

Grants in Australia Survey 2014 Results



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Background/Methodology

- **AIGM has staged the survey annually since 2006;** largest survey of its type in Australia
- **2014 survey attracted 1036 respondents (grantseekers);** our biggest ever response.
- **Each year, the survey has an additional central theme;** in 2014, that theme was streamlining.



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2014 Survey – Selected Key Findings

More grantmakers are streamlining their processes, especially those in local government. But there's still room for improvement:

- 50% of respondents said local government grantmakers often or always used a streamlined small grants application process.
- Corporate funders (41%) and philanthropic bodies (36%) were next best, ahead of other government levels.



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2014 Survey – Selected Key Findings

Grantseekers identified three key benefits of streamlining:

- 1. Saving time** - Grantseekers can use time saved to better serve their community.
- 2. Ease of writing/filling in forms** - For groups without specialist grant writers or with lower capacity, simplicity is vital.
- 3. Grantseekers can apply for more grants** – Greater applicant diversity; more choice for funders; higher application quality.



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2014 Survey – Selected Key Findings

Local government grantmakers lead the way in clear, straightforward communication; responsiveness:

- 35% of respondents said local councils “always” practised such communication; 33% said it was “often” the case. Corporate funders were next highest rated.
- 73% of respondents said local government funders were “often” or “always” responsive to phone/email inquiries, far and away the highest among grantmaking sectors.



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2014 Survey – Selected Key Findings

On average, grantseekers apply for 2 to 5 grants a year; most looking for small to medium amounts of funding:

- 67% of respondents said they applied for 2 to 5 grants; 18% for one grant, 12% 6 to 10 grants. The 2013 survey found 30% of respondents had applied for 3 to 5 grants.
- 53% of respondents said they had received less than \$20,000 in grants in previous 12 months.



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2014 Survey – Other Findings

- **Philanthropic bodies are more likely than other grantmakers to filter applications before requiring full applications from grantseekers.**
- **Most grantmakers (65-70%) accepted applications and/or reports online, via a website.**



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2014 Survey – Selected Takeaways

Streamlining is happening; this is encouraging ... but more can be done:

Local Government, corporate and philanthropic funders led the way. Respondents felt State and Federal Governments could do more.

To Grantmakers: Applicants are noticing these efforts and appreciate them.

To Grantseekers: Tell them they're doing well. Offer feedback



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2014 Survey – Selected Takeaways

More feedback – both ways – would be invaluable:

Grantseekers often lament the lack of feedback from grantmakers. But the survey found grantseekers can also be neglectful in giving feedback when given the opportunity.

To Grantmakers: Offer the chance for applicant feedback where possible.

To Grantseekers: Take up the opportunity!



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2014 Survey – Selected Takeaways

More groups, more grants, smaller amounts:

As mentioned before, grantseekers are applying for more grants, and for grants of smaller sums. There are a number of possible reasons behind this:

- Funding cuts forcing more groups to pursue grants.
- Greater knowledge of grants opportunities.
- Greater ability to apply (more confidence/competence).
- Easier to apply due to streamlining.



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2014 Survey – Selected Takeaways

More groups, more grants, smaller amounts (cont'd):

To Grantmakers:

- Do we need to start offering/offer more small grants?
- Can we consider grants which fund core operations?
- Longer term funding to reduce multiple yearly applications?

To Grantseekers:

- Realise the burden on grantmakers is arguably bigger than it has ever been.



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More?

The full survey can be found at www.aigm.com.au.

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