

COMMUNITY COUNCIL FOR AUSTRALIA

Community Perceptions Survey (Charities)

December 2021



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Background and Purpose

The Community Council for Australia (CCA) is an independent non-political member-based organisation dedicated to building flourishing communities by enhancing the extraordinary work undertaken by the charities and not-for-profit sector in Australia.

CCA seeks to change the way governments, communities and not-for-profits relate to one another. It does so by providing a national voice and facilitation for sector leaders to act on common and shared issues affecting the contribution, performance and viability of charities and volunteer organisations across Australia.

In 2021, CCA engaged Piazza Research, an independent professional research firm, to conduct a survey of 20 of Australia's key marginal electorates. Electors within the marginal electorates were asked about their views and awareness of charities and how their local member of parliament's (MP) activities toward charities is likely to affect their vote.

This report outlines the findings of this study.

Methodology

Survey design and data collection

The CCA Community Perceptions Survey was developed by Piazza Research in conjunction with CCA. The survey was distributed via email to electors within 20 target marginal electoral areas. Respondents completed the survey online on a secure survey platform..

Sample design and sample confidence

An industry online panel supplier certified to ISO 20252:2019 Market, Opinion and Social Research quality standard was used when collecting data to maximise the quality and representativeness of the returned survey sample. In total 3,400 responses were collected across the 20 marginal electorates. The sample returned for each electorate was sufficient to provide a good level of confidence. For the 95% confidence interval, results for each of the electorates are estimated to be accurate to within a margin of error of between +/- 7% to +/-10%. The electorate of Area 11 - Hasluck WA returned insufficient responses to be considered reliable and this electorate's results have not been reported in this report.

Data processing and analysis

The returned survey data was analysed using Q Statistics software and MS excel. Descriptive statistics have been provided in graphical format and included in this report.

Key Findings

The community is engaged with Australian charities and volunteer organisations

The majority of electors are moderately to very aware of most categories of charity and volunteer organisations. Eighty per cent (80%) of all electors give to charities and 40% have volunteered with a charity.

Fence building for farmers after fires (46%), local theatre, music and arts group (31%), caring for children in fire evacuation centres (30%) and university and non-government hospitals, schools and ambulance services (25%) had higher levels of unawareness compared with other charity and volunteer types.

Charities are seen as important to the community

Over half (59%) of electors consider charities to be very important to their communities and their futures, and 76% of electors see charities as somewhat or very important to themselves.

A strong desire to see MPs make greater efforts to support charities:

Improved fundraising rules - Across all surveyed electorates, high proportions (74% to 92%) of electors wanted to see their local MP make greater efforts to get the Australian Government to improve fundraising rules to make it easier for charities to raise money.

High support for MPs achieving key charity goals – 71% to 81% of electors strongly or moderately supported their MPS achieving:

- Establishing a Federal Minister for Charities
- Develop an industry plan for better services in the future
- Allow donations to registered charities to be tax deductible
- Provide more government support to help drive major reforms
- Include charities in the government's planning and policy priorities.

A desire for closer working relationships between the Australian Government and Charities

Sixty six per cent (66%) to 85% of voters within the surveyed electorates indicate it is important for their local member of parliament to foster a closer working relationship between the Australian government and charities to better help the Australian community. Electors (72% to 91%) wanted their local MP to meet with charity industry representatives to improve Government policy for charities in Australia.

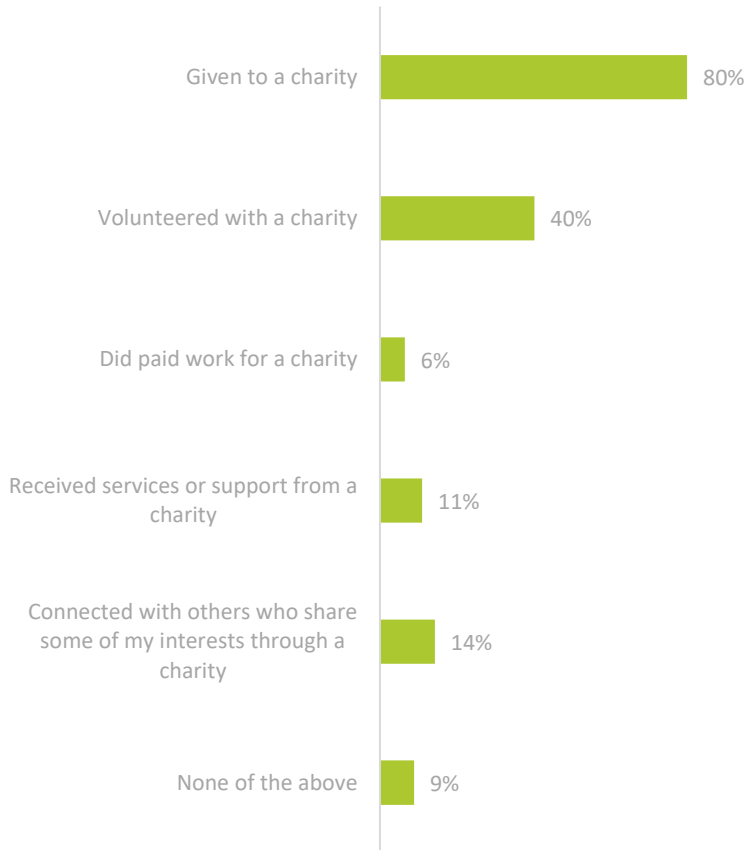
Voting intentions affected by MP charity performance

Electors are more likely to vote for local election candidates who can help improve government policy for charities – The majority all electors (54% to 71%), from all but one of the surveyed electorates, are more likely to vote for an election candidate who can improve government policy for charities.

Crucially for these marginal electorates, 57% of currently undecided voters are more likely to vote for an election candidate who can help improve government policy to help charities.

Detailed Findings

Respondent charity involvement



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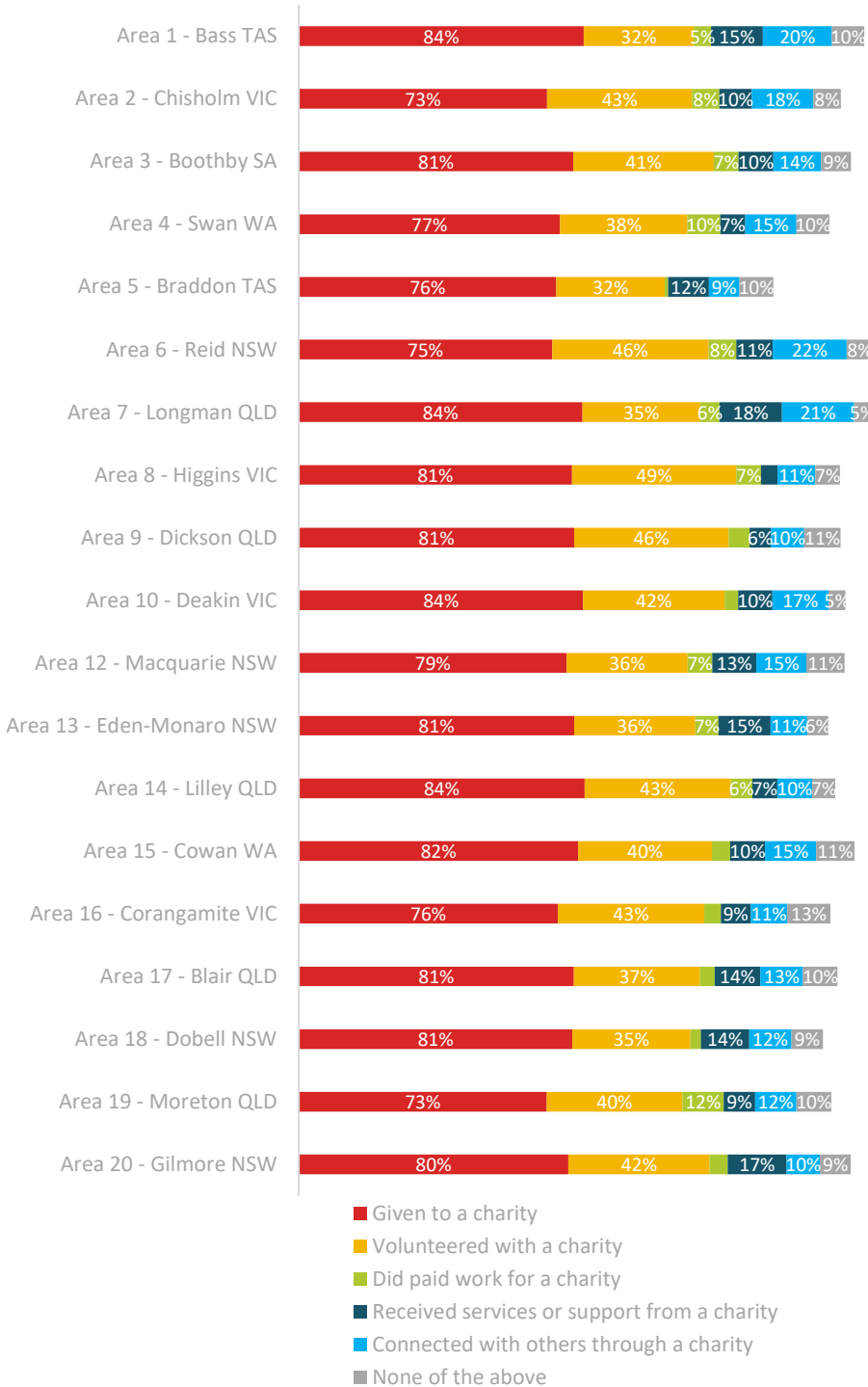
Note: Percentages in this graph add to more than 100% as electors could choose more than one answer.

Eighty per cent (80%) of electors have given to a charity and a substantial proportion (40%) have volunteered with a charity. Only nine per cent of electors indicated they had no charity involvement.

Just over a tenth of people within these electorates have received services or support from a charity (11% of electors).

Community Perceptions Survey (Charities)

Elector charity involvement by electorate



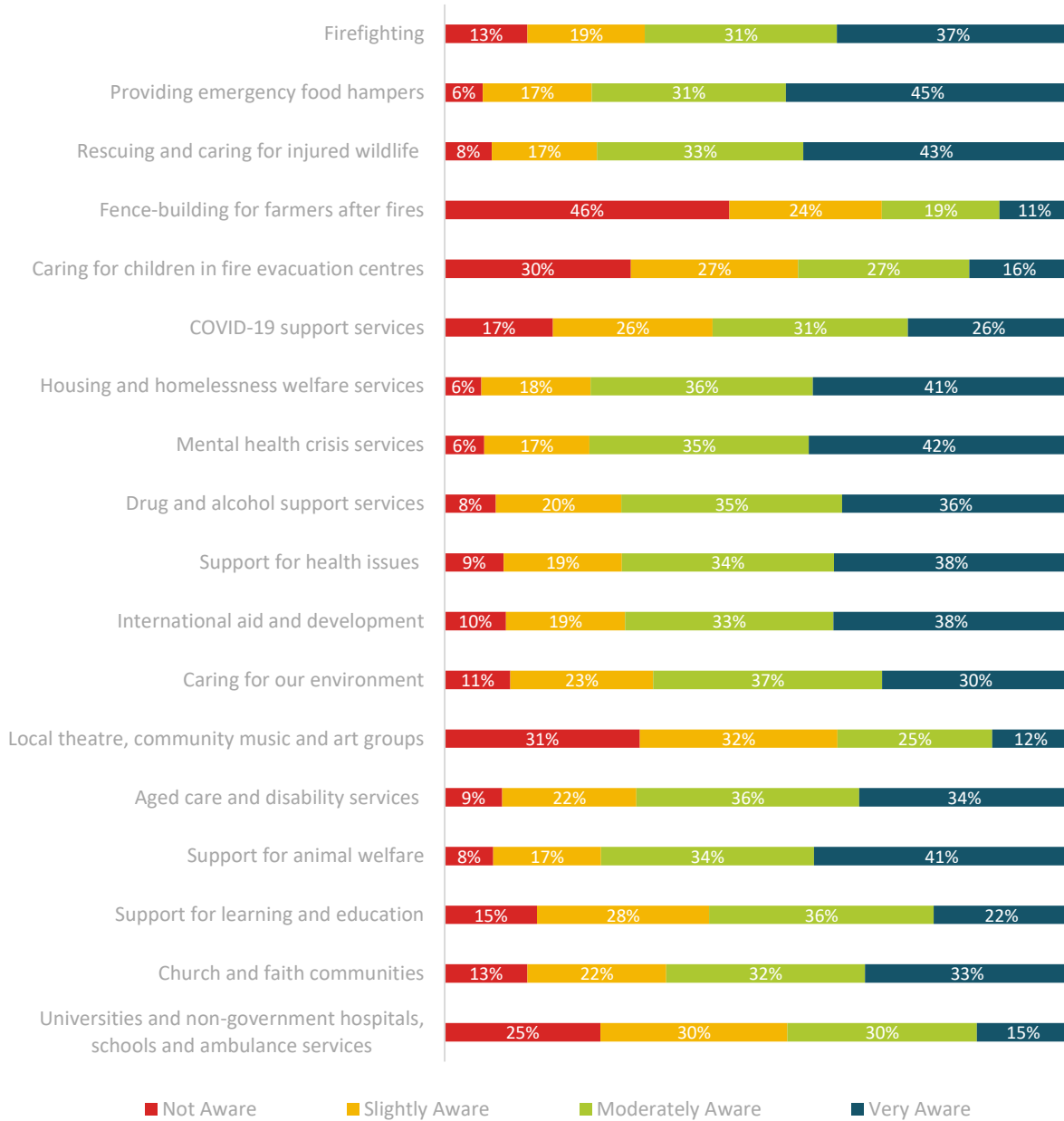
Note: Percentages in this graph add to more than 100% as electors could choose more than one answer.

Giving to a charity and volunteering with a charity were the main methods of involvement in charities across all electorates.

Base = 100 to 207

Community Perceptions Survey (Charities)

Awareness of Australian charities and volunteer organisations

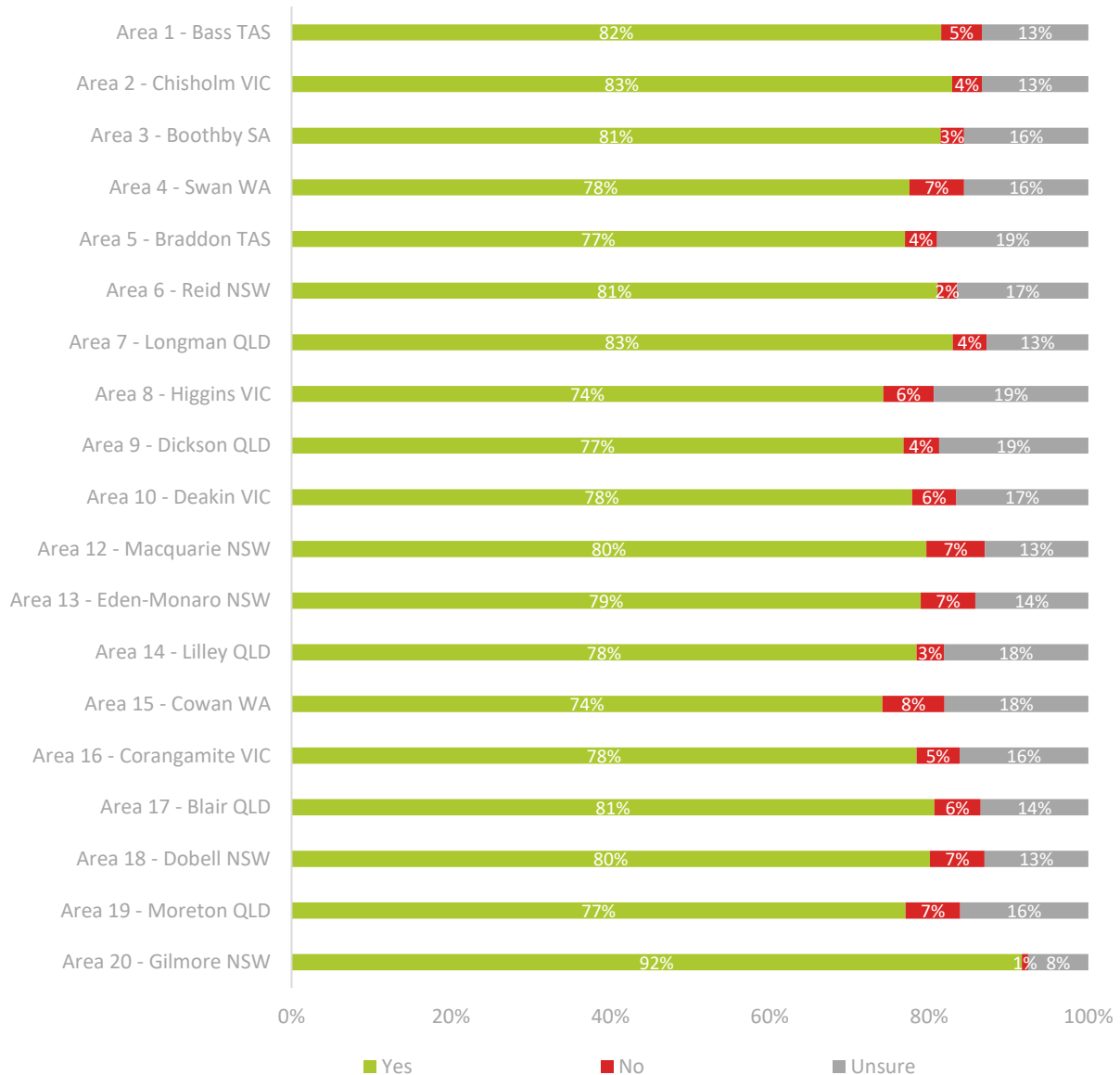


Base = 3400

High proportions of electors (70% to 94%) were aware of charities and volunteer organisations (slightly to very aware) across almost all charity types. Electors were less aware of fence-building for farmers after fires (46% unaware), caring for children in fire evacuation centres (30% unaware) and local theatre, community music and art groups services (31%).

Community Perceptions Survey (Charities)

Would you like to see your local MP make greater efforts to get the Australian Government to improve fundraising rules to make it easier for charities to raise money?



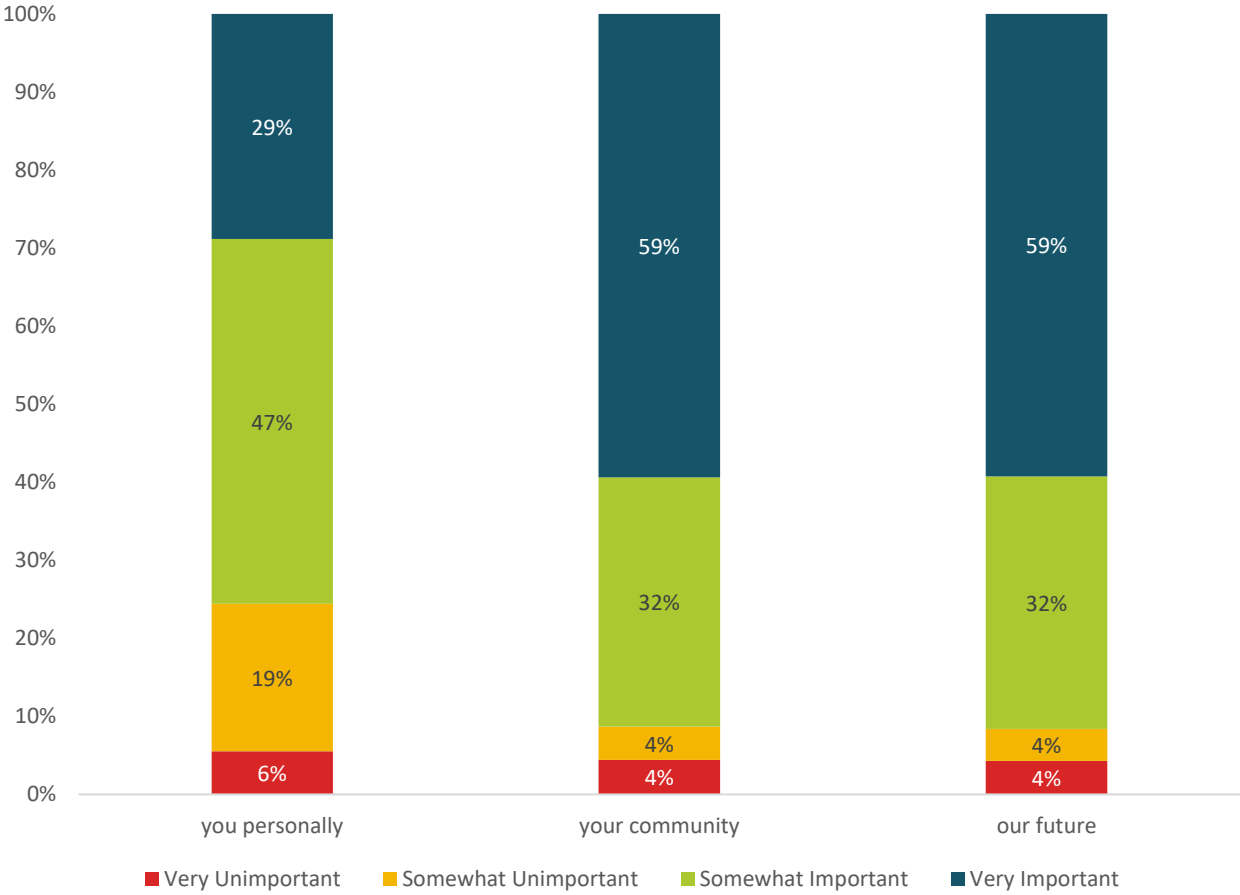
Base = 100 to 207

(Research in May 2021 by Piazza Research showed that current fundraising rules and regulations are making it too difficult for charities to raise money to help the community or even to put a 'donate here' button on their website).

High percentages of electors across all surveyed electorates (74% to 92%) wanted their local MP to make greater efforts to get the Australian Government to improve fundraising rules for charities.

Community Perceptions Survey (Charities)

Importance of charities

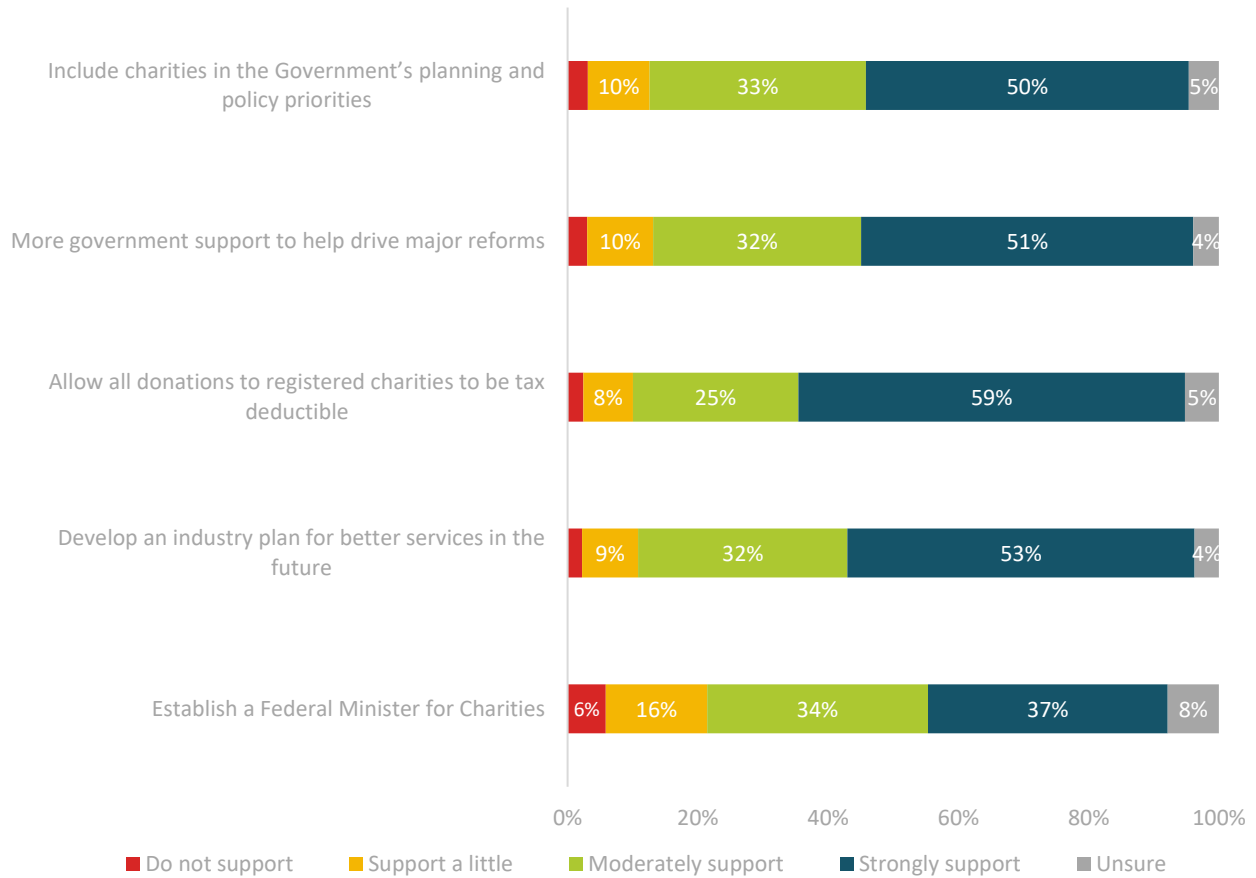


Base = 3400

The majority of electors (76% to 91%) consider charities somewhat or very important to themselves, to their community and to our future.

Community Perceptions Survey (Charities)

How strongly would you support your local member of parliament achieving the following goals for Australian Charities?



Base = 3400

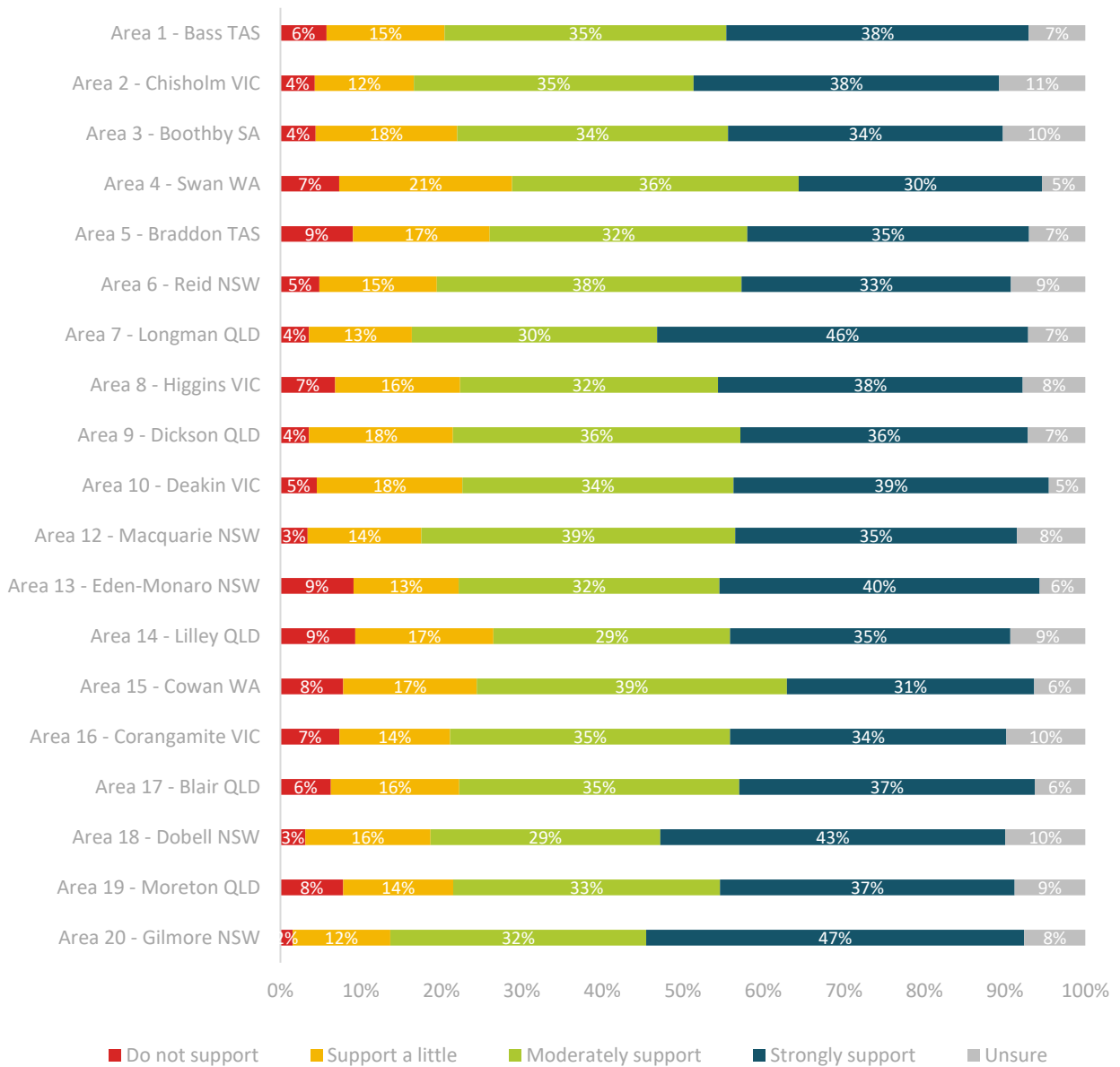
Seventy one per cent (71%) to 85% of electors moderately or strongly supported their local MP achieving all goals in this question including; charities in government planning, more government support for major reforms, tax deductible donations, development of an industry plan and a federal minister for charities.

Community Perceptions Survey (Charities)

How strongly would you support your local member of parliament achieving the following goals for Australian Charities?

Results regarding support for local MPs achieving key goals were consistent across electorates with the majority of electors supporting more action across all key goals.

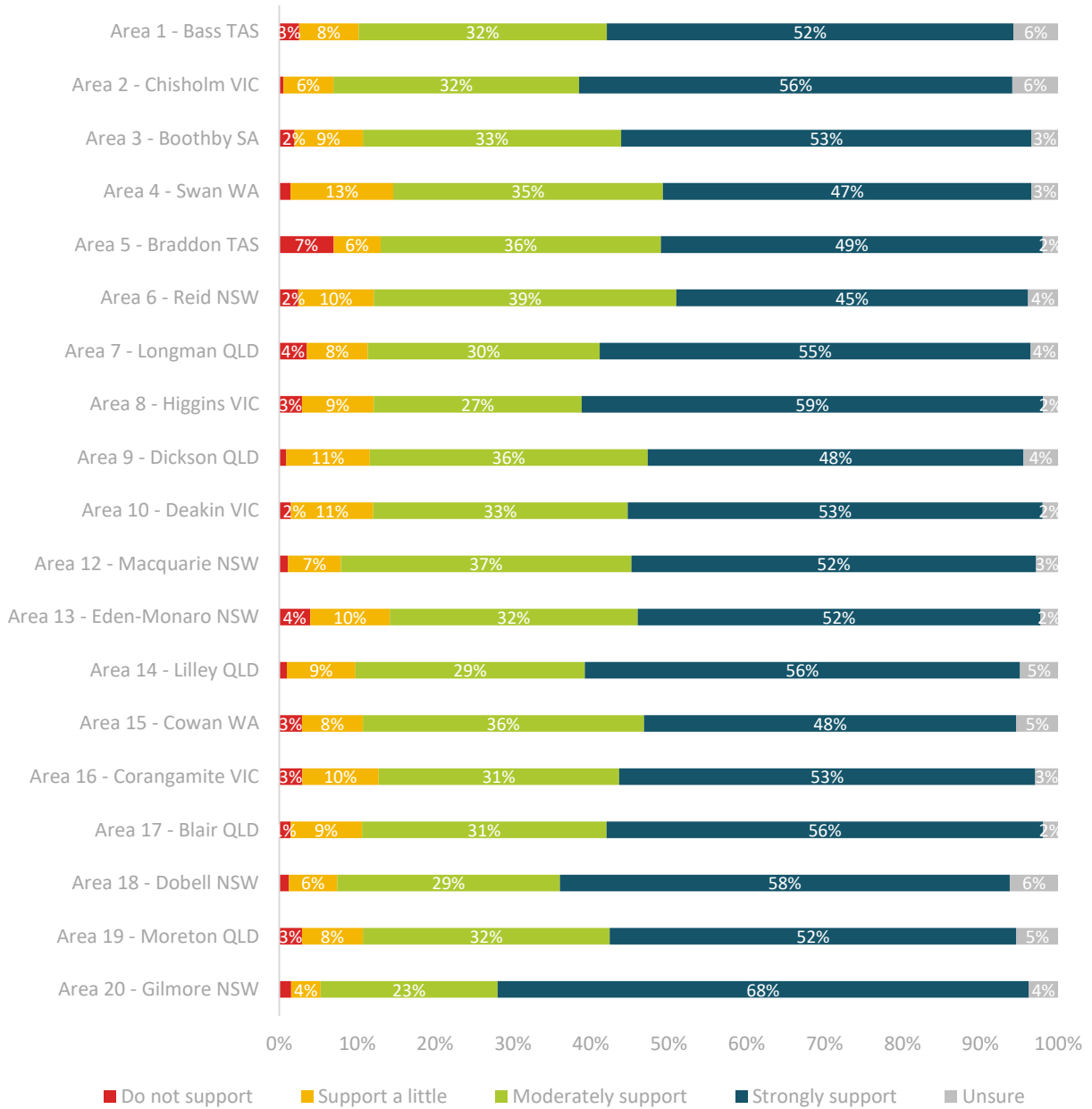
Establish a Federal Minister for Charities



Base = 100 to 207

Community Perceptions Survey (Charities)

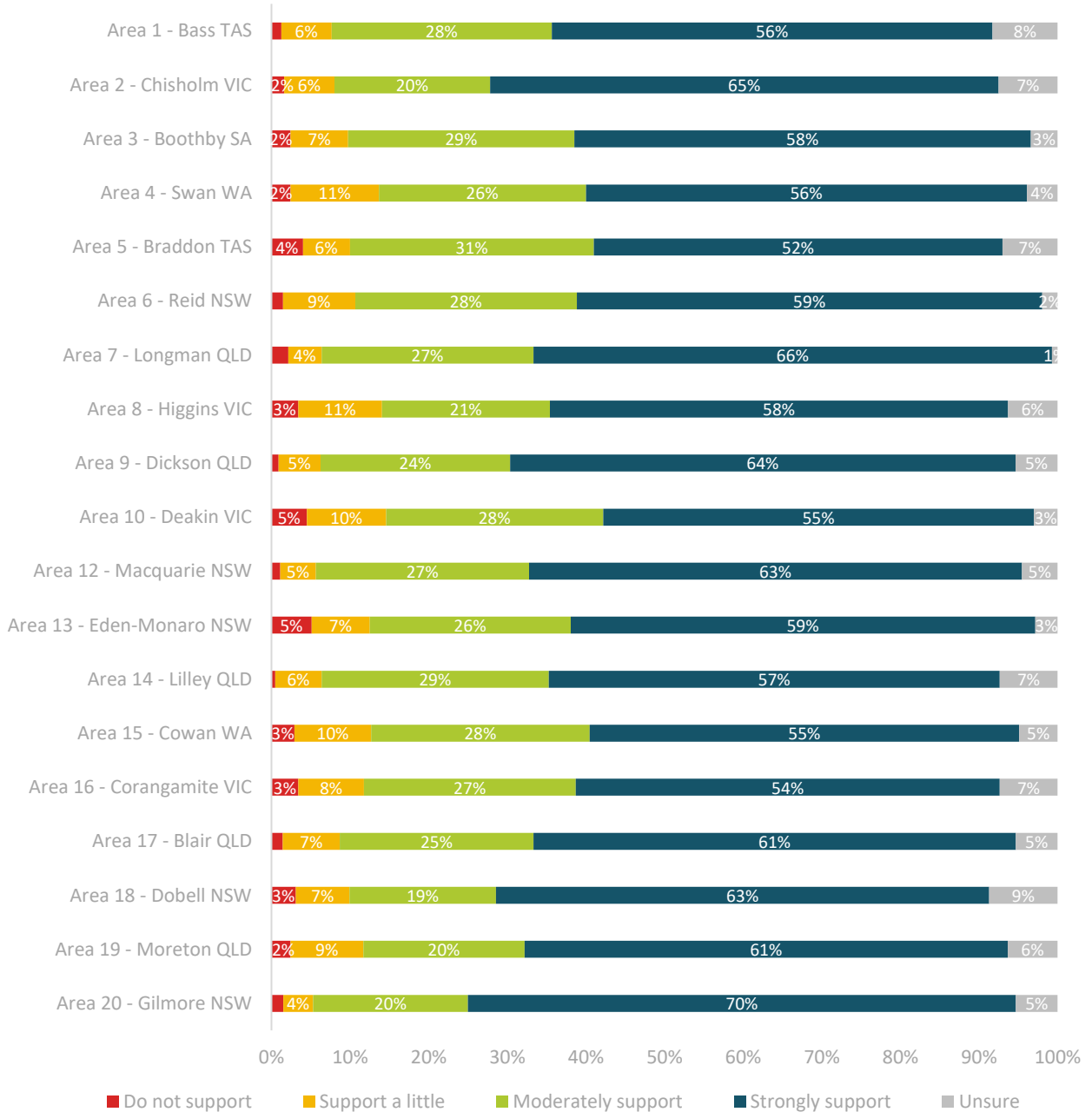
Develop an industry plan for better services into the future



Base = 3400

Community Perceptions Survey (Charities)

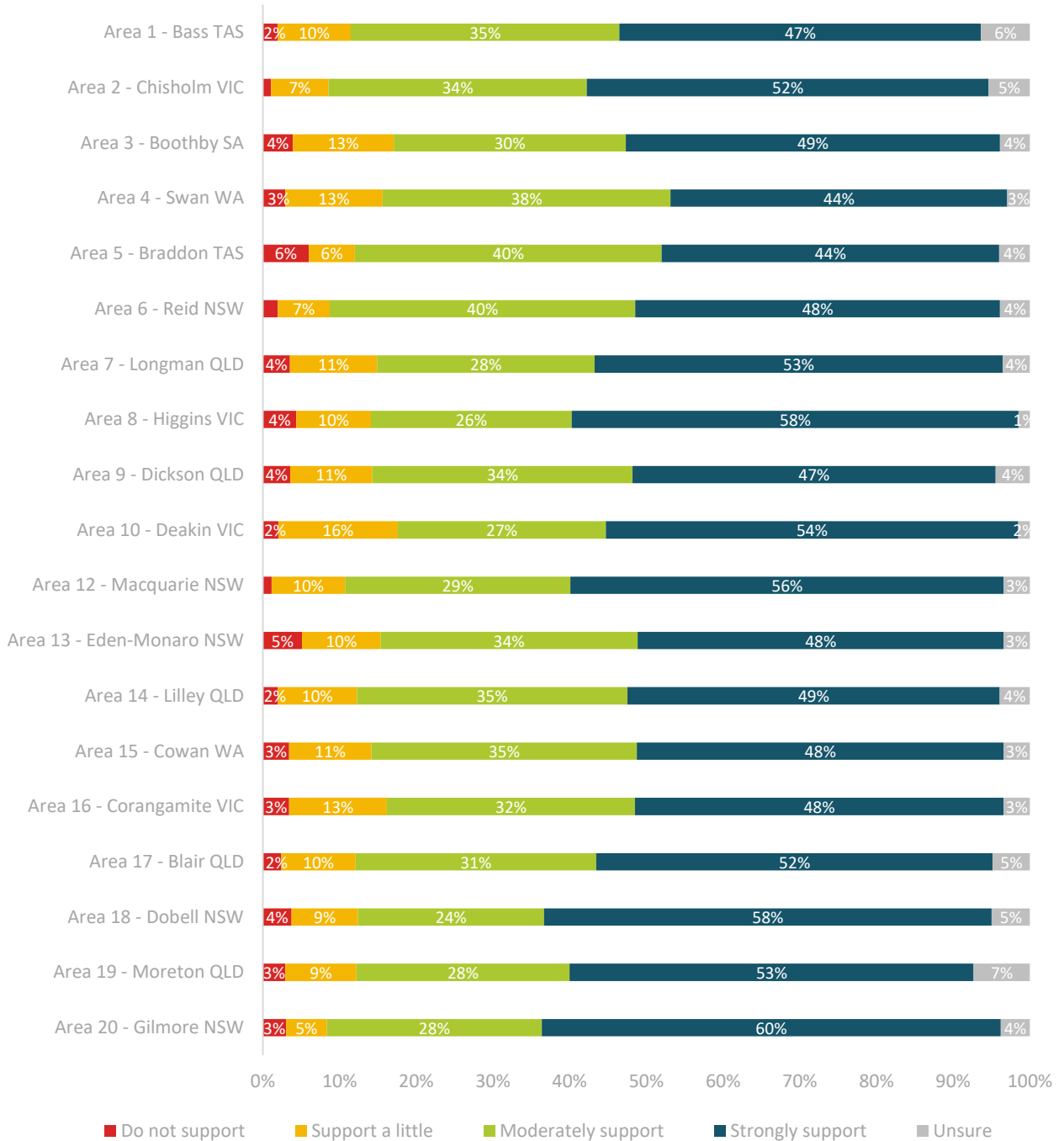
Make it easier for people to give to charities by allowing all donations to registered charities to be tax deductible



Base = 3400

Community Perceptions Survey (Charities)

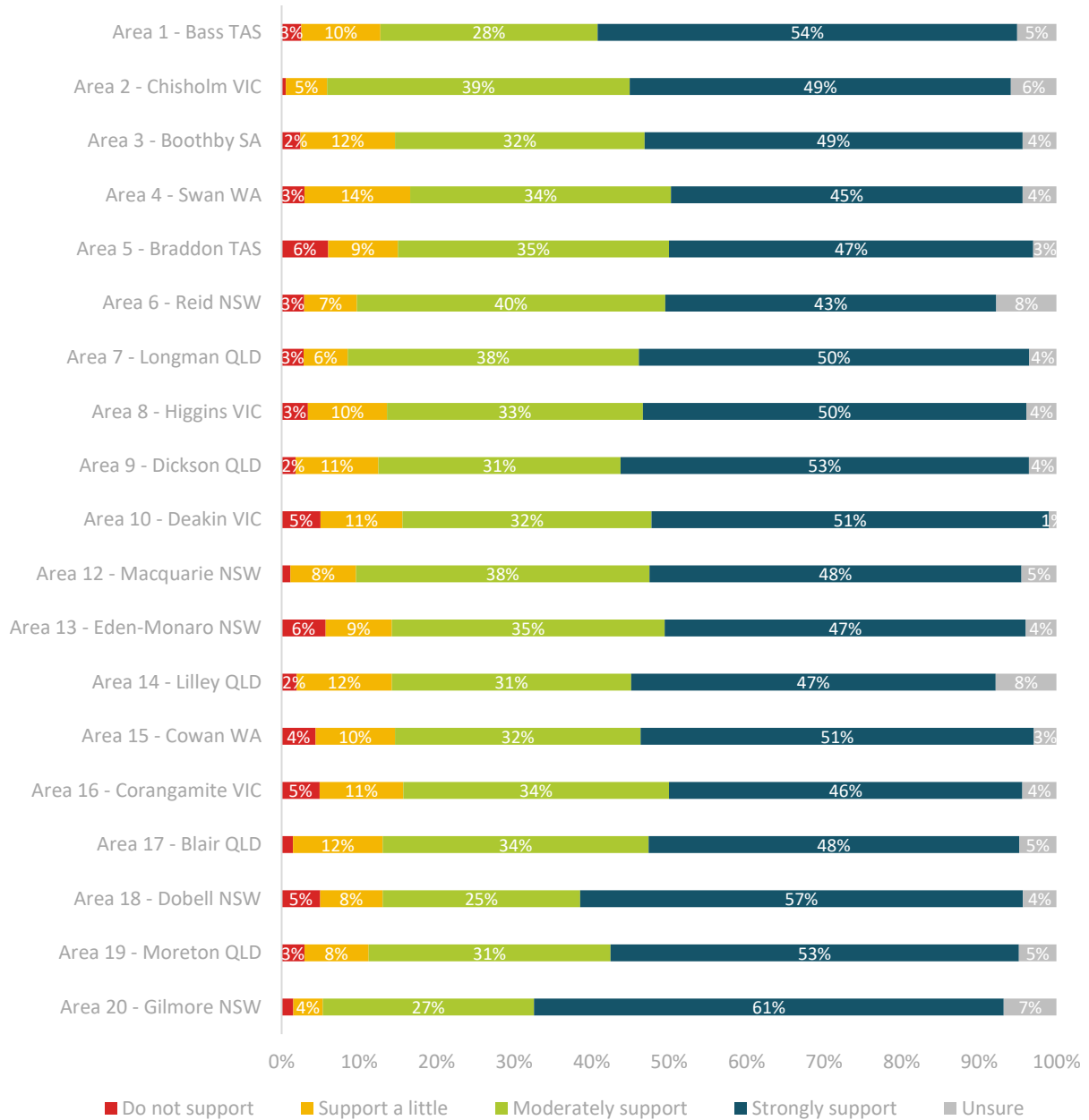
Offer more government support to charities to help drive major reforms



Base = 3400

Community Perceptions Survey (Charities)

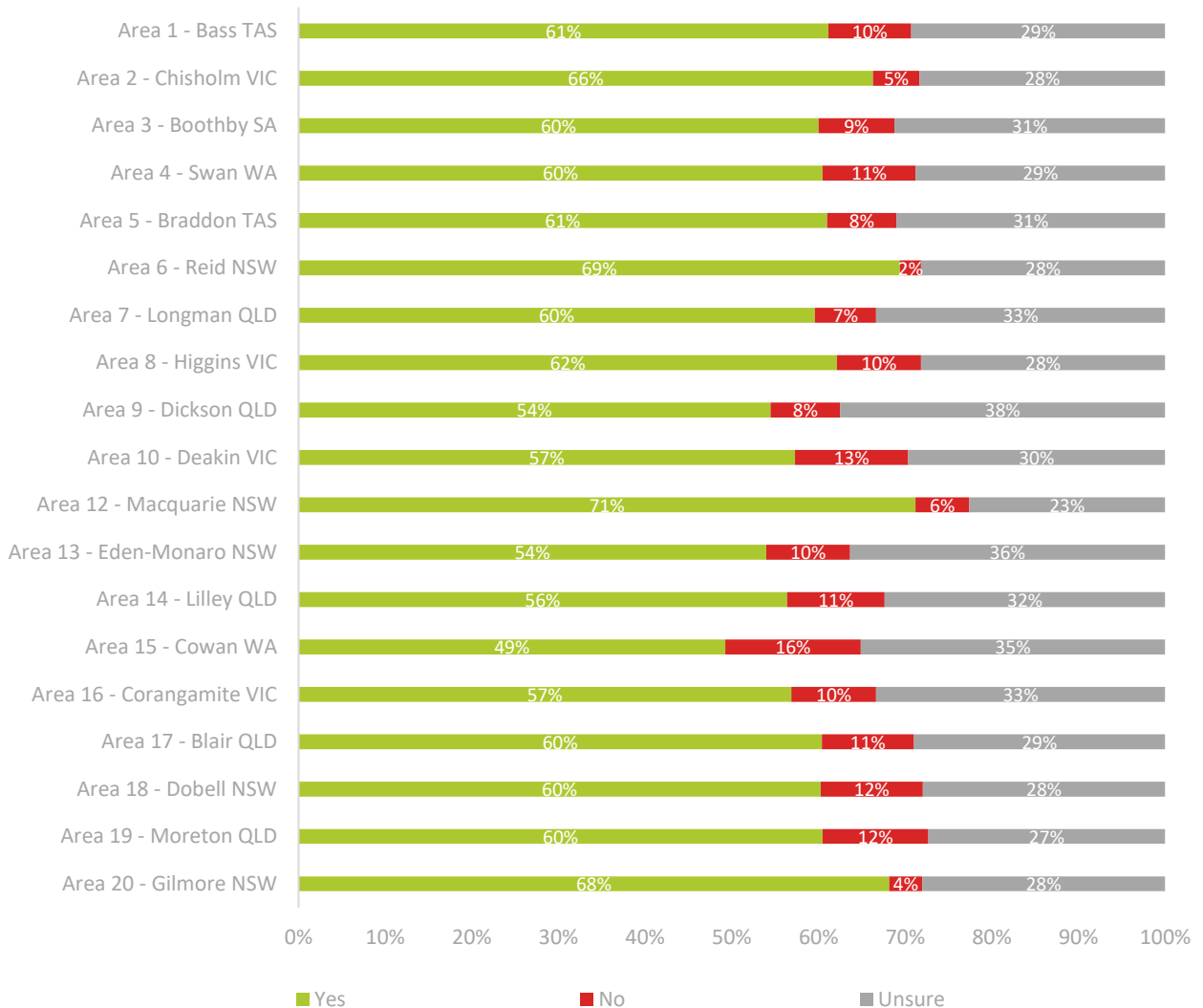
Include charities in the Government's planning and policy priorities and work with them to help build a stronger and more prosperous Australia



Base = 3400

Community Perceptions Survey (Charities)

Are you more likely to vote for an election candidate who can help improve government policy in a way that helps charities?



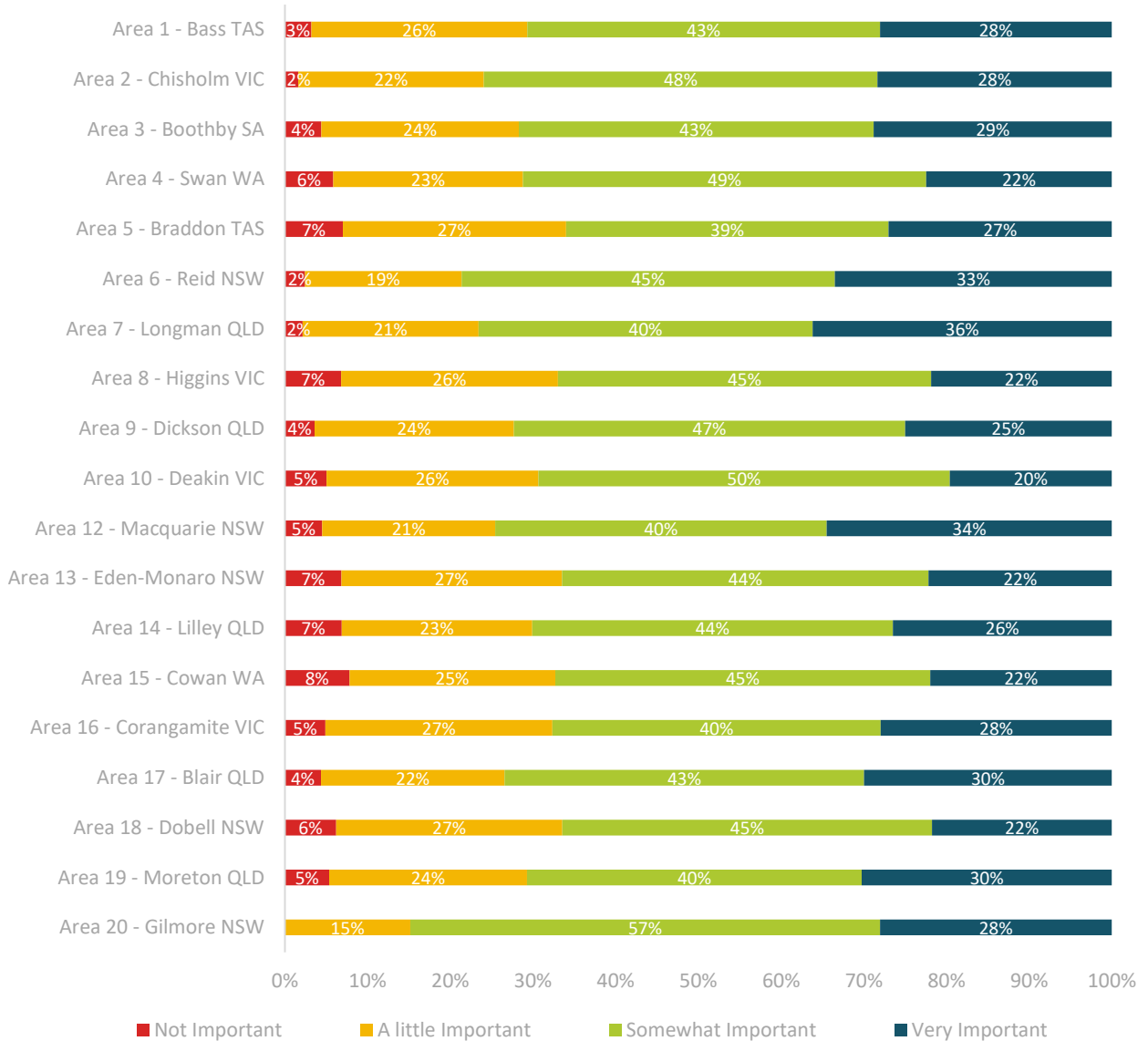
Base = 100 to 207

For all but one electorate, between 54% and 71% of electors are more likely to vote for an election candidate who can help improve government policy in a way that helps charities.

Cowan WA was the only electorate in the study having slightly less than a majority (49%) of electors agreeing they would vote for a candidate on the basis of their commitment to improving government charity policy as 35% of these electors were 'unsure' and 16% would not be more likely to vote for a MP based on their charity support. Even so, for this electorate those who would be more likely to support a charity-friendly MP are a larger group than those who would not or those who are unsure.

Community Perceptions Survey (Charities)

How important is it that your local member of parliament takes more action to get the Australian Government to work closer with charities to help the Australian Community?

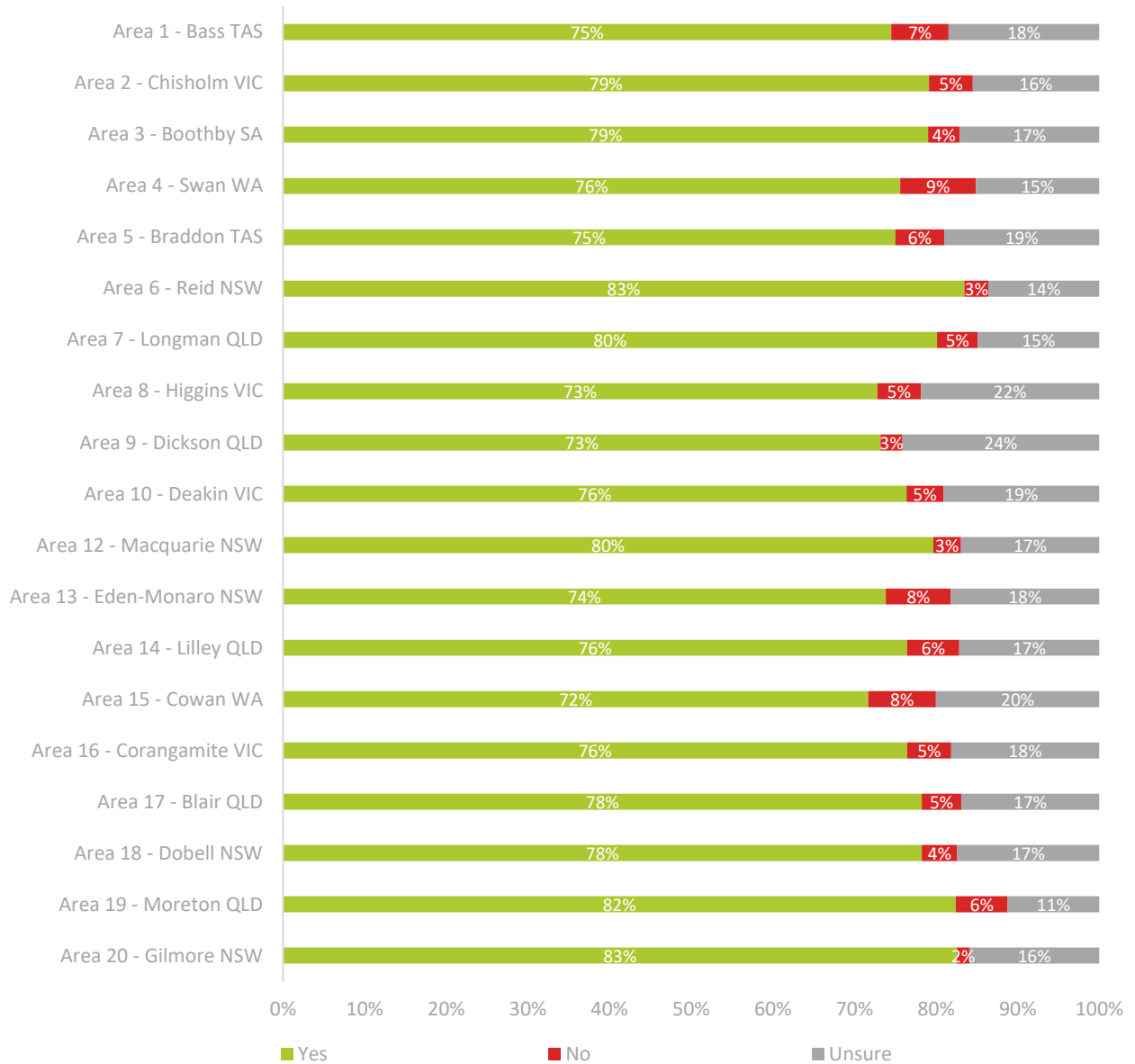


Base = 100 to 207

Without exception, the majority of electors across electorates within the study (66% to 85%) considered it somewhat or very important that their local member of parliament takes more action to get the Australian Government to work closer with charities. Electors responded that this was very important in similar rates across all electorates (range of twenty-two per cent to thirty-six per cent)

Community Perceptions Survey (Charities)

Would you like to see your local member of parliament meet with charity industry representatives to improve Government policy for charities in Australia?

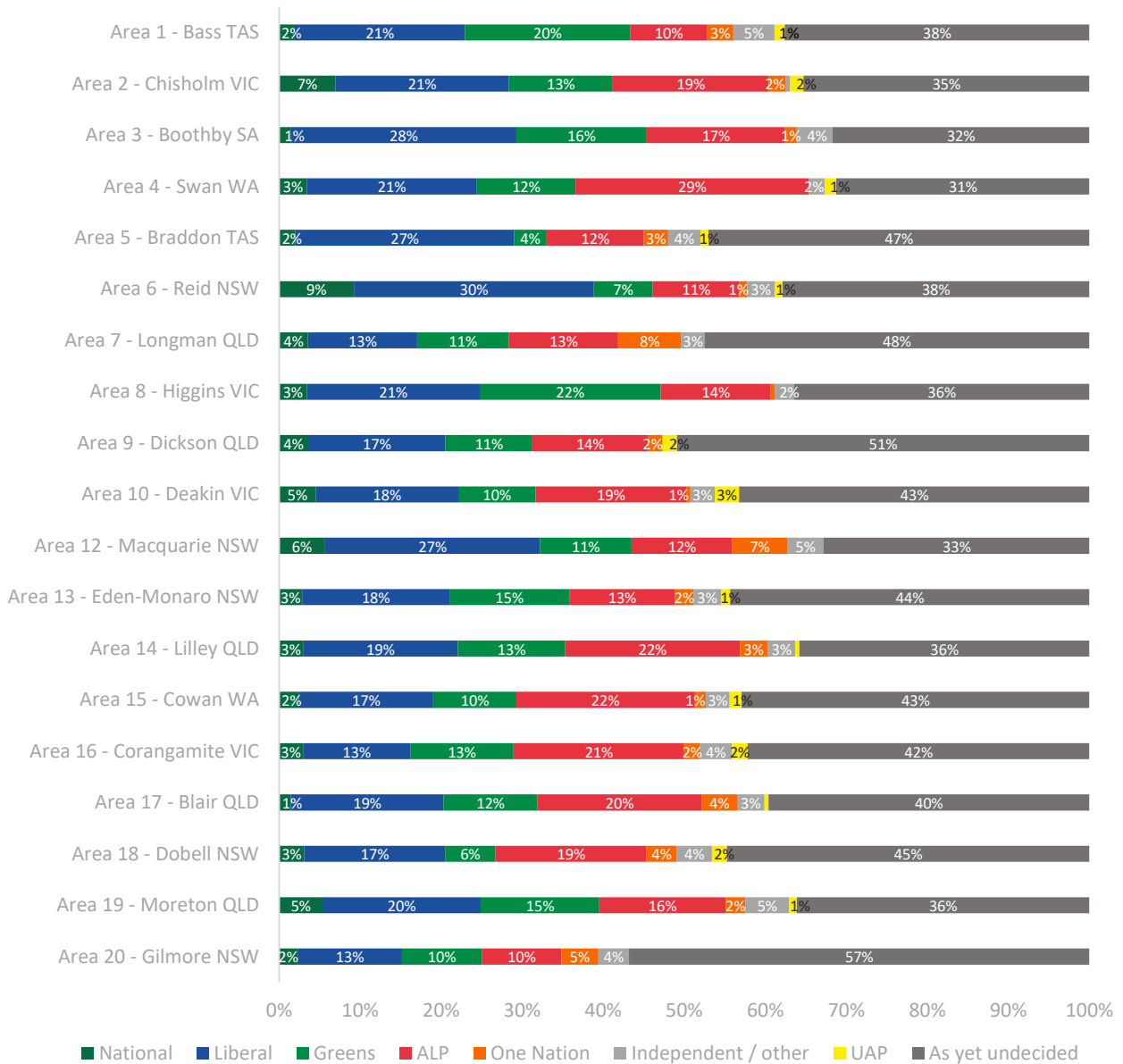


Base = 100 to 207

Between 72% and 91% of electors across all electorates surveyed wanted to see their local MP meet with charity industry representatives to improve government policy for charities in Australia.

Community Perceptions Survey (Charities)

Who are you most likely to vote for in the upcoming federal election?

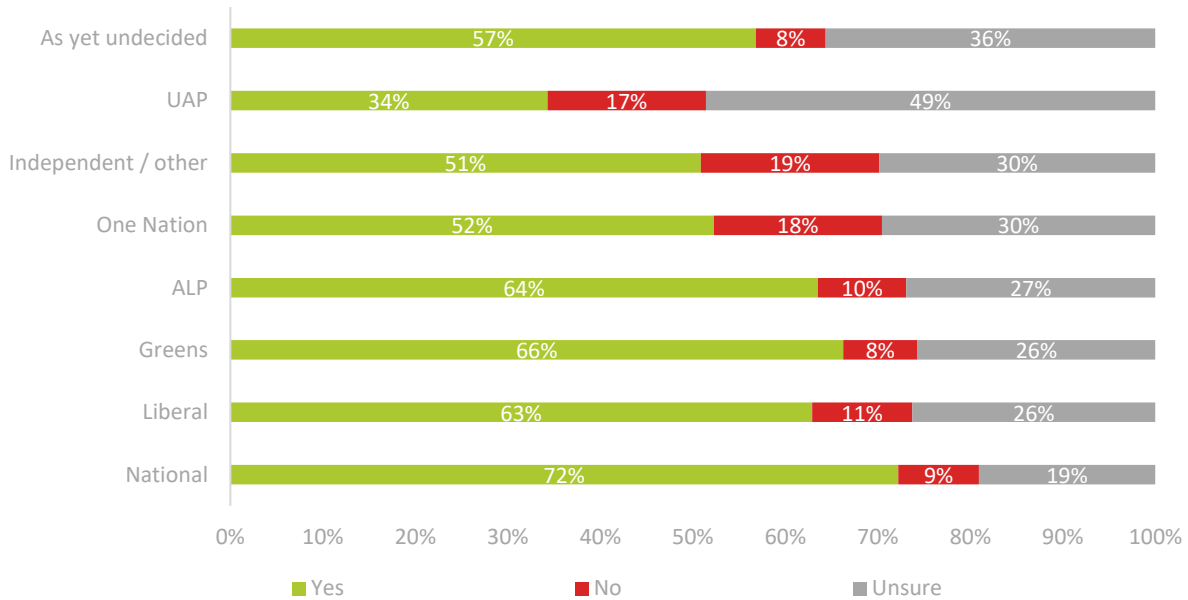


Base = 100 to 207

'Undecided' electors form the largest single group for each of the electorates surveyed representing between 31% and 57% of each electorate. Just over half of the electorates (11) show a five per cent or smaller difference in support between the Liberal Party of Australia and the Australian Labor Party.

Community Perceptions Survey (Charities)

Breakdown of voter types by likelihood of voting for an election candidate who can help improve government policy in a way that helps charities.



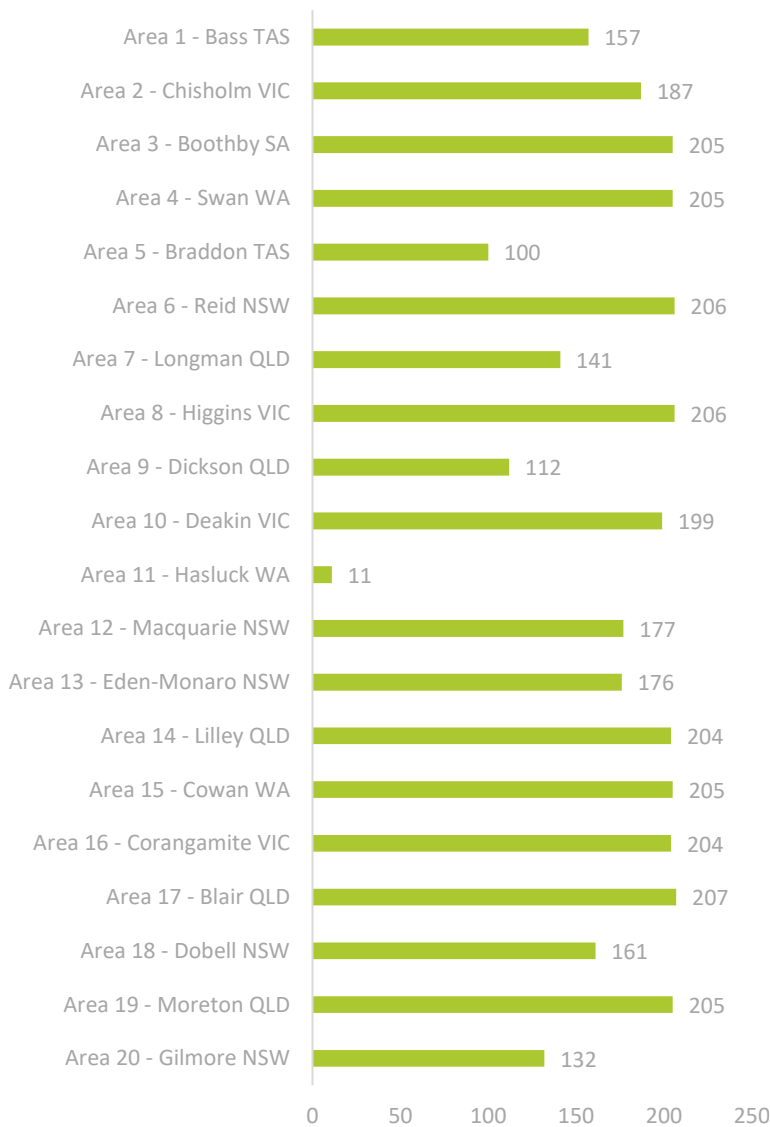
Base = 3400

When examined by most likely voting intentions at the next election, the majority of supporters of almost all parties (except for the United Australia Party) report they are more likely to vote for an election candidate who can help improve government policy in a way that helps charities.

Crucially for these electorates, the majority of undecided voters (57%) are likely to vote for candidates based on the candidate's ability to improve government policy for charities.

Demographics

Respondent electorate

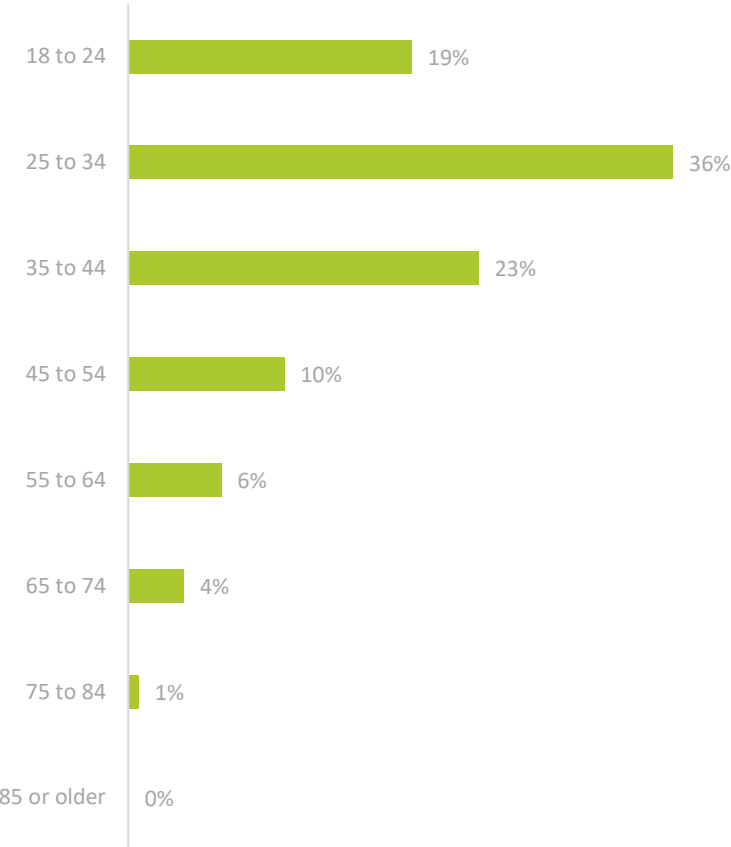


For the 95% confidence interval, responses across electorates provided results accurate to within a +/- 7% to 10% margin of error.

Note: Responses for Area 11 -Hasluck WA were insufficient to provide a reliable result and have been excluded from analysis.

Base = 100 to 207

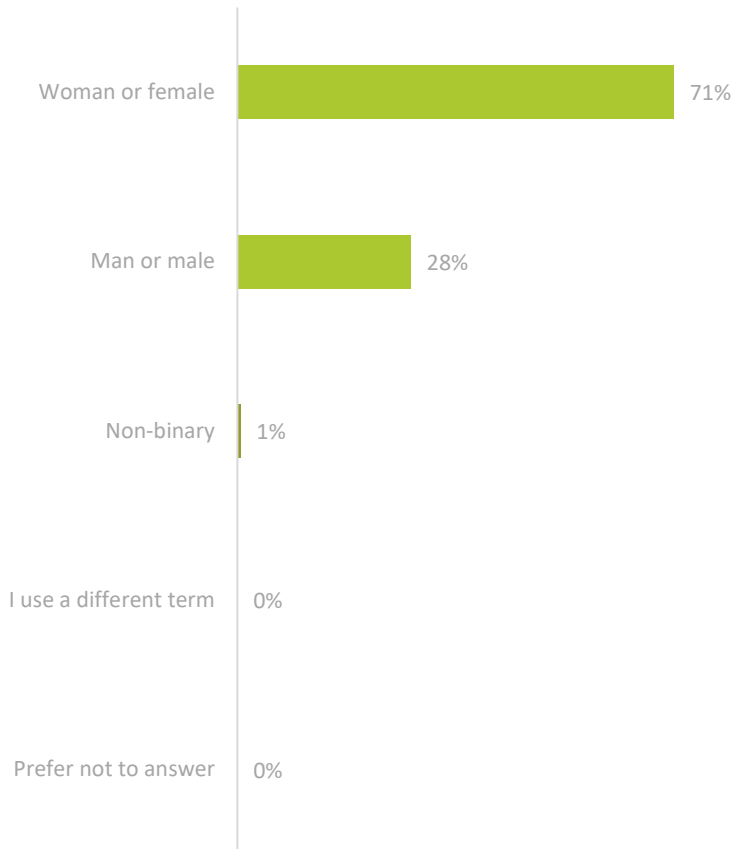
Respondent age



The majority of electors surveyed were between 18 – 44 (78%) and within that range thirty-six per cent are aged 25 – 34.

Base = 3400

Respondent gender



Base = 3400

Electors identifying as women or female (71%) returned the majority of responses, double of that of men or males (28%). This gender skew is typical of many voluntary community surveys.

To test whether this gender skew affected overall attitudinal results, a statistical weighting procedure was conducted. Results were rebalanced based on Australian Bureau of Statistics population [figures](#). Weighted and unweighted results were compared and it was determined that the gender imbalance did not materially affect results with the average difference between weighted and unweighted results being 0.3% and maximum difference being 2%.