

# 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)

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Welcome to the latest edition of **Our Community Matters**, your regular free community sector 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 not-for-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 donations service that has so far raised \$6 million for Australian community appeals. A summary of our services is listed at the end of this newsletter. If you have trouble reading this newsletter or have any comments please let us know by emailing [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au).

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

### Reaching the peak of corporate responsibility

It seems hardly a month goes by when we're not announcing some change or other to our website – and this month is no exception.

The latest addition to the Our Community website is the new Australian Institute for Corporate Responsibility (AICR), which has been formed through a partnership between Our Community, Shannon's Way and Deloitte.

The AICR is all about helping businesses to build better and more effective links with their communities, with information on that part of the site targeted directly at the business sector.

The AICR webpages – at [www.ourcommunity.com.au/aicr](http://www.ourcommunity.com.au/aicr) – include a range of tools designed to help businesses think through and deliver better corporate responsibility programs. Of particular note is the new Corporate Responsibility Pyramids section, which includes an extensive list of corporate responsibility initiatives and related resources and articles, collected under eight headings:



Each of the Pyramids is divided into three areas:

1. **“Dead-Set Winners”** – these are the things that form the base of the Pyramid; things that are low cost, and low effort – things that every company should be doing.

*Examples of Dead-Set Winners from the Community Engagement Pyramid include keeping the local community informed about your operations; employing local people; establishing partnerships with community groups; and encouraging your employees to volunteer.*

2. **“Good Practice”** – these are the things that form the middle section of the Pyramid; things that require moderate investment and that will provide a good return for the community and for the business.

*Examples of Good Practice ideas from the Community Engagement Pyramid include offering training and work experience to disadvantaged people; offering products, services and expertise at reduced rates to community groups and disadvantaged customers; and whole-of-business programs devoted to getting staff to go on community boards.*

3. **“Cutting Edge”** – these are the things at the peak of the Pyramid; initiatives that may be high cost and/or high effort, but that will generate the highest returns for the community and the business.

*The “Cutting Edge” section of the Community Engagement Pyramid includes initiatives such as establishment of a community grants program for smaller groups and those without Deductible Gift Recipient status; donating a percentage of profit to groups working to alleviate chronic disadvantage; high-end partnerships involving activities like staff secondments to community groups; and sharing or donation of premises.*

Once the Pyramids from all eight areas are put together tip to tip, they form a circle – representing a truly integrated corporate responsibility program, in recognition of the fact that every business should be working on all of those eight areas simultaneously. It just isn't good enough these days for companies to be spending all

their efforts cutting emissions, say, while neglecting their own workers and stamping on the rights of their communities.

The thing to remember about corporate responsibility is that it's not just about being nice – all the evidence now shows that being good is actually good for business. 'Good' businesses are more popular with consumers; they attract better and more loyal and more productive employees; and they have better networks and a better grasp on the ways they can translate those networks and community knowledge into profit.

Corporate responsibility **is not charity**, or at least it shouldn't be. It's not about working **on** community; it's about working **with** it, in partnership, to achieve common goals.

The Pyramids, which were unveiled at Our Community's inaugural Business Community Intelligence Masterclass for business on August 20, are works in progress and we'd love to hear from anyone who has ideas about other Corporate Responsibility initiatives that you think should be included. We've reproduced the current Community Engagement Pyramid in [Part 6](#) further along in this newsletter.

Of course, at the other side of the fence, we also have a range of resources available for community groups to help steer you through the process of finding and negotiating a partnership with a business.

These resources – including a matching service, a Wizard, and dozens of free help sheets – have recently been reviewed, updated, and moved to the Community Funding Centre at [www.ourcommunity.com.au/funding](http://www.ourcommunity.com.au/funding). Thanks to the support of the Prime Minister's Community Business Partnership, they're all totally free for you to download and use.

To explore the new Australian Centre for Corporate Responsibility, go to [www.ourcommunity.com.au/aicr](http://www.ourcommunity.com.au/aicr).

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## 2. Board Builder 2007 program out: Amanda Sinclair & Jim Cavaye confirmed to speak

The 2007 program for one of Our Community's most popular annual events – the Board Builder conference – has just been released.

This is the event that brings together people from across Australia to reflect, learn, network and develop practical strategies for improving their own board performance and that of the entire board.

It's designed for organisations big and small, focusing on those who sit on a community board (or a committee, or a council), manage a board, work with a board, or want to get on a board.

This year we're excited to announce an incredible program that includes two of Australia's most highly sought after presenters – Amanda Sinclair and Jim Cavaye.

Amanda is the incredibly thoughtful, highly stimulating Foundation Professor of Management at the Melbourne Business School at the University of Melbourne.

A world leader in the field of leadership, ethics, change and diversity, Amanda will be fondly remembered by those who attended the 2006 Communities in Control conference, where she delivered a keynote about the need to rethink our ideas about leadership (as well as leading an impromptu yoga class!).

We've been dying to get her back, and so we're delighted that she's agreed to deliver a keynote for the Board Builder conference on the issue of board dynamics and effectiveness, and how to strike a balance between politeness and belligerence on boards. It's one you won't want to miss.

Amanda's fellow keynote speaker for the November 26 conference, Dr Jim Cavaye, is the Director of Cavaye Community Development, a role that has seen him travel the length and breadth of the nation over the past two decades working with a huge number of communities.

One of Australia's leading community development practitioners, educators and researchers, Jim will lend his considerable wisdom to the topic of 'Fostering a Vibrant Board: Direction, Participation and Collaboration'.

This year's conference will also include four concurrent sessions – each held twice, so delegates can attend two – covering the topics of:

- Legal updates and facts every board member must know;
- How to read financial reports and other financial management essentials;
- Negotiating board, staff and volunteer relations; and



- Board renewal – new members, new ideas, new directions.

Not-for-profit governance experts Murray Baird (Moores Legal) and Catherine Brown (Catherine Brown & Associates) are among the terrific facilitators who will lead these sessions.

This year's conference also sees the return – by popular demand – of the Board Doctor session, which will see expert (and entertaining) facilitation by Hootville Communications Mayor Brett de Hoedt, along with a panel of four governance specialists drawn together to explore the issues of most concern to conference participants. Delegates are encouraged to come prepared with key governance questions, or formulate and submit them throughout the day for inclusion in the afternoon Board Doctor session.

**Don't delay in booking – last year's conference was sold out.**

More details about Board Builder 2007, including an online booking system and a downloadable PDF brochure, are online at [www.ourcommunity.com.au/boardbuilder2007](http://www.ourcommunity.com.au/boardbuilder2007).

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### 3. Voiceless speaks up against anti-boycott law

Legislation introduced to Parliament earlier this week could prove a blow for community groups speaking out about animal suffering and other matters of public interest, an animal rights group says.

Voiceless – an Australian organisation that works to promote respect and compassion for animals, increase awareness of the conditions in which they live, and protect them from suffering – says proposed amendments to the Trade Practices Act will empower the Australian Competition and Consumer Commission (ACCC) to take action against groups that call for consumer boycotts.

The changes were developed by the Federal Government in response to the high-profile campaign by the US-based animal rights organisation PETA that urges the boycott of Australian wool products in protest over the practice of sheep mulesing.

Unveiling the Trade Practices Act amendment on August 15, Treasurer Peter Costello said the Bill would ensure that “those who would inflict economic damage on small Australian businesses” would “no longer be able to do this with impunity.

“Instead, they will be held to account for the economic damage that they cause as the ACCC will, for the first time, be able to bring a representative action on behalf of those small businesses,” he said.

Voiceless says that the move could have a “chilling effect on freedom of speech”.

“It is extremely worrying that in a liberal democratic society like ours, non-profit organisations can no longer feel safe from prosecution when engaging in awareness-raising campaigns,” said Voiceless director Brian Sherman.

“Staggering numbers of animals in Australia today are enduring institutionalised suffering in factory farms,” he said.

“Australians have the right to be informed about these issues and to exercise their consumer choices accordingly. This new law appears to be a political exercise designed to reinforce the relationship that the Australian Government has with rural industries, at the expense of animal welfare and the public interest”.

The Federal Government's proposed Trade Practices Act amendment follows a stepping up in recent months of Tax Office efforts to enforce rules relating to the advocacy activities of charities.

Under the current rules, organisations that carry out advocacy activities can retain their charitable status, and the tax benefits that go with it, only if those activities are ancillary to their main charitable purpose.

Registered charities have been repeatedly warned by the Tax Office to ensure they stay within the law.

In June, the ATO wrote to every registered charity reminding them that they must advise the Tax Office in writing if they were “no longer entitled to endorsement”.

And on July 24 it issued a reminder to charities that political activities such as lobbying and advocacy, “may affect their charity status”.

“Charity law draws a distinction between political purposes and political activities,” the ATO said in its July 24 statement.

“If an organisation’s purpose is, for example, to change the law or government policy, even if the subject of change is the relief of poverty, education or religion, the purpose is not charitable.”

In a sign that the ATO is serious about enforcing the current rules, not-for-profit activist group AID/WATCH was stripped of its charitable status in October last year on the basis that it had carried out three activities deemed to be “political” in nature. An appeal by AID/WATCH against the ruling is currently before the Administrative Appeals Tribunal.

\* \* \*

Our Community believes a robust and effective society is one that cherishes diversity and debate, and encourages community groups to stand up against any efforts to limit debate. We congratulate Voiceless for its advocacy efforts to date.

Our Community’s new Community Advocacy Centre contains information about [taxation issues](#) for organisations engaged in advocacy, as well as dozens of free help sheets on all aspects of planning and running a campaign, links to elected representatives, media contacts and advocacy tools. The Community Advocacy Centre is online at [www.ourcommunity.com.au/advocacy](http://www.ourcommunity.com.au/advocacy).

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## 4. Draft fundraising codes released

The Fundraising Institute of Australia’s (FIA) work to develop standards across various fundraising methods reached a milestone earlier this month, with the first three draft standards released for public comment.

The two-year review and investigation will see the FIA’s current Code of Ethics and Professional Conduct broken into five separate codes, as well as the development of 13 individual sets of standards covering different types of fundraising.

Drafts of the first three – covering face-to-face fundraising, bequests and special events – are now available for public comment. Some of the recommendations from these first three drafts are outlined below.

### Face-to-face fundraising

- Fundraisers must clearly display to prospective donors an authorised pledge form, a comprehensive nametag and identification requirements for the appeal.
- The organisation involved must be clearly identified by its full name, ABN, address and logo.
- Prospective donors must be told of the intended use of the donation if they ask, as well as how the face-to-face fundraiser is engaged by the group (as a volunteer or contractor, for example). If asked, face-to-face fundraisers should also be able to produce documents relating to the group or the appeal.
- Fundraising personnel
  - are not allowed to restrict a person from going about their lawful business
  - are barred from entering a private residence and from misleading donors or prospective donors
  - have to work in a team of two or more
  - aren’t allowed to seek donations from those under 18, nor from those who may be frail, infirm or suffering from a disability.

### Bequests

- Groups seeking bequests must obtain legal advice before they set up a program.
- Fundraisers must ensure any promotional materials they use are accurate, will not mislead donors, clearly describe the programs and activities for which the bequest is requested, and recommend the donor seek independent legal advice.
- Copies of the group’s annual report must be available upon request, and the organisation must be properly identified when pursuing bequests.
- The fundraiser must not harass, intimidate or coerce prospective donors, and must respect the donor’s right to refuse to make a bequest, not receive personal visits, limit the frequency of solicitations and have a family member or legal representative present.

## Special events

A key task for groups wishing to stage special event fundraisers is to produce an 'event program' which covers each event's:

- Objectives
- Planning – both in preview and review
- Promotion – including the proper use of promotional materials
- Budget and cash collection practices
- Relationships with sponsors, suppliers and those donating goods in-kind
- Legislative requirements – including permits and any laws relating to working with or around children.

The three draft codes can be viewed via the FIA's website at [www.fia.org.au](http://www.fia.org.au).

## Fundraising Workshops

Our Community's highly popular Intensive Community Fundraising Workshops series continues its march across the country, with a sold-out session taking place in Western Australia earlier this month.

A total of 130 people took part in the WA event, which covered a range of fundraising topics including how to ask for money, how to secure unattached and predictable income, how to run better events, how to win grants, and how to get businesses to support your community group.

More Intensive Community Fundraising Workshops are scheduled to be held in

- **Melbourne** on September 14 and
- **Brisbane** on October 12.

For more information and to book your place to go to [www.ourcommunity.com.au/fundraisingworkshop](http://www.ourcommunity.com.au/fundraisingworkshop).

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## 5. Surfing the Changes: Eight trends that are changing the world (Part 4)

*In the last instalment of a four-part series for Our Community Matters, we look at how managerialism and diversity are affecting the world we live in, and what the community sector needs to do to keep up.*

### (7) MANAGERIALISM

#### The change

Economic rationalism and the managerial ethos have inexorably increased their ambit across more and more areas of society. It's very hard to defend any methods or approaches that don't conform to the commercial model of business case/pilot trial/evaluation/implementation – it's quite hard enough to preserve any values that aren't commercial values.

#### The upshot

Clients, the public, and government are all increasingly concerned about efficiency and effectiveness. Evidence-based funding is all the go, best practice is expected, and people are less and less willing to cut you any slack on the basis of your good intentions.

#### Changing to fit

Any organisation handling other people's money has to be prepared to prove on paper that it's efficient, effective, and fair. We must be able to translate or at least carry across our values into the language of commerce in order to be able to talk to the people who fund us.

#### To do today

- Look over your one-minute sell. It says you're worthy; does it say you're efficient?
- Invest in a copy of the Our Community book [\*Transforming Community Committees & Boards\*](#)
- Work out how to get specialist administrative expertise on your board.

## (8) DIVERSITY

### The change

Australia is becoming increasingly multicultural. Population growth is occurring especially among more recent migrant groups; the longer a group has been in Australia (Aboriginals excepted) the richer it is and the fewer children it has.

### The upshot

Anybody who wants to launch a sales campaign – for commerce or for community ideals – finds it harder to craft a message that will run across all groups.

### Changing to fit

Community groups must reach out actively to find people from minority cultural groups, not simply to add diversity to decision-making or to ensure representation, but also to bridge the gulf into ethnic community fundraising. Is a Chinese New Year mailing on your calendar?

### To do today

- Check out your board for evidence of the last three waves of immigration.
- If you don't find any new ethnic community representatives, put the issue on the agenda for the next meeting.
- Find a volunteer to translate your pamphlets and flyers into other languages.

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## 6. Have your say on best practice community-business engagement

As mentioned in [Part 1](#), Our Community has recently released a set of eight Corporate Responsibility Pyramids, which are designed to help businesses engage better with their communities.

Below we have reproduced the contents of the Community Engagement Pyramid, and we'd like to know what you think about it – send us your comments and ideas on how you think businesses can engage better with their communities.



Companies operate within geographic communities, and are potentially associated with many other communities via employees, suppliers, board members, and others whom the business impacts.

Negative consequences of corporate activity can damage both community and company. With global online networks, bad news spreads fast and activists can recruit support quickly.

By acknowledging and engaging with all stakeholders, and by being actively involved in and supporting communities, companies can enhance their working environment and mitigate and/or prevent customer/consumer backlash against their brand.

### Dead-Set Winners (low cost/effort - every company should do these)

#### Business

- Keep the local community informed about your operations
- Employ local people
- Respect Aboriginal people's association with the land when considering developments
- Consider the impact of your operations or developments on indigenous people, in Australia and overseas
- Consider how local people might be affected by a development, and strive not to have a negative impact on them
- If it is not possible to reduce rates, be willing to negotiate on payment plans
- Consider potential negative impacts or misuses of your product and take steps to address them (and consider the potential for different impacts on different communities)

- Make your products accessible to all, including people with disabilities, those who are illiterate or financially illiterate, and the elderly
- Establish basic partnerships with community groups: offer your premises as a collection point for donations of money, food or Christmas gifts; sponsor a community group's events; donate money to a community group; encourage your employees to volunteer for community groups in their own time, particularly by joining a board
- Support disadvantaged customers; consider initiatives like offering special rates and being willing to negotiate payment plans
- Offer any office equipment you are disposing of/replacing to a community group that might need it (items such as computers boardroom tables, chairs or filing cabinets)
- Communicate your CR strategy to the wider community
- Donate unsold goods to community groups

#### **Staff**

- Enable staff to donate money to community groups through payroll deductions
- Give employees time off to volunteer for community organisations
- Allow staff time off for tasks like volunteering at their child's school, coaching their child's sports team or supporting the local neighbourhood house
- Encourage and facilitate employee trips for donations to the Blood Bank
- Provide a suggestion box where staff can offer ideas about how your company could better engage with communities

### **Good Practice (require moderate investment and will provide moderate return)**

#### **Business**

- Offer products, services and expertise at reduced rates to community groups and disadvantaged customers
- Offer training and/or work experience to people from disadvantaged groups, especially those who live locally
- Where possible, use locally-produced resources and/or resources produced by disadvantaged groups
- Invest in the community in ways that counter any negative impacts of your business
- Ensure people with disabilities can access your business
- Ensure your products are accessible to people with disabilities
- Involve customers in your CR initiatives – your example can encourage them to be socially responsible, and interacting with customers on this different level can strengthen your relationship
- Establish medium-level partnerships with community groups: have a regular whole-of-business volunteering program; make in-kind donations to community groups; offer your services pro bono or at discounted rates; offer work experience to people from local community groups
- Support community group boards with your whole-of-business volunteering program – encourage employees to volunteer their time on the board of a community group, and ensure your human resources representative or department recognises the developing expertise of those who do
- Monitor your community investment initiatives to ensure they are producing the desired outcomes for community groups
- Loan your facilities or equipment to a community group/s
- Make your advertising as authentic as possible – do not mislead
- Ensure any promotion of motor vehicles does not encourage speeding or other irresponsible driving
- Engage in dialogue with those stakeholders you consider most important
- Encourage and support the development of local businesses

#### **Staff**

- Involve employees in running your community partnerships – it will give them a break from regular tasks and a chance to exercise their creativity
- Offer to match staff donations
- Match staff volunteering – if they are prepared to contribute a day in their own time, offer them a day (or more) on your time as well

### **Cutting Edge (high cost/effort with high returns)**

- Establish a grants program for smaller community groups or groups that do not have deductible gift recipient status – they find it difficult to obtain grants elsewhere
- Donate a percentage of your profit to groups that work on alleviating chronic disadvantage
- Establish high-end partnerships with community groups: send some of your staff on a knowledge-sharing secondment to a community group (the local neighbourhood house might benefit from advice from someone who works in accounts, or the local scout group might benefit from some human



resources expertise); provide staff on a long-term secondment to a community group or provide enough funding to pay for a staff member; encourage some of your staff to act as mentors to members of a community group; share or donate your premises for use by a community group; commit to a training and hiring program with a community group that supports disadvantaged people

- Engage in dialogue with all stakeholders
- Consider the short, medium and long-term effects on the community of downsizing or withdrawing from an area, alongside economic and logistical considerations. Do what you can to reduce negative impacts

### What do you think?

Send your comments and ideas on the Community Engagement Pyramid to Christy Dowling via email to [christyd@ourcommunity.com.au](mailto:christyd@ourcommunity.com.au).

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## 7. Our Community Hero: Neil Carroll

**Each month we honour and celebrate a Community Hero – someone who is working to make a real difference to the health and vibrancy of their local community.**

This month's hero is Neil Carroll, a treasured worker and volunteer at Learning Links in Sydney, NSW.

Learning Links is a group formed to help children who have learning disabilities, difficulties and developmental delays, as well as their families.

Neil, who has been working and volunteering at Learning Links for the past six years, is described by his nominator, general manager of marketing and fundraising Robyn Collins, as a "genuine hero, a down-to-earth caring person who goes far beyond what is required in his job".



Robyn writes:

"As our bus driver and handyman, his duties include cleaning tree branches, gardening and driving our bus that takes babies and toddlers with disabilities and their families to our early intervention programs and family support services.

"Neil volunteers his time to take mothers of children with disabilities on field trips and siblings to workshops during the school holidays. On many occasions Neil has taken families grocery shopping.

"Neil also repairs all the toys for our early interventions programs. He does this in his own time in his workshop at home.

"Neil is a true hero to the Indigenous families attending our Koori Kids playgroup as he also regularly distributes toys to these families.

"Outside Learning Links, Neil volunteers at a nursing home in Bankstown.

"There is no job too big, too hard or even too small for him: he is always available when needed and has changed his personal plans to help out at Learning Links. Without him, Learning Links would not be the same."

\* \* \*

Neil will receive a Community Heroes certificate, plus a selection of Our Community books and a 12-month subscription to a range of Our Community newsletters. He will also be featured on the Our Community website.

If you would like to read about past Community Heroes, or find out how to nominate a Community Hero, visit [www.ourcommunity.com.au/heroes](http://www.ourcommunity.com.au/heroes).

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# For Once, a Prize that Goes to the People Who Help People

Community workers throw their hearts, minds, and souls into their jobs unflinchingly, work harder than they have to, and observe the most exacting ethical standards. They're clever, innovative, unbiased, flexible, dedicated, determined and socially responsible. They risk misunderstanding, prejudice, frustration, and burnout. And their work is largely unrecognised.

Until Now.

The new **Alcoa Foundation Outstanding Community Worker Award** is an award to thank individual workers for what they do.

The winner will receive **\$5000 from the Alcoa Foundation** to spend on their own choice of professional capacity-building, in the form they think will best fit them for their job - a true notion of communities in control of their own destiny.

Nominate a worker or yourself today. All the information you need can be found at [www.ourcommunity.com.au/communityworkeraward](http://www.ourcommunity.com.au/communityworkeraward)

Closing date for nominations is 19 October 2007



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



## 8. Annual Reports & AGMs: end of year ideas and advice

Now is the time of year when many community groups are starting to draw together photos, financials and other information in order to produce an annual report.

As we have said before in this newsletter, your annual report can be as low-rent or high-falutin as you like. As long as you've got the basics covered – legal requirements vary from state to state; some just want the accounts, some ask for a list of office bearers – the detail and the presentation is up to you.

Those of you who want to use your annual report as more than a simple reporting tool will be interested in an article coming up in Our Community's [Board Builder](#) newsletter about how the Australian branch of Marie Stopes International has increased interest in its annual report by producing it in the form of a colourful wall calendar.

The interview is coming up in the August edition, due out next week.

Our Community, with the support of Australia Post, has also produced some free help sheets that can help you in your efforts to use your annual report more effectively.

You can download the help sheets – Using your Annual Report as a Marketing Tool – from the Media Marketing & Post Centre at [www.ourcommunity.com.au/mmp](http://www.ourcommunity.com.au/mmp), or by [clicking here](#).

And for those keen to minimise the costs and waste often associated with producing an annual report, Hootville has passed along the tip that the Federal Government has amended the law to permit companies to provide annual reports via their websites.

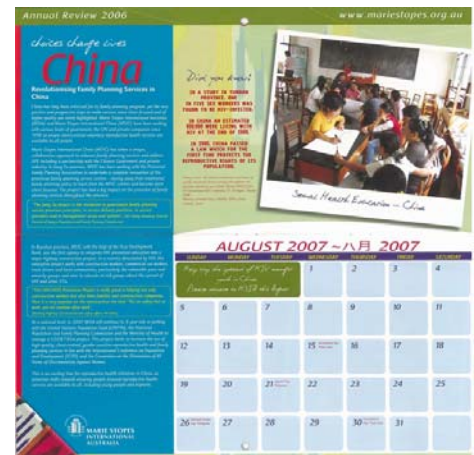
Hootville says in its latest [Lowdown](#) that the RACV has taken the opportunity to write to its 250,000 club members advising them to search for its annual report online, or members can opt to have the report emailed to them. Note, though, that hard copies are still available for those who still like to touch the things they read.

It's something definitely worth considering for your report.

Annual General Meeting season is also fast approaching, and we have another help sheet that will help you plan and get through that event for your group.

The help sheet looks at the benefits of holding an AGM, what you need to do to prepare for an AGM (getting the finances in order, advertising the date, etc.), meeting procedures and things to do after the AGM is over.

Find the help sheet by [clicking here](#), or visit the Boards Committees and Governance Centre – an initiative of Our Community with the support of Hesta Super Fund – at [www.ourcommunity.com.au/boards](http://www.ourcommunity.com.au/boards).



The Marie Stopes calendar

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## 9. Growling Alone: Ethnic diversity and social capital

Many Our Community members will have heard of Robert Putnam.

He was the man who popularised the concept of social capital – the trust and networks of friendship, neighbourhood and organisations on which so much of our lives depend.

In his 1995 journal article *Bowling Alone* (and the book that followed in 2000) he set out his research, which seemed to show that social capital was diminishing, not improving, setting off a series of attempts around the world, including in Australia, to build social capital into the practices of government.

Aware of how his work is used politically, Putnam is understandably nervous now about how he presents the first findings of the biggest [study](#) of social capital ever undertaken.

He started out wanting to track social capital over time and in different communities across the US. What he wasn't expecting to find was a *negative* link between ethnic diversity and social capital.

Put crudely, Putnam has found that the more ethnically diverse the neighbourhood, the less likely you are to trust your local shopkeeper, regardless of his or her ethnicity. He warns that, however uncomfortable this conclusion might be, “progressives can’t stick their head in the sand”.

Diversity not only reduces social capital between ethnic groups, he says, but also within ethnic groups (when controlled for a wide range of other factors including inequality, poverty, residential mobility and education).

Diversity leads not so much to bad race relations as to everyone becoming more isolated and less trustful. In the jargon, it kills off both the “bridging capital” between different groups and the “bonding capital”, which is the connections among people like yourself.

Putnam calls it “hunkering down” as people withdraw from all kinds of connectedness in their community. And what follows is a long list of negative consequences, which include less confidence in local government and the media, lower voting registration (though higher participation in protest), less volunteering, fewer close friends, lower rates of happiness and perceived quality of life, and more time spent watching television.

Putnam insists his research be seen in the context

- that ethnic diversity is increasing in all modern societies and is not only inevitable but is also desirable, a proven asset in terms of creativity and economic growth; and
- that “hunkering” can be short term and “successful immigrant societies create new forms of social solidarity”.

He doesn't underestimate the scale of the challenge; indeed, he says that the “major social learning process” required is in the same league as that required by the industrial revolution.

But his big theme is ‘don't panic’. Part of the pattern of settlement is that the first couple of generations maintain a strong migrant identity – which is, paradoxically, an important part of their capacity to integrate. A strong community identity gives them the confidence and self-respect to establish themselves and get on.

It's up to the host nation to develop the norms of civic nationalism – and here Putnam is not talking about a top-down set of instructions on nationalism, but a much broader social process in which the host country changes as much as it changes its new arrivals: through a collaborative effort of imagination and myriad individual experiences, new solidarity is forged.

It's a message of hope.

You can read about the study and the findings [here](#).

**What do you think? Send your comments to [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au).**

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## 10. Attracting volunteers from diverse backgrounds

Community groups are overlooking a large number of potential volunteers – people from culturally and linguistically diverse (CALD) backgrounds – and a new toolkit aims to help connect these potential volunteers with the groups that need them.

*Practical Guide – Involving Volunteers from Diverse Cultural and Language Backgrounds in your Organisation* has been produced by the Australian Multicultural Foundation and Volunteering Australia, with funding from the Department of Family, Community Services and Indigenous Affairs, the Office for Women, and the Department of Immigration and Citizenship.

The toolkit says that while 35% of the total population volunteers, only 23% of people from CALD backgrounds volunteer in mainstream not-for-profits in Australia.

In addition to providing a much-needed resource, the toolkit says people from CALD backgrounds can provide other benefits, such as knowledge of a specific culture, connection to their home community and a counter to racism in the community.

Community Services Minister Nigel Scullion said the kit would assist not-for-profit organisations to engage volunteers from diverse backgrounds.

“These resources will assist organisations to recruit volunteers, increase cross-cultural awareness and build relationships across community groups and their organisations,” he said.

The kit discusses elements of Australian culture that might be confronting for someone from a CALD background, and looks at planning and researching an approach to people in those communities.

It offers chapters on recruiting women and Muslim Australians in particular, suggesting key messages to be conveyed to these communities in a recruitment campaign, such as: "when you volunteer with us, you will be able to practise your English."

Other issues for consideration include whether women can bring young children with them when they volunteer, and whether they can work with other women in a group.

The kit says that while an opportunity to volunteer can give Muslim Australians a chance to create positive awareness and understanding of their culture and beliefs, the fear of being isolated or harassed can also make them hesitant about volunteering.

Specific issues to take into account when recruiting Muslim volunteers include respecting rules about no physical contact between men and women, and not setting young men and women up in close work arrangements.

Further suggestions in the toolkit include conducting cross-cultural communications training for all staff; considering offering English as a second language (ESL) training for volunteers; and considering group interviews, workshops and information sessions, which may be less intimidating for people from some cultural backgrounds.

The 84-page toolkit can be found on the Volunteering Australia web site – [www.volunteeringaustralia.org](http://www.volunteeringaustralia.org) – or by clicking [here](#).

To see Our Community's resources on volunteering, go to [www.ourcommunity.com.au/volunteering](http://www.ourcommunity.com.au/volunteering) and for Our Community's material on creating more diversity on boards go to [www.ourcommunity.com.au/boards-diversity](http://www.ourcommunity.com.au/boards-diversity).

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## 11. What's on in the community sector – dates for your diary

Our Community's online [Community Calendar](#) features all of the nationally significant events focussed around a major community or advocacy/awareness issues in Australia.

Some of the events taking place over the next month include:

- **Biodiversity Month** (The Department of the Environment and Heritage)  
September 1-31
- **Prostate Cancer Awareness Month** (Prostate Cancer Foundation of Australia)  
September 1-31
- **One day: *I want to make a real difference*** (Oaktree Foundation)  
September 1
- **Adult Learners' Week** (Adult Learning Australia)  
September 1-8
- **National Asthma Week** (The Asthma Foundation of Australia)  
September 1-7
- **National Child Protection Week** (NAPCAN Foundation)  
September 2-8
-  **Certificate IV in Business (Governance) – Perth** (Our Community)  
September 3-6  
([Click Here](#) for more info)
- **Ovarian Cancer Research Week** (The Ovarian Cancer Research Foundation)  
September 3-7
- **Landcare Week** (Landcare Australia)  
September 3-9
- **National Literacy and Numeracy Week** (Department of Education Science and Training)  
September 3-9
- **Sustainable House Day** (Australian and New Zealand Solar Energy Society)  
September 9

- **Foster Care Week** (Centre for Excellence in Child and Family Welfare) September 9-15
- **World Suicide Prevention Day** (Suicide Prevention Australia) September 10
- **National Gynaecological Awareness Day** (Gynaecological Awareness Information Network) September 10
- **Herbal Medicine Week** (National Herbalist Association of Australia) September 10-16
- **World First Aid Day** (Australian Red Cross) September 11



**Intensive Community Fundraising Workshop – Melbourne** (Our Community)  
September 14  
([Click Here](#) for more info)

- **Clean up the World Day** (Clean up Australia) September 14-16
- **Dementia Awareness Month** (Alzheimer's Australia) September 17-October 17
- **National Stroke Week** (National Stroke Foundation) September 17-23



**Certificate IV in Business (Governance) – Adelaide** (Our Community)  
September 18-21  
([Click Here](#) for more info)

- **Brain Injury Awareness Week** (Headway) September 18
- **Eczema Awareness Week** (Eczema Association of Australasia Inc) September 24-30
- **Save the Koala Month** (Australian Koala Foundation) September 28
- **World Heart Day** (Heart Foundation) September 30
- **World Retina Day** (Retina Australia) September 30



**Intensive Community Fundraising Workshop – Brisbane** (Our Community)  
October 12  
([Click Here](#) for more info)

#### FEATURED EVENT:



#### **National Ride to Work Day Wednesday, October 17, 2007**

The inaugural National Ride to Work Day is coming up on October 17 and individuals and workplaces around Australia are being urged to register now to take part.

While state-based Ride to Work day activities have been held for many years, this is the first ever national event.

Free breakfast activities have been confirmed in Melbourne, Sydney, Hobart, Adelaide and Perth, with another 34 town centres from Apollo Bay to Alice Springs also planning to get involved.

Organisers say that 34% of those who took up riding in the Victorian event in 2006 were still riding to work five months later, creating greenhouse gas savings and benefiting from long-term health benefits, faster commute times and financial savings.

To find out more about the event and how to organise your own Ride to Work Day activity, visit the website at [www.ride2work.com.au](http://www.ride2work.com.au).

(The site also contains some tips for new riders and a report to help workplaces become more cycle-friendly.)

More events, plus the full listing for each event (including organisational contact details and websites) can be found in the online Community Calendar at [www.ourcommunity.com.au/calendar](http://www.ourcommunity.com.au/calendar).

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## 12. Community Briefs

### Activities to help fight poverty

Anti-Poverty Week will take place in October and community groups across Australia are being invited to join in.

Activities organised to mark the week – being held from October 14-20 – are being compiled and logged on a website set up at [www.antipovertyweek.org.au](http://www.antipovertyweek.org.au).

Suggested activities include organising a display, stall or award, holding a lecture or a forum, staging a fundraiser or circulating a fact sheet or a petition.

Visit the website to find out about activities already planned for Anti-Poverty Week, and how your group, school, business or you individually can get involved.

### Community leadership & management survey

More than 800 people have so far participated in an online survey on current views on leadership and management in the community sector, but more survey respondents are needed.

The study is being undertaken by the Social Economy Executive Education Network (SEEEN) and Perpetual and is designed to uncover the views of community sector stakeholders on issues central to the leadership and management of the sector.

Based on the results of the first survey and the four focus groups completed to date, a second, shorter survey has been created to examine a few areas in more detail.

The survey takes less than five minutes to complete – [Click Here](#) to take part.

### Get 'em while they're young

Paid not-for-profit employees are most likely to show their first interest in the sector between the ages of 16 and 24, according to a new UK study.

nfpSynergy's *Charity Lover* survey questioned more than 500 sector employees, most of them from the UK.

More than two-thirds of those surveyed – 68% - said they had first become interested in the sector before the age of 25. Forty-three percent stated their first interest in the sector came between the ages of 16 and 24.

Among the other findings were:

- 27% of employees have immediate family members working in the sector.
- 43% said they had immediate family members who "volunteered regularly".
- Only 18% said immediate family members were on a board or committee in the sector.

The study also found that not-for-profit employees were most likely to be the eldest sibling in a family – 43% of those surveyed were their family's eldest sibling, higher than the percentage of eldest siblings among the UK population (31%).

A summary of results from the report can be found at [www.nfpsynergy.net/currentresearch](http://www.nfpsynergy.net/currentresearch).

### Get them giving

Getting the next generation into the giving habit requires a whole range of strategies, but one that Australian municipalities and other grantmaking bodies might find worth considering is setting up a youth grants board.

It's a model that's quite popular in America. The Siskiyou County Grants Advisory Board for Youth (GABY), for example, is made up of 12–19 year olds, and makes decisions about funding proposals written by local youth.

These programs provide the opportunity for young people to learn about grantmaking and program development, as well as fostering their presentation and communication skills. It also involves them in youth civic action projects.

Youth grantmaking boards exist in Australia as well – for example, at the Foundation for Young Australians, all grantmaking committees are made up of a minimum of 50% young people (aged between 12 and 25).

Young people on boards like this learn about philanthropy and the community while exercising their leadership and facilitation skills, and the youths submitting a grant learn how to take action and seek funds to make their community a better place.

The young people aren't the only ones to benefit, either – they have a unique perspective on the needs of our community, and it's one that isn't necessarily represented on existing grantmaking committees.

### **Making tourist destinations accessible**

A new website has been set up to help tourists with disabilities obtain accessibility information about places they want to visit.

The site ([www.australiaforall.com.au](http://www.australiaforall.com.au)) provides information relevant to travellers with physical, visual and hearing impairments.

While the main focus of the website is to help people with disabilities find out about the accessibility of tourist destinations, it also aims to help those in the tourism industry to improve their services and therefore encourage more tourists with disabilities to use them.

The website is an initiative of Community Idol finalist, the Australia For All Alliance.

### **Special events footballs**

Sporting clubs – especially Australian Rules football clubs – looking for a fundraiser to end the year might be interested in an offer from Grass Roots Footy and Sherrin.

The company produces Sherrin footballs branded with a special occasion message – “Thanks Coach 2007”; “Happy 18<sup>th</sup> Birthday”; “It's a Boy”; etc.

Clubs that register with the company's Club Kickback Program will receive a 10% cut from the purchase price of each football purchased by a club member.

Visit [www.grassrootsfooty.net](http://www.grassrootsfooty.net) to find out more.

### **Dates for Certificate IV in Business (Governance)**

A reminder about upcoming dates for the Certificate IV in Business (Governance) – a new qualification for Australian community group board and committee members delivered by Our Community with our training partner BSI Learning.

This program is tailored to meet the needs of large and small organisations from across the community sector, and is specially priced at \$1100 (many thousands of dollars cheaper than similar courses) to ensure accessibility.

The training is being delivered through sessions of four consecutive days in the following locations:

- **Perth**  
September 3-6
- **Adelaide**  
September 18-21
- **Tasmania**  
October 29-November 1
- **Sydney**  
October 16-19
- **Melbourne**  
December 3-6

For full details and venues or to book a place, visit [www.ourcommunity.com.au/certificateiv](http://www.ourcommunity.com.au/certificateiv).



## 13. Good Moves: Community Jobs & Board/Committee vacancies



# Good Moves :: Jobs Bulletin

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

## JOB VACANCY LISTINGS (Paid Positions)

### Victoria

Job Title	Organisation	
<a href="#">Administration Assistant</a>	Network of Inner East Community Houses	<a href="#">Details</a>
<a href="#">Wildline Quality Improvement Coordinator</a>	Wildlife Victoria Inc	<a href="#">Details</a>
<a href="#">Community Development Worker</a>	Waverley Community Learning Centre	<a href="#">Details</a>
<a href="#">Administrator / Assistant Manager</a>	3ZZZ	<a href="#">Details</a>
<a href="#">Administrator</a>	Australia East Timor Friendship School Project (AETFSP Ltd)	<a href="#">Details</a>
<a href="#">Supporter Services Officer</a>	Trust for Nature	<a href="#">Details</a>
<a href="#">Operations Manager - 6 month contract</a>	Port Phillip Housing Association	<a href="#">Details</a>
<a href="#">Housing Services Manager</a>	Port Phillip Housing Association	<a href="#">Details</a>

### Western Australia

Job Title	Organisation	
<a href="#">Camp Co-ordinator</a>	Kids Camps Inc	<a href="#">Details</a>

## BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

The following is a list of the most recent Board/ Committee vacancies listed at Our Community. To view other board or Committee vacancies [please click here](#) (This matching service is free)

### New South Wales

Job Title	Organisation	
<a href="#">Treasurer, General Board Member</a>	Taldumande Youth Services	<a href="#">Details</a>
<a href="#">General Board Member</a>	Swinson Cottage Family Centre Inc.	<a href="#">Details</a>
<a href="#">General Board Member</a>	Wyong Shire Food Services Inc	<a href="#">Details</a>

### Victoria

Job Title	Organisation	
<a href="#">A number of vacancies</a>	Women's Health West	<a href="#">Details</a>
<a href="#">General Board Member</a>	WATCH	<a href="#">Details</a>
<a href="#">Chair, Treasurer, Secretary, General Board Member</a>	Eaglehawk Community House	<a href="#">Details</a>
<a href="#">General Board Member</a>	Workbridge	<a href="#">Details</a>
<a href="#">Secretary, General Board Member</a>	Camberwell Community Centre	<a href="#">Details</a>
<a href="#">Treasurer, Secretary, General Board Member</a>	The Olive-Belle Angel Foundation Inc.	<a href="#">Details</a>

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

Your best choice to find and advertise a job

To advertise a job, go to [www.ourcommunity.com.au/jobs/advertise](http://www.ourcommunity.com.au/jobs/advertise) - (A low fee of \$30 apply)

## 14. Fast Forward

If you found this newsletter helpful, please feel free to send it onto your friends and fellow community groups in your area. People can sign up to receive their own copy at [www.ourcommunity.com.au/signup](http://www.ourcommunity.com.au/signup).

If you would like to reproduce anything in this newsletter in your own newsletters or websites, you are free to do so. Please just add a small credit line, "courtesy of [www.ourcommunity.com.au](http://www.ourcommunity.com.au)" and a direct link to the [www.ourcommunity.com.au](http://www.ourcommunity.com.au) site if on a web page.

If you no longer wish to receive this newsletter, please email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) and put "Unsubscribe-OCM" in the subject line.

## 15. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 700,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1. [www.ourcommunity.com.au](http://www.ourcommunity.com.au) - Australia's most useful website and publishing house, encompassing the nation's largest and most diverse membership base and 12 Knowledge Centres – accelerating the impact of Australia's 700,000 community organisations
2. **Australia's Giving Centre** - Helping individuals and businesses give in every way
3. **Australian Institute for Community Practice and Governance** - practical and accessible certificated training delivered locally through our training Institute
4. **Institute for Best Practice in Grants Management** - the unique suite of grants management services for government
5. **Australian Institute for Corporate Responsibility** - cutting edge corporate responsibility resources for large, medium and small business and community organisations