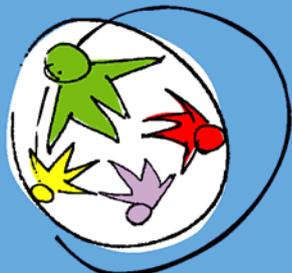


Our Community **MATTERS**

Your community knowledge bank helping groups survive, improve, grow and innovate



Resources, News, Innovations and Tips on:

- ✓ Funding, Finance & Membership Management
- ✓ Leadership & Advocacy
- ✓ Management & Training
- ✓ Marketing & Media
- ✓ Boards, Committees & Governance
- ✓ Community & Business Partnerships
- ✓ Insurance & Risk Management

www.ourcommunity.com.au

February edition 2004

Welcome to the latest 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 funding and fundraising news as well as practical management and board and committee advice and the opportunity to list for free online donations through the [Australian Giving Centre](#).

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 by Rhonda Galbally AO, CEO of [ourcommunity.com.au](http://www.ourcommunity.com.au).

Welcome to Our Community Matters for 2004 – and it literally is welcome because there are literally thousands of new groups who are receiving this ***Our Community Matters*** newsletter for the first time.

Already 2004 is promising to be even busier and more challenging for the 700,000 community groups that make up the community sector and as we have done in the past years, we will continue to bring you the latest news, tools, resources, research and tips to assist your organisation in running more effectively and efficiently.

Whether it is information to assist your group with building community business partnerships, leadership advice, the latest on insurance and risk management, tools to assist in managing your group, research on issues challenging the entire community sector and the latest fundraising resources, ***Our Community Matters*** will bring it to you.

This month we are highlighting two exciting initiatives that will be of assistance to groups. The first is the development of the **Community and Business Partnerships Brokerage Service**, which is designed to provide community groups – and small and medium businesses - with the knowledge and motivation to connect and form successful community business partnerships.

You will see below all the resources and tools of the Brokerage Service. Make sure you register your community group for assistance – it's free to do so.

The other exciting news this month is the announcement of the program for the 2004 Communities in Control conference. Following the success of the 2003 conference, which attracted more than 1300 people representing grass roots organisations from across the country, this year's conference will expand on the many themes raised last year.

We again thank the Pratt Foundation for their support in bringing out our international guests to share their experience of grassroots community control, **Shelley Martin**, Executive Director, the University of California Berkeley's Centre for Community Wellness and **David Henshaw**, CEO City of Liverpool, United Kingdom who has transformed the city on the back of peoplepower. We also have a terrific program of keynote speakers and a very strong collection of community leaders who have agreed to lead our community capacity building workshops.

I am really looking forward to 2004. As well as the improvements and additions to our website and newsletter services in 2003, we have a number of new and innovative features that will be unveiled over the next six months that will provide even more practical and easy-to-follow resources to make running a community group that little bit easier.

For those who haven't visited www.ourcommunity.com.au for a while you will notice the differences. We now have more than 200 separate free help sheets on the site along with a number of other free tools and self-analysis wizards designed to assist your group.

I hope you enjoy the newsletter and look forward to working with your organisation to make sure community counts in 2004.

RHONDA GALBALLY AO
Chief Executive Officer

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2. Register for Business support on the Community Business Partnership Brokerage Service.

Community & Business Partnerships Brokerage Service Click Here to Sign Up Now >> Free of Charge!	THE PRIME MINISTER'S COMMUNITY BUSINESS PARTNERSHIP 
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Is your community group in need of a business partner?

There would be very few groups in the community for which the answer to that question is "No".

Well now your group has a chance to do something concrete about it by signing up with the new Community Business Partnerships Brokerage service available on the Our Community website at www.ourcommunity.com.au/partnerships.

Individual groups from across Australia can register their details, interest areas and the sort of assistance they require or partnership opportunities they provide for small and medium businesses. Through our work with local councils, the Municipal Association of Victoria, the Australian Chamber of Commerce and Industry and state and regional chambers, Area Consultative Committees and industry associations we will be encouraging local businesses to join the service and find the perfect community match.

The brokerage service was officially launched by the Prime Minister, Mr John Howard, in Sydney in December and work is continuing on the site to provide more resources and tools for both community groups and businesses to work together in partnership.

"The service will match small to medium sized community organisations and businesses and encourage them to build strong partnerships," Mr Howard told the Prime Minister's Community Business Partnership Awards dinner at which the service was launched.

The brokerage centre at www.ourcommunity.com.au/partnerships also includes:

- A downloadable booklet with all the essential facts you need to get started. [Click here.](#)
- Are you ready? Wizards to test whether your group or business is ready to begin a partnership. [Click here](#)
- Practical Help Sheets to assist groups and businesses in forming a sustainable relationship. There are already more than 70 help sheets on the site and that will grow to over 200 over the next few months. [Click here.](#)
- Best Practice case studies of community business partnerships. [Click here.](#)
- The Ideas Bank – a starter document with 30 suggested ideas to get you started in a partnership. [Click here.](#)
- **The community business partnerships matching service designed to bring together groups and businesses. [Click here.](#) PLEASE REGISTER NOW**
- A consultants register for groups or businesses specialising in creating or assisting partnerships. [Click here.](#)
- The Local Governments contacts area which we are putting together (yet to be completed).
- Links to the Prime Minister's Awards for Excellence for Community Business Partnerships. [Click here.](#)

While the essential facts, the help sheets, the wizards and the Ideas Bank have all been produced to assist groups and businesses in preparing for and managing a successful partnership, [the matching service](#) is an exciting new way for groups and businesses to find each other.

"Many community groups and businesses share the same community concerns and aims. This matching service is an exciting way they can come together for the benefit of their local geographic or interest areas," Dr Rhonda Galbally, the CEO of Our Community said.

"The information on the site is designed to inspire partnerships and ensure that both businesses and community groups realise they can enter into successful and sustainable partnerships that make a difference. You don't have to be a big business or a big group to successfully work together to make a discernible difference."

Check out the various features of the Community Business Partnership Site by clicking on the icons below or by visiting www.ourcommunity.com.au/partnerships.



More importantly you can register your community group totally FREE of charge now. Click on the above Matching Service link.

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3. Have you applied for the Volunteer Small Equipment Grants yet?

Has your group applied for a Volunteer Small Equipment Grant over the past couple of years?

If your community or volunteer organisation hasn't previously received money from the Federal Government's Volunteer Small Equipment Grants program, then you should be getting your applications in straight away.

Subscribers to the [Easy Grants newsletter](#) received a special bulletin on the day the grant was announced in January but if you haven't checked the program out yet, you should – and as per usual our Easy Grants Newsletter of 40 pages every month lists every grant in Australia your group can apply for. .

This program is one that was first run in 2001 in the International Year of the Volunteer and one that we openly campaigned to have introduced on a permanent basis because it provided a realistic opportunity for many small groups to access funding that directly supports their volunteer programs. Last year some 1400 groups across Australia were funded for amounts ranging from a couple of hundred dollars to the maximum amount of \$5000.

Groups ranged across the whole spectrum of organisations – volunteer fire brigades, sporting clubs, health support groups, environmental groups, arts groups, State Emergency Services groups, Scout groups etc and provided for everything from computer equipment, kitchen equipment, and maintenance equipment to basically anything that assists volunteers to perform their job. For many groups, it was the first grant they had applied for but success provided the confidence and the impetus to look at other funding opportunities.

Some groups were upset last year because of the length of time between applying and the announcement of the successful groups. With an election predicted for early in the second half of the year, there is unlikely to be such a delay this time around. If you haven't had a look at the grants application then do so now – it really is one of the few grants that is accessible to almost all community organisations and is certainly worth a try. For more information or to download an application form you can get one by freecall 1800 050 199 or by visiting the website at <http://www.facs.gov.au/internet/facsinternet.nsf/aboutfacs/programs/sfsc-sml equip grants 2004.htm>.

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4. Federal Treasurer to outline future vision at Communities in Control conference.

The line-up for the Communities in Control conference is now virtually complete with the news that the Federal Treasurer, The Hon. Mr Peter Costello MP, has agreed to expand on his vision of community as a keynote speaker at this year's June conference.

After the success of last year's conference where more than 1300 people from all around Australia attended, this year's conference will revolve around the theme of ***Revolution in Community: Why? How, Now!*** It will look at **why** action is needed, **how** we can help to transform communities and why it needs to be **now**.

We have confirmed a very exciting line-up of keynote speakers for the conference as well as a top level group of experienced community leaders who will lead the workshops on day two of the conference which will be **held at the Moonee Valley Racecourse in Melbourne on 7 and 8 June 2004**.

The main focus of the conference will be around the challenges of innovation, values and courage and will investigate themes such as:

- Recognising why values really do matter
- Identifying the indicators to building greater community groups and better communities
- Advocating the need for more courageous and pioneering leadership, not just managerial leadership
- Ensuring the valuing of community groups as important social assets
- Encouraging communities to partner with Government and business without losing control

Mr Costello, who last year announced that he would be taking on a wider brief in the discussion of social issues affecting Australia, will outline his views on Vision for the Future – challenges for **community, government and business**.

Other speakers include our two Pratt Fellows for 2004 who we announced in the December issues of Our Community Matters.

- **Shelley Martin**, Executive Director, the University of California Berkeley's Centre for Community Wellness.
- **David Henshaw**, CEO City of Liverpool, United Kingdom

Other key speakers include:

- **Mike Pratt**, Group Executive, Business & Consumer Banking, Westpac Bank
- **The Hon John Thwaites**, Deputy Premier of Victoria and Minister for Victorian Communities
- **Richard Eckersley**, Best selling researcher and author of ***Well and Good: How We Feel and Why!*** And Fellow, National Centre for Epidemiology and Population Health, Australian National University.
- **Dr Clive Hamilton**, Director of the leading think tank the Australia Institute at the Australian National University. He has invented the Genuine Progress Indicator, a rigorous alternative to GDP as a measure of national progress and is also author of the best selling book "Growth Fetish".
- **Hugh Mackay** is Australia's foremost social research commentator and author. He has made a lifelong study of the attitudes and behaviour of the Australian community
- **Christine Nixon** is the Chief Commissioner of Police in Victoria. She has made a very public commitment to stronger communities by emphasising her support for marginalised communities and speaking on civic engagement.
- **Jude Munro**, CEO of the City of Brisbane
- **Professor Allan Fels**, Professor and Dean, Australia and New Zealand School of Government
- **Peter Kenyon**, Bank of Ideas and transferor par excellence of the best ideas for communities
- **Sam Lipski**, CEO, Pratt Foundation
- **Hugh Evans**, 2004 Young Australian of the Year and Founder, Oaktree Foundation

As well as a series of ten capacity building workshops, the conference this year will also feature the added bonus of a Hypothetical debate led by Dr Simon Longstaff, the Executive Director of the St James Ethics Centre. There will be five leading Australians to join Simon in the hypothetical – these will be announced in March.

There is still some finetuning to go on the program but we have released the program so that people can register now. You can download the details from www.ourcommunity.com.au/conferencebrochure2004.

For any inquiries on the conference please call Our Community on (03) 9320 6800.

MOST IMPORTANTLY – you can receive the \$30 early bird discount if you book for the conference prior to 30 March. BOOK NOW.

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5. Our Community Leaders – Great Australian Leaders in Focus.

We continue with our monthly segment, *Our Community Leaders – Great Australian Leaders in Focus* which features the thoughts of some of Australia's best-known community leaders on the issues facing those with the responsibility of leading the sector.

Already we have featured renowned singer, activist and the President of the Australian Conservation Foundation, **Peter Garrett**, the tireless former Australian of the Year **Sir Gustav Nossal**, former World Cup Wallaby captain **John Eales** and the 2003 Australian of the Year, **Professor Fiona Stanley**.

All those interviews can now be read on the **Leadership Centre** at www.ourcommunity.com.au. Also on the Leadership Centre, which is a joint initiative with the Department of Family and Community Services, is a free series of Help Sheets and Australia's **largest free database of leadership courses** and opportunities.

This month we feature a community leader who is known to many organisations and schools around Australia who these days take part in the annual **Clean Up Australia Day** (this year the event is being held on Sunday, March 7). Our leader is, of course, the founder and chairman of Clean Up Australia Day, **Mr Ian Kiernan AO**.

The annual Clean Up Australia Day began in 1989 when Ian organised a group of friends to get together to try and clean up some of the mess in Sydney Harbour and were joined by 40,000 volunteers. More than seven million Australians have since joined in the hundreds of clean up events held around the country in the years since.

We started by asking Ian who he considered to be the three greatest leaders of our time? And why?

Ian Kiernan:

- Martin Luther King - Human Rights.
- Nelson Mandela - Human Rights.
- Winston Churchill - WWI and WWII Leadership and Peace.

Our Community: What are the three attributes you would consider to be essential to a leader? And why?

Ian Kiernan:

- Lead from the front - Australian's generally don't like being told what to do, but given leadership they amaze you.
- Communicate at all levels - do good things and tell the community.
- Be a team player - this way you belong to those you lead.

Our Community: What are the greatest barriers to new leaders emerging in Australia?

Ian Kiernan:

- Low quality of politicians.
- Lack of reward for a demanding career.
- Impact on family.

Our Community: What advice would you give to a potential leader to take them to the next stage?

Ian Kiernan:

- Set high goals.
- Mark your selected milestones as you achieve them.
- Be a person of the people.

Our Community: Nature/nurture - are leaders born or bred?

Ian Kiernan:

Both.

Our Community: What do you consider to be the three top leadership issues facing the nation?

Ian Kiernan:

- Land and water management.
- Aboriginal issues.
- Global Warming, Security.

Our Community: What insights have you gained personally on your leadership journey?

Ian Kiernan:

- Incentive and disincentive are great tools.
- That politicians generally lack long term vision.
- That businesses need to partner the not for profit sector with mutual benefits.

Our Community: Who have been your own leadership mentors and how did they assist in developing your own leadership style?

Ian Kiernan:

- (Former Prime Ministers) Bob Hawke and Paul Keating as leaders with vision. They took the big picture and were realists.
- Fred Hollows - an ordinary man who did extraordinary things.

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6. Donations to DGR groups rise according to analysis of latest Tax Office figures.

TAX deductible donations rose considerably in the 2000/01 financial year, totalling a record \$838.15 million according to the latest analysis of Tax Office figures by the Queensland University of Technology's Centre of Philanthropy and Non-Profit Studies.

The study found the total donations to tax deductible gift recipient charities that were claimed by individual taxpayers rose by \$117 million or 16.2 per cent on the previous year's total of \$721.18 million.

The study measures only those amounts donated to charities with deductible gift recipient (DGR) status (about 19,000) and not donations to all 700,000 community organisations and the amounts shown in this study only represent the money that has been donated **and claimed as tax-deductions** by individual taxpayers in their personal income tax returns for the 2001 financial year. Studies of giving in Australia generally estimate the total amount donated (including tax-deductible gifts) to be approximately \$3 billion per annum (1997).

The study also found:

- The average amount of tax-deductible donations made by Australian taxpayers in their 2001 individual tax return totalled \$243.18 (compared to last year of \$211.33). This represented an increase of \$31.85 (or 15.07%) since the previous financial year. This represents the single largest percentage increase since records have been kept.
- *As a comparison, in 2001, Australians spent an average of \$424.10 on poker machine gaming and a further \$161.40 on casino gaming.*
- About one-third (33%) of individual taxpayers claim a tax deduction for donations made to DGRs. This has been a fairly constant situation during the past decade.
- On average, those individual taxpayers who make tax-deductible donations to DGRs donate approximately 0.25% of their taxable income. This trend has increased slightly over the past five years and is at its highest level since records have been kept.
- A total of 1,162,283 NSW taxpayers declared a total of \$367 million in gift deductions, representing almost 44% of the national total. The next largest donor state was Victoria which gifted \$217 million (26%).
- New South Wales taxpayers donated an average of \$315 compared to the national average of \$243. Australian Capital Territory taxpayers donated an average of \$257, whilst the average Queensland taxpayer's tax-deductible donation totalled \$169.
- The amount of the tax-deductible donations relative to the taxpayer's taxable income across each state revealed that taxpayers in New South Wales had the highest gift deduction claims, claiming approximately 0.31% of their taxable income as tax-deductible donations, compared to Victoria with 0.26%. The national average was 0.25%.
- As a percentage of total taxpayers who make and claim tax-deductible donations, the Australian Capital Territory ranks first with 41% of taxpayers making tax-deductible donations, followed next by Victoria (36%) and South Australia (35%). The national average is 33%.
- The more one earns, the more one claims as a tax-deductible donation. Whilst the average tax-deductible donation is \$243 in 2001, donating taxpayers earning over \$1 million per year claim an average of \$64,638 in tax-deductible donations. This represents 1.96% of their taxable income, compared to the national average of 0.25%. 63% of these taxpayers claim a deductible donation (national average 33%), an increase of 240% from the previous year. This is further discussed below.

The study, prepared by Professor Myles McGregor Lowndes, said the rise was partly expected with tax deductible donations steadily increasing by 6 per cent per annum in the past decade. But the Centre also said that several incentives announced by the Federal Government to encourage philanthropy had also contributed.

Those initiatives included expanding the type of gift that may be tax deductible to include property valued by the Commissioner of Taxation at more than \$5,000. Previously, gifts were restricted to being in the form of cash, property purchased within 12 months or trading stock. Another measure was an amendment to create Prescribed Private Funds (PPFs) along the lines of US Family Foundations. A prescribed private fund is a fund established by a will or trust instrument with Deductible Gift Recipient (DGR) status (that is, gifts to it are deductible to the donor). Previously, such funds were required to seek and receive donations from the public and be strictly controlled by members of the public.

For more information visit the Centre of Philanthropy and Nonprofit Studies (CPNS) website at <http://cpns.bus.qut.edu.au/whoweare/whatsnew.jsp>

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7. New publications to help with managing groups – Get your \$10 gift voucher now.

We have developed a range of new resources for community organisations grappling with the challenges of improving the effectiveness of their groups.

These publications are designed to provide practical, accessible, easy-to-follow advice to assist in many areas of managing a community organisation such as improving the role of the Board, finding funding and running ethically.

In December we offered all our members a **\$10 gift voucher** that could be used to purchase any of these new publications. As a result of both the response and also the influx of new community groups that have joined in the intervening six weeks, we are extending the offer and have included a voucher on site that can be used by members. So if your group is:

- Tired of your board or committee going through the same drudge every meeting;
- Wants to keep your Community Group or School Committee up to date with all it needs to make it sustainable;
- Wants to revitalise your board but are unsure of exactly how to do it
- Concerned about the law, negligence and how it affects your organisation
- Want to institute a strong risk management regime to guard against risk

Then one or more of these books might be useful to your group. The new titles include:

- **Finding the simple secrets of successful community groups** – over 400 tips on running a more effective community group and school.
- **Transforming Community Committees and Boards** - From Hell to Heaven.
- **Surviving and Thriving as a Safe Effective Board Member** - The essential facts you need to know before, during and after joining a community Board.
- **How to Slash your Insurance Claims** - The essential steps to identifying and managing risk.
- **Finding the Best People** - The essential steps to recruiting a great Chief Executive / Coordinator for your community group.
- **Ethical Solutions** - The essential guide to implementing an ethics program in your community group.
- **The Fifty Best Grants** - Winning more money for your community group and school (separate versions for each state/territory).
- **The Fifty Best Scholarships and Awards** - Targeting your personal and workplace training and development opportunities.

The books have been developed and "road tested" to meet community group needs - they're written to ensure that they are practical, easy to read but highly effective.

1. To find out more about the book you can click on www.ourcommunity.com.au/newbooks
2. To download the order form containing the \$10 gift voucher click on www.ourcommunity.com.au/giftvoucher

Or call Our Community on (03) 9320 6800 with any inquiries.

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8. Online donations continue to reach record levels PLUS new ways to give.

Online giving continues to rise on the **Australian Giving Centre** at www.ourcommunity.com.au, both in terms of the total amount of money donated to groups listed on the free donations site and also, importantly in the number of donations that were made online through the Giving Centre.

The number of donations that were made through the Centre in November was up by 64 per cent in November and over 100 per cent in December compared to the corresponding months in 2002. And the number of donations also rose by over 100 per cent for the month of January, compared to the same month in 2003. The total amounts donated online were also record amounts for those particular months.

It is a good trend which demonstrates that the traffic through the Giving Centre continues to grow.

With some exciting initiatives continuing in 2004 to push more traffic through the Giving Centre and the number of active appeals continuing to grow (**there are now more than 300 active appeals for community groups who have listed their details and needs for cash donations on the site!**), we believe that the next six months will continue to deliver strong gains for those groups that now have online appeals.

Remember that the service is Australia's only free online donation service. There are no charges, fees or commissions imposed by Our Community and the only costs are those normal bank charges and transaction costs levied by the bank and credit card companies.

New ways to give.

There are a number of new additions to the Community Giving site that we have added in over the past few months.

Aside from now providing donors with the ability to donate via monthly direct debit on their credit cards, we have expanded the way that people can assist their community organisations.

We now have a Giving button for:

Organ donations	To encourage people to agree to donate their organs	 <p>Click image to view site</p>
Clothes and furniture	To highlight places where people can drop off or have collected unwanted but good quality clothes and furniture that can raise money for groups	 <p>Click image to view site or to suggest additions</p>
Calendar of Events	To inform the public of what events are on during 2004	 <p>Click image to view site or to suggest additions</p>

To visit any of these new additions on the Giving Centre or to find out more about giving money, time, computers or blood visit www.ourcommunity.com.au/donations.

Giving Survey.

We have now had several hundred respondents to the Giving Survey which we have been conducting online over the past few months. We hope the information gathered by the survey will help community organisations to refine and focus their donor activities and the way they encourage people to donate.

But we would still like to know what motivates Australians to donate, what influences them in deciding which groups or sectors they donate to and information on the various ways they prefer to donate and to be communicated with by community organisations.



We are seeking your assistance and ask if you are able to place a paragraph in your own newsletters asking members, supporters or donors to fill out the 5-minute survey which can be accessed by going to www.ourcommunity.com.au/givingsurvey or by clicking on the image to the left of page.

If you haven't filled out the survey yourself, please feel do. There is very little donor information available in Australia and we are hopeful that this survey will help to fill some of the gaps and provide community organisations at all levels with some donor feedback.

Remember the website for the survey is www.ourcommunity.com.au/givingsurvey.

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9. Update on insurers entering the public liability insurance market.

As the market for insurance is still tight it is worth noting that changes can and do occur rapidly. Recently we have been advised of a number of changes and opportunities for groups to access cover in particular for public liability insurance.

Where possible we strongly recommend that groups seek more than one quotation as even with these insurers you will find that premiums can and do vary considerably.

Currently there are three main schemes for community groups that we are aware of that community groups can access:

NATIONAL

GIO: Groups across Australia can receive a quote for public liability after completing relevant forms. Enquiries can be made to Mark Emery on 02 8296 6707 and Michael Baica on 02 9249 8267. Their facsimile number is 02 9299 3560. Mark can be contacted by email at Mark.Emery@suncorp.com.au and Michael at Michael.Baica@suncorp.com.au.

GIO can also provide cover for other ranges of insurance such as fire, contents etc. To obtain cover NFPO's can contact GIO's call centre on 13 10 10. If outside their guidelines the proposal will be referred to GIO's insurance representative to contact the proponent direct to arrange cover.

COMMUNITY CARE: NRMA, Allianz and QBE have joined together to form a partnership to cover community groups throughout Australia **excluding Queensland** for Public Liability insurance for activities including community events, community centres and home care. It is now up and running and you can obtain a quotation at www.community-care.com.au

Some States have also developed local schemes that can provide cover for many groups.

Victoria and Tasmania

In Victoria and Tasmania where the best solution exists through the MAV Scheme, you should firstly try the Community Groups Insurance Scheme put together by The Municipal Association of Victoria and the Local Government Association of Tasmania in conjunction with Our Community that offers highly competitive rates. This also provides cover for festivals and events.

To obtain an online quotation [Click Here](#)

Queensland

AON's Not For Profit Group Liability Insurance Scheme Department may be able to assist. The following contact details are provided:

E-mail: nfp@aon.com.au

Telephone No: 1300 309 797

Facsimile No: (61) 7 3223 7545

Western Australia

The State Government of WA has established a Community Insurance Fund to assist community organisations to obtain affordable policies and cover in the wake of the insurance crisis.

Examples of community organisations to be considered for cover under the new fund include social service groups, cultural and arts organisations, environmental bodies and sporting clubs and associations.

The classes of insurance cover to be provided to eligible community organisations through the Community Insurance Fund include public liability; professional liability; medical treatment liability; workers' compensation; property; motor vehicle; and personal accident.

Community organisations should contact the Insurance Commission of WA on Telephone (08) 9264 3333 for further information about how to join the Community Insurance Fund.

For further details refer to: www.icwa.wa.gov.au/cif/cifschemeoverview

If anyone has any further inquiries please feel free to contact Patrick Moriarty on (03) 9320 6813 or patrickm@ourcommunity.com.au.

And don't forget....

If you want to learn more about dealing with insurance or producing a risk management policy for your organisation, there are now 50 help sheets and checklists that are available on our Community Insurance and Risk Management Centre on the Our community site at http://www.ourcommunity.com.au/insurance/insurance_main.jsp#risk.

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10. Time to nominate your volunteer heroes and heroines for a national honour.

Every year after the announcement of the latest Australia Day or Queens Birthday Honours List we have a debate over the representation of people who receive recognition.

And each year we decide that the community sector seems to be under-represented while some of the professions such as the law and medicine seem to be over-represented. Now it seems the current Governor-General, Major-General Michael Jeffrey agrees and believes that something should be done to ensure there is a greater representation of people who receive awards.

He believes there are deficiencies in the nomination process and that those in "volunteer groups - ambulance, scouts, surf life saving - and people in remote areas - farmers, mining communities, Indigenous people - could perhaps have better representation, especially in the medal of the order category".

The Governor-General is proposing that an honours representative be employed in each state and territory to teach people about nominating. But there is probably a simpler way that your local community can ensure that some balance is restored and that some of the real heroes in your community are honoured each year.

There is something that all of us can do and that is to ensure that those people we believe deserve recognition are nominated in the first place. It can take anything from 12-18 months from nomination to award so the best time to start is right now.

Here are some tips to get started.

1. Visit the Honours site and check out the nomination process. It is outlined on http://www.itsanhonour.gov.au/about/how_to_nominate.html

2. Download the form and take it to your next committee or Board meeting or ask your committee to add it to their agenda and spend even a small amount of time identifying some of the stars in your organisation or local area who should be officially recognised.
3. Establish the reasons why the potential nominees should be recognised and what they have contributed to the local community.
4. Fill in the nomination form and send it in while still fresh in your mind.

The vast majority of volunteers and community leaders do not undertake the tasks they do to receive awards or official recognition. But the more we do to acknowledge the work of our unsung heroes and heroines – particularly those in far-flung regional areas, indigenous and ethnic communities – the more the wider Australian community begins to appreciate the work and contribution of our volunteer groups.

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11. Community Briefs.

What is Social Capital? And how do we measure it?

It is a question that has perplexed many in the community sector as well as any number of bureaucrats in federal, State and local governments. To date there have been few agreements as to what it entails and even fewer on how it can be measured but that is all about to end thanks to the Australian Bureau of Statistics (ABS).

Under the innovative leadership of chief statistician Dennis Trewin, the ABS last week released a new framework for measuring social capital which not only provides a description of social capital but – more importantly - the way it can be measured. The framework was developed in consultation with a wide range of government and non-government agencies and research institutions.

So what is social capital?

According to the ABS report **“Measuring Social Capital – An Australia Framework and Indicators 2004”** social capital

relates to the resources available within communities in networks of mutual support, reciprocity, and trust. It is a contributor to community strength. Social capital can be accumulated when people interact with each other in families, workplaces, neighbourhoods, local associations, interest groups, government, and a range of informal and formal meeting places.

The ABS has adopted the Organisation for Economic Cooperation and Development (OECD) definition of social capital: "networks, together with shared norms, values and understandings which facilitate cooperation within or among groups". This OECD definition is emerging as a common basis for international comparability.

The Framework (cat. no. 1378.0) which explains how the ABS will seek to measure social capital can be downloaded from the ABS site by clicking on [http://www.ausstats.abs.gov.au/ausstats/free.nsf/Lookup/13C0688F6B98DD45CA256E360077D526/\\$File/13780%5F2004.pdf](http://www.ausstats.abs.gov.au/ausstats/free.nsf/Lookup/13C0688F6B98DD45CA256E360077D526/$File/13780%5F2004.pdf)

New report lets the people speak.

Local communities looking at trying to capture the issues, challenges and voices of their diverse population and interest groups might like to look at a new report by the Chain Reaction Foundation.

The report, “People’s Voices” is a story of three communities in Australia, told by the people and recorded just as spoken. The narrative forms the basis of a series of community debates, discussions, revelations and actions focused on building citizen engagement, harmony, and new leadership in the communities in which the people live.

In the context of the growing discourse about the broader fabric of civil society, the existence of social capital and the necessity to understand its make-up, “People’s Voices” tells it like it is, describing how the NSW communities of Kempsey, Mt Druitt and Illawarra feel about their ability or inability to participate in public life.

“The People’s Voices” is set out in a descriptive social capital framework produced by Chain Reaction and author Margaret Bell who says *“people are a communities strongest asset, they need to tell their stories and others need to hear them”*.

It was interesting to see the different conclusions and priorities of the different communities.

In one community they demanded:

- New diverse leadership in public life
- A sustainable mentoring scheme for young people
- The creation of a 'heroes walk' to celebrate the life of its heroes.

While in another they wanted:

- Immediate assistance to achieve self-determination
- An aboriginal meeting place
- A community leadership development program

And in the final community:

- That the local university will take a stronger regional leadership role in innovative education
- People's safety concerns to be taken seriously by the provision of improved mental health and substance abuse prevention care.

Copies of "People's Voices" can be purchased for \$24.95 including postage directly from Chain Reaction Foundation at www.chainreaction.org.au.

Carrying the flame for community.

IN 2000 we saw thousands of Australian community leaders carrying the Olympic torch across the country as the flame made its way around the country.

Now four years later Coca Cola, the sponsor of the Olympic Torch relay is looking for special people to carry the flame as it makes its way through Melbourne and Sydney on its way to open the Games in Athens in August.

Organisers are looking to find people who have displayed the spirit of unity _ "those who have built bridges between individuals, communities, generations and cultures" and have either contributed to sport, worked tirelessly as a community or charity work or contributed through an act of heroism. Basically they are after people who have had a positive effect on their local community, made a significant contribution of their time and effort and embody the spirit of unity.

There are thousands of people who fit that bill who volunteer for groups who receive this newsletter. Obviously there are not that many spots open on the relay but why not try and ensure one of your group's volunteers or stalwarts secures a spot.

There's only a few days left (Feb 28 for mail entries) to nominate but you can do so by clicking here at <http://www.coca-cola.com.au/torchrelay/index.asp>

Got a good Sydney story. Why not tell it?

Calling all NSW and Canberra groups with a good story to tell and someone happy to go on radio to tell it.

We have had a request from ABC Radio's **Evenings with James O'Loghlin** nightly program which is broadcast across Sydney, regional New South Wales and also in Canberra (7-10pm) seeking some "good news" stories of people who have done extraordinary things in the community.

While we have nominated a number of people with good stories, we are happy to pass on your details to the program's producer Susan Atkinson.

If you think your group has a good story and a person who can tell it well, then send a brief outline and contact details to Brian Walsh at brianw@ourcommunity.com.au and we will happily pass them onto the Evening Show's production staff.

Richard Pratt argues that business should donate one per cent of profits.

Very interesting article recently by Australian billionaire philanthropist Richard Pratt, the chairman of Visy Industries, who has strongly argued that companies need to do more in terms of community involvement.

In an article that appeared in The Age and the Sydney Morning Herald, Mr Pratt said companies should spend one per cent of their profits on the community and argues that putting back into the community is not just good for the community but good for business.

"There remain plenty of people who argue that a business's only responsibility is to make profits and create wealth for its shareholders. They say supporting the community is something best left to governments and welfare agencies," Mr Pratt wrote.

"I am not among those people. For me, the case for corporate philanthropy has been amply demonstrated, and not just in my own experience.

"Most companies that are active in corporate philanthropy can point to many advantages. These include increased recognition by customers and consumers, better employee recruitment and retention, higher staff morale and innovation, wider networking possibilities, better access to government investment funds and increased community support for local development."

The article is still available online and is well worth a read for those trying to convince business of the importance of community involvement and engagement. It can be read at <http://www.theage.com.au/text/articles/2004/01/24/1074732652725.html>.

Last days to book for seminar to improve your online success.

There are still spots available for the ePhilanthropy Training Tour which is holding seminars in Sydney.

Presented by the ePhilanthropy Foundation, and co-sponsored by the Fundraising Institute of Australia and Booz Allen Hamilton, the half-day seminars are designed to help nonprofit organisations learn how to effectively use the Internet to build community and attract philanthropic support online.

The training is provided by ePhilanthropy Trainers and will present case studies, best practice examples and "hands on" tips for success. Featured speakers include Ted Hart, ACFRE, ePMT: President and CEO, International ePhilanthropy Foundation (<http://ePhilanthropy.org>) and Tim Matthews: Managing Director, Pilgrim Communications Australia.

Book online by going to:

February 25: **Sydney Australia:** <http://www.acteva.com/booking.cfm?bevalD=58850>

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12. 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.

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