



NFP INNOVATION INDEX

FOR THE AUSTRALIAN NOT-FOR-PROFIT SECTOR

Supported by:
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Time to refresh innovation priorities for 2020

5 September 2019 – Sydney – The GiveEasy NFP Innovation Index 2019 has been released today, showing that the innovation performance of the sector has plateaued over the past year with only a 0.6 increase year on year with an overall score of 66.6 across the sector. Since inception in 2015, the overall score is now up 8.9 points.

Highlights from the results show that digital transformation, leadership and culture are the three power levers to implement organisation-wide innovation in the NFP sector. Sustainable business models are also disrupting traditional funding models across Australian charities, social enterprises and non-profit organisations.

Key findings from this year's results showed a distinct gap between the highly innovative leaders in the sector who are driving innovation performance and the low innovators, that are underperforming year on year.

Jeremy Tobias, CEO of digital giving provider GiveEasy, said "We see the recipe for transformation this year is the combined trifecta of technology, collaboration, and a strong customer focus. As we enter 2020, this is the perfect opportunity for Not-For-Profits to examine and reset their innovation priorities across the board."

"Also there is a significant focus on the organisation's culture to drive genuine customer-focus and innovation. Leaders must review their innovation culture and question – is there a better way to solve this problem?" said Jeremy Tobias.

First-hand interviews with leading innovators are also a key part of this research. This year contained in the report are three case studies with leading three innovative organisations.

- [Leadership in focus](#): *Harvesting a culture of innovation* - Ronni Kahn AO, Founder and CEO, OzHarvest
- [Digital transformation](#): *Inventing Remarkable technology* - Peter Horsley, Founder, Remarkable
- [Innovation culture](#): *Lighting the way forward with Starlight* - Imogen Aitken, National Manager – Program Development, Starlight

Tamara Rozentals, Marketing Manager at GiveEasy commented "These organisations are rewriting the script of social impact by bringing new solutions to highly complex issues. We interviewed leaders to gather first-hand insights into how innovation is transforming their organisation, to share the key ingredients of innovation successes with other charities. We encourage every charity professional in Australia to follow these stories and discuss innovation within their own organisation."

Leading organisations in Australia: Most innovative NFPs identified by the NFP Innovation Index 2019.

Most Innovative NFPs in Australia: Based on index scores (Top 10)

1. **Equal First Place: Thankyou & Burn Bright**
3. Movember
4. Cerebral Palsy Alliance
5. Cure Brain Cancer Foundation
6. batyr
7. Family Life
8. The Shepherd Centre
9. Starlight Children's Foundation
10. Give Where You Live

Most Innovative NFPs in Australia: Voted by their peers (Top 10)

- 1. Thankyou**
2. OzHarvest
3. Cancer Council Australia
4. Orange Sky Laundry
5. Movember
6. Fred Hollows Foundation
7. Australian Red Cross
8. Headspace
9. Beyond Blue
10. Oxfam Australia

Innovation For Impact Awards 2019

We are also pleased to announce the winners of our inaugural *Impact for Innovation Awards 2019* which were voted by the public following a nomination process.

- **Visionary: Leading CEO**
Awarded to: Rochelle Courtenay, CEO (Share the Dignity)
Second place: Ronni Kahn AO, Founder and CEO (OzHarvest)
- **Change Maker: Emerging Innovator**
Awarded to: Felicity McMahon, Head of Programs (Starlight Children's Foundation)
Second place: Alex Dobbing, Events Manager (Cure Brain Cancer Foundation)
- **Innovative Fundraiser: Initiative in Fundraising**
Awarded to: Alan White, Fundraising Manager (Asylum Seeker Resource Centre)
Second place: Denise Zlotowski, Community Fundraising Manager (Starlight Children's Foundation)
- **Disruptive Project: Transformation Project**
Awarded to: Remarkable | Championed by: Peter Horsley (Cerebral Palsy Alliance)
Second place: Strength to Strength | Championed by: Tom Mulvaney (Family Life)

To receive your copy of the Innovation Index go to: <https://www.nfpinnovationindex.com.au/>

About the Innovation Index:

The *GiveEasy NFP Innovation Index 2019* provides the NFP sector with a year-on-year assessment, to track and measure the innovation journey of this vital sector. The analysis celebrates achievements, and highlights areas for improvement. With over 1,000 respondents, the survey set out to define the approach to innovation in the not-for-profit sector in Australia.

Partners:

The *GiveEasy NFP Innovation Index 2019* partners – GiveEasy, Ernst & Young, the Australian Graduate School of Management (AGSM) and eWAY – are proud to support the 2019 Index to help the not-for-profit sector adapt, embrace new ideas and celebrate the opportunities that innovation creates for all Australians.

Australia's not-for-profit sector takes on the toughest social and environmental challenges we face as a nation. It is the innovators who are continually collaborating to identify shared value opportunities and who are leading the transformation of not-for-profit organisations to unlock the next wave of social and economic prosperity.

Methodology:

Each respondent was asked to indicate their level of agreement to over 30 statements regarding their organisation's innovation capability based on a 0 – 10 scale of agree/disagree. Organisations are measured according to their capacity to develop and deliver innovation according to eight key vectors: Technology, Internal Collaboration, External Collaboration, Innovation Focus, Openness of Culture/Vision, Organisational Velocity, Rewards/Recognition and Stakeholder Centricity.