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Unlocking Generosity

The potential gains from expanding access to advice on charitable giving

MINDEROO FOUNDATION

ABOUT THIS REPORT

The **Minderoo Foundation** and the **Edward Alexander Foundation** engaged **Brad Ruting Economic Consulting** to conduct independent research and economic modelling on the potential uplift in charitable donations that could be realised by supporting financial advisers, accountants, lawyers and fundraisers to more effectively support Australians to give to charity.

Thank you to the experts on philanthropy and charitable giving who generously shared time, data and wisdom for this research.

The **Edward Alexander Foundation** donated funds for this project to the **Social Impact Hub Foundation** to co-commission this report with the **Minderoo Foundation**.

ABOUT THE AUTHOR

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At Impact Economics and Policy, he authored a range of influential public reports for clients, spanning issues including economic security, philanthropy, disability policy, the costs of child poverty and First Nations financial inclusion.

As an expert and thought leader on superannuation and retirement, Brad has worked for the Australian Securities and Investments Commission, Super Consumers Australia and the Super Members Council to advance public policy and consumer outcomes. He spent the first 10 years of his career at the Productivity Commission.

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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Australia and their continuing connection to both their lands and seas. We also pay our respects to Elders—past and present—and generations of Aboriginal and Torres Strait Islander peoples now and into the future.

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Overview

In the order of $7 to $12 billion in extra donations to charity could potentially be unlocked between now and 2030 if Australians could access greater support on charitable giving from financial advisers, accountants, lawyers and fundraisers. Equipping these professionals with the right tools and removing barriers offers the prospect of lifting donations by almost 50 per cent compared to today's level.

Millions of Australians give generously to charity through financial donations and volunteering their time. They derive great satisfaction from enabling charities and not-for-profits to support the disadvantaged, protect the environment, fund cutting-edge medical research and a wide range of other causes.

However, Australians give less generously to charity compared to people in comparable nations, with donations as a share of Gross Domestic Product (GDP) less than half the level of New Zealand and the United States.[1] Only 28 per cent of Australian taxpayers claim a tax deduction for charitable donations, much less than the 37 per cent who did so in 2011.

A range of barriers stop people from giving more to charity, including feeling that they cannot afford to give, not knowing how to structure their giving, or simply not having thought about it. Even people who have money to spare may struggle to find a charity they can trust which aligns with the causes they are passionate about.

When people do not give as much as they would like to, charities are constrained in being able to sustain and expand their activities. Barriers to giving are barriers to charities serving the community.

With over $6 trillion in wealth set to be inherited over the next two decades, the potential benefits for charities are enormous—but only if we can reduce the barriers to charitable giving. Over the next five years alone, about $500 billion is set to be inherited by the next generation.[2]

This report focuses on the powerful role that professional advisers and fundraisers could play in reducing these barriers and helping more Australians to give generously.

Professional advisers (financial advisers, accountants and lawyers) can prompt people to consider charitable giving and offer support and advice to help them do so. Although millions of Australians already engage with one or more of these professionals, much of the potential to unlock generosity is going unrealised.

Original modelling in this report shows that charitable giving could be in the order of $1.0 billion to $2.7 billion a year higher by 2030 if we can better equip professional advisers with the right tools to have philanthropic conversations with clients and reduce other barriers to these conversations. The increased giving spans charitable bequests, donations made out of intergenerational inheritances and capital gains, donations from high-net-worth individuals, and other donations (see Table 1).

Fundraisers play a central role in connecting Australians to causes they care about, building trust in charities and sustaining long-term relationships with donors (especially high-net-worth individuals). An additional $1.4 billion to $1.7 billion a year in charitable giving could potentially be unlocked by 2030 by lifting the skills and capabilities of professional fundraisers and by seizing more opportunities for fundraisers to work alongside professional advisers. This is on top of what professional advisers could potentially unlock, and is based on modelling which suggests charitable giving could be 18 to 31 per cent higher if all fundraisers were as effective at raising donations as some of their higher-performing peers.

Unlocking greater generosity from Australians who can afford to give will accelerate charities' ability to deliver benefits across the community. The additional donations modelled in this report would allow charities to scale up their work, invest more deeply in communities, create pathways out of disadvantage, protect our natural environment and drive cutting-edge medical discoveries.

TABLE 1 Modelled increases in annual donations by individuals, 2030, by source

Source	Drivers	Potential increase compared to the baseline ($ million)	
		Lower bound	Upper bound
Bequests	Lawyers ask more people about charitable giving when they make their wills, meaning more leave a bequest to charity	$229	$357
Intergenerational inheritances	Financial advisers and accountants discuss charitable giving with more inheritance recipients and offer advice which lifts the average amount donated	$110	$330
Large net capital gains	Financial advisers, accountants and lawyers ask more recipients of large net capital gains (of $250,000 or more) about charitable giving, which means more people give	$12	$43
Donations from high-net-worth individuals (not captured above)	Financial advisers offer advice on charitable giving to more high-net-worth clients, which means more give. Accountants and lawyers offer support with charitable giving to more of the remaining high-net-worth clients, which means more give	$610	$1,697
Other donations	More taxpayers who use a tax agent are reminded about charitable giving, prompting more to donate	$69	$256
Subtotal – professional advisers		**$1,030**	**$2,682**
Additional donations from fundraisers	Fundraisers connect more Australians to causes they care about and inspire greater levels of giving, working alongside professional advisers	$1,435	$1,670
Total increase		**$2,465**	**$4,352**

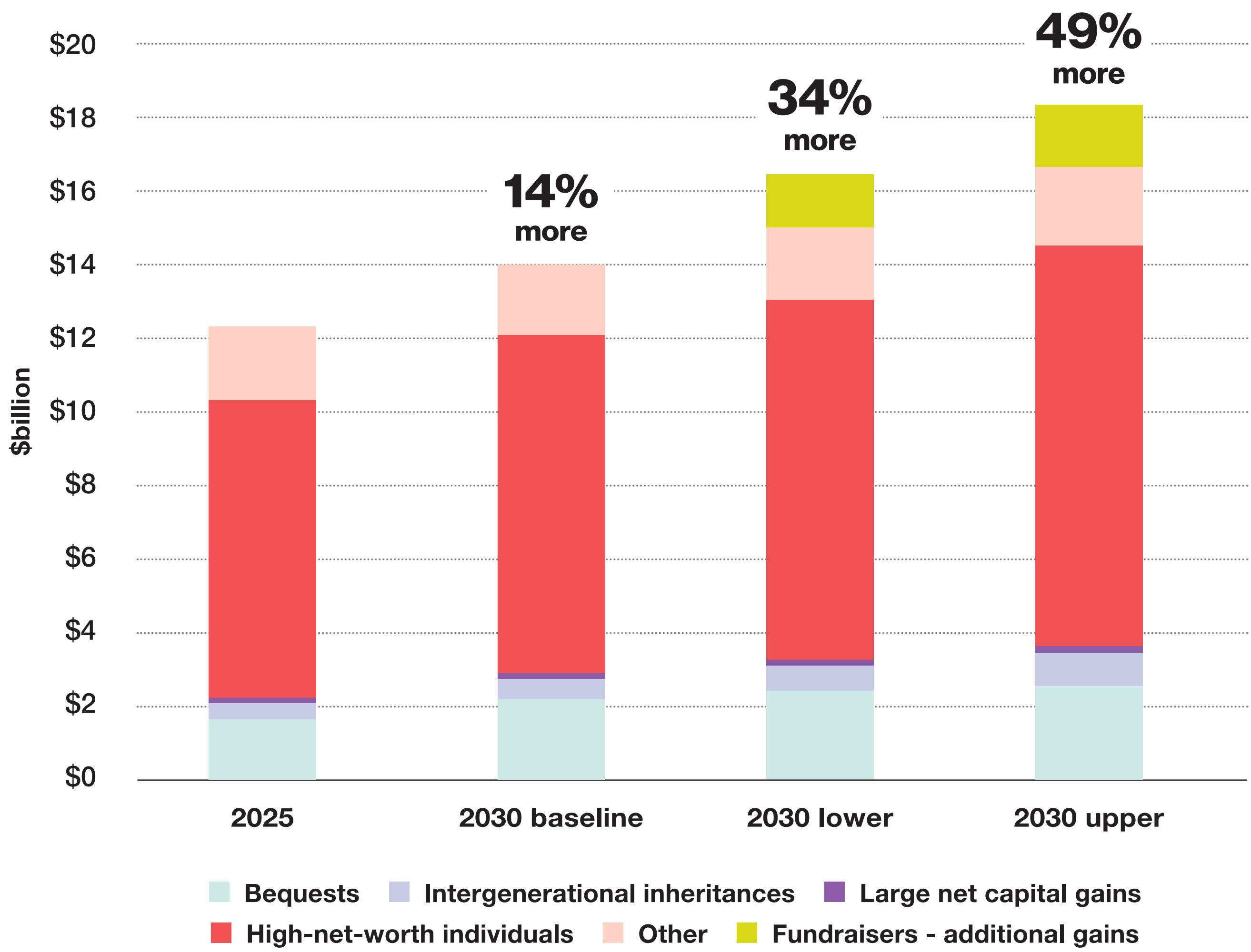
In total, an additional $2.4 billion to $4.4 billion in individual donations could be generated each year by 2030. If this can be achieved, it would make a material contribution to realising the Albanese Government's vision to double charitable giving by 2030. It would mean that individual donations are 34 to 49 per cent higher than today's level, compared to an increase of just 14 per cent on the current trajectory (see Figure 1). In the upper bound, donations as a share of GDP would increase from 0.44 per cent to 0.58 per cent—moving Australia just ahead of the United Kingdom.

Unlocking the potential gains in practice will require sustained effort. This includes collaboration between professional bodies and the philanthropy sector to better equip professionals with the skills and tools they need and to reduce other barriers to helping Australians with charitable giving.

THIS REPORT IDENTIFIES FOUR AREAS WHERE THIS WORK COULD BE FOCUSED:

- Improving access to education, training and tools for professional advisers
- Reviewing potential regulatory and financial barriers to financial advisers helping clients with philanthropy
- Further professionalising the fundraiser workforce
- Improving data collection on charitable giving and the professional adviser and fundraiser workforces

FIGURE 1 Potential increase in donations by individuals by 2030



Note: Estimates for high-net-worth individuals exclude bequests, inheritances and large net capital gains.

The giving landscape

Australians give generously to charities and not-for-profits, reflecting their deep levels of support for these organisations and their causes. In 2024, Australians said they would be most likely to support charities that promote health and medical research, children's issues, homelessness and animal welfare.[3]

TOTAL DONATIONS

In 2022-23, registered charities in Australia received $19 billion from donations and bequests.[4] This includes all forms of donations by individuals (including charitable bequests) as well as corporate donations. About $11.7 billion of the total is individual donations, after subtracting the estimated share of corporate donations (see Table 2) and a single one-off donation of $4.9 billion made by Andrew and Nicola Forrest to the Minderoo Foundation that year.[5] Adjusting for economic growth and inflation, this equates to about $12.3 billion in 2025.[6]

Surveys suggest that approximately 75 to 85 per cent of Australians donate to charity each year.[7] Among those who donate, about 35 per cent make regular monthly donations to charities or give a few larger donations at certain times of the year. However, 61 per cent donate less regularly, such as when something catches their attention or in response to an emergency or campaign.[8]

TABLE 2 Estimated composition of charitable giving

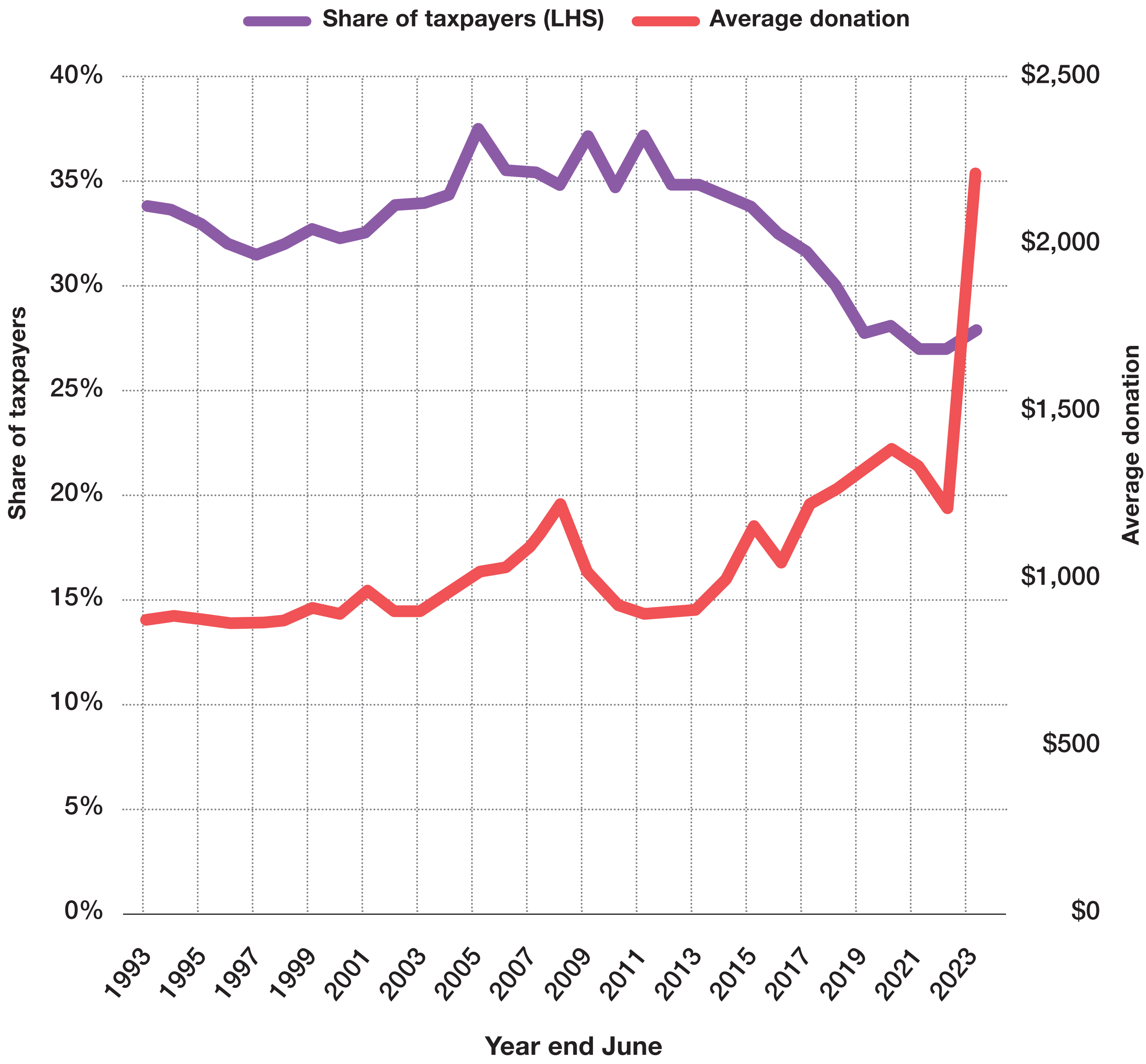
Donation type	Share of total
Individual donations (tax deducted, excluding ancillary funds)	16%
Individual donations (not tax deducted)	31%
Ancillary funds	6%
Other charitable trusts	4%
Bequests	4%
Corporate donations	39%

Source: 2017-18 data from Philanthropy Australia (2021), A blueprint to grow structured giving, p. 7.

TAX-DEDUCTED DONATIONS

Just over a third of individual donations are claimed as a tax deduction, which taxpayers can do for donations to charities with Deductible Gift Recipient (DGR) status. Total tax-deducted donations and average donations have increased over time, although the number of individuals claiming a donation has fallen. In 2022-23 (the latest year of available data), 28 per cent of taxpayers claimed a tax deduction for a charitable donation. This compares to a peak of 37 per cent in 2010-11 (see Figure 2). The total number of taxpayers claiming deductions also fell, by about 450,000 people over the same period. These trends may in part reflect the sharp increases in the cost of living since the COVID-19 pandemic

FIGURE 2 **Individual tax-deducted donations over time (adjusted for inflation)**



Source: ATO Taxation Statistics 2022-23. Dollar amounts are in 2025 dollars adjusted for nominal GDP growth.

In 2022-23, about $9.8 billion in tax deductions were claimed for charitable donations (converted to 2025 dollars). Although this is almost double the amount donated in the previous year, there was actually a slight fall (from $5.3 billion to $4.6 billion) if the large, one-off $4.9 billion donation to the Minderoo Foundation that year is excluded from the figures. This one-off $4.9 billion donation has also been excluded from the remaining analysis in this report.

The proportion of people who give and how much they give also vary significantly across the population, with wealthier people tending to give more as a proportion of their incomes (see Table 3). While just 28 per cent of all taxpayers make tax-deducted donations, this rises to almost half of taxpayers earning at least $250,000 a year. This high-income group comprises just 2 per cent of all taxpayers but contributes a third of all tax-deducted donations ($1.4 billion).

TABLE 3 Tax-deducted donations across the income distribution, 2022-23

Taxable income range (in 2023)	Share of taxpayers donating	Average amount donated	Donations as a share of taxable income	Total donations ($m)	Share of total donations
$6,000 or less	4%	$8,877	-22%	$381	8%
$6,001 to $18,200	9%	$765	0.5%	$91	2%
$18,201 to $45,000	20%	$586	0.4%	$470	10%
$45,001 to $120,000	35%	$531	0.2%	$1,331	29%
$120,001 to $180,000	41%	$845	0.2%	$532	12%
$180,001 to $250,000	43%	$1,586	0.3%	$338	7%
$250,001 to $500,000	46%	$2,957	0.4%	$376	8%
$500,001 to $1,000,000	47%	$7,369	0.5%	$215	5%
$1,000,001 or more	47%	$75,968	1.3%	$824	18%
Overall	**28%**	**$1,017**	**0.4%**	**$4,559**	**100%**

Source: ATO Taxation Statistics 2022-23. Dollar amounts are in 2025 dollars adjusted for nominal GDP growth. Excludes a single one-off $4.9 billion donation.

However, not all donations are claimed as a tax deduction. There are various reasons why a donor may not do so, for example, because they are not a taxpayer (e.g. a wealthy retiree living off tax-free superannuation income) or because the donation was made to one of the 58 per cent of charities without DGR status (such as some religious organisations).[9] Relatively little data are available on donations that are not claimed as a tax deduction.

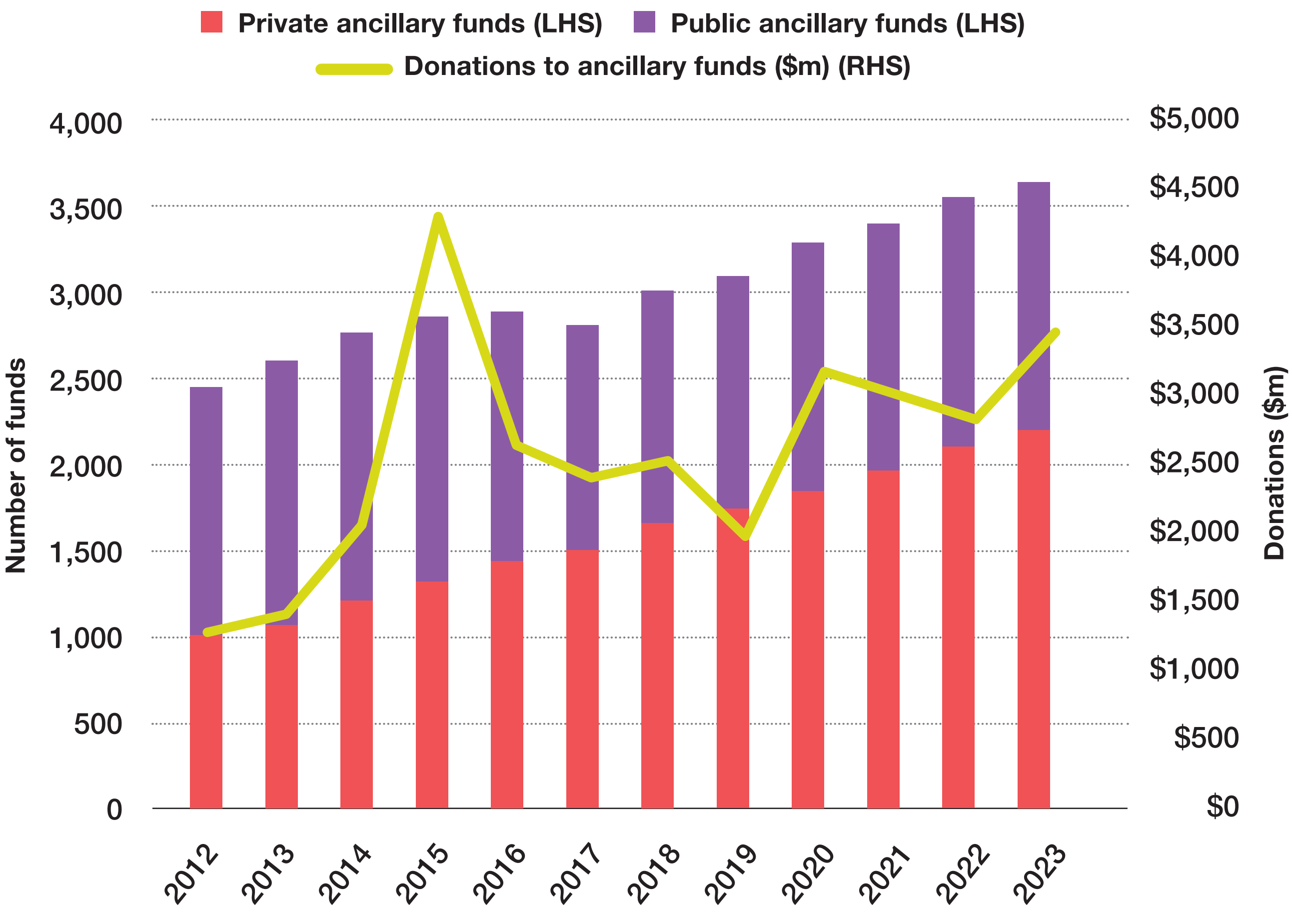
ANCILLARY FUNDS

Some people with higher levels of wealth choose to donate using formal structures such as ancillary funds or charitable trusts. These can afford them greater control over how their donations are used—and can also offer control over how funds are invested and the ability to spread tax-deductible donations over time.

There are currently about 2,388 private ancillary funds[10] (where donors have full control over how money is invested and distributed, subject to meeting regulatory requirements) and 1,415 public ancillary funds[11] (collective vehicles where multiple donors can contribute, and money is invested and managed by professional teams on donors' behalf).

The number of ancillary funds has grown steadily over time, with total donations paid into these funds rising to reach about $3.4 billion in 2022-23 (see Figure 3). Over the past two years, the number of private ancillary funds has grown by only about 4 per cent a year on average, down from about 7 per cent a year over the previous decade.

FIGURE 3 **Number of ancillary funds and total donations received, 2011-12 to 2022-23**



Source: ATO Taxation Statistics 2022-23. Dollar amounts are in 2025 dollars adjusted for nominal GDP growth.

INTERNATIONAL COMPARISONS

While Australians give more generously to charity than people in many other countries, we donate much less than people in comparable nations such as New Zealand and the United States. In 2021, Philanthropy Australia estimated that total giving adds up to just 0.8 per cent of Gross Domestic Product (GDP) in Australia—compared to 1.8 per cent in New Zealand and 2.1 per cent in the United States. Donations by individuals follow a similar pattern (see Table 4).

TABLE 4 **International comparisons of charitable giving**

	Total giving as a share of GDP	Individual giving as a share of GDP
Australia	0.81%	0.44%
United Kingdom	0.96%	0.54%
Canada	1.00%	0.77%
New Zealand	1.84%	0.67%
United States	2.10%	1.44%

Source: Estimate for individual giving in Australia is based on modelling in this report (see Appendix for details). All other estimates are from Philanthropy Australia (2021), A blueprint to grow structured giving, p. 22 (noting that different years are used for each country given data limitations).

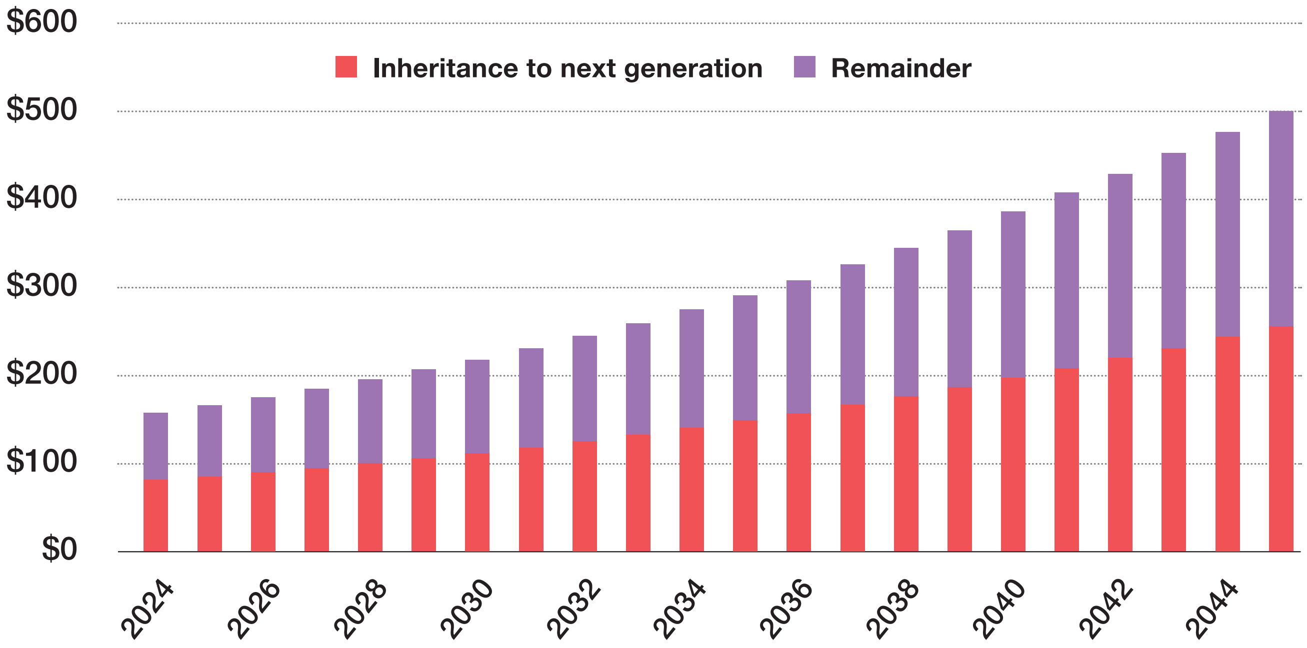
The great wealth transfer

Australia is set to go through an historically unprecedented transfer of wealth as the Baby Boomers leave an inheritance for the next generation. This transfer has already started, with total inheritances reaching an estimated $165 billion in 2025 and set to grow to almost $500 billion in 2045 (in 2025 dollars) (see Figure 4).

Over the next two decades, over $6 trillion in wealth will be inherited, with more than $3 trillion passing to the next generation.[12] Over the next five years alone, almost $1 trillion will be inherited, with $500 billion passing to the next generation.

This is consistent with Productivity Commission projections that the amount of money passed from one generation to the next will increase by nearly four times between 2020 and 2050.[13]

FIGURE 4 Annual inheritance flows, 2024 to 2045



Source: JBWere (2024), The bequest report, p. 11. Values converted to 2025 dollars.

About half of inheritances flow to surviving spouses, and the other half mostly go to children of the deceased or other relatives (e.g. when people die childless). The amount inherited varies greatly, with the latest data showing that the average received is a bit over $700,000.[14] This figure is projected to increase significantly over the coming years, reflecting rising wealth among older age groups (especially housing wealth) and the long-term decline in fertility rates which means estates are split across fewer children.

People are most likely to receive an inheritance when aged in their early 60s. This is a stage of life when many people are approaching retirement, having already bought a house and paid off their mortgage. The Productivity Commission estimates that over the next 25 years, inheritances received by people in their early 60s will increase from about 16 per cent of their existing wealth to 78 per cent, on average. And by then, about two thirds of people aged 60-64 will have received an inheritance.[15]

However, on current trends, **only a small proportion of the great wealth transfer will be donated to charity.** Today, only about 1 per cent of the value of deceased estates is being bequeathed to charities.[16]

Donations could also be made by recipients of inheritances, especially if they are the next generation and already have enough money for their own needs. The literature shows that people who receive a windfall gain can be significantly more likely to donate to charity than those who do not, and tend to donate higher amounts.[17]

On current trends, just over $12 billion will be donated to charity out of inheritances over the next five years, assuming that just 1 per cent of deceased estates are bequeathed to charity and 2 per cent of the value of inheritances received are donated to charity.[18] This is a material amount but much less than what could potentially be realised from the great wealth transfer.

Barriers to giving more

A range of barriers mean that many people who would like to give to charity do not end up donating, or donate less than they would like. Some of these barriers are financial, such as not having enough spare money. Other barriers are more practical, such as not having thought about how to donate or not knowing how best to do it (see Table 5).

TABLE 5 Common barriers to giving

Barrier	Share of taxpayers donating
Affordability	Some people may not be able to afford to donate. Recent surveys suggest that somewhere between 35 and 80 per cent of Australians may have reduced their charitable giving due to increases in housing costs and the general cost of living.[19]
Other priorities	Some people may not donate because they have other priorities—for example, choosing to leave their assets to their children or relatives when they die, rather than bequeathing some of their estate to charity.
Finding the right cause or charity	People often say they want to support causes they strongly identify with, but may not know which charity to choose or worry about picking the 'wrong' one. This can make them hesitant to give. The importance of the cause is the primary reason for why 65 per cent of Australians donate to specific charities.[20]
Charity impact	People are less likely to donate to a charity if they are not convinced their donation will have a high impact, or if they are concerned a high proportion will be eaten up by overheads and other costs rather than directly supporting the charity's cause.[21] For example, surveys show that 8 in 10 Australians say it is important that a low percentage of their donations is used for running the charity, and 9 in 10 prefer to donate to charities who can demonstrate clear and measurable impacts.[22]
Accessing information and advice	High-net-worth individuals are often open to giving, but few receive advice from financial advisers, accountants or lawyers on structures for giving or how to give tax-effectively.[23] The Productivity Commission inquiry into philanthropy heard that donors often lack access to quality advice, with too few advisers equipped to provide it.[24]
Tax and legal consequences	Some potential donors may be discouraged by uncertainty about the tax treatment of donations, the complexity of DGR categories, or the effort involved in setting up structures such as private ancillary funds. Difficulty accessing the right information and advice (as noted above) can compound these barriers.
Administrative hassles	Giving to charity can be a hassle because of cumbersome forms and processes, the need to navigate payment options, and managing the tax and accounting considerations. Behavioural research shows even small amounts of additional effort or administrative hassle can make people less likely to donate.[25]
Giving not front of mind	An estimated 60 to 90 per cent of individual donations occur simply because people were asked.[26] Processes that make giving easier and more salient have been shown to increase donation rates substantially[27]—indicating that unless giving is front of mind, many people will not donate. This could be one reason why only a minority of high-net-worth individuals donate to charity: many may not have turned their mind to how they would like to use their wealth.

The role of professional advisers and fundraisers

Professional advisers and fundraisers can play a crucial role in overcoming many of the barriers to charitable giving—at least for people who can afford to donate and would like to 'give back' to society (see Figure 5). In doing so, they can enable individuals and families to act on their intentions and pursue their objectives.

FIGURE 5 The current landscape of professional advisers and fundraisers

Financial Advisers

15,700 ADVISERS[28]

Expected to grow by **6 per cent** by 2030[29]

2.2 MILLION CLIENTS[30]

Almost **40 per cent** of high-net-worth individuals use a financial adviser[31]

CAN HELP PEOPLE WITH

- Investing assets, planning for retirement, key financial decisions
- Charitable giving structures
- Financial and tax impacts of donating
- Investing and managing inheritances and capital gains

Accountants

217,000 ACCOUNTANTS[32]

49,000 registered tax agents (individual or organisation)[33]
Expected to grow by **8 per cent** by 2030[34]

10.6 MILLION TAXPAYERS

(**63 per cent**) submit a tax return through a tax agent[35]
About **70 per cent** of high-net-worth individuals use an accountant[36]

CAN HELP PEOPLE WITH

- Account-keeping, tax compliance and strategic analysis for individuals and business
- Tax optimisation of charitable donations
- Claiming a tax deduction for eligible donations
- Managing inheritances, capital gains and other windfalls

Lawyers

103,000 LAWYERS

(solicitors), of all types[37]
Expected to grow by **12 per cent** by 2030[38]

41 PER CENT

Of Australians with a will use a lawyer[39]
Almost **50 per cent** of high-net-worth individuals seek legal advice[40]

CAN HELP PEOPLE WITH

- Wills/estates, business transactions and other legal matters
- Leaving a charitable bequest
- Administering a deceased estate or contesting a will

Professional fundraisers

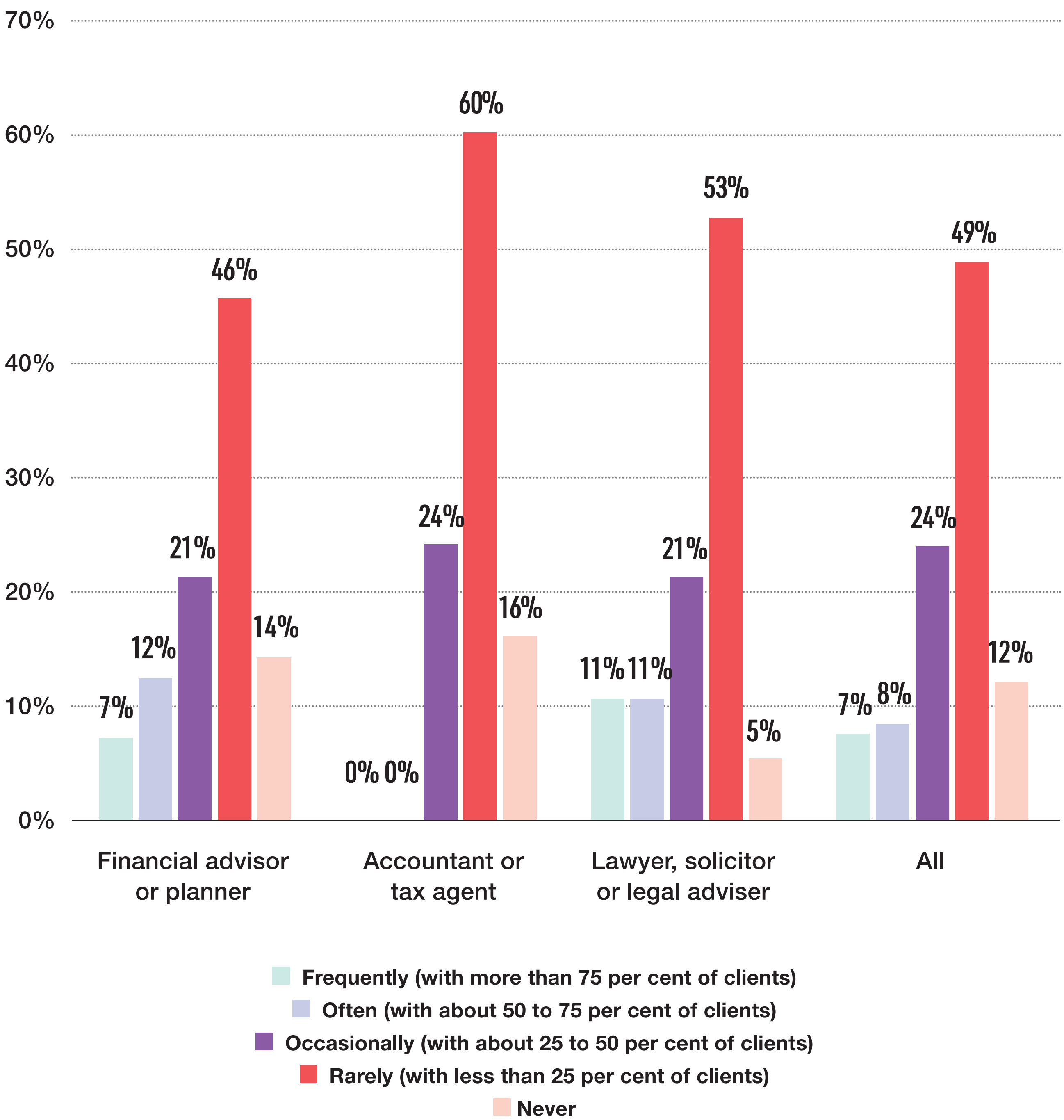
~10,000 FUNDRAISERS[41]

CAN HELP PEOPLE WITH

- Awareness of charities, what they do and their impact
- Connecting people to causes they care about
- Sustaining long-term relationships between donors and charities
- Helping donors to understand how they can support their favoured causes, including through immediate donations and bequests
- Working alongside professional advisers to support clients' charitable giving

However, the extent to which these professionals are effectively engaging with Australians to support charitable giving varies. New survey data collected in August and September 2025 show that only 16 per cent of professional advisers (of all types) discuss charitable giving with more than half of their clients, and over 60 per cent discuss it rarely or never. About 40 per cent of financial advisers and lawyers discuss the topic at least occasionally, compared to only 24 per cent of accountants (see Figure 6).

FIGURE 6 Frequency of discussing charitable giving in the past year



Source: The Edward Alexander Foundation. Survey sample of 109 financial professionals including 57 financial advisers, 25 accountants and 19 lawyers.

Other sources reveal that only about a third of **financial advisers** regularly discuss charitable giving with their high-net-worth clients (see Figure 7). This is despite evidence that many more clients would like advice on charitable giving. For example, in the United Kingdom, 62 per cent of high-net-worth individuals say charitable giving is a meaningful priority for them,[42] yet only 16 per cent of those with a financial adviser are currently receiving advice on charitable giving.[43]

FIGURE 7 **Financial advisers and charitable giving–the state of play**

Sources: The Edward Alexander Foundation; Elston (2024), "Driving the conversation around philanthropy"; Crittall, M., Scaife, W. and Boldeman, S. (2016), *A study of professional advisers in Australia*, Australian Centre for Philanthropy and Nonprofit Studies.

As for **lawyers**, about half of Australians have a will and about 40 per cent of them made their will with the assistance of a lawyer.[44] However, just 20 per cent of people who used a lawyer said they were asked about leaving a bequest to charity in their will[45]. This implies that, overall, fewer than 5 per cent of Australians have had conversations with a lawyer about leaving a bequest in a will, despite almost 30 per cent of people saying that they would like to leave a bequest to charity when they die.[46] In a recent survey, only 26 per cent of lawyers said they consider charitable giving to be an important part of overall legal planning for their clients.[47]

There are many potential reason why professional advisers may be reluctant to discuss charitable giving with clients (see Box 1).

BOX 1

Potential barriers to professional advisers helping clients with charitable giving

Skills and knowledge.

In a recent survey, 47 per cent of financial advisers, 42 per cent of lawyers and 68 per cent of accountants said that lack of adequate training or knowledge makes it harder for them to discuss charitable giving with their clients.[48] This survey also found that only 20 per cent of professional advisers considered themselves experts in giving options and structures (e.g. ancillary funds). This is consistent with other surveys in which two-thirds of financial advisers said they lack an adequate understanding of structured giving.[49] By comparison, 40 to 50 per cent of professional advisers in the United States rate themselves as knowledgeable in various forms of structured giving.[50]

Lack of referral networks.

About a third of professional advisers say that not knowing any experts or specialists makes it harder for them to discuss charitable giving with their clients, and 70 per cent have not referred a client to an expert in the past year.[51] Two-thirds of financial advisers say they do not raise charitable giving with their high-net-worth clients because they lack a working relationship with a philanthropic specialist.[52] In earlier research, three in five advisers said it was difficult for them to find experts on charitable giving within their organisation.[53]

Professional, regulatory and ethical obligations.

Some professional advisers may be concerned that charitable giving is not in their clients' interests, with half of financial advisers saying they do not raise the topic because their clients had not expressed interest in charitable giving in the past.[54] Professionals may also feel uncertain about how raising the subject of charitable giving would sit with their regulatory obligations, such as the duty of financial advisers to act in the best interests of their clients. Some may worry about perceptions of their impartiality if they are making recommendations about charitable giving, even if they are not recommending specific charities for clients to give to.

Fear of harming the client relationship.

Some professional advisers may be worried that a negative reaction from clients if they raise the topic of charitable giving could adversely affect their relationship. Professionals may be concerned that asking clients to say that they do not wish to give to charity could make clients feel awkward or ashamed for not doing something considered to be socially desirable. For example, one in ten financial advisers in the United Kingdom say that they have clients who have reacted negatively when broaching the topic of charitable giving.[55] Some professionals may similarly fear their clients will perceive them negatively if they charge a fee for the work they do advising on charitable giving.

Adverse business impacts.

Some professionals may be hesitant to advise clients on charitable giving if it reduces the client's wealth—and thereby the professional's fee revenue. This is potentially a significant barrier for financial advisers who charge fees as percentage of assets under management. For example, if a financial adviser who charges fees of 1 per cent of assets under management has a high-net-worth client who makes a $1 million donation, the adviser stands to miss out on $10,000 a year in ongoing fee revenue.[56] In a recent survey, 11 per cent of professional advisers said they were concerned that raising charitable giving with clients could have a negative financial or commercial impact on their firm.[57]

Lack of clear incentives.

Some professionals may be uninterested in discussing charitable giving with clients because it could require them to do additional work with little perceived benefit to either their business interests or their clients' interests. This is especially likely to be the case if professionals feel uneasy about charging a fee for work they do on charitable giving, or their fee model makes this difficult. In a recent survey, 12 per cent of professional advisers said that lack of commercial benefit makes it harder for them to discuss charitable giving with clients.[58]

Potential gains from expanding access to advice on charitable giving

Charities stand to gain considerably if more Australians are able to access advice on charitable giving through professional advisers and fundraisers. Original modelling for this report shows the size of the prize that awaits by equipping professional advisers and fundraisers with the right tools to support Australians with charitable giving and by removing other barriers.

Unlocking greater generosity from Australians who can afford to give will accelerate charities' ability to deliver benefits across the community. The additional donations modelled in this report would allow charities to scale up their work, invest more deeply in communities, create pathways out of disadvantage, protect our natural environment and drive cutting-edge medical discoveries.

PROFESSIONAL ADVISERS

The modelling reveals that if more professional advisers were helping clients with charitable giving, individual donations could be up to $1.0 billion to $2.3 billion higher each year by 2030 (see Figure 8). This is consistent with findings from the literature which suggest considerable potential for professional advisers to increase levels of charitable giving (see Box 2).

FIGURE 8 Potential increases in donations that professional advisers could unlock each year by 2030[59]

Bequests

$229 ▼ $357 million

Lawyers ask more people about charitable giving when they make their wills, meaning more leave a bequest to charity.

Intergenerational inheritances

$10 ▼ $330 million

Financial advisers and **accountants** discuss charitable giving with more inheritance recipients and offer advice which lifts the average amount donated.

Large net capital gains

$12 ▼ $43 million

Financial advisers, **accountants** and **lawyers** ask more recipients of large net capital gains (of $250,000 or more) about charitable giving, which means more people give.

Donations from high-net-worth individuals

(excluding bequests, inheritances and capital gains)

$610 million ▼ $1.7 billion

Financial advisers offer advice on charitable giving to more high-net-worth clients, which means more give. **Accountants** and **lawyers** offer support with charitable giving to more of the remaining high-net-worth clients, which means more give.

Currently, high-net-worth households have net assets of at least $6.75 million each[60] and contribute an estimated 80 per cent of individual donations[61] — even though they comprise just over 2 per cent of the adult population. It has been estimated that if all 200 people on the Australian Financial Review Rich List donated 1 per cent of their wealth to charity, donations would increase by over $5.5 billion.[62]

Other donations

$69 ▼ $256 million

More taxpayers who use a tax agent are reminded about charitable giving, prompting more to donate.

"Australia had only 2,388 [public ancillary funds] at June 2025, whilst at the same time there are 85,000 people earning over $500,000 annually (2023) and an estimated 97,000 households with net assets of over $10 million. This highlights our claim that with policy stability and proactive focus, there should be 50,000 Private Giving Funds in Australia and an even more substantial number of sub funds within Public Ancillary Funds." **—JBWere.**[63]

BOX 2

Evidence of the potential for professional advisers

- Research in the United Kingdom found that high-net-worth individuals are much more likely to donate to charity if they receive specific advice on charitable giving (95 per cent of people), compared to those who do not receive such advice (85 per cent).[64] This is consistent with evidence that people are more likely to donate to charity when asked about it and when the process is easier.[65]
- UK research has also found that donors who receive advice on charitable giving donate higher amounts than donors who do not receive such advice, with one study finding they give almost twice as much.[66] There is also considerable untapped potential, with wealthy people who already donate saying they could afford to give around a third more to charity each year, on average—and about one in six saying they could afford to give twice as much.[67]
- Professional advisers in the United States are much more likely than their Australian counterparts to discuss charitable giving with clients. One study found that 67 of high-net-worth clients in the United States have had discussions with their adviser about philanthropy, with almost four in five advisers saying they feel it is their responsibility to raise the issue. Among clients who have these discussions, over two-thirds say their professional adviser plays an important role in helping them with their charitable giving.[68]

Professional advisers themselves also stand to benefit from helping their clients with charitable giving. Several studies have found that doing this can help professionals to better understand their clients' objectives and strengthen long-term client relationships. For example:

- In the United States, almost 80 per cent of professional advisers say that discussing charitable giving with clients is good for business.[69]
- In the United Kingdom, one in five financial advisers say there is a direct link between offering advice on charitable giving and winning business,[70] and almost one in five high-net-worth individuals say they would be more inclined to become a client of a financial adviser if such advice was on offer.[71]

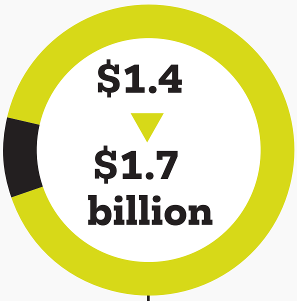
FUNDRAISERS

Additional gains could be realised by lifting the skills and capabilities of professional fundraisers working across the charity sector, and by seizing more opportunities for fundraisers to work alongside professional advisers. The modelling reveals that this could unlock up to $1.4 billion to $1.7 billion a year in donations by 2030—over and above what could be harnessed via professional advisers.

The international evidence also points to large potential gains from enhancing fundraiser effectiveness and training (see Box 3).

FIGURE 9 Additional increases in donations that professional fundraisers could unlock each year by 2030[72]

Fundraisers



Fundraisers play an even stronger role than they do today in connecting Australians to causes they care about, building trust in charities and sustaining long-term relationships with donors (especially high-net-worth individuals).

Modelling for this report finds that individual donations to charity could be in the order of 18 to 31 per cent higher if all fundraisers were as effective at raising donations as some of their higher-performing peers (measured at the 60th and 70th percentile in terms of donations raised per full-time-equivalent fundraiser). Subtracting the potential that could be harnessed by professional advisers gives an indication of the additional gains that could be realised from the fundraiser workforce.

BOX 3

International evidence on fundraiser effectiveness & training

- Data from a major survey of Australian charities suggests that the donations generated by each full-time-equivalent fundraiser position can range from about $470,000 (the average for a small charity) to over $2 million (the 70th percentile for a very large charity), net of fundraising costs.[73]
- Research on professional fundraisers employed by universities in Australia and New Zealand shows that each dollar invested in employing fundraisers generated an eight-fold return in terms of new donations secured.[74]
- A study of Swiss charities found that increasing fundraising capability by investing in professional fundraisers and adopting more effective organisation-level processes is associated with higher donation revenues (a 12 per cent increase in revenues for a one-standard-deviation increase in the capability score) and with greater growth in donations over the following three years (a 24 per cent increase).[75]
- A US study of smaller charities found that the provision of an additional form of training or education opportunity was associated with US$37,000 in additional donations in 2015, equivalent to a 10 per cent increase in major gifts.[76] The authors suggest that formal education programs and certification schemes generate the largest increases in performance.

OVERALL GAINS

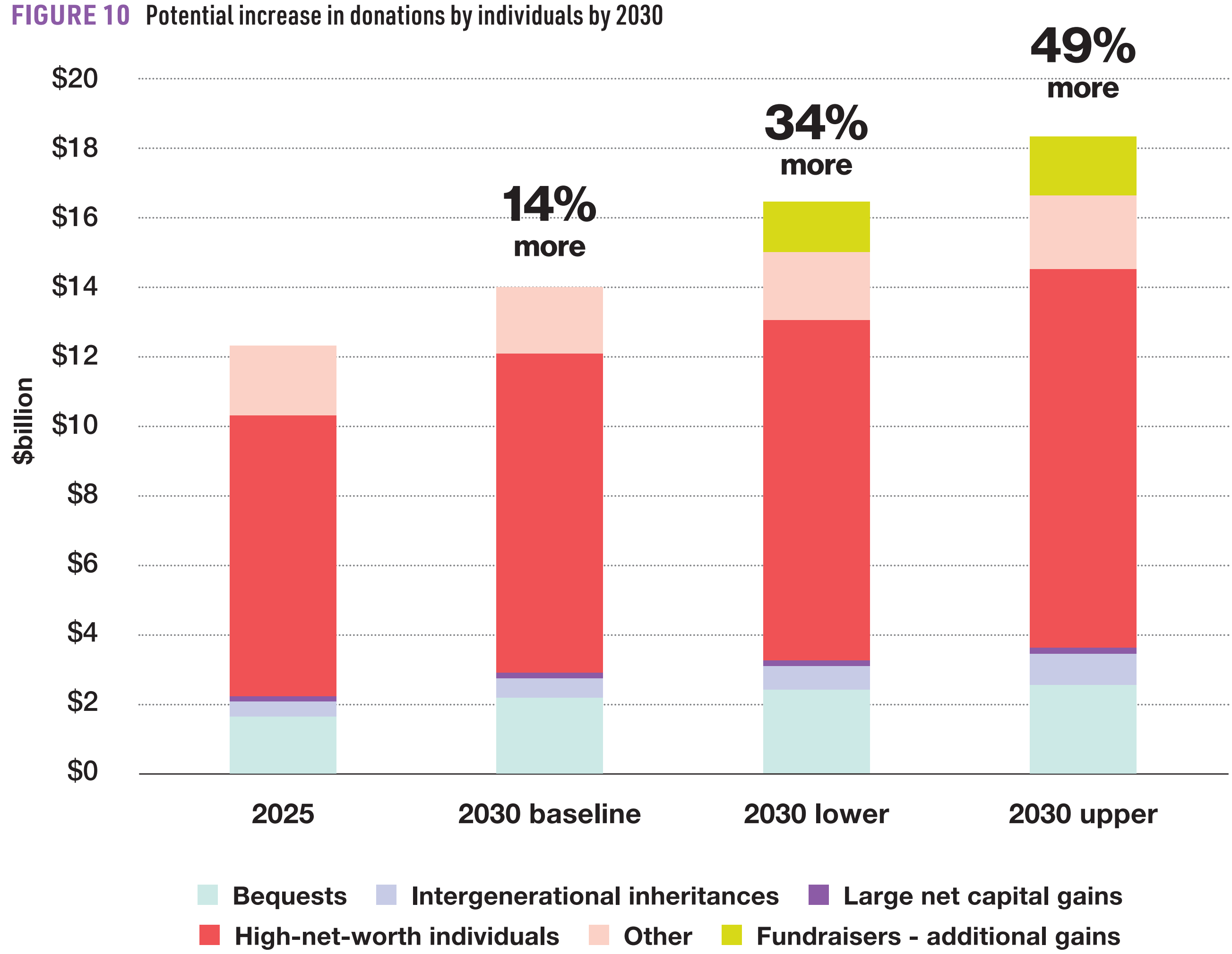
Overall, the modelling suggests that the level of individual donations made each year could be up to **$2.5 billion to $4.4 billion** higher than otherwise by 2030 if more Australians are able to access advice on charitable giving through professional advisers and fundraisers. This represents an 18 per cent to 31 per cent increase relative to the baseline.

With donations expected to increase by just 14 per cent on the current (baseline) trajectory, achieving the higher levels of giving would mean lifting donations to be 34 to 49 percent higher than today (see Figure 10). This would go a significant way towards meeting Labor's commitment made in the 2022 election campaign to double philanthropic giving by 2030.[77] It would also mean that individual giving rises from 0.44 per cent of GDP today to 0.52 to 0.58 per cent of GDP—potentially moving Australia beyond the 0.54 per cent level for the United Kingdom.

Assuming the increases are phased in gradually over the next five years, the cumulative gains would be as high as **$7 billion to $12 billion** between now and 2030, relative to the baseline projections (see Figure 11).

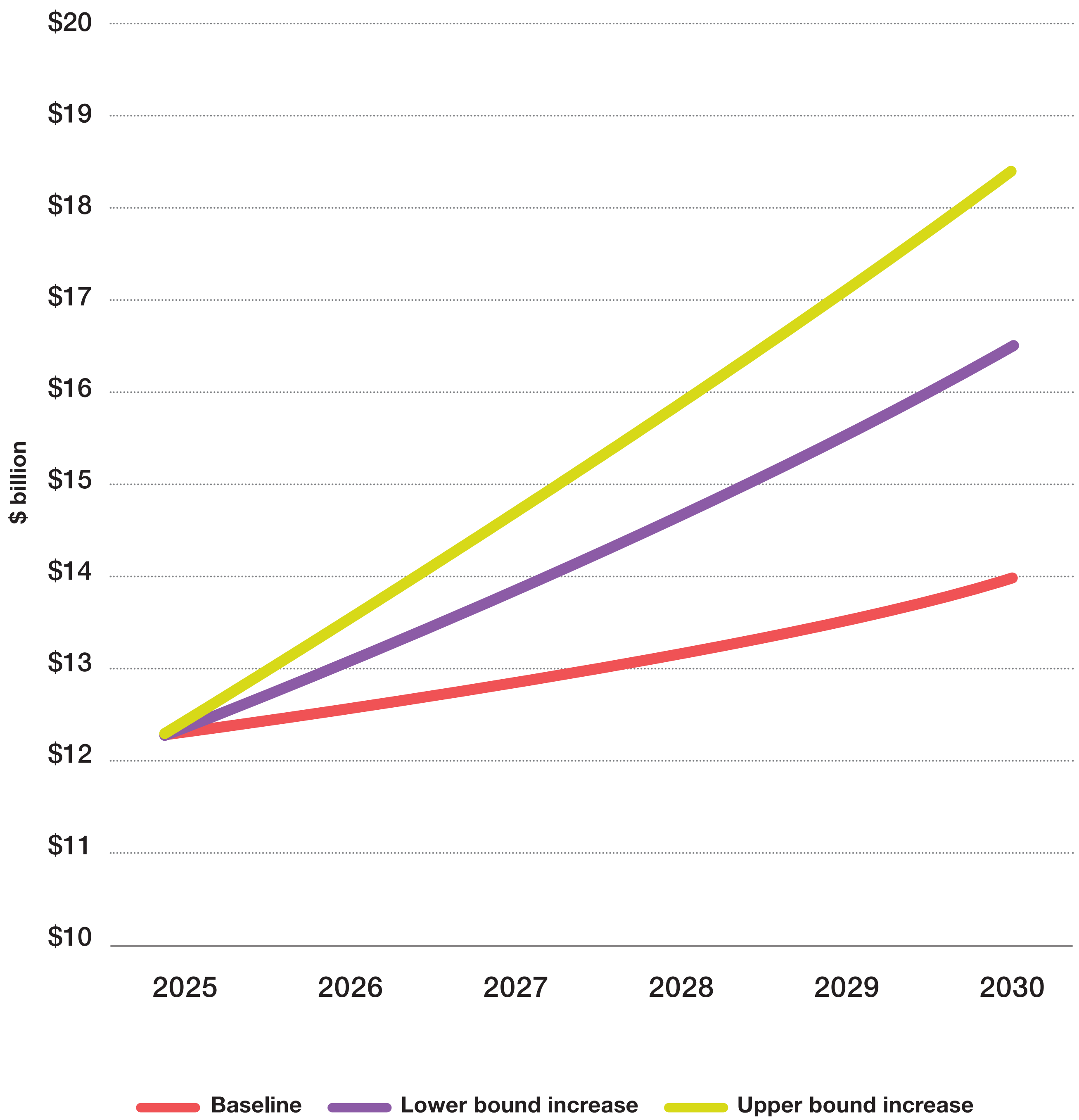
These gains are indicative, based on the available data, evidence of what has been achieved in other countries, and reasonable assumptions informed by the research literature. Lower and upper bound estimates are presented to reflect the uncertainty in the estimates. The Appendix contains the full modelling results and an explanation of the methodology, data sources and assumptions.

FIGURE 10 Potential increase in donations by individuals by 2030



Note: Estimates for high-net-worth individuals exclude bequests, inheritances and large net capital gains.

FIGURE 11 Annual donations by individuals, by year



Unlocking the gains

Unlocking the potential gains in practice will require further work, including collaboration between professional bodies and the philanthropy sector to better equip professional advisers and fundraisers with the skills and tools they need and to reduce other barriers to helping Australians with charitable giving. This report identifies four areas where future work could focus (see Table 6).

TABLE 6 Four areas where future work could focus

1. Education, training and tools for professional advisers	Professional bodies for the financial advice, accounting and legal sectors could work closely with the philanthropy sector to improve access to education, training and tools for professional advisers, such as by: ▪ Developing new educational materials and resources, informed by professionals' expertise in how to most effectively engage with clients. ▪ Exploring opportunities to develop new training courses and certifications that qualify for Continuing Professional Development (CPD) points. ▪ Developing and expanding professional networks so professionals can connect with experts on charitable giving and have someone to refer clients to when more specialist advice is needed. ▪ Working directly with licensees and firm owners to facilitate the delivery of resources at the firm level and address barriers to their use. As part of its review of the financial adviser education standards, the Australian Government could identify and address barriers to education providers including material on charitable giving in formal training (consistent with the Government's intent to make the new standards less prescriptive).[78]
2. Reducing regulatory and financial barriers for financial advisers	The Australian Securities and Investments Commission (ASIC) could consider updating its regulatory guidance for financial advisers to include examples of how advisers can provide advice on charitable giving to clients (e.g. by explicitly clarifying that asking clients about philanthropy is not inconsistent with their regulatory obligations) and how advisers can charge fees for this advice (e.g. on a fee-for-service basis). The Government's planned reforms to the best interest duty and other financial advice laws[79] offer an opportunity for both ASIC and the Government to further clarify regulatory expectations.

3. Professionalising the fundraiser workforce	Peak bodies in the philanthropy sector could explore ways to further professionalise the fundraiser workforce, such as by: ■ Collaborating to strengthen and promote high-quality training and certifications for fundraisers—for example, by bringing together certification programs already offered by various bodies across the sector. ■ Undertaking rigorous evaluations of fundraiser strategies and sharing the insights across the sector to help identify 'what works' and drive an evidence-based culture. ■ Reviewing and addressing barriers to improving fundraiser effectiveness, including barriers to charities providing the level of support, recognition and professional development that fundraisers need to be effective. ■ Facilitating shared fundraiser workforce arrangements across smaller charities to make it easier for charities to attract highly skilled fundraisers while giving fundraisers greater opportunities for professional development.
4. Better data	Professional and peak bodies could work together with government to improve transparency on the size and composition of professional workforces and on current levels and patterns of charitable giving. The Australian Bureau of Statistics could introduce a standalone occupational classification for fundraisers in the next update of the Occupation Standard Classification for Australia. This did not occur in the 2024 update, despite the fundraiser sector calling for the change and fundraisers being identified as a key emerging occupation by the National Skills Commission in 2020.[80]

Appendix: Modelling results and methodology

APPROACH

Annual charitable donations by individuals (including bequests) were estimated for 2025 and 2030, in total and across several main types of donations.

Total baseline donations were estimated by scaling up total tax-deducted donations in 2022-23 (less the one-off $4.9 billion donation to the Minderoo Foundation) using the percentage of all donations that are tax-deducted or paid into ancillary funds reported by Philanthropy Australia (36 per cent).[81]

Donations of each type were estimated as described in the sections below. This was done for the baseline (i.e. current trends) as well as upper and lower bound scenarios for what could be achieved in 2030 through greater provision of advice and support on charitable giving by professional advisers and fundraisers.

Annual donations for the years 2026 to 2029 were imputed by assuming constant geometric growth rates from 2025 to 2030 levels under each of the baseline, lower and upper bound scenarios (for example, if donations increase by 10 per cent between 2050 and 2030, it is assumed that there is a 1.9 per cent increase in each intervening year). This was done for the overall estimates and the individual components (with a different approach used for additional gains from fundraisers, described below). Minor rounding adjustments were made to correct for the effects of non-linearities in the equations which meant that cumulative estimates for the individual components did not perfectly sum to the cumulative overall estimate.

All modelling values are in 2025 dollars. Historical figures have been inflated using nominal GDP growth, and future values have been increased in line with projected real GDP growth.[82] This approach has been used because donations are often linked to incomes, which over the long term tend to increase in line with GDP. Where relevant, aggregates have also been increased in line with population growth.

The base population is all Australian adults (residents aged 18 or over) and assumed to increase in line with population projections from the Australian Bureau of Statistics.

Data on tax-deducted donations and the number of taxpayers using a tax agent were sourced from the Australian Taxation Office (ATO),[83] with more granular estimates calculated using the ATO's 2 per cent sample file.

BEQUESTS

In the baseline, 1 per cent of the value of deceased estates is assumed to be bequeathed to charity, based on estimates from JBWere.[84] This value is in between estimates based on data from Philanthropy Australia (suggesting 0.4 per cent of estates are bequeathed to charity)[85] and estimates cited by the Productivity Commission (2 per cent of estates are bequeathed).[86]

Using estimates that 88 per cent of people who die have a will[87] and 7.5 per cent of wills include a bequest to charity,[88] it is assumed that 6.6 per cent of people leave a bequest to charity. Applying this to JBWere projections that bequests will total $2.2

billion in 2030 (in 2025 dollars)[89] implies an average charitable bequest of about $157,000.

It is assumed that the share of people leaving a bequest increases to 10 per cent by 2035 in the lower bound, and to 12 per cent in the upper bound (which is based on an estimate that 29 per cent of Australians say they want to leave a bequest, multiplied by the 41 per cent that use a lawyer to prepare their will[90]). The average amount bequeathed per donor is assumed to be unchanged.

The share of people leaving a bequest in 2030 is assumed to be mid-way between current levels and the assumed share for 2035. A longer transitional period is assumed for bequests than for the other donation types in this report because there will be a lag between wills being updated and people dying and the money flowing to charities.

Charitable bequests are 1.1 per cent of estates in the lower bound and 1.2 per cent in the upper bound. These are modest increases compared to assumed current levels, and below the approximately 4 per cent of the value of estates that is bequeathed to charity in the United States and United Kingdom.[91] Assuming an increase to the level in these countries by the actions of professional advisers alone would not be realistic given differences in cultures of giving and the presence of estate taxes in those other countries (which do not exist in Australia).

INHERITANCES

In the baseline, donations made out of inheritances (by their recipients) were estimated using the JBWere projections of deceased estates, focusing only on the 51 per cent of inheritances that would go to the next generation (i.e. the modelling does not consider inheritances that go to a surviving spouse).[92] It is assumed that 92 per cent of intergenerational inheritance flows are potentially available for charitable giving, based on estimates of the share of total inheritances going to recipients of 'large' inheritances (at least $500,000 per recipient).[93] It is assumed no donations are made out of the remaining ('small') inheritances.

This available flow of inheritances is then split into two portions, with 28 per cent assumed to be received by people who use a financial adviser (based on the mid-point of the percentage of high-net-worth people who use a financial adviser and the percentage of non-high-net-worth people who use a financial adviser, discussed below[94]) and the remainder assumed to be received by people who have some relationship to an accountant (including tax agents) or lawyer.

It is then assumed that a percentage of inheritance recipients with a financial adviser receive advice on charitable giving, using the same percentage assumed for the high-net-worth analysis below (that is, 35 per cent in the baseline, 45 per cent in the lower bound and 67 per cent in the upper bound). Of those receiving this advice on charitable giving, 62 per cent are assumed to donate to charity (again consistent with the high-net-worth analysis) and in the baseline donate 2 per cent of the value of the inheritance. This is an assumption based loosely on the effective share of net capital gain amounts that are donated (described below). The share donated is assumed to increase by 1 percentage point in the lower bound and by 2 percentage points in the upper bound (i.e. to 3 per cent and 4 per cent of the value of the inheritance, respectively). These are conservative assumptions reflecting considerable uncertainty, noting that Philanthropy Australia has set a target of capturing an additional 1 per cent of intergenerational inheritance flows for charity[95] and estimates for the United States imply as much as 10 per cent of intergenerational inheritances may be donated to charity in that country.[96]

A separate approach is taken for the remaining inheritance recipients who do not receive charitable giving advice from a financial adviser (comprising of those who do not use a financial adviser, and those who do but do not receive charitable giving advice). These people are all assumed to have a relationship with an accountant or lawyer. For simplicity, it is assumed that accountants and lawyers are half as likely to raise charitable giving with clients compared to financial advisers, across the baseline, lower and upper bounds. The remaining values remain fixed across the baseline and scenarios: 42 per cent of inheritance recipients are assumed to donate to charity (based on survey evidence that 42 per cent of people say they would likely make a significant donation to charity if they received a sizeable inheritance or windfall gain[97]) and donate an average of 2 per cent of the value of the inheritance (the baseline value).

CAPITAL GAINS

This part of the modelling only considers tax-deducted charitable donations made out of taxable capital gains (i.e. taxable capital gains less losses declared on tax returns, which excludes capital gains from selling owner-occupied housing). A threshold value of $250,000 in net capital gains is used, on the basis that a material change in charitable giving is only likely to occur when capital gain amounts are large. This is lower than the threshold used for modelling donations from inheritances on the basis that people earning large capital gains are less likely to be reliant on labour income.

Almost all recipients of these large net capital gains use a tax agent (i.e. accountant) to file their tax return, and many are also likely to engage with financial advisers and/or lawyers. In the baseline, an estimated 33 per cent make tax-deductible donations, with annual donations equivalent to an average of 1.5 per cent of the value of the capital gain (equivalent to $20,636 in 2023, or $21,023 in 2025 dollars, on average).[98]

The proportion of recipients who donate to charity is assumed to increase to 36 per cent in the lower bound and to 45 per cent in the upper bound (with average donations remaining unchanged). These figures represent the same increase from baseline levels (in percentage terms) as the assumed share of donors among high-net-worth individuals who do not receive advice on charitable giving from a financial adviser (discussed below).

HIGH-NET-WORTH INDIVIDUALS

This part of the modelling considers all other donations made by high-net-worth individuals (that is, total donations less those from bequests, inheritances and capital gains).

In the baseline and all scenarios, it is assumed that:

- 80 per cent of all donations are made by high-net-worth individuals. This is consistent with 80 per cent of inflows to private and public ancillary funds being tax deducted by high-net-worth individuals (noting that some donors may not need to complete a tax return or may not claim a deduction) and 50 per cent of the remaining tax-deducted donations being made by high-net-worth individuals.
- 39 per cent of high-net-worth individuals currently use a financial adviser.[99] Because the number of people using a financial adviser is expected to increase by 27 per cent over the next five years compared to only 8.4 per cent growth in the overall population,[100] the share of high-net-worth individuals using a financial adviser is projected to increase to 46 per cent by 2030.
- 51 per cent of high-net-worth individuals with a financial adviser donate to charity and 43 per cent of those without a financial adviser donate to charity.[101]

The modelling splits high-net-worth individuals into two groups: those who receive advice on charitable giving from a financial adviser, and those who do not.

High-net-worth individuals who receive advice on charitable giving from a financial adviser

In the baseline and both scenarios, several assumptions are made about the effectiveness of receiving advice on charitable giving:

- Clients of financial advisers who receive advice on charitable giving are 37 per cent more likely to donate than those who do not, based on evidence of the maximum effect from 'prompting' people about charitable giving.[102]

- Clients who receive advice on charitable giving donate 33 per cent more, on average, each year than those who do not receive such advice, based on evidence from the United Kingdom that existing high-net-worth donors could afford to donate a third more, on average.[103]

In the baseline, it is assumed that 35 per cent of clients of financial advisers discuss charitable giving with their financial adviser.[104] This rises to 45 per cent in the lower bound (a simple 10 percentage point uplift) and 67 per cent in the upper bound (based on the share of high-net-worth clients discussing charitable giving with professional advisers in the United States[105]). As a result, the share of all high-net-worth individuals having conversations about charitable giving with a financial adviser increases from 16 per cent in the baseline to 21 per cent in the lower bound and 31 per cent in the upper bound.

High-net-worth individuals who do not receive advice on charitable giving from a financial adviser

A separate approach is taken for the remaining high-net-worth individuals who do not receive charitable giving advice from a financial adviser, but are assumed to have a relationship with an accountant or lawyer who may ask them about charitable giving (some of whom also have a financial adviser, who does not discuss charitable giving with them). Overall, 44 per cent of this group is assumed to donate to charity in the baseline, derived using the estimates above for donation rates by high-net-worth individuals with and without a financial adviser. This is assumed to rise to 48 per cent in the lower bound (a 10 per cent increase, based on an estimate of the effect of 'prompts' on donation rates[106]) and 54 per cent in the upper bound (the estimated donation rate in 2011 for this group, when the share of taxpayers claiming deductions for charitable donations was near its peak[107]). Average amounts donated are assumed to remain unchanged for existing donors, and are half the average for new donors. This is based on the approach used by Impact Economics and Policy[108] and reflects that existing donors are likely to have a higher willingness and/or capacity to give.

OTHER DONATIONS

This part of the modelling considers the remaining donations not covered above, which by definition are made by non-high-net-worth individuals. The modelling only considers the 73 per cent of non-high-net-worth people who use a tax agent (with about 12 per cent of these also using a financial adviser in 2025), as a proxy for the share who engage with professional advisers.

The share of these people who donate is assumed to be 27 per cent in the baseline (based on the share of taxpayers claiming a tax deduction), increasing to 30 per cent in the lower bound (a 10 per cent increase, consistent with the modelling for high-net-worth individuals who do not receive charitable giving advice from a financial adviser, above) and 38 per cent in the upper bound (the estimated rate for 2011, also consistent with the modelling above). Average donations are assumed to remain unchanged for existing donors, and new donors are assumed to donate half as much (consistent with the approach used above for high-net-worth individuals who do not receive advice on charitable giving from a financial adviser).

FUNDRAISERS

The potential increase in donations from increasing the skills and capabilities of fundraisers was estimated using survey data on the number of full-time-equivalent (FTE) fundraiser staff and donations raised (net of fundraiser costs) per FTE fundraiser across a sample of 90 Australian charities over six years.[109] The average amount raised per FTE was compared to the amount raised at the 60th percentile (lower bound) and 70th percentile (upper bound) levels to estimate the potential increase in donations if every fundraiser performed at these higher levels (noting that some already perform above these levels).

The calculations were made across four different charity-size categories to account for differences in non-staff fundraising expenditures, with larger charities tending to invest proportionally more in advertising campaigns (for example). The percentage uplift in donations was calculated for all fundraising excluding bequests (see Table 7). Separate calculations based on bequests raised per FTE yielded similar results (at 14 per cent increase in net donations in the lower bound and a 29 per cent increase in the upper bound).

Where the current average net donations per FTE was lower than at the 60th or 70th percentile levels, the current value was used in the estimates.

Because the potential gains from increasing fundraiser effectiveness are likely to overlap with the potential gains from expanding access to charitable giving advice through professional advisers, only the additional gains from fundraisers are added to the estimates for professional advisers. This additional gain from fundraisers was calculated by estimating the overall increase in donations using the fundraiser estimates in Table 7 and then subtracting the estimates for professional advisers.

A similar approach was used to calculate the additional gains from fundraisers in the intervening years (i.e. 2026-2029) and the cumulative additional gains. These were calculated using the difference between the estimates for overall donations and the professional adviser components, noting that because the additional gains are zero in 2025 (by definition) geometric growth rates cannot be computed.

TABLE 7 **Net donations per FTE fundraiser staff at the average, 60th and 70th percentile–all fundraising except bequests**

Charity size	Share of total FTE	Net donations per FTE			Percentage increase	
		Average	P60	P70	P60	P70
Macro Super (Over $45m)	32%	$1,325,119	$1,792,700	$2,008,233	35%	52%
Macro Large ($15m to $45m)	50%	$782,012	$809,401	$911,189	4%	17%
Macro Medium (Between $5m and $15m)	13%	$651,258	$586,337	$687,338	0%*	6%
Macro Small (Under $5m)	5%	$467,103	$338,045	$396,871	0%*	0%*
Total/average	**100%**	**$920,902**	**$1,067,934**	**$1,203,395**	**18%**	**31%**

** Current average used in calculations as the alternative value is lower than the current average.*

Source: Data provided by More Strategic.

SENSITIVITY TESTING

Sensitivity testing shows that the estimated increases in charitable giving in 2030 are moderately sensitive to the specification of some inputs and assumptions, with the most sensitivity found for assumptions relating to the impact of charitable giving advice on the behaviour of high-net-worth individuals (see Table 8).

TABLE 8 Sensitivity testing

Alternative assumption	Change in incremental donations (scenario less baseline), excluding fundraiser uplift, 2030	
	Lower bound	Upper bound
High-net-worth individuals		
High-net-worth individuals provide 60 per cent of total donations in the baseline (instead of 80 per cent)	-7%	-4%
The number of people using a financial adviser in the baseline increases in line with overall population growth, i.e. by 8.4 per cent by 2030 (instead of 27 per cent).	-0.5%	-6%
High-net-worth individuals with a financial adviser donate at the same rate as those without a financial adviser in the baseline (rather than being 18 per cent more likely to donate)	-7%	-17%
Financial advisers discuss charitable giving with 27 per cent of advised high-net-worth clients (instead of 35 per cent), based on findings from the recent survey of professional advisers discussed in the report, with the lower and upper bound assumptions also reducing by 8 percentage points.	+4%	+3%
Advised high-net-worth clients who discuss charitable giving with their adviser are 12 per cent more likely to donate than those who do not have these discussions (instead of 37 per cent), based on UK evidence that high-net-worth people receiving advice on philanthropy are 12 per cent more likely to donate.[110]	-10%	-13%
Advised high-net-worth clients who receive advice on charitable giving donate 78 per cent more than those who do not receive such as advice (rather than 33 per cent more), based on evidence from a UK study.[111]	+6%	+9%
High-net-worth individuals who start donating following a discussion with an accountant or lawyer donate as much as existing donors (rather than half as much).	+31%	+24%
Non-high-net-worth individuals		
Non-high-net-worth individuals who start donating following a discussion with a professional adviser donate as much as existing donors (rather than half as much).	+7%	+10%
Inheritances		
46 per cent of inheritance recipients use a financial adviser (rather than 28 per cent), based on the percentage of high-net-worth people who use a financial adviser.	+6%	+7%
11 per cent of inheritance recipients use a financial adviser (rather than 28 per cent), based on the percentage of non-high-net-worth people who use a financial adviser.	-6%	-7%
The share of inheritances donated in the baseline by people having a discussion with a professional adviser is 3 per cent (rather than 2 per cent), with the lower and upper bound assumptions also increasing by 1 percentage point.	+3%	+4%
Bequests		
Bequests to charity in the baseline are 2 per cent of the value of estates (instead of 1 percent), based on estimates from the Productivity Commission.[112]	+10%	-0.4%
Net capital gains		
Net capital gains are modelled using estimates from the 2021-22 ATO sample file instead of the 2022-23 sample file—specifically: 0.17 per cent of taxpayers earn a net capital gain of $250,000 or more; 40 per cent donate; donations average $20,836 or 1.8 per cent of net capital gains.	+0.7%	+1.2%

FULL MODELLING RESULTS

TABLE 9 Modelling results (all figures are in $ million, 2025 dollars)

Item	2025	2030			Cumulative increase 2026-2030, relative to baseline	
	Base	Base	Lower	Upper	Lower	Upper
Bequests	$1,648	$2,170	$2,400	$2,527	$628	$974
Intergenerational inheritances	$436	$574	$684	$904	$298	$866
Large net capital gains	$104	$118	$130	$161	$34	$118
High net worth individuals (excluding bequests, inheritances and capital gains)	$8,124	$9,237	$9,847	$10,934	$1,744	$4,797
Other	$2,001	$1,899	$1,969	$2,156	$208	$763
Fundraisers – additional gains	$0	$0	$1,435	$1,670	$4,089	$4,664
TOTAL	**$12,313**	**$13,999**	**$15,030**	**$16,682**	**$7,001**	**$12,182**

Footnotes

1. Philanthropy Australia (2021), *A blueprint to grow structured giving*, p. 22.
2. Estimates for 2026-2045 based on JBWere (2024), *The bequest report*, p. 11, updated to 2025 dollars.
3. Workplace Giving Australia and Charities Aid Foundation (2025), *Giving in Australia 2025,* p.20.
4. Australian Charities and Not-for-profits Commission (2025), *Australian Charities Report*, 11th edition.
5. Australian Charities and Not-for-profits Commission (2025), *Australian Charities Report*, 11th edition.
6. See Appendix for methodology.
7. Melbourne Institute (2022), “Taking the pulse of the nation”, Available: https://melbourneinstitute.unimelb.edu.au/data/taking-the-pulse-of-the-nation/charitable-giving; Australian Red Cross (2025), “New research: Aussies love to give but fail to claim”, Available: https://www.redcross.org.au/media/releases/2025/new-research-aussies-love-to-give-but-fail-to-claim/
8. Based on a 2024 survey of Australians who currently donate to charity in some form. Data provided by More Strategic.
9. Australian Charities and Not-for-profits Commission (2025), Charity Data Explorer, Available: https://www.acnc.gov.au/australian-charities-report-11th-edition-charity-data-explorer
10. As at June 2025. JBWere (2025), *JBWere submission – Giving fund reforms: Distribution rate and smoothing*, p. 15.
11. As at March 2025. Treasury (2025), *Giving fund reforms: Distribution rate and smoothing*, Consultation paper, p. 2
12. Estimates for 2026-2025 based on JBWere (2024), *The bequest report*, p. 11, updated to 2025 dollars.
13. Productivity Commission (2021), *Wealth transfers and their economic effects*, p. 8.
14. JBWere (2024), *The bequest report,* p. 20.
15. Productivity Commission (2021), *Wealth transfers and their economic effects*, pp. 76-77.
16. JBWere (2024), *The bequest report,* p. 20; Productivity Commission (2021), *Wealth transfers and their economic effects*, p. 4.
17. Li, H. et al (2018), “Does windfall money encourage charitable giving? An experimental study”, Voluntas, vol. 30, pp. 841-848; Kellner, C. Reinstein D and Riener G (2019), “Ex-Ante Commitments to ‘Give If You Win’ Exceed Donations after a Win”, *Journal of Public Economics*, vol. 169, pp. 109–27.
18. See Appendix for method and assumptions.
19. Graham, J., Saeri, A., Slattery, P. and Noetel, M. (2024), *Survey of Australians on giving effectively*, Available: https://osf.io/preprints/psyarxiv/rkcea_v1; McCrindle (2023), The future donor.
20. Rutley, R. and Stephens, I. (2017), *ACNC Public Trust and Confidence in Australian Charities 2017*, Market Research Report.
21. Social Ventures Australia (2024), *Paying what it takes: Funding indirect costs to create long-term impact*.
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To create a legacy is to plant a tree under which you will never sit

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