

▶ OUR COMMUNITY matters ◀



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Where not-for-profits go for help

[Edition 5, 2015 – Published September 2]

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.

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How to build a strong brand – and why it matters



By Tanya Heaton, Disruptive Media

Good brands are like good friends. We like them. We know we can depend on them. We know what they stand for, and we trust them.

The strongest brands influence us to think about the organisations they represent in a positive way. And it's not just big corporate-style heavy-weights that depend on branding – small community organisations including sporting clubs and arts groups can also reap the benefits of a solid brand.

So what is a brand?

A brand is people's mental image of your organisation and their attitudes towards it. A logo or colours may help form these associations in people's minds, but there's more to it than a graphic or a name. Your brand is the sum



of people's perceptions of your organisation. It is everything you stand for.

Building a brand that is easily recognised opens doors. People are more likely to get on board, use your services, help out, become members, be open to fundraising and tell others about you when they know and trust your brand.

How a community group can develop a strong brand

1. Take stock.

Look at your current situation and find out what people think about you. This should include people both inside and outside your organisation. A survey can be a useful way to find out what people think about

- who you are
- what you do
- how you do what you do
- who you work with
- your organisation generally – their feelings and associations; key words they use to describe you.

2. Refine your identity

Now that you know what people think about your organisation, see how it lines up with the identity you'd

like to have. A good brand should encapsulate your organisation's vision and values, and represent its mission, experience and good reputation. So ask: how do we want to be known? What do we need to do to create the brand we want? This is really important. Branding isn't about falsely manipulating people's perceptions. It's about creating substance and making sure people recognise it.

3. Bring the elements together

To help create the brand you want, think about how you can use visual and verbal elements such as logos, messages, colours and your name to tangibly express your brand. A consistent look and feel across all your communications is vital because it helps build familiarity.

4. Re-evaluate your brand

As your organisation evolves, regularly check your brand to make sure it's still a good fit for what you're about. You can add additional messages along the way as your brand grows – it's like telling people something new about yourself after they've gotten to know you.

Disruptive Media is a design studio that helps community-focused organisations get on and do what they do best. Visit www.disruptivemedia.com.au.

Need more help with building your brand?

Our Community publishes help sheets on everything from running the perfect fête to minimising bank fees. Check out these ones on branding:

- [Branding Your Community Group – Part 1](#)
- [Branding Your Community Group – Part 2](#)
- [Marketing and Communications and Your Community Group](#)



Pushing the panic button on participation

By Denis Moriarty, Group Managing Director, Our Community



China's stock market drops by 30%: the media proclaims financial apocalypse. Greece's domestic product falls by 32% in 2010–2014: people ask whether Europe has a future. Australian's civic participation rate drops by 36% in 2010–2014: la-la-la-la-la.

We're worrying about the wrong things.

The Australian Bureau of Statistics has just come out with the 2014 update of Australia's [General Social Survey](#). Its data on the voluntary sector hits with the force of a taser.

"In 2014, volunteering rates declined for the first time since the ABS began national voluntary work surveys in 1995. Between 1995 and 2010, volunteering rates increased, reaching a peak of 36% in 2010, but in 2014, the proportion of people aged 18 years and over who were volunteering fell to 31%."

It gets worse.

"In 2014, people were less likely than in 2010 to be involved in social groups such as sport or physical recreation groups, arts or heritage groups, and religious or spiritual groups or associations... Related to social participation is civic participation, which refers to involvement in a union, professional association, political party, environmental or animal welfare group, human and civil rights group, or body corporate or tenants' association. In 2014, people were less likely to be involved in civic and political groups than they were in 2010 (14% compared with 19%)."

Be afraid. Be very afraid.

The Australian social compact is based on our willingness to keep up a vibrant civil society, neither dominated by government nor abandoned to the vagaries of the market.

In our current time-poor, distraction-rich, consumption-dominated society, that basic social compact is under extreme threat.

But there's no need to despair. It's like climate change – it's not too late; if we do the right things now we can get out with a whole pelt. If we all volunteered at the rate of the ACT (37%) rather than at the rate of Queensland (27%), or if we put our hands up at the rate of country people (39%) rather than city people (30%), or at the rate of people aged 35–44 (39%) rather than people aged 55–65 (29%), we'd get back most of what we'd lost.

But, like climate change, this isn't going to fix itself. We have to change our incentives and our penalties. If we're time-poor, then let's make it illegal for employers to contact employees after work ([Germany's already working on it](#), and they're doing all right). Give double tax breaks for charitable donations. Give volunteer-supported organisations a clear preference in government grants and contracts.

If we don't manage to get on top of this now, the outlook is bad, very bad. We can sort out the perfect plan later; now is the time for a few minutes of mindless panic, just to acknowledge the potential for disaster.

This is an existential threat to the Australian voluntary sector in general and to every person who's reading this in particular. Your organisation's survival, your job, your health, your society, and your happiness are on the line. If this drop-off in participation isn't reversed we'll be atomised, each in our own cell with our own screen, within a generation. By comparison, the threat from terrorism is as significant as the pet rock fad. Let's demand that our politicians and our media take this seriously.

GREAT GRANT: Whole Kids Small Seeds Community Grants Program



Provider: Whole Kids

Purpose: The Whole Kids Small Seeds Community Grants Program supports grassroots organisations and groups that are working hard in their local communities to improve children's health and wellbeing through innovative and impactful projects.

Overview: Whole Kids Small Seeds seeks to fund organisations and groups that solve the root causes of problems at the community level. It looks for projects that have strong local community support and participation, in the belief that lasting change comes about at the local level through direct community involvement.

Whole Kids Small Seeds will provide a one-off grant up to \$5,000 for an individual project. Its preference, however, is to select projects that it can fully fund at lower grant amounts. In this way, it can help fund more projects in more communities.

Whole Kids Small Seeds selects projects that aim to deliver positive impacts in one or more of the following areas:

- Improving children's nutrition and access to healthy food.
- Reducing environmental health risks to children.
- Encouraging greater access for children to education and learning opportunities.
- Building stronger local communities for families and children.
- Creating safe areas for children's play, recreation and enjoyment.
- Enhancing children's mental health and wellbeing.
- Protecting children's human rights and promoting social justice.
- Protecting our environment, wildlife and natural wilderness for current and future generations of children.

The current grants round closes on September 30.

→ [Find out more](#)
[Funding Centre member-only access]

Social enterprise skills and networking program open for applications

Social Traders' business skills and networking program, the Crunch, is open for applications.

The program is designed to provide advice and support at all stages of a social enterprise's lifecycle, from start-up, to securing investment, to accessing new market opportunities.

Social Traders says more than half the start-ups that have completed the Crunch are still successfully trading today.

Three streams are available for the 2016 program. [Click here](#) for more information about the Crunch, or select a button below.

I want to start working on my social enterprise

I want to grow, scale or transform my existing social enterprise

I am looking for access to investment or new markets



Incorporated in Victoria? Read on

MyCAV: it might sound like a web portal for dentists, but in fact it's a new online administration system for Victoria's incorporated associations. Consumer Affairs Victoria now requires all incorporated associations to use the system to become incorporated, lodge annual statements and carry out transactions and notifications.

For more information, visit [Consumer Affairs Victoria](#).

I have a voice:

Trafficked women - in their own words

"I was five when I first experienced life's harshness. One day, I was doing an errand for my grandmother, fetching water. The source was far from our home and I had to pass through many fields. All of sudden my three cousins met me on the path, lured me to the shrubs and one of them raped me. I was devastated, but went home pretending that nothing happened. I did not know what to do. Not long after my father found out and he physically battered me. I had bruises all over my body. I cried and cried, most especially because he beat me in front of our neighbours."

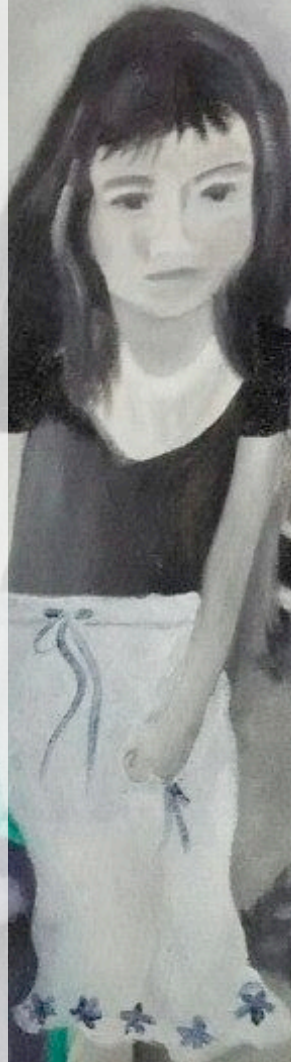
This is the story of Riza, one of 22 Filipino women who tells of her experience of sex trafficking in her own words in a new book published by Our Community.

I Have a Voice grew from PhD research conducted by Australian social scientist and Sister of Mercy Dr Angela Reed, and her research assistant and cultural advisor, Marietta Latonio, a social worker in Cebu, Philippines.

In *I Have a Voice*, the women's childhood stories are retold not for voyeurism, but in the hopes that they can help others develop a deeper understanding of all of the factors that may lead to trafficking and in turn help others avoid this path. These factors include parental absence, being born into poverty, rural isolation, domestic labour, violence, sexual abuse, and lack of access to education.

Filipino artist Sister Venus Marie Pagar painted an extraordinary portrait to accompany each woman's story, reproduced in full colour.

The book, which is also for sale in the Philippines, can be ordered online at www.ourcommunity.com.au/ihaveavoice.



HESTA launches reconciliation action plan

The industry super fund for health and community services, HESTA, has marked its commitment to reconciliation with Aboriginal and Torres Strait Islanders peoples and organisations by creating a reconciliation action plan (RAP).

The plan sets out the steps HESTA will take to build relationships with its Aboriginal and Torres Strait Islander stakeholders.

HESTA's plan is endorsed by Reconciliation Australia, an independent national not-for-profit organisation that promotes reconciliation by building relationships, respect and trust between the wider Australian community, and Aboriginal and Torres Strait Islander peoples.

Reconciliation Australia CEO Justin Mohamed said HESTA's move was the first in its sector.

"As the first industry super fund to develop a RAP, HESTA will help to drive reconciliation action in their sector," Mr Mohamed said.

In developing its reconciliation action plan, HESTA engaged an Aboriginal consultant to ensure the fund develops culturally appropriate mechanisms focused on addressing the issues confronting Aboriginal and Torres Strait Islander peoples and communities.

HESTA CEO Debby Blakey said the plan was an important step in turning good intentions into meaningful actions.

"We make this public commitment as a national organisation, a leader in superannuation services and the fund for health and community services professionals," Ms Blakey said.

HESTA's leader of people strategy, Sophie Sigalas, said, "The ideals of reconciliation are very important to

HESTA members, who are at the coalface of the country's commitment to closing the health gap between Indigenous and non-Indigenous Australians.

"In establishing this RAP, we seek to build respect through understanding and shared learnings, increase confidence and choice in retirement for the first Australians and achieve equity in the treatment of non-Aboriginal and Aboriginal peoples."

Read the plan in full at hesta.com.au/RAP.



For local government: four steps to social cohesion

A new web resource aimed at CEOs, general managers and department managers within local government aims to help this tier of government to build social cohesion in Australian communities.

The online information was developed by the Australian Human Rights Commission under the National Anti-Racism Strategy.

Launching the resource, the Race Discrimination Commissioner, Dr Tim Soutphommasane, said, "Local governments play a fundamental role in building racial harmony and cultural understanding."

The resource outlines four steps to achieving this goal: measuring social cohesion; committing to social cohesion as a strategic priority; assessing readiness and building capacity; and embedding social cohesion objectives in organisational policies and processes.

For more information, go to www.acelg.org.au/socialcohesion.

Policies and procedures you can bank on

Q: Which bank has saved not-for-profits nearly \$1 million and more than 25,500 staff hours since its inception?

A: The Our Community Policy Bank.

The [Policy Bank](#) is home to more than 50 policies (and accompanying procedures) that are free for not-for-profits to download, adapt and use. They cover everything from board confidentiality to media relations to volunteer management – even sneezing in the office.

In fact, the Policy Bank is so extensive that keeping it up-to-date is a big job.

Recently Moores, the not-for-profit legal people, stepped in to help. The team at Moores have cast their eyes over every single policy in the Bank, providing assurance that all the policies are fit and ready for active service.

It's all part of Moores' program of giving back to the not-for-profit community they work with.

Of course you'll need to adapt the policies to suit your own organisation, and you shouldn't rely on them alone – they're a starting point.

Revisit the [Policy Bank](#) today – and don't forget to check that your sneezing procedures are up-to-date. Bless you.



we heart the policy bank

July 2015, Brisbane

Dear Our Community,

We are a tiny charity with a not-so-old (2½ years) but woefully already out-of-date P&P manual, insufficient funds to pay a professional to research and rewrite this huge document for us, and few human resource hours to allocate to such an essential document.

The templated policies and procedures manual for NFPs is amazing: thorough, user-friendly and a godsend! Thank you to the whole team of people who doubtless contributed to collating so much relevant and useful information into such an easy-to-access and easy-to-follow template.

- Hope Haven, Brisbane

WHAT WE RECKON: Why the ACNC's decisions need public scrutiny

By Denis Moriarty, Group Managing Director, Our Community



I've often complained that regulation of not-for-profit governance ranges from inadequate to non-existent. Well, now we've got the ACNC on the job, and it's collecting scalps. Eleven charities have been struck off the register for noncompliance with the Act (that's without counting the ones struck off for not filling out their forms). So why am I still not happy?

Let's look at why one of them got the chop. Well, let's try, anyway.

The ACNC told us:

"The ACNC has made the decision to revoke the Mature Age Group Charity Association's registration as a charity under sections 35-10(1)(a) [the entity is or was not entitled to registration], 35-10(1)(c)(i) [the registered entity has contravened a provision of this Act, or it is more likely than not that the registered entity will contravene a provision of this Act] and 35-10(1)(c)(ii) [the registered entity has not complied with a governance standard or external conduct standard, or it is more likely than not that the registered entity will not comply with such a standard] of the ACNC Act."

Which provision of the Act did the Mature Age Group contravene? Doesn't say. What governance standard did it breach? Won't say. Because, the ACNC says, it is "prevented by secrecy provisions in the ACNC Act from

disclosing the details of any case." Other charities are goners because "their operations were not solely charitable". How and why? Crickets.

This is nowhere near good enough. I'm not complaining about the particular decision – the ACNC enforcement staff seem to have picked their targets pretty well so far – but it's not a good look for an organisation that's supposed to be encouraging transparency and accountability. If the transgressions that the ACNC objects to had been tried in a court or a tribunal the evidence would have been presented in public and the decision would have been supported with reasons. The ACNC is conducting secret investigations into charities and taking its decisions on the basis of reasons that it can't share.

This would be bad enough if groups were struck off the register only for financial breaches. Probably many are (although you'll have to go to news reports to find that out; the ACNC won't tell you), but some other organisations are in the commission's sights because they're fundamentally misguided.

It's hard to look at the decision to revoke the registration of Get Rid of SIDS and not conclude that the decision has something to do with the [harm done](#) by a group that's wrong on SIDS and wrong on vaccination. And I'd probably agree with the commission on that, but that doesn't mean I'm not concerned by

having it choose a side on public benefit issues that are the subject of fierce controversy.

A Liberal National Senator has [asked the ACNC to investigate Greenpeace](#) on the grounds that its actions have harmed the economy. If the government got to appoint a new commissioner, could it make that an enforcement priority for the commission? Scientology, too, is [under investigation](#), and the implications of having one religion singled out for special treatment are deeply worrying.

The commission may be right that secrecy provisions in the ACNC Act won't let it be open with us. If this is the case, though, it's a major flaw in the legislation and directly undermines the first stated objective of the Act, which is "to maintain, protect and enhance public trust and confidence in the Australian not for profit sector." This flaw needs to be fixed. The ACNC's powers can be properly exercised only if they're done in the spotlight.

Which isn't going to happen any time soon. The government may have backed off somewhat on its plans to abolish the ACNC, but it's not going to bother to fix any problems it may have – the more the better, as far as it's concerned. If we want to get these reforms on the agenda of the next government, however, we should start stirring now.

NEED TO KNOW: Your Two-Minute NFP News Digest



Positions vacant (humans need not apply)

“I think it is diabolical.”

– Jan Owen

The CEO of the Foundation for Young Australians comments on a new report showing that 70% of young Australians are getting their first job in roles that will be radically affected by – or completely lost to – automation.

→ [Full Story](#)

→ [Read the report](#)

Reform for fairness

“We agree that the tax system can be re-designed to be more economically efficient than it is now, whilst delivering equity.”

– Cassandra Goldie

The Australian Council of Social Service CEO stakes out common ground with business leaders at the National Reform Summit in Sydney last week. → [Read the speech](#)

Super decision

“We believe it is highly likely that the social governance issues associated with its detention centre contracts will have a negative impact on Transfield’s business and share price, so have concluded it was in the best financial interests of our members to divest the stake.”

– Debby Blakey

The CEO of HESTA, the industry super fund for health and community services, explains the fund’s decision to sell its 3% stake in Transfield, and says offshore detention centres run by Transfield are the sites of human rights violations. → [Full Story](#)

Championing changes for women

“I’ve come to understand that the terrible things that happen in war zones – murder, rape, assaults, the stripping away of dignity and the absence of hope – they are just as much present in our own communities, in our own families, as they are in seemingly more troubled countries. It is just that they happen behind closed doors.”

– David Morrison

Australia’s former Chief of Army tells 750 business leaders that for many women affected by family violence, the workplace is the only day-time refuge. Morrison was speaking at a Male Champions of Change leadership forum at which business leaders were invited to commit to the Panel Pledge. The pledge aims to address the under-representation of women speaking at conferences, events and other forums.

→ [Read More](#)

Why you should increase the training budget

“NFP organisations that systematically develop their people do better.”

– Ramon Wenzel

The author of a new report, *Learning for Purpose: Researching the Social Return on Education and Training in the Australian Not-for-Profit Sector*, finds that investing in staff development really does lead to social impact. .

→ [Read the report](#)

Who do you trust?

“Charities as a whole were rated as the third most trustworthy institution in Australia, behind only doctors and the police. The public rated charities as more trustworthy than the High Court, Reserve Bank and both State and Federal Parliament.”

– Susan Pascoe

The ACNC commissioner says the billions of dollars donated to charities by Australians each year can be partly attributed to the fact that charities are perceived as very trustworthy. The findings were reported in a survey

titled *Public Trust and Confidence in Australian Charities 2015*.

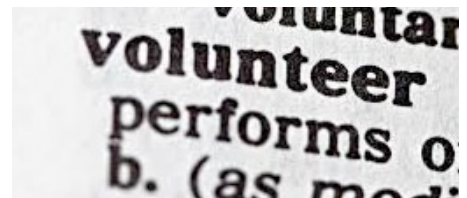
→ [Read the survey report](#)

Software: back to the future

“Many nonprofits are discovering that the hope of building a perfect system is the enemy of a good system.”

Technologies and Practices for Managing Outcomes: Lessons from Large Nonprofits, a new report by the US-based software-help mob Idealware, finds that good old Excel spreadsheets make a better outcomes management system than any other software solution.

→ [Download the report](#)



Volunteering (noun)

“Volunteering is time willingly given for the common good and without financial gain.”

Volunteering Australia has published its new definition of volunteering following more than 18 months of consultations. For the first time, activism is officially considered to constitute volunteering.

→ [Full story](#)

Impact investing makes an impact

Impact investing grew faster than any other category of responsible investing in 2014, according to the latest benchmark report by Responsible Investment Association Australasia. Impact investing – defined as investments aimed at solving social or environmental problems, or serving traditionally underserved individuals or communities, or financing provided to businesses with a clear social purpose – grew by 40%, more than sustainability themed investing (34%) or screened investing (19%). → [Full story](#)

Auld lang syne for centralised power in Scotland

New Scottish laws will give communities a much bigger say in how local land and buildings are used and how services are delivered. The Community Empowerment Bill could soon see more of Scotland's wastelands and empty buildings transformed into community gardens, community centres and other facilities. The new legislation even gives football supporters a greater role in the decision making – and potentially the ownership – of their clubs.

→ [Full story](#)



Donations stagnate

“Generosity is not a national character trait.”

– Chris Wilson & David Knowles

The authors of the 2015 Koda Capital Australian Giving Review find that over the last 30 years, the proportion of Australian individuals claiming a gift or donation is stagnant and remains below the level it reached in 1985–86. “Australians are still only giving 0.32% of taxable income, and growth in the overall amount claimed is underwhelming,” they say. However, they also observe, “Koda believes the focus should not be on whether Australians are generous. In fact that is the wrong question. Generosity is not a national character trait; it is more a product of a society's origins, the role private citizens expect government to play in society, and the result of incentives put in place to promote giving.”

→ [Full Story](#)

Films we love: Gayby Baby



Gayby Baby is a portrait of four kids – Gus, Ebony, Matt and Graham – whose parents all happen to be gay. As they each wrestle with the challenges of oncoming adolescence, Australia ([particularly the NSW government](#)) wrestles with the issue of marriage equality and asks whether kids like them are ‘at risk’.

The film will be released in cinemas nationally tomorrow (September 3), but your community organisation or workplace can host its own screening. [Watch the trailer](#) or [register to host](#).



GOOD READS



Nine annoying not-for-profit trends that need to die

“I love data, but the obsession with it is going too far. Data by itself doesn't accomplish crap. I've seen too many funders investing in data and producing shiny reports that get read by no one because you need people to actually use the data, and if you don't invest in people and organizations, your data is sitting on some shelf collecting dust bunnies, which just sounds cute, but it's not!”

[Read eight more annoying trends](#) identified by [Nonprofit with Balls](#).

Should your organisation be paying its “volunteers”?

This article is adapted from one written by Catherine Brooks, principal at Moores.

Most not-for-profits have a sound intuitive sense of what volunteering looks like (and if you don't, [these explanatory notes](#) from Volunteering Australia can help). You'd probably assume that the people selling cakes at the school fête, delivering meals on wheels and presenting programs on your community radio station are all volunteers.

According to the new definition announced in July by the peak body Volunteering Australia, "Volunteering is time willingly given for the common good and without financial gain."

But just because your "volunteers" are working for altruistic purposes and not receiving a salary, they're not necessarily volunteers in the eyes of the law.

To assess whether an employment relationship (as opposed to a volunteer relationship) exists, it is necessary to consider whether:

- there is a document that sets out terms and conditions that are characteristic of an employment relationship;
- the parties intended to create a legal relationship; and

- there is or was an exchange of mutually binding promises for consideration.

So why does the distinction matter?

Well, a person who is an employee (not a volunteer) in the eyes of the law is entitled to certain things under the Fair Work Act 2009, including a minimum wage. If your organisation fails to provide those entitlements to employees – even if they signed on as "volunteers" – then you're breaking the law. This applies whether you're a tiny community group, a large national not-for-profit, or a commercial company listed on the stock exchange.

Don't panic. In most cases, your "volunteers" will be exactly that: volunteers. They want to do good and they have no expectation at all of payment. They know they can stop volunteering any time – although they keep going because they believe in the cause, they enjoy the work, and they get as much out of it as they put in (just not in a financial sense).

But if you have any doubt at all, take the quiz below. A so-called volunteer is likely to be an employee in the eyes of the law if you tick more 'Yes' than 'No' boxes in the following table:

Indicators of an employee	Yes	No
Performs ongoing work under the control, direction and supervision of the employer		
Performs all the duties of their position		
Provides their personal services, i.e. they cannot delegate their work		
Has their hours of work set by the employer		
Is recognised by the public as a part of their employer's business and/or holds themselves out to the public as being part of that business (e.g. by wearing a uniform or using a business card)		
Is able to take commercial risks and can make a profit or loss from the work performed		
Is paid regularly and has income tax withheld from their salary by their employer.		
Is entitled to have superannuation contributions paid into a nominated superannuation fund by their employer.		
Is provided with tools and equipment by the employer to carry out the work.		
Has a legally enforceable obligation to provide services to the employer		
Entered into an agreement with the business containing evidence that the parties intended to enter into a legally binding contract		
Has a legally enforceable right to receive payments, such as an allowance		

Continued →

If your answers suggest that any of your volunteers might actually be employees in the eyes of the law, you should change the nature of the agreement you have with them, or seek legal advice. Your organisation is able to control the nature of an engagement by drafting appropriate documentation, such as a volunteer agreement or an employee agreement, to reflect the type of engagement you want. And of course you must ensure that the

documentation reflects what is actually happening in practice.

If your organisation fails to properly classify its workers, it may be exposed to various legal risks, such as prosecution by a court or the Fair Work Ombudsman for non-compliance. You could be faced with a back-pay order, penalties or both.

Six tips for employers

1. If you use volunteers, ensure that you document the nature of the relationship in a volunteer agreement. Clearly set out that the relationship is not an employment relationship.
2. Check that your documentation reflects the true nature of the engagement. For example, if your documentation specifies that someone is a volunteer but you pay them a wage or stipend and they are required to do something for you in return, it is likely that a court would deem the relationship to be an employment relationship.
3. Be careful about putting certain requirements or obligations on your volunteers, as this may change the nature of the relationship.
4. If you want to change the nature of an engagement in accordance with your organisation's needs, or if you are uncertain about the nature of an engagement, it is a good idea to seek legal advice to assess any risks and possible liability.
5. If an unpaid work experience arrangement is not a formal vocational placement, and the person is actually an employee working under a contract of employment, then the person is entitled to certain conditions and entitlements under the Fair Work Act 2009, including a minimum wage.
6. A contract of employment may exist even without any formal agreement to that effect. It is a question of determining whether the parties have entered into an arrangement that involves mutual commitments. For example, an agreement to perform work in return for money indicates an employment contract.

Not-for-Profit Assist

Legal Membership Service:
Direct access to the expertise of lawyers who have extensive knowledge of the not-for-profit sector

> FIND OUT MORE


 The logo for 'moores' is displayed in white lowercase letters against a dark blue background. The background features a vibrant, glowing nebula or starburst pattern with numerous bright orange and yellow particles radiating from a central point.

UPSKILL: Upcoming Training from Our Community

Advanced Grant Writing Seminar

You've mastered the basics – now it's time to become a grants master. Previous grant training or a role that already involves grant writing is a prerequisite. This advanced seminar will leave you poised to become a sophisticated, successful grantseeker and generate income such as your organisation has never seen before.

Brisbane **11 September**

Diploma of Business (Governance)

The Diploma of Business (Governance), Australia's only diploma-level governance qualification, is designed specifically for existing and prospective not-for-profit board or committee members and the CEOs and senior staff who work alongside them. Check out the course start dates below and then [enrol here](#).

- Darwin** **September 14**
- Townsville** **September 14**
- Adelaide** **September 21**
- Canberra** **September 21**
- Brisbane** **September 28**
- Perth** **October 5**
- Sydney** **November 23**
- Melbourne** **November 23**

Communities in Control Conference 2016

You heard it here first: register now to receive early bird pricing for Australia's biggest and best annual community sector event! [Communities in Control 2016](#) will be held on May 30–31 in Melbourne.

Conferences, events and even more training

Free webinar: Google for Nonprofits

There's more to Google than gmail, YouTube and cool offices. Google for Nonprofits, now available in Australia and New Zealand, offers special benefits to the sector, from apps to grants. Find out more at a free webinar offered by Connecting Up. [Register here](#), then hop online at 11am on Tuesday September 15.

Think before you tweet

A new checklist from the Seattle-based social media analytics firm Simply Measured covers everything you need to consider when planning a social media campaign. Despite its lapses into marketing jargon ("Develop a measurement cadence and post-mortem plan to gauge effectiveness and create a reporting process for the campaign"), it's a handy way of making sure your organisation thinks before it tweets. [Download the checklist](#).

Conference: technology meets disability (Brisbane)

The conference New World: Disability in the 21st Century will feature Australian and international experts showing how innovative and effective technology will transform the lives of people with disability and their families and carers. People with disability will present their digital aspirations to Australia's leading IT professionals, who will have the opportunity to demonstrate their products and services. The conference will be held on October 27–29 at the Brisbane Conference and Exhibition Centre. [Register here](#).

Conference: Financial Inclusion – Everyone's Business (Sydney)

The conference Financial Inclusion – Everyone's Business is aimed at anyone working in community development, microfinance, homelessness, domestic violence, drugs and alcohol, mental health or financial counselling, as well as volunteer managers, case managers, CEOs, boards and policy makers who work with vulnerable communities. The conference will be held on 14–15 October in Centennial Park (Sydney Olympic Park), Sydney. [Register here](#).

LAST CHANCE: opportunities closing soon



Calling innovators in education and community services

There are five days to go before entries close in the Innovation Challenge run by *The Australian*, Shell and the federal Department of Industry and Science.

“Education and community services” is one of seven categories of innovation open to professionals and backyard inventors. “Social innovation in the organisation and delivery of public services and community based social entrepreneurship in the not-for-profit arena is increasingly important to addressing challenges to our quality of life,” the guidelines say.

Cash prizes of \$65,000 will be awarded to the winners. [Full details.](#)



Nominate now for the National Disability Awards

You’ve got until the end of this week to nominate a person, organisation or initiative in the 2015 National Disability Awards. The awards give Australians the chance to celebrate people and organisations who have had a positive impact on the lives of people with disability.

Nominations close on Friday September 4 in six categories:

- Lesley Hall Award for Lifetime Achievement in Disability
- Emerging Leader in Disability Awareness
- Excellence in Accessibility – Technology
- Excellence in Accessibility – Community
- Excellence in Choice and Control in Service Delivery
- Excellence in Advocacy.

For more information, go to www.idpwd.com.au/awards/nomination-form/.



Take up spades for the Green Army

Does your green group need willing workers? Applications are now open for round four of the federal government’s Green Army program. The program gives participants aged 17–24 the opportunity to train in and work on restoring native vegetation, protecting animal habitats and regenerating wetlands.

Community organisations, Landcare groups, environment groups, Indigenous organisations, natural resource management organisations, local councils and others can nominate suitable projects. Successful applicants will receive a team of up to nine participants and a qualified team supervisor for up to 30 hours a week. All costs are covered.

Applications close on Wednesday September 16. For more information, go to www.environment.gov.au/land/green-army.

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 two months include:



Dementia Awareness Month September

The theme for the month is "creating a dementia-friendly nation". The goal is to encourage Australians to become dementia-aware, have a better understanding of what it is like for a person to live with dementia, and ultimately be encouraged to create communities where people with dementia are supported to live a high quality of life with meaning, purpose and value.



International Day of Charity September 5

The United Nations invites member states, international and regional organisations, NGOs and individuals to commemorate the International Day of Charity by encouraging charity, including through education and public awareness raising activities.



Fathers Day September 6

On the first Sunday of the month, Australians celebrate paternity by giving gifts of power tools, synthetic socks, ill-fitting underwear, and discounted shortbread and confectionary.



National Child Protection Week September 6-12

The National Association for Prevention of Child Abuse and Neglect (NAPCAN) invites all Australians to play their part to promote the safety and wellbeing of children and young people. Resources such as posters, email signature graphics and colouring sheets can be downloaded from NAPCAN's website.



Women's Health Week September 7-11

What do women want to know? When it comes to health, every woman has an elephant in the room. It's time to talk about them.



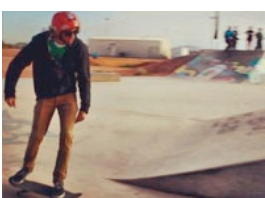
Include a Charity Week September 7-13

Include a Charity is a campaign made up of over 100 of Australia's favourite charities. Most of the income of these charities comes from the generosity of the general community – and much of this comes from those who leave a gift in their will. This campaign asks the community to consider leaving a gift in their will for a lasting impact.



World Suicide Prevention Day September 10

At least 800,000 people die by suicide across the world each year. 'Preventing suicide: reaching out and saving lives' is the theme of World Suicide Prevention Day 2015. The act of showing care and concern to someone who may be vulnerable to suicide can be a game-changer. See also www.outoftheshadows.org.au/ and <https://ruok.org.au/how-to-ask>.



National Skatepark Day September 13

National Skatepark Day has been designed to be driven by young people with the support of their local council or youth service providers. Participants get access to event management training and a fat stack of prizes valued at over \$1200 to help get their event the hype it deserves.

National Stroke Week

September 14-20

One in six people will have a stroke in their lifetime. Stroke Week challenges people to be aware, live a healthy life, and get checked. It's the perfect opportunity to take action to reduce your stroke risk, learn more about stroke and help raise stroke awareness in the community.

Buy Nothing New Month

October

Pledge to buy nothing new this October, then, except for essentials (food, drink, medications, hygiene products) you can beg, borrow, barter, swap or buy second-hand whatever you need. It's about thinking of where stuff comes from (finite resources), where it goes when we're done (often into landfill), and fantastic alternatives to new stuff.

National Carers Week

11-17 October

National Carers Week is about recognising and celebrating the outstanding contribution unpaid carers make to our nation.

Anti-Poverty Week

11-17 October

During Anti-Poverty Week, all Australians are encouraged to organise or take part in an activity aiming to highlight or overcome issues of poverty and hardship here in Australia or overseas.

Garage Sale Trail

October 24
The Garage Sale Trail is about sustainability, meeting the neighbours, having fun, and making money while you're at it.

Publicise Your Event

To add your national event to GiveNow's What's On Calendar, email your information to service@ourcommunity.com.au. We'll publish the details [online](#), and we'll also select a number of events to publicise in *Our Community Matters*.

BOARD MATCHING SERVICE

The board vacancies below are just a small sample of what's currently listed on the Institute of Community Directors Australia website: www.communitydirectors.com.au/icda/board/.

Looking for talented people to contribute to your board or committee? The Institute of Community Directors Australia can promote your vacancy for free to a targeted audience of skilled professionals. Learn more about listing your vacancy: www.communitydirectors.com.au/icda/board/.

Australian Capital Territory

[Treasurer, General Board Members,](#) A Gender Agenda

A Gender Agenda works with all those who do not fit cultural assumptions about the male/female binary, whether because of their gender identity, gender presentation, history or biological characteristics. It provides support, advocacy, training and community development.

New South Wales

[Chair, General Board Members,](#) Symphony for Life Foundation

Symphony For Life Foundation is a new start-up organisation engaged in providing and funding social change music education programs for children living in disadvantaged communities. It seeks board members to establish its inaugural board.

Queensland

[General Board Member,](#) Ceramic Arts Queensland

Ceramic Arts Queensland was formed in 1968 by a group of potters whose vision was to create a platform for Queensland ceramic artists to exchange information and ideas, exhibit work, attend workshops, and connect with each other.

South Australia

[General Board Members,](#) Northern Suburbs Housing Community

NSHC has been providing secure and affordable accommodation to seniors aged 55 and over for more than 30 years. It manages 147 units across

45 locations in the inner northern suburbs of Adelaide. Current tenant board members acknowledge that the association's future depends on recruiting a professional skills-based board and they are prepared to stand down as professional skills based board members are recruited.

Tasmania

[Chair, Secretary, Treasurer, General Board Member,](#) Edmund Rice Camps Tasmania

Edmund Rice Camps is a volunteer-driven organisation that provides young people with experiences they may not otherwise have. Participants are aged 8–15 years and come from a variety of backgrounds and locations around Tasmania.

Victoria

[Board Director,](#) Asha

Asha supports girls and women affected by sexual exploitation in Australia through direct services. It works in partnership with grassroots organisations toward prevention, pathways out of exploitation, healing and recovery.

Western Australia

[General Board Member,](#) The Spiers Centre

The Spiers Centre is a community care organisation with a 30-year history of helping those who need help in changing their life situations. It serves people in the cities of Joondalup, Wanneroo and Stirling.

GOOD MOVES: Not-for-profit jobs

If you need to fill a community or non-profit sector role, you need to look at listing your job in Good Moves. For just \$30, your opportunity will be seen online and in print by tens of thousands of Our Community members and supporters – and, quite likely, by the right person for the job.

Post a vacancy here: www.ourcommunity.com.au/jobs/create_vacancy.form

[Digital Engagement Lead,](#) ChildFund Australia (Sydney)

Are you a passionate digital engagement specialist or communication for development professional with experience working across communications, fundraising and community development teams? This new role has been created to lead the management and growth of Global Community, a new exciting program that connects communities with supporters while helping to mobilise resources to support the programs where Global Community is implemented. This role has a major focus on digital engagement activities that require coordination with in-country senior management teams and project officers, as well as engagement of people in the Australian public who get involved with Global Community online. You will be open to spending time overseas training staff members and working directly with youth in the communities where we work to enable them to share messages and lead solutions on issues that are important to them. If this sounds like the perfect role for you, we would love to see links of your previous work indicating your involvement in these projects and showing us what you can do. For more details and to apply, visit www.childfund.org.au/careers/jobs/digital-engagement-lead-global-community.

Browse all job vacancies here: www.ourcommunity.com.au/jobs/list_all_jobs.form



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

- **Fast Forward:** Please feel free to send this newsletter on to other not-for-profit groups you think might benefit from it.
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