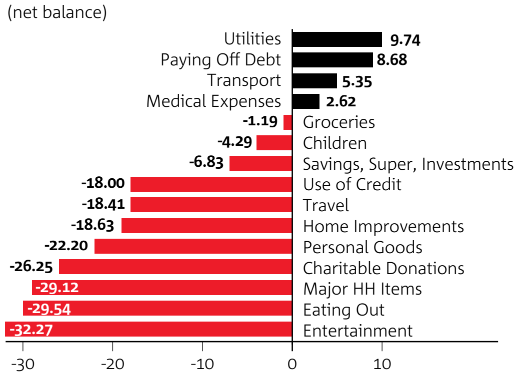
NAB Charitable Giving Index

Indepth report – August 2014

Chart 1: Growth in NAB Charitable Giving Index (% change, year-on-year)

Chart 2: Changes in spending behaviour
(net balance)



Source: NAB Consumer Anxiety Report Q3 2014

Table 1. Charity categories

Categories	Examples of charities included
Animals & Environment	RSPCA; WWF Australia; Australian Conservation Foundation
Cancer	Cancer Council donations; The Movember Group; Peter MacCullum Cancer Centre
Community Service & Children/Family	The Salvation Army; St Vincent de Paul Society; The Smith Family
Health & Disability	Diabetes Australia; Vision Australia; Guide Dogs Australia
Humanitarian Services	World Vision; Oxfam; Red Cross
Medical Research & Services	Fred Hollows Foundation; Heart Research Institute; Royal Flying Doctor Service
Other*	Boystown Lottery; RSL Art Union; Everyday Hero

*Other includes charity aggregators, charity lotteries and other charities that do not fit into any of the categories above.

■ Charitable giving growth slowed to 6.4% in the year to August 2014, from a peak of almost 9% in early-2014.

Difficult economic conditions appear to be playing a role, with sub-trend economic growth, a tepid labour market and subdued consumer confidence unsettling some donors. NAB surveys of consumer anxiety show that concerns over the cost of living remain elevated and in response, one area of spending where consumers are cutting back is charitable donations. All charity categories have experienced a slowdown in growth in recent months except Humanitarian Services. Donations have slowed across most age groups (65+ is a notable exception), both in metropolitan and regional areas.

Against this backdrop, it's encouraging to see the average annual donation size for all charities increase by $11 over the past year to $315 per donor.

In this edition, we release new data showing giving by payment type. The split in overall charitable giving is around 90% for credit card and EFTPOS (combined), having grown 25% since December 2010, and 10% for BPAY and direct debit. Overall levels of giving by credit card and EFTPOS have significantly outpaced giving by BPAY and direct debit in recent years, with the latter having fallen by 1%.

Finally, postcode data continues to show a strong relationship between average incomes and average dollar giving. However, the postcodes for Middle Park (3026) and Fitzroy North (3068) are the only ones to feature in both the top 20 Australian postcodes for charitable giving by dollar amount and as a percentage of income.

- Alan Oster, Group Chief Economist, NAB

■ A healthy and thriving economy relies on strong communities and at NAB, we believe we have an important role to play in helping our communities prosper. Our team of dedicated Community Bankers provides tailored banking advice to help our not-for-profit customers realise their potential. We are committed to investing our time, research and other kinds of valuable support into the community sector.

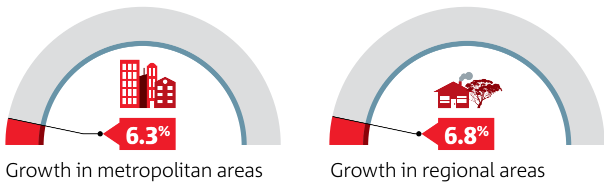
The NAB Charitable Giving Index forms part of this offering, helping the community sector better understand their audiences in order to identify opportunities and focus core activities. A desire to continue to provide useful insights is behind this report's in-depth focus on giving by payment type. Understanding shifts in audience behaviours such as payment choices is invaluable in helping community groups channel their efforts. I hope this report is beneficial in supporting your organisation to continue its work in realising the giving potential in Australia.

- Rebecca Kotow, Head of Community Engagement, NAB

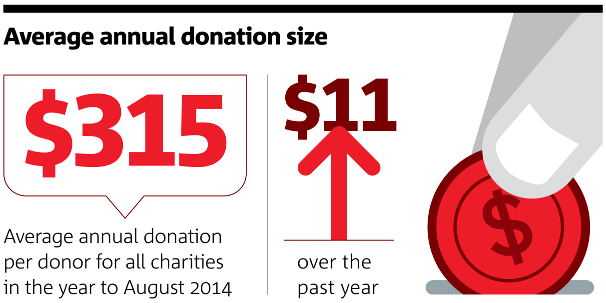
At a glance

Growth in charitable giving % change (annual)

Growth by location (August yoy)

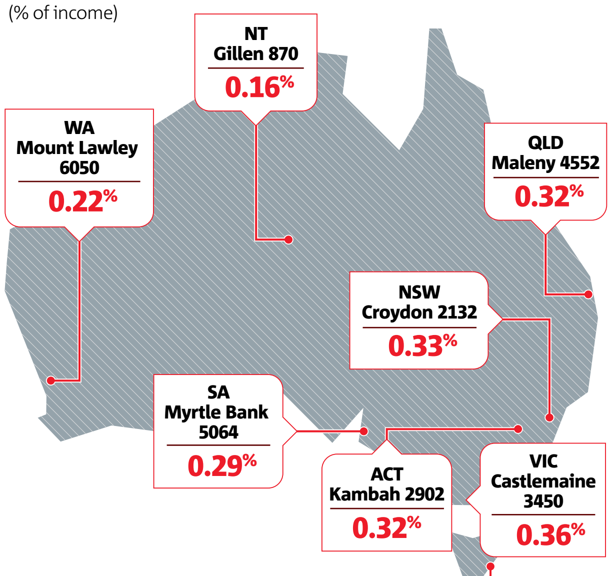


Average annual donation size



Top postcodes for charitable giving by state

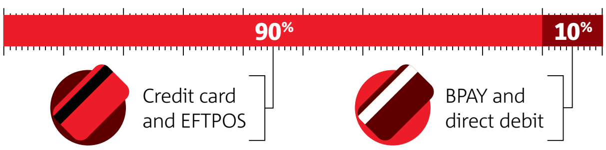
(% of income)



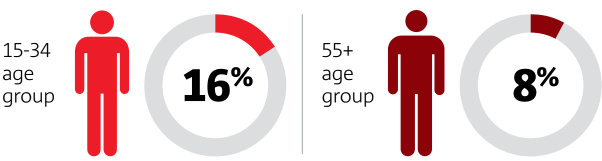
Postcode with highest average $ giving per person

Middle Park 3206 **$300**

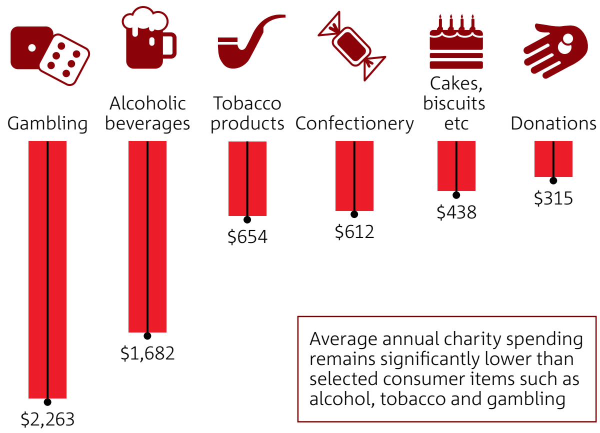
Charitable giving by payment type



Share of giving via BPAY and direct debit was biggest in the 15-34 age group and smallest for those aged over 55



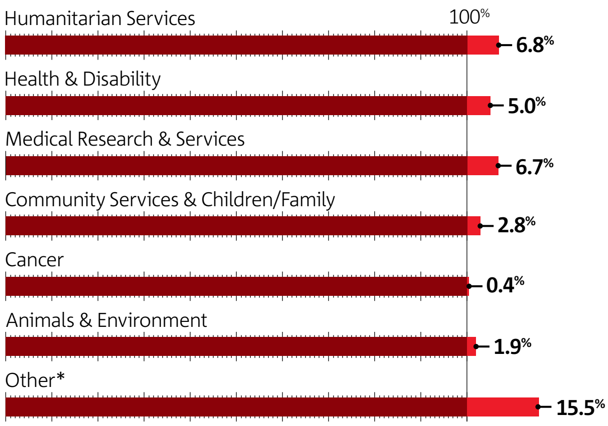
Relative pattern of annual spending for selected items ($)



Average annual charity spending remains significantly lower than selected consumer items such as alcohol, tobacco and gambling

Source: ABS household expenditure survey (2009-10)

Growth in giving by category (% August yoy)



*Other includes charity aggregators, charity lotteries and other charities that do not fit into any of the categories above

Table 2. Key Charitable Giving Statistics

	Index (annual average)			% change (annual)		
	Aug-13	Jul-14	Aug-14	Aug-13	Jul-14	Aug-14
NAB Charitable Giving Index	**126.0**	**133.6**	**134.1**	**5.9**	**7.2**	**6.4**
Animals & Environment	118.4	121.6	120.7	10.1	3.6	1.9
Cancer	269.3	273.0	270.4	9.8	1.9	0.4
Community Services & Children/Family	167.3	171.7	171.9	2.0	2.5	2.8
Health & Disability	186.5	191.1	195.8	9.9	3.9	5.0
Humanitarian Services	83.8	89.8	89.4	-1.6	7.8	6.8
Medical Research & Services	201.1	215.0	214.5	13.1	8.5	6.7
Other	150.0	169.4	173.3	16.0	16.9	15.5

All data is non-seasonally-adjusted (nsa). Data is produced by Quantium and includes donations via credit card, direct debit, BPAY and EFTPOS. Direct transfers into charity bank accounts are not captured (e.g. bequests and cheque donations may not be captured). Nearly 600 charity brands are included in this analysis.

Charitable giving slows as difficult economic conditions impact consumer spending behaviour

Charitable giving grew by 6.4% over the year to August 2014. Although this was up from 5.9% at the same time last year, giving has slowed from a peak of almost 9% in early-2014 (see Chart 1). Difficult economic conditions appear to be playing a key role, with sub-trend economic growth, a tepid labour market and subdued consumer confidence unsettling Australian consumers and negatively impacting their charity spending behaviours. Indeed, the latest NAB Consumer Anxiety Report reveals that Australians have significantly cut back on charitable donations as their concerns over the cost of living remain elevated (see Chart 2).

Overall, charitable giving has grown by just over 22% since December 2010 (the aggregated data captures 70% of tax deductible donations reported through the ATO in 2011/12).

Charitable giving slows in all age groups and in metropolitan and regional areas

Donations growth slowed across most age groups over the year to August 2014 (see Chart 3). Exceptions are the 65+ group, where donations grew 10.8% (8.4% in August 2013) and in the 35-44 age group, where donations rose 4.7% (3.2% in August 2013). Giving slowed most among 15-24 year olds, a group also experiencing significantly higher rates of unemployment more than double the national average. Nevertheless, growth in giving from this group was still positive (3.6%).

By location, charitable giving grew by 6.3% over the year to August 2014 in metropolitan areas and 6.8% in regional areas (see Chart 4). While growth rates were faster than in the year to August 2013, there has been a clear slowdown in giving growth since early-2014, especially in metropolitan areas. As a result, donations growth from regional areas has been outpacing that from metropolitan areas since mid-2014, reversing the trend seen since mid-2013.

Chart 3: Growth in Charitable Giving Index by age group (% change, year-on-year)

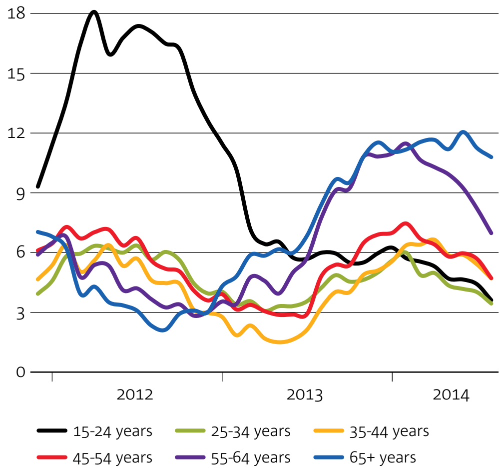


Chart 4: Growth in Charitable Giving Index by region (% change, year-on-year)

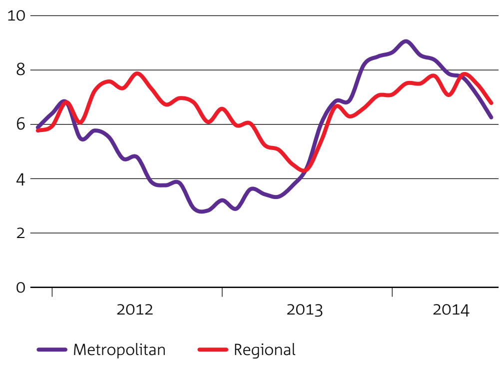


Chart 5: Market share of total charity donations (12 months to August 2014)

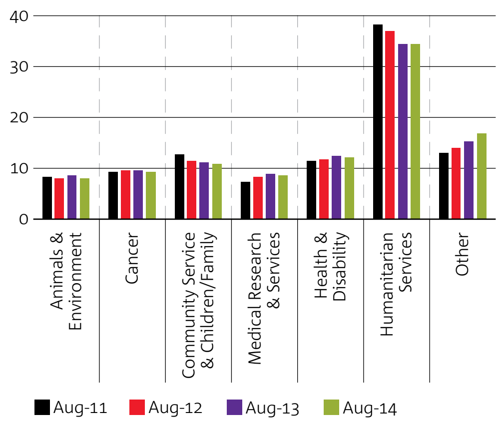


Chart 6: Market share of total charity donations by age band (12 months to August 2014)

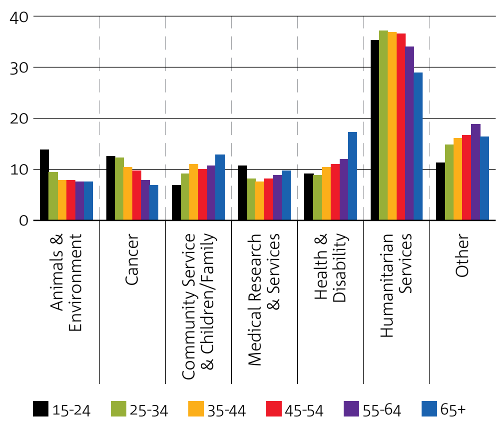
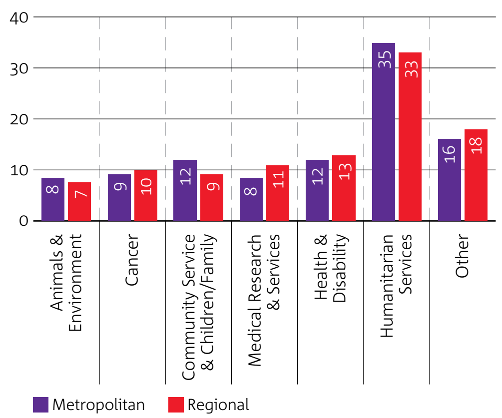


Chart 7: Market share of total charity donations by metro/regional
(12 months to August 2014)



Humanitarian Services have biggest market share; Other charities growing fastest

Humanitarian Services charities continue to dominate the market, attracting 34% of all donations in August 2014 (see Chart 5). However, market share has fallen steadily from a high of around 38% in 2011.

The fastest growth in market share has occurred in Other charities, which has grown from around 13% in 2011 to around 17% now.

In contrast, the share of total donations to Community Services & Children/Family charities declined from around 13% to 11% over this same period.

The market share of donations to Medical Research & Services charities fell to 9% in the year to August. It is however, important to note that lower market share relative to previous reports reflects a significant charity brand re-classification within this group.

Humanitarian Services charities continue to attract the lion's share of donations from all age groups – from 37% (25-34 age group) to 29% (65+ age group) (see Chart 6). Donations to Other charities received the next biggest share from all groups, except 15-24 year olds who allocated more of their giving to Animals & Environment and Cancer charities.

Also notable, those aged 65+ gave a much bigger share of their total giving to Health & Disability (17%) and Community Service & Children/Family charities (13%). In contrast, those aged 15-24 allocated the biggest share of giving to charities in Animals & Environment (14%), Cancer (13%) and Medical Research & Services (11%).

By region, metropolitan areas gave a much bigger share of their total charity spend to Humanitarian Services (35%) and Community Services & Children/Family (12%) charities than those living in regional areas (see Chart 7). In contrast, those living in regional areas allocated a bigger share of their total donations to Other (18%) and Medical Research & Services (11%) charities. The share of giving to all other categories was broadly the same.

Growth in giving slows in all categories except Humanitarian Services

All charity categories have experienced a slowdown in growth in the past year, with the exception of Humanitarian Services (see Chart 8).

Indeed, there has been a big acceleration in giving growth to Humanitarian Services charities since late-2013. This is likely tied to the record number of countries experiencing the highest level of humanitarian crisis (as assessed by the United Nations).

In the year to August 2014, overall growth was fastest for Other charities (15.5%), which grew twice as fast as Humanitarian Services (6.8%) and Medical Research & Services (6.7%) charities.

In contrast, the rate of donations growth slowed most for Cancer charities (0.4% from almost 10% in the same period last year) and Animals & Environment (which grew 1.9%, down from more than 10% in August 2013).

Growth in giving to Humanitarian Services charities improves in all age groups

The charts to the right show annualised rates of charitable giving growth across all charity categories by age group in the year to August 2014 compared to the year to August 2013.

The most notable observation is the positive growth in giving across all age groups to Other, Health & Disability and Medical Research & Services charities – albeit at slower rates than at the same time last year in every age group – except giving to Other charities from 35-44 year olds. There was also a big improvement in giving growth to Humanitarian Services charities, also the only category to record faster growth across all age groups.

In contrast, there was virtually no growth in giving to Animals & Environment and Cancer charities from those aged between 25 and 54. This trend was also experienced in the Community Services & Children/Family category by 25-44 year olds. These age groups also typically report the slowest rates of growth in all categories except "Other" charities.

Donations growth fastest to Other charities in both metro and regional areas

The metropolitan/regional split shows significant variation in the rate of giving growth between charity sub-categories (see Chart 10).

In the year to August 2014, donations growth was fastest to Other charities in both regional (16%) and metropolitan (15.4%) areas, and broadly unchanged from the rate of growth recorded a year ago.

Chart 8: Growth by category

(% change, year-on-year)

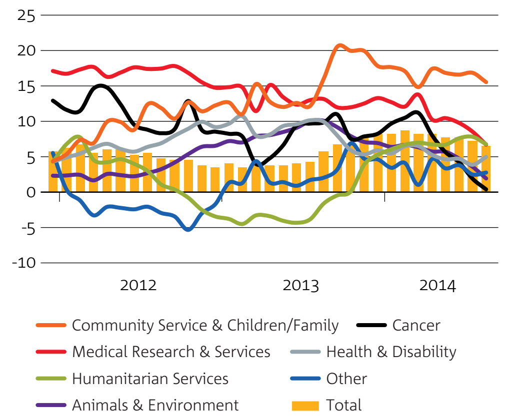


Chart 9A: Growth by category by age

(annual % change)

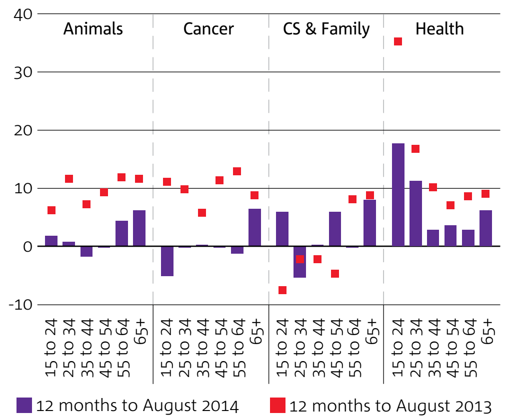


Chart 9B: Growth by category by age

(annual % change)

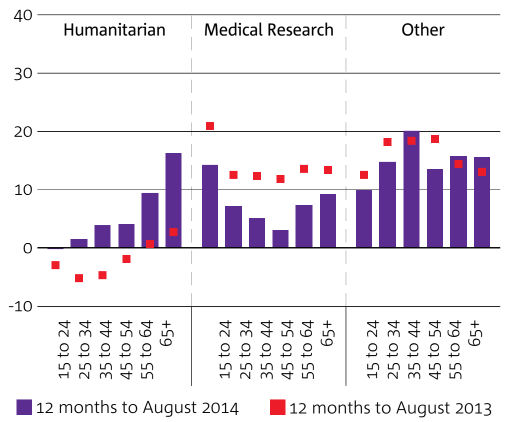


Chart 10: Growth by category by metro/regional (annual % change)

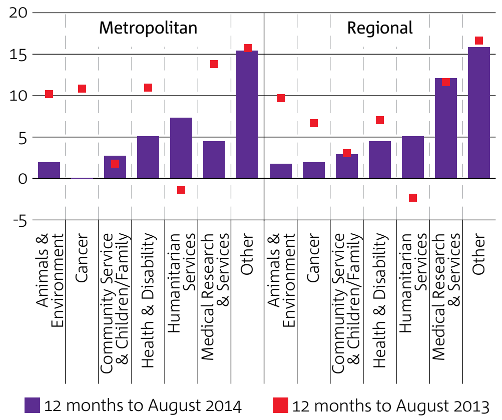


Chart 11: Average annual donation per donor ($A)

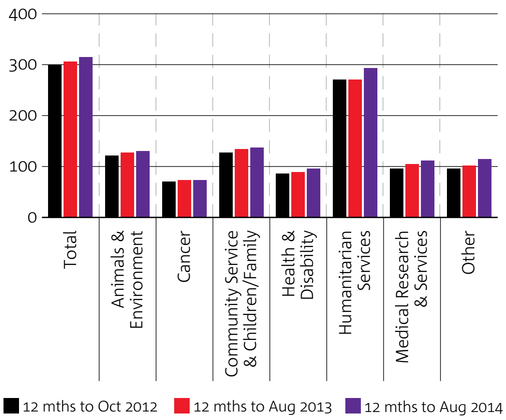
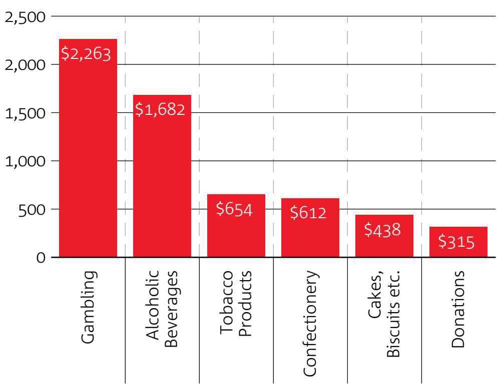


Chart 12: Relative pattern of spending for selected items ($A)



Source: ABS Household Expenditure Survey (2009-10)

There was also a notable turnaround in giving growth to Humanitarian Services charities in both metropolitan (7.3%) and regional (5.1%) areas.

Giving growth slowed significantly to all other charity categories in metropolitan areas, except for Community Service & Children/Family charities, which accelerated slightly to 2.7% (1.8% a year earlier).

In regional areas, the rate of giving growth slowed to Animals & Environment (1.9%), Cancer (2%), Community Service & Children/Family (3%) and Health & Disability (4.5%) charities. However, giving to Medical Research & Services accelerated slightly to 12%, and was much faster than in metropolitan areas.

Average donation size reaches $315 across all charities, up $11 from last year

The average annual donation size for all charities climbed to $315 per donor in the year to August 2014, up $11 (3.6%) from $304 in the 12 months to August 2013 and $16 (5.4%) in the year to October 2012 (see Chart 11).

To put this into perspective, chart 12 shows average charity spending compared to selected items from the most recent Household Expenditure Survey conducted by the Australian Bureau of Statistics. It shows that average annual charity spending remains significantly lower than for selected consumer items such as alcohol, tobacco and gambling.

All charity categories saw a bigger average donation size in the past year. Humanitarian Services have the biggest average donation size at $291, or $20 (7.4%) higher than in the 12 months to August 2013.

In contrast, Cancer charities had the smallest average donation at just $74 per donor, and only marginally higher than in the previous year (2.4%). The average donation size to Cancer charities was just 25% of that for Humanitarian Services.

Average donations increase with age and are bigger in metropolitan areas

Average annual donation size typically increases with age. In the year to August 2014, the average annual donation in the 15-24 age group was $108, compared with $398 in the 65+ group. Average donation size fell over the past year for those under 35, but grew in all other age groups, especially 65+ where it increased by $48 or almost 14%.

Donation size increased in both metropolitan and regional areas. However, the average donation in metropolitan areas ($317) was around 18% bigger than in regional areas ($269). This may reflect higher average incomes in metropolitan areas compared to regional areas.

Average donation size increases with age for all charity categories

In the year to August 2014, the average annual donation for those aged 65+ was 1.4 times bigger than that from 15-24 year olds for Medical Research & Services, 1.6 times for Animals & Environment, 1.9 times for Cancer, 2.6 times for Community Service & Children/Family, 2.6 times for Health & Disability, 3 times for Humanitarian Services and 3.6 times for Other charities.

Humanitarian Services charities receive the biggest average donation across all age groups, while Cancer charities receive the smallest donation across all groups, except 15-24 year olds, who give least to Other charities. Animals & Environment charities receive the second biggest donation in the 15-24 and 25-34 year old groups, while Community Services & Children/Family charities receive the next biggest donation in all other age groups.

Within each individual age group, the biggest spread in donation size between charity categories occurs in the 55-64 year old group, where average donation size for Humanitarian Services is 4 times bigger than for Cancer charities (see Chart 15a). The smallest discrepancy is in the 15-24 year old group, where average donation size to Humanitarian Services is just 2.5 times bigger than for Other charities (see Chart 15b).

Average donation size increases in both metropolitan and regional areas

Average donation size increased in all charity sectors in metropolitan and regional areas (see Chart 14). In percentage terms, donation size increased most for Humanitarian Services (9.3%) and Health & Disability (6.6%) charities in metropolitan areas, and for Other (12.5%) and Medical Research & Services (11.9%) charities in regional areas (see Charts 16a and 16b). Annual donation size was bigger for metropolitan donors in all sectors except Medical Research & Services and Other charities. The biggest difference was in Community Service & Children/Family charities, where the average metropolitan donation was 31% bigger. However, the average donation to Other charities was around 8% bigger in regional areas.

Chart 13: Average annual donation per donor by age band ($A)

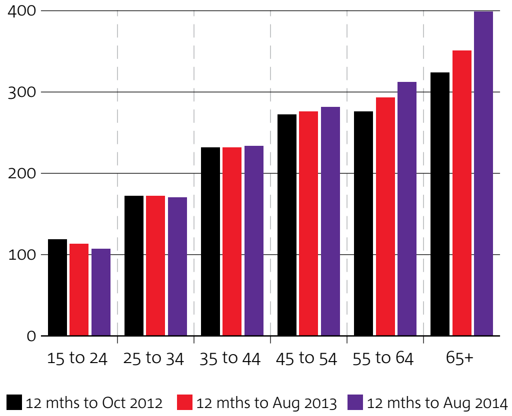


Chart 14: Average annual donation per donor by region ($A)

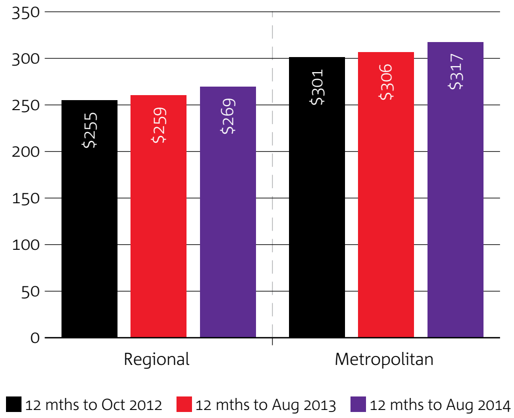


Chart 15A: Average annual donation per donor by age ($A)

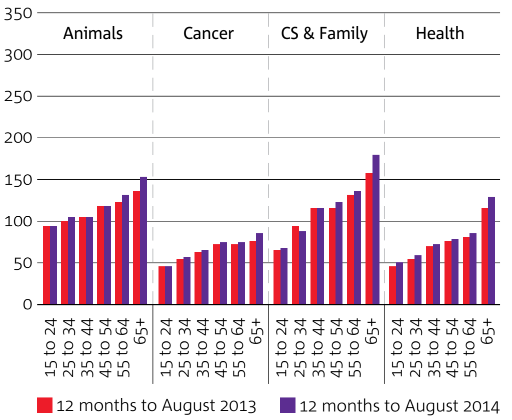


Chart 15B: Average annual donation per donor by age ($A)

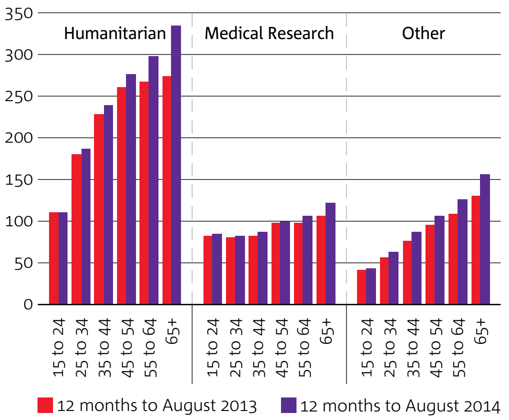


Chart 16A: Average annual donation/donor: metropolitan ($A)

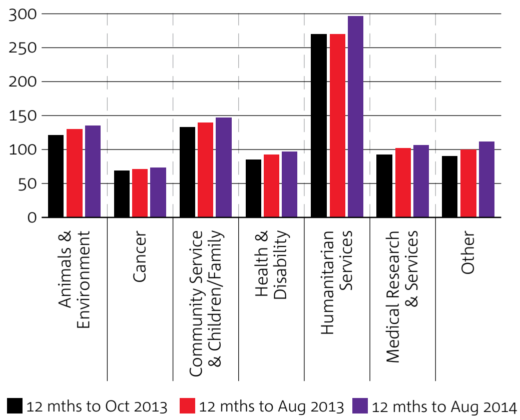
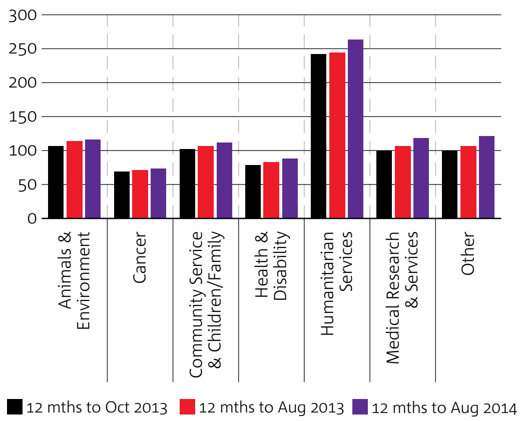


Chart 16B: Average annual donation/donor: regional ($A)



Deep Dive: Charitable Giving by Payment Type

Share of giving via credit card and EFTPOS combined is significantly larger than giving via BPAY and direct debit across all age groups and charity categories

The NAB Charitable Giving Index is based on data produced by Quantium and includes donations via credit card, direct debit, BPAY and EFTPOS. Cash, cheques and direct transfers into charity bank accounts are not captured.

In this section, we focus on charitable giving by payment type. The split of overall charitable giving by payment type is approximately 90% for credit cards and EFTPOS and 10% for BPAY & direct debits (see Chart 17).

By payment type, charitable giving is dominated by credit card and EFTPOS across all age groups and charity categories (see Chart 18). However, there is some variance between demographic groups. By age, the share of giving via BPAY and direct debit was biggest in the 15-34 year old group (16%) and smallest for those aged over 55 (8%).

By charity category, giving via BPAY and direct debit was biggest for Humanitarian Services charities (20%) and smallest for Other (2%) and Health and Disability charities (3%).

Giving by credit card and EFTPOS outpacing that from BPAY and direct debit.

The overall level of charitable giving by credit card and EFTPOS combined has outpaced that by BPAY and direct debit by a considerable margin. Giving by credit card and EFTPOS has grown by around 25% since December 2010, while giving by BPAY and direct debit has fallen by around 1% (see Chart 19).

However, the rate of growth in charitable giving by credit card and EFTPOS has been slowing since early-2014. In the year to August 2014, giving through these channels slowed to 7%, but remained marginally above its long-term average. In contrast, giving via BPAY and direct debit increased by 0.9%. Charitable giving via these channels has been growing modestly since June 2014, following a long period of decline starting in late-2012.

Credit card and EFTPOS payments are growing in all age groups; direct debit and BPAY are less popular among younger Australians

Giving via BPAY and direct debit combined has become less popular in younger age groups, especially in the 15-34 year old group where the level of giving has fallen by around 34% since December 2010 (see Chart 20). However, BPAY and direct debit payments continue to be popular in older groups, especially the 65+ age group where it has increased by around 52% since December 2010.

In contrast, giving via credit card and EFTPOS has become more popular across all age groups, especially for those aged 15-34 where it has increased by around 35% since December 2010 (see Chart 21). Giving to charity through these channels has also grown more than 20% in all other age groups.

Donations growth fastest for older Australians across all payment channels

Charitable giving grew fastest in the 65+ age group for both BPAY and direct debit (12.2%) and credit card and EFTPOS (10.2%) in the year to August 2014 (see Chart 22). Giving via BPAY and direct debit also grew in the 55-64 year old group (6.1%), but contracted in all other age groups, with annual falls of more than 5% in both the 15-34 and 35-44 age groups.

In contrast, charitable giving via credit card and EFTPOS grew in all age groups, with the fastest growth in the 65+ group (10.7%) and slowest in the 15-34 year old group (4.8%) (see Chart 23).

"Whilst the growth in charitable donations has slowed, the donations of Australian donors have continued to outpace inflation."

Tony Davis, Quantium

Chart 17: Breakdown by payment type (% share)

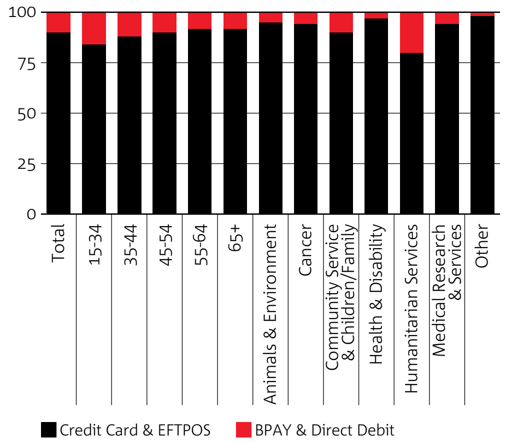


Chart 18: NAB Charitable Giving Index by payment type (January 2010 = 100, annual average)

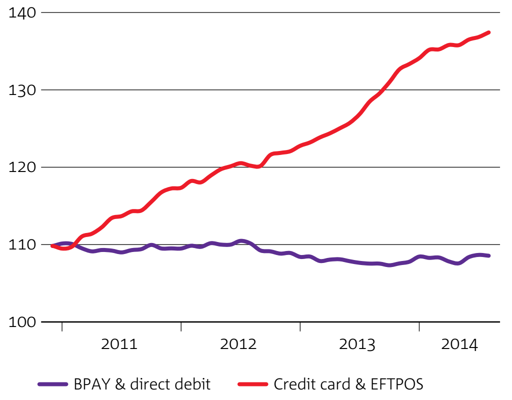


Chart 19: Growth in NAB Charitable Giving Index by payment type (%)

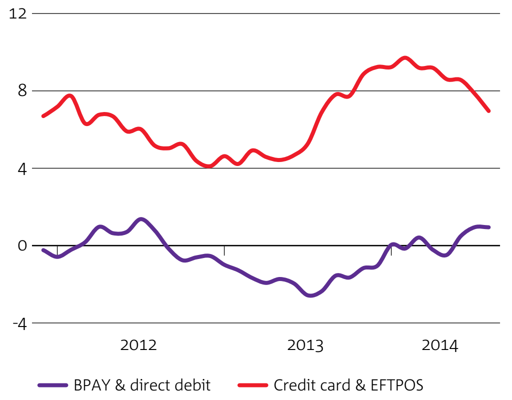


Chart 20: Giving by BPAY and direct debit by age (January 2010 = 100, annual average)

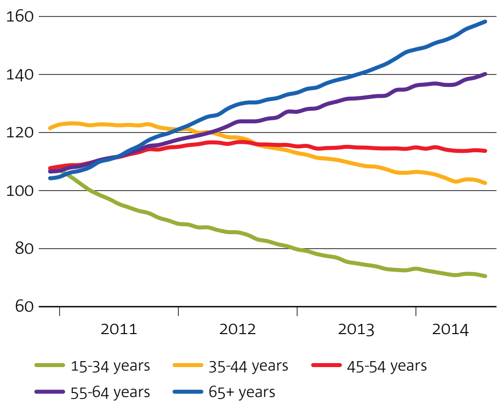


Chart 21: Giving by credit card and EFTPOS by age (January 2010 = 100, annual average)

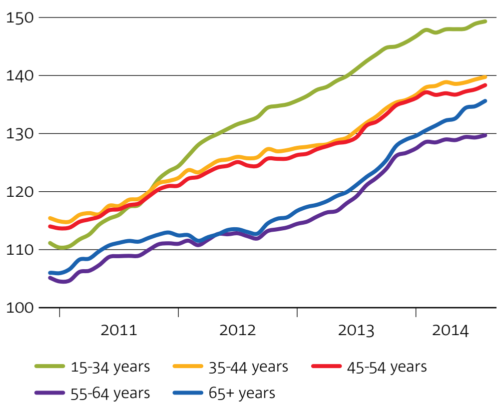
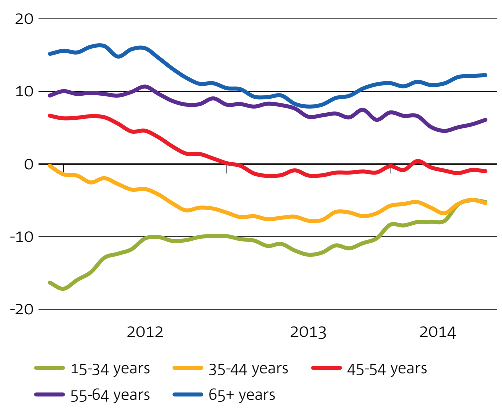


Chart 22: Growth in giving by BPAY and direct debit by age (%)



Health & Disability charities enjoy the biggest increase in overall payment levels through BPAY and direct debit; Medical Research & Services charities see the biggest gains via credit card and EFTPOS

By category, Health & Disability charities have experienced the biggest increase in giving levels via BPAY and direct debit, with giving up 106% since December 2010 (see Chart 24). Solid increases in giving via these channels have also been experienced by Medical Research & Services charities (80%).

In contrast, Cancer charities have experienced a big drop in giving via BPAY and direct debit, with overall levels down 36% since December 2010.

Giving via BPAY and direct debit to Animals & Environment (-1%) and Community Service & Children/Family charities (0%) was broadly unchanged over this same period, while giving to Humanitarian Services charities fell 4%. Other charities are excluded in relation to BPAY and direct debit due to insufficient data.

In terms of payments via credit card and EFTPOS, overall levels of giving have grown across all charity categories since December 2010 (see Chart 25).

The biggest gains in giving via these channels have been to Medical Research & Services (56%), Other (52%), Cancer (37%) and Health & Disability (25%), with smaller increases for Animals & Environment (19%), Humanitarian Services (11%) and Community Service & Children/Family charities (9%).

In terms of growth, Cancer charities see big drop in payments through BPAY and direct debit; giving by credit card and EFTPOS growing fastest to Other charities

In terms of growth, giving via BPAY and direct debit continued to fall heavily over the year to August 2014 for Cancer charities (-28%) and to a lesser extent for Community Service & Children/Family (-5.9%) and Animals & Environment charities (-0.1%) (see Chart 26).

However, giving to Health & Disability charities grew by 14.5% over the year to August 2014, up from just 1.7% over the year to August 2013.

Growth to Medical Research & Services charities grew 9.9% over the year, but this was down slightly from 11% one year earlier.

Giving to Humanitarian Services also increased by 3%, reversing a 1.2% fall over the year to August 2013.

Giving by credit card and EFTPOS grew across all charity segments over the year to August 2014 (see Chart 27.)

Growth was fastest to Other charities at 15.7%, although this was slower than in the year to August 2013 (17.3%).

The rate of growth in charitable giving via credit card and EFTPOS also slowed for Medical Research & Services (6.5% from 13.3% a year earlier), Health & Disability (4.7% from 10.2%), Cancer (2% from 11.2%) and Animals & Environment charities (2% from 10.8%).

In contrast, Humanitarian Services charities experienced faster growth in giving via credit card and EFTPOS to 7.7% (1.7% a year earlier). Community Service & Children/Family charities also saw a modest acceleration in giving growth to 3.7% (2.7% in August 2013).

Sharp contraction in giving via direct debit and BPAY to Cancer charities across all age groups

The most notable trend in charitable giving growth via BPAY and direct debit was the sharp contraction in giving to Cancer charities across all age groups in August 2014 (see Charts 28a and 28b).

Also apparent was a sharp increase in the rate of growth to Community Service & Children/Family charities in the 65+ group and to Health & Disability charities from 35-44 year olds.

Health & Disability charities were the only sector to report stronger growth in giving via BPAY and direct debit in younger age groups. It was also the only market segment to record a positive result among 15-34 year olds.

Humanitarian Services charities the only category to record faster growth in giving by credit card and EFTPOS across all age groups

Growth in giving via credit card and EFTPOS slowed in all age groups for Animals & Environment, Cancer, Health & Disability and Medical Research & Services charities (see Charts 29a and 29b).

Despite this slowdown, giving continued to grow in nearly all age groups and in all categories, except Animals & Environment (35-44 and 45-54 age groups), Cancer (15-34 and 55-64 age groups) and Community Service & Children/Family charities (55-64 group), where growth was mildly negative.

Humanitarian Services charities were the only group to record faster growth across all age segments. Other charities saw faster growth in donations from the 55-64 and 65+ age groups, while giving to Community Service & Children/Family charities also accelerated in the 15-34, 35-44 and 45-54 age groups.

Chart 23: Growth in giving by credit card and EFTPOS by age (%)

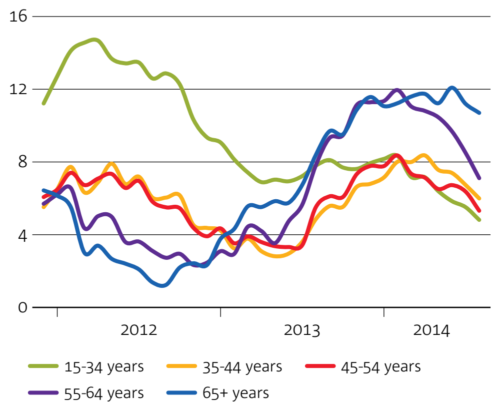


Chart 24: Giving by BPAY and direct debit by category (January 2010 = 100, annual average)

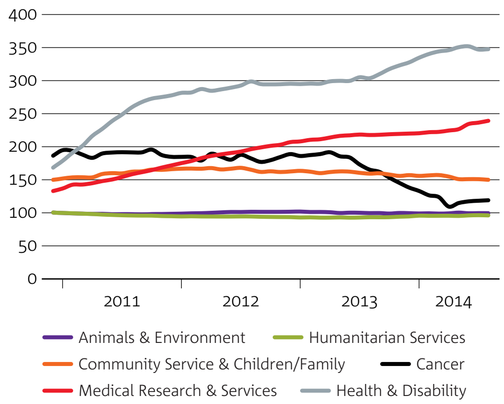


Chart 25: Giving by credit card and EFTPOS by category (January 2010 = 100, annual average)

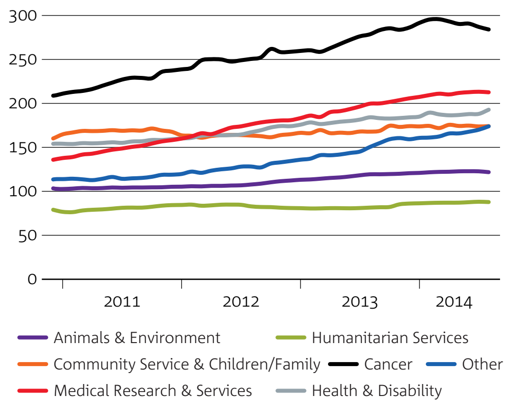


Chart 26: Growth in giving by BPAY and direct debit by category (annual % change)

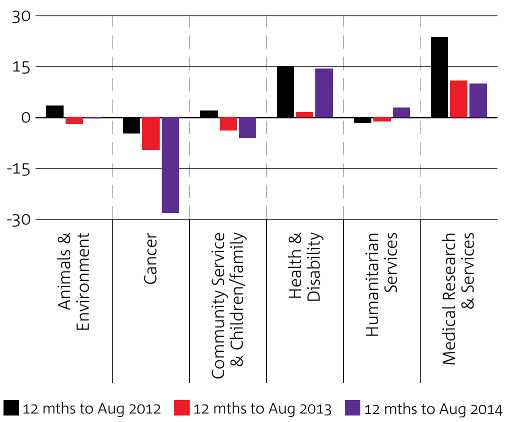


Chart 27: Growth in giving by credit card and EFTPOS by category (annual % change)

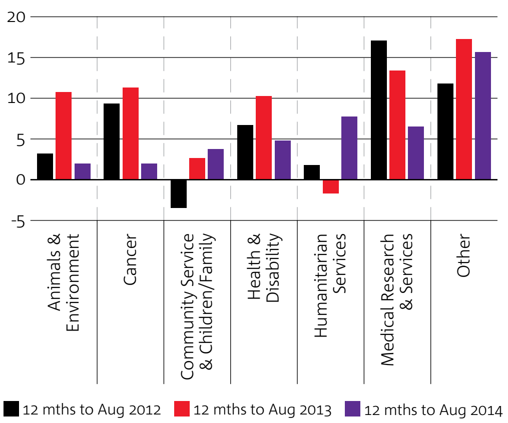
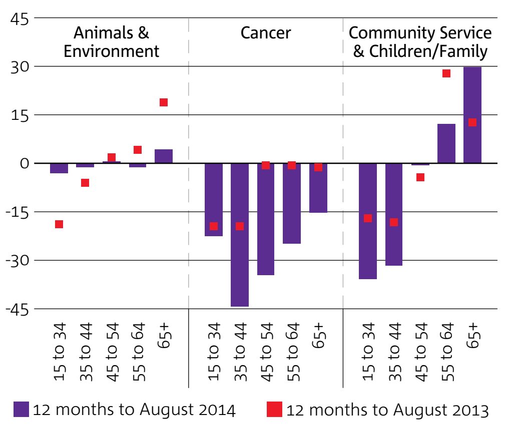


Chart 28A: BPAY and direct debit: growth by age and category (annual % change)



Charitable Giving by Postcode

Donors from higher income postcodes tend to donate the most in dollar terms, but do not donate the most relative to their incomes.

Average charitable giving across all Australian postcodes totalled $85 per person in the year to August 2014.

Average dollar giving was highest in Middle Park VIC (3206) at $300 per person, or around 3½ times the national average.

In the top 20 Australian postcodes, average giving was $219 per person (refer to appendix 1 for the top 20 postcodes in each state).

The postcode data indicates that there is a strong relationship between average incomes and average dollar giving. According to new data from the Australian Taxation Office (ATO) for 2011/12, average taxable income in the top 20 Australian postcodes was around $105,200 – more than twice the Australian average of $48,800.

This relationship is however stronger in some states compared to others. In NSW, average incomes in the top 20 postcodes for dollar giving are more than double the state average. In Victoria, they are 85% higher. In WA and Queensland, they are around 51% and 43% higher respectively, but only one-third higher in SA (see Table 3).

Table 3: Average incomes in top 20 postcodes for charitable giving compared to average state incomes

	Average Incomes: Top 20 Postcodes ($)	Average Incomes: Top 20 Postcodes (income)	Average State Taxable Income	Percentage Difference: Top 20 Postcodes ($)	Percentage Difference: Top 20 Postcodes (income)
NSW	$106,300	$55,500	$50,000	113%	11%
VIC	$84,600	$57,700	$45,700	85%	26%
QLD	$67,500	$53,400	$47,100	43%	13%
SA	$61,000	$57,900	$45,700	33%	27%
WA	$85,600	$72,900	$56,600	51%	29%
AUS	**$105,200**	**$58,500**	**$48,800**	**116%**	**20%**

Incomes rounded to nearest hundred.
SOURCE: ATO 2011/12 Tax Data & NAB Calculations

Although donors from higher income postcodes tend to donate the most in dollar terms, they not donate the most relative to their incomes.

When charitable giving is ranked as a percentage of taxable income, the top 20 Australian postcodes on average donated 0.3% of their incomes to charity. However, average taxable income in this group was just $58,500 – well below average incomes in the top 20 postcodes for dollar giving.

On this measure, Castlemaine VIC (3450) leads the country for generosity, donating 0.36% of their annual incomes to charity despite reporting an average taxable of just $39,750 in 2011/12, or just 38% of the average income reported by the top 20 Australian postcodes for dollar giving.

Middle Park VIC (3026) and Fitzroy North VIC (3068) are the only suburbs to feature in the top 20 postcodes for charitable giving by dollar amount and as a percentage of income.

Chart 28B: BPAY and direct debit: growth by age and category (annual % change)

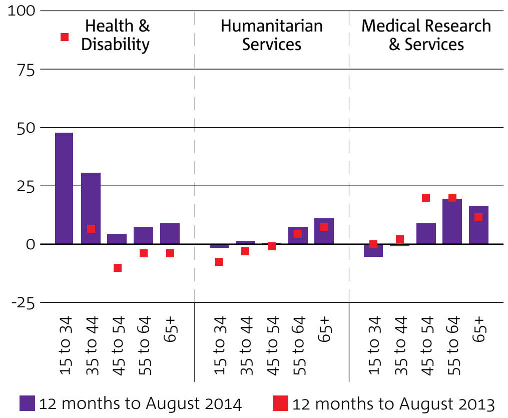


Chart 29A: Credit card and EFTPOS: growth by age and category (annual % change)

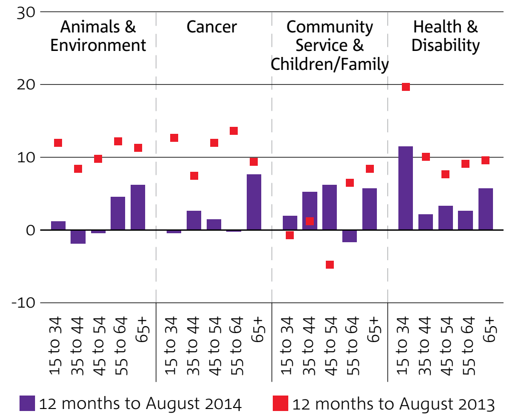
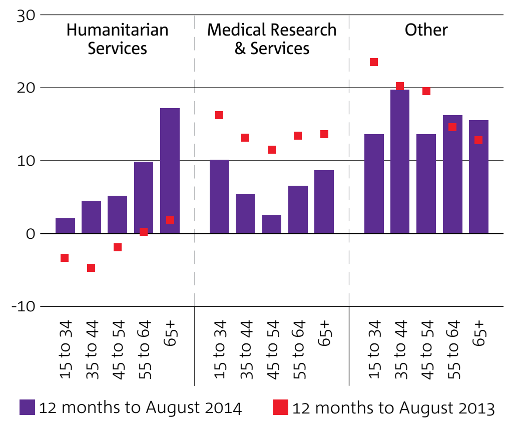


Chart 29B: Credit card and EFTPOS: growth by age and category (annual % change)



QUANTIUM

About Quantium

Quantium is Australia's leading data analytics and marketing strategy firm. Quantium has worked with NAB for more than four years, assessing de-identified transaction data to derive insights, trends and shopping habits of different customer groups. The resulting analysis forms Market Blueprint and is used by NAB and other businesses to drive innovation and business performance through customer, distribution and marketing strategies. *www.quantium.com.au*

Changes to the data

As part of Quantium's ongoing improvements to Market Blueprint, we are constantly cleansing our data, and improving our approaches and methodologies. As the priority for the NAB Charitable Giving Index is on the accuracy of movements and trends in the Australian donation landscape, we occasionally need to implement changes that require the recalculation of the level of historical results to bring the analysis to the most up to date basis.

Overall, the total and sub-indices have remained largely consistent apart from the Medical Research & Services category, which is impacted by the re-classification of Medecins Sans Frontieres.

Chart 30: Top 20 postcodes for charitable giving: Australia (average spend per person, $A, 12 months to August 2014)

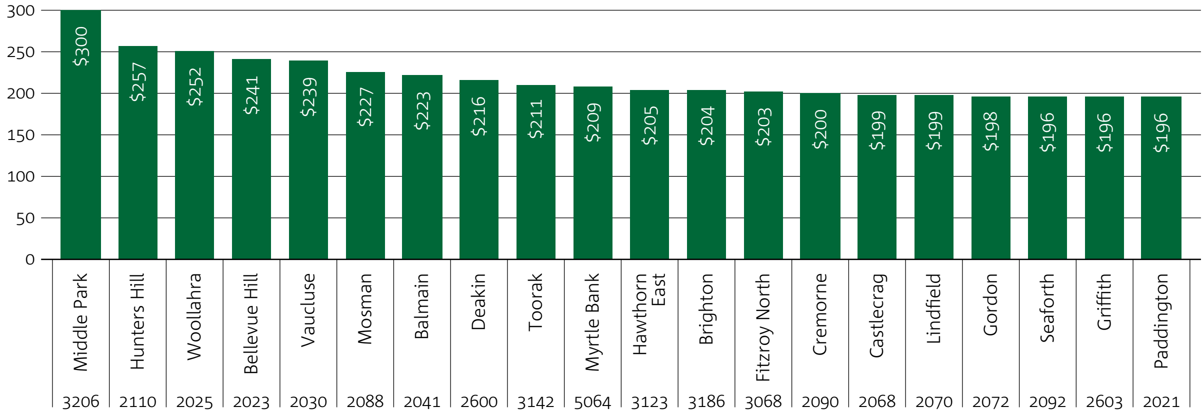


Chart 31: Top 20 postcodes for charitable giving: New South Wales (average spend per person, $A, 12 months to August 2014)

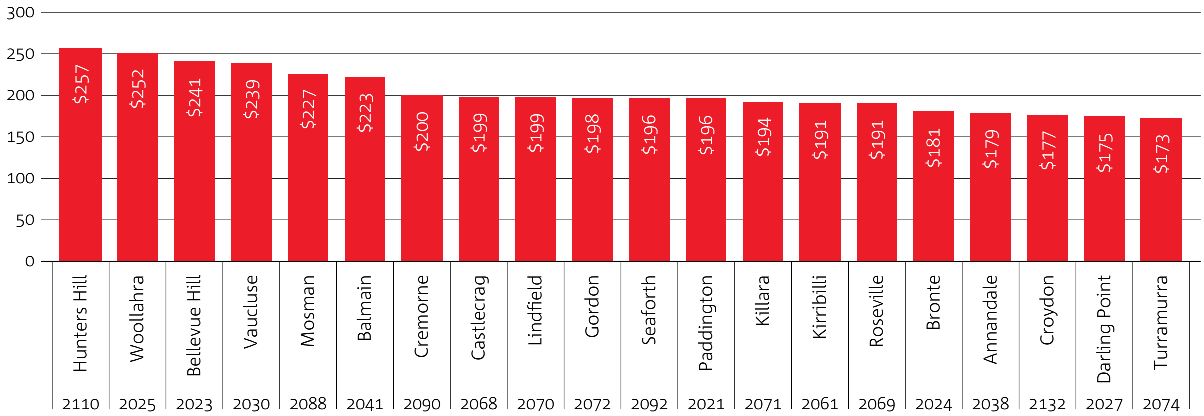
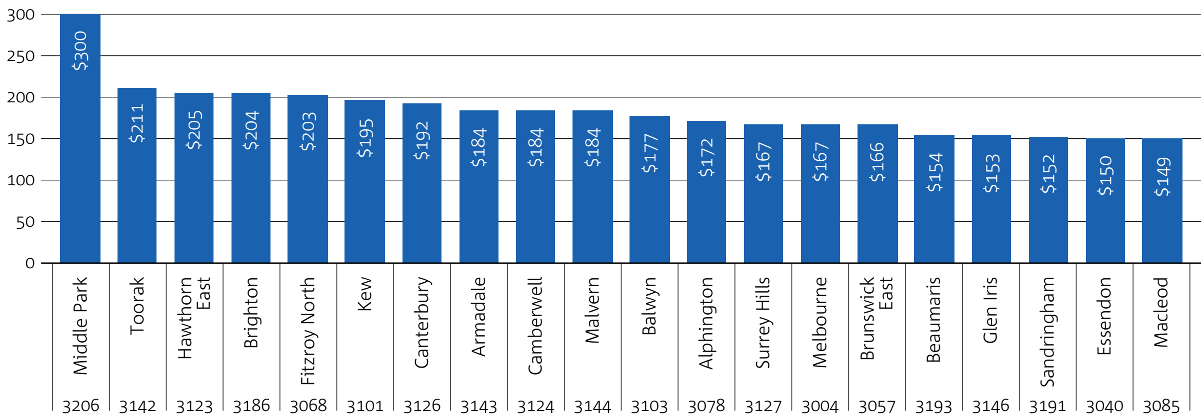


Chart 32: Top 20 postcodes for charitable giving: Victoria (average spend per person, $A, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

Chart 33: Top 20 postcodes for charitable giving: Australia (as a % of income, 12 months to August 2014)

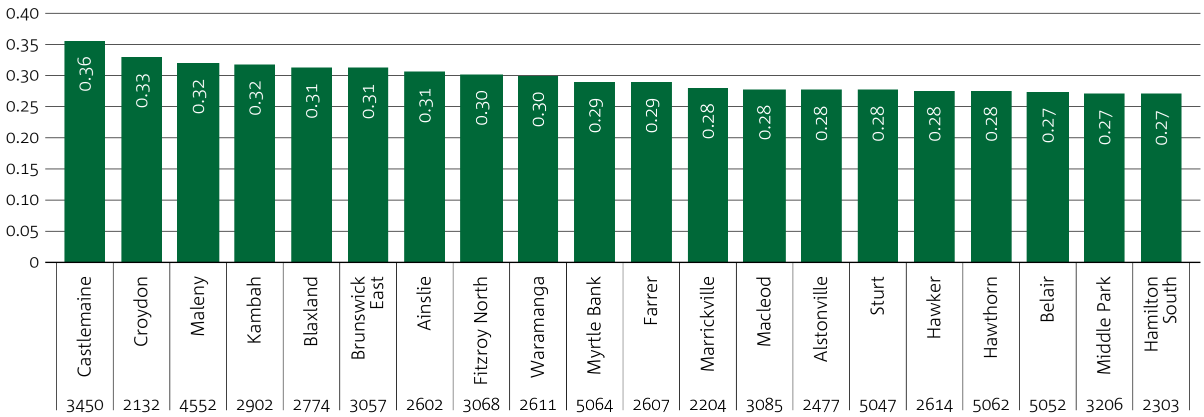


Chart 34: Top 20 postcodes for charitable giving: New South Wales (as a % of income, 12 months to August 2014)

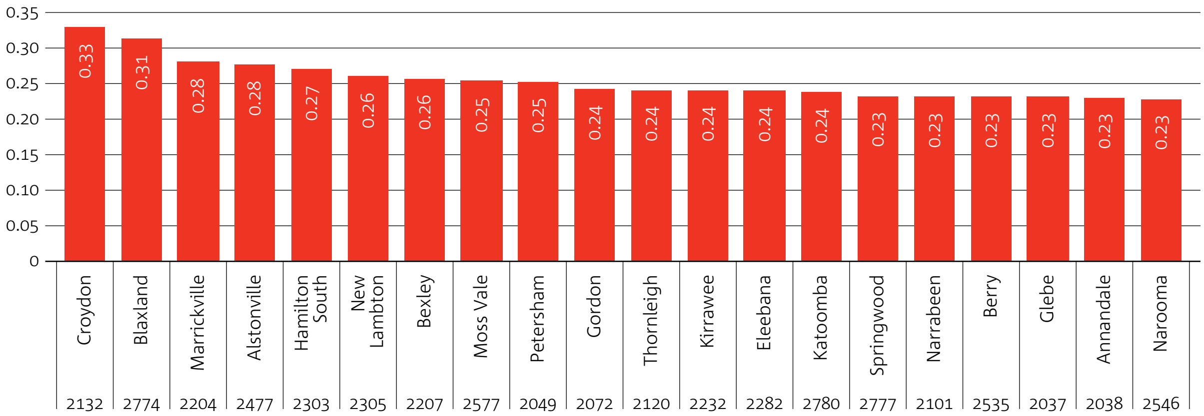
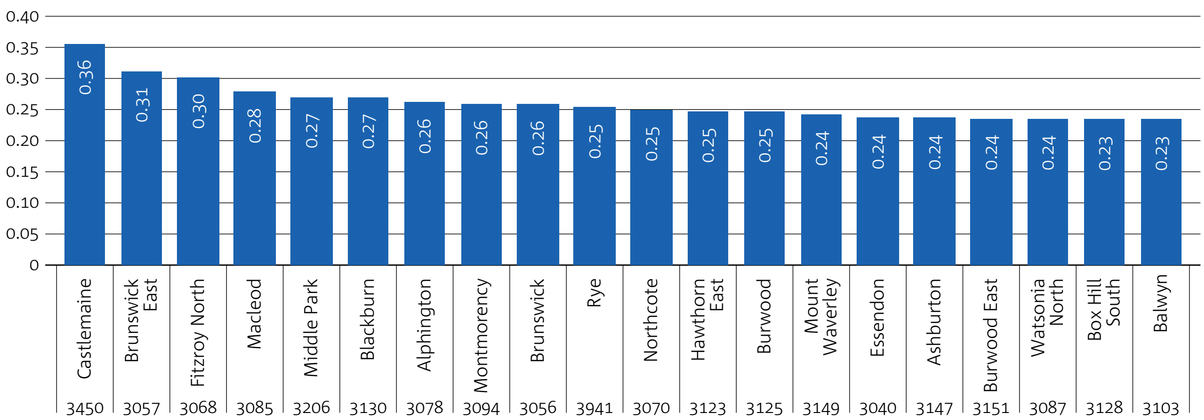


Chart 35: Top 20 postcodes for charitable giving: Victoria (as a % of income, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

Chart 36: Top 20 postcodes for charitable giving: Queensland (average spend per person, $A, 12 months to August 2014)

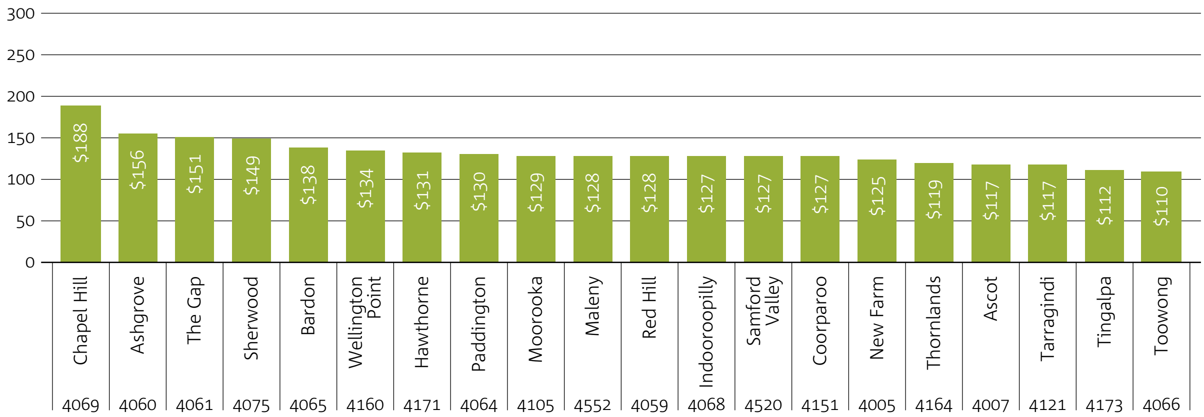


Chart 37: Top 20 postcodes for charitable giving: South Australia (average spend per person, $A, 12 months to August 2014)

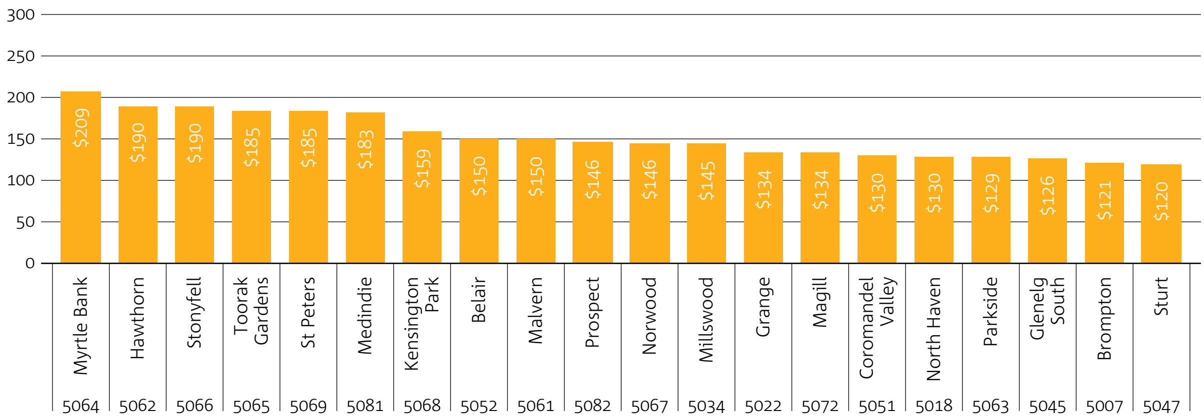
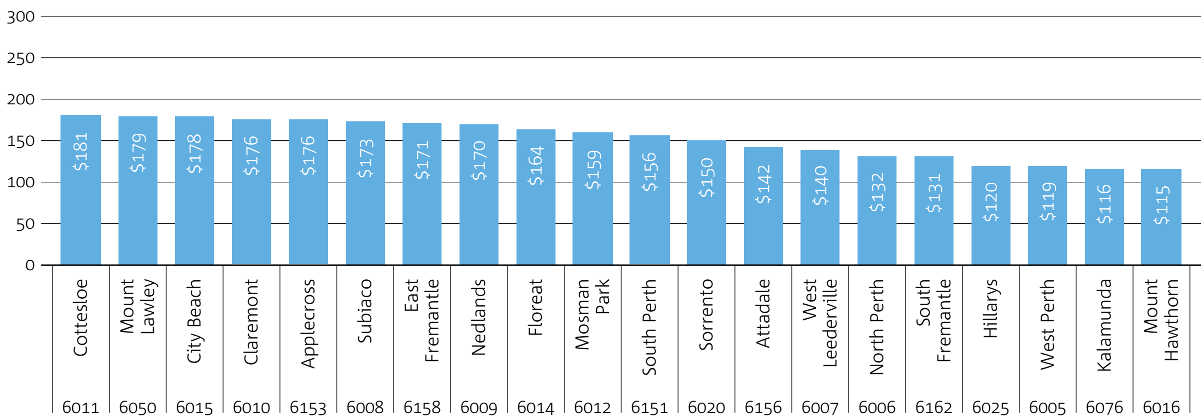


Chart 38: Top 20 postcodes for charitable giving: Western Australia (average spend per person, $A, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

Chart 39: Top 20 postcodes for charitable giving: Queensland (as a % of income, 12 months to August 2014)

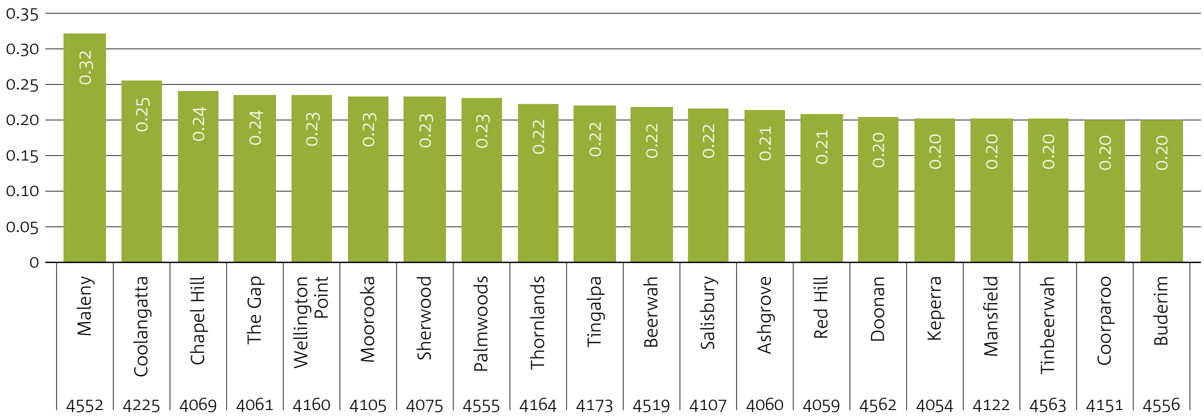


Chart 40: Top 20 postcodes for charitable giving: South Australia (as a % of income, 12 months to August 2014)

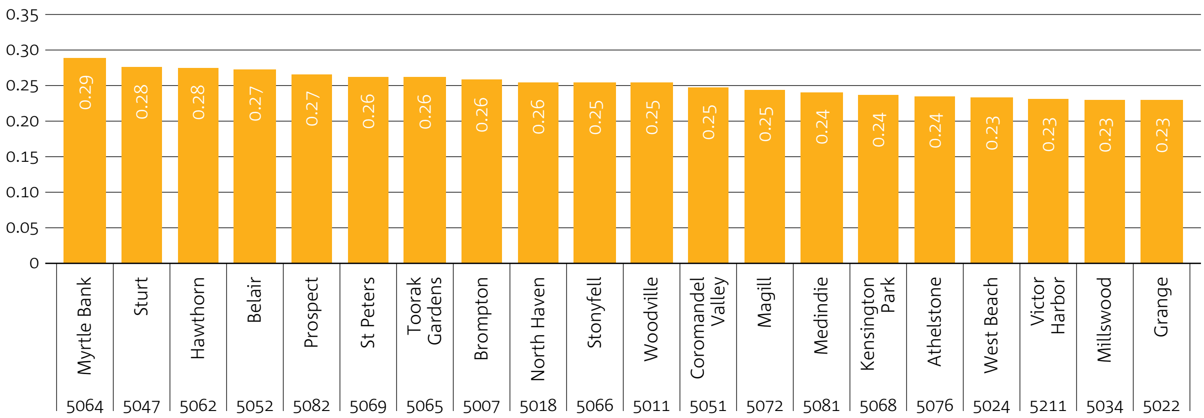
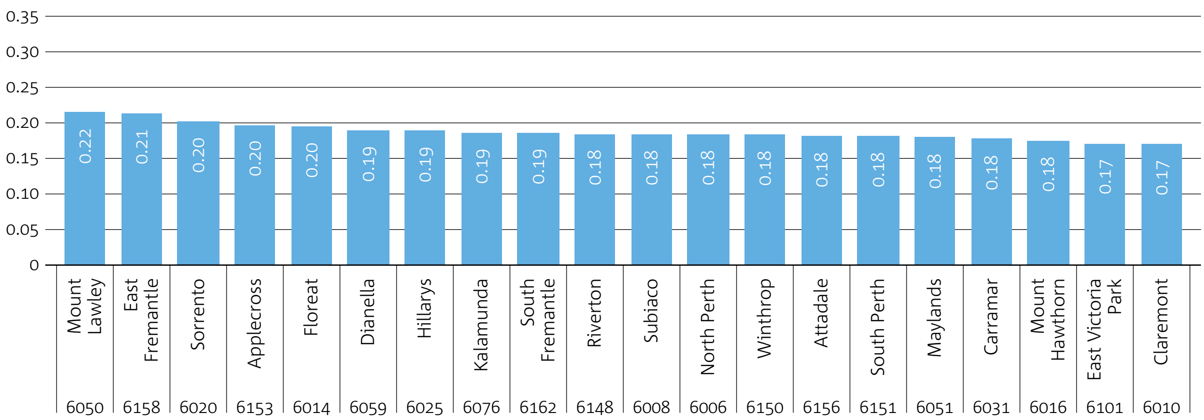


Chart 41: Top 20 postcodes for charitable giving: Western Australia (as a % of income, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

Chart 42: Top 20 postcodes for charitable giving: Tasmania (average spend per person, $A, 12 months to August 2014)

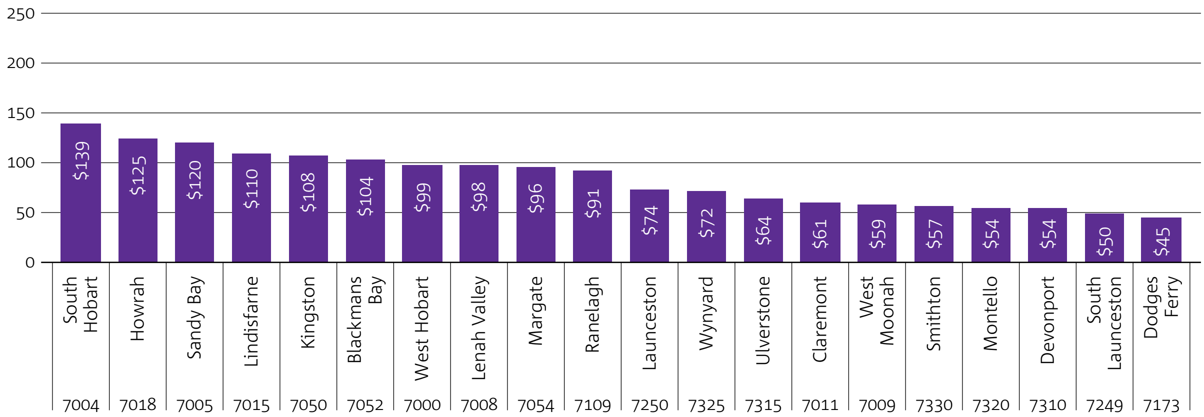


Chart 43: Top 20 postcodes for charitable giving: Australian Capital Territory
(average spend per person, $A, 12 months to August 2014)

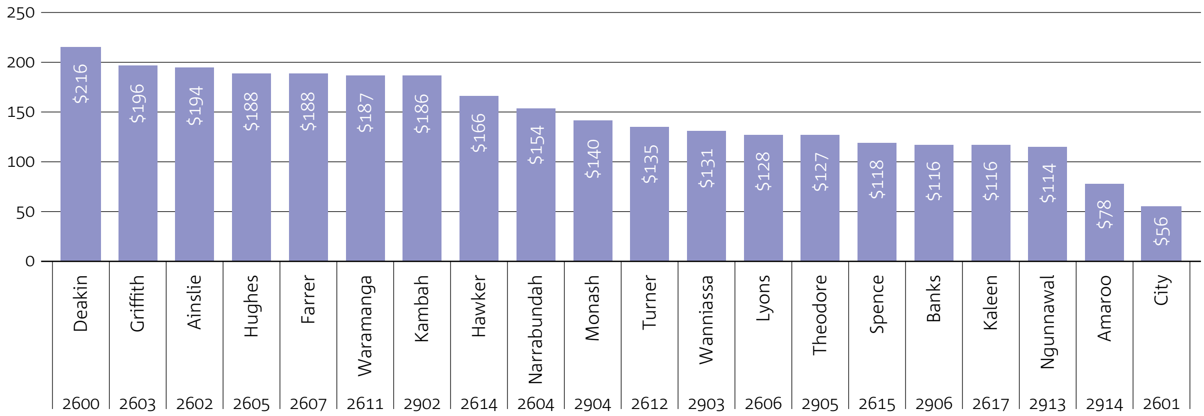
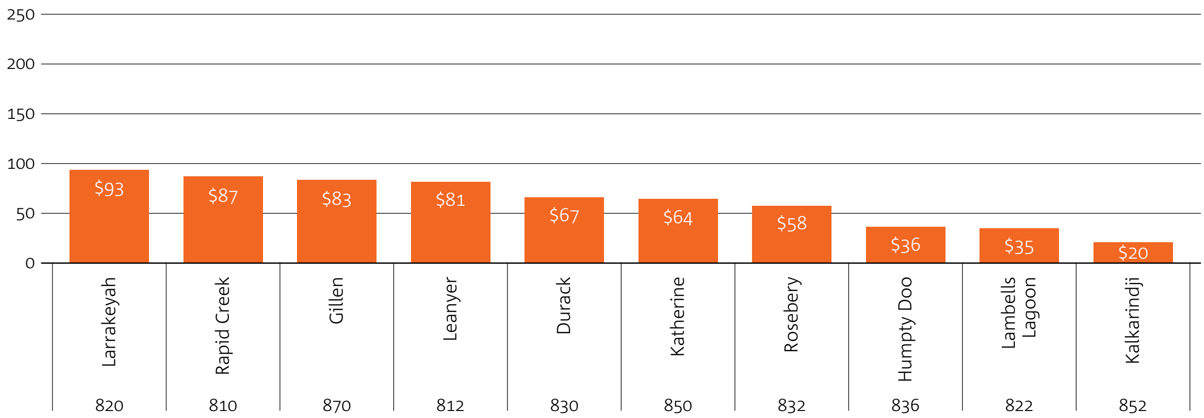


Chart 44: Top 10 postcodes for charitable giving: Northern Territory
(average spend per person, $A, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

Chart 45: Top 20 postcodes for charitable giving: Tasmania (as a % of income, 12 months to August 2014)

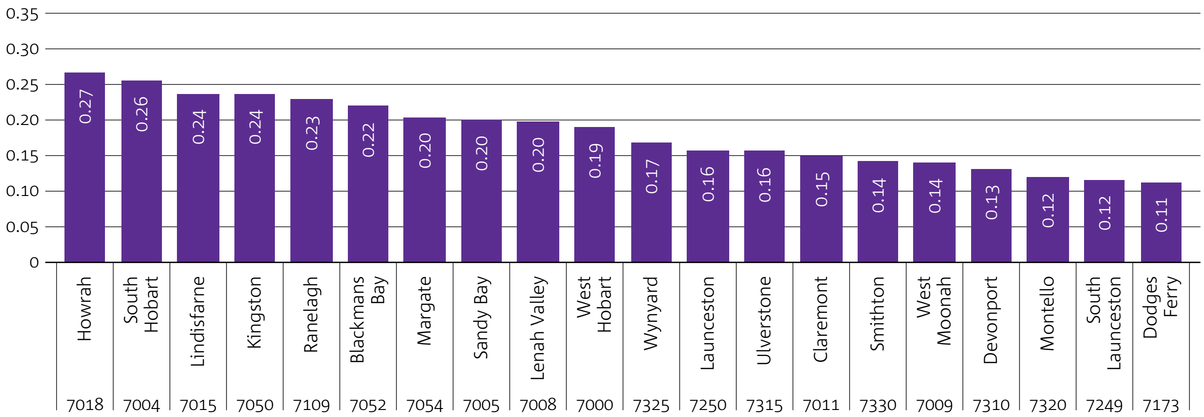


Chart 46: Top 20 postcodes for charitable giving: Australian Capital Territory
(as a % of income, 12 months to August 2014)

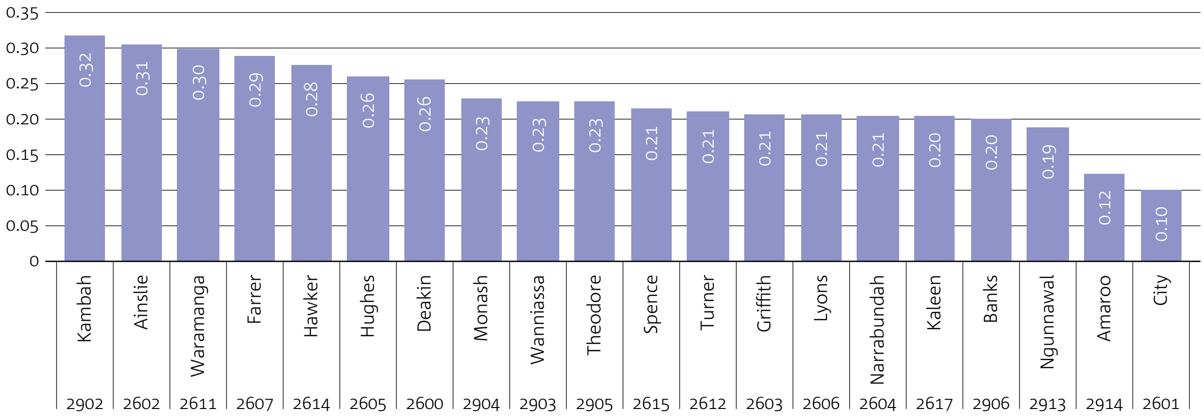
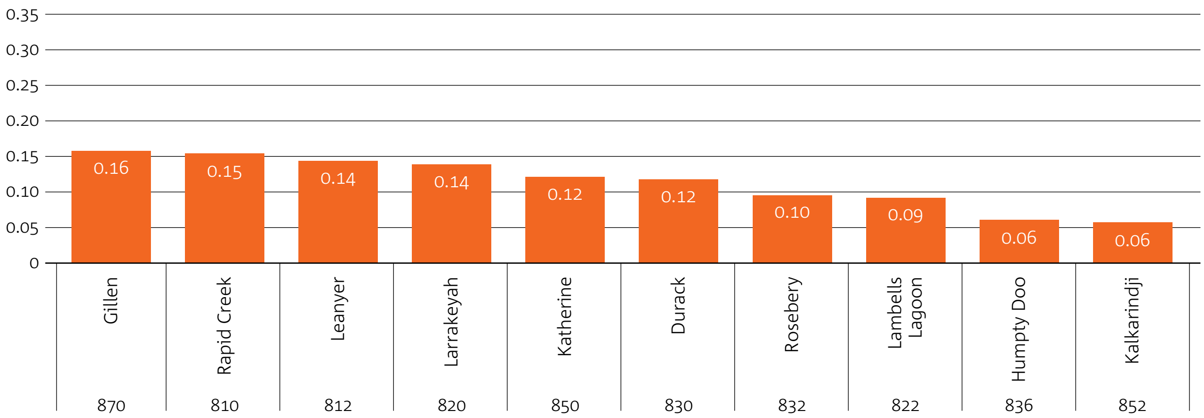


Chart 47: Top 10 postcodes for charitable giving: Northern Territory (as a % of income, 12 months to August 2014)



* excluding postcodes with fewer than 5,000 residents

more give, less take

To discuss this report in more detail, please speak with your NAB Relationship Manager, email community@nab.com.au, or contact:

Alan Oster
Group Chief Economist
National Australia Bank
+61 (0) 3 8634 2927
Alan.Oster@nab.com.au

Tony Davis
Director
Quantium
+61 (0) 2 9292 6400
Tony.Davis@quantium.com.au