

OUR COMMUNITY matters



ourcommunity.com.au
Where not-for-profits go for help

INSIDE:
READERSHIP
SURVEY
RESULTS
REVEALED

Our Community Matters is your free community sector update, brought to you by **Our Community** – Australia's centre for excellence for the nation's 600,000 not-for-profits and schools, providing advice, tools, resources and training. [Click here](#) to receive your free copy.

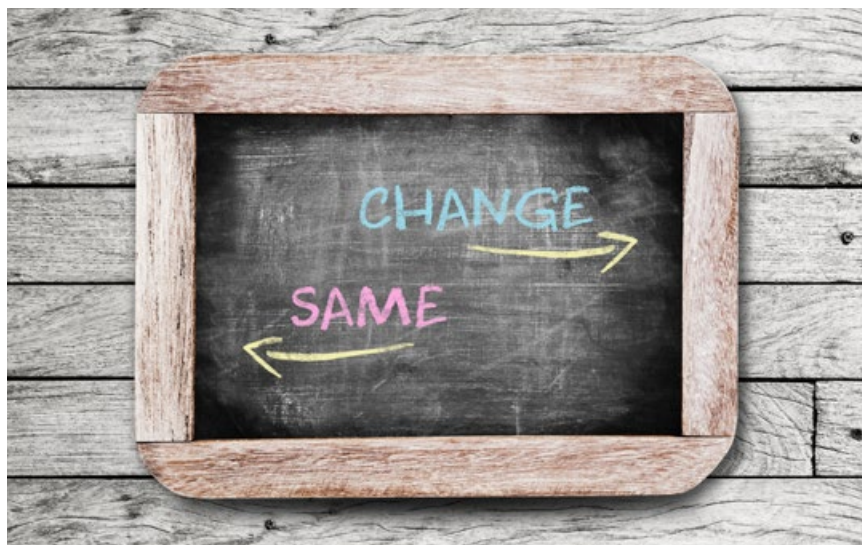
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WHAT WE RECKON:

Songlines

By Denis Moriarty, Group Managing Director, Our Community



We face serious problems in this country. Lots of them.

They're serious, but they're not insoluble. In many cases, most Australians agree on what needs to be done.

The problem we've had over the past few years was that nothing got done in Canberra because getting things done wasn't as high a priority as political wedging and ideological messaging.

And now? Under Malcolm Turnbull, in [Stephen Sondheim's words](#),

"Everything's different, nothing's changed;

Only maybe slightly rearranged."

When Tony Abbott was holding the fort we could put our views forward, but shock jocks set the agenda, and reasoned arguments got as much airtime as Stravinsky on AM radio. The government wanted the community sector to take on responsibility for the social safety net, to run its affairs without →

government oversight (or government money) and to keep its opinions to itself.

Policies haven't altered much – yet. But perceptions have. And perceptions work powerfully on our society. We sense that the lockdown is over. We're allowing ourselves to hope. We believe once more that it's possible the government might listen to what we have to say, and we've started dusting off our old submissions.

There's obviously a risk that we'll be bought off by purely cosmetic changes. Our new Prime Minister is spectacularly good at creating the impression that he's on your side, and that if it weren't for those other bastards over there who were holding him back he'd give you everything you were asking for – the classic Good Cop routine, which works even better when you're still a bit punch-drunk from the attentions of the Bad Cop.

On issues such as action on climate change and the treatment of refugees we've been given nothing, not even promises – just sympathetic gestures. On specific not-for-profit issues such as the attack on environmental advocates and the retention of the ACNC, we haven't even seen sympathetic gestures; we're not seen as a significant interest group, and Malcolm really hasn't got around to us yet.

So if there's no real movement, what's changed? Rhetoric, obviously. Tactics, we hope. Strategies, if you don't want to be left behind feeling stupid while the situation reshapes itself around you. Unflinching resistance is no longer enough; we have to lift our game to take advantage of the new spaces opening up in the public discourse.

Turnbull has called on Christopher Pyne, as Industry Minister, to unleash his inner revolutionary. Can we do any less? Now is the time for polishing up your maximum program.

In the words of [Johnny Mercer](#),

"You've got to accentuate the positive,

Eliminate the negative,

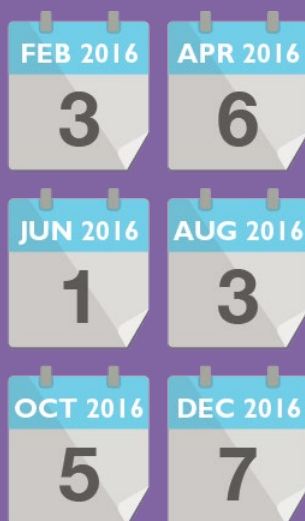
And latch on to the affirmative –

Don't mess with Mr In-Between."

Modern technology gives us the possibility of new paths to new coalitions. Can we trial alternative forms of governance (citizens' assemblies, planning juries, online council meetings)? The voluntary sector – philanthropy, peak bodies, local government, we – must evolve to cope with new predators, new resources, and new climates.

In Australia the third sector has more respect, more trust, more love than business and government combined, as they generally are. How can it use the power it holds? How can it adapt it for new tasks? The third sector must develop forms and processes that can cope with a resentful and cynical electorate, a noisily expiring media, and an environment that doesn't owe it any favours. It must craft a civil society that is strong, flexible, and fit for purpose.

With Malcolm in the middle, I'm optimistic. In fact I'm reinvigorated, recharged and ready for a new vision for a nation that cares about people and communities and crafts innovative solutions to our problems. Here's to a damn good 2016.



Our Community Matters 2016 Publication Schedule

This is the final issue of *Our Community Matters* for 2015. We'll be back in 2016 on the first Wednesday of alternate months: February 3, April 6, June 1, August 3, October 5, December 7.

Got comments, suggestions, article submissions, tip-offs, requests? Email service@ourcommunity.com.au and include "Our Community Matters" in the subject line. The deadline for newsletter material is two weeks before publication.

Kerryn Burgess, editor

GREAT GRANT: Impact Philanthropy

Provider: Perpetual Limited Grants

Purpose: The Impact Philanthropy grants program is wide open, attracting applicants from the fields of medical research, addiction, disability, homelessness, domestic violence, mental health, poverty, kids, youth, international development, education and more. What the successful applicants have in common is that they maximise their impact.

Overview: In the 2015 financial year, Perpetual distributed more than \$80 million from the charitable trusts and endowments it manages. Many of these trusts and endowments are created with specific directions about which charities benefit. However, where trusts and endowments have a more flexible approach to grant making, Perpetual undertakes to match its clients' wishes with suitable organisations.

The Impact Philanthropy program connects philanthropists with not-for-profits, and requires NFPs to demonstrate how they improve outcomes for the communities in which they operate.

In the past, the program has provided funding for a wide range of projects at different developmental stages. Pilot projects, existing projects, capacity building requests and early career researchers have all been supported through Impact Philanthropy funding.

The program encourages high quality outcomes by identifying organisations that can maximise their impact through:

- good governance
- strong strategy
- solid leadership
- an outcomes focus.

Grants generally range between \$10,000 and \$100,000.

In 2015, the average grant was approximately \$80,000. The maximum amount an organisation can request is \$200,000 per application

To apply, organisations must have Charity Tax Concession status or Deductible Gift Recipient (DGR1) endorsement from the tax office.

The 2016 grants round is open now, and closes on December 4, 2015.

→ [Find out more](#) [Funding Centre member-only access]



We're thrilled to announce that Professor Gillian Triggs (President, Australian Human Rights Commission) will deliver the keynote Joan Kirner Social Justice Oration at Communities in Control 2016. Stay tuned to www.communitiesincontrol.com.au for further speaker announcements.

The Communities in Control library is open!

What do Julia Gillard, Stephen Mayne, Jane Caro and Michael Kirby have in common?

They're all among the stellar line-up of inspirational speakers on record in the Communities in Control library. Check out this carefully curated (and steadily growing) collection of videos, speech transcripts and podcasts, which showcases the past five years of the community sector's biggest and best gathering. And we're building the collection with earlier material all the time.

To listen or read online, or download a podcast for later, visit www.communitiesincontrol.com.au.



Grant Guru says

- Your **output** is what you've actually done. Be precise in your reporting.
- Your **outcomes** are the change that makes in people's lives. Try to understand what it really means.
- Your **impact** is what will remain in the long term. You can't estimate this precisely, so be imaginative.

More funding opportunities

Volunteer grants are back!

The Federal Government's [Volunteer Grants Scheme](#) has just returned after a hiatus of two years.

In great news for small community organisations, grants of up to \$5000 are available so volunteers can have the cost of transport, fuel, training courses and background screening checks reimbursed, and so organisations can purchase small items of equipment to assist volunteers.

Applications are open until 2pm on Wednesday December 9.

To be among the first to hear about fantastic grants like this, [sign up for Funding Centre membership](#).

Queensland: Domestic and Family Violence Prevention Month Community Grants

Queensland organisations are invited to apply for up to \$3000 in funding to hold awareness-raising activities or events during Domestic and Family Violence Prevention Month in May 2016.

The community grants support and complement the [Queensland Government's response](#) to the report [Not Now, Not Ever: Putting an End to Domestic and Family Violence in Queensland](#).

For more information about the grants, call the Violence Against Women Commissioning Team on (07) 3224 4477 or email violence_prevention_team@communities.qld.gov.au.

Western Australia: Community Gardens Grants

When people come together through community gardening they improve community connections, learn new skills and share physical, social and nutritional benefits. Community gardens provide the opportunity for greater understanding to develop between neighbours, parents, young people and people from other cultures.

In Western Australia, \$400,000 is available over four years to assist with the establishment or development of community gardens. Up to \$20,000 for new gardens and up to \$10,000 for existing gardens is available for each project.

For eligibility details, visit the [Department of Local Government and Communities](#).

Grantseekers, have your say



The Australian Institute of Grants Management (AIGM), an Our Community enterprise, has launched its annual *Grants in Australia Survey*, and grantseekers from the community, charity and not-for-profit sectors are invited to have their say.

The AIGM has run the survey since 2006, and since then it has grown to become the largest study of grantseekers' habits and opinions in Australia. The 2013–14 study attracted more than 1000 responses.

The findings of the survey inform grantmakers and improve grantmaking in Australia, and they also play a key role in the AIGM's work to encourage best-practice and next-practice grantmaking among funders.

The 2015 survey is open to community organisations, not-for-profits and charities who have applied for a grant in the past 12 months. It contains 38 questions and takes 15–20 minutes to complete.

To have your say and help shape Australian grantmaking for the better, visit <http://www.ourcommunity.com.au/grantssurvey2015>.

**WIN A
FITBIT!**

Our Community and the AIGM are offering Grants in Australia Survey respondents the chance to win one of three [Fitbit Charges](#), valued at \$169.95 each.

To enter the draw:

- Fill out the survey (see the link above).
- Answer survey question 38.
- Provide your email address so we can contact you if you win.

The three best answers to question 38 – as judged by our panel of survey scrutineers – will win a Fitbit Charge!

Hacking for a good cause

Take one weekend, a bunch of government data and a gaggle of geeks, and you get the annual [GovHack event](#).

In 2015, over 1000 teams of creative thinkers and data crunchers dreamed up innovative ways of taking open source government data sets and turning them into useful web and mobile apps and visualisations. On offer were prizes worth more than \$120,000 in 42 categories, including Charity Data, Best Policy Insights, and Best Disaster Mitigation.

At Our Community, we love the concept of open data. Great data – used well – means good, targeted, evidence-based policy making. GovHack encourages government agencies at all levels to release data sets especially for the competition.

Here's a sample of entries with applications in the not-for-profit sector. All are still in the development phase.

Project: [HomeShare](#)

This team aimed to tackle the problems of housing affordability for young people and the isolation of some elderly people who live alone by linking older people with spare room capacity with young people in need.

Project: [ValYou](#)

When making investment or development decisions, decision makers often focus on dollar values,

and overlook cultural concerns, ecological impacts, and other values. This app aims to allow users to determine which values they should consider when assessing proposals, and weight each value according to their own values system, so they can make sensitive and informed decisions.

Project: [Charitable Mapping](#)

The winner of the Charity Data Bounty prize, this application allows users to identify the nearest charity that meets their requirements. It uses ACNC and ABS data to identify charities by the services they offer, and to locate geographic areas of need.

Project: [Owl](#)

Owl makes government data accessible to ordinary citizens by analysing government transcripts, extracting relevant information and transmitting this information visually and through Twitter feeds. It aims to make government data useful and meaningful in the community, particularly for young people.

Project: [Open Not Open](#)

This team set up a website to highlight the difficulties of accessing so-called open data; they also created a social media campaign to highlight their journey trying to access data (#opennotopen). Their goal was to explain why open data is important, and to get more Australians asking for information.

Project: [Caritas](#)

This family team (mum, dad and kids) aimed to measure how much support the not-for-profit sector provides to indigenous people on a range of issues, initially juvenile offending, mental illness and homelessness, by combining and comparing data from a range of Australian government agencies including the ACNC and the ABS.

Project: [Fact Fuelled](#)

Fact Fuelled presents information about violence and alcohol consumption in NSW, based on data about rates of alcohol-related violence and domestic violence. The team set out to counter alarmist responses to a perceived epidemic.

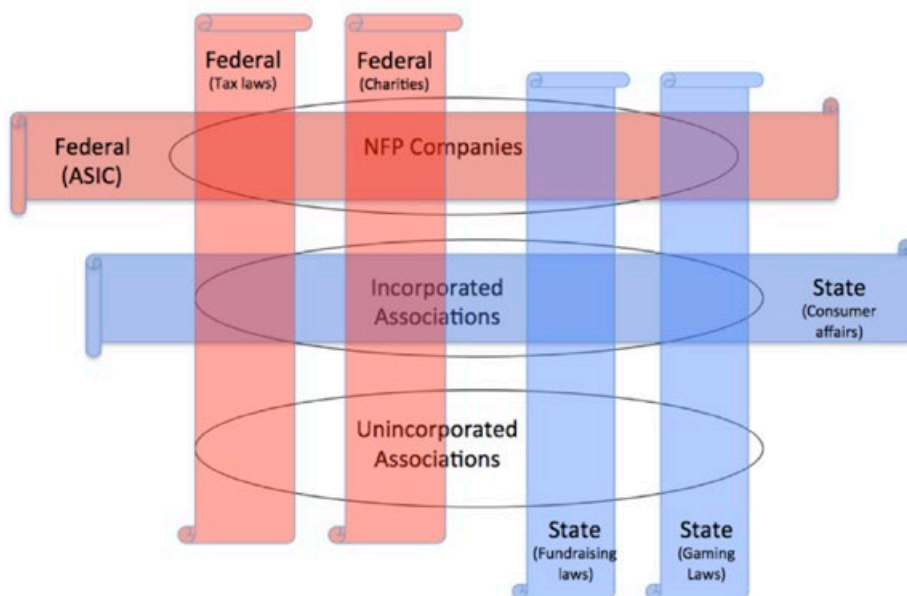
Project: [CharityConnect](#)

CharityConnect is a mobile app that connects charities with suitably skilled volunteers, and also enables donations to charities. It draws on data sets from the ABS, the ACNC and the Australian Institute of Health and Welfare.

Project: [Community Compass](#)

Community Compass allows users to locate the charities and social enterprises closest to them geographically. They can 'like' a charity, request updates on activities, share on social media, pledge a donation, volunteer, offer a corporate or community partnership, or make contact via an online form.

Tax law for not-for-profits (it's surprisingly interesting)



The dark art of Australian not-for-profit tax law is very, very complicated – even fascinating in its complexity. To help you to unravel some of its mysteries, we've put together a [new introductory tax help sheet](#), available now on our website. Like all our help sheets, it's free. Here's a taste.

Legal structures

Australian not-for-profits can choose to be any one of a bewildering number of legal entities. Possible forms include unincorporated associations, incorporated associations, companies limited by guarantee, trusts and cooperatives. Each of these has different regulators and different governance systems.

Tax classifications and charity status

That's bad enough, but laid on top of these classifications, and independent of them, is a completely separate layer of tax classifications – public benevolent institutions (PBIs), charities, non-charitable not-for-profits.

You can't decide for yourself which of these you want to be; either you are or you aren't.

All PBIs are charities, but not all charities are PBIs. All charities are not-for-profits, but not all not-for-profits are charities.

Your tax liabilities depend on which classification (and sometimes

sub-classification) your organisation falls into.

For federal taxes, you may (depending on your status) be eligible for partial or total exemption from income tax, fringe benefits tax (FBT) and goods and services tax (GST).

Those are the taxes that you pay as an organisation. You also have to pay taxes on behalf of your employees, holding back some of their pay and sending it off to the ATO. You may have income tax exemption, but they don't, and you're not exempt from paying it for them.

DGR status

The ATO also decides whether donations to your organisation will be tax-deductible for your donors. If they are, then you are what is known as a deductible gift recipient (DGR). The ATO account of DGR status can be found [here](#). It's all pretty arbitrary, very complicated indeed, and doesn't directly correlate with any of the other classifications. If you want DGR status you're definitely going to need to go to a specialist lawyer – preferably before you even set up your organisation, because a lot depends on the exact wording of your objectives.

Read more

[Read on online](#). And remember – the exact situation of your own organisation will depend on your own particular circumstances. For details, we refer you to the Australian Tax Office (ATO) [help sheets](#). They're somewhat dry and legalistic and not always clear, but it's impossible to rewrite them to be clearer without rendering them less accurate. If you're still not sure about where you stand after looking at the ATO help sheets, there's no way around it: you'll have to go to a specialist lawyer. That's why we have them.

Not-for-Profit Assist

Legal Membership Service:
Direct access to the expertise of lawyers who have extensive knowledge of the not-for-profit sector

> FIND OUT MORE

Tackling Australia's gender super gap



HESTA has backed the announcement of a Senate inquiry into the gender gap in retirement savings as an important step in the fight for greater equity in Australia's superannuation system.

The Australian Human Rights Commission recently found that superannuation payouts for women are approximately half of those of men. This super gap makes women vulnerable to poverty in retirement.

The Commission found that single elderly women experience the highest incidence of poverty and are at the greatest risk of entrenched poverty. Several factors combine to cause the gender savings gap in retirement: women typically move in and out of the workforce more often than men, are more likely to face wage discrimination than men, and live around five years longer than men.

HESTA CEO Debby Blakey said, "We have a sophisticated retirement system but it's based on the premise that all Australians enjoy uninterrupted working lives. For many women, this simply isn't the case."

HESTA has a long history of advocating for the benefits of super to be accessible to all, particularly women and the lower paid. HESTA has collaborated with other industry super funds to contribute collectively to the Senate inquiry and has also made its own submission.

The Economic References Committee is due to report to Parliament in March 2016. You can read submissions and transcripts [here](#).

This article is brought to you by HESTA, an Our Community partner.



Fundraisers, save the date: GiveNow Week 2015



GiveNow Week will again focus attention on the many ways individuals, families, businesses and groups can make a difference to the community in the lead-up to Christmas.

From Sunday November 29 to Saturday December 5, the GiveNow team will be working extra hard to attract visitors to givenow.com.au in order to increase donations to listed organisations during the season of goodwill to all men, women and kittens.

Last year, the causes listed on givenow.com.au collected more than \$200,000 during GiveNow Week, setting the scene for a bumper December.

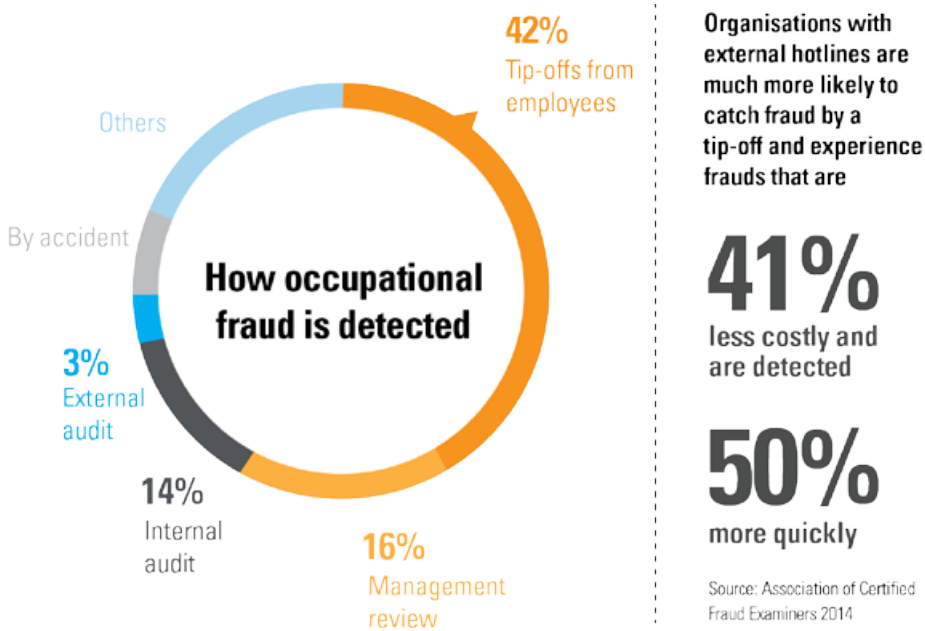
If your organisation has a cause listed on GiveNow, now's the time to make sure your house is in order and ready for a bumper week of traffic. We don't recommend you set up a special Christmas appeal, just that you make sure your current appeals are up-to-date and ready for the eyeballs of donors.

To review and update your cause, log in to your GiveNow SmartyFile at www.givenow.com.au.

[^] Source: Ross Clare, *An Update on the Level and Distribution of Retirement Savings, Association of Superannuation Funds of Australia, March 2014.*

Blowing the whistle on fraud and other misconduct

By Nathan Luker, General Manager, Your Call



It seems like every week that we hear media reports of inappropriate or illegal behaviour, misconduct or fraud at an organisation. In the weeks, months or even years that follow, we watch as the consequences of these allegations play out in the public eye. Allegations of **credit card misuse** at the Shire of York in Western Australia’s wheatbelt, **fraud** among Queensland sporting groups and by a **school principal** – they’re just a few examples.

Mitigating commercial and reputational risk is essential to any organisation’s health – essential when it comes to attracting funding, employees and customers, and protecting the board. One way in which not-for-profits can take a proactive approach is by implementing a whistleblowing program. Typically, a whistleblowing program aims to cultivate a “speak up” culture within an organisation, and removes barriers that might otherwise deter employees from reporting inappropriate conduct, which can occur at any level, from the longest-serving board member to the newest staff volunteer.

The power of allowing employees multiple ways to “speak up” – including anonymously – has been reviewed by various local and international studies. A **2014 study** by

the accounting network BDO Australia found that 35% of frauds in the not-for-profit sector were uncovered as a result of tip-offs, which makes tip-offs among the most effective means of fraud detection. It’s important, then, for an organisation to have a formal mechanism in place to channel tip-offs – in other words, a whistleblowing program.

A whistleblowing program is a serious commitment. Its planning, development and maintenance requires a sensitive approach to policy development and internal promotion. It requires support from all levels of the organisation, particularly the upper echelons. This is important: the BDO study found that 30% of the largest fraud incidents involved collusion, and of these, 31% involved a board member.

An effective whistleblowing program:

- provides multiple avenues for reporting wrongdoing
- offers whistleblowers support and protection
- guarantees anonymity
- guarantees confidentiality of reported information.

Internal and external reporting pathways are not mutually exclusive.

Organisations should always encourage employees to use internal means as their first option to report wrongdoing. But when employees feel unsafe, do not feel confident, or fear reprisals, it is crucial that they can report externally. This accords with best governance practice and Australian Standard AS 8004_2003.

Making multiple reporting pathways available:

- increases the likelihood that wrongdoing will be reported
- reduces delays in reporting wrongdoing
- allows timely assessment, investigation and action
- facilitates anonymous reporting, communication and protection
- allows individuals to report alleged wrongdoing at any level of the organisation.

The corollary, of course, is that organisations must take appropriate and timely action in response to reports to build integrity and trust.

How committed is your organisation to encouraging the reporting of wrongdoing? If you provide both internal and external reporting mechanisms that offer whistleblowers anonymity, protection, confidentiality and the promise of follow-up action, you are to be congratulated on your commitment.



Nathan Luker
General Manager, Your Call

Your Call provides whistleblowing-related services designed to help protect organisations from reputational and commercial risks.

Visit www.yourcall.com.au.

Fraud: it won't happen to us

"We trust each other here." "No-one in this club would do anything like that." "We're just a small group of volunteers." If you think you don't need a whistleblower policy, think again. A forthcoming study of not-for-profit finances by Our Community found that:

1. 6% of not-for-profits have experienced fraud in the past three years. The bigger the organisation, the higher the rate of fraud. Sector-wide, more than \$420 million may be being lost to fraud annually.
2. 60% of frauds are not reported to the police.
3. 31% of organisations believe they don't need any formal risk management processes because they are very trusting of their staff (the smaller the organisation, the more trusting it is). But 79% of frauds are perpetrated by trusted insiders. This means even the smallest volunteer-run group needs to manage the risk.

Our Community's Policy Bank contains dozens of free downloadable templated policies and procedures, including [this Whistleblower Policy](#) – click on Human Resources Policies at the bottom left of your screen, then scroll down to the bottom of the list.

Tools you can use

How to: measure your community's wellbeing

The Australian Unity Community Wellbeing Tool offers communities the opportunity to measure their collective wellbeing. Using markers including satisfaction with health, personal relationships, standard of living and sense of community, the tool computes an average wellbeing score for a community, and compares it to the normal range for Australians.

The Community Group Tool provides information about wellbeing by age group and gender, and it can advise how each measure of wellbeing compares against the national average. When used at set intervals, the Community Group Tool can provide data about how a community's wellbeing may be rising or falling.

To check the wellbeing of your community group, email Stephen Lunn at slunn@australianunity.com.au for more information.

How to: administer your community group's Facebook page

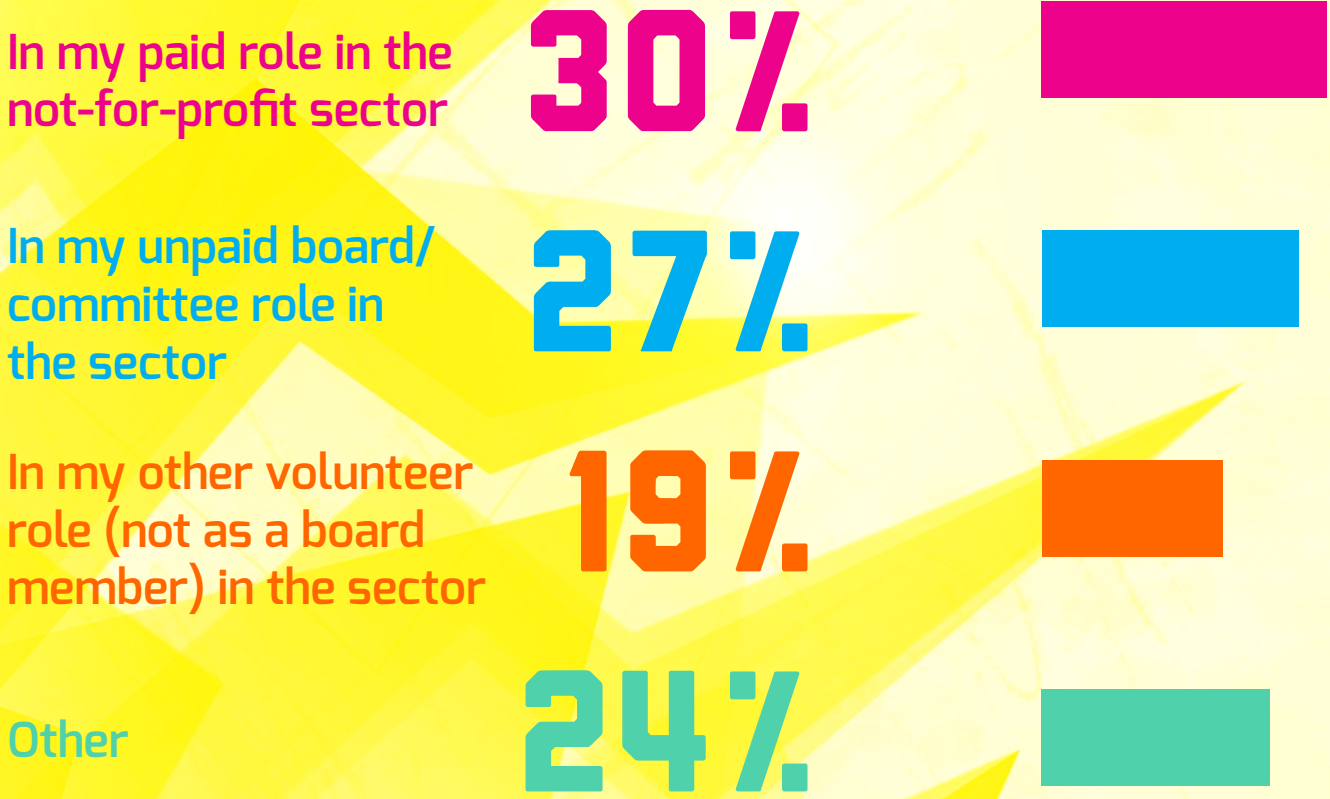
[Meet the People Who Will Care about Your Cause: A Nonprofit's Guide to Using Facebook](#) is a new step-by-step guide that helps community groups to get the most out of Facebook. Learn how to host a Q&A, manage paid ads, build relationships and learn more about your supporters. The not-for-profit [case studies](#) are a great resource too.



OUR COMMUNITY MATTERS READERSHIP SURVEY RESULTS REVEALED

Back in May, we began surveying you about this newsletter – what you like, what you don't like, and whether we should publish more photos of cats. The survey was open online for three issues of *Our Community Matters*. Now we've crunched the numbers in our giant pedal-powered number-crunching turbine and analysed the results. Most importantly, we've planned some changes in 2016 based on your feedback. Thank you – really, thank you – for taking the time to take the survey. Here's what you told us. Note that not all responses add to 100% because some questions allowed multiple answers.

IN WHAT CAPACITY DO YOU READ *OUR COMMUNITY MATTERS*?



SO WHAT?

No great surprises here. These stats are roughly what we expected before we did the survey. We've always planned our newsletter content around this sort of readership breakdown and we'll continue to do so – although we can't be sure what the readers who identify as 'Other' want. More cat photos?

HOW BIG IS THE ORGANISATION YOU WORK FOR/WITH? IF YOU WORK WITH MANY ORGANISATIONS, CONSIDER THE LARGEST.



SO WHAT?

Whoops – we left out one very important category when we designed the survey: organisations with zero paid employees – those that run entirely on the sweat, goodwill and instant coffee of volunteers. But based on the percentage of people who skipped the question or emailed us about it, we reckon this accounts for 18% of respondents, and we've adjusted all the figures accordingly.

What this tells us is that we need to continue to cater for a really diverse readership. We figure that if you work for a big organisation – one that's supported by an IT department, a marketing team, fundraising specialists, a receptionist and more – then you're not interested in the same kind of information as a volunteer committee member who's trying hard to hold things together with gaffer tape and working bees.

What we'll do differently, starting in 2016, is classify and label articles so that you can see at a glance whether it's likely to interest you.

3.

HOW OFTEN DO YOU OPEN AND READ *OUR COMMUNITY MATTERS*?

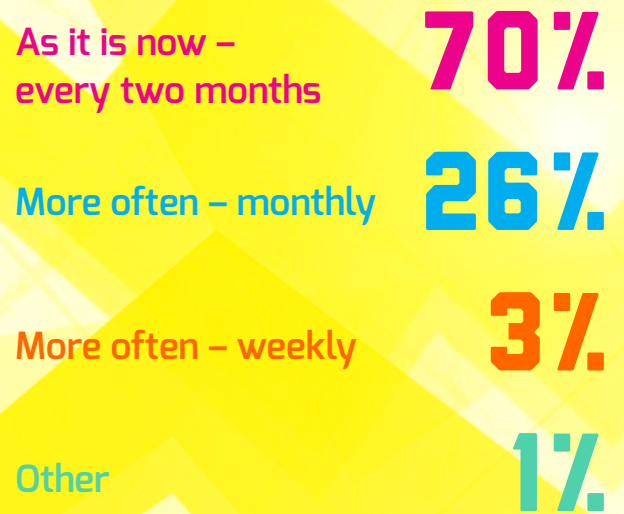


SO WHAT?

You know the 'Unsubscribe' link we send out with every issue? If you're part of the 1%, you should unsubscribe. But if you're part of the 55%, thanks. We aim to make it worth your while.

5.

HOW OFTEN WOULD YOU LIKE *OUR COMMUNITY MATTERS* TO BE PUBLISHED?



SO WHAT?

Phew! When we asked this question, we were a bit worried we were going to have to triple our staff numbers and work like serfs if readers demanded weekly publication or hourly updates. But no, it seems our current publication schedule suits most people (including the editor).

4. WHEN DO YOU READ *OUR COMMUNITY MATTERS*?

55% Most readers (55%) read it within a few days of receiving it. This tells us there's no point publishing information that will be out of date within two or three days.

6.

WE'RE HAPPY FOR YOU TO CIRCULATE OUR COMMUNITY MATTERS TO YOUR NETWORKS. ON AVERAGE, TO HOW MANY PEOPLE DO YOU FORWARD YOUR COPY?

None	31%
1	13%
2-5	38%
5-10	8%
More than 10	5%
Not sure	5%

SO WHAT?

Move over, Rupert Murdoch; step aside, BuzzFeed. These results put our readership figures (as distinct from our circulation figures) into the gazillions! Still, we're going to work on our sign-up page to try to lure those extra readers permanently into our eult membership database.

Other publishers might be tempted to try to sell more advertising with readership numbers like this, but we've never sought paid advertising, and that's not about to change.

7.

HOW DO YOU READ *OUR COMMUNITY MATTERS*?

Desktop or laptop computer	93%
Printed copy	11%
Tablet	10%
Mobile phone	5%
Other	2%

SO WHAT?

Print is dead!
Long live print!

More people are printing the newsletter than reading it on their or tablet, which might seem surprising, but then the PDF format doesn't really suit phones or tablets. Refer to next question.

8.

IN WHAT FORMAT WOULD YOU PREFER TO RECEIVE *OUR COMMUNITY MATTERS*?

As it is (as a PDF attachment) **76%**

In an email (HTML) **9%**

Headlines in an email with full text posted online **8%**

In an email (plain text) **7%**

SO WHAT?

We get challenged on this issue more than any other: why do we use such an outdated format as PDF? We use it because that's what the majority of our readers want – and this has been shown to be true yet again in 2015. We're going to continue with the same format in 2016 – but watch out for a slick new design. Coming soon.

9.

HOW DO YOU FEEL ABOUT THE OVERALL LENGTH OF THE NEWSLETTER? (IT'S TYPICALLY ABOUT 20 PAGES.)

It's about right **76%**

It's too long **23%**

It's too short **1%**

SO WHAT?

We've more or less nailed it. You can't please all the people all the time.

10.

HOW DO YOU FEEL ABOUT THE LENGTH OF INDIVIDUAL ARTICLES?

The current mix is about right **75%**

I'd like to see more short, snappy articles. **21%**

I'd like to see more long reads (more than 500 words) **4%**

SO WHAT?

Refer to previous answer. But we'll lean towards short and snappy side when in doubt.

11.

WHICH OF THESE REGULAR ITEMS DO YOU READ IN *OUR COMMUNITY MATTERS*?

Great Grant (grant opportunity) **92%**

What We Reckon (opinion piece) **84%**

Need to Know (NFP news digest) **84%**

Community Calendar (what's on) **84%**

Pulse Poll results **65%**

Good Moves (job vacancies) **44%**

Board Matching Service **38%**

SO WHAT?

We're going to continue to publish all these regular features – some because they're popular, and others because they help pay for all the other stuff. For example, the popularity of the Great Grant inspires us to do more to promote our [Funding Centre](#), where you can find hundreds of grant opportunities. Funding Centre membership costs money (single user membership starts at \$85 per year) – which pays for free resources such as policy templates, governance and finance booklets, and *Our Community Matters*. It's the same with [Good Moves](#), where employers pay to list job vacancies.

WHAT TYPE OF ARTICLES ARE INTERESTING AND USEFUL TO YOU?

Fundraising advice/information	76%	Community sector surveys	53%
New resources/tools on the Our Community website	68%	Media and marketing advice/information	51%
Training and conference information and dates	61%	Insurance and risk management advice/information	48%
Legal advice/information	60%	Technology advice/information	46%
Community sector updates/news	59%	Post-conference reports/speeches	45%
Leadership advice/information	57%	Profiles of people	35%
Opinion pieces	57%	Information about awards opportunities	34%
Boards and committees advice/information	55%	Overseas community sector news	25%

SO WHAT?

On the strength of these survey results, we're going to ramp up our coverage of the top 10 most popular subject areas (everything that rated more than 50%), starting in 2016. We're also going to discontinue, reduce or recast our coverage of the three least popular subject areas. Of course, if we uncover something we think you really need to know, we'll include it regardless.

13.

THINK ABOUT YOUR "IDEAL VERSION" OF THE *OUR COMMUNITY MATTERS* NEWSLETTER. WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES THE NEWSLETTER YOU WOULD LIKE TO READ?

Our Community Matters builds the capacity of the not-for-profit sector by providing practical resources.

61%

Our Community Matters provides all the news the sector needs to know.

27%

Our Community Matters is the not-for-profit sector's go-to publication for entertainment and inspiration.

10%

Other

3%

SO WHAT?

Most readers' "ideal" version of the newsletter – one that builds the capacity of the sector by providing practical resources – matches our own vision of what we do. It's great to have it confirmed and affirmed. We're going to continue to do it, with a renewed clarity of purpose.

DO YOU HAVE ANY OTHER SUGGESTIONS FOR IMPROVING OUR COMMUNITY MATTERS?

We haven't published every single suggestion here, but the following selection covers all the general sentiments expressed.

YOU SAID

- *"If you can, no more PDFs. Just send to email and we can click to you from there."*
- *"I don't open the PDF. Too much hassle. I strong recommend an email structure with a one-sentence intro per item with a link to find out more."*

WE SAY

PDFs are here to stay for now, because that's what the majority of readers want. Sorry. See question 8.

YOU SAID

"I would love to read more about entities supporting our future – particularly public schools and Parents & Citizens Associations, who volunteer to support their public schools."

WE SAY

Do you already subscribe to the newsletter of your state or territory's organisation for public school parents? You can find a list of those organisations [here](#) (scroll down to the bottom). We'll keep your suggestion in mind in 2016, and when we come across relevant news items and resources of national significance, we'll publish them.

YOU SAID

"I really like the international news as often what is happening overseas is what governments are reflecting on and working out how to implement in Australia."

WE SAY

We agree! We said earlier (question 12) that we were going to discontinue or reduce our coverage of overseas community sector news because only 25% of readers are interested in it. But that doesn't apply to significant overseas trends that have big implications for Australia. We're going to continue to report on those.

YOU SAID

"I want to see more info that is focused Australia-side, rather than on the south-east corner of Australia."

WE SAY

Fair call. We're based in Melbourne, and sometimes we struggle to cover interstate issues. So what should we be doing to keep abreast of what's happening beyond Victoria? Who should we be following on Twitter? What subscriptions do we need to activate? What are the big issues you'd like us to follow? Let us know – email service@ourcommunity.com.au.

YOU SAID

- "As I am in several small organisations (NFPs), a lot of the newsletter is of no interest or use. I am disappointed as your newsletter doesn't live up to its name. It seems to be only for the big NFPs that have paid staff. We don't. We are all volunteers without funding or office space."*
- "Very many community groups comprise only volunteers and are quite small. I don't believe that these many thousands of groups are appropriately supported."*

WE SAY

We hear you. Our survey results told us that we need to cater for very small and very large organisations (see question 2 earlier). We can't promise that every single thing we publish will be relevant to you, but we won't neglect you either.



"We are a small Australian-based charity but we use donated funds overseas (microfinance in Indonesia). I'd like more information for overseas organisations – there must be quite a few of us."



Our Community's aim is to help build the community groups and other not-for-profits that make Australia vibrant and strong. So this is not quite the right newsletter for you, sorry. Is your charity already a member of the Australian Council for International Development? If not, that might be a good starting point for the sort of information you're after.



"Provide leaders of small NFPs with advice on dealing with larger partners to avoid being 'taken over' or stepped over."



We assume you're talking about mergers. Check out our new free mergers guide, full of advice on exactly that problem: Thinking Big: To Merge or Not to Merge – That Is the Question.

"Have clear sections 'For Boards', 'For Treasurers', etc., with those sections up front. I send on any issues to my board that I think are especially relevant to them, but I'm not sure they read them if it takes too much time, as they're busy people."

Great idea – thanks for the suggestion. We're going to try this in 2016.



- "Please keep it funny. I love how you don't take yourselves too seriously and there is a cheeky, light-hearted, not-afraid-of-the-government tone."*
- "Although I take a deep breath when I open the PDF, it's always worth it to discover some relevant sector news and resources that were not on my radar."*
- "Don't stop. This is such an important resource, perhaps a key resource for the small players in the NFP sector – thanks for caring!"*



Gosh, thanks!

NEED TO KNOW: Your Two-Minute NFP News Digest

Charity data bonanza

“The Charity Register now also houses 87,000 Annual Information Statements, 39,000 governing documents and 25,000 financial reports – a wealth of information that was previously unavailable to donors and the public.”

– Susan Pascoe

The commissioner reviews the ACNC’s third annual report to Parliament, which focuses on the regulator’s role in reducing red tape and improving public trust and confidence in the charity sector. A week earlier, the ACNC had released its [strategic plan](#) for 2015–18.

→ [Full story](#)

ACT seeks to close charity loophole

“This legislation only affects professional organisations, peak industry bodies, political parties, industrial organisations, and organisations that promote trade, industry or commerce.”

– Andrew Barr

The ACT Chief Minister says “genuine charities” would not be affected by a legislative change that would see charity tax breaks closed off to many of the peak bodies and other organisations headquartered in Canberra. The Revenue (Charitable Organisations) Legislation Amendment Bill 2015 has come under fire from the Community Council for Australia, which says the proposed law would add to the sector’s red tape.

→ [Full story](#)

Giving meaning to life

“It is imperative for personal wellbeing to be doing something that provides meaning in life. People are happier when they are active, particularly when that activity gives them a sense of purpose or responsibility... It may be a social activity such as being in the local tennis club or Rotary. Or it may be volunteering as a lifesaver, caring for someone or doing or something as simple as gardening.”

– Dr Melissa Weinberg & Professor Robert Cummins

The Deakin University researchers responsible for the Australian Unity Wellbeing Index say a sense of purpose constitutes one side of the “golden triangle of happiness”. Financial control and strong relationships are the other crucial elements of a sense of wellbeing.

→ [Full report](#)

Get stuffed

“It’s a very male-dominated sport and people think we are not strong enough and all of the rest of it ... you know what? It’s not all about strength... Hopefully it will help female jockeys from now on to get more of a go. Because I believe that we sort of don’t get enough of a go and hopefully this will help.”

– Michelle Payne

The first female jockey ever to win the Melbourne Cup – and only the fourth ever to ride in the event – famously also told doubters they could “get stuffed”.

→ [Full story](#)

Howzat?

“I give advice to people who say they want to start up a foundation and I say, ‘Look, if there’s something that’s already in a similar space, help the organisation that’s already set up because it is a massive undertaking.”

– Steve Waugh

The former Australian cricket captain and Steve Waugh Foundation co-founder warns of the cost of duplication in philanthropic work.

→ [Full story](#)

UK fundraisers on notice

“Charitable giving is one of the most decent and generous attributes of a civilised society – and we need

to rebuild people’s faith in the big charities.”

– Rob Wilson

The UK Minister for Civil Society announces a new fundraising watchdog following the recommendations of an official review of charities’ practices. The move comes as public trust in British charities hits its lowest level for eight years, rocked by scandals such as the [collapse of Kids Company](#) and the [death](#) of a 92-year-old woman who received 267 charity letters in one month, leading to suggestions that being hounded for money pushed her to take her own life.

→ [Full story](#)

Workplace giving made easy

“We have canvassed the views of a broad range of stakeholders and experts, and workplace giving has emerged as an issue that is of particular interest.”

– Peter Treseder

The convenor of the Prime Minister’s Community Business Partnership flags the possibility of a workplace giving scheme that would see charitable donations deducted from employees’ wages automatically unless workers opted out.

→ [Full story](#)

More than souvlaki, soccer and stir-fries

“Multiculturalism is seen by close to 85% of respondents as a positive contributor to economic development and a success in facilitating integration.”

– Professor Andrew Markus

The author of Mapping Social Cohesion: The Scanlon Foundation Surveys 2015 finds that Australia remains a stable and highly cohesive society, and community concern about immigration and cultural diversity is relatively low.

→ [Full report](#)

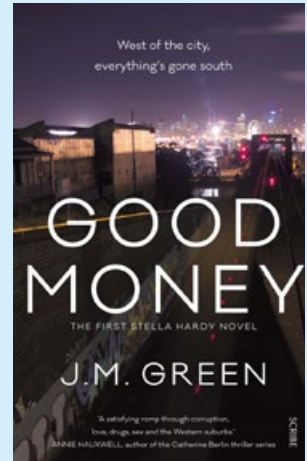
Our FAV♥URITE things...



GOOD READS
★★★★★

Good Money

"The taxi showed and I ran down to the street. It was a filthy night: the wind was whipping the trees about, and rain was hammering the footpath. The taxi dropped me outside the Flemington Housing Commission complex on Racecourse Road. Mrs Chol's flat was near the top of one of its towers. I dashed into the pong of the graffiti-stained foyer. In the lift, I wondered who else I might see in Mrs Chol's place – cops from the African Liaison Unit perhaps, maybe a grief counsellor. A woman I didn't know opened the door with a hushed 'Ahlan wasahlan'."



Meet Stella Hardy, a wisecracking social worker with a thirst for social justice, good laksa, and alcohol. The central character of JM Green's new crime novel, *Good Money*, makes this the perfect holiday read. Out now in paperback from Scribe; \$29.99.

Catch-up TV: Mental As



How much of the ABC's Mental Health Week coverage did you catch back in October?

Check out what you missed online, on the radio and on TV.

Not the Shopping Channel

A new two-minute animation from Social Traders, *Buying Social*, is a neat explanation of the benefits of buying from social enterprises: no diet shakes or ab busters, just good-quality products and other benefits – like, say, strengthening Australian communities.



And for corporate Christmas gifts with a difference, head to Good Spender, where you'll find chocolates, coffee, jewellery, handicrafts and more, all available online, along with details of their makers and the causes they support.

App fave: Welcome to Country

Download the new Welcome to Country i-phone app, and next time you cross a tribal boundary, you'll see a video introducing you to location-specific cultural protocols, presented by a traditional owner or elder. The app uses the phone's GPS to identify the area and relevant video. It covers more than 30 tribes and language groups across Australia, and more will be added over the coming months. It's not intended to replace an official, in-person Welcome to Country speech, event or ceremony.

Download Welcome to Country

Communities in Control 2016



Putting people and the planet back in the picture

Last year the budget crisis was all the rage, and if we didn't balance the damn thing this very moment, the living were going to envy the dead. This year, not so much.

The new thing is nation-building. Prime Minister Malcolm Turnbull has told his Industry Minister to release his "inner revolutionary" and find a few big ideas to make Australia more innovative – and told him to stop worrying about how to pay for it. Foreign Minister Julie Bishop wants to disrupt aid. Change is upon us.

Power is shifting – has already shifted. What was inconceivable suddenly seems possible, even obvious. An avalanche of tipping points is upon us – women's equality, family violence, human rights, refugees. What more will it take to move these things, and the others, all the way to the end of the road?

Modern technology is shaking everything up, disorienting us but also clearing paths to new possibilities and new coalitions. We're mad as hell and we're not going to take it any more, and now we don't have to, because some of that technology is putting people back into the centre, where we belong. Now we can find all the others

who feel the same way and rally them to our cause, whichever that is.

Because if anyone's looking for big new ideas, it's the community sector – these are the planners, the questioners, the dreamers. It's the community sector that holds Australia's values in its keeping.

The community sector knows what has to go when disruption sweeps through our systems, and what we must hold fast. It has more respect, more trust, more love than business and government combined. It's time to seize that power and wield it.

It's never too soon to work on your legacy. Come to Communities in Control 2016 and join in the search for alternatives.

At Communities in Control 2016, we'll be lifting our gaze from our smartphones and looking each other in the eye. We'll be putting names and faces to the numbers. Because that's what we do best. And that's what needs to be done.

**Communities in Control Conference 2016:
Moonee Ponds, Melbourne**

Monday & Tuesday, May 30 & 31, 2016

→ [Register here](#)

UPSKILL: Upcoming Training and Events

If you thought Tough Mudder meant a lot of training, wait till you see our 2016 training calendar. Whatever the obstacle, we've got the preparation you need to overcome it – to win grants, influence people and fundraise more effectively. It's not a race – it's all about teamwork, camaraderie and learning.

Diploma of Business (Governance)

The Diploma of Business (Governance) is Australia's only currently approved diploma-level governance qualification. This qualification is recognised nationally and will provide you with the knowledge and skills you need to sit on or work with boards at the highest level. Make 2016 the year that you get the recognition you deserve. New course **dates** are coming soon to the Institute of Community Directors Australia website.

Introduction to writing winning grant applications

This popular half-day course will let you in on the secrets of easily winning more grants for your community organisation or school. Find out how to drastically increase the number of grants you can apply for without pushing yourself (and your group) into an early grave.

Sydney	December 4
Melbourne	December 4
Brisbane	December 7

How to win grants and influence people

If you thought applying for a grant meant filling out a form and waiting for the money to roll in, think again. In this half-day course, you'll learn how to increase the number of grants you can apply for, write a winning application, and build long-term relationships with grantmakers.

Sydney	February 5
Melbourne	February 12
Brisbane	February 12
Perth	February 19

Strategies for Sustainable Funding

A seminar for volunteers, staff and fundraisers on how to build sustainability beyond grant funding for your community organisation.

Sydney	December 4
Melbourne	December 4
Brisbane	December 7

WTF? Where's the Funding?

Develop funding strategies that won't make you swear out loud: this half-day course will help you to develop a practical, workable, integrated, sustainable funding strategy. Learn how to expand your funding efforts into areas such as donations, partnerships, alumni/membership and special events, and build a more sustainable future for your organisation.

Sydney	February 5
Melbourne	February 12
Brisbane	February 12
Perth	February 19

We're adding more courses, dates and locations to our training calendar all the time, so visit www.ourcommunity.com.au/training/calendar for the very latest info.

Strategic planning webinar

If you're new to strategic planning, or if your existing plan is approaching its best-before date, book in to Connecting Up's strategic planning webinar. Examine a framework that will force your organisation to look forward without being constrained by the past. It's on Wednesday November 18 at 11am and costs \$40.

More information

Communications workshops

One of our favourite goodly PR and marketing agencies, Hootville ("Communications for good, not evil"), has four workshops in the pipeline:

- **Online Savvy** for those who manage websites, eMarketing and social media; Tuesday December 8
- **Speak Savvy** media training for media spokespeople; Thursday December 10
- **Media Savvy** for publicists and those who desire their share of the media spotlight, Thursday January 28, 2016
- **Marketing Savvy** for marketers and salespeople; Tuesday February 9, 2016.

Hop online for [more information](#) and bookings.

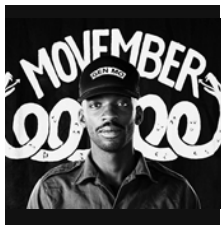
COMMUNITY CALENDAR: What's on in the NFP Sector

GiveNow's online [What's On Calendar](#) features nationally significant events that centre on major community, advocacy and awareness issues in Australia. Events taking place in the next two months include:



World Vegan Month November

Ever considered going vegan, but not sure where to start? Vegan Month is dedicated to educating people about vegan eating and lifestyles, and encouraging you to give it a go. Take part by eating and living vegan, being kinder to the environment, stopping animal cruelty, and living a healthier life.



Movember November

Movember celebrates the moustache and highlights men's health issues, specifically prostate cancer and depression in men. Mo Bros, supported by their Mo Sistas, start Movember clean-shaven and have the rest of the month to grow and groom their moustache. Mo Bros effectively become walking billboards for men's health and raise funds and awareness for Movember's men's health partners.



National Psychology Week November 8-14

The Australian Psychology Society's National Psychology Week aims to increase public awareness of how psychology can help people and communities lead healthier, happier and more meaningful lives.



National Adoption Awareness Week November 8-14

National Adoption Awareness Week is designed to raise awareness of adoption and provide education on the support needs of children and families. It also promotes reform of Australian adoption laws and practices.



Spinal Injury Awareness Week November 8-15

Every day in Australia, someone's life changes in an instant as a result of a spinal cord injury. This week is relevant not only to people living with spinal cord injuries, their families and friends, but to the broader community, venues and businesses.



National Recycling Week November 9-15

This week, Planet Ark aims to increase community awareness of recycling, increase collection rates and reduce contamination. Local councils, businesses and community groups are encouraged to join in throughout the week.



Dinesmart November 9-December 31

For six weeks leading up to Christmas, StreetSmart partners with restaurants to ask diners to make a small donation to StreetSmart on their bill. Every table is asked to add \$2 or more to their bill, not even the price of a coffee or mineral water. It's a simple idea that adds up to a big impact on the lives of people who are homeless.



Wow Day November 18

The dedicated work of State Emergency Service (SES) volunteers is celebrated across Australia today. On WOW Day, people are encouraged to show their support in a very simple but highly visible gesture: by wearing the colour orange. This is the colour worn by SES volunteers.



Schoolies Week November 21-28

'Safer Schoolies aims to enhance the safety of school leavers participating in end-of-school celebrations and the communities that host these celebrations.

Social Inclusion Week

November 21-29

Social Inclusion Week aims to help ensure all Australians feel included and valued, giving everyone the opportunity to participate fully in society. It's about connecting local communities, workmates, family and friends in order to build and strengthen relationships and networks, addressing isolation

White Ribbon Day November 25

The White Ribbon Campaign aims to raise awareness among Australian men and boys about the roles they can play to prevent violence against women. The campaign calls for men across Australia to speak out and take an oath swearing never to commit, excuse or remain silent about violence against women.



GiveNow Week

November 29-December 5

This week, visit givenow.com.au and consider the many ways that you, your family, friends and work mates can make a difference to the community in the lead-up to Christmas. (Hint: give now!)

World AIDS Day December 1

World AIDS Day raises awareness about the issues associated with HIV/AIDS. It is a day for people to show their support for people living with HIV and to commemorate people who have died.

Publicise Your Event

To add your national event to GiveNow's What's On Calendar, email your information to service@ourcommunity.com.au. We'll publish the details online, and we'll also select a number of events to publicise in *Our Community Matters*.

BOARD MATCHING SERVICE

The board vacancies below are just a small sample of what's currently listed on the Institute of Community Directors Australia website: www.communitydirectors.com.au/icda/board/.

Looking for talented people to contribute to your board or committee? The Institute of Community Directors Australia can promote your vacancy for free to a targeted audience of skilled professionals. Learn more about listing your vacancy: www.communitydirectors.com.au/icda/board/.

Australian Capital Territory

General Board Member

Stella Bella Little Stars Foundation

The Stella Bella Little Stars Foundation was launched in 2012 to brighten the lives of children in the ACT region who are living with serious and long term illnesses. It offers support and assistance to these children and their families, regardless of their diagnosis.

New South Wales

Treasurer, The Red Room Company

The Red Room Company's aim is to make poetry a meaningful part of everyday life. This not-for-profit is dedicated to creating unusual and useful poetry projects that awaken imaginations and empower marginalised voices. Bret Walker SC chairs The Red Room Company, which is looking for a treasurer with a love of language; someone passionate about education, social justice and helping not-for-profits realise their potential with sound financial governance.

Queensland

General Board Member

Ceramic Arts Queensland

Ceramic Arts Queensland was formed in 1968 by a group of potters whose vision was to create a platform for Queensland ceramic artists to exchange information and ideas, exhibit work, attend workshops, and connect with each other.

South Australia

General Board Member

Product Action Inc

This board seeks a person with experience in commonwealth-funded disability services. Meetings are held in Klemzig.

Tasmania

Secretary, Publicity Officer

Clarence Junior Football Club

The club provides the opportunity for about 400 children and youth to play AFL football. Games are played at Howrah Primary School and Clarence High School. The Secretary will be required to attend monthly meetings and take minutes. The Publicity Officer will manage the club's Facebook page and help with celebrations of club and member milestones via coach interviews, player profiles etc.

Victoria

Treasurer, General Board Member

Melbourne Community Television Consortium (Channel 31)

The Channel 31 board is going through an exciting period of expansion into the online space and is looking for a couple of community minded directors with experience in either accounting or the internet and information technology.

Western Australia

General Board Members

Miners Promise

Miners Promise is a not-for-profit that supports employees in the mining, oil, gas and construction industries. Miners Promise provides practical, emotional and financial support to families following a member's death or a significant crisis such as a serious illness or accident. The board seeks new members with finance, public relations and support services experience and knowledge.

GOOD MOVES: Not-for-profit jobs

If you need to fill a community or non-profit sector role, you need to consider listing your job in Good Moves. For just \$30, your opportunity will be seen online and in print by tens of thousands of Our Community members and supporters and, quite likely, the right person for the job. Post a vacancy here: www.ourcommunity.com.au/jobs/create_vacancy.form

Philanthropy Associate, Melbourne Recital Centre

This is an exciting opportunity for an experienced philanthropy professional to make a real difference to music in Melbourne. Melbourne Recital Centre is a major cultural facility at the heart of an inspired global music community. Reporting to the Development Director and working closely with the Philanthropy Manager, you will manage and grow a community of donors giving at the major gift level, with emphasis on the centre's Music Circle and initiatives to support contemporary programming and engagement with young donors. Your exceptional communication and interpersonal skills will be focused on creating meaningful relationships by fulfilling the interests and needs of major donors and engaging them with opportunities and encouragement to give. Your passion for music and the arts is combined with demonstrated experience and success in patron level fundraising campaigns and soliciting donations for high value individual giving programs. You have a thorough understanding of moves management and excellent written and oral presentation skills, and you enjoy working in a fast-paced, high-performing small team environment. Relevant qualifications and experience in business, arts management, philanthropy or equivalents, together with experience in a not-for-profit fundraising environment, are essential. For further information, visit www.melbournerecital.com.au.

To request a copy of the position description, contact Krys Pekin, Human Resources Manager, on (03) 9207 2600 or hr@melbournerecital.com.au. All applications are to be sent to hr@melbournerecital.com.au by 1pm on Wednesday November 18.

Browse all job vacancies here:

www.ourcommunity.com.au/jobs/list_all_jobs.form



ourcommunity.com.au
Where not-for-profits go for help

- **Fast Forward:** Please feel free to send this newsletter on to other not-for-profit groups you think might benefit from it.
- **Sign up:** Sign up to receive your own copy of *Our Community Matters* at www.ourcommunity.com.au/signup. It's free!
- **Reproduce:** Please feel free to reproduce articles from this newsletter. Please just add a small credit line, "courtesy of www.ourcommunity.com.au" and a direct link to the www.ourcommunity.com.au site if on a webpage.
- **Unsubscribe:** Please email service@ourcommunity.com.au and put "Unsubscribe-OCM" in the subject line.
- **Contact:** Ph: 03 9320 6800
Fax: 03 9326 6859
Email: service@ourcommunity.com.au
Web: www.ourcommunity.com.au