



Grant Thornton

An instinct for growth™



DISRUPTING THE STATUS QUO IN NOT FOR PROFIT

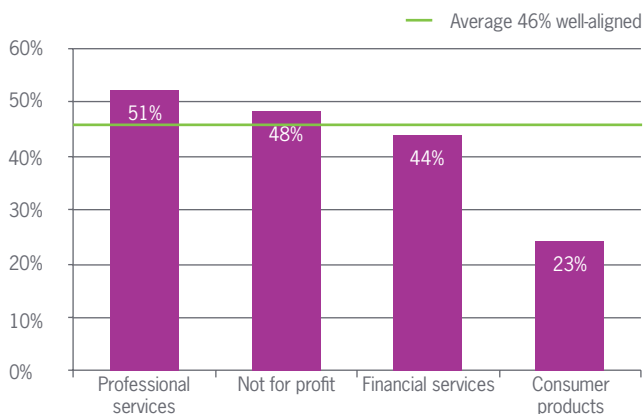
Australia's mid-size business technology landscape

BETWEEN JUNE AND AUGUST 2016 GRANT THORNTON SURVEYED 31 NOT FOR PROFIT ORGANISATIONS IN NEW SOUTH WALES AND VICTORIA REGARDING THEIR USE OF TECHNOLOGY, AND ITS ROLE IN THEIR OVERALL GROWTH STRATEGY.

ALIGNING TECHNOLOGY AND BUSINESS STRATEGY

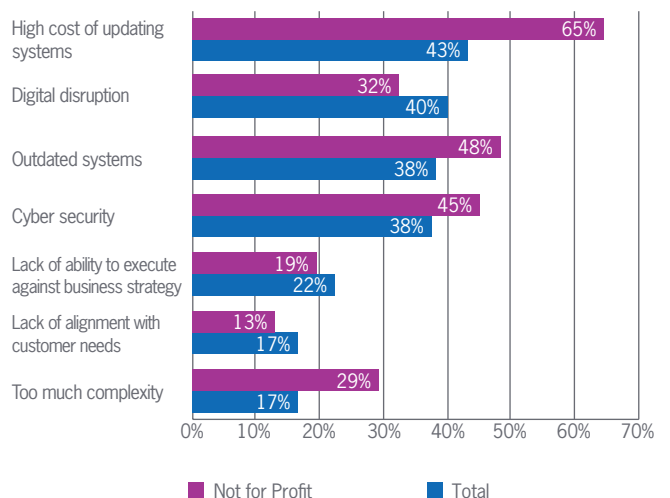
Three out of four Not for Profits have a technology strategy. Out of these, only half consider their technology strategy aligned to their business imperatives. Closing this gap will be critical to a successful digital transformation in the industry.

HOW WELL-ALIGNED IS YOUR TECHNOLOGY STRATEGY TO YOUR BUSINESS STRATEGY?



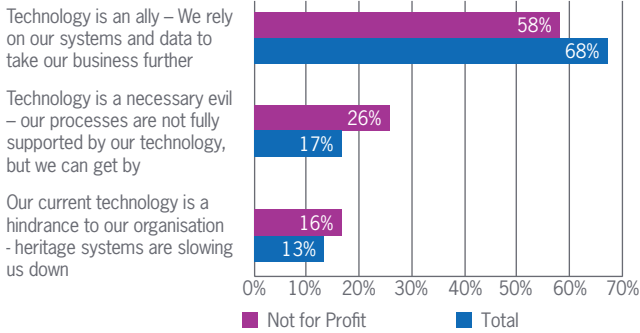
TOP TECHNOLOGY CHALLENGES

When it comes to technology Not for Profits are particularly sensitive to cost. While battling outdated systems and complexity, price tags act as the key deterrent to digital transformation. Amongst surveyed industries they are also the most sensitive to cyber risk.



FRIEND OR FOE: NFPs PERCEPTION OF TECHNOLOGY

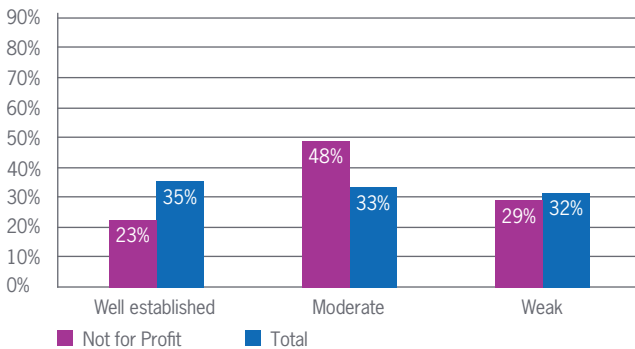
Not for Profit organisations are the most likely to treat technology as a necessary evil. However, two out of three respondents view it as a path to growth, pointing to a change in mindset across the industry.



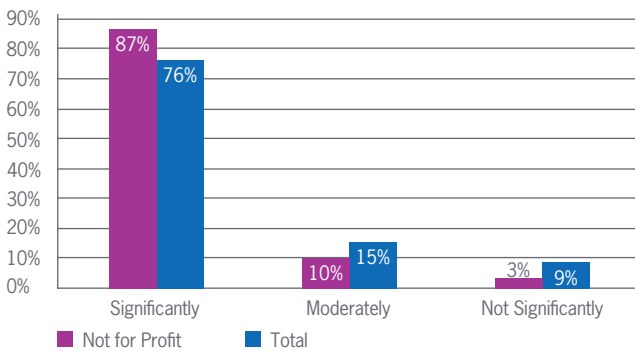
DIGITAL BUSINESS CARD

While Not for Profits digital presence might not be well-established today, they are the most ambitious across all industries when it comes to developing their profiles over the next three years.

CURRENT DIGITAL PRESENCE

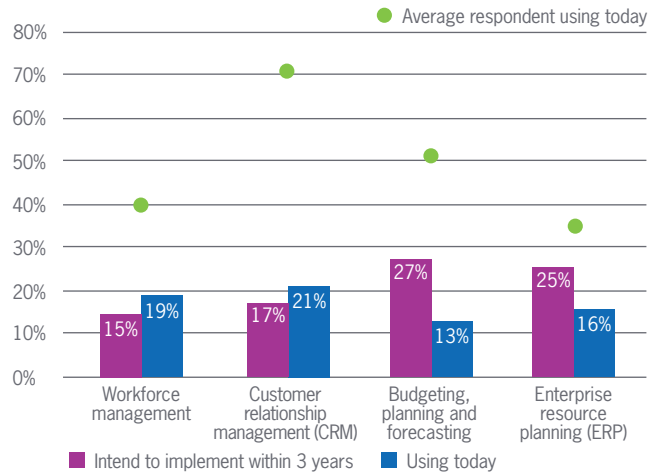


INTENTIONS TO EXPAND DIGITAL PRESENCE

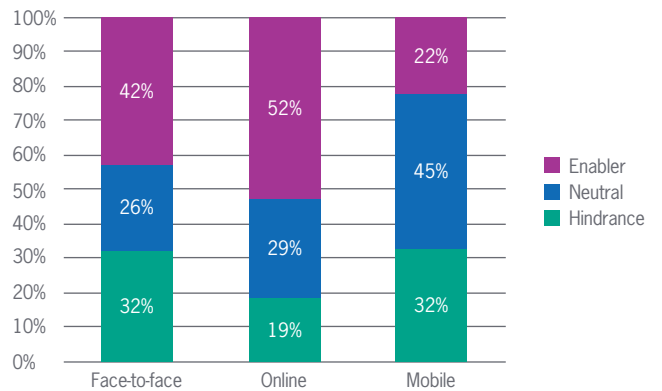


NFPs TECHNOLOGY KIT


With cost imperatives high on the agenda, Not for Profits are struggling to invest in large-scale systems that could create efficiency and support long-term growth. They are also cautious when it comes to new technology, with less than one in ten opting for cloud hosting.



In terms of client service technology, Not for Profit organisations are dissatisfied with their mobile and face-to-face service platforms. While 84 per cent of total respondents expect an increase in mobile interactions over the next three years, less than one in four Not for Profit organisations is ready for this growing trend.



Not for Profits are in a race to develop their digital savvy in order to deliver their services to an increasingly diverse and mobile audience. Smart investment guided by business imperatives will be key to success over the upcoming years.

 To learn more or to connect with a specialist, visit: www.granthornton.com.au