

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

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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](#).

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I. Community View: Saluting Our Community Treasurers



By Rhonda Galbally AO
CEO

Hundreds of thousands of Australian community groups at all levels and of all sizes rely on the unpaid and unsung labour of honorary treasurers.

From the treasurers who nut out their budgets on the kitchen table to those overseeing teams of professional accountants, these are the people that have the responsibility of keeping their community organisation's finances running, flourishing, and keeping to the straight and narrow.

And what thanks do they get for it? Precious little. Community treasurers have been Australia's unsung heroes. Until now.

The Westpac Community Treasurers' Awards provide the opportunity for you to say thanks to your group's own treasurer and acknowledge how important their work is to the survival of your group, and the health of the community sector as a whole.

A good community treasurer

1. Ensures good financial management by keeping financial procedures tight and keeping the books in order
2. Ensures good financial governance by keeping the board/committee informed and involved in the process of budget development and review
3. Ensures good financial outcomes by developing the organisation's fundraising capacity sustainably across a range of sources.

And that's only the beginning. It's the treasurer who deals with the affairs that can actually bring the organisation crashing down.

It's the treasurer who's expected to be able to anticipate revenue shortfalls, like rain on the day of the fête, or increased expenses, or having the clubhouse hit by a meteor.

It's the treasurer who has to put in the work to fix hard figures around the airy plans that the committee throws up.

It's the treasurer who has to tell the other people on the committee that the financial situation means that they can't do what they want to.

It's the treasurer who has to be able to break complicated financial operations down into easily understood words of one syllable or less.

It's the treasurer who has to pull together the budget each year, taking in the more or less educated guesses of everybody else in the organisation about what's coming in and trying to keep a rein on the more or less inflated sums that everybody else in the organisation wants to spend.

And if anybody thinks they can see a weakness in the budget guesses or the budget payouts it's the treasurer who gets blamed for it. Pity the poor treasurer!



Australian Treasurer Wayne Swan and Westpac CEO Gail Kelly at the launch of the Westpac Community Treasurers' Awards in Sydney

Some treasurers have paid staff to help with this, but many don't. Australia has 700,000 community groups, most of which have treasurers but only 35,000 of which employ staff. Most treasurers have to do it all themselves – teaching themselves basic accounting, double-entry bookkeeping, and computer spreadsheet technology, on the job, generally for free, with people looking over their shoulder and complaining about how long it's all taking.

To be a good treasurer you need not just expertise but patience, tolerance and a thick skin.

Most committee members don't really appreciate just how much tolerance it takes, and how much expertise, and how much skill.

Which is why I say that Treasurers are unsung.

And which is why I applaud Westpac for launching the Community Treasurers' Awards scheme.

This award gives Australian community groups the opportunity – and the financial incentive – to put their treasurer forward to receive the recognition they deserve.

Small, medium and large groups can all nominate their treasurers for the awards, which carry in each class \$5000 for their organisation and an impressive trophy for their own mantelpiece.

The runner-up in each class will receive a free place in one of Westpac's popular Beyond Survival financial seminars, and the second runner-up will receive a lifetime subscription to Our Community's EasyGrants database and newsletter, and the Raising Funds newsletter.

If you think your group's treasurer stands out among their colleagues, go to the Treasurers' Awards webpage – www.ourcommunity.com.au/treasurersawards – and download a nomination form. Entries close on September 10.

“The valuable work of community treasurers enriches the lives of many Australians – and it's work that often goes unrecognised.

In many instances they are the backbone of the local bushfire unit, the footy club or the surf life saving club and their efforts deserve to be heralded.

Their tireless efforts keeping the books means local sports participants or community volunteers can get on with what they are doing knowing the back office functions are being taken care of.

These new awards will also help highlight the importance of financial literacy, which is an important life skill for everyone.

It's my hope that they also help to establish community treasurers as great role models for the people in their organisations, particularly the younger members.

I'd like to congratulate *Westpac* and *Our Community* for their initiative in developing these Awards.”

- Australian Treasurer Wayne Swan



The banner features a woman in a red cape and goggles, holding a briefcase, set against a grey background. On the left, a red speech bubble contains the text 'Win \$5000 for your community group!'. On the right, the text 'Westpac Community Treasurers' Awards' is displayed in a large, dark blue font.

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2. Showing off your community, and your community group

We're always on the lookout for opportunities for Australian community groups – particularly the small ones – to increase their profile and showcase the work they do.

Here are three current examples:

(1) **For Your Eyes Only**

Young Australians can win up to \$3000 for a community group of their choice by entering the Your Eyes Only competition. To enter, young people aged 12 to 15 need to submit a creative piece of work that shows the positive things about their community through their eyes. Entries will be judged by a committee made up of young people from right across Australia. Entries need to be received by September 2, 2008. Find out more at The Foundation for Young Australians' website at www.youngaustralians.org or call (03) 9670 5436.

(2) **My Street**

ABC Radio National is holding a competition to unearth some great stories about Australian communities as part of its *Street Stories* program. People throughout Australia are being invited to tell the tale of their street using video, audio, images and/or text. The story can be recorded on a mobile phone, an MP3 player, a video or digital camera, or it could be a written description or a series of photos with captions. Entries will be uploaded onto the Radio National website and the producer of the best story will have the opportunity to work with a producer to record and edit a radio story about their street. Entries close on November 7 – visit www.abc.net.au/rn/streetstories/features/mystreet/ to find out more.

(3) **Our Community Photo Bank**

Our Community and Australia Post are working together to build up a gallery of photos that show the full extent of Australia's communities and the people who work with them. A total of \$5000 in cash prizes is available for photographers who upload images to the Photo Bank, and their nominated community groups. There are two prizes – one for the most popular photo, and another for the photo that best exemplifies the work of Australian community. The competition is open until October 22, but photos will remain on the Photo Bank indefinitely. Find out more and view existing photographs at www.ourcommunity.com.au/photobank.



Don't miss your chance to show the rest of Australia what's going on in your neck of the woods – and maybe win some loot while you're at it.

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3. Communities in Control 2008: speeches, wiki, online video and DVD

All speeches and presentations from the 2008 Communities in Control conference are now online and available for download.

This year's post-Communities in Control offering also includes video streaming of speeches by Parliamentary Secretary for Disability and Children's Services, Bill Shorten, and the CEO of National Indigenous TV, Pat Turner.

These are available free at www.ourcommunity.com.au/cic2008.

If you want a more permanent record of Communities in Control 2008 for yourself or your colleagues, don't forget you can purchase a DVD box set featuring all the speeches from the two-day conference on four DVDs. They're available for \$130 from www.ourcommunity.com.au/cicdvd.

Delegates and others with an interest in the community sector are also encouraged to contribute to the new Communities in Control wiki, which is designed to help formulate a community sector response to issues raised during the conference.

The wiki allows people to contribute their thoughts and ideas, and to see what others have contributed as well.

Wiki Main Page

If you've never used a wiki, here are some simple points to note:

- A wiki is a web page that anyone can easily edit using a web browser. The Our Community wiki is not moderated – any change you make will appear on the page for others to view.
- The wiki acts as a working document that is continually refined by the group editing process. All changes are tracked, though you'll have the chance to review your alterations before they are loaded onto the page.

- You can change the existing text, add new text, add web links, and make changes to the formatting and appearance of the text. You can also add a note when you make an alteration to explain why you have made the change.
- You are free to contribute anonymously, but it's preferred that you sign your comments with your name. To do this, click on "My Prefs" at the top right side of the page, right alongside where it says, "G'day, please tell us your name".

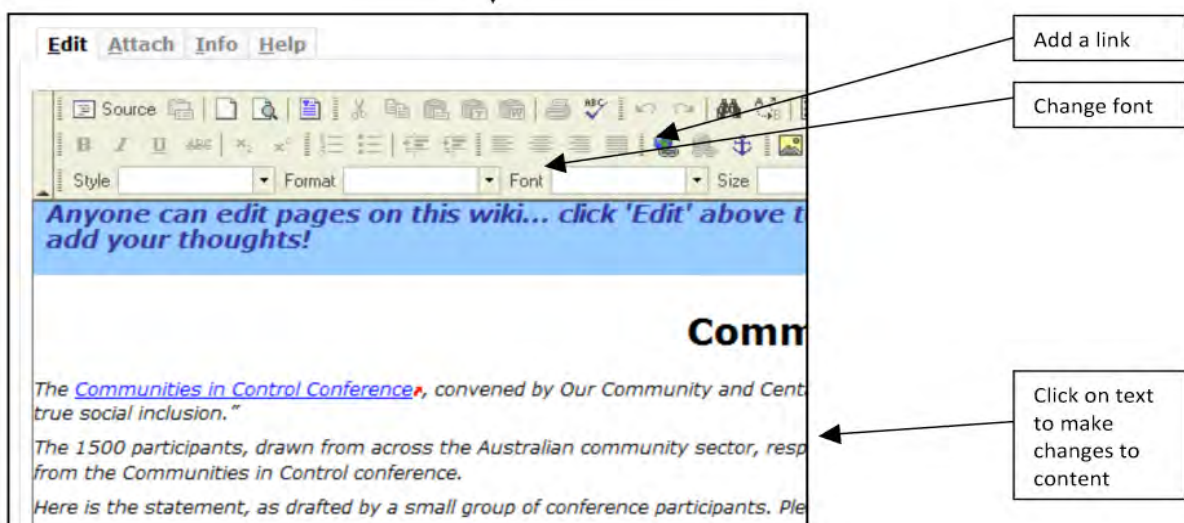
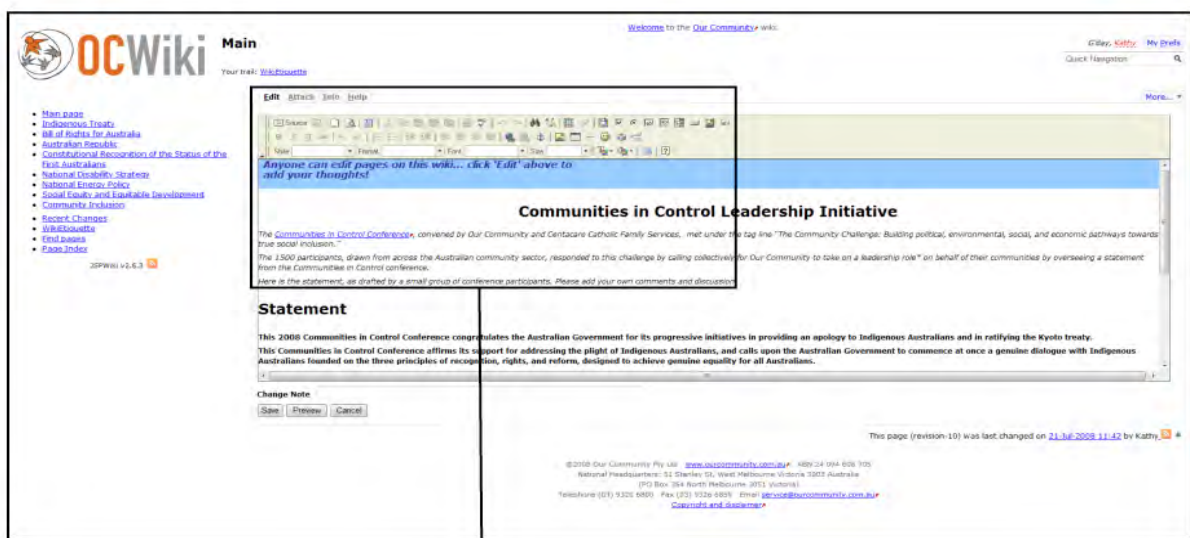
The Communities in Control wiki includes a main page describing the initiative and setting out a generalised statement for the Australian Government.

There are also pages on specific topics: an Indigenous Treaty, a Bill of Rights for Australia, an Australian Republic, Constitutional Recognition of the Status of First Australians, a National Disability Strategy, a National Energy Policy, Social Equity and Equitable Development, and Community Inclusion.

All aspects of these pages can be edited by clicking the "Edit" button in the top right corner of the page.

The wiki is online now at www.ourcommunity.com.au/wiki.

Demonstration of the Editing Function



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4. TRENDS: Taking digital from the fringe to the centre

A large UK heritage organisation has launched a five-year “e-engagement program” to reach its 3.5 million members, increasing the number of dedicated digital staff members from 3.5 to 25, according to reports.

The National Trust will spend £5 million (A\$10.25 million) on the new department over the next two years, and around £2 million (A\$4 million) a year thereafter to revamp the organisation’s digital offerings, according to *UK Fundraising*.

The move, which follows a year-long review of the organisation’s digital communications, will see digital media become more closely aligned with membership, fundraising and other important organisational functions.

The first phase of the program will involve setting up a user-friendly content management system, creating a members’ extranet with self-service functionality, and piloting user-generated content.

National Trust member and visitor marketing director Luke Whitcomb told *UK Fundraising* that the organisation’s web team had traditionally operated on the fringes of the marketing department and struggled to meet the demands of the organisation.

“Yet at the same time, our research showed that both our members and non-member visitors to Trust properties were well above national averages in their ownership and use of digital technology,” he said.



Food for Thought: How tech-savvy are your members, donors and supporters? How close to the centre of your organisations are your digital communications? Should they be brought in closer?

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5. Not-for-profit regulations under review

As we noted in the last issue, the Federal Government has approved a senate inquiry to investigate

1. The relevance and appropriateness of current disclosure regimes for charities and all other not-for-profit organisations;
2. Models of regulation and legal forms that would improve governance and management of charities and not-for-profit organisations and cater for emerging social enterprises; and
3. Other measures that can be taken by government and the not-for-profit sector to assist the sector to improve governance, standards, accountability and transparency in its use of public and government funds.

This month we take a look at some of the ways that this inquiry could play out.

A step forward

Our Community is very much in favour of a broad approach to reforming the law in this area, looking not just at disclosure regimes but also on the wider issues of regulation.

All previous attempts at reform have gone down in flames but one reason for optimism this time might be that the ATO is reconsidering its options in the light of several recent defeats in the courts.

The ATO failed in *Commissioner of Taxation v Word Investments Limited*, where it was attempting to say that the fact a business was being run by a charity to raise funds didn’t mean that the business could claim a charitable exemption. The court said it could.

The ATO has now lost again, in *Victorian Women Lawyers' Association Inc v Commissioner of Taxation [2008] FCA 983*, where it was trying to convince the court to take a narrow view of what was 'charitable'.

In order to be charitable, the group's purposes must be both "beneficial to the community" and "within the spirit and intendment of the preamble to the Statute of Elizabeth" (that's not this Queen Elizabeth, mind you, it's her first cousin fourteen times removed, Elizabeth 1, as played by our Cate).

The ATO said that not all purposes which are beneficial to the public are in fact charitable, and, specifically, that the Lawyers' Association's object "to work towards the reform of the law" was not charitable.

But Justice French did not agree, saying:

147 In my opinion, VWLA's principal purpose was to remove barriers and increase opportunities for participation by and advancement of women in the legal profession in Victoria. ...

148 It was established to overcome a well-known social deficit, namely the substantial under-representation of women in the legal profession, in its upper reaches and in the judiciary. Having regard to the social norms reflected in the Sex Discrimination Act, cognate State legislation and Australia's membership of the Convention for the Elimination of all Forms of Discrimination Against Women, that objective was a purpose "beneficial to the community".

It has to be said, though, that the situation remains anything but clear. As Justice French said,

117 The question whether the purpose of an organisation is "beneficial" or of "service" to the community ... may sometimes rest upon an uncertain and shifting foundation. The line between an object directed at legitimate educative activity compared to illegitimate political agitation is a blurred one, involving at the margin matters of tone and style.

If we want anything like certainty, we'll certainly have to change the law.

It also has to be said that the siren hasn't gone yet. The ATO has yet to decide whether to appeal, and until they decide you'd be well advised to hang back from claiming any rights based on this judgment.

Still, it's better to be ahead at the start of the final quarter than to be trying desperately to catch up.

A leap forward?

If the government really wants to increase fundraising for the public good, and we have to assume it does, it might look at what the British Government did, which was to subsidise donations from the public – a scheme called Gift Aid.

Gift Aid is complicated, but the basic mode is that

Any cash donations that the taxpayer makes to the charity after making a declaration are treated as being made after deduction of income tax at the basic rate (22% in 2006/7), and the charity can reclaim the basic rate income tax paid on the gift from HMRC. For a basic-rate taxpayer, this adds approximately 28% to the value of any gift made under Gift Aid.

If you donated \$10, the government would make it up to \$12.80. That really made a difference.

More recently, and closer to home, Singapore has just brought in a provision that their equivalent of Deductible Gift Recipients (DGRs) get DOUBLE tax deductibility – you can deduct twice the amount of your donation. That would be something to aim for!

Think of the boost something like that would be to your fundraising.

Take action

These are things you might want to bring up when you're making your submissions to the inquiry (you are going to make a submission, aren't you?)

While you're at it, make sure you tell the government what you think about the shameful fact that only around 20,000 of the more than 700,000 fantastic community groups around Australia have access to the benefits of tax-deductible status.

Demand a change to the law. There's no reason not to go for gold here.

The background paper can be viewed [here](#).

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6. Peaks and Umbrellas: Help us spread the word!

If you are a peak body or an umbrella organisation, now's the time to make sure that all your branches, sub-groups or affiliates get listed in the Our Community community organisations' directories.

The community connection project 'Join In, Join Up!' will soon be launched with a flurry of publicity. This is a unique opportunity for community groups around Australia to find new members and supporters – **but they can't get the benefits if they're not in the directories.**

Encourage your groups to visit the sign-up page at www.ourcommunity.com.au/signupdirectory and sign up now for free via the secure sign-up process.

Let's remind you why it's urgent that you pass the message on.

In April we revealed that Our Community is uniting with The Pharmacy Guild of Australia, the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and Telstra on the '**Join In, Join Up!**' project.

Recognising the potential of The Pharmacy Guild of Australia's 5000 community pharmacies across Australia to be major resources for the community, we're aiming to get the message out to as many people as possible of the huge health benefits that joining a community organisation can have.

Pharmacists and pharmacy assistants will be able to help people 'get connected' with a great community group in their local area, acting as a link between the public and the community organisations listed on the Our Community community organisations' directories.

'Join In, Join Up!' web pages will soon be added to the Our Community website, providing a range of resources on finding a community group to join or making your group more inclusive. In addition, someone visiting a community pharmacy can pick up a leaflet, watch a community service ad, talk to the pharmacy staff about the benefits of joining a community group, and obtain details of community groups they may be interested in.

In order to ensure that all branches of your organisation are represented they need a listing in our directory.

Please encourage your colleagues to take a few minutes to create a listing today. Don't let them miss out on the opportunity offered by the 'Join In, Join Up!' project to share your organisation's great work with a wider audience. Make it easy for people to find you, find out more about what you do and support you.

- Sign up now at www.ourcommunity.com.au/signupdirectory
- View the current directory at www.ourcommunity.com.au/directory

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The Australia Post, Our Community Photo Bank Awards



Celebrating Our Community



\$5000 in
prizes for the
best photos



VISIT

www.ourcommunity.com.au/marketing/photobank
to find out how to participate



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7. Our Community Hero – Trevor Brown

Congratulations to this month's Community Hero, Trevor Brown, an innovator, businessman and partnership builder who is really putting his money where his mouth is in his Blue Mountains community.

Trevor's nominator, Paul Grigg, writes:

"Eleven years ago Trevor established Respite Tours at Lawson in the Blue Mountains of NSW, a registered charity, to provide an alternative to centre-based respite care for people with acquired brain injury and intellectual disability. This provides holiday tours and day trips. Respite Tours has become so popular that they are always fully booked with a long waiting list.

"Another of Trevor's community projects is the Younger People in Nursing Homes Project. This project provides two social and recreational programs a week for approximately 30 younger people that currently reside in aged care facilities. With little or no access to age appropriate activities, the Younger People in Nursing Homes Project provides a consumer driven program. As the participants decide the direction and activities of the program, this always ensures it meets their needs and remains age appropriate.

"As there has been no government funding to date, Trevor turned his trade as a kitchen manufacturer to personally fund these programs. He established GWH Kitchens in Lawson and gives 100% of profits from this business to fund these community programs.

"He has personally inspired other members of the Blue Mountains business community to contribute to these projects and has established community partnerships with approximately 40 local businesses that now help support Respite Tours and the Younger People in Nursing Homes Project. Trevor was also the winner of the Blue Mountains Business Advantage Awards, Employer of the Year after being unanimously nominated by his staff.

"Trevor gained his inspiration through personal hardship. At 19 years of age he contracted viral encephalitis and was in a coma for some time. After he awoke he was left with no memory of his former life or family. At that time in his life he was given little hope of ever achieving much and his parents were offered the chance to house him in a nursing home. Since then, Trevor has achieved so much personally and in our local community and he is recognised throughout this region as one of our greatest local heroes."

Trevor will receive a Community Heroes certificate, a selection of Our Community books and a 12-month subscription to a range of Our Community newsletters. 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.

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8. Lead. Learn. Inspire. Achieve.

The Australian community sector is rapidly changing. Expectations are intensifying, the involvement of volunteers is changing, the pressures on management and governance bodies are increasing, funding models are evolving – it can be a daunting challenge to keep on top of it all.



The Australian Institute of Community Practice Governance (AICPG) – Our Community's training arm – has developed a suite of affordable, practical training to help community sector staff, volunteers and supporters keep abreast of their responsibilities and learn how to lift their organisation from ordinary to extraordinary.

All training is delivered by experienced, engaging community sector practitioners, and has been road-tested in the field to guarantee its relevance and applicability at the coalface.

The AICPG has now released a brochure detailing all training opportunities being undertaken during the second half of this year.

The brochure includes a handy calendar detailing topics, dates and venues for training being held around Australia from July to December this year, and content details about each session on offer.

Training opportunities include:

- The Certificate IV in Business (Governance)
- Intensive Winning Grants Seminars
- Intensive Community Fundraising Seminars
- Making Meetings Work Seminars
- Killing Me Softly: The Conflict Resolution Seminar
- Secrets of Successful Boards Seminars

Community sector workers, volunteers and supporters who take part in AICPG training receive:

- Access to key conferences, seminars, workshops and training courses delivered in a range of locations, durations and settings to suit every learning need and style
- A range of back-up resources – help sheets, books, newsletters and online tools – to ensure the classroom door is never closed
- Acknowledgement of your participation, including Associate Membership of the Institute for those completing a half-day workshop or full-day conference, and full Membership for those completing the Certificate IV.

To download the brochure go to www.ourcommunity.com.au/aicpg.

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9. Marketing Guru

How do I get state-wide media to take notice of local issues?

This is a common challenge for many locally-based community organisations which are able to hit the headlines successfully in their local area, but struggle to match this local publicity on a state basis.



The key is to make the issue relevant to the audience you are targeting; in this case, the entire state.

Make it very clear how your local issue is relevant to other parts of the state. Is it opposition to certain types of development, the destruction of parks or wetlands, a shortage of public housing, a legal hiccup or government decision that could affect many?

Think of the local issue as an example or case study of the wider problem. Show how it could impact on communities across the state.

Without this type of wider relevance, hopes of wider media coverage are slim.

Of course, there is also a much greater level of competition for coverage at a state level. You'll have to work that much harder to gain coverage.

So, in addition to a great hook, it is almost certain you will need to organise good visual opportunities for photos (print publications) or footage (TV).

Staging an event, protest or some other attention-grabbing activity is one way of doing this. If you do go this route, try to stage your event on a weekend, preferably a Sunday when there's less competition.

Does it strengthen or weaken my brand to use a new logo in a merchandising program – plastering it on merchandise of relevance to the organisation?



The classic answer here is: "It depends".

It is very important that your logo is used thoughtfully and in context, not gratuitously or in a way that denigrates or cheapens your organisational brand.

Generally speaking, if you are going to use your group's new logo on merchandise, there are some basic rules to follow:

- **Show restraint** – Don't fall into the trap of putting your logo on everything. Pick and choose your targets in terms of what the most number of people will see, and what people will hold on to the longest.
- **Not too large, not too small** – Jumbo-sized logos on merchandise look cheap. Too small, and no-one will be able to see it. Use a medium-sized logo that doesn't overwhelm the item it is placed on.
- **Convey a message** – Where possible, convey your message with your logo. Does your group have a short slogan, catchphrase or tagline it can use in conjunction with the image?

Respect your logo like you do your group's good name and reputation. Your logo is an expansion of your group and its brand – damage it, and you run the risk of doing the same to your group and brand.

The Marketing Guru is an initiative of the Marketing, Media and Post Centre, the online resource for community organisations provided by Our Community and Australia Post. Send your questions to guru@ourcommunity.com.au.

WIN \$1000 CASH !!

Your community group could win \$1000 just by visiting the online Media, Marketing & Post Centre and telling us about your marketing and mail experiences.

It couldn't be easier!

Each quarter six survey participants will receive a cash prize of \$1000 for their community group – go in the draw now by going visiting the site at www.ourcommunity.com.au/mmp

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10. IDEAS YOU CAN STEAL: Making the most of your fifteen minutes of fame

Victorian group [Beyond Disability](#) has cashed in on some recent high-profile publicity, generating about \$2000 in online donations after a story appeared in Melbourne's *Herald Sun* newspaper in June.

The story looked at how the group had helped a 14-year-old with a neuromuscular disorder by providing him with a modified, voice-activated laptop computer.

Beyond Disability – which provides in-home support, information, resources and equipment for people who are housebound or face mobility problems – has worked very hard over a long period of time to gain this type of exposure; but the benefits were immediate.

In an interview for the August edition of Our Community's *Raising Funds* newsletter, Beyond Disability's CEO Richard Stubbs shares some secrets to success for groups wishing to get their name into the media spotlight.

Among the most valuable lesson for smaller groups is to get prepared.

Beyond Disability had its online donation facility – provided through Our Community's [Australian Giving Centre](#) – up and ready to go long before it got itself into the public eye.

When the media finally came knocking, that preparation paid off handsomely.

Richard Stubbs' interview will appear in the August edition of the *Raising Funds* newsletter, along with a special feature about the interesting – and sometimes controversial – topic of face-to-face fundraising.

Plus there will be all the usual features – the Template for Success, Great Ideas that Make Money news, resources and more. [Click here](#) to find out more or subscribe.

Australian Giving Centre update

A big month of donations during June helped push donations to the Australian Giving Centre over the half a million dollar mark – yet another record month.

Around \$7.8 million has so far been donated through the Giving Centre, a free service provided by Our Community with the support of Westpac.

Make sure your group is part of the action by signing up at www.ourcommunity.com.au/receivedonations.

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11. COMMUNITY CLASSIFIEDS – Notices, Offers, Awards, Giveaways & Tips

WANTED: case studies

Research Australia Philanthropy is currently seeking interesting case studies that illustrate how philanthropic support benefits health and medical research.

The organisation, which is a national not-for-profit alliance of organisations and companies that are committed to making health research a higher national priority, is seeking stories from both grantmakers and grantseekers.

For further information about contributing your case study, please contact Jessica Gilbert by email to jessica.gilbert@researchaustraliaphilanthropy.org or telephone (03) 9662 9420.

TO GIVE AWAY: Microscope

A Melbourne-based individual is looking to give away to a community group a high quality microscope. The microscope comes complete with a leather case.

Contact Denis via email to denism@ourcommunity.com.au.

WANTED: tenants – Melbourne CBD

International Social Service (ISS) has 38.51 square metres of modern office space available for rent, next door to its Melbourne office, located at Level 2, 313-315 Flinders Lane. The premises are available for immediate occupation.



The space consists of two adjacent, light-filled, offices with their own entrances. Office 1, which is divided by a partition wall, is 25.72 sqm, while office 2 is 12.79 sqm.

ISS is a child and family welfare organisation and the organisation is ideally seeking a like-minded community organisation that would value the opportunity to be co-located with an established NGO. They will consider letting the offices separately but a single tenant is preferred.

The rental is \$330 per week for both offices or \$220 / \$110 if the offices are leased separately. The rent includes electricity, water, cleaning and use of shared kitchen and bathroom facilities. Photocopying by the page is also available.

To arrange an inspection, please contact Maria Brett on 9614 8755.

WANTED: extraordinary stories

Do you have an extraordinary tale to tell? Could the way you live your life inspire someone? Do you deal with a severe illness or situation which others thought would beat you?

Or do you know someone who has beaten the odds, and whose courage and spirit in the face of adversity should be heralded?

A documentary maker is looking for ordinary people who live with a severe disability, illness or setback that could easily have had them beat.

They are particularly keen to hear from people who can talk about the highs and lows of their life with honesty and humour.

The resulting documentary series will delve into the everyday lives of these extraordinary people.

For more information please contact Esther at factual@renegade.com.au.

Become a savvy spokesperson

Media and communications specialists Hootville Communications will be holding Savvy Spokespeople 101 workshops in Melbourne and Sydney during August.

The workshops are designed to give media spokespeople and cause ambassadors the knowledge and skills to become credible, informed, confident and persuasive communicators.

The workshops, which are designed specifically for not-for-profits, will be held from 1pm to 5pm on September 11 (Melbourne) and October 1 (Sydney). They cost \$500 plus GST. Numbers are limited to eight per workshop. For more information go to <http://hootville.com/savvyspokes.shtml>.

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12. Community Briefs

Have your say on 'community wellness'

Community organisations in Melbourne and its immediate surrounds are invited to express an interest in becoming expert contributors to a new community sector survey.

The initiative will include a twice-yearly survey of community organisations that will seek to identify key strengths, weaknesses, issues and concerns facing the community sector locally.

Over time, it's hoped that the results will become an important resource for the development and provision of services for community organisations.

Take this opportunity to have a voice! To express an interest in participating in the survey, send your details to louisemt@ourcommunity.com.au.

Calculating community sector value

We at Our Community believe that conventional calculations tend to undervalue the work done by community groups.

If a government agency wants, say, to outsource the delivery of meals on wheels it will certainly measure (1) how much the service would cost if run by (a) government, (b) the private sector, and (c) the not-for-profit sector.

The agency might well go on to measure (2) how well the service was delivered by each sector (number of meals, tastiness, etc).

But it is highly unlikely to measure (3) added value – increased social capital, better health for volunteers, greater social trust, and improved community capacity, among other things.

In the UK, this problem has at least been raised – but, regrettably, not addressed fully. On the face of it, the outcomes seem gloomy. The [first-ever parliamentary select committee report](#) on the third sector has reported that it "has been unable to corroborate the claim that third sector organisations can deliver services in distinctive ways which will improve outcomes for service users".

Unfortunately, this is less a research finding than a straightforward confession of ignorance. It's not that they've found there is no such distinctive added value, it's just that there are no studies that show this, because nobody's ever put in the work needed to find out.

The evidence is simply not there to judge conclusively whether there are shared characteristics across all third sector organisations, arising from their commonality of origins or ethos, which might make them particularly suited to the provision of public services. Indeed, there is widespread consensus that this evidence base does not yet exist.

The claims are 'anecdotal' – to which the only response is well, duh, yes, underfunded not-for-profits haven't put huge sums into conducting complicated large-scale scientific social assessments, and penny-pinching government agencies haven't allowed enormous amounts for this purpose in their evaluation contacts.

We have state-wide correlations between social connectedness and low crime rates, we have project-level assessments of individual not-for-profit initiatives, and we have little in between.

More research is needed; unfortunately, the UK report doesn't suggest funding any.

Thumbs Up



Australians are getting a thorough immersion in comparative religion this month. We've had World Youth Day, which has seen archbishops, priests and the pontiff himself having been given temporary celebrity status and a chance to get their message across.

On a smaller scale, Melbourne's Deer Park mosque is organising an open day, organised by the Australian Intercultural Society, to be held on Sunday July 27 to allow people from across Melbourne to meet Muslims and learn about the structural and spiritual elements of a Muslim place of worship, while having the opportunity to ask plenty of questions.

The two-hour program will encompass guided tours, which will allow people who have never been in a Mosque before (or perhaps even never met a Muslim before) to overcome the misconceptions and dispel the myths that all too often characterise Islam and Muslims. Traditional finger food will also be served.

"Such events are important as they allow individuals making up the culturally diverse backdrop of Australian society to learn about and understand each other," says Emre Celik, general coordinator of the Australian Intercultural Society.

"The Mosque Open Day presents a forum to effectively educate the wider community about the teachings of Islam in the hope that misunderstanding and prejudice is overcome. Participants will have the opportunity to learn through interaction and personal engagement with members of the Muslim community."

If you miss that one, though, Mosque Open Days are held throughout the year at various points throughout Melbourne.

For more information about the Deer Park open day, as well as details on other opportunities for interfaith dialogue, go to www.intercultural.org.au.

Calling all council grants managers

Are you a council officer who has grantseeking responsibilities on behalf of council or manages incoming grants to your council?

Our Community's director of training and development Patrick Moriarty would like to hear from you, with a view to investigating the possibility of setting up a professional network.

Send your details to patrickm@ourcommunity.com.au.

SHARE THE KNOWLEDGE: Stats to support funding submissions – can you help?

When it comes to compiling a top-notch submission for grant funding, it's vital to have access to the most recent relevant figures to back up your claims and demonstrate your need.

One of the newest additions to the Our Community website can help your group access these figures quickly.

The Statistical Tools page (www.ourcommunity.com.au/stats) provides a list of websites, web links and documents that can help you find the stats you need to back up your case.

Current links include:

- The Australian Bureau of Statistics' Census 2006 site;
- The Primary Health Care Research and Information Service, which has information, data and reports drawn from Australia's 100+ Divisions of General Practice;
- The Victorian Local Government Association's data source page – a one-stop shop for social statistics from all Victorian municipalities;

- VicRoads' car crash and road safety data;
- The Department of Immigration and Citizenship Settlement Database, which provides statistical information on migrants and refugees, and;
- The New South Wales Government Community Relations Commission Local Government Area statistics.

Many of these sites can also help your group generate statistics on a local government, state or national basis, meaning they can help you find comparative data across different states, towns or suburbs.

The Statistical Tools webpage will be regularly updated to include the newest and latest data sources available.

Help us make it better by letting us know about any statistical sources you know of that we might be missing. Send suggestions to chrisr@ourcommunity.com.au.

Free Brisbane Workshops

Brisbane-based community groups can access free Our Community fundraising and volunteering advice next month.

Brisbane City Council is running eight free workshops as part of its GivingCity project, which was established to build the resources and capacity of Brisbane-based not-for-profits.

Groups that attend one of the workshops will receive practical tools for developing fundraising strategies.

There will be a step-by-step guide to getting donations, examples of the way fundraising appeals should be conducted, and strategies to avoid.

The workshops will also focus on volunteering, with tools and ideas for recruiting, retaining and rewarding volunteers also to be provided.

Daytime and evening workshops will be held at the Primary Industries Building at 80 Ann St on August 19, 20, 26 and 27.

To register, go to www.ourcommunity.com.au/brisbaneworkshops.

Community Calendar: What's on in the community sector

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

August is a packed month for the Community Calendar, with no less than four awareness weeks – for anxiety disorders, cerebral palsy, continence and health bones – taking place from August 3-9, and four events – National Overdose Day, National Cardiomyopathy Day, Australia's 1st Unity Walk for Parkinson's, and Doctors for Doctors Day – all taking place on August 31.

Other events taking place over the next month include:

- **National Homeless Persons' Week:** August 1-7
- **Jeans 4 Genes Day:** August 1
- **Beijing Olympic Games Opening Night:** August 8
- **International Day of the World's Indigenous People:** August 9
- **International Youth Day:** August 12
- **Injury Free Day:** August 17
- **40 Hour Famine:** August 15-17
- **National Glaucoma Week:** August 17-19

- **National Science Week:** August 16-24
- **Children's Book Week:** August 16-22
- **Hearing Awareness Week:** August 24-30
- **Daffodil Day:** August 24
- **Speech Pathology Week:** August 24-30
- **Privacy Awareness Week:** August 24-30
- **Keep Australia Beautiful Week:** August 25-31
- **National Meals on Wheels Day:** August 27

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.

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



Good Moves :: Jobs Bulletin

www.ourcommunity.com.au

JOB VACANCY LISTINGS (Paid Positions)

New South Wales

Job Title	Organisation	
Project Officer	OWN Australia	Details
Project Officer - Prevention of Violence Against Older Women Research Project	Older Women's Network NSW	Details
Chief Executive Officer	Peninsula Community Centre	Details
Executive Director	Get Up	Details

Northern Territory

Job Title	Organisation	
Marketing Manager	Desert Knowledge Australia	Details
Residential Support Workers	Casa Central Australia Inc.	Details

Queensland

Job Title	Organisation	
Trainers Positions - Metro and Regional	Mission Australia Training Institute	Details

Victoria

Job Title	Organisation	
Community Development Coordinator	RecLink Australia	Details
Part time Receptionist/Office Administrator	Women's Financial Network	Details
Part time Client Administration Services	Women's Financial Network	Details
Team Manager	Vision Australia	Details
Service Quality Coordinator	HomeGround Services	Details
Community Co ordinator	Lions Club of Springvale Inc	Details
Office Co-ordinator	Fitzroy Adventure Playground	Details
Coordinator - Mercy Care	McAuley Community Services for Women	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	
General Board Member	Quality Management Services	Details
Treasurer, General Board Member	SHARE SMR Inc	Details
General Board Member	Dympna House	Details
Treasurer	GROW community	Details
Treasurer, Secretary, General Board Member	Hornsby Ku-ring-gai Community Aged / Disabled Transport Service	Details
General Board Member, other to be advised. Open to suggestion	SOBIS< stroke and other brain injury support	Details

Victoria

Job Title	Organisation	
Treasurer	Slow Food Victoria	Details
General Board Member	Caroline Springs Animal Welfare Network	Details
General Board Member	Peninsula Support Services	Details
Chair, Secretary, General Board Member	Sailability North	Details
Chair, Treasurer, General Board Member	Endeavour Hills UnitingCare Neighbourhood Centre	Details
General Board Member	Extended Families Australia	Details
Chair	YEAH - Youth Empowerment Against HIV/AIDS	Details
Treasurer	YEAH - Youth Empowerment Against HIV/AIDS	Details

Western Australia

Job Title	Organisation	
Treasurer; General Board Member	edventures wa	Details

www.ourcommunity.com.au/jobs

14. 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.

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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** – 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.

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