

# 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](http://www.ourcommunity.com.au)

January/February 2006 - Issued February 7, 2006

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](http://www.ourcommunity.com.au) – the premier destination for Australia's 700,000 community, education and non-profit groups. Our Community provides community groups with the latest funding and fundraising news as well as practical management, board, marketing and community business partnership information. Our Community also operates the [Australian Giving Centre](#), the free online donation service that has so far raised almost \$5 million for Australian community appeals. 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 by emailing [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au)

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

Welcome to the first edition of Our Community Matters for 2006. We've hit the ground running here at Our Community, with lots of new activities being organised and new resources coming off the printers or being put up on the site since the start of the year.

The first big announcement for 2006 is the very exciting addition to our 2006 Communities in Control conference program of one of my favourite authors and speakers, Bryce Courtenay. Bryce has entertained us and challenged us with many fantastic novels over the years – including, of course, his first book, 'The Power of One' – and we're delighted that he will bring his unique perspective to our third annual Communities in Control conference. With this year's conference themed 'Challenging the Power of One', we are truly chuffed that Bryce has agreed to headline the event. The early bird price is only open until the end of this week so don't miss your chance to see Bryce, as well as all the other fantastic speakers.

Another thing we are busy organising at the moment is our first Best Practice in Grantmaking Conference for government and philanthropic grantmakers and funders from around the country – and I'm thrilled to reveal that the conference, which will be staged later this month, has already sold out. There was clearly a pressing need for an event of this type and we're glad to have been given the opportunity to fill the void.

We've also had a busy start to the year insofar as community resources go, with new additions including a Giving Bikes webpage and – hot off the presses – the very latest editions in our "50 Best Grants" series.

These five books – four sector-specific and the other one providing a more generic listing – are terrific resources for any group looking for grants to help them continue the great work they do serving the community. All five new books include my top 50 tips for grantseeking to make sure you give your applications the best possible chance of success.

More information about all of these activities and resources is available elsewhere in this newsletter, or you can find out more on the site – [www.ourcommunity.com.au](http://www.ourcommunity.com.au).

Finally, I would like to congratulate all those hard-working community members who were recognised in the recent 2006 Australia Day honours, including Our Community's Chair Carol Schwartz, who was named a Member in the Order of Australia in the General Division. Carol was honoured for her service to business and commerce in a range of executive roles, and to the community through support for health promotion organisations, preservation of historic buildings, and the arts. If you know of other community workers you think deserve an Australia Day gong, think about nominating them for next year. It's important that those people who work so hard to keep our communities vibrant and healthy get their just deserves.

**RHONDA GALBALLY AO**  
Chief Executive Officer  
[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

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## 2. Bryce Courtenay challenges the Power of One

Those who have been to previous Communities in Control conferences will know that we have always had a fantastic collection of high-quality speakers on the program – and if you've been following the announcements of the 2006 lineup you'll know that this year will be no exception.

Well just when you thought it couldn't get any better, we are now delighted to announce the addition to the program of internationally renowned speaker and storyteller, Bryce Courtenay AM.

With this year's conference organised around the theme of "Challenging the Power of One," it is fitting that the author of the best-selling book, *The Power of One*, will join us to contribute his wit and wisdom to the 2006 conference, which will be held in Melbourne on June 19 and 20.

The conference is a perfect platform for Bryce to deliver his overriding message that if you think it, you can do it – encouraging people to face life and work with a new determination and vigour.

Bryce is one of Australia's greatest success stories. During an advertising career that spanned 30 years, he won a string of local and international advertising awards.



He then re-invented himself as a novelist, with his first novel – *The Power of One* – becoming an international best-seller. More outstanding books have followed, including *April Fool's Day*- the biography of his youngest son Damon – and *The Potato Factory* – Bryce's first novel set in Australia and the highest selling work of fiction in hardback ever published in Australia. The first work in a trilogy, *The Potato Factory* was followed by *Tommo & Hawk* and *Solomon's Song*.

Bryce has also worked with direct marketing guru Ian Kennedy to produce *The Power of One to One* – an invaluable business text book.

He will join an exceptional list of speakers for the 2006 Communities in Control conference, including ACTU President Sharan Burrow, AFL CEO Andrew Demetriou, Lumbu Indigenous Community Foundation CEO Jacqui Katona and 2006 Pratt International Fellow Professor Meredith Minkler, who has close to 30 years' experience of community building and research.

More information about all the speakers and the conference is available on the conference website at [www.ourcommunity.com.au/CIC](http://www.ourcommunity.com.au/CIC), by calling (03) 9320 6800, or emailing [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au).

The conference will be held on June 19 and 20 – with a special day on Sunday, June 18 focussing on strategies for finding money for your community project or group.

The Early Bird discount price is still available – but only just. **You only have until February 10 to sign up.**

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### 3. Giving grants, Giving bikes, Giving policies, Giving grantseekers the best possible chance of success ... All the latest from OC

Communities in Control is not the only initiative Our Community has on the boil at the moment.

Later this month we will also be staging the inaugural **Best Practice in Grantmaking Conference** – an event designed to encourage best practice in grants programs across Australia, and one which has been informed by a recent grants survey many of you took part in.

The results of the survey have been extremely interesting and our thanks go to all those who took the time to tell us about your experiences in applying for and managing grants. If you haven't done so already, there is still time to have your say at [www.ourcommunity.com.au/grantsurvey](http://www.ourcommunity.com.au/grantsurvey). The survey will close just before the Best Practice in Grantmaking Conference on February 17 and we'll bring you the results in a later edition of Our Community Matters.



#### On yer bike

We are constantly working to improve our website and make it as useful as possible to our members and others interested in working for their communities. With this in mind, we have now added to the Australian Giving Centre a new **Giving Bikes** page. This section of the site is designed to make it easier to find places where you can donate bicycles so that they can be used in the community. So far we have listings for New South Wales, Queensland, South Australia and Victoria. If you want to see the list, or add your community group to the list, you can visit the site at [www.ourcommunity.com.au/givingbikes](http://www.ourcommunity.com.au/givingbikes).

The new Giving Bikes page is just the latest in a series of improvements made to the Australian Giving Centre, which is supported by our alliance partner Westpac. The Giving Centre now has information on just about everything you need to know when it comes to giving to your community: from giving money and time, to giving organs and blood, to giving blankets, clothes and furniture, land, computers, and mobile phones. It's all online at [www.ourcommunity.com.au/giving](http://www.ourcommunity.com.au/giving)

#### Expanding the Policy Bank

Other recent editions to our site include new Fraud Risk Management and Sponsorship template policies, which have been loaded onto the steadily expanding Policy Bank at [www.ourcommunity.com.au/policybank](http://www.ourcommunity.com.au/policybank).

If you have a need for a policy that you can't find in the Policy Bank, or one you can contribute for others to use, drop us a line at [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au).

## Important new grants resource for community organisations

One of the most popular Our Community resources is our '50 Best Grants' book, which provides a state-based list of the top 50 grants available – a fantastic guide for all those groups that believe in planning ahead.

We're pleased to announce that we have now considerably expanded our grants book range to now include more targeted guides that list:

- **the 50 best grants for sport and recreation groups**
- **the 50 best grants for youth groups**
- **the 50 best grants for environment and heritage groups**
- **the 50 best grants for multicultural groups**

Based on our ever-popular *EasyGrants* newsletter, the books provide a list of the 50 grants that we think are the most appropriate for each particular sector, providing a run-down of each grant, information about limitations on applications, links to websites and contact details. The books also include a handy calendar to help you to plan your grantseeking for the rest of the year, as well as Rhonda Galbally's Top 50 tips on winning grants.

You can read about or order the updated '50 Best Grants' book at [www.ourcommunity.com.au/books/bestgrants](http://www.ourcommunity.com.au/books/bestgrants) or to order the new sector-specific editions, check out the order form on Page 6.

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## 4. The risky business of volunteering

Sometimes the government intervenes to reduce the risk to volunteers – to insist, say, that volunteers' canteens have to meet standards closer to those of commercial kitchens than the common household stovetop. People then complain about over-regulation – as one letter-writer to *The Age* newspaper said after the recent Victorian bushfires:

"Let us get on with it without all these counterproductive rules. When I was helping the local Red Cross make lunches for the firefighters, it all had to be done in a registered kitchen and a person who had done the food-handling supervisor's course had to be there at all times. What that means in practice is nobody is allowed to make a slice or biscuits at home...."

"All the old hands told the stories from the Mallee fires of a few years ago, of food being thrown out because there was nobody with a food-handling certificate there when the health inspector came calling." (The Age, 1/2/2006)

Much of this increased protection, of course, is driven not so much by direct government regulation as by the need to comply with insurer's instructions or by fear of litigation in a 'compensation culture'.

It is also, of course, designed to protect volunteers – which is a very good reason to put on your New Year "to-do list" an undertaking to examine your own group's volunteer risk management processes. Things to think about include:

- Do you have volunteer screening procedures in place? Are they working? Do they need to be changed in light of new legislation or new circumstances?
- Are volunteers trained adequately? Are they properly briefed on your organisation's processes and procedures, such as those relating to privacy and confidentiality, equal opportunity and harassment?
- Are your money-handling processes adequate? Do they need updating?
- Do you have stricter standards in place for volunteers who deal with vulnerable clients? Are you compliant with legislation?
- Do you have procedures in place to deal with grievances from volunteers, or *about* volunteers?

There are dozens of help sheets and risk management checklists now available to help groups cover off these sorts of issues – they can be accessed at [www.ourcommunity.com.au/insurance](http://www.ourcommunity.com.au/insurance) – all made possible through the support of the Municipal Association of Victoria (MAV) and the leadership role taken by Victorian Finance Minister John Lenders.

One important thing to keep in mind is that you should not use risk management as a tool to kill of participation. As a new report by Volunteering England points out, even necessary and sensible risk management processes may have some damaging effects on a volunteer culture that has been used to the old wing-and-a-prayer way of doing business.

**Reasonable Care: Risk, Risk Management and Volunteering in England**, by Katherine Gaskin, reports that:

“There is evidence, as organisations feared, that people are becoming less willing to volunteer and expose themselves to risk. It is not just the climate that is deterring people, but the risk management and screening procedures which can discourage volunteers and, in some situations, actively deter involvement.”

There is, of course, no going back. We cannot pretend that these changes have not happened, and we must find new ways to deal with the problems that they present. Gaskin sees “concern but not a crisis” and notes that there is considerable scope for improvements in practice that are “proportionate and reasonable”.

There is a fair amount of evidence now that better risk management leads to better outcomes – you just need to get the balance right.

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## 5. Boom and bust in the community sector

A recent report out of the US has sounded an alarm about the prospect that the passing of the baby boom generation will create a leadership crisis for the community sector.

The Annie E. Casey Foundation report says that 73% of all not-for-profit CEOs are Boomers in their 40s and 50s, and all will be gone in the next decade or so.

The paper, **Change Ahead**, says that “A national, cross-sector leadership shortage is probable, and non-profits will face significant challenges competing with government and for-profit companies for talent.”

The situation is probably much the same in Australia, if only because most CEOs are always going to be around the age of 40-60.

However, there is talent aplenty in the younger generation, if we can attract it into the sector, and panic should be avoided.

The report itself acknowledges that the change will present an opportunity to increase the range of cultural diversity at the top level of not-for-profits, and that consideration certainly applies here.

Some of the report’s findings are interesting for other reasons. It found that 20% of not-for-profits were headed by the founder. And it found that women executives outnumbered men, but they ran smaller organisations and made less money.

Most not-for-profit CEOs are in their first top-executive position and don’t have any plans to move on to other executive jobs elsewhere, meaning that there is too little cross-fertilisation in the sector.

And Boomers or no Boomers, it is unfortunate to find that only 44% of not-for-profits have any sort of a succession plan – a figure that may well be even lower in Australia.

“Leadership transitions are often fraught with risk and can result in poor outcomes ranging from decreased service provision to outright closure. Preparation and support can mediate these risks,” the report says.

The lesson in all of this for Australian not-for-profits is that they should take immediate steps to begin planning for these pivotal transition periods. Older leaders and their organisations must begin to groom and develop younger, middle managers to take up these roles and organisations should review their compensation and benefits packages to ensure they remain at market levels.

Finally, the sector should listen to younger leaders and staff and develop an understanding of what will motivate tomorrow’s leaders to stay engaged today.

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# Australia's Most Wanted: Top 50 Grants for 2006

## Australia's Most Wanted: Top 50 Grants for 2006

Plus Rhonda Galbally's Top 50 Tips on Winning Grants

**Grant Listing Guides are offered in five versions - pick the one best suited to your group's needs!**

Please indicate the version/s you require:

- x Top 50 Grants - Community Groups (\$36)
- x Top 50 Grants - Environmental & Heritage Groups (\$36)
- x Top 50 Grants - Multicultural Groups (\$36)
- x Top 50 Grants - Sport & Recreation Groups (\$36)
- x Top 50 Grants - Youth Groups (\$36)

TOTAL BOOKS ORDERED =



**ORDER TODAY!** FAX BACK on 03 9326 6859 or Phone 03 93206800

### Organisation details (Please write in BLOCK LETTERS)

Organisation Name

Address

State	Postcode	ABN/Incorporation No																	
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### Customer details

Title	First name	Last name	Position
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Phone	Fax	Website
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Email

**TOTAL: \$36 ea (includes GST & postage)** \$

### Payment method

**OPTION 1:** Fax order form complete with credit card details

**OPTION 2:** Send your cheque/money order payable to Our Community, PO BOX 354, North Melbourne VIC 3051

Pay by Credit Card, please tick:

VISA   
 MASTERCARD   
 BANKCARD   
 AMEX

Credit card No:

Expiry date  /  Date  /  /

Card holder's signature

Name on card

## 6. Making a world of difference

A unique competition is offering four Australians a chance to spend a year working for their favourite charities anywhere in the world.

The World of Difference program, which began in 2004, allows four winners to work for their chosen not-for-profit organisations for a year, with their salaries (of up to \$50,000 and expenses up to \$25,000) being taken care of by the Vodafone Australia Foundation.

Past winners have worked for a variety of different organisations and in a number of different places all over the world. Some have also ended up taking on full-time roles with the charity they worked with under the Vodafone program.

According to the Foundation, one such winner – Nadine Ziegeldorf – spent a year working for Street Voices, the local arm of a community program in Vietnam which trains street children in hospitality through a facility called Café KOTO.

Following her time there, Ms Ziegeldorf became the full-time CEO of Street Voices, and worked on a project to duplicate the café in other places around the world. After that, she was then appointed head of the KOTO restaurant in Vietnam.

Entries for the 2006 World of Difference program remain open until February 17. Written applications of 3000 words or less should outline how your skills will make a difference to your chosen charity of not-for-profit.

To submit an application, or for more information, visit the Vodafone World of Difference web page at [www.vodafone-myway.com.au/wod](http://www.vodafone-myway.com.au/wod).

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## 7. Our Community Leaders – Great Australian Leaders in Focus: Vici Funnell

Our regular feature, **Our Community Leaders – Great Australian Leaders in Focus**, returns in 2006 and we're pleased to begin the year with some fantastic insights from Vici Funnell.

Vici is the Chief Executive Officer of Scope (formerly the Spastic Society of Victoria), the Vice Chair of ACROD Victoria and Director of the Australian Cerebral Palsy Association. Vici is also a Rotarian, an Honorary member of the Harvard Club, Member of the Australian Institute of Company Directors and a Fellow of the Australian College of Health Services Executives.

She was awarded a Centenary Medal in 2001 for services to the community.

**Our Community: Who do you consider to be the three great leaders of our time?**

**Vici Funnell:**

- (1) **Mahatma Gandhi** – because he showed that major change can be achieved by using non-violent means.
- (2) **Mary Robinson** – because she has demonstrated that it is possible to be a politician and be principled and ethical.
- (3) **Nelson Mandela** – for his strength of mind, grace under pressure and visionary leadership.

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

**Vici Funnell:**

- (1) **Vision** – A leader needs to know where they are leading people to and be able to paint a picture for the followers that will inspire, engage and challenge them to give of their best.
- (2) **Courage** – The capacity to face and get past obstacles and disappointments and to assist the other members of the team to get back up and try again when things do not go as planned. The courage to stay with the long view and not go for short term but unsustainable quick wins.
- (3) **Integrity** – not pig-headedness but the capacity to see and grasp the real issues and interpret them to those who follow – and the insight to know and accept the consequences of acting with integrity.

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

**Vici Funnell:** I think this is a profound challenge at present, as many leaders have their success measured using short-term economic indicators to the exclusion of any other measures. In the longer term we will realise that this is unsustainable and is also unsatisfying for the human beings we lead.

So perhaps the barriers are:

- A lack of capacity to come to grips with the complexity of the world that we operate in so that leadership is judged on inadequate measures.
- Our remoteness and a certain arrogance which can prevent us from using the learning from great intellectual thinkers and leaders elsewhere in the world.
- Human frailty in the form of ambition and selfishness.

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

**Vici Funnell:** What has worked for me has been to create a vision with all stakeholders, listen and discuss ideas and remember that old saying that perseverance pays.

## **Our Community: Nature/nurture – are leaders born or bred?**

**Vici Funnell:** Probably a bit of both. But good leaders need to have encouragement, good role models and training to perform at their best.

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

**Vici Funnell:**

- (1) Australia needs to have a strong set of national values, not just a catch phrase – and then live by them. Short-term thinking and expedient behaviour by political leaders is unacceptable.
- (2) The adversarial nature of our political and industrial relations environment stops real examination of key long-term issues and is slowing or absolutely preventing the reform needed to address social and environmental challenges.
- (3) The changing world environment and its impact on both Australia and the rest of the world and our accountability for and response to this at a local and world level.

## **Our Community: What insights have you gained personally on your leadership journey and how have they impacted on your style of leadership?**

**Vici Funnell:** It is a great gift to be allowed to lead and to be able to work for a great cause. Success is the result of the efforts of many people who choose to bring their great talents together to achieve a goal they believe in. When people are engaged to work together on something that really excites them, mountains can be moved.

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

**Vici Funnell:**

- My dad, who was a modest but very principled man.
- Some wonderful lecturers at University of New South Wales, when I studied for my Masters Degree in particular Professor Dexter Dunphy who helped me to become more aware and reflective.
- Many other people, some of whom I only met through books but many of whom are friends, including some remarkable, courageous and bright people that I have come to know since I started to work at Scope.

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## 8. Trust and growth online

Australia's rush on to the internet is changing all our lives. We use it for banking, gaming, and shopping – and for making donations to community organisations and charities.

A recent report from the Federal Government examines the issues surrounding trust and security in the new era. **Trust and Growth in the Online Environment**, from the Department of Communications, Information Technology and the Arts, examines how Australians feel about the web, what they've found when they go there, and what they do to protect themselves. While it does not deal specifically with online donations, its findings are of interest to every community group.

Australians, it appears, are quite a lucky people. Some 60% of households have web access, and of those 80% of us are active users of the web, using it for financial transactions to the tune of \$33 billion.

Very few of us have been burnt in online transactions. Only 6% of users had ever purchased goods online and never received them, and just over 5% cent claimed that the goods they received were sub-standard.

Our complaints are overwhelmingly about the more minor hazards of the internet – privacy concerns, unsolicited emails, and virus attacks, rather than plundered bank accounts.

This is despite the fact that we do remarkably little to protect ourselves. The results of the survey showed that some 15% of us do nothing whatsoever, and most of the rest use only one form of protection – regularly updating virus/worm protection software; looking for sites with trust marks/certificates; only dealing with well-known organisations; using firewalls; and so on.

All this information is particularly relevant to Australian not-for-profits. Yes, Australians are embracing the online existence; however, their reasons for doing so are largely convenience, cost, and necessity. This points to a potential problem.

Australians may well be prepared to take risks to save themselves the work of doing necessary things like banking and shopping, things that they have to do in any case. While donating online is certainly easier than any other method, nobody absolutely has a necessity to donate, and if faced by a perception of transaction risk people may take the even simpler course of not giving at all. A secure web is in everybody's interest, community groups most of all.

- Make sure that your own online donation systems are beyond reproach and above suspicion (and if your own organisation's own computer skills are not up to this, do remember that Our Community offers a free, secure online donations service at [www.ourcommunity.com.au/giving](http://www.ourcommunity.com.au/giving) – and we do this sort of thing full-time)
- Cultivate and market your good image to make sure that you fall into the category of 'well-known organisations that are known and trusted'
- Look out for zombies – worms that infiltrate computers through email or over the internet and use the host computer to send spam and other nasties.
- Publicise your privacy policy to make sure that you are not suspected of misuse of data.
- Don't send any mail that has the remotest resemblance to spam.

On the bright side, active users of the web appear to be richer than their passive counterparts – 30% of active web-using households earn more than \$85,000 p.a. – and are thus better prospects for appeals. People who give online and by credit card also tend to give more than people who donate by cash or cheque.

There are immense possibilities available to not-for-profits online, and any group that turns its back on these is likely to find itself increasingly irrelevant in the twenty-first century.

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## 9. Faith in charities based on belief, not fact: report

Public trust in charities comes from an “inherent belief” that they will do the right thing – a belief grounded in faith rather than fact, a new report from the UK’s Charity Commission has concluded.

The Commission’s report, based on a telephone survey of 1001 members of the public, concluded that trust in charities is not based on a “rationally-based explanation” because most people do not know how charities run, nor do they scrutinise them when giving money.

Charities’ reputations, as well as personal experience with a specific charity and a belief in the cause the charity represents were by far the three most important factors when respondents were asked why they favoured one charity over another.

Interestingly, knowing the charity did an important job, or having “heard lots about them” did not shape trust nearly as much as the three reasons above.

On the other side of the coin, the survey found that hearing bad stories about a charity, having a charity use fundraising methods they didn’t like, or having no or little knowledge about how they spend their money were the main reasons why people trusted a charity less than others.

Other findings included:

- People most trusted charities to “make a positive difference to a cause” but trusted them least to “ensure a reasonable proportion of donations got to the end cause”.
- Forty per cent of people said they had asked for proof of identification before donating to charity, while 36% said they had checked if it was a genuine charity they’d given to. Interestingly, a third of respondents said they had never done either of these, nor asked about how the money was being spent, how the charity was run or given to a charity they hadn’t heard of.

Overall, 79% of people surveyed felt that most charities were inherently trustworthy, but almost 70% also admitted to not knowing much about how charities are actually run.

“Statistically speaking, the single largest driver of overall trust in charities is that charities spend donations wisely and effectively. In other words, there is a strong relationship between trust and the perceived efficiency and ethics of how charities behave,” the report stated.

“However ... this aspect of trust is based more on a hope than a rationally based expectation: 69% of people admit to knowing very little about how charities are run and managed and, out of those who have given money over the last year, 80% had never asked how their money would be spent and a similar number had never found out how the charity was run.

“There is a distinct lack of public scrutiny, and scant knowledge, over how charities are managed. This suggests that trust in charities could be based on shaky foundations and that it is potentially vulnerable to the same kind of decline seen in trust in the public and private sectors.”

The report is available on the web via The Charity Commission’s website - [www.charity-commission.gov.uk/Library/spr/pdfs/surveytrustrpt.pdf](http://www.charity-commission.gov.uk/Library/spr/pdfs/surveytrustrpt.pdf)

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## 10. Community Briefs

### Another chance to win \$5000 worth of marketing help thanks to Australia Post

Community organisations across Australia have the chance to win thousands of dollars worth of postage costs or the services of a marketing consultant for a day.

To win, all you have to do is log on to the new Marketing Media and Post Centre at [www.ourcommunity.com.au/marketingmediapost](http://www.ourcommunity.com.au/marketingmediapost) – a fantastic resource that provides ideas, inspiration and practical tools to help community groups spread the word about their great work and build greater support – and then tell us how you used the site.

Groups who fill in the five-minute survey will go in a draw to win the major prize of either:

- Up to \$5000 refund on the postage cost of your next direct mail campaign; **OR**
- The services of a professional Australia Post marketing consultant for a day to help with your next direct mail campaign.

The prize has been provided by Australia Post, which worked with Our Community in developing the Marketing, Media and Post Centre.

Along with the major prize, every quarter a further three groups will receive a free copy of the step-by-step grantseeking guide, *Winning Grants Funding in Australia*, valued at \$36.

For more information log on to [www.ourcommunity.com.au/marketingmediapost](http://www.ourcommunity.com.au/marketingmediapost)

### **The latest intelligence on corporate social responsibility**

The latest edition of Our Community's newest publication, *Business Community Intelligence*, is about to hit the streets.

This issue takes a wide-ranging look at the relatively recent phenomenon of Corporate Social Responsibility (CSR) reporting. A recent survey carried out by *Business Community Intelligence*, which is produced by Our Community and Deloitte Australia, found that half of Australia's top corporations are now producing a CSR or sustainability report, up from 15% in a similar survey in 2002.

As always, the newsletter's examination of this trend goes well beyond the surface of who is producing these reports and why, exposing the deeper issues, including where the reporting is going wrong.

Meanwhile, a panel discussion on CSR and the opportunities it holds for corporate and community growth is being held in Adelaide later this month.

Panel members will include National Australia Bank, Orica and Cranlana Foundation Director and Chair of Scania Australia, Peter Duncan, Dr Howard Harris from the University of South Australia's School of Management, and Savings & Loans Credit Union Corporate Communications Manager Stephanie Morrison.

The editor-in-Chief of *Business Community Intelligence*, Dr Annie Duncan, will moderate and facilitate the discussion, which will focus on practical and actual examples of CSR and the implications of integrating CSR values and practices into workplaces.

The panel will be held in Adelaide on Tuesday, February 21 and costs \$35 including a light lunch and refreshments. For more information contact Geraldine Hawkes on (08) 8127 7314 or email [stpauls@itim.com.au](mailto:stpauls@itim.com.au)

For more information about *Business Community Intelligence*, go to [www.ourcommunity.com.au/bci](http://www.ourcommunity.com.au/bci)

### **Roundtable gets new chief**

The Nonprofit Roundtable, an organisation formed to enhance the work of the non-profit sector in Australia, has a new chief.

Elizabeth Cham, who is the former CEO of Philanthropy Australia, is taking over from the founding Chair Robert Fitzgerald.

The Nonprofit Roundtable was formed in 2002 to bring together the collective views, voices and experiences of the non-profit sector in Australia. It seeks to promote and strengthen the reputation and recognition of the sector and to increase the infrastructure and capacity of the sector to deliver important economic and social contributions to Australia and beyond.

More information about the Roundtable can be found at its website: <http://nfproundtable.org.au>

### **Keeping Australian communities beautiful**

Seven Australian towns have been named as finalists in the annual Australian Tidy Towns Awards.

Each of the finalists – Ayers Rocks Resort/Yulara (NT), Benalla (Vic), Burnie (Tas), Collie (WA), Lucindale (SA), Recliff (Qld) and Singleton (NSW) will now compete for the title of Australia's Tidiest Town, with the winner to be announced in Brisbane in April.

The Australian Tidy Towns Awards are the flagship program of the Keep Australia Beautiful network, involving more than 1000 rural and regional towns and more than 90,000 volunteers nationwide.

Keep Australia Beautiful National Chair Cr Don Chambers said the Tidy Towns awards played a vital role in bringing local communities together to care for their local environment.

"It is encouraging to see such an impressive level of entries this year, making the judges' job a very tough one indeed. Every individual and group who has entered should be proud of their contribution towards creating sustainable communities," he said.

A full list of all finalists and categories, as well as the winners of past years, is online at [www.kab.org.au](http://www.kab.org.au).

### **Investigating community broadcasting**

The Federal Government has called for written submissions to its new Inquiry into Community Broadcasting.

The inquiry will look at a variety of areas related to community broadcasting in Australia, including:

- The scope and role of Australian community broadcasting across TV, radio, the Internet and other broadcasting technologies
- Content and programming requirements that reflect the character of Australia and its cultural diversity
- Any technological opportunities to expand community broadcasting
- Opportunities and threats to achieving a "diverse and robust network" of community broadcasters.

Written submissions to the inquiry can be made until March 17. For more information, including the terms of reference of the inquiry, visit the House of Representatives Standing Committee on Communications, Information Technology and the Arts on the web at [www.aph.gov.au/hoiuse/committee/cita](http://www.aph.gov.au/hoiuse/committee/cita), call the committee secretariat on (02) 6277 4601, or email: [cita.reps@aph.gov.au](mailto:cita.reps@aph.gov.au).

### **New community TV in Sydney**

Meanwhile, community groups in and around Sydney will have another media outlet at their disposal as the city's new free-to-air community television station – TVS – begins transmission during February-March.

TVS is a not-for-profit company, with the station to broadcast on UHF Channel 31.

According to TVS, there are a number of areas in which they are seeking input – and which could provide opportunities for community organisations to get involved. They include:

- Programming that reflects the interests, concerns and passions of the diverse audiences and communities of Sydney – including one-off shows and series.
- Staff, including volunteers in a number of areas and community-based program producers.

Staff from community organisations interested in taking part could also benefit from a training program which TVS is developing to provide volunteers with the necessary skills. More information on TVS is available from [www.tvs.org.au](http://www.tvs.org.au).

### **Volunteering Australia survey and conference**

Volunteers and groups that involve volunteers have been invited to take part in Volunteering Australia's inaugural Annual Policy Survey.

The anonymous survey, which takes about 10-15 minutes to complete, explores various volunteering issues, including volunteers' and organisations' experiences with legal and regulatory requirements and volunteer management policies.

The results will be compiled into a public report that will be released in 2006.

The survey – posted at [www.surveymonkey.com/s.asp?u=512761604592](http://www.surveymonkey.com/s.asp?u=512761604592) – will run be closing soon so be quick if you want your say.

Volunteering Australia has also released the program for the 11<sup>th</sup> National Conference on Volunteering, which will be held in Melbourne from March 7-10. More information is online at [www.volunteering2006.com](http://www.volunteering2006.com)

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## 11. Community Jobs

A selection of community jobs from Our Community's latest *Good Moves* newsletter:



### NSW

Job Title	Organisation	
<a href="#">Legal Advisor</a>	ANDA (Australasian Numismatic Dealer's Association)	<a href="#">Details</a>
<a href="#">General Manager</a>	Western College	<a href="#">Details</a>

### QLD

Job Title	Organisation	
<a href="#">Manager - Business-Community Partnerships</a>	CEO Challenge	<a href="#">Details</a>
<a href="#">General Manager</a>	Australian Stockmans Hall of Fame and Outback Heritage Centre	<a href="#">Details</a>

### VIC

Job Title	Organisation	
<a href="#">Bequest Program Coordinator</a>	Jewish Museum of Australia	<a href="#">Details</a>
<a href="#">Fundraising and Events Assistant</a>	Jewish Museum of Australia	<a href="#">Details</a>
<a href="#">Van Driver</a>	Wesley Mission Melbourne	<a href="#">Details</a>
<a href="#">Assistant Manager</a>	Wesley Mission Melbourne	<a href="#">Details</a>
<a href="#">Personal Carers</a>	Australian Homecare Services	<a href="#">Details</a>
<a href="#">Co-ordinator - Volunteers and Group Programs</a>	Motor Neurone Disease Association of Victoria	<a href="#">Details</a>
<a href="#">General Manager / CEO</a>	Women's Circus Ltd	<a href="#">Details</a>
<a href="#">Education Program Coordinator</a>	Diamond Valley Learning Centre	<a href="#">Details</a>
<a href="#">Development Manager</a>	Link Centre Ltd	<a href="#">Details</a>
<a href="#">Advocacy and Human Rights Officer</a>	Youthlaw	<a href="#">Details</a>
<a href="#">Company Manager</a>	The Torch Project	<a href="#">Details</a>
<a href="#">Artistic Director</a>	The Torch Project	<a href="#">Details</a>
<a href="#">Co-ordinator, Youth Disability Advocacy Service</a>	Youth Affairs Council of Victoria, Inc	<a href="#">Details</a>
<a href="#">Project Worker - Becoming the Boss</a>	Action for Community Living	<a href="#">Details</a>
<a href="#">Chief Executive Officer</a>	Murdoch Community Services	<a href="#">Details</a>
<a href="#">Community Development Manager</a>	The Torch Project	<a href="#">Details</a>



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## 12. Fast Forward

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

If you have any thoughts, feedback or any issues you would like addressed we would appreciate hearing from you. You can send your comments to [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au) or call (03) 9320 6815.

We now have button logos for those groups who want to set up links to [www.ourcommunity.com.au](http://www.ourcommunity.com.au) from their own websites. You can find them in the media centre. Just visit [http://www.ourcommunity.com.au/article/view\\_image\\_list.do](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](mailto:brianw@ourcommunity.com.au) or call (03) 9320 6813.

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## 13. About Our Community

Our Community ([www.ourcommunity.com.au](http://www.ourcommunity.com.au)) is the national gateway for Australia's 700,000 community groups and schools. Through the Our Community Centres of Excellence, we provide the one-stop-gateway for practical resources, support and linkages between community networks and the general public, business and government – building capacity to strengthen the community in every Australian State and Territory.

Our Community's website currently consists of 15 major **Centres of Excellence**.

### Make a Difference

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- **Australian Giving Centre**: Helping Individuals and Workplaces Give in Every Way
- **Community & Business Partnerships**: Connect, Make a Difference and Form a Partnership
- **Boards, Committees & Governance Centre**: Build a Better Board; Be a Better Board Member; and Find a Board Position

### Find & Manage Money

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- **Community Funding Centre**: Helping all Community Groups and Schools Find Money
- **Community Financial Centre**: Banking Solutions and Services
- **Best Practice in Grantmaking**: Achieving Best Practice with Grants, Awards and Scholarship Programs

### Build Capacity

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- **Marketing, Media & Post Centre**: Delivering Better Results for Community Groups
- **Management and Training Centre**: The A-Z of Resources for Managing Community Groups
- **Leadership Centre**: Community Groups Can Do: Leadership
- **Communities in Control**: Giving Voice – and Support – to Grassroots Community Groups
- **Jobs / Recruitment**: The First Place for Good Moves in the Community Sector
- **Best of Community**: The First and Best Place for Community

### Buy Supplies & Be Informed

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- **Community Marketplace**: Providing all Community Groups with Excellent Value Products and Services
- **The Insurance & Risk Management Centre**: Helping Community Groups Manage Risk and Secure Insurance
- **TechCommunity Centre**: Technology Resources and Services for Community Groups.

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