



# Survey Highlights.

 Under embargo until Monday 30 November 2009

For further information  
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## Westpac Community Markets Give Differently Survey Highlights

The *Give Differently* survey was conducted by Galaxy Research on behalf of Westpac Community Markets on the weekend of 20 - 22 November 2009. The sample was 1,100 respondents aged 16 years and older distributed throughout Australia.

### Key Findings

Only one in five (21 per cent) Australians say that Christmas is the time of year when they most think about giving to charity

- NSW – 22 per cent
- VIC – 22 per cent
- QLD – 16 per cent

It's not that Australians aren't charitable - 95 per cent claim to have made a charitable donation in the past two years with one in four (23 per cent) saying that they have donated more than \$500 in the last two years

- NSW – 96 per cent in last 2 years, 19 per cent over \$500
- VIC – 95 per cent in last 2 years, 19 per cent over \$500
- QLD – 93 per cent in last 2 years, 26 per cent over \$500

Although nine out of ten (92 per cent) Australians donated to charity in the last twelve months, only one in three (33 per cent) say they donated over the holiday period

- NSW – 94 per cent in last 12 months, 29 per cent last Christmas/New Year
- VIC – 93 per cent in last 12 months, 37 per cent last Christmas/New Year
- QLD – 91 per cent in last 12 months, 31 per cent last Christmas/New Year

The majority of Australian donations were made as a knee-jerk reaction to national disasters with over half (58 per cent) donating to the Victorian bushfire appeal

- NSW – 56 per cent donated to the Victorian bushfire appeal
- VIC – 70 per cent donated to the Victorian bushfire appeal
- QLD – 49 per cent donated to the Victorian bushfire appeal

While another 16% of Australians donated to the Queensland floods

- NSW – 12 per cent donated to the Queensland floods
- VIC – 14 per cent donated to the Queensland floods
- QLD – 26 per cent donated to the Queensland floods

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**About Westpac and Our Community**

As Australia's first bank, Westpac has been supporting the Australian community for over 192 years. A dedicated team was created in April 2009 to provide support to community organisations such as charities, sports clubs, churches and support groups that are a vital part of the local communities in which Westpac operates, and its customers live and work.

Westpac Community Markets partnered with social sector industry body Our Community ([www.ourcommunity.com.au](http://www.ourcommunity.com.au)) to learn more about the requirements and needs of its not-for-profit customers and create solutions and services that would help them to achieve their financial potential.

'Giving Week' ([www.GiveNow.com.au](http://www.GiveNow.com.au)) was created by Our Community to focus the attention of the nation on the many ways that individuals, families and businesses can make a difference to the community in the lead-up to Christmas.

Westpac has been a proud supporter of Australian Giving Week since its inception in 2006. Westpac Community Markets provides the engine behind [www.GiveNow.com.au](http://www.GiveNow.com.au) as well as much needed promotion of the charitable donations site.