

New national campaign celebrates Australian women as powerful agents for positive social change

Australian women are entering the spotlight as influential modern philanthropists, with a new paper highlighting their growing power as change agents working to address some of the pressing challenges of our time.

Released today, the paper marks the launch of She Gives, a new campaign celebrating the collective contributions of women across Australia who are making a positive difference across many causes, with the aim of inspiring more giving nationally.

Women are poised to come into greater economic power in coming decades, inheriting up to \$3.4 trillion or two-thirds of the intergenerational wealth in the next 20 years as Australia approaches the greatest wealth transfer in our history.ⁱ

The She Gives campaign seeks to highlight the catalytic potential impact of women's giving and harness the collective power, networks and ambition of Australian women to accelerate positive social change in the face of growing need.

She Gives will also add valuable insights on the nature of women's giving in Australia to inform future understanding on what is needed to grow giving in Australia overall.

Australians are generous by nature, but our philanthropy record lags behind many of our international counterparts. Tax data reveals that only 53% of Australians with a taxable income over \$1 million give to charity and receive a tax deduction, compared to 90% in the US.ⁱⁱ In addition, almost half of the top 1% and top 5% income earners did not report any donations in 2018-19 at all (46% and 48%, respectively).ⁱⁱⁱ

Recognising this challenge, Philanthropy Australia has committed to doubling giving in Australia by 2030, and the Federal Government supports this initiative.

Campaign founder Melissa Smith said women now and into the future will play a critical role in driving philanthropy forward to meet significant need, and it was important their extraordinary contribution to social change is recognised and celebrated.

"For too long, giving by women has remained in the shadows, reinforcing a common perception that philanthropy is dominated by men," Ms Smith said. "Of the 100 most read articles on philanthropy in past 12 months, 54 focus on men, 32 on organisations or foundations and only 14 on women.

"After consulting with philanthropic leaders, it was clear that women don't see themselves sufficiently in public conversations around philanthropy. Right now, we're missing an immense opportunity to reach and inspire others - She Gives is here to change that.

"Women are having incredible impact at so many levels and by sharing these inspiring stories and celebrating their contributions, we hope to encourage other women to see themselves in the same light and ultimately inspire more to give, give more and give more impactfully."



The campaign will share 100 inspiring stories online via the [She Gives website](#) and [social media](#) that showcase the collective power of giving to all causes, at all levels, that deliver positive social change.

The stories reflect the cultural richness of Australia and include many First Nations voices and the experiences of women from multicultural, LGBTQI+, regional and rural communities.

She Gives will hold official launch events in Melbourne and Sydney on July 24 and 25 respectively.

The Melbourne event will include a panel discussion featuring: Tanya Hosch (*Executive General Manager, Inclusion and Social Policy, AFL*), Carol Schwartz AO (*founding Chair of both Trawalla Foundation and Women's Leadership Institute Australia*) and Tania Austin (*Owner DECJUBA, Founder DECJUBAfoundation*).

The Sydney panel will feature: Camilla Freeman-Topper (*Creative Director, CAMILLA AND MARC*), Larissa Behrendt AO (*Laureate Fellow, Jumbunna Institute, UTS*), and Georgina Byron AM (*CEO of the Snow Foundation, Chair of Sydney Women's Fund Advisory Group and Co-Chair of Deadly Hearts Limited*).

She Gives is grateful for the wisdom and guidance of its advisory group:

- Clare Ainsworth Herschell (*Founder of Groundswell*)
- Georgina Byron AM (*CEO of the Snow Foundation, Chair of Sydney Women's Fund Advisory Group and Co-Chair of Deadly Hearts Limited*)
- Natalie Egleton (*CEO of the Foundation for Rural and Regional Renewal*)
- Caitriona Fay (*Managing Partner of Perpetual Private's Social Investment businesses and ESG Strategy, founding board member of GiveOUT*)
- Tanya Hosch (*Executive General Manager, Inclusion & Social Policy – AFL*)
- Michelle Lin (*CEO of Vermillion Foundation*)
- Paula McLean (*A founding trustee of McLean Foundation*)
- Amanda Miller OAM (*Co-founder of Impact Generation Partners and Co-Chair of Philanthropy Australia*)
- Professor Kristy Muir (*CEO of the Paul Ramsay Foundation*)
- Carol Schwartz AO (*founding Chair of both Trawalla Foundation and Women's Leadership Institute Australia*)
- Melissa Smith (*CEO, Noble Ambition & Founder, She Gives*)
- Deanne Weir (*Founder of WeirAnderson.com and WeirAnderson Films*)

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ⁱ [JBWere - Growth of Women and Wealth, March 2024.](#)

ⁱⁱ [Australian Taxation Office, Taxation statistics 2019–20 Table 3B: Selected items, by income year, sex, taxable status, age range and taxable income range, accessed May 2024.](#)

ⁱⁱⁱ [Centre for Social Impact, High Net Wealth Giving in Australia, August 2022.](#)