

How are Australian NFP directors unlocking innovation for growth?

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How are Australian NFP directors unlocking innovation for growth? This is the question WOB member, and nonprofit scholar, Dr Sarah Richardson asks in her research on the governance of nonprofit innovation.

Sarah reached out to [WOB members last year](#), asking members to complete a nonprofit director survey as part of her work. She has now published the survey's paper, [Unlocking Nonprofit Innovation for Growth: Director Insights from Australia](#).

"I'm delighted to share my recent article, co-authored with [Professor Sarah Kelly OAM](#), which reports findings on the governance of nonprofit innovation from a survey of directors from predominantly Anglo-Saxon, especially Australian, nonprofits. It has important implications for scholarship and practice, particularly for nonprofit directors, marketing leaders, and policymakers," said Sarah.

She said the article, reporting on a survey of 101 nonprofit directors in Australia, provides an original snapshot of the effective governance of innovation for growth in this critical yet vulnerable sector.



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“The research unlocks the new construct of ‘innovation for growth’ in nonprofits, defined as ‘innovation activities undertaken in the pursuit of revenue growth’” Sarah writes in the report.

By interpreting rich quantitative and qualitative data from a survey of 101 directors of mid-to-large, mainly Australian nonprofits, the paper advances nonprofit-innovation and -governance scholarship, and reveals perceived organisational strategies and returns for nonprofit marketing leaders and boards seeking to pursue this innovation type.

“The research can also be drawn on to inform innovation policy for nonprofits, thus supporting the development of a thriving, impactful sector and providing flow-on benefits for society,” the authors write.

“By decoding rare and rich empirical data, our research unlocks the nascent construct of nonprofit innovation for growth, progressing the innovation and governance literatures.

For nonprofit marketing leaders and boards, it conveys effective organisational strategies and benefits of pursuing this innovation type. And for government and other stakeholders, it could advance regulatory policy regarding nonprofit innovation, which should ideally help build a robust, dynamic nonprofit sector that meaningfully contributes to society.”

Read the paper: [Unlocking Nonprofit Innovation for Growth: Director Insights from Australia](#)

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