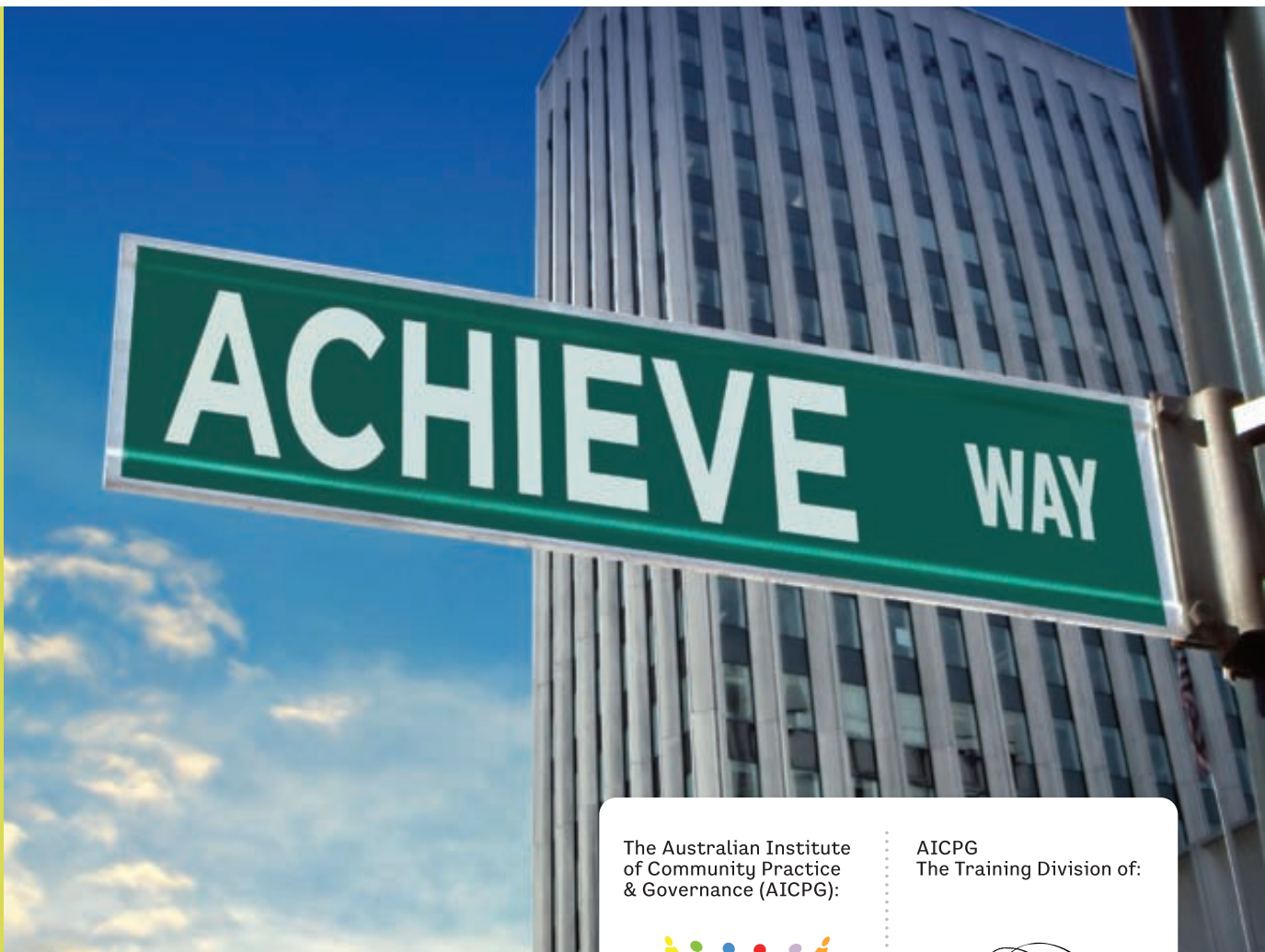


# LEAD. LEARN. INSPIRE. ACHIEVE.

**Practical and Affordable Training for  
Staff, Volunteers and Board Members  
of Community Groups**

**July-December 2009 Program**



The Australian Institute  
of Community Practice  
& Governance (AICPG):



**AICPG**

AICPG  
The Training Division of:



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

# THE AUSTRALIAN COMMUNITY SECTOR IS RAPIDLY CHANGING

Expectations are intensifying, the involvement of volunteers is changing, the pressures on management and governance bodies are increasing, funding models are evolving – it can be a daunting challenge to keep on top of it all.

The Australian Institute of Community Practice & Governance – the training arm of award-winning Australian social enterprise Our Community – has developed a suite of affordable, practical training to help community sector staff, volunteers and supporters keep abreast of their responsibilities and learn how to lift their organisation from ordinary to extraordinary.

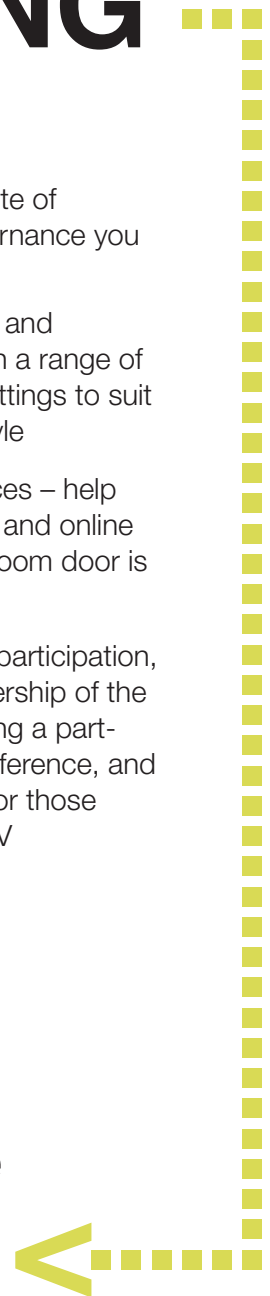
All training is delivered by experienced, engaging community sector practitioners, and has been road-tested in the field to guarantee its relevance and applicability at the coalface.

By taking part in the training opportunities

offered by the Australian Institute of Community Practice and Governance you will have access to:

- Key conferences, seminars and training courses delivered in a range of locations, durations and settings to suit every learning need and style
- A range of back-up resources – help sheets, books, newsletters and online tools – to ensure the classroom door is never closed
- Acknowledgement of your participation, including Associate Membership of the Institute for those completing a part-day seminar or full-day conference, and Fellowship of the Institute for those completing the Certificate IV

**The Australian Institute of  
Community Practice & Governance  
gives you all the knowledge and  
skills to advance your community  
and career...**



## Choose One or All of the Great Training Programs

|   |   |           |
|---|---|-----------|
|    | <b>Certificate IV In Business (Governance)</b>        | <b>4</b>  |
|    | <b>Intensive Winning Grants Seminar</b>               | <b>10</b> |
|    | <b>Intensive Community Fundraising Seminar</b>        | <b>12</b> |
|    | <b>Secrets of Successful Boards</b>                   | <b>14</b> |
|   | <b>How to be Recognised as an Effective Chair</b>     | <b>16</b> |
|  | <b>How to be Recognised as an Effective Secretary</b> | <b>18</b> |
|  | <b>Risk Management: Insuring your Future</b>          | <b>20</b> |
|  | <b>Planning for your Organisation's Future</b>        | <b>22</b> |
|  | <b>Media Secrets for Community Groups</b>             | <b>24</b> |
|  | <b>Weaving your Web: Online Essentials</b>            | <b>26</b> |

# CERTIFICATE IV IN BUSINESS (GOVERNANCE)

## **Practical, accredited, staff governance training for the members and supporters of boards, management committees and councils of Australian community groups and schools**

The Certificate IV in Business (Governance) provides a widely respected, nationally recognised governance qualification for those working on or with the governing structures of Australian community organisations. The program has been developed by Our Community in partnership with BSI Learning.



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



### **You Will Receive:**

- Practical knowledge and skills across a wide range of community governance topics that you can immediately apply in your community organisation
  - A strong platform from which to consolidate your present position or launch new governance experiences
  - An explicit demonstration of your commitment to developing your knowledge and skills in community governance
  - Increased confidence that you can make a substantial and valued contribution as a member of the board within your community organisation
- The opportunity to network and exchange strategies with presenters and fellow course participants
  - Two new qualifications to add to your CV: Certificate IV in Business (Governance) plus Membership of the Australian Institute of Community Practice & Governance

### **Key Benefits:**

- Australia's most inexpensive accredited governance qualification
- Fully recognised, accredited training linked to the Australian Quality Framework
- Training developed specifically for the community sector context
- Relevant to both new and experienced staff and board members
- Study at your own pace – in one four-day block, or two, two day blocks and completed within six months
- Convenient locations – training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Open-entry course – no pre-requisite requirements
- Robust, practical and continuously updated learning materials written by experts in the field
- Engaging, experienced, approachable presenters and highly practical, interactive training
- Immediate assessment and no written exam

## ...Certificate IV In Business (Governance)

### Timing

We have put in place a flexible program to ensure we cater to a range of needs. Participants may choose to enroll in one of the four-day courses scheduled in centres across Australia, or may form a group (auspiced by a community group, local government or peak body) and arrange tailored training delivered in your own locality and to suit your own schedule.

### Pre-Requisites

This is an open-entry course. There are no requirements you need to fulfil to gain entry.

### Assessment

The program is assessed against 13 component modules, based on participation in the intensive group seminar days and successful completion of follow-up tasks including written assessments comprising 43 questions and four review projects.

To successfully complete the course and be awarded the Certificate IV qualification, delegates must demonstrate competency against all 13 modules.

The course schedule, follow-up assessments and project work are carefully designed to enable you to do so, and – importantly – to enable you also to apply your learning.

For more detailed information about assessment processes and requirements go to [www.ourcommunity.com.au/assessment](http://www.ourcommunity.com.au/assessment)

### The Rewards

Those successfully completing the course and assessments will be awarded the Certificate IV in Business (Governance).

You will receive a graduation certificate, a 12-month subscription to the acclaimed Board Builder newsletter (delivered via email), and “Fellow” membership of the Australian Institute of Community Practice & Governance.

### Join The Community Boards Revolution

- Ensure that your community organisation survives and thrives in today’s challenging environment
- Add to your own governance credentials and professional development
- Join a growing alumni of community governance experts and practitioners
- Contribute to the development of a strong, effective community sector in Australia

## SESSION 1

### Governing

- What is governance in a community context?
- Why is governance important?
- Meeting the roles and responsibilities of a board member
- Using the constitution
- Managing a board meeting

This full-day session provides a background to governance and the obligations of board or committee members, establishing the framework under which boards and committees operate and providing an essential overview of roles and responsibilities of the governance body, including legal, fiduciary and community roles and responsibilities, plus the critical need to more effectively manage board meetings.

The use of the constitution and importance of keeping it relevant is highlighted, and the distinction of governing and managing the organisation is provided to ensure that board members are completely clear in their roles.

## SESSION 2

### Planning

- Preparing & overseeing the organisation's annual budget
- Monitoring financial management and budgets
- Planning for organisational needs
- Overseeing business planning
- Developing an annual fundraising plan
- Project management/sharing the workload

Day Two sets out the requirements of board members to ensure that they have sufficient resources to carry out the mission of the organisation. This includes setting the vision and mission, developing a strategic plan and putting in place an operating budget.

Strategies to monitor, report and review the plans are provided.

A key component covered in session two is the development of an annual fundraising plan, highlighting the practical nature of the training. Contributing to adequate planning and prioritising, and understanding how to monitor those plans and priorities, is a vital factor in being a successful board member.



***In my role as a Manager in Local Government, I have cause to liaise with, and at times to support, a range of community based organisations and committees. This program provided me with relevant best practice advice and tools to assist with my interactions. The practical skills and learning was directly applicable to my primary role at Council and the volunteer committees I serve on. I would recommend it to anyone thinking about taking on governance responsibilities or as an ideal refresher course.***

*Andrew Day*

## SESSION 3

**Communicating**

- Maintaining and protecting community culture
- Contributing to a positive and culturally appropriate community
- Communicating with the community
- Skills for effective communication
- Writing successful funding submissions
- Dealing with conflict

Once plans have been set the board needs to ensure that it is effectively communicating with all stakeholders and the community. This one-day session looks at how participants can contribute to keeping the organisation true to its mission and ensure that it works within the community context and connects to its members and stakeholders.

The training also provides the skills to effectively communicate with staff, media and public.

A key component covered in this session is the development of funding submissions, community-business partnerships and working with volunteers.

## SESSION 4

**Sustaining**

- Reviewing the business plan
- Avoiding burnout
- Managing assets
- Developing and implementing organisational policies
- Reporting and evaluating

The final day covers the strategies that are needed to implement and sustain the organisation's mission and plans.

The training includes a process to review plans, make adjustments to strategies or priorities, and develop policies and procedures to ensure effective operations and protection of assets.

This session will also highlight the need to properly evaluate, report and acquit to both internal and external stakeholders. Contemporary management concepts such as continuous improvement, succession planning and intellectual property (eg. public image/goodwill) will also be covered.



***The four-day Certificate 1V Business (Governance) was a fantastic, practical and easy to follow seminar that has enabled and inspired me to return to my community and instigate significant and positive change in a number of community organisations.***

***I have found that my confidence has grown with the power of knowledge.Thanks!"***

*Rebel Black, Lightning Ridge NSW*



# Certificate of Recognition

This is to certify that

has attended

## **Certificate IV in Business (Governance)**

training of the Australian Institute of  
Community Practice & Governance

on



The Australian Institute  
of Community Practice  
& Governance (AICPG)



AICPG  
The Training Division of:



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

## ...Certificate IV In Business (Governance)

|                         | Date            | Time       | Venue   | Cost   |
|-------------------------|-----------------|------------|---|--------|
| <b>NSW</b>              |                 |            |   |        |
| Broken Hill             | 13-16 July      | 9:30am-4pm | Barrier Social Democratic Club<br>218 Argent Street<br>Room: Demo Club Function Room.                   | \$1300 |
| Sydney                  | 10-13 August    | 9:30am-4pm | Hyde Park Forum<br>271 Elizabeth Street<br>Room: Forum One  | \$1300 |
| Gosford                 | 8-11 September  | 9:30am-4pm | Gosford Golf and Function Centre<br>Racecourse Road<br>Room: Bunker Room                                | \$1300 |
| Sydney                  | 20-23 October   | 9:30am-4pm | Hyde Park Forum<br>271 Elizabeth Street<br>Room: Forum One  | \$1300 |
| <b>NT</b>               |                 |            |   |        |
| Darwin                  | 20-23 October   | 9:30am-4pm | Holiday Inn Esplanade Darwin<br>116 The Esplanade<br>Room: Territory Room                               | \$1300 |
| <b>QLD</b>              |                 |            |   |        |
| Tablelands/<br>Atherton | 20-23 July      | 9:30am-4pm | Tablelands Community Services (for-<br>merly Atherton Neighbourhood Centre)<br>38 Mabel Street Atherton | \$1300 |
| Brisbane                | 17-20 August    | 9:30am-4pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Glanworth   | \$1300 |
| <b>SA</b>               |                 |            |   |        |
| Adelaide                | 15-18 September | 9:30am-4pm | Mercure Grosvenor Hotel<br>125 North Terrace<br>Room: Colony Room                                       | \$1300 |
| <b>TAS</b>              |                 |            |   |        |
| Launceston              | 13-16 October   | 9:30am-4pm | Mercure Hotel Launceston<br>3 Earl Street   | \$1300 |
| <b>VIC</b>              |                 |            |   |        |
| Melbourne               | 24-27 August    | 9:30am-4pm | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Dockland Room            | \$1300 |
| Melbourne               | 27-30 October   | 9:30am-4pm | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Dockland Room            | \$1300 |
| <b>WA</b>               |                 |            |   |        |
| Perth                   | 1-4 September   | 9:30am-4pm | Mantra on Murray<br>305 Murray Street<br>Room: Conference Room  | \$1300 |

# INTENSIVE WINNING GRANTS SEMINAR



**An inspirational seminar for volunteers, staff and fundraisers on how to win the MOST GRANTS EVER for your community organisation**

This course provides the answer to all your grantseeking questions.

Learn the secrets for easily winning more grants for your community organisation, and find out how to drastically increase the number of grants you can apply for without pushing yourself (and your group) into an early grave.

**You Will Learn:**

- The best ways to present your proposal – tell the story of your project and your group to the greatest advantage
- How to develop your statement of need – choosing data to support your project proposal
- How to develop an “organisation template” – to save time in writing applications
- How to humanise your story – presenting a compelling picture
- How to navigate the grants landscape – sorting out which grants are best for your project
- How to write a proposal – every word matters; style, treatment and content
- Making friends and long-term relationships with grantmakers – managing relationships, acknowledging funders
- Giving the grantmaker what they want – how to tailor your proposal for multiple grantmakers
- Creating winning project plans & realistic budgets – ensure project plans and budgets get the proposal across the line
- Meeting different requirements from different sources – different levels of government, philanthropic and corporate

# ...Intensive Winning Grants Seminar

## Seminar for volunteers, staff and fundraisers on how to win the MOST GRANTS EVER for your community organisation

|            | Date         | Time       | Venue   | Cost |
|------------|--------------|------------|---|------|
| TAS        |              |            |   |      |
| Launceston | 16 October   | 9:30am-1pm | Mercure Hotel Launceston<br>3 Earl Street<br>Room: Ben Lomond 1                               | \$95 |
| VIC        |              |            |   |      |
| Melbourne  | 9 October    | 9:30am-1pm | Angliss Conference Centre<br>Building A, Level 5<br>555 La Trobe Street<br>Room: Main Theatre | \$95 |
| QLD        |              |            |   |      |
| Brisbane   | 16 October   | 9:30am-1pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Burke   | \$95 |
| Gold Coast | 11 September | 9:30am-1pm | The Nerang Bicentennial<br>833 Southport Nerang Road, Nerang<br>Room: Room 5                  | \$95 |
| NT         |              |            |   |      |
| Darwin     | 22 October   | 9:30am-1pm | Holiday Inn Esplanade Darwin<br>116 The Esplanade<br>Room: Litchfield Room                    | \$95 |
| WA         |              |            |   |      |
| Perth      | 29 October   | 9:30am-1pm | Mantra on Murray<br>305 Murray Street<br>Room: Conference Room                                | \$95 |
| NSW        |              |            |   |      |
| Sydney     | 20 November  | 9:30am-1pm | Hyde Park Forum<br>271 Elizabeth Street<br>Room: Forum One                                    | \$95 |
| SA         |              |            |   |      |
| Adelaide   | 4 December   | 9:30am-1pm | Mercure Grosvenor Hotel<br>125 North Terrace<br>Room: Pioneer Room                            | \$95 |

# INTENSIVE COMMUNITY FUNDRAISING SEMINAR



**This seminar for volunteers, staff and fundraisers is on how to MAKE THE MOST MONEY EVER for your community organisation**

This course provides an overview of the strategies every community organisation should put in place to provide for a practical, workable, integrated, sustainable fundraising strategy. Learn how the Six Pillars of Raising Funds – donations, grants, community-business partnerships, alumni/membership, special events, and earned income – can bring in valuable funds for your group.

**You Will Learn:**

- How to ask for money – most people that give in cash or in-kind give because they have been asked.
- Learn how to successfully ask for money using a range of mediums.
- How to raise secure, unattached and predictable income – untied money to use for your group's own priorities and decisions
- How to run great events – eliminate loss-making, energy-sapping events for good
- How to rally the troops – instilling a fundraising culture in your organisation
- How to win grants for project funding – an overview of the grants landscape
- How to get businesses to support your community group – the secrets to successful, and profitable, community-business partnerships

## ...Intensive Community Fundraising Seminar

13

**Seminar for volunteers, staff and fundraisers on how to MAKE THE MOST MONEY EVER for your community organisation**

|            | Date         | Time          | Venue   | Cost |
|------------|--------------|---------------|---|------|
| TAS        |              |               |   |      |
| Launceston | 16 October   | 1:30pm-4:30pm | Mercure Hotel Launceston<br>3 Earl Street<br>Room: Ben Lomond 1                               | \$95 |
| VIC        |              |               |   |      |
| Melbourne  | 9 October    | 1:30pm-4:30pm | Angliss Conference Centre<br>Building A, Level 5<br>555 La Trobe Street<br>Room: Main Theatre | \$95 |
| QLD        |              |               |   |      |
| Brisbane   | 16 October   | 1:30pm-4:30pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Burke   | \$95 |
| Gold Coast | 11 September | 1:30pm-4:30pm | The Nerang Bicentennial<br>833 Southport Nerang Road, Nerang<br>Room: Room 5                  | \$95 |
| NT         |              |               |   |      |
| Darwin     | 22 October   | 1:30pm-4:30pm | Holiday Inn Esplanade Darwin<br>116 The Esplanade<br>Room: Litchfield Room                    | \$95 |
| WA         |              |               |   |      |
| Perth      | 29 October   | 1:30pm-4:30pm | Mantra on Murray<br>305 Murray Street<br>Room: Conference Room                                | \$95 |
| NSW        |              |               |   |      |
| Sydney     | 20 November  | 1:30pm-4:30pm | Hyde Park Forum<br>271 Elizabeth Street<br>Room: Forum One                                    | \$95 |
| SA         |              |               |   |      |
| Adelaide   | 4 December   | 1:30pm-4:30pm | Mercure Grosvenor Hotel<br>125 North Terrace<br>Room: Pioneer Room                            | \$95 |

# SECRETS OF SUCCESSFUL BOARDS



## **Half-day seminar for prospective & current board/committee of management members, and those who support them.**

A healthy committee of management or board is integral to the success of any community organisation. This half-day course will help you to understand your legal and practical responsibilities as a committee/board member, and how you can create a more harmonious, more productive and more effective working group.

### **You will learn:**

- **Board Basics:** focussing on modern governance for community groups, coming to grips with your financial and legal obligations and risk management for community group boards and committees
- **Board Building:** focussing on the keys to survival (recruitment and succession fundamentals), getting the nuts and bolts of policies and procedures right and developing better sub-committees.
- **Better Boards:** providing a Health Check for your board: assessing board effectiveness and individual board member effectiveness and managing the process of change.
- **Troubleshooting:** transforming dysfunctional boards and handling personality differences.
- **Using the Boards, Committees & Governance Centre:** focussing on the

# ...Secrets of Successful Boards Seminar

free resources available for community groups.

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical governance training
- Training developed specifically for the community sector context
- Convenient locations - training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical governance solutions that can instantly be applied in your committee/board
- Associate Membership of the Australian Institute of Community Practice & Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|          | Date       | Time     | Venue  | Cost  |
|----------|------------|----------|--|-------|
| QLD      |            |          |  |       |
| Brisbane | 15 October | 10am-3pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Burke                | \$195 |
| WA       |            |          |  |       |
| Perth    | 30 October | 10am-3pm | Mantra on Murray<br>305 Murray Street<br>Room: Conference 1        | \$195 |
| NSW      |            |          |  |       |
| Sydney   | 6 November | 10am-3pm | Hyde Park Forum<br>271 Elizabeth Street<br>Room: Forum One         | \$195 |
| SA       |            |          |  |       |
| Adelaide | 3 December | 10am-3pm | Mercure Grosvenor Hotel<br>125 North Terrace<br>Room: Pioneer Room | \$195 |

# HOW TO BE RECOGNISED AS AN EFFECTIVE CHAIR



**Effective chairing a of any meeting is critical to the success of the meeting and often of the organisation. Balancing guidance with direction is a skill that is often learned through trial and error but through this training course new, old and prospective chairs can develop strategies to ensure success.**

The program provides remedies for the problem areas that have brought many community organisations undone and led to ineffective boards. The program is practical in nature, containing a mixture of real life examples and attendee participation.

# ...How to be Recognised as an Effective Chair

## You will learn:

- why effective chairing is important
- the key roles of a chair
- handling the mechanics of any meeting
- encouraging participation and discussion
- handling conflict – dealing with the personalities
- chairing for success – reaching and presenting decisions
- chairing for the future – planning for succession

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical governance training
- Training developed specifically for the community sector context
- Convenient locations - training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical governance solutions that can instantly be applied in your committee/board
- Associate Membership of the Australian Institute of Community Practice & Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|           | Date         | Time       | Venue  | Cost |
|-----------|--------------|------------|--|------|
| VIC       |              |            |  |      |
| Melbourne | 14 August    | 9:30am-1pm | William Angliss Conference Centre Building A, Level 5, 555 LaTrobe Street, Room: Dockland Room | \$95 |
| QLD       |              |            |  |      |
| Brisbane  | 17 September | 9:30am-1pm | Mercure Brisbane 85-87 North Quay Room: Taldora  | \$95 |

# HOW TO BE RECOGNISED AS AN EFFECTIVE SECRETARY



**The role of secretary in a community organisation is vital to the success of the organisation. Ensuring that records are accurate, timely and concise is the essential pre-requisite to allow your committee – and organisation – to rise above ordinary.**

In this program you will develop skills and processes to ensure that you can fulfil your obligations and be recognised as a valued asset for your community organisation.

# ...How to be Recognised as an Effective Secretary

## You will learn:

- why an effective secretary is important
- the key roles of a secretary
- preparing for meetings
- how to record fact rather than fiction – good minutes
- working with the chair
- compliance with legislation – the public officer role
- planning for succession

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical governance training
- Training developed specifically for the community sector context
- Convenient locations - training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical governance solutions that can instantly be applied in your committee/board
- Associate Membership of the Australian Institute of Community Practice & Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|           | Date         | Time          | Venue  | Cost |
|-----------|--------------|---------------|--|------|
| VIC       |              |               |  |      |
| Melbourne | 14 August    | 1:30am-4:30pm | William Angliss Conference Centre<br>Building A, Level 5, 555 LaTrobe<br>Street, Room: Dockland Room | \$95 |
| QLD       |              |               |  |      |
| Brisbane  | 17 September | 1:30am-4:30pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Taldora  | \$95 |

# RISK MANAGEMENT: INSURING YOUR FUTURE



**Community organisations across Australia are grappling with risk management. Many do not have a full understanding of risk management and many see it as little more than another burden on their already overstretched resources.**

In this half-day seminar we will show you a practical way to implement

risk management in your community organisation that will ensure that your reputation (both personal and organisational) is protected without imposing an undue burden.

And we highlight the different types of insurance available, giving you the knowledge you need to ensure your organisation and its staff and volunteers are fully covered.

# ...Risk Management: Insuring your Future

## You will learn:

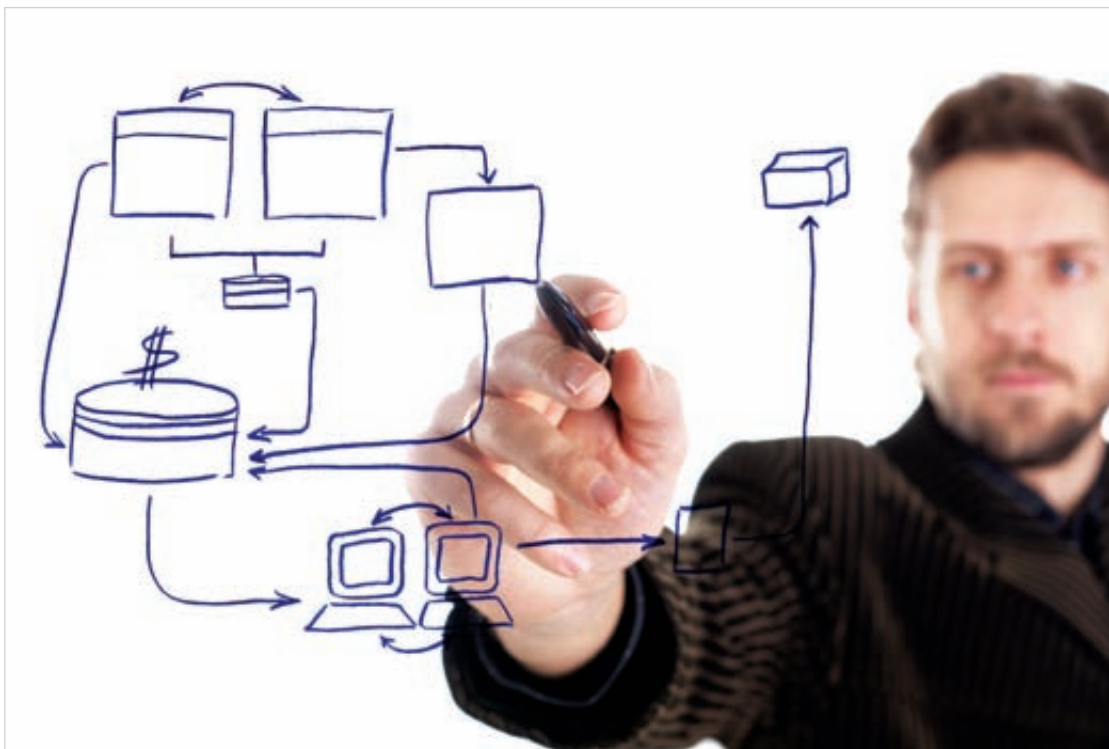
- The risk management context
- Knowledge of duty of care & negligence
- Risk management in practice
- How to assess and evaluate your risks
- Finding the right insurance for your needs
- What to do when things go wrong

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical training
- Training developed specifically for the community sector context
- Convenient locations – training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical solutions that can be instantly applied in your organisation
- Associate Membership of the Australian Institute of Community Practice and Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|           | Date         | Time       | Venue  | Cost |
|-----------|--------------|------------|--|------|
| VIC       |              |            |  |      |
| Melbourne | 10 August    | 9:30am-1pm | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Dockland Room | \$95 |
| QLD       |              |            |  |      |
| Brisbane  | 18 September | 9:30am-1pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Taldora  | \$95 |

# PLANNING FOR YOUR ORGANISATION'S FUTURE



**The aim of this session is to provide community organisations with a basic framework for developing a strategic plan to lead the organisation's future.**

Every organisation, no matter how large or small, needs to plan for a sustainable future. In this session we give you

the tools to more effectively develop, implement and monitor your organisation's progress.

This is not about building a plan to shelve – this is about developing a workable, ongoing process across your organisation so that all arms and legs are headed in the same direction.

# ...Planning for your Organisation's Future

## You will learn:

- Strategic Planning in a community context
- Developing a framework for your strategic plan
- Stakeholder analysis
- Environmental analysis
- Reviewing mission/vision
- Developing goals (& strategies to meet them)
- Implementing your plan
- Monitoring and measuring results

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical training
- Training developed specifically for the community sector context
- Convenient locations – training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical solutions that can be instantly applied in your organisation
- Associate Membership of the Australian Institute of Community Practice and Governance for all course participants
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|           | Date         | Time          | Venue  | Cost |
|-----------|--------------|---------------|--|------|
| VIC       |              |               |  |      |
| Melbourne | 10 August    | 1:30am-4:30pm | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Dockland Room | \$95 |
| QLD       |              |               |  |      |
| Brisbane  | 18 September | 1:30am-4:30pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Taldora  | \$95 |

# MEDIA SECRETS FOR COMMUNITY GROUPS



**Seminar for volunteers & staff  
on how to GAIN MORE MEDIA  
COVERAGE for your community  
organisation**

Some love it, many fear it, but no community organisation can ignore the media. Positive media coverage can open doors to new members, new supporters, fundraising opportunities and support for your cause. In this face-paced, practical

and entertaining session, you will learn how to get the type of media coverage you want and avoid or deal with the type you don't.

This seminar is presented in partnership with Hootville Communications.

([www.hootville.com](http://www.hootville.com))

# ...Media Secrets for Community Groups

## You will learn:

- What the media want
- How to discover, refine and package your own story ideas
- How to find new media opportunities
- How to pitch story ideas to harried journalists
- How to identify your audience
- What catalysts and contexts will get you coverage
- How to write media releases (and why this is a waste of time)
- Which daily habits will lead to greater coverage
- How to make your events more media friendly
- How to create media coverage out of thin air

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical training
- Training developed specifically for the community sector context
- Convenient locations – training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical solutions that can be instantly applied in your organisation
- Associate Membership of the Australian Institute of Community Practice and Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|           | Date        | Time            | Venue   | Cost |
|-----------|-------------|-----------------|---|------|
| VIC       |             |                 |   |      |
| Melbourne | 8 September | 9:30am-12:30pm  | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Main Theatre | \$95 |
| QLD       |             |                 |   |      |
| Brisbane  | 3 September | 9:30am- 12:30pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Leichhardt Room                               | \$95 |

# WEAVING YOUR WEB: ONLINE ESSENTIALS



**Seminar for volunteers & staff  
on how to USE WEB 2.0 in your  
community organisation.**

The world stands still for no one – not even community organisations. The era of social media is here – it's not flash in the pan, it's not going away; there's now a whole generation of people that doesn't know what life would be like without a mouse in their hand. You've got to keep up. In this low-jargon, highly practical and entertaining session, you will learn how to

improve your Web 1.0 presence, embrace Web 2.0 possibilities and use your newfound online savvy to win friends and raise money for your community group.

This seminar is presented in partnership with Hootville Communications.

([www.hootville.com](http://www.hootville.com))

# ...Weaving your Web: Online Essentials

## You will learn:

- Web 1.0 fundamentals – creating a job description for your website, clear sitemaps, cunning design, clear navigation, better search engine results, utilising Google analytics and Google webmaster tools, gaining more visitors
- How to create the right culture to be good online communicators
- Writing for online vs print
- E-newsletters – why they matter, how to start, what's possible
- How and why you should use YouTube, Animoto, Facebook, Survey Monkey, MySpace and Twitter
- Which sites and services will make you better online communicators

## Key Benefits:

- Australia's best value-for-money training
- Australia's most useful and practical training
- Training developed specifically for the community sector context
- Convenient locations – training provided in capital cities and regional centres throughout Australia and in other locations by arrangement
- Practical solutions that can be instantly applied in your organisation
- Associate Membership of the Australian Institute of Community Practice and Governance for all course participants
- Engaging, experienced, approachable presenters and highly practical, interactive training

|           | Date        | Time          | Venue   | Cost |
|-----------|-------------|---------------|---|------|
| VIC       |             |               |   |      |
| Melbourne | 8 September | 1:30am-4:30pm | Angliss Conference Centre<br>Building A, Level 5, 555 La Trobe Street<br>Room: Main Theatre | \$95 |
| QLD       |             |               |   |      |
| Brisbane  | 3 September | 1:30am-4:30pm | Mercure Brisbane<br>85-87 North Quay<br>Room: Leichhardt Room                               | \$95 |

# TRAINING CALENDAR

July to December 2009

|                          | Certificate IV<br>(Governance)                                | Winning<br>Grants          | Community<br>Fundraising          | Secrets of<br>Successful<br>Boards | Be an<br>Effective<br>Chair | Be an<br>Effective<br>Secretary   |
|--------------------------|---|----------------------------|-----------------------------------|------------------------------------|-----------------------------|-----------------------------------|
|                          | \$1300  | \$95                       | \$95                              | \$195                              | \$95                        | \$95                              |
| <b>NSW</b>               |   |                            |                                   |                                    |                             |                                   |
| Broken Hill              | 13-16 July<br>9:30am-4pm                                      |                            |                                   |                                    |                             |                                   |
| Sydney                   | 10-13 August<br>9:30am-4pm<br><br>20-23 October<br>9:30am-4pm | 20 November<br>9:30am-1pm  | 20 November<br>1:30pm-<br>4:30pm  | 6 November<br>10:00am-<br>3:00pm   |                             |                                   |
| Gosford                  | 8-11<br>September<br>9:30am-4pm                               |                            |                                   |                                    |                             |                                   |
| <b>NT</b>                |   |                            |                                   |                                    |                             |                                   |
| Darwin                   | 20-23 October<br>9:30am-4pm                                   | 22 October<br>9:30am-1pm   | 22 October<br>1:30pm-<br>4:30pm   |                                    |                             |                                   |
| <b>QLD</b>               |   |                            |                                   |                                    |                             |                                   |
| Tablelands /<br>Atherton | 20-23 July<br>9:30am-4pm                                      |                            |                                   |                                    |                             |                                   |
| Brisbane                 | 17-20 August<br>9:30am-4pm                                    | 16 October<br>9:30am-1pm   | 16 October<br>1:30pm-<br>4:30pm   | 15 October<br>10:00am-3pm          | 17 September<br>9:30am-1pm  | 17 September<br>1:30pm-<br>4:30pm |
| Gold Coast               |   | 11 September<br>9:30am-1pm | 11 September<br>1:30pm-<br>4:30pm |                                    |                             |                                   |
| <b>SA</b>                |   |                            |                                   |                                    |                             |                                   |
| Adelaide                 | 15-18<br>September<br>9:30am-4pm                              | 4 December<br>9:30am-1pm   | 4 December<br>1:30pm-<br>4:30pm   | 3 December<br>10am-3pm             |                             |                                   |
| <b>TAS</b>               |   |                            |                                   |                                    |                             |                                   |
| Launceston               | 13-16 October<br>9:30am-4pm                                   | 16 October<br>9:30am-1pm   | 16 October<br>1:30pm-<br>4:30pm   |                                    |                             |                                   |
| <b>VIC</b>               |   |                            |                                   |                                    |                             |                                   |
| Melbourne                | 24-27 August<br>9:30am-4pm<br><br>27-30 October<br>9:30am-4pm | 9 October<br>9:30am-1pm    | 9 October<br>1:30pm-<br>4:30pm    |                                    | 14 August<br>9:30am-1pm     | 14 August<br>1:30pm-<br>4:30pm    |
| <b>WA</b>                |   |                            |                                   |                                    |                             |                                   |
| Perth                    | 1-4 September<br>9:30am-4pm                                   | 29 October<br>9:30am-1pm   | 29 October<br>1:30pm-<br>4:30pm   | 30 October<br>10:00am-3pm          |                             |                                   |

|                       | Planning your Organisation's Future | Risk Management: Insuring your Future | Media Secrets for Community Groups | Weaving your Web: Online Essentials |
|-----------------------|-------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
|                       | \$95                                | \$95                                  | \$95                               | \$95                                |
| NSW                   |                                     |                                       |                                    |                                     |
| Broken Hill           |                                     |                                       |                                    |                                     |
| Sydney                |                                     |                                       |                                    |                                     |
| Gosford               |                                     |                                       |                                    |                                     |
| NT                    |                                     |                                       |                                    |                                     |
| Darwin                |                                     |                                       |                                    |                                     |
| QLD                   |                                     |                                       |                                    |                                     |
| Tablelands / Atherton |                                     |                                       |                                    |                                     |
| Brisbane              | 18 September<br>1:30am-4:30pm       | 18 September<br>9:30pm-1pm            | 3 September<br>9:30am-12:30pm      | 3 September<br>1:30am-4:30pm        |
| Gold Coast            |                                     |                                       |                                    |                                     |
| SA                    |                                     |                                       |                                    |                                     |
| Adelaide              |                                     |                                       |                                    |                                     |
| TAS                   |                                     |                                       |                                    |                                     |
| Launceston            |                                     |                                       |                                    |                                     |
| VIC                   |                                     |                                       |                                    |                                     |
| Melbourne             | 10 August<br>1:30pm-4:30pm          | 10 August<br>9:30am-1pm               | 8 September<br>9:30am-12:30pm      | 8 September 1:30am-<br>4:30pm       |
| WA                    |                                     |                                       |                                    |                                     |
| Perth                 |                                     |                                       |                                    |                                     |

# BOOK YOUR TRAINING /TAX INVOICE

1 Tick the training you wish to attend and record session location/date/time

| <input type="checkbox"/> Certificate IV (Governance) | <input type="checkbox"/> Winning Grants | <input type="checkbox"/> Intensive Community Fundraising | <input type="checkbox"/> Secrets of Successful Boards | <input type="checkbox"/> Be an Effective Chair |
|--|---|--|---|--|
| Location:  | Location:                               | Location:  | Location:   | Location:                                      |
| Date/Time:   | Date/Time:                              | Date/Time:   | Date/Time:  | Date/Time:                                     |
| \$1300 per attendee                                  | \$95 per attendee                       | \$95 per attendee  | \$195 per attendee                                    | \$95 per attendee                              |
| \$1300 x _____<br>= \$ _____                         | \$95 x _____<br>= \$ _____              | \$95 x _____<br>= \$ _____                               | \$195 x _____<br>= \$ _____                           | \$95 x _____<br>= \$ _____                     |

| <input type="checkbox"/> Be an Effective Secretary | <input type="checkbox"/> Planning for your Organisation's Future | <input type="checkbox"/> Risk Management: Insuring your Future | <input type="checkbox"/> Media Secrets for Community Groups | <input type="checkbox"/> Weaving your Web: Online Essentials |
|--|--|--|---|--|
| Location:  | Location:  | Location:  | Location:   | Location:  |
| Date/Time:   | Date/Time:   | Date/Time:   | Date/Time:  | Date/Time:   |
| \$95 per attendee                                  | \$95 per attendee  | \$95 per attendee  | \$95 per attendee   | \$95 per attendee  |
| \$95 x _____<br>= \$ _____                         | \$95 x _____<br>= \$ _____                                       | \$95 x _____<br>= \$ _____                                     | \$95 x _____<br>= \$ _____                                  | \$95 x _____<br>= \$ _____                                   |

|                           |   |                    |
|---------------------------|---|--------------------|
| <b>Total Cost =</b> _____ | ALL PRICES ARE INCLUSIVE OF GST (Cert IV is GST FREE) | ABN 24 094 608 705 |
|---------------------------|---|--------------------|

continue...





# ABOUT OUR COMMUNITY

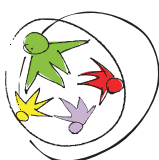
Our Community is an award winning social enterprise which provides resources, training, advice and tools for Australia's 700,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major community training offerings include:

[www.ourcommunity.com.au](http://www.ourcommunity.com.au) – Australia's most useful website (comprising the 16 online Knowledge Centres) and publishing house – accelerating the impact of Australia's 700,000 community organisations.

The Our Community offerings include:

- **Community Funding Centre** – Australia's premier grants and funding resource, offering a wide variety of services and products on grants and fundraising
- **Community Financial Centre** – Helping community groups get better banking services and improve their financial literacy and performance
- **Boards, Committees & Governance Centre** – The place where community groups and board/committee members can find out how to build a better board, be a better board member, and find a board position
- **Marketing, Media & Post Centre** – Providing community groups with the resources and tools to spread their message to an ever-growing audience
- **Community Jobs and Recruitment Centre** – Your best choice to advertise or find a job in the community and not-for-profit sector Australia-wide
- **Community Insurance & Risk Management Centre** – Information, support and resources on risk management and insurance for community groups
- **Community Leadership Centre** – Helping community leaders to develop the skills they need to provide authentic leadership in their chosen area
- **Community Advocacy Centre** – Tools and tactics to help Australia's community groups influence, impact and change hearts and minds
- **Community Technology Centre** – Helping community groups to understand and use technology effectively
- **Centre for What Works** – Assisting community groups to learn from the lessons of others, saving time and money and reducing duplication of effort
- **Join In, Join Up!** – Providing 21 themed directories to make it easy for you to share your organisation's great work with a wider audience. Make it easy for people to find you, find out more about what you do, and support you



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

# ABOUT THE AUSTRALIAN INSTITUTE OF COMMUNITY PRACTICE & GOVERNANCE

The Australian Institute of Community Practice and Governance (AICPG) is the training arm of Our Community, providing accredited training, half-day workshops and conferences designed specifically for the staff, volunteers, board/committee members and supporters of community organisations throughout Australia.

A number of key training events are scheduled throughout the year. In addition, tailored programs can be designed and delivered to meet your needs.

Training participants receive official recognition of their participation, plus ongoing access to a range of resources to aid their continual learning through membership of the AICPG.

Participants in our half-day or full-day training seminars or conferences receive a 12-month Associate Membership of the AICPG which offers the following benefits:

- Advance notice of the AICPG's upcoming training
- The designation 'Associate Member of the Australian Institute of Community Practice and Governance'
- Access to ongoing learning and peer support opportunities

Participants who successfully complete the Certificate IV in Business (Governance) receive a 12-month Fellowship of the AICPG which offers the following benefits:

- Graduation Ceremony
- The designation 'Fellow of the AICPG'
- Access to ongoing learning and peer support opportunities
- A 12-months subscription to Our Community's Board Builder newsletter
- Advance notice of the AICPG's upcoming training
- Networking events

The Australian Institute  
of Community Practice  
& Governance (AICPG):



AICPG

AICPG  
The Training Division of:



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



# NOTES

# NOTES

# What People Say about our Training



*I wanted to pass on the thanks of all who attended the seminar on Wednesday - the presentation was extremely well-received. Your trainer gave us information we could put into immediate practice, and inspired us all to get on with our grant applications!*

*Thanks again from us all.*

Robyn Burns  
Youth Services Manager – PLVN Children's & Youth Sub-committee



*The seminar was excellent: your presenter was engaging (and I appreciated his injections of humour); the information provided was usefully practical; and great value for money. I would certainly recommend it to others.*

Dr Regina Quiazon  
Diabetes Education Project Officer



*New to my role with a non profit organisation in August 2007, I was relatively ignorant to funding application procedures and processes. From the time of your seminar on the April 18, 2008 I have applied what I have learnt... (with) great results in my opinion – without doubt due to your influence. These grants have helped many people beyond our organisation and helped shape our community. I think you know the ripple effect I mean.*

Peter Jeffery  
Business Development Manager – Future Employment Opportunities



*It was a very successful session and the feedback is sensational. Every participant (100%) learned something new and now feels more confident about writing funding submissions - in my book that's a great achievement!!*

*Participants specifically commented on the practical and informative tips, simple explanations, great handouts and on the presenter's knowledge, encouragement and enthusiasm. The feedback sheets also identified some valuable ideas for future training topics including marketing, public relations and talking to the media.*

*Thank you for doing such a wonderful job in covering all these topics so well and for keeping the whole group engaged the whole time – you did a really brilliant job – your approach and enthusiasm was much appreciated!!*

Tamara Churchill  
Neighbourhood Development Officer - Hobsons Bay City Council



*I really enjoyed the session and found the information really helpful. I thought the practical approach worked really well and using the examples of the group brought the words to life and made it all the more interesting.*

Stella Comino  
Director – Standards Plus Pty Ltd

The Australian Institute  
of Community Practice  
& Governance (AICPG):



AICPG  
The Training Division of:



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