

## **PRODUCTIVITY REPORT INTO THE NOT-FOR-PROFIT SECTOR.**

**I am writing with reference to the recent draft Productivity Report into the Australian not-for-profit sector. After studying your website I realise I am too late to make a submission but I believe it might be useful to make some observations and suggestions.**

[www.raffleresults.com.au](http://www.raffleresults.com.au) is a free online resource for the Australian not-for-profit sector, and for charities in particular. We allow not-for-profit organizations to publish the results of their raffles, lotteries and art unions (raffles) on our website as an alternative to, or in addition to, newspapers. Newspapers charge not-for-profit organizations for publishing results in the paper's Public Notices pages. Our website is free. We also allow not-for-profit organizations to advertise details of their raffles in progress. Again, this is a free service.

The costly practice of publishing raffle results in newspapers owes itself more to long standing custom rather than actual need. Recent research reveals that currently only S.A and the N.T require not-for-profits to publish results of major raffles in newspapers. For S.A based charities such as the Bedford Group, who offer 750 prizes and must publish individual winning ticket numbers in the newspaper, it is a very expensive exercise.

Information obtained from Fundraising Institute Australia reveals that Australians spend in excess of two billion dollars per annum on charitable gaming (! the purchase of raffle tickets). Taking into account the fact that many of those raffle tickets cost \$2 each it is clear that hundreds of millions of individual tickets are sold each year. If only a very small percentage of ticket holders buy a newspaper for the specific purpose of checking results that must represent the destruction of a vast number of trees. In our digital age this waste is inexcusable.

We are not yet certain exactly how many charities conduct major raffles each year, but we have identified approximately 100. About 50 of these are currently shown on our 'Raffles On Sale' page. Many of these charities conduct four or more raffles each year and even if they offer just one or two prizes the cost of advertising results in newspapers is significant. We estimate that collectively charities are spending hundreds of thousands of dollars each year on 'Public Notices' newspaper advertising. These funds could be better employed in their core business of research and care giving.

Since the creation of [www.raffleresults.com.au](http://www.raffleresults.com.au) earlier this year we have convinced a number of major charities to use our website, either in replacement of newspapers or in addition to newspapers (some charities acknowledge the usefulness of our website but for the time being are reluctant to make a complete break from newspapers). Those charities currently using our services and including our website details on raffle tickets include:-

Able Australia

Baker IDI Heart & Diabetes Institute

Cancer Support Association of WA

Diabetes Tasmania

Epilepsy Foundation of Victoria

Multiple Sclerosis Australia (NSW, VIC & ACT)

Olivia Newton -John Cancer & Wellness Centre Appeal

Yooralla.

As a consequence of this activity our website is becoming increasingly popular and proving to be a useful resource for charities and their supporters alike. We keep the results on our 'Results' page for 12 months and email! correspondence from supporters searching for results attests to the need for the website. Not all ticket holders can get to a newspaper on a particular day and/or they often forget about their ticket until months after the draw.

Legislation governing charitable gaming differs in each state and territory. We believe that as part of the process of simplifying regulations relating to the publication of results, and as a convenience to charities and supporters alike, a consolidated online data base such as [www.raffleresults.com.au](http://www.raffleresults.com.au) is indispensable. The more visitors there are to our website looking up the! results of raffles the greater exposure there is for the fundraising activities of those charities shown on our 'Raffles On Sale' page. Currently we derive no financial benefit from our ! website but it is possible that in the future we may be in a position to attract ethical advertising and donate 50% of income earned back to the charities supporting our website. During the processes involved in establishing [www.raffleresults.com.au](http://www.raffleresults.com.au) we have acquired considerable knowledge on the subject of charitable gaming in Australia and we would be happy to assist the Productivity Commission in it's efforts to introduce greater efficiencies and remove unnecessary costs from the not-for-profit sector.

Sincerely,

Geoff Carrel.