



Edition 2, 2012 – Issued March 15, 2012

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



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1. At the Crossroads: Communities in Control signs off with BEST PROGRAM YET!

This year is the 10th anniversary of Communities in Control – the conference that has become a movement, putting people at the centre of the social change and reform process.

It's also our last conference – and we're planning to go out with a bang! The conference program has just been released, with a theme of "Community Groups at a Crossroads". Speakers include:



DR NATASHA CICA is a Tassie native with an impressive resume that includes work as a lawyer for think tanks in Europe and Australia, and a plethora of published articles commenting on politics and culture for most major Australian newspapers. An ethicist, academic, founding editor of news and satire site *newmatilda.com*, and founder of Hobart-based consultancy, Periwinkle Projects, Dr Cica is a renowned intellectual and public interest commentator, with articles spanning multiculturalism to animal rights. Dr Cica is also a recipient of the 2012 Sidney Myer Fellowship for her outstanding talent and exceptional courage as a thought leader and public interest commentator. She is currently the Director of the Inglis Clark Centre for Civil Society at the University of Tasmania.



VIKA AND LINDA BULL have been singing for as long as they can remember. The sisterly duo have created a distinctive sound, utilising their mix of Tongan and Australian heritage to create a unique brand of powerful music. Vika and Linda's big break came when they accepted a request to join Joe Camilleri's Black Sorrows band, singing back-up vocals on three triple-platinum albums between 1988 and 1992. The sisters produced eight albums together between 1994 and 2006, and boast an awesome list of achievements, including performances for the Dalai Lama, Nelson Mandela and Ruben 'Hurricane' Carter, as well as the King of Tonga, not to mention a performance in the world famous bullring of Pamplona. Since breaking from recording after their last album, *Between Two Shores* (2006), the sisters have continued performing gigs to their loyal fans.



DR ANDREW CHARLTON is no stranger to hard work and success, having earned a medal for being the top economics student at Sydney University, winning Lions Club Australian Youth of the Year, 2002 best speaker award at the annual Oxford vs Cambridge debate, and a Rhodes Scholarship. In 2005, Andrew joined with Nobel Prize for Economics winner Joseph Stiglitz to publish *Fair Trade For All*, a discussion on how globalisation can help the developing world develop and prosper. He also authored *Oznomics*. Having worked at the United Nations, the international Organisation for Economic Co-operation and Development and the Boston Consulting Group, Andrew served as economic advisor to the then Prime Minister Kevin Rudd from 2008 to 2010, a period during which Australia earned the world's admiration for keeping the effects of the global financial crisis at arms' length.



THE HON JOAN KIRNER AM is the much loved former Premier of Victoria, who guided the state during a difficult period between 1990-92. Joan entered politics after pushing for education reforms, a role that formed the backbone of much of her political career and community esteem. As the first female premier of Victoria (and just a couple of months short of being the first female premier in Australia), Joan is widely respected for bringing in a new style of political leadership, moving away from the bullish approach that once dominated the political landscape to a more inclusive, participatory style. Since leaving Parliament in 1994, Joan has continued to work diligently as a community activist, showing her characteristic persistence in advocating for the advancement of women, social justice, the environment and educational reform and communities.



JUDITH LUCY is the woman behind the hilarious self-deprecating jokes that will send shivers down the spines of any well-mannered audience. While much of her stand-up comedy is derived from "ploughing the depths of my own sorry existence," Judith is also a successful writer whose memoir *The Lucy Family Alphabet* received critical acclaim for both its humour and honesty. After more than 20 years in the business of comedy, Judith continues to poke, prod and plough through her most personal anecdotes, leaving audiences unsure whether to cry with laughter or shock. During one review by *The Age* it was noted that "Great comedians have time for a sip of water after delivering a punch line. There were times when Lucy could have gone to the bar for a glass of red and we'd still be laughing when she got back."



GEORGE MEGALOGENIS is the political commentator behind the popular Meganomics blog published by *The Australian*. As a measure of George's standing in the Australian political landscape, one simply needs to look at the launch of his 2006 novel, *The Longest Decade*, which was largely concerned with the Paul Keating/John Howard era. Both Howard and Keating agreed to launch the book (at separate events of course), while George's latest book, *The Australian Moment*, which pinpoints the moments and events that have shaped Australia's good fortune and national character, was launched by the current Prime Minister, Julia Gillard. After spending 11 years in the Canberra Press Gallery, George has earned himself a spot amongst the nation's most respected political commentators, with an eye for objectivity and a taste for political analysis.



DAMIAN OGDEN is the founder and Executive Director of Campaign Action, a new national not-for-profit group that helps organisations and individuals learn how to effectively engage in the political process. By training and educating progressive groups and people, Campaign Action hopes to "change the nature of how we do politics in Australia, to broaden the base of our current and future leaders, and diversify the communities and organisations engaged in grassroots political action." A youth mentor and advocate for low-paid families, Damian has experience campaigning in Australia, the UK and America, where he worked for President Barack Obama during his successful 2008 campaign. His time with Obama encouraged him to launch Campaign Action in Australia to help people get more closely involved in the often confusing political process.



SCOTT RIDDLE manages strategic syndication partnerships in Australia & New Zealand for Google, a company that began with search, turned the company name into a verb, and now touches on so many parts of all our lives. Prior to joining Google early in 2011 Scott worked for New Zealand's international trade promotion agency in the USA and Australia. He is a graduate of the BOC Group's management program and founded three start-up companies while still at University. Scott has an honours degree in law and attained his MBA from the Cranfield School of Management where he won the Ford Prize for topping his class. Scott leads Google's local employee volunteering program and in his spare time is working on the launch of a new social enterprise.



MARGARET SIMONS is an award-winning author, journalist and Director of the recently launched Centre for Advanced Journalism at Melbourne University, where she is also the Coordinator of the new Masters in Journalism. As an author, Margaret has published 10 books, including the political memoirs of Malcolm Fraser, which won book of the year at the NSW Premier's Literary Awards in 2011. Alongside her academic commitments, Margaret is a media commentator for *Crikey*, where she regularly appraises the profession of journalism. In 2009, Margaret helped launch *Youcommnews*, an exciting experiment in "people-powered" journalism that allows writers to pitch news and current affairs stories for the public to help fund through online donations.



SAMANTHA THOMAS is a public health sociologist and a Senior Research Fellow at Monash University's Department of Marketing. Samantha's research has ranged from the health and wellbeing of war correspondents; to obesity stigma; sports betting; and risk behaviours in elite athletes. In 2009, she was selected as one of the top 10 emerging health leaders in Australia by the *Weekend Australian*, and in 2010 she received an Australian Davos Connection Future Leader Award. Samantha's past employers include the World Health Organisation and Kings College in London. In 2011 Samantha was awarded an ARC discovery grant to fund her research into the interpretation and response to weight messaging in Australian families. Her research regularly appears in the press and on programs including *Lateline*, *Catalyst*, *7.30* and *The Project*.

Need to Know

- ▶ **Date:** Monday and Tuesday, May 28 and 29, 2011
- ▶ **Venue:** Moonee Valley Racing Club, McPherson St, Moonee Ponds, Victoria
- ▶ **Cost:** Conference only (Mon & Tues): **\$330**
Conference & Grants Bootcamp (Sun, Mon, Tues): **\$590** (group booking discounts available)
Earlybird Offer – Must register and pay before 22 March: **\$530**
- ▶ **Info/Bookings:** www.ourcommunity.com.au/cic2012

2. Calling all Social Justice Champions: \$5000 award NOW OPEN!

The Joan Kirner Social Justice Award recognises those people who are working to bridge the gap between the “haves” and the “have nots” in a way that ensures that everyone, and every community, has the confidence and power to shape their own future.

Everybody in this life is entitled to equal respect. Everybody can have autonomy. Everybody has rights. Everybody should get a fair go.

In this world, though, there's often a gap between people's rights and entitlements and the reality of people's lives.

Social justice is about closing that gap in ways that are inclusive and empowering.

Such work is relentless; it's sometimes slow to bear fruit. But when it works, and it often does, it's life-changing to all those involved.

Through the Joan Kirner Social Justice Award, we want to identify those people who are shaping the social justice agenda, and acknowledge and share their achievements.

**JOAN
KIRNER
SOCIAL
JUSTICE
AWARD
2012.**

Who's eligible?

The award is open to anyone who is working to build social justice in Australia. We expect and encourage applications from:

- Individuals (unpaid or paid; amateur or professional)
- People working as a team
- Community-centred groups, such as community residents' associations or community committees (whether incorporated or not).

What's the prize?

The winner of the Joan Kirner Social Justice Award will receive a \$5000 cash prize thanks to the Trawalla Foundation. Only one prize is available. In the eventuality that a team or group of people wins the award, the money will be provided to an identified group leader for appropriate distribution.

While awards necessarily involve the selection of a winner, we are aware that many highly worthy nominations are likely to be made for this award. Recognition of all worthy nominations will be made in the form of a certificate and other forms of public acknowledgement where possible and appropriate.

What's the deadline?

All entries must be received by 5pm on Friday, April 27, 2012.

The winner will be notified by telephone in May 2012 and announced at Communities in Control on May 28/29. All nominators and nominees will be advised of the outcome via email.

How can I find out more?

Go to www.ourcommunity.com.au/joankirneraward

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3. Social Media Update: Here's what you missed

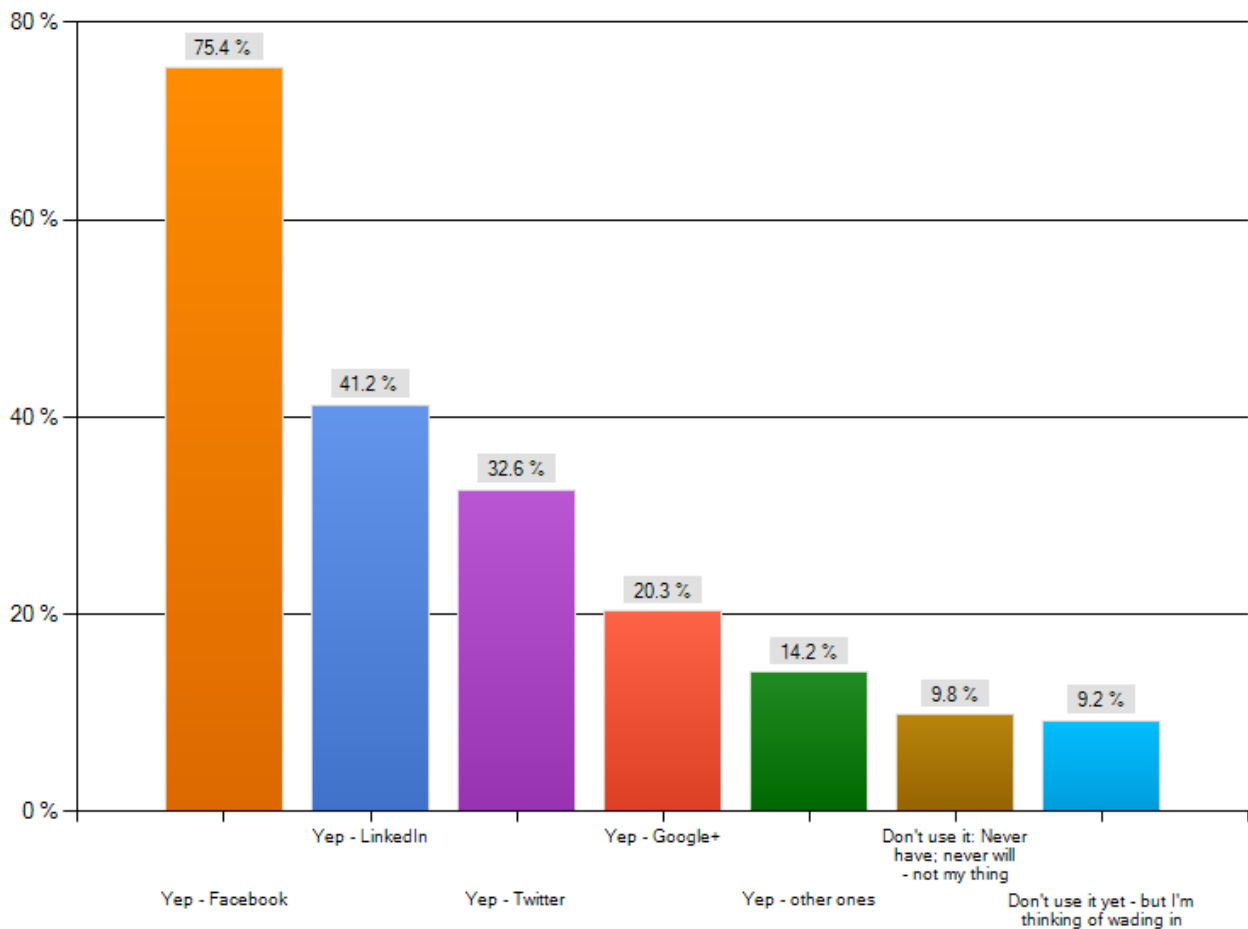


Still haven't joined us on Twitter, Facebook, or Google+? What on earth is stopping you!

Here's what you've missed over the past week or so:

- Info about our new Grants Bootcamp – [click here](#) for more.
- Project budgeting help – see our help sheet [here](#)
- Hints on where to get advice on how to handle a media crisis – head over to [Hootville](#)
- Our International Women's Day activities – see [item six](#)
- Tips for holding on to your regular donors – see our help sheet [here](#)
- A sneak peek of our doggy workplace – still available on YouTube [here](#)

We know a large number of you are using social media – here's what 325 of you said in response to last month's Our Community Two-Second Poll, which asked if (and which) social media our members used:



Here's how to join our networks:

- [Click here](#) to follow us on Twitter
- [Click here](#) to like us on Facebook page
- [Click here](#) to link up on Google+.

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Communities in Control 2012

GRANTS BOOTCAMP

Moonee Valley Racing Club
Melbourne, VICTORIA
Sunday, May 27, 2012, 9.30am-4.30pm



BACK TO BASICS

Strip back & rebuild your fundraising approach

GRANTS SPEED DATING

Meet the grantmakers, one on one!

WHO'S WHO IN THE ZOO
Find out who's likely to fund you

PRACTICE YOUR PITCH
Practical feedback from
a grantmaking coach

**MEET
GRANTMAKERS
ONE ON ONE!**
Be Quick -
Numbers are
capped!

BOOK NOW TO AVOID DISAPPOINTMENT!
www.ourcommunity.com.au/cicgrantsbootcamp
or phone 03 9320 6800



Communities in Control
One of the 16 Knowledge Centres
of Our Community.



ourcommunity.com.au

4. Bonfire of the Charities: Lessons for all not-for-profits in Tele fundraiser scorcher

Not-for-profit organisations like to think that they're generally well-liked – that people see them as the good-hearted right-thinking benefactors of humanity that they indeed are.

Most of the time, that illusion isn't going to be challenged. Social norms frown on throwing rocks at charity workers.

Sometimes, however, that norm is challenged, and it's quite instructive to see what happens then.

Recently, the Australian Fundraising Institute held a conference on bequests programs. Sydney's *Sunday Telegraph* attended, and decided to king-hit the conference, the Institute, the conference participants, bequests programs, and the sector in general.

All these were accused of "a shockingly cavalier attitude towards elderly and dying Australians", and of using "emotional manipulation, psychological profiling and deliberate and sustained pressure".

We needn't spend too much time on the specifics of the *Telegraph's* attacks. [Hootville](#) is correct in saying that it's "an unscrupulous, unfair, unexpected media hijacking", that it is "deliberately misleading and hurts anyone who raises money in Australia" and that it has taken "comments out of context to mislead and panic" the paper's readers.

That doesn't mean, though, that we can just dismiss it. We have to look deeper.

Here and elsewhere, the *Telegraph* is appealing to the "Saintly Beggar" model of charity.

The ideal, they make it clear, is that if you want to do good for your fellows you should begin by swearing vows of poverty, chastity, and humility. You should then hold out your cup and close your eyes, calling out "Bless you, kind sir" whenever you hear a coin rattle. If there are enough coins to make soup for the deserving poor, off you go and do it. If too few passers-by felt beneficent that day then there won't be enough soup for everybody and some will have to miss out, beginning with you – sorry about that, but the mission must come first.

This image is, of course, misleading and malign in almost every possible way. People working in the not-for-profit sector are, by and large, doing things that have to be done to produce a society that people want to live in, and the public should be prepared both to invest in it and to reward the people who make it happen.

You shouldn't ignore, though, the power that the Saintly Beggar image has to mobilise opinion against you.

Let's look at the comments section.

'Peter of Country NSW' says, "[Having read this article, I will make explicit provision in my will that not one cent is to go to charity.](#)"

'Miranda' says "[I now urge all Australians to stop making donations to charity. The trust is gone forever now.](#)"

'Joe of 2193' says "[From now on, I will stop all my donations, and to never give a cent to charities.](#)"

A cynic might wonder whether Peter or Miranda or Joe gave anything much before, or whether this might be a case of the traditional schoolyard "I was going to give you one of my caramels, but since you were so rude and pushy as to ask me I'm going to eat them all myself, so there" – either way, though, it illustrates one of the parameters of our problem.

Nearly everybody in Australia thinks it's a good thing to be generous donor to good causes. A very much smaller proportion of the population, though, actually donates, and those that do donate don't give as much as they think they ought. The outcome, then, is that people feel guilty.

Guilt may drive people to give, or to give more. Another reaction, though, is to reduce cognitive dissonance by looking around for reasons – OK, excuses – why pig selfishness is in fact the most moral and admirable policy for a good citizen.

"Don't beg. You're asking donors to invest in a better society, and the return for that investment is that they'll be able to live in it."

One such excuse is that the money doesn't actually do good, being spent instead on staff salaries or fundraising costs.

As 'Frank of Manly' says, "It is more about raising money to pay the high salaries and expense accounts of these people, they are beneath contempt".

'Scrub Nurse of Orange' puts it most strongly: "I'll burn any money I have before I give it to a charity. I'd rather find someone who needs help and help them directly. At least I know that 100% of the money I give them is going directly to them and not into some CEO's pocket".

Again, the reality of the situation here hardly matters (though we don't think the disadvantaged folk of Orange should count heavily on that 100% actually coming through on the day). That perception, those attitudes, are what count.

Your fundraising campaigns shouldn't try to avoid this kind of attack simply through camouflage. Saying "100% of your contribution will go to help children with cancer" is not only misleading (meaning, as it must, only that you're taking admin costs out of another pocket) and dangerous (because there's a good chance that someone's going to point that out) but also sells the pass.

Things cost what they cost. If you want something important and difficult to happen, and to keep happening, then it'll probably involve a cost. What counts is the cost/benefit ratio. Boast about that.

You have to be able to show that what you do adds value. Don't put it up front – people want to know about the person who's benefiting from your work, not about your struggles – but it has to be in the picture somewhere.

Don't beg. You're asking your donors to invest in a better society, and the return for that investment is that they'll be able to live in it.

Everybody wins, except people who would rather burn their money than see it put to use.

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5. Are You Paying Too Much? Help us get the best telecoms/net deal for your group

We're investigating offers for cheaper deals on telecommunications for community groups – and we need your help!

We want to sample the landline, mobile and internet bills of around 30 community groups across Australia to make sure we understand what your needs are and can work more effectively what sort of prices you are paying.

Can you help?

Here's what we need you to do:

- Scan and email a landline and/or mobile and/or internet bill to kathyr@ourcommunity.com.au; alternatively, you can post it to Our Community, Kathy Richardson, 51 Stanley St, West Melbourne VIC 3003
- We'd also love to know who it is in your group who makes the decision in your group about telecommunications, whether internet, landline phone or mobile phone – is it your admin manager, your finance manager, your treasurer, your CEO, or someone else?

This information will be used to help us start to form a picture of what's needed to reform telecommunications for not-for-profits in Australia.

We won't pass on your name or any confidential information; just the numbers involved with your bill.

Any questions? Feel free to email kathyr@ourcommunity.com.au

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6. International Women's Day sees new women's leadership push emerge

Our Community got the jump on International Women's Day last week by bringing together a group of dynamic Australian women to join the Federal Minister for the Status of Women, The Hon. Julie Collins MP, in launching our new book, *Get on a Board (Even Better – Become the Chair)*.

The book, which was funded by the Alcoa Foundation, takes you through the board lifecycle, from first consideration of such a role, through finding the right board, getting the gig, honing your performance and, finally, moving on.

It's full of tips, insights and tricks for aspiring board members.

At Our Community, we're shocked and appalled that the number of women on the top 200 Australian corporate boards remains at only 14%.

Government and not-for-profit boards are better, but not that much better!

"The 'Advancing Diversity and Women in Australia' book and related training sessions will help bring more women to positions of power in Australia," said Our Community Group Managing Director Denis Moriarty.

"We're fortunate to have the support of the Alcoa Foundation, which is a champion for women's and community leadership in Australia."

We also used International Women's Day as an opportunity to celebrate some of many successes of recent years and months – new legislation to mandate reporting of salary and diversity performance by big business in Australia, the community sector equal pay case win, the introduction of paid parental leave, and the fact that a record number of businesses received the Equal Opportunity for Women in the Workplace 'Employer of Choice for Women' citation are all things to celebrate.

We also applauded as the Women's Leadership Institute Australia (WLIA) introduced an important new project designed to boost the number of women quoted in Australian news media.

The Women for Media project provides an up-to-date listing of ready, willing and knowledgeable women spokespeople working in the government, finance, not-for-profit and business sectors. It is anticipated that this will expand into other sectors over time.

A study of news commentary in Australia, the results of which were released during the launch of the project on International Women's Day on March 8, found that only a third of not-for-profit-related news commentary in Australia involved female spokespeople.

The results were even worse for business commentary, with just 20% involving the views of female business leaders, and in the area of politics, where women represented just 25% of the commentary.

The WLIA report involved an analysis of 81 Australian metropolitan newspapers between October 23 and 29, 2011.

More than 100 Australian women leaders have thrown their support behind WLIA's work to connect journalists to more female talent.

WLIA Founder and Chair Carol Schwartz (who also chairs Our Community) said the under-representation of women in the media needed to be addressed.

"We hope by raising the issue of gender bias in news commentary we can make a difference and see more credible female thought-leadership in the news," Ms Schwartz said.

Find out more at <http://www.wlia.org.au/women-for-media>.



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7. Management Training: Course for new, experienced & aspiring senior NFP staff

Your organisation's management team is responsible for building, maintaining and driving your organisation. Ultimately, how they perform will be the single most important factor in determining the success of your organisation.



Our Community has joined with Franklyn Scholar and IBSA to develop the Diploma of Management (BSB51107) for community sector workers.

The Diploma provides a widely respected, nationally recognised qualification for those who are keen to consolidate their management experience, or move to the next level in their career.

Participants will learn:

- How to manage projects – big, small and everything in between
- How to build and manage budgets and financial plans, and evaluate the effectiveness of your current processes
- How to recruit, select and induct staff for your organisation
- How to manage the performance of paid and unpaid staff
- How to ensure team effectiveness within the organisation
- How to manage quality “customer service” and ensure products and services are delivered and maintained to standards agreed by the organisation
- How to ensure a safe workplace and comply with OH&S requirements and other relevant laws
- How to integrate performance management systems into your organisation

This is Australia's most inexpensive accredited management qualification for community groups (with a radically reduced cost for eligible Victorian participants (see [here](#) for details).

The training is suitable for all new, experienced or aspiring senior staff, including those identified as potential leaders.

The course, delivered on five consecutive weekdays, incorporates some pre-attendance materials, and a lively and interactive training program that includes group exercises facilitated and supported by experts, networking and support opportunities, and access to ongoing advice and support.

[Click here](#) to book (dates and locations below).

Location	Date	Time	Venue
2012			
Melbourne	19-23 March	9:00am-5:00pm	Karstens 123 Queen Street MELBOURNEVIC3000 Room: TBC
Sydney	7-11 May	9:00am-5:00pm	Hyde Park Inn 271 Elizabeth Street SYDNEYNSW2000 Room: TBC
Melbourne	18-22 June	9:00am-5:00pm	Karstens Level 11, 123 Queen Street MELBOURNEVIC3000 Room: TBC

Other upcoming training being offered by Our Community includes:

- **Strategies for Sustainable Funding** – [Click here for details...](#)
 - Perth: 30 April
 - Adelaide: 30 April
 - Darwin: 30 April

- **Introduction to Writing Winning Grant Applications** – [Click here for details...](#)
 - Perth: 30 April
 - Adelaide: 30 April
 - Darwin: 30 April

- **Advanced Grant Writing** – [Click here for details...](#)
 - Sydney: 13 March
 - Perth: 2 May
 - Adelaide: 4 May
 - Darwin: 4 May

- **Certificate IV in Governance (BSB40907)** – [Click here for details...](#)
 - Brisbane: 26-29 March
 - Adelaide: 2-5 April
 - Darwin: 2-5 April
 - Melbourne: 15-18 May
 - Sydney: 15-18 May
 - Brisbane: 15-18 May
 - Perth: 12-15 June

- **Secrets of Successful Boards** – [Click here for details...](#)
 - Melbourne: 16 March
 - Perth: 3 May
 - Adelaide: 3 May
 - Darwin: 3 May
 - Melbourne: 14 May
 - Sydney: 14 May
 - Brisbane: 14 May

- **Women Achieving and Flourishing** – [Click here for details...](#)
 - Melbourne: 1 May
 - Sydney: 12 June

- **Women Leaders – Taking the Next Steps** – [Click here for details...](#)
 - Melbourne: 2 May
 - Sydney: 13 June

Our Community also provides tailored training on topics and in locations of your choice.

For more information, contact Alan Matic via email to alanm@ourcommunity.com.au or telephone (03) 9320 6805.

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8. Volunteering News: Retaining & recognising; new fed funding; new handbook

With National Volunteering Week (May 14-20) less than two months away, now is a good time to think about how your group retains and recognises its volunteers.

Volunteers give their time because they believe in your cause or your work, but unless they enjoy their experience or find it rewarding, they are not likely to return.

To retain your volunteers, you need to remember “The Three Rs” – rewards, recognition and respect.

Rewards

- Organising volunteer functions – These can be simple gatherings or get-togethers involving a meal, activity or social event.
- After-parties – Give them a winding-down party after they've helped out at one of your special events.
- Special offers – If you hold functions, give them first dibs on the good tickets. If you sell goods or services, offer them a special volunteer discount.

Recognition

- Thank your volunteers in your annual report – List each and every one of them if you can.
- Profile them in your newsletter – You could include a Q&A with one of your volunteers every month, for example.
- Just say it – Saying thanks is a simple enough thing to do, but can mean a lot to those who have gone out of their way to support you. Better still, take the time to send out a personally signed thank-you card once a year – at Christmas, for example. Get all your staff (and/or clients) to help personalise them.

Respect

- Provide training – Ensure that appropriate orientation, supervision and training are available.
- Listen – Encourage feedback, and let your volunteers know when and how you've acted on their suggestions.
- Consult them – Include your volunteers in the planning for your organisation.

[Click here](#) for more help sheets on recruiting and managing volunteers.

Changes to volunteer funding arrangements announced

The Federal Government has announced changes to its Volunteer Management Program (VMP), and to funding arrangements for Volunteer Resource Centres (VRC) in regional and metropolitan areas of Australia.

Under the changes:

- Funding for VRCs in capital cities will be targeted to ensure services are focussed in locations where they help to build capacity in disadvantaged communities.
- The 32 regional VRCs will continue to be funded to operate in regional Australia, with their funding to be guaranteed for a period of three years (up from the current 12 months).
- Funding for Volunteering Australia, as well as for State and Territory peak bodies, will be pooled into a new National Project Fund.

A grants round will open this month for selected VRCs in capital cities, while funding for existing VRCs will continue until new services begin in October.

The first National Project Fund grants round will open next month, with projects selected by the end of September 2012. [Click here](#) for more information on the Federal Government's changes.

New volunteer resource for groups with young volunteers

Volunteering Queensland has released a new handbook for organisations trying to attract and retain young volunteers.

Young People as Volunteers aims to offer clear strategies on how not-for-profit organisations can better work with young volunteers – particularly those aged between 18 and 25.

The handbook is drawn from interviews with young people, groups which had, or wanted to have, young people as volunteers, and a variety of groups that had been successful in engaging young volunteers.

[Click here](#) for more.



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9. Marketing Guru: Konymania

We all know internet memes – those pointless frenzies that shove, say, a pointless net video of a small boy talking about learning to ride a bike to a prominence that mean it's seen in two days by more people than have read anything by the last six Nobel prize-winners for literature combined.

We know them so well that we're at the meta-meme stage.

Kony 2012, the latest video to go viral, spends its first two minutes talking about how videos can go viral (including a few seconds of the small boy and the bike, just to illustrate the point).

This is an experiment, it says.

Then it goes on to show you positive images of childhood, for contrast, and then horrific images of abuse in Africa. Can this, it asks, go viral too?

The images are genuinely horrific, and the story it tells, of the ravages of the Lords' Resistance Army under the infamous Joseph Kony, are genuinely shocking.

The film is artful, carefully designed, and highly professional. Astoundingly, it holds your interest for half an hour – something that was reputed to be an impossibility for today's attention-disordered youth.

But you know all this. You've watched it too!

Or have you? The not-for-profit sector still has some pockets of technophobia – like the 10% of people who said, in response to our most recent poll, that they didn't use social media, and never would.

Fair enough. There's no law against that.

Still, Kony does provide somewhat of a wakeup call. The bar has just been raised. Kony 2012 has been the most successful media campaign of the year, or the decade, based on a single online video.

It garnered more than 11 million views on YouTube and almost 1.8 million "likes" on Facebook in less than 48 hours, and by now is well over 80 million views in total.

Hundreds of thousands of people, including at least 50,000 Australians, have signed up or donated. It's attracted thousands of pages of free media publicity, and that's shown no signs of stopping any time soon.

"Kony 2012" gets 94 million hits on Google. Celebrities like Kim Kardashian and Justin Bieber have publicised the campaign on their Twitter feeds.

Of course, the campaign has also attracted a great deal of criticism, much of it justified. Some of the most convincing reservations about the film are not so much that its prescriptions are liable to do harm, than that they may not do anything much at all. Perhaps the most interesting thing will be to see whether the internet, united, can in fact bring

about change on the ground. Will Kony be brought to justice? It's not really something you can fudge. He's either standing in a dock in The Hague or he isn't.

What's clear already is that the video has created a huge upswing in donations (\$5 million dollars in two days for Invisible Children), and a massive upswing in awareness.

The debate is now not about whether we should care, but about what we should do now we do care. A great article by Michelle Griffin in *The Age* is worth a read.

For not-for-profits seeking to learn from this experience, Kony 2012 provides a masterclass in persuasion:

Show the ideal: show the problems: offer a solution: show where the donor fits in.

On all of these, the video turns the dial up to 11, but even if you're collecting for an indoor heated pool in Bayswater those are still the stages you need to bring your audience through.

Learn from Invisible Children. Then get out your laptop. You never know.



The Marketing Guru is an initiative of the Marketing, Media and Post Centre, the online resource provided by Our Community and Australia Post. Send your questions to guru@ourcommunity.com.au.

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10. What is your group worth to a Business? No, really!

When thinking about forming a partnership with a business, a common downfall for community groups is not recognising their own worth and what they might have to offer a partner.

Community groups usually find it easy to list the benefits they provide to clients and the community, but when faced with the question of what they can offer businesses, they stumble.

"What could we possibly offer businesses? They have money, what do we have?"

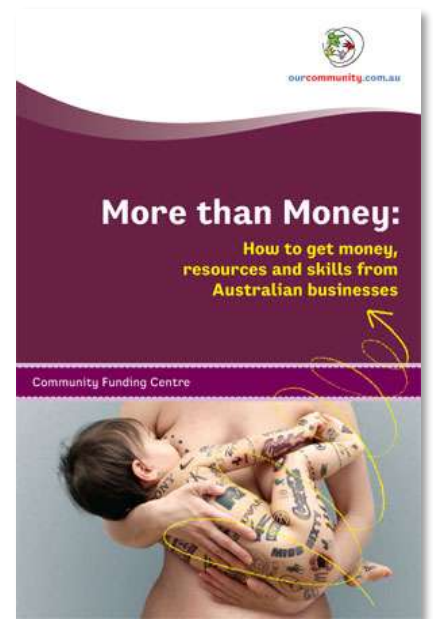
Of course, community groups have plenty they can offer, and a key step in developing a successful partnership is to actually know what that is.

Most businesses aren't going to support a community group just through the goodness of their hearts. They want to know what is in it for them – and it's up to you to know what they want and whether you can deliver it.

So take a look at yourself and nail down the things you have to offer a business partner. They might include:

- Help with volunteer/team-building projects.
- Sponsorship or naming rights at your group's events.
- Providing (careful and respectful) access to your network of members and supporters.
- Advertising space in your newsletter, on your website, in your mail-outs.
- Access to your organisation's expertise in a particular area.
- Access to great speakers for their events (and a platform for their speakers at your events).
- Positive media coverage through association with your group.
- Better customer responses due to association with your group.

As well as knowing what you can offer, you need to be able to put a monetary value on it. Think about:



- What an association with your group is worth in terms of good reputation for their business.
- What it would cost a business to bring in a consultant to provide the expertise you are offering as part of your partnership.
- How much it would cost to reach your members/supporters through advertising (taking into account how much better it is to have a word-of-mouth recommendation).

Don't sell yourself short. There are a few ways you can put an accurate value on what you can offer:

- If you have a product which could be useful to a business, contact other organisations/businesses offering similar products and check what they would charge to provide them.
- If you have a charismatic founder or CEO who speaks at public events, check out what a similar speaker charges for an appearance. There are many speaker management agencies you can call to check this out.
- If your website has a phenomenal number of hits, or your newsletter has fantastic circulation, cost out advertising space for logo placement or other advertising on a website with similar traffic or a publication with similar circulation.

More great information on establishing a community-business partnership can be found in the Our Community book, *More Than Money: How to get money, resources and skills from Australian businesses*.

For more information on the book, or to purchase a copy, visit: www.ourcommunity.com.au/morethanmoney.

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11. Review condemns NT intervention, calls for “meaningful consultation”

A newly released review of the Federal Government's Northern Territory Intervention has condemned it as racially discriminatory, saying it breaches Australia's human rights obligations.

The review – *Listening but not Hearing* – was compiled by the Research Unit of Jumbunna Indigenous House of Learning at the Sydney University of Technology and launched last week by former Prime Minister Malcolm Fraser.

It is drawn from interviews and meetings conducted across the Northern Territory, as well as an examination of documents and consultation phases that have occurred since the 2007 intervention.

The report examines the original 2007 intervention led by the then Coalition Government, as well consultations in 2009, and the most recent Stronger Futures process, both conducted by the Federal Labor Government.

The most recent consultations have formed the basis of the Stronger Futures Bills currently before Federal Parliament. The Bills are designed to continue and build on the work that has occurred following the original intervention, as well as look at areas of possible reform and improvement.

The report found:

- **That the Northern Territory intervention is racially discriminatory and breaches Australia's human rights obligations.** The report notes that a number of independent human rights monitoring bodies “have called on the Australian Government to urgently amend the Intervention to ensure that it is no longer racially discriminatory and complies with other human rights obligations”. Subsequent government moves to address these allegations have achieved little, the report says, with most of the intervention's measures remaining unchanged.
- **That the Stronger Futures consultation process does not comply with Australia's obligations to consult with Aboriginal and Torres Strait Islander Peoples.** This includes not complying with the United Nations Declaration on the Rights of Indigenous People, which the Australian Government has endorsed.

- **The Stronger Futures consultation process did not comply with Australia’s obligations to meaningfully consult with Aboriginal and Torres Strait Islander peoples.** The consultation used dense, complex materials not translated into Aboriginal languages; was conducted in very general terms; was partisan and did not acknowledge previous criticisms of the intervention; and didn’t allow for proper feedback, nor for proper consideration by Indigenous communities of the complex legislative measures proposed. The consultation process doesn’t justify classification of the measures in the proposed legislation as “special measures” under Australia’s Racial Discrimination Act.

“As so many have pointed out, until Aboriginal people in the Northern Territory are allowed to gain ownership over their future, Government will fail to improve their overall circumstances and they will remain second class citizens of this country.”

In a scathing foreword to *Listening but not Hearing*, Alastair Nicholson – one of the report’s 10 authors, Professorial Fellow in the Law School at Melbourne University, and a former Chief Justice of the Family Court of Australia – described the 2007 intervention as “disastrous” and the consultations since as “pathetic”.

“(The 2007 intervention) was a ‘solution’ imposed by a faltering government for its own political purposes on the Aboriginal people without their involvement and without consultation. The tragedy was further compounded by the incoming Rudd Government’s adoption of most of the worst features of the intervention,” he says.

“What should have occurred was the dismantling of the intervention and a new beginning. Instead we had the Government’s pathetic 2009 ‘consultations’ in an attempt to prop up the remaining features of the Intervention that it wanted to retain as special measures within the meaning of the Racial Discrimination Act.

“There followed its 2010 legislation restoring the Racial Discrimination Act, while at the same time retaining those features of the Intervention, coupled with its shameful attempt to cloak income quarantining as non-discriminatory by purporting to have it apply to the white population as well.

“We now have had a re-run of the same process with new and more rushed ‘consultations’. (And) again we have the spectacle of the Government going through the motions of ‘consulting’ without really doing so in order to pursue its pre-determined and Canberra driven policies.

“There was no attempt to invite elders to share in the planning of an agenda which will affect their lives for years to come.”

Mr Nicholson said government policies were “doomed to fail” unless there was meaningful consultation with Indigenous elders and leaders – a theme we at Our Community have explored for the past decade through the [Communities in Control movement](#).

“The Government’s current policies have failed and they will continue to fail for so long as it continues to determine policies without the direct involvement of Aboriginal people in the decision- making process,” he said.

[Click here](#) to download the full *Listening but not Hearing* report.

Alistair Nicholson was interviewed on ABC Radio National about the report earlier this month – **[click here](#)** to listen to the interview.

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12. Signs of Movement: Aussie Charities Commission delayed; Kiwi Commission axed

The onset of the Australian Charities and Not-for-profits Commission (ACNC) has been pushed back to 1 October. This isn't surprising, as there's a lot still to do – the legislation to define charities hasn't yet been finalised, and the Commission is still hiring.

Interestingly, though, the delay means that the Commission won't overlap at all with its erstwhile New Zealand counterpart, which is going out of business by the end of June, with its functions folded back into the Department of Internal Affairs.

There doesn't seem to be any particular animus behind the NZ Government's decision to close the Commission. It comes as only one part of a general decision to minimise the number of semi-government organisations in the hope of budgetary savings. The Government thinks it'll save a net \$450,000 a year from the closure.

There has been surprisingly little complaint from the NZ voluntary sector about the closure. The opposition parties objected, partly to preserve public sector jobs in a recession, and partly because they said it raised the possibility of political interference in decisions to register or not register an organisation.

“Charities – the community sector; that third sector – are explicitly not part of the State sector, and part of the whole rationale for the development of a Charities Commission in the first place was to ensure that that third sector, the community sector, did not become hostage to ministerial whim,” said Greens MP Kevin Hague.

When public comment was called for on the Crown Entities Reform Bill, however, while all the submissions opposed the Bill, there were only 13 of them, and one of those was a seaside boarding house that mistakenly thought the Commission was a grantmaking body and didn't want to lose it.

This lack of enthusiasm seems to have sprung from the Commission's decision to take a restrictive view of its functions and a restrictive view of what constituted a charity.

It was said that a significant 10% of applicants had been refused registration. The Association of Non-Governmental Organisations of Aotearoa (ANGOA) said that “The Commission was set up to be the guardian of New Zealand's charities but it has ended up policing them instead.”

Still, ANGOA said, “We don't agree with everything the Commission does but we believe an independent Commission is essential for public trust and confidence in the sector. Absorbing the Commission won't solve the difficulties the Commission is creating for sector organisations.”

Opponents of the change pointed out that the Commission had been introduced in 2005 after wide consultation, and the reasons why it had been decided on were as cogent now as they were then. To dump the Commission because of its shortcomings was to radically mismanage the baby/bathwater interface.

It does seem, though, that if a charities agency is too narrowly focused on compliance and does not act as a voice for the sector then the sector will not be passionate about defending it when it comes under threat. ACNC: take note.

Back in Canberra, the sector late last year lost a powerful advocate in Bill Shorten, who was replaced by Senator Mark Arbib, who has also now been replaced by the new Assistant Treasurer David Bradbury.

The government has also released a consultation paper on reform of charitable fundraising regulation. The aim, it says, is to reduce the compliance burden faced by charities, which is a splendid idea (though it is also an area where the Federal Government has no power, relying as it does on the cooperation of the states).

The inquiry is presumably designed to increase the pressure on the states to play nice and standardise fundraising regulations across Australia or, even better, refer regulation to the ACNC.

It's a worthy cause: put in a submission (by April 5). Make sure you mention any troubles you've had complying with being registered in each state.

“It was said that a significant 10% of applicants had been refused registration.”

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13. UK community sector leader calls for more not-for-profit reps on business boards

Our Community has long been a proponent of not-for-profit organisations making space to include more business people on their boards.

In the UK, the sentiments are now flowing back the other way, with not-for-profit leader Sir Stuart Etherington recently calling for more charity sector leaders to sit on the boards of companies that sell shares to the public.

Sir Stuart, who is CEO of the National Council of Voluntary Organisations, suggested the change at an event titled 'Making Capitalism Responsible' in London.

He said it was too difficult for charity leaders to break into financial sector boards.

"The make-up of many boards in the financial sector is not representative of anyone in this room," Sir Etherington told the audience.

"There are only two people from civil society on PLC boards – Jasmine Whitbread from Save the Children and Dame Mary Marsh from NSPCC."

Sir Stuart also criticised companies in the financial sector for too often saying charity leaders would not understand private company issues.

"Many of our leaders do deal with complex and global issues which large companies also face," he said.

Secretary of State for Business Vince Cable MP also attended the event, and lent his support to Etherington's notion that company boards need to become more diverse.

► What do you think? Take the Our Community Two Second Poll:

Our Community Poll (March 2012)

Volunteers, workers, board members - anyone involved in the community sector is welcome to contribute to this one.

*** 1. A not-for-profit leader in the UK is calling for more not-for-profit representation on corporate boards. What do you think of that proposal?**

- Great idea - it would make corporate boards more diverse and responsive to the community
- Bad idea - we should leave business to business and community to community
- Don't care

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14. 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:



[International Day for the Elimination of Racial Discrimination: 21 March](#)

Celebrated on the anniversary of the 1960 shooting of 69 anti-apartheid protestors, The International Day for the Elimination of Social Discrimination is a reminder to continue breaking down all forms of racism and racial discrimination.



[Harmony Day: 21 March](#)

Harmony Day is a chance for Australia to celebrate cultural diversity. It is an opportunity to reflect on what makes Australia a multicultural country, including the acknowledgment of the traditional owners of this land. The 2012 theme, *Sport – play, engage, inspire*, recognises the important role sport plays in Australia's multiculturalism.

[Close the Gap Day: 22 March](#)



Aboriginal and Torres Strait Islander Peoples are still dying 10 to 17 years younger than other Australians. For that reason, more than 40 national organisations came together in 2006 to form Close the Gap – Australia's largest ever campaign to improve the health of Aboriginal and Torres Strait Islander people.



[Arthritis Awareness Week: 25-31 March](#)

Arthritis Awareness Week aims to support and inspire those with arthritis to positively manage their condition and to raise awareness of arthritis in the wider community. Nearly four million Australians live with arthritis, which is almost one fifth of the population.



[Earth Hour: 31 March](#)

Earth Hour is an international sustainability movement, where individuals and businesses are encouraged to turn off all lights for an hour. Earth Hour aims to increase awareness of the impact we have on our world through the use of fossil fuels and electricity.



[Pillow Fight Day: 7 April](#)

International Pillow Fight day is an Urban Playground Movement initiative. It is a free, public all-ages event, with an aim of getting people off the couch and out of the house to appreciate the fun they can have in their cities.

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15. Community Sector Briefs

Victorian not-for-profit compliance portal launched

Victorian not-for-profits now have a single online compliance portal after the launch of the state's Not-For-Profit Compliance Support Centre earlier this month.

The portal is designed as a one-stop-shop for regulatory information, licenses, forms and other support material.

It includes information on starting a not-for-profit, managing a group and its people, managing finances, fundraising and running events. Each section contains information on regulatory requirements, as well as links to forms and licence documents, and to relevant laws and regulations.

It's at www.nfpcompliance.vic.gov.au.

UNAA workshops

The United Nations Association of Australia (UNAA) is preparing to launch its 2012 series of business and human rights workshops, which are designed to encourage corporate responsibility and sustainability.

The five workshops will each be spaced roughly a month apart and will focus on a range of topics from an introduction to the UN's Guiding Principles for business and human rights, to managing human rights related complaints, disputes and grievances.

The workshops will include guest speakers from different sectors who will lend their expertise to discussions on critical issues and case studies.

For businesses and government, the workshops cost \$480, or \$2000 for the entire series. Not-for-profit organisations will be charged \$350 per workshop or \$1500 for the series.

For more information, [click here](#).

Money Minded workshops

Child and family welfare group Berry Street is preparing to run the first of eight MoneyMinded workshops of the year.

The workshops are designed to help community workers increase their financial skills and knowledge, which they can pass on to their clients.

The workshops will be delivered over two consecutive days at four of Berry Street's Victorian sites – Eaglemont, Clayton, Shepparton and Morwell – with each location seeing two workshops during 2012.

The MoneyMinded program is free to all community workers and volunteers, who will receive resources containing information, contacts, handouts and activities for their use in helping clients build on their own financial skills and knowledge.

The eight workshops will be run once a month between March and October, with the first being held at Clayton on March 29 and 30.

The MoneyMinded program was developed using the results of a survey on adult financial literacy, which showed a need for Australians to develop a better understanding of how to manage their money.

For more information [click here](#).

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16.Good Moves: Community Sector Jobs & Board Vacancies

JOB VACANCY LISTINGS (Paid Positions)

New South Wales

Job Title	Organisation	
Executive Officer	Marrickville Legal Centre	Details
Development Manager (Fundraising)	Can Assist	Details

Queensland

Job Title	Organisation	
Family Carer Support Officer	Carers Queensland Inc.	Details
Manager, Fund Raising and Promotion	Carers Queensland Inc.	Details
Multicultural Service Coordinator	Carers Queensland Inc.	Details

Victoria

Job Title	Organisation	
Administrative Assistant	PLWHA Victoria Inc	Details
Volunteer Manager	YMCA Victoria	Details
Chief Executive Officer	Statewide Autistic Services Inc	Details
Program manager	Foundation For Rural & Regional Renewal	Details
Community Programs Officer	.au Domain Administration Ltd / Dakin Mayers	Details
Events Manager	Griefline - Community and Family Services Inc	Details
Marketing Manager	Griefline - Community and Family Services Inc	Details
Co-ordinator of Volunteers - Home Support, Administration, Bereavement & Fundraising	Eastern Palliative Care	Details
Chief Executive	Earthwatch / Dakin Mayers	Details
State Manager	Neighbourhood Watch	Details
Capital Campaign and Fundraising Director	Gowrie Victoria	Details
Industry Skills Advisor	Trio People	Details
Industry Skills Advisor	Trio People	Details

www.ourcommunity.com.au/jobs

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

New South Wales

Job Title	Organisation	
General Board Member	Lifestart Co-operative Ltd	Details
Treasurer	St George Accommodation for Youth LTD	Details

Queensland

Job Title	Organisation	
Treasurer, Secretary, 2 separate positions	Technical Aids to the Disabled (QLD)	Details

Victoria

Job Title	Organisation	
General Board Member	Advocacy in Education Research Group Inc	Details
Treasurer, General Board Member, 2 Board vacancies.	Bethlehem Community Inc	Details
Treasurer, General Board Member	Hotham Mission Asylum Seeker Project	Details
Chair, Treasurer, Secretary	Workbridge	Details
General Board Member	Inner North Community Foundation	Details
Treasurer	Glen Eira Adult Learning Centre	Details
Chair, Treasurer, Secretary, General Board Member	Outer East Foodshare	Details
General Board Member	Cheltenham Community Centre	Details
General Board Member	Council of Single Mothers and their Children, Inc	Details

www.ourcommunity.com.au/boardmatch

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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.

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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

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