



Edition 8/2002

Welcome to the latest edition of Our Community Matters, our regular 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, scholarship and fundraising news as well as practical advice and the opportunity to list for free online donations and free online volunteers. We also provide discounted services and products, including the great banking services deal with the National Australia Bank which provides transaction accounts specifically tailored for community groups.

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

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

Welcome to the latest edition of Our Community Matters.

In this month's edition, there are a number of items to encourage community groups to tell people of their successes and encourage groups to nominate their own local heroes for greater recognition. We have also produced a new Help Sheet to assist groups in listing their upcoming events and fundraisers through the various online community events listings sites around Australia. Used in conjunction with the free Help Sheet we put up last month, **25 Ways to Advertise your event for FREE**, it is a useful resource to help groups market their initiatives, events and fundraisers.

Another interesting piece is a new study from the United States showing the enormous difference in giving to community groups when donors are confident that the group is acting honestly and ethically. It shows that we must continue to be vigilant and work to maintain public confidence.

We also welcome the latest groups to list for online donations. It is amazing to think it is August already and that groups are already starting to plan for their Christmas appeals.

We too have been busy over the past few months. We have recently launched our new book to help fundraisers, ***How To: Find Money Fast - 50 Great Ideas to Raise up to \$5000***, are in the process of putting out a new newsletter for grantmakers and Government and council program managers, ***Australian Best Practice Grantmaking Quarterly*** (see item below) and have been working hard to produce a new marketing kit for groups listing their appeals with our free online donations service on the National Community Giving Centre.

There are also a number of new initiatives and exciting business partnerships that we will unveil in the near future that we believe will provide some real and sustainable long-term benefits for community groups of all sizes. It is certainly an exciting time.

We hope you enjoy this newsletter and feel free to pass onto other community groups that you think might find it useful. I look forward to hearing your thoughts at rhondag@ourcommunity.com.au.

Yours sincerely,

Rhonda Galbally AO
Chief Executive Officer

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2. Making sure you get recognition for achievements in your local community!

We are featuring two opportunities for groups to blow their own trumpets, both about the achievements of their group and local community and also about the very special people and volunteers who form the backbone of community groups and often go unrecognised.

1. Telling the world about your community success

OVER the past year we have featured in our newsletters and on our weekly radio spots (see item in Community Briefs) a number of communities who have come together to devise an innovative solution to local problems.

And it is normally the most successful formula – where the local community has identified the problem and then worked through a solution to overcome it. It means the project has the support of the local community – and just as importantly – is controlled by the local community.

If you think your community has demonstrated innovation, drive, and come up with a strong community/business/Government partnership or sustainable solution to a local problem, then why not enter the Can Do Community Awards that will recognise communities that have demonstrated the Australian 'can do' spirit and come up with creative ways to solve their local problems.

As well as rewarding the local communities that have come up with the best solutions, the awards are also attempting to provide a national platform for communities to share their experience and successes, and showcase the many successful partnerships between communities, businesses and government.

Prizes include \$4,000 cash for each of the state and territory winners, with an additional \$4,000 for the national winner. The winning communities will be selected based on the following selection criteria:

- the social impact of the project, including social participation and volunteering;
- the economic impact of the project as measured by increased economic participation (jobs created, jobs maintained, addressing any identified economic problems);
- the sustainability of the project and how it contributes to the sustainability of the community;
- the transferability of the project, specifically those elements of it that can be replicated by other communities; and
- the establishment of partnerships between community groups, business and/or local government. Partnership arrangements do not necessarily need to include Commonwealth Government programs.

Nomination forms can be downloaded by calling up the news story on the ourcommunity.com.au **Media Centre**.

2. Paying tribute to the special person or volunteer in your group.

Do you have a member of your group or organisation who each year performs a monumental and largely-unheralded job to improve life for others in your local community?

Well now you have the opportunity to nominate them as Australia's "Local Hero" and give them the opportunity to share the stage with the 2003 Australian of the Year, Young Australian of the Year and Senior Australian of the Year.

This year all categories are being organised to coincide in the one announcement on January 25, 2003. The other change is the inclusion of a separate award, titled the Local Heroes award, which will recognise and pay tribute to those people who have made an outstanding contribution at the community level.

Two Local Heroes will be nominated in each state and territory, one metropolitan and one regional, and all 14 from around Australia will then go into the national judging to decide the 2003 Australian Local Hero.

All local heroes nominated will also be considered for the other categories (Australian of the Year, Young Australian and Senior Australian of the Year).

It is good to see that the National Australia Day Council has found a way to ensure that a further 14 people from around the country are recognised for their efforts within the community - work that sometimes seems to struggle to get the credit it deserves when measured against sporting stars or high-profile celebrities.

It is a good opportunity to show your appreciation for a real community dynamo or stalwart by nominating them as your own Local Hero. You can find out more about the Local Hero Awards and the other Australia Day Council Awards and get nomination forms by [clicking here](#) or calling **1300 130 279**.

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3. People give more when they are confident groups are acting honestly and ethically.

The benefits of community groups being open, transparent and accountable in their dealings and the need to maintain public confidence has again been highlighted by the latest research on attitudes to community groups out of the United States.

The study by the Independent Sector, a non-profit coalition of more than 700 peak groups in the States, found that two in three Americans (64 per cent) believed community groups were honest and ethical in their use of funds. The figure was down on the last survey in February when strong post-September 11 support pushed approval to 73 per cent but was stable compared with similar studies over the past few years.

The Independent Sector concluded that while there was strong support, there was still much more that non-profit groups could do "live up to the highest standards of ethical behaviour and operational effectiveness."

Not surprisingly the study also again showed that the public not only voted with their hands but also their wallets and were happy to provide greater financial support for groups when they believed they were acting honestly and ethically.

"There is a strong connection for organisations between being perceived as honest and ethical in using funds and having high levels of public confidence, with this connection borne out by increased giving from trusting donors," the report said.

The figures bear this out. The survey indicated that donors who have high confidence in charities give approximately 50 percent more annually than do donors who express low confidence, some \$US1,796 (\$A3334) average annual gift compared to \$US1,245 (\$A2311).

"Public trust and confidence in charitable organisations are among their most important assets. Thus, leaders within the charitable sector must constantly be diligent in upholding the highest standards of ethical behavior," the authors said.

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4. Helping you to spread the word on your future events and fundraisers

We have recently added several new free resources to the 100-plus Help Sheets that are currently posted on the [Community Management Centre](http://www.ourcommunity.com.au) at www.ourcommunity.com.au, including several that are designed to assist groups in publicising their events to the widest possible audience.

In several of the new additions we have concentrated on how groups can generate "free publicity" whether through media articles or interviews or listing your event or function anywhere. The message is that anywhere where you can get the message out to even one person who might be interested (or can be converted into someone who might be interested!) is a bonus.

Some of the ways we have mentioned is including details of your events in the emails that go out each day on behalf of your group, putting up flyers wherever (legally) possible and establishing a list of all the media organisations that may reach potential members of your audience. Another way was that as well as generating story ideas for editorial coverage to ensure details of your events were sent to the various newspaper or council "What's On" columns or calendars of events.

We have produced a Help Sheet to assist groups with also adding their events to websites that carry online community listings and which attract strong audiences of people interested in community news and events. The Help Sheet, titled [Promoting your events on the Internet for Free](#) can now be found by [clicking here](#).

This Help Sheet lists sites such as Communitybuilders in NSW, VicNet in Victoria and Infoxchange (Victoria and Queensland), SA Central in SA and also the Northern Territory and ACT Government sites which allow community events to be posted. If you know of other sites that should be on there please let us know at brianw@ourcommunity.com.au and we will add to the listing.

It is a good opportunity to take your message to new audiences and hopefully increase your chances of attracting people to your next fundraising or "friend" raising events. And if it doesn't cost you a thing, then it is even better.

You can find the new Help Sheet at

http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=320. And if you missed the last Help Sheet we put up on the site titled *25 ways to advertise your event for FREE* you can access that one at

http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=297.

Good luck!

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5. The Bendigo Bank steps up the fight for community sector accounts

For those who missed the recent announcement, the Bendigo Bank has created a joint venture with a number of non-profit groups from around Australia, providing a banking opportunity for community groups and a new revenue stream for the 19 groups who are part of the partnership.

The Bendigo Bank's Managing Director, Rob Hunt, said the Community Sector Banking initiative was based on Bendigo's Community Bank model, with sector participants generating a revenue stream from their own banking activities. Community Sector Banking, which will operate under Bendigo's banking authority, will be a branchless operation initially covering 19 sector participants including ACOSS, Brotherhood of St Laurence, NSW Federation of Housing and others.

The 19 partners have formed a company, Community 21, which will contract for Bendigo to provide banking services for member companies and other non-government organisations and will share in the margin and fee revenue generated.

Community 21 chairman Alan Cox said the not-for-profit sector Australia-wide generated cashflows of around \$20 billion per year.

Bendigo Bank's head of strategic development, Greg Peel, said Community Sector Bank was "a virtual bank" with a range of specialised services being delivered electronically. "We have already begun to roll out some product to the sector and we will work with participants to develop other products specifically suited to their needs."

Community 21 members are: Australian Council of Social Service, Brotherhood of St Laurence, Jobs Australia, Scope (Vic), The Deaf-Blind Association (Vic), NSW Council of Social Service Access Community Group (Corrimal); Anglicare Tasmania; Business Enterprise Centre - Mersey (Devonport); Enterprise and Training Company (Coffs Harbour); Foresters and Friendly Society (Nundah); Gympie Skills Centre; Charities Aid Foundation (Chatswood); Newtrain (Tamworth); NSW Federation of Housing Associations; OEC Employment Agency (Dubbo); OzChild; St Lukes (Bendigo) and Youth Accommodation Assoc. (NSW). For more details visit www.csbanking.com.au

The move by Bendigo Bank to provide specialised accounts for community groups comes months after the National Australia Bank, in association with ourcommunity.com.au, were the first to introduce tailored transaction accounts for non-profit organisations last year.

Details of the NAB's accounts and the fees and charges can be viewed by visiting http://www.ourcommunity.com.au/financial/national_accounts.jsp or by calling **13 13 12**.

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6. Running an appeal for Christmas. Start thinking about your online donations strategy now!

In last month's Our Community Matters we talked about the fantastic results for online donations through to the end of the 2001-02 financial year. The increased traffic continued into July with another very solid increase being recorded on year-on-year figures.

This month we have already seen several organisations listing their Christmas appeals in readiness for their end-of-year fundraising drive. It sounds strange to be talking about Christmas in Winter but when you think about it, it is not really that long to go before groups begin their end-of-year push.

The new marketing packs for online donations are nearing completion and Kate Caldecott will soon be distributing those packs to groups who currently have an appeal listed. The packs, which look at the many ways that groups can drive traffic into their online appeals, will also be provided to groups looking to set up an appeal.

One thing that stands out with the appeals being listed over the past several months is the great diversity of the groups, ranging from religious organisations, welfare groups, sporting groups, health support groups, research foundations, gay and lesbian support groups and environmental groups to name a few.

We welcome the latest groups to list appeals and wish them every success. To view the full range of appeals or to donate to an appeal that interests you visit the **[National Community Giving Centre](http://www.ourcommunity.com.au/donations)** at **www.ourcommunity.com.au/donations**.

New appeals listed include:

- **[Western Australian AIDS Council Young Hearts Campaign](#)**
- **[PBS 106.7FM Studio 5 Appeal](#)**
- **[Flinders Medical Centre Foundation Inc. Medical Research Appeal](#)**
- **[Try Youth & Community Services Appeal](#)**
- **[Eye Research Foundation Appeal](#)**
- **[Surf Life Saving WA Inc The Beyond the Flags Appeal](#)**
- **[Kids Who Care Foundation Appeal](#)**
- **[Carries Place Christmas Appeal](#)**
- **[Oxfam Community Aid Abroad Crisis in Africa Appeal](#)**
- **[Twenty 10 Gay and Lesbian Youth Services Winter Appeal](#)**
- **[Victorian Council of Deaf People Christmas Appeal](#)**
- **[Victorian Council of Deaf People Interpreter Appeal](#)**
- **[Christian Aboriginal Parent Directed School Inc Building Appeal](#)**
- **[Urban Ecology Australia Ecocity Foundation Fund Appeal](#)**
- **[Union Aid Abroad-APHEDA Support for East Timor Appeal](#)**
- **[Oxfam Community Aid Abroad International Youth Parliament Appeal](#)**

There are also a number of new appeals to be uploaded so keep an eye out for them. You can donate to an appeal listed on the **[National Giving Centre](http://www.ourcommunity.com.au/donations)** or by clicking on **www.ourcommunity.com.au/donations**. If you are one of the groups that have an appeal listed have you actually sent the page link to your membership base or supporters to let them know they can now donate to you online?

If you would like more information on listing your appeal on the site, please contact Kate Caldecott at **katec@ourcommunity.com.au** or by calling Kate on (03) 9320 6802.

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7. New newsletter aimed at grantmakers, Federal, State and Local Government program managers and politicians.

We have also launched a new newsletter for the grantmakers, Government and corporate grants program managers, politicians and even the local councillors and managers who have the job of administering local community foundations, "Community Chests" and annual funding programs

The newsletter, *The Australian Best Practice Grantmaking Quarterly* looks at some of the best examples of grantmaking in Australia and also the many issues facing grantmakers, including:

- Accountability
- Transparency
- Selection criteria
- Risk management
- Marketing.

The newsletter is to help grantmakers keep up to date with the latest national and international trends. Each quarter we will provide feature articles from different experts offering their unique perspectives on issues relating to the grantmaking process. Other features include news on the latest programs, a view on technology and grantmaking, the latest movements in the grantmaking world and a canvassing of views from grantmakers across the country on hot topics.

The first edition of The *Australian Best Practice Grantmaking Quarterly* costs \$280 per annum and the first edition is due out soon. To subscribe to this newsletter please email service@ourcommunity.com.au or call (03) 9320 6800 and we will email, fax or mail an order form. Also if you are a grantmaker and have established a new program or have had recent staff changes, please email us at service@ourcommunity.com.au for possible inclusion in the newsletter.

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8. Community briefs

Conference interest ticking over.

Planning for the Community in Control conference to be held in Melbourne on April 6-8, 2003 continues to gather pace.

Already a number of members have expressed interest in attending the conference and we will soon release the list of eminent speakers and participants to take part in the varied workshops. The program is presently being finalised for the conference which will feature the two internationally-renowned experts on community involvement and connection, Professor Lisa Berkman and Professor Len Syme from the United States.

Don't forget to mark it in your diary and those interested in knowing more about the Syme-Berkman conference as the details are organised can contact Rhonda Galbally at rhondag@ourcommunity.com.au or Rose Mircevski at rosem@ourcommunity.com.au.

Get your great fundraising ideas!

Our latest resource for fundraisers has been selling like hotcakes as members and non-members alike have purchased the *How To: Raise Money Fast - 50 Great Ideas to Raise up to \$5000* book which is a great collection of fundraising ideas and tips.

Whether you're looking for new ideas or tips to breathe some new life into traditional fundraisers, this book can help your group. As well as providing inspiration it also provides some easy-to-follow advice on fundraising strategies and special events.

At just \$24.95 (member's price) it is a great value resource for your group, school or association and certainly far less expensive than other fundraising resources.

To order a copy of [How To: Raise Money Fast - 50 Great Ideas to Raise up to \\$5000](#), you can do so by [clicking here](#) or just emailing service@ourcommunity.com.au and we will send you an order form or calling on (03) 9320 6800.

And if you are looking for ideas and examples of good fundraisers on a more regular basis. don't forget to subscribe to our monthly Raising Funds newsletter which is becoming increasingly popular with community groups and particularly school communities. For more information on Raising Funds visit the [Community Funding Centre](#) at ourcommunity.com.au or [click here](#).

Making sense of an Internet provider

One of the harder decisions for communitiy groups is deciding on which Internet Service Provider to go with for their internet accounts. There are literally hundreds of providers out there and as many that have fallen over or disappeared in the past couple of years, others are bobbing up to take their place.

One of the difficulties is trying to work out exactly what your requirements are. Whether you need to download a lot of information or whether you need to stay linked to the Internet all day or only need it in bursts.

The Australian Communications Authority have just updated a useful Help Sheet to try and alert people to some of the issues that you need to be aware of when making a decision to take on an Internet Service Provider. While it does not compare plans between different providers it does outline some of the points you should be considering. We have attached a link to the free Help Sheet which you can reach by [clicking here](#).

Liability Insurance Scheme - Casual Users of Crown Land Reserve Facilities (Victoria ONLY)

Jardine Lloyd Thompson (JLT) an insurance broker specialising in Local Government risks has negotiated a highly competitive insurance premium for Crown Land Reserve Facility users in Victoria by utilising the National Local Government bulk purchasing power.

In brief, the NRE scheme provides \$10m Public and Products Liability insurance protection to the casual and occasional hirers/users of community reserves, halls or facilities. The policy operates for the twelve month period from 31st July 2002 to 31st July 2003 with a minimum/deposit premium payable based on the estimate number of hirings per annum. The premium is adjusted on the declared actual annual hirings at the end of the policy period. The cost amounts to \$385.00 for up to 26 hirings per year plus \$12.00 for each hiring over 26 hirings.

Should you have any queries or wish to discuss any aspect of the scheme for Victoria, please contact Toni Rizzo (Account Broker) on 9860 3470.

This scheme only applies to Victorian crown lands facilities. If you know of similar schemes operating in other states that provide cover for committees of managements and cover hall hirers at reasonable rates, let us know and we will publicise the schemes in future editions.

CBAA radio spots

And don't forget our weekly CBAA radio spots that go out each Wednesday and are available to community radio stations around the country. We are always on the lookout for good ideas, good projects or just some innovative thing that community groups are doing that we can give your group a plug and also provide a bit of educatin for other groups around the country.

Whether it's something you are doing in volunteering, a community-building project, a great membership or sponsorship or fundraising idea or just something that you think your group is excelling in, please contact Brian Walsh at brianw@ourcommunity.com.au

Still chasing Grants Writers.

As we mentioned in the last edition, we are still looking for people with experience in writing grants that can be recommended by groups. We are constantly asked for help with putting together grants applications but are looking to provide a list of reputable grants writers or consultants who have a good track record and don't charge an arm and a leg for their services.

We have had a number of people send in details and we are still keen to see a wider spread of people before putting the list up as a Help Sheet on the system. If you have someone your group has successfully used or have someone in the area who is a volunteer who is prepared to help with applications on a pro bono basis, please let us know at brianw@ourcommunity.com.au. We will then compile the list and just keep adding to it. As we mentioned last time, it is still a case of "buyer beware" when contracting the services of a grant writer, as it is any consultant. We would recommend you ask for a list of community groups that they have worked with and check their references before deciding to go ahead.

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9. Products and Services.

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

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

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

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

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

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

As mentioned earlier, www.ourcommunity.com.au has formed an alliance with National Australia Bank to introduce the first suite of tailored financial products for community groups. To find out more visit the Community Financial Centre at http://www.ourcommunity.com.au/financial/financial_main.jsp.

The Financial Centre contains details of the National's community accounts as well as Help Sheets on reducing fees.

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

We have also joined with ACER computers to provide a low-cost, high-quality computer deal for community, education and non-profit groups and their members with personal computers starting from just \$1299. Visit http://www.ourcommunity.com.au/tech/hardware_packages.do for details.

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

You can also purchase our low-cost How-To Guides, including **How to win a Philanthropic Grant**. For more information visit http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=56

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10. Fast Forward.

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

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

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

We now have button logos for those groups who want to set up links to ourcommunity.com.au from their own websites. You can find them on the media Centre. Just visit http://www.ourcommunity.com.au/article/view_image_list.do and right click your mouse on the image you want and then click on SAVE to your own computer. If you have any problems just contact brianw@ourcommunity.com.au or call (03) 9320 6813.

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

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

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