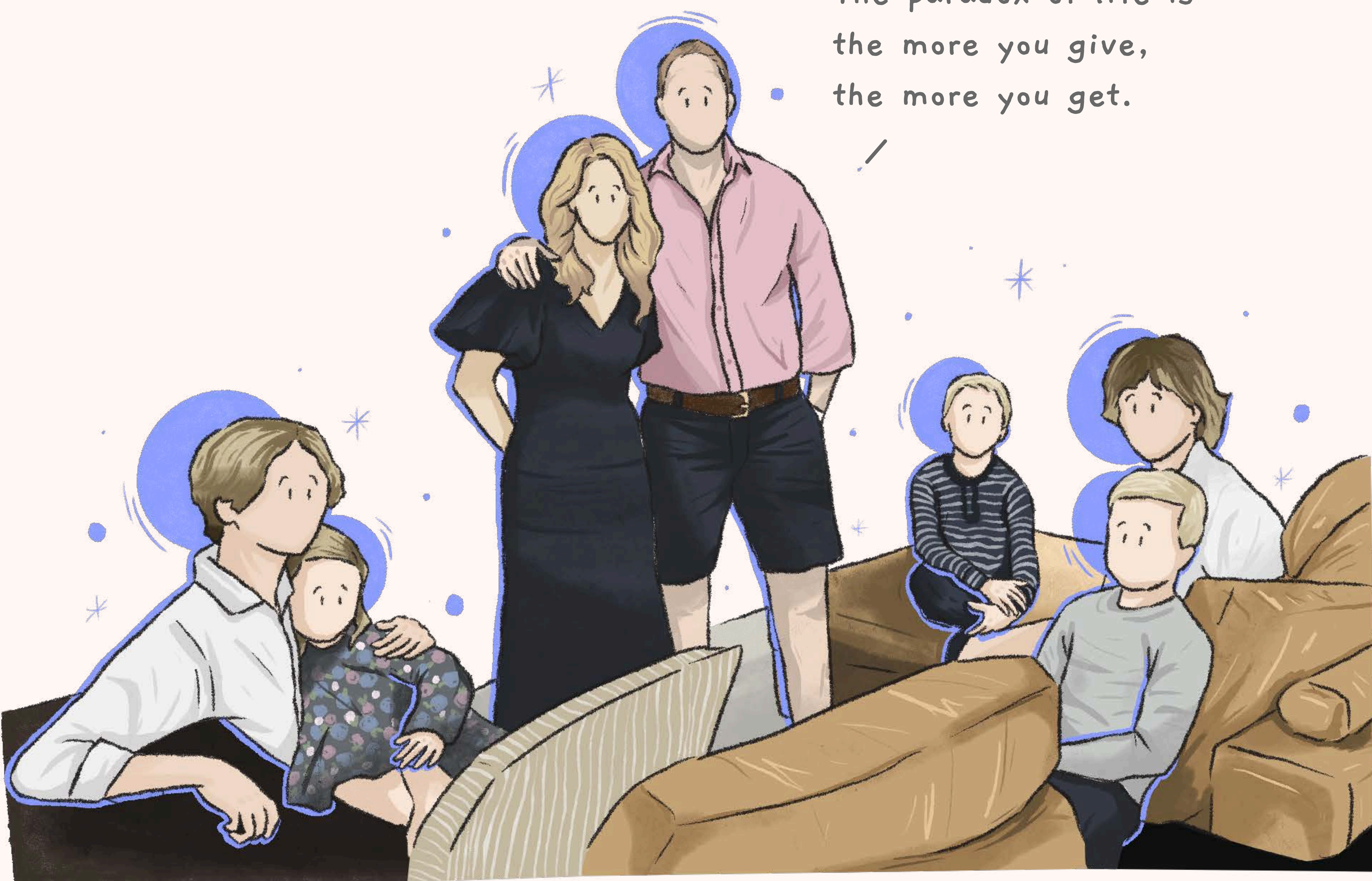


Opinion

The pursuit of a significant life through generosity

Co-contributor - Kay and Julian Burton from Burton Foundation

The paradox of life is
the more you give,
the more you get.



Section I: The Giving Culture in Australia

Section II: Kay and Julian Burton's View on Giving and Calling

Section III: About Kay and Julian Burton

How much more could be achieved if the average Australian taxpayer tripled their donation?

(Winneke, 2023)

On average, Australian taxpayers donate 0.4% of their assessable income. Yet, as Winneke (2023) cited, many could increase this to 1.2%, tripling their impact, without significantly affecting their lifestyle.

While the rising cost of living presents a genuine challenge for many households, the findings above and those to come invite reflection on the difference that could be made if those in a position to do so were able to triple their donation.



Australia's giving culture has the potential to grow further

Australia's giving record remains relatively low compared with other wealthy countries and is estimated to make up 0.81% of gross domestic product, trailing behind the UK (0.96%), Canada (1%), New Zealand (1.84%) and the US (2.1%).

Furthermore, it seems that there is a significant opportunity for growth in philanthropy among high-net-worth Australians, with 2,060 private ancillary funds ("PAFs") already established, and a broader pool of an estimated 58,000 individuals with wealth over \$10 million.

(Winneke, 2023)



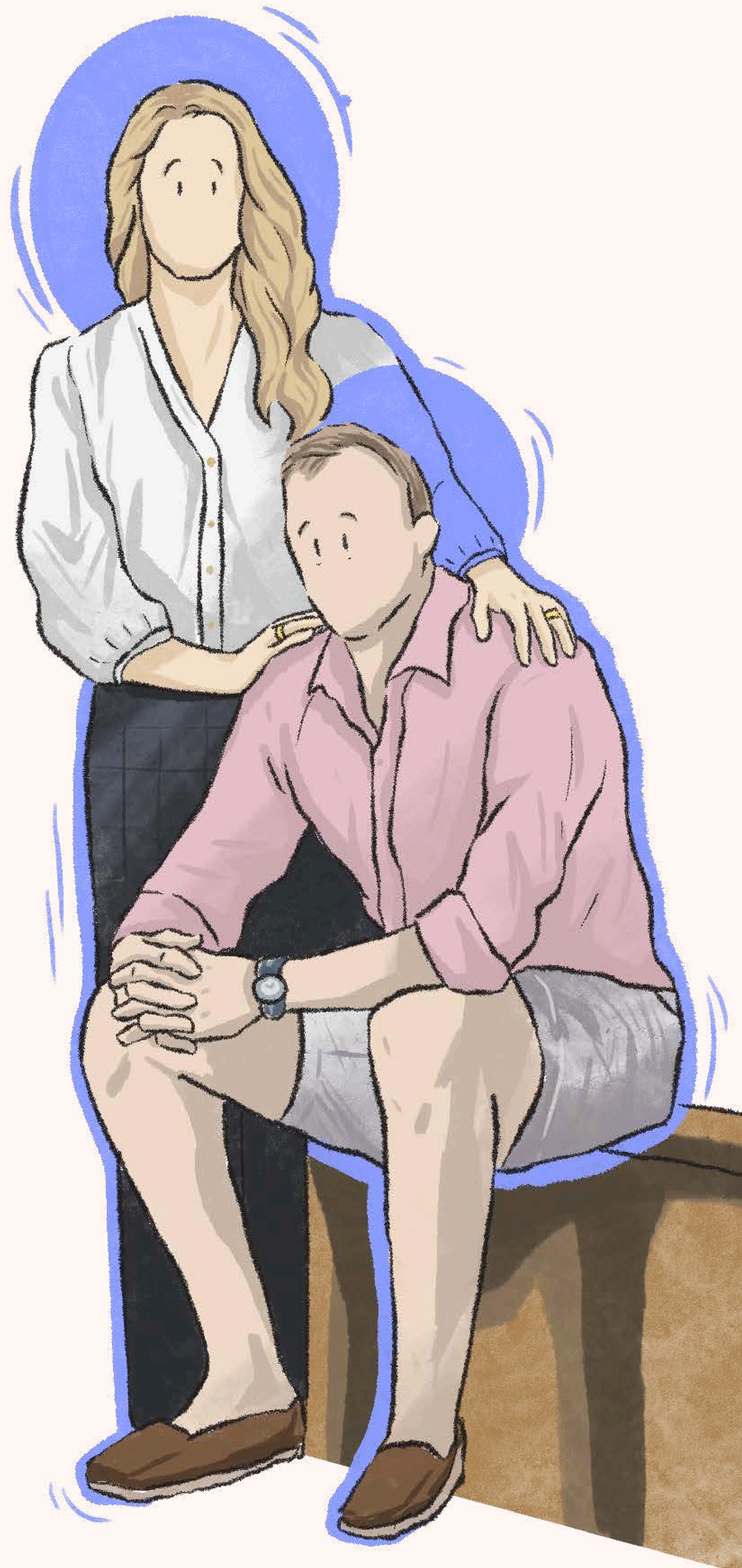
Inspiring the culture of giving

Noticing a room for growth in Australia's giving culture, we turned to Kay and Julian Burton for their insights.

Alongside their five children, they are on a mission to spark positive change, not only by encouraging a more generous spirit across the country, but also by challenging the rise of the "Me First" mentality that seems to be taking hold.

In fact, 72% of Australians felt that the society they were living in had become much more self-centred than it once was.

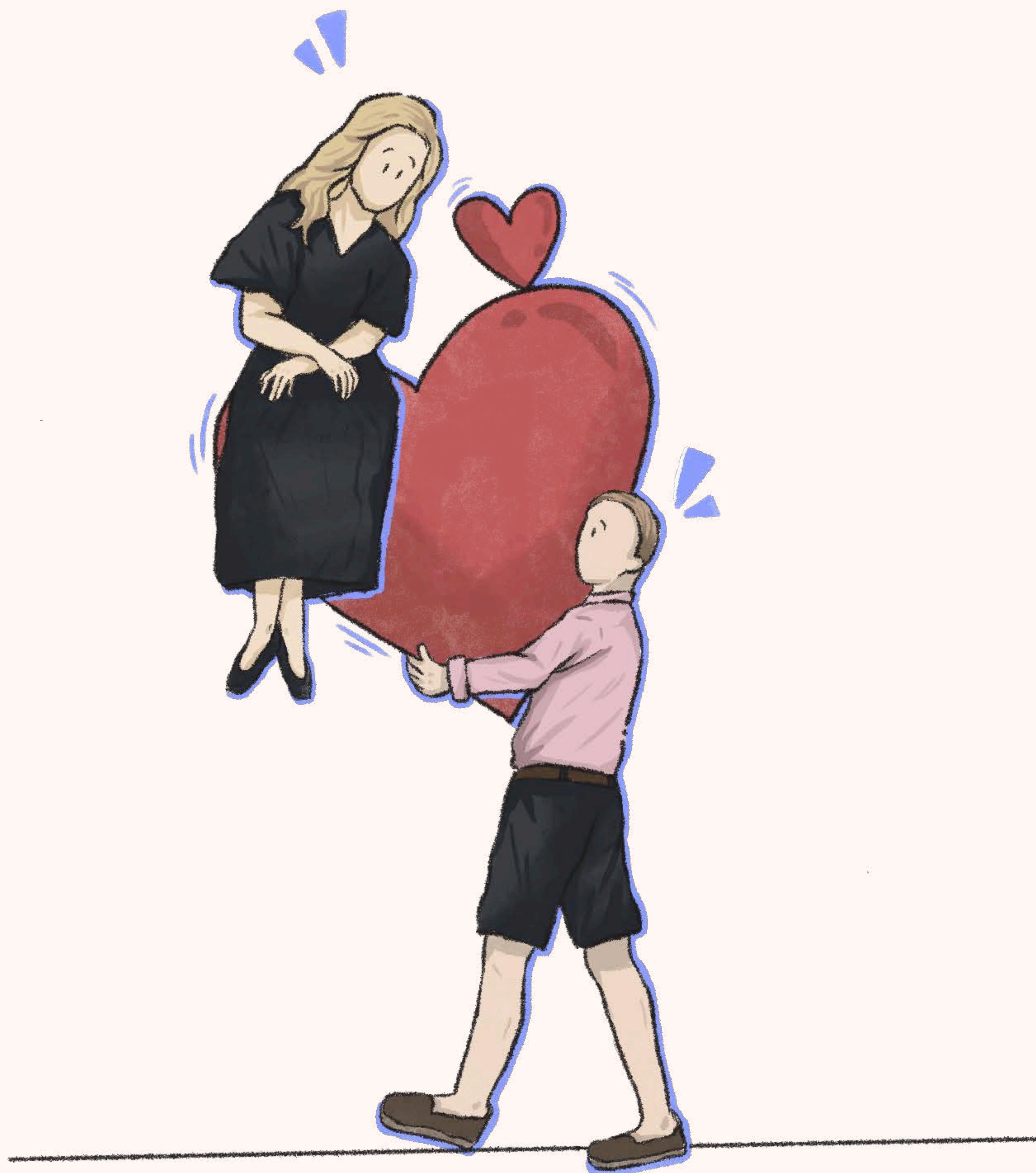
(Valentine, 2019)



Give while you live

Kay and Julian see giving as a source of joy and a way to strengthen family bonds.

They embrace the philosophy of “give while you live”, using generosity as a mean to pursue a life of significance.



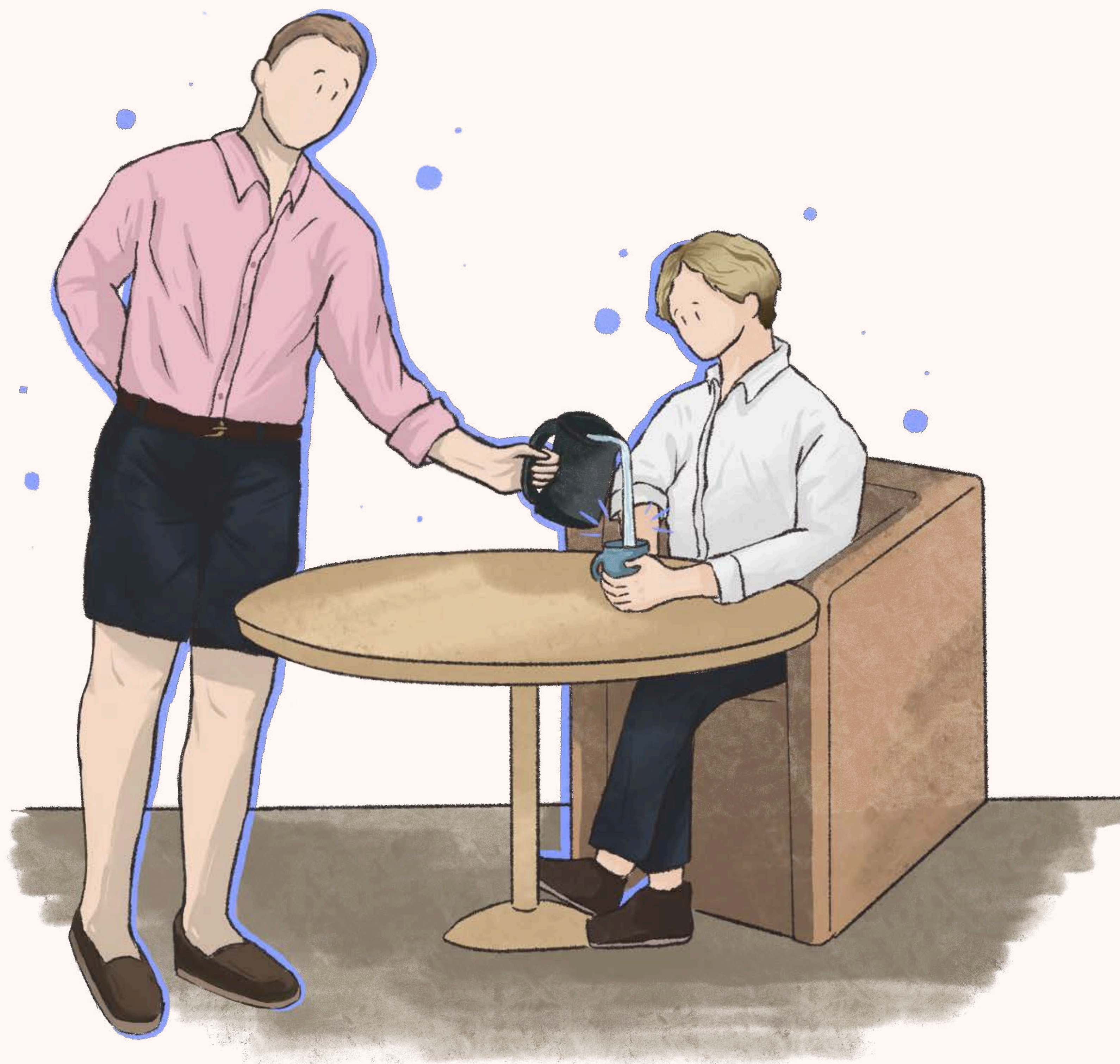
To Kay and Julian, a life of significance extends far beyond financial achievement. It means reaching the age of 95 and looking back with confidence, knowing they did their best to be kind and generous, supported others when they could, and raised their children with strong moral values.

It's about putting others first

Kay and Julian emphasise that giving is not limited to financial contributions. Instead, it's a habit that can be practised in everyday life.

At its core, it's about putting others first. Even small gestures, like serving coffee to a friend before yourself, can embody the spirit of giving.

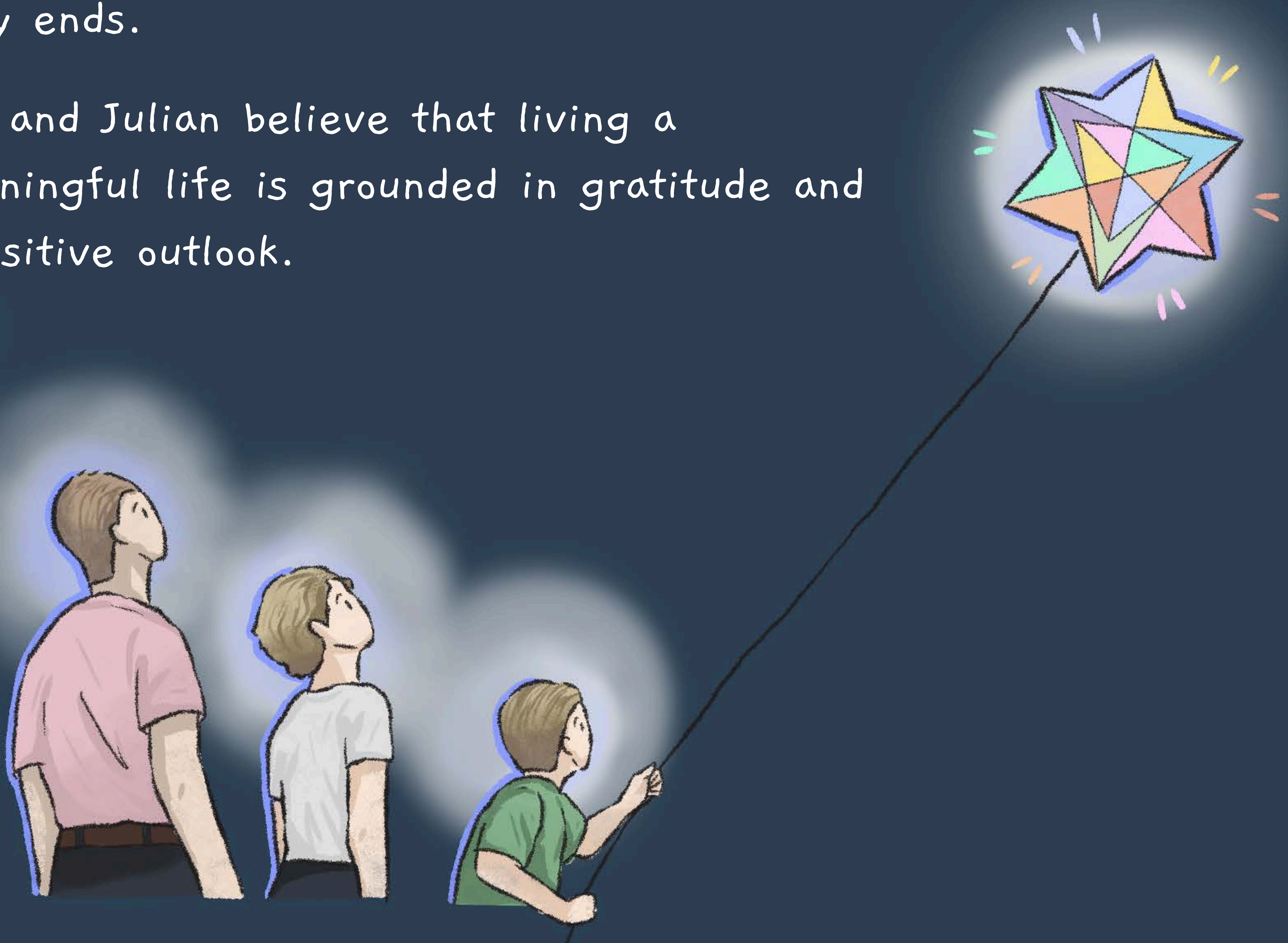
While the notion of giving is often seen as a purely selfless act, Julian argued that the positive feelings and rewards (joy and fulfilment to the one who gives) associated with giving can make it, in some ways, a selfish act.



Making the most out of your day

When we first met Kay and Julian, it seemed as though they had already discovered their life's calling. Yet, they humbly admitted that they're still on the path to discovering their life's calling, a journey that, perhaps, never truly ends.

Kay and Julian believe that living a meaningful life is grounded in gratitude and a positive outlook.

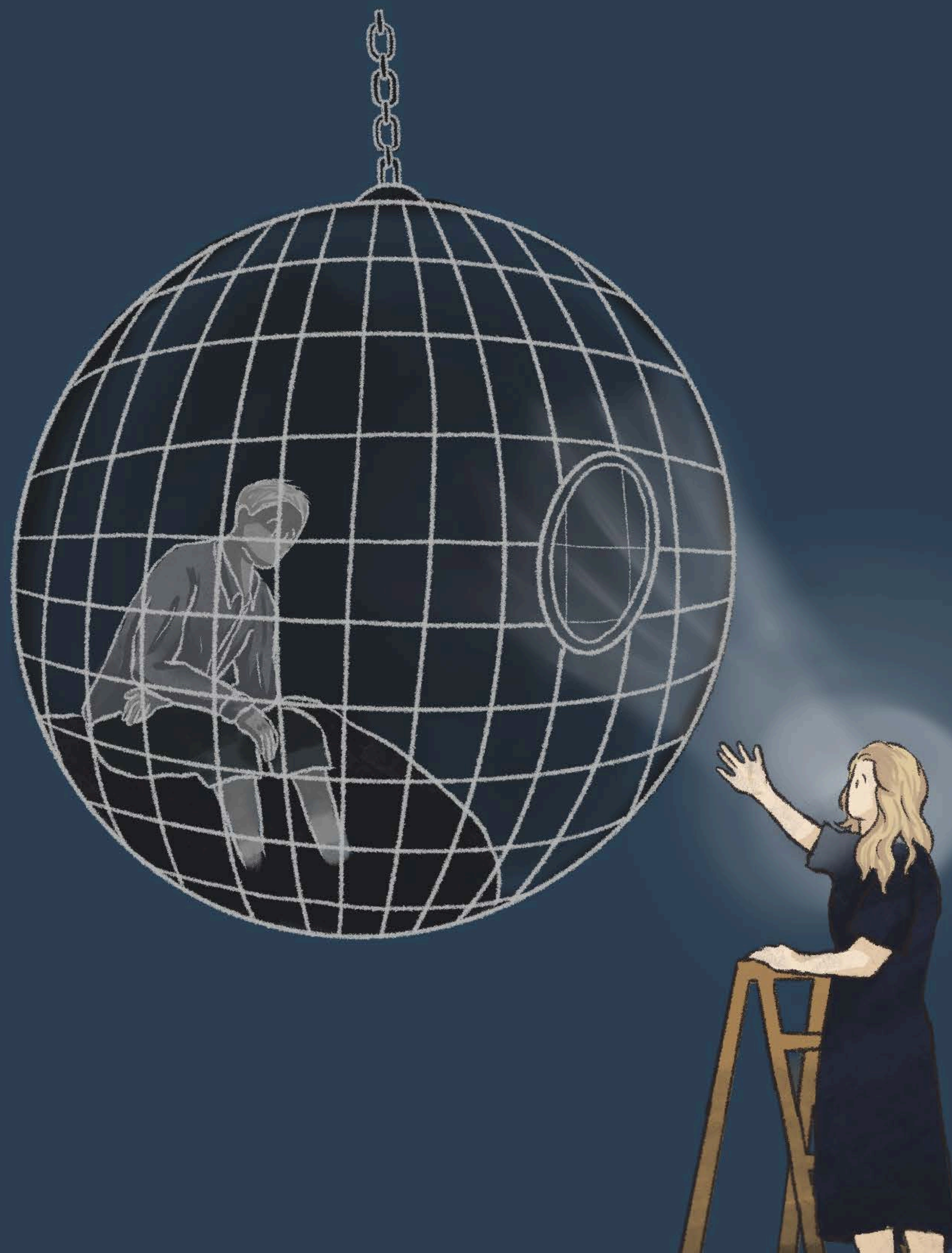


To them, gratitude isn't about comparing struggles, it's about making the most of each day. It's about doing their best with the blessings they've been given, even if that just means helping one person that day.

Choose your difficulty

The journey of life is not always smooth sailing. Kay and Julian recognise that unfavourable situations might arise in one's life, but what truly matters is how we choose to perceive and respond to those situations.

It's about consciously adopting a mindset that sees every challenge as an opportunity for growth and self-improvement, rather than falling into the trap of viewing oneself as a victim of circumstance. This paradigm shift is what allows Kay and Julian to navigate life with resilience, purpose, and a deeper sense of meaning.



KAY BURTON

grew up in rural Aroostook County, Maine, and began her professional journey on Capitol Hill in Washington, D.C., in the office of Senator Susan Collins. While Kay once envisioned a long-term career in politics, her path took a new direction when she relocated to Adelaide, Australia, marking her first experience working in the for-purpose sector.

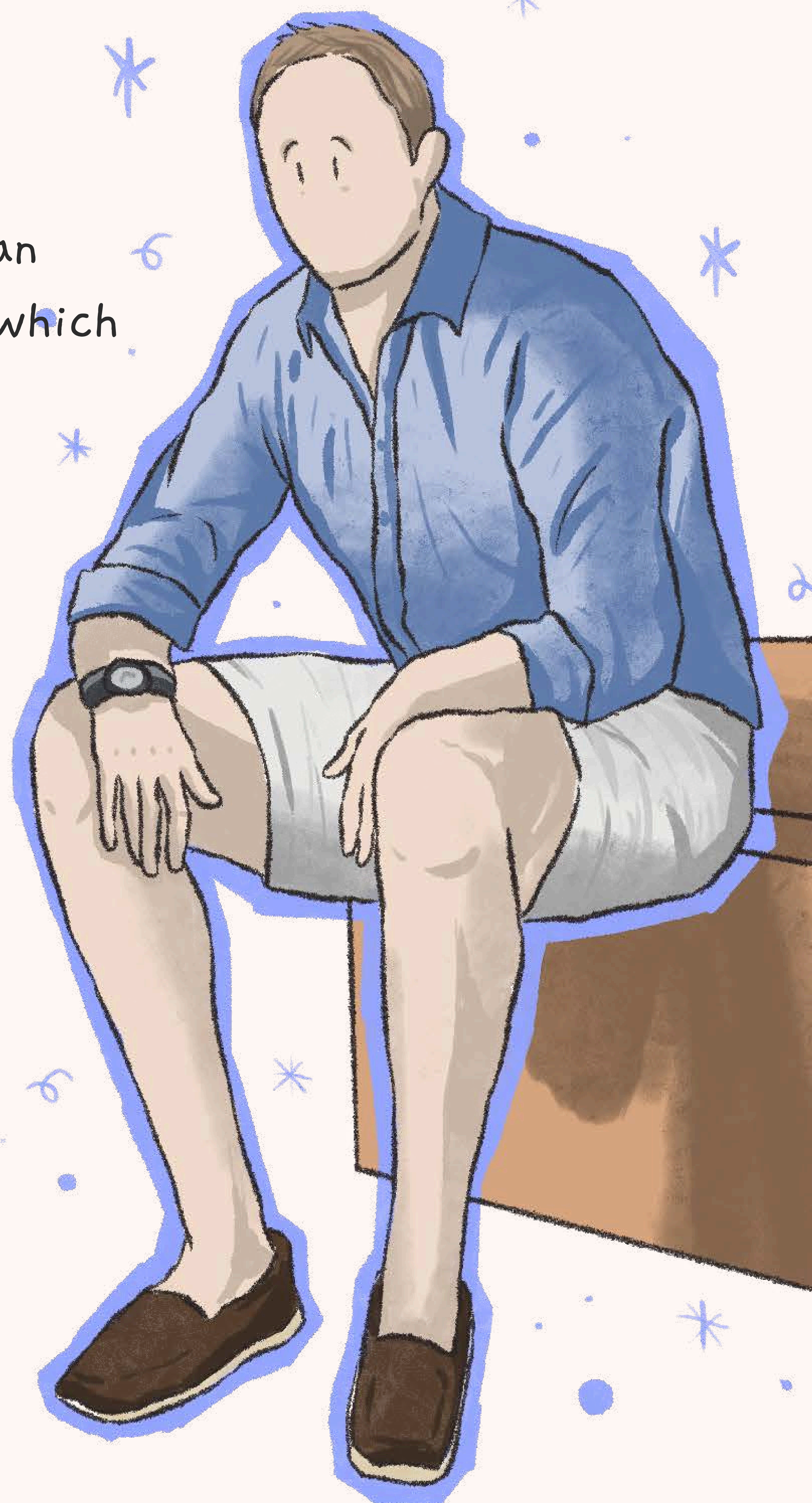
Today, Kay is committed to growing South Australia's philanthropic landscape through the SA Philanthropy Network. Furthermore, Kay recently co-founded "Funded", a pioneering tech platform designed to connect local philanthropists with meaningful charitable opportunities across the state.



JULIAN BURTON

was a Sturt Football Club player and survived life-threatening third-degree burns from the 2002 Bali Bombings. During his long recovery, Julian was inspired to give back to those who supported him and others in need, and thus, in 2003, he established the Julian Burton Burns Trust (closed in 2018), which raised over \$20m and earned him the Order of Australia medal in 2008.

Since then, Julian has remained deeply involved in Australia's philanthropic community, driven by a mission to inspire the next generation, and raise grounded, humble, and well-rounded children.



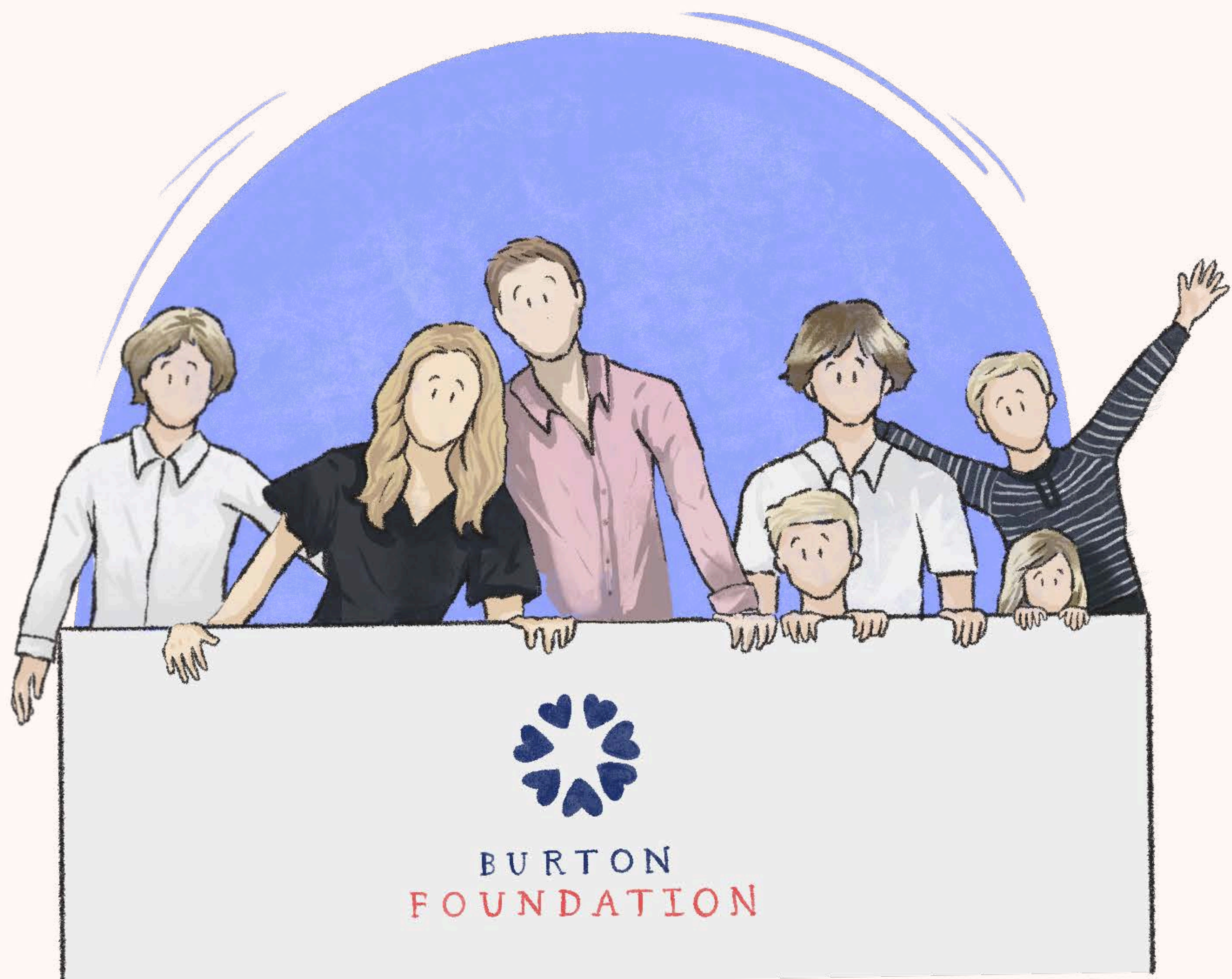
The Burton Foundation

Kay and Julian established the Burton Foundation in 2018.

The foundation was established as a way for Kay and Julian to honour and give back to those who have supported them throughout their journey, by paying it forward to the wider community.

Beyond that, the foundation is a vehicle to inspire their children, nurturing a spirit of generosity and philanthropy, while bringing to life their long-held dream of making the world a better place.

“Fun fact, the seven hearts in our logo represent each member of our family :)” – Kay

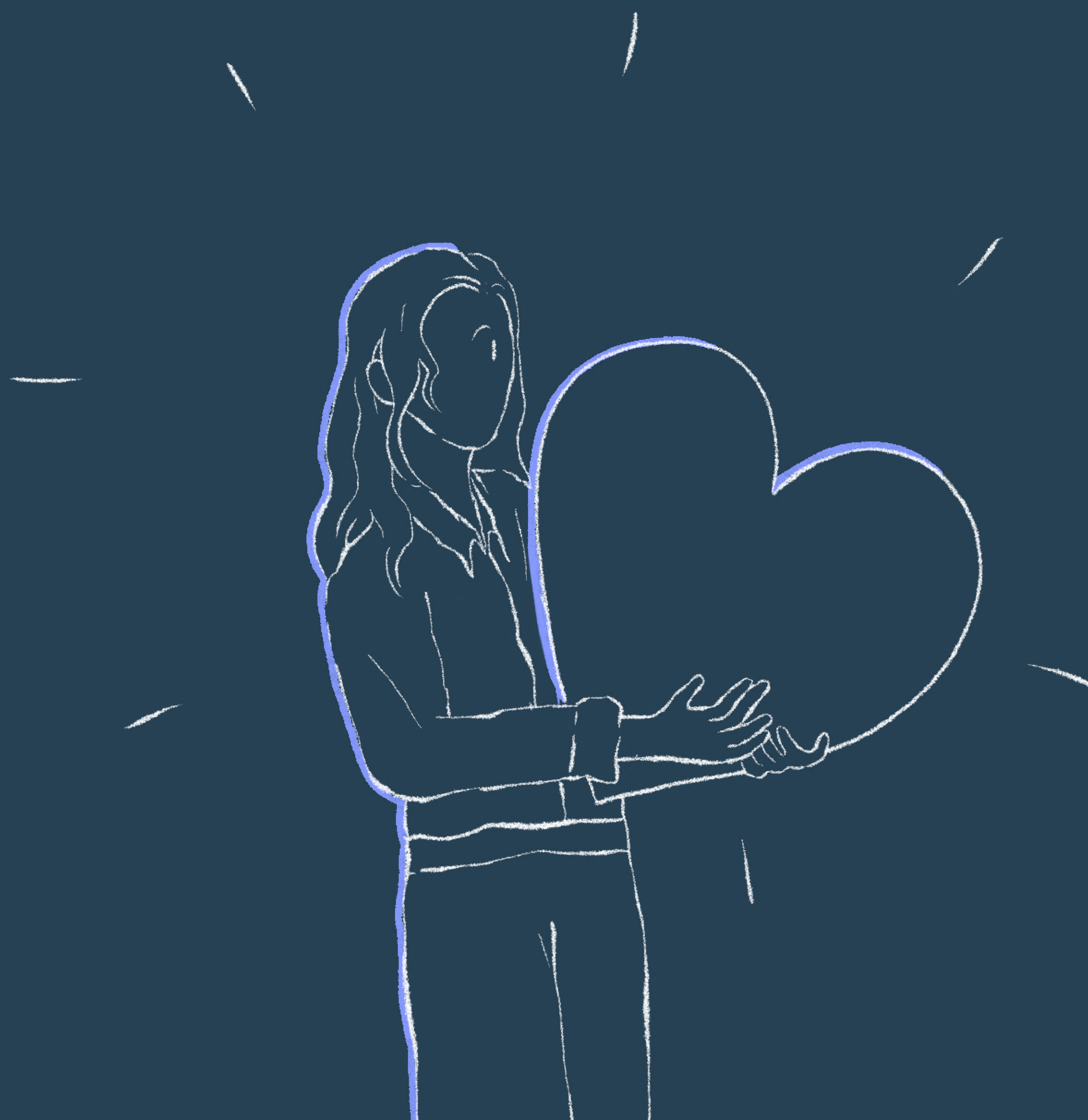


“When you approach life with gratitude, good things tend to follow.”

“Surround yourself with people who’ve already achieved what you’re working toward.”

“Be genuine, and be authentic!”

- Kay and Julian Burton -



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