

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

August edition 2005

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, 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 \$4.5 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 at brianw@ourcommunity.com.au.

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1. Welcome by Rhonda Galbally AO, CEO of ourcommunity.com.au

Welcome to the latest edition of Our Community Matters.

Last month we were talking about mid-year reviews for community groups while this month, the focus for many groups is already starting to concentrate on their fundraising (and awareness) activities for Christmas as well as the forward planning for projects and initiatives in 2006.

It doesn't take long to come around and the more planning people can do, the greater chance your group has of developing a strong message that hits your target audience. I would urge any community group considering a Christmas campaign to ensure it is on the agenda for their next meeting. Don't wait until November otherwise it will be much too late to find the time, resources, money and people to get it underway.

Also make sure you use the Marketing, Media & Post Centre Help Sheets that have been developed in association with Australia Post. They are a great starting point and can be found at www.ourcommunity.com.au/marketingmediapostcentre.

Our Community will be having a major push on giving this Christmas (more about that in later editions) so any group that has not yet registered their organisation to receive online donations on the Australian Giving Centre should do so soon. We will also be unveiling a number of other ways to support groups at Christmas time this year so keep your eye on changes to the Australian Giving Centre (www.ourcommunity.com.au/donations).

Remember it is a free service, thanks to the support of Westpac Bank, and costs groups nothing to list their appeal or to have it up their on an ongoing basis. The only fees are the normal credit card and bank deposit fees.

And we are happy to announce that we now have over 600 community appeals from across Australia and from across every sector now listed on the site. Given it has raised almost \$4.5 million we are really proud of the work the centre continues to do. We thank Westpac for their ongoing support and promotion.

In this edition we have also brought back by popular demand a regular feature from last year and that is the interview with a great Australian community leader. This month is Fiona Smith, the chair of the Victorian Equal Opportunity Commission and also one of the keynote speakers at this year's Communities in Control conference.

Her speech on leadership and what community leaders need to be able to do the job was both riveting and inspirational and was one of the highlights of the conference. Here Fiona, a long-time Australian advocate for the rights of people with disabilities, is just as forthright and considered.

There is a lot more in this edition. We have responded to readers' requests on resources and have provided some tips on sponsorships, have the latest State and Territory winners of the Prime Minister's Community Business Partnerships Awards for Excellence and much more.

Many of you will also have received a free copy of the Board Builder Newsletter and a special discount. If you haven't, we have again included the offer in this newsletter.

Have a great month.

RHONDA GALBALLY AO
Chief Executive Officer

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2. Finding – and holding onto sponsors that suit your organisation

Each month in Our Community Matters we try and make it a mix of news, views and resources. One of the areas we have had some feedback – particularly from subscribers to our [Raising Funds Newsletter](#) is in the area of sponsorship.

On the one hand sponsorship can be a good, strong source of revenue for community groups for events and ongoing activities but it can also cause problems. Often the mistake that many community groups make when they go searching for a sponsorship from a company to support their activities is that they say sponsorship but what they really mean is donation.

Some groups don't understand that a sponsorship is completely different to a no-strings-attached donation. A sponsorship is a business transaction where you are essentially offering or exchanging some rights and associations in return for money or in-kind goods and services.

It's not about getting the money and running. It's about getting the money and ensuring everything that you promised does indeed happen and that your sponsor is so happy that they can't wait to sign up again next year!

Again it is that principle of concentrating on what's in it for the company or the sponsor and NOT simply on what the benefit will be to your group. They are making a business decision so you have to build a case to support the sponsorship not only being good for the wider community but good for their business.

Good sponsorships can be fantastic because they bring revenue in that can take the pressure off membership, donations and sales – and if done properly – can also help to market your group to a wider audience. They also help to build strong connections between the group and the business community that can result in a long-lasting partnership that extends to many other areas and activities of your group.

Here are some tips in trying to secure sponsorship for your community organisation.

- Identify all the possible properties (signage, naming rights for events, programs, awards, uniforms, buildings, rooms, people etc) that you have available for sponsorship.
- List all the benefits that you are offering a potential sponsor. What exactly will they get for their money? And how will it be delivered?
- Explain the potential for sponsors of taking up those opportunities – how big is their audience? How will **you** help to promote **their** business or product?
- Explain why they should partner your organisation and not some other group – what is it that makes both your group and the sponsorship opportunity unique?
- Emphasise how your group has the professionalism to fulfil your end of the deal.
- Draw up a sponsorship agreement setting out exactly:
 - who the agreement is with
 - who the contact people in each organisation will be,
 - what is required of both the sponsor and the organisation and when it is required
 - how long the sponsorship goes for (does it just cover an event, run for a year etc?)
 - how any logo or branding can be used by either the company or the group
 - whether approval is needed for any media release, advertisement or use of images/logos etc
 - how any disputes will be settled.
- Err on the side of generosity when it comes to thanking and acknowledging your sponsors on stage, in newsletters, in programs, in speeches etc.
- Invite and include them in other activities not necessarily associated with their sponsorship. Try and increase their knowledge of and commitment to your group.

For more information on the issue of sponsorship or fundraising in general, visit the Funding Centre at www.ourcommunity.com.au, email questions@ourcommunity.com.au or call (03) 9320 6800.

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3. 2005 PMCBP State and Territory Awards Announced During Partnerships Week.

Community business partnerships from all over Australia were recognised as state and territory winners of Prime Minister's Awards for Excellence in Community Business Partnerships – announced during Partnerships Week last week.

State and territory awards in small, medium and large business categories were presented during the various Partnerships Week activities that occurred around Australia between August 22 and 26. Multi-state awards – for partnerships involving partners from more than one state – were also announced throughout the week. The winning partnerships covered a wide variety of companies, organisations programs.

The winners were:

Australian Capital Territory

- **Medium Business**
 - **Winner:** Canberra Theatre Centre with Royal Blind Society
 - **Judges' Encouragement Award:** Capital Chemist (Pharmacy Services [ACT] Pty Ltd) with ACT Eden Monaro Cancer Support Group
- **Large Business**
 - **Winner:** ActewAGL with Koomarri

New South Wales

- **Small Business**
 - **Winner:** Prime Television Wollongong, WAVE FM and the Illawarra Division of General Practice
 - **Judges' Encouragement Award:** Halo Architectural Design Services and the Lake Macquarie and District Historical Society.
- **Medium Business**
 - **Winner:** PMI Mortgage Insurance and Habitat for Humanity Australia
 - **Judges' Encouragement Award:** Greening Australia and TransGrid.
 - **Judges' Encouragement Award:** Vision CRC & partners and the Aboriginal Health and Medical Research Council.
- **Large Business**
 - **Winner:** Millers Point Youth and Employment Partnership – a collaboration of 11 organisations, where Lend Lease and the Abraham Mott Centre -City of Sydney are the principal partners
 - **Judges' Encouragement Award:** Vodafone Australia and Vodafone Foundation in partnership with Barnardos Australia, Mission Australia and Father Chris Riley's Youth Off the Streets.

Northern Territory

- **Small Business**
 - **Winner:** The Myriad Group (International College of Advanced Education Pty Ltd and Myriad Group Training Pty Ltd) with Bagot Community Council, Darwin Indigenous Employment Centre and MAXNetWork Employment Darwin.
- **Large Business**
 - **Winner:** Voyages Hotel & Resorts with Nyangatjatjara College and Nyangatjatjara Aboriginal Corporation

Queensland

- **Small Business**
 - **Winner:** Grinder Corporate Catering with Mackay North State High School
 - **Judges' Encouragement Award:** Kayak World with Saint Stephen's College and Mudgereeba Special School
- **Medium Business**
 - **Winner:** Publicis Mojo Pty Ltd (Brisbane) with Abused Child Trust
- **Large Business**
 - **Winner:** Minter Ellison Brisbane and other partners with CEO Challenge and other partners

South Australia

- **Small Business**
 - **Judges' Encouragement Award:** B.W. Trading with Kaltjiti Arts
- **Medium Business**
 - **Winner:** VECTRA Corporation with Community Information Strategies Australia
- **Large Business**
 - **Winner:** Advertiser Newspapers Pty Ltd with Public Libraries of South Australia

Victoria

- **Small Business**
 - **Winner:** Coffee Basics Café and Roastery Castlemaine with Tarrengower Women's Prison – BRIT and ZONTA Club of Kyneton
 - **Judges' Encouragement Award:** Readings Books and Music with Gasworks Arts Inc
- **Medium Business**
 - **Winner:** J J O'Connor and Sons Pty Ltd with Birchip Cropping Group
 - **Judges' Encouragement Award:** Cummins & Partners with Marie Stopes Australia and Victorian Aboriginal Community Controlled Health Organisation
- **Large Business**
 - **Joint Winner:** National Australia Bank with Good Shepherd Youth and Family Service
 - **Joint Winner:** Yarra Valley Water Ltd with Kildonan Child and Family Services

Western Australia

- **Medium Business**
 - **Winner:** Jacobs Sverdrup Australia with South-West Aboriginal Land and Sea Council Aboriginal Corporation

- **Large Business**
 - **Winner:** Midland Brick Company with Hills Community Support Group

Multi-State

- **Small Business**
 - **Winner:** Sybase Australia Pty Ltd with the Australian Cranio-Maxillo Facial Foundation
- **Large Business**
 - **Winner:** Citigroup Australia with YWCA NSW
 - **Judges' Encouragement Award:** BP Australia Pty Ltd with Yirara College, CAYLUS and Teen Challenge

NOTE – there were no Awards made in Tasmania in 2005.

From the winners of the state finals, the partnerships judged to be the best in their categories will be selected as national finalists and will be in the running for the National PMCBP Awards for Excellence to be announced at a gala dinner in Melbourne on October 19.

National Awards for the best multi-state partnership – as well as a number of other special partnership awards – will also be announced at the dinner. More information on each of the winning partnerships is available by clicking on Awards on the Community Business Partnerships Brokerage website at www.ourcommunity.com.au/partnerships.

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4. Community groups struggle to take advantage of technology efficiencies – report.

While the digital divide where some people have easy access to new information and communication technology and others don't is a big issue for individuals, it remains an equally important issue for community organisations across Australia.

While larger non-profit groups, particularly those with in-house technical support, are moving further ahead in the use of technology to make their job easier and also to streamline their activities and extend their reach, smaller and regional groups continue to struggle.

While community groups and not-for-profits have identified significant benefits in using information and communications technology (ICT) for service delivery, efficiency and community capacity, there are still significant barriers preventing even wider use of technology, according to submissions received by a Federal Government study.

The Federal Department of Communications, Information Technology and the Arts (DCITA) asked for community submissions to two discussion papers released earlier this year – *Information and Communications Technology Transforming the Nonprofit Sector*, and *The Role of ICT in Building Communities and Social Capital*.

In all, 35 submissions were received – including many from the community, philanthropic and not-for-profit sectors. DCITA collected the responses and key findings into one report - *Community ICT Transformations: Next Steps*.

According to the report, the submissions raised “a broad range of social, technical and economic barriers to increased use of ICT in the community and nonprofit sector”.

Among the major barriers to increased ICT use to improve groups' operations or build community capacity that were identified in submissions included a lack of:

- Access to information and communications technology infrastructure, hardware and appropriate software – including custom software and suitable internet connections.
- Information and communications technology skills.
- Training opportunities for the volunteer and casual labour that community groups often make use of.
- Technical advice and support – especially affordable advice.
- Cost – both through start-up costs, and then the cost to maintain infrastructure.

According to replies to the discussion papers, these issues are more prevalent for “smaller, under-resourced non-profit organisations, and organisations operating and servicing clients in regional, rural and remote areas”.

As part of their submissions, groups were also asked for ideas on how these barriers can be overcome.

Among many suggestions were:

- Provision of tax breaks for non-profit organisations when acquiring information and communications technology infrastructure.
- Improved access to affordable and reliable ICT infrastructure.
- A variety of ways to better coordinate and develop leadership in the field, including collaborative work between users, not-for-profits, business and government to foster learning, better links to expert bodies and opportunities to create regional community-owned ICT providers.
- Making further use of existing information and communications technology facilities in the community – including extending access for not-for-profit groups to school ICT facilities and labs, local libraries, online access centres and council ICT facilities.
- That governments look at the barriers to wider community access to government owned or funded information and communications technology facilities and work towards enabling “full and open access”.
- Improved promotion, resources and support for community technology learning centres and similar online access centres to allow better support, training and maintenance, as well as higher-quality staff.
- That ICT training, policies, resources and support needs to be tailored to fit the changing needs of users at different ages, or from different backgrounds.
- That governments look to “fund, sponsor and partner” the development of practical, innovative community education and access programs to “assist take-up and effective use of online services”.
- Ongoing education for users and not-for-profits on how to identify and manage online threats, including privacy concerns.

More detail can be found by referring to the report summary – able to be downloaded and viewed at this address:

http://www.dcita.gov.au/data/assets/pdf_file/30009/Report - Next Steps - 25Aug05 3.pdf

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5. Tax Office releases new basics publication for non-profit groups.

The Australian Tax Office has updated *Tax basics for non-profit organisations* (NAT 7966-06.2005) which contains a comprehensive overview of all the taxation obligations and concessions for community organisations.

This publication explains which taxes and concessions affect non-profit organisations and directs you to where you can find more detailed information. Every non-profit group – and not just those that have charity status – should get the guide to ensure they are claiming any possible tax benefits.

The publication is important for anyone who is in the position of treasurer, office bearer or employee involved in the administration of a non-profit organisation.

Community groups can view the new version of *Tax basics for non-profit organisations* at <http://www.ato.gov.au/content/33609.htm> or order a hardcopy version by phoning the ATO on **1300 720 092** and quoting NAT number 7966 (this is a unique national identifying number given to ATO publications).

The new version replaces *Tax basics for non-profit organisations* (NAT 7966-05.2003) issued in May 2003.

The publication has been updated to include:

- the extended endorsement requirements that apply to charities
- an expanded discussion of goods and services tax (GST) concessions
- fringe benefits tax (FBT) concessions for public ambulance services and health promotion charities, and
- new concessions for contributions to fundraising events such as fundraising dinners and charity auctions.

The ATO is also encouraging non-profit feedback so if you are confused, have a comment or think the whole thing could be done better use the online feedback facility on the ATO website or email npc-publications@ato.gov.au or phone 1300 130 248 or fax your comments to (07) 4753 7274.

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6. Our Community Leaders – Great Australian Leaders in focus – Fiona Smith.

Due to popular demand we are bringing back the monthly interview with some of our great community leaders, asking them for their thoughts on leadership, what makes great leaders and the challenges facing community leaders in Australia today.

Today we talk to **Fiona Smith**, the chair of the Equal Opportunity Commission and chair of the Business Licensing Authority in Victoria and a great national campaigner on issues of equality, disability and human rights over many, many years. Recently Fiona delivered an inspiring speech to the Communities in Control conference titled [Leadership – Imagine the Leaders we need and deserve](#) which discussed the challenges facing community leaders. The speech is available on the website with all the other speeches from the Communities in Control conference (www.ourcommunity.com.au/cic)

Fiona joins the list of leaders we have already interviewed in this series including former Australians of the Year, **Sir Gustav Nossal** and **Professor Fiona Stanley**, jurists **Michael Kirby** and **Justice Paul Stein** and a host of well-known community leaders such as **Ian Kiernan**, **Peter Garrett**, **John Eales**, **Stephanie Alexander**, **Molly Harriss Olson**, **Professor Allan Fels** and **Dr Jim Varghese**.

All those interviews can now be read on the [Leadership Centre](#) at <http://www.ourcommunity.com.au/leadership>. Also on the Leadership Centre, which is a joint initiative with the Department of Family and Community Services, is a series of free [Help Sheets](#) and Australia's [largest free database of leadership courses and opportunities](#).

Our Community started by asking Fiona Smith who she considered to be the three great leaders of our time? And why?

Fiona Smith:

Internationally:

Mary Robinson – for helping maintain the vigil for human rights in challenging times and doing it in a very accessible way.

Nelson Mandela – for demonstrating through incredible hardship that the fight for racial equality is a strategy that can and will outlast its opponents if we maintain our focus on universal human values and principles.

Close to Home:

Justice Michael Kirby – for being Australia's most generous public official with his time, intellect and personal honesty about being gay.

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

Fiona Smith:

- (a) Being driven by a clear set of values that are about respect and valuing all human beings;
- (b) Liking yourself and having confidence. As a leader, you invariably have to take a stand on many issues. When people don't like you for it, your inner being needs to be resilient.
- (c) Ability to work as a team and enjoy it. Australians have a healthy disrespect for hierarchy and you need to work in partnership to achieve your goals. No one ever achieves anything alone.

Our Community: What are the three greatest barriers to new leaders emerging in Australia? And explain their impact.

Fiona Smith:

- Fear of failure – Some people say you only know you are getting somewhere when you can recognize your failures.
- Systemic barriers to equality for disadvantaged communities meaning too few of their leaders emerge to tackle our community's inequalities.
- Women's continuing inequality in the workplace, in the home and in the Board Rooms and public institutions of Australia.

Our Community: What advice would you give to a potential leader to take them to the next stage? Please feel free to expand.

Fiona Smith:

- Identify and connect with your community – no matter what forms the basis of it. For example, it could be geographic, gay, global, disability or race based.
- Find out what issues matter to your community and help deal with them.
- Always aim to work with people who are more talented than you and first learn to follow. You need to learn from other more seasoned leaders. This gives you insight into what motivates and binds followers; helps you see you must both lead and follow to succeed in your aims; and reinforces the importance of nurturing emerging leaders.

Our Community: Nature/nurture – are leaders born or bred? Please detail the reasons for your answer.

Fiona Smith:

- Both. Having good role models really helps too.

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

Fiona Smith:

- (a) Reconciliation with indigenous Australian's that delivers dignity, respect and is sustainable.
- (b) Maintaining our safety measures for a just society including income support, industrial law protections and robust human rights and equal opportunity institutions and laws.
- (c) Working creatively to support our neighbours including Papua New Guinea, East Timor and Indonesia while adapting to the challenges of the emerging BRIC economies. BRIC equals Brazil, Russia, India and China.

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

Fiona Smith:

I have learnt that if you are affected personally by something – like a road through your local park, being indigenous and faced with racism or having a mental illness, or as in my case, being a woman with a physical disability and daily encountering a physically inaccessible built environment – you can often articulate solutions better than the person who is not so affected.

I try and use my personal experiences to build bridges with other people whilst guarding against being typecast. I have also learnt that if you believe you and those around you can make a difference, a powerful force can be unleashed. This certainly helps to drive me.

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

Fiona Smith:

I've had many people from whom I've learnt a lot as well as some who have opened doors for me; given me challenging perspectives; and been generous with their time. I regard myself as a very lucky person.

I'd single out three women (amongst many women and men) that I have been inspired by:

- **Rhonda Galbally** – for feisty advocacy for social and economic inclusion of people who are marginalized.
- **Julie McCrossin** – for her humour and demonstrating with great flair how you can always act with integrity, be inclusive and fair.
- **Sister Veronica Brady** – for showing that even within the most conservative of institutions, or environments, you can still be an agent for change.

Next month we feature an interview with Dr Simon Longstaff, the Executive Director of the St James Ethics Centre.

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7. Australian Giving Centre celebrates its 600th appeal.

The Australian Giving Centre clocked up another milestone this month when the number of appeals grew to over 603, representing every state and territory and also representing every aspect of the community sector.

Since opening in January 2001, the Australian Giving Centre has continued to grow steadily – both with the number of appeals and also the number of donations that have gone through the site.

It is without doubt the biggest donations hub of its kind and the only major service that supports community groups and not just the major charities. We thank Westpac Bank for their continuing support of the centre which was developed as part of Our Community's way of giving back to the community.

The free online donations service has:

- received donations ranging from \$5 to \$100,000
- recorded more than 27,000 individual donations in that time
- received a total of almost \$4.5 million
- received donations at every hour of the day and night.
- received donations for hundreds of organisations ranging from major organisations such as Oxfam, the National Heart Foundation and Red Cross to small neighbourhood advocacy groups, health support groups, environmental organisations and local churches and theatre groups.
- provided an opportunity for people to give to a number of groups in their geographic or interest area.

We will be organising a major push at Christmas time to again encourage people to think of their local community appeals so if your group is thinking about signing up for the free online donations service and hasn't now is the time to do something about it. Contact Amy Johahnsohn at amyj@ourcommunity.com.au or on (03) 9320 6806.

8. Australian Wellbeing Falls Steeply During 2005 – Survey.

Australians' personal wellbeing has fallen to its lowest level since just after the 2002 Bali Bombings, according to the latest Australian Unity Wellbeing Report.

And not only did the report, released last month (in August), show a fall in Australians' personal wellbeing, but it also indicated a drop in how Australians felt about their national wellbeing, and in almost every one of its 13 sub-categories - covering attitudes on health, safety, standard of living, social conditions, community connectedness and how Australia is governed - compared to late last year

The survey, conducted in July, found a marked drop in Australians' personal wellbeing – measured on a scale of 0-100 – from 76.3 in October last year, to 74.64 in July.

That marks the fourth lowest level of personal wellbeing recorded in the survey since it started in June 2001, and the lowest level recorded in the survey since the February 2003 result (74.58) – conducted months after the Bali Bombings.

Study researchers from Deakin University felt the drop from last October – during the Olympic Games – to July this year was all the more significant because of the outpouring of goodwill, support and contributions the vast majority of the Australian population made during the Asian Tsunami Crisis in January.

Researchers felt that these actions would have produced elevated feelings of positive personal wellbeing during this time, maintaining them at levels similar to those recorded in October 2004 and making the fall since even steeper.

A number of factors contributing to personal wellbeing also recorded steep falls in comparison to last October. They included standard of living (down from 79.2 to 77.2), personal relationships (81.4 to 77.3), how safe people felt (80.1 to 79), community connectedness (72.55 to 69.7) and future security (73 to 70).

On the national wellbeing scale, Australians' attitudes also dipped – but less steeply - from 62.68 last October to 62.24 in July. However that figure remains significantly higher than the one recorded in the first survey in June 2001.

All six of the factors contributing to the national wellbeing figure also recorded falls – most significantly economic situation (from 68.5 last October to 66.3) and social conditions (63.1 to 61.2).

Among other findings in the survey were:

- Females have higher personal wellbeing than males across all age groups, but most significantly in the 26-35 year age group.
- The highest levels of personal wellbeing are achieved by people living with their partner, children and one or more adults to assist with child care. The lowest personal wellbeing is found among sole parents.
- People who are married have a 2.4 percentage point advantage in personal wellbeing over people who are living in a defacto relationship – an advantage most significant among younger (18-25 year-olds) people.
- Even though people who are full-time retired, and volunteers, have lower than normal health satisfaction, their personal wellbeing lies above the normal range. This is due to the compensatory rises in other domains, notably those involving other people (relationships and community).

- The belief that a terrorist attack in Australia is likely to occur within the near future fell by 10.0% since the previous survey. For the first time in 18 months less than half of those surveyed regard such an attack as likely in the near future.

An index of full survey results and reports stretching back to 2001 is available here.

<http://www.australianunity.com.au/au/info/wellbeingindex/default.asp?source=leftmenu>.

However, a full report on the most recent survey results will not be available until later this year.

A summary of the results can be looked at via this link:

http://www.australianunity.com.au/au/info/wellbeingindex/survey13_report1.asp

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9. Free copy of the Board Builder for those signed up to receive Our Community Matters

All readers of Our Community are being offered a complimentary copy of our new publication, *The Board Builder* Newsletter.

Before *The Board Builder*, community groups were asking Our Community how they could transform their board or committee into an effective, energetic and productive team committed to achieving desired goals. Now it's a lot easier with the release of *The Board Builder*, our practical tool to improve the skills of every single Board member.

A quarterly newsletter, *The Board Builder* discusses practical approaches to identifying and **solving** the issues and problems faced by non-for-profit boards and committee members - find out **what** works, **why** it works and **how** your organisation can benefit.

The Board Builder is designed to ensure that every Board and Committee member have access to the latest knowledge, skills and best practice examples to help improve their organisational effectiveness.

Attached is the complimentary email version of the 3rd edition of *The Board Builder*. In this edition we look at:

- Strategies for avoiding recruitment pitfalls from executive search expert Kathy McLean
- Insights on governance and leadership from well-known corporate and non-profit director Catherine Walter
- An article by Prof. Susan Long on combating "groupthink" in non-profit Boards
- An interview with Youth Services Collaboration project manager Graeme West on the secrets of successful non-profit partnerships
- Tips for assessing Board effectiveness from our popular Board Scribes, Catherine Brown and Peter Duncan
- An insightful book review by non-profit governance expert Alan Hough
- Suggestions by our Board Doctors for overcoming Board recruitment dilemmas in a small community.

And of course we also bring you all of our regular features – The Toolbox, Board Utopia, Words of Wisdom, Jargon Busters, Burning Questions and The Good Oil – as well as all the latest news and resources from Australia and around the world.

For a limited time only (offer expires 30 September 2005), Our Community is offering a **\$20 discount** on all Board Builder Subscriptions. At the discounted price of only \$45* per year for an individual board member subscription or \$145 (discounted) per year to circulate the newsletter to your entire board, no Board or Board member can afford to miss out on this fundamental information.

An order form is included in your complimentary edition which can be found on the website at

www.ourcommunity.com.au/boardbuilder3.

Or for further details on *The Board Builder* please visit: www.ourcommunity.com.au/boardbuilder.

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10. Community Briefs

Getting a good measure on everything.

Now this is a resource that isn't confined to community groups but is handy for individuals and businesses too.

Often groups are looking for something to convert everything from the cost of something in another currency, trying to convert temperatures, distance etc so today we provide a little handy hint to add to your Internet favourites that can help with all those tasks.

If you go to <http://www.asknumbers.com/> you will find a series of tools to help you convert just about anything. Keep it handy the next time the tradesman provides you with imperial measurements and you need to provide it to the funding body in metric!

Sponsorship Masterclass.

While on the subject of sponsorship (see earlier piece) the Fundraising Institute of Australia is holding a sponsorship masterclass on September 22 at Rydges River Walk in Richmond to look at a number of issues surrounding sponsorship of community organisations and events.

The Masterclass will cover the nature of corporate involvement (Sponsorship, Cause Related Marketing, Matching Grants, etc), to understanding how Corporations respond to each type of request and what expectations they have when developing a partnership with a Not-For-Profit (NFP).

Led by Peter Dalton, the Director of Fundraising at Austin Health, the Masterclass will also include:

- **Colin McLeod**, GM Marketing & Communications, Australian Football League
- **Andrew Hagger**, Managing Partner, PricewaterhouseCoopers, Melbourne

The day will be broken into two workshops. The first workshop is based on market reach and what to offer corporations and will give participants the skills to ascertain the strengths and limitations of your organisation and how that applies to each style of corporate partnership.

The final workshop will assist in developing your case for support and building your partnership for the long term, ensuring win-win strategies for your organisation and the corporation.

Details:

Date: Thursday 22 September 2005

Time: 9:00am-4:30pm (registration 8:45am) - (lunch, morning and afternoon tea provided)

Venue: Rydges River Walk, 649 Bridge Road, Richmond – (parking is available)

Cost: Members \$100 / Non Members \$130 (prices include GST)

For more information please contact Cindy Higgins on 03 9830 7211 or email: chiggins@fia.org.au

Communities in Control - order the video.

Just a reminder that groups, councils and government departments can still order the two-video pack containing the major presentations from the two days of the Communities in Control conference.

Those that have already ordered the video should start receiving them in the next 10 days or so. If you would like to order a copy of the conference video, please download the order form at

<http://www.ourcommunity.com.au/files/cic/cicvideoorderweb2005.pdf> or call Samantha Fritz on (03) 9320 6800 or email samanthaf@ourcommunity.com.au.

The video contains almost 10 hours of inspiration, explanation and determination as well as plenty of practical examples of how some great community leaders have instituted change. The video also contains the presentations from the finalists of the Australian Community Idol contest as well as the award ceremony.

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11. 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 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.

We now have button logos for those groups who want to set up links to 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 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.

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