

**Group Report**

**BUSA3021**



**MACQUARIE**  
University

PACE: Business Analytics Project

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## Introduction

This project will address various questions posed from different personas in relation to Impact100. Through our thorough data visualisation, Impact100 Sydney, will gain a deeper insight into the social issues that need to be addressed in Greater Sydney and how strategic decisions can be made to manage these effects. The project will also discuss future recommendations and ideas for development around various areas surrounding non-governmental organisations. This will allow Impact100 to address needs of the community more effectively.

## Design Templates

<b>Persona 1</b>	<b>Farida</b>
<b>Role</b>	<ul style="list-style-type: none"><li>- A recent BA graduate from MQ University</li></ul>
<b>Context of their work/role</b>	<ul style="list-style-type: none"><li>- Passionate about Social impact and Sustainable Development Goals</li><li>- Has advanced skills in visual data exploration</li><li>- Interested in engaging with Impact100 Sydney and/or other chapters of Impact100</li></ul>
<b>Key activities/ decision making needs and interests</b>	<ul style="list-style-type: none"><li>- Has an idea to contribute their BA skills and time by developing a publicly available visual data exploration environment to enable different stakeholders to explore the current chapters of impact100 and their projects in a visual and interactive way, rather than search the list currently provided at Chapters - Impact100 Global. These stakeholders could be interested in learning about the existing projects funded by different Impact100 Chapters, propose a new project to Impact100 Sydney, and/or start their own Impact100 Chapter in Sydney.</li></ul>
<b>DV Questions</b>	<ul style="list-style-type: none"><li>- Which charities show the strongest financial growth and may be ideal models for new projects?</li><li>- Which charities deliver the highest impact per dollar funded?</li><li>- Which focus area utilises the funds the most effectively?</li></ul>

<b>Persona 2</b>	<b>Lee</b>
<b>Role</b>	<ul style="list-style-type: none"><li>- Manager of the Corporate Social Responsibility department for a large commercial company in Australia</li></ul>
<b>Context of their work/role</b>	<ul style="list-style-type: none"><li>- Committed to developing opportunities for social impact investment and corporate philanthropy</li><li>- Interested in exploring opportunities for social investment on behalf of their organisation</li></ul>
<b>Key activities / decision making needs and interests</b>	<ul style="list-style-type: none"><li>- Interested in learning more about the organisations currently seeking funding support.</li><li>- Discovered the funding platform provided by the Australian Community Foundation (ACF) Funding Platform - Australian Communities Foundation</li><li>- Would like to explore the organisations seeking funding support in a more interactive visual way, to</li></ul>

	select those that could be supported/funded this year or in the future.
<b>DV Questions</b>	<ul style="list-style-type: none"> <li>- Are there certain areas in NSW who may need more help than others?</li> <li>- Do the grants that Impact100 give align with what the ACF has been providing for different focus areas?</li> <li>- What areas need urgent funding to address key social issues in Sydney</li> </ul>

<b>Persona 3</b>	<b>Kevin</b>
<b>Role</b>	<ul style="list-style-type: none"> <li>- Coordinator of student engagement and pathways team in Macquarie University</li> </ul>
<b>Context of their work / role</b>	<ul style="list-style-type: none"> <li>- Committed to creating opportunities where students can complete impactful projects whilst finishing their studies</li> <li>- Helps students understand opportunities they have for social impact and with volunteering positions</li> <li>- Interested in understanding the psychology of students and why they pick specific programs</li> </ul>
<b>Key activities / decision making needs and interests</b>	<ul style="list-style-type: none"> <li>- Communicating with organisations like Impact100 to find volunteering opportunities for students and plan activities</li> <li>- Evaluate students' performance when volunteering for the programs and understanding why they are inclined to</li> <li>- Interested in increasing student engagement with non-for-profit programs</li> </ul>
<b>DV Questions</b>	<ul style="list-style-type: none"> <li>- Are programs that receive the grant more aimed towards helping the youth?</li> <li>- What key activities or events should be non-for-profit organisations set up to increase student engagement, based on which area are mostly impacted by social issues?</li> <li>- Which area has the most opportunities for students to engage with not-for-profit organisations?</li> </ul>

## Sample of Resulting Data

Year	Organisation (Sydney)	Focus Area	Amount (\$)	Total Gross Income Year of Grant	Total Gross Income Next Year
2017	Leichardt Women's Community Health Centre	Health & Wellbeing	100,000	1,176,053	1,212,400
2018	The Australia & Numeracy Foundation	Education & Inclusion	100,000	3,683,805	4,260,400
2020	Stepping Stone House	Youth Services	100,000	2,138,469	2,854,400
2021	Shine for Kids	Youth Services	50,000	4,642,728	4,680,700
2021	Confit Pathways	Youth Services	50,000	10,020	348,600
2021	Little Dreamers Australia	Youth Services	10,000	2,080,514	2,368,800
2021	Weave Youth & Community Services	Youth Services	10,000	5,172,911	5,091,700
2021	Youth Insearch Foundation	Youth Services	10,000	3,335,569	2,964,200
2022	The Reconnect Project	Community Support	100,000	231,371	276,600
2023	Liverpool Neighbourhood Connections	Community Support	17,000	1,892,987	1,973,000
2023	Community Support Services Bankstown	Community Support	17,000	456,392	210,300
2023	Plate It Forward	Community Support	17,000	1,344,472	1,232,700
2023	House of Welcome	Community Support	100,000	3,558,023	3,369,900
2024	Bandu	Health & Wellbeing	100,000	422,160 ? Not out	

	A	B	C	D	
1	Last time company received a grant				
2	Name of Organisation	Amount (\$)	Total Gross Income Year of Last Grant	Total Gross Income Next Year After Grant Received	Source: ACNC Annual Reports
3	Lifestart Disability Services Ltd	\$20,610,169.00	\$21,360,530.00	\$21,166,517.00	<a href="https://www.acnc.gov.au/charity/charities/047">https://www.acnc.gov.au/charity/charities/047</a>
4	South Eastern Community Connect INC	\$5,005,802.00	\$6,199,597	\$6,777,776	<a href="https://www.acnc.gov.au/charity/charities/583">https://www.acnc.gov.au/charity/charities/583</a>
5	Queanbeyan and District Preschool Association	\$4,427,394	\$4,552,019	\$5,008,232	<a href="https://www.acnc.gov.au/charity/charities/251">https://www.acnc.gov.au/charity/charities/251</a>
6	Asylum Seekers Centre	\$3,191,568	\$2,787,567	\$2,783,368	<a href="https://www.acnc.gov.au/charity/charities/f0df">https://www.acnc.gov.au/charity/charities/f0df</a>
7	Down Syndrome Association of NSW Inc	\$709,554	\$621,256	\$532,529	<a href="https://www.acnc.gov.au/charity/charities/e0d">https://www.acnc.gov.au/charity/charities/e0d</a>
8	Sydney Community Foundation Gives Ltd	\$627,900.00	\$562,629.00	\$578,302.00	<a href="https://www.acnc.gov.au/charity/charities/5b9">https://www.acnc.gov.au/charity/charities/5b9</a>
9	Community Northern Beaches INC	\$570,225	\$787,935	\$1,499,144	<a href="https://www.acnc.gov.au/charity/charities/796">https://www.acnc.gov.au/charity/charities/796</a>
10	Riding for the Disabled Association NSW	\$379,449.00	701,198	\$905,942.00	<a href="https://www.acnc.gov.au/charity/charities/5ba">https://www.acnc.gov.au/charity/charities/5ba</a>
11	Carrie's Place	\$373,008.00	\$4,979,971.00	\$5,612,733.00	<a href="https://www.acnc.gov.au/charity/charities/80d">https://www.acnc.gov.au/charity/charities/80d</a>
12	Pop In Southern Highlands Ltd	\$359,147.00	\$1,125,091.00	\$777,661.00	<a href="https://www.acnc.gov.au/charity/charities/919">https://www.acnc.gov.au/charity/charities/919</a>
13	Animal Welfare League NSW	\$346,890	\$8,974,833	\$11,837,403	<a href="http://acnc.gov.au/charity/charities/301494c1-">http://acnc.gov.au/charity/charities/301494c1-</a>
14	Yarran Early Intervention	\$293,267.00	\$2,344,427.00	\$2,666,098.00	<a href="https://www.acnc.gov.au/charity/charities/747">https://www.acnc.gov.au/charity/charities/747</a>
15	Harman Foundation Limited	\$283,949	170,650	\$151,165	<a href="https://communityfoundation.org.au/organisat">https://communityfoundation.org.au/organisat</a>
16	Gujaga Foundation	\$175,000.00	\$2,061,127.00	\$2,387,880.00	<a href="https://www.acnc.gov.au/charity/charities/747">https://www.acnc.gov.au/charity/charities/747</a>
17	Camp Breakaway Inc	\$161,776.00	\$228,898.00	\$298,994.00	<a href="https://www.acnc.gov.au/charity/charities/400">https://www.acnc.gov.au/charity/charities/400</a>
18	Sydney Maritime Museum Ltd	\$160,000.00	\$1,582,286.00	\$1,860,173	<a href="https://communityfoundation.org.au/organisat">https://communityfoundation.org.au/organisat</a>
19	Cancer Wellness Support INC	\$79,700.34	\$1,556,604.81	\$2,075,621.60	<a href="https://www.acnc.gov.au/charity/charities/c11">https://www.acnc.gov.au/charity/charities/c11</a>
20	FirstChance Ltd	\$63,535.00	\$4,558,894.00	\$4,328,059.00	<a href="https://www.acnc.gov.au/charity/charities/676">https://www.acnc.gov.au/charity/charities/676</a>
21	Positive Change for Marine Life	\$43,928.00	\$763,324.00	\$801,434.00	<a href="https://www.acnc.gov.au/charity/charities/df6">https://www.acnc.gov.au/charity/charities/df6</a>
22	We Are Community Inc	\$16,883.27	\$163,395.03	\$150,638.74	<a href="https://www.acnc.gov.au/charity/charities/736">https://www.acnc.gov.au/charity/charities/736</a>
23	Junction 142	\$15,000.00	\$102,172	\$151,309	<a href="https://www.acnc.gov.au/charity/charities/150">https://www.acnc.gov.au/charity/charities/150</a>
24	Blacktown Youth Services Association	\$11,657.00	\$763,399.00	\$691,514.00	<a href="https://www.acnc.gov.au/charity/charities/c25">https://www.acnc.gov.au/charity/charities/c25</a>
25	Friends of the Pound (Tweed)	\$10,000.00	\$283,027.00	\$293,309.00	<a href="https://www.acnc.gov.au/charity/charities/a17">https://www.acnc.gov.au/charity/charities/a17</a>
26	Sydney Elsteddfod	\$6,050.00	\$1,765,398.00	\$1,712,565.00	<a href="https://www.acnc.gov.au/charity/charities/3d1">https://www.acnc.gov.au/charity/charities/3d1</a>

## Visual Answers: Design of DV Application

**Visual Answers: Design of DV application (visual data exploration environment) to answer the stated questions**

*Data visualisation software used: Tableau*

### 4.1. Persona 1: Farida

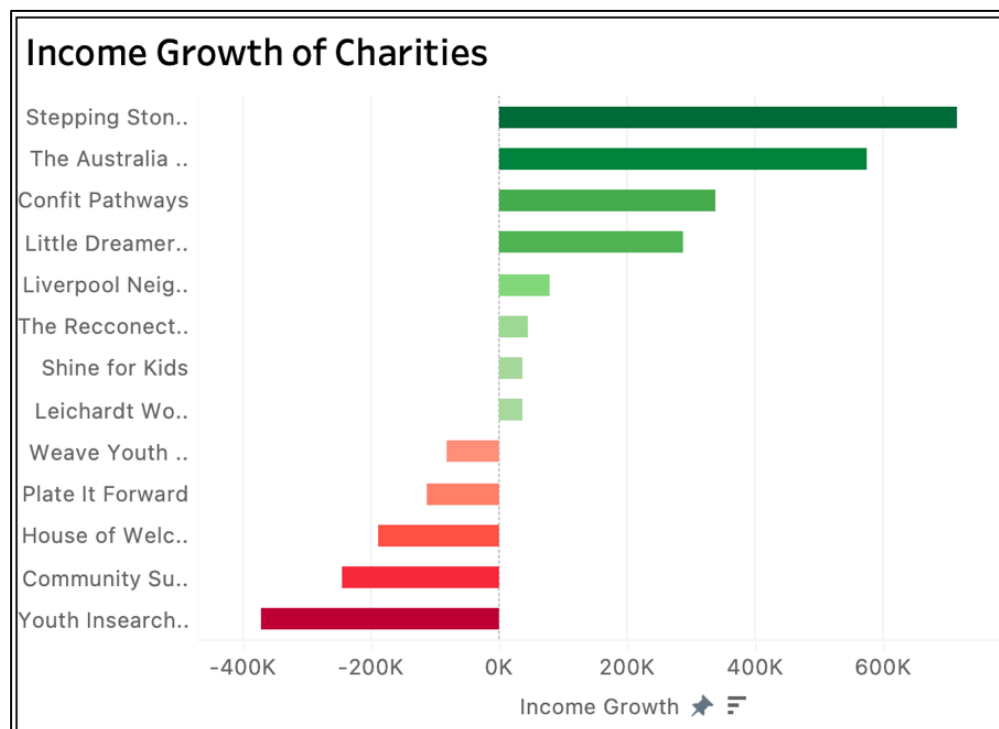
4.1.1. Question 1: Which charities show the strongest financial growth and may be ideal models for new projects?

**Visual**

**Answer:**

This question is addressed using two charts: Figure 1, which shows income growth by charity, and Figure 2, which compares income growth by focus area.

Figure 1



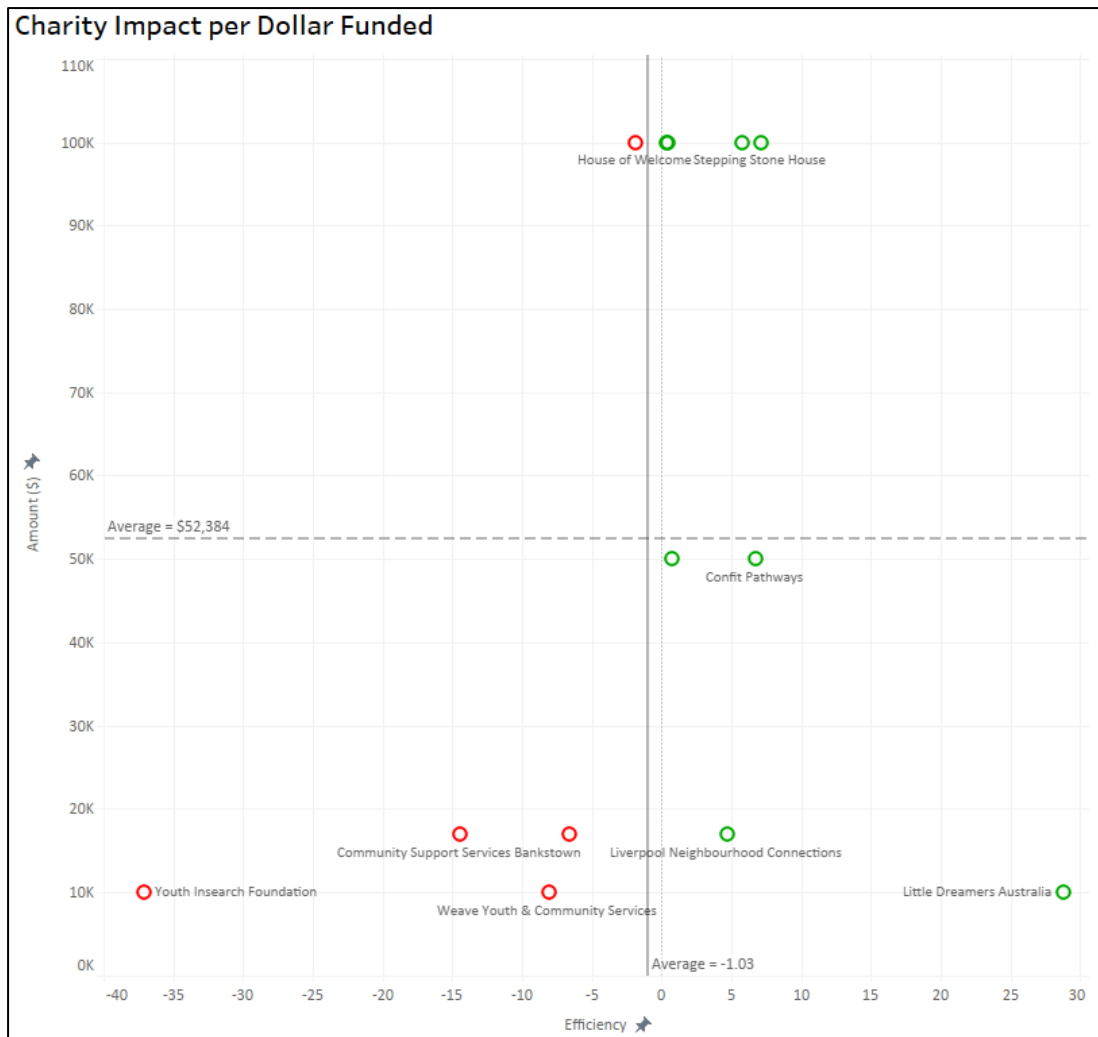
**Explanation:** The charities that show the strongest financial growth and may be ideal models for new projects are Stepping Stone House, The Australian Literacy and Numeracy Foundation, Confit Pathways, and Little Dreamers Australia. These organisations have demonstrated significant increases in income, with Stepping Stone House leading the chart, followed closely by The Australian Literacy and Numeracy Foundation. Confit Pathways and Little Dreamers Australia also show notable financial growth. Notably, four of these charities have a strong focus on youth services, suggesting that this focus area may be particularly promising for future projects. For someone like Farida, who is passionate about social impact and interested in creating a visual data exploration tool, these charities offer valuable examples of successful and financially sustainable initiatives that could guide the development of new projects or inspire the creation of a new Impact100 chapter.

4.1.2. Question 2: Which charities deliver the highest impact per dollar funded?

**Visual answer:**

This scatter plot compares each charity's efficiency (how much income growth they generate per dollar funded) with the total amount of funding they received.

Figure 2



### Explanation:

Figure 2 provides clear insight in response to the second DV question: This graph displays each charity based on two variables: efficiency, shown on the x-axis, and total grant amount, shown on the y-axis. Efficiency reflects the impact generated for every dollar funded. Charities located further to the right on the x-axis demonstrate higher efficiency. Little Dreamers Australia is the most efficient charity in the dataset, delivering the greatest impact per dollar despite receiving \$10,000. This amount is below the average grant value of \$52,384. Neighbourhood Connections and Confit Pathways also show positive efficiency while receiving moderate funding amounts close to the average. Stepping Stone House is notable for receiving one of the highest grant amounts, nearly \$100,000, while still achieving strong efficiency. These results show that both smaller and larger grants can lead to high impact when funds are used effectively. Figure 2 supports Farida and other stakeholders in identifying high-performing and cost-effective charities that may be suitable for future funding, partnerships or as models for best practice.

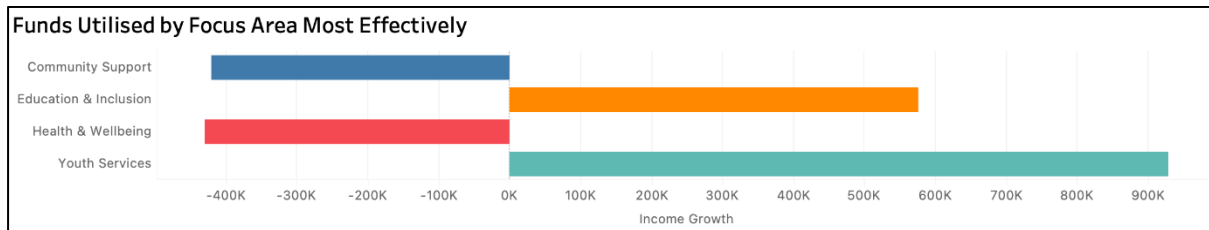
#### 4.1.3. Question 3: Which focus area utilises the funds the most effectively?

## Visual

**Answer:**

This chart shows the total income growth achieved by charities grouped under each focus area.

Figure 3



**Explanation:** Figure 4 compares the total income growth of charities grouped by their focus area. This helps us understand which kinds of projects, overall, are making the best use of the money they receive. Once again, Youth Services and Education & Inclusion stand out as the most effective; they show the most income growth relative to others.

On the other hand, Health & Wellbeing shows a decline in income, which raises questions. This could mean these projects are facing challenges, not using funding as effectively, or perhaps struggling to gain support from donors.

This view helps Farida (and other stakeholders) make more strategic decisions about which areas to prioritise for future funding. Focus areas that consistently perform well may be safe bets for investment. Those that underperform may need closer review, perhaps they need different support, better project design, or simply more attention to improve their outcomes. This kind of big-picture comparison helps ensure funding is going where it can do the best.

## 4.2. Persona 2: Lee

### 4.2.1. Question 1: Are there certain areas in NSW who may need more help than others?

These maps (Figure 6 and 7) highlight that certain areas in NSW do require more support than others with socio-economic disadvantaged areas being mostly concentrated in Western Sydney as well as rural and remote parts of NSW. LGAs such as Fairfield and Campbelltown show relatively lower scores in both Education and Occupation as well as Economic Resources. This reflects lower levels of education, reduced access to employment and overall greater financial hardship. Furthermore, rural LGAs in the north-west and far west such as Central Darling and Moree Plains record some of the lowest scores. Especially since these regions struggle with limited infrastructure and access to services, this should motivate organisations to continue helping these areas. In contrast, inner-city and northern Sydney areas like Ku-ring-gai, North Sydney, and Canada Bay rank highly, with strong education outcomes and economic situations. This divide underscores the need for targeted policy responses and funding to uplift the most disadvantaged communities across both metropolitan and rural NSW.

Figure 4



## Education and Occupation Scores

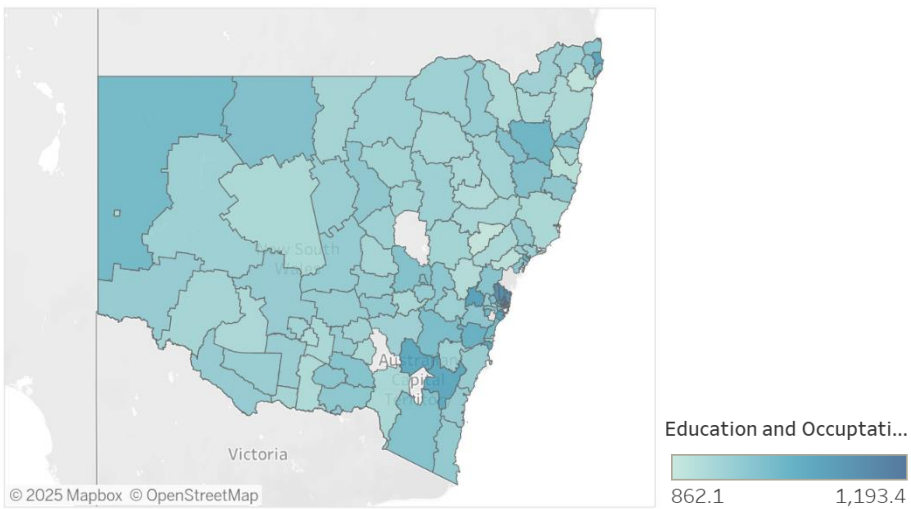
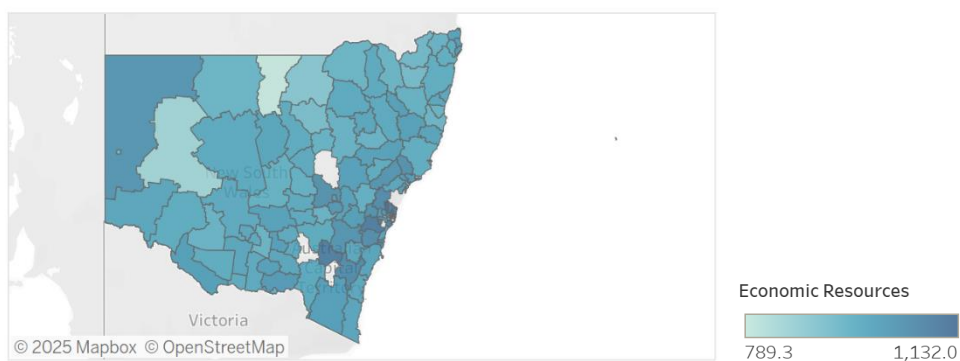


Figure 5

## Economic Resources



## Visual Answer: Figure 4,5,6

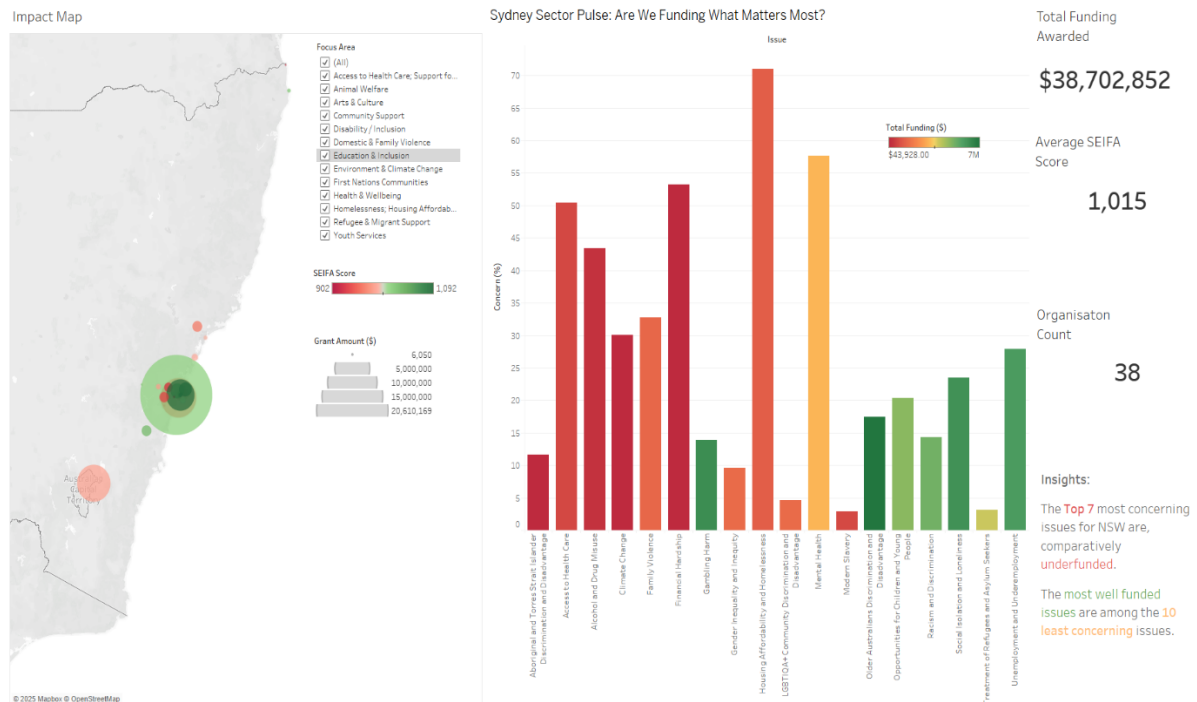
4.2.2. Question 2: Do the grants that Impact100 give align with what the ACF has been providing for different target groups?

## Visual Answer:

This dashboard displays the distribution of the grants vs. the overall community needs. The dashboard highlights whether the funding is efficient in resolving various top priority issues.

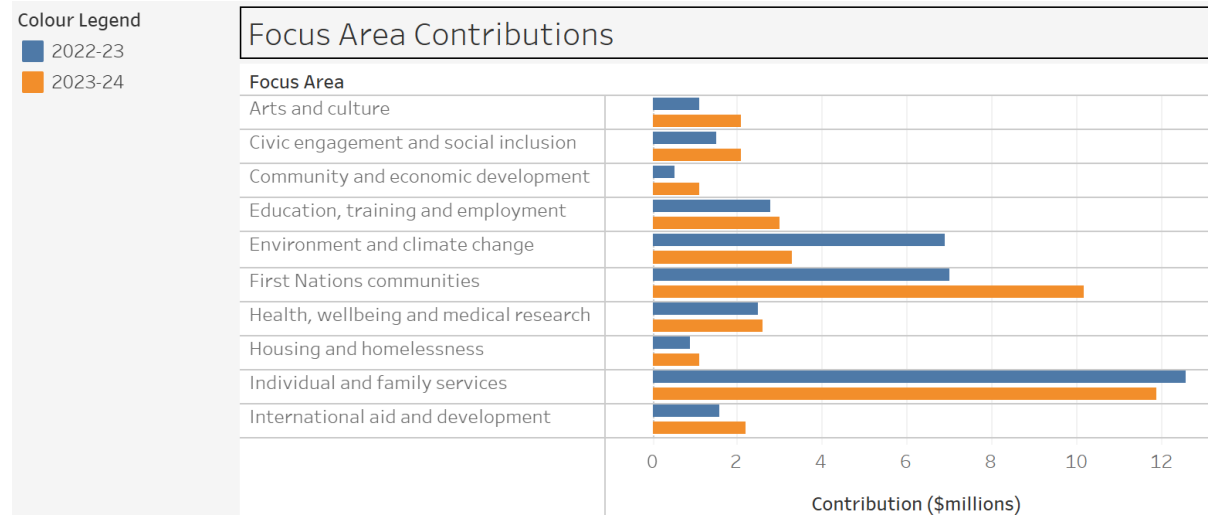
Figure 6

### Grant Distribution vs. Community Needs: A Visual Equity Check



**Explanation:** Figure 8 compares the distribution of Grants and what community needs areas the grants fall into. These organisations are picked at random and display the grants that not-for-profits have received. This dashboard allows us to understand what are the most concerning issues that not-for-profit organisations or in this case Impact100 would need to focus on as well as the work they are currently doing. The top issues in NSW such as financial hardship and family violence are underfunded.

Figure 7

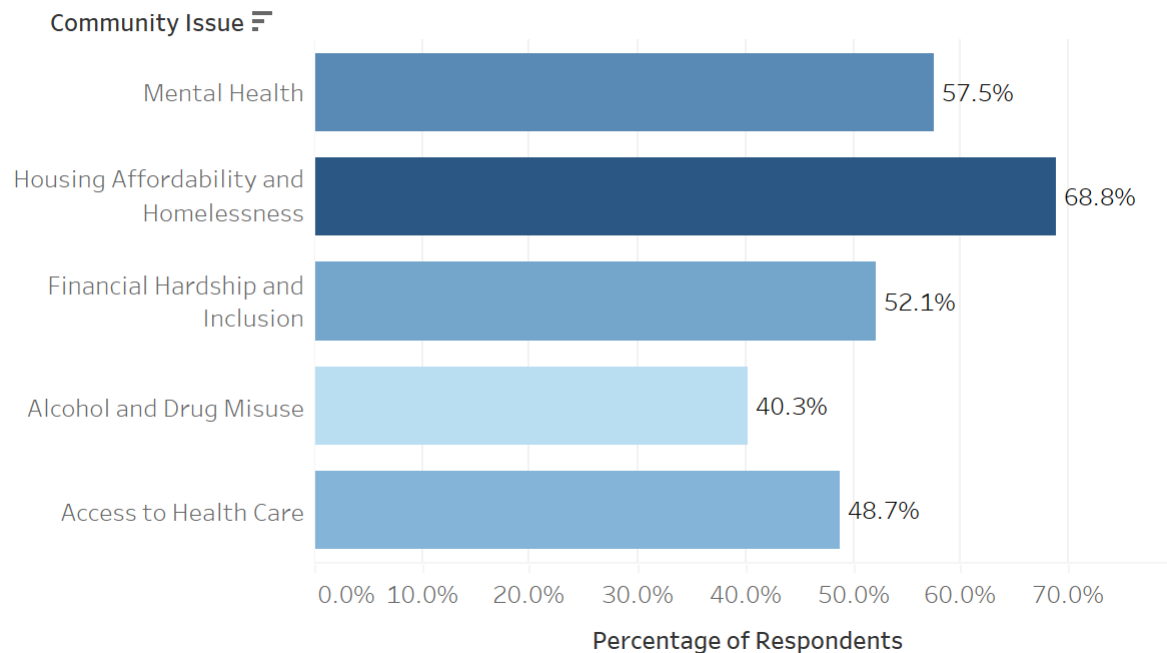


**Explanation:** Figure 9: Even though the ACF does support a wide variety of focus areas, their contribution is quite insignificant compared to contributions to areas such as “First Nations Communities” or “Individual and Family Services”. In both the periods of (2022-23) and (2023-24), contributions to “Housing Affordability and Homelessness” do not even make up 3% of the ACF’s total contributions. This figure along with the importance of certain focus areas stated by fellow

Australians suggests an underinvestment on the ACF’s part. It also suggests a need for possible changes in the ACF where funding should go to focus areas who need it the most and where Australians deem to be the most important.

Figure 8

## Social Justice Stocktake 2024 NSW



**Explanation:** Figure 10 In recent years, the most important issues to Australians we discovered included areas such as “Housing Affordability and Homelessness” as well as “Mental Health.” These are the top 5 community issues according to Australians living in NSW.

The most well-funded, which include opportunities for children and discrimination have been well funded but are on the least concerning issues according to SEIFA data from the Australian Bureau of Statistics. This data could help with the discussion around which groups would need to be targeted for future grants.

The dashboard helps Lee (and other stakeholders) make better decisions when deciding what areas need future funding. It is essential that all social issues are covered by organisations and that there is a concern for all issues rather than focusing on specific aspects.

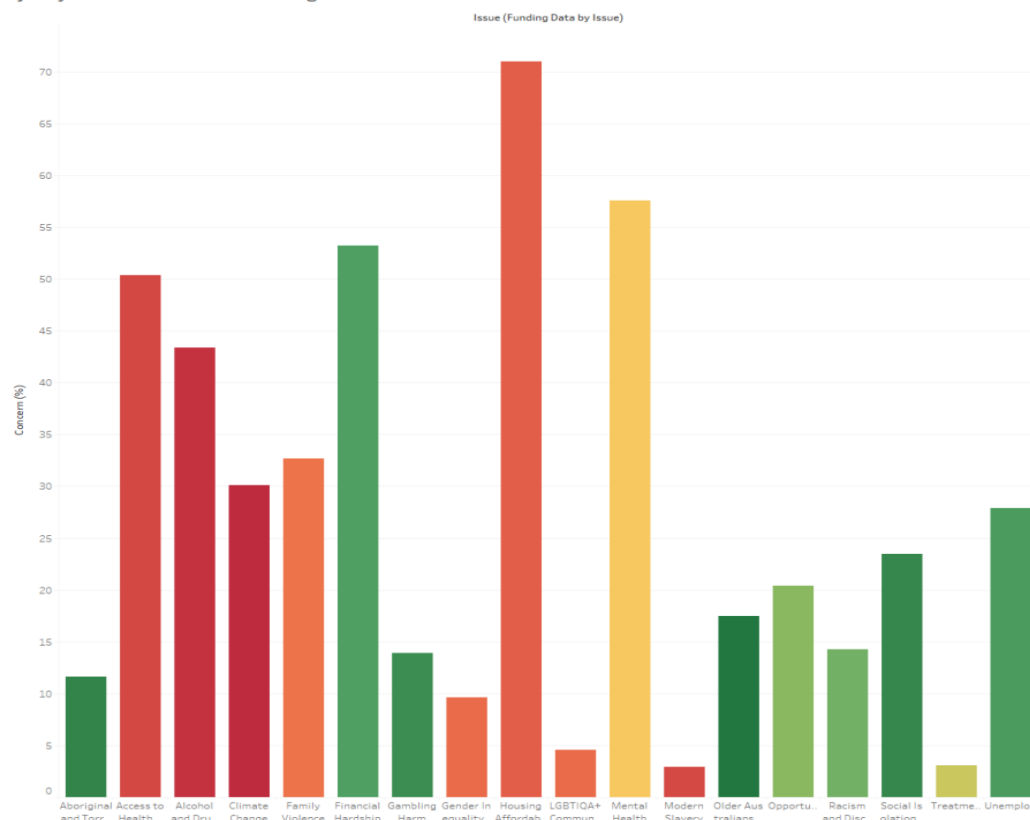
### 4.2.3. Question 3: *What areas need urgent funding to address key social issues in Sydney*

#### **Visual Answer: Figure 11**

This bar chart displays the social issues that need to be addressed, and the total funding received by each

*Figure 9*

Sydney Sector Pulse: Are We Funding What Matters Most?



**Explanation:** Figure 11 displays the different areas that need funding and what areas are being funding efficiently already. This is an excellent graph because identifying the root problem allows stakeholders to understand whether they need to increase their grant amount or disperse the grants more evenly to cater for different areas within society.

The red- and orange-coloured bars would need to be attended to as these are crucial areas that need funding from grants. Climate change received funding mostly from government schemes not from not-for-profit organisations, so it is not surprising that it is underfunded. The key areas that need to be funded are modern slavery, climate change, alcohol, and drug use.

### 4.3. Persona 3: Kevin

#### 4.3.1 Question 1: Are programs that receive the grant more aimed towards helping the youth?

**Explanation:** The grants that Impact100 have given organisations have been mostly catered around helping the youth as seen in figure 3. The count of youth services that Impact100 Sydney has funded is the most amongst other areas such as community support and education/inclusion. However, looking at different organisations around Sydney, they are mostly catered towards the education/inclusion.

This help Kevin (and other stakeholders) understand what social issues are being covered. Helping the youth is important to engage the future generation of volunteers and donors. The relationship and connection that the youth builds will increase the engagement of the youth.

4.3.2 Question 2: What key activities or events should be non-for-profit organisations set up to increase student engagement, based on which area are mostly impacted by social issues?

**Explanation:** According to the data, key activities should be setup in more rural areas because this is the place that is being impacted the most by issues. According to the SEIFA data in figure 6, North and Western Sydney are the most impacted. Some activities such as charity events and guest speakers can be setup to increase community engagement and raise awareness to issue.

4.3.3 Question 3: Which area has the most opportunities for students to engage with not-for-profit organisations?

**Explanation:** The areas that have the most opportunities for students to engage with not for profits organisations are students who are living in Sydney CBD because they are the least impacted demographic and would have the resources to contribute to the engagement and increase of funding for grants as seen in figure 5. These students do not have financial constraint as students who are living in rural areas.

## Data Quality, Data and Visual Ethics and Unintended Data Harm

### *Data quality*

To handle data quality, we gathered most of our data from primary sources and checked all sources and we also removed duplicates and filled in any missing values from datasets that we found. For most of the datasets, we used the most current information that the organisation could provide because they were improvement in data in current compared to previous years.

Our commitment to data quality is ordered not solely to analytic utility but to justice, for “reason operates only within traditions, and each tradition has its own standards by which rationality and justification are to be judged” (MacIntyre, 1988, p. 349). Accordingly, we distinguished and addressed syntactic, semantic, and pragmatic quality to ensure our data did not merely conform to form, but to meaning and purpose. The syntactic issues to note are: errors of format, duplication, and structural inconsistency. These were eliminated through systematic cleaning and validation protocols. Semantic quality was preserved by aligning terminology across datasets with consistent definitional standards, preventing equivocation. Pragmatic quality, which is concerned with contextual relevance, was secured by selecting only timely data and clearly noting known limitations (e.g., HDI post-2022). For, as the late Alasdair MacIntyre warns, “injustice is done whenever some are excluded from access to the resources required for rational deliberation” (pp. 344–350). In this light, incomplete, outdated, or misapplied data is not a neutral failure but a harm. Thus, to prevent the marginalisation of realities or persons, we approached data as part of “an historically extended, socially embodied argument” (p. 222), treating integrity in representation not as optional precision but as a duty owed to truth and the common good.

Potential issues arose in the “growth” metric, were limited reporting constrained completeness. We employed the most recent figures available. Likewise, HDI data extended only to 2022; no authoritative source beyond this year was located. These absences were transparently acknowledged to preserve pragmatic integrity.

## **Data Ethics: PAPA framework**

### **Privacy**

The Australian Charities and Not-for-profits Commission (ACNC) has disclosed data and information so that organisations and individuals know their liabilities and profits on a year-to-year basis. The data that is collected by the ACNC should comply with the Privacy Act 1988. The ACNC should also ensure that data collected from charities are accurate and up to date. The legislation also ensures that sensitive information is managed in line with government requirements.

The ACNC also does reviews to make sure the data is up to date and that individuals seeking information about charities get the most accurate data. The information collected by the ACNC is stored in a cloud and is managed as Commonwealth property (*Corporate Policy: ACNC Information Management* | ACNC, 2024). Having up to date data helps with the validity and quality of the information provided to the public. Having up to date data also ensures that future evaluation will be effective due to the right information being provided.

### **Accuracy**

That which fails to conform to the truth of things, especially in matters of social policy and charity, occasions error in judgement and consequent harm in action. But inaccurate data fails to conform to the truth of things. Therefore, inaccurate data occasions error in judgement and consequent harm in action. This is what lies at stake under the concern of Accuracy in the PAPA framework. Now, to guard against such misjudgements, it is requisite that all data employed in this project possess formal and material accuracy. Formal accuracy refers to the source's veracity and authority, material accuracy, to the internal coherence and completeness of the data sets.

To secure formal accuracy, we employed primary, government-endorsed sources—most notably the ACNC, the Australian Bureau of Statistics, and the official portals of Impact100 and ACF. These bear the mark of officiality (e.g., .gov domains), ensuring the data is not only public but held to standards of civic accountability. To safeguard material accuracy, we undertook the following prudent measures:

- Data were checked for duplication and internal inconsistency.
- Gaps in reporting were either cross verified from auxiliary sources or explicitly documented (e.g., HDI metrics post-2022).
- Only the most recent available data were used, in preference to outdated figures.

Finally, recognising that error is not merely a defect of knowledge but also pertains subjectively to the business analytics professional when negligence is present, we assumed responsibility for the correct representation of all figures used. Truth is the conformity of the thing and the mind. In our context, the thing is the real condition of social charities; the mind, the analytics through which stakeholders discern their duties.

### **Property**

The data on NSW websites are governed by the Open Data Policy NSW. That which is produced or collected through labour, authority, or legal mandate is due in justice to its proper owner, whether individual or institutional. But data gathered by public agencies and regulated bodies is produced under

lawful mandate and held in trust for the common good. And so, the natural conclusion to be drawn is that such data ought to be used in accordance with the rights of its owners and the norms of distributive and legal justice.

In our project, the principal datasets originated from the ACNC, the Australian Bureau of Statistics, and relevant NSW Government portals, all of which operate under public mandates and are bound by legislated Open Data policies. Chief among these is the NSW Government Open Data Policy, which affirms that data collected through public means ought to be made freely available, if privacy and public interest are not compromised.

Now, it is one thing to access data lawfully; it is another to respect the implied terms of that access. As such, our use of these datasets was governed by the principles of proper attribution, non-commercial usage, and integrity of representation. We treated the data not as a resource to be owned in a proprietary sense, but as a good entrusted to public commons.

Moreover, we refrained from misappropriating data in any way that would obscure its origin or distort its purpose. All derivative works, including visualisations and dashboards, are explicitly traceable to their sources and acknowledge the custodial authority of the data providers.

In sum, we affirm that the ethical use of data requires not merely technical compliance but moral recognition of ownership, origin, and purpose.

### ***Accessibility***

Our project data was sourced primarily from platforms such as the ACNC, Impact 100, ACF and ABS which are all platforms accessible by the public. These platforms uphold the principles of open access and transparency and allow users to download their datasets in various formats such as Excel for analysis. Some issues do arise however as some ACNC datasets have not been regularly updated and are missing financial reports for 2024, instead only showing data from a 2-3 years ago. This could possibly lead users to obsolete information when conducting data analysis.

Ethical accessibility issues also arise as some data formats were not completely user-friendly for users who don't possess advanced data or finance skills. For example, we collected multiple sets of data from charities' financial/annual reports. These datasets took the form of cash flow statements, income statements and balance sheets. Users who are unable to read these financial statements will have difficulties extracting meaningful data thus raising concerns of data accessibility. To mitigate this, we simplified financial data ourselves extracting meaningful sections such as donations and grants and created our own dataset on excel. This highlights that accessibility does not only consist of providing data but ensuring its comprehensible and usable by all potential users. These examples further emphasise the significance of ensuring open data is accessible on all scales regardless of users' digital skills or background education.

### ***Visual ethics:***

#### **Application of “Do No Harm” principles and guidelines in data visualisation:**

Our visualisations were governed by the principle that to represent truly is to serve justly. In accordance with the Urban Institute's “Do No Harm” framework, we took care that no chart or graphic should distort, stereotype, or render invisible any subject or community. The data incorporated all available demographics and were primarily sourced from the ACNC and the Australian Bureau of Statistics, based on annual reports and public datasets. Labels were selected with sensitivity to inclusive norms; all gender categories were acknowledged where available, and neutral colour schemes were adopted to



forestall bias. Use of red was reserved solely to denote zones of pronounced social impact, and not to suggest inferiority or alarm without warrant. We deliberately avoided any imagery suggestive of racial caricature, helplessness, or reductionism.

For as Macintyre notes, “to cut oneself off from the historical past of one’s community is to deform one’s present relationships” (p. 222). A visualisation that ignores the lived context of its subjects, or imposes an ahistorical frame, is not merely misleading but ethically deficient. Thus, our charts aim not only at clarity, but at fidelity to persons and communities, fostering deliberation marked by dignity and justice.

## Conclusion & Future work

In conclusion, the data visualisation provided in this report helps stakeholders identify issues occurring in NSW and makes decision making easier for organisations that offer grants. The questions that each persona give a unique perspective on what different questions demographics have about not for profit organisations.

In future work, the dashboards will help stakeholders also identify what activities and projects they will need to implement to engage the future generation. This would create intergenerational engagement with not-for-profit organisations. Some suggestions for activities would need to base around the social issues that are currently being underfunded now. The continuous development of current and future activities for the youth will increase the amount of grants and allow for students to feel like they are making a difference in society. Another suggestion would be to increase the content of social media pages where people can share their stories which will motivate the younger generation to engage with volunteering and fundraising.

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