



**More in  
Common**

# Mobilising giving

What Australians think about charities,  
philanthropy and giving

**Tim Dixon, CEO and Co-founder, More in Common**  
Philanthropy Australia conference  
September 2026

# What More in Common does

More in Common helps leaders navigate the forces pulling societies apart, using evidence-based approaches tested and applied across seven major democracies – the United States, United Kingdom, France, Germany, Poland, Brazil and Spain.

We are a research and advisory nonprofit with a team of almost 100 who since 2017 have worked with thousands of partners across different issues, sectors and countries. More in Common's work is frequently used by senior political leaders, governments and leaders in nonprofits, philanthropy, and business, and has been regularly cited in the media in each of our countries, on many occasions leading the news.

Our research shows that most people hold more nuanced, mixed views and points towards how leaders can move us beyond the deepening divisions of recent years.

These insights offer an early look at how Australians think about the divisions in their own society, and about the role of philanthropy and charities in strengthening the common ground between us. We hope they mark the beginning of a sustained presence for More in Common in Australia, working alongside leaders here as we do elsewhere.

For further information on the data or the analysis in this report, please contact: [australia@moreincommon.com](mailto:australia@moreincommon.com)



# Section 1

## **The strengths in Australian society that charities can build on**

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# A proud Australia

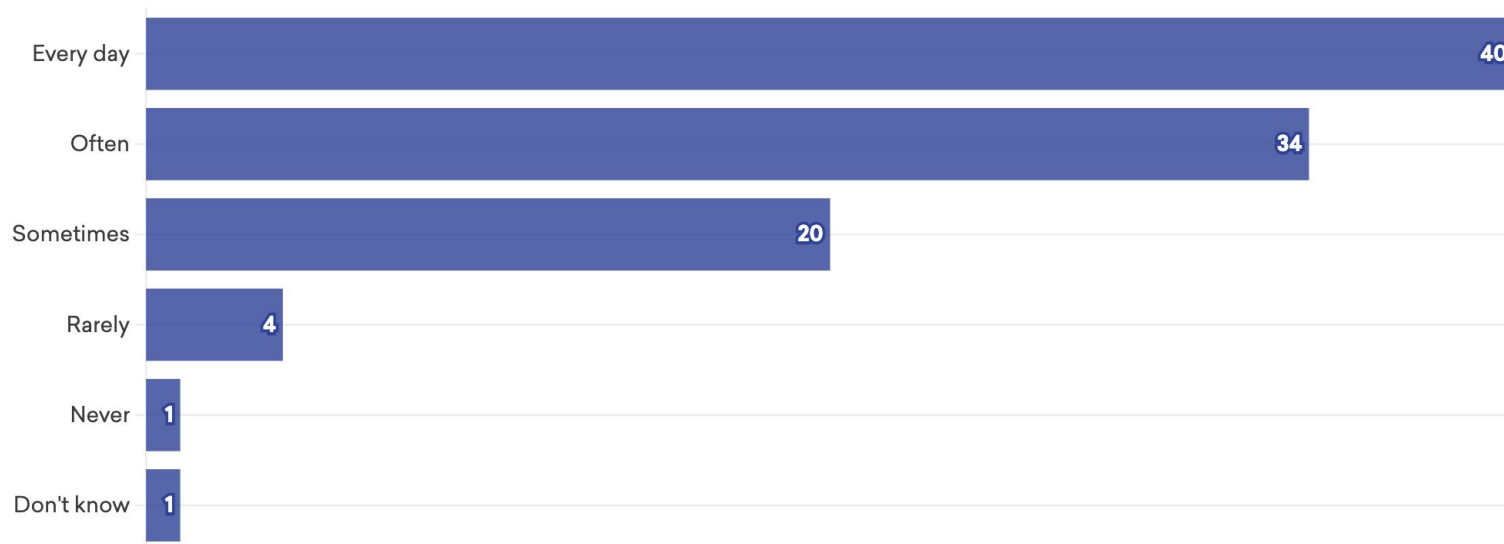
## How proud are you to be Australian, if at all? (%)

● Very proud ● Somewhat proud ● Not very proud ● Not at all proud



# A grateful Australia

How often, if at all, do you feel grateful to live in Australia? (%)

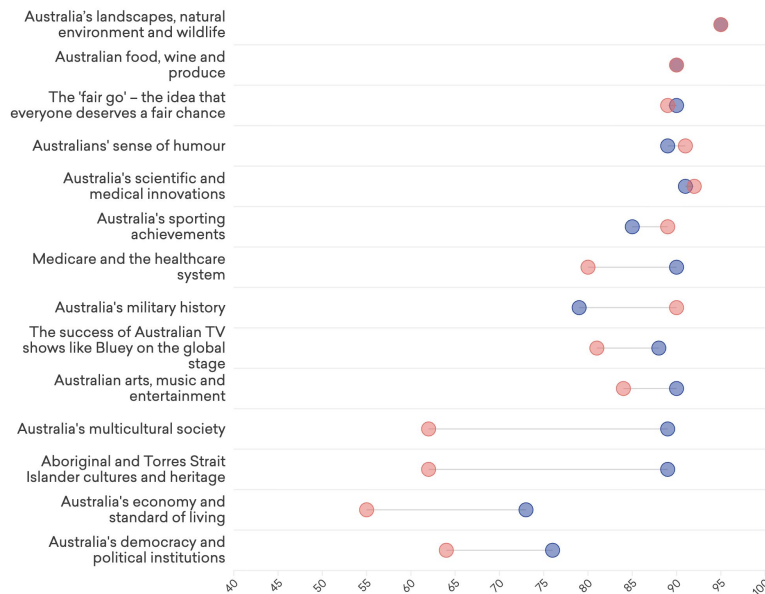


# Australians' shared pride transcends divisions

How much do each of the following, if at all, make you feel proud to be Australian?

% Makes me very proud / somewhat proud to be Australian

● Yes Voice voters ● No Voice voters

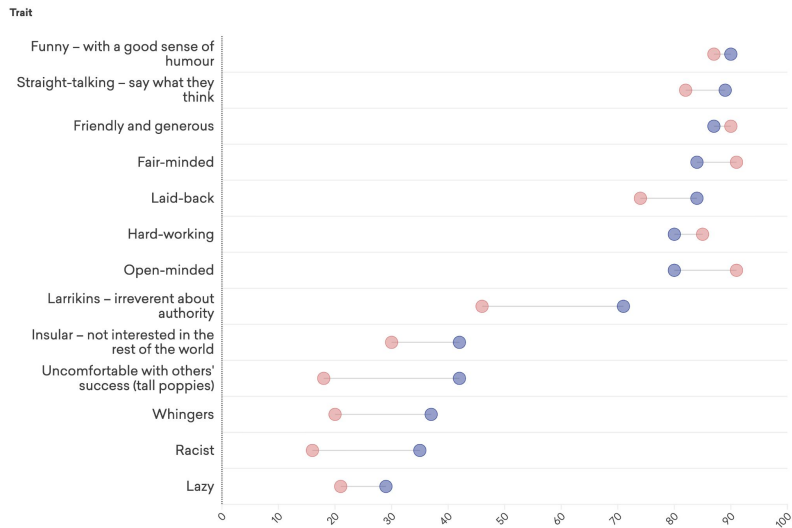


# Most Australians have a shared story about ourselves and see ourselves in it – but there are gaps

% saying each trait applies well to Australians vs applies well to me personally

% Makes me very proud / somewhat proud to be Australian

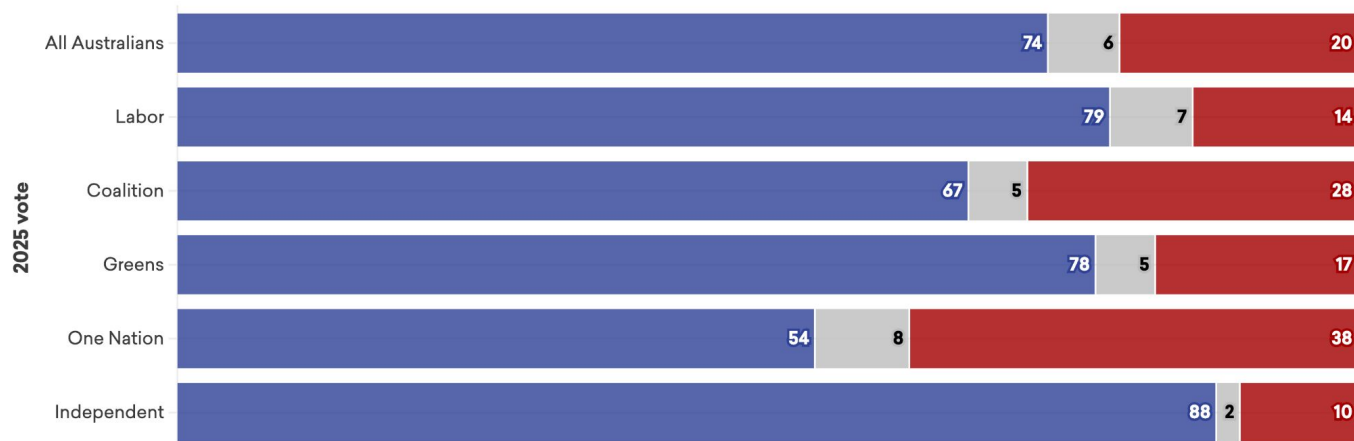
Series ● Applies well to Australians ● Applies well to me personally



# Appetite for common ground leadership over 'winner takes it all'

Which statement do you agree with more?

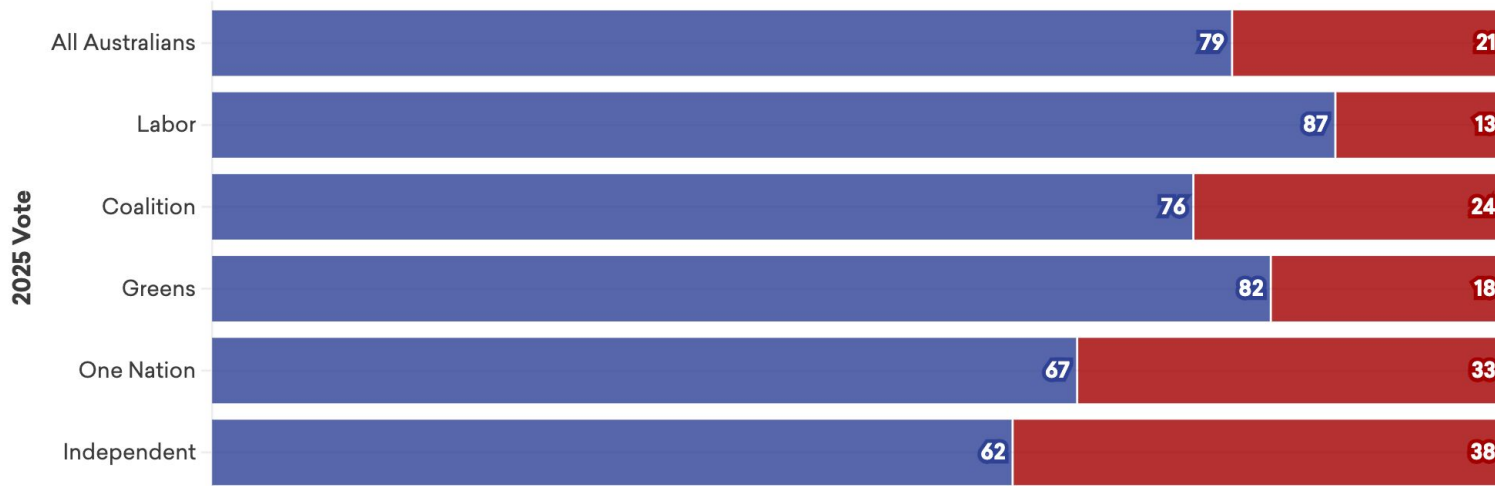
- We need to rise above the division, find common ground and work together to fix what's broken ● Don't know  
● My side needs to win completely - defeat the other side and reshape the country according to our vision



# Australians believe our problems are fixable

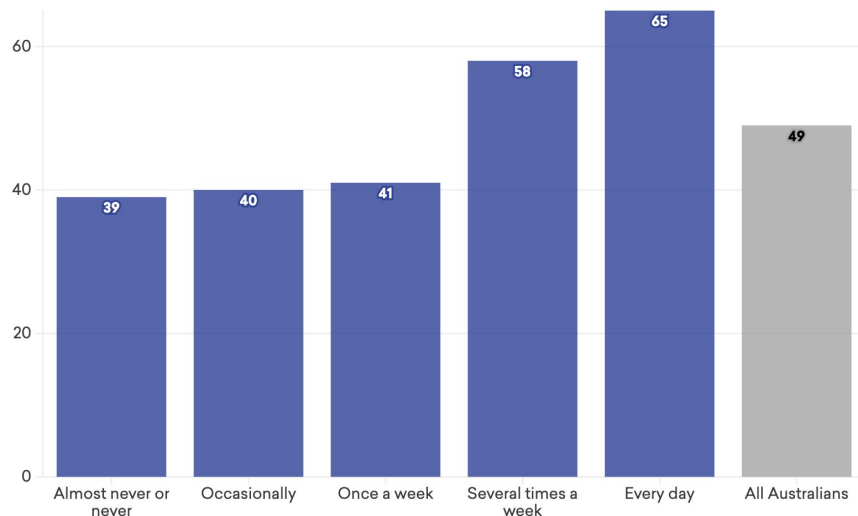
## Which comes closer to your view?

● Australia still has the potential for renewal and improvement ● Australia is in a period of decline we won't be able to reverse



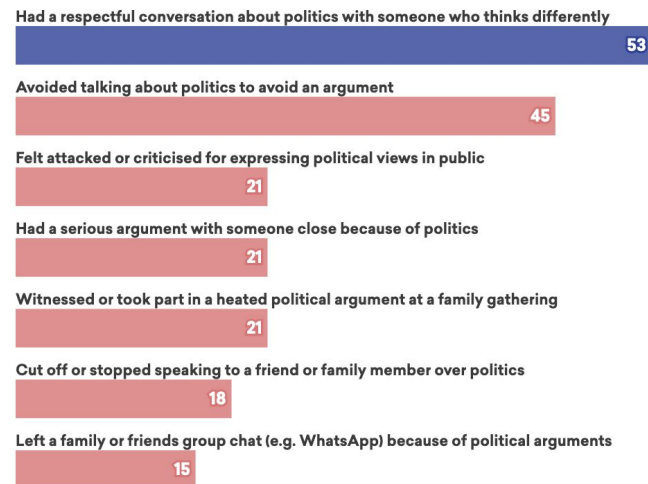
# Division is a stronger perception than a lived reality for people

% saying Australia feels divided these days, by how often they follow political news



Source: More in Common, Australia poll, August 2026 (n = 2,038)

Have you experienced any of the following in the last year?  
(% yes)





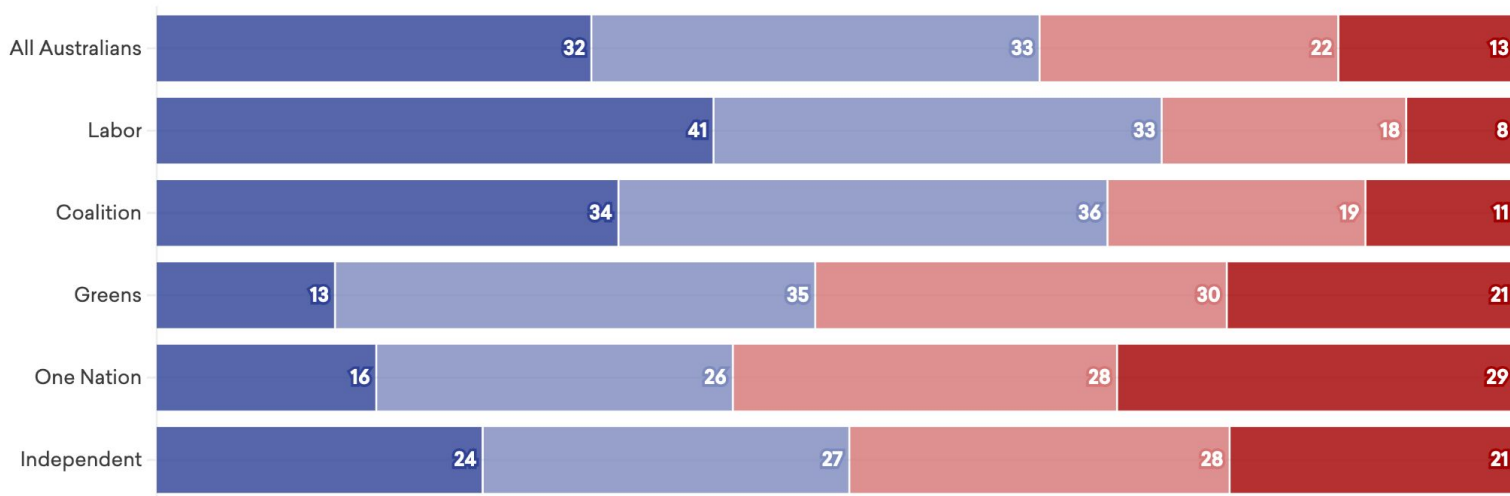
Section 2

**The challenges facing  
Australian society that  
charities need to  
navigate**

# A third think our institutions aren't worth preserving

Which comes closer to your view?

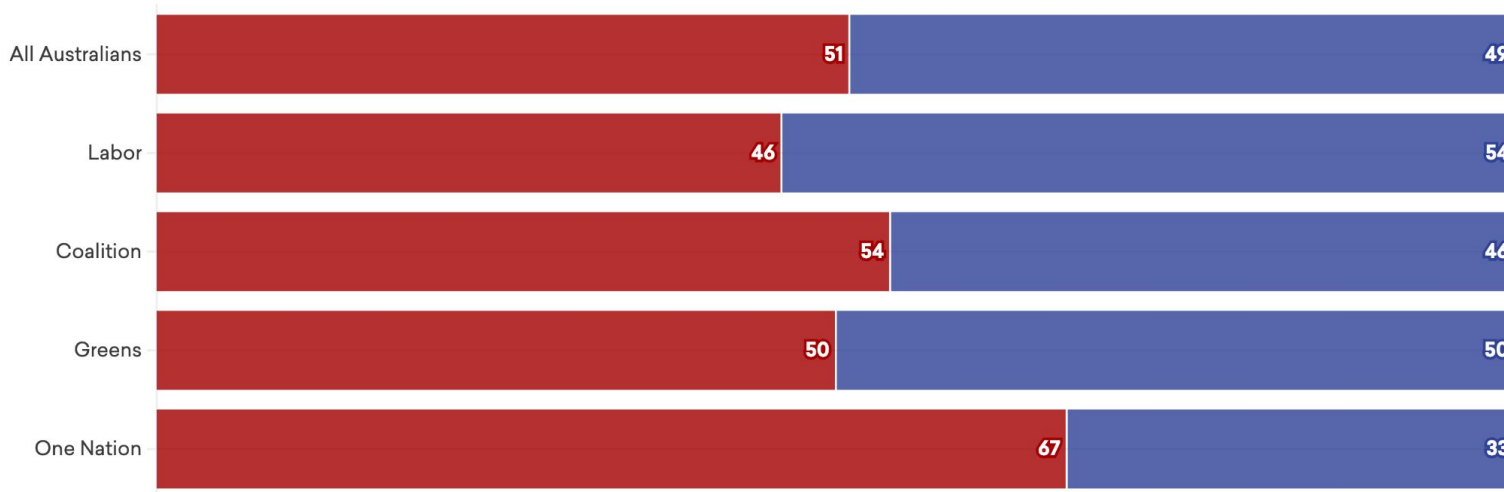
- 1 - Our political and social institutions are worth preserving and improving, not destroying ● 2 ● 3  
● 4 - When I think about our political and social institutions, I cannot help thinking "just let them all burn."



# Half the country is open to rule-breaking leaders

## Which comes closer to your view?

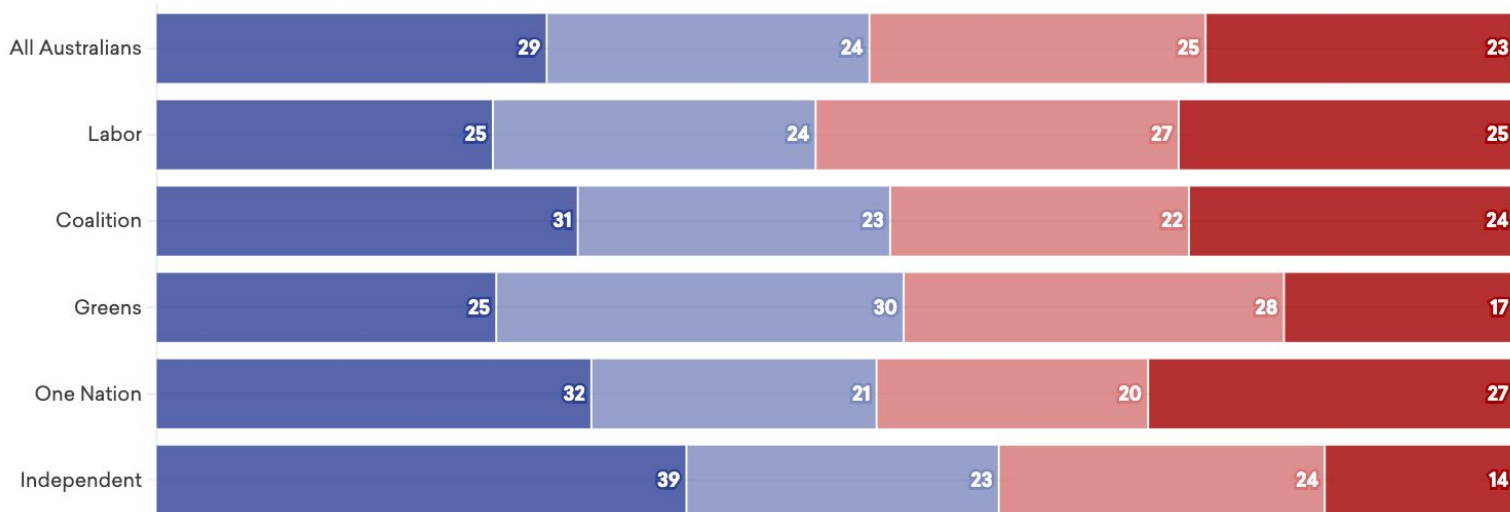
- Australia needs leaders who are willing to break the rules to fix the country's problems
- Australia's leaders should always follow the rules, even if it means things get done more slowly



# Threats are seen as coming from within and abroad

In your opinion, where does the greatest threat to Australia come from today?

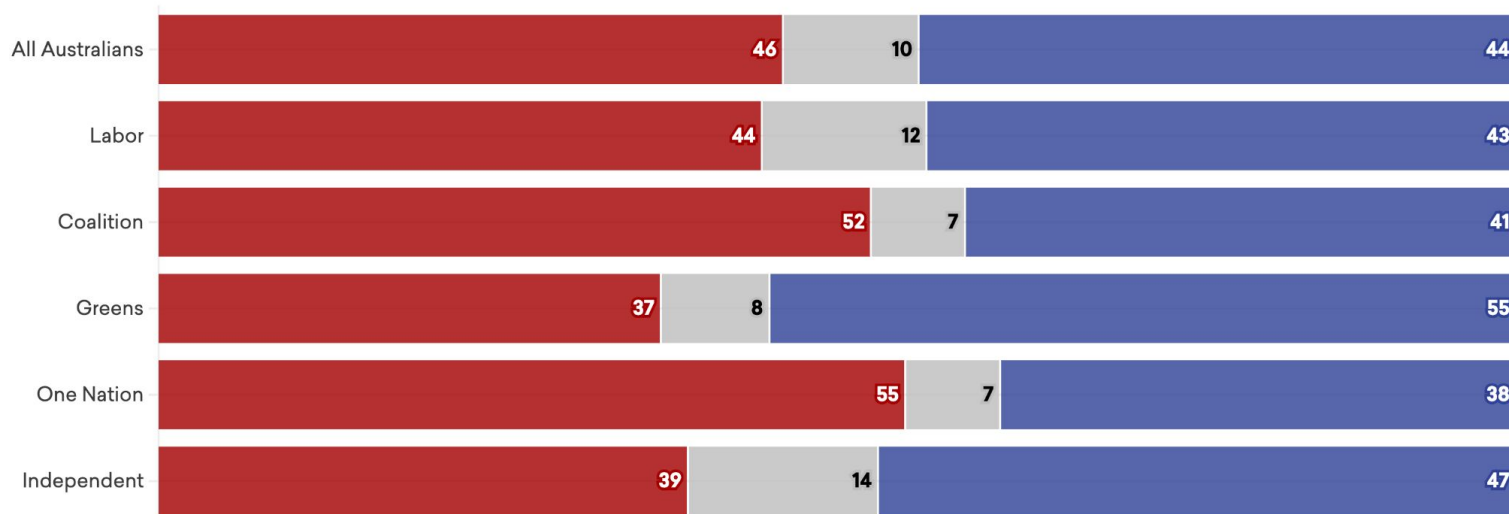
● From within Australia 
 ● Lean within 
 ● Lean abroad 
 ● Abroad from foreign nations



# The risks of change

## Which is the bigger risk for Australia over the next ten years?

● That we change too much, and lose the things that currently work well   ● Don't know   ● That we don't change enough, and fall behind





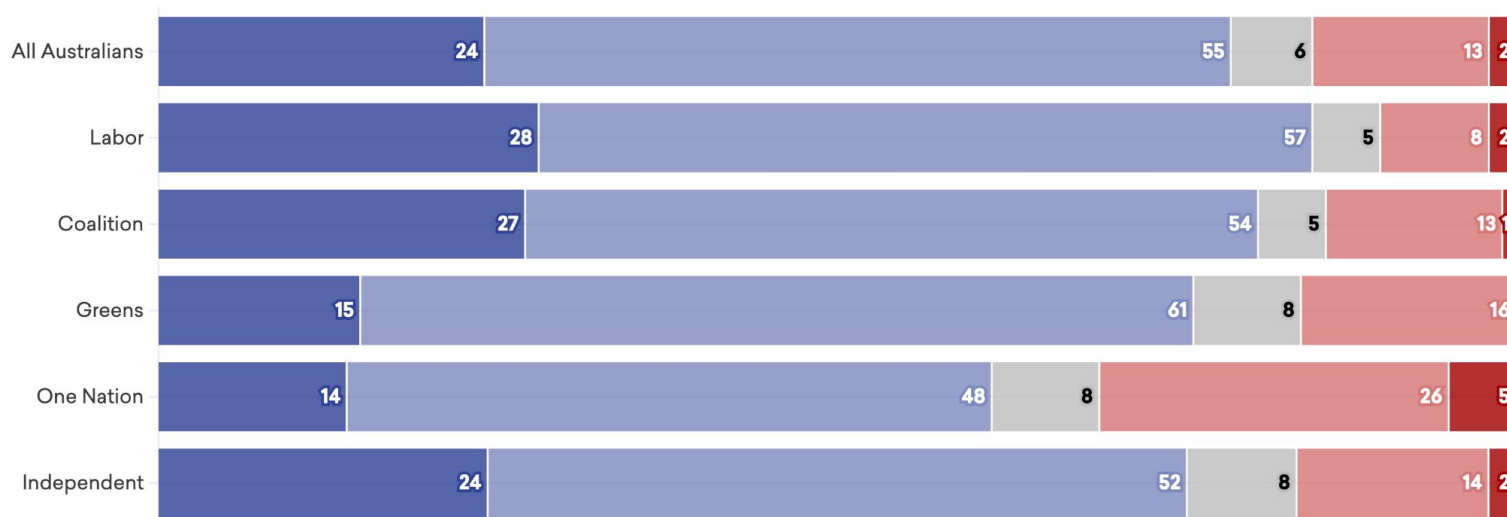
# Section 3

## **The public's verdict on charities**

# Most Australians think charities do good

Thinking about charities in Australia overall, how much good would you say they do?

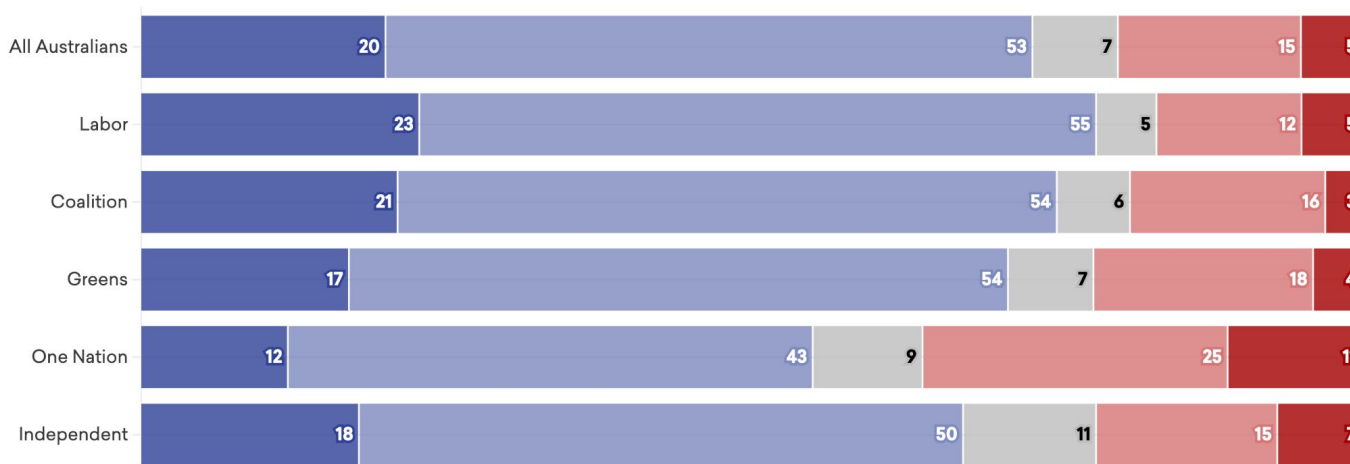
● A great deal of good ● A fair amount of good ● Don't know ● Not much good ● No good at all



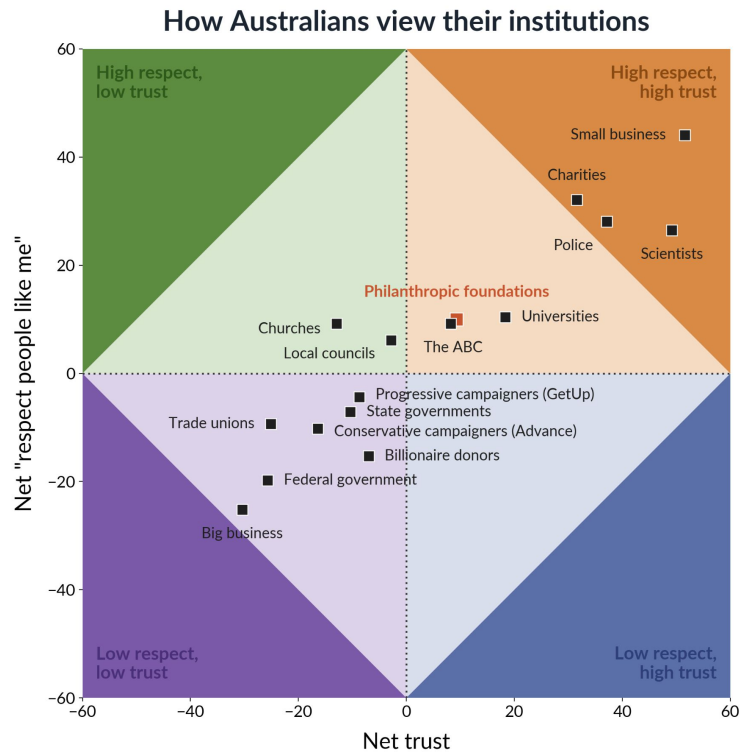
# Charity leaders are seen as in touch with everyday Australians

How well do the people who run charities understand the concerns of ordinary Australians?

● Very well ● Fairly well ● Don't know ● Not very well ● Not at all well



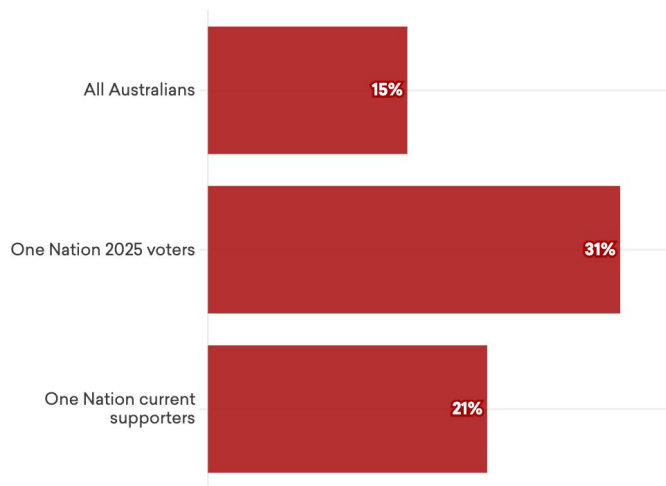
# Charities are a 'high trust, high respect' institution



Net trust = trust a great deal/quite a lot minus don't trust very much/at all. Net respect = "respect people like me" minus "do not respect people like me".  
Source: More in Common, Australia poll, August 2026, n = 2,038.

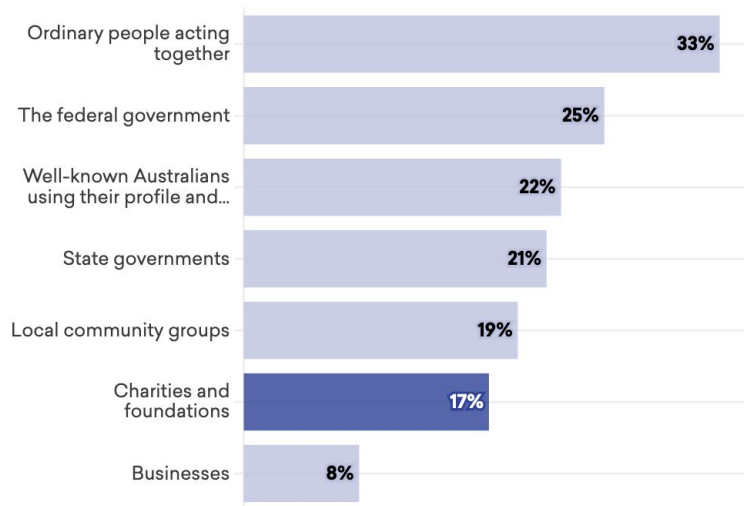
# Charities have their sceptics – including one in three ONP voters

% saying charities in Australia do not much good or no good at all

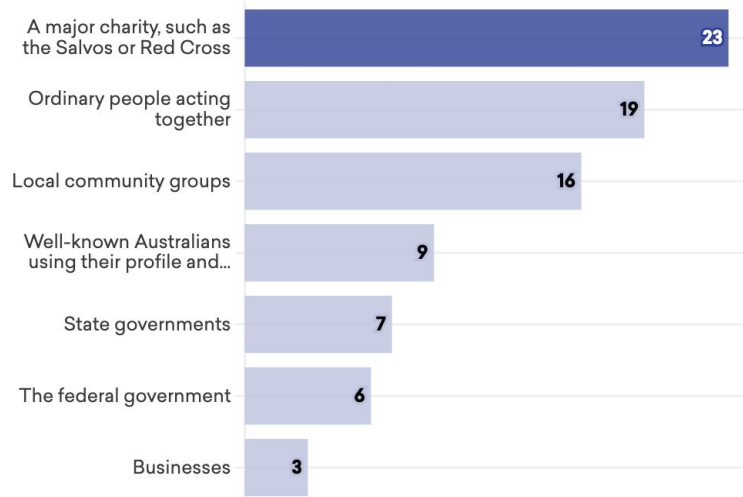


# Trust in the abstract vs tangible trust

**Who do you trust MOST to actually make progress on the biggest problems facing Australia? (% up to two selections)**



**If a charitable foundation had \$10 million to spend in your area, who would you trust most to spend it well? (% one selection)**



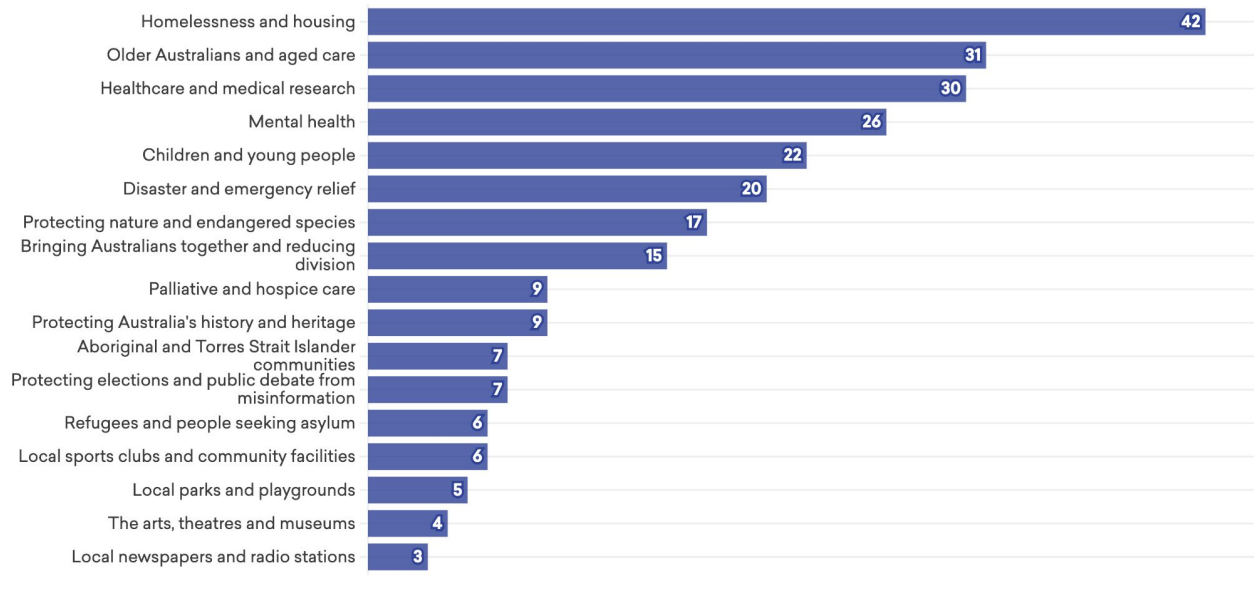


# Section 4

## **The public's priorities for giving and philanthropy**

# Top priorities

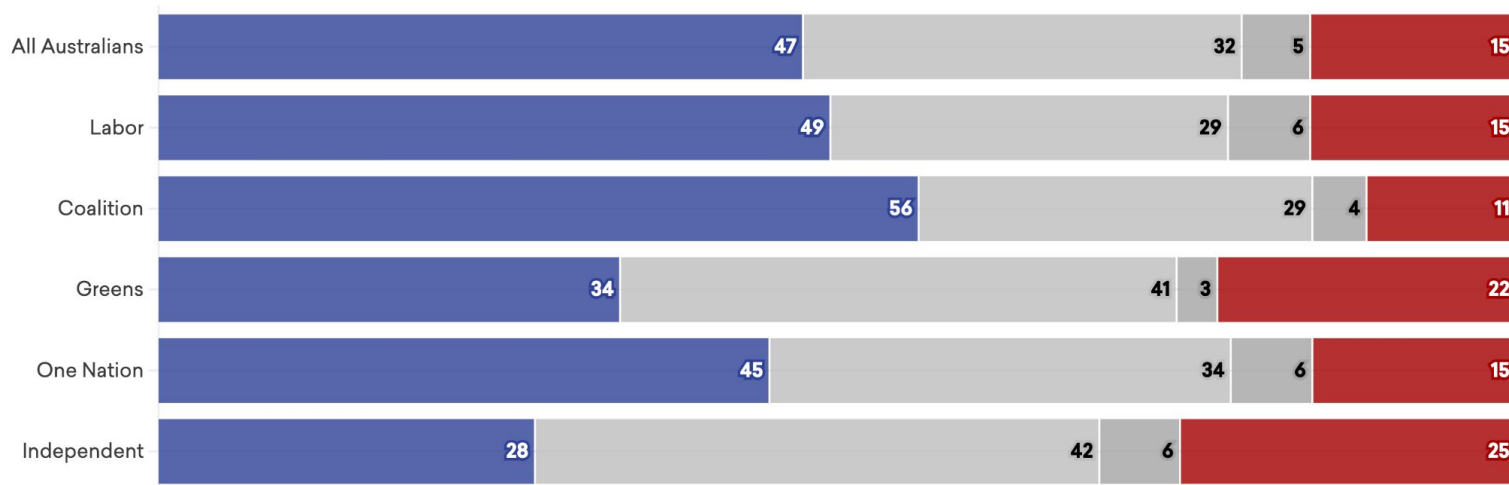
**If you were deciding where foundations in Australia should focus their giving, which would you prioritise? (% multiple selections)**



# People are mostly OK with donors having naming rights

**Is it reasonable for a building to be named after a wealthy donor who gives a large amount to a hospital or university? (% by 2025 federal election vote)**

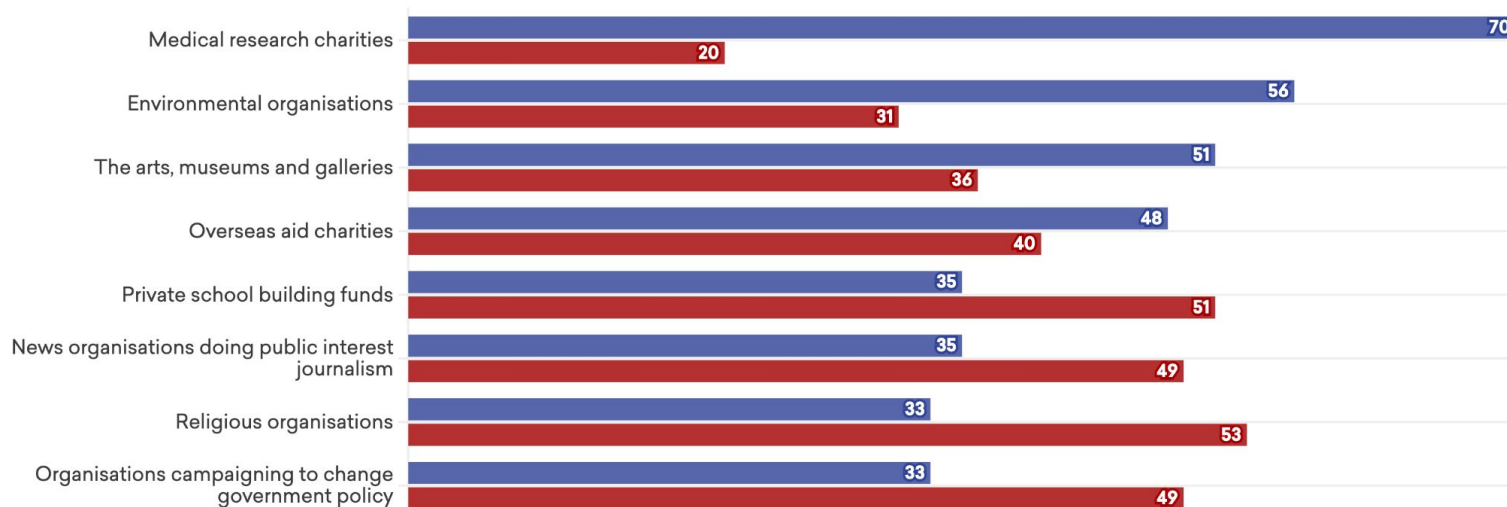
● Reasonable ● Neither reasonable nor unreasonable ● Don't know ● Unreasonable



# Support for tax deductibility depends on the cause

Should donations to each kind of organisation be tax deductible? (%)

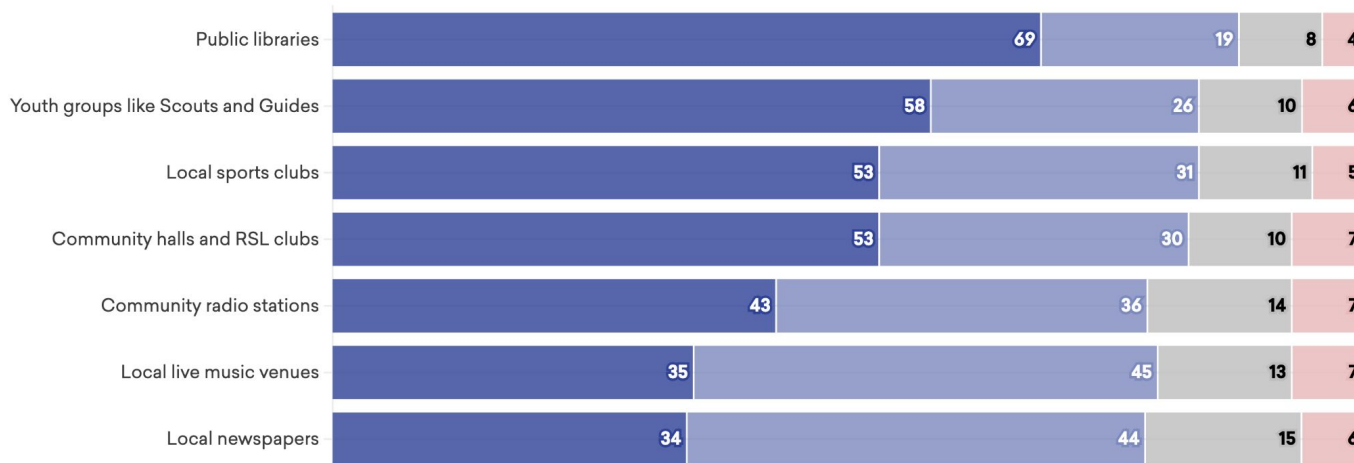
● Should be tax deductible ● Should not be tax deductible



# Strong support for protecting community spaces, especially libraries, youth groups and local clubs

Thinking about these parts of community life, which comes closest to your view? (%)

● Should get financial support to keep going ● Only if they can pay their own way ● Don't mind whether they keep going ● Don't know





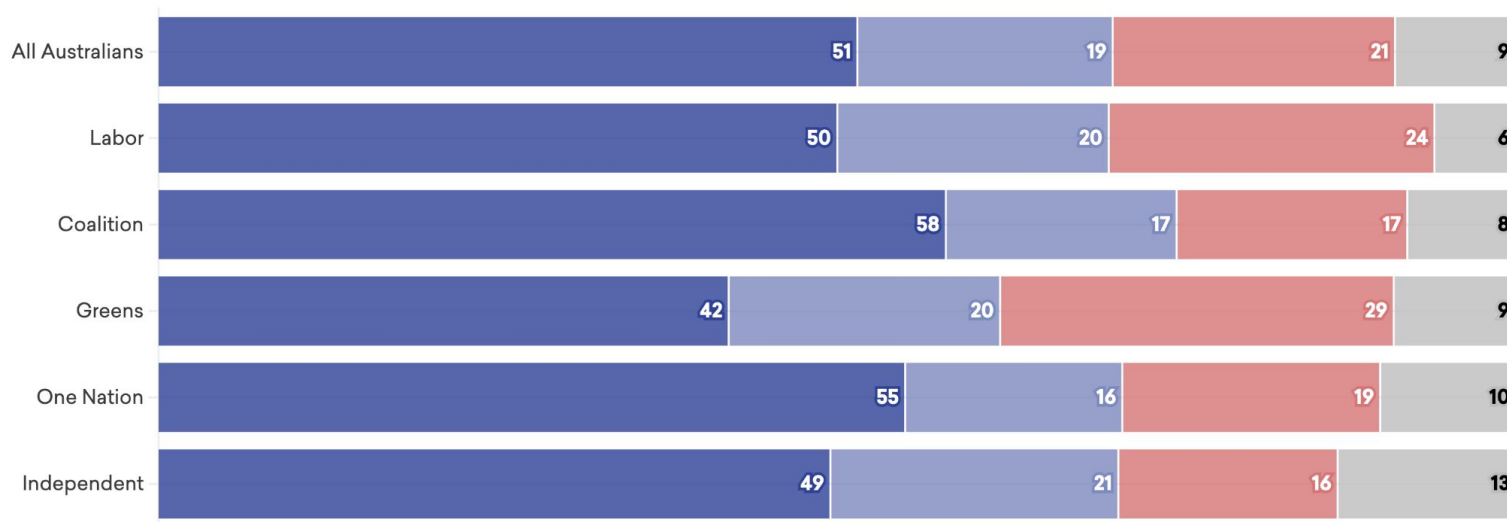
# Section 5

## **How the public expect charities to navigate a polarised Australia**

# Priorities for charities: Action supported over advocacy

## What should charities focus on?

● Help people directly, stay out of politics ● Campaign on their own issues, but no further ● Speak out on big national issues ● Don't know



# Donors and volunteers are more likely to support speaking out on national issues

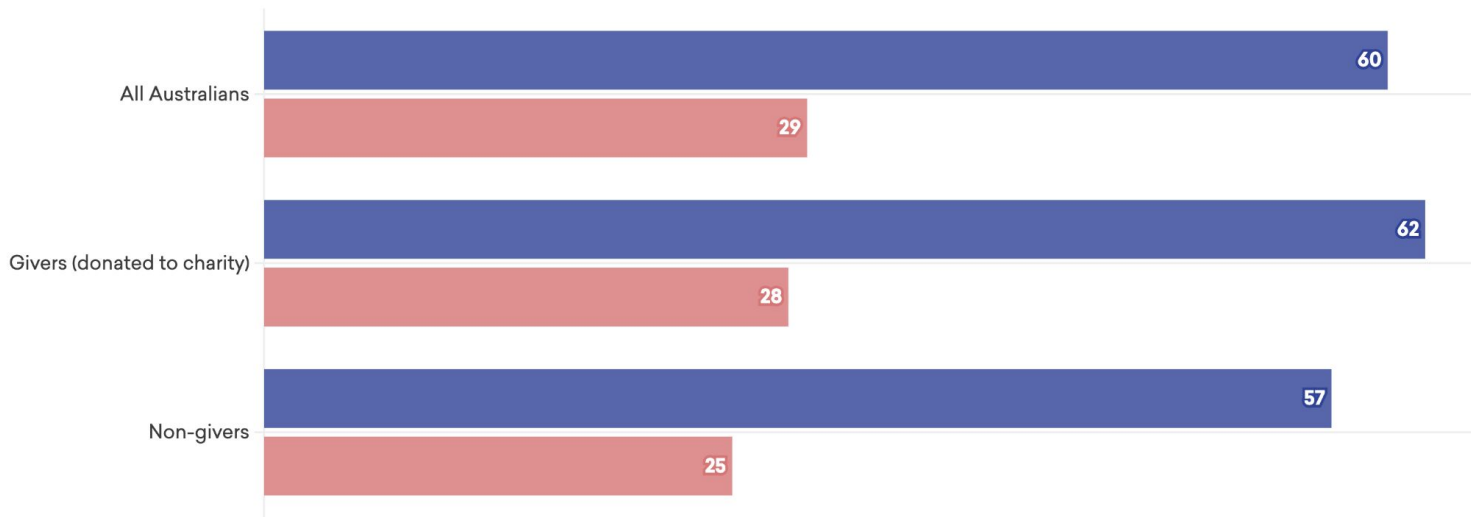
% saying charities should speak out on big national issues, by giving behaviour in the last 12 months



# Most Australians want advocates to build broad coalition across values

Should organisations work with anyone who can help their cause, or only those who share their values? (%)

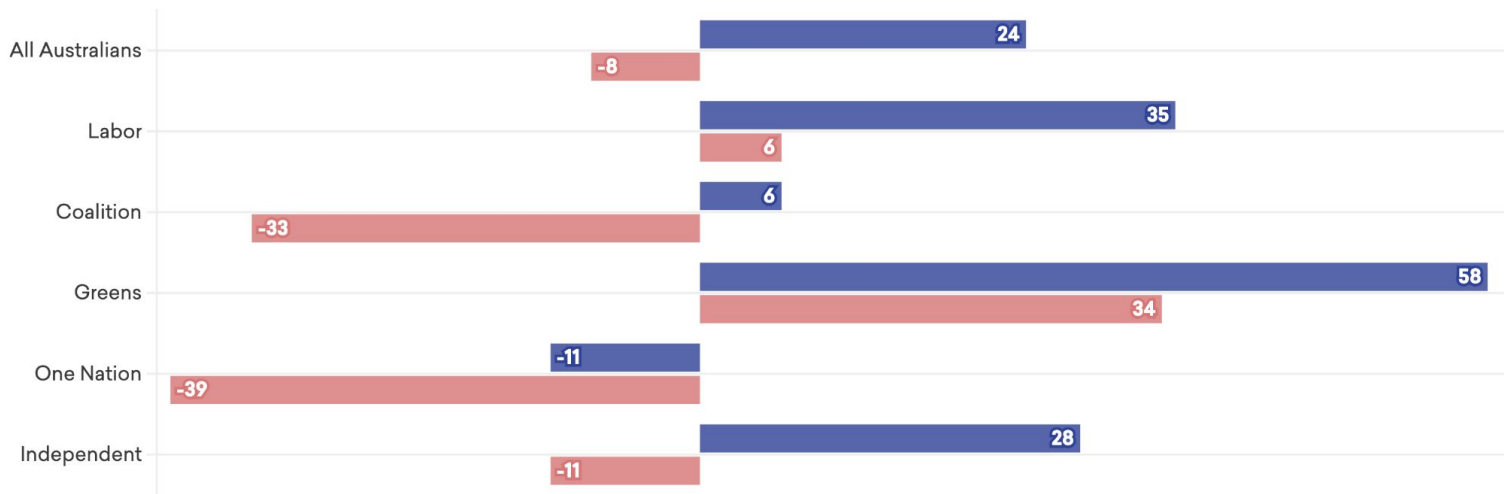
● Work with anyone who can help the cause ● Only work with people who share their values



# More support for changes that add vs that take away

**Net support (% support minus % oppose) for adding an Indigenous name alongside an existing place name vs replacing it**

● Adding an Indigenous name alongside the existing name ● Replacing the existing name with an Indigenous name



# Look at issues through the lens of people, rather than people through the lens of issues

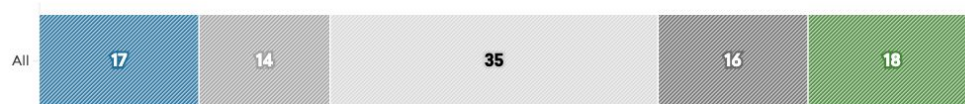
## Which of the following comes closest to your view?

- 1 - People with the most extreme views on Israel-Palestine tend to crowd out the voices of people with more moderate views
- 2 -
- 3 -
- 4 - People with more balanced voices are heard the same as people with more extreme views



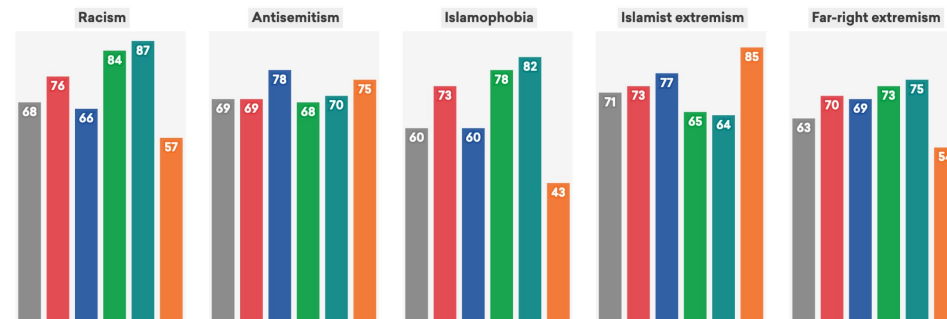
## Which side in the Israel-Palestine conflict do you sympathise with more?

- The Israeli side
- Both sides equally
- Neither side
- Not sure
- The Palestinian side



## In your opinion, how serious are the following issues in the Australia today? Proportion saying "very" or "somewhat" serious

- All Australians
- Labor voters
- Coalition voters
- Green voters
- Independent voters
- One nation voters



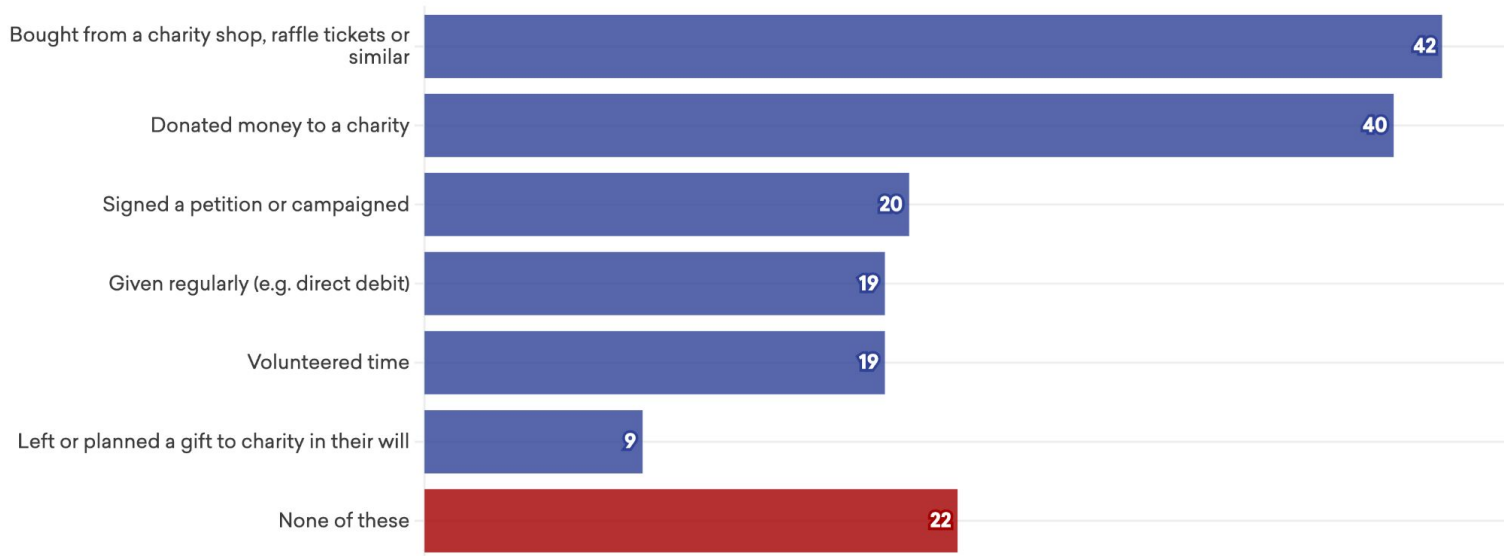
# Section 6

## **Mobilising the non-givers**



# One in five Australians have not given in the past year

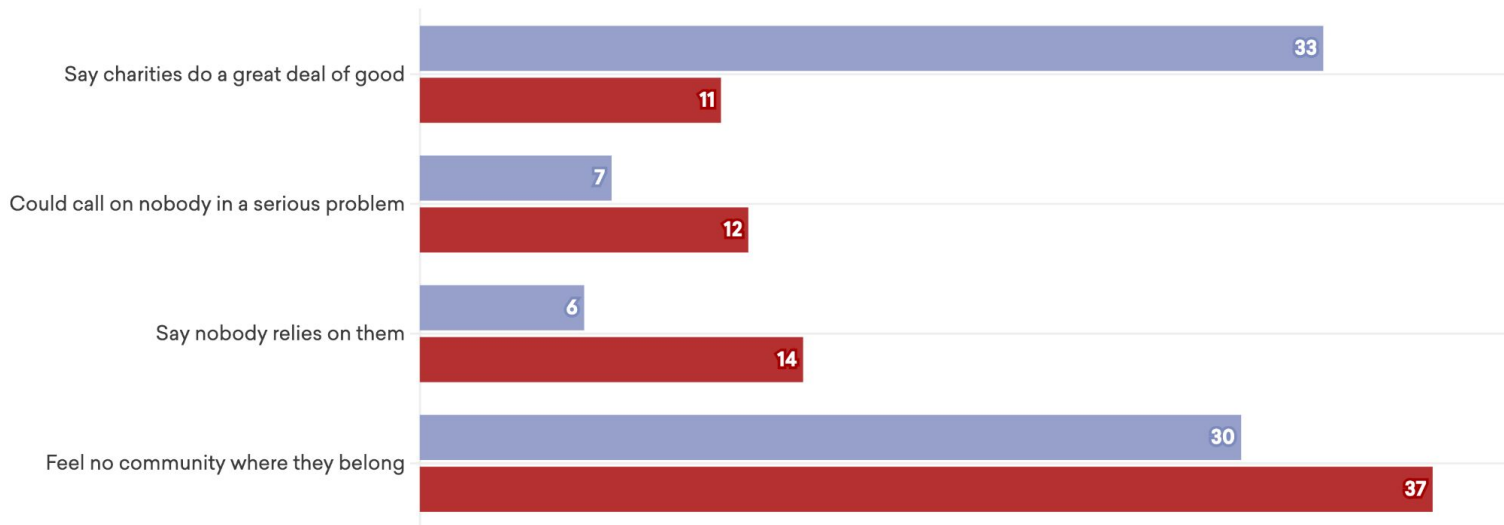
In the last twelve months, have you done any of the following? (% , all that apply)



# Non-givers are less connected and more distrustful

% agreeing with each, givers vs those who did no giving or volunteering in the last year

● Givers (donated) ● Non-givers





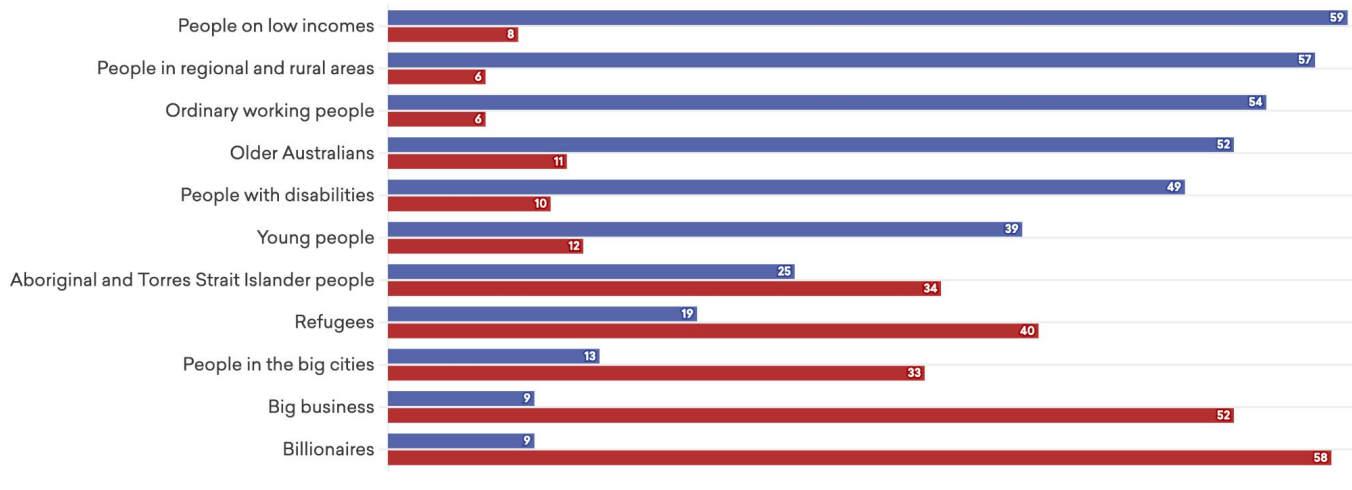
# Section 7

## **The attention deficit**

# Attention deficits: Who do Australians feel get too little and too much attention from those in power?

How much attention do politicians and people in power pay to the needs of each group? (%)

● Too little attention ● Too much attention



# Methodology

This research is based on polling of 2,038 Australian adults aged 18+.

The fieldwork for this survey took place from 20–26 August 2026

Interviews were conducted online using a range of online panels

The data has been weighted to be representative of the adult population in Australia (including non-citizens who are long-term residents) according to gender and age interlocked, state, 2025 Federal House of Representative vote and education level.

For further information on the data or the analysis in this report, please contact: [australia@moreincommon.com](mailto:australia@moreincommon.com)



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Tim Dixon  
CEO and Co-founder  
More in Common

[tim@moreincommon.com](mailto:tim@moreincommon.com)