

# ▶ OUR COMMUNITY matters ◀



**ourcommunity.com.au**  
Where not-for-profits go for help

[Edition 3, 2014 – Issued June 19, 2014]

Our Community Matters is your free community sector update, brought to you by [Our Community](#) – Australia's centre for excellence for the nation's 600,000 not-for-profits and schools, providing advice, tools, resources and training. [Click here](#) to receive your free copy.



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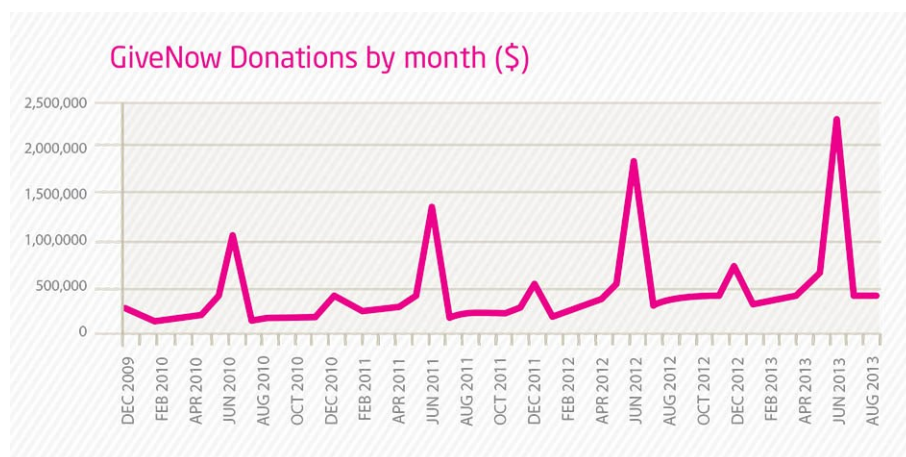
## \$\$\$\$: How to share in the giving spike

It's June, and tax return time is upon us, which means that Australian not-for-profits are trying to save Australia Post's business model by sending out more and better solicitations.

The theory is that giving money reduces a person's taxable income, and thus their tax, and so people who want to reduce their tax will post a large cheque to their cause of choice.

This doesn't really make economic sense. You do reduce your tax, yes, but by less than you reduce your income. The very fact that everybody else is doing it, however, creates a psychological push to join them.

Even people who aren't particularly oriented to tax savings still have a higher than usual awareness of not-for-profit needs at this time of the year, because their mailbox is unusually full of charitable literature. This is a good reason to have **your** organisation's solicitation in their letterbox too. And it's why we get this:



As the graph shows, donations increase by close to 50% around Christmas, and by about 500% in June. Donations in June account for half the year's total. So you've got to be in there, whether or not you can actually offer any tax breaks: the tax breaks are offered only on donations to groups that have Deductible Gift Recipient (DGR) status, and unfortunately those groups account for just 52,000 of the 600,000-strong community sector.

DGR status isn't enough by itself, of course. Nobody in their right mind is going to give money away just because they will get a third of it back (though, to be sure, that's about the return on poker machines). You have to make your case, and you have to make it against stellar competition. The big charities have large agencies tweaking their appeals for maximum penetration into the heart of the giver. You have to elbow them in the teeth and snatch the pot.

Easy for us to say, somewhat harder for you to do. But you do have some advantages. You have a list of people who've given to you in the past, and you have a line-up of board members and branch members and volunteers you can ask for money, and, even better, you have a board and members and volunteers you can ask to ask their friends for money.

People don't give to causes, they give to people – people they know and trust. That's your edge. You're not a large national charity. Your appeal letters are hand-addressed and signed (more work, yes, but a much higher payoff). You're aiming at a warm list, not a cold list. You're that much closer to a personal connection.

All the usual injunctions about direct mail apply. Try to make your envelope stand out from the pile – by its colour, or shape, or slogan. Assume that you have half a minute to make your case, and get the message into the first paragraph. Present positive examples of how effectively you use the money from donations, if you can, rather than present abstract arguments. Tell readers about the real and measurable impact that particular sums of money will have.

And make it easy for them to donate – by mail, credit card or bank transfer, or online through [GiveNow](#).

## e-Ask

If you don't have the time or the budget for a mailout, at the very least you need to get a donation request out on email.

Most of the same rules apply to email as to snail mail appeals:

- Send it to those who know and love you—and make it personal
- Try to stand out from the pack, find something quirky or particularly passionate to say
- Keep it brief
- Show how a donation can really help
- Make it easy to give

## WHAT WE RECKON: The madness of government [By Denis Moriarty]

### Governments and bureaucracies are driving us mad! We need your help to find a saner world

Australian governments have gone off the rails, and civil society doesn't have the resources to pick up the pieces.

Governments at all levels and of all persuasions seem to be all about putting forward policies that will win the day's media coverage, to the almost total exclusion of policies that will produce the outcomes we want.

For a government, a good policy is one that

- ▶ will make it into the tabloid media,
- ▶ differentiates the

government from the opposition,

- ▶ annoys the government's critics,
- ▶ has no performance indicators built in, and
- ▶ can be expressed in five words or less.

For the bureaucracy, a good policy is one that's just words and doesn't require anyone to change anything. A public service that used to have the expertise to vet new ideas is now reduced to the function of handling the paperwork involved in refusing freedom-of-information requests.

Australian not-for-profits hold large stores of valuable knowledge

about how to deal with Australia's social problems, but the sector finds itself excluded and ignored. Its achievements and insights die with the grants that developed them. Reports are filed and forgotten in departmental silos.

Governments today:

1. Don't plan, because that would inhibit them from committing themselves utterly to whatever bright idea occurred to the leader over morning coffee;
2. Don't learn, because you learn from your mistakes, and no government ever admits to making a mistake;
3. Don't look at evidence,

because that would interfere with (1) and (2);

4. Don't have any institutional memory, because that would interfere with (1), (2) and (3).

We have endless consultation, but it's only mood music – nobody in government really listens to it. And advocacy is punished. If you have the answer, you're supposed to keep it to yourself.

That's how we see it.

### What about you?

**You're at the pointy end (and it's sticking uncomfortably into your gut, probably). What do you think? Take a minute to vent your spleen by filling in our survey.**



## GREAT GRANT: Changes to DSS grant funding arrangements revealed

### Grant Guru Tip:

Cost your project carefully, paying proper attention to overheads and contingencies.

Otherwise, you risk seeing the grant money flow the wrong way.

Remember, it's the grantmaker's money in your pocket, not your money in theirs.

The Department of Social Services (DSS) has announced new grants arrangements for service providers from January 1, 2015.

Applications for grant funding under the new arrangements will open on Thursday June 19, 2014 and close on Wednesday July 24, 2014.

The DSS has written to its current service providers explaining the changes; you can read the letter [here](#).

The department will streamline 18 programs into seven to reduce red tape. The seven programs are:

- Family and communities
- Disabilities, mental health and carers
- Housing and homelessness
- Home support
- Residential and flexible care
- Workforce and quality
- Ageing and service improvement

According to the DSS, the new arrangements will improve grant funding by providing broader grant programs; longer term grant arrangements; a move towards a single grant agreement for each provider; a partnership approach to program performance reporting; and simplified financial acquittals and reporting processes.

Funding extensions will be offered to the majority of existing service providers that have agreements due to finish on June 30, 2014, the letter said.

In general, funding would be extended for six months, but some funding for aged care, disability and mental health would be extended for one year.

Some providers of family services may also be offered five-year funding under the new arrangements, the letter said.

Application information, including the application form, will be available through the DSS [website](#) on June 19.

Organisations can subscribe to receive updates about the changes [here](#).

THE  
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# IT'S A WRAP: Communities in Control 2014



The 2014 Communities in Control conference was opened by [Tony Abbott](#), our Prime Minister, who made the point strongly that “you can’t have strong and sustainable communities without a strong economy”. He wasn’t there in person but half a loaf is better than no bread. This meant, however, that he wasn’t on site to answer the questions of a fired-up community sector audience, and he didn’t get to see how strongly the sector feels on the topic of social justice.

And that was the theme of Julia Gillard’s [Joan Kirner Social Justice Oration](#) later in the day. The Murdoch press took the line that she avoided launching an open attack on the Abbott Government (she was, after all, speaking in her capacity as Chair of the Global Partnership for Education, an international NGO), but her speech reminded us that while government decisions matter, community commitment must continue through good governments and bad:

“What Joan taught me, what she teaches us every day, is that we must never stop striving to create the socially just Australia, and socially just world, that the children who will follow us deserve,” she said.

“I have complete faith that the conviction to do so is here in this room, and I hope that through the course of this conference, you will find that conviction burning stronger.

“I wish you all the very best as you take the skills and ideas you have learned at this conference and translate them into your sense of purpose, so that you can build your own socially just communities.

“Joan expects no less from each of us.”

The large audience took up the theme and ran with it across the two-day conference and during the Skills Day beforehand. If you want to see for free much of what the participants cheerfully paid hundreds of dollars for, check out the transcripts, notes and videos [here](#).

What you’ll miss out on is the feeling of being there: groups and rows and tables of not-for-profit sector volunteers, workers and supporters chatting and networking and debating over the big issues and (real!) coffee.

We had good speakers, yes – [here's the proof](#) – but the heart of the conference each year is the audience, and the lasting memories are of being part of a critical mass of people who share your concerns and are looking for solutions.

## PRICE FREEZE!

### Book now for Communities in Control 2015

We’re currently taking bookings for the 2015 Communities in Control conference at 2014 prices.

**Melbourne:**  
**May 26 & 27, 2015**

To be eligible for the price freeze, you need to book and pay by the end of July.

#### DYNAMIC DUO

Save \$20 per person

2-4 People

Price Per Person: \$330



# IDEAS YOU CAN STEAL

## Let your Out of office messages do the talking

When your out-of-office reply lands in somebody's inbox, you've got their attention, and that's a rare and valuable thing. Don't let the opportunity drift away – bait the hook.

Here are a few great examples from one of the community group team at the Commonwealth Bank:

Hi and thanks for your email.

I am currently out of the office attending the Group Corporate Affairs conference. It's unlikely I'll have a chance to reply to emails until Monday, so if you've contacted me about something urgent, please call or SMS me on [number] for a more prompt response.

I know it's been a while since I went to school, but I still remember some of the pearls of wisdom from Mr McKay, my year 10 business studies teacher. He's now retired (I'd hope) but otherwise I'd nominate him for a [Commonwealth Bank Foundation Teaching Award](#). If you know a teacher who deserves recognition for improving their students' money management skills, nominate them today.

And what's an out-of-office without a [video](#)? Don't worry, it's literally 32 seconds long and the story of Karen from Melrose Park Public is a winner (literally).

Cheers, Nathan

Hi there,

Thanks for your email. I am currently on annual leave (which is lovely for me but not so lovely for the email you'd like a reply to) and will return to the office on Tuesday 13 August.

I have absolute confidence in my team, so in the spirit of progress please forward your email as appropriate and I am sure they'll look after you:

- For general volunteering, contact Julia
- For skilled volunteering, contact Louise
- For all other community engagement queries and anything else outside the box, contact Rochelle.

Once you've forwarded your email, be sure to check out the [CommBank Blog](#) for the latest news and stories on our community and sustainability work.

If you'd like to live vicariously through my holiday, where I expect it will be hot and sunny, I'll post the occasional picture on [Instagram](#).

Kind regards

Nathan

I am currently out of the office attending the 2014 [Communities in Control](#) conference. It's billed as "Australia's most inspiring social movement – the biggest and best annual not-for-profit sector gathering", so expectations are high.

You probably know I'm not very good at dancing, but I am good at spending, and CommBank Tap and Go is an excellent new addition to my spending pattern. If you're not sure how it works, check out this [video](#) – and then you'll be ready to duet.

I'll be back in the office on Thursday.

Nathan

Change your out-of-office message as often as you change your email signature, to bring in new projects.

Make it personal, warm, humorous, informative.

Of course, all this assumes you've already polished your ordinary email signature till it sparkles and practised your phone-answering spiel till you're in the running for Most Mesmerising Voiceover at the next Cannes Olympics.

All these marketing tools catch your audience at a moment when they're poised to listen.

Be ready to talk.

## IDEAS YOU CAN STEAL [Cont.]

### Failure Lab

We often hear that organisations are reluctant to share – or report on – their missteps, mistakes and failures.

And it isn't just not-for-profits and charities that feel this way. Funders and grantmakers, too, hesitate to tell of the times when things didn't go exactly to plan.

The US-based [Failure:Lab](#) provides an interesting way for people to discuss failure in an open and honest way.

Failure:Lab was founded in 2012 in West Michigan by four people involved in working with start-ups, the business sector, marketing and design.

Its mission is to “eliminate the fear of failure and encourage intelligent risk taking,” organising events to “showcase personal stories of failure, publish crowd-sourced lessons, and instigate discussion.”

The initiative has attracted a number of highly credentialed speakers and presenters who have shared their experiences.

Of course, the Failure:Lab format is on a scale rather larger than what many organisations could stage.

Even so, we'd like to think there's scope for those in the sector to join together and speak of their missteps and learnings with the aim of improving and without the threat of being judged.

> [Visit Failure:Lab's website](#)



## IN THE NEWS: National review to redefine volunteering

Volunteering Australia has launched a national review of what constitutes volunteering to celebrate the 25<sup>th</sup> anniversary of National Volunteering Week in 2014.

CEO of Volunteering Australia Brett Williamson said the national peak body wanted to update its definition of volunteering to take account of the changed nature of volunteer work in modern Australia.

“Twenty-five years ago, volunteers expected to commit long term and work in traditional organisations. Now volunteering opportunities have exploded with options like

corporate volunteering, micro [volunteering] and episodic volunteering to meet the myriad of needs and opportunities out there,” Mr Williamson said.

In 1996, Volunteering Australia established a definition of volunteering and its principles after consulting a wide range of stakeholders nationally, including volunteers, staff of not-for-profit organisations, policy makers and unions.

“The 1996 definition has not really kept pace with emerging trends of how over 6.1 million Australians are volunteering their time today with over 600,000 not-for-profit

organisations,” Mr Williamson said.

He said the definition of volunteering was a critical reference for the sector, enabling workforce planning and underpinning the integrity of volunteering and volunteers.

“It will also influence how companies manage employee volunteering programs, how organisations manage insurance needs for volunteers, how we measure volunteering and how we implement best practice standards across the sector,” Mr Williamson said.

According to Volunteering Australia's existing

[definition](#), volunteering takes place through not-for-profit organisations or projects for the benefit of the community and the volunteer.

Volunteering must be unpaid, is not compulsory and only refers to designated volunteer positions.

Volunteering Tasmania has been appointed to lead the national review.

Volunteering Australia will consult with all of the state and territory peak bodies, along with volunteers, volunteer-involving organisations, government and the corporate sector. It expects to complete the review in December 2014.

# AROUND THE HOUSES: Our Community news

## Free media listings

Our Community's free media listings have just been updated.

The downloadable Microsoft Excel listings contain the contact details for hundreds of television, radio, online and print news outlets across the country, divided by state.

To download the listings, go to [www.ourcommunity.com.au/mediacontacts](http://www.ourcommunity.com.au/mediacontacts)



## Donations rolling in

We're set for a record-breaking month at GiveNow, with donations up by more than \$200,000 last month compared with the same time last year.

Already for June we are up more than \$100,000 on last year. More updates next edition. If you want to contribute to the tally, go to [www.GiveNow.com.au](http://www.GiveNow.com.au)



## CHECKLIST: Before you join a board

Our [Board Matching Service](#) has been going gangbusters since we launched the [Institute of Community Directors Australia](#) in February. If you're thinking of joining a board, try this simple checklist to see if you have properly thought through your decision.

### Step one: Scanning the horizon

- Have you carefully considered whether you are ready for board service, taking into account the rewards, roles and responsibilities, the time you will have to commit and the difficulties you may encounter?
- Have you considered and articulated why you want to join a board and what you want out of board service?
- Have you thought about how much travelling you can do and how much time you are willing to commit?
- Have you thought about, looked for and listed the community groups you or your network of family and friends are already involved with?
- Have you thought about, looked for and listed community groups that work in areas of interest you would like to become more involved in or learn more about?
- Have you searched Our Community's [Directory of community organisations](#) to get ideas about the groups working in your locality or area of interest?
- Have you searched the [Board Matching Service](#) to see what groups in your locality or area of interest are looking for board members, and what sort of board members they require?

### Step two: Finding the right group

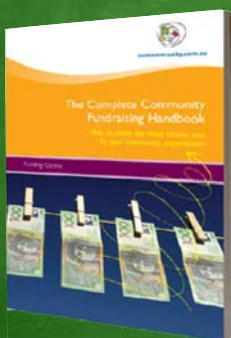
- Have you considered whether prospective groups are in a stage of their lifecycle that's right for you?
- Have you considered whether prospective groups are the right size for you at this time?
- Have you considered whether prospective groups' boards are the right size for you at this time?
- Have you considered what skills/expertise/talents/qualifications/passions/contacts prospective boards are looking for and whether you have the ingredients that match?
- Have you considered where the groups and their projects/programs are located, and how much traveling will be required to fulfil a board role?
- Have you considered whether or not you will be able to work with existing board members and within the prospective boards' existing culture?
- Have you considered how much time is required to fulfil board responsibilities properly, and whether this matches how much you are able/willing to offer?
- Have you sought information about the board's current status and direction and are you comfortable with its present and plans for the future?



# END OF FINANCIAL YEAR BOOK SALE - 20% OFF!

Ends 30 June 2014

[www.ourcommunity.com.au/eofysale](http://www.ourcommunity.com.au/eofysale)



**The Complete  
Community  
Fundraising  
Handbook**

\$30 inc postage  
SAVE \$6



**Winning  
Grants  
Funding  
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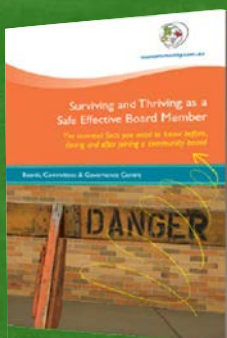
**How to Manage  
your Grant after  
Winning it!**

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**Get on a Board  
(Even better - Become the Chair)**

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**Surviving and  
Thriving as a  
Safe Effective  
Board Member**

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**Transforming  
Community  
Boards &  
Resources**

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SAVE \$6



## FREEBIES: art, time & free first aid

### Better than clip-art

The Metropolitan Museum of Art, a New York trove of wonders, has released [more than 400,000 high-res images](#) from the museum's collections for free digital download and use in any non-commercial medium – Facebook, Tumblr and personal blogs included.

Take this as your cue to add value to your organisation's website.

### ONE TO WATCH: When time isn't money

Looking ahead a bit, there's [Timerepublik](#), a worldwide skills sharing site where you barter your specialist time for other people's – a couple of hours of your photography skills for somebody repaid with a couple of hours of somebody else fixing your computer, with no money changing hands.

"Worldwide" here means "not really in Australia yet" (there appear to be only two sign-ups in Brisbane, for example), but the site's worth keeping an eye on if you have specialist but infrequent needs.

Bear in mind, though, that there are reasons why money has generally replaced barter, and even new electronic facilitators haven't removed all of them.

### Free first-aid

St John Ambulance (Queensland) has launched a free first-aid e-learning program aimed at children aged from prep to year six.

The fun and interactive online learning tool provides basic first-aid knowledge for children.

The e-learning program can be used on computers, smartphones and tablets, and is a great way for kids to learn how to deal with emergencies.

Visit [schools.stjohnqld.com.au](http://schools.stjohnqld.com.au) and get first-aid-ready today.



An original van Gogh will set you back \$100 million or so. Or you can download it for free. Your choice.



 **First Aid**  
Schools Program

### FREE MONEY! (kind of...)

Our Community's teaming up with [Pozible](#), a crowdfunding site that does some nifty fundraising for not-for-profits (\$1.5 million to date).

As you doubtless know, the point of crowdfunding is to pull in venture capital to get your innovation underway.

If you're a not-for-profit then the groundbreaking relationship between Our Community and Pozible opens up some extra bonuses.

Look [online](#) for more info or attend the Pozible Not-for-profit [Roadshow](#) in Brisbane (June 25) Melbourne (July 1) or Sydney (July 2).

Pozible is offering a discounted 4% service fee (normally 6%) to all GiveNow members who begin drafting their Pozible campaign before July 31.

[Click here](#) and select 'Matt' from the drop-down menu.

## NEED TO KNOW: Not-for-profit news as we saw it

### MERGERS

**"If the trajectory of agglomeration and amalgamation of organisations is allowed to run its course over the next two decades, I fear we will see a welfare arms race in which the lion's share of government funding will go to super-sized welfare businesses, some of which will be 'for-profit' in nature, and the smaller, community-based and faith-based organisations will be marginalised or left completely undone."**

-Tony Nicholson

The Executive Director of the Brotherhood of St Laurence condemns the Victorian Government's approach to welfare sector reform. > [Full story](#)

### REFORM

**"After years pursuing reform, years of helping to shape it and yet more years adjusting to the creation of a new regulatory environment, most charitable organisations are quite frankly 'over it' when it comes to the change and uncertainty of the reform roller coaster."**

- David Knowles

In a new report titled *Non-Profit Leadership: Emerging Themes*, the head of JB Were's Philanthropic Services team goes on to argue that the best form of regulation is effective self-regulation. > [Full story](#)

### BUDGET

**"When we factor in people having no income for half the year and the idea of a safety net is to put more money into emergency relief ... it's just so extraordinarily removed from reality it defies comprehension."**

-Emma King

The CEO of the Victorian Council of Social Service, Emma King, responds to information provided to Senate hearings by the federal Department of Social Services, which admitted the Abbott Government expects 550,000 applications for emergency assistance as a result of its changes to welfare. > [Full story](#)

### RED TAPE

**"The Charity Passport is the key to the ACNC's 'report once, use often' framework, cutting down the amount of time charities spend on duplicative reporting to government."**

- Susan Pascoe

The Australian Charities and Not-for-Profits Commissioner launches the Charity Passport, an electronic information-sharing system aimed at charities and not-for-profits who need to share information across multiple government agencies. > [Full story](#)

### GOVERNANCE

**"This project has been created to address an identified need for greater governance of ethnic and multicultural organisations; a need that ECCV recognises will continue to challenge the sector"**

- Eddie Micallef

The chair of the Ethnic Communities' Council of Victoria (ECCV) says the council's new Futures Project will provide the state's multicultural organisations with "strategic and practical support" to improve their governance. > [Full story](#)

>>>>>Continues

## NEED TO KNOW: Not-for-profit news as we saw it (cont.)

### FUNDRAISING

**"These organisations, these so-called charities, are coming here and basically stealing money from our people by getting them to sign up without actually explaining to the locals what they're all about."**

- Elverina Johnson

The Yarrabah community leader says residents of the Far North Queensland Aboriginal community were misled into making charity donations they couldn't afford. The Queensland Office of Fair Trading is investigating. > [Full story](#)

### GRANTS

**"Such a significant cut in federal funding leaves councils with two choices: cut services or increase rates."**

- Geoff Lake

The president of the Municipal Association of Victoria says rural communities will suffer a "massive impact" when the Federal Government freezes indexation of its Financial Assistance Grants program. > [Full story](#)

### EDUCATION

**"It is what happens with girls in schools that can transform their lives."**

- Dame Julia Cleverdon

The impact of investment in schools and education on improving the lives of women and girls cannot be overestimated, according to the visiting UK philanthropist and campaigner. > [Full Story](#)

### OVERSEAS

**"It is encouraging to see the government is carrying through its plan to fix some loopholes in charity regulation."**

-Elizabeth Chamberlain, National Council for Voluntary Organisations (UK)

While the future of our own charities commission remains up in the air, the UK's Charities Commission looks likely to be strengthened. In a move announced in the Queen's Speech, a draft Protection of Charities Bill will be introduced to the UK Parliament for debate. > [Full Story](#)

Have you had  
the chat that  
saves lives?

I have!  
Now my family  
knows I'd like to  
be an organ  
and tissue donor.

Have the chat that saves lives.  
Discover, Decide, Discuss  
organ and tissue donation today.

[donatelife.gov.au](http://donatelife.gov.au)



## HAVE YOUR SAY:

### Fill out a survey, join a focus group, get involved!

#### ACNC REPLACEMENT

**“This project is a tremendous opportunity for civil society organisations and stakeholders to have their say in the design of the Centre for Excellence.”**

- Dr Andrew Young

The CEO of the Centre for Social Impact (CSI) calls for anyone interested in a civil society to participate in its survey aimed at gathering input into the design of the new Civil Society National Centre for Excellence. The Federal Government is pushing ahead with moves to abolish the Australian Charities and Not-for-Profits Commission (ACNC) and replace it with the new centre. >

[Take the survey](#)

#### SERVICES CONNECT (VICTORIA)

Within weeks the Victorian Government is expected to begin accepting submissions from groups of service providers interested in establishing Services Connect partnerships, the government’s new model for integrated human services.

> [Register your interest](#)

#### TAX

**“We will use the register to help identify the right people to consult with on any given matter.”**

-ATO

The Australian Taxation Office invites not-for-profits to register their interest in future ATO consultations to help it improve how it administers tax concessions to the sector.

> [Register your interest](#)

#### DISABILITY AWARDS

**“The awards allow us to recognise people across a wide range of sectors who are working to provide opportunities for economic and social participation for people with disability.”**

-Senator Mitch Fifield

The Assistant Minister for Social Services calls for nominations for the 2014 National Disability Awards. Nominations close on July 8.

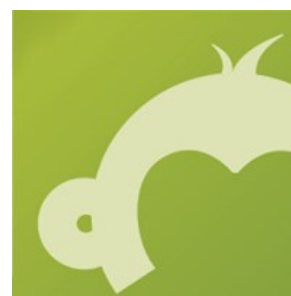
> [Nominate somebody you know](#)

#### LEGAL MATTERS (VICTORIA)

Not-for-profit Law is a specialist legal service that provides provide free and low-cost legal assistance to not-for-profits in Victoria and New South Wales. The organisation is surveying community organisations about their experiences with Victorian laws and government regulators.

> [Take the survey](#)

## Converting opinions into donations



A new service from Survey Monkey sees 50 cents donated to charity for every survey completed.

The company’s [Survey Monkey Audience](#) service gives pollsters the ability to survey willing members of the public; part of the fee the pollsters pay is then donated to charity.

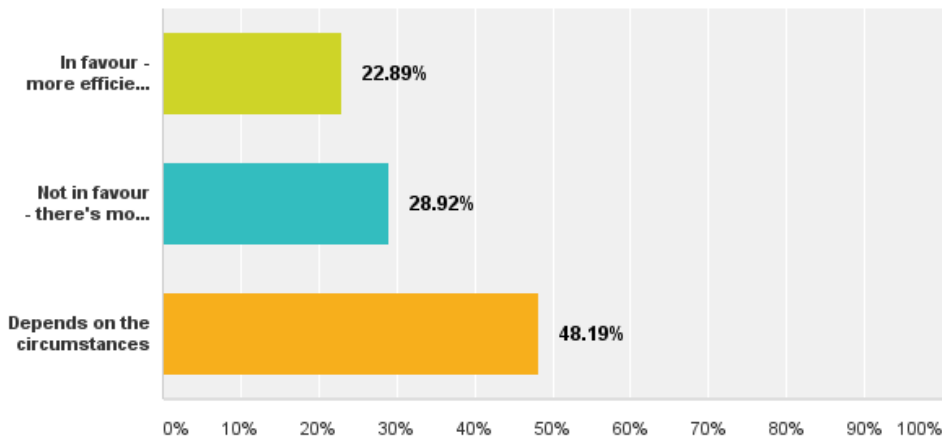
Survey Monkey has already supported Mission Australia, Quest for Life and the Royal Flying Doctor Service and is looking for more Australian charity partners.

> [Apply to join the Charity Partner Program](#)

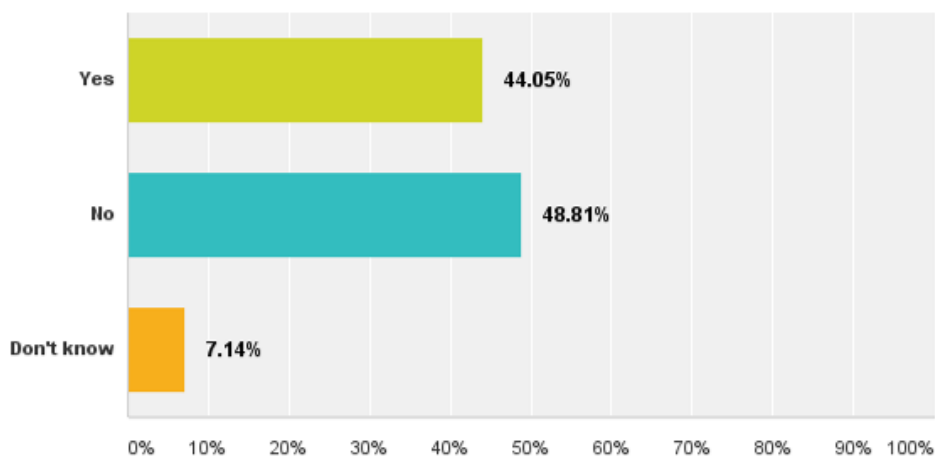
# PULSE POLL: Taking the pulse of the NFP sector

## Last month's poll:

### What's your attitude towards not-for-profit mergers?



### Has your organisation experienced any pressure to merge in the past 12 months?



## Latest poll:

### The madness of government

What do you think about governments these days?

**WE THINK THEY'RE MAD!**

But that might just be us ...

**Take the Poll**

## Seven Australian films that could change the world

The makers of seven Australian documentary films will pitch their agendas for social impact and change to potential philanthropic partners at Good Pitch<sup>2</sup> in Sydney this October.

Good Pitch aims to activate coalitions of support around the subjects of the seven films, and organisers will work with the filmmakers to develop outreach and education strategies after the event.

The seven teams of filmmakers will have seven minutes each to pitch their documentary and outreach strategy to a panel and audience made up of foundations, not-for-profits, campaigners, philanthropists, policy-makers, brands, educators, broadcasters and media.

Good Pitch<sup>2</sup> will take place at the Sydney Opera House on October 8. Potential collaborators can express their interest in attending the event through the Good Pitch<sup>2</sup> [website](#).

## TOP TIPS: How to brief a lawyer

Not-for-profits often approach the prospect of getting legal advice with trepidation, fearing uncertain costs, slow delivery and dubious usefulness. Not surprisingly, legal advice is often considered only as a last resort.

Like making any investment decision, choosing a lawyer is not a case of "one size fits all". It requires careful consideration to ensure that what the lawyer can provide matches what your organisation needs.



Careful preparation can also help you to keep your costs down and make the most efficient use of your time (and the lawyer's).

### Things to consider before briefing a lawyer

- What is the main reason your organisation needs specialist legal advice? Is it to support the board, to support management, or for some other reason?
- Will your organisation need an ongoing relationship with a lawyer or does it just need short-term help to put out fires?
- What outcome do you expect from engaging a lawyer?
- Will engaging a legal specialist minimise risk for your organisation?

### Things to consider when choosing a lawyer

- Does the lawyer have experience in the not-for-profit sector?
- Is the lawyer familiar with your organisation?
- Does the lawyer have experience in dealing with your type of legal matter? Alternatively, can they refer you to someone more suitable?
- Are the values of the lawyer and the law firm consistent with those of your organisation?
- Is the lawyer recommended within the industry?

### How to get the most out of your first consultation

Hit the ground running! Help the lawyer give you accurate, efficient and relevant advice at your first consultation by doing some preparation:

- Gather and collate all relevant documents and facts
- Write down a brief timeline of events
- List the issues you are concerned about
- Think about your goals – this will help the lawyer to understand the direction you wish to take
- Consider sending the above information to the lawyer before your consultation

### Questions to ask the lawyer at your first consultation

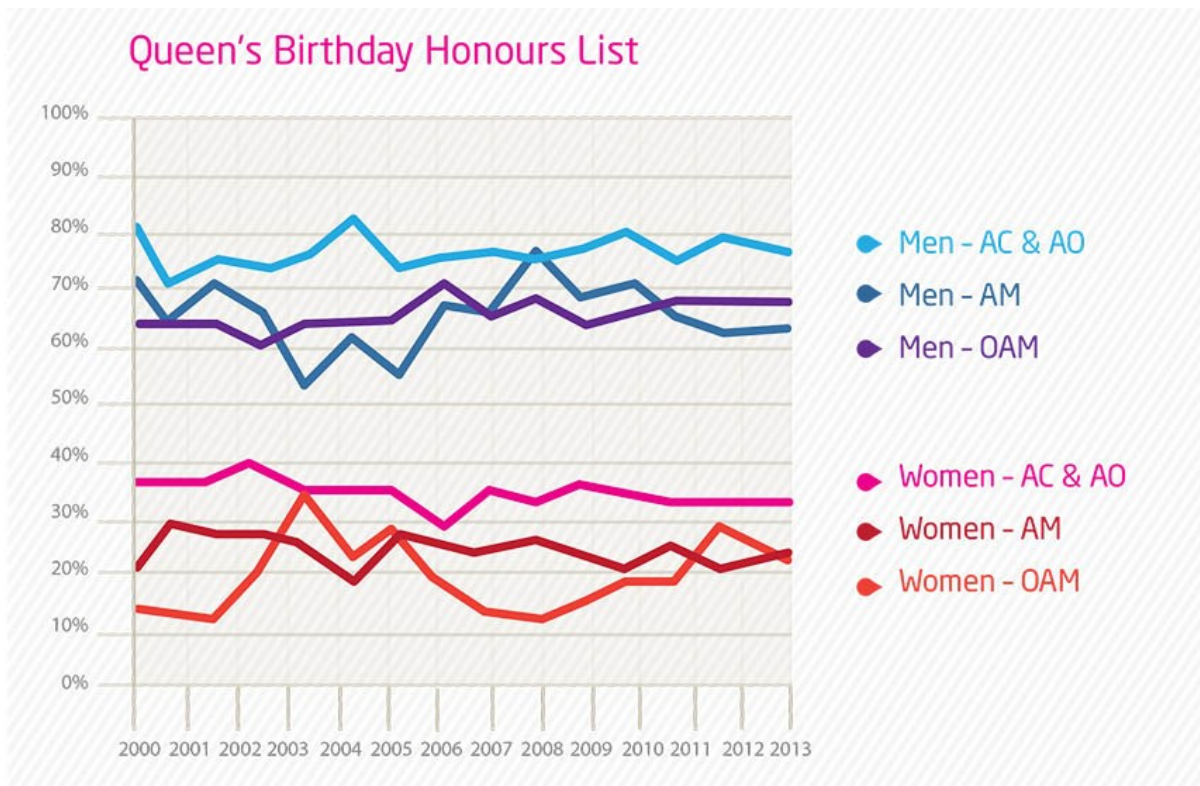
It's likely you'll receive a lot of information at your first consultation, so it's also a good idea to take notes, take someone else with you, or both. These are good questions to ask up front:

- What steps are involved in solving the problem/realising the opportunity/achieving the outcomes the organisation expects?
- How much time is each step likely to take?
- Do you think the organisation's goals are achievable?
- Can you provide a range of options (legal and non-legal) to solve the problem/realise the opportunity/achieve the outcomes the organisation expects?
- What are the expected costs and risks?
- How do you charge for services?
- Is the cost an estimate or is it a fixed price?

Finally, draw up a list of what you and your lawyer need to do after the consultation. This will help you to stay focused and make the most out of your relationship with the lawyer.

## AUSTRALIAN HONOURS: Nominate now!

Once again the Queen's Birthday Honours List has been released, and once again it honours more men than women. There are Companions of the Order of Australia (AC), Officers (AO), Members (AM) and those awarded the Medal (OAM) – most of them thoroughly blokey. And let's not mention the 'knights' and 'dames' – it's too depressing.



In part, this discrimination is structural – there are more male professors emeritus, and priests, and rich businesspeople, than there are female. And in part, the problem is that not enough women are nominated.

The problem could be solved if we stopped giving awards to men until women had caught up. This would take about 21 years on average, and much longer for the higher awards:

<b>AC</b>	53 years
<b>AO</b>	39 years
<b>AM</b>	37 years
<b>OAM</b>	15 years
<b>TOTAL</b>	21 years

The powers that be haven't been convinced of this solution, though, so we may have to look at other options.

The thing is, the selection committee really, really wants people to nominate women. If you nominate a woman, you have the wind at your back. If the woman in question is doing great things for your group, you have a good chance of getting her up.

Nominating a potential honouree is not only good for the person involved but good for your group. It's a way to recognise your major donors or major long-term supporters or active volunteers. We have a relatively open nomination system, which is more than can be said for some countries.

Who are the people your organisation owes most to? Board members, donors, founders, partners, treasurers – the people without whom your good cause would have dribbled away into the sand years ago. You know who they are (not all of them are women, of course, though a lot will be). Nominate them for an award.

Download the forms [here](#) and get to it. If you need some help, download our [handy guide](#).

Note too that Fair Agenda is petitioning the PM on the issue of women's representation in the Order of Australia awards. If you want to see the awards reflect the country's diversity – including its women – write to Tony Abbott via [http://www.fairagenda.org/ladies\\_in\\_waiting](http://www.fairagenda.org/ladies_in_waiting)

## 'Queen of the Men's Sheds' champions governance

### [IN PROFILE: Barbara Look]

They call Barbara Look the Queen of the Men's Sheds. The only woman on the organisation's board of nine directors, she is championing diversity in this traditionally male dominated environment.

But where some would see barriers, Barbara sees only opportunity.

"I've tended not to see the gender issues... I follow what I'm passionate about and if I can bring something to that board then I go into it with my eyes open as to what's expected of me and what I can bring to that board," she says.



However, simply by holding a leadership position in the not-for-profit sector, Barbara is in the minority. A [Women's Leadership Institute Australia](#) analysis of the top 50 community sector fundraising organisations in 2010 found that only 31% of all board members were women, while women held just 26% of CEO positions and 24% of chair positions.

This is despite the fact that women make up more than 80% of employees in the community sector and 51% of the Australian population.

It's just one of the challenges affecting standards of governance in the not-for-profit sector.

"Certainly at the community level of not-for-profits, there's a perception that if you're alive and breathing and walking through the door then you're a good board member," Barbara says. "I'd like to tell boards that they can actually seek expertise and professionalism... you can actually target your recruitment."

The key to such an increase in expertise and professionalism among Australia's army of 1.1 million not-for-profit board and committee members is a greater appreciation of good governance. A recent Australian Charities and Not-for-profits Commission review of its 15 most significant current compliance cases found that every case involved governance issues.

"I think too many people see governance as something to be got through. They don't see it as a resource, they see it as a weapon," Barbara says. "I see it as a resource to help you operate, not to hang you."

The not-for-profit sector now has access to a wealth of such resources, following the launch of the [Institute of Community Directors Australia](#) in February. The Institute is the best practice governance network for Australian not-for-profit board and committee members and the senior staff who work alongside them, providing information, tools and training. Backed by [Our Community](#), the Institute offers a diploma-level governance qualification, the [Diploma of Business \(Governance\)](#).

More than 90 people have so far enrolled in the tailored qualification. Ms Look was one of the first.

"The learning is extremely useful and relevant for me because I work very closely with a full range of community groups, helping local communities and volunteers take some mystery out of governance and what it means to be on a board or a committee," she says.

Ms Look says she has come full circle from her first role on the board of a community house – "predominantly a women's domain" – to her current role at the men's health and wellbeing organisation. She encourages women to explore the possibilities of board service.

"Yes, I take a lot of jokes about being on the Men's Shed board, I'm called the Queen of the Men's Sheds, but I think it's just about letting women know that if there's an area they're passionate about and they want to make a difference, then being on the committee or the board of management is one way to do that.

"It's more than just a tiresome meeting in the evening. With the governance training behind you, you can actually get on there and make a difference... It can be exciting and very rewarding."

► [More about the Diploma of Business \(Governance\)](#)

► For the [full version](#) of this article, visit the Commonwealth Bank [Women in Focus](#) website



# UPSKILL: Upcoming Training & Events

Be better trained than the Brazilian national soccer team with the extensive range of Our Community courses and seminars. [Book now](#) for June–October. (And we promise that’s the last time you’ll see a sports metaphor from us.)

## Crowdfunding for Charities and Not For Profits Roadshow

Learn how to raise funds – and accept donations – via crowdsourcing.

Brisbane June 25  
Melbourne July 1  
Sydney July 2

## Diploma of Business (Governance)

The only diploma of its type in Australia, specially designed to raise governance standards, is now taking enrolments. Read more about the diploma on page 16.

Adelaide 23 June  
Melbourne 23 June  
Sydney 30 June  
Perth 21 July  
Sydney 4 August  
Melbourne 4 August  
Brisbane 25 August  
Adelaide 1 September  
Hobart 15 September  
Sydney 13 October  
Melbourne 13 October  
Brisbane 13 October  
Perth 20 October

## Introduction to Writing Winning Grant Applications

You’ll never need to read another rejection letter again. Equip yourself with the skills necessary to write a winning grant application every time.

Brisbane June 26  
Melbourne July 17  
Perth July 24  
Sydney August 1  
Brisbane September 4  
Melbourne September 18  
Sydney September 26

## Secrets of Successful Boards: Seminar

If we told you here and now, it wouldn’t be a secret.

Brisbane June 27  
Sydney July 14  
Melbourne July 18  
Perth July 25  
Brisbane September 5  
Sydney September 12  
Melbourne September 19  
Perth October 3

# UPSKILL: Upcoming Training & Events [cont.]

## Strategies for Sustainable Funding: Seminar

Funding is one thing. Sustainable funding is another. Learn how to make it happen.

Brisbane	June 26
Melbourne	July 17
Perth	July 24
Sydney	August 1
Brisbane	September 4
Melbourne	September 18
Sydney	September 26

## Communities in Control conference 2015

You read the wrap of the 2014 conference on page four – now sign up to be part of the most inspiring community sector event of 2015.

Melbourne May 25-26

## But wait, there's more!

### Conferences, workshops, training and opportunities

#### **COLLECTIVE IMPACT 2014 (MELBOURNE)**

The Centre for Social Impact has joined forces with Social Leadership Australia to present Collective Impact 2014: Convene, Immerse, Learn, in Melbourne on July 22-23. Keynote speaker Liz Weaver will discuss her work as vice-president of the Canadian charity Tamarack, and in leading the Vibrant Communities Canada initiative, which aims to reduce poverty for one million people. > [Register for the conference](#)

#### **EQUAL OPPORTUNITY WORKSHOPS (MELBOURNE)**

Need to understand your responsibilities under Victoria's equal opportunity laws? "Equal Opportunity Act 2010: An Overview" is one of several free workshops offered by the Victorian Equal Opportunity & Human Rights Commission in the second half of 2014. The commission also offers concession rates to some community organisations attending its fee-payable workshops on various aspects of legislation and compliance. > [Book a workshop](#)

#### **FULBRIGHT SCHOLARSHIPS**

Applications for 2015 Fulbright Scholarships are now open to Australian citizens and will be accepted until August 1. Among the funding opportunities on offer are the Fulbright Professional Scholarships, aimed at aspiring mid-career professionals in the private, public and not-for-profit sectors wishing to undertake training or research programs in the US. > [Apply for a scholarship](#)

#### **MYER FOUNDATION INNOVATION FELLOWSHIPS**

Myer Innovation Fellowships support Australia's brightest self-directed leaders to come up with actionable ideas that compel the community to respond. Each fellow will take nine months away from their current role to pursue a nascent idea that has the capacity to radically shift our approaches to the challenges facing society and the environment. Expressions of interest close on August 31. > [Apply for a fellowship](#)

## Share your road safety story

Do you, your clients or your staff travel by road? Does your not-for-profit have its own vehicle fleet?

Using roads can be risky business: over the next five years, 170,000 Australians will die or be seriously injured on the road. Work-related road crashes are a major cause of workplace deaths and injuries.

The National Road Safety Partnership Program (NRSPP) has been established to enable Australian organisations and businesses – including not-for-profits – to share and learn from good-practice case studies and strategies related to road safety.

NRSPP wants to help organisations of all sizes to build road safety initiatives specific to their own workplace and beyond.

The program is being led by a coalition of leading corporates, not-for-profits, insurers and government agencies and managed by ARRB Group (formerly the Australian Road Research Board). Ultimately, the program aims to save lives. And good road safety practices are simply good for business.

The [NRSPP website](#) offers the free downloadable booklet [A Guide to Applying Road Safety Within a Workplace](#), a range of case studies featuring good road safety practice, a knowledge centre, and the opportunity to ask for help or discuss road safety through forums, webinars and working groups.

The NRSPP is keen to engage not-for-profits, and it's seeking your input:

- What are road incidents costing you?
- What road safety knowledge do you need to reduce the risk of incidents?
- What sort of case studies are you interested in?
- Have you got a road safety story you are happy to tell?
- How have you increased road safety in your workplace or in your community?

The NRSPP will use this feedback, along with input from working groups, to provide new information on its website.

Have your say at the [online forum](#), or [register your interest online](#). Alternatively, you can call the NRSPP on (03) 9881 1661.



### GOOD MOVES: Not-for-profit jobs

► [Palliative Care Cultural Responsiveness Project Officer](#)  
Ethnic Communities Council of Victoria

► [Fundraising Public Relations Coordinator](#)  
Down Syndrome Association of Victoria

► [Good Friday Appeal Director](#)  
Royal Children's Hospital Foundation

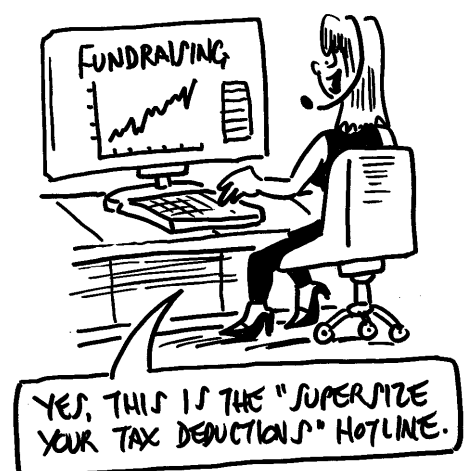
► [4/5 Year Old Program Educator](#)  
Palm Grove Preschool

► [Community Programs Manager](#)  
Asha Global Development Organisation

> [View all jobs](#)

### Fundraiser Funnies

(With thanks to Mark Cornwall)



## OUR PICKS: Stories that have caught our eye this month

### Maryborough takes control

Maryborough is a small Victorian town with a big heart – and a big appetite for tackling social problems with commendably innovative approaches.

A couple of years ago we brought you the story of the Maryborough Neighbourhood Renewal Team, which tackled generational unemployment with a program called “Getting Ahead in a Just-Gettin’-By World”. Their efforts were rewarded with increased employment and Our Community’s [2012 Joan Kirner Social Justice Award](#).

Now Maryborough is turning its talent for transformation to domestic violence. The plan is being led by the Rotary Club, which has sponsored the manager of the local childcare centre and one of the town’s police to undertake study in the field.

*The Age* reports that childcare centre manager Liz Albanese will travel to the UK to learn how to broach the subject of domestic violence with the families of affected children. Leading Senior Constable David Scott, meanwhile, will work towards a graduate certificate of social science in male family violence at Swinburne University TAFE. The two will then apply their new skills in the local community.

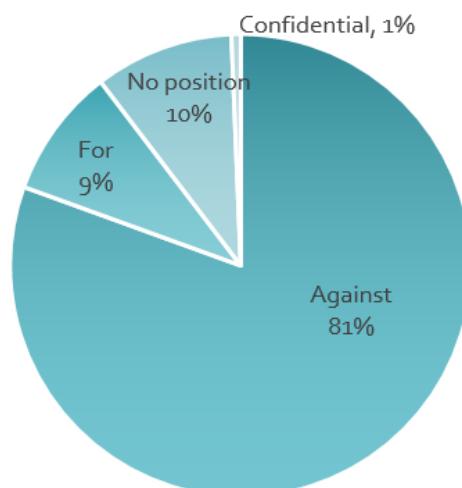
Rotary Club president Garry Higgins told *The Age* that the town resisted being called resilient. “We want to win,” he said. “We want to be a model for other towns that are facing the same problems. And there are plenty.”

Read the full story in *The Age* [here](#).

### Charities want to keep their regulator

In the last edition of *Our Community Matters* we shared an extract from [our submission](#) to the Senate Economics Legislation Committee on the ACNC Repeal Bill. In a nutshell, our view is that the ACNC should not be abolished.

A close study of all the submissions by Sydney-based social impact analyst Emma Tomkinson has revealed, unsurprisingly, that Our Community is in good company in holding this view.



Source:  
<http://emmatomkinson.com>

“The ACNC is the best way to reduce red tape” was the most strongly argued case against the Bill, with 72 submissions highlighting this point. Other recurring themes in the cases against included:

- Don’t want to return to regulation by the ATO/ASIC
- The ACNC promotes transparency and/or accountability
- The ACNC is a result of years of consultation
- The ACNC public register of charities is valuable
- The ACNC has made an impressive start
- The ACNC grows public trust and confidence in charities

To see the full text of Emma Tomkinson’s analysis, visit her website: <http://emmatomkinson.com>.

# COMMUNITY CALENDAR:

## What's on in the NFP sector

GiveNow's online [What's On Calendar](#) features nationally significant events that centre on major community, advocacy and awareness issues in Australia. Events taking place in the next month include:

### Ramadan begins: June 28

Ramadan is the ninth month of the Islamic lunar calendar.

Every day during this month, Muslims around the world spend the daylight hours fasting.



#### Drug Action Week: June 17-23

Drug Action Week aims to highlight the issues that accompany drug and alcohol use. It also recognises the achievements of the workers who work hardest to reduce drug-related harm.



#### Red Nose Day: June 27

Red Nose Day is a national fundraising day for SIDS (Sudden Infant Death Syndrome). Red Nose Day provides funding for a 24-hour bereavement support service, community education to reduce incidents of SIDS and fatal sleeping accidents, and research into areas such as SIDS and stillbirth.



#### Dry July: July 1-31

Dry July is a not-for-profit organisation determined to improve the lives of adults living with cancer through an online social community giving up booze for the month of July. Dry July is also a chance to raise awareness of individual drinking habits and the value of a balanced healthy lifestyle.



#### International Day of Cooperatives: July 6

The International Day of Cooperatives is a day used by the United Nations to celebrate the role of cooperatives in economic social and cultural development, and in the achievement of social policy objectives.



#### NAIDOC Week: July 7-13

NAIDOC stands for National Aborigines and Islanders Day Observance Committee. NAIDOC Week is a time to celebrate Aboriginal and Torres Strait Islander cultures and an opportunity to recognise the contributions that Indigenous Australians make to our country and our society.



#### National Pyjama Day: July 18

People spanning schools, businesses and other groups will be encouraged to stay in their PJs on Friday July 18 to show support for The Pyjama Foundation's work with Australian children in foster care.



#### Stress Down Day: July 25

Stress Down Day supports Lifeline's 24-hour telephone counselling line (13 11 14).

# BOARD MATCHING SERVICE: NFP board vacancies

## NSW—click here

General Board Member	NSW Wildlife Information Rescue & Education Service Inc
Secretary, General Board Member	Kogarah Community Services Inc
General Board Member	Coastwide Child and Family Services Inc
General Board Member	Speld NSW
General Board Member	ASCA
Treasurer, General Board Member	New Horizons Enterprises Limited
General Board Member	Albury Wodonga Community Network
General Board Member, chair finance sub-committee	Blue Mountains World Heritage Institute
General Board Member	Bedside to Bench
General Board Member	Blacktown Community Transport
General Board Member	Manly Warringah Pittwater Community Aid Service Inc
General Board Member	NSW Gay and Lesbian Rights Lobby
Secretary, General Board Member	New Deal Association Incorporated
Chair, Treasurer, Secretary, General Board Member	Maggie's Rescue Cooperative Ltd
General Board Member	Wyoming Community Centre Inc
General Board Member	Sutherland Shire Community Transport
General Board Member	Lifebridge East Inc
Chair, Secretary, General Board Member	Big C Support
General Board Member	Nurses On Wheels Inc
General Board Member	Beanstalk Organic Food Cooperative

## Northern Territory—click here

Treasurer, Secretary, General Board Member	Darwin Community Arts
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## Queensland—click here

Secretary	Nundah Activity Centre
General Board Member	Arafmi Queensland Inc (Mental Health Carers)
Treasurer	SWARA
General Board Member, Fin. Sub-committee member	Multicultural Centre for Mental Health and Wellbeing Inc
Treasurer	Children by Choice
General Board Member	Aunties and Uncles Queensland
General Board Member	Meals on Wheels Pine Rivers and District Inc.

## South Australia—click here

Treasurer	MOSH Australia Ltd
Treasurer	Pooraka Farm Community Centre

## Not-for-profit board vacancies [Cont.]

### Tasmania—click here

General Board Member	Devonport Community House
General Board Member	Choose Life Services

### Victoria—click here

Treasurer, General Board Member	Iramoo Community Centre
General Board Member	Hope For Tomorrow Inc
General Board Member	Volunteering Geelong Inc
Treasurer	SPAN Community House Inc
General Board Member	Multicultural Centre for Women's Health
General Board Member	Melbourne Airport Community Aviation Consultation Group
Treasurer, General Board Member	Women's Health in the South East
General Board Member	YWCA Victoria
General Board Member	Mental Health First Aid Australia
General Board Member	Cara
General Board Member	Arts Access Victoria
General Board Member	Darebin Community Health
General Board Member	Cambodian Kids Can
General Board Member	Music Broadcasting Society of Victoria Limited (3MBS)
General Board Member	Cerebral Palsy Support Network
General Board Member	The Grange Community Centre
General Board Member	S.O.L.D. Inc (Support & Opportunities for Learning Disabilities Inc)
General Board Member	Australian Circus and Physical Theatre Association (ACAPTA)
Treasurer, General Board Member	Outer Urban Projects
General Board Members	Multiple Birth Volunteer Support Foundation Inc
Treasurer, Chair	SOUL Theater
General Board Member	BMX Victoria
Various positions	Australian College of Optometry
Treasurer	Australian Art Orchestra

### Western Australia—click here

Treasurer, Secretary, General Board Member	Perth Mobile GP Services Ltd
Treasurer	Museums Australia Western Australia Branch
Chair, General Board Member	MAN - Healthier directions for males
General Board Member	One World Centre

> [Search the Board Matching Service](#)

> [Post a vacancy](#)

# Do you sit on a Community Board?

YES

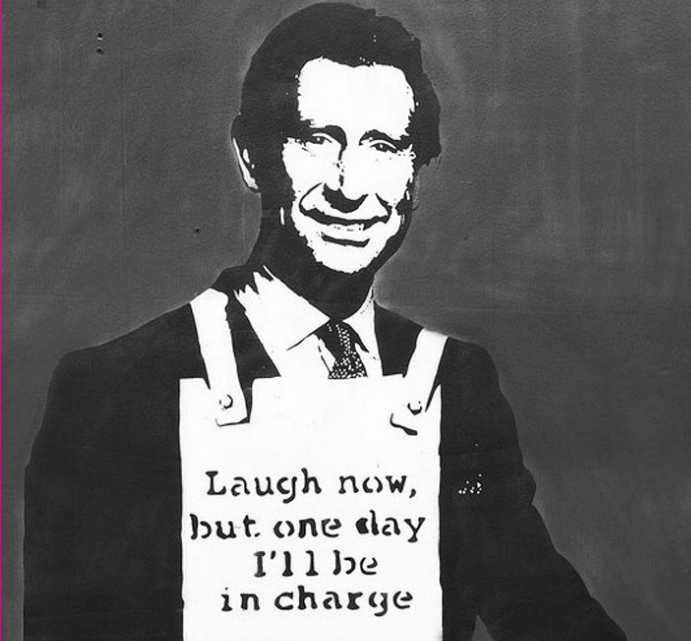
NO

Would you like to gain the skills to sit on a Community Board?

YES

NO

## Accept: It's time for change!




Laugh now,  
but one day  
I'll be  
in charge


While some things go backwards, you  
need to go forwards

## Get your Diploma in Business (Governance)

[www.communitydirectors.com.au/icda/enrol.form](http://www.communitydirectors.com.au/icda/enrol.form)



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