



**Edition 2, 2010 – Issued March 30, 2010**

Our Community Matters is your free community sector update, brought to you by Our Community – the premier online destination for Australia's 700,000 community groups and schools. [Click here](#) to receive your free copy.



## Contents

1. [Power Up! Get the info, and the inspiration at Communities in Control 2010](#)
2. [The Kookaburras: Celebrating loud-mouthed troublemakers everywhere](#)
3. [What's new at www.ourcommunity.com.au](#)
4. [National Compact launched](#)
5. [Community Classifieds: offers & freebies](#)
6. [Marketing Guru: Revealing the top 10 "awesome" videos for social good](#)
7. [Community Calendar: What's on in the community sector](#)
8. [Community Sector Wages: Fasten your seatbelts; it's going to be a bumpy ride](#)
9. [Ideas You Can Steal: Hitching a ride on the election bandwagon](#)
10. [Welcome to Controversy: The past isn't dead – it isn't even past](#)
11. [Standard Language: Chart of Accounts project barrels on](#)
12. [Community Briefs: News from across the community sector](#)
13. [Good Moves: Community sector jobs](#)
14. [Board Matching Service: Community sector board positions](#)
15. [Fast Forward](#)
16. [About Our Community](#)

## 1. Power Up! Get the info, and the inspiration, at Communities in Control 2010

The great health debate rolls on, with both parties setting out their plans for hospitals and general practitioners and health insurance, and neither party paying any attention to the real evidence that what makes people healthy or sick isn't so much their medical care, isn't so much their weight or their diet, as it is the kind of society they live in.

As Professor Fran Baum, a past speaker at Communities in Control and a member of the World Health Organisation's Commission on the Social Determinants of Health, puts it, the focus of health reform in Australia has been narrowly limited to a discussion of health services rather than how to create a fairer society with a more equitable distribution of good health.

Writing in *Crikey*, Baum says

[The evidence] knocks on the head any simplistic idea that our health status reflects our individual determination to be healthy ... [and shows that] health and its distribution are the result of how we organise our political, economic and social affairs. Nobody has truly offered a progressive alternative to business as usual in the health sector, but rather suggested some tinkering with the way we currently organise health services in response to illness.

And why is this? Baum argues that one reason we've been slower than some other countries to address health inequity is that "Australians still like to hang on to the idea that we are a classless society or certainly one where class counts less than in Europe".

Those who work at the community coalface can see the ways in which we're not classless at all, the spots where people's race or poverty or family disturbance sets its mark on the children to the second or third generations.

We do what we can individually, but the problem is massive and intractable – intractable, because things aren't the way they are by accident. Some people are doing badly, but some people are doing very well indeed.

In a word, it's about power. Some people have it, some people don't, and some people don't notice. Which is why Our Community is turning the focus on to exactly that.

The 2010 Communities in Control Conference is called **Power Up! Who Has Power, How To Get Ot, and How Communities Can Use It**. The conference brings together national and international speakers working together to kick the debate up a notch, from survival in hard times to change in exciting times.

For example, this year you'll hear from two of Britain's leading social epidemiologists, Emeritus Professor Richard Wilkinson and Professor Kate Pickett, who have authored a groundbreaking new work, *The Spirit Level: Why More Equal Societies Almost Always Do Better*.

The book demonstrates how social problems – poor health; educational failure; violence; etc. – share one overwhelming feature: they are several times more common in more unequal societies.

You'll also hear from David Hetherington, the Executive Director of Australia's new independent progressive think tank, Per Capita, who will fire the opening shots in the debate on the distribution of power in Australia.

David's presentation, which follows the recent release of the UK Demos report, *The Power Gap: an index of everyday power in Britain*, will provide lessons from around the world on where power lies and how local communities can get on board to change it.

As always, the conference will also give you a chance to network and learn and exchange professional secrets, but this time we're going further. We're not just throwing the cat among the pigeons, we're showing the pigeons that if they stick together they can take the cat on.

If you work in, or work for, or care about community in Australia, this is the one event this year that you can't afford to miss. If you haven't got in already, hop across to [our info and bookings webpage](#). See you there!



# POWER UP!

[Back to Top](#)

# Showcase your cause/ services to 1500 community groups!

**We are now taking bookings for display tables at the 8th annual Communities in Control Conference.**

**WHERE:** Moonee Valley Racing Club, McPherson St, Moonee Ponds VIC

**WHEN:** May 31 & June 1, 2010

**WHO:** Approx. 1500 delegates from all over Australia – people who work in, work for, work with or care about the community sector

## Option 1: Display Table

Package includes display table (table provided) plus 10 two-day conference passes for staff, volunteers or members (value of 10 passes=\$2980).

Cost: \$2,500\*

## Option 2: Display Table + Delegates' Pack Insert

Package includes a display table (table provided) plus 10 two-day conference passes for staff, volunteers or members (value of 10 passes=\$2980), plus a brochure inserted in delegates' packs\*\*

Cost:\$3,000\*

## Option 3: Delegate's Pack Insert

Package includes brochure inserted in delegates' packs\*\*

Cost:\$1,500

Please note display space is limited and will be restricted to those whose values are in line with Our Community, Centacare Catholic Family Services and the Communities in Control ethos.

**INQUIRIES & BOOKINGS:**  
(03) 9320 6820  
[lisar@ourcommunity.com.au](mailto:lisar@ourcommunity.com.au)

\*Price includes GST

\*\* Inserts to be supplied 14 days before the event. Insert size/style to be approved by conference organisers.



## 2. The Kookaburras: Celebrating loud-mouthed troublemakers everywhere

Last week, the world held its breath while US elected representatives debated and voted on the Obama administration's new health care reform act.

"Health care reform is no longer an unmet promise; it is the law of the land," President Obama said as he signed the Patient Protection and Affordable Care Act.

As we reflect on this momentous event, let's all take a moment to remember the many individuals, organisations and philanthropists who have fought for months, years and decades to bring that Act into being.

As one of the funders of the campaign, the Atlantic Philanthropies, put it:

"Let us not forget, with all the deserved kudos to the toughness and vision of political leaders like President Obama and Speaker Nancy Pelosi, that it was the voices of ordinary people – those most affected by the broken health care system and those who need reform most urgently – that played the critical role in this historic victory."

In an email to supporters, Atlantic last week printed the words of one of its grantees – an "insurance victim" and campaigner:

"I am elated. I sit here with a glass of champagne and I weep that this didn't happen in time to save my son. But I kept my promise to him. I helped to pass this bill with all of you dear people and so many more."

**All over Australia, right now, many people and organisations are fighting similarly difficult, often seemingly hopeless battles for a cause they believe in on a local, national or global scale.**

If you're one of those people chipping away at an issue you feel strongly about (or one of the brave people funding the fight), you should take heart from last week's events in the U.S. Keep the faith. If your cause is just, your time will come – keep squawking!

**The other thing you should do is nominate yourself, your group, or your project – or one that you think deserves it – to be honoured as part of the 2010 Westpac Kookaburra Awards.**

These new awards, which will be presented at Communities in Control Conference on May 31, will honour the people, projects and community groups who spoke out so loudly and so well that we couldn't ignore them.

The winners will receive a total prize package valued at more than \$10,000, including a \$3000 cash prize.

To find out more visit [www.ourcommunity.com.au/kookaburras](http://www.ourcommunity.com.au/kookaburras)

# KOOKABURRA AWARDS 2010

**Honouring the community groups, people, and projects that have changed the world for the better**

Proudly supported by: 



[Back to Top](#)

### 3. What's new at [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

#### New volunteer contribution figure

Our Community has recently recalculated our estimation of volunteers' per-hour value.

The latest figure – \$24.59 an hour – is based on newly released Australian Bureau of Statistics earnings estimates dating from November last year.

The full story on how the figure has been calculated is featured in the March edition of *Raising Funds*, along with a great list of ways your group can build donor and supporter trust, and an interview with Wildlife Victoria about its successful direct mail appeal.

To subscribe, visit: [www.ourcommunity.com.au/rf](http://www.ourcommunity.com.au/rf).

#### New policy

We've recently added a new Legislative Compliance Policy to the PolicyBank. The template policy sets out a framework for compliance with the law (including OH&S, tax and privacy laws), and the governance structures, responsibilities and processes established to give effect to that policy.

As with all policies provided through the PolicyBank (which is free, thanks to the support of Hesta), you'll need to adapt the contents to suit your own organisation before you adopt it.

#### New help sheets

Also this month we have added to the Boards, Committees and Governance section of our website help sheets on:

- Best Interests Test (relating to conflict of interest)
- Board Liability - Negligence and
- Board Solidarity

A further three help sheets have been added to the Community Financial Centre on:

- Cash Accounting and Accrual Accounting
- Assets Register
- Trend Analysis

#### Fact sheets

For those of you looking to build a case for support (either through grantseeking or advocacy), don't forget our regularly updated resource page at [www.ourcommunity.com.au/stats](http://www.ourcommunity.com.au/stats).

And for those interested in giving, check out our recently updated fact sheet on giving in Australia here: [www.ourcommunity.com.au/givingstats](http://www.ourcommunity.com.au/givingstats).

#### Training opportunities

Our Community and the Australian Institute of Community Practice and Governance are offering a wide range of courses on fundraising, governance, marketing, promotion and media skills over the next few months.

The seminars are offered in a number of the major cities and are also available as tailored training events throughout Australia.

We provide the best value courses and, we believe, the most practical and useful ones. Upcoming opportunities include:



## GRANTS AND FUNDRAISING

- [Advanced Grant Writing Seminar](#)
- [Community-Business Partnerships Bootcamp](#)
- [How to Get Donations & Bequests Seminar 2010](#)
- [Intensive Community Fundraising Seminar 2010](#)
- [Making Money through Special Events Seminar](#)
- [Making the Most of Memberships 2010](#)

## COMMUNITY GROUP GOVERNANCE

- [Board Member Bootcamp: Responsibilities, Self-Assessment, Leadership](#)
- [Board Building: Recruitment, Induction, Support & Succession](#)
- [Certificate IV in \(Governance\)](#)
- [How to Develop and Implement Policies and Procedures](#)
- [Making your Constitution Work Seminar](#)
- [Secrets of Successful Boards 2010](#)

## MARKETING & MEDIA

- [Be an Effective Spokesperson 2010](#)
- [How to run a Campaign that Sizzles Seminar 2010](#)
- [Media Secrets for Community Groups 2010](#)
- [Planning Your New Website 2010](#)
- [Weaving your Web: Online Essentials 2010](#)

## ORGANISATIONAL MANAGEMENT

- [Diploma of Management \(BSB51107\)](#)

For further information, please contact Our Community on 03 9320 6800, visit [www.ourcommunity.com.au/training](http://www.ourcommunity.com.au/training) or email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au)

[Back to Top](#)

## 4. National Compact launched

The pieces of the not-for-profit jigsaw slot into place one by one.

The latest move is the government's [National Compact with the Third Sector](#), launched on March 17 by Prime Minister Kevin Rudd.

A Compact is an agreement that's rather stronger than an understanding but a good deal less binding than a contract, and the Federal Government has now agreed to one. As Mr Rudd said at the [launch](#)

Since coming to office in December 2007 we have sought to embrace new ways of governing – including forming innovative partnerships with the Third Sector to tackle the nation's long-term challenges.

For too long, policy debates about how we address many of our greatest social challenges have centred around a false choice between government action or relying on private charities. Our most difficult challenges of disadvantage and social exclusion cannot be solved either by governments or charities alone. Nor can they be solved by the business community alone. Instead, we need to work together – bringing the resources and coordinating capacity of government together with the social capital of community organisations and the entrepreneurial spirit of business.

It is in this spirit that I launch the National Compact: working together. It is my hope that the framework for future cooperation and partnership set out in this document can help foster creative and lasting collaborations that make a difference for our people, our environment and our nation's future.

Trust will come only by stages, on both sides, as both sides see how the ideals of the Compact are put into practice. As so often, the devil is in the detail. The PM identified the most immediate priorities as:

1. To document and promote the value and contribution of the third sector.
2. To protect the sector's right to advocacy irrespective of any funding relationship that might exist.
3. To recognise sector diversity in consultation processes and sector development initiatives.
4. To improve information sharing, including greater access to publicly funded research and data.
5. To reduce red tape and streamline reporting.
6. To simplify and improve consistency of financial arrangements including across state and federal jurisdictions.
7. To act to improve paid and unpaid workforce issues.
8. To improve funding and procurement processes.

No. 2 is valuable even as an aspiration, as it will serve to restrain any government move to undermine advocacy, but all the others will need to be implemented in government rules, regulations, policies, and practices.

At the level of individual agencies, the problem is that the issues that the sector has with the government aren't just due to indifference or hostility. A common complaint is that the government is taking advantage of its size and strength to drive a tougher bargain than the group at the pointy end thinks is fair. Changing that would mean that the government spent more money than it absolutely had to – more of the taxpayer's money. Is the government willing to spend more for a stronger social sector? We shall see.

At the level of policy, a closer partnership between government and community organisations will involve those organisations being engaged at a higher stage of the public policy process than is generally the case today. They need to be given the opportunity to contribute to the development of policy that gives rise to programs and to negotiate the administrative guidelines under which they will be delivered. (And there are problems both in organising a common voice in these matters from the sector and in organising a common ear in the government.)

The government's goodwill towards the sector is manifest. Only when all the pieces are in place, however, will we be able to see what the final picture looks like.

[Back to Top](#)



## 5. COMMUNITY CLASSIFIEDS: Offers & Freebies

### **INTERNS: IT & Accounting (Melbourne & Sydney)**

Our Community is currently hosting two terrific international graduates who are completing internships as part of the Professional Pathways Australia program.

Professional Pathways is always on the lookout for new organisations willing to host interns for a 12-week stint. The program is designed to enhance the employability of IT and accounting graduates by improving their business skills, communication and knowledge of the Australian workplace.

There is no cost to the host organisation.

If your organisation would be interested in hosting an international graduate, please let us know by emailing [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au).

### **WANTED: Volunteers for GiveNow.com.au (Melbourne & online)**

[GiveNow.com.au](http://GiveNow.com.au), the free service designed to inspire and transform giving in Australia, is looking for volunteers.

Funded by the Our Community Foundation, GiveNow offers free online donations to any community group around Australia. Currently around 1600 groups use this service, with more than \$13.5 million being raised so far.

The site also lists other, non-financial ways to give, providing help with volunteering, and advice on how to donate everything from clothes to bikes to mobile phones to blankets.

GiveNow also issues a monthly giving newsletter, *GiveNow News*, which is designed to help people give more, give better and give smarter.

We're seeking volunteers to help us promote this free service to an ever-wider audience. In particular, we'd love to hear from you if you have an interest in online communities and social networking, or administrative/database skills.

There may be some scope for "virtual volunteering" opportunities (work carried out off-site, over the internet), plus some office-based work in West Melbourne. If this interests you, please send your name, contact details and a few words about yourself to [hannahs@ourcommunity.com.au](mailto:hannahs@ourcommunity.com.au).



### **FREE: Schoolbooks (Darwin, NT)**

A Darwin school shop has a supply of textbooks (mostly used) that it would like to donate to a community group.

The Kormilda College school has a selection of books for students from years 7 to 12.

There are around 20-30 books per subject, and most are only one year old so they are not in excellent condition.

More books are likely to become available every year or two.

If you think your group could use the books, please contact school shop manager Lyn Tilbrook at Kormilda College on (08) 8922 1625.

### **FREE: Chairs (Crows Nest, NSW)**

A company in Crows Nest, Sydney has 30 chairs to give away.

The chairs, which are all in great condition, have been used at a training centre but are no longer required.

If your group could use the chairs and can arrange collection from Crows Nest, please contact Susan Bailey on (02) 8424 6657.

[Back to Top](#)



## **6. Marketing Guru: Revealing the top 10 "awesome" videos for social good**

Last month we wrote about some of the lessons in sending your message viral. This month we're highlighting social media blog Mashable's "[Top 10 YouTube Videos for Social Good](#)".

The Mashable team says that web video can be an especially effective way for community groups to get the word out about their cause.

"Moving pictures are compelling because they represent a very visual and visceral way to both inform and entertain.



“Web video in particular can be a boon to non-profit organisations because it is both cost effective (uploading a video on YouTube is free) and potentially viral.”

Among the organisations behind the top 10 videos are high-profile NGOs like WWF and Greenpeace, but there are other videos on the list that have been created by individuals without an obvious community group affiliation.

The Mashable blog authors point out why they think each of the top 10 videos are “awesome,” revealing some of traits that could help take your own video from ordinary to top of the pops:

- **High production values** (e.g. use of high-quality animations, as in the selected Greenpeace video)
- **Capitalising on an established fan base** (in the case of the Nerdfighters video, which is designed to encourage people to donate to worthy causes)
- **Playing off pop culture icons** (Harry Potter, in the case of the video posted by ‘The Harry Potter Alliance’, in a parody against the “evil Lord Waldemart” (the Wal-Mart Corporation).
- **Great imagery and graphics** (as seen in the “masterful and haunting use of ocean imagery” in the Greenpeace video, and “amazing stop-motion graphics” in The Bay vs. The Bag video, which works to create “a memorable image of what that many bags actually looks like and just how gross that really is” )
- **Compelling, real-life stories** (as in the case of Oxfam America’s video, which recounts 18-year-old Nick Anderson’s visit to Darfour in 2007).
- **Cute animals** (the Wildlife Conservation Society used its assets to great effect in the Save the Bronx Zoo and new York Aquarium video)
- **Combining striking images, great graphics and a meaningful song** (as charity: water managed to do for its World Water Day video, which helped raise \$10,000 in one day for the organisation)
- **A catchy tune** (Green For All’s video used sounds like the wheezes of an asthma sufferer and the sounds of traffic to create a song)
- **Originality** (e.g. the ‘Choose a Different Ending’ video, which is presented in interactive, ‘choose your own adventure’ style)

You can find links to all 10 videos on the Mashable blog [here](#), plus another Mashable blog post on ‘5 Ways Non-Profits Can Increase Engagement With YouTube’ [here](#), and an article from *The Age* on how to boost your rankings on YouTube [here](#).

Note, too, that YouTube has recently launched new free brand channel for Australian not-for-profits.

The YouTube Nonprofit Program allows eligible not-for-profits to apply to receive a free YouTube Brand Channel which includes the ability to add a call-to-action overlay to their videos. Groups will also be able to join YouTube Video Volunteers to find a skilled YouTube user to create a video for their cause.

A number of groups have already signed up – including Kids Helpline, Plan Australia, Australian Indigenous Mentoring Experience (AIME) and the National Association for Prevention of Child Abuse and Neglect (NAPCAN). Find out more [here](#).

The Marketing Guru is an initiative of the [Marketing, Media and Post Centre](#), the online resource for community organisations provided by Our Community and Australia Post. Send your questions to [guru@ourcommunity.com.au](mailto:guru@ourcommunity.com.au).

[Back to Top](#)

# Need something designed?

## A publication, brochure, advertisement or a website?

Whatever your requirements, Evoco Design can help. We specialise in design and marketing communications for community groups, schools and not-for-profits.

Visit [www.EvocoDesign.com.au](http://www.EvocoDesign.com.au) or Call 03 9546 6796

evoco  
DESIGN



## 7. 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:



- **The Great Australian Bite**: 1-30 April



- **World Autism Awareness Day**: 2 April

**International  
Pillow Fight Day**  
Saturday April 3rd 2010

- **International Pillow Fight Day**: 3 March



- **National Youth Week**: 10-18 April



- **World Heritage Day**: 18 April



- **Playground Safety Week**: 19-25 April



- **Earth Day**: 22 April



- **World Malaria Day**: 25 April



- **Pay it Forward Day**: 29 April

More events, plus the full listing for each event, can be found at [www.ourcommunity.com.au/calendar](http://www.ourcommunity.com.au/calendar).

[Back to Top](#)

## 8. Community Sector Wages: Fasten your seatbelts; it's going to be a bumpy ride

Well, it's happening. The Australian Services Union has launched a test case with Fair Work Australia to address the lower pay of community sector workers.

The suggestion – and it certainly sounds reasonable – is that because it's a female-dominated profession (82%) community sector workers are paid up to 37% less than those doing the same job in the public service and hospitals.

The union is arguing that lower wages in the feminised community sector should be brought into line with pay rates in a similar, male-dominated industry. It's suggested that this might wash out in a pay rise for some of up to \$20,000 p/a, very handy.

Deputy Prime Minister Julia Gillard has thrown her weight behind the push. "We believe it's in the long-term interests of this nation to sort this issue out and for us to have a community and social services sector with an appropriately dealt with, highly professional workforce," she told ABC Television. "If we don't have fair arrangements for these workers, we know the cost of that is continual churn in the workforce."

ACTU president Sharan Burrow has said, "We're not pretending it's not a sizeable figure, but is that something that should stop women being paid properly? They're there to care for people who need help most in our community yet they're paid a pittance."

Enthusiasm at this long-delayed justice must, however, be accompanied by a willingness to fund it – as taxpayers and as donors. If community organisations have to pay higher salaries without higher income the result will be a slashing of staff numbers and agency services.

Gillard or no Gillard, the stimulus is now being wound back and governments might be tempted to skimp. The sector isn't taking any chances. Not-for-profit services in WA are circulating a petition calling for the Government of Western Australia "to increase its funding by 30% to non-government, not-for-profit community services organisations in Western Australia, to increase the capacity of these organisations to pay fair and just wages to their staff and continue to deliver essential community services".

Unions have set up a Kisses to Canberra scheme, asking people to send Julia Gillard a postcard and video messages inviting her to take the next step and champion funding for equal pay should the test case succeed.

Australian Services Union National Secretary, Linda White, said that the test case was an opportunity for the Labor Government to take action and close the gender pay gap.

"It's hard to believe that in this day and age Australian women, on average, are paid 17% less than men," Ms White said.

"Ultimately, that will be the real test for the Government, whether it will make the funds available to allow for workers in the community sector to achieve wage justice without being forced to cut staff numbers or resources.

"That's why we're asking the Deputy Prime Minister to convince her colleagues to bring community workers' pay up and put an end to lip service to equal pay."



[Back to Top](#)

## 9. IDEAS YOU CAN STEAL: Hitching a ride on the election bandwagon

Thumbs up to Carers Victoria, which recently issued a “Manifesto for the Victorian Election 2010” to highlight the areas it wants to focus on in the lead-up to the state election.

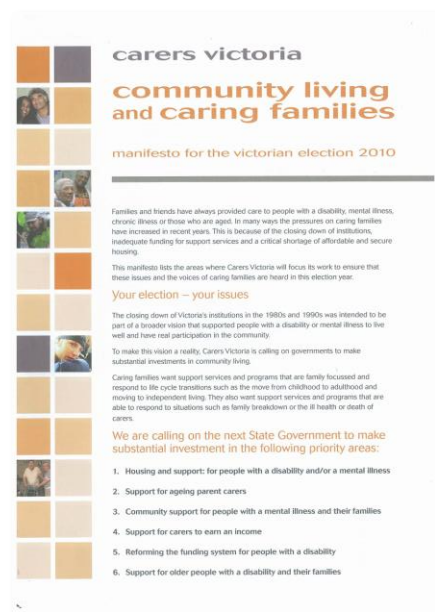
The organisation has issued a well-designed four-page document calling on the next Victorian Government to make substantial investments in the areas of:

- Housing and support for people with a disability and/or a mental illness
- Support for ageing parent carers
- Community support for people with a mental illness and their families
- Support for carers to earn an income
- Reforming the funding system for people with a disability
- Support for older people with a disability and their families.

The organisation says it is already working to influence politicians, government officials, sector partners and the media, and urges others to join the campaign.

South Australia and Tasmania have just held their elections, so for community groups in those states your time has probably passed – though all states should note that a Federal Election is in the offing later this year (though they could go as late as April next year).

**What are your group’s demands? How can your members/supporters help spread the word and influence those who will soon be requesting their vote?**



[Back to Top](#)

## 10. Welcome to Controversy: The past isn't dead – it isn't even past

This year, as in every year, the Communities in Control Conference will begin with a short Welcome to Country ceremony in which the organisers acknowledge their debt to the Wurundjeri People who occupied the land before the British came – occupied it then, in fact, for approximately a century for every year that's passed since.

There was a time when this would have been seen as a radical statement, but the Federal Government's apology to the Stolen Generations and the general passage of time has made it more or less routine.

Which is, apparently, the grounds of Opposition Leader Tony Abbott's objection to it.

“Kevin Rudd is not an old-style lefty . . . but the Labor Party is full of people who are, and I guess this is the kind of genuflection to political correctness that these guys feel they have to make,” he told Adelaide's *The Advertiser*.

“Sometimes it's appropriate to do those things, but certainly I think in many contexts, it seems like out-of-place tokenism.”

He has a point, of course; anyone who has ever seen a table of bishops hurrying through saying grace to get to the soup without delay will appreciate that there can be a fine line between symbolism and tokenism – same goes for a prayer at the start of parliament.

It would be preferable, certainly, if every Welcome to Country ceremony elicited on every occasion a deep consideration of the proud history of the Aboriginal culture in each place, and of the sad confusion of their dispossession, just as it would be preferable if every person holding a glass in an RSL club when the minute's silence is called would reflect on the sufferings of war; but humanity cannot bear much contact with serious matters, and so often we wander away into thoughts of the school roster or the shopping list instead. It is possible, even, that if the occasions for such solemnity were fewer we might give them more sincerity.

Possible, yes, but you'd also have to say that that's not a viewpoint that has hitherto endeared itself to either state or church.

We don't think that drink-and-drive messages are so serious we only need to see them once a year, or that ceremonies of prayer should be restricted to single instances.

It would be difficult, come to that, to demonstrate that the average Australian (rather than the dedicated minority) really appreciated the spiritual significance of Easter, Hannukah or Eid more than they enjoyed the opportunity for a party, but I don't hear any suggestions to cut those festivals back to biennials.

Even if you're determined on an all-out assault on tokenism, the Welcome to Country would probably not be the best place to start. As Aboriginal leader Noel Pearson says,

Some acknowledgments may have been incorrect or tedious or silly or tokenistic.

But all that is unimportant. There is no problem with acknowledging traditional owners that is so big that anybody needs to make it a big issue, let alone be miserable about it.

But does such tokenism stand in the way of real progress? Pearson thinks not:

Settlement of recognition will include many things: land issues and connection to land, solutions to economic and social issues, language rights and many other things.

There will be symbolism as well.

In each of these spheres, there is going to be compromise. The things Aboriginal Australians have won, the acknowledgments they have received, the concessions they have extracted from the all-powerful colonisers are few and fragile.

What we have managed to win back are remnants, and this will remain the case when the process of settlement is completed.

It is for this reason that I react instinctively against a debate about welcomes to country and acknowledgment of traditional owners.

On the plus side, we can say with some assurance that when this year's Communities in Control conference gets to the Welcome to Country the element of tokenism is going to be at its lowest level ever. Tony Abbott has helped us all to care all over again.

[Back to Top](#)

## 11. Standard Language: Chart of Accounts project barrels on

One of the main grumbles community groups make about putting in submissions for funding is that every single funder wants different financial information in different formats with different definitions.

You can't just put in the accounts you use yourself, you have to get out all the documents and get them to fit under different headings, wasting large amounts of the time your staff is always so short of.

It would be very helpful if all grantmakers used the same system, and now there's a movement (pioneered by Professor McGregor-Lowndes from the Centre for Philanthropy and Nonprofit Studies at QUT) to get that to happen.

The technical term for a common list of definitions of financial information is a chart of accounts (and just to remove confusion, a chart of accounts isn't a chart in the way a pie chart is – it has no visuals – and it isn't accounts the way accounts are – it doesn't give you a spreadsheet to fit your figures into). It basically sets out in some detail what the



grantmakers mean when they say they want you to provide details of 'Income' or, say, 'Contributions (Government)' (which now means 'Grants from governments where there is no legally binding contract to provide specified services with the contribution').

If this had been handled the way that other attempts to get commonality for not-for-profits we might have expected that each state would eagerly leap into action and prepare their own chart of accounts that would be different from all the others: but for once the system worked, the Council of Australian Governments worked together with the Australian Council of Social Services, everybody drew on the work of the Queenslanders, and we have a genuinely common system that is becoming the official standard.

Government departments in Victoria, for example, will soon be obliged to use it (and if you're in that state and want to know exactly what that means for your own organisation, there are training sessions around being held in March and April (details [here](#)) and you can also download the Victorian Standard Chart of Accounts Implementation Manual in [PDF](#) or [Word](#)).

You yourself don't have to lay out your own accounts this way – it's only compulsory for governments.

It's only common sense, though, to try and use the same set of accounts for all purposes, and unless there are pretty compelling reasons not to use these definitions then you might as well.

Note, though, that the new rules only cover government grantmakers – philanthropic grantmakers and commercial organisations can still define their terms as they wish, and if you want their money you will have to comply.

Still, it's a step forward, and we mustn't grumble.

[Back to Top](#)



## 12. Community Briefs: News from across the community sector

### Big Issue takes another big stride

One of Australia's most successful social enterprises is about to add a new string to its bow, winning a \$1.2 million grant to help homeless and disadvantaged women across the country.

Established in Australia in 1996, The Big Issue is best known for its fortnightly current affairs magazine, but it also runs a community street soccer program and the Big Issue Classroom, which works to break down stereotypes relating to homelessness.

Its newest venture, funded through a Federal Government Jobs Fund grant, will see the organisation set up a Women's Subscriptions Enterprise, which will initially employ 90 disadvantaged women and six professional staff. The organisation says up to 40% of those sleeping rough or in non-secure housing are women.

Subscriptions to *The Big Issue* will be sold by professional telemarketers and the women employed under the program will collate, sort and insert *Big Issue* magazines every fortnight.

"With the Street Magazine Enterprise showing remarkable outcomes over the past 14 years, predominantly for men, we recognised nearly three years ago that we needed to also establish a viable and sustainable social enterprise for women," CEO Steven Persson said

"Since that time we have conducted an extensive feasibility study reviewing what work opportunities best meet needs of homeless and disadvantaged women and it brings us great pleasure to now see years of hard work come to fruition thanks to the support of the Australian Government."

## Volunteer Grants now open

The Federal Government's popular Volunteer Grants Program is now open for applications.

Grants of between \$1000 and \$5000 are available from a total pool of \$21 million for community organisations to support volunteers, assist disadvantaged communities and encourage social inclusion.

The fund closes on April 16 – find out more and apply [here](#).

If you want to make sure you never miss a grants deadline again, make sure you subscribe to *EasyGrants* – the most comprehensive and best value grants listing available in Australia. Find out more at [www.ourcommunity.com.au/easygrants](http://www.ourcommunity.com.au/easygrants).



### Newsletter schedule

If you're already a subscriber to *EasyGrants* or any Our Community, Australian Institute of Corporate Responsibility or Australian Institute of Grants Management publication, you can view our schedule any time by going to [www.ourcommunity.com.au/schedule](http://www.ourcommunity.com.au/schedule).

## Sector has more positive outlook for coming year – survey

Eighty-five percent of Australian community and not-for-profit groups are changing their focus from cost cutting to revenue generation and growth in the next 12 months, according to a new study.

The *Managing for Recovery* report – a joint project of Centre for Social Impact, PricewaterhouseCoopers and the Fundraising Institute Australia – drew on responses to questions from almost 120 groups across Australia.

The study, which was a follow-up to the *Managing the Downturn* report released in mid-2009, found that not-for-profits had a much more positive outlook than when the first report was released.

Among respondents, 72% said they were not expecting any further decline in their revenue, a stark contrast to the mid-2009 survey which revealed 65% of groups felt their revenue would decline in the following 12 months.

According to the report, the feeling of optimism among Australian community groups is in stark contrast to the pessimistic mood in both the US and UK. Recent UK reports in particular have seen forecasts that the third sector still hasn't felt the worst of the economic downturn.

Respondents in the Australian survey said that government funding had been very important in "providing some stability of revenue to the sector over the last six months". Funding from the corporate sector was also identified as important.

The rise in funding from the corporate/private sector was reflected in Our Community's recent Grants in Australia 2010 survey, which found almost 18% (17.9%) of respondents were reliant primarily on grants from the corporate/private sector, up from 7.4% in 2009.

*Managing for Recovery* can be downloaded by [clicking here](#).

## New community law website

The Fitzroy Legal Service has launched a new website designed especially for the needs of the community sector.

*Law4Community* was created to meet the growing need for legal information specific to community workers who are the first contact for clients seeking legal assistance. It offers:

- a legal services directory to locate appropriate legal services;
- a legal checklist for community workers to identify legal issues; and
- a journal section that displays articles and reports on current social policy and law reform.

Visit [www.law4community.org.au](http://www.law4community.org.au)

## Join the Big Conversation

What's going on in the world right now? Where do you fit? What sort of Australian values do you want to see for our future?

The Barrett Values Centre, in collaboration with Corporate Evolution and The Emerging Leaders for Social Change, is conducting the first ever Australian National Values Survey.

More than 1300 people have already participated.

You can add your voice by going to the Big Conversation website at <http://bigconversation.org.au/>



## “Fireys” to benefit from DGR change

Volunteer bushfire brigades will soon be able to receive tax-deductible donations after a Federal Government decision to give them Deductible Gift Recipient (DGR) status.

Assistant Treasurer Nick Sherry announced last month that the Federal Government would work with State and Territory leaders to find the best way “for extending deductible gift recipient (DGR) support to all brigades in a way that is consistent across jurisdictions and minimises overall administrative burden”.

“There are more than 6,000 volunteer brigades in Australia – but less than a third can access tax deductible donations and that eligibility has recently come under question,” he said.

Those volunteer fire brigades which currently hold tax deductible status are considered public benevolent institutions (PBIs) – meaning they are considered not-for-profit institutions organised for the direct relief of poverty, sickness, suffering, distress, misfortune, disability or helplessness.

But recent legal cases have led the Commissioner of Taxation to consider that volunteer brigades do not meet the strict PBI criteria – a situation Mr Sherry said the government was keen to remedy.

“Australia's volunteer fire-fighters perform an essential community service and they deserve all the help they can get to attract donations vital to their existence,” he said.

“Because of their outstanding community contribution, we believe volunteer fire brigades should be able to access support by tax deductible donations, so we are developing an alternative solution which will now benefit all 6200 volunteer brigades.”

- The Australian Tax Office has launched a new webpage which aims to answer frequently asked questions about tax concession charities, including endorsement requirements, types of tax concessions available and how to check if an organisation is a tax concession charity. The new page is here: [www.ato.gov.au/distributor.asp?doc=/content/Content/00232312.htm](http://www.ato.gov.au/distributor.asp?doc=/content/Content/00232312.htm).

## Latest Private Ancillary Fund Figures Released

Donations to Private Ancillary Funds (PAFs) have continued to grow, Assistant Treasurer Senator Nick Sherry says.

Senator Sherry said the latest figures showed that the number of registered PAFs increased by 28% to 769, while PAF assets also continued to grow in the 2007-2008 financial year.

Private Ancillary Funds are philanthropic trusts that can be set up to facilitate private giving.

In 2007-2008 PAFs received about \$730 million in donations, and distributed about \$130 million.

The largest recipient of funds in 2007-2008 was the welfare sector, which received 31.5% of total distributions, almost \$41 million. Almost \$14 million went to the environment, and more than \$13 million to education.

Reforms that took effect in October last year were designed to make the funds more transparent. Senator Sherry said the government understood the importance of accountability.

“Publicly available statistics improve both the transparency of these funds and boost confidence in the charitable sector more generally.”

## Youth mental health conference

The first International Youth Mental Health Conference will take place in Melbourne on July 29-30, 2010.

The conference is being held at the Melbourne Convention and Exhibition Centre and is hosted by Headspace, Australia's national youth mental health foundation.

It will bring together innovators, practitioners, researchers, young people and families to showcase the best of youth mental health innovation from around the globe.

It's designed to appeal to mental health and allied health specialists including psychologists, social workers, educators, psychiatrists, nurses, occupational therapists, youth workers, counsellors, policy makers and anyone interested in young people's mental health.

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



## Funding threat over sports code of conduct

The Victorian Government has threatened to withhold funding from any of the state's 84 sporting associations that don't sign up to its new community sport code of conduct by July 1.

State Sports Minister James Merlino launched the code of conduct earlier this month, with grassroots sporting associations required to take a zero tolerance approach to bad behaviour, violence and "ugly parent syndrome".

The code was developed in consultation with Victoria's peak sporting bodies including AFL Victoria, Football Federation Victoria and Basketball Victoria. Other groups involved in the code's development include VicSport, VicHealth and the Victorian Equal Opportunity and Human Rights Commission. Breaches to the code include:

- Violent or abusive behaviour.
- Vilification of any kind towards another person.
- Discrimination based on age, gender, sexual orientation, race, culture or religion.
- Sexual harassment or intimidation.
- Failure to maintain a safe environment.

More information on the code can be found here: [www.sport.vic.gov.au](http://www.sport.vic.gov.au).

## Victorian Government declares tomorrow Good Samaritan Day

Victorians will pay tribute to the unselfish actions of "Good Samaritans" after Premier John Brumby declared tomorrow (March 31) Good Samaritan Day.

The move follows discussions between the government and the family of Luke Mitchell, who was stabbed, bashed and killed soon after intervening to protect a man being assaulted outside a Brunswick nightclub in 2009.

The Mitchell family wants the Victorian idea to be adopted nationally.

Through a statement the Mitchell family said the day aimed "to provide our community at all levels through community groups, schools, local government with a focus to promote the good things people do for other people."

Mr Brumby said the day would see the signing of a Good Samaritan Charter, and would allow Victorians to unite in condemning violence in the community, and particularly against those who come to the aid of others.

## Climate change toolkit launched

A new toolkit aimed at helping local councils address the social and equity impacts cause by climate change is now available.

The *Liveable and Just* toolkit contains information about how climate change will impact on people and communities, as well as the possible implications for local government responsibilities and activities.

The kit “brings together a wide range of tools, case studies, links and resources to assist people working in and with different areas of local government to plan for and respond to these impacts including from areas of health and wellbeing, community and economic development, sustainability (and) strategic planning.”

It’s a joint project of the McCaughey Centre – VicHealth’s Centre for the Promotion of Mental Health and Community Wellbeing – the Victorian Local Governance Association (VLGA), Brotherhood of St Laurence, Department of Sustainability and Environment, Victorian Council of Social Service and Department of Planning and Community Development. Local government and communities across Victoria were also consulted.

You can access the toolkit via the VLGA site – [www.liveableandjust.vlga.org.au](http://www.liveableandjust.vlga.org.au)

### Crash Test Dummy

Two autism support services were recently targeted by US hackers.

The *Sydney Morning Herald* [reports](#) that Autism Spectrum Australia (ASPECT) and Autism Victoria had their sites scrambled, closing web forums, a group email service and registration pages for events.

Donation pages were out of action, too, losing them hundreds of dollars a day (though the alternative giving pathway through [GiveNow](#) remained open).

The sites are back up now, but it’s a reminder that the internet is a dangerous territory, and the law can take a while to catch up and may not arrive until after the damage has been done.

Even the most worthy of us needs to take precautions against con artists and villains. Make sure your site has the right protections in place.

### Going behind closed doors

A new show airing exclusively on the [Aurora](#) community channel will take viewers ‘Behind Closed Doors’ to take a look at the lives of the disabled.

The show examines the sexuality of people with disabilities, looking in particular at how the sex industry caters to their needs, as well as issues to do with depression and epilepsy.

*Behind Closed Doors* also raises the issues of euthanasia and abortion in relation to birth defects. It airs Sunday at 9.30pm.

### Strategic Planning and Project Management Software

Developed after 30 years experience of community development, agency management and of writing Strategic Plans in the Australian community sector, the [Meeting Success Strategic Action Plan](#) and Project Manager software is designed to radically change the way you write and use Strategic and Project Plans.

The software applications step you through the building of a one-page Strategic or Project Plan, then guide you through the development of implementation strategies, objectives (KPIs) and tasks.

Users are given the monitoring, budgeting and reporting tools needed for managers, board and funders. Printed reports are instantly generated using the software’s internal report layout, or you can cut and paste the content into your organisation's own documents.

The online software:

- generates task responsibility lists for each person named in the plan
- sends weekly email reminders of 'task start' and 'task end' dates to those people
- allows any document type of file to be attached to specific tasks (e.g. agendas, minutes, photos)
- gives Gantt charts showing task start and finish dates
- provides for project budget planning
- gives online multiple user access , using passwords to set editing or access rights



Our Community members receive a four-year subscription for the three-year price of \$399 if both Strategic Action Plan and Project Manager are purchased online – to gain the extra year, include the letters OC when registering your login account name.

To explore further visit [www.strategicplan.com.au](http://www.strategicplan.com.au) (links to example Strategic Action Plans and Project Plans) or [www.meetingsuccess.org](http://www.meetingsuccess.org) (describes the work of Meeting Success).

### Community sector photography

Melbourne’s first photography studio for not-for-profits and the social sector is now taking bookings.

Many photographers charge set fees which are often far too expensive for community groups. The Jungle Jim studio says it is set to change the way all groups access and afford professional photography.

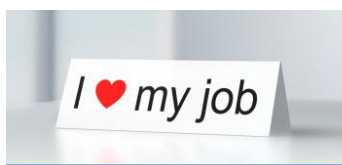
James Mephram, who is owner and photographer at Jungle Jim Documentary Pictures and founder of the Free Photography Project, says community groups often struggle to find budget for professional photography.

“This initiative means that groups can be more engaging with their target audience,” he said. “We can photograph just about anything from people to product, whatever you need to help send your message.”

The new service allows community groups to nominate a fee they would like to pay for a photo shoot, rather than paying commercial rates. The Jungle Jim studio is located in Seddon, in Melbourne’s west.

For more information contact James on 0414 833 012 or visit [www.junglejim.com.au](http://www.junglejim.com.au).

[Back to Top](#)



## Community Sector Jobs

### New South Wales

Job Title	Organisation	
<a href="#">Sector Manager</a>	CatholicCare Hunter-Manning	<a href="#">Details</a>
<a href="#">Welfare Manager</a>	Our Place Support Centre	<a href="#">Details</a>
<a href="#">Administration Officer</a>	Voiceless, the animal protection institute	<a href="#">Details</a>

### Queensland

Job Title	Organisation	
<a href="#">Chief Executive Officer</a>	MultiLink Community Services Inc	<a href="#">Details</a>
<a href="#">Domestic Violence Counsellor</a>	Indigenous Domestic & Family Violence Counselling Service	<a href="#">Details</a>

### South Australia

Job Title	Organisation	
<a href="#">Workforce Development Coordinator</a>	University of South Australia	<a href="#">Details</a>

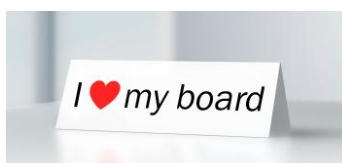
### Victoria

Job Title	Organisation	
<a href="#">Services Manager</a>	Brotherhood of St Laurence	<a href="#">Details</a>
<a href="#">Project Officer - Services Mapping Project</a>	Cystic Fibrosis Victoria Inc	<a href="#">Details</a>
<a href="#">Office Support</a>	Donkey Wheel Ltd	<a href="#">Details</a>
<a href="#">Administration Officer</a>	Ovarian Cancer Australia	<a href="#">Details</a>

Community Relations Officer	Ovarian Cancer Australia	<a href="#">Details</a>
Administration Officer, Fundraising	Brotherhood of St Laurence	<a href="#">Details</a>
Trusts & Foundations Manager	Dakin Mayers & Associates	<a href="#">Details</a>
Communications, Marketing & Fundraising Officer	Mandala Foundation	<a href="#">Details</a>
Senior Administrator	Victoria Police Legacy	<a href="#">Details</a>
Communications Coordinator	Brotherhood of St Laurence	<a href="#">Details</a>

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

[Back to Top](#)



## Community Sector Board Positions

### New South Wales

Job Title	Organisation	
Treasurer, Vice Chair Person	Macleay Valley Hope Farm Inc.	<a href="#">Details</a>
General Board Member	The Junction Neighbourhood Centre	<a href="#">Details</a>

### Queensland

Job Title	Organisation	
Secretary, General Board Member	Contact Inc	<a href="#">Details</a>

### Victoria

Job Title	Organisation	
General Board Member, Technical Director	Common Equity Housing Ltd	<a href="#">Details</a>
Publicity Officer	Australian Plants Society Yarra yarra Inc	<a href="#">Details</a>
General Board Member, Vice Chair	Disability Rights & Advocacy Service Inc	<a href="#">Details</a>
Treasurer, General Board Member	Molly's House Inc.	<a href="#">Details</a>
Treasurer	Cloverdale Community Centre	<a href="#">Details</a>
General Board Member	Domestic Violence Resource Centre	<a href="#">Details</a>
General Board Member	Disability Justice Advocacy Inc	<a href="#">Details</a>
General Board Member	Hotham Mission Asylum Seeker Project	<a href="#">Details</a>

### Western Australia

Job Title	Organisation	
General Board Member	Joondalup Youth Support Services	<a href="#">Details</a>

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

[Back to Top](#)

## 15. Fast Forward

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

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

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

[Back to Top](#)

## 16. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 700,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1. **[www.ourcommunity.com.au](http://www.ourcommunity.com.au):**  
Australia's most useful website and publishing house, encompassing the nation's largest and most diverse membership base and 12 Knowledge Centres – accelerating the impact of Australia's 700,000 community organisations
2. **[GiveNow.com.au](http://GiveNow.com.au):**  
The practical place to explore all the different ways you can help the community: how to make a donation, how to get involved, how and where to join in and support your community.
3. **[Australian Institute for Community Practice and Governance](#):**  
Practical and accessible certificated training delivered locally through our training Institute
4. **[Institute for Best Practice in Grants Management](#):**  
The unique suite of grants management services for government
5. **[Australian Institute for Corporate Responsibility](#):**  
Cutting edge corporate responsibility resources for large, medium and small business and community organisations

Read more about us at [www.ourcommunity.com.au/aboutus](http://www.ourcommunity.com.au/aboutus).



Want to receive OC Matters direct to your inbox?  
SIGN UP FOR FREE:  
<http://www.ourcommunity.com.au/ocmatters>