



Edition 2, 2011 – Issued March 8, 2011

Our Community Matters is your free community sector update, brought to you by Our Community – the premier online destination for Australia's 600,000 community groups and schools. [Click here](#) to receive your free copy.



Contents

1. [Moodie's "teacup in a storm" and other 2011 Board Builder Conference highlights](#)
2. [Grantmakers urged to get serious, improve their practices](#)
3. [Searching for Australia's greatest community treasurers](#)
4. [Celebrating International Women's Day](#)
5. [Great Australian Leaders in Focus: Carol Schwartz AM](#)
6. [Not able to make it to the capital city for one of our scheduled courses?](#)
7. [Joining up within Your Square Mile](#)
8. [Community Classifieds](#)
9. [Marketing Guru: Cold, cold calling](#)
10. [Progress, of sorts, as Reform Council issues first communiqué](#)
11. [New Book! Great Fetes: Fundraising and fun – without the fuss](#)
12. [Community Calendar: What's on in the community sector](#)
13. [Constitutional changes on way for Victorian groups \(and others\)](#)
14. [Pay Debate: Fair's fair \(and enough's enough\)](#)
15. [Community Sector Briefs](#)
16. [Good Moves: Community sector jobs & board vacancies](#)
17. [Fast Forward](#)
18. [About Our Community](#)

1. Moodie's "teacup in a storm" & other 2011 Board Builder Conference highlights

An insider's account of the Melbourne Storm salary cap scandal and a call for community sector boards to improve leadership equality were among the highlights of Our Community's recent Board Builder Conference.



The 450 delegates from around Australia who attended the conference late last month listened as former Storm board chair Professor Rob Moodie gave a warts-and-all account of the salary cap scandal which saw the National Rugby League strip the Storm of its 2007 and 2009 premierships.

Prof Moodie said that although he had been unaware of the systematic rorting occurring at the club, as board chair he accepted the salary cap breaches were his responsibility because they happened on his watch.

He said he had learned a number of lessons in the wake of the breaches, the first of which was the need to ask more questions.

And he said that failure could also teach just as much as success.

"Success seems to teach us about things that we succeed at, whereas failure actually teaches us much more about ourselves," he said.

"I think it forces us to think much harder about how we do things, what we do wrong, what we could learn from and what we need to change.

"Adversity ... can be excruciatingly uncomfortable, as it was for me at the time. But if you have some distance, which I now have, some time and a good dose of calm reflection, it may turn out to be a valuable learning experience."

Call for "new agenda" in the sector

In another of the conference's keynote presentations, Women's Leadership Institute Australia chair Carol Schwartz said the lack of women in leadership positions in the community sector remained a "huge issue".

Ms Schwartz, who also chairs the Our Community board, presented research from the Institute which focussed on gender representation in Australia's top 50 fundraising community organisations.

The research showed that while 70% of those in the community services industry were women, females remained woefully underrepresented in the sector's leadership.

Only 26% of CEOs were women, while 24% of chairs were female. Women made up only 31% of directors and 33% of executives in the sector.

"It is a huge issue that women aren't represented equally in these sorts of positions. And I have to say that when we did this desktop research ... I was actually really shocked about the results," Ms Schwartz said.

"Community organisations are very often founded by women, the majority of the volunteers are women and the majority of the organising committees, if you like, are women.

"So the question is what happens to all these fantastic women when these community organisations become corporatised? I really don't know the answer."

Ms Schwartz said that while she was not keen on all-female boards any more than all-male ones, it was vital that all boards tried to strive for diversity.

She also stated emphatically her support for the introduction of quotas for women on boards in both the not-for-profit and corporate sectors.

"I have two things to say around quotas. One, bring them on and two, bring them on now. I think that's a great idea for the sector to adopt a quota system."

Facing the challenges ahead

First Assistant Secretary in the Department of Prime Minister and Cabinet Paul Ronalds outlined to the conference some of the challenges and opportunities ahead for the community sector.

Mr Ronalds, who has extensive experience working in and writing about community issues in Australia and internationally, outlined three ways he thinks the not-for-profit sector is changing: (1) An increasing complexity in the problems we face; (2) The fierce battle for ideas that is happening in the public space (and in the fact that the not-for-profit sector is more likely today than ever before to be taking “a seat at the table” with government and in the media); and (3) The rapid growth of the not-for-profit sector.

“The changing environment, the information age, technology, the pace of change, together with that increased power, the increased influence, the increased economic resources that you have undoubtedly leads to the need for significant organisational change,” Mr Ronalds said.

“There are growing expectations of your organisations. It’s absolutely critical that you think about how you are going to respond to these growing expectations.”

Mr Ronalds said some of the challenges for not-for-profit organisations in responding to growing expectations included:

- **The legitimacy challenge.** (“Unless organisations are aware of what is the basis for their legitimacy, the basis for their influence in society, they open themselves up for attack.”)
- **The human resources challenge.** (“People are increasingly wanting to find a job that brings them much greater meaning. That’s one of the great competitive advantages that your organisation has.”)
- **The leverage challenge.** (“How do not-for-profit organisations have greater impact, how do they demonstrate greater impact, how do they demonstrate the outcomes that they’re achieving to donors, to the public, to governments?”)
- **The technical challenge.** (“[There is a] need to think about new systems and processes that allow you to take advantage of your natural competitive advantages in the information age.”)
- **The learning challenge.** (“In a fast-changing strategic context it’s absolutely critical that you become a learning organisation that’s able to see how the world is changing, how your organisation is responding to those changes and what further changes you need to make.”)
- **The governance challenge.** (“Governing a not-for-profit organisation is not like governing any other sort of organisation. In my view it’s far more difficult and requires special skills and abilities.”)
- **The fundraising challenge.** (“How do you pay for all this stuff? How do you pay for the staff? How do you pay for the new information systems? How do you pay for more sophisticated engagement with government?”)

Mr Ronalds’ thoughts on where not-for-profit organisations should start in responding to these challenges will be outlined in the next edition of the *Board Builder* newsletter. The May edition will also include the lessons from concurrent sessions on risk management, updating constitutions, understanding finances and appraising and remunerating CEOs, as well as the practical Board Doctor session. [Click here](#) to find out more.



“Success seems to teach us about things that we succeed at, whereas failure actually teaches us much more about ourselves.”

- Prof. Rob Moodie



“It’s absolutely critical that you think about how you are going to respond to these growing expectations.”

- Paul Ronalds



“What happens to all these fantastic women when these community organisations become corporatised?”

- Carol Schwartz AM

[Back to Top](#)

2. Grantmakers urged to get serious, improve their practices

More than a third of Australian grantseekers say they have strike rate of more than 50% in getting grants, the 2011 Grants in Australia Survey has found.

Our Community surveyed almost 300 organisations and found that a further 25% reported success rates of between 25% and 50%.

Most respondents said they expected income from grants in the current financial year to amount to somewhere between \$10,000 and \$50,000 (30.6%) or between \$1000 and \$10,000 (23.6%).

Another 32% expected grants income of somewhere between \$50,000 and \$500,000, but only 7% expected it to amount to more than \$1 million.

Survey respondents had a clear message for grantmakers: there is still much they can do to improve.

When asked what grantmakers could do to cut down on red tape (which 75% had been frustrated by in the previous 12 months), 82 respondents offered suggestions including:

- Shift to or improve online processes/forms.
- 'Right-size' application, reporting and acquittal requirements to suit the size of the grant.
- Develop common application forms that cut across programs and sectors (with a particular emphasis on improving budget templates).
- Use simpler, clearer, more succinct language in forms and explanation of processes.
- Improve timelines: increase the window of time open for applications to be submitted; speed up decision-making processes; provide longer-term funding.
- Provide more flexibility and remember why you are providing the grants (mission over process).
- Simplify the application process, including introduction of a two-stage application process where possible.
- Be more open to one-on-one and two-way communication (including face-to-face and via email/phone); be willing to answer questions and to provide honest feedback on the prospect of funding success (and thereby reduce the need for guesswork).
- Make an effort to understand the issues facing grantseekers; provide capacity building help for grantseekers where relevant.

Almost 50% of grantseekers said it was fairly or extremely common to be unable to obtain contact details for grants staff online. Another 34% said they were unable to obtain contact details via any source.

When they did manage to get hold of details, more than 25% said their calls were not answered, and the same number of respondents said grants staff appeared too busy to talk to applicants.

Grantseekers also called for more freedom to include photos in applications, more time to prepare submissions, greater clarity of language and more patience with applicants for whom English is a second language.

The results of the survey were presented at the Best Practice in Grants Management Conference late last month, which was attended by grantmakers from every state in Australia.

The conference opened with a call for greater professionalism among grantmakers, a call for them to share their experiences with each other to enable them to learn from both successes and mistakes.

"We'll have to beat some heads together to get it, but we're going to have to insist on employers providing development opportunities for their grantmakers," said Simon Herd, who is director of grantmaking reform at the Australian Institute of Grants Management (a division of Our Community). "There's a body of knowledge out there that's not going to learn itself."

The conference closed with some encouragement that both grantmakers and grantseekers would do well to heed: focus on what you do have, and what you can build on, rather than just focusing on what you lack.

Rather than tending to see problems, keynote speaker Peter Kenyon said, try to see the possibilities.

"Almost 50% of grantseekers said it was fairly or extremely common to be unable to obtain contact details for grants staff online. Another 34% said they were unable to obtain contact details from any source."

Mr Kenyon, who the founder and director of the Bank of I.D.E.A.S. and has worked with more than 1000 communities throughout Australia and overseas, challenged grantmakers to make sure their work was helping rather than hindering communities.

“Are your processes, your guidelines, the way you do things, are they building communities or are we perpetuating practices that continue to rob communities of sustainability, strength and health?” he said. “That’s the challenge.”

[Back to Top](#)

3. Searching for Australia’s greatest community treasurers

A search has been launched to unearth Australia's three greatest voluntary community treasurers.

The Westpac Community Treasurers' Awards, an initiative of Our Community and Westpac Social Sector Banking, were launched at the Board Builder Conference in Melbourne on February 18 and will close on Friday, April 29.

Now in its third year, the competition aims to highlight the voluntary, largely unsung work carried out by the voluntary treasurers working in community groups across the nation.

Winners will be chosen in three categories – for small, medium and large organisations, with a total prize package of \$30,000 up for grabs.



Every person nominated for an award will receive a Certificate of Appreciation – a great way of saying thanks.

“There are more than 600,000 community groups in Australia, each one of them working to bind our towns and suburbs together by providing a range of sports, arts, cultural, mutual support and community service opportunities,” said Our Community Group Managing Director Denis Moriarty.

“Every single one of these groups relies on the work of a treasurer. It's often the toughest job in the place, and the hardest to fill. These awards are designed to say thanks to those hard-working men and women who take up the challenge.”

The 2009 winners were serving as treasurers of a preschool, a football club and a surf life saving club, while last year's winners were drawn from an orchid society, a rowing club and a disability support organisation. Entries in past years have been received from right across the country.

The awards are part of the joint work being carried out by Our Community and Westpac to strengthen the financial literacy of the community sector. Other initiatives include distribution of free financial literacy guides and help sheets, and provision of training and support.

“We consider the Westpac Community Treasurers' Awards a fitting way to show our appreciation for the immense contribution made by Australia's volunteer groups,” said Westpac's new Head of Social Sector Banking Julienne Price.

“Our honorary treasurers are at the heart of the groups which are at the heart of our communities – these are people who deserve our thanks and recognition.

“Westpac's close working relationship with thousands of community groups gives us a special perspective on the social sector. We know how much these people give – we would like to give something back.”

Winners of the 2011 Awards will receive a cash prize of \$5000 for their community group, plus a trophy and \$5000 worth of tools and training.

Entry forms are available by visiting www.ourcommunity.com.au/treasurersawards.

Westpac Social Sector Banking gets new chief

Julienne Price has been appointed as the new Head of Social Sector Banking at Westpac.



Julienne has been in the banking sector for close to a decade and has been a fundamental contributor to the success of Social Sector Banking since the division was set up around five years ago.

Social Sector Banking was created to ensure the bank could better understand the community sector so it could provide more relevant, tailored and cost-effective banking products for this sector.

Julienne and her team have also been involved with the creation of two free finance guides for community sector organisations (with more to come), and has spearheaded the training and accreditation in community sector issues of more than 150 bankers across the country.

Social Sector Banking supports Our Community-run websites GiveNow.com.au and the Community Financial Centre at www.communityfinancialcentre.com.au.

Julienne replaces pioneering banker Vanessa Nolan-Woods, who has moved to another position within Westpac.

[Back to Top](#)



Apply for a Grant today and make your community safer tomorrow.

*experience
the difference*



Community Grants of up to \$5,000 on offer.

Since 2003, we've invested more than \$4 million into over 1,000 projects nationally. Thanks to the active support of our communities, we've seen some amazing success stories. Our Community Grants Program is committed to making safer communities for everyone to live in.

Community groups working in the areas of crime prevention, road safety, emergency readiness and response or the environment, may be eligible to apply for a grant of up to \$5,000 (inc GST).

If you know a group that's working to make your local community safer, and whom you think should apply, please share this information.

Our 2011 Community Grants Program is open for applications until **Thursday 31 March**.

Apply now



4. Celebrating International Women's Day

Today (March 8) is International Women's Day. Here are eight things you can do to celebrate:

1. Join an International Women's Day event. There are 181 events scheduled to take place across Australia in honour of the Centenary of International Women's Day. Find one in your area by visiting www.internationalwomensday.com/search.asp?country=13
2. Nominate a woman for an Order of Australia medal. On Australia Day this year, less than a third of the honours announced went to women. The reason is not that there are fewer women doing good work for Australia, but that fewer women were nominated. Find out how to get a great woman that you know nominated for an award at www.ourcommunity.com.au/honours
3. Drive less, fly less and buy fewer things. That's the formula that the ambassador for the 1 Million Women campaign, Bernie Hobbs, says will make a big difference to cutting down your individual contribution to CO₂ emissions. The 1 Million Women campaign aims to sign up 1 million women to cut one tonne each of CO₂ from their output every year. Find out more at www.1millionwomen.com.au
4. Help make childcare tax deductible. Despite the Federal Government's moves to provide paid parental leave, the affordability of childcare remains a key issue for many Australian families. It's not a woman's issue, it's not even a family issue – it's a community issue. Sign the petition to make childcare tax deductible at www.makecarefair.com.au/makecarefair/homepage
5. Support the campaign for equal pay. On average Australian women are paid 18% less than men. A test case being led by the Australian Services Union, which represents tens of thousands of community sector workers, is seeking to make equal pay a reality. Find out more at www.payup.org.au/.
6. Reclaim the 'F' Word. Along with its 'Half the Sky' event, The International Women's Development Agency (IWDA) will be running a 'Reclaim the F Word' t-shirt campaign and selling t-shirts featuring the line 'This is what a feminist looks like'. To buy a shirt go to <http://www.iwda.org.au/au/> and click on the 'get involved' link. (While you're at it, [click here](#) to see how a group of Sydney schoolboys is taking up the fight.)
7. Put your hand up for a leadership position. While women remain dominant in community organisations as volunteers and workers, only 26% of CEOs and 24% of chairs in Australia's top 50 fundraising community organisations are women. Put your hand up for a leadership position, or if you're in a position of power already, make sure women are on your list when you make new appointments.
8. Support women everywhere. Make a statement by making a donation to a cause that supports women. There are dozens of great causes listed on GiveNow.com.au ([click here](#) to see a list), or you can find out more about donating to women's causes by joining the Australian Women Donors Network [here](#).



[Click here](#) to share this list:



Honour.^W

The success of countless Australian community groups relies on the unsung efforts of their treasurers.

From those who scribble out their budgets on the kitchen table, to those overseeing teams of professional accountants, all of these people have the responsibility of keeping their community organisation's finances on the straight and narrow. Without them these essential organisations wouldn't flourish.

Recognise your treasurer by nominating them for the 2011 Westpac Community Treasurers' Awards.

For more details visit ourcommunity.com.au/treasurersawards



The Community Financial Centre



ourcommunity.com.au

5. Great Australian Leaders in Focus: Carol Schwartz AM

The **Our Community Leaders** initiative was created by Our Community to highlight community leadership in Australia. Each interview is designed to excite and stimulate discussion on the important elements of leadership as well as providing some personal insights that can serve as lessons or guides for other younger and emerging leaders.

Leadership interviews appear in this newsletter and are also available via the Community Leadership Centre: www.ourcommunity.com.au/leadership

This month's interview is with Carol Schwartz AM. Carol is a pioneer in the area of social enterprise in Australia. The founding Chair of Our Community, Carol recently also founded the Women's Leadership Institute Australia (WLIA), which is working to address the imbalance of women in leadership positions in Australia.



WLIA recently partnered with Our Community to launch a new program to boost the number of women recognised through the Australia honours system. To find out more or download the *Advancing Women: Women & the Order of Australia* booklet, visit www.ourcommunity.com.au/honours

Who do you consider to be three great leaders of our time and why?

- **Hilary Clinton** is a great political leader of enormous authority, courage and tenacity.
- **Jacqueline Novograz** is an innovative leader in the Social Enterprise world.
- **Angela Merkel**, the Chancellor of Germany, is proving herself to be great political leader in very turbulent times.

What are the three attributes you would consider to be essential to a leader?

- Great listening skills
- An ability to gather excellent people around you and give them leadership opportunities
- Courage, decisiveness and transparency

What are the greatest barriers to new leaders emerging in Australia?

For women leaders the greatest barriers in Australia are unconscious bias, social conservatism and an unwillingness to explore and create systemic change within organisations.

What advice would you give to a potential leader to take them to the next stage?

Be alert to opportunities and focus on constant and transparent communication.

What insights have you gained personally and on your leadership journey and how have they impacted on your style of leadership?

The greatest insight I have gained is to always tell the truth. It's very powerful!

Who have been your own leadership mentors and how did they assist in developing your own leadership style?

I have had a number of leadership mentors, most predominantly my husband Alan who has given me great insights into myself and my very great friend Eve Mahlab.

Having said this, I think I learn a lot from a lot of people who I deal with in very diverse contexts.

Thinking about your own leadership journey, what are you most proud of and what would you change if you had the chance?

What I'm not proud of is the very slow progress we are making in the context of equality of women's leadership in this country. What I am proud of is the small part that I'm playing to redress that imbalance ... (I hope!).

If you had a magic wand, what would you change about community life in Australia right now?

I'd make sure that there was equality in representation of men and women in leadership roles in community life, which is subject to similar issues we deal with in corporate life.

To read more leadership interviews, go to www.ourcommunity.com.au/leadership

[Back to Top](#)

6. Not able to make it to a capital city for one of our scheduled courses?

Recognising that many of our members find it tough to get to our capital city training, the Australian Institute of Community Practice and Governance (AICPG), Our Community's training arm, offers tailored training courses in a wide range of towns and regional centres across Australia.

In conjunction with local organisations, peak organisations, local government, state and federal government agencies, and corporations operating in regional areas, including some of the largest companies in Australia, the AICPG has offered a range of courses on varying topics in most areas of the country.

If you'd like to arrange for tailored sessions, either for your organisation or for a number of community organisations in your local area, the AICPG can help.

Further information:

- Website: www.ourcommunity.com.au/tailoredtraining
- Brochure: www.ourcommunity.com.au/files/tailored_training.pdf

And as a reminder to those who [can](#) make our scheduled events, here's a summary of what's coming up (click the link at the end of this article to find out more or to book):

Women Achieving And Flourishing

- Melbourne – 24 March
- Melbourne – 27 April

Strategies for Sustainable Funding Seminar

- Melbourne – 11 March
- Sydney – 11 March
- Brisbane – 11 March
- Perth – 1 April
- Adelaide – 8 April
- Melbourne – 30 June
- Sydney – 30 June
- Brisbane – 30 June

Introduction to Writing Winning Grant Applications

- Melbourne – 11 March
- Sydney – 11 March
- Brisbane – 11 March
- Perth – 1 April

- Adelaide – 8 April
- Melbourne – 30 June
- Sydney – 30 June
- Brisbane – 30 June

Advanced Grant Writing Seminar

- Melbourne – 25 March
- Sydney – 25 March
- Brisbane – 25 March
- Perth – 12 May
- Adelaide – 13 May
- Melbourne – 19 May
- Sydney – 20 May
- Brisbane – 20 May

Certificate IV in Governance – for Community Boards

- Brisbane – 15 to 18 March
- Sydney – 15 to 18 March
- Perth – 28 to 31 March
- Melbourne – 28 to 31 March
- Adelaide – 4 to 7 April
- Melbourne – 20 to 23 June
- Sydney – 20 to 23 June
- Brisbane – 20 to 23 June

Diploma of Management BSB51107

- Sydney – 21 to 25 March
- Melbourne – 9 to 13 May
- Perth – 23 to 27 May
- Brisbane – 8 to 12 August

Further information:

- Website: www.ourcommunity.com.au/training/calendar.form
- Brochure: www.ourcommunity.com.au/files/trainingprogram.pdf



NAB Schools First – rewarding and recognising outstanding school-community partnerships.

When schools partner with the community, everyone involved benefits.

When we talk about NAB Schools First, “community” means any agency or entity that isn’t a school. Examples of eligible “community” partners are community health centres, sporting clubs, not-for-profits, youth & family support services, environmental groups, business and local government – just to name a few!

NAB Schools First is a national awards program with \$5 million in funding available this year.

If you have an existing partnership, or if you’re interested in forming one, find out more about NAB Schools First.

For information on Partnership Forum locations, applications guidelines and case studies on award winning partnerships, visit schoolsfirst.edu.au.

©2011 National Australia Bank Limited ABN 12 004 044 937 NSM1988

more give, less take

7. Joining up within Your Square Mile

English fantasist G.K. Chesterton wrote a novel in 1904 that envisaged a king who in a fit of giggles equipped London's suburbs with all the panoply of statehood.

"A revival of the arrogance of the old medieval cities applied to our glorious suburbs. Clapham with a city guard. Wimbledon with a city wall. Surbiton tolling a bell to raise its citizens. West Hampstead going into battle with its own banner. It shall be done. I, the King, have said it."

England's Big Society movement is now retracing Chesterton's steps into even smaller societies – the **Your Square Mile** initiative, designed to encourage the UK's citizens to work together with their neighbours, local community groups, and local authorities to build social capital within their localities.

Speaking at the Green Alliance conference on the Big Society on Tuesday, Paul Twivy [Big Society Network head] urged the audience to visualise 8000 to 10,000 'neighbourhood states' up and down the UK, comprising 6000 to 8000 people each, all working together to improve their locality.

"In rural areas this might be a large village or a collection of hamlets; in urban areas it will be a couple of wards," he said, "or as far as you can walk in 15 minutes from your home."

Twivy said the Big Society Network would "systematically provide a framework for the communities to organise themselves as citizens, to work with local authorities and civil society organisations to make change. We will show them it is so much more reachable than they imagined."

Taking advantage of modern technology, the Network will link its communities using not Surbiton's old bell but rather "a local software platform that will stretch across mobiles, digital platforms and public access screens in Boots pharmacies and newsagent windows" – a system that seems, in fact, rather like Our Community's own Join In, Join Up campaign, which also uses pharmacies as the push-out point.

One possible issue is that the Your Square Mile project is specifically targeted at "16 of the most troubled communities in the UK" (Toxteth, for example, and Tower Hamlets), which obviously increases the level of difficulty.

Troubled communities get that way partly because their civil society networks are weakened and their levels of trust are low, and there's a chicken-and-egg problem there. They're calling on the citizens of Toxteth to come forward to organise the groups that are going to build the capacity of Toxteth's citizens to run groups like those.

When one comes down to the detail, marrying the different technologies will not be easy, either – and the inclusion of mobiles does rather raise the question of how one dovetails communities of interest, which may be geographically scattered, with local communities.

Let's not be wet blankets, though – it's a good idea, it's got great possibilities, and *if it's given adequate support and if it's not mugged by government cuts to social services* (both major risks) it has great possibilities. Chesterton could still be vindicated. We'll keep you posted.

To find out more about Australia's Join In, Join Up! project, visit www.ourcommunity.com.au/joinin or click one of the buttons below.



[Back to Top](#)

8. Community Classifieds

WANTED: Census Collectors (Australia-wide)

The next Census is on 9 August, 2011 and the Australian Bureau of Statistics is looking for 29,000 people to fill Census Collector roles across urban, regional and remote areas of Australia.

Collector positions are temporary (from 1 July to 8 September 2011) with flexible working hours including weekends. The job requires you to door-knock in your local area to drop off and collect Census forms whilst meeting residents along the way. Collectors are paid an hourly rate and the earning potential is between \$1300 and \$2800.

To apply for a Collector position, complete the short application form online. For more information, visit www.abs.gov.au/census. Applications open April 9, 2011.

WANTED: Accountancy intern hosts (Melbourne & Sydney)

Professional Pathways Australia has a large number of students seeking to undertake an unpaid, 12-week accountancy internship commencing in late March or early April.

The interns are international students undertaking a professional year program, which has been developed to help address skills shortages and enhance the employability of international students graduating from Australian universities.

Interns, who are required to have a high level of English, do not receive payment. To take part, all students must have graduated from an Australian university.

If your organisation is interested in playing host to an intern, please contact Helen Rogan at Professional Pathways (a division of Monash University) on (03) 8622 8956 or email to helen.rogan@professionalpathwaysaustralia.com.au.

TO GIVE AWAY: Office Chairs (Sydney)

The Sydney-based CREATE Foundation has an assortment of office chairs to give away to a community group.

There are 10 chairs available (see picture, right), in assorted colours (red, blue, brown, etc.). All are in good condition.

The chairs need to be picked up from CREATE's Pitt St offices. Contact Wendy Zhang by emailing wendy.zhang@create.org.au.



WANTED/ON OFFER: Post-disaster urban renewal case studies/ free urban design services

In last month's edition of Our Community Matters, we **featured an article** by urban design specialist Jenny Donovan on why good urban design should matter to community groups.

Jenny is the principal of Inclusive Design, an urban design practice that is focussed on achieving positive social outcomes.

She has had considerable experience in Australia and overseas in renewal and rebuilding after disasters and been commissioned by the CSIRO to write a book on this topic.

In order to ensure her book is grounded on real-world experience, Jenny is seeking input from communities afflicted by the natural disasters of the last few years. She would also like to volunteer the assistance of her practice in preparing plans to assist the rebuilding process.

To find out more contact Jenny on 0407 501 832 or you can contact her at Jenny.away@hotmail.com.

WANTED: musicians (Melbourne)

Australia's "best-loved band rockin' for mental health" is seeking a lead vocalist, drummer, rhythm guitarist, bass guitarist and keyboard player.

Those wanting to join the band, The Bipolar Bears, need to be a professional-standard musician, have a personal experience of mental health issues and be prepared to share your own story.

Applicants should also be willing and able to work hard to contribute fully to the band, and be available for regular rehearsals and gigs (paid and unpaid). Auditions and rehearsals will take place in South Melbourne.

Those with song-writing experience, your own gear and transport will be viewed most favourably.

To express an interest, contact Dan on 0403 455 378.

[Back to Top](#)

9. Marketing Guru: Cold, cold calling



Now that the old-fashioned letter has joined dial phone, the tram conductor, and the dodo in the bulging dustbin of history you will probably have noticed that charitable appeals make up a larger and larger part of what drops into your mailbox.

The organisations that send out these appeals know that they work, and that they still work much more powerfully than social media.

If you send out a 100,000 letters to strangers, you'd expect to get 1000 donations; if you sent out 100,000 random emails, you'd expect to get a lot of very irritated enemies.

Mind you, you'll also notice that the organisations that send you mail tend to be the larger ones – those that have prominent public personas, and that can afford to spend money to make money. The trouble with large-scale mailings is that

- (a) they cost significant money, and
- (b) they take a while to get rolling, and
- (c) you can't stop in the middle.

The most basic possible letter is going to cost you about a \$1 to get together, so sending out a large number of them requires a large number of dollars.

It's not just a short-term cash-flow problem, either. Your first mailing is almost guaranteed to lose money.

Many people don't give to anything, many of those who do give have already given to someone else, many of those who have free money aren't interested in what you're offering, many of the people who are interested think 'Yes, I must give...' and then put the letter down and wander off for a cup of coffee and never come back.

So why, then, does anybody do cold mail-outs?

Because cold mail-outs aren't done to raise money. They're done to raise donors.

Cold mail-outs – letters sent to people with no previous affiliation with your organisation – are actually better described as 'donor acquisition drives'.

At the end of the first mail-out you've got a thousand names. They're people who've already shown some commitment, and they're much better prospects than the average random mailbox. They're in your web. If you handle them right, and thank them personally, you can bring half of them back the next time, and you're already 50% up on your first trawl.

If you have a system that can identify the big or regular donors and build a relationship with them over time you can keep the funds coming for the next 20 years, building up to another level of giving and ever closer links.

It's an investment. If you keep on doing it, you gradually shift from losing money to making money, and as your lists solidify you make more and more, all the way through to donations-instead-of-flowers-at-the-funeral and final bequests.

Even then, there are caveats. Letters work best when people have heard of you already. Sending money off in the mail to a total stranger isn't something that comes naturally to many people (and most of those to whom it does come naturally have probably already spent all their money on scams).

If you're not one of the big groups you'll need an advertising campaign or a public profile operating at the same time in order to get you into the public's field of vision.

As with everything, too, niche marketers tend to struggle. Universal causes like fighting cancer or protecting human rights can break through, but specialist interests like ending homelessness or protecting native grasslands – however worthy, however necessary – have too much ground to cover and too little time to catch the target's attention. Your message has to be very basic and very simple and very easily generalised to have any hope at all.

All of this applies regardless of how good your mail-out materials are. There are many tips and tricks (tell a story, make yourself stand out, test different styles) that would help you to build a punchier message, a more heart-wrenching appeal, a more compelling call to action.

No tricks, though, are going to shift the unmoveable obstacles standing between your organisation and any rapid jackpot. The occupational hazard of fundraisers is the belief that when people are told how wonderful you really are they will be as convinced and as ready to give as you are yourself. Every now and again we need to be reminded that if other people were as keen as you are they would have started their own organisations and would be competing with you for funds, and they're not.

There's all the difference in the world, of course, between cold mail-outs and mail-outs to your base, or even warm mail-outs – mail-outs to your contacts, or to people who've given to related appeals, or people with connections to the field, or even to people who used to give but haven't for a number of years.

Any vestige of an approach to a relationship multiplies your chances. It's the strength of your lists that counts.

If you can build your list from your own files, that's great. Get your Board and your members to nominate their friends and acquaintances. If you're a purely local organisation, contemplate lining people up for a letter drop around the township.

At best, though, mail is second best. The more direct your 'ask' is the better your chances are, and the most direct approach possible if face to face with your friends.

Still, it's better than email. An email is almost no trouble to send, and takes even less trouble to delete.

The Marketing Guru is an initiative of Our Community and Australia Post. To find out more about marketing for community groups, visit the Marketing, Media & Post Centre at www.ourcommunity.com.au/marketing.

[Back to Top](#)

10. Progress, of sorts, as Reform Council issues first communiqué

The Not-For-Profit Sector Reform Council (not to be confused with the National Compact Joint Taskforce, the National Compact Sector Advisory Group, or the National Compact Expert Panel, which all now seem to be in limbo) has now met.

The Minister for Social Inclusion, Tanya Plibersek, spoke at their meeting, and did apparently admit that the government had been flailing in this area – specifically, she “recognised the sector's frustration with the lack of progress following the many reviews that have taken place over the last two decades”.

Well, not to put too fine a point on it, yes. Just to remind you, here's a selective table on the things we've been asked to comment on over the last few years.

There are many tips and tricks (tell a story, make yourself stand out, test different styles) that would help you to build a punchier message, a more heart-wrenching appeal, a more compelling call to action.

	Pages	No. of Submissions
Inquiry into the Definition of Charity	438	355
Productivity Commission Inquiry into the Not-for-profit Sector	449	319
Senate Report on Disclosure Regimes for Charities and Not-for-profit Organisations	154	183
Financial Reporting by Unlisted Public Companies	8	48
National Compact Consultation Report	28	56
Total	1,077	961

A thousand pages of inquiry reports, several thousand pages of submissions, and still no actual government position on any of this. Still, no point in dwelling on the past. Now is the confident new morning, with the Reform Council up and running and the promised Office of the Not-for-Profit Sector practically nearly almost in existence any moment now.

To do it justice, the Reform Council is speaking up. It's already flagged the anomalous position of the Tax Office, which is now responsible for deciding whether to poke itself in the eye with a sharp stick by awarding charitable concessions to community group applicants, and has made it clear that any new legislation has to fix this.

And the Council has called for new regulatory arrangements that would reduce the current layers of duplicative reporting currently required by the Commonwealth, state and territory governments.

The Reform Council is to meet four times a year, and has set up four sub-committees to work on pieces of the puzzle: (1) Scoping of a national regulator; (2) Red tape reduction; (3) Harmonisation of legislation across Commonwealth, state and territory governments; (4) National Compact and other reforms.

To follow its work, go to http://www.dpmc.gov.au/not_for_profit/communications.cfm

[Back to Top](#)

11. NEW BOOK! Great Fetes: Fundraising and fun – without the fuss

Whatever the size, fetes have always been about people having fun, but Australian organisations also organise them in order to make money – a best-of-all-worlds marriage of frivolity and virtue.

Fetes offer many benefits to schools and community organisations – if all goes well they can strengthen your donor base, energise your volunteers, publicise your organisation, and be a fun way for you to connect with the local community, raise your profile and extend your reach.

Our Community's new book, *Great Fetes: Fundraising and fun – without the fuss*, is designed to help you run a successful fete without wearing out your volunteers.

Drawing on the experience of teachers – in particular, that of *Raising Funds* columnist Cathy Green, as well as parents and fundraising experts, we've pulled together all of the tips and tools you'll need to pull off a fantastic event.

The book includes a set of templates provided on a CD Rom. The templates include fete checklists, a template budget, lists of responsibilities, labels for home-cooked products, sponsorship letters, and much more.

To find out more or order your copy, go to www.ourcommunity.com.au/fetes.



12. Community Calendar: What's on in the community sector

Our Community's online **Community Calendar** features all of the nationally significant events focussed around a major community or advocacy/awareness issue in Australia. Some events taking place in the next month include:



World's Greatest Shave: 10-12 March

The World's Greatest Shave encourages companies, individuals and groups to shave or colour their hair to show their support for leukaemia patients and to raise money to help continue supporting patients and families living with leukaemias, lymphomas, myeloma and related blood disorders.



Harmony Day: 21 March

Harmony Day provides an opportunity for us to celebrate our successes as a culturally diverse society, re-commit ourselves to harmony and say "no" to racial intolerance.



Earth Hour: 26 March

Earth Hour started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. Only a year later and Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries participating. Earth Hour 2011 will take place on Saturday 26 March at 8.30pm



Neighbour Day: 27 March

Neighbour Day is Australia's annual celebration of community held on the last Sunday in March every year. It brings together the people next door, across the street or on the next farm for a beer, a barbie or just a cuppa. Its aim is to encourage closer, friendlier relationships between neighbours and to strengthen communities.



Dress Differently Day: 8 April

People with autism see the world differently. Dress differently for the day to show your support of people with Autism Spectrum Disorder. Community members are encouraged to get your workplace or child's school involved and make a day of it!

More events, plus the full listing for each event, can be found at www.ourcommunity.com.au/calendar.

[Back to Top](#)

13. Constitutional changes on way for Victorian groups (and others)

As we wrote [last month](#), it's a good idea to look at your constitution every couple of years just to see that nothing major has changed. Sometimes these changes are in the association itself, sometimes they push their way in from the world outside. In Victoria, at least, this is in the process of happening.

The applicable Victorian legislation is the [Associations Incorporation Act 1991](#). That's just been amended by the [Associations Incorporation Amendment Act 2010](#); some of the changes came into effect immediately, some are poised to drop on us on [1 December this year](#).

None of the [changes](#) are earthshaking.

- The position of Secretary will be merged with that of Public Officer.
- Members have to be allowed access to minutes of general meetings (including the financials) and the constitution has to say who gets to see the minutes of Board meetings.
- Special resolutions now need 21 days notice and a $\frac{3}{4}$ super-majority of voters at a General Meeting.
- It's going to be easier for members to take groups to court – a member will be able to apply directly to the Magistrates' Court for an order preventing an incorporated association from engaging in 'oppressive conduct'.
- Retiring officebearers are now required to return the group's papers within four weeks or be taken to the Magistrate's Court.

And then there are more technical changes that will apply to very few organisations – provisions for cancelling registration, removing auditors, and appointing statutory managers. The regulators have been given more powers, and if (a big if) they want to use them, and if (an even bigger if) they're funded to carry out the extra work, may take a more interventionist stance in the future.

Nothing too explosive, but a good reason to leaf through your constitution and see how well it meets your needs.

While you're at it, think of how well your governance processes work. Would you do better if Board members were on two-year terms? Should the CEO be an ex officio member? Should Life Members vote?

Don't feel that everything you want to enforce has to be in the constitution. That's why you have by-laws and policies – things that are binding on your members but aren't quite as rigid and hard to alter.

Don't think that everything you're bound by has to be in the constitution – you have to obey every law on the books, state and federal, and that would make for a very long constitution indeed.

Remember, if you slip up and don't cover something that you should have covered it's still covered – if your constitution doesn't mention an important matter, the law reads in the appropriate clause from the [Model Rules](#).

Well, that's the theory; at the moment the only Model Rules available in Victoria are the old and unamended Model Rules, which may lead you astray. The new ones will be released soon.

Not a Victorian group?

Don't think this is just of relevance to Victorians. There have been recent legislative changes in several other states, too. WA and NSW both changed their Acts in 2009 and their Regulations in 2010, so if you haven't got your constitution out since then it's certainly time now. The Federal Government is also looking at changing various laws, though this is emphatically not a breath-holding situation.

In the final analysis, though, the task ahead of you is to ensure that you have a constitution that works for you. And the first step towards that is to know what you want the constitution to do for you. Sit down and think it through. This isn't a job you can fob off onto anybody else, including the government.

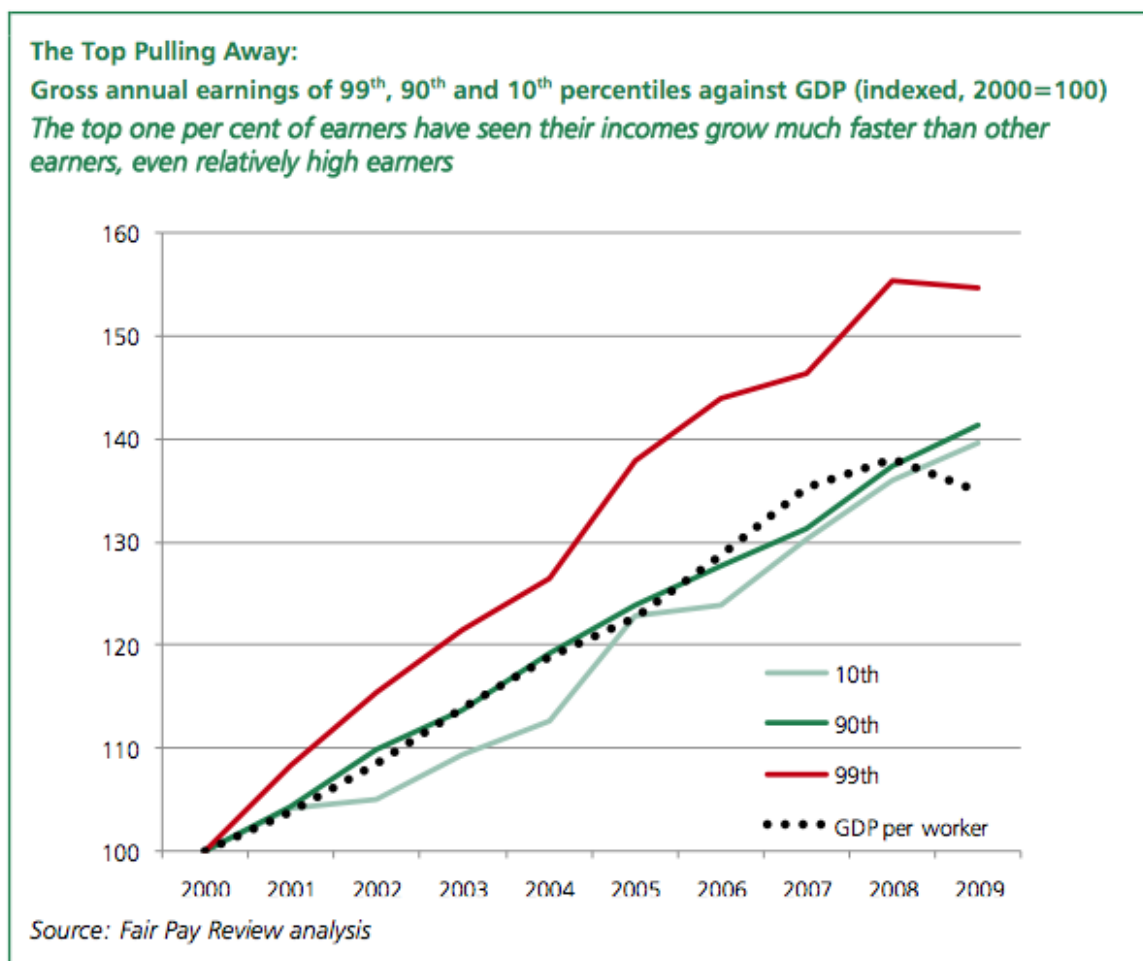
If you're a peak organisation and you'd like more information on building template Constitutions for your member organisations, email us at service@ourcommunity.com.au.

[Back to Top](#)

14. Pay Debate: Fair's fair (and enough's enough)

The pay of top executives has been going up much faster than the average pay packet.

This attracted some attention when the economy was riding high, but much more now that the massive global crash has raised questions about the competence of those in positions of power.



While the fight for fair pay in the community sector continues here in Australia, in the UK, economist Will Hutton delivered a report on Fair Pay in the public sector, which governments can control directly, centring on the possibility of setting a maximum 20:1 ratio between the highest salary and the lowest.

If the cleaner gets \$20,000, the head of department can't get more than \$400,000 – which may sound like a lot, but compared to the millions that top commercial executives expect is practically living on bread and water.

Indeed, even the public service has a lot more money than most not-for-profit organisations, and one result of that is that top charity executives in the UK are generally paid less than their public sector counterparts.

A survey by Charity Finance magazine has found that, on average, UK charities pay their top earners only four times more than their lowest-paid employees. That's compared with local councils, where the ratio is 15:1, universities, which go almost to the Hutton limit with 19:1, and top companies, where the ratio is (drum roll, please) 232:1 (and even that compares favourably with America, on a staggering 432:1).

Figures in Australia are harder to come by. The ACTU suggests that top Australian CEOs get 100 times more than the average worker, or perhaps 180 times more than the lowest-paid worker – not much short of the English level.

Figures for the not-for-profit sector are even more elusive. A recent survey by South Australian social enterprise Community Business Bureau suggests that not-for-profit CEOs have salary levels about two-thirds that of their for-profit colleagues, averaging \$80,000 rather than the commercial \$120,000; and \$80,000 would be a pay ratio of four or less.

Interestingly, even the harshest critics of charities wouldn't really claim that they're managed 58 (or, for America, 108) times worse than the heights of private industry, so we should perhaps be patting ourselves on the back for our judicious economy.

We should certainly be looking at what ratios we would regard as both fair for the employee and favourable for the enterprise, both in our own organisations and society at large.

[Back to Top](#)



15. Community Sector Briefs

Join the campaign to ensure every Australian counts

Every Australian Counts is the campaign for the introduction of a National Disability Insurance Scheme (NDIS).

The NDIS will revolutionise the way people with a disability, their families and carers are supported in this country, say campaign organisers.

The scheme will offer a new support system for people with a disability, their families and carers, transforming the way services are funded and delivered, ensuring people are better supported and enabling them to have greater choice and control.

Campaign organisers say they need every Australian to stand up and say that people with a disability, their families and carers deserve better and that it's time for change.

"We need every Australian to say that people with a disability, their families and carers are Australians too, and that their hopes and dreams count," they say.

"We need to show the government that there is widespread community support for change – and that the time for action has come."

Go to www.everyaustraliancounts.com.au to see how you can help.

A draft report released by the Productivity Commission has described the current disability support system as "underfunded, unfair, fragmented and inefficient".

The commission recommends the proposed NDIS be introduced, along with a no-fault injury assistance scheme.

Funding opportunities

► Flood funds

A number of special grants programs have opened to help support those affected by the Queensland and Victorian floods.

Our Community, which publishes the monthly *EasyGrants* newsletter, has compiled a list of grants available – visit www.ourcommunity.com.au/qldfloodgrants for Queensland grants and www.ourcommunity.com.au/vicfloodgrants for Victorian grants.



► Airtime grants

Meanwhile, the SBS Foundation is now taking expressions of interest from charities and not-for-profits wishing to share in \$2 million worth of television airtime.

Nominations close at 5pm on Thursday, March 31. Visit www.sbs.com.au/foundation for more guidelines and application forms.

► DoGooder awards

Australian not-for-profit organisations are also invited to enter the 5th annual DoGooder Nonprofit Video Awards, which are presented by See3 Communications and YouTube.

A total of \$10,000 in grants will be awarded to the best videos of 2010 found in the YouTube Nonprofit Program – a special program that YouTube designed to help not-for-profits achieve their missions through video. The winners will be featured on the YouTube homepage, receive custom products from Flip Video and a registration to NTC, the Nonprofit Technology Network's signature event.

Find out more at <http://www.youtube.com/nonprofitvideoawards>.

► Regional development funds

A total of \$1.4 billion in Federal funds for regional development will be available from July, the Federal Government has announced.

Minister for Regional Development Simon Crean says that local communities can put forward projects for the funding, which has been made available after a deal with crossbench MPs after the last election.

The criteria for funding will include social and economic benefits and innovation.

"It's the quality of the applications that determine it. This is a competitive bid," Mr Crean was reported as saying.

"This is not an entitlement for every area in the country – they have to bid for them."

More details are expected to be made available soon.

For more information about the billions of dollars in grants available to community groups across Australia, subscribe to EasyGrants (only \$55 per year for community organisations) at www.ourcommunity.com.au/easygrants.

Rewarding school-community partnerships

The NAB Schools First program enters its third year in 2011, with \$5 million in awards funding available to 110 outstanding school-community partnerships.

So far, 195 school-community partnerships have been awarded more than \$10 million in funding as part of the program.

Any community organisation in Australia can apply for an award by partnering with a school. Nationally, 68% of 2010 winning partnerships were established with community organisations such as community or regional health centres, sporting clubs or associations, charities, community support services such as youth outreach centres, youth, family and disability services, aged care facilities and local community environmental groups such as conservation and sustainability organisations.

In 2011, there are two types of awards – 60 Impact Awards of \$50,000 (for established partnerships) and 50 Seed Funding Awards of \$25,000 (for new or developing partnerships).

Anyone interested in applying for an award in 2011 is encouraged to attend one of the 40 free Partnership Forums which are taking place in metropolitan and regional areas of Australia between March and May 2011, or you can watch an online version via the Online Partnership Forum Tutorial.

Applications open online at 9am on Monday, 20 June 2011 and close on Friday, 29 July 2011. Visit <http://www.schoolsfirst.edu.au/> for more information.

Online Giving Trends

Online giving to US-based community organisations grew by 35% between 2009 and 2010, a new study has found. In 2010, online giving accounted for 7.6% of all fundraising for those community groups surveyed.

Blackbaud, a company that supplies software to the not-for-profit sector, surveyed 1800 organisations that had two years of monthly online giving data.

The largest amount donated online was \$100,000, and there were 10 \$100,000 donations. Of all donations over \$1000, 86% were between \$1000 and \$5000.

Blackbaud says online giving is becoming the first-response method of choice for donors, observing that online giving following the Haiti earthquake was 109% greater than the response to Hurricane Katrina in 2005 and that online giving following September 11, 2001 was less than 1% of what was given towards Haiti relief.

However, other factors are also likely to affect those discrepancies, such as differences in the numbers of deaths and people affected, and the fact that people seem to be more willing to give following a natural disaster than they do following something “man-made”.

Where overall growth in online fundraising was 35%, large organisations (with total annual fundraising over \$10 million) experienced 55% growth, medium organisations (fundraising between \$1 million and \$10 million) 16% and small organisations (less than \$1 million) 22%.

Not set up for online giving yet? What’s stopping you!

GiveNow.com.au, an initiative of the Our Community Foundation, provides commission-free online donations for any community group in Australia. Visit www.ourcommunity.com.au/receivedonations to find out more.

Beware earthquake scams

A warning to donors and community groups alike: scammers struck with lightning speed following the Christchurch earthquake, trying to take advantage of people’s goodwill.

The New Zealand Ministry of Consumer Affairs released its first Christchurch earthquake scam alert the day after tragedy struck on February 22.

Consumer Affairs warned of emails calling for people to receive funds donated from overseas into their bank accounts. The emails said recipients would gain a 10% cut from the donation. The name and web address of the UK-based Donation4Charity were used in the message.

The legitimate UK-based charity used its homepage and [blog](#) to warn of the scam and show an example of the email.

Two more scam alerts have followed. One email links to a website with the look and feel of the genuine Red Cross site asking for credit card details. The other appears to be from ANZ bank, advising any customers affected by the earthquake to enter their customer registration numbers and passwords.

The Red Cross issued a news release saying they would not be sending an email appealing for donations for those affected by the earthquake.

“We urge online donors to be vigilant and make sure they donate within the Red Cross website only, and to check that the donation page is secure,” the organisation said.

The ministry has advised that other banks’ names are likely to be used in coming days and weeks, and that while authorities are attempting to close fake websites, more are likely to appear.

A full account of giving options for the earthquake, as well as the recent Australian floods, is in the latest edition of GiveNow News – see www.givenow.com.au/news

Thumbs Up: United We Stand



Seven of Australia's leading cancer charities have allied themselves behind a new campaign to gain publicity for their efforts and drive progress towards cancer research in Australia.

The Cancer Research Leadership Forum (CRLF) is made up of Bowel Cancer Australia, Cancer Council Australia, Cure Cancer Australia, Leukaemia Foundation, Melanoma Institute, National Breast Cancer Foundation and Prostate Cancer Foundation Australia.

It's a step forward for the generally fragmented Australian not-for-profit sector, which tends to operate as a wilderness of competing fiefdoms.

The CRLF, by contrast, aims to "maximise efficiencies, collaboration and the sharing of resources between cancer charities". The groups "will work together to develop a national cancer research plan" and will consider opportunities for co-funded research amongst the group.

There will be arguments about priorities, of course, between the different forms of cancer, and their co-operation falls some way short of a real union (like last year's merger between Bowel Cancer Australia and the Bowel Cancer Foundation, for example).

It's probable, though, that tapping into the different audiences of the different streams will maximise their combined fundraising potential, and there will certainly be a good deal of overlap in their political lobbying.

Now that the research groups are coming together, may we perhaps hope to see more co-operation between the very much larger number of foundations in the cancer fundraising area (and, in particular, the area of fundraising for children with cancer)?

Market your event online with aroundyou.com.au

A new web hub is offering community groups the opportunity to spread the word about their events to a large, motivated web-based audience.

AroundYou (www.aroundyou.com.au) allows people to search online for event nearby by providing their postcode or location.

"Our vision for AroundYou is to have a website that helps people easily find things to do in their local area. This is something that other websites, event guides and search engines have struggled to do well in the past," says site founder Mike Dovey.

To post your event on the AroundYou website, you need to create an account and then add the information you would like displayed.

There is no charge to list or search for an event, with income for the site expected to be drawn from locally based advertising.

For more information, visit www.aroundyou.com.au.

New website showcases inclusive communities

Organisations involved in cultural diversity projects can showcase them through a new website backed by the United Nations Alliance of Civilisations (UNAOC).

The IBIS (Integration: Building Inclusive Societies) website is a new resource designed to showcase international good practice around engaging with migrants and refugees in local communities.

Among the initiatives already included on the site are links to multimedia presentations, news interviews, documentaries and events. The Australian Taste of Harmony initiative is among those recently showcased there.

The site provides a great forum to share ideas, tell people what your group is doing and to learn invaluable advice and information from others.

Pending discussions between the UNAOC, the Municipal Association of Victoria and other groups, plans are being developed for an IBIS regional launch and workshop in Melbourne later this year.

In the meantime, if your group has a cultural diversity project or initiative it would like to showcase on the website, it can be submitted via the link below.

The site is a joint project of the UNAOOC and the International Organisation of Migration (IOM). It can be found here: www.unaoc.org/communities/migrationintegration.

Got an anniversary coming up? Be wary of splashing the cash!

A UK-based cancer support organisation has used its centenary to share some lessons about celebrating a community group's anniversary.

Macmillan Cancer Support's public relations manager wrote [an article](#) for *The Guardian* newspaper's Voluntary Sector Network blog on the topic.

Perhaps the greatest lesson is in the fact that the article was written at all – an anniversary offers an opportunity for publicity, if you approach it in a creative way.

Macmillan Cancer Support turned the opportunity on its head, not seeking publicity for the anniversary itself but gaining publicity as a by-product of sharing the lessons learned:

- **“Planning ahead is crucial.”** Start a year in advance and consider appointing a steering group to ensure anniversary celebrations are not lost in the daily grind.
- **“Tailor your messaging.”** Consult all of your stakeholders (staff, fundraisers, volunteers, clients, etc.) about what the anniversary means to them. In Macmillan's case, the 100 year mark meant “very little” to people affected by cancer, who live day by day and whose greatest concern is that services will remain available.
- **“Say thank you.”** An anniversary is a good opportunity to publicly thank all of your supporters. This is a large focus of Macmillan's celebrations. They have created a website – www.biggestthankyou.org.uk – where people can publicly express their gratitude to anyone who has helped them during their cancer experience.
- **“Look forwards, and ask for more.”** Macmillan says an anniversary offers “a great opportunity to tell people about your future plans and set out your ambitions for the next hundred years”.
- **“Be wary of splashing the cash.”** Any money spent on celebrations should add value and promise good return on investment.

Macmillan Cancer Support builds cancer care centres and funds nurses and other specialist health care professionals. It helps with the financial costs of cancer by providing advice on available benefits as well as grants for any expenses “from heating bills to travel costs.”

Changes afoot at Centre for Social Impact

The Centre for Social Impact (CSI) is on the lookout for an executive director as Peter Shergold completes his four-year term as CEO and takes a seat at the organisation's board table as non-executive chair.

Dr Shergold will also continue as the Macquarie Group Foundation Professor of Social Impact.

A new executive director will fill a newly created role to “strengthen the management of the Centre in line with its increase in scale and influence”.

Dr Shergold was the CSI's inaugural CEO from 2008, following five years' service as secretary of the Department of Prime Minister and Cabinet.

The CSI was established to build not-for-profit capacity, philanthropy and corporate responsibility. It runs seminars, workshops and postgraduate courses.

Current research projects include examinations of social enterprises, corporate responsibility and ethical consumerism.

View the centre's blog at <http://blog.csi.edu.au/> or find out more at www.csi.edu.au.

Discount offered for Our Community members for legal issues seminar

Our Community members are being offered a 10% discount on seminars on legal issues in the not-for-profit sector.

The seminars, which are being run this month in New South Wales, Queensland and Victoria, will cover:

- The outcomes of the Productivity Commission's not-for-profit sector report;
- Which recommendations have been implemented and what the impact will be;
- Outcomes of the Senate committee report on the *Tax Laws Amendment (Public Benefit Test) Bill* and the transparency and accountability of the sector;
- Analysis of cases over the last 12 months, including Aid/Watch;
- Particular focus on two cases involving anti-discrimination and the exemption of religious bodies; and
- An analysis of tax issues for the not-for-profit sector, including tax, charity status and deductible gift recipient status.

The seminars run for just over three hours.

For a registration form for the **New South Wales** session at Bondi Junction on Wednesday March 9 (discounted to \$405), click [here](#).

For a form for the **Queensland** session on March 17 at North Quay (discounted to \$356) click [here](#).

And to register for the **Victorian** session in Melbourne on March 23 (discounted to \$405) click [here](#).

They did what?! Children's charity awards tender for free services

The most beautiful words in the English language, community groups generally agree, are "Here's the cheque", but 'no charge' must be a close second.

When the need arises we all look around for an accountant, a lawyer, or an auditor who'll agree to work for nothing, and if we can find one, we're ecstatic.

The UK National Society for the Prevention of Cruelty to Children ([NSPCC](#)) has now bumped this kind of search up a level.

Last year, the NSPCC sent out letters to 21 big law firms asking them to tender for the privilege of giving them pro-bono legal advice.

Eleven firms out of the 21 actually submitted proposals, and out of those the NSPCC picked four.

"The four firms will provide legal support in areas including employment, intellectual property, commercial and IT issues, as well as providing legal training," the group says.

The NSPCC says it's the first charity to implement this kind of legal tender process.

We're not surprised: it does take a fair bit of confidence, and a fairly strong existing public image.

Mind you, the NSPCC operates nationally and looked at national law firms, and there's nothing stopping a regional or local community group sending the same sort of letters around its own town or suburb.

It's worth a thought.

Training for senior women

Community sector training in campaigning, media management, public speaking and power is on offer in Melbourne during March and April.

The Empowering the Community Sector workshop series is run by Emily's List.

The workshops are targetted at senior women in the community sector, "who wish to further develop their capacity to influence political processes and policy outcomes."

Men are also welcome at the workshops, which run from 9.30am to 11.30am at the Queen Victoria Women’s Centre on the following dates:

- Strategic campaigning, campaigning as a woman and progressive debate framing – March 21
- Managing the media and introduction to social media – March 26
- Public speaking – April 6
- Women’s Power Handbook Refresher: skills for all situations

Emily’s List provides women who are Labor parliamentary candidates with financial, political and personal support.

Find out more at www.emilyslist.org.au/events-training/training.

That’s encouraging

Not-for-profit tax law is so complicated that we can use all the help we can get, and the Tax Office’s new guide, [Income Tax Exemption and Sporting Clubs](#), is to be welcomed.

It’s designed to help not-for-profit clubs self-assess whether they’re exempt from income tax as “a society, association or club established for the encouragement of a game or sport”.

You have to bear in mind, of course, that

- exemption from income tax doesn’t mean you get deductible gift recipient status,
- several important cases on just what kinds of exemptions sporting clubs are entitled to are still crawling their way through the court system and could well bring their own changes, and
- the government is considering changing the whole thing anyway –

but we must be thankful for small mercies.

Social Entrepreneur of the Year

The founder of a small, not-for-profit social enterprise that supports the development of very small businesses in remote Aboriginal communities has won the Melbourne Social Entrepreneur of the Year award.

Laura Egan was recognised for Enterprise Learning Projects, which she founded to create learning opportunities that lead to meaningful employment.

The organisation supports community members to develop their ideas and the skills needed to bring them to fruition.

The award was presented as part of the School for Social Entrepreneurs’ Melbourne graduation ceremony. Ms Egan recently completed the school’s nine-month program.

The School for Social Entrepreneurs program uses learning by doing, or “action learning”, based on the belief that students can learn from one another and have different learning needs and learn in different ways.

To find out more, go to www.sse.org.au.



[Back to Top](#)

16. Good Moves: Community Sector Jobs & Board Vacancies

The Community Jobs Centre is the place to find or advertise a community sector job in every state of Australia.

It's free to browse the listings, or to be sent the weekly "Good Moves" jobs listing bulletin, while advertising a job costs only \$30. Visit www.ourcommunity.com.au/jobs

JOB VACANCY LISTINGS (Paid Positions)

New South Wales

Job Title	Organisation	
Program and Administration Manager	The Red Room Company	Details
General Manager Operations	ADSSI	Details
1300 counsellor	Adults Surviving Child Abuse	Details

Queensland

Job Title	Organisation	
Community Development Coordinator	Indigenous Job Connections	Details
Volunteer Treasurer	Australians for Native Title and Reconciliation (ANTaR Qld)	Details
Manager	Mount Isa Community Development Association Inc	Details
2011 CENSUS RECRUITMENT	Australian Bureau of Statistics	Details

Victoria

Job Title	Organisation	
Youth Mentoring Specialist	YMCA Victoria	Details
Fundraising and Marketing Manager	Bluearth Foundation	Details
VOLUNTEER - Family Homework Program Tutor	Youthlink - Springvale Community Aide and Advice Bureau	Details
Manager	Camberwell Community Centre	Details
Direct Marketing Manager	Baker IDI Heart & Diabetes Institute	Details
NURSERY COORDINATOR	Greenlink Box Hill, Community Nursery	Details
Child Protection Practitioner	Department of Human Services	Details
Employment Team Leader	Whitelion Incorporated	Details

www.ourcommunity.com.au/jobs

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

The following is a list of the most recent Board/Committee vacancies listed at Our Community. To view other board or Committee vacancies [please click here](#) (This matching service is free)

New South Wales

Job Title	Organisation	
General Board Member	Camden Meals on Wheels Inc.	Details
Treasurer	Blacktown Youth College	Details
General Board Member	The Deaf Society of NSW	Details

Victoria

Job Title	Organisation	
General Board Member	Werribee District Hospital Charitable Foundation Ltd	Details
General Board Member	Housing Resource and Support Service Inc	Details
External Relations Sub-committee	Volunteer West	Details
General Board Member	St Mary's House of Welcome	Details

Western Australia

Job Title	Organisation	
General Board Member	SIDS and Kids Western Australia	Details

www.ourcommunity.com.au/boardmatch

[Back to Top](#)

17. Fast Forward

If you found this newsletter helpful, please feel free to send it on to your friends and fellow community groups in your area. People can sign up to receive their own copy at www.ourcommunity.com.au/signup.

If you would like to reproduce anything in this newsletter in your own newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of www.ourcommunity.com.au" and a direct link to the www.ourcommunity.com.au site if on a webpage.

If you no longer wish to receive this newsletter, please email service@ourcommunity.com.au and put "Unsubscribe-OCM" in the subject line.

[Back to Top](#)

18. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1. www.ourcommunity.com.au - Australia's most useful website (comprising the online Knowledge Centres) and publishing house - accelerating the impact of Australia's 600,000 community organisations and schools
2. GiveNow.com.au - Helping individuals and businesses give more, give smarter, give better, Give Now!
3. [Australian Institute for Community Practice and Governance](#) - practical and accessible certificated training delivered locally through our training Institute
4. [Australian Institute of Grants Management](#) - the unique suite of grants management services for government
5. [Australian Institute for Corporate Responsibility](#) - cutting edge corporate responsibility resources for large, medium and small business and community organisations

► Read more about us at www.ourcommunity.com.au/aboutus

[Back to Top](#)

WOMEN ACHIEVING AND FLOURISHING WITH CHRISTINE NIXON

HALF DAY
COURSE
Only \$145!

Our Community, Women's Leadership Institute Australia and Christine Nixon APM have joined forces to offer a half-day workshop designed for women in supervisory, management or leadership positions, and those who aspire to those roles.

The workshop will allow you an opportunity to:

- share your experiences in leadership and talk about ways of leading
- learn how to implement change
- learn ways to achieve goals, develop resilience and flourish.

CHRISTINE NIXON will be the workshop facilitator. Christine has 38 years experience in policing, having risen from Constable to Assistant Commissioner in the NSW Police to Chief Commissioner of Victoria Police. She was also the Chair of the Victorian Bushfire Reconstruction and Recovery Authority for 18 months and now works as a volunteer advisor to the Authority. Christine is a noted presenter and currently works in advisory roles to a range of public and private organisations and individuals.

She has qualifications and awards from various institutions and universities and vast experience in leadership and organisational reform.

Half Day Workshop of Skills Exchange and Inspiration

► www.ourcommunity.com.au/womenachieving