



Our Community **MATTERS**

ourcommunity.com.au

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Welcome to the November edition of *Our Community Matters*, our regular free community update. It is yet another benefit of membership of www.ourcommunity.com.au - the premier destination for Australia's 700,000 community, education and non-profit groups. ourcommunity.com.au provides community groups with the latest grants funding and fundraising news as well as practical advice and the opportunity to list for free online donations on the [National Community Giving Centre](#). We also provide discounted services and products, including the great banking services deal with the National Australia Bank which provides transaction accounts specifically tailored for community groups.

A summary of our services is listed at the end of this newsletter. If you have trouble reading this newsletter or have any comments please let us know at brianw@ourcommunity.com.au.

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1. Welcome message from Rhonda Galbally, CEO of ourcommunity.com.au.

Dear Friends,

It has been a sad, desperate and horrifying time over the past month, yet at the same time every day is full of hope. In the aftermath of the Bali deaths and loss I am reminded every day of the power of the plethora of community groups offering solace, support and comfort.

While families of victims are gaining financial help from Red Cross from the enormous generosity of donations from Australians across the nation, they are also finding comfort from all of the community groups offering self-help support to people in grief from loss.

Hundreds of Local Self-help Groups Support Victims

Compassionate Friends and others in the National Association of Loss and Grief network are often local, small community groups – an essential part of our social fabric and usually operating on the smell of an oily rag.

I get very irritated with people who have never experienced the support and comfort from smaller community groups who call for their rationalisation. I also hate seeing these groups pushed into a service delivery mode in order to receive funding based on how many grieving people have come through the door and out the other side.

The value of self-help groups is that memberships expand from people participating years after their own issue has been resolved - where the grief from the loss has lessened. They then go on to offer fantastic, quality support to others in the same boat, because it's when you have experienced a loss yourself that you know intimately how others really feel. The groups then broaden their networks but still remain locally relevant and accessible to everyone, including those wheeling there in wheelchairs or arriving on public transport.

Thousands of Small Community Groups Oppose Racism

There are also the community groups supporting people from different cultures and countries. Uncharacteristically of Australians, there is a marked escalation in racist attacks and vilification for anyone from Muslim - and even Asian cultures. The response is the unsung work of the thousands of groups in the community to protect, fight for human rights and provide the community education that is so needed to remind Australians about our commitment to a "fair go."

Finding Funds and Winning Grants for Public Housing Estates

There are over 5000 live grants at any one time in Australia - over half of them are constantly changing and it is vital for small groups dealing with issues of justice and access to get an increasing percentage of those grants. Grantmakers of course also need to value small groups- small can mean more relevant, more preventative and definitely more community-controlled.

I had the opportunity to raise this with a group of dedicated workers and residents' representatives with the Ministry of Housing. It is important to recognise that grants are only one part of a total fundraising strategy - seventy-five percent of all funds to community organisations come from individual donors – from ordinary Australians and it is now time for small community-based groups to get their fair share.

Questacon Fundraising Workshop

From the small community groups to the big - I was honoured to be a co-presenter for the two day Questacon fundraising workshop held recently in Canberra. A diverse group of larger non-Government organisations came to hear from the expert American Stephen Brand. The participants came from the museum science centre sector as well as some health organisations and major institutions – the fee for the workshop was high but the information was meaty and very exciting.

Some of the tips from the USA expert are fully applicable to smaller community groups - some of these ideas are covered as topics in our monthly Raising Funds newsletters.

1. The lift speech is very important- imagine having 30 seconds to persuade a corporation to meet with you about sponsorship or a grantmaker about accessing funds. How do you explain how you are the best group on earth and the only one capable of truly fulfilling a most important role for your local community?
2. Your lift speech has to create a powerful emotional impact that ensures the message is remembered.

3. What is your icon and how could you sell it locally. We've seen the great success of Red Nose Day and more recently, Shave your Head for Leukemia and Cancer. What are the icons for small community groups?
4. What is the local relevance that distinguishes each community group and gives it its own image and branding?
5. What other assets do community groups have that can be used to raise funds? Assets include reputation, members and friends, data base of donors, property, users and the affinity this creates (many community groups will have heard me banging away on this).
6. Skills can be gained through training, passion can't. If committees, boards, councils and staff aren't passionate about the goals of the community group- replace them
7. Encourage innovation, ideas and creativity – at least 20 fundraising ideas should be under consideration at any one time- these will come from everyone associated with the community group. Only two will be assessed as practical- but the two workable ideas will never come to fruition without a culture that values money and ideas.
8. After you get all of the great ideas you can apply a prioritising matrix to work out the most appropriate and effective idea for your group (we will cover this in a future **Raising Funds newsletter**)
9. Development means everything creative that comes out of the community group including fundraising – the development officer heads up one of two major functions – the other is operations.
10. Bring money out of the closet and give finding it a better reputation. The topic of money and how to increase it is the most exciting, fun, wonderful topic for all community groups.

.... And the final point is never go to a conference unless you bring back enough ideas to pay for your total costs three times over!!!!!!

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2. Christmas is the time of giving - so have you put in your Christmas order?

Christmas is almost upon us again this year and we have several planned initiatives around the subject of encouraging greater giving and support for all community groups in the lead-up to the festive season.

We will be conducting a rolling campaign encouraging people to support their local groups in numerous ways from donations to membership to volunteering and suggesting numerous other ways they can make a difference to their own local communities. It is an extension of what we did last year and - given the increase in donations to many of the groups listed online - we think we can get an even greater response this year.

So we need your help (1)

We are compiling a list of all the Christmas appeals, fundraisers and events that are being conducted by community and non-profit groups across the country and will run that list on our site to highlight the practical ways that the public can assist their local communities.

It is not just supporting appeals and fundraising activities - but also listing important initiatives such as appeals for blood donations/toys/food/blankets/organs etc.

Obviously it is an initiative that we think will grow and grow but at least it provides a good starting point for members of the public who are motivated to help out community groups at Christmas time and want some practical ways that they can actually do that. We want to at least provide a starting point.

If you want to list your appeal (it is free - there is no cost involved), then you can email the following information back to us. Please keep it brief, we want no more than 25 words explaining what the appeal is about.

And please email the details to [**service@ourcommunity.com.au**](mailto:service@ourcommunity.com.au) as soon as possible. Due to the tight timelines we don't have time to extract the information from press releases or brochures or letters so please provide only the information required in the format on the next page.

Name of organisation:

Name of Appeal

How you can help:

Contact phone number

Contact email:

Website:

Address:

*******(Just cut and paste the information above into a new email message and send to service@ourcommunity.com.au as soon as possible. We will include the link to the page in our December newsletter).**

So we need your help (2).

Also as part of our Christmas giving campaign we are also encouraging more groups to list their Christmas appeals of general appeals on our free online donations service.

We now have more than 150 appeals listed on the site and are pleased to say that we have greater variety of groups than ever before, ranging from welfare organisations to medical research organisations, advocacy groups, education foundations, animal welfare groups, environmental groups, sporting groups and many more.

Why would you want to list for online donations with ourcommunity.com.au? Apart from the fact that it is free to community groups (no charges, no fees and no commissions. Only normal credit card and bank charges apply), the average donation across all appeals to the end of October is \$115.

Also the experience of many of the groups using the online donations facility is that they are receiving donations from donors who were previously unknown to their organisation. We also know that we now have a number of regular donors who come to the site to donate to one group and then return to spread donations to other groups that interest them.

We would like to have as many appeals up on the site as possible before the December giving period so contact Kate Caldecott at katec@ourcommunity.com.au or call (03) 9320 6800 for more information.

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3. Financial support and income for Australian community groups continued to grow in 2001, survey finds.

A new study of the annual reports of hundreds of Australian charities has found they continued to increase funds from donations, government funding and commercial income throughout 2001.

The fourth annual **Givewell** survey looked at the 2001 annual reports of 453 Australian charities, including Mission Australia, the Salvation Army, World Vision, the Cancer Councils and Guide Dog Associations, as well as a representative sample of smaller organisations across all cause categories. The groups looked at by Givewell had a combined total income of \$4.5 billion a 10 per cent rise on the previous year.

According to the study 74 per cent of groups reported total income increases in 2001 - up from 70 per cent the year before. It also found that groups in the survey sample were spending more on fundraising but also generating more with each dollar spent, generating \$7.52 in income.

It found that income for groups continued to grow with increases in all financial indicators across most categories of fundraising organisations. Givewell said the survey confirmed a long-term trend of improved

financial health for Australia's major fundraising organisations from 1998 to 2001.

Key findings of the report for this 4-Year period include:

- Giving up by an average of 8% pa.
- Government funding up by an average of 10% pa.
- Bequests up by an average of 3% pa.
- Net Assets up by an average of 7% pa.
- Greater diversification of investment assets by charities, including recent increases of 25% and 15% in amounts held in managed investments and shares respectively.
- A more even spread of income sources, including fundraising, government funding, investment income, fees for service and a range of other types of commercial income.
- Increases in giving to causes such as Aged Care and Mental Illness, which have previously been considered to be difficult causes for which to raise money.

The study also found that overall across the groups, fundraising income, excluding bequests, was \$932 million and government contributions were \$2.05 billion

Givewell has been conducting research on the charitable sector since 1997. Highlights of some of the previous surveys have included:

- **1998** - an awakening culture of giving in Australia, with fundraising income up by 7%.
- **1999** - a significant increase in government funding to the charitable sector of 14% as governments outsourced programs and increased policy focus on welfare, employment, environment and disability services.
- **2000** - on-going and sustained increases in fundraising (up 16%). Charities beginning to focus on diversifying income and investment sources.

Givewell Executive Director Michael Walsh said the 2001 figures confirmed the trends while also indicating their spread to a larger number of organisations across a greater range of causes.

"There is no question charities have become better financed organisations, and that this has coincided with an increasingly strong management culture and more developed business practices. Whether the sector's current health is able to survive a major recession in the Australian economy remains to be seen, but at the moment the sector is using a good economic and public policy climate to good effect," Mr Walsh said.

The interest will be whether the non-profit sector continues to show the same resilience in 2002. For information about other surveys, visit www.givewell.com.au.

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4. Branding and image - What does your public image say about your organisation's core values?

ESTABLISHING a strong brand or image was becoming increasingly important for community groups, a new report on branding in the non-profit sector in Britain has found.

The report, *Polishing the Diamond*, was prepared by nfpSynergy, a consultancy working in the non-profit sector, argues that the image of a community group is one of the keys to success and that:

- a non-profit organisation's image or brand **matters**

- a brand should not be left up to a fundraiser or communicator or advertising agency to construct but should be based on what lies at the heart and soul of groups - its values.

The report says that every aspect of what a group does should communicate the right image to the audience that matters and that it is no longer enough to do good work. The quality of that work must be reflected in an image that does it justice.

Using a number of case studies and vignettes, the report demonstrates how branding and image-building was successfully used in a number of Britain's best-known groups such as Barnardo's, National Society for the Prevention of Cruelty to Children, Friends of the Earth, Diabetes UK, WWF-UK and explains why "image" is a organisation-wide concern and not just for fundraisers and media directors. The real-life examples also look at some of the issues in organisations that updated their image and talks about some of the hurdles they had to overcome to improve their image. What it also emphasises is that those organisations where staff or volunteers were intimately involved in deciding the image was where it was most successful.

The report says that some groups will say that branding or image is not important or not for them. The reality, the report argues, is that all groups have an image, just that some are better than others.

"The best way to imagine a strong and focussed image is like a kind of organisational physical fitness. Just as it's easier to run a mile if you're fit, it's easier to raise 1 million pounds if you have the right image. Both tasks can be done by the "unfit" but it is simply that much harder," the report says.

The report also names the top ten attributes that members of the public would like their ideal charity to have:

- accountable/honest
- caring/compassionate
- trustworthy
- determined/dedicated
- effective/cost-effective
- professional
- friendly/welcoming
- helpful
- informative
- approachable.

It also lists some of what it says are the classic mistakes or "foul-ups" that non-profit groups make in branding. They include:

1. **Remember where your heart is.** Branding is not about plastering an artificial gloss on a fundamentally different organisation, it is about making sure that the outside world sees the passion and beliefs that lie at the heart of an organisation.
2. **Do not leave your image to fundraisers.** Branding is about much more than just fundraising. It is about the entire organisation. Every (yes every) department has a role in creating your image. If fundraisers dominate the brand strategy, wake up the Chief Executive and tell them not to fall asleep at the wheel.
3. **Do not ignore market research.** The story of one charity Marketing Director who asked one of his staff if market research was a good idea (two weeks before relaunch) is a tragedy. Market research is crucial – and it can be done with key groups like staff and volunteers for next to nothing if budgets are tight.
4. **The world isn't your oyster.** It is all too easy to feel that the public are the appropriate audience for a charity brand. For most organisations it is much more powerful to focus on a limited number of target audiences.
5. **Advertising is no panacea.** Awareness advertising is only part of the way that images are created in people's minds – and it is very expensive. Do not yearn about awareness advertising until the whole spectrum of image tools is being utilised. A brand created only by awareness advertising will be very lopsided.
6. **Do not feel obligated with pro bono work.** One major charity got a designer to create a new logo for free. While the charity was deciding how to proceed the designer died. The charity was then left in limbo and out of a sense of obligation and inertia used the logo – but it was never quite right – and a few years later they changed it again.

7. **Do not bin leaflets for a marginally wrong colour.** People's image of an organisation is made up of a myriad of sources. It may matter to Coca-cola that the colour is right (because colour and design are a much larger part of the brand) but for most charities colour is one of dozens of ways that people's perceptions is formed.
8. **Do not stop after the relaunch.** It is so easy to feel that the relaunch of a logo or new corporate identity is the end of the process, when in reality its usually not even the beginning of the end but the end of the beginning. Lasting changes in image take years, rather than months or weeks. Motivate your existing and potential audiences and staff.

For a copy of the report *Polishing the Diamond*, email Brian Walsh at brianw@ourcommunity.com.au or Alexandra Denye direct at nfpSynergy at AlexandraD@Futurefoundation.net.

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5. A new Help Sheet providing access to every Australian Community Radio and Television Station.

We have covered in a number of our Free Help Sheets, advice on marketing your special events, achievements or projects through the media, both commercial and community stations.

As an added resource we have created a new free Help Sheet titled [A Directory of Every Australian Community TV and Radio Station](#) on the Community Management Centre that provides a direct link through to the state-by-state breakdown on the Community Broadcasting Foundation's website. The listing contains details of all the community broadcasters across the country, including all the multicultural and indigenous broadcasters.

While not all community stations run a format where community news and views are aired, we encourage groups to check with your local broadcaster to see if you are able to do an interview or at the least, supply a media release for inclusion in programs or as a snippet in the news services.

Many stations also provide times for budding broadcasters to host their own segments or program but normally to people who are involved as volunteers at the station. Having a regular spot or segment on community radio takes a fair bit of commitment, expertise and planning but it is certainly worth getting involved with your local community radio station.

The other important thing is that if you do have a regular spot or there is a presenter who regularly provides an update on your group's activities make sure you alert your membership to it so they can support both your group - and the station itself.

Just follow these links to the Community Broadcasting Foundation's listing of community radio stations in your state/territory. Each listing contains a rundown of the content on the station, its frequency so you can listen in - and also where available - a direct link to another page profiling the station, providing phone numbers and email addresses and also links to the station's own website where available to allow you to get in touch, contribute, subscribe and support your local station.

To access the Help Sheet [A Directory of Every Australian Community TV and Radio Station](#) which provides direct links to the list of community broadcasters in your geographical or interest area just click here.

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6. Winners - (Part One). Finalists announced in the Prime Minister's Award for Excellence in Community Business Partnerships.

This year's Prime Minister's Awards for Excellence in Community Business Partnerships attracted great national interest, and hundreds of nominations were received – in fact more than any previous year. Evidently, the spirit of partnerships remains strong at all levels of the Australian community, including in our regional areas.

State and territory winners of this year's Awards were announced at events held in all capital cities on 31 October. The winning partnerships showcase the positive opportunities that mutually beneficial collaborations can create for local communities and within business organisations.

Partnerships addressed local issues such as youth unemployment opportunities, family values, crossing the intergenerational divide, public health and integration of people with a disability into the broader community.

National winners and Special Award winners, who will each receive \$10,000 towards the extension of their community projects, will be announced at a luncheon at Parliament House in Canberra on 11 December.

| STATE | CATEGORY | BUSINESS PARTNER | COMMUNITY ORGANISATION PARTNER |
|--------------|-----------------|---|--|
| ACT | MED | Acumen Alliance Pty Ltd | Marymead Child and FamilyCentre |
| NSW | LARGE | DHL Worldwide Express | JJ Cahill Memorial High School |
| NT | LARGE | Alcan Gove Pty Ltd | Marngarr Community Government Council |
| QLD | SMALL | Surfing Information Centre Inc | Envision Support Services |
| QLD | MED | CADET Training and Employment | Sunshine Coast Health Services Foundation |
| QLD | LARGE | Westpac Banking Corporation, | Indigenous Enterprise Partnerships |
| SA | SMALL | Burns for Blinds (Castlefort Pty Ltd) | Youth Opportunities Association SA |
| SA | MED | Helping Hand Aged Care Inc | Parafield Gardens High School/ R-7 |
| SA | LARGE | Savings and Loans Credit Union (SA) Ltd | Women's and Children's Hospital |
| TAS | LARGE | Aurora Energy | Asthma Tasmania |
| TAS | SMALL | WIN Television Launceston | Launceston College |
| VIC | LARGE | ANZ Staff Foundation | Awakenings Festival (Wimmera Uniting Care) |
| VIC | MED | TATE Associates Pty Ltd | Melbourne Citymission |
| WA | LARGE | Midland Brick Company Pty Ltd | Hills Community Support Group Inc |
| NAT | LARGE | BHP Billiton | Conservation Volunteers Australia |
| NAT | SMALL | Access Dinghy Sailing Systems Pty Ltd | Sailability Access and The Dinghy Foundation Inc |

For more information visit the Partnership website at www.partnerships.zip.com.au

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7. Winners (Part Two). Social Ventures Australia announces its finalists in the Big Boost! business plan challenge

A few months ago we carried in Our Community Matters a call for social ventures or groups looking to expand their entrepreneurial activities to apply for assistance through Social Ventures Australia's Big Boost! scheme.

Social Ventures, is an organisation established through the pooled resources of the AMP Foundation, the Benevolent Society, the Smith Family and WorkVentures to assist projects or community groups looking for entrepreneurial support to take the next step. SVA, run by Michael Traill, a former executive director of Macquarie Bank's venture capital division, has recently announced the 10 finalists that took part in a recent weekend seminar.

The finalists were selected after SVA had an Australia-wide information sessions where interested groups were provided with advice and the basics of putting together a business plan. A follow-up "Getting Connected" workshop was also held.

Five groups will now be selected from the following to share in \$250,000 in funding and also to take up support from mentors.

The 10 finalists are:

Columbia 1400

The Columbia 1400 program has its origins in Scotland, and through effective partnership, utilising a combination of strong corporate and government support together with close links with community agencies, provides Leadership Academies that are designed to harness the potential and natural abilities of participants. The Academies are mainly for people from "tough realities" such as the long term unemployed, the homeless, people living in poverty and those battling drug or alcohol addiction.

Big hART

Since its establishment in 1992, Big hART has initiated arts projects around the country that re-engage people on the fringes with their communities. It engages professional artists and community development workers to train and mentor people in rural and isolated areas, creating experimental film, theatre, radio, new media and visual arts that seek to give expression to the marginalised and disadvantaged.

Greenfleet

Greenfleet is an environmental organisation founded in 1997 specialising in reducing the impacts of transport and tackling the issue of ongoing greenhouse gas emission from vehicles by planting native trees to help restore oxygen to the atmosphere and promoting new technologies and fuels to reduce emissions from vehicles. It employs a promotional model of corporate partnership and public advocacy to increase awareness about environmental and vehicle usage issues.

The Women's Circus

The Women's Circus is a very successful arts and community physical theatre company established in 1991 as a project of the Footscray Community Arts Centre. Its mission has been to develop programs that empower women to realise their potential. Priority is given to survivors of sexual abuse, over 40s and women from culturally and linguistically diverse backgrounds.

Connect 2 Integrated Youth Leadership Program

The Connect 2 project, based in Perth, is a program of ASeTTS (Australian Support for Emigrant Survivors of Torture and Trauma), an organisation providing counselling, advocacy, referral, community development and support services to people who have experienced torture and trauma prior to their arrival in Australia. A pilot program to develop a cadre of engaged and involved youth, including young refugees, who have the leadership skills and opportunities to encourage others to promote Australia as a harmonious and culturally diverse nation; and take a stand against racism, prejudice and intolerance.

Pathways to Manhood

Founded in 1994, the Pathways to Manhood programs is a six day Rite of Passage camp in a bush setting attended by boys aged 11 - 15 with their father or some other significant man in their life. Follow-up is an integral part of the program. The Pathways program aims to inspire boys to have a vision and reach their potential and is underpinned by values of mentoring, support networks, positive parenting, youth

leadership and mutual respect.

CanDo Internet

"CanDo4Kids" Townsend House is an Adelaide based organisation providing services to children who are vision or hearing impaired, focussing on the capabilities of both the organisation and the children. CanDo4Kids is seeking to establish an Internet Service Provider (ISP) offering services specifically for organisations and people who have disabilities and provide a potential revenue vehicle for relevant community based organisations.

Youth Lead

Youth LEAD (Leadership in Environmental Action Development) is a program specifically designed to encourage young people to take a practical leadership role in environmental issues and comes out of Ozgreen, which as empowered and motivated schools and communities to take an active involvement in environmental issues. OzGreen has an outstanding reputation for delivering environmental programs that assist communities to protect their environment.

Out of Redfern

Out-of-Redfern is a shared vision to regenerate the Redfern community through enterprise and underpinned by a strong belief in the power of black and white Australians working together, the need for a medium to inspire quality indigenous talent, and the view that development of self-sufficiency, vocational choice and respect for one another is the only way forward for indigenous youth. The first project was the design, production and showing of fashion garments, involving indigenous students from Cleveland High School in all aspects. Out of Redfern wants to become self-funding and involve local youth in core business activities.

The Beacon Foundation

The Beacon Foundation was established in Hobart by a group of business people to drive employment creating initiatives for young people. Programs, including 'No Dole' and 'Careers', have earned national recognition for success assisting young people with the school-to-work transition. These programs are partner-based and effectively bring the business community into schools by providing support, opportunity and resources. Beacon is seeking to extend its program nationally.

For more information visit Social Ventures Australia's website at www.socialventures.com.au.

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8. Coining the "Make a Difference" phrase - Honour for Australia's four million volunteers.

While we would all like to see the Government provide more money to community and volunteer groups across the country, at least the Government has provided some "coins" to pay tribute to our volunteering force.

Following on from the \$1 coin that was produced last year as part of the International Year of the Volunteer celebrations, the Australian Mint this week launched the 2003 collector's six coin set which honours Australia's volunteering spirit.

The coins, under the theme of making a difference, salute the work of the four million-plus Australian volunteers who provide more than 700 million hours of unpaid help to Australia's community and non-profit organisations each year.

The Making a Difference phrase is featured on a banner gold \$1 coin while a dazzling 50c piece depicts a kaleidoscope of volunteers from emergency services, meals on wheels, shelters, charity operations as well as conservationists, sports volunteers, firefighters and surf lifesavers.

In recognition of the outstanding contribution made by Australia's volunteers, the 2003 Six Coin Set is the first year set to feature a third coin specially redesigned to carry the theme.

A 20c piece brings together a 'group portrait' of a tiny cross-section of everyday Australians, showing that anyone can be a volunteer.

The coin set was designed and developed in association with Volunteering Australia with VA chief executive Sha Cordingley saying it was a wonderful tribute that would only help to inspire more people to recognise the value of volunteering.

Maybe it can also be a good way of fundraising for volunteer groups when the coins go into general circulation (a Royal Mint spokesman said they were likely to go into distribution in the second half of 2003). Once they are floating about you could actually ask people at all your functions and special events to empty the coins in their pocket and then suggest they donate any of their "volunteer" coins to your "volunteer" cause. Then the special coins would not only celebrate the volunteers "making a difference" but could actually help to "make a difference" themselves.

Visit the Royal Australian Mint website at www.ramint.gov.au to view the coins.

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9. Community briefs

Privacy provisions

One of the areas that has caused more confusion than anything else (with the exception of the whole public liability insurance debacle and the lack of any credible reason why community groups have been treated so abysmally) is the issue of the new privacy guidelines.

While the vast, vast majority of community groups are not covered by the guidelines which came into effect last year because they neither have a turnover of over \$3m or are health service providers or sell for a fee or benefit any of the private information they store (and which their members and supporters have provided them), we still have many requests for information on privacy legislation.

According to the Privacy Commissioner, "getting privacy right is essentially about collecting only the information you need to complete the transaction, letting people know why you are collecting their personal information, how you will use it and ensuring you keep it secure. Having these common courtesies in place builds positive relationships with customers, and will help organisations meet their responsibilities under the Privacy Act."

Most small businesses (and groups) will not be covered by the Act. Only those that: are health service providers, trade in personal information, are related to a larger business or are a contractor to Commonwealth agencies will need to comply.

If you are still not sure whether this affects you or not, the Privacy Commissioner has set up a page with a checklist for businesses (and groups) to go through to see if they are in the minority of groups affected by the legislation. you can find the link by [clicking here](#).

Search for program manager.

The Myer Foundation works to build a fair, just, creative and caring society by supporting initiatives that promote positive change in Australia, and in relation to its regional setting.

The Myer Foundation is seeking a Program Manager to lead the Foundation's program team in the fields of arts, environment, social justice, philanthropy, and our relationship with the Asia Pacific region. The Manager will be supported in this role by a Program Officer.

This key post requires knowledge and experience of grant making / receiving programs, the community sector, and a high level of understanding of social and environmental issues. The candidate will also need to have managerial experience, research competence, and skills in writing and oral communication. Tertiary training in a relevant field is desirable.

For more information on the work of The Myer Foundation see www.myerfoundation.org.au.

Expressions of interest to be sent to Staindl Consulting, PO Box 241, Camberwell 3124, Victoria, or fstaindl@bigpond.net.au.

Tell the world about your good work well, part of it anyway!

As always we are searching for community and non-profit groups to take part in our weekly interviews on the Community Broadcasting Association of Australia's satellite network so if you have an innovative fundraising idea or a great program or something that you are doing in the community that other groups could learn from, then let us know by contacting Brian Walsh at brianw@ourcommunity.com.au.

The other benefit of doing these interviews is that we are close to unveiling the ourcommunity radio where a tape of these interviews will be able to be played from the ourcommunity.com.au site. This will enable you to be able to link from your own website or email the web address to all your members and supporters so they can listen to you talking about your organisation.

The ourcommunity radio project has been organised by Adrian Wajsrem, who has been working in the IT area at ourcommunity. We hope the link will be up and working over the next month or so.

Copyright Warning.

We are repeating this for those people who missed it last month and because we have had to take action over the past month to stop a number of groups and local councils from breaching copyright.

In recent weeks we have had a number of examples of people, particularly some councils and regional organisations, passing on the [Easy Grants](#), [Raising Funds](#), or [Scholarship Alert](#) newsletters to non-subscribers or to groups and people outside their own organisation.

We would like to point out that this is, in fact, a breach of copyright and we are taking action to stop the newsletters or books being passed on.

While we encourage people to send on this free *Our Community Matters* and post it on websites or email to their wider membership, you are breaching copyright by sending on or distributing Easy Grants, Raising Funds or Scholarship Alert. While we don't like to, we have had to take action in a number of instances to stop people distributing it illegally.

We have deliberately priced the newsletters at the lowest possible price (Easy Grants was originally \$470 but is now just \$45 for community groups) so that any community group can afford to subscribe to it. It is all part of our philosophy of democratising the information and making it accessible to all groups. For those groups and councils or regional organisations who have been distributing the paid-for newsletters, either wittingly or unwittingly, we would ask you to stop doing so.

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10. Products and Services

To all those who have received a copy of OC Matters passed on by one of our members and are unsure of our services, here is some basic information. We provide three main newsletters designed to assist community, education and non-profit groups:

The Easy Grants newsletter provides a monthly summary of all grants available in your state/territory - philanthropic, corporate, state, and federal government. Click on <http://www.ourcommunity.com.au/newsletter/1/sample.pdf> for a recent sample of an Easy Grants newsletter - only \$45 a year (community group price) which includes year-round access to search our extensive grants database. To subscribe visit http://www.ourcommunity.com.au/funding/grant_main.jsp

The Raising Funds newsletter provides a monthly resource on the latest fund-raising tools and techniques from running special events to innovative ideas to find money. A sample of the Raising Funds newsletter - which costs just \$45 per year (community group price) for 12 monthly issues can be found by clicking <http://www.ourcommunity.com.au/newsletter/4/sample.pdf>. To subscribe visit http://www.ourcommunity.com.au/funding/fundraising_main.jsp.

The Scholarship Alert newsletter provides a monthly summary of all scholarships, awards and fellowships in your state/territory. Click on <http://www.ourcommunity.com.au/newsletter/3/sample.pdf> for a recent sample newsletter. Scholarship Alert costs just \$45 (community group price) for 12 monthly issues plus year-round access to search our extensive scholarships database. To subscribe visit http://www.ourcommunity.com.au/funding/scholarship_main.jsp.

The Busigrants newsletter is a perfect tool for businesses and social enterprises looking to access the hundreds of millions of dollars in business grants available to emerging and expanding businesses. The monthly Busigrants newsletter contains a summary of Federal and State Government grants funding programs as well as relevant industry awards. Perfect for any enterprise looking for assistance to expand markets or to develop new goods and services. Busigrants costs just \$195 for 12 monthly issues delivered direct to your computer screen. To view a sample of Busigrants click on <http://www.busigrants.com.au/busigrants/sample.jsp> or to subscribe click on <https://www.ourcommunity.com.au/busigrants/sub.jsp>.

The **Australian Best Practice Grantmaking Quarterly Newsletter** has been developed for grantmakers at all levels - Federal, State and local Government, philanthropic and corporate foundations and providers of scholarships. Highlighting issues and best practice examples across the grantmaking process from selection, administration, evaluations and accountability to marketing and using technology, this innovative and economical resource is essential for every government agency, philanthropic organisation or Private grantmaker. For subscription details and a summary of the first newsletter click on http://www.ourcommunity.com.au/article/view_news.do?articleid=381.

To subscribe to any of these newsletters Click here or e-mail info@ourcommunity.com.au or call us on (03) 9320 6800.

And don't forget our series of low-cost guidebooks, including:

How To: Find Money Fast - 50 Great Ideas to raise up to \$5000. This popular and practical guide gives you 50 ideas to raise money as well as providing handy advice on staging special events and setting up your own fundraising strategy. Great ideas and Great value. For more information on **How To: Find Money Fast - 50 Great Ideas to raise up to \$5000** visit http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=220

How to: Win a Philanthropic Grant. This guide helps you to prepare a winning grants funding submission. For more information visit

http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=56

ourcommunity.com.au also offers a free online donations and a free online volunteer service. For details visit http://www.ourcommunity.com.au/giving/giving_main.jsp

As mentioned earlier, www.ourcommunity.com.au has formed an alliance with National Australia Bank to introduce the first suite of tailored financial products for community groups. To find out more visit the Community Financial Centre at http://www.ourcommunity.com.au/financial/financial_main.jsp. The Financial Centre contains details of the National's community accounts as well as Help Sheets on reducing fees.

A recent addition to www.ourcommunity.com.au is the National Insurance Centre where we have Help Sheets on reducing risk and the latest news on the insurance issue. You can also register your interest in being part of a pooled insurance scheme to try and reduce the cost of insurance premiums. Visit the Insurance Centre at http://www.ourcommunity.com.au/insurance/insurance_main.jsp.

We have also joined with ACER computers to provide a low-cost, high-quality computer deal for community, education and non-profit groups and their members with personal computers starting from just \$1499. Visit http://www.ourcommunity.com.au/tech/hardware_packages.do for details.

And don't forget our Management Centre where we have over 100 free Help Sheets on various aspects of running a community group.

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11. Fast Forward.

If you found this newsletter helpful, please feel free to send this newsletter onto your friends and fellow community groups in your area. We would also like your input into this newsletter.

If you have any thoughts or any issues you would like addressed we would appreciate hearing from you. You can send your comments to brianw@ourcommunity.com.au or call (03) 9320 6813.

If you have received a grant or scholarship found on our database or successfully adapted the Raising Funds newsletter, let us know.

We now have button logos for those groups who want to set up links to ourcommunity.com.au from their own websites. You can find them on the media Centre. Just visit

http://www.ourcommunity.com.au/article/view_image_list.do and right click your mouse on the image you want and then click on SAVE to your own computer. If you have any problems just contact brianw@ourcommunity.com.au or call (03) 9320 6813.

We also have brochures for any associations who want to mail out to their member groups and let them know about our products and services. Just let us know and we will be happy to supply.

If you would like to reproduce anything in this newsletter in your own group/association newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of www.ourcommunity.com.au".

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