



FINANCIAL PLANNING
ASSOCIATION of AUSTRALIA

GOODNESS
OF

Giving

Inspiration for
Aussie Gift-Givers



LET'S GET THIS PARTY STARTED!

CLICK ON AN ICON TO SKIP TO THAT SECTION



1

THE GOODNESS OF GIVING

We certainly love to give gifts, but statistics show we can do better



2

THE ART OF CONSCIOUS GIFTING

How can we be less wasteful and still make an impact with our gifts?



3

SETTING A SUSTAINABLE BUDGET

Do you have a gift budget? We'll show you how to get started



4

KIDS BIRTHDAY GIFT TIPS

Find out how you can give lots of birthday love while spending less



5

WEDDING GIFT TIPS

Registries or wishing wells? Navigating the way we gift at weddings



6

CHRISTMAS GIFT TIPS

Surviving and thriving during the biggest gifting occasion of the year

Before we get ahead of ourselves, take the FPA Gift-Giver Personality quiz!

Find out which one you are at www.moneyandlife.com.au

THE GOODNESS OF GIVING

Australia is a generous nation that finds joy in giving gifts. [New FPA research](#)* shows we give almost **\$20 billion** per year in gifts to loved ones, and most people (81%) say it feels like the right amount to spend.

Experts in psychology agree the act of giving sparks the parts of our brains linked with pleasure, social connection, and trust, and can contribute to lowering blood pressure and stress.

So it's no wonder most of us (85%) say we get more joy *giving* gifts to others than *receiving* gifts ourselves. There's an innate goodness in giving.

What makes us so committed to giving?

Clinical psychologist and CEO of The Positivity Institute Dr Suzy Green says gifts are a way to show people how much you care. "Giving is a powerful way to show appreciation and gratitude for those we love and value," she says.

"Both *giving* and *receiving* are opportunities to enhance our positive emotional state which is essential for our mental health and wellbeing."

Read on to answer the question: how can we do gifting better?

TIP💡
Put yourself in the shoes of the gift recipient and try to think about what they'd want!



Dr. Suzy Green

AUSTRALIANS
SPEND

\$20b

ON GIFTS
EVERY YEAR*

THE ART OF CONSCIOUS GIFTING

Australians are increasingly interested in conscious gifting. Re-gifting is one popular strategy to reduce waste, with two in five Australians (41%) saying they've re-gifted.

81%

OF AUSTRALIANS
CONSIDER HOW LONG
A GIFT WILL LAST
WHEN WE CHOOSE IT*

Celebrating another person's special birthday with **quality time** is also high on the list of gift choices for 58% of Aussies. **Sharing an experience** with a gift-giver is favoured by 39% of us.

A significant amount of us are also thinking about gifts that give longer term. For example, more than 75% of Gen Y and Z would love to be given time with a financial planner to help plan out their money and life goals. Other gifts with long-term benefits include memberships, subscriptions or lessons.

So how will you reduce your ecological footprint and increase the good vibes?



TIP💡
Ditch the
Voucher-in-an-envelope
and give a digital
gift voucher.

CONSCIOUS GIFTING:

OUR TOP 3 TIPS

1

Get involved in the circular economy

A hot tip on sustainable wrapping from gift wrapping expert Vivienne Anthon is to neatly unwrap your gifts and reuse the wrapping on the next gift you give.

Or think outside the (gift) box: “Japanese ‘furoshiki’ is wrapping in fabric. Try wrapping your own gifts in something that has longevity,” says Vivienne.



VIVIENNE
ANTHON

2

Swap ‘stuff’ for time

According to clinical psychologist and CEO of The Positivity Institute Dr Suzy Green these shared memories provide long-term benefits for our relationships. “Gift experiences provide a bigger impact on our well-being than material gifts as we can always reminisce and replay the joy of the experience.”

3

Give something that will last

The gift of a membership, subscription or lessons will make a lasting impression on your loved one. Most Aussies (57%) say they’d like the gift of time with a financial planner.



DR SUZY
GREEN

SETTING A SUSTAINABLE BUDGET

We spend \$1,200 each per year on gifts for our loved ones in Australia.

According to social researcher Eliane Miles, you could say we're generous to a fault. "Only 1 in 4 of us actually plan for the \$20 billion worth of gifts we collectively buy," Eliane says.

Instead of considering what we can afford, Aussies are more likely to consider how close they are to the gift recipient (59%) and how special the occasion is (58%).

Knowing that on average we're spending a whopping \$100 per month, how can we plan better?

WE SPEND AN AVERAGE OF

\$100

PER MONTH ON GIFTS*



TIP💡
Find the word 'budget' confronting? Think of it as a plan instead. Easy!

GIFT BUDGETING:

OUR TOP 3 TIPS

1

Decide what you can afford

Create a gift savings account. According to CFP® professional Ralph Taylor, you should start with a float amount of \$200-\$300 and contribute \$20+ per week. “If you’re spending more than 1% of after-tax household income on gifts, you may be spending too much,” Ralph says.

2

Make a list (and check it twice)

Sit down and write a list of the people for whom you’ll be buying gifts throughout the year. “Buy one person a present each month, and stockpile it,” suggests Stevie-Jade Turner CFP®. “It means you can be a bit more cool, calm and collected about how much you spend.”

3

Buy in bulk

Plan your budget so that you know your spending limit when you hit up end of year sales. “Buy presents for all close relatives, and also buy five of the same gift for kids the same age as yours. Keep those gifts in the pantry for classmates’ parties,” Ralph suggests.



STEVIE-JADE
TURNER CFP®



RALPH
TAYLOR CFP®



Kids BIRTHDAYS

From jumping castles to pool parties, Aussies do kids parties with a serious amount of joy.

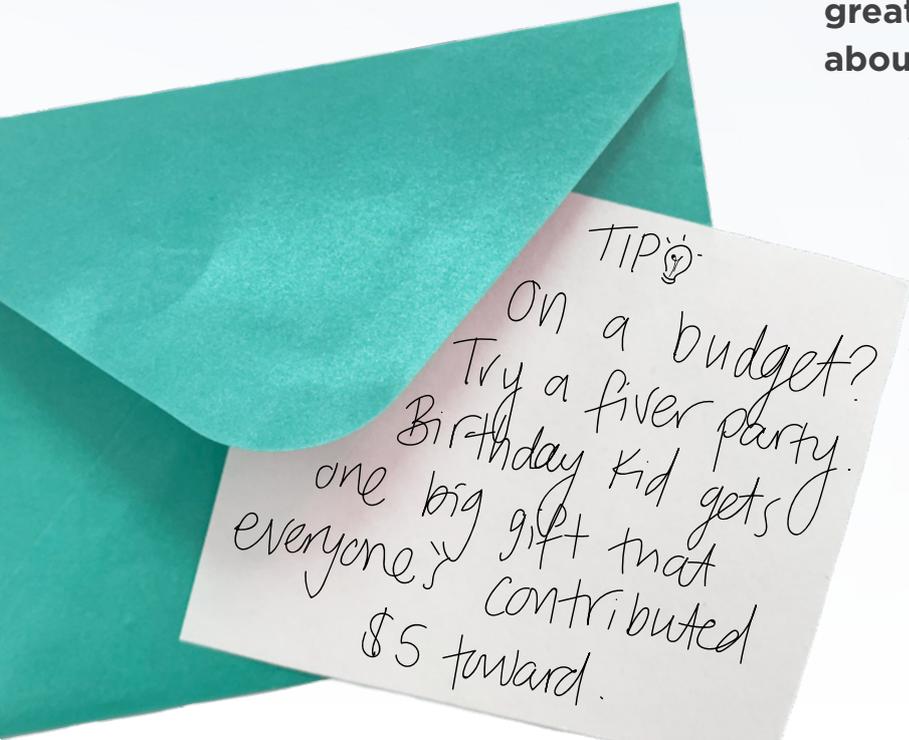
Each year, Australian parents spend an average of \$361 on gifts for their own children. When invited to birthday parties, they spend about \$50-\$66 on a significant birthday for other people's kids.

Add up all your own kids and their friends, your nieces, nephews, and best

mate's kids, and what do you have? A huge amount of spending!

"My kids are 3 and 4.5 yo and we're only now being inundated with invitations to their classmates birthday parties," laughs Ralph Taylor CFP®. "It's tough to plan, but think about what you want to spend in total throughout the year."

While you're busy listing, prepping, wrapping and gifting, there are some great opportunities to teach your kids about money.



TIP: On a budget? Try a fiver party. Birthday kid gets one big gift that everyone's contributed \$5 toward.

WE SPEND AN AVERAGE OF

\$50-\$66

ON CHILDREN AND TEEN BIRTHDAYS*

NEED A GIFT IDEA FOR KIDS?

Tips for your Gift-Giver Personality



IMPULSIVE GIVER

Love kids parties but spend too much? Set an annual budget for purchasing. Use the FPA national research as a guide for how much to allow.



SIMPLE GIVER

Keen to keep it simple with a gift card? Make it personal by wrapping it in a comic book page, piece of fabric or treasure map!



HEARTFELT GIVER

Indulge your love of custom gifts by having a craft session with your kids to make their friend a gift.



PRACTICAL GIVER

Keep notes throughout the year about the child's interests. Loves sea creatures? Get tickets to the aquarium.

THE KEY TO BUILDING A CLOSE POSITIVE RELATIONSHIP IS MAKING THE GIFT RECIPIENT FEEL SPECIAL.

“Gifting is a terrific opportunity for parents to teach their children that if you care about someone, spend time on and with them. It’s not about expense, it’s about effort,” says positive psychology educator Robert Ritchie.

“Kids might be led to think getting stuff makes them most happy but actually it’s shown to be giving that boosts wellbeing. So I think we can model that.”



Robert Ritchie

Have you taken the FPA Gift-Giver Personality quiz yet? Find out which one you are at: www.moneyandlife.com.au

Weddings

Buying a wedding gift used to be simple: go to the bride and groom's nominated gift registry and choose from their list according to your own budget and preference. Often the department store would even wrap and deliver.

Gift registries are not normal anymore. And even when they are offered, only 31% of us still prefer to use them.

Now, 44% of Aussies prefer to give cash or gift cards for weddings, rather

than purchase a gift. And that suits the bride and groom just fine too, according to FPA national research.

"I would say that 99 out of 100 of my couples, they already live together and many have a mortgage together, so they've already got a toaster," laughs marriage celebrant [Josh Withers](#).

According to Josh, and mirrored national research by the FPA, the most common wedding gift today would be cash, often for a honeymoon, house or

**ON AVERAGE,
AUSSIES SPEND**

\$137

ON A WEDDING GIFT*



LET THEM KNOW YOU CARE

Tips for your Gift-Giver Personality



IMPULSIVE GIVER

View your impulsive wedding gift choice more pragmatically. Would *you* love that gift? If in doubt, gift cash or gift cards.



SIMPLE GIVER

Weddings are great for simple gift givers. Accompany your cash or gift card with a thoughtful note.



HEARTFELT GIVER

Let your imagination run wild for weddings. It's the perfect occasion for a thoughtful, romantic gift.



PRACTICAL GIVER

Give the gift that keeps on giving with a Pronup - a financial plan for couples with a CFP® professional. Worth its weight in gold.

holiday. However, he notes that there's no blanket rule for wedding gifts. It's all about context.

“Over the last five to ten years the size of wedding guest lists has shrunk, so if you're invited, you know you mean

VERY FEW WEDDINGS IN AUSTRALIA HAVE A WEDDING REGISTRY, THAT'S A VERY AMERICAN CONCEPT.

something to the couple. Your gift is an opportunity to say “I value you and our relationship,” he says.

Did you know...
The average Australian wedding costs over
\$65,000

Christmas

Whether it's Christmas or any other major religious or cultural giving occasion, there's usually one time of year when you'll be giving quite a lot of gifts at once.

Our expectations are that we'll spend more on a gift at Christmas (\$93) than we expect that others will spend on us (\$73).

**WE SPEND AN
AVERAGE OF**

\$93

**ON A SIGNIFICANT
CHRISTMAS GIFT***

Clinical psychologist and CEO of The Positivity Institute Dr Suzy Green says the important thing to remember during the holiday period is that it's the thought that counts.

"We know giving provides us with a significant boost to our wellbeing. In addition, expectations for what we might or "should" receive can also set us up for disappointment, when our reality doesn't match our expectations," she says. "It's better to be appreciative of the relationship we have with someone for their intrinsic human value than what we can get from them."



GET IN THE SPIRIT

Tips for your Gift-Giver Personality



IMPULSIVE GIVER

Don't overdo it at Christmas! Avoid temptation by shopping at end of year sales. No tinsel frenzy for you.



SIMPLE GIVER

Cash is better value than gift cards at Christmas - less likely to be forgotten and go out of date.



HEARTFELT GIVER

Save the planet and channel your energy into adding a personalised element with recycled or reused gift wrap.



PRACTICAL GIVER

Keep an ear out for what your friends and family have been saving for and buy it for them.

RE-GIFTING IS COMMON: 2 IN 5 OF US DO IT!

Christmas is also the time of the year when we're most likely to produce tonnes of waste - packaging, wrapping and unwanted gifts. Gift wrapping expert Vivienne Anthon is all for re-gifting, if it's an item that is consciously thought about and passed on with love.

"People are saying, look, I've got these lovely things, I know my friend would love this," says Vivienne. "I also think that people see it as a financially viable option, rather than spending loads and loads of money by habit at Christmas."

A very popular way to help keep the gifting under control is to participate in Secret Santa. Hot tip? Give in to the indulgence of gifts for the little ones and do Secret Santa with the adults, says Stevie-Jade Turner CFP®.

74%
OF AUSSIE PET OWNERS BUY GIFTS FOR THEIR PETS, \$115 PER YEAR IN FACT!





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ASSOCIATION *of* AUSTRALIA

#GIFTSTHATGIVE

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