



Your free Community sector update - from [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

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# 1. Grants in Australia 2012: The state of grantmaking in Australia

Thanks to all those who took part in our annual Grants in Australia Survey.

This is the seventh consecutive year that we have conducted this survey, and we are pleased to say we have had more respondents than ever before – 535 people contributed their grantseeking thoughts and experiences.

This year, the survey was aligned with our ***Grantmaking Manifesto***, which lists our key beliefs about grantmaking practice.

There are more than 50 individual clauses in the *Manifesto*, but for the purposes of the 2012 survey, we used six headline themes:

- That grantmaking is an absolutely central element in the Australian economy [VALUE FOR MONEY].
- That every grant should be an improvement on the last grant [EVALUATION].
- That Australia needs more and better professional grantmakers [PROFESSIONALISM].
- That grantmakers should listen to the communities they serve [RESPONSIVENESS].
- That grantmakers should be efficient [EFFICIENCY].
- That grantmakers should be ethical [ETHICS].

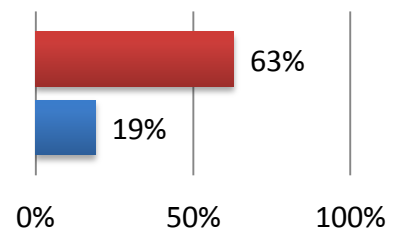
Here are the results.



## Value for Money

- **The Good News**
  - 79% of grantseekers said grantmakers' program aims and rationale were clear and logical.
  - 85% said grantmakers' expected outcomes were clear and reasonable.
- **The Bad News**
  - 38% said grantmakers were too interested in fads.
  - 63% said grantmakers did not provide sufficient support for core costs

## Grantmakers provide sufficient support for core costs



■ Disagree ■ Agree

### The Takeaway:

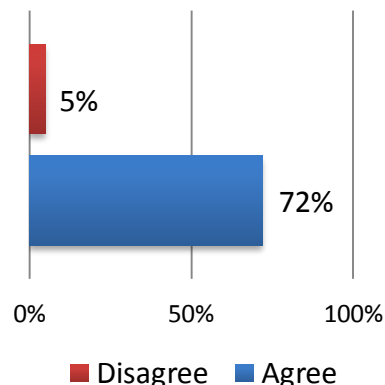
*Grantmakers are doing a good job of communicating what they're about, and what they want to achieve; but they need to be wary of chasing the new and the glittery at the expense of the "dull but worthy".*



## Evaluation

- **The Good News**
  - 71% of grantseekers said they were willing to share knowledge obtained through their evaluations with others.
  - 72% felt that evaluation of their project had been useful for the grantmaker.
  - 80% had found evaluation to be useful to them (the grant recipient).
- **The Bad News**
  - 44% said they were not given financial or practical help to extract and disseminate the lessons from their funded project/program.

### Evaluation was useful



#### The Takeaway:

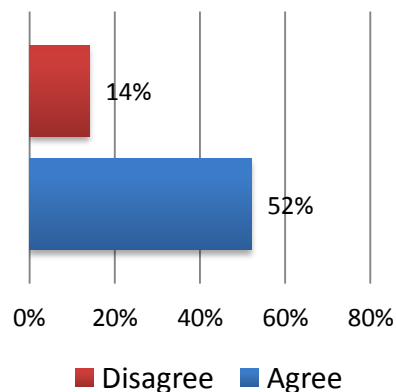
*Evaluations are useful for both grantmakers and grantseekers. But grantmakers have to be prepared to resource them.*



## Professionalism and Responsiveness

- **The Good News**
  - 52% of grantseekers felt trusted and respected by grantmakers.
- **The Bad News**
  - Only 23% of grantseekers said they received useful feedback about their application, including being provided with the reason why they didn't get a grant.
  - Only 36% felt that their relationship with the grantmaker was based on equality and partnership.
  - 43% did not feel that grantmaker-imposed timeframes were reasonable.

### I felt trusted and respected



#### The Takeaway:

*There's a lot of work for grantmakers to do in this department. Many grantmakers need to think very seriously about the real relationships they have with grantseekers and recipients, and how they might go about improving them.*

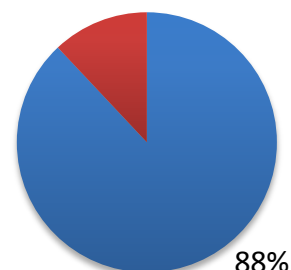


## Efficiency

- **The Good News**
  - 88% of grantseekers said they preferred electronic application forms over hard copy forms.
- **The Bad News**
  - Only half of survey respondents (exactly 50%) felt that application form sizes and complexity were proportionate to the size of the grant.

## I prefer electronic forms

■ Agree ■ Disagree



### The Takeaway

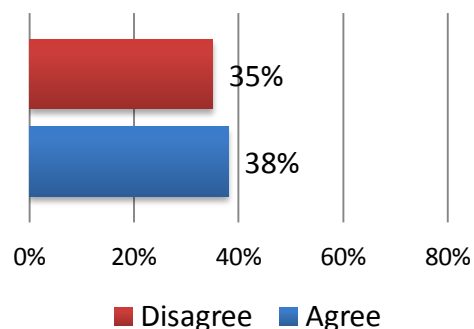
*The time is long past where grantmakers can justify their use of old-fashioned forms by saying that's what grantseekers demand. It's just no longer true. We recommend that grantmakers right-size their forms, and get them online.*



## Ethics

- **The Good News**
  - 67% of grantseekers said that grantmakers' values were clear and that it was easy to find information about program aims and rationale.
- **The Bad News**
  - Only 38% of grantseekers said that grantmakers' decision-making processes were transparent and well explained.
  - Only 40% of grantseekers said that grant processes were unbiased and free of conflict of interest.

## The process was transparent and well explained



### The Takeaway:

*Grantseekers are fairly clear about grantmakers' values; but not so trusting of their processes. We know that most grantmakers processes are pretty good – but they have a bit of work to do to make sure their grantseekers know that as well.*

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## 2. Show your Treasurer you Care: Nominate them for a Treasurers' Award

Whether your treasurer bangs out a budget on the couch in their Uggs, or sits in an office managing a team of accountants, they're probably the person who's doing the most to keep your organisation on its feet.

Each year, Our Community and Westpac celebrate these spreadsheet specialists with the Westpac Community Treasurers' Awards, giving organisations the chance to have their treasurers recognised and rewarded.

The Award was established in 2009 to allow groups to show their appreciation of the vital contribution treasurers make to community groups, the entire community sector, and Australia.

Three categories are offered:

- **Small organisations** – for organisations with an annual income of less than \$100,000
- **Medium Organisations** – for organisations with an annual income of between \$100,000 and \$1 million
- **Large organisations** – for organisations with an annual income of more than \$1 million.

Nominations should outline how the nominee ensures good financial management, governance and outcomes.

Winners in each category will receive a \$5000 prize for their organisation, a trophy, and \$5000 worth of training and tools from Our Community.

Each eligible treasurer who is nominated for an award will receive a certificate of recognition to signify the esteem in which they are held by their organisation.

Recipient of the 2011 medium organisation category Carol Ross said it was an honour just to be nominated for the award.

"I felt honoured to be nominated for the Westpac Community Treasurers' Award and even more so to be the recipient," Ms Ross said.

"The not-for-profit sector contributes so much to the social fabric of our local communities and the dedication and hard work of so many wonderful people is often taken for granted," she said.

Nominations for the award will close on October 26.

Nominate online at [www.ourcommunity.com.au/treasurersawards](http://www.ourcommunity.com.au/treasurersawards)



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## 3. Conchords' charity single takes flight

Move over Michael Jackson and Bob Geldof, the guys from the musical comedy duo Flight of the Conchords have had their way with the traditional charity song in their new release *Feel Inside (And Stuff Like That)*.

A choir of famous musicians remains in the formula, thanks to some local Kiwi artists, but the Conchords decided to move away from the traditionally stirring sentiments of charity song lyrics, and asked school children for some help.

The lyrics are all taken from a series of interviews with Kiwi primary school children, who offer their youthful thoughts on how the economy works, and the best ways to raise money.

What results is both a hilarious and touching fundraising ditty, which shot to number one on the iTunes chart less than two hours after airing on *Red Nose Day: Comedy for Cure Kids*, a 4.5-hour televised comedy marathon fundraiser for New Zealand organisation Cure Kids.

As a rule, listening to the song without watching the preceding interviews won't be nearly as enjoyable as seeing the entire clip.

Getfrank online magazine **reported** that *Feel Inside (And Stuff Like That)* went gold (7,500 copies) in just two days and platinum (15,000 copies) in a week.

With the help of the Conchords and many more New Zealand celebrities, the first *Red Nose Day: Comedy for Cure Kids* raised \$1.3 million on the night.

*Feel Inside (And Stuff Like That)* continues to add to that total through sales.



Cure Kids CEO Vicki Lee said the *Red Nose Day: Comedy for Cure Kids* event was a great success for the organisation.

“We are really overwhelmed by the generosity of New Zealanders. Comedy for Cure Kids was a New Zealand first and the donations go significantly beyond our expectations,” Ms Lee said.

“You never know which dollar will be the one that helps fund a breakthrough for our precious Kiwi children. This kind of cash investment will make a tremendous difference,” she said.

Cure Kids funds research into finding cures for life-threatening illnesses that affect many children, such as childhood leukaemia and other cancers, heart diseases and cystic fibrosis.

### Notable charity songs

Title (year)	Notable celebrities	Cause
<b><i>Feel Inside (And Stuff Like That)</i></b> (2012)	Flight of the Conchords, Savage, Ruby Frost, Moana Maniapoto	Cure Kids fundraising campaign
<b><i>We are the World 25 for Haiti</i></b> (2010)	Snoop Dogg, Barbra Streisand, Justin Bieber, Pink, Usher	Haiti earthquake relief
<b><i>Voices That Care</i></b> (1991)	Celine Dion, Luther Vandross, Kenny G, Mike Tyson, Sissy Spacek	To boost morale of troops in Operation Desert Storm
<b><i>We are the World</i></b> (1985)	Stevie Wonder, Michael Jackson, Bette Midler, Diana Ross, Bruce Springsteen	Famine in Ethiopia
<b><i>Do They Know it's Christmas</i></b> (1984)	Bono, George Michael, Sting, David Bowie, Boy George	Famine in Ethiopia

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## 4. Community Classifieds: Offers & giveaways

### FREE TO A GOOD HOME: Children's shoes (Geelong, VIC)

A Geelong woman has available more than 100 pairs of brand new children's shoes, available free to a not-for-profit organisation.

Local pick-up only is available (postage costs would be prohibitive).

For details, email Mayan at [sunshine.rowlings@googlemail.com](mailto:sunshine.rowlings@googlemail.com)

## FREE TO A GOOD HOME: Commander phone system (East Melbourne, VIC)

An East Melbourne-based company has a second-hand Commander telephone system (model S260, S408) to give away to a not-for-profit organisation.

The offer includes one wall mount system box, 10 handsets (all bar two in very good working order) and three user guides.

The system is 15-20 years old but is still in perfect working order, aside from two unreliable handsets.

Please contact Mhairi at [newspoll.melb@newspoll.com.au](mailto:newspoll.melb@newspoll.com.au) or call 03 9416 4100 for more information.



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## 5. To Facebook or not to Facebook: Ten rules of thumb

A recent American [study](#) found that

In 2011, [U.S. marketers](#) spent more than \$3 million on Facebook brand pages. .... Research from social marketing firm [Get Satisfaction](#) and analyst [Incyte Group](#) shows that despite the heavy investment on Facebook, [consumers still visit companies' websites](#) more often, and would rather be introduced to a company through friends, not ads.

Actually, we turned off after the first sentence. In American advertising terms, \$3 million dollars is piddling, and if that's all that marketers are putting into that form of selling then there's a reason why.

[Another study](#) found that while Facebook continued to be the most dominant form of social media in use by not-for-profit organisations, it was proving fruitful in fundraising terms for "just a select few".

This doesn't mean that your organisation shouldn't have an official Facebook page – for one thing, it's a useful way of passing information around the membership – just that it's not a great way to sell your wares or get donations.

Not-for-profits probably do better with their pages than most organisations, precisely because they're not using them for a straightforward sales push, but if you're trying to raise money it's really more important to use the Facebook pages of your members to drive traffic. People trust their friends more than they trust any agency, no matter how worthy.

If you do get your group up on Facebook, it's important remember that the internet is a jungle and can only be made into a pleasant and productive garden by incessant weeding.

You have to remove spam – lots of people and groups will post on your page in the hopes that someone else will see it, and not all of them will be people you want to be associated with – and you have to shoo away anyone who wants to be libellous or offensive.

In fact, you have to take responsibility for everything that goes up on your page.

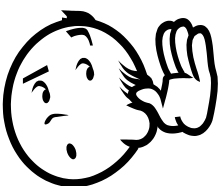
The Advertising Standards Board has just ruled, for instance, that the Victoria Bitter Facebook page can't just let young drinkers put up photos of themselves getting plastered that would, if actually produced by VB, be a breach of the advertising code.

What this means is that **you're responsible for what appears on your Facebook page**, regardless of who posted it.

You also need to be prepared to cede control over your image. Those of you already on Facebook in a private capacity could not have missed the very public complaints that have appeared on the Facebook pages of a number of high-profile companies, Target, Seven News Sydney and Thomas Jewellers among them. Many of these campaigns have gone viral, with tens of thousands of people lining up to read the complaint and sometimes add their own thoughts.

If you are going on to Facebook (or if you're already there), here are some rules of thumb:

1. **ETERNAL VIGILANCE:** Monitor your Facebook page regularly (at least daily). If you can't afford that sort of attention, you really can't afford to have a Facebook page.
2. **KEEP IT LIGHT AND FRESH:** Keep putting up new material, but think before you post. You can reflect the generally lighter tone of social media without being reckless.
3. **HAVE A POLICY:** Develop a Facebook comments/posts policy and post it on your website (just as *ABC News* has done – see top right). Link to the policy from your Facebook page.
4. **CLEAN UP THE SPAM:** Clean off the crud – delete spam as soon as it appears.
5. **CLEAN UP THE POST S (SPARINGLY):** Delete any posts that do not accord with your Facebook posting/commenting policy. If you do remove anything, acknowledge that fact on your Facebook page and explain why. Link to your policy again.
6. **DE-FRIEND THE TROLLS:** De-friend anybody dodgy (spell out in your policy what you consider to be “dodgy,” and what people can do if they want to appeal against your decision).
7. **DEVELOP A THICK SKIN:** Don't rush to delete just because you don't like a comment – you're likely to generate even more heat. Instead, respond to the comment, pointing out (politely) why you think it is incorrect.
8. **TAKE PREVENTATIVE ACTION:** If you work in a contentious area, and you don't think your organisation is strong enough to withstand some (possibly unfair) public comments on your page, disable the comments function. If someone does make a valid statement or complaint on your page, respond to it as you would wish to be responded to if that was you.
9. **GET EDUCATED:** Make sure the person/people in charge of your Facebook page actually understand how it works. Learn how to use your admin tools, permissions and privacy settings.
10. **BE REALISTIC:** Don't assume that your group's Facebook friends resemble your actual friends in any way, particularly in their willingness to give you money or buy your products. Rather, use it as an engagement and information tool.



### We're all ears!

Facebook is still a relatively new technology – we don't claim to have all the answers. If you want to contribute your own tips and rules, send them to [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au). We'll compile a fresh list and pass them on to everyone else.



#### ABC News

We want the ABC News Facebook page to be a place where people can talk about the news stories of the day in a reasonable manner.

Please take the time to read the ABC News house rules, particularly the part about treating others, including ABC moderators, with respect and courtesy.

<http://www.abc.net.au/news/help/house-rules/>

Content may be deleted from this Facebook page as per the ABC Online Terms of Use (section 3): <http://www.abc.net.au/conditions.htm#Communities>

The ABC may ban Facebook fans who breach these terms.

Please help us make this page a friendly, welcoming place.

#### House Rules

[www.abc.net.au](http://www.abc.net.au)

The ABC News house rules provide some guidance on the approach we take to comments on other platforms, including Facebook.

Like · Comment · Share ·  72  37  1 · 57 minutes ago · 



## 6. New Course: Project management for community organisations

Seeking skills to support your work in project management and evaluation?

Our Community has developed a new course to help community organisations learn how to plan, carry out and evaluate their work, and the work of a team.

The Introduction to Project Management short course is ideal for those wanting to develop their skills as project leaders, project management facilitators and project or program administrators.

The course is being held in both Sydney and Melbourne from 10am to 3pm on Friday, September 28.

Visit the website – [www.ourcommunity.com.au/projectmanagementshortcourse](http://www.ourcommunity.com.au/projectmanagementshortcourse) – for more information or to book a spot.

Other upcoming Our Community training opportunities are outlined below. Note that we can also provide tailored training in a location and on a topic to suit you. Visit [www.ourcommunity.com.au/training](http://www.ourcommunity.com.au/training) for more information.



### ► **Advanced Grant Writing Seminar** [[Click here for details...](#)]

Location	Dates
Melbourne	3 December
Sydney	3 December
Perth	7 December
Brisbane	7 December

### ► **Certificate IV in Governance – for Community Boards (BSB40907)** [[Click here for details...](#)]

Location	Dates
Melbourne	24-27 September
Sydney	24-27 September

### ► **Introduction to Project Management** [[Click here for details...](#)]

Location	Dates
Sydney	28 September <b>NEW!</b>
Melbourne	28 September <b>NEW!</b>

### ► **Introduction to Writing Winning Grant Applications** [[Click here for details...](#)]

Location	Dates
Perth	30 July <b>Cancelled</b>
Melbourne	17 September

Sydney	17 September
Perth	21 September
Brisbane	21 September
Inverell	24 September
Byron Bay	26 September
Melbourne	23 November
Sydney	23 November
Perth	26 November
Brisbane	26 November

► **Secrets of Successful Boards Seminar** [[Click here for details...](#)]

Location	Dates
Melbourne	15 October
Sydney	15 October
Perth	19 October
Brisbane	19 October

► **Strategies for Sustainable Funding Seminar** [[Click here for details...](#)]

Location	Dates
Perth	30 July - <b>Cancelled</b>
Melbourne	17 September
Sydney	17 September
Perth	21 September
Brisbane	21 September
Inverell	24 September
Byron Bay	26 September
Melbourne	23 November
Sydney	23 November
Perth	26 November
Brisbane	26 November

For more information about all Our Community training programs, visit [www.ourcommunity.com.au/training](http://www.ourcommunity.com.au/training).

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## 7. Reports, reviews, updates: Federal not-for-profit reform update

### New report

We've had about 20 reports on bits and pieces of the Federal Government's response to the problems of the not-for-profit sector in Australia.

Now comes a new publication – *Strength, Innovation and Growth: the future of the not-for-profit sector*, which provides a useful listing of the very large number of initiatives the government is undertaking (though it's worth noting that we're still no closer to extracting general principles out of them or seeing where the main thrust lies).

### Yet another review

And here's another review document to add to a long list. The House of Representatives Standing Committee on Economics has now released its *Report on the Exposure Draft of the Australian Charities and Not-for-profits Commission Bills 2012*.

The report suggests a number of changes to the Draft, but probably most important thing to note is that the Opposition has put out its own supplementary report disagreeing with everything, and thus retaining the option of rolling the whole thing back if it attains office.

Our Community agrees entirely with the Committee's comment that "These Bills have been a long time coming. The current regulatory framework for the sector is fragmented, inconsistent, and uncoordinated across a range of government agencies. It meets neither the sector's needs nor those of the wider community."

We fully support the handing over of responsibility for the not-for-profit sector to one national regulator, as is proposed with the ACNC – and we would like to see the complete winding back of state responsibilities in this area.

The Labor members of the Committee suggested various changes to improve procedural fairness for organisations being investigated, many of which the government accepted in its final and just-released draft. In the second reading speech, the Assistant Treasurer said

A new clause has been added ... to make clear the important role the ACNC will have in promoting the reduction of regulatory burden.

Improvements have been made to ensure that registered entities have the opportunity to respond to compliance concerns, including the introduction of a requirement to issue 'show cause' notices....

The Government intends to ... make regulations to protect the privacy of private donors, such as those who maintain a private ancillary fund.

The Coalition members of the Committee felt that the Bill should not be proceeded with until agreement could be reached with the states: and as the states, largely under Coalition governments, appear reluctant to surrender any of their jurisdiction at all, that would seem unlikely to happen any time soon.

The Bill has now gone to the Senate Standing Committee on Community Affairs and the Parliamentary Joint Committee on Corporations and Financial Services. The date for any further submissions closed on the August 30.

As is so often the case in Australia, we don't know how lucky we are. In the hearings, Treasury stated:

... if we have reference to what has happened in international jurisdictions, most of the charities commissions that they have all now established were usually in response to some significant breach of public confidence. So there has been a problem that governments have then sought to resolve. And usually, of course, when problems are there you resolve them in a relatively heavy-handed sort of way. The sector's aim in this particular instance is to be a bit proactive in this and establish a regulatory framework to prevent such an occurrence happening in the first place in Australia.

Why fix the roof now, some grumble – it's not raining. Well, we in Australia should be up with the risks of unpredictable droughts, unprecedented rains, and not-for-profits collapsing out of the blue and we ought to be ready to do something in advance to reduce the potential impact.

Given the Opposition's, well, opposition to the current directions of Australian Charities and Not-for-profits Commission, the community sector might need to be prepared for a fight if they want to see it maintained. The Community Council for Australia and its CEO David Crosbie is, according to the *Australian Financial Review*, leading the way, threatening to campaign against state governments that refuse to cooperate with the ACNC.

Crosbie told the economics committee inquiry the sector was happy to fight states that refused to refer their powers.

"We are quite happy ... to engage in a genuine, ongoing battle to try and reduce red tape ... if states and territories do not play, and the ACNC exists and is operational, we will become the force that ensures that states and territories do," he said.

Onward community soldiers..... Is your organisation going to fall in behind?

### ACNC update – launching soon

And turning our focus to the ACNC itself, it's worth a reminder that **the October 1 launch date is less than one month away.**

If you're interested in finding out what the new Commission will actually do on a day-to-day basis, Interim Commissioner Susan Pascoe AM has started to flesh that out in [her latest column](#) on the ACNC's webpage.

One pledge is that the Commission's Advice Services Team will "respond to all emails on the day they arrive". General inquiries, arriving either by phone or email, should be able to be dealt with there and then. More complex inquiries may of course take longer.

Ms Pascoe says the team will be able to provide advice on a range of topics including what is and isn't a charity, what you have to do to register and where your application is at.

If you're still confused about whether your group will come under the ambit of the commission, and what you need to do if it does, check out this [four-minute YouTube clip](#).

### And yet another report – development of a capital market

The Senate Economics Committee has been busy working on a report on *[Investing for Good: the development of a capital market for the not-for-profit sector in Australia](#)*.

The work of the Committee builds upon the 2010 Productivity Commission report, *[Contribution of the not-for-profit sector](#)*, which identified inadequate access to debt capital as a potential barrier to growth for some social enterprises and not-for-profit organisations.

The Committee examined the issue and made a number of recommendations, including

- establishing a social finance taskforce;
- education of financial and corporate stakeholders;
- promoting social investment products;
- strengthening social enterprise; and
- developing a measurement framework.

The Federal Government has accepted five out of 15 of the Committee's recommendations, rejected two and just noted the rest.

They've hung back on pressuring superannuation funds to invest in social impact bonds, and they've rejected the idea of tax concessions for social impact bonds.

The main element of their support, though, is in accepting the recommendation for a social finance taskforce, and this allows them to kick the can down the road; all the more contentious questions (should philanthropic trusts be compelled to invest in social enterprises?) can be referred to the taskforce, pushing any decisions well past the next election.

## Not-for-profits asked to comment on Compact

Not-for-profit organisations have been invited to provide feedback on a draft code of best practice relating to the government's relationship with the sector.

The code is being developed by the Not-for-profit Sector Reform Council along with the Office for the Not-for-profit Sector.

Consultations will be conducted online via the National Compact website and face-to-face workshops which will be run by the Reform Council throughout September-October.

Organisations that are interested in participating in the consultations are asked to email [nationalcompact@pmc.gov.au](mailto:nationalcompact@pmc.gov.au) with the following information:

- The name of their organisation
- Contact name and email address
- Preferred method of consultation – face to face or online
- Suburb
- Postcode

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

## Volunteer Awards

The Federal Government is asking Australians to nominate a local volunteer who they think deserves to win a 2012 Members of Parliament National Volunteer Award.

Local members of Parliament are asked to organise and promote the awards in their electorate, with a suggestion that the award ceremonies be held on, or close to, International Volunteer Day on December 5.

To nominate a local volunteer for this award participants are asked to send a completed **nomination form** to their local Federal Member of Parliament.

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## 8. Around the state/territories: red tape tax; payroll tax; definition of charity

### ACT: Red tape reduction

An initiative by the government of the ACT has been bouncing across the pages of the *Canberra Times*, beginning with an [article](#) by Dr Richard Denniss of the Australia Institute and moving on to a [response](#) by Martin Fisk, chief executive officer of mentoring charity Menslink.

The debate goes something like this:

*The ACT government is cutting red tape!*

**Hooray!**

*And it's paying for it by imposing a \$1.4 million tax on the community sector!*

**Boo!**

*No, it's not a tax, just "a slight reduction in the indexation increase all funded organisations receive each year," and it's going to "have a direct and immediate financial benefit to community organisations"!*

**Hooray!**

*But the private sector's also going to gain from red tape reduction activities, and it isn't being asked to contribute!*

**Boo!**

## Victoria: Payroll tax changes

In Victoria, the government is trying to limit the payroll tax breaks given to charities.

It's very much a matter of fine technicalities, but what seems to be happening is that the State Government saw the High Court's decision in the *Word* Case, was afraid that everybody would take advantage of it, and changed the Act to try and head it off.

The decision in *Word* said that a normally commercial enterprise that was carried out purely to fund a charity was itself a charity.

The Baillieu Government's response was to change the exemption from "payroll tax on wages paid to employees engaged exclusively in work of a kind ordinarily performed in connection with the religious, charitable, benevolent, [or] philanthropic **purpose** of the organisation" to "payroll tax on wages paid to a person engaged exclusively in work of a religious, charitable, benevolent [or] philanthropic nature".

We repeat: it's technical. Also confusing: as Moore's Legal says, "Is the receptionist at a disability services agency engaged in benevolent work? Why should the remuneration of the receptionist or fundraising manager be treated differently to the remuneration of a person who works as a carer?"

There also seems to be some doubt whether it would hold up in court, though most groups aren't going to have the lawyers available to find out.

Organisations with a turnover of less than \$550,000 p.a. are exempt anyway. If you are currently taking advantage of the payroll tax exemption, though, you'd better check this one out.

## WA: charity definition clarification

In WA, on the other hand, not-for-profit organisations have had a win.

The Chamber of Commerce & Industry of Western Australia has been ruled a charitable body for payroll tax purposes.

The State had refused it exemption on the grounds that the Chamber operated for the benefit of its members rather than the wider public, but the Tribunal found that the Chamber's purposes and activities, including the promotion of free enterprise in general and a strong business community in Western Australia in particular, were charitable at law.

Some of this may be sorted out when we have a statutory definition of charity (if that can go through against the opposition of the Coalition, and if the states come on board – see Part 7).

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## 9. Coming Soon: The march of the Big Society

We have written before about the infiltration of the British Conservative Party's 'Big Society' policies into the Australian sphere – see here and here.

The policy can be simply described as the retreat of government from social services in favour of individual, community-based and mutual support – taking power away from government and giving it to the people.

And it seems that the march has now begun in earnest, as signalled by the recent high-profile visit to Australia of Phillip Blond, head of the British think-tank Res Publica and the intellectual parent of the Big Society agenda.

The Opposition has now spelled out how it would like to shift power from the government to government-funded not-for-profit agencies.

Writing in the *Sydney Morning Herald*, national affairs reporter Lenore Taylor said:

The Coalition families spokesman, Kevin Andrews, said he had developed the model for stripping away unnecessary federal oversight of federally-funded services delivered by community and private organisations.

“Our thinking is that organisations in civil society ... are not instruments or agencies of government, they are formed in the community ... and government should not be seeking to overly burden them with regulation ... it is not for the government to control them or tell them what they should be doing; the government should be empowering them rather than seeking to control them,” Mr Andrews said.

Under his plan, family relationship programs run by Relationships Australia, Anglicare, Uniting Care and other groups would be subject to dramatically pared back audit, reporting and compliance requirements.

The model was also applicable to aged care, childcare and job network services and possibly also to some parts of the health and education portfolios, he said.

Such policies would enable the Coalition to go to the election promising budget savings in public service staffing without any cuts to services.

In the UK, the one big complaint about the Big Society has been that the cuts in public funding have pushed new responsibilities on to the community sector at the same time that funding for the sector has shrunk. The philosophy is now being seen as a veil for what would otherwise be a simple mugging.

As Lenore Taylor put it:

At the beginning many charities and community groups in Britain also thought it sounded great. But in its implementation Big Society delivered, or at least was used to justify, sweeping cuts to the public service, to community services and even to the community and voluntary organisations it was supposed to nurture.

Previous enthusiasts felt duped and the Archbishop of Canterbury, Rowan Williams, said the whole idea was “designed to conceal a deeply damaging withdrawal of the state from its responsibilities to the most vulnerable”.

Naturally, Blond does not agree:

Blond says the cost-cutting was never part of his plan and was not even done in the way he would have advocated. “In Britain they haven't cut smart, they have cut ignorant,” he told the *Herald* this week. “Big society has nothing to do with cuts and nothing to do with austerity ... it was born in times of austerity ... but they are entirely separate issues.”

The current climate in Australia could also make it hard to differentiate Big Society policies, if implemented, from those designed to cut government spending. Austerity measures are already under way in many parts of Australia – Treasurer Wayne Swan has reportedly called for a clamp down on a number of federal grants, and Queensland, NSW and Victorian community groups in particular are feeling the pressure from new governments intent on making savings. (See Part 10 for more on this.)

Critics of Big Society say Blond cannot very well start another such experiment without acknowledging what went wrong in the UK.

“It is disingenuous and irresponsible for Phillip Blond to persuade an alternative government of the merits of his ideas without acknowledging the devastating impacts of its implementation in the UK,” Lenore Taylor quotes Centre for Policy Development fellow James Whelan as saying.

Meanwhile, in Victoria, a report now in front of Premier Ted Baillieu also draws heavily on Big Society ideas.

The report recommends shifting government responsibilities to competitive tendering. According to *The Australian*,

Officials associated with the review say that, wherever possible, the government should get out of directly delivering services, such as welfare, early childhood education and housing. Rather than simply outsourcing government functions, it calls on the government to create competitive markets so that charities and other private bodies would bid for government contracts.

The report says state government should retain no more than a residual capacity to provide services to cover a potential failure by a private provider.

In the case of welfare services, the government would have to make an investment in helping charities acquire the systems and skills to bid, and would work through a major charity, such as Mission Australia, as head contractor.

Still, it's worth remembering that charities and voluntary agencies (particularly small ones) aren't guaranteed a penny; the services would be contracted out to "charities and other private bodies", and those other private bodies are very good indeed at bringing in the lowest bid, as the UK experience has shown.

The outsourcing program that was supposed to benefit small community groups ended up giving big contracts to large corporations, like Serco, which runs Australia's detention centres and has been awarded the tender to run non-clinical services at a new West Australian hospital, and in some parts of Britain now runs all the government-funded schools.

James Whelan made a similar point when he spoke at Communities in Control in May.

*The Australian* says that the Victorian report doesn't recommend that the government sheds its schools just yet.

The report does not suggest private operators take over government schools but does call for greater sharing of facilities between government and private schools. It also recommends consolidation of schools into multi-campus sites, to minimise the duplication of administrative services. There is a section on agencies and services that should simply be closed, including the Victorian Health Promotion Foundation, which spends about \$30 million a year on preventive health campaigns. It recommends that state government quit the aged-care field entirely, leaving what is presently a shared responsibility entirely to the commonwealth government.

Let the debate begin.

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## 10. Hard Times: Government cuts spell troubles ahead for not-for-profits

Here in Australia we're at the peak of a boom.

Despite this serene outlook, governments all around the country are talking about cuts to services that will impact heavily on the community sector.

In Queensland, incoming premier Campbell Newman illustrated his intentions by abolishing, almost as his first act, the cheap and popular Premier's Literary Awards.

He's gone on to hack deeply into not-for-profit service contracts in such areas as women's reproductive health (Family Planning Queensland), HIV/AIDS funding (Queensland Association for Healthy Communities), and support services for female prisoners (Sisters Inside – a past Community Idol winner). There's no doubt a lot more to come.

In NSW, government reorganisation has meant departments have been cut down to their core functions; and (surprise, surprise) some community group funding just doesn't fit the new boundaries. As the *Sydney Morning Herald* reports:

An internal review by Community Services, part of the Department of Family and Community Services, has recommended reducing funding to at least seven organisations, including the Welfare Rights Centre, Lifeline (Sydney and Sutherland), Redfern Legal Centre's financial counselling service and the Gay and Lesbian Counselling Service.

Alternatively, they may be moved to the aegis of the Department of Health, or to Ageing Disability and Home Care without funding. The department is under pressure to make significant savings to cover efficiency and salary cap targets. There's a lot more to come.

In Victoria, "a long-awaited review of Victoria's finances [is] believed to recommend deep budget cuts, outsourcing and asset sales" (see the fuller analysis of this in Part 9 of this issue).

In part, all of this is because we have a lot of fairly new conservative governments who are still in the find-a-budget-black-hole-and-blame-it-on-the-other-party stage of the democratic process.

As always, it's presumably hoped that the government can ram the cuts through quickly enough for voters to have forgotten about them by the next election, when the money that's been saved can be spent on new and better-targeted inducements to different sections of the electorate.



In part, too, it's because our politicians have taken on board some of the small government rhetoric that's driven recent political arguments in the UK and the US (again, see the fuller analysis of this [elsewhere](#) in this issue).

At Federal level the problems are different, but equally troublesome on the funding front. There we have not a new government getting the nasties over with but an oldish government desperate to reinvent itself. Hoping to change its wretched image, the Federal Government is looking for major game-changing initiatives – new programs on a scale that can break through public indifference and show a commitment to build a brighter future.

Our Community has applauded many of the government's initiatives – the National Broadband Network, the National Disability Insurance Scheme and the recently announced National Dental Scheme are just three of many excellent programs announced or under way.

But, as the Coalition is keen to point out, all this has to be paid for.

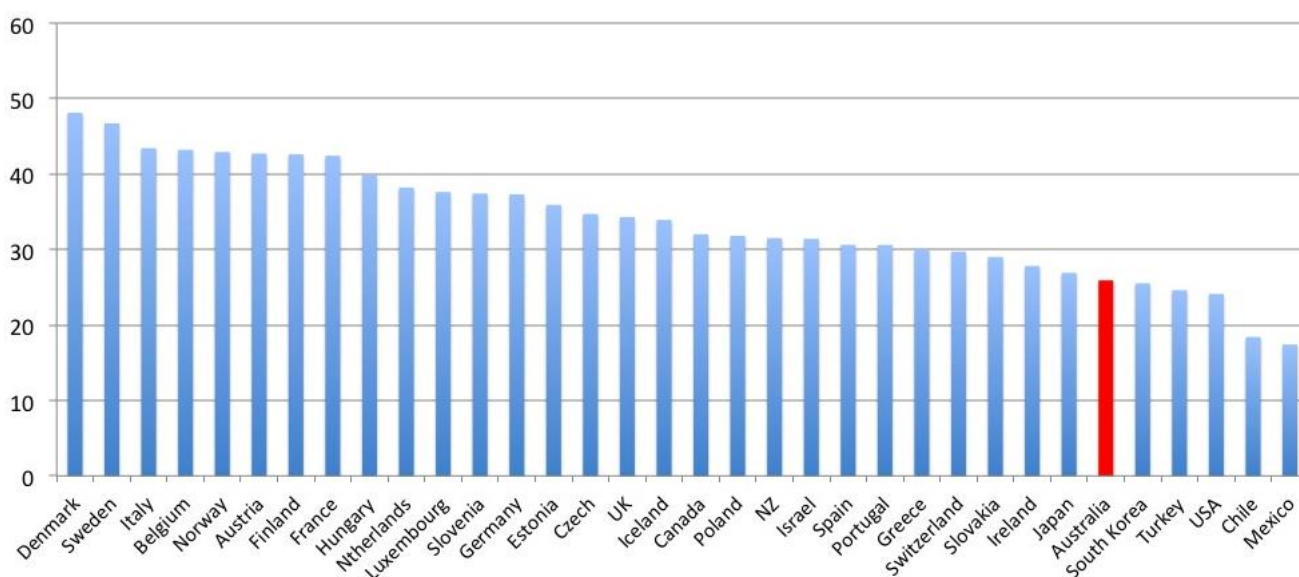
And so we see a [recent report](#) in *The Australian* which has suggested that cabinet has imposed an across-the-board clamp on any government grants where the money hasn't been paid over or contracts signed.

How much that amounts to – what proportion of the Australian estimates as an annual \$2 billion in discretionary grants – is anybody's guess, but the news is sure to give a lot of not-for-profits CEOs a few sleepless nights.

Political imperatives add another level of uncertainty. If the Coalition returns to power in Canberra next year then they're going to need to raise revenue to replace the carbon and mining taxes they've promised to abolish; and then all bets are off.

Which is actually rather odd. If we really want to avoid a budget deficit, there are other ways to do it. Australia's a very low-taxing country, and there's really quite a lot of scope to bring in more than enough money to pay for the services we're getting.

## % GNP in tax



[Survey evidence](#) has repeatedly shown that a majority of Australians would pay higher taxes in return for improved community services. Or, at least a majority *say* they would. Somehow, we never seem to be offered the option.

The upshot is, if those in the community sector want to be paid properly for the services that are provided, all of us have to be prepared to advocate for higher taxes. Not-for-profits are seen as both worthy and apolitical, and such an initiative could have real force.

And if you don't do it, nobody else is likely to. If no one does put this argument forward, then we can hardly complain when the cuts come.

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## 11. It Could Be Worse: Social inclusion report paints a mixed picture

Those of us interested in a more inclusive Australia should certainly keep up with the work of the Australian Social Inclusion Board.

It's just released the second edition of its national survey – *Social Inclusion in Australia, How Australia is faring*. The picture is mixed.

Doing Well	Doing Badly
<ul style="list-style-type: none"> <li>• 75% of Australians are satisfied with their life, higher than the OECD average.</li> <li>• Life expectancy is high (79.5 years for males and 84.0 years for females) and increasing.</li> <li>• Australians have a higher rate of self-reported good health (at 85%) than the OECD average (at 68%).</li> <li>• Australia's employment rate continues its upward trend, and remains well above the OECD average.</li> <li>• Australia's long-term unemployment rate is much lower than other comparable countries.</li> <li>• More Australians than ever are completing school, with 75% of people aged 20–24 years having a Year 12 certificate, up from 71% in 2001.</li> <li>• 64% of Australians aged 25–64 now have a non-school qualification, compared with 46% in 1997.</li> <li>• The level of persistent family joblessness declined between 2002 and 2010 from 14% to 8%.</li> <li>• The supply of available housing for purchase by low-income groups has grown (6.9% to 11.5%) and there has been an improvement in the level of repeat homelessness (from 9.9% to 9.0%).</li> <li>• Substantiations of child protection notifications dropped 12% from 2009–10 to 2010–11.</li> <li>• For those from non-English speaking backgrounds, more report being able to get outside support and fewer report finding it difficult to have a say on community issues.</li> <li>• More low income households are accessing the internet, up from 40% in 2008–09 to 55% in 2010–11 (although 95% of high income households access it).</li> <li>• More unemployed people now have weekly contact with family and friends, increasing from 94% in 2006 to 98% in 2010, putting them on par with employed people (also 98%).</li> </ul>	<ul style="list-style-type: none"> <li>• Around 5% of Australians (or 640,000) experience multiple and entrenched disadvantage.</li> <li>• In 2011, 14% of all children under 15 (or 590,000) lived in jobless families.</li> <li>• 7% of people aged over 15 years have low economic resources and high financial stress (around 1.5 million people). The bulk of these are families with children.</li> <li>• Only 54% of Aboriginal and Torres Strait Islanders aged 15–24 were fully engaged in education and/or work in 2008.</li> <li>• Around 100,000 people were counted as homeless on Census night in 2006.</li> <li>• Income inequality has increased steadily from the mid-1990s.</li> <li>• Attitudes towards people from different cultures, as reported by Scanlon-Monash Index of Social Cohesion, worsened between 2007 and 2011.</li> <li>• The proportion of Australians who reported feeling safe walking alone in the city or area in which they live (64%) was lower than the OECD average (67%).</li> </ul>

The rest of the report fills out the details. For community participation, for example, the report finds that:

In 2010, 63% of Australians had actively participated in one or more social groups during the last 12 months, 35% in community support groups and 19% in civic or political groups.

Overall, 71% of the population were involved in at least one of these groups (either social, community or political), very similar to the rate reported in 2006 (72%).

Participation in the different types of groups varied somewhat by age in 2010. People aged 35 to 64 years were the most likely to participate in community support groups, while participation in social groups remained fairly steady up until the age of 75.

Participation in civic and political groups generally increased with age, peaking at 24% among those aged 55 to 64 years. For all types of groups, participation declined sharply after the age of 75.

The report also found that people in families with dependent children were more likely to participate in at least one community group than those without children, people with higher incomes were more likely to participate than people with lower incomes, employed people were more likely to participate than unemployed people, people who owned their own home were more likely to participate than public housing tenants, and people living in the least disadvantaged regions were more likely to participate than people in the most disadvantaged regions.

That is to say, the people who really need community development are the least likely to get it.

The new Chair of the Social Inclusion Board, by the way, is Lin Hatfield Dodds, National Director of UnitingCare Australia. She's replaced Patricia Falkner AO, who retired in June after serving as Chair since the Board's inception in 2008.

The Social Inclusion Board is also notable in that it's one of the very few social change organisations that puts the [minutes of its meetings](#) online. That's transparency and accountability in practice, and a model for us all.

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## 12. Taking the 'not' out of 'not-for-profit': Salesforce & 'social enterprise'

One of the things about the not-for-profit sector is that, well, it's not about making a profit.

That means, among other things, that nobody in particular owns the assets; you can't just sell the headquarters and the sports field and divide up the takings across the membership.

There are real assets, assets that you've built up with your own labour, but they belong to nobody in particular.

The exact opposite of this would be to take something that wasn't yours at all, something that you'd had nothing whatsoever to do with, and convert it into your own property.

Which bears some resemblance to what Salesforce, a multinational cloud computing company, appears to be up to at the moment. Salesforce is [currently trying to trademark the term 'social enterprise'](#) around the world.

This barefaced attempt to hijack and privatise a simple but significant English phrase has aroused considerable opposition. In response,

Salesforce said its application only related to "the information technology sector" because "companies are looking for new ways to connect with customers, partners and employees and [we are] empowering them with what we call social enterprise technologies".

It added that it "does not intend to own the rights for the term within the non-profit sector and is not seeking to restrict uses of the phrase by others in philanthropy, social responsibility, community involvement or mission-driven organisations".

Well, Salesforce, *thanks a bunch*. If you're good enough not to charge us – even though you *could* – we'll all be delighted to let you make money out of the decades of work we've all put into making that phrase meaningful and valuable.

You can read Salesforce's case for the defence [here](#), or join the global fight against the move [here](#).

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## 13. High-value legal services struggling for funding

Despite a recent funding boost, highly-valued community legal services are critically underfunded and struggling to meet demand, according to an Australian campaign group.

The Community Law Australia (CLA) campaign has called on state and federal governments to double the budget available to community legal centres to address worsening funding shortages.

The CLA said the legal system was at crisis point, citing a recent Australian Council of Social Services (ACOSS) survey that revealed that 73% of legal services were unable to meet demand.

The survey showed that 14% of service seekers were turned away during the survey period between July 1, 2010 and June 30, 2011.

Attorney-General Nicola Roxon announced a \$1.6 million boost to community legal services in late August, which CLA National Spokesperson Hugh de Kretser praised, but said was not enough.

“It’s a welcome injection of funds. It’s a one-off payment for a range of community legal centres and legal aid commissions around the country,” Mr de Kretser said.

“(But) that small injection of funds is nothing like the major boost that’s needed to make access to justice a reality in Australia,” he said.

“It’s insufficient to meet the need for legal help in the community.”

Ms Roxon said the funding boost would be paid to 21 community legal centres that were most in need.

“This funding boost recognises that many of these legal assistance services are experiencing significant demand,” Ms Roxon said.

“Twenty-one community legal centres at the coal-face of providing legal assistance to those who need it most will benefit from this much needed funding boost.”

Community Law Australia has released an independent cost benefit analysis that shows government spending on community legal centres is returning a benefit to society that is roughly 18 times what is spent.

This means that for every dollar the government spends on community legal centres, \$18 worth of community benefit is returned.

If this figure was accurate it would mean the \$1.3 billion contributed to services over the next four years would have approximately \$23.4 billion of benefit to the country.

Community legal centres are not-for-profit community organisations that provide legal advice and services to the public that cannot afford legal representation and do not qualify for legal aid.

► **[Read the CLA’s \*Unaffordable and out of Reach\* report here.](#)**



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## 14. Gold! Gold! Gold! Goldman for USA! Social bonds reach America

Of the 122 nations currently competing for medals at the London Paralympics, only two – the UK and Australia – have functioning social impact bond schemes.

Social impact bonds, just to recap, call in private investors to fund social programs to bring about social goals, and if the programs work as intended and improve social outcomes then the investors are paid off by the government. If not, not.

Another nation is about to put its toe in the water.

America – New York City, to be precise – is following the lead of Peterborough in the UK and the NSW government here.

Goldman Sachs is going to put about \$10 million into funding a program of education, training and counselling to young ex-offenders.

If the recidivism rate drops by 10%, Goldman Sachs gets its money back: if it falls by less, Goldman Sachs could lose \$2 million, and if it drops by more than 10% it could get an extra \$2 million profit (either way, plus or minus an hour's profit from the company's normal trading operations).

The UK imprisons about 148 people per 100,000 population, New York about 300 (which even then is a good deal better than the overall USA rate of 737), with a one-year recidivism rate of some 50%, so there should be some scope for bending the curve.

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## 15. Collective Impact: a new-old approach to solving complex social problems

**As most people working in the community sector know, complex social problems require a whole-of-community approach.**

**Collective impact describes an approach that sees government, not-for-profits, the community and businesses coming together in a coordinated effort to create innovative and game-changing solutions to issues we have become used to managing.**

**In Sydney, the collective impact-oriented 90 Homes for 90 Lives (90/90) Project has demonstrated the power of a common agenda for change, as Community Impact Manager at United Way Australia Jenny Riley explains.**



### Is collective impact the same as collaboration?

The quick answer is no. Collective impact is a structured and disciplined approach to bringing cross-sector organisations together to focus on a common agenda that results in long-lasting change.

When Kania and Kramer wrote about collective impact in the *Stanford Social Innovation Review* in the fall of 2011 they identified five key conditions:

1. All participants have a **common agenda** for change including a shared understanding of the problem and a joint approach to solving it through agreed upon actions.
2. Collecting data and measuring results consistently across all the participants ensures **shared measurement** for alignment and accountability.
3. A plan of action that outlines and coordinates **mutually reinforcing activities** for each participant.

4. Open and **continuous communication** is needed across the many players to build trust, assure mutual objectives, and create common motivation.
5. A **backbone organisation(s)** with staff and specific set of skills to serve the entire initiative and coordinate participating organisations and agencies.

### What can this look like in practice?

Over the past two years, a banker, a lawyer, a public servant, a property mogul, a community housing expert, a mental health organisation and a global not-for-profit CEO have come together to solve homelessness in Woolloomooloo, NSW.

Their collective actions have since resulted in a \$2.8 million funding from NSW Housing to trial a “housing first” model to house rough sleepers in Woolloomoo. In August 2012, the program has housed 42 people and is on track to house 70 by the end of the year, bringing down the number of rough sleepers in Woolloomooloo significantly for the first time in decades.

The **common agenda** was to solve homelessness, crystallised in the shared goal of ‘90 Homes for 90 Lives’.

The group’s **shared measurement** system was based on data from the City of Sydney’s bi-annual street count of homelessness.

There has been **continuous communication** of the senior members of the organisations involved, including an executive committee, chaired by the Vice Chairman of UBS, meeting once a month for the past two years.

All have been involved in **mutually reinforcing activities**:

- City of Sydney provided peerless subject matter expertise, connections to the local community, funding to Way2Home, bi-annual sleep counts and facilitated the monthly ‘Woolloomooloo Integrated Service hub’;
- UBS and Freehills developed the economic modeling of solving homelessness and business model for securing private rental properties;
- Colliers International brought knowledge of the commercial property market and business skills;
- Bridge Housing provides the housing;
- Way2Home (operated by Neami) provides the referrals and support for the rough sleepers to make the transition to a permanent home.

United Way has provided the **backbone support**, brokering the relationships between the players, identifying resource gaps, undertaking research, financially supporting local community partners in Woolloomooloo to support the work of the coalition, providing secretariat support to the Executive Committee and so on.

### Lessons learnt

Group members cite the evidence-based strategy, aspirational goal and the group itself as critical success factors.

The evidence of a best practice housing model along with the economic-modeling formed a sound strategy. The specific, measurable, aspirational and public goal focused the attention on the group. The ‘90 Homes for 90 Lives’ goal was both person-centric and solution focused.

The cross-sector nature of the group makes for a dynamic mix of knowledge, skills and worldviews. In addition, every person on the team has an important role to play – i.e. expert, facilitator, economist, strategist, networkers, do-ers and those with absolute ownership over the project.

**Jenny Riley is currently the Community Impact Manager at United Way Australia and is on the leadership team of Emerging Leaders for Social Change (ELSC). [Jenny.Riley@unitedway.com.au](mailto:Jenny.Riley@unitedway.com.au)**

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## 16. 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:



### **National Asthma Week: 1-7 September**

National Asthma Week raises awareness of the implications of living with asthma, and the ways to manage it.



### **Parkinson's Awareness Week: 3-9 September**

Parkinson's Awareness Week aims to increase the public's understanding of the neurological disorder. It is also an opportunity to raise funds for the cause.



### **White Balloon Day: 7 September**

White Balloon Day is a day to "lift the cone of silence" that surrounds child sexual assault, and is used to increase understanding of the difficult issue.



strokefoundation

Think F.A.S.T. Act FAST!

### **National Stroke Week: 10-16 September**

National stroke week raises awareness of stroke and the early warning signs of a stroke. Stroke is Australia's second single greatest killer, with more than 60,000 strokes occurring every year. Get involved and hold an activity or display in your community to support the national campaign.



### **Dementia Awareness Week: 21-28 September**

The purpose of this week is to raise awareness of dementia around the theme 'Risk reduction and how you can mind your mind' to reduce the risk of dementia and other illness.



### **National Police Remembrance Day: 29 September**

The National Police Remembrance Day honours the memory of those police men and women who have given their lives in the service of the community.



### **Social Inclusion Week: 24 November- 2 December**

Created by Dr Jonathon Welch AM, Social Inclusion Week aims to help ensure all Australians feel included and valued, giving everyone the opportunity to participate fully in society.

**More events:** [www.ourcommunity.com.au/calendar](http://www.ourcommunity.com.au/calendar)

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## 17. Don't Give Up Your Day Job: Getting more community workers on the Honours List

It's interesting to note that in the UK, a parliamentary committee has just put out a report on the honours system.

The report suggests that the British system should be stripped of political influence to restore the trust of the public, who believe too many politicians, celebrities and civil servants are rewarded over those who serve local communities and not-for-profit organisations.

"We believe that no-one should be honoured for simply 'doing the day job', no matter what that job is. In particular, honours should not be awarded to civil servants or businessmen unless it can be demonstrated that there has been service above and beyond the call of duty," it says.

It adds: "It is distasteful and damaging for people who already command vast personal remuneration packages for doing their job to also be honoured for simply being at the helm of large companies. This must stop."

It's a sentiment that has been echoed in some quarters in Australia.

The UK report calls for an independent honours commission, which Australia already has, and calls for clear criteria for when an honour should be taken back from the recipient, which we don't have.

The devil could well be in the detail – a strict interpretation of the UK report's recommendations would result in the striking out of not only politicians and businesspeople (a move that would be quite popular) but also the judges, surgeons, sportspeople, and scientists who pick up a large proportion of the top awards both here and there.

It would, however, quite likely bring more community sector volunteers (and more women!) into the mix, a move that most of us would certainly welcome.

In any case, there's a sure fire way you can bring more community people and more women to the attention of the selection committee – nominate them!

For tips on how to do it, download our free booklet at [www.ourcommunity.com.au/honours](http://www.ourcommunity.com.au/honours)

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## 18. Community Sector Briefs

### Tell me something I Don't Know

What's worth \$40 billion and comes for free? The 2.5 million Australians that are working as unpaid carers.

This is one of the many interesting facts that greet users of the Australian Human Rights Commission's *Tell me Something I Don't Know* website.

The website takes facts and figures from the Australian Social Inclusion Board's *How Australia is Fairing, 2<sup>nd</sup> edition* resource which follows the country's progress in a range of social inclusion indicators.

Users of the website can leave comments, share stories and find more extensive information on each fact that appears on screen. Visit <http://tellmesomethingidontknow.gov.au>



Australian women have to work an **extra 63 days a year** to get the same pay as men doing the **same work**.



## Are you getting the most out of Our Community?

The Our Community website contains (literally) thousands of pages of information and tools to help community groups to become smarter and stronger.

Most of it is free.

There are three easy ways to find what's there and get quick access to what you need:

1. **Check out our index.** Our frequently updated site index – [www.ourcommunity.com.au/index](http://www.ourcommunity.com.au/index) – provides links to everything on our site, listed alphabetically. If you want to search for a particular topic, try the “Control F” function on your keyboard.
2. **Do a Google site search.** The index page (see above) contains a Google search box that will allow you to search our site for the things you need. This function will search our site only; it won't take you off into the bowels of the internet.
3. **Download our user guide.** Our new member welcome pack provides a handy roadmap to all things Our Community. You can download it at [www.ourcommunity.com.au/files/new\\_member\\_welcome\\_pack.pdf](http://www.ourcommunity.com.au/files/new_member_welcome_pack.pdf)



## Digital media facts & stats

New Roy Morgan research has provided some key insights into the way digital media tools such as Facebook are changing the way we behave in Australia.

Among the stats uncovered by the new *Digital Universe* research are:

- 12.5 million Australians use Facebook, and 2.9 million Australians use Google+.
- 46% of Australians (8.6 million people) own a smartphone .
- 25% of Australian smartphone owners have used their mobile for social networking. Only 11% of Australians have tweeted.
- 7.3 million Australians visited eBay in the 12 months to June, compared to 5.2 million Australians who shopped at Westfield Shopping Centres nationally.
- 22% of Australians use their credit card online, compared to 18% of Australians using online payment methods such as PayPal.
- The newspaper with the biggest audience in Australia is the *Sydney Morning Herald*, with a net readership of 3.3 million (up 1.0 million since 2002). Other figures include: *Herald Sun*: 3.04 million (up 0.59 million); *Daily Telegraph*: 2.64 million (up 0.08 million); *The Age*: 2.4 million (up 0.97 million); *The Australian*: 1.8 million (up 0.5 million).
- 5% of Australians now access the internet on their TV, 19% would like to.

For more information visit [www.TheDigitalUniverse.com.au](http://www.TheDigitalUniverse.com.au).

## Australian Community Sector Survey 2012

Housing and mental illness are the areas in greatest need of improvement for people experiencing poverty and disadvantage in Australia, according to the 2012 Australian Community Sector Survey.

The survey, released by the Australian Council of Social Service (ACOSS), provides data on the Australian non-government, non-profit community services and welfare sector.

The availability of secure and affordable housing, and the care and treatment for mental illness were reported as the greatest areas of need in the country, according to survey results.

Housing and homelessness services were least able to meet with demand, followed by mental health services.

Concerns regarding underfunding and uncertainty of service funding were the most significant future pressures on the agencies that completed the survey.

For more information, visit [www.acoss.org.au/uploads/html/ACOSS\\_ACSS2012.html](http://www.acoss.org.au/uploads/html/ACOSS_ACSS2012.html)

### Small World: Magazine offered free to users in poor countries

From Colombia to the Congo, internet users are being offered free subscriptions to a digital magazine that provides information on worldwide philanthropy and social investment.

The Alliance Publishing Trust is offering free digital subscriptions to the *Alliance Magazine* for users in any country not designated as high-income by the World Bank.

Alliance Spokesperson Jenny Conrad said the offer had been well-received, with website visitors doubling in just a week, particularly from users in developing countries.

“What has been wonderful is that it’s not only those requesting free subscriptions who like this offer – we have also had positive feedback from those in high-income countries,” Ms Conrad said.

“This is particularly encouraging as *Alliance* relies on the support of our sponsors and subscribers to continue offering this information to philanthropists around the globe,” she said.

For more information visit Alliance’s [interactive map](#) of eligible countries.

### Young human rights advocate award

The Australian Human Rights Commission (AHRC) has opened nominations to find the next recipient of the Young People’s Human Rights Medal.

The medal will be awarded to a person who has made an outstanding contribution to advancing human rights in Australia and was under the age of 25 on June 6.

AHRC President Gillian Triggs urged young people to come forward and be recognised for their work.

“There really is no end to the ways in which young people around Australia are involved in ensuring we all have that fair go to which a wealthy and advanced society like Australia aspires,” Professor Triggs said.

“As more and more young people realise the importance of their human rights, it is important that we publicly acknowledge their efforts to reinforce how important it is that emerging and future leaders cherish equality and the notion of a fair go,” she said.

Nominations close September 15, and can be submitted [here](#).

### Stanford scholarships for not-for-profit leaders

Two Australian not-for-profit sector leaders will be awarded scholarships to study at the Stanford Graduate School of Business in Silicon Valley in 2013.

The scholarships are being offered by the Stanford Australia Foundation and will be available to candidates in leadership positions within not-for-profit groups where they have been employed for at least a year.

One scholarship is worth up to \$15,000, and will allow the recipient to attend an executive course of their choice. The second is worth up to \$50,000 and will allow a recipient to take part in the Stanford Executive program.

Applications close on October 1. [Click here](#) for more information.

### Filming a breath of fresh air

The Tasmanian Breath of Fresh Air festival (BOFA) is challenging filmmakers to use their cameras to inspire positive change as part of the Make a Difference short film competition.

Filmmakers are asked to enter a three-minute high-definition film that captures the theme of “making a difference”.

Festival director Owen Tilbury said filmmakers could choose any subject, fictional or factual, for their film.

“It could be about a volunteer in the community, overcoming adversity, improving the environment, human rights issues, or new technology which is making a difference – the short film is only limited by the filmmaker’s creativity and ability to tell a powerful story with beginning, middle and end,” Mr Tilbury said.

“The heart and soul of BOFA lies in inspiring people to make positive changes at a personal, local and global level. The stories, the filmmakers, the community events, the ideas and the debates are all about leaving the world better than we found it,” he said.

A total of \$8000 of prizes will be awarded in three categories (open, youth and student) to the films that best capture the “making a difference” theme. There is also a people’s choice award.

Entries close on September 30.

The BOFA festival will begin on November 8 in Launceston, and will culminate with Tasmania’s first Make a Difference Day on November 11.

### Tasmanian Honour Roll of Women

The Tasmanian Government is searching for the next group of women and organisations that it will induct into the Tasmanian Honour Roll of Women to recognise their contribution to the state.

Nominees can come from all backgrounds and cultures, and inductees will be chosen for their extraordinary contributions to their state and nation.

Established in 2005 to recognise outstanding women and organisations, the Tasmanian Honour Roll currently has more than 200 inductees.

Nominations close on September 28, and can be submitted [here](#).

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## 19. Good Moves: Community Sector Jobs & Board Vacancies

### JOB VACANCY LISTINGS (Paid Positions)

#### New South Wales

Job Title	Organisation	
<a href="#">Director of Nursing</a>	San Carlo Homes for the Aged Ltd	<a href="#">Details</a>
<a href="#">Chief Executive Officer</a>	Manly Warringah Pittwater Community Aid Service Inc	<a href="#">Details</a>

#### Queensland

Job Title	Organisation	
<a href="#">Business Development Manager – Aged &amp; Community Care</a>	Community Resourcing Worldwide – Specialists in Community Care Recruitment	<a href="#">Details</a>
<a href="#">Community Services Coordinator – Aged &amp; Community Care South East Queensland</a>	Community Resourcing Worldwide – Specialists in Community Care Recruitment	<a href="#">Details</a>

#### Victoria

Job Title	Organisation	
<a href="#">COMMUNITY GRANTS OFFICER</a>	Yarra City Council	<a href="#">Details</a>
<a href="#">vanessaworldofhiphop Opens up in Victoria</a>	vanessaworldofhiphop	<a href="#">Details</a>
<a href="#">Executive Director</a>	Women’s Circus / Dakin Mayers	<a href="#">Details</a>
<a href="#">Bundji Bundji Justice Outreach Coordinator</a>	Whitelion Inc	<a href="#">Details</a>
<a href="#">Mentoring Program Coordinator</a>	Whitelion Inc	<a href="#">Details</a>

Intake and Assessment Worker	Brotherhood of St Laurence	<a href="#">Details</a>
FAMILY SOCIAL SUPPORT WORKER	Spanish Latin American Welfare Centre Inc	<a href="#">Details</a>
Administration/marketing assistant	O'Keefe & Partners	<a href="#">Details</a>

[www.ourcommunity.com.au/jobs](http://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	
Secretary, General Board Member	Women and Girls Emergency Centre (WAGEC)	<a href="#">Details</a>
General Board Member	Kedesh Rehabilitation Service	<a href="#">Details</a>
General Board Member	Learn for Life Foundation Australia Ltd	<a href="#">Details</a>

### Queensland

Job Title	Organisation	
General Board Member	Beaucare	<a href="#">Details</a>
Treasurer, Secretary, General Board Member	Brainwaves Community Resource and Therapy Centre Inc.	<a href="#">Details</a>
Committee member for community centre development/management	OzPol Community Care Association Inc.	<a href="#">Details</a>

### South Australia

Job Title	Organisation	
Chair, Treasurer	ACEDA	<a href="#">Details</a>

### Victoria

Job Title	Organisation	
General Board Member	Farnham Street Learning Centre Inc.	<a href="#">Details</a>
General Board Member	Kalparrin Early Intervention Services	<a href="#">Details</a>
General Board Member	Camcare Inc.	<a href="#">Details</a>
Treasurer, vice president	Fishcare Victoria	<a href="#">Details</a>
General Board Member, Board committee members	A.Q.A. Victoria Ltd	<a href="#">Details</a>
Specialist Director - Law	Merri Community Health Services Limited	<a href="#">Details</a>

### Western Australia

Job Title	Organisation	
Treasurer	Outdoors WA	<a href="#">Details</a>
General Board Member	CATA Group Inc	<a href="#">Details</a>

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

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## 20. 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](http://www.ourcommunity.com.au/signup).

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## 21. 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](http://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](http://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](http://www.ourcommunity.com.au/aboutus)

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**Treasured.**

Recognise your Treasurer by nominating them for a 2012 Westpac Community Treasurer Awards  
[www.ourcommunity.com.au/treasurersawards](http://www.ourcommunity.com.au/treasurersawards)