

A fresh perspective on arts philanthropy

The Margaret Lawrence Bequest National Lecture
2008

philanthropy
squared.



No culture of giving

- \$6.3 trillion in private sector wealth by 2005
- 1996 – 2006 average household income grew by 34%
- 160,000 High Net Worth Individuals
- 1200 Ultra High Net Worth Individuals

BUT

- Few giving above the average
- 40% not giving at all

• Source - [Good Times and Philanthropy: Giving by Australia's Affluent](#) QUT CPNS, March 2008

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No culture of asking

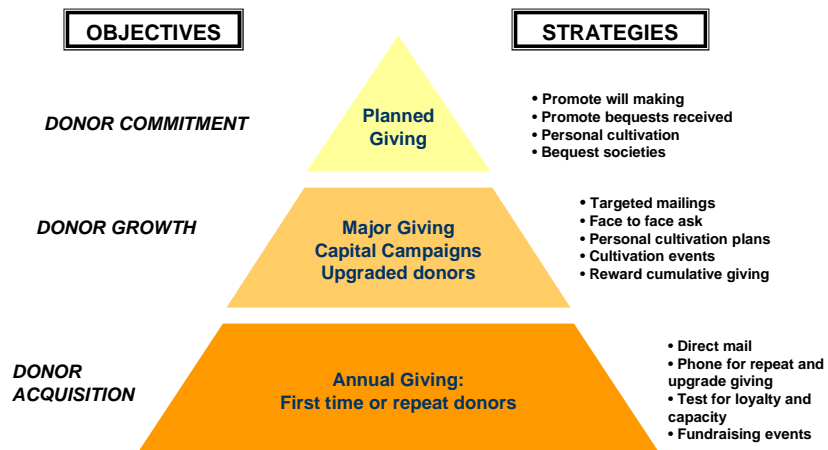
- Donor motivations:
 - Mission/cause
 - Financial stability
 - Peer group example
 - Staff leadership
 - BEING ASKED

Critical Success Factors

- Vision and case for support
- Strong internal leadership
- Committed external leadership
- Prospects and programs - mechanisms to engage and reward
- Professional skills and resources

The CEO, Executives and other organisational leaders should commit the necessary time, energy and resources to create an environment where philanthropy can flourish.

Donor Strategies



“Apart from the ballot box, philanthropy presents the one opportunity the individual has to express [a] meaningful choice over the direction in which our society will progress.”

George Kirstein

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