

# 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)

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

Welcome to the very last edition of the Our Community Matters newsletter for 2005.

When I started writing this column I began thinking how it was hard to believe that another year had almost gone by ... until I starting thinking about some of the highlights of 2005. Then I wondered how we had managed to cram so much in to just one year!

Not just us but there have been so many wonderful community initiatives throughout the year and despite the hardships many groups faced, they still managed to achieve so much with so little. It is one of the amazing qualities of the sector that while some are happy to sit down and talk about it, most of the grassroots community groups just put their heads down and do it.

I thought I'd use my last column of the year to share some of those highlights with you – given that you have all contributed so much to the successes and innovations during 2005.

- The **AUSTRALIAN GIVING CENTRE** went from strength to strength during 2005 and was instrumental in allowing people to respond to truly horrifying pictures coming out of the Asian tsunami. We are extremely proud of the role the Giving Centre played in the relief effort and how Our Community, Westpac, local councils and businesses all worked together to create links from hundreds of sites to encourage people into the online donations facility, which collected more than \$3.2 million for tsunami appeals

Later on in the year, during the tax giving season, we were delighted to process a whopping \$100,000 donation to a Victorian-based community organisation – the single biggest amount ever donated online in Australia. The Giving Centre has now collected more than \$4.5 million for community groups across Australia. It also now has more than 670 appeals and that number is increasing every week. If you haven't visited recently have a look at [www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving).

Local government again showed its foresight and eye to innovation during 2005, with many councils signing up to use the Australian Giving Centre to support locally based Giving Centres. We congratulate these councils on always being prepared to go the extra mile to support their communities.

- The Australian Giving Centre also provided a good platform from which to launch the first ever **AUSTRALIAN GIVING WEEK** during December. The phenomenal response to this important initiative – which aims to get people in the giving mood as the Christmas season draws closer – has been highly gratifying, with a range media getting on board to help in its promotion and many community groups using the Week to promote their own appeals. Bring on Australian Giving Week 2006 – December 4-10.
- The annual **COMMUNITIES IN CONTROL** conference – the biggest meeting of community sector workers, volunteers and supporters in Australia – is always a highlight and 2005 was no exception. Thank you to all those 1500 people who came along and particularly those who let us know afterwards how the conference had moved, inspired, confronted and entertained them.

A particular highlight of the 2005 conference was the inaugural **AUSTRALIAN IDOL** competition, which attracted more than 150 entries and saw that incredible Queensland group Sisters Inside wow the crowd with their inspiring and confronting story of advocacy and the struggle for human rights for women prisoners. The other finalists, the Horn of African Communities Network in Footscray and CERES in Brunswick, were also highly acclaimed by the audience and the judges. I can't wait to see what amazing groups are showcased to Australia during Community Idol 2006.

- 2005 also saw the expansion of Our Community's stable of publications. The first edition of **THE BOARD BUILDER**– a no-nonsense quarterly newsletter designed to build the knowledge and skills of not-for-profit board and committee members – went out in February and has since built up a loyal readership and a fantastic base of contributing writers.

Of perhaps even greater significance was the launch in October of **BUSINESS COMMUNITY INTELLIGENCE** – a quarterly publication that takes a fresh look at the issues surrounding corporate social responsibility in Australia. This publication, which was developed by Our Community and Deloitte and is edited by Dr Annie Duncan, is creating a new awareness among Australia's top 1000 companies of their responsibilities to community.

- Our website also kept getting better this year, with new features and functions added and some whole new areas launched. Of particular note was the launch in March of the new **MARKETING, MEDIA & POST CENTRE**, which has allowed Australia's 700,000 community groups access to a host of free marketing and media advice and tools. The Centre – which is the result of a fantastic new partnership between Our

Community and Australia Post – provides dozens of free help sheets as well as best practice examples and tools to assist groups in developing marketing and communications campaigns.

Another recent edition to the site – one that groups have been asking us to do for years – is the new **JOBS CENTRE** and **GOOD MOVES NEWSLETTER**, a place where not-for-profit groups can advertise or find a job in the community or not-for-profit sector.

This year also saw the inclusion on our website of a **“BEST OF COMMUNITY”** area to help community groups easily find all the online resources and tools they need, and the expansion of the **BOARDS, COMMITTEES & GOVERNANCE CENTRE**, including more and more resources for the highly popular Policy Bank and many successful matches through the Board Matching Service.

Plus there was the consolidation and continual improvements to all of the services Our Community offers – our training and seminars, our books, our grants database, our *EasyGrants*, *Raising Funds* and *Best Practice Grantmaking* newsletters, our help sheets, our insurance centre, our community-business partnerships brokerage service, and so much more.

There were of course a few disappointments during 2005 as well, most notably a new insurance survey that showed that community groups are still struggling to overcome ridiculous public liability costs, and that continual bugbear of unfair access to deductible gift recipient status. These are issues we will continue to push in 2006 and for as long we need to.

Thanks to everyone for your support for Our Community – and Your Community – during 2005. I’m sure you’ve also had your achievements (as well as challenges); now is a good time to celebrate and reflect on them. Give yourself a rest so you’re ready to jump back into it in the New Year.

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

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## 2. Seeking Australia’s best grant

Subscribers to Our Community’s **EasyGrants** newsletter will know that we have recently launched a survey to find out the experiences of community groups in applying for grants.

We believe that the only way to change grantmaking practices is to give constructive feedback so we want you to tell us what your experiences have been – so that we can tell the people who give out the grants.

The survey – posted online at [www.ourcommunity.com.au/grantsurvey](http://www.ourcommunity.com.au/grantsurvey) – asks grantseekers to identify what grantmakers are doing well and what they’re doing poorly. We also want to find out who you think are Australia’s best and worst grantmakers, and what you think is Australia’s best grant.

The results of the survey will be fed into a new grantmaking conference that will be held in Melbourne on February 17, 2006.

The **Best Practice in Grantmaking Conference** is an exciting new initiative designed to help grantmaking professionals to improve the efficiency and effectiveness of their programs. Key themes will include:

- Tackling grant recipient dependency and achieving true sustainability
- Putting in place practical risk management strategies
- Undertaking meaningful measurement
- Achieving a balanced grantmaking portfolio
- Easing grantees off the grantmaking treadmill.



Highlights include a “Grants Rage Panel” – where community representatives get to tell grantmakers what they do that drives grantseekers nuts, the launch of the 2006 program for the Local Government Community Grantmakers Network, and five highly practical workshops led by a range of top-shelf grantmaking professionals.

Keynote speakers include the highly experienced grantmaker, Barry Smith, on the topic of “Blood, Sweat and Fears: Lessons Learned from 20 Years of Government Grantmaking” and the Principal Project Manager of Grants Reform at the NSW Premier’s Department, Cathy Peters, on “Overcoming Grants Rage”.

Make sure you have your say on common grantmaking practices by completing the survey at [www.ourcommunity.com.au/grantsurvey](http://www.ourcommunity.com.au/grantsurvey)

And if you're a grantmaker, make sure you don't miss the Best Practice in Grantmaking Conference. You can find out more at [www.ourcommunity.com.au/GrantmakingConference](http://www.ourcommunity.com.au/GrantmakingConference)

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### 3. What do you want in your (community) Christmas stocking?

The expansion of the role of the community sector is a worldwide story, and every now and again we should lift our gaze from our own problems to look at how other countries are dealing with similar issues in their own not-for-profits.

One of the primary problems with not-for-profits is raising the money to keep them going, and most governments around the world encourage people to give by allowing tax concessions for people who donate to approved groups.

How much concession is allowed, and how many groups are approved, differs from country to country, but when you get down to the details there are many ideas we could well ask our governments to look at here.

- ***A Culture of Giving***

In the UK, secondary schools are being given money to fund £500 (A\$1175) 'Charity Accounts' so that students can set up and run their own charitable organisations, working out who in their community is most in need and who gets how much. Hopefully this experience of the process (and the satisfactions) of philanthropy will help the students to internalise philanthropic values when they enter the workforce (or get rich).

The British Government is also looking at the potential benefits of a national celebration of giving – a 'Year of Giving' backed with a full media campaign to raise the profile of the not-for-profit sector. Like our own Giving Week (but obviously more extensive in scope), this is something that is likely to embed a culture of giving throughout the country.

- ***Encouraging innovation***

In America, the tax office is now promoting a plan that allows workers to pass a few days of their holiday leave back to their employer, who then donates the monetary value of that leave to a relief organisation: the employee subtracts the value of the time from their taxable income, the employer gets a tax deduction, and people hit by Hurricane Katrina get supplies. It's only a small thing, but it recognises that people today prefer a range of giving alternatives.

In the UK, the government is looking out for innovation directly, giving £9 million (A\$21 million) to small charities to test out new and innovative fundraising ideas that can then be applied more widely (and which you can be sure we'll report in our [Raising Funds](#) newsletter).

- ***Looking for new sources of funding***

In the UK, hundreds of millions of pounds in unclaimed money held in banks will be released to fund youth services and financial education.

All of these are things it would be good to have over here, and there's no reason why we couldn't have them in our stocking – not this year, perhaps, but next.

The voluntary sector in Australia needs to keep an eye out for schemes that have worked elsewhere. (If there are any that you want to highlight, let us know by emailing them to [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au) and we'll put the word out.) We also need to find a way to put them up to the government here, and a way to keep pressure on the government to move them along.

So when you're speaking to your local member next year (every not-for-profit ought to be on good terms with your local member) ask him or her about what the government's done for the voluntary sector – lately.

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#### 4. Community organisations urged to harness “selfish altruism”

The face of volunteering is changing and organisations need to harness “selfish” volunteers for the groups’ own benefit, according to a new UK report examining trends that will shape volunteers and volunteering in the coming years.

The report asserts that volunteers’ expectations, as well as the way they view volunteering, are changing, with so-called “selfish” volunteers more interested in what they might get out of volunteering – for example, personal, spiritual and development opportunities – than ever before.

In turn, organisations that use volunteers need to realise these changes and harness them for their own good.

Among the trends the report noted were:

- Volunteers want to know what is in it for them when volunteering – be it a career or life-changing experience, or one that will encourage them to use their skills. They will look towards volunteering with organisations that encourage them to use their brains.
- With increasing alternatives for their leisure time, more and more people look for voluntary work which does more than just “fill in the time”, but is instead exciting or makes a difference in the world.
- More young people are looking at volunteering as an opportunity for social or political activism. They have a social conscience and organisations need to encourage this type of volunteering as activism, not just as a “giving of time”.
- There is likely to be growth in the “corporate volunteering” style of giving, where companies want all employees to take part in activities that are team-building and improve morale. Charities can find it hard to organise these opportunities, but if they can, the rewards are huge.
- Increasingly, people progress through various socio-economic twists and turns during their lives – at some stages they may be able to give time but not money, at others, the opposite might be true. To keep them “giving”, community organisations need to make it easy for people to swap between giving time and giving money.

The report emphasises the importance of organisations “productising” volunteering opportunities – packaging and marketing volunteering opportunities the way they might already do with fundraising.

This means organisations need to make clear what the volunteers are being asked to give, how their time will be “spent”, and what benefits they will provide – all in a neat package that lays the cards on the table for the potential volunteer.

The report – *The 21<sup>st</sup> Century Volunteer* – was compiled by research firm nfpsynergy for the UK’s Scout Association. It can be downloaded for free at the reports section of the nfpsynergy website:

[www.nfpsynergy.net](http://www.nfpsynergy.net). Free registration at the site is required prior to downloading the report.

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**Merry Christmas!** Receive \$10 off one **Our Community Book**.  
Return this voucher with your order (visit [www.ourcommunity.com.au/books](http://www.ourcommunity.com.au/books))  
and receive \$10 off one book.

Westpac Banking Corporation  
360 COLLINS STREET MELBOURNE VIC  
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Pay All Our Community Members  
or bearer \$ 10.00  
The sum of \$10 off one Our Community Book  
OUR COMMUNITY PTY LTD  
A.C.N. 094608705  
Rhonda Galbally  
302639 033 1321 146221

Not to be used in conjunction with any other offer  
Limit of one \$10 off book purchase per organisation  
Offer expires 31 January 2006

## 5. Steep petrol prices fuelling volunteer march out the door

A couple of months ago, we asked you to tell us how your group had been coping with the rising costs of petrol. There had been a lot of talk about the economic costs of increasing fuel prices, but not so much about how the not-for-profit and community sector was coping.

A number of groups told us that they were indeed feeling the pinch – particularly those that rely on staff and volunteers who use their own cars to help out with visits, or deliveries, or other car-based services or activities.

Those experiences have now also been borne out and quantified in a worrying new study released on December 5 by Volunteering Australia.

Fifty-two per cent of the more than 1500 respondents to the survey said their volunteers planned to stop or reduce their participation in the group – including 11% who had already done so – because of increased petrol costs.

There was some good news, with 49% of volunteers saying they would continue their volunteer work regardless of the costs – an indication of the incredible dedication of many volunteers.

However, while 84% of organisations said that volunteers had to use their cars some of the time, only half had a reimbursement policy, and only one in five volunteers believed their organisations would pay some or all of their out-of-pocket travel expenses.

“Recent studies have shown that volunteering is on the rise; our research found that the increasing costs associated with volunteering are causing a significant minority of volunteers to rethink their commitment,” said Volunteering Australia CEO Sha Cordingley.

While the severe price hike appears to have eased off for the time being (a fact a number of groups have told us has been of great relief), it’s unlikely we’ll ever see “cheap” petrol in this country again.

It’s clear that in the long term, those groups that rely on cars – and particularly those who rely on volunteers’ cars – will need to give this matter some thought. If you don’t have a reimbursement policy, do you need one? (There’s a sample reimbursement policy in the Policy Bank at [www.ourcommunity.com.au/policybank](http://www.ourcommunity.com.au/policybank).)

If you do decide to reimburse out-of-pocket expenses, how are you going to pay for it? Is there some other way you could compensate volunteers above and beyond what you already do that might make up for the increased cost of volunteering for your group?

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## 6. Australian Giving Week hits the headlines

We have had a phenomenal response to the launch of the inaugural Australian Giving Week – an event designed to help harness the goodwill generated at this time of year and channel it into good works for the community.

Congratulations to all those groups across the country that used Australian Giving Week to promote their own appeals and to highlight giving for local groups in their own local media. We have already been approached with a number of new ideas and initiatives for next year’s events so mark your diaries for 2006.

The dates for Australian Giving Week in 2006 are December 4-10.

As part of this initiative, we pulled together a list of 125 ways people can help community groups during the Christmas period, highlighted a number of Christmas Appeals, and provided a listing of not-for-profit organisations selling Christmas cards and trees.

All of these lists and initiatives are still active at [www.ourcommunity.com.au/christmasgiving](http://www.ourcommunity.com.au/christmasgiving).

The launch of Australian Giving Week, which was supported by Westpac Bank, also provided an excuse for us to have a look at the giving trends of people donating to community group appeals listed on the Australian Giving Centre.

The analysis of almost 28,000 donations, totalling almost \$5 million, turned up some interesting facts about who and how people are giving online in Australia.

Tuesdays were revealed as the best day for donations, with an average of \$207 per donation being donated on that day, as compared with an overall average on all days of \$161. Saturday was the quietest day for online donations.

The time of day also seems to be a factor in people's decision to give, with people tending to give more between 7am and 8am and 7pm and 8pm.

There were gender differences too. Men were higher one-off donors, however women were more likely to be in it for the long haul and sign up for ongoing monthly donations.

Other findings included:

- The most popular time of the day to donate was the hour between 9am and 10am, with the period between 9am and midday being the busiest time by volume of donations. However the largest average donations were given between 7am and 8am and 7pm and 8pm.
- Residents living in the ACT gave more on average, donating \$198 per single donation, ahead of Victorians on \$176, NSW donors on \$169 and Tasmanians on \$166. Those in WA gave \$133, SA \$134, Queensland \$129 and Northern Territorians \$146.
- ACT men gave more than men from other states on average, donating \$215 per donation, with NSW men donating on average \$190, Tasmanian men \$170 and Victorians \$152.
- Tasmanian women donated more per average donation (\$151) compared to the national average donation for women of \$121. The next closest were women from the ACT, who donated on average \$146 per donation.
- Tuesday is the most popular day for making donations online, with the average donation for men rising to \$182 and women \$130.
- Men donate the smallest average amount on Fridays (\$144 on average) while women donate the least amount (\$100) on a Saturdays.
- The quietest day for online donations was on a Saturday.

All this makes for interesting reading but the real lesson for community groups is that you have to be in it to win it. Last year's Asian tsunami saw Australians giving in greater numbers, in greater amounts and with more speed than ever before – and now they're used to the technology, many people will only give if they can do so with their credit card, online, and at a time and place that suits them.

Another important fact is that people also tend to give more when they do it via a computer than if they'd had to dig into their pocket or write out a cheque.

More than 670 appeals are currently listed on the Australian Giving Centre. If you haven't signed up for the free service yet you can find out how at [www.ourcommunity.com.au/onlinedonations](http://www.ourcommunity.com.au/onlinedonations).

And if you want to look for other groups – or your own – to make a donation to then please visit [www.ourcommunity.com.au/donations](http://www.ourcommunity.com.au/donations). Feel free to add this link to your own newsletters or communications encouraging people to support their local community groups this Christmas.

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## 7. Our Community Leaders – Great Australian Leaders in Focus: John Dalziel

This month we continue our regular feature, **Our Community Leaders – Great Australian Leaders in Focus**, with John Dalziel, Communications Director of the Salvation Army.

Formerly a director and partner in Grey Advertising, which 30 years ago created the slogan "Thank God for the Salvos", in 1990 Mr Dalziel felt the spiritual need to leave the business and devote his life to the work of The Salvation Army.

Since then, Mr Dalziel has become the "face" of the Salvation Army in Australia, building relationships with government, media, community groups and other church leaders in tackling a wide variety of issues affecting marginalised families and individuals.

Mr Dalziel represents the Salvation Army on a number of committees, including the Victorian Churches Gambling Taskforce and the Victorian Council of Social Services (VCOSS).

In November he was awarded the Salvation Army's highest international honour for distinguished service – the Order of the Founder – for his work in building and enhancing the Army's reputation in the Australian community.

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

**John Dalziel:**

- 1. Nelson Mandela.** He showed over his lifetime a consistency of purpose but a variety of methods to reach his goal of equality before the law. When successful he showed compassion not revenge.
- 2. General Eva Burrows.** She showed that a single woman could lead The Salvation Army, first in Australia and then worldwide, so successfully her term was extended to the longest in living memory. She 'marched' the Salvos into Russia as soon as the borders opened despite a lack of funding and internal opposition. She led rather than administered and rejuvenated the worldwide mission of the Salvos as a social and religious force in the world.
- 3. Richard Branson** is an example of a man of vision who despite many setbacks triumphed in a number of worldwide businesses. He is a leader who brings creativity to every business he leads, yet relies heavily on his staff to implement their plans and strategies.

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

**John Dalziel:**

1. The most important attribute is vision. A leader must understand the big picture and clearly enunciate the way it can be realised in terms that staff, clients and the world at large can identify with.
2. A leader must be prepared to allow mistakes to be made in the pursuit of the shared vision. Encourage expansionist activity rather than 'safe' repetition of the 'known way'.
3. Leadership also requires the development of staff to their full potential and recognition of those who have reached a level of expertise they are prepared to work at for the foreseeable future.

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

**John Dalziel:**

1. An insular approach that does not recognise that we can develop in Australia world best practice organisations.
2. Our universities and schools are not teaching for personal development but for educational standards only. We do not reward scholars and teachers with resources and respect if they are concentrating on developing a spiritual being.
3. The concentration on the accumulation of money as the key measure of success. We should encourage the recognition of community inclusiveness and involvement of the vulnerable in our organisations. This would reveal a new type of leader in Australia.

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

**John Dalziel:**

- Discover what excites you and then find people who inspire you and then lead an organisation that exceeds the best you have seen amongst those you respect.
- Enjoy working, and if you don't, turn to something else.
- Talk to people who inspire you or read about them. Travel to where they are to experience what makes them tick.
- Don't assume you know all the answers. Get a team of like-minded people first as mentors then as partners.
- Celebrate success and learn from failure

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

**John Dalziel:** Anyone can be a leader within their chosen field and that is based on a combination of inheritance and environment factors.



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

**John Dalziel:**

1. The growing gap between the haves and have-nots.
2. The fear of terrorism.
3. Lack of recognition of spiritual and social purpose as the prime motivators in life.

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

**John Dalziel:** Believe in yourself. Try hard to get others to come with you and when you can't, make the decision and stick with it. The media are the quickest way to change attitudes, politicians' views and achieve change of direction.

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

**John Dalziel:** The leaders I mentioned previously and many like them – from their biographies and observation of their lives. My father and mother and peers who exhibited leadership skills I aspired to.

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## **8. Fostering the next generation of community service workers**

Most schools across Australia have some sort of component of community service built into their curriculum – visits to nursing homes, tree planting activities, clean-up days, etc.

Well now a more formal program is being put in place in the west to help make community service a way of life for students heading into adulthood.

Ten Western Australian public schools will next year be piloting a new program that will see all Years 10 and 11 students complete 20 hours of community service as part of their WA Certificate of Education.

Launching the Community Service Program in Beckenham, where more than 75 Year 10 students are helping to preserve the local bushland, waterways and wetlands, Premier Geoff Gallop said the Government wanted all WA students to understand the value of giving their time to the community.

"As well as building better communities, community service helps students develop leadership skills, social responsibility and citizenship," Dr Gallop said.

The program allows students to do their community service inside or outside school hours.

"For example, schools could sponsor their local war memorial and students could beautify the memorial garden for Remembrance Day activities," Dr Gallop said.

"Students could also volunteer their time to organisations such as the Red Cross or Clean Up Australia, help out at an aged care facility, a soup kitchen or coach a sporting team on the weekend.

"Students will be able to undertake their community service at school by getting involved with cadets, performing in the school band or choir, working as a prefect or councillor or helping organise activities with primary students."

Students will record their community work in a logbook, detailing what they did and the number of hours completed.

The 2006 pilot period will allow organisers to look at the different types of community work available to schools and identify any issues before introducing it into every secondary school in the state in 2007.

If you're in WA, you should start thinking how your community group might be able to benefit from this great new program. And if you're not in WA, perhaps this is another thing your group should be lobbying your MP to introduce in the new year.

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## 9. And the winner is ...

The winner of the first special draw for users of the Marketing, Media & Post Centre is Arthritis South Australia.

Arthritis South Australia, which incorporates Osteoporosis SA, provides support and services to South Australians affected by arthritis and associated musculo-skeletal conditions.

Arthritis SA Marketing Manager Fiona Blinco was ecstatic to learn that – thanks to the support of Australia Post who developed the Marketing, Media & Post Centre with Our Community – the organisation will receive up to \$5000 in a refund to pay for their postal costs of sending 8000 of the group's quarterly *On the Move* magazine to supporters, members and donors.

The group was part of a number of community groups from around Australia who were eligible for the draw after filling out the survey at [www.ourcommunity.com.au/marketingoffer](http://www.ourcommunity.com.au/marketingoffer). The draw closed on December 10 but entries are now being taken for the second draw. Visit the page at [www.ourcommunity.com.au/marketingoffer](http://www.ourcommunity.com.au/marketingoffer) for more details.

Fiona said the help sheets on the Marketing site were quick, easy-to-read and provided great insights into what to put into the communication as well as more information about segmentation and profiling.

"I am always one to look for new ideas," Fiona said, "I have been in the industry for a while and people talk all the time about segmentation and profiling and everyone expects that people know what they mean. But the help sheets say exactly what they mean and what it does and how it's done and is really helpful."

Fiona also paid tribute to Australia Post for contributing the prize for the draw, which they agreed to do as part of their ongoing support of Australia's 700,000 community groups through sponsorship of the Marketing, Media & Post Centre.

### Another chance to win up to \$5000

Arthritis SA have shown how easy it is for your group to recoup some of the money spent on your Christmas campaign appeal.

To promote the Marketing, Media & Post Centre, Our Community and Australia Post are now offering community groups the opportunity to:

- receive up to \$5000 refund on their latest direct mail campaign postage cost
- OR**
- receive the services of a professional marketing consultant for a day to help with your next direct mail campaign.

All we want is your feedback on the Marketing, Media & Post Centre and an indication of which help sheets have been most helpful in assisting your group in its latest marketing campaign.

This is part of our effort to make the centre as user-friendly, practical and relevant to community groups as possible.

With the support of Australia Post, one group each quarter will receive marketing support to the value of up to \$5000 which can be taken either as a refund for money spent on direct mail campaign postage or the services of a marketing consultant for a day to maximise the benefits of your next direct mail campaign.

Visit the page at [www.ourcommunity.com.au/marketingoffer](http://www.ourcommunity.com.au/marketingoffer) for more details.

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## 10. Community Briefs

### The early bird gets the discount

We have had a fantastic response to the release of the program for the **2006 Communities in Control** conference, which will feature a range of topical speakers including ACTU President Sharan Burrow, AFL CEO Andrew Demetriou, and Lumbu Indigenous Community Foundation CEO Jacqui Katona.

We're also excited to welcome as our 2006 Pratt international Fellow Professor Meredith Minkler from the University of California, Berkeley, who 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.

The hit of the 2005 Communities in Control conference, Community Idol, is also sure to be one of the highlights of 2006. Watch this space for details early in 2006 about how your community group can enter.

This year's conference – **"The Community Summit. Challenging the Power of One"** – will be held in Melbourne on June 19 and 20 – with a special day on Sunday, June 18 focussing on strategies for finding money for your community project or group.



This is Australia's standout community conference and it has been booked out every year so don't leave it too long to reserve your place – and don't miss out on the Early Bird discount. You only have until February 10 to claim it.

You can find out more about the conference at [www.ourcommunity.com.au/CIC](http://www.ourcommunity.com.au/CIC), call (03) 9320 6800, or email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au).

### ABS stats now free

The Australian Bureau of Statistics (ABS) is celebrating its centenary, and is sharing the gifts with the public – with confirmation this month that statistics from the bureau's website can now be accessed free of charge.

ABS data can now be viewed and downloaded from the ABS website – [www.abs.gov.au](http://www.abs.gov.au) – by all members of the public, including community groups.

This data includes statistics, tables, spreadsheets and Census information, all of which can help your group with research and fact-finding for funding applications, assessment of emerging needs, reports, and more.

In announcing the news, Federal Treasurer Peter Costello said it was important for the public to be able to access official statistics, which provided a "reliable and up-to-date view of Australian society, the economy and the environment".

Members of the public will still be able to use the ABS' e-commerce facility to buy their own printed publications if they prefer to receive them that way. To access statistics, visit the ABS site – [www.abs.gov.au](http://www.abs.gov.au).

### Not-for-profit tax updates

The Australian Tax Office (ATO) has a newsletter that passes on changes in the tax laws relevant to not-for-profits.

Most of these changes are only of specialist interest. Recently, for example, the ATO has revised its fact sheet on *Charities and Motor Vehicle Trade-ins* (NAT 12353) to include GST information for those charities that

- purchase vehicles by trading in a current vehicle
- sell vehicles at auction, or
- have ever treated a GST-free trade-in as a taxable trade-in.

For further details consult the fact sheet; indeed, if car-related dealings are a high priority for your organisation, you should consult a lawyer – always expensive but sometimes necessary.

One item in the most recent ATO bulletin that may be of interest to groups considering applying for Deductible Gift Recipient (DGR) status, or those who have been knocked back in the past, is the news that seven more organisations (well, five organisations and two branches of larger organisations) have recently received the accolade by being written into the Act by name:

- International Specialised Skills Institute Incorporated
- Yachad Accelerated Learning Project Limited
- C E W Bean Foundation
- The Vietnam War Memorial of Victoria Incorporated
- Australian Red Cross Society—US 2005 Hurricane Relief Appeal
- The Salvation Army Hurricane Katrina Relief Appeal
- Xanana Vocational Education Trust

If you're looking for DGR status, ask yourself if you know any senior politicians who might be willing to lend a hand. But be aware that tax law – particularly the parts of it that relate to DGR status – is notoriously thorny and you'll probably need some professional help too.

If you want to sign up for the ATO's not-for-profit newsletter, go to [www.ato.gov.au/subscription](http://www.ato.gov.au/subscription).

### **Calendar celebrates "Radical Australia"**

Standing up for social and environmental justice is never an easy gig, but it's one that almost all community organisations have to take on at some time or another; as most in the community sector know, justice often requires change, and change often requires noise.

A new calendar has just been released to celebrate those "revolutionaries, renegades and just plain outraged folks" who have been "loud and active" about various events in Australia and around the world.

Published by Victorian community radio station 3CR, the Seeds of Dissent calendar is a record of "past deeds and future possibilities", with radical history dating from 1788 onwards.

Issues range from indigenous rights to environmental activism to "culture-jamming" (defined by Wikipedia as "the act of using mass media to comment on those very media themselves") and everything in between.

Photos featured in the calendar come from the lenses of Australian activists over the past 30 years.

The full colour calendar is printed on alternative fibre, and is available for \$20 (plus \$6 postage) from 3CR – via email: [admin@3cr.org.au](mailto:admin@3cr.org.au), post: 3CR Community Radio 855AM, PO Box 1277, Collingwood, Victoria, 3066, or phone: (03) 9419 8377. For more information on the calendar, visit the 3CR website: [www.3cr.org.au](http://www.3cr.org.au).

### **Call for comments on internet report**

Not-for-profit groups will be among those to benefit from a new \$50 million Federal Government program to improve access to internet services in suburban areas.

The Metropolitan Broadband Connect (MBC) program is a three-year project aiming to improve access to broadband internet services in metropolitan Australia to around 200,000 households in metropolitan and outer-metropolitan areas that, for a number of reasons, are not able to be connected to ADSL or wireless broadband.

The program will speed up the process of eliminating broadband drop-outs by turning metropolitan "blackspot" areas into priority areas for telecommunications companies to fix.

Starting from January 1 next year, it will target four groups:

- Not-for-profits with 20 or fewer full-time employees,
- Not-for-profits that are looking to provide at their premises up to three new Public Access Internet Facilities on a not-for-profit basis,
- Residential customers, and
- Small businesses with 20 or fewer full-time employees.

Public comments on proposed guidelines for the program are now open, and can be submitted until December 15.

Draft program guidelines are available for viewing online at [www.dcita.gov.au/tel/mbc](http://www.dcita.gov.au/tel/mbc). A final set of guidelines will be released once all submissions are considered.

### **Embracing the Embracelit**

A new way for community groups to raise money has emerged with the release of the Embracelit – a hemp wristband designed to raise funds for community groups, while bringing people together.

The Embracelit, which is produced by SPARK Solutions, can be purchased for \$2.50 and then sold on through the community group's networks for \$5.

The on-selling community group keeps the \$2.50 raised through sale of the wristbands, while funds raised by SPARK Solutions (SPARK stands for Social Possibilities Arising from Real Kinship) will be invested into social and environmental projects.

The wristband is also designed to act as a signal to strangers of a common aim for a positive and sustainable future. For more information go to [www.embracelit.com](http://www.embracelit.com)

## Get a peace of the action

We are always keen to highlight opportunities for community groups and community sector workers and supporters to get the recognition they deserve.

The latest opportunity is the Australian Peace Prize, which is being held for the first time this year and will be awarded to either an Australian citizen or resident, or Australian-based organisation, for contributions to peace.

The awards are being run by not-for-profit group The Peace Organisation of Australia and will be awarded in early 2006.

Entries for the Prize remain open until December 31.

Nomination forms can be downloaded from the Peace Organisation of Australia's website at [www.poa.org.au/nomination.pdf](http://www.poa.org.au/nomination.pdf) or for more information, contact the organisation by email on [peace@poa.org.au](mailto:peace@poa.org.au), or by phone on 0400 967 233.

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## 11. Community Jobs

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



### ACT

Job Title	Organisation	
<a href="#">Director</a>	FECCA (Federation of Ethnic Communities' Councils of Australia Inc)	<a href="#">Details</a>

### NSW

Job Title	Organisation	
<a href="#">Support Worker (Position No. 500-02)</a>	Karelle Life Enrichment Service	<a href="#">Details</a>
<a href="#">Human Resources Coordinator</a>	The Smith Family	<a href="#">Details</a>
<a href="#">Fundraising Assistant</a>	Sydney Maritime Museum Ltd	<a href="#">Details</a>
<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>

### QLD

Job Title	Organisation	
<a href="#">Team Leader - Transport Access Project</a>	St John Ambulance Australia (Qld)	<a href="#">Details</a>
<a href="#">Job Co-ordinator</a>	Direct Employment Services	<a href="#">Details</a>
<a href="#">Locum Coordinator</a>	Open Doors Youth Service Inc.	<a href="#">Details</a>
<a href="#">IT Trainers</a>	Learning Network Queensland	<a href="#">Details</a>



## SA

Job Title	Organisation	
<a href="#">General Manager</a>	Southern Youth Theatre Ensemble Inc.	<a href="#">Details</a>

## TAS

Job Title	Organisation	
<a href="#">Manager - Lead On Hobart</a>	Lead On Australia Ltd	<a href="#">Details</a>

## VIC

Job Title	Organisation	
<a href="#">Manager - Lead On Maryborough (Victoria)</a>	Lead On Australia Ltd	<a href="#">Details</a>
<a href="#">Database Administrator/ Marketing Officer</a>	Trust for Nature	<a href="#">Details</a>
<a href="#">Casual Shop Assistant - 2 Positions</a>	Guides Victoria	<a href="#">Details</a>
<a href="#">Receptionist/Administrative Assistant</a>	The Mirabel Foundation	<a href="#">Details</a>
<a href="#">Family and Youth Support</a>	The Mirabel Foundation	<a href="#">Details</a>
<a href="#">Office Manager - Part time</a>	Thyroid Australia Ltd	<a href="#">Details</a>
<a href="#">Coaches, Assistant Coaches, Volunteers &amp; Sport Scientist</a>	Barwon Soccer Club	<a href="#">Details</a>

## WA

Job Title	Organisation	
<a href="#">Administration Assistant</a>	Conservation Council of WA (CCWA)	<a href="#">Details</a>
<a href="#">Policy Officer</a>	Carers Association of WA(Inc)	<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

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

### Find & Manage Money

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

### Build Capacity

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

### Buy Supplies & Be Informed

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

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