

Annotated Resource List: Extract

Title: A fair go in a country on fire- How have the 2019/2020 bushfires shaped Australian's perceptions of charitable donation across the socioeconomic divide?

PRIMARY RESEARCH METHODS:

- **PRIMARY RESEARCH METHOD 1: Interviews (March 2020)**

Expert Interviews:

1. **Manisha Amin** (Ex-Fundraising and Marketing Director for Cancer Council NSW, Guide Dogs and Barnardos. CEO of the Centre for Inclusive Design)

My first expert interview took place with Manisha Amin, a friend and colleague of my mum's who I contacted due to her considerable experience within the charity/not-for-profit sphere. Manisha's experience as Marketing Director of multiple large Australian charities granted her considerable authority on many of the topics I aimed to explore when beginning my research - as such, her insight was extremely valuable from a research perspective. Due to the emergence of COVID-19 in April, the interview was conducted over the video conferencing service Zoom, an experience which I found unfamiliar and somewhat daunting to begin with. However, the friendly and conversational tone adopted by Manisha allowed it to flow relatively smoothly, and I ended up gaining valuable insight into the drivers of charitable giving amongst Australians of different socioeconomic backgrounds. Manisha also directed me towards a plethora of secondary research, and put me in contact with Martin Paul who would become my second expert Interviewee. The only downside, however, was Manisha's self-acknowledged lack of experience with the 2019/2020 bushfires. This meant that while her perspective was incredibly useful for my first chapter, I had trouble integrating it into my 2nd and 3rd. Despite this, Manisha's experience and connections within the charity world rendered her an invaluable resource for the construction of my PIP.

2. **Martin Paul** (Director of Charity consultancy MoreStrategic)

I was directed to Martin following my interview with Manisha Amin, who recommended him on the basis of experience with the bushfires. Once again conducted

over Zoom, this interview was even more invaluable for the construction of my PIP. Not only did Martin offer a number of quotable insights which I could easily include in the final two chapters of my report, but he also provided me with MoreStrategic's *'Public Attitudes to Bushfire Fundraising'* National Insight Report. This report was an incredibly valuable piece of secondary research which complimented my primary research effectively, due to its combination of qualitative and quantitative findings. Despite some risk of bias due to his role within the charity world, Martin's perspectives were consistently reinforced by secondary findings and as such, supported many of the integral arguments of my PIP. Once again, I was slightly limited by the video call format, but this was balanced out by other advantages - for instance, Zoom provided the option to record the meeting which was extremely useful. Overall, Martin Paul was an extremely useful source who offered unique insight into events surrounding the Red Cross and other media coverage of the bushfires.