



STRATEGY 2033

**Mobilising  
Generosity.  
Shaping  
the Future.**

**PHILANTHROPY  
AUSTRALIA**

Philanthropy  
Leadership  
Summit  
2025

# Leadership for our times

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Leadership  
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# PHILANTHROPY AUSTRALIA

For more than 50 years, Philanthropy Australia has been strengthening the practice of giving.

As the nation's peak body for philanthropy, we work to mobilise generosity with purpose and impact.

We collaborate with funders and changemakers to create a more generous, just and sustainable Australia.

We do this by:

**Convening**, connecting and engaging members

**Amplifying** insights and knowledge exchange to enhance practice

**Influencing** the use of diverse resources to create impact

**Advocating** for policy outcomes that strengthen the ecosystem

**We bring people, ideas and resources together so generosity can flow with purpose and impact.**

# Acknowledgement of Country

Philanthropy Australia acknowledges and respects the special connection that Aboriginal and Torres Strait Islander peoples have with the lands and waters on which we live and work.

We acknowledge this connection extends back more than 65,000 years and carries with it a special contribution by Aboriginal and Torres Strait Islander peoples, which renders this place we call Australia unique and distinct among all lands.

As the nation's peak body for philanthropy, we have the responsibility to influence and promote philanthropy that leads to self-determination for Aboriginal and Torres Strait Islander peoples.

Philanthropy Australia draws upon the connection and contribution of Aboriginal and Torres Strait Islander peoples as a source of national pride, identity and strength. We also acknowledge the material wealth, privilege and power

that philanthropy holds and the opportunities this provides.

As we go about our work, we seek to build and nurture deep, authentic relationships, which require an enhanced internal cultural understanding within Philanthropy Australia.



*Gobata Kinkinbil (Take Care of People)*  
Jenna Oldaker  
Philanthropy Australia RAP artwork

# Message from Chair and CEO

## **Generosity is everywhere you look.**

In our families, communities, workplaces, institutions and places of culture and faith. It shows up in how we support one another and in the countless acts – small and large – that strengthen our social fabric.

Yet so much of this giving goes unrecognised. It isn't always named, elevated or celebrated as an important part of who we are.

As Philanthropy Australia marks its 50th year, we are inspired by this moment of possibility. Australians want to help. They want to make a difference. They want to belong to a community that gives generously, informed by purpose.

We believe this is the right time to elevate the conversation about what generosity is – what giving is – in all its forms, and what it can mean for Australia. Not just as an act of generosity but as a way of relating to one another. Something every person can see themselves in.

Strategy 2033 is about laying out a vision that is inspiring and inclusive. Where we embrace diverse perspectives, break down barriers and engage with each other about the choices we make, individually and together, and how they contribute to the common good.

Philanthropy Australia holds a unique role in this work. As ecosystem builders, we bring people, ideas and resources together so generosity can flow with purpose and impact.

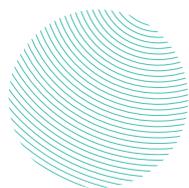
We help create the conditions that enable and amplify giving. We support the system to move as a collective in ways that are collaborative and full of possibility.

But we don't do that alone. In our 50th year we celebrate the vision and generosity of all those who have come before us, and to the many funders, changemakers, communities and partners walking this path with us.

This strategy establishes the foundations for a new era. One shaped by stronger choices, greater maturity in philanthropic practice and a collective commitment to a more generous, just and sustainable future.

We invite you to join us on the journey.

**Darrell Wade, Chair**  
**Maree Sidey, CEO**





# Our context

Australians' express generosity in countless ways, most of them unnoticed and unheralded. These informal, relational and everyday acts of giving flow through family, culture, faith, community and workplaces. For most people, giving is instinctive rather than intentional, and as a result they don't always feel connected to the broader ecosystem of giving. This can, and should, change.

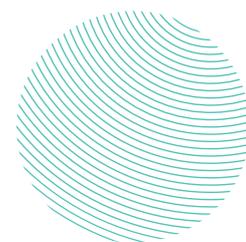
Three decades of economic growth in Australia have created unprecedented wealth now moving across families and industries. Yet the way we think and talk about giving has not expanded at the same pace. This puts us in a moment of significant opportunity and profound responsibility. As community needs intensify, generosity is not a 'nice to have'; it is a national asset that can unlock solutions and fuel a more hopeful future.

Generosity that flows with intention, capability and accountability can combat deepening inequality; tackle rising climate risks; mend fractured social cohesion; embed fairness in technology; champion justice in the journey toward First Nations self determination; and more. This belief in the power of giving sits at the heart of Strategy 2033: Mobilising Generosity; Shaping the Future.

Strategy 2033 reflects 12 months of deep listening to a sector that is more mature, diverse and ready to embrace complexity than ever before. Funders and changemakers want better data, stronger practice, greater accountability and deeper collaboration.

With this maturity come complex choices: what to give and how; who decides and who benefits; how success is measured and who is accountable? Philanthropy Australia recognises that making these choices well relies on a strong, healthy ecosystem for giving – that is our job: to bring people, ideas and resources together so generosity can flow with purpose and impact.

By expanding generosity to be more intentional, we can strengthen giving towards a more just and sustainable future.

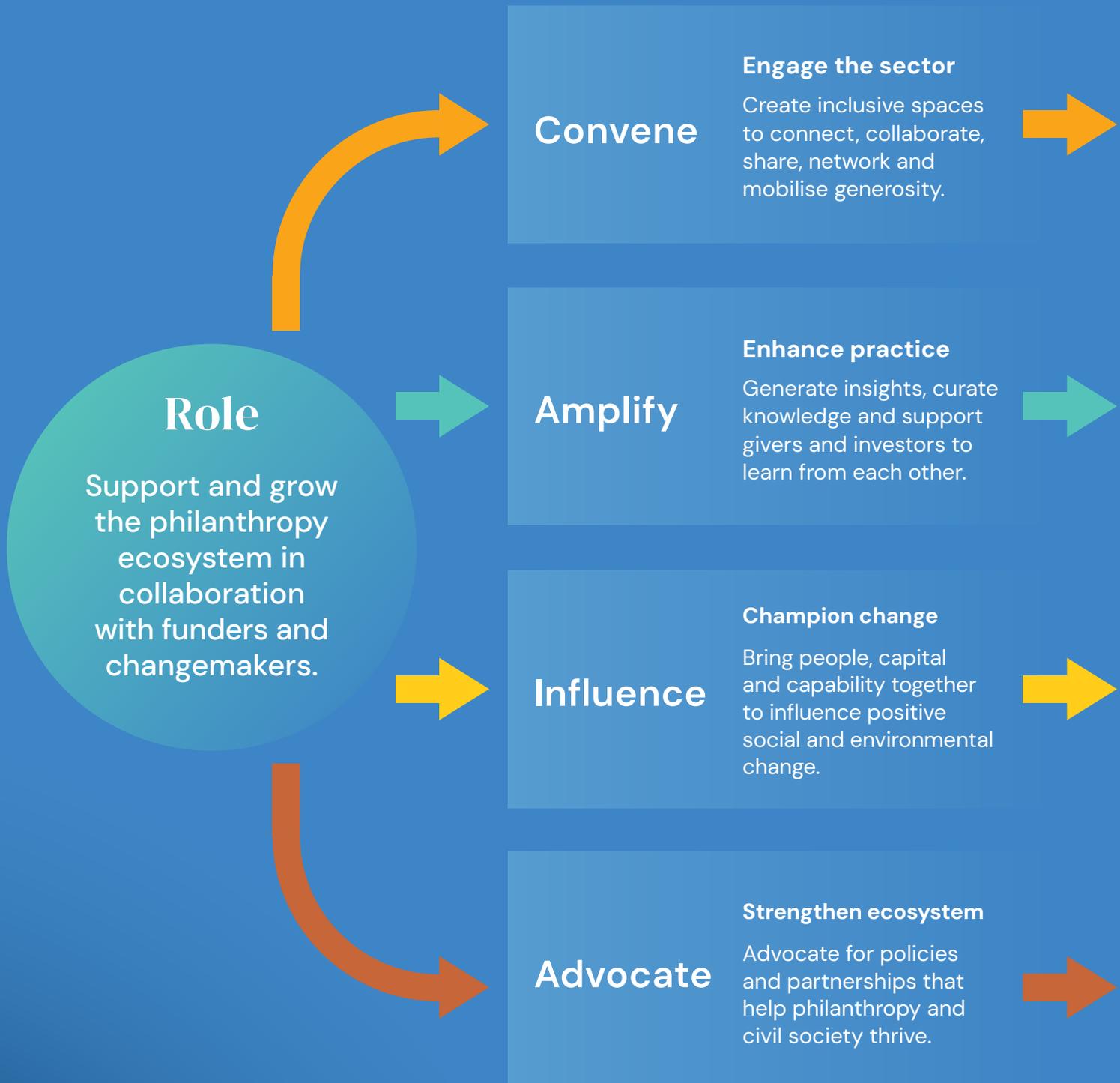


**Our sights are set on  
strengthening giving,  
towards a more generous,  
just and sustainable future.**

# Philanthropy Australia Strategy 2033

Mobilising generosity. Shaping the future.

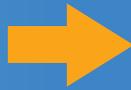
## Actions



## Shifts

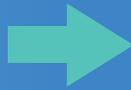
## Outcomes

From service delivery to **Ecosystem Building**



Australia's giving community is larger and driving action because it is more connected, inclusive and diverse.

From knowledge output to **Knowledge Exchange**



Philanthropic practice operates in mature, inclusive and generative ways because it is more confident and evidence-driven.

From quiet contributor to **Thought Leader**



Social and environmental change accelerates because philanthropy is mobilising more resources for impact.

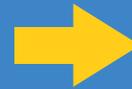
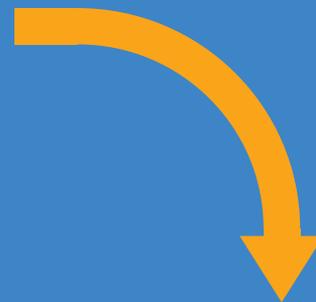
From benefitting philanthropy to **Strengthening Civil Society**



The ecosystem is stronger because of enabling policy settings, capabilities and public confidence.

## Purpose

Strengthen giving towards a more generous, just and sustainable future.



# Strategy 2033 Plan

## Convene

Engage sector

### What

Create inclusive spaces to connect, collaborate, share, network and mobilise generosity.

### Why

A connected membership accelerates impact. Growing a diverse community of givers strengthens collaboration, increases the scale and scope of giving and drives collective action.

### How

- Deliver accessible and relevant experiences to connect members and mobilise giving and investing
- Engage new and diverse audiences to grow membership and deepen participation in the sector
- Position Philanthropy Australia as a collective committed to positive impact

### As a result

- Members experience an inclusive, digitally enabled and vibrant community of practice
- A diverse cohort of givers and investors is engaged
- We use our influence to grow giving and respond to relevant issues

## Amplify

Enhance practice

### What

Generate insights, curate knowledge and support givers and investors to learn from each other.

### Why

Better practice leads to better outcomes. Helping funders apply evidence and experience improves how giving and investing is delivered and evaluated.

### How

- Produce insights and benchmarking reports to build the sector's understanding of itself and progress over time
- Build the skills of givers/investors with practical, insight-rich resources
- Amplify learning with major gatherings, retreats and programs
- Deepen knowledge exchange through vibrant funder networks and delegations

### As a result

- Members are backed by clear evidence, insights and shared experience
- Giving practice is more effective, confident and adaptive
- Members belong to, and help build, enriching networks

## Influence

### Champion change

#### What

Bring people, capital and capability together to influence positive social and environmental change.

#### Why

Philanthropy can kick-start solutions to complex challenges. Shaping shared priorities unlocks greater impact and positions philanthropy as a powerful force for change.

#### How

- Champion giving and investing for impact
- Strengthen the growth of First Nations philanthropy
- Connect sector leaders for peer learning and agenda-setting
- Partner with networks and collectives in Australia and internationally

#### As a result

- More resources are mobilised for impact
- Philanthropy plays a meaningful role in advancing self-determination
- Philanthropic leaders feel connected and empowered to make change
- Members access national and global knowledge exchange that elevates practice

## Advocate

### Strengthen ecosystem

#### What

Advocate for policies and partnerships that help philanthropy and civil society thrive.

#### Why

A strong giving ecosystem delivers greater benefit to communities. Protecting and strengthening philanthropy's social licence ensures giving can grow and have lasting impact.

#### How

- Advocate for improved policy outcomes and effective government collaboration frameworks
- Back sector-led actions that maintain and strengthen philanthropy's social licence
- Partner to build the capability of professional advisors and other key actors who shape giving decisions

#### As a result

- Members and the sector operate in a more enabling environment for impactful giving
- Philanthropy retains the confidence of stakeholders and the community
- Professional advisors and others are better equipped to guide and grow giving

Generosity flows with purpose and impact

# Strategy 2033

## Guiding principles



# Philanthropy Australia values

## Trust

We build and maintain confidence through transparency, integrity and accountability.

## Inclusion

We embrace diverse perspectives and centre community voices.

## Curiosity

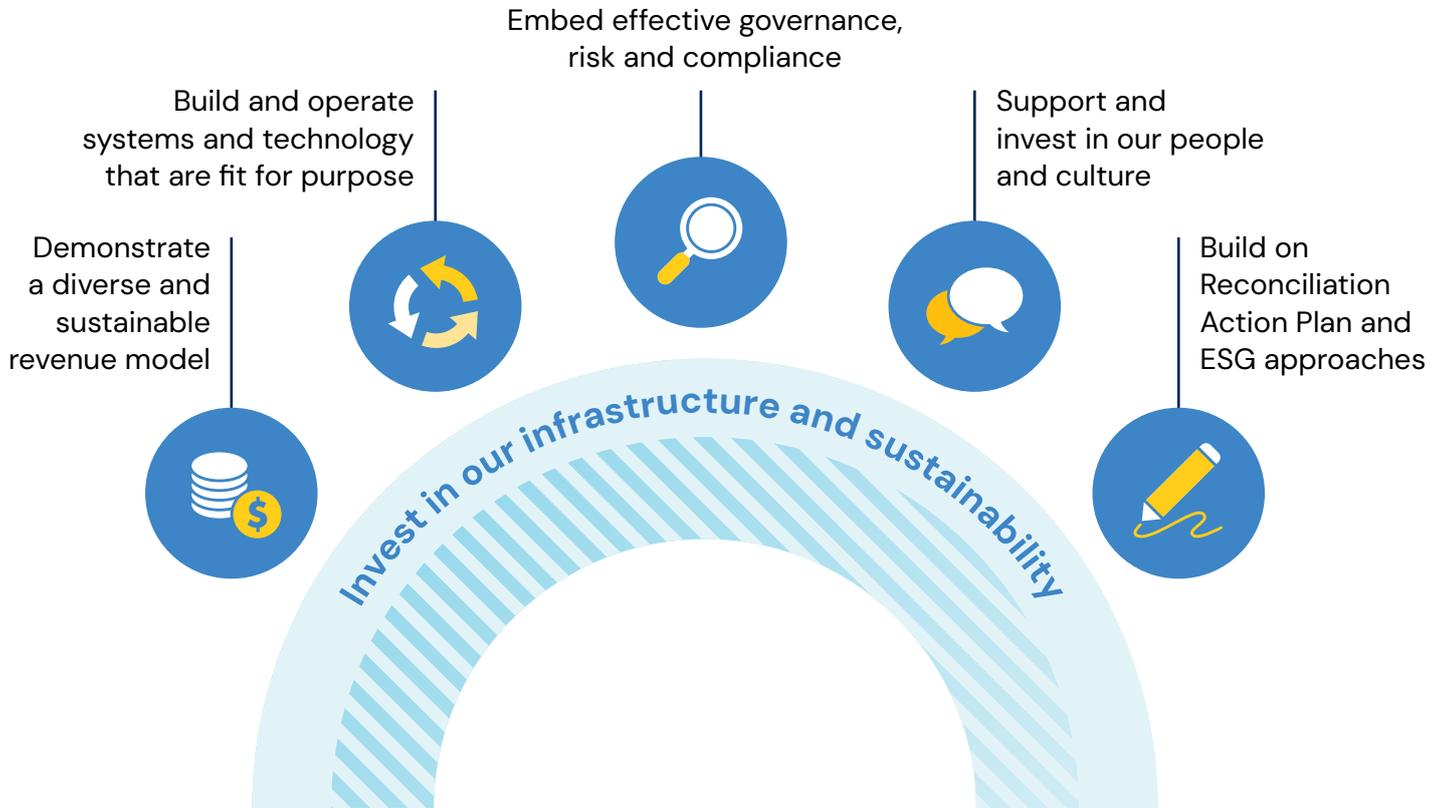
We foster a culture of learning and innovation, seeking new ideas and approaches.

## Courage

We advocate for change, and take principled action to advance a generous, just, and sustainable future.



# How we will succeed as an organisation



# Feeling inspired?

There are lots of ways to deepen your engagement and support the ambition of Strategy 2033 and the work of Philanthropy Australia.

## **Get involved**

Become a member and join the movement to mobilise giving for change.

## **Sector leadership**

Become an Impact member to get more involved and help shape the future of giving.

## **Partner with us**

Become a partner to help advocate for and build the philanthropy ecosystem across Australia.  
[info@philanthropy.org.au](mailto:info@philanthropy.org.au)

**PHILANTHROPY  
AUSTRALIA**





# PHILANTHROPY AUSTRALIA

The Board and Executive of Philanthropy Australia sincerely thank GoodWolf for their strategic partnership in developing this strategy.