



**Edition 7, 2012 – Issued October 17, 2012**

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



## Contents

1. [Our Values, Your Values: What we believe, what we do, how we work](#)
2. [Funding Cuts are Coming: Is your board ready for them?](#)
3. [The ACNC: Two steps forward, one step back, three steps sideways](#)
4. [Salary Survey: Working out what's fair](#)
5. [Our Picks: Distress of the privileged; the Dinner Project; info graphics awards](#)
6. [Think your Volunteers are Priceless? Think again ...](#)
7. [Strengthening Small Communities: Victorian program breaks new ground](#)
8. [Good grantmakers are worth their weight in grants: Do you know one?](#)
9. [Pioneering mental health consumer organisation wins national award](#)
10. [Using Social Media: The right way](#)
11. [Megatrends: Crystal ball gazing](#)
12. [OurSay Washup: Your questions; their answers](#)
13. [Give me an S! Give me an R! Give me an O! Give me an I!](#)
14. [Fundraising Hazard Warning: Biting the hand that feeds you](#)
15. [Telework: Calculating the costs and benefits](#)
16. [Community Calendar: What's on in the community sector](#)
17. [Community Sector Briefs](#)
18. [Good Moves: Community Sector Jobs & Board Vacancies](#)
19. [Fast Forward](#)
20. [About Our Community](#)

## 1. Our Values, Your Values: What we believe, what we do, how we work



By Denis Moriarty  
Group Managing Director  
Our Community

There's something about taking the high moral ground that makes everybody else want to push you off, and so I won't say that the community sector is the custodian of all values.

Business and government have values of their own, and on the whole keep to them.

It is true, though, that values are particularly important to the community sector. Take those away and the sector's left without much of a reason to exist.

As a social enterprise, Our Community is part of a new breed of organisations that sit somewhere in between business and community. While profit is important to us, our values are our lifeblood. We share the common values of community sector organisations, which have been described as:

1. **Empowering people** – as the slogan goes, NOTHING ABOUT US, WITHOUT US.
2. **Pursuing equality** – from each according to their ability, to each according to their need.
3. **Making voices heard** – encouraging people to advocate for themselves.
4. **Transforming lives** – it's no good settling for the status quo, there must be change.
5. **Being responsible** – community sector organisations must be really accountable – what they're doing is too important to be trifled with.
6. **Finding fulfilment** – more than just a job – a moral community.
7. **Doing a good job** – we're inspired by dreams – but we're judged on delivery.
8. **Generating public wealth** – wealth for the many, not profit for the few.

Sadly, the value of having values itself is under threat. More and more money for the community sector is handed out with strings, or even ropes – funding to do things that aren't exactly what the community said was needed, funding that relies on efficiency measures that don't take account of the human benefits that are provided.

Now it seems that funding is being used as a lever, once again, to hobble the community sector's crucial advocacy function. In Queensland, the new Newman Government has moved to impose gag clauses on not-for-profit organisations receiving 50% or more of their total funding from Queensland Government agencies.

"Every great development in public health has come because health organisations campaigned for it. It's just beyond belief that the Government is now seeking to gag health organisations from pressing for action that will be in the public interest," preventative health expert Mike Daube told ABC radio's *PM* program.

However tight our finances, every organisation must think carefully about signing up to projects that aren't designed to accommodate the way we work and in some cases may make it difficult or impossible.

Thankfully, federal moves are looking to enshrine the right to advocate for community organisations; at least for those receiving Commonwealth funds (see Item 3).

So how do we make our values live in a world that so often isn't designed for them?

- **Talk about values.** Keep your ideals in the front of the thinking of everybody connected to your organisation. Every part of the organisation has to be conscious of what these values mean for how people behave, how ideas are formed, and how work is planned and delivered.

- **Walk the talk.** Take advantage of the freedom you have. Innovate, take risks, try for the breakthrough. Delight in the unexpected.
- **Train to values.** Put your values into your recruitment and induction of board members, your paid staff (if any) and your volunteers.
- **Measure your work against your values.** Be prepared to show how your values contribute to the quality of your work, even if it involves talking about things that aren't measured by money.
- **Build your activities on your values.** Look at your processes. How well do they express your values? We need to ask ourselves 'What do we say we do that we don't really do?'
- **Live your values.** Ask about the values of the organisations you work with, the businesses you buy from, the donors you accept money from. If you don't like their values, tell them you don't. Ask them to change. Be prepared to walk away.



Values aren't like the best china, only brought out to be admired on special occasions. They have to be dishwasher-safe, robust enough to take the regular rough-and-tumble of daily routine. They have to be used.

At Our Community, we've set our values to paper. We've written them up, printed a banner, placed them on the kitchen wall. We make sure it's the first thing people see when they work through our front door.

We're not sure we've captured all of our values; we suspect we may fall short of fulfilling them every now and then; we're confident that some of the emphasis will shift over time. But we think it's important to set them down nonetheless.

## Our Community Manifesto

### What We Believe:

- We believe in the power of the community sector
- We believe in human capital
- We believe in equality
- We believe women have equal rights to leadership roles
- We believe technology is a key to accelerating our reform agenda
- We believe laughter is good
- We believe work can be a place to make friends for life
- We believe business is good and can do good
- We believe treating people with respect gains respect
- We believe mayhem is not only healthy but critical

### What We Do:

- We build stronger communities
- We create, curate and share knowledge and experiences
- We listen, then we act
- We revolutionise markets
- We ignite and accelerate
- We convene and connect
- We put back into the community that we work with

### How We Work:

- We strive for fairness
- We are failure tolerant
- We take risks
- We question authority
- We use our balance sheet to create social change
- We believe in a work environment that allows for an authentic life balance
- We accept increments, but strive for revolution
- Ethics, inspiration and innovation are at our core
- We value our flat structure: we share the cleaning as well as the decision-making
- We celebrate success and learn from our mistakes
- We are dogmatic and passionate

### Our Ideal Environment: The Edge of Chaos

*"The estuary region where rigid order and random chaos meet and generate high levels of adaptation, complexity and creativity."*

## Ready, Fire, Aim

[Back to Top](#)

## 2. Funding Cuts are Coming: Is your board ready for them?

In the UK, an agency has been set up to help prepare not-for-profits for budget cuts. In the ongoing gloom caused by the global economic crisis, dark times are well and truly under way.

While things are much rosier in Australia, austerity measures are in vogue here too.

Treasurer Wayne Swan has called for a clamp down on a number of federal grants, and state governments of all shades have announced their intention to make savings.

Meanwhile, the Federal Government is continuing in its quest to introduce a new regulator for charities and not-for-profits (see item 3), while at the same time steaming ahead with measures to reform fundraising regulation, cut red tape and deliver community sector pay increases. There's a lot to get your head around.

The 2012 Board Builder Conference program has just been unveiled, and there's no better opportunity for board members to get on top of the changes and pick up the practical governance skills and knowledge that you need to ensure you're serving your organisation well.

This year's conference, to be held in Moonee Ponds, Melbourne, on Friday, November 30, 2012, includes a stellar line up of speakers:



**Senator Penny Wong**, Commonwealth Minister for Finance and Deregulation



**Juanita Pope**, Director, PilchConnect



**Patrick Moriarty**, Executive Director, Institute of Community Directors





**Susan Pascoe**, Commissioner Designate, Australian Charities and Not-for-profits Commission (ACNC)



**Brett de Hoedt**, Mayor, Hootville



**Natalie Bramble**, not-for-profit governance expert, ICDA trainer



**Paul Ronalds**, First Assistant Secretary, Department of the Prime Minister & Cabinet



**Stephen Mayne**, journalist, Crikey founder, shareholder activist, governance expert



**Andrew Wright**, expert management & leadership facilitator, ICDA trainer

We know your budgets are under pressure so we have frozen the price from last year. We also have a great 20% off offer for group bookings, and our partners at Westpac have chipped in to help us offer an incredible **\$100 off** for any Westpac Social Sector Banking customer.

Visit [www.ourcommunity.com.au/boardbuilder2012](http://www.ourcommunity.com.au/boardbuilder2012) to secure your spot.

[Back to Top](#)

### 3. The ACNC: Two steps forward, one step back, three steps sideways

We were all somewhat rattled last week to find that the government had put a marker in next year's parliamentary timetable to discuss the Australian Charities and Not-for-profits Commission (ACNC) Bill.

If the Bill was delayed until next year the ACNC wouldn't get much of a chance to demonstrate its advantages before the election and a possible change of government.

There'd be a risk, too, of debate on the Bill running into the stormy batten-down-the-hatches throw-all-loose-baggage-overboard period that governments find themselves in before a tight election.

By the end of the day, the Assistant Treasurer had tidied up the procedures and got the Senate to extend the cut-off for the ACNC bill, allowing it to be debated in coming weeks and out before the new year.

The whole mix-up was a further reminder, if one was needed, that there needs to be a single minister responsible for all aspects of the government's not-for-profit reform agenda.

An extension of time was needed because the Greens had demanded changes to the Bill to protect not-for-profits' rights to advocate against government policy. The government had bent, as it should have, and had brought forward a new slate of amendments.

The ACNC Implementation Taskforce, in the meantime, is starting the job of cutting red tape for not-for-profits by negotiating with the Australian Securities and Investments Commission (ASIC), the Australian Agency for International Development (AusAID) and the Department of Education, Employment and Workplace Relations (DEEWR).

It's also working with the South Australian government, which

will make amendments to its incorporated associations and charitable collections legislation to harmonise reporting requirements, and authorise charities to collect charitable donations in South Australia, once they have formally registered with the new national regulator.

Victoria, which is revising its not-for-profit legislation at this very moment, could have simplified everybody's lives by doing something similar, but hasn't.

ASIC, AusAID, and DEEWR are federal agencies, and the government can tell them to co-operate. State agencies are different, and while the election is looming conservative governments can see no percentage in giving Labor a boost by making the ACNC a success.

If you want better coordination and more transparency, you'll have to work for it. Our Community has put out a statement saying why we should fight for the ACNC to survive.

### **Our Community Statement:**

#### **Why the not-for-profit sector should stand behind the Australian Charities and Not-for-Profits Commission**

October 3, 2012

1. This is the 21st Century. We are living in the digital age. Anything you put on your website goes nationwide. If you're operating in all states, you don't want to have to be registered in all of them. You need a national regulator.
2. If there's no ACNC, decisions on tax status are going to continue to be made by the Australian Tax Office (ATO). It's not in the interests of the ATO for anybody to pay less tax.
3. We want the public to have confidence in the not-for-profit sector. That requires greater transparency and greater accountability. That means public reporting of finances and governance - which the ACNC offers.
4. The public needs to have information on not-for-profits available online, in one place. That can only happen if you have an Australia-wide portal.
5. Critics complain that other government departments haven't agreed to use common reporting formats for not-for-profits. They can't adopt the ACNC formats until the ACNC exists.
6. The only other way to cut red tape is for the state regulators to shut down. And state regulators can't shut down until there's a federal body to take over the job. That's how they achieved national industrial relations legislation. If the Coalition really wanted to reduce red tape, they'd back the notion of state governments surrendering their not-for-profit incorporation powers to the ACNC.
7. Critics complain that the penalties placed on misbehaving not-for-profit board members have gone up. Considering that over the past 25 years there have been no instances at all where a not-for-profit director has been prosecuted for malfeasance in office, supervision could hardly go down. This is a non-issue.
8. We haven't had many big financial scandals reported in Australian not-for-profits. That's not because they don't occur. It's because there's nobody whose job it is to book them.
9. The bodies that oppose the ACNC (or key aspects of it) - Coalition politicians, some very large charities, the Australian Institute of Company Directors - are out of touch with the overwhelming majority of the not-for-profit sector, as expressed in the submissions to the last eight inquiries into the affairs of the sector.
10. If the ACNC goes down, it's going to be the last chance at reform for a generation.

If you agree, print our statement out (you can download it from [here](#)) forward it on to your local MP and have your vote count.

[Back to Top](#)

## 4. Salary Survey: Working out what's fair

Not-for-profits generally want to pay their staff what's fair.

Unfortunately, fairness is just about the vaguest concept in the dictionary. Realistically, the Board and CO are going to take into account:

1. What the last person in the job got
2. What other people in the organisation are getting
3. What it would take to recruit someone at your level, sort of based on
  - 3.1. The market (what other people in similar jobs are getting)
  - 3.2. The award, if there is one

It's not easy to know what market rates are; you'd have to make a practice of applying for every not-for-profit job that came up, asking them for their pay rates, and then pulling out. That's complicated, and it's why organisations often decide to employ specialist firms whose job it is to know the answers.

One of these is the **Community Business Bureau (CBB)**, a South Australian firm providing salary packaging and consulting services.

Each year CBB puts out a Salary Survey around the not-for-profit sector. Making all the usual caveats about small samples, any information is better than none. CBB's **2012 Survey** found that:

- Key challenges were funding insecurity, attracting and retaining quality staff, and the economic climate.
- Respondents thought that flexible work hours, emphasis on building a positive organisational culture, and the opportunity for professional development were very important. Most organisations do provide these.
- Increased salaries, the opportunity for promotion, child care, and study support were also rated as important; however, most organisations couldn't manage them.
- Most respondents were full-time (83.7%) and permanent (77.5%), while 22.5% were on fixed-term contracts.



### Australian CEO Salary Comparisons, including superannuation and non-cash benefits:

CEO Salaries	2012	2011
Less than \$80,000	35%	34%
\$80,000 to \$90,000	15%	14%
\$90,000 to \$100,000	12%	8%
\$100,000 to \$110,000	9%	12%
\$110,000 to \$120,000	7%	4%
\$120,000 to \$130,000	5%	8%
\$130,000 to \$150,000	9%	8%
\$150,000 plus	10%	13%

**Note:** The same respondents indicated that 34% of salaries included salary packaging benefits as well as a fully-maintained vehicle, while 25% indicated that their salaries were cash-only.

The *CBB Executive Salary Survey 2012* is available free for download from <http://www.cbb.com.au/consulting/cbb-executive-salary-survey>

[Back to Top](#)

## 5. Our Picks: Distress of the privileged; the Dinner Party Project; info graphics awards

There's so much information to pick through these days it can make your head spin. To save you some sifting, here are our top picks from the past month:

- **The Distress of the Privileged:**

"As the culture evolves, people who benefitted from the old ways invariably see themselves as victims of change ...

"Their concerns used to take center stage, but now they must compete with the formerly invisible concerns of others.

"If you are one of the newly-visible others, this all sounds whiny compared to the problems you face every day. It's tempting to blast through such privileged resistance with anger and insult.

"Tempting, but also, I think, a mistake. The privileged are still privileged enough to foment a counter-revolution, if their frustrated sense of entitlement hardens."

► [Read the article](#)



- **The Dinner Party Project:**

The Dinner Party Project is convened by Australian writer, feminist, sociologist, social commentator and activist Eva Cox. It involves people hosting a dinner party during September and October designed to collect ideas about the society you would like to live in, setting social rather than economic goals.

"The Dinner Party is a way of gathering ideas built on the tradition of sharing food and conversation around the table. We want to see if multiple small dinner parties can create a national conversation about what a good society should be."

Ideas will be compiled and circulated in a series of reports.

► [Find out more](#)



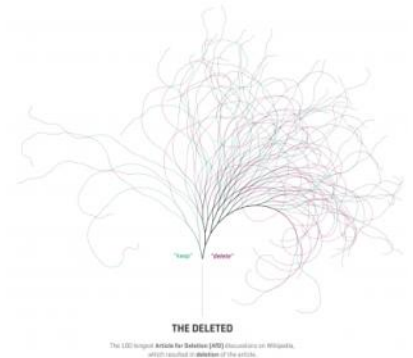
- **Information is Beautiful**

Words are out. Graphics are in. On your website, in your publications, in your mail-outs, you need to be thinking visual.

If you want to see how the professionals do it, check out the winners of the Information is Beautiful Awards.

More than 1000 entries were received for the awards, which were announced in London in September.

► [View the winning graphics](#)



- **"Carmageddon" provides big lesson in Big Society**

There's been a lot of talk in Australia of late about "Big Society" – the retreat of government in favour of community control. Wonderful! But the devil is in the details – or, rather, in the competence or otherwise of the people who have taken on the responsibility of looking after the details. In Aberystwyth, Britain, a decision was made recently to remove traffic wardens and leave it to the community.

"As the holiday high season approaches, the never-too-accommodating streets of Aberystwyth have become a madhouse, where yellow lines are laughed at, entrances exist to be blocked, and authorised spaces are for wimps."

► [Read the article](#)





## 6. Think your Volunteers are Priceless? Think again ...

You might think that your volunteers are priceless, and the precious work they do is invaluable.

A University of Adelaide study disagrees with you.

Released at the end of August, the study valued Australia's volunteers at \$200 billion a year.

Senior Research Associate from the University's School of Social Sciences, Dr Lisel O'Dwyer, said the annual economic contribution of volunteers was more than that of the mining sector.

Dr O'Dwyer said volunteering in Australia benefited both the general public and individual volunteers, and was worth much more than just its monetary value.

"If a volunteer fire fighter saves the life of a child, what is that worth? If environmental degradation is slowed because of millions of trees planted by volunteer conservationists, what is that worth? And if an elderly person receives a hot meal five days a week, what is that worth?" Dr O'Dwyer said.

"The value of volunteering is difficult to measure. Volunteers gain a broad range of new skills that are transferable to their workplace, for example.

"They are healthier, fitter, more mentally alert and more socially connected than people who do not volunteer," she said.

Australia is no stranger to accomplishment when it comes to volunteering, sitting atop the 2010 World Giving Index ranking, and holding the third position in 2011.

The rate of volunteering in Australia has continued to grow since the International Year of the Volunteer in 2001, according to Volunteering Australia's **2012 State of Volunteering in Australia Report**.

Volunteering Australia CEO Cary Pedicini said the report provided an overview of Australia's progression since the release of the 2001 National Agenda on Volunteering.

"Volunteering numbers have increased across the board, but so has the need," Mr Pedicini said.

"Volunteering continues to be a positive experience for most volunteers and that is an important factor on having volunteers with a long-term commitment.

"Australia has a strong foundation for volunteering but we must continue to meet the changing needs of volunteers who want to volunteer in non-traditional ways such as workplace-based volunteering and episodic volunteering, as well as the growing area of virtual volunteering."

More than 6.4 million people volunteer time in Australia, according to the University of Adelaide study, double the number who volunteered in 1995.

► **Volunteer your time**

► **Find out how valuable your volunteers are.**

[Back to Top](#)

## 7. Strengthening Small Communities: Victorian program breaks new ground

Over the past six months Our Community has been working with the Gardiner Foundation, South Gippsland Shire and the small dairy communities of the Lower Tarwin Valley on a groundbreaking community building program.

The program has involved working with community leaders to develop strategies for addressing needs identified in community plans and through tailored training sessions conducted over a series of months.

A key plank of the strategy has been to work intensively on developing plans and strategies to help communities to better access grants and other funding, to build community partnerships and priorities, and to deliver sustainable and staged skills and capacities within the region.

As part of the action learning approach, the program's initiator, the Gardiner Foundation, provided eight small grants rounds targeted at local community projects.

Our Community worked with participants to develop a strategic approach to submissions (ensuring evidence of need, partnership approach, local support and sustainability), with the aim of ensuring these communities would become more adept at accessing funds (not just from Gardiner, and not just from grants).

We also assisted in developing a Toolkit, available online and in hard copy, to provide community building tips and templates for the target communities.

A number of success stories have emerged.

One example is the Meeniyah Recreation Reserve Committee, which has brought all of its user groups and other community stakeholders together to develop a Master Plan for the reserve, to identify which parts of the Master Plan should be prioritised, and to start implementation of those plans.

An application to the Gardiner Foundation for the funding of the Master Plan was successful and a consultant hired to develop the plan.

Another success has been the development of the Grants Only Group (GOG) in Tarwin Lower, a grassroots initiative created to help the people of Tarwin Lower successfully apply for grants.

Tarwin Lower is a small community of 363 people which lies about 150km south-east of Melbourne.

GOG accountant Doug Grigg said the group met following a Gardiner Foundation grant writing seminar, where they recognised how grants could help strengthen their community.

"There was a need to go out and look for funding to improve the position of community groups ... to get them to work together rather than as individual units, and in that way the community would then become more sustainable," Mr Grigg said.

"If you can win a grant for \$30,000, imagine how many sausage sizzles you won't have to do," he said.

GOG has already brought in more than \$25,000 in grants funding for local community organisations. You can watch a short clip about how the group got started and how it works now at [www.ourcommunity.com.au/gog](http://www.ourcommunity.com.au/gog)

Many of the communities included in the Gardiner Foundation program had not accessed funding in a strategic manner previously and had been largely unsuccessful at bringing outside funds in.

By developing a strategic approach to funding, it's hoped that these small communities will be better able to support local infrastructure (both social and capital) and strengthen their communities.

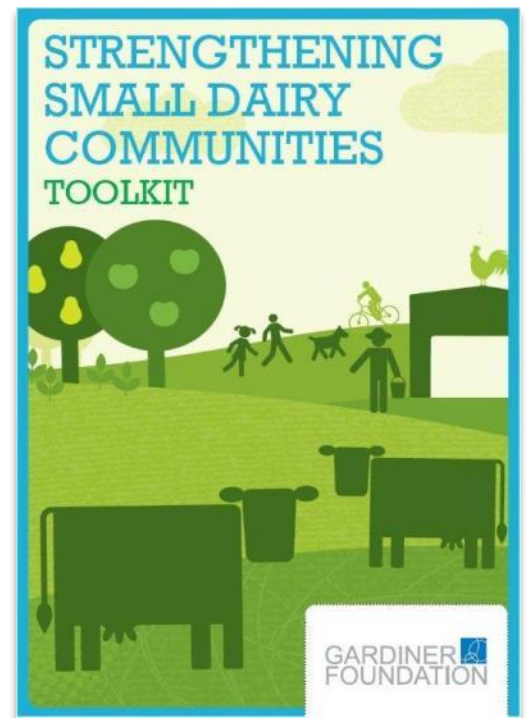
More information about the Strengthening Small Dairy Communities program is at <http://www.gardinerfoundation.com.au/programs/strengthening.htm>

**If you're interested in discussing this project or developing a similar program for your community, please contact Patrick Moriarty on [patrickm@ourcommunity.com.au](mailto:patrickm@ourcommunity.com.au) or phone 03 9320 6810.**

Upcoming Our Community scheduled training opportunities include:

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

- Melbourne: 23 November
- Sydney: 23 November
- Perth: 26 November
- Brisbane: 26 November



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

- Melbourne: 3 December
- Sydney: 3 December
- Perth: 7 December

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

- Perth: 19 October
- Brisbane: 19 October

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

- Melbourne: 23 November
- Sydney: 23 November
- Perth: 26 November
- Brisbane: 26 November

► [More information](#)

[Back to Top](#)

## 8. Good grantmakers are worth their weight in grants: do you know one?

Working with a great grantmaker can make a massive difference to the experience of grantseekers.

If you've been fortunate enough to come into contact with one recently, make sure they know about the Australian Institute of Grants Management's 2013 [Grantmaker of the Year Award](#).

The award aims to recognise great grantmaking practice and reward those who deliver it. We want to unearth the grantmakers who are really thinking about their craft and encourage them to let us in on their ideas.

A prize of \$5000 is on offer to the winning grantmaker to put towards personal development.

Last year's award winner, the Ian Potter Foundation's Caitriona Fay, who has experience in both government and philanthropic grantmaking, said the "untied" nature of the prize money had been "remarkable".

She encouraged other grantmakers to make a nomination.

"Going through the process of applying for the AIGM Grantmaker of the Year Award was a great opportunity to craft the ideas I had about how to improve grantmaking in Australia into practical approaches," Ms Fay said.

"Being awarded the AIGM Grantmaker of the Year Award has opened so many doors for me. I have made so many new connections and gained an enormous amount of confidence in the value of my contribution to the grantmaking sector."

Entries close on Tuesday, December 4. The winner will be publicly announced at the Best Practice in Grants Management Conference in March 2013.

► [Find out more](#)

[Back to Top](#)



## 9. Pioneering mental health consumer organisation wins national award

Pioneering mental health organisation Our Consumer Place (OCP) has won a Gold Achievement Award in the Consumer Provided category at the recent Mental Health Services Conference in Cairns.

OCP, which is funded by the Victorian Department of Health and auspiced by Our Community, was described as “*an innovative mental health resource centre made unique by the depth and vision brought by the lived experience of staff*”.

Another Victorian mental health consumer group, **Voices Vic**, was also awarded a Gold Award.

The award came just days before the Victorian Government announced more than \$1 million funding to secure the future of Our Consumer Place.

“It is important that people with a mental illness have the opportunity to help others in the same situation and that they feel their views and contributions are valued,” said Mental Health Minister Mary Woolridge.

Formed in 2007, Our Consumer Place is a resource centre run entirely by people with ‘mental illness’ (“consumers”). This experience provides a crucial source of insight.

OCP provides information, training and support to consumer-developed groups and projects, drawing on the knowledge and insight of the Australian consumer community and international best practice.

Its publications include:



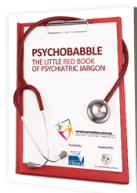
**So, you have a ‘Mental Illness’ ... What now?**, a groundbreaking booklet providing an introduction to mental illness *from a consumer perspective*.



**Speaking Our Minds: a guide to sharing our stories, purposefully and safely.**



**Deep Insight: Leaders in the international mental health consumer/survivor movement share their thinking, and**



**Psychobabble: The little red book of psychiatric jargon**, a glossary that provides an amusing take on the terms used in mental health from consumers’ perspective.

All publications can be downloaded free from the OCP website: [www.ourconsumerplace.com.au](http://www.ourconsumerplace.com.au), while more information about the awards is available by [clicking here](#) (downloads PDF).



L-R: Allan Fels (Chair, National Mental Health Commission), Flick Grey and Merinda Epstein (Our Consumer Place).

[Back to Top](#)

# BOARD BUILDER

## CONFERENCE 2012

Friday 30 November 2012  
Melbourne, Australia

**ALL ABOARD!**  
Setting sail on  
uncharted waters



**BOOK NOW:**

[www.ourcommunity.com.au/boardbuilder2012](http://www.ourcommunity.com.au/boardbuilder2012)

or call 03 9320 6800

★ SPECIAL OFFER ★

Westpac Social Sector Banking  
Customers\* receive \$100 off!

Practical, inspirational & affordable  
event for community sector boards,  
committees & councils



INSTITUTE OF  
**COMMUNITY DIRECTORS**  
AUSTRALIA

► Knowledge ► Connections ► Credentials

ICDA is a division of:



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

## 10. Using Social Media: The right way

The power and influence of social media has been clear for all to see in recent weeks.

Social media – particularly Facebook – played a major role in rallying protests against controversial comments about Prime Minister Julia Gillard made at a Liberal Party function by Sydney-based broadcaster Alan Jones.

The [Destroy The Joint Facebook](#) page, set up in September after Mr Jones made comments on radio accusing women in leadership positions of “destroying the joint”, became a hub of comment, action and advocacy.

It led the way in calling on advertisers to boycott Mr Jones’ Sydney radio program, as well as radio station 2GB, on which he broadcasts and has an ownership share.

The action was hugely successful, with sponsors quickly pulling their ads under sustained pressure from the site. 2GB ultimately decided to temporarily remove all ads from Mr Jones’ show.

Similarly, Prime Minister Julia Gillard’s extraordinary 15-minute speech earlier this month, in which she condemned Opposition Leader Tony Abbott’s “repulsive double standards when it comes to misogyny and sexism” quickly went viral, despite being largely overlooked by the mainstream media.

Facebook and Twitter postings and links to the speech ensured news of the speech quickly spread throughout Australia, and the world.

If anyone still doubts the power of social media, these days they’re keeping a rather low profile.

So how are not-for-profit organisations to harness this power?

As we’ve said before – carefully.

The good news is that a timely set of releases can help guide your group’s social media usage.

The Federal Communications Council recently released its [Social Media Code of Conduct](#), which sets out to “provide guidance on best practice behaviour when working and operating within social media”.

The guide has been developed in conjunction with experts in the field and is divided into two parts:

1. An eight-step guide providing social media guidelines for employees (personal use). This section of the guide attempts to clarify the increasingly blurred line that delineates people’s personal and professional time and space.
2. An eight-step guide to social media use for brands (commercial use). This guide outlines how brands can responsibly use social media to conduct a two-way dialogue with customers, clients and members of the public.

PilchConnect – the specialist not-for-profit and community legal service set up by Victoria’s Public Interest Law Clearinghouse – has published a [great little guide](#) to help community groups manage their social media pages.

The guide reminds us that “recent cases have held that organisations are responsible for all the content on their social media pages.

“This means, if someone outside of your organisation posts material on social media pages that you control (for example, your group’s Facebook page), your group can be liable if that content breaches the law – even though you didn’t post it.”

You have been warned.

According to the PilchConnect guide states, posts by other people on your social media that may expose your organisation to legal issues include:

- Misleading posts (for example false testimonials)
- Defamatory posts



- Abusive or discriminatory posts
- Explicit posts
- Posts that breach advertising standards rules.

The guide also provides some simple ways for groups to manage the content posted by others on their social media pages. You can download it [here](#).

### Tips to improve Facebook engagement

Our friends at [Hootville Communications](#) uncovered a great website that showcases nine Facebook pages that get it right when it comes to engagement.

Last month the [Social Media Examiner](#) listed nine top tips for improving Facebook page engagement, providing examples of its lessons with extracts and screenshots from a variety of Facebook pages that demonstrate the tips successfully.

Among the lessons are:

- Get personal – show some personality
- Use pictures – they encourage more engagement than words do
- Love your fans – say thanks, support your fans’ activities.

View the tips [here](#).

And if you’re an advanced Facebook user, check out [these examples](#) of UK organisations that have launched interactive Facebook apps.

[Back to Top](#)

## 11. Megatrends: Crystal ball gazing

“Prediction is very difficult, especially about the future,” Niels Bohr, Danish quantum physicist, once said.

The CSIRO, however, is willing to take a stab at it.

It’s just issued [Our Future World: Global megatrends that will change the way we live](#), a major report that tries to stir up a bit of discussion on how we need to respond to the challenges that face us over the next 20years.

For not-for-profits, these are factors that we have to bear in mind when drawing up our next business plan.

The CSIRO’s megatrends are outlined below.

### More from less

This theme explores how companies, governments and communities will discover new ways of ensuring quality of life for current and future generations within the confines of the natural world’s limited resources.

Science, technology, business processes, government policy, lifestyle patterns and cultural norms will all play a role.

► *Is your organisation taking steps to reduce its resource footprint?*

### Going going gone

Much in the natural world that humans value and depend upon is at risk of being lost forever. However, there is a positive story and a potentially bright future.

This megatrend is purposefully posed as a question. Whilst the state of biodiversity is in decline and the pressure is rising so too is the human response.

► *If we're going to save natural ecosystems like the Great Barrier Reef we'll have to be willing to say that human beings can't have everything that we want, not all at once. Is your organisation telling people about the constraints on their choices?*

### The silk highway

Coming decades will see the world economy shift from west to east and north to south.

Rapid income growth in Asia and, to a lesser extent, South America and Africa will see billions of people transition out of poverty and into the middle income classes.

The powerhouses of the new world economy are China and India.

► *Is your organisation preparing to offer its services to the world? Are there people out there who need what you have to offer?*

### Forever young

There are some challenges associated with an ageing population and associated demographic trends. Two of these challenges include Australia's widening retirement savings gap and rapidly escalating healthcare expenditure.

► *How old is your Board, and how long has it been there? Are you recruiting enough young people to keep the organisation healthy?*

### Virtually here

What might happen in a world of increased connectivity, where individuals, communities, governments and businesses are immersed into the virtual world to a much greater extent than ever before?

► *As the Red Queen said in Alice Through the Looking-Glass, "Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!" How are you keeping up with the new technologies?*

### Great expectations

There is a rising demand for experiences over products and a rising importance of social relationships.

This megatrend also captures the expectation people have for personalised services that meet their unique needs and wants whilst being delivered en masse.

► *Are you still doing things in the same old ways? Can you offer your clients/service users a more personalised experience that meets their needs? What about your members? Your volunteers?*

### Metaquestions

The CSIRO is optimistic, believing that we'll be able to get a handle on climate change before it spirals into irreversible and unsurvivable environmental destruction, even though the world's population is predicted to rise by a third and per capita energy use to rise even faster ... *and it predicts that the world's temperature is going to rise 3.5 degrees* (not necessarily in the next 20 years, to be sure, but within the lifetime of children born today). That's barely under the 4 degree rise after which scientists say all bets are off.

It's not much of a prediction, really, to say that the weather's going to be fine tomorrow unless it changes. It's easy to say that things are going to go on as they are; what takes hard thinking is to think of what happens if they don't.

The CSIRO doesn't even try to predict possible tipping points, or suggest how each of the megatrends is going to affect the others. Will Australia really be able to rely on coal exports when 20 million Bangladeshis are made into refugees by sea level rise? Optimism can easily shade into complacency.



The CSIRO megatrends analyses come out every three years or so, and that's about the timespan that they're really able to cover.

Still, one trend that's exemplified in the release of the report is that we're putting much more effort into feedback and responsiveness to criticism – so if you want to pick holes, go to [the Conversation website](#) and rant and you might just get a reply from Megan Clark, CEO of CSIRO.

Chaos theory tells us that small changes at one point can produce immense shifts further down the track – the Butterfly Effect.

When we're contemplating the future the important thing to remember is that we all want to be that butterfly.

[Back to Top](#)

## 12. OurSay Washup: Your questions; their answers

Before the 2012 Communities in Control Conference we invited the public to pose questions, through the OurSay platform, on the theme of “communities in control”.

OurSay offers the public a chance to ask big questions of prominent people, with a public vote determining which top three questions will be put forward for responses.

The top three questions were answered by prominent government commentators Fran Bailey, Stephen Mayne and John Thwaites during the May 29 conference, and voting continued for the following two weeks.

The three winning questions, and a response from the relevant minister, are outlined below.



**“One in fourteen children in Australia is born without the capacity to gain, understand or use language. Without intervention they face a drastic future, so much so that 50% of youth offenders in this country have a serious oral language deficiency. Why, as a nation, are we not tackling the challenges that these children present us with?”**  
(1176 votes)

*Parliamentary Secretary for School Education and Workplace Relations, Jacinta Collins*

Ms Collins said that “without early intervention and positive education opportunities, many of these students face a future with higher unemployment rates, lower incomes, reduced educational attainment and as the questioner acknowledges, an overrepresentation in the criminal justice system.”

She then listed a range of government spending and initiatives designed to improve the education of Australian children:

- “The Government is providing an estimated \$65.4 billion for schooling over the 2009-12 funding period.”
- “In addition to this, the Government is currently implementing the *More Support for Students with Disabilities* initiative.” – providing \$200 million in additional funding to government and non-government education authorities to support students with disabilities or learning difficulties.
- “The Disability Standards of Education 2005 describe the obligations of schools to provide the necessary adjustment to support students with additional needs.”

► [See the entire response](#)

**“Victorian Premier Ted Baillieu supports voluntary euthanasia. So do the overwhelming majority of Victorians (and Australians across all states and territories). Why isn't it law?”** (831 votes)

*Attorney General, Nicola Roxon*

A spokesperson for Ms Roxon began her response by clarifying that individual states are “generally responsible for laws on euthanasia and there is no impediment to the states enacting such laws”.

The territories, on the other hand, were prohibited from making laws permitting euthanasia, although there was a Bill before the Senate seeking to repeal those acts which prevent territories making laws to permit euthanasia (although even if they could permit it, the Commonwealth Government would still have the power to override such legislation).

The spokesperson described the National Palliative Care Program as the focus for people who were dying and their families.

“The focus within Australia’s health care community is on the maintenance of quality of life, including effective pain control for people with a life limiting illness,” the spokesperson said.

► [See the entire response](#)

**“How much influence are the young people of the Australian Youth Climate Coalition (AYCC) having on government views and policies?”** (200 votes)

*Minister for Climate Change and Energy Efficiency, Greg Combet*

Mr Combet’s letter did not provide a direct response to the question.

His comments regarding the impact of the AYCC were limited to; “The AYCC has played an important role in contributing to the policy debate on climate change and in lifting public awareness on the issue.”

“The AYCC has played an important role in ensuring climate change has been at the forefront of political and policy debates in recent years,” he said.

The rest of his response referred to current clean energy policies and a warning against allowing the Tony Abbott-led Coalition to win the next election.

► [See the entire response](#)

[Back to Top](#)

## 13. Give me an S! Give me an R! Give me an O! Give me an I!

Not-for-profits all want to know how much effect they’re having, but are not necessarily on top of our data.

(If you’re feeling overwhelmed, Coalition for Efficiency, a UK business-community partnership, has produced a framework that may help you come to terms with your data-driven Key Performance Indicators – [The Practical Approach: A Handbook on How Skilled Volunteers Can Help Charities Measure Their Impact.](#))

One of the ways to package your data is in terms of SROI – Social Return on Investment.

It involves attributing a financial value to inputs and outcomes, and calculating these as a ratio – i.e. if the SROI is 3:1, it means that every dollar invested in the organisation generates a social value worth \$3. What has changed after your people have been through, and by how much? If you knew that you’d be able to improve our practices and up your productivity.

It can be a powerful public relations, tool, too, as the example below clearly demonstrates.

Australian education not-for-profit Hands On Learning commissioned an SROI study from Deloittes, coming up with an SROI of \$12 (\$12 value for every \$1 spent), and their success has been reported across Australia (see [here](#) and [here](#)) – a publicity coup.

Interestingly, nobody actually quoted the \$12 SROI figure, and the news was the gross saving of \$1.6 billion – perhaps the media don’t like presenting their readers with complicated arithmetical concepts like ratios.

Another problem with SROI lies in the fact that fundraising is competitive. You know that *you've* been honest and open in your own calculations, following the data wherever it leads, warts-and-all – but can you be as confident about the approach taken by your peers?

If they're willing to fudge the data, their shonky projects may look better than your realistic assessments, and can funders really be trusted to know the difference? You'd be doing them a favour, really, if you laid out the figures a bit differently so that the real benefits of your approach came through better... And before you know it, there's a race to the bottom.



On the New Philanthropy Capital blog one researcher wrote

Another charity I am working with found that their competitors were using a highly spurious approach to reach a higher ratio figure and then asking funders to switch funding based on this. I'm also noticing a steady rise in ratios being reported, as there's pressure to show bigger and bigger returns – what you could call ratio inflation: the record so far is £60 for every one pound put in.

The ambitions and challenges of SROI, a recent report from UK thinktank Third Sector Research Centre (TSRC), highlights the limitations of SROI comparisons:

SROI arguably provides a powerful tool to help organisations illustrate the value they create in a language that those outside the sector understand. But we need to pay attention to how results are used, especially as there is a tendency to adopt it as a comparative tool. Furthermore, if it doesn't help us to understand why change happens then it may not help organisations to improve or replicate interventions.

You need to understand your own value, and that's not always easy; but the really difficult part is getting other people to see it as you see it. Be ready to package your data in a way that'll be apples to apples, or oranges to oranges, depending on what your competitors are up to.

[Back to Top](#)

## 14. Fundraising Hazard Warning: Biting the hand that feeds you



By Kylie Cirak  
Director, GiveNow.com.au

We all dread the mid-dinner phone call from the not-for-profit volunteer asking for much needed money for their worthy cause. Still, the cause is good and the ask not too big, and so sometimes we give.

But how would you feel if you knew that the caller wasn't a volunteer, but a paid telemarketer, and that only 20% of your donation would ever get to the charity?

Recent reports from the US have revealed the appalling amount of money paid to telemarketers soliciting funds for charities.

*Bloomberg Markets Magazine* reported that in many cases more than 50% of funds raised through telemarketing went to the telemarketing company – in one particularly horrifying case, the magazine examined a fundraising campaign in which just 22% of the funds raised went to the charity. Making matters worse, telemarketers had been instructed to say that 70% of the donation was going to the charity.

Community members who donated to the campaign were understandably incensed when contacted by the magazine, and said they would never donate again. They said they felt “betrayed”, and “stabbed in the back”.

This kind of response from donors is not surprising. If you asked any Australian whether it was OK for 80% of their donation to go to a telemarketing company, they would say no. And if you asked them if it was ok for the charity to lie about it, it would be a definite no.

Reports like this are a good reminder of how important transparency is for not-for-profit groups when seeking donations from the public.

People understand that overhead costs are as much a part of life for the community sector as for any other, but 80% is indefensible. As for the charity approving lies in order for the telemarketer to get more donations, that's just outrageous.

Trust is the key driver for donations to community groups. If the community likes what you do, and trusts that you do it well and will use their money wisely, they will donate.

Anything that smacks of deception or poor financial governance will turn off donors in droves.

You need to be upfront about your fundraising costs. And you need to keep them as low as possible.

An email to GiveNow this week illustrates just how important this is, with the writer aghast that \$5000 of the \$58,000 brought in through a recent fundraiser had been lost in fees to the online donations portal they had used.

Although the donations portal had done nothing wrong – the fees are clearly stated on the website – the fundraiser was now looking for an alternative. And so he should! \$5000 is a lot of money to take away from the charity, **and** from the public who donated the money.

It's a sad fact that often charities aren't clear about what fees and commissions are taken out of online fundraising.

Don't know the differences? Check out this handy comparison chart – [www.onlinegiving.com.au/Fundraising-Websites/Cost-comparison](http://www.onlinegiving.com.au/Fundraising-Websites/Cost-comparison)

If you're raising money for your cause, you need to make sure you're getting the best deal. If you have high needs, you might need to pay more to set up your own system or hook into one with lots of functionality.

If you have fairly basic needs, you can't go past GiveNow:

- We are Australia's only commission-free online donations technology solution for community organisations (the only fees levied are merchant credit card fees, which are charged to the donor at a reduced rate – 0.99% for Visa and Mastercard and 1.43% for Amex).
- Organisations can have numerous appeals running at once.
- We use the best-in-class secure Westpac payment system.
- We provide listed organisations with the option of instant receipting for all donations, or receipting at their end if they prefer. Organisations own all the donor information – we will never use your donor details.
- We offer the option for donors to donate by direct deposit (direct bank deposits donations are fee-free), as well as one-off or recurring donations.
- We enable donors to create MyGiving account so they can keep all their giving information in the one place. We issue a tax time report listing all donations made during the tax year.
- We enable listed organisations to promote other forms of donation – phone, fax, mail and bequest – not just online.
- We provide the ability for both DGR and non-DGR appeals to be listed – an important democratisation of giving in Australia.
- We provide a “one-stop-shop for giving”, drawing many donors into the hub through our listing of more than 2000 organisations as well as a list of ‘Other Ways to Give’ and our regularly updated news service.
- We spotlight causes and promote awareness campaigns through our homepage and our social media channels.
- We provide an excellent response time to any issues or concerns.

The takeaway? Make sure you understand what you're going to be paying out in costs *before* you start your next fundraiser. Even more importantly, make sure your donors understand. It's better for this information to come from you than for them to find out later from another source.

[Back to Top](#)

## 15. Telework: Calculating the costs and benefits

National Telework Week is coming up on November 12-16.

The government wants to double the current rates of telework, which will both cut down on the capital costs of new transport infrastructure and provide a justification for the National Broadband Network, and we at Our Community are backing them because we think it's got real benefits for business as well as not-for-profit organisations and their staff.



### The advantages of telework

#### ***For the country –***

- Reduced urban congestion on roads and public transport, especially at peak times
- Reduced air pollution, greenhouse gas emissions and fuel consumption associated with commuting
- Improved economic and cultural vitality of local areas as the workforce decentralises

#### ***For the employer –***

- Assists with recruitment and retention of staff
- Increases your potential labour pool by removing geographical barriers
- Reduces staff turnover by accommodating changing circumstances
- Reduces absenteeism from providing short-term care for family
- Increases loyalty to employers
- Reduces office costs and expenses
- Doesn't reduce productivity (and may increase it)

#### ***For the employee –***

- More opportunities for people with some disabilities
- Allows for a more flexible work/life balance
- Less travelling time
- Ability to work in your pyjamas.

### The downsides of telework

#### ***For the Country –***

- A decrease in face-to-face social interactions and a greater atomisation of relationships

#### ***For the employer –***

- Requires you to invest in the design of new systems of supervision

#### ***For the employee –***

- No cake when someone has a birthday

It's not all or nothing; you can just take the occasional day here and there.

If you're just starting out, the first step is to draw up a policy setting out how you decide which of your operations is suitable for telework (the answer is, in general, that any process you judge by its outcomes is a contender, while any procedure that has to be carefully supervised probably won't fly).

Once you've got a policy, draw up a procedures manual, with guidelines about how the policy is to be interpreted. After that, you'll have to negotiate with every employee individually to lock in their responsibilities.

For more information about Telework, including a "return on investment" tool, go to <http://www.telework.gov.au/>

[Back to Top](#)



Closing October 26



# 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)

## 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:



### [Movember: 1-30 November](#)

Movember is an annual, month-long celebration of the moustache, highlighting men's health issues, specifically prostate cancer and depression in men. Mo Bros, supported by their Mo Sistas, start Movember (November 1) clean shaven and then have the remainder of the month to grow and groom their moustache. During Movember, each Mo Bro effectively becomes a walking billboard for men's health and, via their mo, raises funds and awareness for Movember's men's health partners.



### [National Psychology Week: 11-17 November](#)

To celebrate National Psychology Week, psychologists throughout Australia will showcase how psychology can make a positive difference to the quality of people's lives.



### [National Recycling Week: 12-18 November](#)

National Recycling Week aims to improve the positive environmental outcomes of recycling by increasing community awareness, increasing collection rates and reducing contamination. Local councils, businesses and community groups are encouraged to join in throughout the week.



### [World Diabetes Day: 14 November](#)

The World Diabetes Day campaign is an event used to increase understanding of diabetes, and to raise funds for research.



### [Assistance Dogs Australia Awareness Week: 22 November](#)

Assistance Dogs Australia was established in 1996 with a commitment to enhance the quality of life for people with physical disabilities. Assistance Dogs Australia obtains, trains and maintains dogs in community settings to assist people with their disabilities, to give them more confidence and to help them achieve a greater level of independence.



### [GiveNow Week: 26 November-2 December](#)

The aim of this annual event is to focus attention on the many ways that individuals, families, businesses, and groups can make a difference to the community in the lead-up to Christmas. It's about helping people take some small, simple steps that open the way for a better supported, more inclusive, more vibrant community - not just during the Christmas period but all year long as well.

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

### It's that time of year again ...

Running a nationally significant awareness/advocacy event in 2013? We're updating our [Calendar](#). Send us an email and let us know where and when your event is being held – email to [caitlinb@ourcommunity.com.au](mailto:caitlinb@ourcommunity.com.au)

[Back to Top](#)

## 17. Community Sector Briefs

### Long and winding road

In 2009 the then Victorian Government began changing the law on incorporated associations.

Three years later we may be getting to the finish line. The *Associations Incorporation Reform Act 2012* – the final deal – is expected to be signed off in November or December.

The delays have been irritating, but the final outcomes aren't at all bad.

In particular, the new Model Rules ('rules' is the legal term for 'constitution') are considerably more detailed than the previous set, and will settle a number of the questions we get asked so frequently here at Our Community.

Check them out – they're Schedule 4 to the [Associations Incorporation Reform Regulations 2012](#).

There will also be a full account in the next edition of the [Board Builder](#) newsletter.

Most changes are for the better, but there's still a real question as to whether Victoria wouldn't do better to just get out of the area altogether and allow the Australian Charities and Not-for-profits Commission to take over the job (see [item 3](#)).

### What do you think?

Should there be separate incorporation and fundraising rules in every state, or would you prefer one Australia-wide model?

► **Take our two-second poll:** [www.ourcommunity.com.au/poll](http://www.ourcommunity.com.au/poll)

### Treasurers' Awards closing soon

Now is the time to nominate your organisation's treasurer for the 2012 Westpac Community Treasurers' Awards, with entries set to close on October 26.

The awards are now in their fourth year and aim to recognise the hundreds of thousands of community and not-for-profit treasurers and the immense contribution they make to the sector.

Many of these treasurers go far beyond the call of duty, usually in a voluntary or honorary capacity, to ensure their organisation makes ends meet.

The Treasurers' Awards will unearth a top community treasurer in each of three categories:

- **Small organisations:** For organisations with an annual income of less than \$100,000 per annum.
- **Medium organisations:** For organisation with an annual income of between \$100,000 and \$1 million per annum.
- **Large organisations:** For organisations with an annual income of more than \$1 million per annum.

Winners will have "fulfilled the duties of ensuring good financial management, good financial governance and good financial outcomes".

Prizes include \$5000 cash for the winning treasurer's organisation in each of the three categories.

The awards are an initiative of Our Community and are proudly supported Westpac.

► **More information:** [www.ourcommunity.com.au/treasurersawards](http://www.ourcommunity.com.au/treasurersawards).



## Melbourne to host major social enterprise conference

A who's who of social enterprise experts and practitioners – including Our Community's group managing director Denis Moriarty – will speak at the Global Shifts 2012 Social Enterprise Conference in Melbourne in December.

The conference, to be held at RMIT University on December 12 and 13, will see dozens of high-profile speakers, social enterprise figures and representatives from the not-for-profit sector look at how business can change the world for the better, and how social enterprise can help address the world's pressing problems.

Among the speakers are:

- **Bunker Roy** from the Barefoot College, India, who will explain how ordinary people can share their skills to build a community of “experts” able to address their own concerns.
- **Dr Saamdu Chetri**, who will talk about the evaluation of the Bhutan's success through the calculation of Gross National Happiness.
- **Chid Liberty**, who works with women in Liberia to secure a degree of freedom through producing T-Shirts.
- **Regina Lopez**, who is creating a community in the Philippines in which individuals become the stewards of their environment.
- **Jason Quinn**, who will share his experiences of creating a hub in Alice Springs that aims to link, grow and navigate the social enterprise space with Indigenous communities.

Our Community chair and social enterprise pioneer Carol Schwartz will be one of three judges evaluating the pitches of young hopefuls in a social enterprise version of the well-known Dragon's Den concept.

► **More information:** [www.rmit.edu.au/globalshifts](http://www.rmit.edu.au/globalshifts)

## Mind the Gap: Fair pay update

“Equal pay” is a great slogan, while “Social and Community Services Pay Equity Special Account Bill 2012” is a bureaucratic wet blanket, but they mean much the same thing, and the passage of [the Bill](#) has wrapped up the Commonwealth's response to the Equal Pay case.



Fair Work Australia made an order to bring pay rates up to a comparable level, and the Commonwealth has put \$2 billion dollars into a special fund to cover the costs of wage rises in Commonwealth-funded services (and services funded under Commonwealth-State agreements). It's not absolutely clear how state-funded services are going to cope.

States have got some extra Commonwealth money to cover their increased costs, but not as much as they'd like, and so aren't joining in the celebrations.

They ought to be able to handle it because the increases are being phased in over several years, but when you're in a mood to make cuts it's hard to pass up a chance to make some that you can blame on someone else.

If your organisation looks as if it's going to be hit, [send us an email](#). We'd love to get a picture of how things look at the pointy end.

## Consultation Code workshops under way

Workshops will be held across the country from October 17 to November 1 to allow the not-for-profit sector to offer input regarding the development of the Consultation Code.

The Consultation Code will be a best practice plan for how the Government consults with the not-for-profit sector and is part of the National Compact agreement.

The workshops, which follow on from an online survey conducted in March, will discuss current barriers to good consultation, what works well, and recommendations for how the government and not-for-profit sector can do things differently.

A workshop will be held in each state, with further details listed on the [National Compact website](#).

## Get ready to upgrade to Windows 8 – on the cheap

While a growing percentage of people use Apple Mac products and operating systems for their computing needs, Microsoft's Windows remains the standard for many organisations around the world.



And right now, Microsoft is putting the final touches on its latest Windows release – Windows 8 – set to go on sale to the public on October 26.

Windows 8 will spell major changes to the familiar Windows desktop environment, some of which might come as a major shock to long-time Windows users.

The operating system is embracing a new look based on Microsoft's Metro design language, with a largely tile-based interface based on that already being used on Windows Phones.

Microsoft recently announced a dramatic reduction in the cost for current Windows XP, Vista or 7 users to upgrade to Windows 8. Users of the three most recent Windows' operating systems can upgrade digitally for \$39.99 via a download from [www.windows.com](http://www.windows.com) or pay \$69.99 for the boxed version.

Some media reports suggest the reduced prices might only be in place a short time, after which the price to upgrade to the retail version of Windows 8 is expected to jump to \$200.

► **More information:** <http://tinyurl.com/797arke>

## Free electrical “check up” on offer from GBE Electrical Company

A great way to make money is to save money, and sometimes the best way to save money is to take advantage of special offers that cut the cost of goods, services and resources.

GBE Electrical Company – a Victorian-based electrical contractor established as the state's first not-for-profit social enterprise business of its type – is offering community groups a free maintenance, service and visit to their site.

Normally valued at around \$150, the one-hour service visit is aimed at helping groups prevent future electrical problems. The offer doesn't include any materials which might be needed.

GVE provides employment for apprentices from backgrounds under-represented in the electrical trade such as women, Indigenous Australians, mature aged people, those with a disability or mental illness, new arrivals to Australia and tenants of subsidised housing.

To take up the offer, contact GBE manager Jared Welsh on [sales@gbeco.com.au](mailto:sales@gbeco.com.au) or by phoning 1300 123 423 or 0400 838 303.



## Guarding against fraud

News from the UK provides a timely reminder that not-for-profit organisations are not immune from fraud.

*Civil Society reports* that a charity treasurer has been jailed for five years after stealing more than £500,000 from two organisations.

The best way to avoid fraud in your organisation is to expect the best but plan for the worst.

If you don't have a fraud risk management in place, download our template policy, amend it to suit your organisation, and get both the policy and the procedures in place as soon as possible.

► **Download the policy**

## Get involved in the National Disability Insurance Scheme

With the first stage of the groundbreaking National Disability Insurance Scheme (NDIS) set to begin next year, the Federal Government is offering people the chance to work for the NDIS Launch Transition Agency.

People with a disability, as well as those who work with and support them, can express an interest in working for the agency.

Roles at the agency that need to be filled include some in management, leadership and finance, as well as the important roles of local area coordinators and customer service officers.

Expressions of interest are also being sought from people who have allied health qualifications who can help people with disability plan for their current and future needs.

The government is particularly keen to receive applications from people with a disability, or those who have worked with or supported people with disability; having a “lived experience” of disability will be an important part of delivering the scheme on the ground.

Agency positions will be available across all five launch locations and are expected to commence from early to mid-2013, with a small number starting in the coming weeks or months.

The Agency will match people with the required skills and experience from the expression of interest list with vacant positions as they become available.

The first stage of the scheme will involve launch sites in the ACT, South Australia, Tasmania, the Barwon Region of Victoria and the Hunter Region of New South Wales. It will involve 20,000 people with disability, their families and carers living in these areas.

► **More information:** [www.ndis.gov.au](http://www.ndis.gov.au)

## Aboriginal and Torres Strait Islander leadership scholarships closing soon

Aboriginal and Torres Strait Islander leaders have until the end of this month to apply for one of two scholarships being offered by Social Leadership Australia, The Benevolent Society’s leadership development centre.

The Sydney Leadership 2013 scholarships are worth \$16,500 each and will be awarded to Aboriginal and Torres Strait Islander leaders working in the non-government sector or in a significant community leadership role whose work, either directly or indirectly, is driving positive social change.

Sydney Leadership is an annual eight-month program that draws on the knowledge of more than 30 leaders from the business, not-for-profit and government sectors. The program’s aim is to foster new leadership skills and “a new determination to create positive social change”.

The program, which was established in 1999, uses the Harvard University Adaptive Model – an approach which emphasises creating change to overcome problems, as well as empowering people to become agents of change. The model also uses hands-on learning in challenging community settings.

“Sydney Leadership involves no textbooks or conventional classrooms – it teaches leadership skills in real world settings such as public housing estates, prisons and remote communities,” the Benevolent Society says.

Applications for the program close on October 31, with the project commencing on February 7 next year. For more information about the scholarships, contact Julie Ahern on (02) 9339 8093.

► **More information:** <http://sla.bensoc.org.au/>

## Scholarships on offer for Australian women

Enhancing the leadership abilities and skills sets of Australian women is the aim of 19 scholarships being offered by Chief Executive Women (CEW).

Formed in 1985, CEW is a member-based organisation made up of more than 200 of Australia’s leading business women. Its goal is to encourage and facilitate greater representation of women at senior levels of Australian business, government and the not-for-profit sectors.

The 19 scholarships on offer were funded through money raised at the CEW Annual Dinner, as well as through the support of sponsors and partner organisations.

Scholarships include opportunities to undertake courses at the prestigious Harvard Business School in the US and the INSEAD Business School in Singapore.

In addition, there are scholarships to the Australian Institute of Company Directors' Community Directors Course, and to the CEW 2013 Leaders Program.

► **More information:** [www.cew.org.au/?page=2013scholars](http://www.cew.org.au/?page=2013scholars).

### Work Practices Manuals

A new manual on employment practices for not-for-profit community organisations has been released by the Victorian Council of Social Services (VCOSS) and the Victoria Law Foundation.

The manual, *Employing People*, is designed to help groups understand and comply with employment laws and regulations.

*Employing people* covers:

- Employment terms, conditions and regulations
- How to recruit the best staff for a community organisation
- How to manage termination, remuneration and employment records
- Tips on managing staff performance and encouraging professional development
- The importance of occupational health and safety in a workplace.

The manual is available from the [VCOSS](http://www.vcoos.org.au) and [Victoria Law Foundation](http://www.viclaw.org.au) websites.

### Social Inclusion Week

From November 24 to December 2, Australia will celebrate Social Inclusion Week, with the 2012 theme of: *Collaborate, Connect and Celebrate!*

The week, which is supported by the Australian Government, encourages communities to help all cultures, age groups, nationalities and the disabled to feel valued and to have the opportunity to participate fully in society.

Around 300 organisations participated in Social Inclusion Week in 2011, with more than 135 events held around the country.

The event follows the release of the [\*\*\*Social inclusion in Australia: How Australia is faring 2012\*\*\*](#) report, which highlights the country's progress against social inclusion indicators.

Another social inclusion study, [\*\*\*Turning 21\*\*\*](#), was recently released by the Brotherhood of St Laurence to display the transitions from school to work for children from different social backgrounds.

► **[Register your event](#)**



[Back to Top](#)

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

### JOB VACANCY LISTINGS (Paid Positions)

#### New South Wales

Job Title	Organisation	
Administration Officer - Part Time	NSW Reconciliation Council	<a href="#">Details</a>
Project Coordinator - Full Time	NSW Reconciliation Council	<a href="#">Details</a>
Work At Home Business Opportunity	Graham James	<a href="#">Details</a>
General Manager	Community Broadcasting Association of Australia (CBAA)	<a href="#">Details</a>

#### Queensland

Job Title	Organisation	
Multicultural Services Coordinator & Multicultural Information & Training Officer	Carers Queensland Inc	<a href="#">Details</a>

#### Victoria

Job Title	Organisation	
Office Administrator/Personal Assistant	Jem Inc. (Justice Empowerment Mission)	<a href="#">Details</a>
Database Officer	The Walter and Eliza Hall Institute of Medical Research	<a href="#">Details</a>
Family Services Team Leader	Brotherhood of St Laurence	<a href="#">Details</a>
Marketing Consultant	Kensington Neighbourhood House	<a href="#">Details</a>
Manager Early Years Strategy and Projects	Brotherhood of St Laurence	<a href="#">Details</a>
TRUSTS & FOUNDATIONS CO-ORDINATOR	Burnet Institute / Dakin Mayers	<a href="#">Details</a>
Grants Officer	Marie Stopes International Australia (MSIA)	<a href="#">Details</a>

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

### BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

#### New South Wales

Job Title	Organisation	
Treasurer, Secretary, General Board Member	N.I.L.C. Inc.	<a href="#">Details</a>
General Board Member	Pole Depot Community Centre Inc	<a href="#">Details</a>

#### Queensland

Job Title	Organisation	
Treasurer, Secretary, General Board Member	Jacaranda Clubhouse Association Inc	<a href="#">Details</a>

#### South Australia

Job Title	Organisation	
General Board Member	Fresh 92.7	<a href="#">Details</a>

#### Tasmania

Job Title	Organisation	
Treasurer	Wildcare Inc	<a href="#">Details</a>

## Victoria

Job Title	Organisation	
<a href="#">Secretary, General Board Member</a>	Citizen Advocacy Sunbury & Districts Inc	<a href="#">Details</a>
<a href="#">Treasurer</a>	Malmsbury Cemetery Trust	<a href="#">Details</a>
<a href="#">General Board Member</a>	Hidden Creek Neighbourhood House	<a href="#">Details</a>
<a href="#">Treasurer, General Board Member</a>	Interchange Western	<a href="#">Details</a>
<a href="#">General Board Member</a>	St Mary's House of Welcome	<a href="#">Details</a>
<a href="#">General Board Member</a>	Virtual Enterprise Australia	<a href="#">Details</a>
<a href="#">General Board Member</a>	ADEC	<a href="#">Details</a>
<a href="#">General Board Member, Technical Director</a>	Common Equity Housing Ltd	<a href="#">Details</a>
<a href="#">General Board Member</a>	Aspire Learning Resources	<a href="#">Detail</a>

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

[Back to Top](#)

## 19. 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).

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](http://www.ourcommunity.com.au)" and a direct link to the [www.ourcommunity.com.au](http://www.ourcommunity.com.au) site if on a webpage.

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

[Back to Top](#)

## 20. 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)

[Back to Top](#)