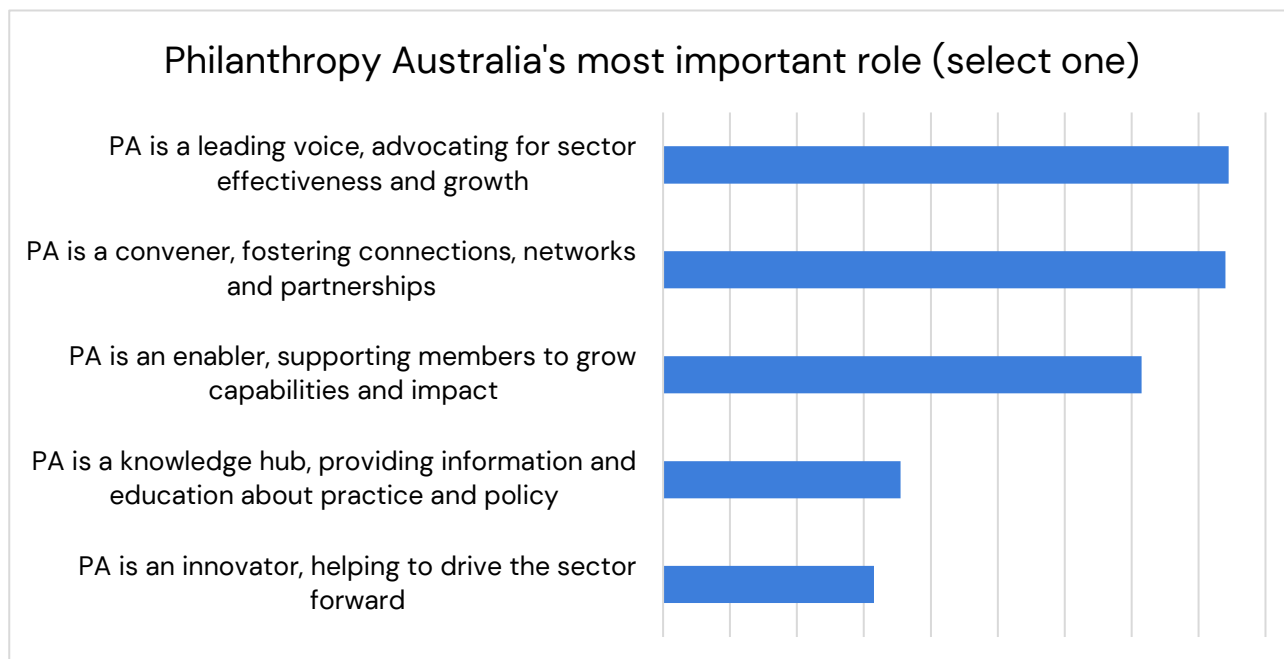
This question tested views on PA's positioning on a spectrum from neutral body to progressive changemaker. Most responses favoured a **middle ground leaning towards leadership**.

Top three role statements:

- **Leading voice** – advocating for sector growth and effectiveness
- **Convener** – fostering connections and partnerships
- **Enabler** – helping members grow capabilities and impact

In free-text responses:

- "Leading voice" supporters emphasised PA's unique position to **advocate and unify** the sector.
- "Convener" responses focused on **creating space for collaboration and knowledge-sharing**.
- "Enabler" comments reflected a **member-centric view**, seeing PA as a platform for capacity-building.





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