



Australian
Charities and
Not-for-profits
Commission

ACNC 5-year Strategy

A more visible charity market:
further steps to transparency

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ACNC Commissioner

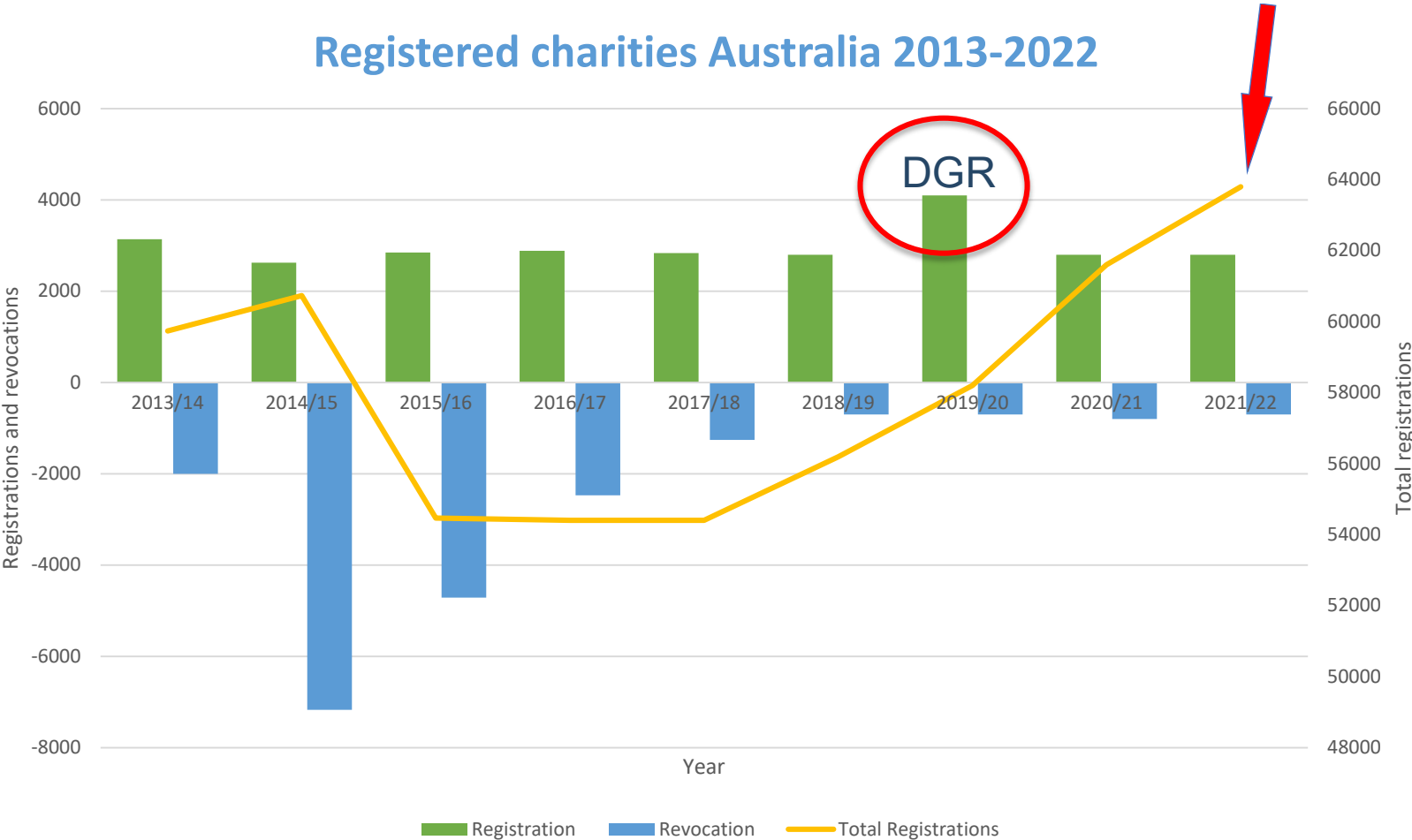
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The market grows

Registered charities Australia 2013-2022





Visibility

- The Act directs the Commissioner to have regard to ... (b) the need for *transparency and accountability of the ... sector to the public (including donors, members and volunteers ...)* by ensuring the public has access to *information**
- How?



New website: improve public engagement*



HOW CAN WE HELP?



REGISTER A
NEW CHARITY



SUBMIT THE ANNUAL
INFORMATION STATEMENT



RAISE A CONCERN
ABOUT A CHARITY



COMPLIANCE ACTION
AGAINST CHARITIES



RESET YOUR CHARITY
PORTAL PASSWORD





Provide *useful information* to donors about charities

1. Provide a program marketplace using a shared language
 - Taxonomy of charitable causes can be used by charities to answer the AIS questions for each program

2. Bring Object 2 to life - publish sector-wide annual statistical series
 - Object 2, the ‘aspirational object’, is not defined in the Act ... measures should be assigned to each element



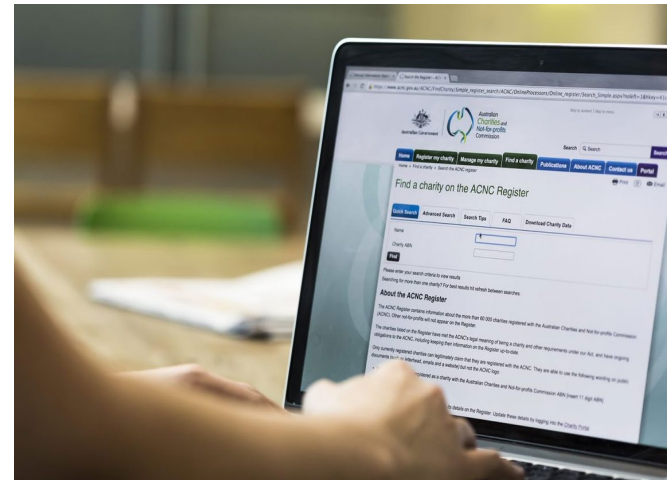
1. The program marketplace

- Programs - a language common to donors, charities and beneficiaries
- Allowing charities to list programs helps make the market more **visible** to donors, charities, government, and taxpayers ...
- Presently, it is not possible to know **what** programs charities provide to **beneficiaries**, and **where** they are provided
- It is a matter for the donor to compare charities delivering similar programs
- We simply supply the initial search capability

Taxonomy of causes



- Map programs using a taxonomy of charitable causes, developed by *Our Community*,* to drive a search function on the Register
- Participation will be an option for charities to answer the AIS 'activities', 'beneficiaries' and 'where' questions and improve their visibility
- Questions 9-12 to be answered for each program, not for each charity
- 'Type of charity work' to help specify the nature of the program ...
- Question 10, 'How activities help purpose', could be the basis for a question on performance ...





2. Bring Object 2 to life

- (b) to support and sustain a *robust, vibrant, independent and innovative* Australian not-for-profit sector*
- The concepts, robust, vibrant, independent and innovative, are not defined in the Act, the Explanatory Memorandum, or the Second Reading Speech

To support and sustain these elements of the sector, it is essential to understand what they mean and how they could be reported

What statistical series could the ACNC publish to bring these concepts to life?

Measures for Object 2 ... annual series



Vibrant

- Number merged, acquired, de-merged **X** sub-sector **X** size (new 'activity' question)
- Growth in revenue ...
- Return on assets (or equity) ...

Robust

- Registrations, revocations and total registrations ...
- Longevity of revoked and 'no activity' charities ...

Independent

- Proportion of funds **X** source ...
- Number closely held **and** highly regulated charities ...

Innovative

- New sources of funding **X** source ... (new 'activity' question)
- Number of new programs **X** source ... (new 'activity' question)



Agree the measures and the methods

- Annual series to be a guide to performance of the market on the concepts in Object 2
- The measures should be simple and robust
- Prefer data already gathered, some new ‘activity’ questions ...
- Take time to educate, and explain the measures ...
- Measures are sector-wide, not charity-specific