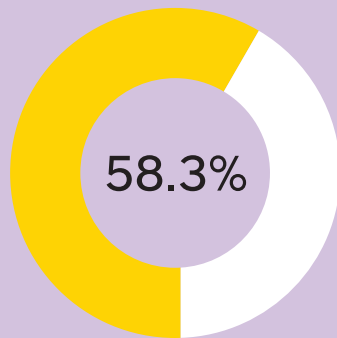
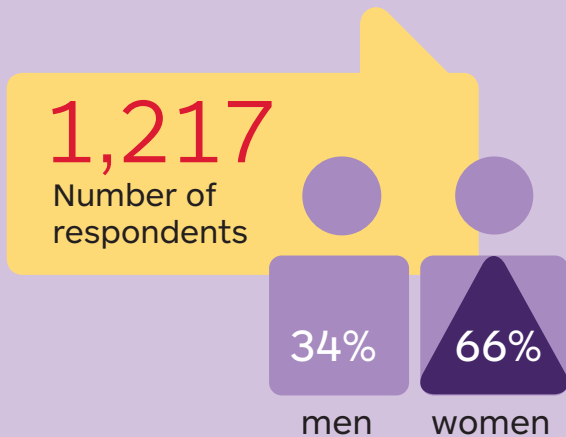
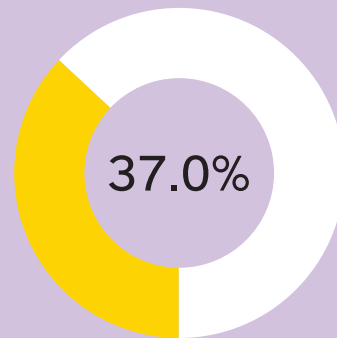


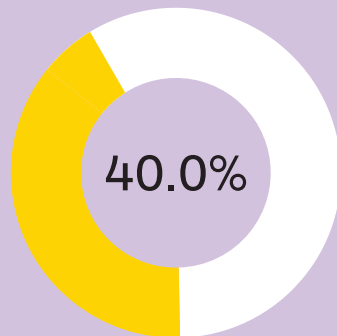
# GiveEasy Innovation Index for the Australian Not For Profit Sector 2016



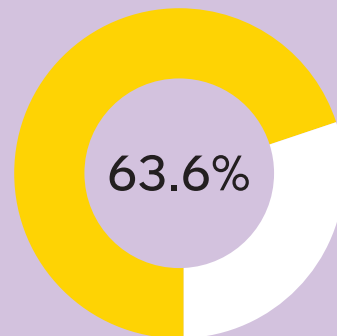
Overall innovation index score for the sector



Percentage of respondents with a specific innovation strategy or focus



Percentage of respondents who agree they solicit feedback on donor trends and beneficiary needs each month



Percentage of respondents who agreed their organisations hold regular networking events so their team members know each other

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You can download a full copy of the report at: [giveeasy.org/innovationindex](http://giveeasy.org/innovationindex)

# In 2016, what qualities do the most innovative NFPs share?

## They hire people of all age groups

They hire both young and old and retain staff for longer



## They recognise & reward innovation

People are encouraged to be innovative and are rewarded for it



## They have national operations

They operate nationally or internationally (not just in one state)



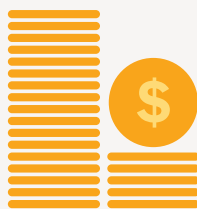
## They collaborate externally to generate new ideas

They see external sources of innovation just as important as internal sources

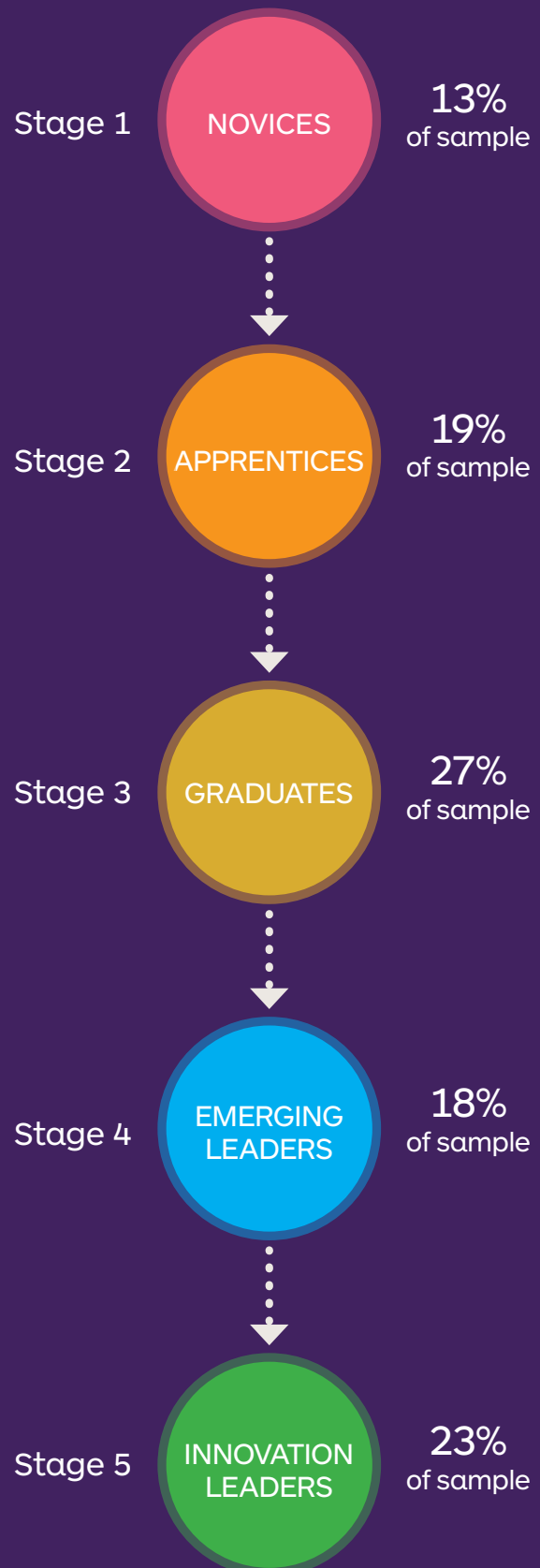


## They enjoy rising budgets

Innovative NFPs are 34% more likely to have a growing budget



## Our responding NFPs fall into 5 innovation stages



## The most innovative NFP sectors

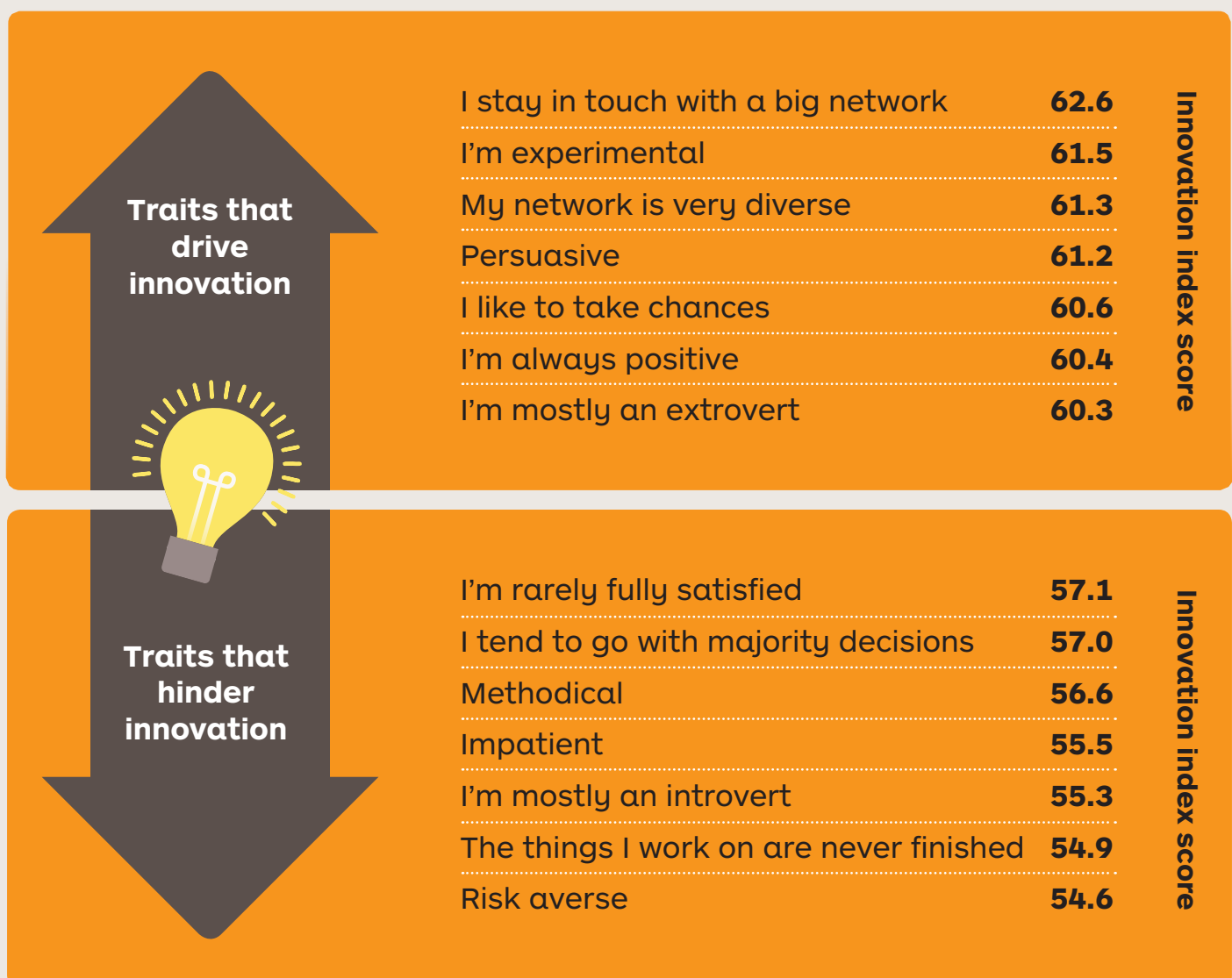
### Top 10 by Innovation Index

1. Cure Brain Cancer Foundation
2. One Health Organisation
3. Movember Australia
4. Salvos Legal
5. McGrath Foundation
6. Northcott
7. Culture at Work
8. Social Traders Ltd
9. Good Shepherd Microfinance
10. Family Life

### Top 10 NFPs as ranked by peers

1. Oxfam Australia
2. The McGrath Foundation
3. Charity Water
4. World Vision Australia
5. Movember Australia
6. Breast Cancer Network Australia
7. Thank You Water
8. beyondblue
9. Get Up!
10. The Salvation Army

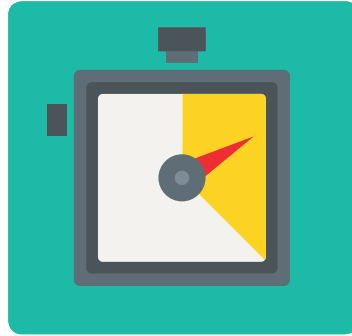
## Personality Traits - What makes an innovative NFP Employee?



## Our respondents told us that they:



Need more money in order to innovate



Lack time to dedicate to thinking outside the box



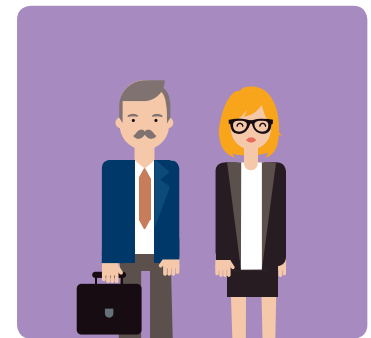
Are burdened by government reporting and compliance requirements



Lack digital capabilities in their team

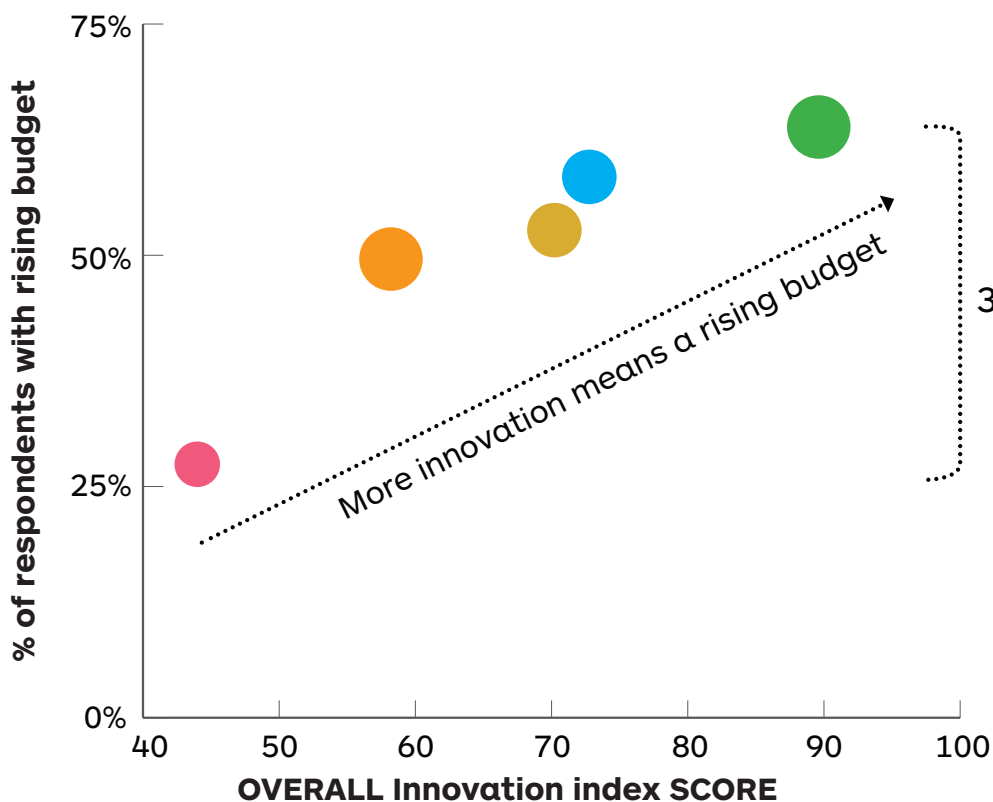


Underutilise social media and online marketing and fundraising tools



Experience low support for innovation, measured risk taking and cultural change from senior management

## Innovation leads to more funding



34%

It's not the funding that creates innovation. Innovative NFPs attract donor funding.