

Giving Attitude

Private Sector Support Survey 2018
Research Report

creative
partnerships
australia

wavelength



Our Acknowledgement of Country

Creative Partnerships Australia acknowledges Australian's Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands on which we live, learn and work. We pay our respect to their Elders, both past and present, and to our shared future.



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- 1. Why + how**
 - 2. Top line results**
 - 3. Challenges and tips for success**



Why - to measure what private investment is raised and how, what is behind the successes, and how the challenges can be overcome.

Who – leaders of arts and cultural organisations of all sizes, states and sectors

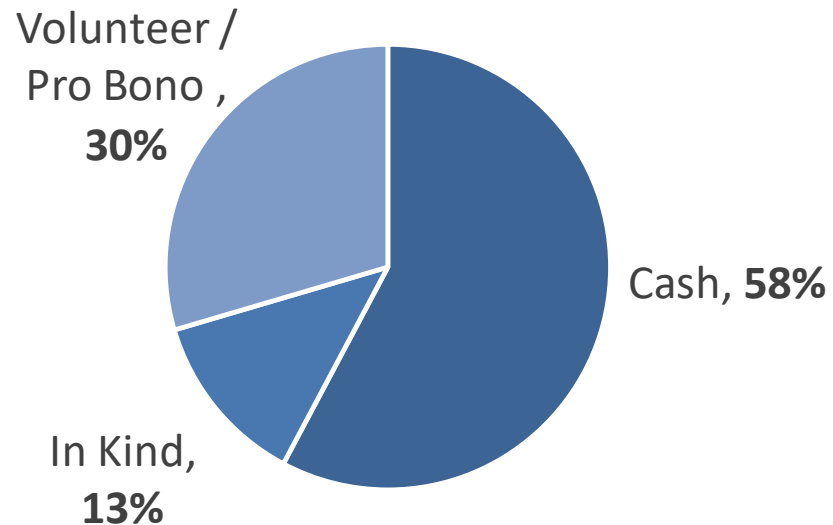
How - through a survey of over 2,208 arts and cultural organisations and where over 551 responded



The scale of private support

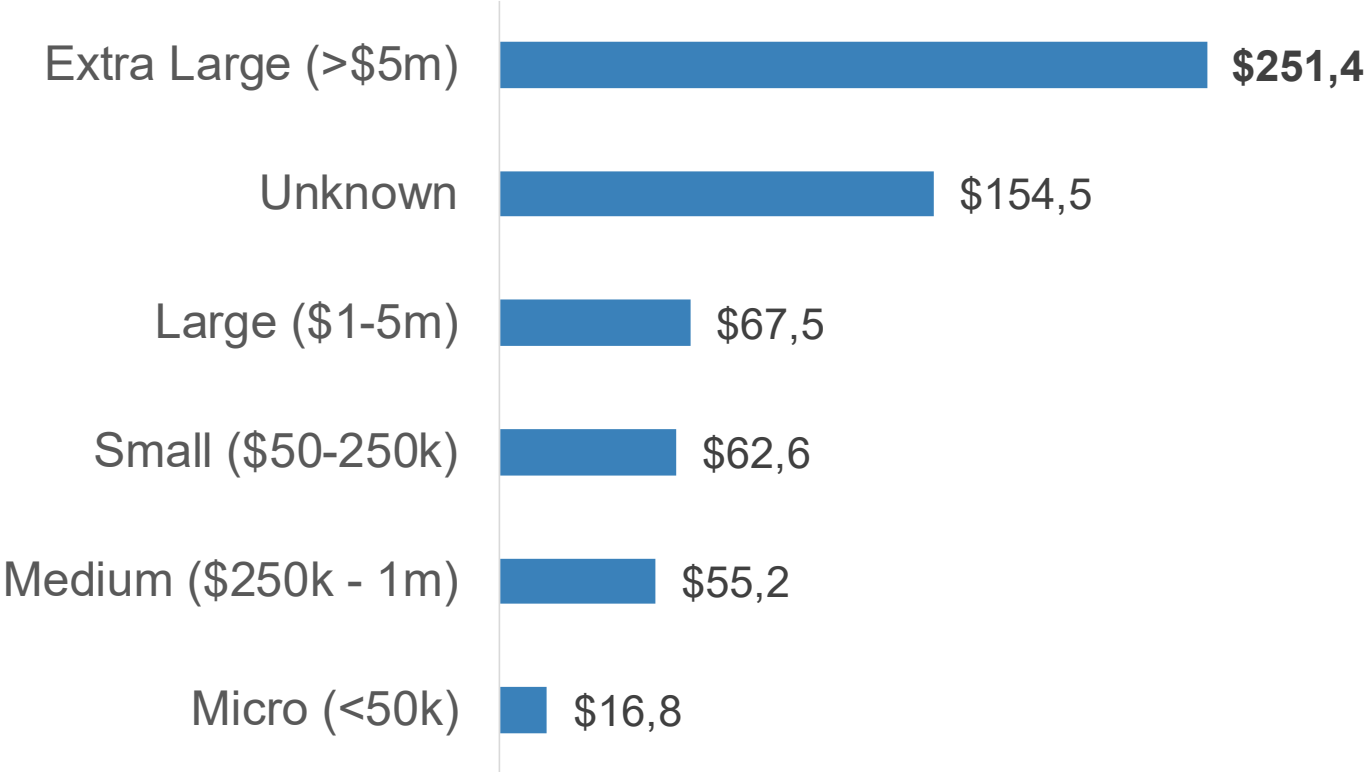
**\$608
million**

Estimated value of
private support
(2017 or 2017-18)



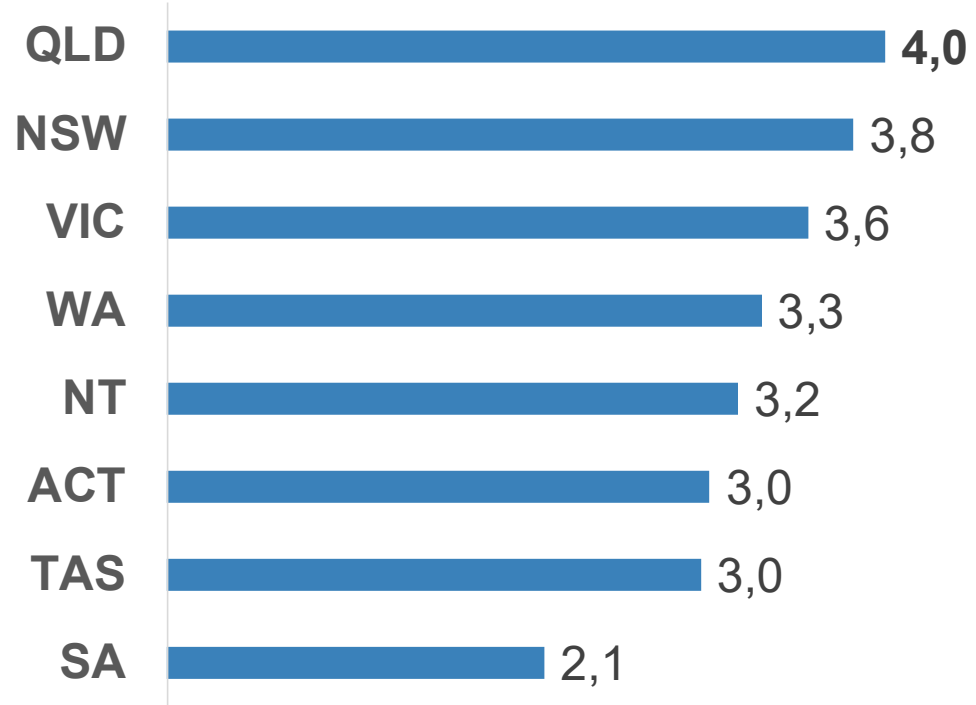
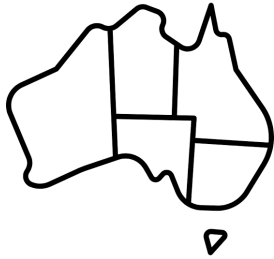


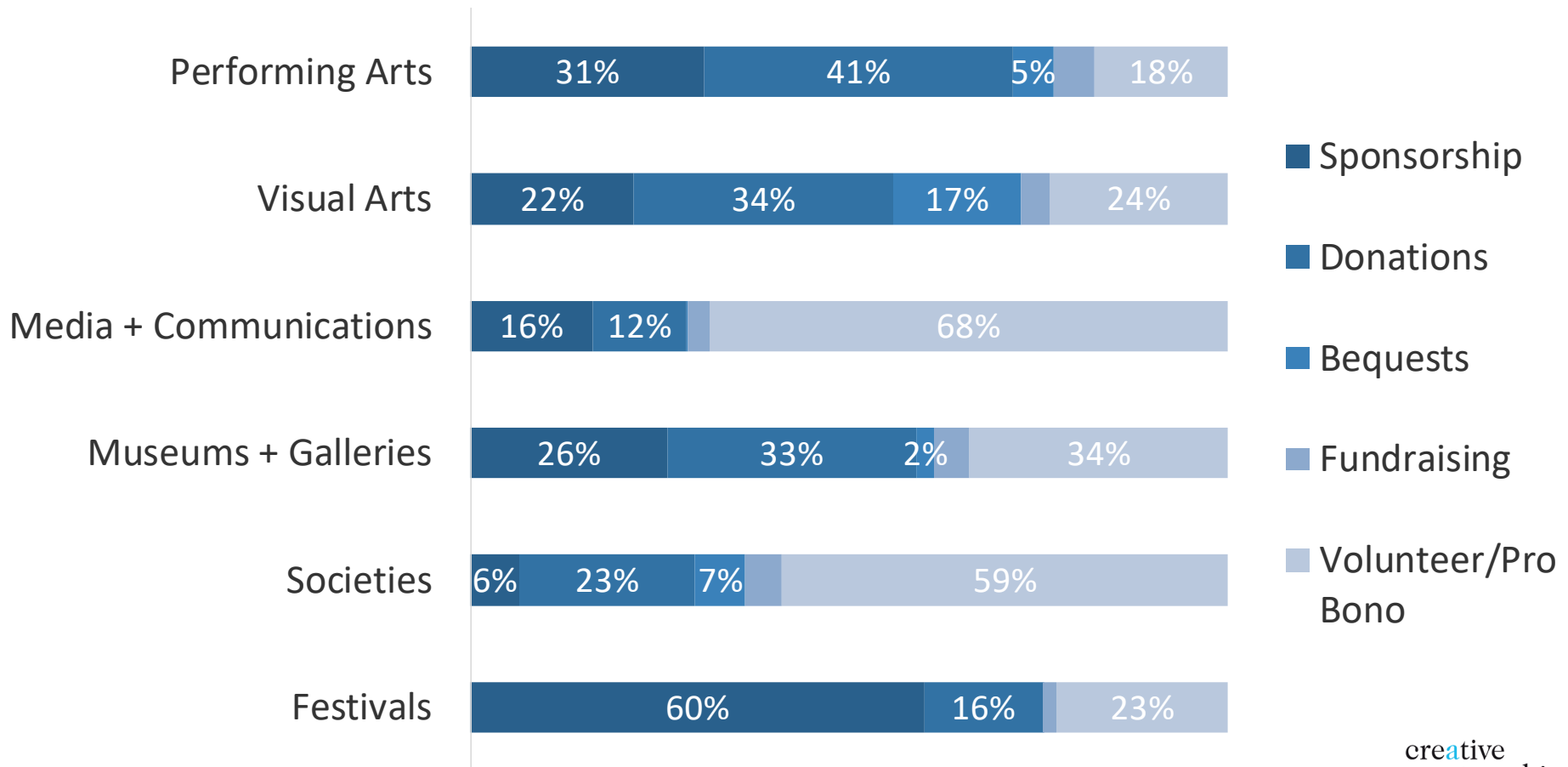
Size matters





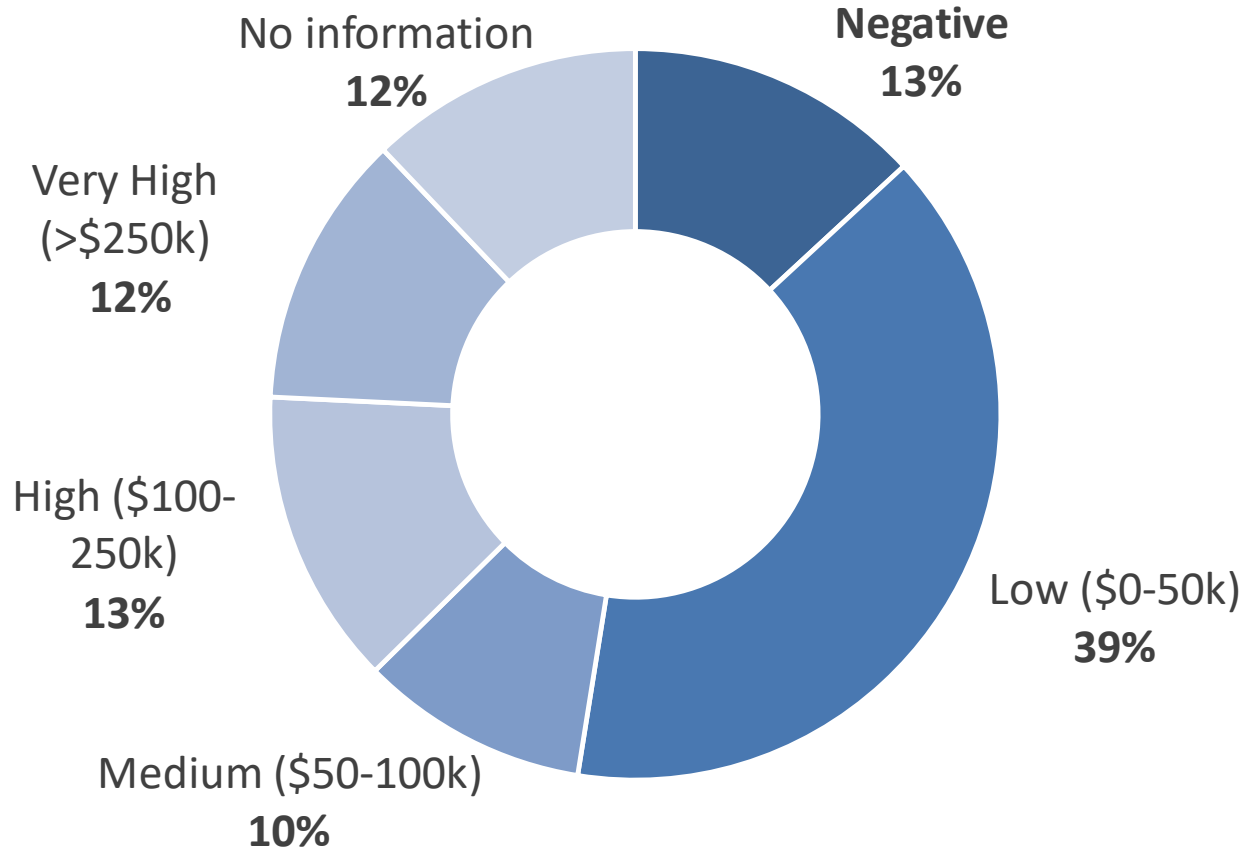
ROI = \$3.50
for every dollar
spent







Net support





The main challenges

Organisations reported the following challenges:

- ▶ lack of fundraising knowledge, skills and staff
- ▶ need for better profile/branding/marketing
- ▶ need for further board engagement
- ▶ not having funds to invest in fundraising
- ▶ reduced opportunities for sponsorship

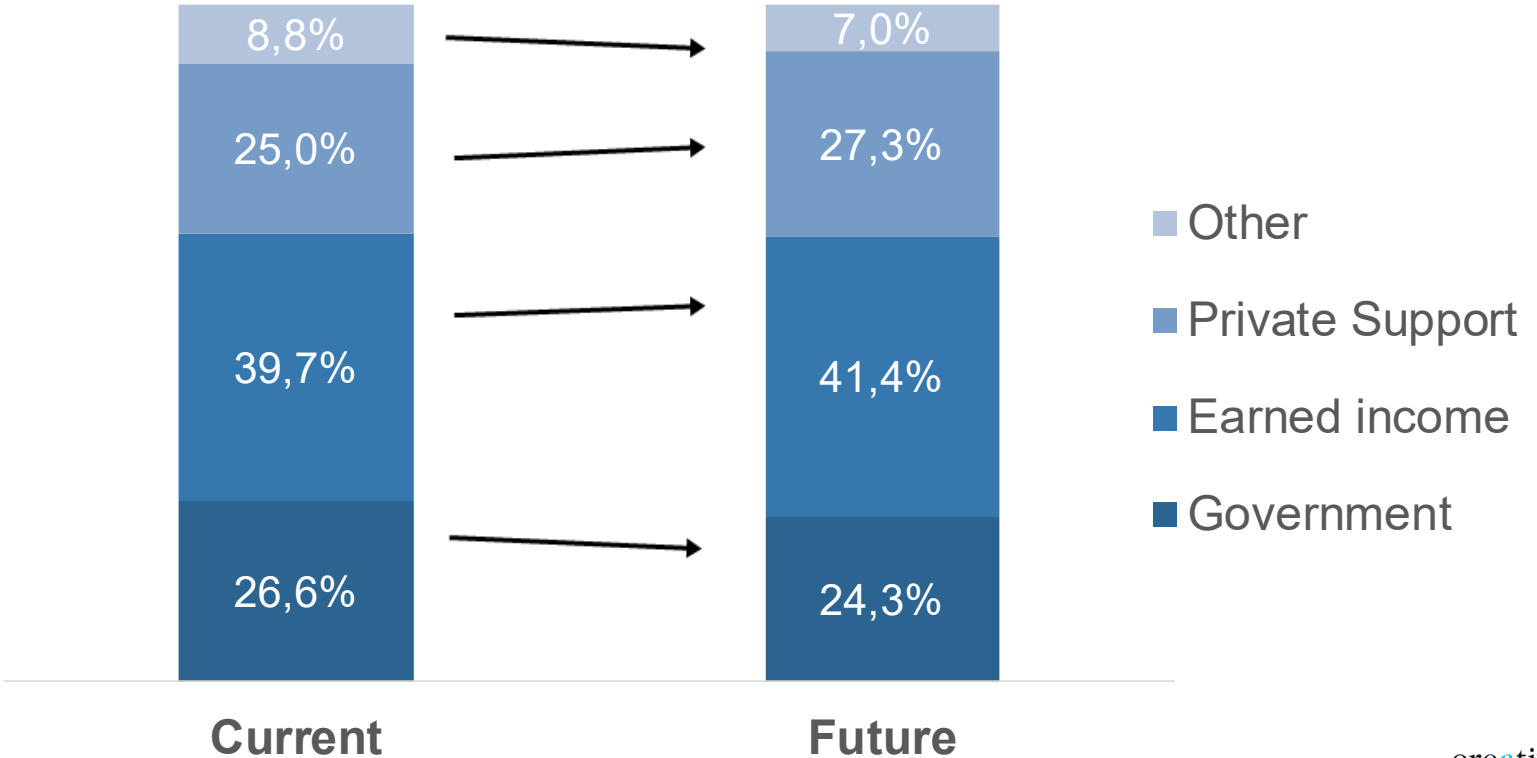


Fundraising success

Our research showed there were 7 main factors linked to success:

- ▶ Build long term relationships with and/or develop a community of donors and sponsors
- ▶ Find staff with the right skills to drive fundraising
- ▶ Have staff and/or volunteers dedicated to fundraising
- ▶ Engage your Board in fundraising
- ▶ Be comfortable asking for support from the private sector
- ▶ Make direct approaches to individuals for donations
- ▶ Make direct approaches to business for sponsorship

The funding outlook





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