



Australian Government

**Department of Communications,
Information Technology and the Arts**

Giving by individual Australians to arts and sport

A report for the Department of Communications,
Information Technology and the Arts

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This report was prepared for the Department of Communications, Information Technology and the Arts by the University of Technology, Sydney.

This report does not necessarily reflect the view of the Australian Government or indicate its commitment to a particular course of action.

Preamble

This report on giving to the arts and sport has been commissioned by the Department of Communications, Information Technology and the Arts, and has been compiled by the Centre for Australian Community Organisations and Management (CACOM), University of Technology, Sydney.

The report is based on an analysis of data collected by the Population Survey Monitor Group of the Australian Bureau of Statistics (ABS) during 1997.

It is anticipated that this report will assist managers of arts and sport organisations to better understand the characteristics of giving to their fields of activity and better target their fundraising campaigns. It will also provide a baseline of data that will make it possible to test the effectiveness of subsequent campaigns undertaken collectively by organisations in these fields and/or by governments.

The researchers

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He has explored the relationship between nonprofits and both government and business, and has been a member of the Prime Minister's Round Table on Business/Community Partnerships and a member of the Australian Government's Reference Group on Welfare Reform. He is Director of the Asia Pacific Philanthropy Information Network. His book *Third Sector: The Contribution of Nonprofit and Cooperative Enterprises in Australia*, the first comprehensive study of Australia's third sector, was published by Allen & Unwin early in 2001.

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Table of Contents

EXECUTIVE SUMMARY	1
INTRODUCTION	3
OVERVIEW	5
Giving to the arts.....	5
Giving to sport	5
WHAT SORTS OF PEOPLE GIVE TO ARTS AND TO SPORT?	6
Arts	6
Sport	11
WHAT ARE THE CHARACTERISTICS OF LARGE GIVERS?	15
GEOGRAPHIC DISTRIBUTION OF GIVING	16
Sport	16
HOW BIG ARE DONATIONS TO THE ARTS AND TO SPORT?	18
HOW DOES GIVING TO ARTS AND SPORT COMPARE WITH GIVING TO OTHER FIELDS?	20
ARE GIVERS TO THE ARTS OR TO SPORT DIFFERENT TO OTHER GIVERS?	21
WHAT OTHER FIELDS DO PEOPLE WHO GIVE TO ARTS AND SPORT GIVE TO?	22
CONCLUSIONS FOR ARTS	24
CONCLUSIONS FOR SPORT	25
FURTHER RESEARCH	26

EXECUTIVE SUMMARY

This report describes the characteristics of donors to arts and sports organisations in 1997. It draws on a survey of over 12 000 Australians conducted during 1997 by the Population Survey Monitor Group within the ABS. The survey collected data on their giving to nonprofit and government organisations and their membership of nonprofit organisations.

In each household the individual interviewed was randomly selected rather than the household head being interviewed.

The data was collected over four quarters. In each quarter respondents were asked had they given money to any organisation in the preceding 12 months. For each specific field such as arts and sport, respondents were asked had they given to that specific field in the preceding three months. If they had given to a specific field, they were also asked how much they had given to this field in the last three months. The data was aggregated to give the total amount donated to various fields, on an annual basis, for the whole population.

Overall, the data shows that:

- a little over nine million Australians, or 69 per cent of the adult population, made at least one gift of money to a government or nonprofit organisation during the previous 12 months;
- 7.7 million (58 per cent) made a gift during the preceding quarter;
- Australians gave a total of \$3018 million over the 1997 year; and
- 92 per cent of this amount or \$2768 million was to nonprofit organisations, the rest was to government bodies.

The major recipients of these gifts were community and welfare organisations, supported by 32.6 per cent of the population to a total of \$478 million, and religion, which received a total of \$1029 million from 14.2 per cent of the population.

The following measures were derived from the giving data for each field:

- the **giving rate**—the percentage of the population giving to the specific field in the last three months—calculated by averaging the rate for all respondents in the four quarters of the study;
- the **average amount given** by givers per quarter—the average (mean) amount given in the last three months by persons giving to that field—calculated by averaging the rate for all respondents in the four quarters of the study;
- the **average amount given per capita** per annum—the average (mean) amount given by all persons in a segment of the population; and
- the **total amount given per annum** for the whole population—calculated by aggregating the amounts given to the specific field in the four quarters of the study.

Each of these measures was determined by giving the responses of individual respondents an appropriate 'weight' that was determined to ensure that the sample results could be taken to represent the Australian population as a whole.

Giving to the arts

Very few Australians give to the arts. During 1997, only 90 000 Australians made a donation to an arts or cultural organisation. This was only 0.7 per cent or seven in every 1000 of the adult population. They gave only a total of \$21.4 million. Of that, \$16.9 million went to nonprofit organisations, while \$4.5 million went to government institutions, such as the major museums and orchestras.

Most donors are men of working age who have obtained a university degree. Forty-three per cent of donors are in the highest household income quintile¹. About half work in professional occupations. Those in management, administration and paraprofessional occupations are also well represented and, on average, give larger amounts. However, professionals and the university educated give almost half the modest \$21 million donated.

Thirty per cent of givers are members of an arts organisation. Members of arts organisations are ten times more likely to donate to arts organisations than those who are not members.

Those who give to the arts are also very likely to support several other fields of activity as well. They appear to be particularly supportive of their communities.

Giving to sport

During 1997, 684 000 Australians gave to sports organisations. This was 5.2 per cent of the adult population. They gave a total of \$246 million, or 8.2 per cent of all monetary gifts that year.

Men are a slight majority among givers to sport. Forty per cent of givers have a trade or other certificate as their highest educational achievement, while 23 per cent have a university degree or diploma. Twenty-eight per cent occupy management, administrative or paraprofessional occupations while only eight per cent have a professional career. Thirty-nine per cent are in the highest household income quintile.

Membership of sporting organisations helps encourage giving; more than half of all donors are members of sporting clubs; club members are three times more likely to give than the population as a whole.

People who donate to sport are also likely to support organisations in other fields of activity, though not to the same degree as arts donors. Nonetheless they are clearly embedded in their community.

¹ The estimate of 90 000 persons was determined by first weighting each respondent who gave in each quarter by the specific weighting assigned for that respondent, then aggregating these numbers to give the estimated total number giving for each quarter. The numbers for each quarter were then aggregated for the four quarters of the study to provide the estimated total persons giving over the year.

Introduction

On four occasions during 1997, the Population Survey Monitor group of the ABS surveyed randomly selected samples of almost 4000 Australians aged 18 and over. This meant that the individual interviewed was not necessarily the household head.

This was the first—and only—time that a large sample survey of giving has been conducted in Australia. The survey was a collaborative venture between the ABS and the Australian Nonprofit Data Project (ANDP). The ANDP is based at the Centre for Australian Community Organisations and Management at the University of Technology Sydney. The data from the survey was used as input for a large international comparative project on the nonprofit sector based at Johns Hopkins University.

On each occasion, interviewees were shown a list of 14 fields of activity and asked if they had ever donated money or goods to organisations in any of those fields over the past year and over the past three months. The background to the question asked was:

The next few questions are about donating money and goods to various organisations. Donating excludes purchases of goods and raffle tickets etc, but includes doorknocks and sponsoring walkathons etc.

The question then went on to ask:

... if you had personally signed a cheque donating money or used a credit card to donate money or personally given a cash donation or donated money in any other form.

Those who had made donations over the past three months were then asked about the amounts they had given to each of the fields in which the organisations they had supported were active. They were also asked if each of the organisations to which they donated was a nonprofit or a government organisation. Where they were uncertain, the name of the gift recipient was noted and allocated to its correct sector afterwards. Interviewees were also asked if they were members of organisations in particular fields and if they were active members.

Most surveys of giving in other countries have asked people to recall details of their giving over the past 12 months. A period of three months was chosen because people would have a better recall of details over the shorter period. As well, because the quarterly Population Survey Monitor was a small sample survey—compared to most ABS population surveys—collecting data over four quarters in effect quadrupled the sample size. In total, 15 461 households were visited and completed data received from 12 374 individuals.

Individuals within each sample were then allocated weightings to ensure samples closely approximated the population by state of residence, demographic and socio-economic factors. This weighting is important because it means that a professional person with a bachelors degree or higher is given a lower weighting than a tradesperson with secondary education only. This reflects the fact that there are fewer of the former group in the total population. The weighting also overcomes the problem of response bias where professionals with tertiary education may be more likely to respond to a survey.

The one difficulty that this methodology poses is that it makes it impossible to present all of our data in an annualised form. This is because not everyone who gives on at least one occasion during a 12 month period will give in a particular quarter. It can be determined from the study the number who gave over the year and who gave in each quarter, but the data on who gave to organisations in particular fields is collected for quarterly giving only. Adding the quarterly data can generate estimates of how much was given to organisations in each field annually; however, it cannot be determined how many persons gave to a particular field over the full year.

The following measures were derived from the giving data for each field:

- the **giving rate**—the percentage of the population giving to the specific field in the last three months—calculated by averaging the rate for all respondents in the four quarters of the study;
- the **average amount given** by givers per quarter—the average (mean) amount given in the last three months by persons giving to that field—calculated by averaging the rate for all respondents in the four quarters of the study;
- the **average amount given per capita** per annum—the average (mean) amount given by all persons in a segment of the population; and
- the **total amount given per annum** for the whole population—calculated by aggregating the amounts given to the specific field in the four quarters of the study.

As outlined earlier, each of these measures was determined by giving the responses of individual respondents an appropriate ‘weight’ to ensure that the sample results could be taken to represent the Australian population as a whole.

Overview

Overall, the data shows that a little over nine million Australians, or 69 per cent of the adult population made at least one gift of money to a government or nonprofit organisation during the previous 12 months, while 7.7 million (58 per cent) made a gift during the preceding quarter. Over the 1997 year, Australians gave a total of \$3018 million. Of this, 92 per cent or \$2768 million was to nonprofit organisations and the rest was to government bodies.

Those who gave, gave an average of \$100 each quarter. The distribution of the amounts given is made up of a large number of small amounts and a small number of large amounts. This gives an average, measured by the mean, of \$100 but a value for the median of only \$25 per quarter. That is, half of those persons who gave in any quarter gave a total of \$25 or less, while half gave more than \$25.

The majority (56 per cent) gave only to one field. Only 18 per cent of givers gave to three or more fields.

The major recipients of these gifts were community and welfare organisations, supported by 32.6 per cent of the population to a total of \$478 million, and religion, which received a total of \$1029 million from 14.2 per cent of the population. Overseas aid and development organisations received \$312 million and private schools \$295 million, from 6.9 per cent and 3.8 per cent of the population respectively.

Giving to the arts

Respondents were asked if they had made donations to organisations in the arts and culture field. Respondents were shown a prompt card with the following examples—art gallery, museum and community radio. Relatively few Australians give to the arts. During 1997, only 90 000 Australians made a donation to an arts or cultural organisation. This was only 0.7 per cent, or seven in every 1000 of the adult population.

Only a total of \$21.4 million was donated to the arts. Of the money donated, \$16.9 million went to nonprofit organisations, while \$4.5 million went to government institutions, such as the major museums and orchestras. As a result of the small numbers of givers to the arts in the sample, certain variables could not be disaggregated to the extent that they could be for most other fields of giving.

Giving to sport

Respondents were asked if they had made a donation to a sporting organisation in the past three months and were shown a prompt card with the following examples—little athletics and sending teams to international events. During 1997, 684 000 Australians gave to sports organisations. This was 5.2 per cent of the adult population.

They gave a total of \$246 million, or 8.2 per cent of all monetary gifts that year. None of the sample gave to a government agency, though some giving to trusts appointed by state governments to take responsibility for sports grounds may have been misallocated to the nonprofit sector.

What sorts of people give to arts and to sport?

There are two ways of looking at this question. One is to profile those who give to the arts or to sport. What percentage are men, what percentage women, how many are young, university educated, high-income earners etc. The other way to answer the question is to look at which groups in the population are most highly represented—or under represented—among givers or givers to a particular field. This statistic is suggestive of where other donors might be found. When appropriate, both approaches are used below.

Arts

When those who give to the arts are considered in more detail the findings are:

- 64 per cent are men;
- 53 per cent are university educated;
- 47 per cent have a professional career, while 18 per cent occupy management, administrative or paraprofessional occupations; and
- 43 per cent are in the highest household income quintile.²

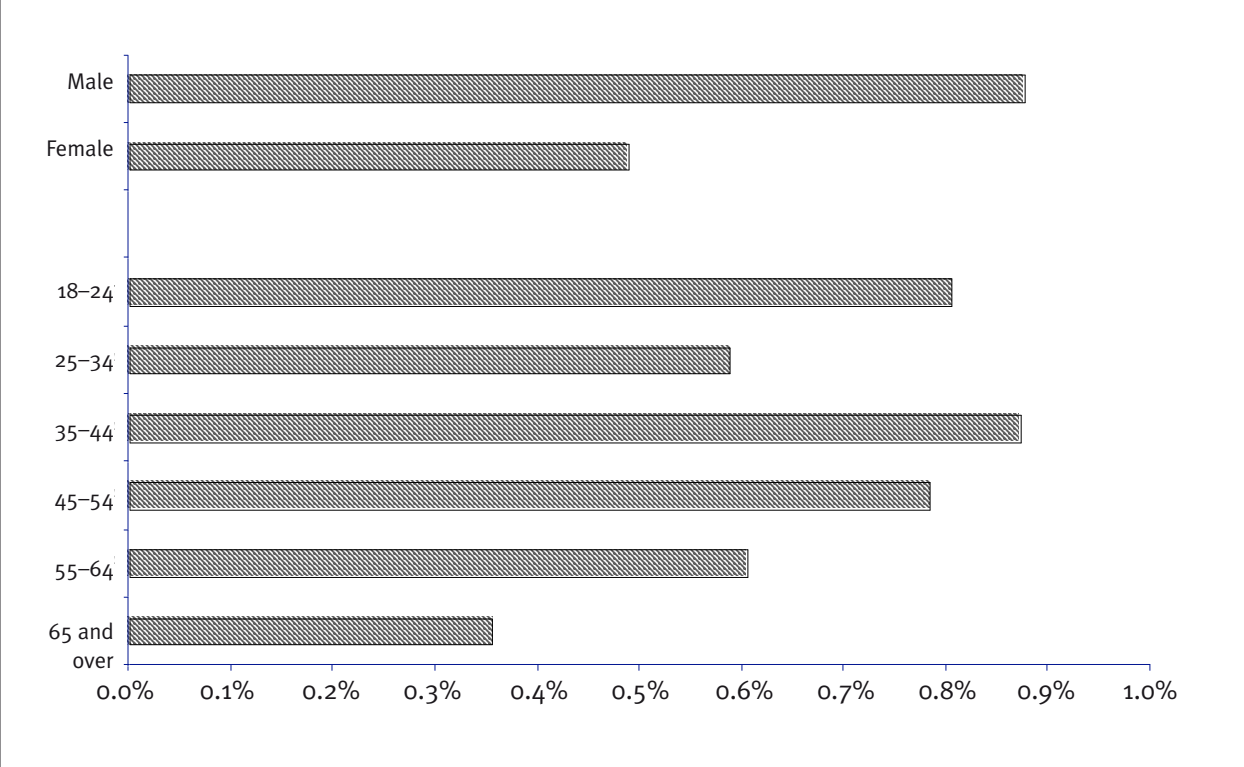
When the focus is changed to look at the population groups that are more likely to give to arts and culture organisations, men are almost twice as likely to give to the arts as are women. The percentage of a particular population group who give—generally or to a particular field—is called the giving rate. The giving rates by gender and age are shown in Figure 1.

In 1997, the giving rate to arts and culture for men and women differed significantly with a giving rate of 0.9 per cent for men compared to only 0.5 per cent for women.

On average, over each quarter, women who gave to the arts gave the same amount as did men (around \$28). However, when the giving rate and the amount given are combined it shows that nearly two-thirds of the total amount given to the arts is given by men. This is due to the effect of the higher giving rate for men compared with women.

² Each individual is part of a household—in some cases a household of one. The income of the household is likely to have an important influence on whether a person gives (can they afford to?) and how much they give. Data was collected from survey respondents about the income of their household. If the population is divided into fifths or quintiles, according to their annual income, giving behaviour across these income quintiles can be studied. In this case, it can be said that they come from households whose annual income placed them in the highest earning 20 per cent of households. The quintiles for household income for 1996 were—quintile one included incomes less than \$15 000; quintile two included incomes from \$15 001 to \$27 000; quintile three included incomes from \$27 001 to \$43 000; quintile four included incomes from \$43 001 to \$65 000; and quintile five included incomes above \$65 000.

Figure 1: Giving rate to arts by gender and age



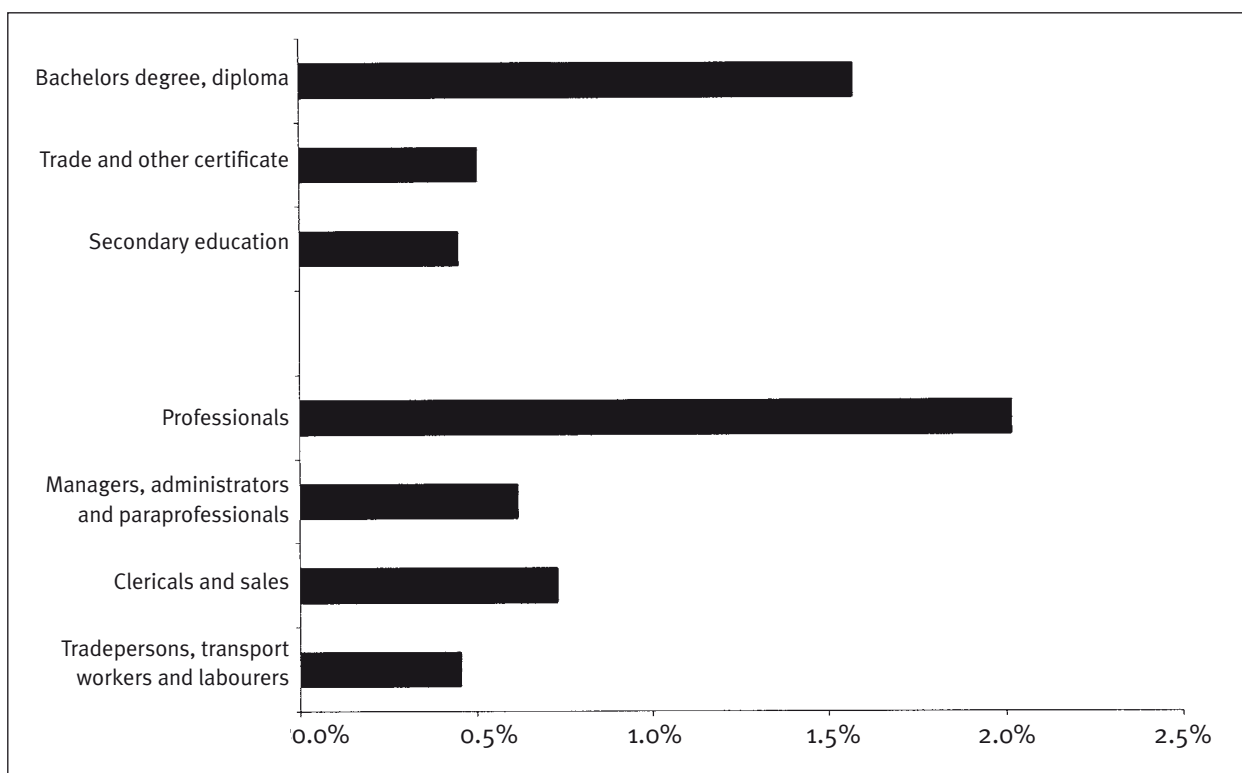
The amount donated by givers in each quarter appears to show some variation across age groups especially a lower rate among those aged 65 and over. However, the low numbers of arts supporters in the sample meant that these differences were not statistically significant. That is, among those few people who support the arts, the giving rate did not vary significantly by age.

When the percentage of the total amounts given is compared across the age groups, the age groups 25-34, 35-44 and 45-54 contributed 70 per cent of the total given. Those over 65 contributed six per cent of the total given. Adding this contribution to the 55-64 year old age group gives a combined contribution of only 17 per cent. These figures are a consequence of not only the giving rate and amount given by each age group, but also the size of that group in the population.

Table 1: Giving to arts by age

	18-25	25-34	35-44	45-54	55-64	65 & over
Giving rate in last three months	0.8%	0.6%	0.9%	0.8%	0.6%	0.4%
Average amount given by givers	\$38	\$48	\$49	\$44	\$47	\$32
Percentage of total giving	14%	20%	30%	20%	11%	6%
Average amount given per capita for the population group	\$1.22	\$1.13	\$1.70	\$1.37	\$1.13	\$0.45

The clearest differences in giving to the arts occur when the educational attainment and occupation of givers is considered. The giving rate to the arts for professionals is two per cent, almost three times as high as for other occupations. Similarly, the giving rate for people with a university degree (1.6 per cent) is more than three times as high as for those with lower qualifications. This means that professionals and people with university degrees, two population groups that to a large extent overlap, are more likely to give to the arts than people from any other occupation or level of educational attainment. These differences between professionals and other occupational groups and between those with degrees and diplomas and other groups are significant at the one per cent level.

Figure 2: Giving rate for arts by education and occupation

However when the average amounts given by givers are considered, a different pattern emerges: those managers, administrators and paraprofessionals who give, on average give more than professionals. This probably reflects differences in the levels of income among these groups. People whose highest educational level is a trade or other certificate also appear to give more on average than people with a degree, but the difference is not statistically significant. It is worth noting that many managers have a trade certificate as their highest qualification.

Table 2: Giving to the arts by education level

	<i>Bachelors degree or higher, diploma</i>	<i>Trade and other certificate</i>	<i>Secondary education only</i>
Giving rate in last three months	1.6%	0.5%	0.4%
Average amount given by givers	\$41	\$75	\$33
Percentage of total giving	41%	34%	25%
Average amount given per capita for the population group	\$2.60	\$1.51	\$0.60

The amount given per capita by professionals is almost twice as high as for managers and some five times higher than for clerical and sales and tradespersons. The amount given per capita is the product of the giving rate for a particular group and the average amount donated by givers within that group. A low giving rate but a large average amount given will produce a similar amount given per capita as a high giving rate but small average amount given. The average amount given per capita enables comparisons to be made between different groups. In this case, it means that professionals as a group give on average \$3.54 each to the arts per quarter, while managers, administrators and paraprofessionals give less than half that. The statistic suggests that professionals are a better group to target for fundraising than other occupations.

Examining the proportion contributed by each group to the total amount given to the arts reinforces the point. Professionals gave some 50 per cent of the amount given, while only 20 per cent was given by managers and 12 per cent was given by those in clerical and sales. This relatively high contribution by professionals is a product of their relatively high giving rate, and is despite the fact that only a relatively small proportion of the population are professionals.

Table 3: Giving to the arts by occupation

	<i>Professionals</i>	<i>Managers, administrators & paraprofessionals</i>	<i>Clerical and sales</i>	<i>Tradespersons, transport workers & labourers</i>
Giving rate in last three months	2.0%	0.6%	0.7%	0.5%
Average amount given by givers	\$44	\$58	\$16	\$47
Percentage of total giving	50%	20%	12%	18%
Average amount given per capita for the population group	\$3.54	\$1.43	\$0.46	\$0.85

When the giving rate across income quintiles is considered, those in the highest quintile are at least twice as likely to give to the arts as those in the three lower quintiles. However, the average amount given by givers does not vary significantly across the four top quintiles. The lowest quintile has both a low giving rate and a smaller amount given by those who gave.

When the giving rate and the amount donated by givers are combined, the amount given per capita by the highest quintile (\$1.45) is more than twice that given by the second and third quintile. This means that households in the highest quintile are on average more supportive of the arts than households in other quintiles.

Table 4: Giving to the arts by household income

	<i>Quintile 1</i>	<i>Quintile 2</i>	<i>Quintile 3</i>	<i>Quintile 4</i>	<i>Quintile 5</i>
Giving rate in last three months	0.1%	0.5%	0.6%	0.7%	1.2%
Average amount donated by givers	\$20	\$49	\$36	\$31	\$56
Percentage of total giving	1%	15%	15%	16%	53%
Average amount given per capita for the population group	\$0.04	\$0.63	\$0.76	\$0.71	\$1.45

Putting the previous point in another way and looking at the total amount given, more than half (53 per cent) of the total amount given is given by households in the top quintile. The top two quintiles contribute almost 70 per cent of all giving to the arts.

Sport

When those who give to sport are considered, the findings are:

- 55 per cent are men;
- 40 per cent have a trade or other certificate as their highest educational achievement, while 23 per cent have at least a university degree or diploma;
- 28 per cent occupy management, administrative or paraprofessional occupations while eight per cent have a professional career; and
- 39 per cent are in the highest household income quintile, and 26 per cent are in the second highest.

The gender differences are less pronounced in sport than the arts, although the difference in the giving rate is significant. In addition, on average the men who gave, gave a lot more than women (\$100 compared to \$35). As a result, men gave 80 per cent of the total amount given to sport in 1997.

The giving rate for different age groups varied in a similar way to the arts, and on this occasion, because of larger numbers of givers, it can be said that the 35–44 age group is significantly more likely to support sport than other age groups and that those over 65 are significantly less likely. Givers in this 35–44 age group also gave larger amounts on average, and per capita. Overall, people in this age group contributed over half the sum given to sport in 1997. Another quarter was contributed by the 45–54 age group.

Figure 3: Giving rate to sport by gender and age

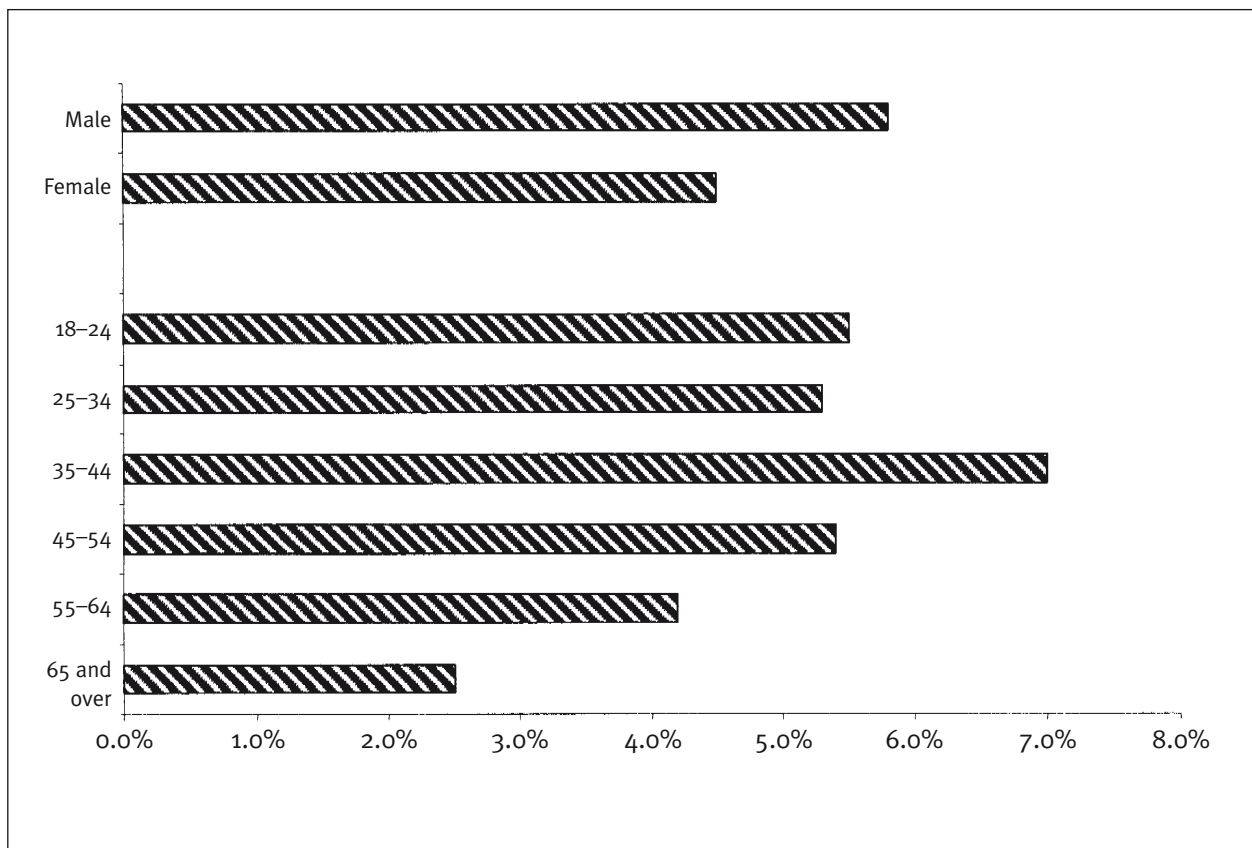


Table 5: Giving to the sport by age

	<i>18-25</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65 & over</i>
Giving rate in last three months	5.5%	5.3%	7.0%	5.4%	4.2%	2.5%
Average amount given by givers	\$28	\$29	\$130	\$95	\$46	\$21
Percentage of total giving	6%	9%	52%	25%	6%	2%
Average amount given per capita for the population group	\$6.17	\$6.20	\$36.50	\$20.44	\$7.68	\$2.18

When the effect of occupation and level of educational attainment on giving to sport is examined, it is found that by contrast with the arts, there is less variation in the giving rate between the three sets of white-collar occupations. However, there are significant differences between white-collar occupations and tradespersons, transport workers and labourers.

Again, by contrast with the arts, the difference in the giving rate between people with a degree and those with a trade or other certificate was not significant. However, there were significant differences in the giving rates for these two groups and those with a secondary education only.

The managers, administrators and paraprofessionals group however, gave on average a much larger amount than other occupations. Givers in the other three occupational groups gave a similar amount—professionals the same as tradesmen and labourers. Managers, administrators and paraprofessionals gave over half the funds donated to sport and gave a significantly higher amount per capita.

Turning to educational attainment, those with a trade certificate who gave, gave a far larger amount on average than those with a degree. Indeed, people with a trade or other certificate gave almost half the funds donated to sports organisations during 1997.

Figure 4: Giving rate for sport by education level and occupation

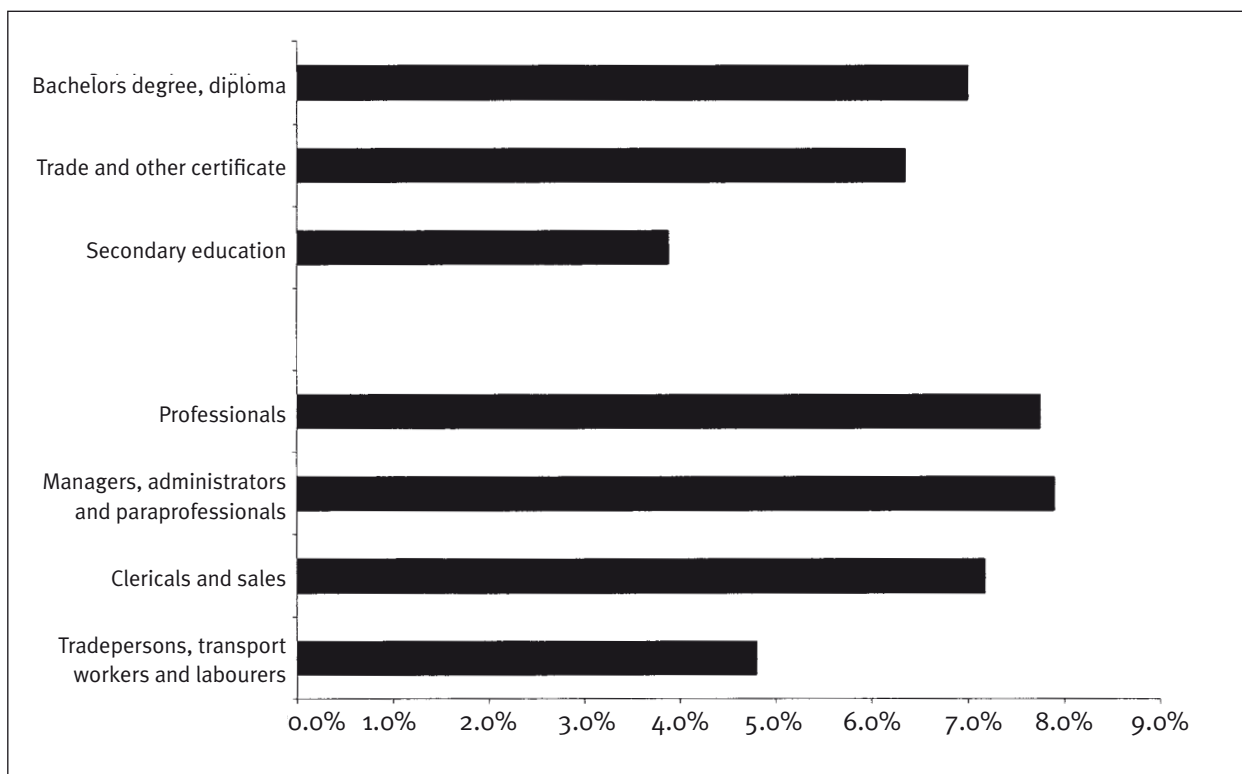


Table 6: Giving to the sport by education level

	<i>Bachelors degree or higher, diploma</i>	<i>Trade and other certificate</i>	<i>Secondary education only</i>
Giving rate in last three months	7.0%	6.3%	3.9%
Average amount given by givers	\$49	\$100	\$59
Percentage of total giving	19%	48%	33%
Average amount given per capita for the population group	\$14	\$25	\$9

Table 7: Giving to sport by occupation

	<i>Professionals</i>	<i>Managers, administrators & paraprofessionals</i>	<i>Clerical and sales</i>	<i>Tradespersons, transport workers & labourers</i>
Giving rate in last three months	7.7%	7.9%	7.2%	4.8%
Average amount given by givers	\$43	\$224	\$44	\$44
Percentage of total giving	11%	58%	20%	11%
Average amount given per capita for the population group	\$13	\$71	\$13	\$8

When income levels are examined, it is found that those from households in the two highest income quintiles were equally likely to give, and significantly more likely to give than people from lower income households. However, those in households in the highest income quintile gave on average a far larger sum than those with lower income levels. As a consequence, they gave over half the funds donated to sport. The top two quintiles gave almost three-quarters of funds donated to sport. Thus more of the total of funds donated to sport came from the top two quintiles than did the total of funds donated to the arts.

Table 8: Giving to sport by household income

	<i>Quintile 1</i>	<i>Quintile 2</i>	<i>Quintile 3</i>	<i>Quintile 4</i>	<i>Quintile 5</i>
Giving rate in last three months	1.8%	3.4%	4.7%	7.3%	7.4%
Average amount given by givers	\$29	\$50	\$64	\$53	\$111
Percentage of total giving	2%	9%	16%	22%	51%
Average amount given per capita	\$2	\$7	\$12	\$16	\$33

What are the characteristics of large givers?

The following section focuses on those who were relatively big givers to the arts or to sport. It pulls out from all those who gave to the arts and to sport, those who gave more than the median amount. The focus is on the top half of givers to each field.

When this group of big givers is compared with all givers to arts and culture organisations, men are even more highly represented than among arts givers as a whole. Similarly, professionals with degrees are even more highly represented, as are those from households in the highest income quintile. The age distribution of big givers follows that of all givers, though there are no big givers in the 65 plus age group.

When attention is focussed on big givers to sports organisations, men are slightly better represented than among sports givers as a whole, as are managers with a trade certificate as their highest educational qualification. The 35–44 and 45–54 age groups are more highly represented than sports givers as a whole. It is also slightly more likely that big givers will be found among the highest quintile than for givers as a whole, but big givers are as likely to be found among the third as the fourth highest quintiles, whilst among all sports givers the fourth quintile has a significantly higher giving rate.

Geographic distribution of giving

Generally speaking, there are only small variations between states, and between capital cities and country areas in giving. Variations that do occasionally appear seem to be more a consequence of the sample size—even a 12 000 plus sample cut up by 11 fields and six states³ (or 12 when a metropolitan/non-metropolitan division is applied) can still be affected by atypical data from some respondents.

As a result of the relatively few givers to the arts, it is not possible to analyse their distribution across states.

Sport

The percentage of the adult population giving to sports organisations in New South Wales (both Sydney and the rest of the state), and in Brisbane and Adelaide, is below the national average. It is higher—though only marginally so—in Victoria and the rest of Queensland. It is significantly above average in non-metropolitan South Australia and in Western Australia.

Table 9: Giving rate to sport by state

	<i>NSW</i>	<i>Vic</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Other</i>
Metropolitan	3.7%	5.4%	3.8%	5.0%	8.7%	5.5%
Non-metropolitan	4.4%	5.4%	5.8%	8.3%	8.1%	5.3%
Total	4.0%	5.4%	4.9%	5.8%	8.4%	5.3%

The average amount given by givers is below average in New South Wales, Queensland and South Australia, and markedly above average in Victoria and Western Australia. The results for Western Australia were assisted by a couple of very large gifts. The average amount given per capita shown in Table 11 shows Victoria and Western Australia were also above average.

³ Tasmania, the Australian Capital Territory and the Northern Territory were collapsed into the other category.

Table 10: Average amount given by givers to sport by state

	<i>NSW</i>	<i>Vic</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Other</i>
Metropolitan	\$46	\$102	\$24	\$22	\$81	na
Non-metropolitan	\$57	\$90	\$59	\$36	na	na
Total	\$50	\$98	\$46	\$27	na	na

na: not available due to small numbers

Table 11: Average amount given per capita to sport by state

	<i>NSW</i>	<i>Vic</i>	<i>Qld</i>	<i>SA</i>	<i>WA</i>	<i>Other</i>
Metropolitan	\$7	\$22	\$4	\$4	\$28	na
Non-metropolitan	\$10	\$19	\$14	\$12	na	na
Total	\$8	\$21	\$9	\$6	na	na

na: not available due to small numbers

How big are donations to the arts and to sport?

When the distribution of gifts by size of gifts (per quarter) to arts and to sport is considered, those who support the arts, although few in number, are likely to be more generous in their support. Forty-six per cent give more than \$50 compared with 30 per cent of sports givers. Putting it another way, more than 40 per cent of sports givers gave relatively small amounts, less than \$20 per quarter. Only 20 per cent of arts givers gave such small sums.

However, when we look at those giving relatively large amounts and their contribution to the total sums given to the arts and sport, we find a different pattern. We find that those 6.4 per cent of arts givers who gave \$500 or more over the quarter contributed over 45 per cent of the total given to the arts. For sport, the far smaller percentage who gave \$500 or more contributed approximately the same percentage to the total, suggesting that among those gifts were some very large ones indeed. The relatively large proportion of sports givers who gave between \$100 and \$500 mean that just under 18 per cent of sports givers who gave \$100 or more contributed 82 per cent of the total given to sport. Only 13 per cent of givers to the arts give \$100 or more and these contribute only a little over half (56 per cent) of the total given. Basically, over two-thirds of arts givers give between \$20 and \$100 per quarter, while the distribution of sports givers by size of gifts is more spread out, and includes a small number of very large gifts.

Table 12: Value of gifts—arts

<i>Amount of gift</i>	<i>Percentage of donors</i>	<i>Percentage of amounts given</i>
<\$10	9.0%	0.5%
\$10 and less than \$20	10.7%	1.5%
\$20 and less than \$30	22.0%	6.7%
\$30 and less than \$50	12.3%	6.8%
\$50 and less than \$100	32.9%	28.6%
\$100 and less than \$500	6.7%	10.6%
\$500 and more	6.4%	45.2%

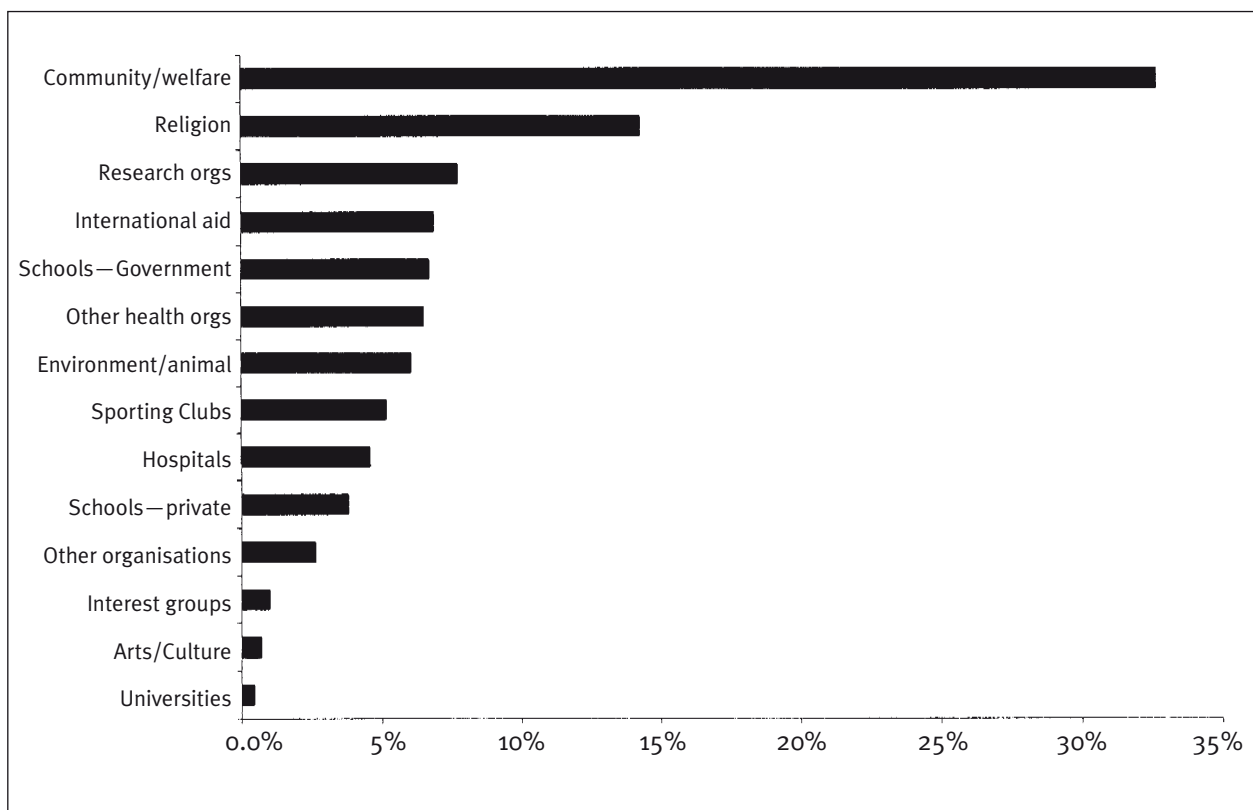
Table 13: Value of gifts–sport

<i>Amount of gift</i>	<i>Percentage of donors</i>	<i>Percentage of amounts given</i>
<\$10	22.0%	0.8%
\$10 and less than \$20	20.9%	2.2%
\$20 and less than \$30	16.3%	2.7%
\$30 and less than \$50	10.8%	3.8%
\$50 and less than \$100	13.1%	8.3%
\$100 and less than \$500	15.1%	37.8%
\$500 and more	1.8%	44.5%

How does giving to arts and sport compare with giving to other fields?

The figure below shows the different levels of support received by organisations in different fields. It shows that community and welfare organisations are far more likely to be supported than organisations in other fields. Sport is just below the middle in terms of popularity, while culture and the arts is almost at the bottom, only marginally more popular than universities as the recipient of Australians' generosity. Private schools and interest groups are more popular. It is worth noting that very few interest groups are deductible gift recipients, that is, are able to give a tax deduction to donors. Generally however, arts organisations have access to tax-deductible status.

Figure 5: Giving rates by field



Are givers to the arts or to sport different to other givers?

One way of exploring the way arts and sports givers differ from each other and from all givers is to look at the number of fields they give to. People who give to the arts, although few in number are likely to support several other fields. Almost two-thirds support two other fields; almost one in five support four or more other fields. This contrasts with all givers where only 18 per cent support three or more fields and only two per cent more than four. Putting it the other way around, more than half of all givers, give to only one field; only 12 per cent of arts givers support arts alone.

People who support sports organisations are also more likely to support other fields than givers as a whole. Although 21 per cent of sports givers only support sport, 40 per cent support at least two other fields and 13 per cent support four or more other fields.

One way of interpreting these results is to say that people who support the arts are highly supportive of their communities, supporting several different causes simultaneously. The same is true of sports supporters, though to a lesser degree.

Table 14: Giving to arts and sport by number of fields given to

	<i>Give to arts</i>	<i>Give to sport</i>	<i>All givers</i>
One field	12%	21%	56%
Two fields	22%	29%	26%
Three fields	25%	22%	12%
Four fields	21%	15%	4%
Five or more fields	19%	13%	2%

What other fields do people who give to arts and sport give to?

Reflecting the far greater likelihood that they will support several different fields than the average giver, arts givers support all fields but one to a greater degree than non-arts givers. The exception is hospitals, which they support to the same degree. They are at least twice as likely to support sports and environment organisations and interest groups as are non-arts givers.

Table 15: Giving rates to other fields by those who give to arts

	<i>Give but not to the arts</i>	<i>Give to arts</i>
Sporting clubs	9%	18%
Schools	19%	27%
Hospitals	7%	7%
Community/welfare	58%	62%
Health organisations	11%	15%
Research organisations	13%	21%
International aid	12%	20%
Environment/animals	11%	24%
Interest groups	2%	7%
Religion	25%	29%

People who support sports organisations are a little less likely than non-sports givers to support community and welfare organisations and religion. On the other hand, they are at least twice as likely to support arts organisations, government schools and interest groups.

Table 16: Giving rates to other fields by those who give to sport

	<i>Give but not to sport</i>	<i>Give to sport</i>
Arts	1%	2%
Schools	17%	32%
Hospitals	6%	11%
Community/welfare	59%	48%
Health organisations	11%	13%
Research organisations	14%	14%
International aid	12%	12%
Environment/animals	10%	15%
Interest groups	1%	4%
Religion	25%	22%

Effect of membership on giving

Just fewer than 65 per cent of Australians belong to at least one nonprofit organisation. A little over one-third belong to two or more organisations, 470 000 belong to arts and cultural organisations, and 4.4 million to a sport organisation.

People who belong to an organisation will often offer support by volunteering time. They are active members. Approximately one in three members describe themselves as active members. Members can also offer support by donating money as well as or in lieu of time.

Membership of an arts or sports organisation was correlated significantly with giving to both arts and sport. This may suggest that a lot of giving is self-serving, that is it is designed to support an organisation of which the donor is a member and is enjoying benefits. On the other hand, membership could testify to a commitment to a particular field of activity, and to giving as another way of expressing that commitment.

Thirty per cent of those who gave to an arts organisation also belonged to one. Looking at the data in another way, ten per cent of members of arts organisations gave to the arts, compared to 0.9 percent for the population as a whole. That is, members of arts organisations were ten times more likely to support the arts with donations than were non-members. Those who described themselves as active members were even more likely to be donors.

For sport the figures are more and less dramatic. Just under one half of all givers to sports organisations were members of sports clubs. Among members, 16.5 per cent also gave to sport—compared to 5.2 per cent of the population as a whole. That is, members of sports organisations were three times more likely to be donors to sport. As with the arts, those who described themselves as active members were even more likely to be donors.

Conclusions for arts

Some conclusions that can be drawn from the data are clear-cut. Very few Australians donate to arts and cultural organisations. Compared to 13 other fields to which people give, arts is the second least favoured.

What can be said about the people who give to the arts?

Professionals and university educated give almost half the modest \$21 million donated. Those in management, administration and paraprofessional occupations are also well represented and—on average—give larger amounts. Thirty per cent of givers are members of an arts organisation.

Members of arts organisations are ten times more likely to donate to arts organisations than those who are not members. They are also more likely to be found among university educated professionals. One practical conclusion is that those who want to increase giving to the arts should concentrate their attention on professionals who are members of arts and cultural organisations.

The data is suggestive of further characteristics as well. Those who give to the arts are also likely to support several other fields of activity as well. They appear to be particularly supportive of their communities but they are of working age. Support for the arts falls away with retirement, which suggests that it is not the highest priority and/or that it is related to supporting the activities of children—including up to university level. This also has an implication for a particular form of fundraising—arts organisations are likely to find it difficult to raise funds by way of bequests.

The fundraising literature makes it clear that bequests in most cases are the culmination of many years of support. If support for a particular set of organisations falls away among older age groups, it is likely that these will find it more difficult to obtain funds by bequests. This suggests that it is important to retain the interests of donors into the retirement ages.

The distribution of support for the arts across household income quintiles is also suggestive. Although givers are almost twice as likely to be found among the top quintile households, the giving rate among the second, third and fourth quintiles is almost the same, as is the average amount given by those who give. This suggests strength of commitment among arts givers—it is strong enough to override relative lack of income.

A final conclusion must be even more tentative. The data suggests—but are insufficiently robust to test—that arts organisations are supported by four different segments of the population and for somewhat different reasons. These are:

- those who support organisations that their children are involved in;
- those, especially younger professionals, who support organisations that they themselves are involved in;
- those who support arts organisations as part of wider support for voluntary institutions in their local community; and
- those who support the major, elite, professional arts and cultural organisations, because they enjoy their programs and believe that their support helps ensure their continuation, and, perhaps because their donations confirm their own sense of identity as part of a cultural elite.

Support from the first two segments could be viewed as a result of direct involvement and is likely to cease when that involvement ceases. Support from the third and fourth segment is likely to continue.

Conclusions for sport

Sporting organisations are far more widely supported than the arts, but are exceeded in popularity by seven of the fourteen fields, including environment organisations, government schools and international aid and development organisations. The majority of those who give to sport are men but it is a small majority. People with a trade or other certificate are far better represented among givers than are those with university degrees; managers, administrators and paraprofessionals are better represented than professionals, and on average they give more.

Donors to sport are equally likely to be found among all three white-collar occupation groups and those with a degree or a trade or other certificate. Those in management occupations are likely to be far more generous donors and contribute over half of all donations.

Membership of sporting organisations helps encourage giving; more than half of all donors are members of sporting clubs; club members are three times more likely to give than the population as a whole. People who donate to sport are also likely to support organisations in other fields of activity, though not to the same degree as arts donors. Nonetheless they are clearly embedded in their community.

The data suggests—but cannot demonstrate—that many of those who give to sports organisations are likely to benefit from it, either supporting their own organisation or their children's involvement. Some—perhaps—support sport as part of a commitment to building stronger communities.

It is unlikely that sports donors include any elite identifiers, as was suggested for the arts. For a start, most elite level sports are far better funded than are the elite arts, especially through the sale of television rights and sponsorship. Interestingly, both arts and sport organisations try to obtain business sponsorship. Sport raises 11 times more than the arts, the same proportion that it exceeds the arts in raising donations from the public.⁴ It would be interesting to explore the impact of high profile sponsorship on giving to sport and the arts. Research conducted in the United States suggests that higher levels of government support for nonprofit organisations only slightly discouraged giving. It would be interesting to see if sponsorship had a similar effect. But these and other interesting questions require different data sets, drawn from focus groups and surveys of donors.

⁴ ABS, *Generosity of Australian Business 2000–01*. Cat No 8157.0. ABS, Canberra, 2002

Further research

The sample for this survey was relatively large and had the added advantage of being weighted to the overall population. This provided the opportunity to compare the giving rates in arts and sport to giving rates to other fields.

It showed that the percentage of the population giving to arts was very low. This meant that it was difficult to develop detailed profiles of those who give to the arts. It also meant that inter-state or rural/urban differences could not be explored.

A more detailed profile of people who give to the arts could be constructed by surveying samples of people drawn from the donor lists of arts organisations. Many large organisations do this already on their own donors. However, generally they keep the results of their profiling confidential. In addition, such a sample would not cover the range of organisations that are captured in a large population survey. It would not be possible, either, to estimate totals given to the arts.

Another way of tackling the problem of researching in a sector with a low giving rate would be to conduct a population survey focussed on the arts. This would involve screening out more than nine in every ten people contacted, but the screening question would be relatively simple and not take much time. That way a sample of several hundred arts donors could be surveyed. Since they were being surveyed only about giving to the arts, the sorts of organisations they supported and their reasons for doing so could also be explored.

For sport—as the numbers giving are larger—it is possible to analyse the data by state and provide better data on the amounts given by various demographic and socio-economic groups. Again though—as with the arts—it would be useful to know more of the destinations of people's gifts and their reasons for giving. That requires more sports specific questions that could only be asked in a more focussed survey.