



An Australian Government Initiative

THE PRIME MINISTER'S
COMMUNITY
BUSINESS
PARTNERSHIP

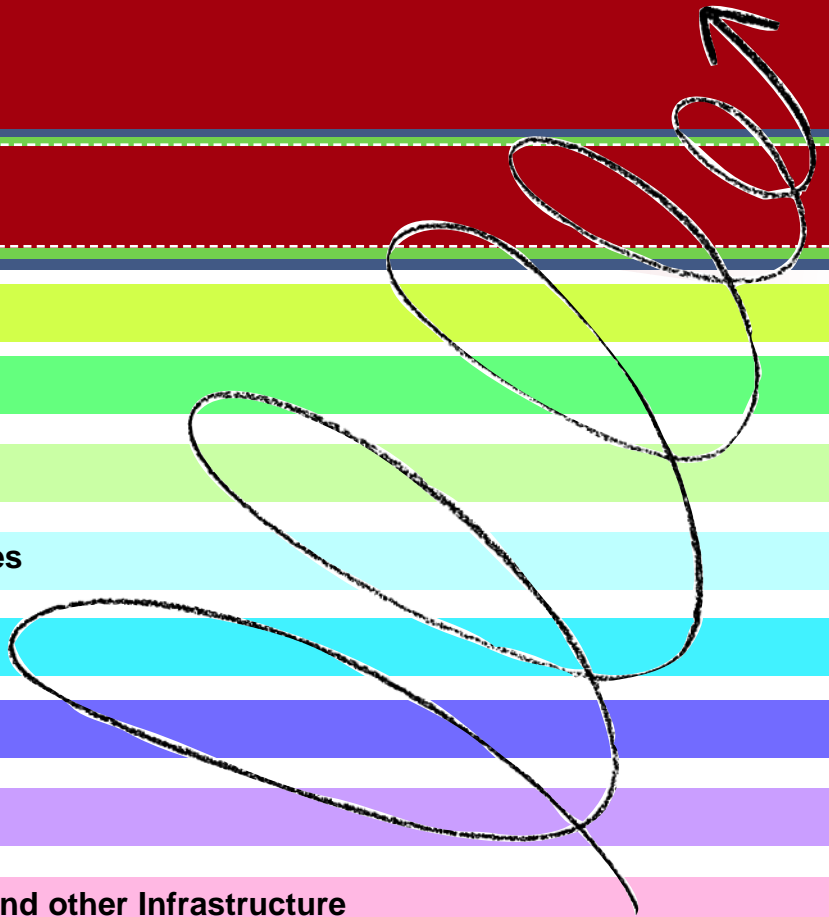


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Community and Business Partnerships Brokerage Service The Essential Facts

Partnership Planner

- Business as a Collection Point
- Volunteering
- In-kind Donations
- Pro-bono or Discounted Services
- Sponsorship
- Skills and Knowledge
- Mentoring
- Sharing/Donation of Premises and other Infrastructure
- Employment/Work Experience
- Community Involvement Programs
- Monetary Donations
- Scholarships & Awards



Welcome

Welcome to the Community Business Partnership Brokerage Service, an initiative of the Prime Minister's Community Business Partnership, administered through the Australian Government's Department of Family and Community Services. This project is managed and sustained through Our Community, with its associate partners – the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria.

We thank you for taking the first step in learning more about the many services that can help your business and your community group – all for a better society.

Introduction

Creating a successful community business partnership is easier in practice than it often sounds in theory. In fact, developing a good, sustainable partnership that brings benefits to business, a community organisation and the wider community can be quite simple.

Many business and community organisations reading through this material may recognise that they are in fact already in minor or major short-term or long-term partnerships.

The resources brought together on the Our Community website and distributed, promoted and discussed with our associate partners - and with the many other peak and local groups working towards assisting businesses and community groups to form partnerships and help build a more civil society - are all helping to make it easier to develop or facilitate lasting, successful and sustainable partnerships and to improve the partnerships that already exist.

This project is about connecting community groups and businesses, particularly small and medium organisations. It is about making a difference and inspiring all sections of the community to work together to provide benefits for all.

The reality is that many small and medium businesses and grassroots community organisations hear terms such as “corporate social responsibility” or “cause related marketing” and immediately think this is a process that is either too hard or beyond their means.

We have endeavoured to cut through the jargon with these resources and provide practical tools and resources to encourage small and medium businesses and groups to join together. It isn't hard. And there are literally thousands of ways that a community business partnership can be established. Like any good relationship, a successful community business partnership is a relationship that grows over time as both the community organisation and the business partner gain a greater understanding of each other.

These resources will help groups and businesses that share visions, missions and community goals to join together to help turn them to reality. Importantly, the knowledge, the lessons and the benefits flow both ways, so that together both partners are able to improve their contribution to their local community.

There is no doubt that where community business partnerships work well everyone benefits, particularly the local community.

Community and Business Partnerships Brokerage Service: The Essential Facts: Partnership Planner

Published by Our Community Pty Ltd
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This service is for community groups and businesses, particularly small to medium sized organisations who want to connect, make a difference and who want to find out more information about forming a partnership - all with the aim to create and inspire more community business partnerships.

Please note:

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Community and Business Partnerships Brokerage Service: The Essential Facts: Partnership Planner

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The service is an initiative of the Prime Minister's Community Business Partnership, administered through the Australian Government's Department of Family and Community Services. The Brokerage Service has many features and behind each service you will find many helpful resources.

This project is managed and sustained by Our Community

This project is managed and sustained by [Our Community](#), with its associate partners - the [Australian Chamber of Commerce and Industry](#) and the [Municipal Association of Victoria](#).



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What is a community business partnership?

The best and most enduring community business partnerships are those where each partner contributes a range of inputs, resulting in a multi-faceted partnership. The major forms of contribution can include a mixture of the following types of collaboration:

- Business as a collection point
- Volunteering
- In-Kind Donations
- Pro-bono or discounted services
- Sponsorship
- Skills and Knowledge sharing/Secondment
- Mentoring
- Sharing/Donation of Premises and other infrastructure
- Employment/Work Experience
- Community Involvement Programs
- Monetary Donations for specific projects
- Scholarships and Awards

There are numerous different types and levels of community business partnerships, and different levels of complexity. But most partnerships originally begin as low-level, toe-in-the-water arrangements that blossom and grow as the partners discover new ways they can achieve together.

There is a wealth of information and resources on the www.ourcommunity.com.au website for you to explore to find out more information about how others have established a partnership. You can even telephone us to help you to locate a partner for you. Most of all, we have broken down the many great ideas of existing partnerships and put them into the following Partnership Planner framework – you can do one, many or all of them.

It is only a framework, so it is easier to digest and develop a partnership - most of all we look forward to adding to the list based on the many new and exciting ways people are developing their own best practice models of partnerships.

Obviously there are different benefits and methods of going about forming and sustaining partnerships for both business and community groups. We have deliberately ensured that this document covers both community groups and business so that each side of the partnership understands and is able to consider the other's needs, challenges and priorities.

As you progress through the resources and www.ourcommunity.com.au, you will find specific resources focussed on community groups and businesses.

Community Business Partnerships Planner >

The best, most enduring community business partnerships are those where each partner both contributes and benefits. Satisfying and satisfactory partnerships are based on quality communications and relationships - these need to be built over time.

Many strong, longer-term partnerships start with a toe in the water and as the relationship grows so does the depth of the engagement between the community and business partners.

While we have outlined key methods and examples of ways in which small and medium business and grass-roots community groups can partner each other, it is important to remember that there are literally thousands of ways you can engage in a community business partnership. Innovation to meet local needs is one of the most exciting ways of forming new partnerships.

The partnership framework features the following components, for which we have listed examples. Please refer to the following pages for examples of each component in the list.

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Partnership Option:



Business as a Collection Point

→ Collecting on behalf of a community group.

→ Could involve the business:

- Having a collection tin for a nominated community group on the front counter or reception to collect from customers/visitors.
- Setting up a Christmas tree or bin to collect food/ toys/ blankets/ pet food for a group.
- Offering warehouse or storage space for community group collection.

Partnership Option:



Volunteering

→ Individual volunteering among staff members (credit can be given to individuals volunteering in own time)

→ Could involve individual staff members:

- Reading books to children at the local library.
- Being track marshals at the local Little Athletics meeting.
- Organising activities at an elderly citizens club.

→ Employee volunteering

→ Could involve some staff together:

- Working with an environment group on a clean-up or tree planting.
- Helping construct a community playground.
- Providing marshals for a special event.
- Joining together to help with a fundraising activity.

→ Whole of business (company working bee)

→ Similar to an employee volunteering program, but with the commitment and involvement across the business.

→ Joining a community group, or community business board or committee. (Credit can be given to staff who are members and /or on the governance structure for a community group)

→ Staff can join their community partner's group, or can become part of that group's board or committee, where they can use their expertise to fill a role in the group – for example, as treasurer, legal adviser, IT adviser. The reverse is also true, with community group members able to join a business' board.

For example a successful partnership saw a member of consultancy firm Acumen Alliance join the board of the ACT's Marymead Child and Family Care Centre to lend knowledge as part of a partnership to help children, families and those with a disability.

Partnership Option:



In-Kind Donations

→ Donations of goods

→ Examples of in-kind support could include:

- A nursery providing trees for a Landcare group for a planting day.
- A bookshop donating books and learning materials to a library or learning centre.
- A butcher donating sausages for a sizzle or a baker donating bread.
- A clothes shop offering clothes for a fundraiser.
- A restaurant or food producer donating excess food to a shelter or a group to distribute.
- A builder offering building materials towards a new facility.
- A sports shop providing uniforms to a sporting group.

→ Donations of services

- Hairdressers providing free haircuts at a residential home.
- Transport companies moving equipment for group when vehicles empty on return trips.
- A mechanic offering a free service for a group bus.
- A business offering a product for a group to sell or raffle.

→ Donations of resources

- Allowing a group to use your photocopier to print off flyers.
- Offering a group use of your equipment or tools in down time such as providing PA equipment for a sports event.
- Using some of your advertising to promote a group's activities.

Partnership Option:



Pro-bono or discounted services

→ Pro-bono

→ Examples include:

- An accountancy firm offering its expertise to a community group at tax time.
- A law firm helping out a sporting group with insurance issues.
- A plumber fixing a kindergarten's leaky plumbing.
- A printer doing a group's newsletter.
- A landscaper re-doing the garden of a refuge.
- A public relations officer doing a media strategy for a children's support group.
- A computer or communications company building a website for an arts group (a very popular example).

→ Discounted services

→ Similar to the principles of pro-bono work, with business charging only a small fee or a heavily discounted price.

- A sports shop offering discounted boots or runners to the local football or basketball club because they buy so many of them.

→ Paying an amount to community groups on goods sold.

→ This could involve the business:

- Providing a percentage or nominated amount from the sale price of a certain item to a nominated community group.
- A referral fee to nominated community groups for every buyer who mentions their name.
- A small amount for every customer who asks for a brochure or clicks on a website linked from a group.

Partnership Option:



Sponsorship

- Supporting a team/group
 - Could see a business providing in-kind, marketing, financial or other support in return for an opportunity to have its logo or name on a sporting team's uniforms

- Supporting an effort/project
 - Could involve a business providing in-kind, marketing, financial or other support to be involved in a community event, for example:
 - Branding the event with the business' name in return for monetary or other support.
 - Offering naming rights support to an adult literacy or numeracy project at the local community education centre in return for providing funding or resources.
 - Providing a car that carries the branding of the business.

Partnership Option:



Skills and Knowledge Sharing/Secondment

- Skills and knowledge
 - A business or community group with knowledge or skills useful to a prospective partner can share them.
 - A business executive or owner can share management techniques with a community group.
 - A community group can share its local networks with a business, providing insight into the local community and access to key community leaders.

- Secondment
 - An accountancy firm could second one of its staff to a community group during tax time. In exchange the community group could perhaps direct its accountancy needs through that business.
 - A business trying to develop leadership among senior staff could encourage them to choose a community project to work with.

In the partnership between Indigenous Enterprise Partnerships, Balkanu Cape York Development Corp, the Body Shop, Westpac and Boston Consulting Group, the companies provided seconded staff – helping to boost staff morale, enabling staff to build fellowships with Indigenous groups and strengthening local projects through their project management advice.

Partnership Option:



Mentoring

- Mentoring a community group member
 - A business owner or staff could mentor a community group member to increase their skills or knowledge for the benefit of all involved, through
 - Being available to offer advice and experience on marketing – facilitating and supporting the work.
 - Sitting on a community sub-committee or project advisory board where they can provide advice and guidance.

**Partnership
Option:**



**Sharing/Donation of Premises and other
Infrastructure**

→ Donating office or storage space

→ A business could donate a spare room or desk to a small community group; in addition they could pay for the phone, or provide office facilities for the community group to conduct business.

→ A business could provide a boardroom or large area (on a monthly basis) for community groups to be able to hold board or group meetings without paying.

→ Sharing office or storage space

→ A business could share space with a community group, charging them a percentage of the normal rental cost.

→ Sharing key promotional vehicles.

→ A business could advertise a fundraiser in its own newsletter/s or advertising material, or a community group could place a "thank you" to their business partner in their bulletins.

**Partnership
Option:**



Employment/Work Experience

→ Employment

→ A business could work with community groups to provide training and a pathway to a job by

- Working with disability groups or indigenous groups to provide new jobs, or.
- If in partnership with a community group, providing training courses for business staff such as apprentices.

By pooling resources Midland Brick Company and Hills Community Support Group developed programs encouraging at-risk groups to develop skills and enhance their local community. Midland Brick contributes the practical workplace skills and initiatives, and HCSG provides the social support structure and training programs.

→ Work Experience

→ A business could spread skills and knowledge to a community group member, or someone supported by a community group, through work experience. This makes for a stronger community and allows the individual to develop skills they can take back to the group.

Partnership Option:



Community Involvement Programs

→ Formalised policy and programs

→ A business may have a formal (and, if they choose, a public) policy or program which outlines a commitment to improving their local community and demonstrating support. It could be through an Employee Volunteering Program, a Workplace Giving Scheme, or a commitment to report on their impact on the community in their annual report. A community group may have a similar policy to work with business to achieve shared objectives, further social goals and build strong community networks.

→ Consulting with groups on access for all

→ Partnering with community organisations to ensure everyone - people with disabilities, seniors, people from non-English speaking backgrounds, young people - has access to facilities, buildings, and products.

Partnership Option:



Monetary Donations

→ One-off monetary donations (while a one-off donation is not strictly a partnership, for many it can be the first engagement with a group and one which leads to a more meaningful relationship)

→ A general donation to help a group which could go to supporting:

- A playground.
- Toys for a toy library.
- A support facility or resource centre.
- Allowing disadvantaged kids to take part in normal activities.
- A local health support group.

→ Project/Program Specific Donations

→ Where donated money goes towards a specific program or project.

For example, the YNOT partnership between north-east Arnhem Land Aboriginals, Alcan Gove and YBE, which aimed to improve the literacy and numeracy skills among Aboriginals

→ Regular staff collections

→ Some businesses hold regular "gold coin" coffee mornings where money is donated to a group, or hold events such as "bad tie day", "jeans for genes", "red nose day" or similar local fundraisers.

→ Staff Payroll deductions

→ Each employee at a company being able to sign up to make regular donations to either a particular named group, or to a group of their own choice.

Partnership Option:



Scholarships & Awards

→ Creating a Scholarship or Award

→ A business can partner with a community group to establish an award that promotes and acknowledges the work of individuals in groups. It could, for example, partner a local youth group for a regional Young Leaders Award.

→ A business can create a scholarship with a community group, providing the opportunity to extend the study, research or other endeavours of an individual. The community will benefit from expanded knowledge.

What are the common features of a community business partnership?

Despite the many different types and sizes of community business partnerships, successful ones tend to share many of the same characteristics. They have:

- Shared objectives
- Shared values
- Genuine respect for one another
- Genuine, broadly equal, benefits for each partner
- Genuine commitment from each partner
- Partners that complement one another and tend to be a natural 'fit'
- Equality in the partnership relationship
- Clearly understood and realistic expectations of what the partnership can achieve
- Clearly defined and understood roles and responsibilities of each partner – for example, formal Memorandums of Understanding (don't get scared – these can be quite simple, and one of our Help Sheets contains a sample memorandum)
- Integration of the community organisation into the business's strategic plan
- Openness to change – partnerships evolve over time and in response to lessons learned
- A way to provide a solution to a need in the community
- Strong communication and engagement at all levels
- A collaboration between the partners that takes many forms – the business may provide in-kind support, financial assistance and technical expertise, for example, and the community organisation may provide training and mentoring as well as expanding networks for the business.

So what are the benefits of a successful community business partnership?

Quite simply, there are enormous benefits to be gained by all involved in a successful community business partnership.

One of the hardest things is for each partner to understand how the arrangement can provide benefits for their partner and not just for themselves.

A community business partnership is about business looking beyond the cost (in money, time, or resources) of their involvement and being able to see the value of an investment that provides benefits for the business, the group and the community as a whole.

It is also about community groups moving beyond just asking a business for a straight out one-off financial donation and instead looking at how they can collaborate over time to achieve their goals. It is about explaining how the relationship can work for the business and discovering how they can both bring something to the table to make it an equal partnership.

In an equal partnership, the benefits flow and can include such things as:

For a Community Group:

- **Increased capability to get things done and meet objectives:** Through a boost in people, resources, skills, finances, or all of the above, a group has added support to achieve its goals.
- **Ability to source business advice, strategies and knowledge to advance your projects or activities:** A partnership provides access to new ideas, practices and business disciplines that can be adapted to community groups.
- **Increased morale and self-esteem within the group:** A partnership is a validation that the work you are doing or intend to do is important and is both needed and appreciated within the community. Also achieving results brings its own morale boost.
- **Increased skills:** A partnership can provide new skills through mentoring, access to business networks and pro-bono advice and to workplace training.
- **Increased Development Opportunities:** Again, access to a business network and business skills can add impetus and drive your group to new projects.
- **Increased Profile:** It can take awareness of your group to new audiences and provide a marketing avenue you could not afford to access, as well as providing a media profile.
- **Increased credibility:** There is no doubt that success builds success. People see a group associated with a business and associate it with a level of professionalism and support.
- **Increased opportunity for influence:** Again, a partnership can provide access to decision-makers and policy-makers that your group did not have before, enabling you to promote your message further.
- **Increased people power:** Whether through volunteering or increased membership or increased attendance at your major fundraisers, a partnership adds strength in numbers.
- **Increased value as a community leader:** With a greater ability to get things done and greater access to networks and higher profile often comes a higher standing as a community leader.
- **Improved infrastructure:** A partnership can provide better resources, better facilities and more efficient service, allowing you to focus more on “core” business.

For a Business:

- **Higher visibility:** Involvement in a partnership can see your name and logo become more visible in the community, therefore raising your profile and awareness among current and potential customers.
- **Stronger branding and enhanced respect and reputation:** The old saying goes “actions speak louder than words”. Involvement results in greater respect and also sees your company benefit from being associated with the “positive results” of any community project.
- **Greater knowledge of community needs:** A partnership brings you closer to what is needed and allows you to see how your business can move to develop products and services to meet that need.
- **A visible demonstration of Social Commitment:** People want to support businesses that support community. A partnership is a visible demonstration of your values and care for the community.
- **Staff Satisfaction:** A successful volunteer-based partnership – where staff can take a real hands-on approach to working with a community group - can lift morale, increase staff retention rates and generally make them happier to work for your firm.
- **Improved Staff Involvement:** A community business partnership can be a great way of getting staff working actively together for a good cause. It provides a

community involvement that also develops their skills, including leadership and project management.

- **Better Staff Retention and productivity:** Your business as a whole will benefit from happier staff through increased productivity, as well as becoming an “employer of choice” – someone who is attractive to work for - leading to higher retention.
- **New Business opportunities:** A partnership can also open up new business opportunities for you. For example: your community group partner, as well as others who like what you are doing, may refer people to you, making you a more attractive option for ethical investors or “customers with a conscience”.
- **Increased Knowledge and Skills:** A partnership is an exchange of skills, knowledge and learning, offering you greater insights and experiences that can be adapted for your business.
- **Fresh perspectives and ideas:** A staff member who is completing pro-bono or secondment work as part of a partnership may be able to bring back fresh ideas and a new perspective on issues relevant to your business from your community group partner.
- **Better networks:** A partnership takes your business into another arena and gives you the opportunity to build up better friends or expand into new areas.
- **The opportunity to give back to the community:** While all the other benefits can be good for business, the reality is a partnership allows you to contribute to the building of a strong community where business, community and Government all share the same vision.

The Whole Community:

By working together in partnership, community groups and businesses are working towards building a stronger community infrastructure. Working together also means it is easier to find solutions to the challenges facing our towns and suburbs and also to put those solutions into practice.

To have community groups and business heading down the same path ensures a greater chance of success.

The reality is that community groups need business support if they are to be able to continue to do the job they do. Business needs a healthy community if they are to continue to operate, to employ, to invest and to earn.

What next? How do I use the Community Business Partnerships Brokerage Service site?

There are six easy steps to work out how you can form a partnership.

Step One: Using this Document

Read through this document. It will give you a good indication of the different types of partnerships, and help you to identify the benefits, the common features and the resources to help you establish a successful partnership.

Step Two: Using the free Community Business Wizards to get ready

We have developed two self-analysis wizards which are designed to indicate just how ready your business or community group is for a partnership. The questions are not only to indicate your level of readiness but also to prompt you to think about the issues that need to be addressed before you seek a partner.

- **If you are a community group** - Test the community group partnership wizard by going to: http://www.ourcommunity.com.au/business/wizard1_community.jsp
- **If you are a business** - Test the business partnership wizard by going to: http://www.ourcommunity.com.au/business/wizard1_business.jsp

Step Three: Putting the Free Help Sheets to work

We have developed a series of Help Sheets for business and community groups to take you step-by-step through the process of developing a successful community business partnership.

The Help Sheets have been broken down into four different categories. Over the next few months we will be continually adding to this resource and will eventually feature over 200 separate help sheets on all aspects of initiating, growing and expanding a partnership as well as improving and ending a partnership.

The five separate areas, and the Help Sheets that are available currently, are:





Part 1: Before you get Started in a Partnership

See all Part 1 Help Sheets:

www.ourcommunity.com.au/business/view_article.jsp?articleId=1155

- [Glossary of Community Business Partnership Terms](#)
- [Community Business Partnerships - Beyond Just Philanthropy](#)
- [What is a Community Business Partnership?](#)
- [Corporate Social Responsibility Part 1 - What is It?](#)
- [Corporate Social Responsibility Part 2 -CSR, Business and Community Business Partnerships](#)
- [Before you get Started in a partnership - Community Group](#)
- [Before you get Started in a partnership - Business](#)
- [Why Customers Think it's a Good Idea - Customer Attitudes Towards Community Business Partnerships](#)
- [Small and Medium Businesses and Community Partnerships](#)
- [Why Should Community Groups Look Beyond Partnerships With Big Business?](#)
- [Benefits of a locally based Community Business Partnership](#)
- [Local Focus - Business - Why Business Should Look Locally for Community Partners](#)
- [Local Focus - Community Group - Why Community Groups should look locally for Business Partners](#)
- [Why Should my Business be Involved in a Community Business Partnership?](#)
- [Businesses Come Forward - Getting Involved in a Partnership](#)
- [Why Should my Community Group be Involved in a Community Business Partnership?](#)
- [In Writing - Examples of Written Approaches to a Community Group for a Partnership](#)
- [In Writing - Examples of Written Partnership Approaches from a Community Group to a Business](#)
- [Approaching a Business for a Partnership](#)
- [Following Up Your Approach to a Business](#)
- [Approaching a Community Group for a Partnership](#)
- [Following Up Your Approach to a Community Group](#)
- [Ways to be Involved - a List of Community Business Partnership Models](#)
- [Arguments for In-kind Support in a Community Business Partnership](#)
- [What Can I Give? Ways to Give in an In-Kind Support Partnership](#)
- [Preparing for an In-Kind Partnership](#)
- [Selling a Partnership to Your Business Staff](#)
- [An Introduction to Volunteering in a Community Business Partnership](#)
- [Involvement in Your Partner's Board or Group](#)
- [An Introduction to Donating in a Community Business Partnership](#)
- [An Introduction to Sponsorship in a Community Business Partnership](#)
- [Sponsorship - Not Charity, Not a Donation](#)
- [Successfully Sourcing Sponsorship-Based Partnerships](#)
- [An Introduction to Employment or Work Experience in a Community Business Partnership](#)
- [Work Experience and Your Partnership](#)
- [An Introduction to Pro Bono or Discounted Services and Products in a Community Business Partnership](#)
- [An Introduction to Skills/Knowledge Sharing and Secondment in a Community Business Partnership](#)
- [Secondment and Your Partnership](#)
- [An Introduction to Mentoring in a Community Business Partnership](#)
- [The Benefits of a Mentoring-Based Partnership](#)
- [An Introduction to Sharing or Donating Premises/Infrastructure in a Community Business Partnership](#)
- [Stop Meeting in Lounge Rooms - Sharing Premises in Community Business Partnerships](#)
- [An Introduction to In-Kind Donations in a Community Business Partnership](#)
- [An Introduction to Community Involvement Programs in a Community Business Partnership](#)
- [An Introduction to Business as a Collection Point in a Community Business Partnership](#)

- [Never Too Small - the Concept of Collaborative Action](#)
- [Putting together an Agreement - Business](#)
- [Putting together an Agreement - Community Group](#)
- [Finding the Best Partnership Model for your Business - Part 1](#)
- [Finding the Best Partnership Model for your Business - Part 2](#)
- [Finding the Best Partnership Model for your Community Group - Part 1](#)
- [Finding the Best Partnership Model for your Community Group - Part 2](#)
- [Are You Ready? A Checklist of Points for Implementing a Successful Community Business Partnership](#)
- [Getting it in Writing - A written agreement for your Community Business Partnership](#)
- [What to Avoid: A Checklist of Problems that Could Cause your Community Business Partnership to Fail](#)
- [Knowing if it is the Wrong Time, Wrong Partner](#)
- [Finding and Appointing a Deputy for your Partnership](#)
- [Good Points, Bad Points: an Introductory Check of What to Look For and Avoid in an Ideal Community Business Partner](#)
- [Service Clubs as Informal Brokers](#)
- [Partnerships and Employment for Indigenous People \(with help from Centrelink\)](#)
- [Partnerships and Employment for People with Disabilities \(with help from Centrelink\)](#)
- [Partnerships and Employment for Young People \(with help from Centrelink\)](#)



Part 2: Now your involved in a partnership

See all Part 2 Help Sheets: http://www.ourcommunity.com.au/business/view_article.jsp?articleId=1156

- [Health Check-Up: How a Business can Help Keep a Partnership Healthy](#)
- [Health Check-Up: Keeping a Partnership Healthy from Community Group Perspective](#)
- [Reviewing your Partnership - a Checklist to Gauge the Health of your Partnership](#)
- [Are we Meeting our Community Aims in our Community Business Partnership?](#)
- [Remaining Relevant - How a Growing Business can Remain Relevant in a Partnership](#)
- [Remaining Relevant - How a Growing Community Group can Remain Relevant in a Partnership](#)
- [Growing your Partnership](#)
- [Involving More Groups in Your Community Business Partnership](#)
- [Changing your Partnership - Business](#)
- [Changing your Partnership - Community Group](#)
- [Keeping your Partnership From Getting Stale](#)
- [Thinking Differently - Creating a Unique Partnership](#)
- [How to Maintain a Long-Term Partnership](#)
- [Hitting the Mark - How your Business Can Better Target In-Kind Support in its Community Business Partnership](#)
- [Hitting the Mark - How your Community Group Can Better Target In-Kind Support in its Community Business Partnership](#)
- [Name Dropping in your Community Business Partnership](#)
- [How to Say "Thank You" - Thanking a Community Business Partner](#)
- [Delegating Responsibilities in your Community Business Partnership](#)
- [Sharing the Load - Teamwork in your Community Business Partnership](#)
- [Ensuring your Business Partner Becomes Involved in all your Group Activities](#)
- [Meetings and your Community Business Partnership](#)
- [Passing the Baton - Transferring Knowledge in your Community Business Partnership](#)
- [Building and Maintaining Your Partnership's Memory](#)
- [Making Your Partnership a Learning Experience](#)
- [Room For Improvement - How a Business can Improve its Partnership](#)
- [Room For Improvement - How a Community Group can Improve its Partnership](#)
- [How Can My Business Do More for Not Much More? Tips for Cheaply and Effectively Adding to your Partnership with a Community Group](#)

- [How Can My Community Group Do More for Not Much More? Tips for Cheaply and Effectively Adding to your Partnership with a Business](#)
- [Helping the Environment Through a Partnership - Community Group](#)
- [Helping the Environment Through a Partnership - Business](#)
- [Helping Young People Through a Community Business Partnership](#)
- [Encouraging Creative Thought in Your Partnership](#)
- [Writing a Short Information Sheet About Your Partnership](#)
- [Technology and Your Partnership](#)
- [Sharing your Partnership's Success Stories](#)
- [Goal Setting and your Community Business Partnership](#)
- [Tips on a SWOT Analysis of your Partnership](#)
- [Partnerships at Christmas](#)
- [Spending Money and Taking Business Locally](#)
- [Learning to Say No - When a Business Has to Draw the Line](#)



Part 3 - What happens if things go wrong in a partnership

See all Part 3 Help Sheets:

http://www.ourcommunity.com.au/business/view_article.jsp?articleId=1157

- [If Things Go Wrong - An Overview](#)
- [Warning Signs Part 1 - Tips on Spotting if your Partnership is on Rocky Ground](#)
- [Warning Signs Part 2 - Addressing Warning Signs and Revitalising your Partnership](#)
- [Conflict Management, Conflict Resolution - Surviving Disagreement in your Community Business Partnership](#)
- [Growth Out of Conflict](#)
- [Crisis Management](#)
- [Ending a Partnership Prematurely](#)
- [Reviewing an Unsuccessful Partnership - Community Group](#)
- [Reviewing an Unsuccessful Partnership - Business](#)
- [Don't Opt Out Completely](#)



Part 4 – When a partnership ends

See all Part 4 Help Sheets:

http://www.ourcommunity.com.au/business/view_article.jsp?articleId=1158

- [Why and When to End a Community Business Partnership](#)
- [End or Change?](#)
- [Celebrating your Achievements](#)
- [Lessons Learned - Business](#)
- [Lessons Learned - Community Group](#)
- [Come Back for More - Remaining Aware of Community Business Partnership Opportunities](#)

See all Part 5 Help Sheets:

www.ourcommunity.com.au/business/view_article.jsp?articleId=1159

Your Partnership and the Media:

- [Why Make a Noise?](#)
- [How to Publicise your Partnership](#)
- [Where you Should Mention your Partnership in the Media](#)
- [Media Contacts](#)
- [Preparing and Writing a Media Release](#)
- [Following Up a Media Release](#)
- [Media Conferences and Events](#)
- [Elements of a Successful Media Event or Conference](#)
- [Crisis Management and the Media](#)
- [The Media as a Community Business Partner](#)
- [Marketing and Your Community Business Partnership Part 1](#)
- [Marketing and Your Community Business Partnership Part 2](#)

Effectively Involving Volunteers and Organising Special Events:

- [Volunteer Management](#)
- [Valuing Volunteers](#)
- [Giving Young People a Go](#)
- [Volunteer Satisfaction Survey](#)
- [A Quick Guide to Special Events and Your Partnership](#)
- [Advertising Your Partnership Events for Free](#)
- [A Checklist for Organising Special Events](#)
- [Interacting With Volunteers](#)

Local Government and Community Business Partnerships:

- [The Benefits of Local Government Being Involved](#)
- [How Local Governments can Support Community Business Partnerships](#)
- [A Role for the Mayor](#)

Ethics and Community Business Partnerships:

- [Ethics and Finding Partners - Part 1](#)
- [Ethics and Finding Partners - Part 2](#)
- [Ethics Within Partnerships and Developing a Code of Ethics](#)

Tips from the Experts, including Our Community:

- [Experts on the Challenges of Forming a Partnership - Part 1](#)
- [Experts on the Challenges of Forming a Partnership - Part 2](#)
- [Experts on the Lessons They've Learned During Their Partnerships - Part 1](#)
- [Experts on the Lessons They've Learned During Their Partnerships - Part 2](#)
- [Experts' Advice for Those Interested in Forming Partnerships - Part 1](#)
- [Experts' Advice for Those Interested in Forming Partnerships - Part 2](#)
- [Tipsheet: Business as a Collection Point](#)
- [Tipsheet: Community Involvement Programs](#)
- [Tipsheet: In-Kind Support](#)
- [Tipsheet: Pro-bono or Discounted Services and Products](#)
- [Tipsheet: Sponsorship](#)
- [Tipsheet: Volunteering](#)

Grants, Awards and Your Partnership:

- [Finding the Right Grants Program for Your Partnership](#)
- [The Basic Components of Writing a Grant Proposal](#)
- [A Dozen Steps to Successful Grant Applications](#)
- [What Grant Makers Would like you to Know](#)
- [Widen Your View to Increase Your Grant-Gaining Chances](#)
- [Why Apply for Awards for your Partnership?](#)
- [How to Apply for Awards for Your Partnership](#)

Step Four: Learning from the Case Studies of successful partnerships

Read some of our case studies of successful community business partnerships and discover what it is that has made these partnerships work.

Each partnership is different. Each brings different skills and levels of engagement or commitment but there are often tips, ideas and experiences that can help you to ensure your partnership is as strong, committed and effective as possible.



You can download the case studies from the site at:

http://www.ourcommunity.com.au/business/view_article.jsp?articleId=806

Or click on the individual case studies below. We will be adding to this section and are happy to consider case studies if you would like to contact us at service@ourcommunity.com.au.

The case studies are:

- [Ted Noffs Foundation & Mallesons Stephen Jaques \(Mallesons\)](#)
- [Kildonan Child & Family Services and Yarra Valley Water](#)
- [Zoe's Place and AV Jennings](#)
- [Blackwood Centre for Adolescent Development and Centre for Executive Development Pty Ltd](#)
- [Chances for Children and Executive Homes](#)
- [Duffy Primary School and UnitingCare Mirinjani Village](#)
- [Habitat for Humanity Australia and PMI Mortgage Insurance Ltd](#)

Step Five: Building your own Community Business Partnership

Now it's time to put our knowledge into action and build a community business partnership.

Many community groups and businesses will read this information and immediately think of a partner that shares their vision, their values and their community goals. The reality is that many community business partnerships come together without any outside facilitation – our objective is to increase the number and to increase the ease of forming and sustaining a partnership – again a better community for all.

You can now:

1. If you are confident enough then identify a group or business and develop a proposal for a partnership that will achieve your joint goals.
2. Contact your local government Economic Development Officer or Community Development Officer to see if they can assist you in identifying a local group/business that they know is actively seeking a partnership. Or you can try your regional Area Consultative Committee (ACC) where staff are also involved in bringing together many successful partnerships.
[Click Here](#) for more details of contact points in local government.

OR

3. **Use the Community Business Partnerships Brokerage Service.**
The Community Business Partnerships Brokerage Service has been established as an online matching service to help community groups and small and medium businesses come together to form a partnership.

Community groups are providing details of what sort of assistance or partnership they would like to enter into.

The service is then asking businesses that have gone through the process of establishing their own readiness by reading these resources to form a partnership – to search for a group that matches their vision for the community group of their choice.

- For community groups to register they will need to fill in the online form at https://www.ourcommunity.com.au/secure/business/brokerage_reg.jsp

Information required includes:

- Community Group Name
 - Description of Organisation and Activities
 - Primary Focus of Activity
 - Primary Geographic Area of Operation
 - Type of Partnerships being Sought
 - Contact Details
- For businesses seeking groups that are ready and available to join in a partnership, you can look online.

Businesses will be able to search for a suitable community group partner within:

- Geographic areas
- Interest areas – e.g. arts, sport, disability etc

This brokerage service, managed and sustained through Our Community, is working with its principal partners (the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria) and many other peak bodies and groups to ensure maximum success for the community and business partners. We will be using our combined resources, wisdom and feedback from community groups and business to adapt and provide additional resources as time goes on.

Step Six:**Passing your own learning on to the next group or business**

This is a living, breathing document and we will continue to add to, refine and improve the resources available on this site and bring you the best examples of successful community business partnerships.

We appreciate your feedback and your thoughts. If you would like to make a suggestion or have a case study you think people could benefit from please email it to denism@ourcommunity.com.au or call (03) 9320 6812.

We need to know about the partnerships that have been formed, so we will be corresponding with all groups registered on www.ourcommunity.com.au, along with local government staff, the Australian Chamber of Commerce and Industry and of course the many businesses that we will speak to over the ensuing months.


Community and Business Partnerships Brokerage Service

Go to: www.ourcommunity.com.au/partnerships

This service is for community groups and businesses, particularly small to medium sized organisations who want to connect, make a difference and who want to find out more information about forming a partnership - all with the aim to create and inspire more community business partnerships.

The service is an initiative of the Prime Minister's Community Business Partnership, administered through the Australian Government's Department of Family and Community Services. The Brokerage Service has many features and behind each service you will find many helpful resources.

Services Offered

<p>Step One The Essential Facts You Must Know</p>  <p>Click Here > </p>	<p>Are You Ready Try the Partnership Wizards</p>  <p>Click Here > </p>	<p>Resource Centre All the Answers</p>  <p>Click Here > </p>	<p>Matching Service Choose a Partner</p>  <p>Click Here > </p>
<p>Partnerships Ideas Bank</p>  <p>Click Here > </p>	<p>Consultants Register</p>  <p>Click Here > </p>	<p>Local Government Contacts</p>  <p>Click Here > </p>	<p>Seminar Programs</p>  <p>Click Here > </p>
<p>Prime Minister's Community Business Partnership</p>  <p>Click Here > </p>	<p>The Awards</p>  <p>Click Here > </p>		

This project is managed and sustained by [Our Community](http://www.ourcommunity.com.au), with its associate partners - the [Australian Chamber of Commerce and Industry](http://www.aci.com.au) and the [Municipal Association of Victoria](http://www.mav.vic.gov.au).

