

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

February 2008 - Issued February 14, 2008

Our Community Matters is your free community sector update, brought to you by www.ourcommunity.com.au – the premier online destination for Australia's 700,000 community groups and schools. [Click Here](#) to sign up to receive your free copy or read more about Our Community [Here](#).

Contents

1. [Community View: The community challenge](#)
2. [A message to Australian community groups from Deputy Prime Minister Julia Gillard](#)
3. [Grantseekers tell it like it is: survey results reveal tech drama](#)
4. [Bequests: Don't rule your group out](#)
5. [Who Gives Online? What the figures reveal about who gives what, and why](#)
6. [Using direct mail wisely for maximum effect](#)
7. ['Charity' debate continues to rage](#)
8. [Ideas You Can Steal: holding a membership drive](#)
9. [Community Briefs](#)
10. [Trend Watch: She who pays the piper ...](#)
11. [Thumbs Up: Sharing good news stories from the community sector](#)
12. [Community Classifieds: – notices, offers, awards & giveaways](#)
13. [Top five things your website has to have](#)
14. [Good Moves: Community Jobs and Board/Committee Vacancies](#)
15. [Fast Forward](#)
16. [About Our Community](#)



The Community Challenge: Building pathways to social inclusion

By Rhonda Galbally AO
CEO

Australia is changing; politically; environmentally; socially and economically. Love it or loathe it, there's no escaping the impacts of globalisation.

We live and die by the world news – following the New Hampshire primaries, driving by the price of Singapore Crude, and hanging on the Hang Sen index.

Change is a constant. Even governments change.

What does that mean to the community sector? That's what we're talking about at this year's [Communities in Control Conference](#) (16-17 June 2008, at the Moonee Valley Racecourse).

Globalisation has brought stresses and strains, feelings of powerlessness, and fears of loss of control; but it has also brought excitement – excitement at previously unimagined opportunities, excitement at the new ways of thinking and doing and creating, excitement at the new pathways opening up towards true social inclusion.

As a nation, will we continue to be passive in the face of trends that most of us had no part in creating?

As a sector, will we use these new ways of thinking to shape new community structures that can meet the challenges?

As a government, will Labor recognise the importance of an infrastructure of civil society?

Each year the Communities in Control conference provides a forum where the future of the community sector can be brought into play. Come along and join with your colleagues in developing strategies to gain ground.

Become a member of the Communities in Control movement – then take your knowledge and enthusiasm back home to your own communities to develop local solutions to the most challenging questions of our time:

- In the shadow of such formidable global powers, how do we take our vision to the global stage?
- How do we harness the power of modern communications to get and give wisdom?
- How do we move the consumer society towards the development of altruistic, safe, just, borderless, inclusive communities?
- What do we need to do now, today, to respond dynamically to global pressures?
- How do we become greener, more creative, more responsive, more responsible, more outward-looking, and more inclusive without compromising our core mission?
- How do we take advantage of all that globalisation offers and still shield all that globalisation threatens to take away?

Plug yourself into the network. Check out what the new government has to offer us. Keep up with the cutting edge of new practice.

Come to the 2008 Communities in Control Conference and tap in to the most exciting ideas you'll hear this year on the topics you're interested in.

You'll hear from the best speakers in the land – from Australian of the Year Professor [Tim Flannery](#), to Professor of Public Health [Fran Baum](#), to expert social researcher [Michele Levine](#), to internet activist and GetUp! director [Brett Solomon](#) – as well as international experts such as Amnesty International's [Kate Gilmore](#) and all those matter in the world of politics.

You'll hear about the best community groups in the land – community groups making a huge impact on the health and vitality of their local communities and the country as a whole. (And if you're part an excellent community group, now's the time to start thinking about your nomination for this year's [Community Idol](#) competition – find out how at www.ourcommunity.com.au/idol).

This year's conference will also include a [Community Celebration](#) involving networking, performances and entertainment from 5pm to 7pm on Monday June 16, as well as a pre-conference skills day on [How to Work with Government](#) on Sunday June 15.

It's a packed program and remains Australia's most engaging and best value community conference. Find out more and reserve your spot now by going to www.ourcommunity.com.au/cic2008.

[Back to Top](#)

2. A message to Australian community groups from Deputy Prime Minister Julia Gillard



I am pleased to accept the invitation of Our Community Matters to extend my regards to members of community, education and not-for-profit organisations following the election of the Rudd Government.

With any new government there is a great deal of anticipation and excitement. Our agenda is full of ambition and goals that we are already working hard to achieve. In my own portfolio areas, we have moved quickly to begin the implementation of key policies such as ending the issuing of condition-stripping Australian Workplace Agreements, rolling out our computers in schools policy, as well as establishing the Australian Social Inclusion Board.

The goals of fairness for Australian workplaces and creating a world-class education system are linked to my portfolio of Social Inclusion and its agenda. This agenda has two guiding principles:

- to tackle the social exclusion of individuals and communities; and
- to invest in the human capital of all our people, especially the most disadvantaged.

To do this, we need to work collaboratively with community organisations and representatives. We need to hear voices from the community.

Recently I announced the process to remove "gag orders" that were part of funding contracts of community organisations issued by the former Howard-Costello Government. These clauses restricted comment and advocacy by not-for-profit sector workers and volunteers.

These will not be used by the Rudd Labor Government going forward. We believe the community sector, its workers, volunteers and clients, should be free to voice their opinions, whether those views are positive or critical of the Government of the day.

In relation to our policy work going forward, we believe that reducing disadvantage is a moral and economic imperative for Australia. The Rudd Government believes that fairness and prosperity are utterly inseparable. It's time to start focusing on how to reduce disadvantage and I'm looking forward to working with all parts of the community sector to do so.

Julia Gillard
Deputy Prime Minister
Minister for Social Inclusion

[Back to Top](#)

3. Grantseekers Tell It Like It Is: Survey results reveal tech dramas

Poor levels of feedback from grantmakers remains the top complaint made by Australian grantseekers, according to the 2008 Grants in Australia survey.

The survey, conducted by Our Community from mid-November to the end of January, also uncovered complaints about poor communication, the exclusion of core costs from grants programs and the inability of grantseekers to find grants funds for successful ongoing programs.

Many respondents also raised the issue of unrealistic time frames, saying grantmakers left too little time for completion of applications, and too much time between the close of applications and notification of results.

Echoing last year's responses, grantseekers were weary of having to provide the same information again and again and again, suggesting that all tiers of government start moving towards a warehousing of grantseekers' information so that they only have to provide their basic details once.

An emerging issue this year was the frustration grantseekers are experiencing in relation to grantmakers' insistence that applicants enter into partnerships in order to receive a grant. Some respondents said they felt they were being forced into relationships with, as one grantseeker put it, "people we will most likely be competing against".

This year's survey focussed particularly on the online processes that are increasingly being used in grantmaking function, especially online application forms.

And the news was not good for grantmakers, with respondents identifying a range of problems they have encountered with online application systems over the past 12 months, the most common being:

- Not enough room to express answers properly (experienced by 49% of respondents)
- Inability to attach supporting documents (49%)
- Inability to save form to allow ongoing completion (46%)
- Inability to cut and paste from other documents (43%)
- Page timed out (34%)
- No online feedback/help available (34%)
- Inability to see/review full application before submission (33%)
- No pre-application information to indicate length of the form and the time needed to complete it (33%)
- No automatic acknowledgement of application (32%)

We also asked grantseekers to provide some comments about what they found most frustrating about applying for grants online.

The number one complaint was the inability to save forms as you're going along, with crashing systems coming a close second.

At number three was the complaint that online forms – particularly those that limit word or character counts – provide insufficient space to "sell" your project. Grantseekers complained that they felt unable to personalise their applications; as one grantseeker put it: "You can't express the soul of the organisation in boxes."

Grantseekers also complained that online systems seemed to operate with an assumption that only one person was writing the application.

"Applications aren't written in one sitting," one respondent said. "There's an iterative, checking and reworking process which happens and this needs to be recognised."

While grantseekers liked many things about applying for grants online – easier to negotiate the deadlines; less resource-intensive; quicker and more direct; easier to store; easier to edit; easier to share information and data; more convenient access – almost half of respondents (47%) said they would still prefer grantmakers to provide both online and offline options for applications.

We'll be collating all the data from the survey and releasing it at the 2008 [Best Practice in Grants Management Conference](#) at the end of February.

“
You can't express
the soul of the
organisation in
boxes.
”

[Back to Top](#)

4. Bequests: Don't rule your group out

As outlined in the most recent edition of the [Raising Funds](#) newsletter, there are a lot of myths going around at the moment about what sort of groups are eligible to receive bequests.

Many people believe that bequests are only for large, long-established groups, or even just for charities with deductible gift recipient (DGR) status.

This is not so. You can leave your money to an established charity, **but you don't have to.**

In fact, recent changes to laws across Australia have made it easier for people leave their money to a wider range of organisations than ever, including in some cases even unincorporated associations.

If you're an incorporated association (and most medium or even small community groups these days are incorporated) it's even more straightforward, although as with all things legal, you're advised to seek a lawyer's advice when deciding on the wording for your will.

At Our Community we're keen to promote to individuals the benefits of remembering a local community group through a bequest, which is why we have recently added a new help sheet to our website on the topic – see the section in the Giving Centre [here](#).

We're also anxious to ensure that people don't restrict themselves to DGR charities when selecting an organisation to remember in their will – and that community groups without DGR don't rule themselves out of the race.

With this in mind, we've also prepared a range of help sheets for community groups on wills and bequests – you can find these in the Community Funding Centre at www.ourcommunity.com.au/funding (click on the Help Sheets button).

The most important thing to remember is that attracting bequests is a long-term endeavour, not a quick fix – but it isn't something that can be put off. Your community group should start today.

Work with your donors, the people who already know you. When you thank them, show them a way to continue their involvement into the future. Build on the relationship.

Your aim is to help your donors get what they want out of their lives, and for that work to continue beyond their death. Paint it as a last chance to interact with the world around them: to show what they think is important, to make up for the voluntary work they can no longer do.

People are not as reluctant as you might think to contribute to the triumph of the causes they hold dear. The key is to make sure yours is one of those causes, and to make sure they know they can help.

[Back to Top](#)

5. Who gives online? What the figures reveal about who gives what, and why

Our Community provides the largest online donation site for community groups in Australia.

It's also the cheapest. Thanks to the support of Westpac we don't charge any fees to operate the service, only the unavoidable credit card fees are deducted from donations.

Every time someone makes a donation through the Australian Giving Centre (www.ourcommunity.com.au/giving) we ask visitors to fill out a questionnaire.

Every year more people give online, and more givers respond to the survey. The results of the survey are subject to some discounting for bias because not all donors record their preferences, but numbers are large enough to provide some tentative guidance as to the characteristics of site visitors and online donors.

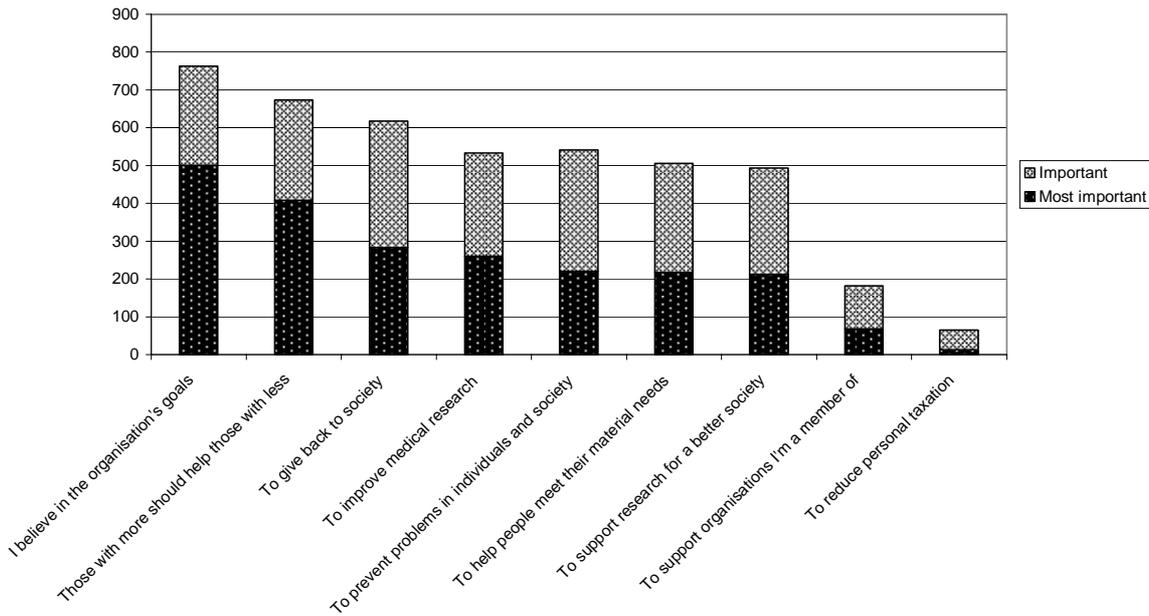
The income profile of respondents is close to that of the general working population (though as this group is younger than the average, their relative income for their age group is likely to be higher). They have a strong component of young people – 28% are under 18, and more than 50% under 30.

Why do they give?

Visitors to the Australian Giving Centre are high-minded, looking particularly at wider objectives. They are not particularly driven by tax policy, though they do not disdain taking their deductions where these are available.

“
You can leave
your money to an
established
charity, but you
don't have to.
”

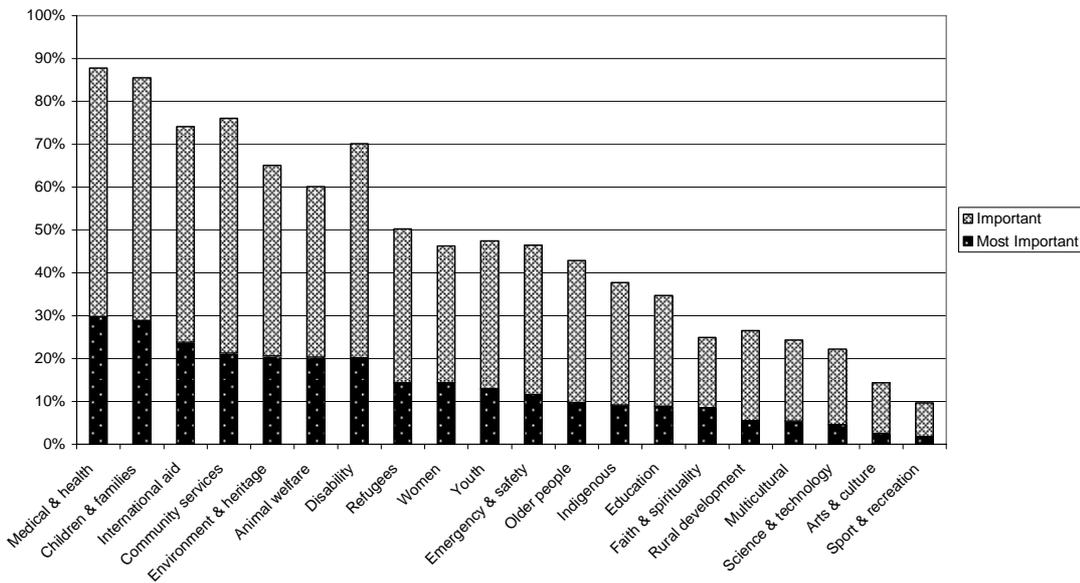
Why do you give?



What do they give to?

They give to a range of causes, and they give to many causes, with seven areas each being important to more than 60% of all respondents. Given the relatively small average yearly donation, this translates into a large number of fairly small gifts widely distributed.

What do you give to?

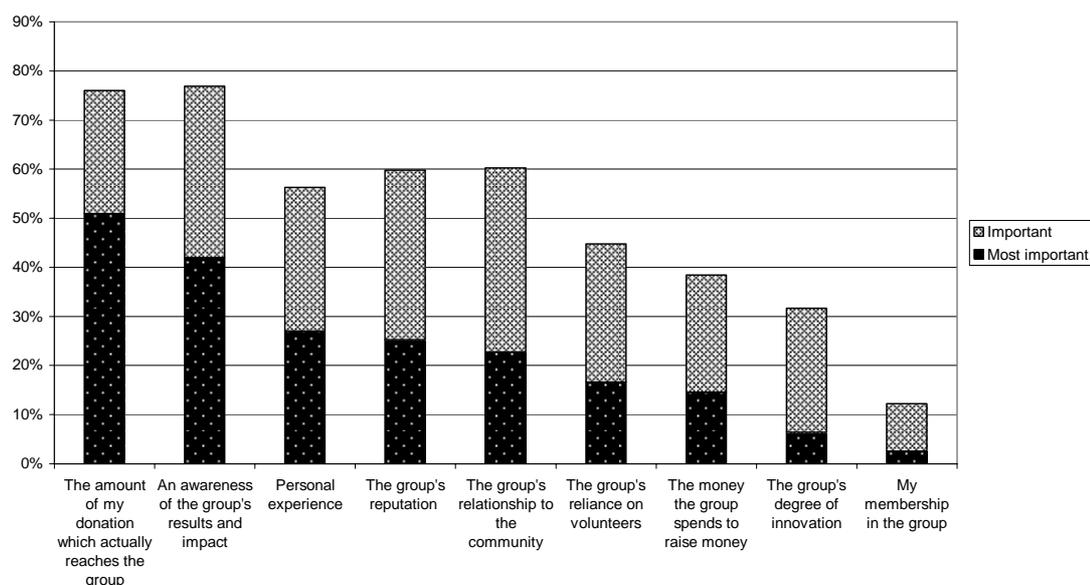


What's their approach to giving?

They give to national and international rather than local causes, even where they are personally involved. They worry about waste and look for efficiency.

They give to large, respectable organisations with goals that touch their own lives. If you're a small group, you'll have to try harder to touch them more poignantly.

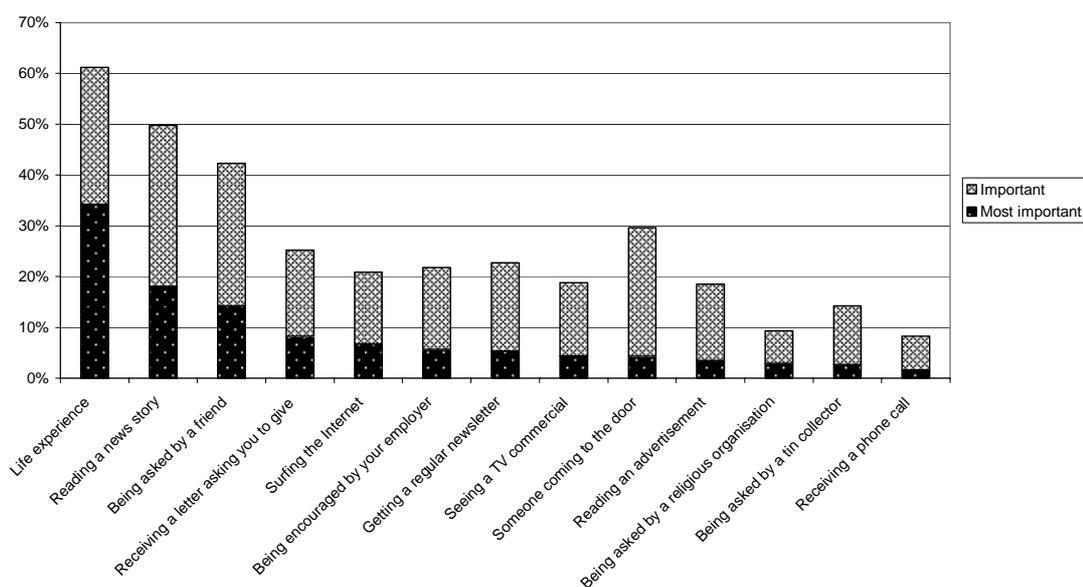
What influences your giving?



What prompts them to give?

They have a general willingness to give, but there must be something else present to make them give today. They need a nudge. Online givers are apparently prompted to give by media mentions as much as by direct solicitations (so work on you media strategies). They do not respond well to phone calls.

What prompts you to give?

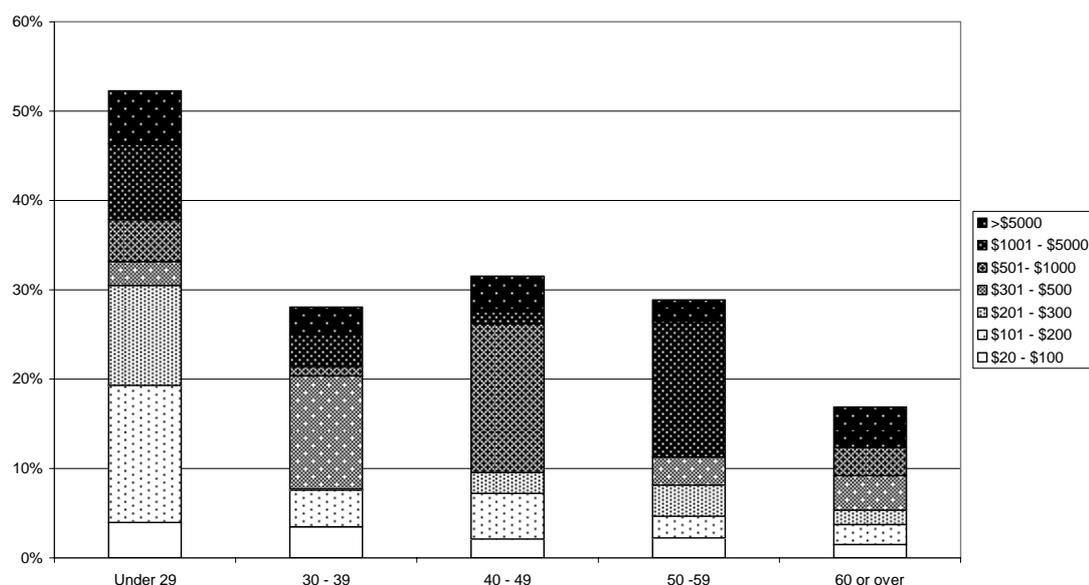


How much do they give?

They are more generous (being a self-selected donor group) than the Australian average, but not extravagantly much more generous – giving a median of \$301-\$500 p/a as against the Australian median of \$100, in chunks of about \$20 to \$50.

Their giving is closely correlated with their age; more young people give \$100, more 30-year-olds \$200, more 40-year-olds \$500, more 50-year-olds \$1000. Notably, though, a solid proportion of every age group gives at the highest level.

Giving level by age



It is nonetheless worth emphasising that the 80/20 rule applies – if you weight this graph by size of gift, you'll see that 20% of the donors give 80% of the money. The best thing you can do to increase your income is to move small donors up the line into large donors.

Getting involved in the Australian Giving Centre

The Australian Giving Centre raised more than \$1.25 million for community appeals during 2007, with a doubling in the number of donations from the previous year, up to more than 12,200.

Pretty much any Australian not-for-profit organisation can sign up for this free service and take advantage of the growth in popularity of online giving in general, and this service in particular.

To find out more go to www.ourcommunity.com.au/giving.

[Back to Top](#)

6. Using direct mail wisely for maximum fundraising effect

Direct Mail remains a useful way of encouraging people to donate to good causes but it needs to be used wisely, as it has the potential to annoy or even deter potential donors.

A new UK Fundraising Standards Board study has uncovered a variety of views on direct mail among a 2000-strong sample of donors and members of the general public. Among the findings were:

- 88% of donors and 85% of the general public say they would stop giving if a charity kept contacting them after being asked not to.
- Most existing donors across all age groups say they would not give a donation to a charity that has sent them a gift, with most people thinking the money spent on a gift could be better spent on the cause.
- 69% of the public and 75% of donors believe it is never or rarely acceptable for groups to exaggerate when trying to attract donations.
- 74% of donors say they are happy to be contacted through direct mail by groups which already have their name and address, while more than half feel direct mail is a good way for groups to raise money, and don't mind being contacted regularly to donate.
- A large amount of direct mail ends up being thrown out – a third of the general public say they don't read a third of the direct mail they receive. The remainder read some or all of the mail sent to them.

- Personally addressed direct mail is more likely to be read, but unaddressed mail is just as likely to attract a donation of equivalent value.
- More than 80% of all respondents say they are worried about the environmental impact of direct mail.
- Sending five or more letters a year to donors appears more likely to result in no donations being made and in fewer people opting to give the maximum number of times.

The study concludes that while direct mail remains a useful way to encourage people to give, there is a need for guidance on particular practices “that ensure they are deployed in a way that promotes best practice and consequently engenders public confidence”.



The Fundraising Standards Board also emphasises the importance of putting donors “at the heart of the giving relationship” to ensure trust and confidence in the use of direct mail as a fundraising tool.

“Indeed, it is a vital component in maintaining and building public trust and confidence in fundraising more generally. Ensuring that people have the confidence to give is fundamental to all that charities and the fundraising sector do, now and in the future.”

For more information about using direct mail, visit the Marketing, Media and Post Centre, an initiative of Our Community with the support of Australia Post, at www.ourcommunity.com.au/mmp.

[Back to Top](#)

7. 'Charity' debate continues to rage

It's been said that the battle of Waterloo was won on the playing fields of Eton. Under new British legislation, Eton may have to prove that quantitatively.

The UK Charities Act 2006 has swept away the accumulated confusions of 400 years and set the single requirement for charities that they be for the public benefit.

This has opened up the situation for not-for-profits in the UK immensely, but it has also meant that some institutions that had an automatic pass under the old system – fee-paying educational and religious organisations, for instance – now have to justify their tax-deductible status for the first time.

Phil Hope, the Charities Minister, says: “Providing public benefit is at the heart of charitable activity, and now all charities without exception will have to demonstrate their public benefit in return for charitable status.”

The important word in that phrase is 'public'. Eton and its equivalents have to show not simply that they educate the people who pay to go there but also that they benefit the public, which is defined as some at least of the people who can't afford it.

They have to produce evidence that they give scholarships, or offer services to local state schools, or in some other way spread the benefit around.

This isn't a crusade against private schools; the Charity Commission, which is the responsible body, has sought to dampen fears that it will seek to intervene in the everyday work of schools.

Dame Suzi Leather, the Commission's chair, has insisted that charitable status will be removed in only the rarest of circumstances. However, she also says that “Charities should not be seen as 'exclusive clubs' that only a few can join, since the 'public' benefit from that is very limited.”

She says: “If you are an education charity, you have to show that it's possible for people on low incomes to benefit from education.” Schools with the highest fees will have to provide the most services.

Clearly, there will be losers from the new legislation, as well as winners. It has been suggested that concerns of this nature were among the matters that led the previous Australian Government to drop its attempts to revise the definition of charity to bring it into line with modern day thinking.

The advent of a new government might, however, mean that the issue is ripe for reopening.

To read the Charity Commission's new guidelines on the issue, go to [this page](#).

“
Schools with the
highest fees will
have to provide
the most services.”

Communities in Control Conference 2008

The Community Challenge:

Building political, environmental, social & economic pathways towards true social inclusion

Monday & Tuesday 16-17 June 2008
Melbourne, Australia

REGISTER NOW www.ourcommunity.com.au/cic2008

Book before
14 March for a FREE
subscription to the
Board Builder Newsletter
Value \$165!

PLUS: Pre-Conference Skills Day - Sunday 15 June 2008

WORKING WITH GOVERNMENT:

How to successfully work with all levels of government - local, state and federal - and get results.



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



CENTACARE
Catholic Family Services

8. Ideas You Can Steal – Holding a membership drive

Through an Our Community letter-box recently came this flyer (right) advertising vacancies in a local junior football club.

It's not rocket science but this simple flyer is a great example of the sort of marketing tool community groups can employ at low cost but with the potential for very high rewards.

Instead of waiting for new members to come to you, take your club to them – as this flyer has done to great effect. Include info on:

- Who you are
- Who you're targeting for membership
- The benefits of membership
- Where you meet
- How people can find out more about your group (provide a web address)
- How people can get in contact with your group (provide phone numbers).

Throw in some simple graphics and a photo or two to break up the text, tap a business supporter on the shoulder to provide you with paper and a photocopier, sign up some volunteers to do some pavement pounding and voila – you've got a membership drive up and running.



Do you have a great idea you think other community groups could learn from? Send your ideas to kathyr@ourcommunity.com.au.

[Back to Top](#)

9. Community Briefs

Funding available for local Community Recycling Ventures

Community groups interested in setting up a Community Recycling Venture (CRV), modelled on the successful program in Eaglehawk, Victoria, are being invited to submit an expression of interest.

The Eaglehawk model has helped to create new jobs in the central Victorian town and to establish a partnership with the local council to reduce waste to landfill, according Future Employment Opportunities (FEO), which manages the project with support from Social Ventures Australia.

FEO's Peter Cox says Community Recycling Ventures involve separating and diverting recyclable materials from waste delivered to landfills, with the recovered materials sorted and sold to scrap dealers, second-hand dealers and consumers.

This provides financial and social benefits for local councils, government and the community, as well as to the not-for-profit organisation that oversees the venture.

Funding and other help is available for groups interested in setting up a Community Recycling Venture in their own communities. But be quick – **applications close on February 28.**

For more information and application forms, visit the CRV website at www.communityrecycling.com.au.

Fraud survey outlines risks and responses

Strong internal controls and an ethical organisational culture are both seen as key factors in reducing the risk of fraud, according to Australian and New Zealand not-for-profits.

The Not-for-Profit Fraud Survey 2008 – just released by accounting and advisory firm BDO Kendalls – gathered almost 400 responses.

The typical fraudster in a not-for-profit group, according to the report, is in his or her forties and is a paid, non-accounting employee. In fact, only 8% of fraud was committed by unpaid volunteers.

Most of the frauds reported occurred in organisations with between 51-100 employees, with 150 individual fraud cases reported in groups this size.

The survey also found:

- The higher the financial turnover of an organisation, the more likely it was to suffer fraud.
- Cash theft and kickbacks/bribery were the most common types of fraud perpetrated.
- The average duration of the fraud was 14 months, with the average value of the largest frauds in not-for-profit organisations \$45,527.
- The most common motivator for fraud was financial problems and pressures.
- When a fraud is committed, it is most likely to be discovered through internal controls or through tip-offs from employees, volunteers, clients or suppliers.

Interestingly, while almost 90% of respondents saw fraud prevention as important, the survey found that the majority of respondents did not report fraudulent matters to the police. And 20% of organisations did not sack the person responsible.

Strong internal controls were seen as a key factor in reducing the risk of fraud and while 74% of all respondents also thought having an ethical organisational culture was a factor in reducing fraud risk, only 64% of respondents who had experienced fraud felt this was the case.

The survey can be downloaded from the BDO Kendalls website: www.bdo.com.au.

"Amway" charity scam – grantseekers beware

While we're on the topic of fraud, community groups should be on the look-out for the latest Nigerian internet scam, which appears to be targeting grantseekers.

Well, actually all professions are being targeted, but in this instance grantseekers may actually be more liable to fall for it, because they do expect to get emails from time to time informing them that they've been selected as a recipient of a grant – in this case, a grant from the "Amway Children Charity Foundation" to help establish a children's help centre to assist poor children in their area.

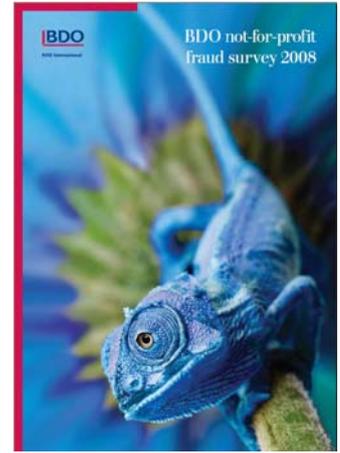
A nomination code number may be given, and banking information is requested. If the recipient responds, an indemnity bond of several hundred euros is demanded. The emails may be signed from "Dr. Kevin Brown" or someone else claiming to be a grant processing officer.

Amway Australia does have a community program, and it donates to the Children's Cancer Institute of Australia (CCIA), but unsurprisingly it doesn't spam. Delete without reading.

Mental health workshops and grants available

The Mental Health Council of Australia has invited community groups working in the mental health arena to apply for a share in \$6 million worth of grants and workshops.

The council is offering a series of one-off grants worth \$40,000, and is keen to receive applications from groups working in areas such as drug and alcohol rehabilitation, counselling, telephone help lines, family support services, men's services, asylum seeker support, eating disorders, suicide prevention and addiction.



Eligible groups – including non-government mental health organisations – can also register their interest in taking part in one of the free full-day workshops being held around the country during February and March.

The workshops tackle issues such as human resources, information technology, governance, business planning and the development of links to other groups, and are open to organisations with an annual turnover of less than \$3 million.

The workshops will also provide key information to help organisations through the grant application process.

Grant applications are open until March 14. For more information, as well as application forms, visit www.mhca.org.au. A rundown on the dates and locations for the workshops is also available on the site.

Community groups providing support to young people: survey

More than 10% of young Australians turn to community agencies for advice and support, a Mission Australia survey says.

And it says community agencies must be part of a multi-layered response to young people's concerns about body image.

The *National Survey of Young Australians 2007* says community agencies need to work with schools, governments, families and the media to address body image, which 32.3% of 11 to 24-year-olds say is of significant concern to them.

Other issues identified as being of great concern are the environment, coping with family conflict and stress, and alcohol and drugs.

The report identifies a need for education and programs about alcohol for young men, and strategies to help young women deal with physical and sexual abuse.

Community agencies are utilised as a source of advice and support by 11.6% of young people, increasing with age from 10.4% of 11 to 14-year-olds to 15.5% of 20 to 24-year-olds.

A higher proportion of young Indigenous people turn to community agencies for advice and support – 23.1% – compared with 10.7% of non-Indigenous young people.

Indigenous young people were also more likely to participate in voluntary work – 26.9% – compared with 21.5% of non-indigenous youth.

Volunteering also increases with age, from 16.7% of 11 to 14-year-olds to 38.9% of 20-24 year olds.

To view the report go to www.missionaustralia.com.au/youthsurvey/.

The kids are all right

Still on the topic of youth, we reported in a recent issue of *Our Community Matters* that the authors of an Australian report (*The Spirit of Generation Y*, from Monash University, the Australian Catholic University, and the Christian Research Association) were worried that the fall in religious affiliation among young people could have damaging effects, on the basis that the majority of people who do charity work are actively religious, and that as those numbers dwindle, so will the volunteers.

This worry hasn't become evident yet – it's a struggle to get volunteers and donors, but it's not noticeably more of a struggle than it used to be – and a new British survey suggests that we needn't panic just yet.

British Volunteering 2001-2007, from think tank nfpSynergy, has found that volunteering among 25 to 34-year-olds rose from 11% in 2001 to 18% in 2007.

It's not all good news – the level of volunteering among 54 to 64-year-olds has dropped by a third, from 23% to 16%, and overall has remained broadly flat since 2003 despite government initiatives – but it does suggest that there's some cause for optimism.

(As an aside, the report points out that the British government has targeted older people particularly in its government volunteering initiatives, which thus seem to have had little direct impact.)

Philanthropy under review in the ACT

A report on the adequacy of philanthropic giving in the Australian Capital Territory has been submitted to the ACT Department of Disability, Housing and Community Services.

Professional services firm Urbis last year received public submissions about the adequacy, trends, impediments and opportunities for growth of philanthropy by individuals and businesses.

Announcing the review, the ACT government said it recognised that philanthropy from individuals and businesses was necessary for not-for-profit organisations to function effectively and to provide “a range of valuable, diverse and often essential services to the community.”

The review is expected to identify just how valuable that philanthropy is by estimating its contribution to community organisations.

It is also expected to identify any impediments to philanthropy and make recommendations regarding the growth of philanthropy and raising awareness about philanthropic opportunities.

Community choir architect wins Australia Day gong

Choir of Hard Knocks conductor Jonathon Welch has received national recognition for the initiative that has shown us all how participating in a community group can help build and renew lives.

Mr Welch was named “Australia’s Local Hero” in the 2008 Australian of the Year Awards.

While the winners of Australian of the Year, Senior Australian of the Year and Young Australian of the Year tend to receive more publicity, the Local Hero Award acknowledges extraordinary contributions made in local communities.

It is the sort of opportunity for recognition you should keep in mind for the people making a difference in your own community.

Lentil As Anything Founder Shanaka Fernando won in 2007. His not-for-profit restaurants with no set prices for food – where you pay what you can afford and what you think your meal is worth – were acknowledged as an example of how a successful commercial enterprise can be socially responsible, idealistic and altruistic.

The 2006 winner, Toni Hoffman, was recognised for raising concerns about patient safety at Bundaberg Hospital.

2008 Australian of the Year, country music singer Lee Kernaghan, was recognised for his fundraising for communities in need, while Senior Australian of the Year, David Bussau, was recognised for his micro-enterprise work, and for providing poor people with the finances to help themselves. Casey Stoner won the Young Australian of the Year award in recognition of his extraordinary MotoGP success.

“
It is the sort of opportunity for recognition you should keep in mind for the people making a difference in your own community.
”

New guide aims to preserve community group stories

A new guide has been published by the National Archives of Australia in an attempt to help community groups preserve photographs and papers that document their own histories.

The guide– *Keep it for the Future! How to set up small community archives* – introduces readers to basic archival principles and provides practice advice on deciding which records to keep and how to organise, store and preserve them.

Readers are also given guidance on how to organise access, with handy tips on how to develop an agreed policy on who and when people can access the documents, preparation of access forms, documentation of access requests, security, copyright and privacy.

There is also a section on putting in place a disaster recovery plan, including tips for salvaging fire and water-damaged archives.

Copies of the glossy, 64-page guide cost \$4.96 plus \$5 for postage. They can be ordered online from <https://shop.naa.gov.au> or telephone (02) 6212 3609.

Inequalities on internet access remain – ABS

The percentage of Australian households with internet access almost doubled between 2001 and 2006, however major levels of inequality in internet access remain, according to the Australian Bureau of Statistics.

The ABS, in its recently released report on *Patterns of Internet Access in Australia*, has found a growing divide in web access – with households in rural and regional areas, as well as those with lower incomes, likely to have lower rates of internet access than their wealthier or metropolitan counterparts.

Overall, 63% of Australian dwellings had internet access in the week prior to the 2006 Census, compared to just 35% just before the 2001 Census.

The report, drawing on data from the 2006 Census, also found:

- Lower access rates for remote areas in comparison to major cities. A total of 66% of homes in major cities had internet access compared to 42% in very remote parts of Australia and just over 50% in regional areas.
- Levels of broadband access is also split across metropolitan and rural/regional/remote lines – 46% of metropolitan houses have access to broadband compared to 24% in very remote Australia and around 30% in regional areas.
- The ACT had the highest level of internet connection and broadband access in Australia, with South Australia, Tasmania and the Northern Territory the lowest.
- Households with incomes of more than \$2000 a week are three times more likely to have broadband access compared to those with less than \$600 a week in income.
- Levels of education also influence internet access. People with post-graduate degrees were 83% more likely to have broadband access compared to those with no post-school qualifications.
- Families with children aged under 15 are most likely to be connected to the web – in fact, they are three to four times as likely as others to be hooked up.
- People aged under 24 are most likely to have internet access, while older people are least likely.

The study can be viewed at: www.abs.gov.au/ausstats/abs@.nsf/mf/8146.0.55.001?OpenDocument.

Technology donations – get in for your chop

Software and hardware donation program DonorTec distributed more than \$17 million of Microsoft software to Australian charities and not-for-profits during 2007, and has urged more organisations to get involved in the program.

DonorTec, which is operated by Community Information Strategies Australia (CISA) in partnership with TechSoup, was launched in March 2007 and, through its discount software and hardware deals for groups, saved groups \$10 million in its first six months of existence.

More than 2000 organisations are now registered with the program, which allows them to access a variety of programs at huge discounts – for example, packages like Microsoft Office Professional 2007 sell for just \$24.

Microsoft is just one of the key donors to the program. Cisco Systems also donates their hardware products to DonorTec to pass on at heavily discounted prices to eligible groups.

CISA CEO Doug Jacquier said Australia had been the most successful partner of the 35 countries involved in the global program, and urged more groups to get involved.

There are some restrictions on eligibility (see www.donortec.com.au/eligibility for details) but all Australian community groups should at least check whether or not they are able to take advantage of the discounts.

Visit www.donortec.com.au for details.

“

More than 2000 organisations are now registered with the program, which allows them to access a variety of programs at huge discounts.

”

New guide on leasing for community groups

A new VicSport guide developed to help community organisations better understand lease and hire agreements is now available for download.

The publication has been written particularly with sports groups and clubs in mind, but is widely applicable to any community organisations wishing to clarify their responsibilities as leasing organisations.

The guide looks at the definitions and details of lease, licence and hire agreements, as well as a variety of terms used in these agreements, including the types of indemnity clauses that might be included.

The third part of the guide examines the group's rights and responsibilities as a lessee, while the fourth section looks at the group's responsibility to comply with legal obligations such as liquor licensing, food safety, WorkCover and occupational health and safety.

The guide also includes a large section on insurance, along with four case studies or examples of documents with particular relevance to sports and recreation clubs, including a match day and training session checklist, and a sports ground inspection form.

The document can be downloaded by following this link: <http://tinyurl.com/2dk49r>.

Changes to tax deductions, gift funds documented

The Australian Tax Office has released a new version of its GiftPack guide, which provides information on tax-deductible gifts for organisations and donors.

The guide has been updated to take into account recent changes to the tax law.

[Click here](#) to download the new guide, or [here](#) to access the ATO's newly updated Frequently Asked Questions page on gift funds.

Victorian review eases the regulatory burden on cake stalls, sausage sizzles, fêtes, canteens

The burden of food safety regulations facing many Victorian community organisations is to be lightened after a review of the rules was completed in January.

As part of the *Simplifying the Menu: Food Regulation in Victoria* review, the State Government has agreed to focus its regulatory efforts on more "high-risk" activities – such as food handling and service to vulnerable groups.

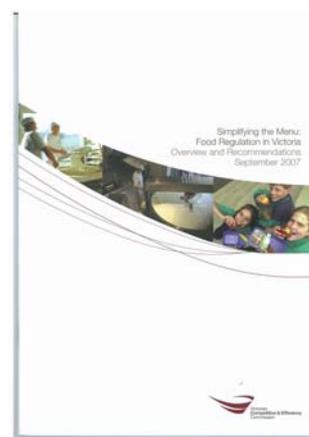
This means it will streamline and reduce the regulatory burden placed on lower-risk operations such as cake stalls, sausage sizzles, school fêtes and school canteens.

Under the changes, groups looking after these low-risk operations won't require a food safety plan. Record-keeping and educational requirements linked with these activities will also be simplified.

In a further key change, an assistance package will be developed for kindergartens to help them comply with food regulations.

The changes, which are to be phased in over the coming 12 months, aim to clarify regulatory requirements, and provide greater consistency in the implementation of regulation.

For more information on the changes, or to download a copy of the review, visit: www.vcec.vic.gov.au.



[Back to Top](#)

10. Trend Watch: She who pays the piper ...

Save the Children UK has reportedly appointed a director to work with the “new generation of philanthropists who want to be involved in the causes they support and to see tangible returns for their largesse”.

The *Financial Times* reports that the move reflects the growth in venture philanthropy by entrepreneurs who are happy to give their money, but only if they can also offer their expertise.

In Australia, CEO of Philanthropy Australia Gina Anderson has noted a similar trend. In the latest edition of *Australian Philanthropy* she writes that increasingly well-informed, sophisticated and confident donors are “unlikely to remain hands-off and assume that good intentions will lead to good outcomes.

“They demand a greater focus on the impact, value and effectiveness of philanthropy, and in some cases will wish to apply their own business skills to assist the organisation or project to which they are donating.”

While there's nothing new in not-for-profit organisations having to work hard to keep donors happy, this new breed of active, demanding donors may well necessitate the need for some new processes. One to watch.

[Back to Top](#)

11. Thumbs Up – Sharing good news stories from the community sector



THUMBS UP to the Housing Resource and Support Service, whose work has been recognised through a range of accolades during 2007.

The Support Service, which works with people of all abilities who wish to live independently in the community, was recognised by several state and national awards during 2007:

- The organisation won a Diversity@Work Women's Leadership Award in recognition of its successful inclusion of women at all levels of the organisation – consumers, workers and on the board.
- Its board chair Debra Dean won a Leadership Victoria Award in recognition of her work to make society more accessible for people of all disabilities.
- The organisation's finance manager Olga Nowatschenko received a National Disability Services' Distinguished Service Award recognising her work in overseeing enormous growth in the service, and in particular her role in developing a new service delivery model for the organisation.
- And managing director of the Housing Resource and Support Service Marija Groen received a Certificate of Recognition in the Victorian Government's Bar None Awards in recognition of her leadership of the organisation and her proactive role in housing for people with disability and with women in leadership roles.

Find out more about the Service at www.hrss.com.au.



THUMBS UP to conservation project volunteers in Tasmania for earning the praise of Minister for Tourism, Arts and the Environment Peter Mooney for the contribution they are making to conserve Tasmanian reserves – and Thumbs Up too to Mr Mooney for expressing his gratitude so publicly.

At a celebration of the volunteers' work held in December, Mr Mooney said there were 63 volunteer groups and 600 individual volunteers in the north of Tasmania alone.

He said volunteers contributed more than 20,000 hours per month in that part of the state to conservation gains the Parks and Wildlife Services (PWS) could never deliver on its own.

“Volunteers participate in activities as diverse as operating the Tamar Island Wetlands Centre to weed management and revegetation on coastal reserves and remote islands,” he said.

“In holding this event we wanted to publicly recognise the significant contribution made by volunteers and highlight the value the PWS places on relationships with the local community,” he said.

“We'd also like to highlight the fact that we value each and every volunteer, regardless of the size of the project.”



Finally, **THUMBS UP** to Queensland group Thuringowa Brass Band which has achieved impressive grantseeking results over the past 12 months.

The organisation received grants funding to the value of nearly \$36,000 from three sources during 2007, which is great news for the band, and for its local community.

Tell us about your successes so we can help to spread the good news. Email details of your achievements to kathyr@ourcommunity.com.au

[Back to Top](#)

12. Community Classifieds – notices, offers, awards & giveaways

TO GIVE AWAY: Office equipment (NSW)

The Royal Flying Doctor Service (South Eastern Section) has various items of used office furniture and equipment to give away to not-for-profit organisations. Items include:

- Wooden and laminate office desks (1 x corner desk wooden, 3 x corner desks grey, 3 x rectangular desks grey)
- 4 x office chairs
- 2 x visitors chairs
- 2 x laser printers (with black and white toner)
- 7 x 3-draw and 3 x 4-draw filing cabinets
- 3 x credenzas (small side desks)
- bookshelves (1 x 4-shelf black and 2 x 2-shelf grey)
- small computer desk (wooden laminate)

Goods must be picked up from the RFDS office in Sussex Street, Sydney. For expressions of interest and photos please call Natasha Griffin, Relationships Coordinator on (02) 9941 8850 or email natasha.griffin@rfdse.org.au.

SHARE THE KNOWLEDGE: Collection tins (National)

Community groups across Australia are keen to find out options for purchasing or hiring collection tins for use in fundraising appeals.

Groups are keen to know where they can find both reusable tins (perhaps with a screw-off top?) and disposable tins in all states of Australia.

Email your thoughts to kathyr@ourcommunity.com.au.

TO GIVE AWAY: Shoes (National)

A popular Australian surfwear brand has an ongoing source of hundreds of shoes per year to give away to a not-for-profit organisation that might be able to use them – the only catch is they come as singles, rather than pairs.

Quiksilver Australia receives up to 100 ladies right-foot shoe samples three to four times a year, which they are willing to pass on to a good cause. Sizes vary, however they mainly come in sizes 7 or 8.

Amputee support organisations, hospitals or even art projects are among the groups that might be able to take advantage of the offer.

Groups that may have a use for the shoes can contact Quiksilver Australia's Eloise Gannon in Torquay, Victoria, by emailing Eloise.Gannon@qsilver.com.au or telephoning (02) 5261 0246.

TO SHARE: Office Space (VIC)

Are you are a small group looking for office space within a vibrant Victorian community of social change, environmental and self-help groups?

Ross House in central Melbourne currently has vacancies of:

- 57m²: suitable for more than five workstations. Room has natural light.
- 25.5m²: Suitable for up to three workstations.

Centrally located in Flinders Lane, Ross House provides office space at below market rates, including overheads, to more than 60 diverse community organisations. Rent is on sliding scale of fees and is determined by floor space taken and the organisation's size.

For details contact Stella Glorie at Ross House on (03) 9650 1599 or stella.glorie@rosshouse.org.au.

WANTED: Community Bus (VIC)

A youth service in Carlton, Victoria is seeking the use of a small bus (22-seater) on Sunday between April and August.

The bus would be used to ferry young people to soccer games and, if possible, also for training during the week.

For further information please contact Jai from Carlton Parkville Youth Service on (03) 9347 3600.

TO GIVE AWAY: Telephone System (VIC)

Compassionate Friends Victoria has a second-hand Commander telephone system that is superfluous to its requirements that it would like to donate to another community organisation.

The system has four lines, eight stations, and comprises seven standard handsets, and one 'Command' Handset.

Interested groups should contact Paul Gadsen by phoning (03) 9888 4034 or email to paulg@compassionatefriendsvictoria.org.au.

SHARE THE KNOWLEDGE: Databases (National)

Our Community has received a number of inquiries from members about the sort of databases small to medium community groups are using and the ones they've found most useful.

In particular, members are interested in hearing about customer relationship management databases.

Do you know of a flexible, reasonably priced, easy to use software option?

Email your suggestions to kathyr@ourcommunity.com.au.

SEEKING: community groups in need of corporate volunteers (NSW)

United Way Sydney has a Corporate Connect Volunteering Program which creates opportunities for community organisations in the Sydney metropolitan area to benefit from corporate volunteer groups.

Projects are fully managed by United Way Sydney and include projects such as backyard blitzes, community barbecues, social support, vacation care and more.

The organisation is currently seeking new projects within the community sector. If you are a community organisation and think you could benefit from the Corporate Connect Volunteering Program, visit the website at www.unitedwaysydney.com.au and complete an expression of interest form.

United Way Sydney will work with suitable organisations on development of projects.

NOMINATIONS SOUGHT: Environment Day Awards (National)

The United Nations Association of Australia is seeking nominations from community groups and schools for the World Environment Day Awards – a national program which recognises groups and individuals that work to protect, manage or restore the environment.

Businesses, local governments, community groups, individuals, schools and the media are all eligible to apply for an award.

In recognition of the 2008 United Nations World Environment Day theme – ‘Kick the Habit: Towards a Low Carbon Economy’ – this year’s awards will focus particularly on opportunities for countries, companies and communities to “de-carbonise”.

Nominations are open now and close on May 2. For criteria and nomination forms go to www.unaavictoria.org.au.

SEEKING: Office space (VIC)

Our friends over at Hootville – the media and communications not-for-profit specialists – are looking for new digs, preferably around the inner-Melbourne suburb of Prahran.

Hootville is seeking 70-100 square metres – enough for four to six staff – plus meeting space and the usual facilities.

Hootville Mayor Brett de Hoedt says they’d rather pay a church, school, community group or a larger not-for-profit rent than a traditional landlord.

If you have space that fits the bill, email Brett by [clicking here](#).

[Back to Top](#)

13. Top Five – things your website has to have

1. Your mission statement

A good mission statement should be able to be taken in by the reader in the one and a half seconds a casual visitor generally stays on one site before moving on. No scrolling down, no fancy fonts; you have to grip.

2. A good story

Tell the eternal story; a person is in trouble, somebody gives your organisation money, you fix the problem. Ta [dah!](#)

3. Pictures

“And what is the use of a page,” thought Alice, “without pictures or conversations?” and she followed the White Rabbit on to someone else’s website.

4. Information

It’s not all about you. Work out what your target audience needs to know and put the information up there so that when they’re looking for it they’ll have to come to you.

5. A donations button

On every page, as well as details of how to get more information or volunteer.

[Back to Top](#)

14. Good Moves – community jobs & board/committee vacancies



Good Moves :: Jobs Bulletin

www.ourcommunity.com.au

JOB VACANCY LISTINGS (Paid Positions)

Australian Capital Territory

Job Title	Organisation	
Executive Officer	Australia 21 Limited	Details

New South Wales

Job Title	Organisation	
Donations Coordinator	Prostate Cancer Foundation of Australia	Details
Financial Controller	ISIS (Asia Pacific) Pty Limited	Details
Corporate Relations Co-ordinator	Make a Wish Australia	Details

Queensland

Job Title	Organisation	
Treasurer - volunteer role	Noah's Ark Resource Centre (Qld) Inc	Details
Eating Issues Therapeutic Support Worker	Isis - Centre for Women's Action on Eating Issues	Details

Victoria

Job Title	Organisation	
Sports Trainer	Sandown Cobras Football Club	Details
Space for Active Play Senior Project Officer	Heart Foundation	Details
Senior Financial Accountant	Make-a-Wish Australia	Details
Administrative Officer	Victorian Association for the Teaching of English	Details
Policy Officer	Women's Health Victoria	Details
Service Coordinator	Vision Australia	Details
Coordinator of Volunteers	Vision Australia	Details
Office Manager	Community Services and Health Industry Training Board	Details
Service Coordinator	Vision Australia	Details

Western Australia

Job Title	Organisation	
State Manager - WA/SA	Make-a-Wish Australia	Details

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	
Treasurer	Manly Community Centre	Details
Treasurer, General Board Member	Stars With Heart	Details

Queensland

Job Title	Organisation	
Treasurer	Cochlear Implant Club and Advisory Association (CICADA) Queensland	Details

Victoria

Job Title	Organisation	
General Board Member	Spanish Latin American Welfare Centre Inc (CELAS)	Details
Treasurer, General Board Member, Membership Secretary	Meniere's Support Group of Victoria Inc.	Details
Treasurer; Secretary	Kids Plus Foundation	Details

Western Australia

Job Title	Organisation	
Chair	GAIN Inc (Gynaecological Awareness Information Network)	Details

www.ourcommunity.com.au/jobs

www.ourcommunity.com.au - Good Moves Newsletter

Your best choice to find and advertise a job

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

NOTE: Board vacancies can be placed free – go to www.ourcommunity.com.au/boardmatch to find out how

15. Fast Forward

If you found this newsletter helpful, please feel free to send it on to your friends and fellow community groups in your area. People can sign up to receive their own copy at 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" and a direct link to the www.ourcommunity.com.au site if on a webpage.

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

16. 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 – 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

Read more about us at www.ourcommunity.com.au/aboutus.