

THE  
**2023 CONSCIOUS  
CONSUMER  
REPORT**

Sally Phelps, ABC  
Georgia McIntosh, BePartnerReady.com®



**“Paris  
women  
finally  
allowed to  
wear  
trousers”**



**“dress like a man”**



**“reins of a horse”**



## NEWS

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# Paris women finally allowed to wear trousers

🕒 4 February 2013



**The French government has overturned a 200-year-old ban on women wearing trousers.**

The Minister of Women's Rights, Najat Vallaud-Belkacem, said that the ban was incompatible with modern French values and laws.

She said the law, imposed on November 17, 1800, had in effect already been rescinded because of incompatibility.

## Top Stories

**LIVE** Israel says hospital blast caused by militants' rockets fired from Gaza

M15 head warns of 'epic scale' of Chinese espionage

4 hours ago

# Tipping point





**We used to  
see the role  
of  
women like  
this...**

**Now, we're more likely to see this...**



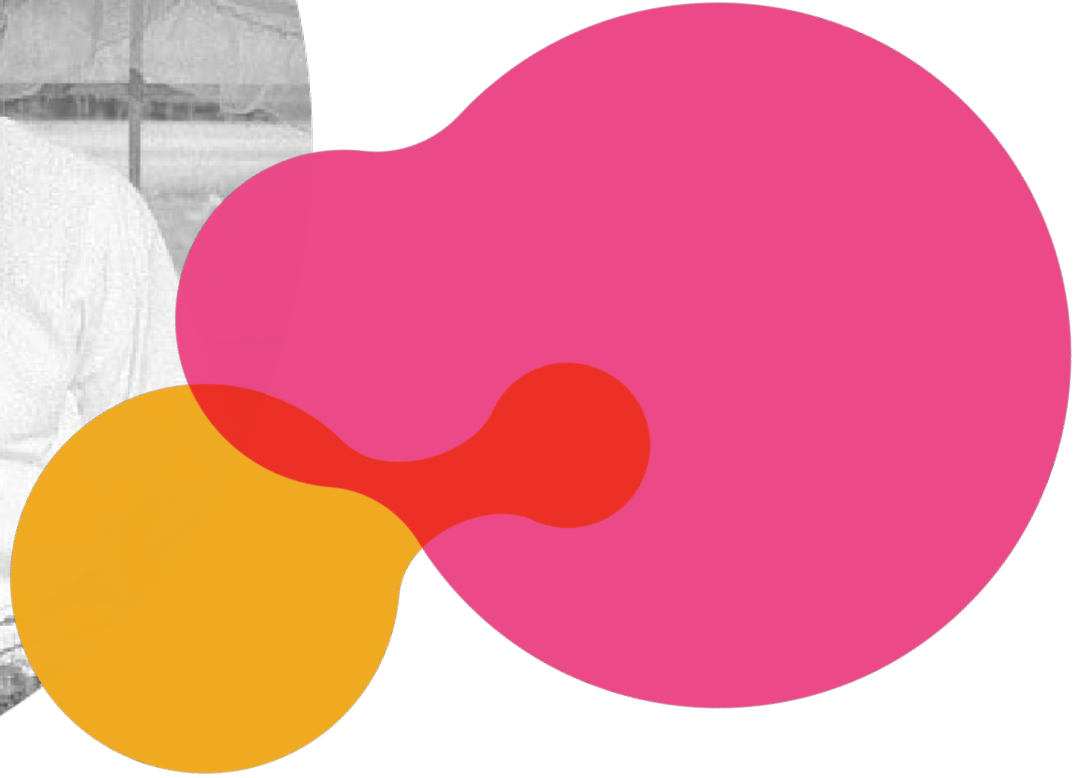


# Tipping point





**Sometimes non profits  
adopt this role with  
corporates...**







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Do more. Be more.



**Sally Phelps, Shareholder & Media  
Specialist, BePartnerReady.com<sup>®</sup>**



**Georgia McIntosh, Co-Founder,  
BePartnerReady.com<sup>®</sup>**

# BePartnerReady.com® helps you win corporate partners



**BePartner<sup>®</sup>  
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Do more. Be more.



# 7 Steps of our training program

Free Infographic



THE  
**CONSCIOUS CONSUMER  
REPORT**

AUSTRALIA 2023

*What it'll mean for Corporate-Cause Collaboration*



**The Changemaker Edition**

*For Non-Profits, Charities and Social Enterprise*



# 20 stats, commentary and stories of inspiration

Made possible by  
**Communicado & SenateSHJ**

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senate **shj**

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**Why  
*consumer*  
research?**



# The Conscious Consumer

## Tools of Change



**Skills**



**Voice**



**Wallet**



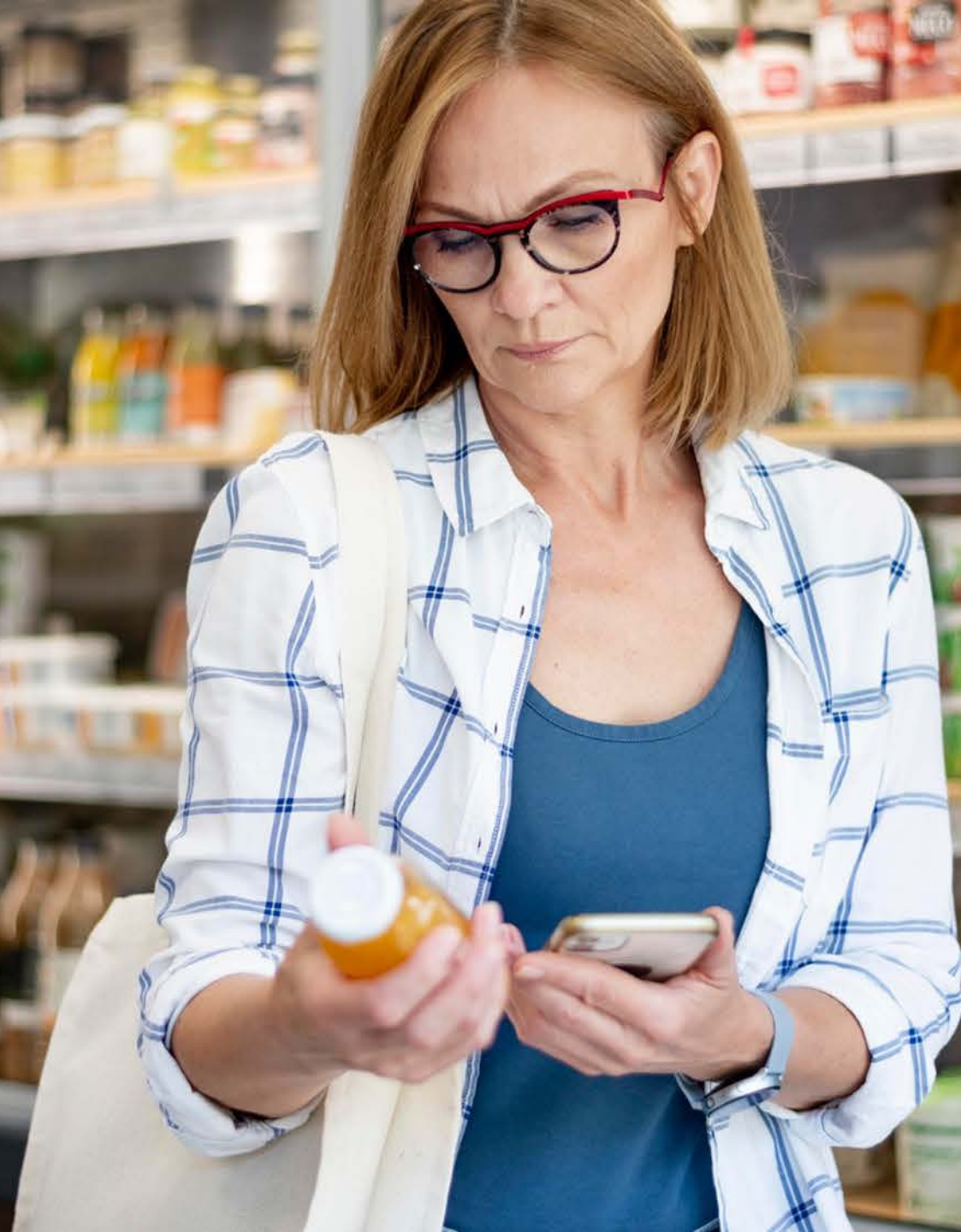
# Skills



**Voice**



# Wallet



**Before we  
share the  
stats.....**



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# Methodology



# Generations



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# Builders: 77+



# Boomers: 59-76





**Gen X: 44-58**



**Gen Y/ Millennials:  
29-43**



# Gen Z: 14-28



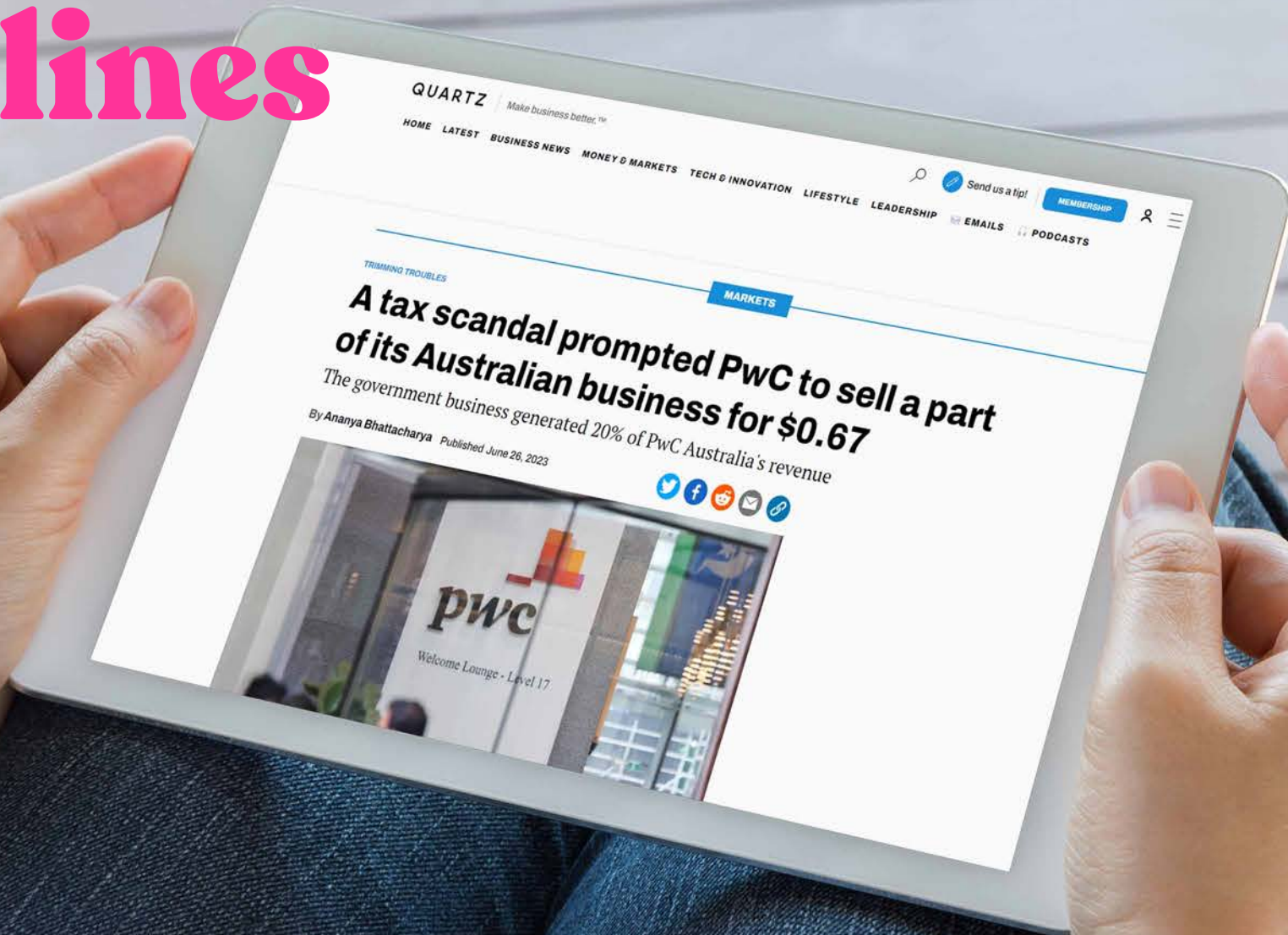
# Alpha: under 13



# Challenging times



# Headlines



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MARKETS

TRIMMING TROUBLES

## A tax scandal prompted PwC to sell a part of its Australian business for \$0.67

The government business generated 20% of PwC Australia's revenue

By Ananya Bhattacharya Published June 26, 2023



# Headlines

The image shows a person's hands holding a tablet that displays a news article from the Financial Review. The article is titled "Qantas U-turns on credits as ACCC sues over cancelled flights". The author is Avesha de Kretser and Ronald Mizen. The article text states that Qantas has scrapped the expiry date on \$570 million of flight credits, as it faces allegations from the competition regulator that it sold tickets for thousands of services that had already been cancelled. It also mentions that the Australian Competition and Consumer Commission sued Qantas in the Federal Court on Thursday, alleging the national carrier deceived customers when it sold tickets for more than 8000 flights that were already cancelled. The article includes photos of Avesha de Kretser and Ronald Mizen. To the right of the article is a "RELATED QUOTES" section for QAN, showing a stock price of \$4,900 with a 1.24% increase. A line chart shows the stock price from October 22 to October 23, 2023. The chart shows a peak around 7,200 and a low around 4,800. The data is updated as of October 10, 2023, at 5:15pm. There is also a link to "View QAN related articles".

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## Qantas U-turns on credits as ACCC sues over cancelled flights

**Avesha de Kretser and Ronald Mizen**

Updated Aug 31, 2023 - 1:36pm.  
First published at 10:10am

Save Share

Qantas has scrapped the expiry date on \$570 million of flight credits, as it faces allegations from the competition regulator that it sold tickets for thousands of services that had already been cancelled.

The Australian Competition and Consumer Commission sued Qantas in the Federal Court on Thursday alleging the national carrier deceived customers when it sold tickets for more than 8000 flights that were already cancelled.

**RELATED QUOTES**

**QAN** \$4,900 ▲ 1.24%

1 year 1 day

7,200  
6,000  
4,800

Oct 22 Apr 23 Oct 23

Updated: Oct 10, 2023 - 5:15pm. Data is 20 mins delayed.

[View QAN related articles](#)

# Headlines



# 4 key highlights from the research



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# 1) Growing anger at corporate inaction





## 2) Corporates are “All talk, *no action*”



# 3) Partner with charities to solve problems



# 4) Charity gives corporates credibility



# Snapshot of the Stats



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# Three areas

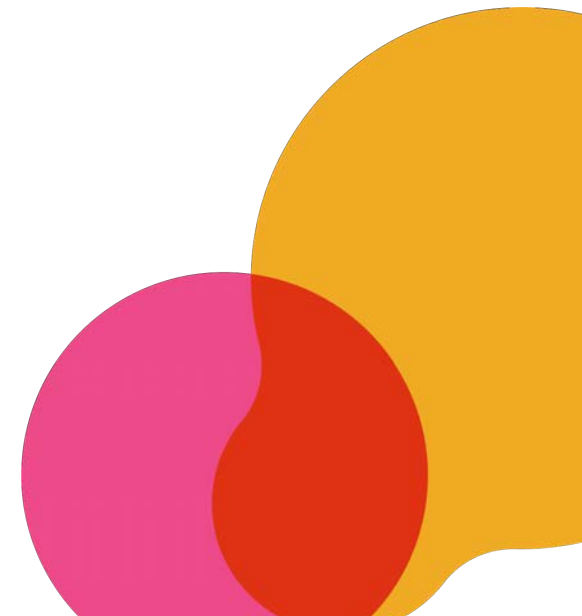
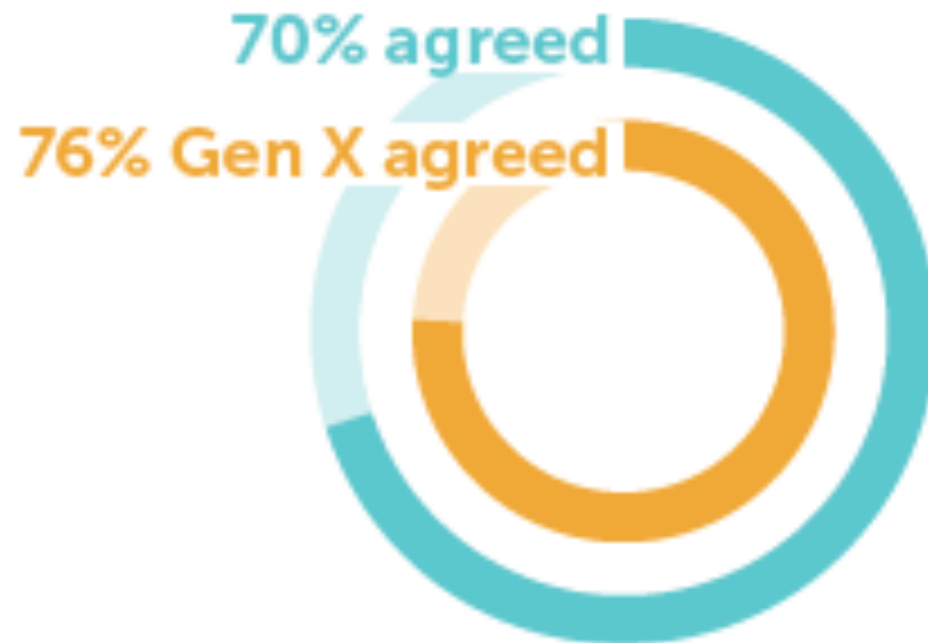
- Corporate behaviour
- Corporate communication
- Consumer behaviour

# Corporate Behaviour



# Greedy and Ruthless

*"In general, all Corporates care about is profit and they'll do anything to get it, even damage society and the environment in the process."*



# Harsher Punishment

*“When companies damage the environment or society, government should make them accountable with bigger fines and exposure of wrong-doing.”*

88% agreed

92% of Baby Boomers agreed

81% of Gen Z agreed





# Partner with charities to solve problems

*"In the coming year, I believe Corporates should partner with charities to help solve societal issues and get Australians back on their feet."*



**76%**  
**AGREED**

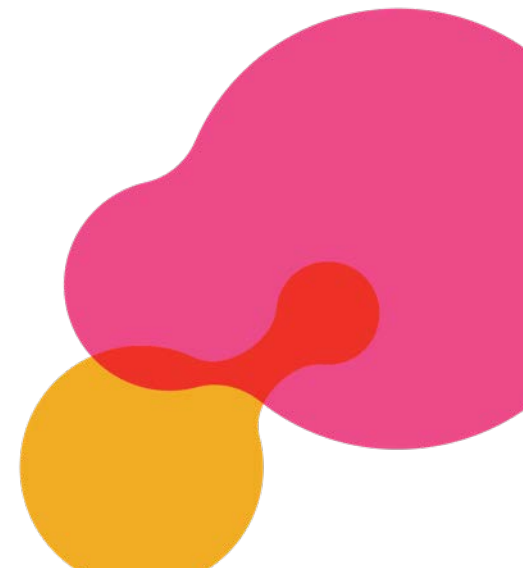


# Help charities in cost of living crisis

*"It seems that everyday Australians are struggling with the cost of living, and donating less to charity. Now more than ever, companies should step in and invest more in charities."*



**76%**  
**AGREED**



# Long term Partnerships

*"Which, if any, of the following are ways you prefer a company or brand to support or invest in a charity?"*

## Top 3



**46%**  
SAID

Long term  
Partnership  
- Cash &  
Resources



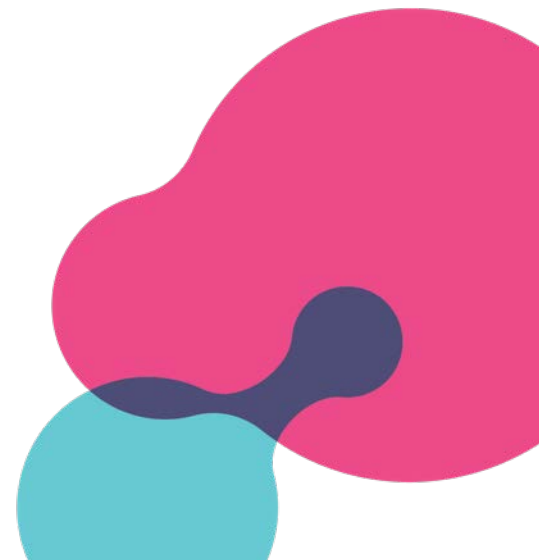
**36%**  
SAID

Essential  
Products



**28%**  
SAID

\$  
Percentage  
of Sale



# Lifeline & Rebel



# \$1 million dollars



rebel × Lifeline



# SHOP THE COLLAB COLLECTION

**100% OF PROFITS GO TO LIFELINE**

**SHOP**



# Corporate Communication



# All talk, no action

*"Most companies are all talk and no action."*



**63%**  
**AGREED**

**69%**  
**OF GEN X AGREED**



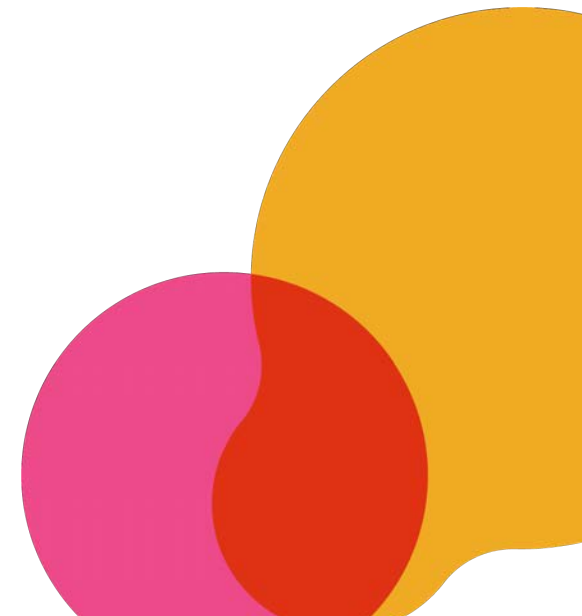


# Charity = Credibility

*“When seeing a company or brand getting behind a cause, it’s more credible and genuine if they’re partnering with a charity or non-profit to effect social change.”*



**72%**  
**AGREED**



# Charity gives corporates credibility



wrinkled?

wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | *Dove*

# Charity gives corporates credibility



# Australians can spot a PR stunt

*"It's good when a company or brand uses its promotional channels to amplify a topical cause or issue, but if I can't see a genuine commitment to that cause, it's just a PR stunt or 'woke washing' in my view."*



**76%**  
**AGREED**

**81%**  
**OF MILLENNIALS  
AGREED**



# Consumer Behaviour



# Australians will quit/refuse a job

*"In the last year, I have actively refused a job or quit a job because of the employer's poor reputation in social responsibility."*



**13%**  
**AGREED**

**22%**  
**OF GEN Z AGREED**



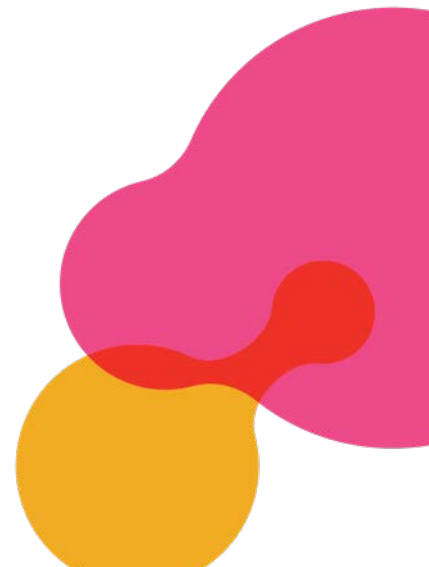
# Switched Last Year

*"In the last year, I have actively switched from my usual product/service to another because of its support of a cause or charity I care about."*



**27%**  
**AGREED**

**37%**  
**OF MILLENNIALS**  
**AGREED**



# Switch on Grocery & Fashion

*“From which of the following categories was the type of product or service that you made the switch?”*

Top 5	
Everyday Food Items	33%
Fashion / Clothing	30%
Fast Food/Takeaway	25%
Health / Beauty	24%
Energy / Utilities	19%





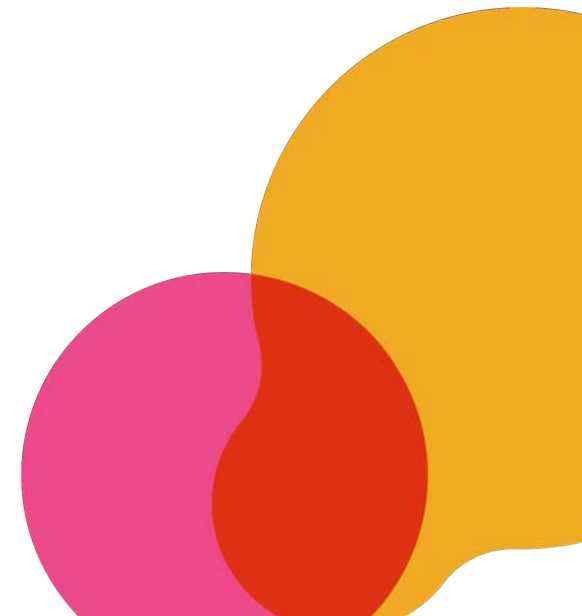
# Switching in the coming year

*“In the coming year, when purchasing a product or service that you would normally purchase, how likely would you be to choose one that supports a cause or charity you care about, assuming the product / service, quality and price are equal?”*



**54%**

Definitely/Probably  
Would



# Human health Or...



# Planet health



# Causes that Prompt Switching

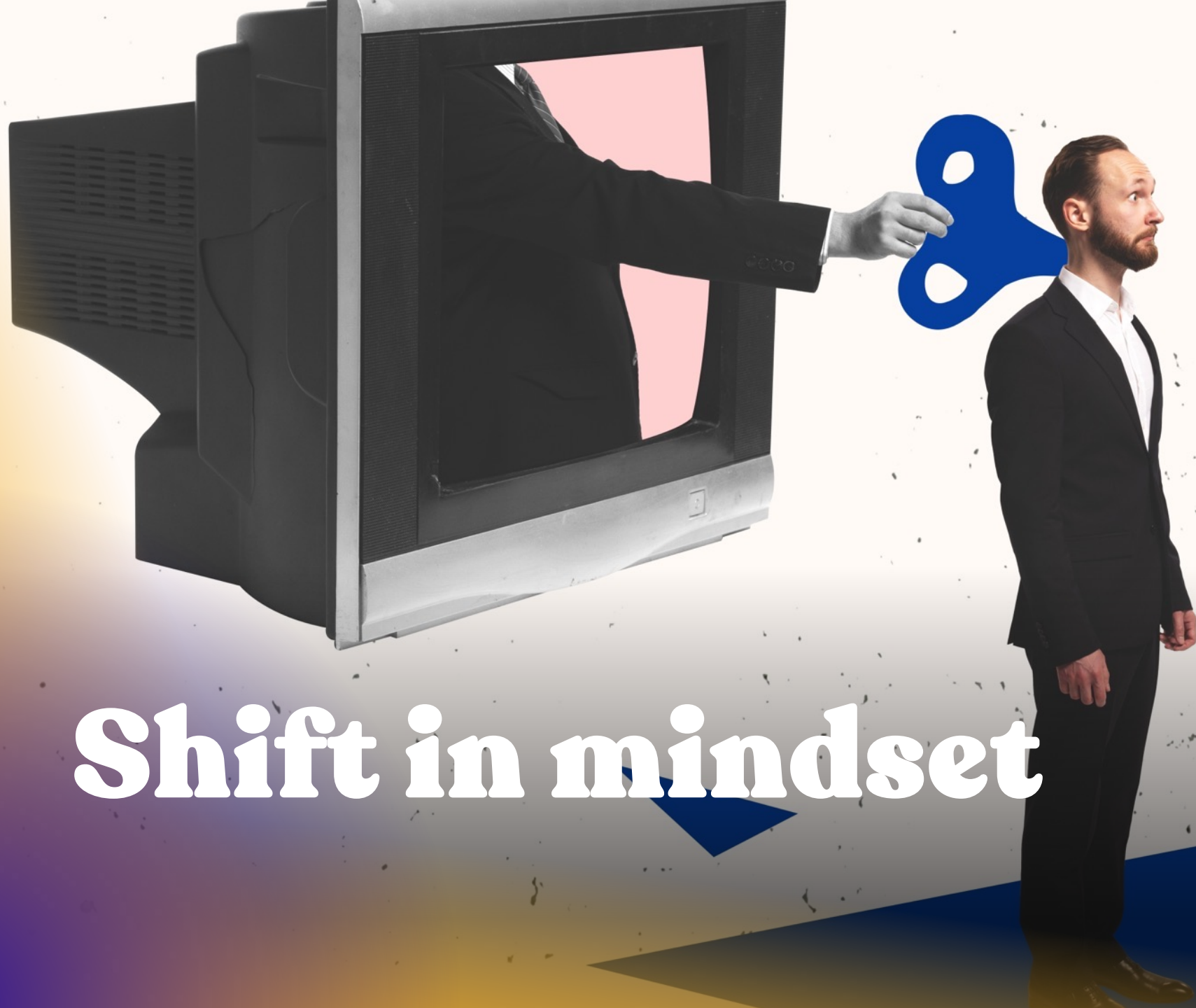
*“Which of the causes or social issues listed do you care about enough to motivate you to switch product / services?”*

Top 5	
Climate Change / Global Warming	18%
Healthcare: Illness Prevention & Medical Research	18%
Environmental Conservation. Reducing Waste and Pollution	17%
Mental Health Services	16%
Domestic / Family Violence	16%



# What it means

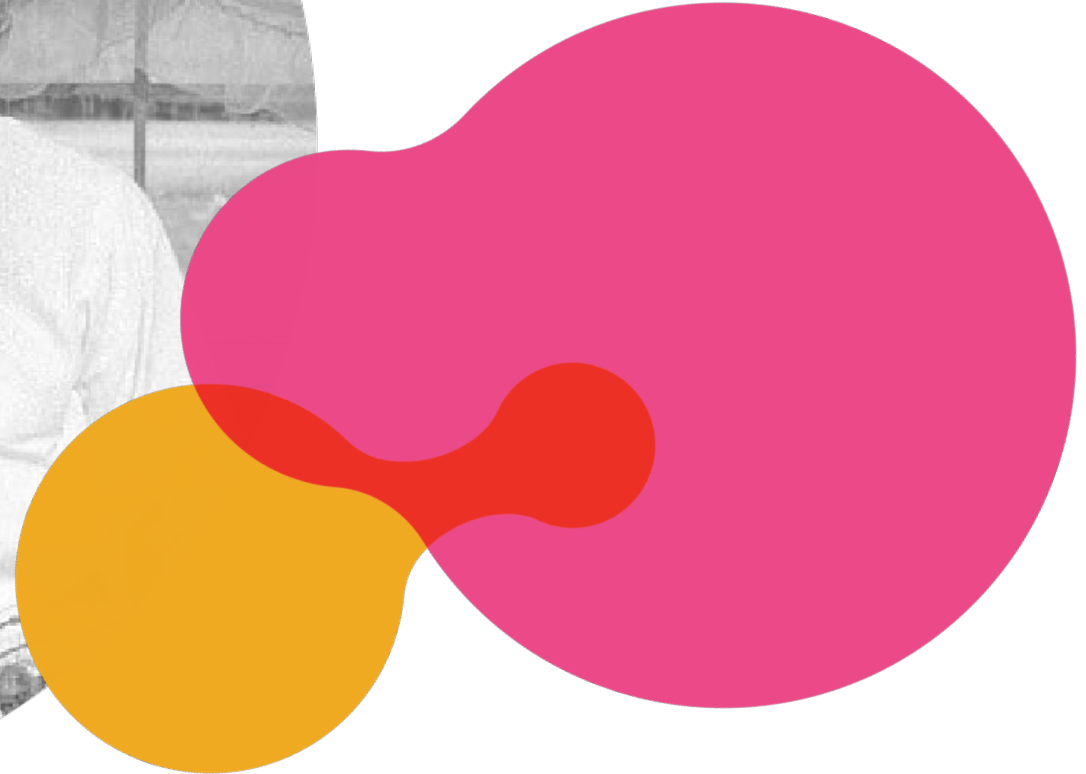




**Shift in mindset**



**No more of this!** 😊



# Actions





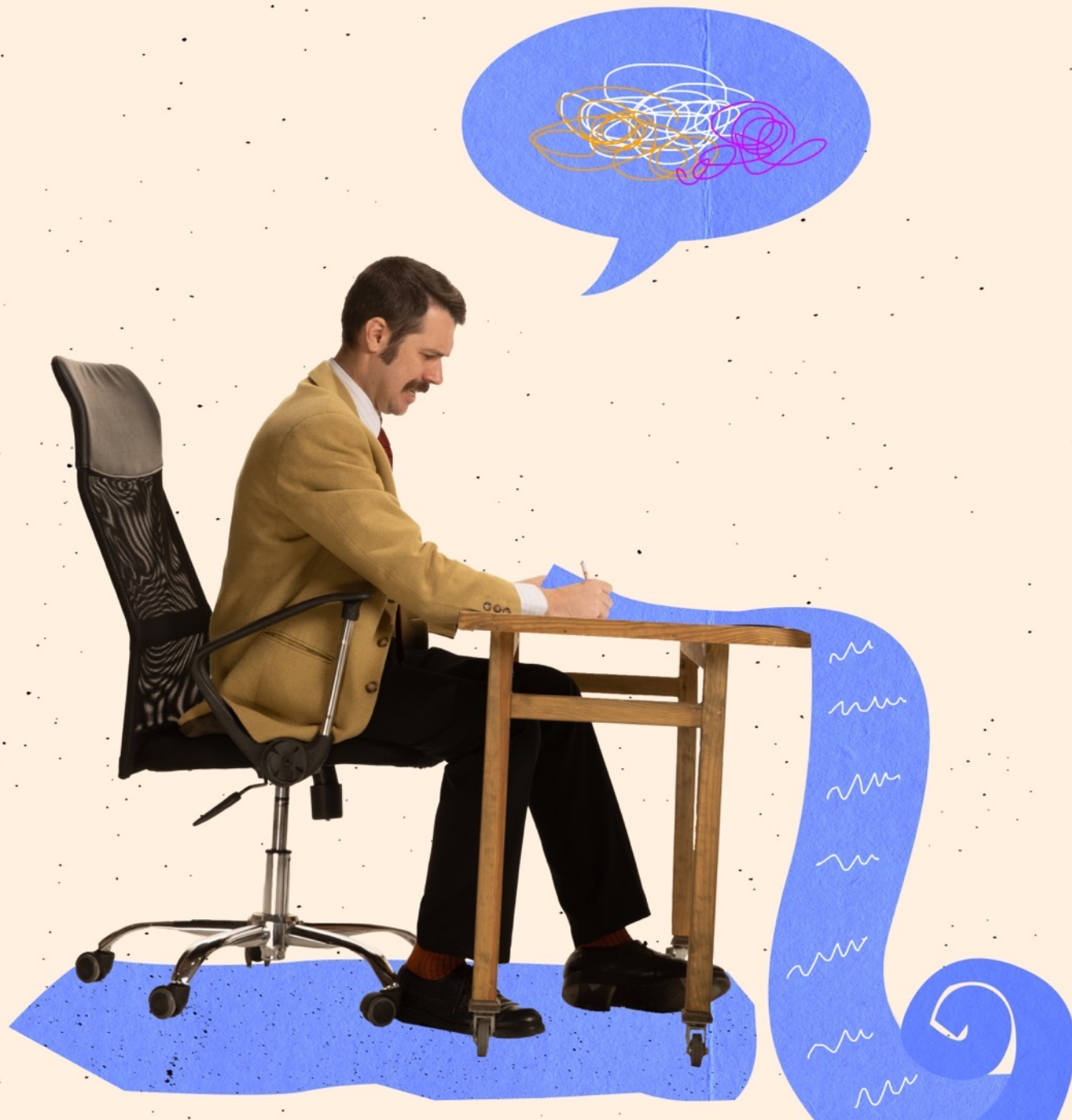


**Educate  
your  
Board**

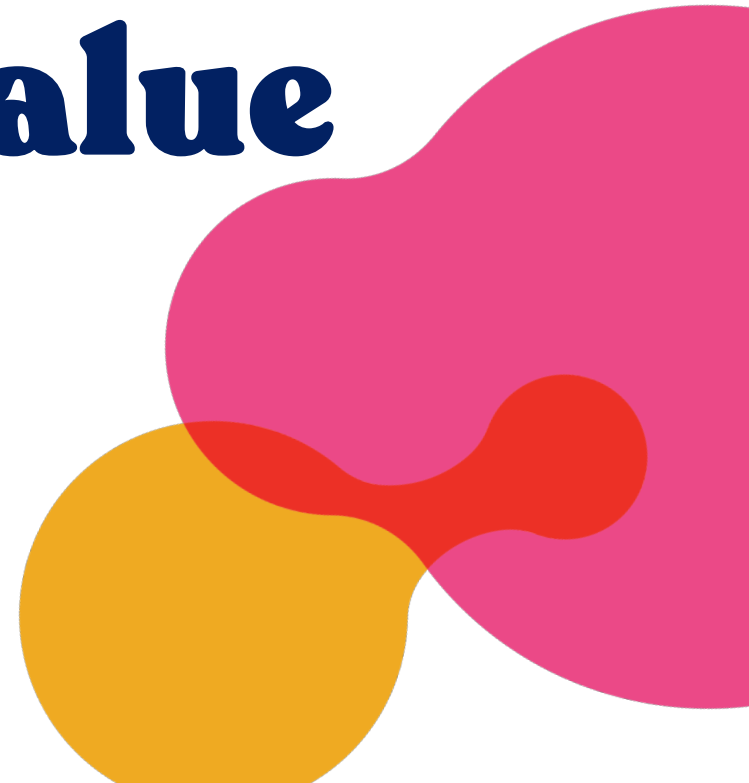
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**Calculate  
your  
value**



**Powerful partner  
NOT  
Needy beneficiary**



# A company's survival





**Wear the pants...in  
corporate  
partnerships!**

# Calculate your Corporate partnerships READINESS SCORE



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AUSTRALIA 2023

*What it'll mean for Corporate-Cause Collaboration*



**The Changemaker Edition**

*For Non-Profits, Charities and Social Enterprise*



# Download the Free Conscious Consumer Research Report

[www.bepartnerready.com/research](http://www.bepartnerready.com/research)

Reference:

Conscious Consumer Report  
2023, BePartnerReady.com®/  
SenateSHJ, October 2023

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**Questions?**



**Get in  
touch**

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