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1. Kookaburra Awards celebrate those who squawk loudest and longest

One of Australia's best known advocates, Stephen Mayne, has joined sex worker advocacy organisation Project Respect and outspoken animal protection group Animals Australia as the winners of the 2011 Kookaburra Awards.

The three were chosen from a field of 230 entries to receive the 2011 awards, which are designed to honour those people, groups and projects that make a real difference to our community by stretching people's vision of what's possible.

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

Outspoken Crikey founder, award-winning journalist, councillor, media contributor and shareholder activist **Stephen Mayne** won the individual category Kookaburra Award for his work to further the cause of good governance and women's leadership.

Mr Mayne, who was elected as a director of the not-for-profit Australian Shareholders' Association in May 2011, has been at the forefront of a push to shame more publicly listed Australian companies into getting more women on their boards.

"Stephen is a man who has no tolerance for injustice of any sort. He's a force of nature and a driver of social change," said Our Community Group Managing Director Denis Moriarty.

"As Stephen has pointed out, women constitute only 13% of directors of ASX200 boards – a shocking reality, not to mention a poor business decision for those boards.

"It takes conviction and courage to take on this issue in the way Stephen has. He has attended numerous AGMs so he could publicly and personally question key boards on their plans for improving diversity, published 'shame files' outing companies with no women on their boards, exploded the myth of there being no suitable women for such positions by publishing a file of 'talented and under-worked' female directors, and basically banged the drum in public forums and the media at any opportunity."

Mr Mayne's work to improve transparency, accountability and governance in business, politics and communities was also noted.

Project Respect took out the community group category Kookaburra Award in recognition of the organisation's work to fight against trafficking of women, and to stand up for the rights of women sex workers.

Among the varied activities undertaken by the Melbourne-based organisation have been a campaign against sex slavery; research and advocacy around conditions and legislation that prevent exploitation of women in Australia and overseas; and establishment of a social enterprise to train and employ women exiting the sex industry.

"This is an organisation that pushes us to acknowledge some dark truths about our society that most of us would probably prefer never to have to think about," Our Community's Denis Moriarty said.

"Project Respect's mission is to support women in the sex industry and to help prevent the exploitation and enslavement of women. Importantly, the organisation's work is centred around the principles of empowerment, education, advocacy and activism, tackling the often invisible structural inequalities that support discrimination against women.

"This is about true, sustained social change."

Prominent animal protection organisation **Animals Australia** took out the project category Kookaburra Award for its campaign to end the live export trade.

The organisation sparked public outrage in May this year when it joined with the RSPCA and *Four Corners* to expose the dark side of Australia's trade in live cattle to Indonesia. The *Four Corners* exposé featured shocking footage revealing atrocities relating to the way Australian cattle were being treated in Indonesian abattoirs.



“Few grassroots campaigns manage to break through the noise and truly move a nation – but this one did,” said Denis Moriarty.

“The campaign resulted in an outpouring of outrage among members of the general public, and a change in the political climate.

“This is the latest salvo fired in a sustained campaign by Animals Australia against inhumane animal export practices.”

Mr Moriarty commended all three Kookaburra Award winners for their driven, noisy, passionate and relentless work to create a better Australia.

“These are people and organisations that don’t take no for an answer,” he said.

“Their work embodies what the Kookaburra Awards are all about – recognising the people who squawk the longest and the loudest, not for their own gain, but to right wrongs and to build a better world.”

Westpac Head of Social Sector Banking Julienne Price said the three winners of the 2011 Kookaburra Awards would receive a \$3000 cash prize to help them further their work.

“These nominations, as well as the 227 others, provide a stunning illustration of the extraordinary amount of important and selfless work being carried out in the community sector across Australia,” she said. “We’re proud to be able to support that work.”

The three winners will be honoured at a celebration function to be held in Melbourne in February, while all 230 nominees will be recognised in a tribute booklet to be distributed free of charge from the start of next year.

All nominees will also receive a certificate acknowledging their nomination as a 2011 Kookaburra.

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2. GiveNow Week provides the antidote to yuletide “orgy of consumption”

Christmas can easily become an orgy of consumption.

In a study published four years ago, The Australia Institute quoted \$14 billion as the amount Australians spent on presents, food and drink during the festive season.

The good news is that there is an antidote close at hand, with the sixth annual GiveNow Week being held this week – November 28 to December 4.

GiveNow Week aims to focus the public’s attention on how they can give more (and more wisely) to their communities during the holiday season and beyond.

The GiveNow Week website – www.givenowweek.com.au – features:

- The *What type of giver are you?* quiz, providing giving tips based on your personality type;
- The *2011 Good Gifts Guide* to help people buy socially responsible gifts that do good, and help raise funds for groups and their work;
- Tips for giving wisely;
- A *Green Christmas Guide* to help people have a more sustainable Christmas;
- Lists of good cause suppliers – community groups selling Christmas items to raise money for good causes;
- Ten alternatives to the infamously wasteful office Kris Kringle.

Visitors to the site can also make a secure online donation to one of the hundreds of causes collecting donations for Christmas appeals and other causes through www.GiveNow.com.au.



GiveNow.com.au director Kylie Cirak said Australia's only commission-free giving site currently listed in excess of 2000 causes. More than 83,000 individuals have used the service, donating more than \$21 million to date.

How your community group can benefit from GiveNow Week

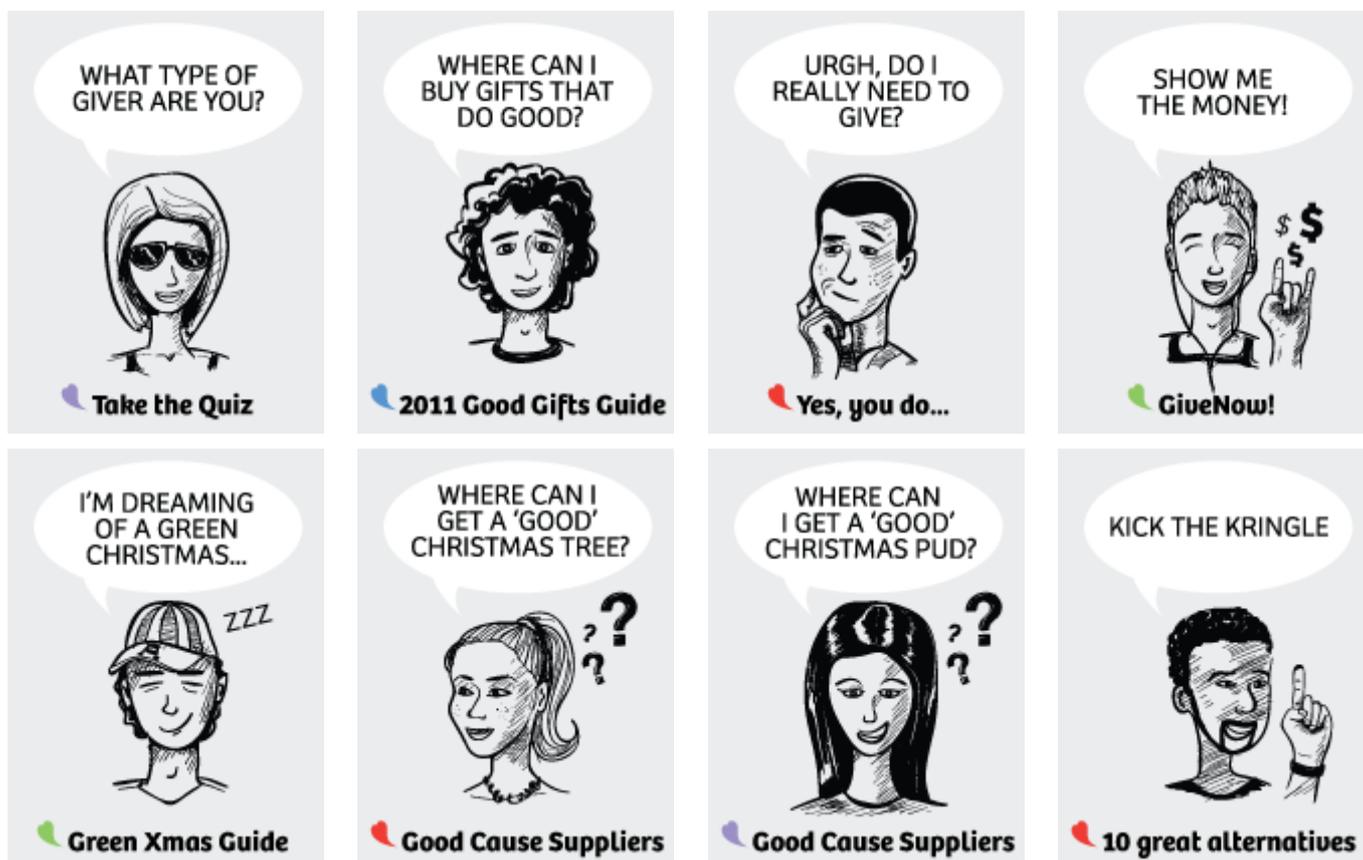
GiveNow Week also sets out to highlight the many ways community groups can benefit during the festive season.

As the latest edition of *Raising Funds* puts it: "It makes perfect sense that your group makes the most of the chance to raise money while people's hearts and wallets are open. But you can't just expect people to give to you. You have to give them a reason to do so."

You can help push giving (and giving to your group) by taking part in GiveNow Week. Here's how:

- **Spread the word** – mark GiveNow Week by telling the world what you do, why you're great and why they should support you and the community this Christmas. If you need some help, [download the sample media release \(in Word\)](#), adapt it to your purposes and send it out to local media.
- **List your appeal** – Listing your group's appeal at www.GiveNow.com.au makes plenty of sense. The site receives plenty of online traffic this time of year, and listing your group's appeal is free. GiveNow.com.au also has a specific link for Christmas appeals; when you list a new appeal, put 'Christmas' in the heading.
- **Tell people about your cause** – The more people who know about your cause, the more chance you have to attract donations from them. Put a link to your appeal on all your printed and electronic materials – everything that leaves your office – and encourage people to donate. Put the [GiveNow Week logo](#) up on your website and on your email signature to encourage people to get in the giving spirit.
- **Spend it wisely** – Lead by example by buying your personal and organisation's Christmas trees and Christmas gifts through community groups. Check out the [Good Gifts Guide](#), as well as listings of groups selling [Christmas trees](#) and [puddings](#).

For more information about GiveNow Week, go to www.givenowweek.com.au, or click the buttons below.



3. “Two-headed” Charities Commission begins to take shape

The new charities and not-for-profit regulator will make a public example of any fraudulent charity it uncovers, head of the Australian Charities and Nonprofits Commission (ACNC) taskforce Susan Pascoe has warned.

In her keynote presentation at the Our Community Board Builder Conference on November 18, Ms Pascoe likened the new regulatory body to Janus, the two-headed Roman god of transitions and beginnings, warning that while the ACNC will have a “light touch” for those who follow the rules, it will be heavy handed for those who don’t.

“For the very small number that engage in deliberate wrongdoing [we will] be quite heavy handed, and publicly so, so that it is made clear that there is no tolerance, because it brings the whole sector into disrepute when one or two charities operate improperly,” she said.

Ms Pascoe discussed implications and vital directions for community organisations and boards, as the sector prepares to undergo a series of significant changes over the next few years.

The ACNC would become an independent statutory body that reports to Parliament, overseeing a \$53.6 million four-year budget, Ms Pascoe said.

Above all else, the regulator’s main role would be to register charities, and to create a publicly searchable database of all registered charities, she said.

The ACNC would create an information portal to provide the public with objective information that would allow them to learn about individual charities, and would become a “one stop shop” for charities to access Commonwealth tax concessions, state/territory concessions, and to find help applying for business numbers.

It is hoped that the taskforce will be up and running by July 1, 2012, a process that includes searching for premises, hiring 90 staff, building infrastructure, and creating processes and guidance material.

As the new regulator, the ACNC will use a three-pronged approach to their charity consultation:

1. Website and YouTube information briefings;
2. Roundtable discussions on key topics;
3. Formal consultations.

Meanwhile, the Federal Treasury released a [consultation paper](#) in October to allow groups, individuals and any other interested parties to comment on the definition of charity, a process which will be central to the operation of the ACNC.

Ms Pascoe said she did not think the new definition of charity would produce any major surprises. (See [Part 5](#) for more on the charities definition reform process.)

The ACNC’s new website is now up and running at <http://acnctaskforce.treasury.gov.au>



ACNC taskforce chief Susan Pascoe

Lessons in Centro case, but nothing to be worried about, delegates told

There are important lessons to be learned from the high-profile Centro case, but nothing to worry about for a vigilant board member, Gavin Nicholson told the Board Builder conference.

Mr Nicholson, an associate professor at QUT Business School, said the failure of real estate management group Centro was not in the board’s financial aptitude, but in its delegation of important fact checking.

“While it’s about finance, it’s not about finance,” Mr Nicholson said.

“Know, as a board, under whatever legislation – whether you’re a company limited by guarantee, an incorporated association, or whatever it is – know what you can and can’t delegate,” he said.

Mr Nicholson said the collapse of Centro could be put down to a simple mistake in checking financial statements. He said a person of average financial knowledge should have noticed a mistake that led to the directors wrongly classifying more than \$1 billion dollars of short-term debt.

While it was not expected for board members to be involved in every process of creating a financial statement, it was important to delegate appropriately, he said.

Mr Nicholson offered these suggestions for responsible delegation:

1. Minute your delegations clearly
2. Add new committees if it is necessary
3. Get reports and follow up on any questions you may have
4. Assess periodically.

Mr Nicholson said a poor process would lead to poor decisions.

He said it was important to create and understand a safe and sensible process in the boardroom, and, as we had learned from Centro, it was dangerous not to do so.

Mr Nicholson noted that the judge who presided over the Centro case did not accuse the directors of willful negligence, instead finding that they were guilty of neglectful inattention.

He quoted the judge as saying, "They're intelligent, experienced and conscientious people, but they failed to take the steps required of them, particularly by the legislation."

Mr Nicholson said it was important for a board to understand its role and responsibility.

"No matter what your legal form, we can all learn that it's about performance and getting better decisions, as well as making sure we comply," he said.

"You need to know what you can and can't delegate, you need to understand basic financial strategy, you need to look at your decision process, you need to participate, and you need to review your information flows."

More lessons from the 2011 Spring Board Builder Conference will appear in the *Board Builder* newsletter – find out more at www.ourcommunity.com.au/boardbuilder.

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4. Women on not-for-profit boards: Not as good a story as you might think

Not-for-profit community groups are, we all agree, good things, and the world would be better if there were more of them. Which is why we usually refrain from poking them with pointy sticks.

Usually. But there are times and places and issues when the non-pointy-stick policy has to be set aside. And one of those issues is their remarkably poor performance at promoting women.

Our Community Chair and founder of Women's Leadership Institute Australia (WLIA) Carol Schwartz earlier this year undertook some research on the picture in the 50 top fundraising not-for-profits.

Let's look at the figures:

	Chairs	Directors	CEOs	Executives
FEMALES	12	147	13	74
MALES	38	326	37	153
% FEMALES	24%	31%	26%	33%

“While there are a number of organisations with female leaders and they integrate women into the leadership teams, the idea that across the board, non-profits are gender-balanced or women-friendly is a myth,” Ms Schwartz said in releasing the figures in July.

Only a third of the directors and a third of the executives are women, and the next stage in the filtering process – looking at Chairs and CEOs – cuts that down to a quarter.

To be sure, that’s a little better than the absolutely abysmal performance by the Australian commercial sector – where only 13% of all board positions are held by females and a third of companies have no women on the board at all – but the not-for-profit sector, where around 70% of employees are female, should be doing way better than that.

And the bigger the organisation, the worse the picture: the WLIA research found that in the biggest not-for-profits (those that fundraise more than \$40 million per year), women made up only 20% of CEOs, and only 10% of chairs.

Earlier research carried out by Sue Woodward, then of the University of Melbourne, found that three-quarters of not-for-profit boards had at least one woman on their boards. But of the 1700 not-for-profits surveyed, only 26% of directors were female, the [2004 study](#) found.

A new Our Community-WLIA book, written with the support of the Alcoa Foundation, is designed to help put the situation to rights.

Get on a Board (Even Better – Become the Chair) takes readers on a journey through the board lifecycle, from first consideration of such a role, through finding the right board, getting the gig, honing your performance and, finally, moving on.

The book is designed to inspire and empower more women to take the leap into the board arena. There are many insights for men as well, as well as for boards wanting to make their structures more welcoming to women.

Get on a Board will form the backbone for a women’s leadership training program – again, organised and delivered jointly by Our Community, WLIA and the Alcoa Foundation – that will be rolled out across the country in early 2012.

Author Kylie Cirak told the recent Board Builder Conference that studies had shown that having more women on your board (in fact, she said, you need a minimum of three) led to better decision making.

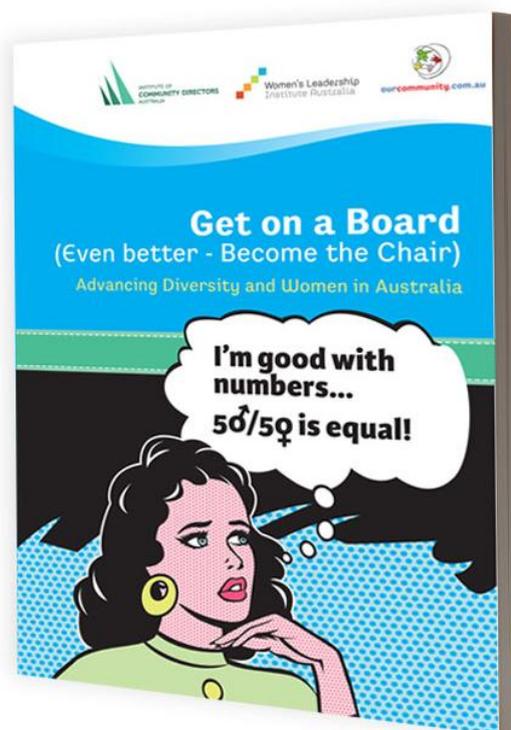
“Countless studies have demonstrated that having a diverse board leads to better organisational performance,” Ms Cirak said.

“Having women on your boards leads to smarter decision making. Another study this year by Woolley and Malone found that while there’s little correlation between the group’s collective intelligence and the IQs of its individual members, if a group includes more women, its collective intelligence rises.

“Again, that’s not necessarily about women being smarter than men. It’s that when there’s that diversity in the group, the collective intelligence of that group does increase. So again a diverse board is a smart board. It makes sense.”

Well, the good news is that we now have a reliable baseline from which to measure ongoing improvements, and we have some of the tools we need to get us there. The bad news is that there’s a long, long way to go.

You can order a copy of *Get on a Board* at www.ourcommunity.com.au/books.



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5. Defining Times: OC pushes for broader definition of charity, inclusion of sport

Our Community has made a submission in response to the Federal Government's new consultation paper on the definition of charity.

The paper, which was released on October 28, is designed to frame the consultation process in the lead-up to introduction of a statutory definition of charity, which is to be applied across all Commonwealth laws from July 1, 2013.

Our submission says that the nightmarish and outmoded method of defining charity has been unfair on small not-for-profits, making it hard to seek the tax advantages that charitable status confers, as well as the accompanying perceptions of greater 'legitimacy' that such status often conveys.

We argue that the government should make a "clean break with 400 years of quibbling over the terms of the Statute of Elizabeth" and move to instituting a clear and simple definition of charity, i.e.: "Any purpose that is beneficial to the community".

"The debate should now surely be over the real matters at issue – the definitions of 'benefit' and 'public'," our submission says.

"These potentially slippery concepts are central to the health and wellbeing of our communities, and decisions on what they are to cover cannot be avoided (though they can be camouflaged, hidden, or denied)."

We suggest that any causes deemed to be *in the public benefit* should be eligible for charitable status.

"Our Community believes that amateur sports organisations are for the public benefit," the submission says. "We believe that, in view of public concerns about increases in the rate of obesity and diabetes, the encouragement of amateur sports organisations should be a high public priority" and therefore eligible for charitable status.

"This would overcome the ridiculous situation whereby one may gain a tax deduction for donating to, say, Diabetes Australia (working for those with diabetes), but not for donating to a community-based amateur sports group that will assist your health and potentially prevent you from getting diabetes in the first place.

"We believe that the preventative path is just as worthy of a tax-deductible donation, if not more so."

Our Community points out that merely belonging to community groups – *any* community group – has been shown to contribute to health.

"This should surely mean that the onus of proving that the work of such a group is **not** for the public benefit should rest on the ATO," our submission says.

"The present situation, and the present ATO position, is based on the outmoded view that the type specimen of philanthropy is Lady Bountiful giving soup to the deserving poor.

"Any organisation that approaches this end of the spectrum ('the direct relief of poverty, sickness, suffering, distress, misfortune, disability or helplessness') is favoured, and any organisation that attempts to address the fundamental causes of these problems is penalised.

"This is inconsistent with the government's own policies and needs to be addressed as a matter of urgency."

Do you agree? You have until Friday, December 9, to have your say.

This is a once in a lifetime opportunity for not-for-profits wishing to influence how the many and varied organisations that make up this colourful and wonderful sector are treated in the long term.

Find out more at www.treasury.gov.au/contentitem.asp?NavId=&ContentID=2161

"This is a once in a lifetime opportunity for not-for-profits wishing to influence how the many and varied organisations that make up this colourful and wonderful sector are treated in the long term."

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6. It's confirmed: charities can advocate and philanthropy can fund it

Our thanks to social change philanthropy advisory organisation Changemakers Australia for providing this advice on an important new Tax Office ruling.

On October 12, the Australian Tax Office released the final Tax Ruling for charities, which was updated following the High Court decision on AID/WATCH.

The new Tax Ruling (TR 2011/4) heralds a new era for Australian charities, where it is clearly legitimate for charities to advocate as a means of meeting their objectives, and where philanthropy can fund charities to do advocacy.

No longer do charities and philanthropy have to try and comply with confusing laws where there was a fine line between advocacy which was 'incidental' and permissible, or advocacy which was an 'end' in itself and not okay.

Now charities can:

- Have "political" purposes in their constitutions – meaning they can explicitly state that they aim to change laws and policies, without it impacting on their charitable status;
- Be an organisation that is predominantly focused on advocacy, so long as the subject matter of their advocacy is charitable (such as relief of poverty, human rights, environmental protection);
- Advocate for or against candidates or parties in elections as a means of meeting their charitable purpose.

Importantly, philanthropic trusts and foundations which are bound to fund "charitable purposes" through their Trust Deed can fund charities to do advocacy without fear.

How does the new Tax Ruling TR 2011/4 uphold the rights of charities to do and fund advocacy?

Old approach, pre AID/WATCH	New approach, Tax Ruling TR 2011/4
Political or lobbying purposes were not charitable.	No general doctrine in Australia which excludes a charity from having political purposes.
Charities could engage in political activities (advocacy) where it was merely incidental to their charitable purposes. Charities had to ensure that their advocacy activities were a means to an end (i.e. to achieve their charitable objects) and did not become an end in themselves.	No limitation on charities regarding advocacy
Organisations which only engaged in advocacy activities were likely to be ineligible for charitable status	An entity can be charitable if it has a purpose of generating public debate with a view to influencing legislation, government activities or government policies. Needs to be in relation to subject matter that comes within the four heads of charity. Subject matter outside of this will be decided on a case by case basis. The means and ends need to be consistent with the rule of law and established system of government.
A purpose of supporting a particular party or its line was not charitable. Charities could advocate to further their charitable purpose during election times, but only in a non-partisan way.	Political parties are not charitable. A sole purpose of engaging in activities associated with political parties is not charitable. However, a charity can seek to affect its sole charitable purpose through non-charitable political activities. This includes seeking to persuade members of the public to vote for or against particular candidates or parties in an election or distributing material designed to underpin a party political campaign.

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7. Fair's Fair Work: Community sector pay case update

In case you missed the scenes of sheer joy for community sector workers on November 10, here's a reminder:



Photo:
Australian Services
Union

What's the background?

In March 2010 the Australian Services Union (ASU) went to the Fair Work Tribunal to argue that community sector workers (e.g. social workers, counsellors and disability workers) were underpaid because they were a predominantly female profession.

In May this year, the Tribunal found in the ASU's favour, acknowledging a significant pay gap, though declining to rule on just *how much* of the pay gap was due to gender.

The Tribunal instead asked for further submissions on how much of the pay gap was due to gender, and therefore what size pay increase was due.

The unions were asking for between 16% and 54%, while most employer groups (ACCI, ABI, AFEI and CCIWA) favoured 0%.

The ASU has described the Equal Pay Case as "the most important case for the rights of women in the last 20 years".

What are the sticking points?

Few seemed to be arguing that community sector workers shouldn't get a payrise; the main sticking point seemed to be around such subsidiary but important issues as "Who backs it?" and "Who pays for it?"

At one point all governments, federal and state (who together provide the vast bulk of the funding for community sector organisations), seemed likely to support the outcome of the case and committed to funding any resultant payrise.

But as governments changed and the political and economic winds changed directions, support appeared to be peeling away. NSW, in particular, notably shifted its position from generally supportive to generally hostile.

Some community organisations also raised concerns, fearing that a pay increase would be handed down without the means for them to fund it.

Why the celebration?

On November 10, Prime Minister Gillard announced that the Government would provide \$2 billion to fund the outcome of the pay case, a move it said would “deliver an history pay rise to 150,000 of Australia’s lowest paid workers ... – the vast majority of them women”.

The Government pledged to put a joint submission with the ASU to Fair Work Australia, encouraging state and territory governments to “do the right thing” and commit to funding their share of any resulting pay rise as well.

What’s next?

Everybody was to head back into the Tribunal on October 24, but the Federal Government called for a **postponement** in the hope of a negotiated solution.

If Fair Work Australia provides approval for the Federal Government/ASU submission, pay increases will be phased in for community and social sector workers over six years, starting from December 1, 2012.

Watch this space.

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8. Diary Dates: Federal Government continues march to reform

There’s so much happening at the federal level, it might be handy to lodge a few of these dates in your diary, as outlined in Assistant Treasurer Bill Shorten’s new *Not-for-profit Reform Newsletter*:

- Review of not-for-profit governance arrangements – expected late November/early December, 2011
- Legislation to establish the Australian Charities and Not-for-profit Commission: exposure draft consultation – expected December 9, 2011 to January 13, 2012
- Second exposure draft of ‘In-Australia’ special conditions and definition of not-for-profit: expected – expected late 2011
- A national approach to fundraising regulation: discussion paper — expected late 2011
- Better targeting of tax concessions: exposure draft — expected January 2012



Assistant Treasurer Bill Shorten

“The Treasury and the Government recognise the end of the year is not an ideal time to undertake a consultation process and we recognise that many in the sector will be on holidays,” the *Not-for-profit Reform Newsletter* says.

“Treasury will therefore conduct several discussion forums in mid-December with various members of the NFP sector to ensure the fullest engagement possible.

“We also encourage the sector to continue, where possible, to engage with Treasury in the final stretch of work needed to establish the ACNC.”

If you’re interested in any of these governance, charities, fundraising and tax concession reforms (and, if you’re involved in a community organisation, you should be) you probably can’t afford to switch off absolutely over Christmas.

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9. Bob-a-Job: Reinventing volunteering, scout-style

You know you're getting old when you have to explain what Bob-a-Job means. Or a bob, come to that – an old shilling, now 10 cents.

And you certainly know you're getting old when you can remember when 10 cents was a meaningful unit in fundraising.

Back in the day, boy scouts spent their school holidays going around door to door, generally in patrols, knocking on doors and saying, "Hello, this is Bob-a-Job week, do you want any jobs done?"

Scouts took on tasks like cleaning out garages, walking pets, gardening, car washing, or shopping, all for a lousy bob (which wasn't by any means a fortune even then).

It was the organisation's major fundraiser – partly because its founder, Lord Baden-Powell, had thought that just asking for money was too like begging.

Since then, of course, we've had decimalisation, inflation, and lots of stories about the unwisdom of having little boys knock on strange doors (except at Halloween), and Australian scouts dumped the scheme decades ago.

In the UK, however, they're trying to bring something like it back again.

It will be called , and organisers say it's not going to be so consumer-focused.

Instead of jobs for households, the focus will be on scout involvement in a single project lasting a week and involving the whole group – polishing items in a museum, say, or doing some gardening for a hospital, or building work on a local playground.

The work will be done for free but residents in the local community who appreciate it will be invited to give money.

The idea is to train scouts in the volunteering ethos in the hope that they'll continue it when they grow up. In an era where you can get scout badges for IT, PR, and combating internet piracy, this may be a sensible move; if Steve Jobs had been a scout he may have been a little freer with his philanthropy.

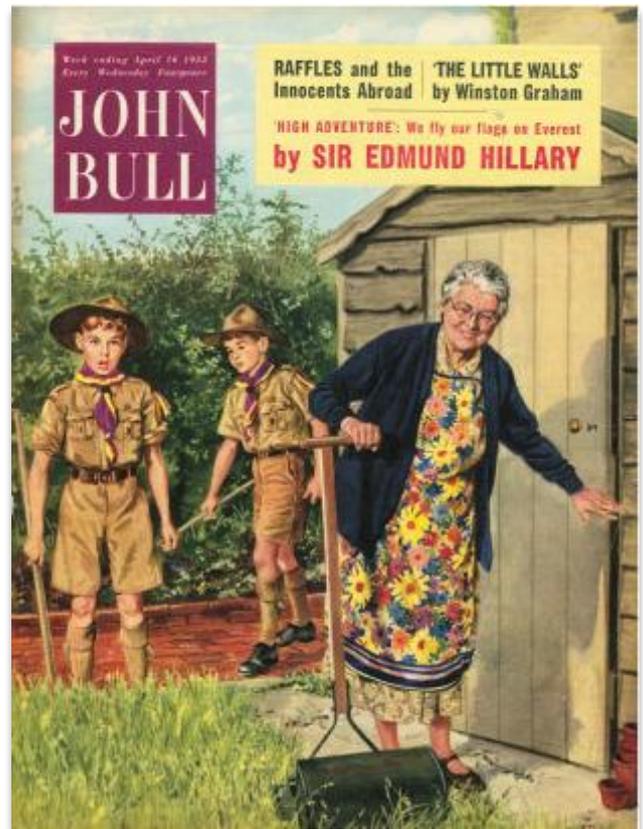
The new model Work Health and Safety Act

The Australian states have been working on harmonising their Work Health and Safety legislation, and unless you've checked it recently you may find that some of the rules have changed.

In particular, it's now clear that volunteers receive the same level of work health and safety protection as employees; and that's raised issues about what happens to the board. Volunteering Australia is able to offer an answer:

Concerns have been raised with Volunteering Australia about volunteers on Boards and Committees of Management being prosecuted in the event of failure to comply with a health and safety duty owed by them to another individual. Volunteering Australia has received advice from the Office of Senator Chris Evans, Minister for Workplace Relations and has held discussions with officers from Safe Work Australia. We now understand that the intent of the Act is as follows:

1. Volunteer associations, whether they be incorporated or unincorporated, which are wholly made up of volunteers working for a community purpose, where none of the volunteers employ any workers, will



not fall within the model WHS Act. Therefore volunteer directors, officers and workers of these associations cannot be prosecuted under the model WHS laws.

2. If a volunteer association, incorporated or unincorporated, employs any person to carry out work for the association, that association will owe health and safety duties to workers, including volunteers and will be subject to the provisions of the model WHS Act. However volunteer directors/officers will only have duties of workers/other persons at the workplace and cannot be prosecuted for any failure to comply with the duty of officers. The duty of workers and other persons at a workplace are similar to duties owed by volunteers/workers under current OHS legislation.

Find out more by [clicking here](#).

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10. Marketing Guru: What's in a name?

It's an old question. Which is better – a short snappy name that trips off the tongue, or a long boring name that says what you actually do?

Apple took the first course, International Business Machines (IBM) and Kentucky Fried Chicken (KFC) took the second and then converted it into the first, and the Department of Sustainability, Environment, Water, Population and Communities (DSEWPC) has doubled down on the second.

“We weren't going to be dropping an established brand.”

In the not-for-profit sector the first approach has been taken by organisations like Scope, which changed its name from The Spastic Society, and Novita, which used to be The Crippled Children's Association of South Australia.

The downside of that, of course, is that you then have to sell your brand so that people who are looking for services for people with disability (and people who want to donate to them) know that you're actually working in the area.

It's a lot more difficult to build a not-for-profit brand than it is to build a commercial brand because Coca-Cola is able to spend several billion dollars a year putting it in front of you (as a test, if you live in the city, see if you can work out a way to get from home to work without passing a Coke sign. I bet you can't.)

Community organisations just don't have that cash spare, and wouldn't spend it on advertising if they did.

Some organisations have gone the other way. In the UK the National Children's Home, having rebadged itself many years ago as NCH, changed its name to the slightly more informative Action for Children, while RNID (previously the Royal National Institute for the Deaf) became Action On Hearing Loss. Rethink became Rethink Mental Illness.

One organisation an Our Community staff member is involved with has just been brought up against this choice and decided to take a knight's move sideways.

DEAL Communication Centre is a small not-for-profit that works for people with little or no speech. The name DEAL comes from the original acronym of Dignity, Education, And Language (or possibly Dignity, Education, Advocacy, Language – after 25 years nobody can remember).

If you don't know the acronym, or even if you do, it's not terribly informative – and may even be misleading, as “Communication” has now come to signify Facebook and Twitter rather than headpointers and alphabet boards.

On the other hand, something that did say what DEAL did – something like Helping Children with Little or No Speech through Augmentative and Assistive Communication (HCWLONSTAAC) was practically a lift speech in itself. If your acronym won't fit on a T-shirt, you're in trouble.

Sadly, there was another and more powerful reason to change. Anne McDonald, a lifetime crusader for communication rights and a longtime member of DEAL, died suddenly last year, and the founders of DEAL wanted to commemorate her achievements. It was proposed that the organisation call itself the Anne McDonald Centre.

“We didn't rush in to it,” says Our Community staff member and DEAL board member Chris Borthwick.

“We ran a survey, with people standing outside Flinders Street station asking passers-by to fill out a short survey. The hit rate wasn’t high, but the number of respondents was large enough to establish that 89% of Victorians had never heard of the DEAL Communication Centre.

“Of the other 11% who said they had heard of us, a second question established that 93% were lying (well, trying to please the questioner, at least). We weren’t going to be dropping an established brand.”

The next questions established that about 8% of the sample had actually heard of Anne McDonald (many years ago, her book was on the Year 12 syllabus). Awareness wasn’t high, but it was far and away higher than DEAL.

“We were trading up,” Chris says. “And if you did remember Anne McDonald, you’d remember that she used a communication device, which would bring you alongside what it was that the Centre did.”

Should the organisation call itself the Anne McDonald Communication Centre?

“No, that would only bring in the Twitter problem again. So the Anne McDonald Centre it was, and all that we had to do was to change the name on the Australian Business Register, with the regulator, and with GiveNow.

“And get a new webpage, and have our signage changed, and get new letterhead, and notify all our contacts (which did at least mean that we had a chance to ask them for money) and have a big launch. It’s astounding how many things you’ll find that have your old name on them.”

Chris says that in the end, he thinks it’ll be worth it.

“As the Fred Hollows Foundation shows, having prominent names on the banners does help, even when they’re not around to pitch in themselves,” he says.

Still, there will always be arguments in favour of all three approaches – short and punchy, long and informative, or the personality sidestep.

Whichever direction you move the marker, you gain and you lose. But it’s worth looking at your name with a fresh eye and asking yourself if it’s the best you can do.



The Marketing Guru is an initiative of the Marketing, Media and Post Centre, the online resource provided by Our Community and Australia Post. Send your questions to guru@ourcommunity.com.au.

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11. Our Community two-second poll: have your say!

For this month’s two-second poll, we’re inviting volunteers and board members to vote, along with the paid workers:

***1. What do you think about the Federal Government’s decision to fund a payrise for community sector workers to the tune of \$2 billion?**

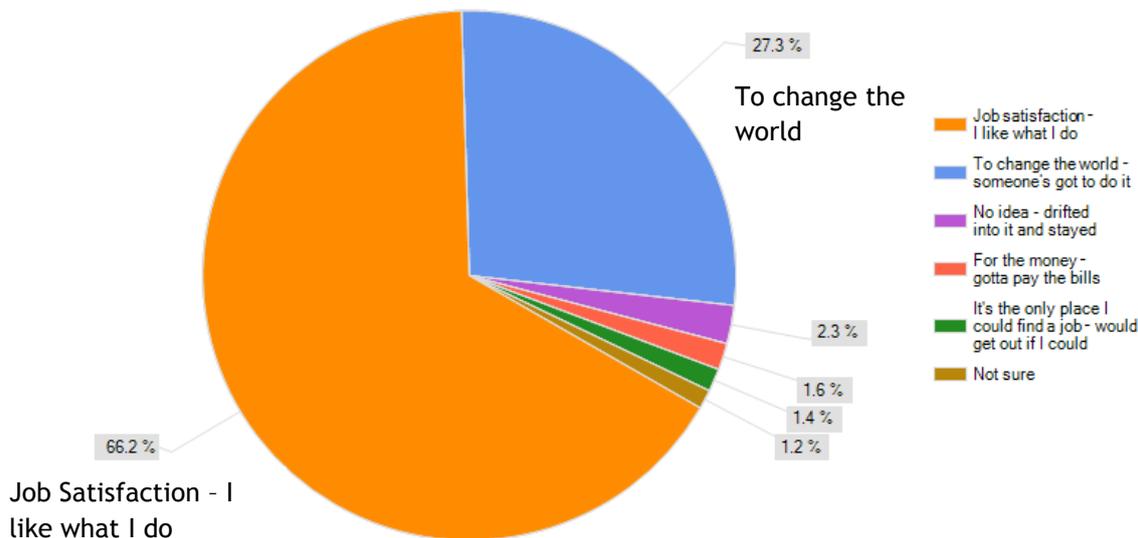
- Yee-ha! About time!
- Bad news – the country can’t afford it.
- Don’t care either way.

Vote here: www.ourcommunity.com.au/poll.

The poll will stay open for approximately one month. Results next edition of *Our Community Matters*.

Last month ...

We asked Our Community members (the paid workers only) why they work in the community sector. A total of 429 people responded. Surprise, surprise – turns out, pretty much no one does it for the money.



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12. Westpac-Our Community study paints a positive picture of the community sector



By Julienne Price
Head of Social Sector Banking
Westpac

The Westpac Social Sector Banking team has been extremely busy in recent weeks, attending Our Community's November 18 Board Builder Conference, releasing the first ever Community Confidence Index, finalising the third in our Guide for Community series (the *Guide to Investing Money for Community Organisations*) and announcing the results of the 2011 Kookaburra Awards.

(Oh, and a growing Mo's for Movember – a preoccupation for the male members of the team, at least!)

In particular, we were very excited to announce the results of the first ever Community Confidence Index, the result of a detailed study based on a survey of around 1000 organisation across the country.

Key findings of the inaugural Index, which we developed in partnership with Our Community, are:

- **The outlook is positive:** Despite a difficult year, 85% of Australian not-for-profit organisations are confident that they will achieve their goals over the next 12 months.
- **Financial indicators are looking good:** Close to half of the not-for-profit organisations surveyed have experienced an increase in overall income in the past six months; 71% are expecting an increase in the next 12 months; and 82% are actively exploring additional sources of income.
- **Staffing challenges are biting:** The main concern in the not-for-profit sector is around finding skilled staff - one-third of respondents said they were struggling with this. On the up-side, the sector is positive about retaining staff, with 73% saying they are confident on this front.
- **Mergers imminent:** One in four not-for-profit organisations say they are considering partnering or merging for growth.
- **WA leading the states:** On a national basis, WA not-for-profits achieved the highest overall Index score, and also led the field in income trends and expectations, as well as confidence in achieving their goals. While WA

had an overall index score of 126 (where 100 is the baseline), Victoria, Queensland and South Australia all scored below 100.

- **Some segments are doing better than others:** The most confident organisations in the community sector are those that fall into the professional/trade associations category, with an overall score of 140.2, followed by the hospitals/health segment on 132.4, and social services on 120.2. The culture and recreation segment had the lowest index score, on 64.4.

The full report can be downloaded at www.ourcommunity.com.au/cci.

Around 1000 not-for-profit organisations were surveyed as part of the inaugural Index, a process that we will be repeating regularly in order to develop an ongoing picture of the health and challenges of the sector.

New grant announced

Another key initiative that we are very pleased to support is the development of a brand new grant provided by the Westpac Foundation.

The Catalyst Grant aims to support an existing social enterprise or social enterprise initiative within a not-for-profit which the foundation believes has been and continues to be a catalyst for change.

Up to eight \$50,000 grants will be awarded, so we encourage any community organisations who fit the criteria to enter an application. You have until Friday, February 25, 2012 to send in an application.

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

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13. Community Calendar: What's on in the community sector

Our Community's online **Community Calendar** features all of the nationally significant events focussed around a major community or advocacy/awareness issue in Australia. Some events taking place in the next month include:



[GiveNow Week: 28 November – 4 December](#)

The aim of this annual event is to focus attention on the many ways that individuals and families can make a difference to the community in the lead-up to Christmas. It's about helping people take some small, simple steps that open the way for a better supported, more inclusive, more vibrant community.



[World AIDS Day: 1 December](#)

World AIDS Day is an appeal to all people to take personal responsibility in the fight to stop the spread of HIV/AIDS.



[International Volunteer Day: 5 December](#)

The first International Volunteer Day was celebrated in 1986 by dozens of countries worldwide. In Australia, IVD has been designated as a day for the recognition of volunteer involvement, a day in which organisations can thank their volunteer staff.



Coastcare Week: 5-11 December

Coastcare Week occurs in the first week of December each year, and recognises the work done by the 60,000 Coastcare volunteers in more than 2000 groups across Australia. With more than 85% of Australians living within 50km of our Coastline, Coastcare Week also highlights the environmental issues impacting on our coastal and marine environments.



Human Rights Day: 10 December

A day to celebrate the basic rights of all humans, and to remember that many people still have to fight for their human rights.

Is your event listed?

Our best and brightest (our only!) journalism intern has been busily updating our tremendously popular Calendar of Events – now it's your turn to help!

While most events recur from year to year, it can be difficult to find precise dates, particularly when many groups haven't yet had a chance to enjoy their Christmas party, let alone update their website.

Can you help us fill in the gaps?

The **Community Calendar** lists nationally significant events focused around a major community or advocacy/awareness issue and other key dates relevant to the community sector. It is one of the most visited pages on the Our Community website.

We regret that we are not able to list highly localised events or fundraisers. To assist you in promoting these types of events we have prepared two free help sheets:

- [Promoting your event on the internet for free](#) and
- [25 ways to advertise your event for free.](#)

To view the 2012 Calendar of Events, go to www.ourcommunity.com.au/calendar/#Jan2012. To alert us to any event dates or gaps, please email harrisont@ourcommunity.com.au

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14. Admin Bandit: Software for community treasurers

Every so often we come across a great product designed specifically for community groups. Admin Bandit is one such product. We gave the makers of Admin Bandit the chance to pitch their case:

After years of struggling through one of the hardest jobs in volunteer organisations, treasurers – the unsung heroes of the committee – finally have a helping hand.

Admin Bandit is a straight-forward and affordable software package that guides you through every task involved in reporting to your committee. It's fast and easy to use, even if you've never done accounts before.

Admin Bandit provides busy volunteer treasurers and committees of grassroots organisations with a tool that:

- Keeps everything organised with minimal fuss and mess;
- Allows them to do their quarterly Business Activity Statement with ease;
- Is accessible from anywhere on a secure, backed-up server;
- Saves money on the audit;
- Makes reconciling to the bank statement a breeze;



- Keeps membership and financial information in one place;
- Gives a summary of the success of fundraising and other events;
- Ensures the end of financial year reporting process is smooth;
- Arranges information so it is quick to locate in a hurry;
- Provides transparency and accountability;
- At the press of a button, provides a collated, professional Treasurer’s Report, summarising everything the committee needs to know without needing an accounting background.

Multi-award winning Admin Bandit software is designed for any community and not-for-profit organisation, including schools, clubs, sports teams, small business networks, and religious, social or cultural groups.

To minimise compliance risk, Admin Bandit also has a facility for parent bodies to keep the finger on the financial management pulse of their affiliated groups at the press of a button. That way, issues can be addressed early, before they get out of hand.

Costs start at \$88/year, with a 55-day free trial and personal support available. Find out more at www.adminbandit.com.au

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15. Social Bonds: so hot right now

We’ve written before on the attractions (and the hazards) of social bonds, and it’s time to note that they’re definitely on the rise.

In the UK, disability charity Scope has become one of the first charities to enter the social bond market, with a massive £20 million (A\$32 million) bond issue which will fund – and, it’s hoped, be repaid by – wider fundraising and an increase in the number of charity shops from 250 to 350.

“The bond, which will be listed on Luxembourg’s Euro MTF, operates like any commercial bond but will offer a slightly smaller return, or ‘coupon’,” *Civil Society Fundraising* reports.

“The return on investors’ money is expected to come from two sources of income generation the charity has identified: its retail network and fundraising, both of which will be expanded as a result of the cash injection provided by the social investment.”

The difficulties of balancing the good that Scope does against the pretty well incommensurable criteria of what chance Scope is going to have of making the expected profits are not simple, and it will be interesting to see who bites.

“Investing for Good is reportedly already in talks with other large charities about launching similar social bond schemes,” *Civil Society Fundraising* says. “The spokeswoman for Scope said that today’s launch could be act as a catalyst to normalising and growing the social investment market.”

Once that happens, if it happens, we will see what the effects of this are on the majority of not-for-profits that don’t have profit-making subsidiaries.

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16. Community Sector Briefs

Free incorporated association info sessions: Victoria

Consumer Affairs Victoria will be running free information sessions for Victorian groups wanting to incorporate their association, as well as learn the requirements to run an association once it has been incorporated.

The sessions will focus on basic information about how to set up and define the rules of an incorporated association and teach participants about member rights, conflict resolution, statutory obligations and the responsibilities of committee members.

The sessions will be held at the Metropolitan Melbourne, 121 Exhibition Street, from 3pm until 5pm on November 30.

To book your place, call 03 8684 6467, or email communityed@justice.vic.gov.au.

Great stories hit the airwaves

VideoVision Communications has released a philanthropy documentary series – *Great Stories* – on Channel 31.

The half-hour episodes contain stories focused on community and philanthropy, made up of pieced-together interviews with various subjects.

Each episode has its own presenter, with Greg Champion, Bridget McIntyre and Con the Fruiterer taking the reins in the first episodes.

The first of six episodes to be aired Monday nights at 8pm screened on Channel 31 on November 7.

Each of the first six episodes has a particular emphasis on the rebuilding efforts after Black Saturday, such as the building of the Marysville Football Club and other community efforts.

Not in Melbourne? No worries – *Great Stories* has a dedicated website (www.greatstories.com.au) where fans can view past episodes, contact producers or find links to the philanthropic groups at the heart of the episodes.



UN International Year of Cooperatives coin released

The Royal Australian Mint has released a \$1 coin to usher in the International Year of Cooperatives.

The coin, available from January, will be a commemoration of both Australia's and the United Nation's support for the development of cooperative enterprises.

Assistant Treasurer Bill Shorten praised Australia for supporting the growth and establishment of cooperatives, particularly credit unions and building societies.

"We are the only nation in the world to produce a collectible coin celebrating the UN International Year of Cooperatives in 2012, as we recognise the impact of the cooperative business model on the burgeoning strength of the Australian economy on the world stage," Mr Shorten said.

The coin will feature the International Year of Cooperatives logo, which was created by the UN and depicts a group of people lifting a box together. The image is based on the slogan for the year – "Cooperative Enterprises Build a Better World."



Halls for Hire: New website allows community groups to advertise space

Has your community group got plenty of free space that isn't being used on a regular basis?

Halls for Hire is a new website that is offering community groups a portal where they can advertise their space for hire, to help put a little extra revenue in their coffers.

www.hallsforhire.com.au launched in July and says it is already enjoying hundreds of hits each day.

Halls for Hire says it aims to "encourage people to use community spaces and support local communities by bringing in much needed funds through venue hire."



As the site continues to grow, it is offering free registration for groups wishing to advertise their space for hire. This offer will end in mid 2012, after which it will cost \$100 for a yearly membership to continue your listing.

In your profile you have the ability to add and remove photos, edit your details and to change your pricing and availability information.

To list your space, visit the site and follow the prompts after clicking on the “list your hall” tab.

Internationally accredited community service standards now available Australia-wide

Ten years ago there were only a handful of community service organisations in South Australia using a whole of organisation quality management framework.

South Australia developed the Australian Service Excellence Standards (ASES), an internationally accredited quality improvement program for not-for-profit organisations. Since then, more than 270 community services organisations across Australia have chosen to implement the standards.



“The rapid uptake and high acceptance of the standards is due to the affordability, integrity and flexibility of the standards to be used for any size organisation,” said manager of community sector development at the Department for Communities and Social Inclusion Janet Haydon.

“The standards are internationally accredited for health and community services and are now available nationally.”

The Australian Service Excellence Standards are based on international quality principles such as continuous improvement, evidence-based decision making, clear direction, accountability and a client focus.

They include strategic planning, governance, risk management, contract and financial management, communication, partnerships, people management, service and consumer outcomes.

Streamlining of multiple standards is also available through ASES.

For more information, visit www.dcsi.sa.gov.au/ASES

Miracle Babies founder named social entrepreneur of the year

Miracle Babies Foundation founder Melinda Cruz has been named the 2011 Australian Social Entrepreneur of the Year.

The award was part of financial services firm Ernst and Young’s Entrepreneur of the Year awards, announced in Melbourne earlier this month.

After having two babies born prematurely and cared for in a neo-natal intensive care unit in NSW’s Liverpool Hospital, Ms Cruz was keen to stay in touch with other mothers of premature babies.

She established the foundation (www.miraclebabies.org.au) as a way of doing so, as well as a way to provide support for mothers of premature babies. The foundation provides a number of other support services – both for families and neo-natal intensive care units – and a national help line.

The awards were judged on six selection criteria – entrepreneurial spirit, innovation, personal integrity and influence, financial performance, strategic direction, and national and global impact.

Miracle Babies received a \$103,000 donation for its win.



Hide the report card: Australia records a woeful placing in social justice ranking

Australians generally expect our country to be at the top of the rankings, which makes life difficult when, as at present,

- a) all our international sports teams (except Cadel Evans) seem to be imploding, and
- b) a recent **survey** of comparative social justice in OECD countries shows us coming in well below the average, a lot closer to Mexico and the United States than Sweden or Norway.

The **survey** is based on calculations that combine indices of poverty, social harmony, health, employment, access to education, and intergenerational justice, and given that we're doing very well indeed on health and employment that means we're doing badly on poverty and on education –

"Australia (21st out of 30), despite its relatively inclusive labor market, is struggling with larger problems in poverty prevention and educational justice, and is therefore lagging behind in terms of creating a sound framework for social justice."

In 'Poverty prevention' we're 28th on the list, below Turkey and just above the US, and in education we rank 25th, partly because as a percentage of GDP our spending on early childhood education is 1/20th that of Iceland and 1/15th that of Mexico.

Well, Australian not-for-profits are perhaps the last group to need reminding that this country's not by any means heaven on earth.

Still, it's worth looking up the **tables** to see which countries we should willing to learn from. (Hint: it's not Greece. Or Spain. And, most especially, it's not the US of A.)

Lessons in Leadership: to lead or follow?

"When you find a lone nut doing something great, have the guts to be the first person to stand up and join in."

That's the message from a great little YouTube clip that starkly illustrates a leadership concept too often neglected: that there is no movement without the first follower.

Take a couple of minutes to watch the clip.

Even if you don't like the message, you'll love the dancing! Click below.



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17. Good Moves: Community Sector Jobs & Board Vacancies

The Community Jobs Centre is the place to find or advertise a community sector job in every state of Australia. It's free to browse the listings, or to be sent the weekly "Good Moves" jobs listing bulletin, while advertising a job costs only \$30. Visit www.ourcommunity.com.au/jobs

JOB VACANCY LISTINGS (Paid Positions)

Victoria

Job Title	Organisation	
Manager (6 month fixed term contract)	Sussex Neighbourhood House	Details
Senior Receptionist	Doncare	Details
Executive Director	Court Network / Dakin Mayers	Details

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

The following is a list of the most recent Board/Committee vacancies listed at Our Community. To view other board or Committee vacancies [please click here](#) (This matching service is free)

Australian Capital Territory

Job Title	Organisation	
General Board Member	RSPCA ACT	Details

New South Wales

Job Title	Organisation	
General Board Member	Eramboo Artist Environment	Details
General Board Member, More than one vacancy	Hepatitis NSW	Details
Treasurer, General Board Member	St George Accommodation for Youth Ltd	Details
General Board Member	Health Connex: Health Professionals Educational & Social Network	Details

Northern Territory

Job Title	Organisation	
Media/ Marketing Director; Treasurer	Netball NT	Details

South Australia

Job Title	Organisation	
Independent Member of Audit Committee	Rural Business Support Service Inc	Details

Victoria

Job Title	Organisation	
General Board Member, 2 positions available	Glen Eira Adult Learning Centre	Details
General Board Member	The Doors Cafe Association	Details
Treasurer	Better Hearing Australia Inc	Details
Community Advisory Committee	Mercy Health	Details
General Board Member	DoCare Geelong Co-operative	Details
General Board Member	Kids Under Cover	Details
General Board Member	Stride Foundation Ltd	Details
General Board Member	Dianella Community Health	Details
General Board Member	The Doors Cafe Association	Details

Western Australia

Job Title	Organisation	
General Board Member	People Learn Productions Inc	Details

18. Fast Forward

If you found this newsletter helpful, please feel free to send it on to your friends and fellow community groups in your area. People can sign up to receive their own copy at www.ourcommunity.com.au/signup.

If you would like to reproduce anything in this newsletter in your own newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of www.ourcommunity.com.au" and a direct link to the www.ourcommunity.com.au site if on a webpage.

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

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19. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government. Our major offerings include:

1. www.ourcommunity.com.au - Australia's most useful website (comprising the online Knowledge Centres) and publishing house - accelerating the impact of Australia's 600,000 community organisations and schools
2. GiveNow.com.au - Helping individuals and businesses give more, give smarter, give better, Give Now!
3. [Australian Institute for Community Practice and Governance](#) - practical and accessible certificated training delivered locally through our training Institute
4. [Australian Institute of Grants Management](#) - the unique suite of grants management services for government
5. [Australian Institute for Corporate Responsibility](#) - cutting edge corporate responsibility resources for large, medium and small business and community organisations

► Read more about us at www.ourcommunity.com.au/aboutus

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