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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.



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1. Communities in Control 2011: Be part of the change

It doesn't have to be this way. The Berlin Wall fell. Nelson Mandela walked out of prison. And now the crowds across the Middle East are marching out into the streets and saying, *no, we don't have to go on doing the same things in the same way, we can kick over the board and start with a clean slate*. We have seen the power of hope, and the power of despair, and the explosion of youth.

Yet here in Australia, we go on in the same old way, carrying out our good works in our own corners, while our politics and our media and our public discourse becomes more and more dysfunctional. Reforms and reports and inquiries are announced endlessly (one senior government minister has even referred to 'inquiry fatigue'), but nothing much seems to change. Our good intentions trickle away into the sand.

At a time when seismic changes in technology and ecology and commerce and world politics and culture batter us, nobody seems able to act decisively.

We've had our victories, certainly – our revolutions, even. But they have been conservative revolutions. Back then we said that when the barriers were removed the world would change, that new players would bring new insights and new ways of working.

Has this really happened, or have these insights been co-opted to the cause of nonstop economic growth? ***Are we satisfied with what we've got?***

It's time to stop waiting for the government to act. It's time for change – and the only way to change things is at the grassroots. **Communities in Control 2011 (Melbourne, May 30 and 31)** will bring together 1300 people from across the community sector to kick off the conversation. And we have a treasure trove of world-class speakers lined up to help provide the spark:



Elizabeth Broderick,
Sex Discrimination
Commissioner

**Just Communities:
Facts, Lies,
Atrocities, and
Answers**

Community sector workers are working for the rights of others; but what about our own rights? How do we ensure a sustainable workforce where people are paid fairly? Justice that doesn't begin at home can't change the world.



Miriam Lyons,
Executive Director,
Centre for Policy
Development

**More than Luck:
Ideas Australia
Needs Now**

From climate change and sustainability to proper governance and strengthening our democracy, the ideas in 'More Than Luck' have come at the right time. This is about the practical steps we can take to share this country's good luck amongst all Australians – now and in the future.



Hugh Mackay,
Psychologist, social
researcher, writer

**What Makes Us
Tick**

As Australia's leading social researcher, Hugh Mackay has spent a lifetime listening to people talk about their dreams, their fears, their hopes, their disappointments and their passions. In this keynote he reflects on some of the things that don't change and identifies 10 desires that drive us all.



Simon McKeon,
2011 Australian of
the Year

**2011 Leadership
Oration**

Simon McKeon has seen what businesspeople can't do, and he's seen what activists don't know, and he knows how to bring the two sides together. He's spending this year as the official Number One Australian trying to jump-start the not-for-profit sector into a new era of innovation and inspiration. Take notes.



Phil Ruthven,
Founder & Chair,
IBISWorld

**Social Sector
Trends, Facts and
Insights**

The not-for-profit industry is big business and the future for the industry remains bright, with revenue anticipated to increase by an average of 4.1% per year in the five years through 2015-16. What does all this mean for your grassroots organisation? Australia's leading forecaster reveals the answers.



Linda Lavarch,
Chair, Not-for-
Profit Sector
Reform Council

**Leading the
Agenda: Why,
How, Who?**

The Federal Government has thrown its reputation behind the drive for a reformed, revitalised, and robust not-for-profit sector. And the Not-for-Profit Sector Reform Council is at the heart of that process. Hear where the Council's coming from, where it's breaking through, and where it's taking your future.



Mark Scott,
Managing Director,
ABC

**The Changing Face
and Role of Media
in Communities**

Mark Scott has had almost five years at the top of the biggest not-for-profit media organisation in Australia, the ABC. Mark knows both the meaning of community and the special place the ABC has in communities across the nation. Hear the story of today's ABC and the changing role of community in Australia's media.

And that's just for starters.

Other speakers include **The Hon Joan Kirner AM** (Victorian Community Ambassador), **Cr Stephen Mayne** (Manningham City Councillor, Crikey founder and shareholder activist), Senator Kate Lundy (Parliamentary Secretary to the Prime Minister), **The Hon Peter Ryan** (Deputy Premier of Victoria), **Brett de Hoedt** (Mayor of Hootville), **Julienne Price** (Westpac Social Sector Banking) and **Cr Samantha Dunn** (President, Victorian Local Governance Association).

In between the speeches there's making contacts, catching up, networking, and meeting knowledgeable and sympathetic new colleagues.

Communities in Control inspires and enlivens and energises community group workers, volunteers and supporters. It will remind you what it's all about and why what you do matters so much.

The conference will be anchored by **Denis Moriarty** (Our Community) and **Fr Joe Caddy** (CatholicCare), while the Acknowledgement of Country will be performed by didgeridoo soloist **Ron Murray**.

Communities in Control 2011 also includes a pre-conference skills day, *Women Achieving and Flourishing*, which will be run by former Victorian police chief and former Victorian Bushfire Reconstruction and Recovery Authority Chair **Christine Nixon APM**. The pre-conference skills day, which will be held from 9.30am to 1.30pm on Sunday, May 29, is designed for women in supervisory, management or leadership positions, and those who aspire to those roles.

The topic of Communities in Control 2011 is 'Our Changing Communities and Community Organisations'. You have to be part of the change, you have to hear about the change, you have to lead the change.

Let's get moving, today, together. Australia's not going to reform itself.

Find out more and book your place at www.ourcommunity.com.au/cic2011

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2. Governments backpedal on full funding for pay parity

In the first wave of equal pay cases, women who were doing the same work as men had their salaries raised to parity – equal pay for equal work.

Now, many years later, the struggle is to have the jobs that have historically been "women's work" reclassified so that they get paid comparable rates to the jobs that are regarded as manly – equal pay for work of comparable value.

We're approaching that point now, and we're coming face to face with the consequences. And so are governments.

If community workers are paid more, community work is going to become more expensive (and there's not that much scope for productivity improvements in, say, the counselling profession). The governments commissioning work from these agencies can either (a) spend more overall or (b) keep the spending the same and cut the number of employees.

When the resolution was a good way off state and federal governments promised to do (a); now that they're coming closer to the evil day, they're beginning to see the attractions of (b).

"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."



In Victoria, in particular, the new Liberal government is backpedalling vigorously. Before the election their spokesperson said that “the Victorian Coalition fully supported the pay equity case”, and would support the decisions of Fair Work Australia and would be passing them through in their funding arrangement “even if it cost more than the estimated \$50 million per year.” In their eventual submission to the Fair Pay Tribunal, however, the government said “it ought not be assumed that all governments have undertaken to fully fund the unions’ claim in the event that it is granted...”

While maintaining its support for equal pay for comparable work in the very, very abstract, it also quibbles about the meaning of ‘comparable’.

The Federal Government, by contrast, has taken the traditional approach of referring the matter to a committee – a “national consultative group” to assess the potential implications (all the submissions are online at the Fair Work Australia site).

The Victorian Government says the pay rise sought by the union will cost the government between \$700 million and \$1700 million over four years, depending on the size of the pay rise, or up to \$400 million per year – rather more than the original \$50 million.

Whatever the figure, though, and whatever the effect on the budget, one thing remains very clear: if the government doesn’t cover the extra costs for qualified staff, the not-for-profit sector will have to. The sector may be able to raise some of that money by raising its rates, but that’s not going to get it far. Services will have to be cut, and the people who were being helped now won’t be helped. And the decision as to whether these people will be helped is one that governments will have to take, and will have to be held responsible for.



Pay Equity Case: <http://www.asu.asn.au/sacs/payup.html>

National Sex Discrimination Commissioner Elizabeth Broderick will speak about the national pay equity case at Communities in Control 2011:

Australia relies on the community organisations we work in to deliver vital social services. These groups have never been under more pressure, but we’ve still got to change faster than ever to keep up with the demand for reform.

- *We’re working for the rights of others: but what about our own rights?*
- *How do we ensure a sustainable workforce where people are paid fairly?*
- *What is the ASU pay equity case all about? Will it deliver for community sector workers?*
- *Should poverty be the reward for a lifetime spent caring?*
- *How do we get more women chairing our community Boards?*
- *What lessons can we learn from the corporate sector in relation to women’s leadership? (What can they learn from us?)*

Justice that doesn’t begin at home can’t change the world.

Communities in Control: www.ourcommunity.com.au/cic2011

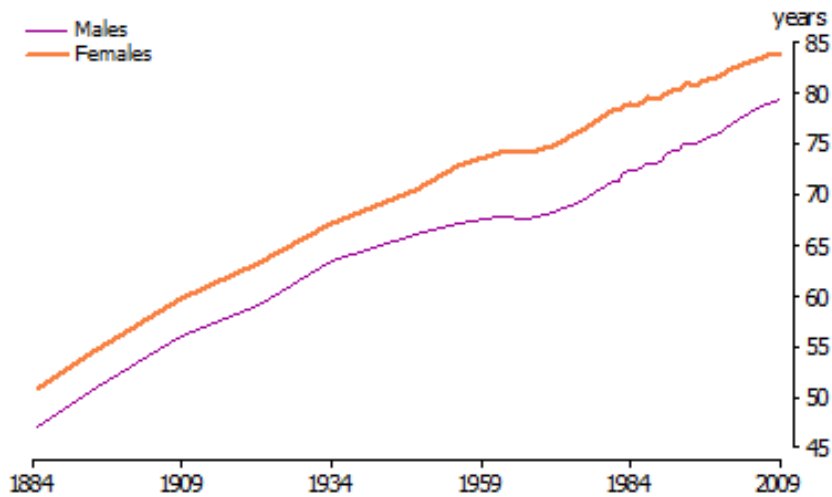
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3. A Toast To Us: Report reveals continuing increase in life expectancy

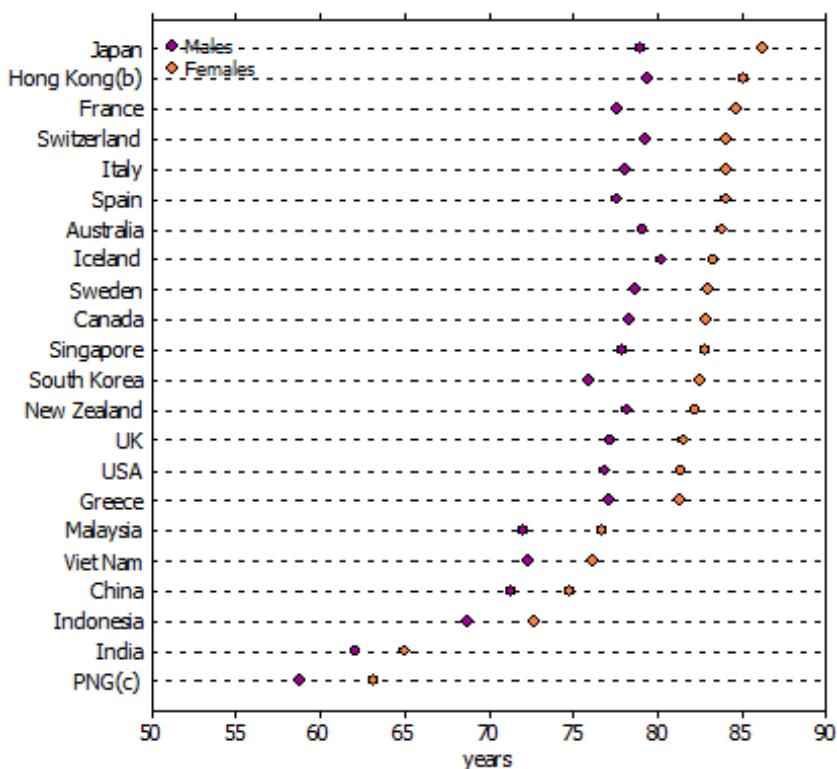
It's time for our annual celebration.

The latest edition of Australian Social Trends is out, and it's showing that we're still among the luckiest people on earth. For the past 125 years there's been a practically unbroken and apparently unshakeable trend for Australian life expectancy at birth to go up by three months a year.

Give it another 120 years and the life expectancy for men will be 110 (remembering, of course, that many of us live longer than the average) and 115 for women.



Life expectancy at birth for boys in Australia is higher than anywhere else on earth except Iceland, Hong Kong and Switzerland. Australian girls live appreciably longer than their counterparts in America, the UK, New Zealand, or Sweden (though less than girls in Japan, Hong Kong, France, Italy, Switzerland and Spain). We're doing something right.



It's also true, of course, that the figures remind us we're not doing as well as we might. Men in the ACT live more than seven years longer than men in the Northern Territory, and that's not because of the box jellyfish. The NT has a higher proportion of indigenous Australians, and there's still an 11.5-year deficit in their life expectancies – a national humiliation, really.

To a lesser extent, there's also a handicap for living in a rural area.

The thing to remember, though, is that when politicians fuss about the aging of the population we have to remember that **this is a good thing**.

People aren't dying like flies from preventable diseases, people are cutting back on their smoking, hospital procedures are improving, and we're hanging on to our mothers and fathers longer.

From the perspective of anybody in 1884, we're living in a golden age of peace and prosperity.

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4. Great Australian Leaders in Focus: The Rt Hon Malcolm Fraser, AC, CH



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 **The Right Honourable Malcolm Fraser, AC, CH**.

Malcolm Fraser was elected to Parliament in 1955 during the Menzies Government and was Prime Minister of Australia from 1975 to 1983. He is currently Honorary Chair of the InterAction Council of Former Heads of Government (Member since 1983).

Among Mr Fraser's many post-parliamentary roles has been the founding of human rights project, The Justice Project, as well as the website www.australiansall.com.au, dedicated to opposing all forms of racism and discrimination, and publication of a book *Common Ground – Issues that should bind and not divide us*.

Mr Fraser's memoirs, *Malcolm Fraser: The Political Memoirs* (co-written with Margaret Simons), were recently published by Miegunyah Press.



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

Nelson Mandela: He stood for principle, he never compromised. Through 27 years in jail he never became bitter or sour. He maintained a Christian view of humanity.

John McEwen: He could see a future for Australia and was prepared to fight for it. He looked to the long term. He wasn't interested in focus groups or whatever.

Winston Churchill: Without Churchill Britain would have given in but if it had been occupied by the Germans, America would have done a deal with Hitler. I am not sure what would have happened to us.

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

Knowing what is right, knowing what is right for your country, knowing how to achieve it; picking better people on your staff than you are yourself; knowing there are more things you do not know than the things you do know, and that you need good advice; and capacity to judge character and to know who is true and who is not.

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

The structure of party organisations, the narrowness of the pre-selection process, and the factionalism that dominates the major political parties. Perhaps we should move to a system of American based primaries and have not less than 5000 people voting for a candidate.

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

Have a vision for Australia and have the courage to fight for it. Know how to persuade others to be true to values, to recognise that you will have to make very difficult and painful choices about friendship and about values. If you place friendship over and above values, you will lose your way.

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

These are recounted in the book (*The Political Memoirs*).

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

In my time there weren't any particular mentors. In the electorate there was a man called Claude Austin. He flew Sunderlands over the Bay of Biscay during the war, hunting submarines, with four chances of falling into the water because if one in four engines stopped, the plane couldn't stay in the air. He was a farmer and ornithologist and friend.

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

I wouldn't have had an election in March of 1983. I would have postponed it until the end of the year.

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

I want seven or eight newspaper proprietors instead of 1½ or 2. It is important to promote new means of exchanging information, new means of disseminating news to allow no one news vehicle to gain too much dominance or power.

For more community leadership insights, visit www.ourcommunity.com.au/leadership

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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.



5. Just how good is your treasurer?

Entries are flooding in from across the country for the 2011 Westpac Community Treasurers' Awards.

Now in their third year, the awards are designed to highlight the voluntary, largely unsung work carried out by the voluntary treasurers working in community groups across the nation.

Every treasurer nominated for an award receives a certificate of appreciation – a great way for you to say thanks to the person who performs one of the most important jobs in your organisation – while the three winners (one each in the small, medium and large organisations' categories) will receive a cash prize of \$5000 for their community group, plus a trophy and \$5000 worth of tools and training.



The Westpac Community Treasurers' Awards are an initiative of Our Community and Westpac Social Sector Banking.

“It's often the toughest job in the place, and the hardest to fill,” says Our Community group managing director Denis Moriarty. “These awards are designed to say thanks to those hard-working men and women who take up the challenge.”

Entries close at 5pm on Friday, April 29, 2011.

To find out more or nominate your treasurer, visit www.ourcommunity.com.au/treasurersawards.

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6. Marketing Guru: Use the Force, Luke

You want to sell your message. You want people to relate to your organisation. You want people to give your organisation money. OK, take a few hours off and watch *Star Wars*.

Hollywood is very good at getting people to give it money. That's because it's mastered the grammar of storytelling. The classic three-act structure that you'll see in almost all movies goes like this:

Act 1: *Get your hero stuck up a tree. In a galaxy far, far away.*

Act 2: *Throw rocks at them.*

Act 3: *Get them down.*

And people will cheer. Works every time.

True, you're selling the benefits of kindergarten or the importance of human rights or the value of competitive sports rather than cute droids and explosions in space. Doesn't matter. You still have to tell a story.

Act 1: *The hero has a problem.*

Act 2: *You've found a solution.*

Here's where you're not like *Star Wars*: you've paused the DVD at the end of the second act, just before the rebel Starfighters zip into space to shoot up the Empire armada, and you're holding out your hat.

Act 3: *If the reader gives you money, you'll give them the happy ending.*

Fundraising is an interactive sport, like videogaming. The public have to join in. They're the sudden plot twist that suddenly makes everything come out right.

“And then a benefactor came in and gave the Centre a big cheque so it didn’t have to close and the horrible villain retired frustrated, swearing to be revenged in the inevitable sequel, and the two young lovers were united...”

You may have to fuzz over that last bit (as did *Star Wars*, actually) but the basic structure is just about sacrosanct.

This approach has certain consequences.

- You shouldn’t talk about statistics, you should show cases – or, even better, one case. With a photo.
- You should make sure that your poster child is sympathetic. If they’re really not sympathetic – if you’re protecting the habitat of a particular breed of endangered mosquito, say – remember the full rule; “the hero must be loveable, or at least there must be someone loveable in the story who loves them” and lean heavily on your founder, your patron, or a sympathetic volunteer.
- Don’t tell people about your problems (trouble meeting the staff budget, government stinginess, whatever). They’re not interested. You’re not the hero. At best, you’re the wise mentor – Obi-wan Kenobi – but that’s still supporting cast.
- Your solution has to be credible, but it’s not the dramatic heart of the piece. The reader really isn’t that interested in how it all gets done; they want to see what happens next.
- You should make it clear where the giver fits in to the story. Be concrete. Don’t just ask for money, ask for a plot point: “\$25 buys an oral rehydration pack for little Pagba so that he will live through the typhoid epidemic. \$50 will immunise him against Chagas fever so he can complete sixth grade. \$1000 will send him to medical school so he can come back and help his people....” Write as much of the script as you can and minimise ad-libbing.

“The hero must be loveable, or at least there must be someone loveable in the story who loves them.”

If you talk about your cause to donors in terms of administrative effectiveness, you’ll interest those people who are interested in that kind of thing, which probably isn’t all that many (or you wouldn’t be so strapped for funds now).

If you tell them a ripping yarn, you’ll interest everybody and anybody. Story is a force of nature.

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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7. Fundraising Laws: What sticks in your craw? (Here’s what sticks in ours)

Australian fundraising reform is currently being led by Myles McGregor-Lowndes and his pioneering team at the Australian Centre for Philanthropy and Nonprofit Studies.

The Centre will later this month host the *Reforming Fundraising Regulation Conference*, which will bring some international experts together with many of the leaders in the Australian not-for-profit sector.

The conference is part of the Centre’s Nonprofit Model Law Project, which seeks to develop streamlined and seamless regulation of not-for-profit organisations.

“In a bottom-up approach, the project seeks to have nonprofits become more proactive in determining their regulatory environment,” the Centre says.

“It is hoped that all stakeholders will engage in a robust discussion so that any model laws developed are properly informed by the needs of nonprofits and informed by their altruistic, voluntary and community benefiting characteristics.”

Our Community has prepared the following submission for the consideration of conference participants. We'd love your feedback. Tell us what you think by emailing service@ourcommunity.com.au.

Reform

Australian governments tend to approach institutional reform in the community sector by leaving everything in place and adding yet another alternative format on top, which leads to confusion, lack of co-ordination, and an immense waste of time and resources. The conference should work on producing a blueprint of the right way to regulate fundraising and should ignore completely all existing systems and all obstacles to reform.

1. The Bleeding Obvious

1.1. Fundraising should be under the same regulator that oversees governance.

It's hard enough to stock one agency with at least a few people who have some idea of how the not-for-profit sector operates and what its problems, needs, and issues are. It's impossible to have two. The present system, where fundraising generally comes under the agency responsible for gaming, is a ludicrous mismatch that can be justified by no conceivable argument.

1.2. Fundraising should be a national responsibility.

The increasing economic integration of Australia through internet commerce will cause many headaches for legislators, of which this is surely the least and the easiest to remove. Anybody with a 'Donate Now' button on their site is fundraising in every state in Australia and every nation in the world. It's absolutely ridiculous to handle this at the state level, and even more ridiculous to make it a part of the Gaming portfolio, as most states do. The effect of giving the responsibility of fundraising regulation to an underfunded corner of an obscure department is that there is virtually no meaningful regulation at all, and that's good for nobody.

1.3. The law of charities in Australia cannot be patched up any further. It's time to start over.

It's obviously ridiculous that the Statute of Elizabeth has any place in the accounting practices of the 21st Century. The overlapping state and federal definitions of charities, not-for-profits, and public benevolent institutions and the like need to be swept away and replaced by a clear statutory definition.

2. Deductible Gift Recipient Status

We need a system for tax relief for gifts to not-for-profits that's wide-ranging, clear, and unbiased. At present, becoming a DGR is complicated enough to deter most not-for-profits, expensive enough to deter many more, and difficult enough to rule out most of the rest. Only large traditional charities really benefit greatly from this, and the new innovative social-change-focused groups we should be encouraging suffer the most.

2.1. We need a system for tax relief that doesn't distort what community groups do.

As it is, the underlying conceptual model for DGR status organisations is the soup kitchen – an organisation giving out concrete material relief to the deserving poor. Advocacy, public education, and systemic change to institutions are all discouraged.

A good system would be neutral in this regard between direct and indirect improvements. At present, about the only statement one can confidently make about the law of charities is that when it is said that the categories of charity are

1. the relief of poverty,
2. the advancement of education,
3. the advancement of religion, and
4. other purposes considered beneficial to the community

“other purposes considered beneficial to the community” does not here mean “other purposes considered beneficial to the community”, but only those purposes that have appealed to well-off white male English judges over the past few centuries. Those historical relics should be swept away, and the only test should be the public benefit test.

2.2. We need to level the playing field between DGRs and non-DGRs.

At present, organisations with DGR status are seen by members of the public as having the government stamp of approval, distorting the pattern of donations. Again, this unfairly benefits large traditional charities at the expense of small, responsive grass-roots activities.

This problem is further exacerbated by the requirement of many foundations and philanthropic funds that they give only to DGRs. We should be working to loosen these restrictions, allowing funds to be given to a wider and more flexible range of causes.

2.3. We need to build the capacity of small groups to navigate the DGR maze.

The Tax Office has no motivation to simplify the process of gaining tax exemption, and so it doesn't. The Tax Office should in fact be taken out of this process, but in the meantime even groups that might qualify for DGR status are forced to go through a process involving specialist lawyers, political lobbying, years of waiting, and tens of thousands of dollars before gaining the coveted distinction. The government regulator should establish a help service and a series of templates for groups wanting to pursue this option.



Send your feedback to service@ourcommunity.com.au

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8. Major Gifts, Private Thoughts

While we're on the topic of fundraising, Bob Brown has just given his 14-hectare bush property, '[Oura Oura](#)' in the Liffey Valley region of Tasmania (pictured right), to conservation group [Bush Heritage Australia](#).

It will be a haven for the endangered Tasmanian Devil and will be open to hikers.

It's a beautiful area, and it's nice of Bob Brown to give it away, but it's made news largely because so few notable Australians actually do make major gifts to community groups.

America is built on the names of its major donors. There was once a Mr. Harvard, a Mr. Smithson, and a Mr. Rockefeller, and without them there would be no Harvard University or Smithsonian Museum or Rockefeller Centre.

Australia, unfortunately, has less of a tradition in this regard. We tend to look to the government to provide, and Australian fortunes don't often think of leaving a name to posterity.

The Australian Centre for Philanthropy and Nonprofit Studies at QUT is delving a little further into why this is, and it has interviewed 50 people involved in major giving (defined as being from \$10,000 a year up to the millions) to sound them out on how they see the world.

They've now issued a report – [A Transformational Role: Donor and Charity Perspectives on Major Giving in Australia](#), a sequel to the Centre's 2008 report [Keeping Giving Going](#), on bequests.

The questions the report is trying to answer is "Why is major giving not the norm here in Australia?" and, following that, "How can this be changed?"



The report suggests that planned givers – people who deliberately sit down in cold blood to give money away rather than just sighing and reaching for the credit card when an appeal comes in the mail – give four times more than other givers.

This means, the report suggests, that if you can change other givers into planned givers then donations will quadruple. That's not 100% guaranteed, of course – it's possible that we're all planned givers, but for most of us the plan involves giving zero dollars – but it's certainly worth exploring, and anybody involved in fundraising significant amounts should look over this report.

The report's major findings are:

1. **Major wealth: major generosity.** The generous impulse is intact in some parts of affluent Australia, but not all.
2. **Major wealth: minor givers.** Many wealthy Australians are perceived by their peers not to be giving enough.
3. **Major giving: major potential in Australia.** When you look at the numbers of Australians who could make major gifts but don't, there's great unrealised potential for a funding model for community need.
4. **Major question mark: is there an Australian culture of giving?** Some respondents say an Australian culture of major giving does exist, but can't describe it when pushed.
5. **Major giving: deliberate choice.** Major giving is closely aligned with values and self-concept: it's part of who you are, a conscious life choice.
6. **Major giving: major decisions but no single path.** Decision-making in major giving springs from a complex and interrelated set of cultural factors, personal interests, values and peer encounters.
7. **Major givers: outcome hungry.** Major giving differs from smaller giving in being more about investment than support.
8. **Boards: major role but major disappointment.** Donors perceive nonprofits as poorly led, unaccountable and ineffective. Fundraisers see boards as lacking understanding of how to resource and support major giving.
9. **Major investment yields major results and major misunderstandings.** Spending money on seeking major gifts often generates high returns, but the general community doesn't understand that and sees it as waste.
10. **Major government role.** The government's role is structural – to facilitate and encourage philanthropy through various levers.
11. **Major fundraiser role.** Experienced fundraisers have a passion and integrity that's more akin to philanthropy and philanthropists than many major givers realise.

The problem is that people give large sums only if

- They feel they have money to spare;
- They want to do good and/or to make a difference;
- They identify with a cause or organisation;
- They have confidence that the organisation is concentrating on its core mission, that its funds are being spent appropriately, and that it can make a positive difference;
- They have external guidance and support in suggesting an appropriate level of giving; and
- They're asked to give –

of which only the last one is at all easy to affect.

The most valuable insights, however, come from the quotations dotted through the report.

“ A rich person can write you a million dollar cheque. But they're programmed to think and to bargain for and think about the difference between zero and any number they're giving you.”
(Major Donor)

“ It was because they were high profile businessmen, quite frankly, who liked to jump up and show to their mates that they were generous and it was led by a couple of high profile people.”
(Major Donor)

- “ You need the right asker, ideally someone who’s given a sizeable donation themselves and is a peer of the potential donor.”
(Fundraising Consultant)
- “ I think there are some hygiene factors that need to be got over... the necessary things that might turn donors off... So you need to have your tax deductibility sorted out. You need to have good management and a good board, et cetera. These don’t convince people to give but if any of them stink they’re likely to make the donor go another way.”
(Fundraising Consultant)

It’s a good way for smaller groups to get a feeling for how major donors think (and what the donors think of them).

When American criminal Willie Sutton was asked why he’d got into the business of robbing banks, he replied “Because that’s where the money is.” Raise your sights from the spare change crowd to the larger donors. That’s where the money is.



- To read the ACPNS study, go to <http://eprints.qut.edu.au/40336/1/40336.pdf>

- To buy the Our Community publication, *Complete Community Fundraising Handbook* (which includes a chapter on major gifts), go to www.ourcommunity.com.au/books/completofundraising

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9. New Book: Australian Stories of Social Enterprise

A cleaning company established to provide employment for people with mental illnesses, a grocery distributor that pays farmers fair prices and a restaurant providing training and work for refugee women are among 32 social enterprises featured in a new book.

Australian Stories of Social Enterprise – which includes a section on Our Community – has been written by the Centre for Social Impact director of social business Cheryl Kernot and Parramatta City Council community capacity building officer social enterprise Joanne McNeill to share the lessons and insights of successful social enterprises.

Featured organisations were from the food, arts, advocacy, information technology, environment and service industries.

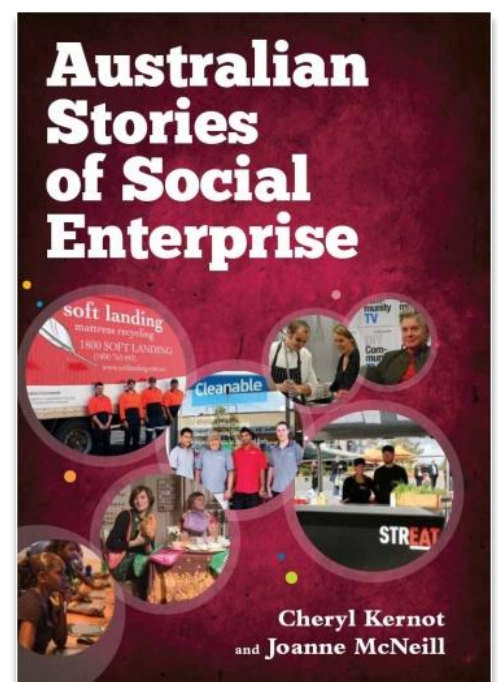
Federal Minister for Human Services and Social Inclusion Tanya Plibersek, who launched the book last week, said the Commonwealth Government was excited about the social enterprise sector’s potential and was keen to support its growth and development.

“The government recognises that since our understanding of social problems is increasingly complex, we must be far more creative than we have been in the past,” she said.

“This means better partnerships between government, not-for-profits and the private sector.”

Australian Stories of Social Enterprise runs to 270 pages and is well worth the read for the stories and lessons included in each example.

A number of themes were highlighted by the report’s authors:



- Many of the organisations said it was important to have a succession plan in place from early on, as the departure of the founder or a key staff member can cause problems.
- There can be conflict between an enterprise’s business operations and social purpose.
- A slow start and careful preparation has been crucial to the success of many.
- Hiring staff with commercial sector experience can be useful, “However it was also stressed that it is critical for these staff to be supported to adapt to the social purpose context”.
- There can be financial disincentives to offering intermediate labour market programs (to employ people with disabilities or mental illnesses, for example), where extra social costs (such as personal support and additional training) can make it difficult to even break even.
- “The existing narrow legal and financial structure options available to social enterprises in Australia have been identified ... as being often unsuitable.”
- Government contracts and grants can also come with constraints.
- Long-term partnerships can reduce reliance on grants funding.
- Matching organisational skills with the skills of those who serve on boards or advisory committees (rather than calling on friends) can contribute to sustainability.
- Choice of governance structure can affect later access to finance.
- “Developing an independent income stream was a strong motivator in establishing a social enterprise for many of the entities interviewed.”
- Intellectual property and commercial competitors were not problems for most of the enterprises featured in the book.



A free copy of *Australian Stories of Social Enterprise* can be downloaded from www.csi.edu.au/site/Knowledge_Centre/Publications.aspx

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10. Community Organisations: A guide to effectiveness

New Philanthropy Capital (NPC), a UK organisation, produces *The Little Blue Book* with a checklist that a funder or donor can use to assess how effective a community organisation is.

NPC has now issued online *Community organisations: A guide to effectiveness*, a guide that adapts the charity analysis framework set out in *The Little Blue Book* to look at what makes community organisations different and what they need to work on to be really effective.

It says, for example,

A community organisation should be more than just the sum of its projects—activities should ideally work together to bring people into the organisation, engage them, and help them with their problems. For this to happen, a community organisation should run activities with slightly different purposes:

- services;
- hook activities;

- activities;
- advocacy; and
- development activities.

Its recommendations are sensible, it covers many areas of concern, it encourages ambitious goals (which most how-to books don't) and it's worth a look (at 24 pages, it won't take up too much of your time).

And if you haven't even got that much time, here's the takeaway table:

Area of analysis	What excellence looks like
Activities	<ul style="list-style-type: none"> · The organisation regularly and systematically identifies community needs by engaging local residents. · The management team prioritises activities. · The organisation runs a range of activities to attract a variety of people, and tracks take-up to make sure this happens. · The management team understands the purpose and type of each activity and knows whether each fulfils its purpose.
Results	<ul style="list-style-type: none"> · There is a commitment to measuring the impact of the whole organisation, as well as measuring outcomes of activities.
Leadership	<ul style="list-style-type: none"> · The management team promotes internal communication to make sure that staff know about all the organisation's activities. · The management team includes community leaders. · Trustees have the appropriate mix of skills to lead the organisation.
People and resources	<ul style="list-style-type: none"> · Staff have the time to develop relationships with local people. · The staff team is stable with relatively low turnover, enabling trusting, long-term relationships with local people. · The organisation invests in developing its staff. · Premises are suitable for different activities with a range of people. · Staff and volunteers have links with the community.
Finances	<ul style="list-style-type: none"> · The organisation has funding that allows it to be flexible, responsive and independent. · The organisation receives full cost recovery on project funding and is able to explain to funders if its costs are high. · The organisation has good financial management and knows its unit costs in all its activities.
Ambition	<ul style="list-style-type: none"> · The organisation uses its experience to influence local or national practice. · The trustees and management team aim to develop the community, not the organisation.

Download the guide here: <http://npc-news.org/59B-EDDW-KFMI6-5IXCL-1/c.aspx>

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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

11. 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 YWCA

[World YWCA Day: 24 April](#)

World YWCA Day brings together the YWCA movement to celebrate and reflect on its contribution to creating safe and secure communities. Each year, YWCA members move a little closer to the vision of a world of justice, peace, health, human dignity, freedom and care for the environment.



[World Day for Safety and Health At Work: 28 April](#)

Based on the principle that 'decent work must be safe work', SafeWork aims to create worldwide awareness of the dimensions and consequences of work-related accidents and diseases; to place occupational safety and health (OSH) on the international and national agendas; and to provide support to the national efforts for the improvement of national OSH systems and programs in line with relevant international labour standards.



[Pay it Forward Day: 29 April](#)

There is tremendous power and positive energy in giving – it is a shame that not enough people have experienced it to the fullest. Pay It Forward Day is about all people, from all walks of life, giving to someone else and making a positive difference. More than 15 countries, including Australia, United States, Canada, New Zealand, Mexico, England, Scotland, Ireland, France and Germany, participate in the event.



[International Composting Awareness Week: 1-7 May](#)

International Composting Awareness Week is a week of activities, events and publicity to improve awareness about the importance of this valuable organic resource and to promote compost use, knowledge and products. Approximately 60% of the rubbish Australians put in the everyday mixed-waste garbage bin could be put to better use in the garden as compost and mulch or could be returned to agricultural land to improve soil quality.



[Australian Dance Week: 2-8 May](#)

Australian Dance Week raises the profile, and focuses on the values, importance, and the many cultural contributions of dance to the Australian community. Dance Week celebrations, co-ordinated by Ausdance, are held annually across Australia in May. All states and territories present an impressive array of dance performances, provide workshops and forums and encourage community participation in a host of free activities

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

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Showcase your cause/ services to 1300 community groups!

**We are now taking bookings for display tables at
the 8th annual Communities in Control Conference.**

WHERE: Moonee Valley Racing Club, McPherson St, Moonee Ponds VIC

WHEN: May 30-31, 2011

WHO: Approx. 1300 delegates from all over Australia – people who work in,
work for, work with or care about the community sector

Option 1: Display Table

Package includes display table (table provided) plus
10 two-day conference passes for staff, volunteers or
members (value of 10 passes=\$2980).

Cost: \$2,500*

Option 2: Display Table + Delegates' Pack Insert

Package includes a display table (table provided) plus
10 two-day conference passes for staff, volunteers or
members (value of 10 passes=\$2980), plus a brochure
inserted in delegates' packs**

Cost:\$3,000*

Option 3: Delegate's Pack Insert

Package includes brochure inserted in delegates' packs**

Cost:\$1,500

Please note display space is
limited and will be restricted
to those whose values are in
line with Our Community,
CatholicCare and the
Communities in Control ethos.

INQUIRIES & BOOKINGS:
(03) 9320 6820
lisar@ourcommunity.com.au

*Price includes GST

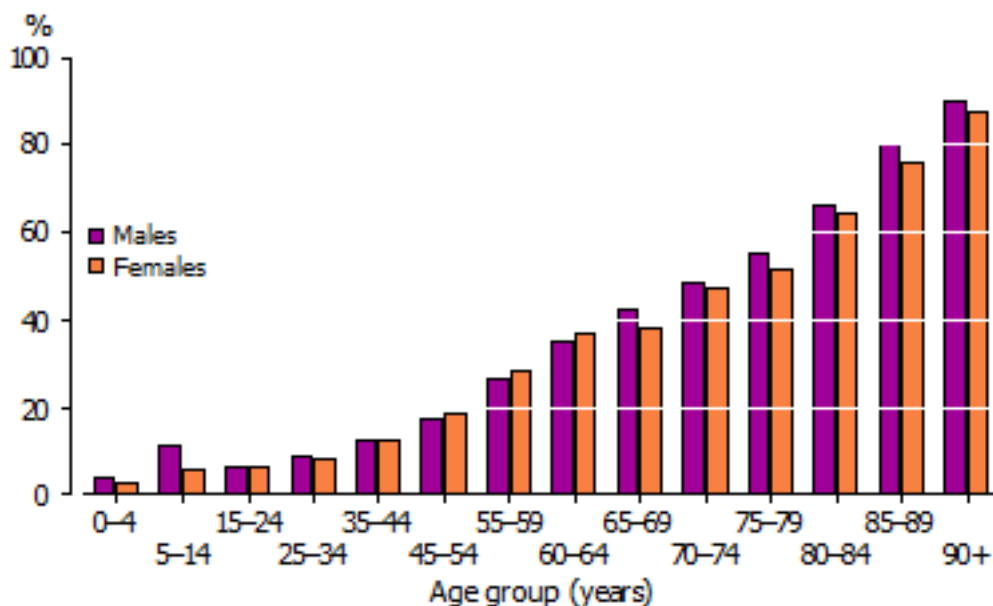
** Inserts to be supplied 14
days before the event. Insert
size/style to be approved by
conference organisers.



12. Disability developments

One of the clearest trends in this year's *Australian Social Trends* is the inexorable increase in the proportion of Australians with disability.

This isn't due to rising rates of disability, as such – it's a consequence of the general aging of the population. Age isn't a disability, but it's an area where a lot of disability happens.



(From *Australian Social Trends*)

If more than 40% of people over 65 have some kind of disability, and if in 2045 25% of Australians are over 65 (as opposed to 13% today), that's a minimum of 10% of the population before you add in accidents and developmental disabilities.

It's no wonder that the issue is starting to loom rather larger in the eyes of governments across Australia. Through COAG, the Commonwealth and State and Territory Governments have agreed to a National Disability Strategy – a 10-year plan that sets out to improve the lives of people with disabilities (and their families and carers) with regard to inclusion and accessibility, the protection of rights, economic security, person-centred care, lifelong learning, and health and wellbeing.

This will be overseen by the National People with Disabilities and Carer Council.

It's possible, though, that the biggest changes in the area will spring from another development. The problem with disability services has always been that the public has been unwilling to fund what good services would cost. Some of the slack has been taken up by throwing the costs on to the person's family, but most of the difference was simply accounted for by inadequate service provision.

A change, though, is on the horizon. The Productivity Commission has now recommended a National Disability Insurance Scheme (NDIS) to cover people born with significant disability, including the full cost of care, respite, accommodation and therapy.

What it would involve, essentially, is the removal of the current anomaly whereby someone who is rendered disabled by being hit by a car (covered by compulsory insurance) gets their actual needs covered while someone who is rendered disabled by falling off a skateboard (not covered by compulsory insurance) gets the minimum that will keep them (up to a point) alive.

The Commission estimates 360,000 people will be covered under the scheme, which will, however, require governments to at least double the \$6.2 billion already spent by governments on disability each year.

Both major parties have endorsed (in general terms) the idea of disability insurance, and the hope is that the word 'insurance' will take the curse off large government expenditures (in the way that 'levy', for example, didn't) but it's a big idea, and the times are not friendly to big ideas.



- Add your voice to the campaign: [Sign the petition](#)

- Find out why you should support a National Disability Insurance Scheme: [Watch the YouTube video](#)

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13. When the helping hand is in the till

Are not-for-profits softer and more gullible than our colleagues in business and government?

Apparently so; in the UK at least, an [investigation](#) by the Centre for Counter-Fraud Services at Portsmouth University into how well the public, private and voluntary sectors are set up to deal with fraud has shown civil society to be lagging well behind the other two sectors.

The majority of the third sector organisations surveyed had no counter-fraud strategy and no clear policy of recovering losses, two-thirds did not analyse their data to look for fraud, and three-quarters didn't review their fraud strategies regularly. By contrast, 93% of government sector agencies and 73% of businesses had those strategies in place.

The researcher said, "In a previous era when charities were not held accountable to the public, this lack of resilience may have been acceptable. However, with greater pressure on the voluntary sector to step in where the public sector will have to draw back, charities have to protect themselves against a dishonest minority. This research shows that they are vulnerable to fraud."

In Australia, the most recent (2010) [survey](#) of not-for-profit fraud by BDO shows that not-for-profits do tend towards complacency. Some 89% of respondents saw fraud as a problem for the sector, but only 15% saw it as a problem for their own organisation. Larger organisations, as one would expect, worried more.

Indeed, the proportion who worried about fraud in their own organisation is exactly the proportion who've actually have their nose rubbed in a fraud recently. In 2010, 15% of respondents said they'd suffered a fraud in the past two years, but in 2006 that figure had been 19%. That means that 4% of organisations *have actually suffered a fraud in the past six years* but *still* aren't worried by the risk of fraud. I have to say that those figures don't reassure me that the sector's really on top of the issue.

The first step towards taking fraud seriously is a determination to report cases to the police. Many not-for-profits stumble at that first step – for a variety of reasons that seem good at the time.

Leaving aside the organisations that haven't yet found out that something rotten is afoot, some are unwilling to throw good money after bad (and 90% of the time the money's gone for good) by pursuing legal remedies, some are afraid of getting it wrong and being sued, and some believe that it could lead to adverse publicity and a falloff in donations. Correspondingly, the fraudsters get away with it often enough to give them confidence next time.

The most common type of major fraud in not-for-profits is theft of cash, followed by false invoicing and identity fraud. Employees, not volunteers, are most likely to be at fault.



KPMG has created a profile of the 'typical' commercial fraudster. He is a non-management employee with no known history of dishonesty, a 38-year-old male acting alone. He's been employed by the organisation for six years, walks off with an average of \$262,000, and is caught after 11 months – but has still had the time to spend \$230,560 of the money, or \$5240 a week.

In the community sector, of course, the bezzle would be smaller and the fraudster may well be female, but the basic point is the same – fraudsters don't look particularly suspicious. If you're looking for someone in a striped jumper wearing a mask and carrying a sack marked 'swag' you're probably going to miss rather a lot.

All not-for-profit Boards should be worrying about fraud. That's part of their job. Every organisation should have policies in place to minimise risk – have a look at the Policy Bank policies on such essentials as [Authority to Sign Cheques](#), [Reimbursement of Expenses](#), [Credit Card Policy](#), and [Fraud Risk Management Policy](#).

And take a look at this [English guide](#) (which covers fraud from both insiders and outsiders).

Check your bookkeeping vigilantly. And if you're having staff birthday cakes, check the candles to see they don't add up to 38.

Note: Our Community apologises to all 38-year-old males. Averages can be terribly unfair. It's entirely possible that half of embezzlers are thirty and the other half are forty-six.

Note 2: Our community apologises to all thirty- and forty-six year old males.....

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14. The Law of the Nature Strip: One person's trash is another person's treasure

Australians have a rather loose view of property rights on second-hand items. Once somebody's declared that they don't want an item, we tend to view picking it up as salvage rather than theft.

As it happens, the legalities of this view have recently been tested; police in Victorian recently accosted someone carrying away a [vacuum cleaner](#) put out in anticipation of a heavy rubbish collection. Initially, the police said that once a vacuum cleaner touches down on a nature strip it's the property of the council.

On closer examination, this proved to be a fallacy – at least in Yarra Ranges;

Under Yarra Ranges Shire local laws, residents continue to own property on their nature strips until it's collected. Other councils have different local laws.

"There's no doubt he ... took the property. It's a matter of whether he was legally entitled to take it," [police officer] Forti said today. "As I sit here now, based on what I have been advised, it's legitimate and we won't proceed any further."

It's difficult to see how the 'council property' line could really be sustained, even outside Yarra Ranges – for one thing, it would mean that a householder who changed their mind and took their vacuum cleaner back in would also be guilty of theft.

For another, such a rule would turn just about every second Australian into a criminal; we all look with interest at the piles of ex-poseessions as we drive past.

Monash researcher [Dr Ruth Lane](#) has found that while four out of five Australian households contribute to hard rubbish at least every two years, two in five make a withdrawal. Something like 35,000 tons of everything out there is scavenged before the council pickup, leaving 63,000 tons of the less desirable items for the council – much less that's recyclable, much more for the tip.

Putting an object on a nature strip may not signify the intention to approve a change of ownership, but it would be rather harder to make that argument about the act of putting an item in a charity bin. There are those who are prepared to make the stretch, though.

“Cr Boothman also said people went to extraordinary lengths to steal from charity clothing bins, including sliding small children inside to get to the contents,” *The West Australian* [reported](#) on a plan in the City of Stirling to reviewing the use of public land for charity bins.

Occasionally they get stuck – have a look at the video [here](#).

They’re not the only ones, though, who get confused about the difference between a charity bin and a heavy rubbish pickup – many of those who actually give things to charities also seem unclear on the concept.

They unload old mattresses, garden waste, and building rubbish fit only for the tip, making charity bin locations into fetid eyesores.

Faced with this challenge, the Brotherhood of St Laurence has removed all its bins from public access, the Salvation Army has removed many of theirs, and while St Vincent de Paul still uses bins they now place them on private property, such as church and Catholic school grounds, where they’re less vulnerable to abuse.

The charities, of course, want people to bring donated items to their shops during business hours rather than leaving them out in the rain – which would also give them a chance to refuse to take some deliveries.

The Salvation Army, for example, spends about \$6 million a year taking other people's rubbish to the tip – about a third of its total retail income – not counting what it loses from people pilfering from outside the shop.

There are other predators on the hunt for rubbish, too. Next time you find a plastic bag in your mailbox appealing for donations of old clothes take a closer look at who’s asking. It’s possible that you’ll find that while the company concerned is saying that they’ll ship the goods to poorer countries they’re not saying that they’ll then give them away. It’s actually a profitable business with very little philanthropic content.

And there are those who will take even bigger shortcuts – police recently raided the home of a contractor who emptied bins for the Red Cross and had him up for the theft of 12 tons of gear they found in his garage.

Many of the most popular and most profitable fundraising schemes involve the collection and sale of second-hand goods – book fairs, sale tables, garage sales. If these are to be successful, though, you have to learn from these newsbreaks:

1) **Don’t take just anything.**

Be wary about people mistaking you for the tip. Insist that you be given the opportunity to sort goods before accepting them.

2) **Budget for decommissioning.**

You’re probably going to be left with leftovers – in the worst-case scenario, lots of leftovers. Plan in advance a way to dispose of them (no, not by dumping them in a charity bin) and count that work into your cost/benefit calculations.

3) **Guard your property.**

Some of those people pawing over the merchandise are going to be the kind of people who steal from charity bins. Don’t assume that because you’re a good cause you can leave your belongings unguarded.



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15. Community Sector Briefs

Come for two days, stay for a week

If you're coming to Melbourne for the Communities in Control Conference and you could use some technology innovation advice as well, you might like to make a week of it and go to Connecting Up 2011 too.

Connecting Up 2011 is a forum for not-for-profit organisations to find out about how the use of technology ties in with social innovation, capacity development and social enterprise.

It is on at the Crown Conference Centre in Melbourne from June 1-3.

The three days will include sessions on:

- Online tools
- Social media
- Risk-management
- Online donations
- Open source communities
- Cloud computing

To find out more go to www.connectingup.org/conference.



Upcoming Our Community training

Our Community will be staging a range of training and professional development events throughout Australia in the coming months:

- [Advanced Grant Writing Seminar 2011 \(AG11\)](#)
You've mastered the basics, now it's time to become a GRANTS MASTER
 - Perth (12 May), Adelaide (13 May), Melbourne (19 May), Sydney (20 May), Brisbane (20 May)
- [Certificate IV in Governance - for Community Boards \(BSB40907\) \(C411\)](#)
Accredited four-day training for community board/committee members and supporters
 - Melbourne (20-23 June), Sydney (20-23 June), Brisbane (20-23 June)
- [Communities in Control 2011](#)
Our Changing Communities and Community Organisations
 - Melbourne (May 30 & 31)
- [Diploma of Management BSB51107 \(DM11\)](#)
Practical, affordable, accredited training for staff of community and not-for-profit organisations
 - Melbourne (9-13 May), Perth (23-27 May), Brisbane (8-12 August)

- [Introduction to Writing Winning Grant Applications \(GW11\)](#)
How to access more grants for your community organisation or school
 - **Melbourne** (30 June), **Sydney** (30 June), **Brisbane** (30 June)

- [Secrets of Successful Boards 2011 \(SB11\)](#)
Full-day seminar for prospective & current board/committee of management members, and those who support them
 - **Sydney** (16 May), **Melbourne** (17 May), **Brisbane** (17 May)

- [Strategies for Sustainable Funding Seminar \(FS11\)](#)
Seminar for volunteers, staff and fundraisers on how to build sustainability beyond grant funding for your community organisation
 - **Melbourne** (30 June), **Sydney** (30 June), **Brisbane** (30 June)

- [Women Achieving And Flourishing \(WL 11\)](#)
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.
 - **Melbourne** (27 April & 29 May)

To find out more, to register, or to find out what other workshops we can stage in your area, go to www.ourcommunity.com.au/training.

WANTED: Reference Group member, DGR reform project

The DGR Research and Advocacy Project, a national project being undertaken by the Association of Neighbourhood Houses and Learning Centres (ANHLC), is seeking members for its reference group.

The group is particularly interested in hearing from professionals who have a particular interest in charity law reform.

The project, which has been operating for around four years, is funded by the Reichstein Foundation.

It has been successful in engaging a number of key politicians on the issue, has developed a briefing paper titled '*Prevention is Better than Cure*,' which is currently before the federal government, and has made a range of submissions to various government inquiries.

The group also secured Access Economics to write a scoping paper on its behalf in 2010.

Current membership of the reference group includes the NSW Neighbourhood House peak body, VCOSS, PILCH, the ASU and ANHLC.

The group meets in Melbourne approximately every six to eight weeks, usually between 10am and 12pm on rotating days.

For more information or to express your interest in joining the group, please contact Kaz Mackay at kazmackay@yahoo.com.au.

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Improved board evaluation survey now available from DYB site

A revised version of Developing Your Board's (DYB) board evaluation surveys has recently been launched by the Australian Centre for Philanthropy and Non-Profit Studies (ACPNS).

The surveys, available through the DYB wiki site, are aimed at helping community groups and not-for-profits better evaluate their boards or management committees.

ACPNS says the revisions were made in response to feedback from users.

"A great deal of work has been done to make the surveys shorter, and a different software – Qualtrics – is being used. This will improve the experience for participants," the Centre says.

"To build on the improvements, work has been done to supplement the report with summary graphs. These give a snapshot of results which will focus board members at the outset on areas that are going well and those that need to be worked on."

The refined surveys were launched by the Federal Minister for Social Inclusion Tanya Plibersek and are among a number of resources at the DYB site, including:

- **Major Actors of the Board and Management:** This section includes information on specific positions within a board or senior management team, including the chair, treasurer, CEO and secretary.
- **The Board and Governance Matters:** This part of the wiki provides a governance framework based on a teamwork model of how boards and management committees perform their functions, and looks at principles of governance.

The resources are at <https://wiki.qut.edu.au/display/CPNS/DYB+Home>.

Great Fetes: Fundraising and fun – without the fuss

Our Community's latest 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, the book includes all of the tips and tools you'll need to pull off a fantastic fete.

It also includes a set of templates, provided on a CD Rom, including 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.



Twestival 2011 raises half a million

The power and potential of Twitter as a fundraising tool was again on show last month as Twestival Local 2011 raised more than \$550,000.

Twestival (short for Twitter-Festival) is a one day fundraiser staged in hundreds of cities around the globe – including locations in Australia – aimed at raising money for local causes.

Twestival uses social media like Facebook and Twitter to spread the word about the events, which are held at a central location in each city taking part.

Attendees enjoyed entertainment as well as a variety of activities aimed at raising funds – including auctions – with many locations carrying live streams of other Twestival events been staged interstate and overseas.

The event has gained increasing support since it started in 2009. It now has almost 250,000 followers on the web, and has raised \$1.2 million for more than 130 not-for-profit groups across the world.

Overall, donors from the UK and Canada topped the Twestival giving totals – donating \$72,000 and \$70,000 respectively. Saudi Arabia, the US and Brazil rounded out the top five.

Donors in Australia ranked eighth overall, donating almost \$20,000 to a variety of local causes, including STREAT in Melbourne, Redkite in Sydney and Mummy’s Wish in Brisbane.

Donors and attendees were also encouraged to support Japan and donate to Save the Children’s emergency tsunami appeal. No Twestival events were staged in Japan, but those wishing to donate could click on a link at the main Twestival webpage to give.

The vast majority of donations – around \$400,000 – were made on March 24 with further donations arriving in following days via the Twestival webpage (www.twestival.com).

Making a PACT

Australian community groups are being invited to subscribe to a Westpac publication, PACT, which gives a regular update on the bank’s approach to sustainable business practices.



PACT is an e-newsletter that outlines the steps Westpac is taking to deal with key issues affecting customers, employees, suppliers, the environment and the wider community.

The latest edition of PACT includes articles on International Women’s Day, the first annual report card on the UN Women’s Empowerment Principles, information on pricing of carbon and Westpac’s response to natural disasters.

[Click here](#) to find out more.

Social impact bonds – are we ready?

The New South Wales government should invite expressions of interest from not-for-profit organisations that are good candidates for working with social impact bonds, the Centre for Social Impact (CSI) says.

The CSI was commissioned by the New South Wales Government to assess whether the use of social impact bonds (SIBs) would be feasible in NSW, and whether NSW has the necessary market conditions, non-government organisation capacity, social investment interest and government preparedness for SIBs.

Social impact bonds are bonds issued by an organisation (in this case either a not-for-profit organisation or a third party finance intermediary) to raise funding from investors. Government is also involved in the deal, so that if the not-for-profit delivers sufficient social outcomes to save the government money in future, those savings are used to pay the investors back their principal as well as a “reward.”

In its *Report on the NSW Government Social Impact Bond Pilot*, the CSI recommends a model of shared risk, where some of the costs are covered by government and the remaining costs depend on goals being achieved. (The alternatives are that government bears almost all the risk, with investors only at risk of losing their reward, or investors bearing all of the risk).

The CSI says Social Impact Bonds provide a mechanism for investors to fund programs based on early intervention, prevention, or breaking the cycle of poverty.

“The use of a SIB is attractive to an NPO as it provides upfront capital to develop and deliver a program to achieve the agreed outcome over the medium to long term ... and it distances government from service delivery management and operations,” the report says.

As well as recommending that the NSW government seek expressions of interest, the CSI also recommends that it encourage not-for-profit organisations to develop their use of “robust evidence” of the effectiveness of their programs to develop their capability to use SIBs.

The study was commissioned after SIBs were successfully used in the UK.

“A number of initiatives around the world are now considering the wider applicability of SIBs including this study by CSI commissioned by the NSW Government and further pioneering work in the UK by the Young Foundation,” the report says.

To read the full report, go to <http://tinyurl.com/SIBpilot>.

Call goes out for 29,000 Census collectors

Applications are now open for collectors to help during the 2011 Census.

Twenty-nine thousand collectors are needed for the Census, which, according to the Australian Bureau of Statistics, will be the largest peacetime operation in Australia’s history.

The 2011 Census will be staged on August 9. It also marks 100 years since the first National Census in Australia.

Collectors are sought nationwide – in urban, rural, regional and remote areas. Positions are temporary – from July 1 until September 8 – with flexible working hours available.

Collectors will be asked to deliver and collect all Census forms in their allotted area, as well as help householders fill in the forms where necessary. Collectors will also need to work from home, use their own telephone or mobile phone for Census purposes and have use of a vehicle which can be securely locked.

More information on the Census, as well as application forms and selection criteria for people interested in becoming collectors, can be found here: www.abs.gov.au/census.



Study raises questions over cause-marketed products’ impact on giving

We’ve all seen them – specially branded products which promise to donate a portion of the purchase price to a particular cause or charity.

But what impacts do these cause-related products have on normal charitable giving? According to new research from the US, the answers are “significant” and “negative”.

A study from the University of Michigan’s Ross School of Business has found that people who buy cause-marketed products linked to charities are less likely to make a direct donation to charitable organisations.

The research drew on responses from 300 university students. It found respondents who bought cause-marketed items felt the purchase meant they had met their charitable obligations and resulted in them either not donating directly to charities, or donating much less than they normally would.

“If two consumers have equal preference for a product, which is offered at the same price to both, but one of them buys this product as a cause-marketing product, her charitable giving will be lower than the others’,” the Ross School’s professor of marketing Aradhna Krishna wrote in an article set to appear in the *Journal of Consumer Psychology*.

She added that cause-marketed products had the potential to fool consumers into thinking that they were contributing more than they actually were, since “people may mentally assign their cause-marketing expenditure as their charitable giving”.

However, comments responding to an article on the research which appeared on the US’ *Chronicle of Philanthropy* website cautioned that respondents to the study came from a very small cross-section of the community, and noted that cause-marketed products also provided charities with a marketing boost far beyond the value of the donations it received.

Finding your voice on health

The average citizen doesn't have much of a chance to influence policy – health policy, say – because

1. Nobody asks for their opinion;
2. When they are asked for their opinions, there's no clear direction and lots of contradiction;
3. When they do come up with a clear opinion, they haven't got the power to push it through the system.

Well, the Federal Government is at least getting around to dealing with problem (1). The Government has asked the Consumers Health Forum (CHF) to help give consumers a stronger voice in health policy decisions.

“To do this, CHF is developing the www.ourhealth.org.au website and training consumer representatives to influence decision-making.

“Ourhealth.org.au will help you find information on health services and how you can access them. The consumer representatives will provide a consumer voice in health decision-making.”

It's a continuing project, and if you go to the site now you'll just find a survey asking how you'd like to receive information online and give out your opinions online. Fill it in and give them a hand getting the scheme launched.

Orange launches micro-volunteering app for UK mobile users

A new application allows UK mobile phone users to donate five minutes of their time towards a variety of projects.

Mobile phone company Orange launched the free “Do Some Good” application earlier this month, and is working with a dozen charity partners to make it easier for people to volunteer five minutes of their time towards a particular cause.

Volunteering England also supports the initiative.

Among the micro-volunteering choices offered through the application are:

- **Guerrilla Gardening** – with Do Some Good providing a map of derelict sites ripe for green makeovers.
- **Sustainable Restaurant Association** – which asks diners to inform it of restaurants who are excelling in sustainability, or ones which could use some help.
- **Practical Action** – a development charity which asks volunteers who are familiar with multiple languages to devote five minutes of their time to translating short sections from “how to” guides aimed at improving people's lives.

According to Orange, the application was prompted by its own research which indicated the main barrier to volunteering was a lack of time.

The study found that if volunteering was made easier for people they would do so, with over 65% saying they would rather give up their time if they had to choose between donating £5 or giving up five minutes.

Orange hopes to recruit more organisations to the Do Some Good program in coming months.

Financial literacy training for community sector workers

Do you work with people who could benefit from an improved understanding of finances?

MoneyMinded is a three-day workshop for community workers interested in delivering the MoneyMinded toolkit and training to their own clients. The toolkit covers a range of topics, from basic budgeting, goal setting and saving, to more complex issues such as credit and dealing with debt.

The aim of MoneyMinded is to help transform ‘finance’ from something complicated and overwhelming into a tool that is easy to understand and manageable.

The workshops are free to all community workers.

Upcoming workshops are being held in Fitzroy and Frankston in May and June. To find out more go to <http://www.bsl.org.au/MoneyMinded.aspx>.



HAZARD WARNING: *Who are you again?*

Does your newsletter (electronic or hard copy) include a clear statement on the very first page about who your organisation is and what it does?

We receive dozens of community organisation newsletters at Our Community and it's surprising how many fail that basic test.

Organisations that have a name that doesn't describe what they do, or that ordinarily use their acronym instead of their full name, are at particular risk.

Your newsletter should not only aim to talk to your current members, who it can be assumed know all about you, but also to prospective members/supporters/donors.

Do a quick test now: If you forwarded your newsletter to someone who had never heard of your organisation, would they be able to tell instantly what you were about?

Youth-led hub opens in St Kilda

YGAP (Y Generation Against Poverty) is a social network of people fundraising the y-generation way: 'doing what we love.'

The group has fun, runs social businesses, organises events and dabbles in extreme sports, all for what they describe as "truly incredible causes".

YGAP's latest initiative is 'Gwanda' – a creative hub space located at 12-14 Grey Street, St Kilda (just behind the George Hotel).

'Gwanda' is a social project designed to engage young like-minded people in the vision of YGAP, and empower them to collaborate on creative ideas, projects, social ventures and events.

YGAP supports community development projects in Australia, Africa and Southern Asia.

The organisation has raised more than \$450,000 since its inception in 2008.

Find out more at www.ygap.com.au.

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Tax Time just got easier...

Give Now sends you a full tax report of all your donations at the end of each financial year!

 **Get Giving Now!**

The graphic shows a calendar with the word 'calendar' written on the top page. The calendar grid shows days of the week (Mon-Sun) and dates from 1 to 31. The background is a solid red color.

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	
Occupational Therapist	ADSSI	Details
Board Member	Hepatitis NSW	Details

Northern Territory

Job Title	Organisation	
State Program Manager	Reclink	Details

Tasmania

Job Title	Organisation	
State Program Manager	Reclink	Details

Victoria

Job Title	Organisation	
Men's Sheds Capacity Building - Community Development Officer	Victorian Men's Shed Association	Details
Ramp Mentoring Program Worker	Whitelion Inc	Details
Aquatic Education Teachers	YMCA Victoria	Details
Manager, SHINE for Kids Victoria	SHINE for Kids	Details
English Language Development Officer	Australian Red Cross	Details
Volunteer Management Adviser	Australian Red Cross	Details
Fundraising Officer	Australian Red Cross	Details
Coordinator Monash Men's Shed	Waverley Community Learning Centre	Details
TESOL Further Education Coordinator & Teacher	North Melbourne Language & Learning	Details
Killester College. Family Centre Co-ordinator	Killester College - Springvale	Details
Chief Executive	DASSi - Dakin Mayers	Details
State Program Manager	Reclink	Details
Chief Executive Officer	Wimmera Volunteers Inc.	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	The Parramatta College Inc	Details
General Board Member	See Beyond Borders	Details
Chair, Treasurer, Secretary, General Board Member	Stars with Heart	Details
General Board Member	Homeless Society of NSW Inc	Details
Board Member	Hepatitis NSW	Details

Queensland

Job Title	Organisation	
Secretary, General Board Member	Wild Mountains	Details
Treasurer, General Board Member	Contact Inc	Details

Victoria

Job Title	Organisation	
Chair, General Board Member	Springvale Service for Children	Details
General Board Member	Irabina - Childhood Autism Services	Details
General Board Member	Caladenia Dementia Care	Details
General Board Member	Household Disaster Relief Fund Inc	Details
Treasurer	Centre for Sustainability Leadership	Details
Treasurer	Better Hearing Australia Victoria, Inc.	Details
General Board Member	Inner South Community Health Service	Details
General Board Member	Kensington Neighbourhood House	Details
General Board Member	Domestic Violence Resource Centre	Details

Western Australia

Job Title	Organisation	
General Board Member	Wheelchair Sports WA	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.

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

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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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