

# 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)

November 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](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 at [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au)

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

Welcome to the latest edition of Our Community Matters newsletter.

It's hard to believe that the year is drawing to a close, and while for many this is the time of year to start winding down, things are still whirring along here at a rate of knots, with several really important announcements and changes to our website in recent weeks.

The first very exciting announcement is the release of the dates and the program for the **2006 Communities in Control** conference.

As you would know, this event has grown to be the most important community conference in Australia, booking out each year and bringing together more than 1500 community-minded people to learn, be inspired, exchange ideas, meet like-minded people and – most importantly – recharge their batteries.

The theme of this year's conference will be **"The Community Summit. Challenging the Power of One"** and our very special guest and 2006 Pratt International Fellow will be the world-renowned speaker, intellectual and community champion, Professor Meredith Minkler from the University of California, Berkley.

Put Monday and Tuesday, 19 and 20 June 2006 in your diary (with Sunday 18 June as a special day that will provide a shot in the arm for groups needing fundraising inspiration and ideas) and read about all the other exciting speakers in **Part 2** of this newsletter.

Our second important announcement is the launch of Australian Giving Week – a week to encourage people to give more to their community (for life, not just for Christmas) and to encourage community groups to take the lead in encouraging people to do so.

In other news, we have made some major changes to our website, the first of which is one that I am more delighted than most about as I have been a long-time critic of the move towards smaller (apparently trendier) font sizes. I know that many people like it this way, but for those of you (like me) who don't, we now offer an option on our website. We've introduced a snappy little function towards the top right-hand side of the page that allows you to change the size of the font on display on our web page. We hope you find it useful. I certainly do!

Another major innovation (and one that we foreshadowed last month) is the introduction of our **Community Jobs site**, incorporating a web listing of community sector jobs and the *Good Moves* weekly bulletin.

And because good things always come in threes, a third innovation is the addition of a "Best of Community" page, which provides links to pretty much any community resource on the web that you could want.

We hope you find these initiatives useful (let us know if you do!) and that you enjoy the (hopefully) downhill run to Christmas.

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

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## 2. Program announced for 2006 Communities in Control conference PLUS extra day!

For those who have been eagerly awaiting the program of the **2006 Communities in Control** conference we are pleased to say that it is now available and it is the best yet.

The dates have been set for Monday and Tuesday **19 and 20 June 2006** with a special extra day on Sunday, **18 June 2006** focussing on **How to: Find Money for your Community Project**.

The conference, titled **"The Community Summit. Challenging the Power of One"**, will again be held at the Moonee Valley Racecourse in Melbourne and, given the capacity crowd last year, we are again expecting a strong demand for the limited spots. (So book now and get the early bird discount.)



Presenters for the conference include the 2006 Pratt International Fellow, Professor Meredith Minkler, who is Professor of Health and Social Behaviour and Director of Public Health, University of California, Berkeley. Professor Minkler has close to 30 years' experience working with disadvantaged communities on issues identified by those communities themselves and then using community building, community organising and community based participatory research to measure results. Meredith is also a world renowned speaker and intellectual.

Other speakers during the two-day conference, which will again be co-convened by Rhonda Galbally from Our Community and Fr Joe Caddy, CEO of Centacare Catholic Family Services, include:

- **Sharan Burrow**, President, ACTU
- **Andrew Demetriou**, Chief Executive, AFL
- **The Hon Dr Barry Jones AO**, one of Australia's living treasures and a deep thinker on the issues facing Australian communities
- **Jacqui Katona**, CEO, Lumbu Indigenous Community Foundation and world recognised leader for the campaign against uranium mining at Jabiluka, Kakadu
- **Peter Kenyon**, Founder and CEO, Bank of I.D.E.A.S.
- **The Hon Joan Kirner AM**, Former Premier of Victoria and Chair, Ministerial Advisory Council on Victorian Communities
- **Frances Leach**, the much loved and admired Broadcaster & Journalist, Vega 915 FM
- **Jude Munro**, CEO, City of Brisbane
- **Senator Kay Patterson**, Minister for Family & Community Services and Minister assisting the Prime Minister for Women's Affairs
- **Phil Ruthven**, Chairman, IBIS World, the world's leading strategic Business Information provider with Phil as Australia's leading social & economic commentator and forecaster
- **Professor Amanda Sinclair**, Foundation Professor of Management – Diversity & Change, Melbourne Business School, University of Melbourne and Australia's leading expert in non traditional roles of leadership; regular columnist in Australian Financial Review
- **The Hon Jon Thwaites**, Deputy Premier of Victoria and Minister for Victorian Communities
- And, the 2005 hit of the conference, **Community Idol** will also run again in 2006, with the three finalists to present their best practice examples of why they are Australia's Community Idol – what is sure to be an inspiring presentation by community on community. (Announcement of the entry system for the 2006 Community Idol will be released in January 2006.)

### **Pre-Conference Extra Special Day focussing on How to: Find Money for your Community Project. The A-Z of fundraising for leaders, boards and the community.**

Following the highly acclaimed pre-conference training and leadership day for boards and committees at this year's conference, 2006 will see the inclusion in the Communities in Control program of an Extra Special Day on fundraising, to be held on **Sunday, 18 June 2006**.

The conference will feature presentations from many great speakers, including:

- **Peter Kenyon**, Founder and CEO, Bank of I.D.E.A.S
- **Ian Mannix**, Station Manager, ABC Radio Victoria
- **Laurence Joseph**, Executive Director, Gandel Charitable Trust
- **Wendy Brooks**, Executive Director, The Royal Women's Hospital Foundation
- **Robert Tickner**, CEO, Australian Red Cross and Leading Social Justice Advocate

Attendees will also be able to choose from a series of six workshops run by a great selection of community experts and practitioners. The workshops cover:

- Workshop 1 – Developing a strategy for past members, friends and alumni
- Workshop 2 – Community and Business Partnerships: with a focus on money
- Workshop 3 – The Step-by-Step Guide on Writing a Winning Grant

- o Workshop 4 – Building a Membership, regular individual donations and much more
- o Workshop 5 – Marketing and fundraising – the marriage that has to happen for success
- o Workshop 6 - Running events that actually make money (and turning them around from the red)

For more details on the conference program and prices please visit [www.ourcommunity.com.au/2006program](http://www.ourcommunity.com.au/2006program), email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) or call (03) 9320 6800.

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### 3. Australian Giving Week launched

Our Community has launched Australian Giving Week to run from December 5-11 in a bid to focus the minds of the public on the ways that people can help local community groups in the lead-up to Christmas.

While the week will run from December 5-11, Australian Giving Week is a chance to promote some of the many ways that individuals, families, businesses and community groups can make a difference to community groups – and to their local community – in the lead-up to the giving season.

The idea, supported by Westpac Bank, has come about because of a growing swell of interest in recent years in the many ways people can help and make a difference.

It will hopefully also provide an opportunity for community groups to showcase their case for support and to use the local media to communicate their needs and the way people can assist.

Our Community CEO Dr Rhonda Galbally said Australian Giving Week would encourage people to take some small, simple steps that can have an amazing ripple effect in the wider community and have a year-long impact.

To encourage and inspire the spirit of giving and giving at Christmas time, [www.ourcommunity.com.au](http://www.ourcommunity.com.au) has:

- Developed a list of 125 tips from the basic to the innovative of ways people can help community groups this Christmas. Visit [www.ourcommunity.com.au/christmastips](http://www.ourcommunity.com.au/christmastips) for the full list.
- Established a list of Australian groups selling community Christmas cards. Visit [www.ourcommunity.com.au/giving](http://www.ourcommunity.com.au/giving) to see if your group is listed. If not please contact Brian Walsh on [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) with details.
- Highlighted a number of Christmas appeals on the site ([www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving)).
- Promoted the Australian Giving Centre, where more than 670 community appeals from across the country are listed ([www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving)).
- Developed a list of places to buy Christmas Trees where the funds go to local communities. ([www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving)). If your group is selling trees and are not listed, please contact Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) with details.

The ideas will be promoted to the media, as will the groups featured on the free online donations service on the Australian Giving Centre at [www.ourcommunity.com.au](http://www.ourcommunity.com.au).

“Australian Giving Week (December 5-11) is about providing those ideas and encouraging people to connect with community groups.

“It could be through making a donation, donating a present, attending a local Carols by Candlelight, volunteering, joining a group, buying a community Christmas card, donating an old computer or gathering workmates to make a difference.

“It’s also about encouraging community groups to inspire and encourage their local communities to help by showcasing what they do and why they need support. They need to get out and push the message as to why they do need assistance and why they deserve it.”

Australian Giving Week is supported by Westpac Bank which also provides support to the Australian Giving Centre. The Australian Giving Centre includes Australia’s only free online donation service (currently 670 community appeals listed on the site) as well as information on how people can donate time, computers, mobile phones, clothes, furniture, blankets, land, blood and sign up for organ donations.

The Australian Giving Centre has already raised over \$4.5 million.

## How groups can take advantage of Australian Giving Week:

- Approach your own local media and ask them to run an article highlighting local groups and promoting the ways people can help in your own community.
- If you are selling Christmas cards or Christmas trees, make sure your group is listed on the site.
- If your group is not listed for online donations through the [www.ourcommunity.com.au](http://www.ourcommunity.com.au) site or Gold Coast or Banyule or Dandenong Gives sites, then list your appeal.
- Let your own members and supporters know that it's Australian Giving Week and that they can look at the many and various ways they can make a difference.
- Link from your website to the 125 Tips to make a difference in your community at Christmas. The web page is at [www.ourcommunity.com.au/christmastips](http://www.ourcommunity.com.au/christmastips).
- Ask your local council what they are doing to promote Australian Giving Week. Ask them to link from their own site to the list of ideas at [www.ourcommunity.com.au/christmastips](http://www.ourcommunity.com.au/christmastips).
- Contact your business supporters and let them know the many ways that they can help out your organisation or others in your geographic or interest area this Christmas.
- Send out the [www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving) link to all your friends, family and supporters to provide them with "community" ideas this Christmas.

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## 4. Get your story straight for the Silly Season

The summer, Christmas and New Year holiday period is a not only a good time for giving (and receiving) – it is also often a quieter time for the media.

Newsmakers and news breakers, like many of us, take a break and go on holiday. Some days the only "news" that breaks seems to come from the cricket ground, the beach or the holiday resorts.

This presents a golden opportunity for community organisations with a story to tell. In fact, what is traditionally known as the "silly season" can in fact be a very sensible time for your group to get together, get organised and get your story into the media.

- Even in the holiday season, news is news. Decide on a good-quality, newsworthy story you want covered by the media. It could be an announcement about your exciting new project, or that special event you have coming up, a picture story about the work your group has just finished, a feature article on an interesting aspect of your work, or a comment on an issue already running in the media that relates to your work.
- Think about whether you could offer up a photo or picture opportunity to accompany your story. Try to come up with colourful, attractive, interesting or eye-catching picture ideas. This makes your story a more attractive prospect for the media and will also draw the interest of readers or viewers.
- Before approaching media outlets, make sure your story is attractive for the media to cover. A key component of this is a well-worded media release that:
  - Is interesting, and has a "hook" (a key, interesting idea or theme) that makes a journalist want to read on
  - Covers off – briefly – all the relevant information a journalist might need to know about your story
  - Includes information on your picture opportunity
  - Includes clear contact information (including after-hours numbers) in case a journalist needs further comment or explanation.
- Importantly - be available. Make sure that when your group sends out a media release there is someone from your organisation available for photos or an interview.

More information on preparing media releases is available in the Marketing, Media and Post Centre: <http://www.ourcommunity.com.au/marketing>, brought to you by Our Community and Australia Post.

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## 5. How to win grants and influence people

Over the past three years Our Community staff have asked hundreds of grantmakers and grantseekers for their best tips on how to run the grants gauntlet, from first inquiries to final signoff.

We've now packed all of these tips together into a new book – **Winning Grants Funding in Australia – The Step by Step Guide**, an easy-to-read, easy-to-follow handbook that tells you all about the Why, When, and How of persuading total strangers to give you money for a good cause.

We begin with the basics (**Read the guidelines; follow the guidelines; check your application against the guidelines**) and follow through to the fine details.

**Winning Grants Funding in Australia - The Step by Step Guide** looks at:

- Introduction to grantseeking in Australia
- What funding bodies want and need from community groups
- Finding a relevant grant for your group
- Writing a successful proposal
- Managing the relationship with the funding body

The 63-page guide works best as a package with Our Community's other fundraising tools – *Easy Grants* to know what's out there, and *Raising Funds* for the latest tips and tricks as they happen – but can also operate as a stand-alone manual.

From the novice to the grizzled hack, there's something of value in it for all levels of expertise. Everything in the book has been tested in the field and is endorsed from both sides of the desk – approved by grantmakers and grantseekers alike.

You can order the book for \$36, or to take advantage of a **special \$10-off offer** (until December 16) click the link in the box.

We can't guarantee that you'll get a grant if you follow all the instructions in **Winning Grants Funding in Australia** – but we can promise you'll deserve to.

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## 6. Getting to know your community

Anyone who works in the community sector knows that it is getting harder and harder to secure funds and support.

These days, it's not just a matter of *doing* good works – community groups need to be able to *prove* they are doing good works, and that their programs and projects really are making a difference.

Two new guides may well see that task made a little bit easier.

*Getting to Know your Community – a Guide to Gathering Qualitative Information* and its companion, *Getting to Know your Community – a Guide to Using Local Data* are designed to help make it easier to find and use information about specific local issues and resources.

The free guides are the result of a Victorian initiative, but are useful for any Australian community group wanting to do a better job of gathering and presenting information about their community.

"Information that can be presented as numbers – quantitative data – is often privileged over information presented in words – qualitative data; that is, people may think numbers are more reliable than words," the *Guide to Gathering Qualitative Information* says.

"For this reason, it is important to know how to talk about and present the information you have found using qualitative methods in a way that will strengthen your project/action. This guide aims to help you do that."

The 80-page guide includes:





- **Tips on working with groups**, including sections on running community meetings, brainstorming, initiating conversations with existing networks, focus groups, forums, “table talk” sessions, working groups, and workshops;
- **Information about tools commonly used to engage people**, including advertising and invitations, asset mapping, getting out into the community, carrying out a community history audit, engaging consultants, talking to or identifying key people, holding “link lunches”, “listening posts” and open days, using questionnaires with a qualitative section, sharing food, holding social events, providing a place for people to speak out about an issue or experience, story-telling, using video and video conferencing, and using community volunteers; and
- **A rural case study** that demonstrates how different information gathering methods can be used at different stages in a project.

The second guide, *Getting to Know your Community – a Guide to Using Local Data*, examines the geographic units used for data collection and analysis and explains how to create a community profile.

The 155-page guide also provides details of a selection of datasets that can be used to validate community strengthening activities. Many of the datasets presented are Victorian-based so this guide is of most use to groups in that state, although it does also contain information about national resources such as those produced by the Australian Bureau of Statistics, as well as instructional sections that are applicable to everyone.

The guide also provides “user alerts” to highlight some of the traps and pitfalls involved in using data.

Both *Getting to Know your Community* guides have been produced by the Department for Victorian Communities and are available online at [www.communitybuilding.vic.gov.au](http://www.communitybuilding.vic.gov.au)

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## 7. Our Community Leaders – Great Australian Leaders in Focus: Dr Simon Longstaff

Due to popular demand we have resumed our regular segment, **Our Community Leaders - Great Australian Leaders in Focus**, which features the thoughts of some of Australia’s great leaders.

This month we bring you the wisdom of Dr Simon Longstaff, the Executive Director of the **St James Ethics Centre**.

A former student and lecturer at Magdalene College, Cambridge, Dr Longstaff has a Master of Philosophy and Doctor of Philosophy, with research centring on related questions arising in the areas of political philosophy, ethics and the philosophy of education.

Dr Longstaff was inaugural President of The Australian Association for Professional & Applied Ethics and is a Director of a number of companies. He is a Fellow of the World Economic Forum and a member of the International Advisory Committee of the Foreign Policy Association, based in New York. His first book, *Hard Cases, Tough Choices* was published in 1997. He is currently preparing a second on the role of conscience.

Dr Longstaff serves on a number of committees and is a Director of Our Community.

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

**Simon Longstaff:**

- **Sir John Monash.** He was a man who believed in moral courage. He was a great leader in a military sense but he never stopped being a citizen. I think it was really important that he always maintained a notion of citizenship rather than being swept up by things.
- **Gandhi** - for being just a standout leader because he was never tempted to embrace the politics of exclusion and his commitment to non-violent engagement was not only markedly effective but showed just what it was possible to do.

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

**Simon Longstaff:**

- Moral courage is the first. It’s the ability– in whatever role you happen to occupy – to stand true to the things that you believe to be right and good. That’s what ultimately inspires all people I think more than anything else.
- The ability to be reflective and to do so to escape the chains of unthinking custom or practice. Truly great leaders are constructively subversive individuals who refuse to accept the world as it is given to them and

refuse to accept or take established patterns of behaviour and systems and structures and instead ask “why” and ties them back to some deeper structures or principle which allows for evolution or revolution to take place.

- I don't know what the words are to describe this but I think great leaders are able to sense on three levels. They have the ability to hop in the helicopter and see the overall picture while simultaneously being in the submarine and picking up the undercurrents and they are also able to live there in the moment as well. They operate on three levels but they do it simultaneously – they have the overview, they pick up the subtle undercurrents and they get a feel for the moment.

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

#### **Simon Longstaff:**

- An apparent lack of hope about the possibility of affecting change and that emerges from a couple of different places:
  1. From the perception of the unwieldy complexity in the world and the size of the problems that have to be addressed. That feeling of “how can I do that?” It's a forgetting of the ways that individuals and groups can make change.
  2. The unfortunate tendency of people in power to tell us just to be realistic. Don't dream big, don't think you can change anything, just keep in your place.
- The preference for a quiet life. We are disinclined to challenge. Despite the myth of us being anti-authoritarian we Australians knuckle under to authority more than most. You can see it with all the rules and regulations that surround our lives and our compliance with them. That compliance nature can be stultifying for leaders or potential leaders.
- Lack of appetite for risk. We tend to prefer a comfortable existence rather than putting ourselves on the edge such as speaking out against a perspective; it can be physically challenging ourselves. The preference for a quiet and secure existence is the deeper reason why when a tall poppy pops up we don't always like it because it exposes our own lack of imagination and engagement.

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

**Simon Longstaff:** Just ask why. It's the notion of the constructive subversive – to be prepared to ask why. If it seems wrong, challenge it. Don't be afraid to challenge or to change.

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

**Simon Longstaff:** They are not born. There's the big capital L leaders that occupy roles which gives them status as a leader and then you have countless people who are leaders that may never have a formal position. I don't think even think the Capital L leaders are born to lead. I think they grow into a role and people that other people most admire often find themselves suddenly in a position where they have to take up the mantle of leadership and they grow into it. Some extraordinary individuals just pull themselves up entirely from their own bootstraps. I do think it is something which you can prepare yourself to do.

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

#### **Simon Longstaff:**

- To inspire in our young people a sense of idealism and hope. We tend to crush it out of people rather than inspiring it.
- Resolving the issue with our indigenous situation. There is a huge potential in us doing that in terms of the ease with which we find ourselves living in this land.
- Sustainability. Whether or not we can find a way to prosper and as a prosperous nation assist others with their development whilst not placing an ultimately fatal burden on the land.

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

**Simon Longstaff:** Don't take yourself too seriously. There's clearly a moment when your own resolve and relying on your own self confidence is important but that's very different to poncing around and expecting yourself to be universally admired.

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

**Simon Longstaff:** It sounds like a real cop-out but there have been so many different people and that's the truth. I find I pick up clues from different people. Sometimes they can be very large ones but I have not had the one person who has been an overwhelming influence. It's a case of lots and lots of people in so many different ways.



## 8. Sports ministers go in to bat over tax deductibility

Regular readers would know that we at Our Community have always been critical of the grossly unfair tax arrangements that see so many Australian community groups denied Deductible Gift Recipient (DGR) status.

We think there should be a push to extend DGR much further to ensure that more than the current 19,500 groups out of 700,000 (or a miserly 2.78 per cent) have access to this tax benefit which also allows groups access to millions of dollars in philanthropic funding that is available only to DGR groups.

Well, good news may be on the way for at least one section of the community sector – sport and recreation groups – with the Federal Government set to investigate the issue.

The decision follows a formal request from State Sport and Recreation Ministers last month.

The request, spearheaded by Victorian Sport and Recreation Minister Justin Madden, followed an earlier conference which discussed the issue of giving community sport and recreation bodies DGR status.

Conference participants put together a communiqué – including the call for community sports and recreation groups to be given tax-deductible status – which Mr Madden won support for at a meeting of State Sport and Recreation Ministers on October 23.

The request was then presented to Federal Arts and Sport Minister Rod Kemp, who agreed to examine the issue.

Currently, community sport and recreation groups are ineligible for DGR status and are therefore unable to offer tax deductions for donations the public makes to them, making it difficult to compete for donors and virtually impossible to access the millions of philanthropic, corporate and community foundation grants dollars that are earmarked only for DGRs.

This is because community sporting and recreation groups do not qualify as Public Benevolent Institutions – or PBIs - under a very narrow Australian tax law definition. Only PBIs are able to take the next step and claim DGR status.

Mr Madden said community sport and recreation groups were severely disadvantaged by existing tax rules.

“Community sport and recreation clubs can’t cut through the tangle of red tape needed to receive tax-deductible donations. The sector wants changes to the Federal taxation laws to make it easier for people to donate money to community sporting clubs,” he said.

“Our grassroots sports clubs are at the front line in our fight against childhood obesity, as well as helping build stronger, healthier communities.

“An arts group can get tax-deductible funds for programs helping disadvantaged young people enjoy painting, but sports groups struggle to receive similar funding for helping the same people get involved in sport.

“Small, tax-deductible donations make a big difference to local clubs.”

## 9. Assessing the state of the regions

For many Australian regions, the ability to maintain and grow populations is a critical factor affecting local economies and service provision. But what are the key components of population sustainability, and which regions are performing well?

The 2005-06 *State of the Regions* report has assessed Australian regions against 10 specific measures to determine their population sustainability.

Key issues include ageing of the population, consistency of population growth, fertility rates, the dominance of regional centres, family migration, and demographic stress.

Prepared for the Australian Local Government Association (ALGA) by National Economics, the report provides a comprehensive stock-take of the economic and social wellbeing of Australia's 64 regions and their prospects for economic development and employment growth.

The top 10 population sustainability regions identified in the report are the Sunshine Coast, Peel-South West, Pilbera-Kimberly, Perth Outer North, Melbourne Inner, Gold Coast, Sydney Inner West, Brisbane North, NSW Central Coast and Sydney Outer South West.

"The majority of local government areas that do well are in metropolitan regions, where employment prospects for young people are stronger, amenities and service provision are available, and future prospects are, on a whole, better than average," said report co-author Dr Craig Shepherd.

"These regions have an enviable mix of in-migration, relatively low levels of ageing, growth in fertility rates, higher than average levels of employment and strong locality dominance."

At the other end of the spectrum were the regions that were most likely to struggle to retain their current populations.

"These regions typically have low in-migration, low fertility, an older than average population and fewer dominant localities," Dr Shepherd said.

The *State of the Regions* report provides a stock-take of the economic and social wellbeing of all 64 of Australia's regions and their prospects for economic development and employment growth.

Other highlights of the report include:

- The estimated economic benefit of extending ADSL broadband coverage to regional areas
- Market conduct, regulation and broadband access in regional Australia
- "Baby bounce" – fertility in Australia over the past decade
- Net migration, population and ageing trends by region, 1996-2008
- The role of local government in regional development.

The report is not free (it costs \$165 for a single-user licence) but some of the highlights are available online at <http://www.alga.asn.au/policy/regdev/sor/>.

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## 10. Community Briefs

### [A bigger view of the Our Community website](#)


An enhancement to the Our Community website has occurred recently, with a new facility introduced to allow site users to increase or decrease the size of the type and images, depending on your needs and preferences.

If you go to the top right hand corner of the website in the first line under the colored tabs you will find these images:

Print:  Text Size:  

Clicking the larger letter "T" will increase the size of the words etc. on each page. Clicking the small "T" will decrease their size.

We have added these options as many people now work from different screen sizes. This facility allows you to tailor-make the web page to the best size of type to suit your needs.

In addition, we have added the print icon "  " so that you can print the page you require exactly to suit your paper size.

Give it a try at [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

## Keep the Good Moves coming

We have had a fantastic response from both community sector employers and employees to the introduction of the new *Good Moves* weekly community jobs bulletin and website.

We introduced *Good Moves* after countless requests over the years from community groups wanting to advertise a job in this newsletter.

The new service allows people to advertise their job vacancies on the website at [www.ourcommunity.com.au/jobs](http://www.ourcommunity.com.au/jobs). The listing will also appear in a weekly email bulletin, and in this newsletter as well (see [Part 11](#)) – a huge and highly targeted audience.

Each listing costs just \$30 but if you get in quickly, you can still take advantage of our special offer, whereby **the first 100 jobs to be advertised will be free**. [Click here](#) for more information.

If you're looking for a job yourself, you can search the database at [www.ourcommunity.com.au/jobs](http://www.ourcommunity.com.au/jobs) or – better still – sign up to receive the free weekly *Good Moves* bulletin by [clicking here](#). The bulletin allows you to have all of the registered job vacancies available in the community, education and kindergarten sectors automatically sent to your inbox.

## The best the community has to offer

Another recent change to our website is the addition of a **Best of Community** page ([www.ourcommunity.com.au/bestof](http://www.ourcommunity.com.au/bestof)), which gathers together the best knowledge centres and online resources for community groups from around Australia and across the world.

As well as links to atlases, encyclopaedias, phone books, banks, peak bodies, search engines, and weather reports, there are also community-specific links to hundreds of resources covering a range of topics including advocacy, evaluation, governance, management, non-profit law, planning, tax and technology.

The links take you where you want to go without going in circles around link sites linking to other link sites.

You're in a hurry, so we've concentrated on straightforward answers to specific questions rather than general discussion – copies of ethics policies, for example, rather than sites on Plato's *Nicomachean Ethics* – and we've trimmed the sites down to the absolute tops.

We want to make this site as complete as we can, so if you have any favourites of your own – sites you've tried out and found you can trust – send them to [chrisr@ourcommunity.com.au](mailto:chrisr@ourcommunity.com.au) and we'll let everybody else know about them too.

## Need money? Have a cup of tea

Many community sector workers and supporters know the value of some time out with a cup of tea (and a good lie down!). Well now you can make some money while you're relaxing.

Bushells Community Cash is giving away half a million dollars to Australian non-profit community groups, schools and clubs who register and then collect tokens from Bushells and Lan-Choo promotional packs.

Fifty tokens will buy your group an entry to a quarterly draw (the next one is in January), where the first drawn entry wins \$5000, the next five \$1000 each and the next 10 \$500 each. A total of \$15,000 in prizes is awarded each quarter.

There is also a grand prize of \$25,000 for the group that collects the most tokens, \$10,000 each for the next 10 collectors, \$5000 each for the next 25 after that, \$1000 each for the next 50, \$500 each for the next 100 and \$250 each for the next 360.

The winners of the first quarterly draw totalling \$16,000 were recently announced, with the top prize of \$5000 going to Ulladulla-Milton Lions Club, which is planning to put its grant towards rebuilding a burnt-down historic house for future use to house cancer patients.

Information about the promotion is online at [www.bushellscommunitycash.com.au](http://www.bushellscommunitycash.com.au)

## Tabcorp wants community leaders to Shine

We are constantly reminding community groups to ask their members and supporters if they have an employer scheme that supports community organisations or provides money or awards.

Well Tabcorp is the latest Australian company to establish an awards system that recognises its employees for their inspirational community volunteer work – and provides money for the organisations where they volunteer or work.

The Shine Community Spirit Awards celebrate and recognise Tabcorp employees who undertake inspiring and extraordinary acts of volunteering. These employees demonstrate the values of teamwork, integrity, innovation and performance.

Tabcorp will present up to 30 awards totalling \$100,000 to the community organisations the employees volunteer for and company CEO Matthew Slatter has called on all employees who volunteer with a community group to nominate for the awards.

Tabcorp's 10 properties and divisions will host the awards with each Shine Selection Committee awarding a Gold, Silver and Bronze winner for their business/division while all 10 Gold winners will vie for the Tabcorp Group Shine Community Spirit Awards – a single award valued at \$10,000.

So if you haven't already asked your volunteers, ask them if they work for Tabcorp. If they do, ask if they have nominated for an award. Nominations close 5pm, Friday 9 December 2005.

To find out more visit [www.tabcorp.com.au/community\\_shine.aspx](http://www.tabcorp.com.au/community_shine.aspx) or send an email to [community@tabcorp.com.au](mailto:community@tabcorp.com.au).

## Tell us how you use the Marketing, Media and Post site – and win!

We are still accepting entries for the fantastic 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.

All you have to do to be in the draw is provide us with some feedback on how you have used the Marketing, Media & Post Centre ([www.ourcommunity.com.au/MarketingMediaPostCentre](http://www.ourcommunity.com.au/MarketingMediaPostCentre)) – 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.

The centre has been developed by Our Community with the support of Australia Post.

We want to know how you have used the centre and which help sheets you have found the most helpful so that we can make the centre even more user-friendly, practical and relevant to community groups.

To go in the quarterly draw for one of the great prizes listed above visit the website at [www.ourcommunity.com.au/MarketingMediaPostCentre](http://www.ourcommunity.com.au/MarketingMediaPostCentre) and provide details of your group, your direct campaign and the help sheets that have been the most helpful. Along with the major prize, every quarter a further three groups will receive a free copy of the 'Winning Grants Funding in Australia' step-by-step guide, valued at \$36.

You can fill in the form online, or print it out and post it to Marketing Offer, 51 Stanley St, West Melbourne 3003, or fax to (03) 9326 6859.

Entries for the first draw close on December 12.

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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="#">Playgroup Facilitator</a>	Lakemba School as Community Centre	<a href="#">Details</a>
<a href="#">Carer: Advocacy, Information &amp; Support Worker</a>	Holdsworth Street Community Centre	<a href="#">Details</a>
<a href="#">Aged/Disability Manager</a>	Holdsworth Street Community Centre	<a href="#">Details</a>
<a href="#">Disability Adult Program Coordinator</a>	Holdsworth Street Community Centre	<a href="#">Details</a>
<a href="#">Assistant Co-ordinator</a>	Easy Care Gardening Inc	<a href="#">Details</a>
<a href="#">Case Manager ASTI identified position</a>	Salvation Army Youthlink	<a href="#">Details</a>
<a href="#">Head of Senior School</a>	The McDonald College	<a href="#">Details</a>

### QLD

Job Title	Organisation	
<a href="#">IT Trainers</a>	Learning Network Queensland	<a href="#">Details</a>

### VIC

Job Title	Organisation	
<a href="#">Personal Care Attendant</a>	Australian HomeCare Services	<a href="#">Details</a>
<a href="#">Lead Tenant</a>	Youth Substance Abuse service	<a href="#">Details</a>
<a href="#">Community Development Worker</a>	Parkinson's Victoria Inc.	<a href="#">Details</a>
<a href="#">House Manager</a>	The Deafblind Association	<a href="#">Details</a>
<a href="#">Canteen Manager</a>	Donvale Football Club Incorporated	<a href="#">Details</a>

### WA

Job Title	Organisation	
<a href="#">Executive Officer (Maternity Leave Cover)</a>	Osborne Division of General Practice	<a href="#">Details</a>
<a href="#">Trainee Sales Administration Officer</a>	Westcare Incorporated	<a href="#">Details</a>

[www.ourcommunity.com.au/jobs](http://www.ourcommunity.com.au/jobs)



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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

- **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

- **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

- **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

- **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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