



Our Community Matters



Timeless advice for changing times

Problems change but solutions endure. Here's what your not-for-profit needs to know to survive and thrive in 2016.

In 2016, innovation is go

It's an election year. Both sides are claiming to out-innovate their opponents for a more unexpected Australia. New ideas and new proposals will be thrown around like lawn darts. Why shouldn't one of them be yours?

As always, it's about getting your message out in front of the people who can make it happen. Have a one-on-one with your local member, and put a written submission in front of the minister. Can your support make a politician look good? You've got a reputation: now's the time to spend some of it on a little advocacy.

In 2016, money is tight

China's growth is fading, commodity prices are down, deficits are rising, and the business mood is apprehensive. When people feel frightened, they shut their purse to frivolities like other people's welfare. The sector grows by 2,000 charities a year – so, more competition. Fundraising is going to get tougher.

As always, it's about taking fundraising seriously. Are you getting the most out of the **seven basic strategies**?

That's donations, grants, crowdfunding, business partnerships, members, special events, and charging your users. Spread the load, and the risk. Ask for more, more often.

In 2016, social media rules

New media is going to keep chewing away at old media.

Remember when it was compulsory to advertise your AGM in the local paper? Not if you're under 25 you don't. Remember when people used to need a computer, a street directory, a watch, a camera and a phone rather than just a phone? Your children won't.

As always, go for youth. How many of your board members grew up with Facebook? Millennials are media-savvy, but how many boards have that in their recruitment criteria? Commit to diversity and you'll bring in people who know things you don't.

In 2016, skeletons are coming out of cupboards

In 2016, nobody's going to be listening to excuses. Sweep anything under the rug and the rug'll get beaten within an inch of its life. Make a mistake and you can reasonably expect to

get a royal commission on your neck.

As always, child protection is part of risk management. Get your policy and your culture right, and take a long hard look at your past. Have a crisis management plan ready, and try to get out in front of the story. (See pages 11–12 for more on this.)

In 2016, volunteers are voting with their feet

Volunteer participation is dropping. There are fewer stay-at-home mums. More people take work home. Time spent on Facebook has to come from somewhere. People want to start their own charities, they don't want to join yours.

As always, invest in your supporters. Treat them with respect, don't just send them unsolicited raffle tickets. If they help, say thanks. Value their time – **really value it**. Ask their opinion; they like that. Learn about them, and keep their data safe.

💰 Funding

Great Grant: National Stronger Regions Fund

The National Stronger Regions Fund (NSRF) exists to promote economic development in Australia's regions. It aims to fund investment-ready projects that support economic growth and sustainability of regions across Australia, particularly disadvantaged regions.

Overview

Applicants may apply for grants of \$20,000 to \$10 million for new infrastructure, or the upgrade or extension of existing infrastructure. The replacement of existing infrastructure will be eligible for funding only where it will mean a significant increase in productivity.

The desired outcomes of the grants program are:

- improved level of economic activity in regions
- increased productivity in the regions
- increased employment and a more skilled workforce in regions
- increased capacity and improved capability of regions to deliver major projects, and to secure and manage investment funding

- improved partnerships between local, state and territory governments, the private sector and community groups
- more stable and viable communities, where people choose to live.

It is not expected that each individual funded project will be able to contribute to each outcome, but the funded projects collectively will achieve the desired outcomes.

Eligible organisations

To be eligible to apply, an applicant must be a legal entity with an Australian Business Number (ABN); and either:

- a local government body, either in its own right or on behalf of a consortium; or
- a not-for-profit organisation, either in its own right or on behalf of a consortium, that is not owned by a state or territory government.

More information

For more information, including details of how to apply, visit the **Funding Centre** (log-in required). Applications close on March 15.

Time to throw out the old boys



BY DENIS MORIARTY,
GROUP MANAGING DIRECTOR, OUR COMMUNITY

Just how many times can you excuse blatant failure by saying, “Well, it’s a tough job, and they’re doing their best. Mustn’t grumble...”?

At least 80 times, evidently. That’s how many rounds of Order of Australia awards have seen women under-represented since the honours were set up in 1975. It happens twice a year, on Australia Day and the Queen’s Birthday.

We’ve heard all the excuses: fewer women are nominated; women aren’t yet at the top of the tree in their chosen profession. “Just wait until they start running big companies,” we’re told. “They’ll soon show up in the listings!”

There are answers to these excuses, but I’ve got no interest in making them. What matters is where you draw the line between the excusable and the inexcusable, and the awards situation is just inexcusable.

It’s getting worse, and I reckon I know one big reason why. The Council for the Order of

Australia itself is off kilter. In 2000, seven of the 19 members of the Council were women; not equal representation, but not bad considering. Currently there are three women out of 17 members (two of the seats are vacant) – *the lowest number this century.*

The Council is made up of a nominee from each state and territory, plus the chief of the Defence Force (what’s that about – more jobs for the boys?), a representative of the Federal Executive Council, a representative from the Department of Prime Minister and Cabinet, and eight community members, who are appointed by the Prime Minister.

Under our reformist former Minister for Women (it’s a joke), the number of federal nominees who were women dropped from three to none. Not one woman did Tony Abbott appoint to the Council to represent the community – which is made up of more than 50% women.

So, with the federal government letting us down, how about our reformist state governments? If state governments were sincere about addressing the issue of female under-representation, they could nominate women for the Council. They haven’t, so we can conclude they’re not.

Enough is enough. The two men who can do something about this – Governor-General Sir Peter Cosgrove and Prime Minister Malcolm Turnbull – should actually *do something*. They should disassemble the Council and start again, implementing the government’s own policy that government boards should comprise a minimum of 40% men and 40% women (it should be 50/50, but let’s save that one for another time).

The Council is overwhelmingly male, pale and stale. Members (other than the ex-officio ones) are appointed for two years and *may* be re-appointed. The Western Australian appointment has been on the Council for 18 years. Eighteen years! It’s past time for change. ►

As well as re-engineering the Council, we need to put in place steps to overcome the hidden but forceful bias that determines that we, as a society, don't see women's contributions as important. Forget urging people to nominate more women (we've **done that** until we're blue in the face). We need to impose quotas on the number of awards that are given out. The Council should be instructed to hand out however many awards they want to give out to women, and then give awards to exactly that number of men as well.

Hang on – don't start bleating about the evils of quotas unless you're willing to speak out against the quotas that the Council has in place already. Quotas apply to the **number of honours** awarded, the level of honours awarded (men consistently get the AOs and ACs, the highest honours) and the make-up of the Council itself – one from each state, and so on.

We need to fix the incentives so that men can't just lie back and enjoy the fruits of a rotten system. If male surgeons, for

example, were made to realise that their own AMs were dependent on getting more women in front of the umpire, they might start spreading their nominations around more evenly. Nobody has a right to an award, and men who missed out because of the new policy would be helped to understand how women feel all the time.

Carrying on the way we've been going is just enabling abuse. If the bias can't be removed now, this year, it would be better to shut the whole business down altogether.

Environment

Solar boost for community groups

The federal government is offering grants to community organisations wanting to install a solar power or solar hot water system on their building.

The grants are available only to groups in select areas: the Queensland electorates of Bonner (eastern Brisbane suburbs) and Moreton (southern Brisbane suburbs), and, in Victoria, the town of Sunbury and the local government areas of Monash, Mount Alexander and Macedon Ranges.

The grants cover purchase and installation costs of up to \$20,000 on existing buildings.

Grants already allocated under the government's Solar Towns Program have seen solar systems installed on community buildings in the Surf Coast Shire, Victoria, and the cities of Salisbury and Playford, South Australia.

For more information, go to www.environment.gov.au/climate-change/renewable-energy/solar-towns. Applications close at 2pm on February 12.

Guide puts power in community hands

The Victorian government has published a new guide designed to give communities the information they need to develop their own community-owned renewable energy projects.

Guide to Community-Owned Renewable Energy for Victorians covers the commercial, technical, governance and regulatory aspects of establishing renewable energy projects.

It's aimed at Victorians, but most of it is applicable to communities in other states too. It will help groups make informed decisions about establishing projects using wind, solar, small-scale hydro, geothermal, bioenergy and energy storage technologies.

It covers developing sound business proposals, funding sources (including crowdsourcing, grants and financing options), selecting the most suitable technologies, project management, stakeholder consultation and connecting to the grid.

The guide is available as a free download [here](#).

Australian of the Year 2016 joins Communities in Control line-up

The Australian of the Year, Lieutenant General David Morrison AO, will headline the community sector's most inspiring event of 2016, Communities in Control.

David Morrison was awarded the top honour on Australia Day for his work in shifting the culture of the army towards greater gender equality, diversity and inclusion.

On May 30–31 in Melbourne, he will join a stellar line-up of speakers including:

- Peter FitzSimons, national chair of the Australian Republican Movement
- Professor Ian Harper, one of Australia's best-known economists
- Celeste Liddle, social commentator and national indigenous organiser for the National Tertiary Education Union

- Dr Dennis Glover, speech writer and author
- Holly Ransom, intergenerational economic and social challenges leader
- Dr Jordan Nguyen, futurist and biomedical engineer
- Shellie Morris, singer, songwriter and Northern Territory Australian of the Year in 2014

Communities in Control is an annual gathering of more than 1000 community sector workers, volunteers and supporters who come together to listen, debate, network, exchange tips and strategies, and – perhaps most importantly – recharge.

Since its inception in 2003 the conference has provided a platform for the Communities in Control principles:

- that for communities to survive and thrive, they must be in charge of their own destinies;



- that communities must have the practical support they need to set their own priorities, design their own approaches, and create their own solutions; and
- that when those first two principles are met, communities will be stronger, safer, healthier and more vibrant.

Communities in Control 2016 is on in Moonee Ponds, Melbourne, on Monday-Tuesday May 30-31. Click [here](#) for more information, and then click [here](#) to register.

✓ In brief



It's a well-kept secret, but Australia Post offers five free postage stamps each year to pensioners, health care card holders, seniors and veterans. The same people are eligible to buy up to 50 stamps each year at 60 cents per stamp (reduced from \$1).

To apply for the freebies and discounts, fill out a MyPost concession form at any post office or [online](#).

Not-for-profit trends to watch



BY KATHY RICHARDSON,
CHIEF CHAOS CONTROLLER, OUR COMMUNITY

This time last year, Our Community was celebrating becoming a B Corp, and marvelling at the \$1 million that flowed through the GiveNow coffers during December (we weren't know that would be trounced in June, when we processed a whopping \$3.5 million).

We also took a stab at predicting 10 key not-for-profit trends for 2015. Here's how we reckon we did last year, and what we think is in store for Australian not-for-profits in the year ahead.

<i>In 2015 we said</i>	<i>How that panned out</i>
<p>The future is informal – first names, jeans, flexi-work, co-working spaces, that sort of thing</p>	<p>The march to informality and collaborative offices continues. Check out <u>this great initiative</u> in Preston, Victoria, for example: Happy Hubbub is a co-working space for parents – with inbuilt childcare. <u>Mummydesk</u> is another.</p>
<p>The future is visual – words will be displaced by images and infographics</p>	<p>Infographics have “grown up and got a job”, says <u>Fast Company</u>. The data visualisation craze has matured so much that graphical representation is apparently now considered a “standard, budgeted line item”. New online tools such as <u>Canva</u> and <u>Tableau</u> are democratising access to the medium.</p>
<p>The future is data – getting it, understanding it, using it</p>	<p>There's enough personal data being collected by Uber and Facebook apps to... well, it doesn't bear thinking about really. Not-for-profits have a responsibility to make sure data can be used for good, as well as business. The sector is making progress, but it needs to accelerate in this area.</p>



<i>In 2015 we said</i>	<i>How that panned out</i>
<p>The future is algorithms – a world where masses of numbers can be massaged to create meaning and insights</p>	<p>Again, the not-for-profit sector doesn't appear to have progressed too far in the past 12 months. Another sleeper. Watch this space.</p>
<p>Judgement is coming – more information about not-for-profits is available than ever before</p>	<p>The evaluation industry has arrived in Australia. Changepath is using data from the Australian Charities and Not-for-profits Commission (ACNC) to draw some conclusions about which charities are worth your donation. You can bet it won't be the last such initiative. Articles questioning not-for-profit overheads are appearing more regularly too (here's what we had to say about that in early December). In December, the ACNC released possibly the most important report on the sector to date. Information is piling up. Judgement will follow.</p>
<p>The future is outcomes (and impacts) – is what you're doing working? How do you know?</p>	<p>The US Government is putting outcomes right at the centre of its work (read a good article here about the promise and perils of this move). Meanwhile, at the SIMNA Christmas drinks in Melbourne in December, it was generally agreed that social impact measurement professionals no longer have to cringe when people ask, “What do you do?” The world now knows what this is (well, more of the world than before). Coming soon – Our Community tools to help not-for-profits stay on top of it all.</p>
<p>The money will follow the data – donors and grantmakers want to see evidence of what their support will be buying</p>	<p>Our 2015 Finance and Governance Survey revealed that close to a third of organisations have come under pressure from funders and supporters to provide more outputs and outcomes data; we expect that percentage to keep increasing over the next few years.</p>
<p>Not-for-profits don't have a monopoly on social outcomes – lots of different types of organisations are now working in the social space</p>	<p>This trend is definitely continuing – shared value ventures; collective impact; social impact bonds; the rise and rise of the B Corp movement; impact investment: they're all evidence of the breakdown in silos that used to separate the goodies from everyone else. Facebook founder Mark Zuckerberg and his wife Priscilla Chan's stunning decision to “move fast and break things” in philanthropy (without doing so as a “charity”) sets a whole new benchmark.</p>



<i>In 2015 we said</i>	<i>How that panned out</i>
<p>The walls are tumbling down – power is shifting. A 22-year old with a killer algorithm can change the world</p>	<p>The biggest taxi company in the world doesn't own a single taxi. And traditional taxi companies don't like it one bit. The not-for-profit sector hasn't had its Uber moment – yet. But here's the thing about disruption: it's really hard to see it coming.</p>
<p>In the end, we're talking about human beings – data and evidence will always be trumped by ideology</p>	<p>We can't let human stories get lost in the data; nor can we allow blind ideology to hijack the agenda. Peter Drucker perhaps said it best when he said, “Culture eats strategy for breakfast.” This is as true now as it always has been.</p>

Trendwatch 2016

1. Volunteering is dead. Long live volunteering.

The ABS has **revealed** an alarming fall off in the level of volunteering in Australia, from 36% in 2010 to 31% in 2014. I'm not quite sure why anyone is surprised at this (though the alarm is certainly justified). Those who do volunteer are increasingly doing more jobs with less time at their disposal. This inevitably triggers burnout, which leads to more departures (not to mention dysfunction), which means fewer hands still to share the load, and on it goes. Volunteering as we know it may well be in its death throes. But people do still want to give. We have to find another way to help them do that. Make 2016 the year that you rethink your volunteering strategy.

2. Having THAT conversation about “overhead”

Our **2015 Finance and Governance Report** revealed that many not-for-profits are coming under pressure to reduce their overheads. This is set to intensify over the next 12 months, with more information than ever before now available about how much organisations are spending on administrative expenses, in comparison to how much is being spent on “the mission”. Setting aside the fact that no one can agree on what exactly constitutes an “overhead”, and the fact that it is actually impossible to separate an organisation’s work on

its mission from the expenses required to keep the doors open, we’re going to have to confront this issue sooner rather than later. This will involve development of some standards, alongside some sensible public education on why not-for-profits can’t (and shouldn’t) skimp on admin.

3. A fresh look at fundraising

As we reported in **November**, public trust in British charities has hit its lowest level in eight years, following the collapse of a prominent children’s charity and the death of a 92-year-old woman who received 267 charity letters in a month (leading to suggestions that being hounded for money pushed her to suicide). Not everything that happens over there finds its way over here, but many things do. Late last year we got the first whiff of a less forgiving fundraising climate when the Shane Warne Foundation **hit the headlines** for all the wrong reasons. Trust is hard to win and very easy to lose. Now would be a good time to get your own house in order.

4. A giant leap forward with data

As we discussed last year, the social sector must get to grips with data. This year will be the year that we all take a giant leap in that direction. Our Community is among the organisations working hard to provide information and tools to help get us on that path. This year will see the launch of our not-for-profit taxonomy project, ►

which will make data collection and sharing much easier. Our SmartyFile project is also under way – this will allow not-for-profit organisations to store and reuse their data in multiple ways. Of course, the name of the game is understanding and improving outcomes (i.e. you have to be able to make sense of the data, and – importantly – use it to improve what you do). Our plans for an “outcomes engine” will be on the agenda this year too. Will we get there in 2016? We can at least make a start.

5. Data/disruption/merger pushback

Not everyone is as enthusiastic as we are about the potentials of data to transform how we

work towards social change and in some ways that resistance is justified. We cannot afford to lose sight of people in a spreadsheet of ones and zeros. That applies also to the continuing push for more not-for-profit mergers; a lovely set of numbers should never override the needs of the people affected. This year will see some pushback on these fronts. Our Community will be pushing this agenda in May, when we convene our latest **Communities in Control** conference titled, “It’s the community, stupid!” We want to play a part in putting people and the planet back in the frame. We don’t think we’ll be the only ones who want to do so.

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Finances and governance: how does your not-for-profit compare?

Earlier this year, Our Community's Institute of Community Directors Australia (ICDA) surveyed 845 senior representatives of Australian not-for-profits about their finances and governance. The results identify a massive undercurrent of pressures driving a fundamental shift in the sector that powers Australia's communities.

Ten key findings

56% of respondents agreed that most board members had a good understanding of their organisation's finances. Only 16% believe all members of the board have a good understanding of the finances of the organisation they are governing.

53% of community groups have difficulty recruiting treasurers

to oversee their finances, with 5% of not-for-profits paying their treasurer (a traditionally honorary position), rising to 11% for larger not-for-profits.

6% of organisations surveyed had experienced fraud in the past three years, with 60% of those frauds not reported to police. The bigger the organisation, the higher the rate of fraud. It's estimated that Australian not-for-profits could be losing up to \$38 million to fraud each year.

31% of organisations believe they don't need any formal risk management processes because they trust their staff. Nonetheless, 79% of frauds reported through the survey were perpetrated by trusted insiders.

63% of large not-for-profits rely primarily on government contracts and grants for funding, while almost one in five now source the largest part of their income from trading activities or service provision.

29% of respondents say their organisation isn't doing enough to protect against cyber-crime, while a further 39% aren't sure if their organisation is doing enough.

85% say it's becoming harder to find consistent and regular funding. But despite the challenges, not-for-profits continue to expand their operations.

20% of organisations say the past year has been the most challenging year for raising revenue in their history.

15% of respondents said they expected to take part in a merger in the next 12 months.

56% of organisations are feeling the pressure to reduce their overheads. Half of those say the most pressure is coming from their own board.

Read the report in full (it's free) – visit www.ourcommunity.com.au/nfpinsights.

New booklet and training help keep kids safe

Our Community, in partnership with Moores, has just released a booklet titled Child Protection Toolkit, to help not-for-profit organisations and schools to promote child safety and prevent institutionalised child abuse.

In Victoria, new compulsory minimum child safety standards for organisations that provide services for children came into effect on January 1. The standards apply to many not-for-profits, including many in the education, religious, sport and health sectors.

The booklet explains the Victorian changes as well as the wider social and legislative context, and sets out practical advice to help organisations across Australia meet their compliance obligations and ensure their environment is a safe place for children.

Lead author Catherine Brooks, a Principal at Moores, says she

is passionate about helping to prevent institutional child abuse. She says that by making the toolkit available at no cost to Australian organisations, Moores aims to help preserve every child's right to a safe childhood.

“With a rise in the number of Australian children receiving child protection services each year, it is vital these new laws are understood and taken seriously so we as a community can work together to reduce this number year-on-year. We'd like to see these figures reduced to zero.”

Moores also offers a “child-safe” training program aimed at staff and volunteers in not-for-profit organisations, including

schools. The training covers creating a culture of child safety; writing accompanying policies; developing a code of conduct; processes, procedures and risk management related to child abuse; and empowering children.

- To download the free Child Protection Toolkit, visit www.ourcommunity.com.au/childprotectiontoolkit.
- To enquire about Moores' “child safe” training program, contact Catherine Brooks, Principal, on (03) 9843 0418 or cbrooks@moores.com.au.
- For more information about the new Victorian law, visit the Department of Human Services website [here](#).

Not-for-Profit Assist

Legal Membership Service:
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Accreditation: another step towards child safety

Safeguarding Children is a voluntary accreditation program that strengthens the capacity of organisations to protect children from abuse by employees and volunteers. National manager Monique Blom explains.

The Royal Commission into Institutional Responses to Child Sexual Abuse has been eye-opening for Australians. Among its many important findings and recommendations, it has alerted organisations to the important role they play in maintaining the safety of children and young people who are taking part in their activities or receiving their services.

Over the past decade, the Australian Childhood Foundation has supported over 200 organisations to build their capacity to protect children and young people from abuse and exploitation by staff and volunteers. The foundation's Safeguarding Children Program offers policy analysis, personnel engagement, resources, training, and ultimately external validation for

organisations as a way of strengthening a child-safe culture.

The foundation has found that there are four key organisational characteristics that increase the risk of children being harmed by an employee, a volunteer or another service user. These are:

- a lack of awareness of the prevalence of child abuse
- a lack of knowledge about how abuse within organisations is perpetrated, maintained and not identified
- a lack of confidence in personnel about what to do if child abuse is suspected
- a lack of effective policies and systems to support decision-making at different levels of the organisation.

Organisations that are successful in building a child-safe culture show the following qualities:

- They expect to find areas that can be improved in the organisation.
- They understand that building a child-safe culture is not only

about systems and policies – it is about organisational culture.

- They acknowledge that training is only one part of how cultural change occurs.
- They do it for the right reasons. They do it because they are strongly committed to children's safety. They are not only driven to achieve compliance.
- They introduce systems that differentiate between abuse to children that occurs within families and is identified by staff and volunteers within their organisation, and abuse to children caused by staff and volunteers of the organisation.

Children are the safer for it and the organisations are transformed.

For more information about the Safeguarding Children Program and the resources available, visit www.safeguardingchildren.com.au.

Monique Blom is the national manager of the Australian Childhood Foundation's Safeguarding Children Program.

HESTA aims for impact with investment in affordable housing

Queensland community housing provider Horizon Housing has received a \$6.7 million boost thanks to HESTA's Social Impact Investment Trust.

The HESTA trust seeks to invest in opportunities that deliver both a financial return and a measurable social impact. Managed by Social Ventures Australia (SVA), the trust is one of Australia's largest impact investment funds and represents the biggest single commitment by an Australian superannuation fund to the local impact investing market.

Horizon aims to increase the supply of social and affordable housing and help low income earners achieve home ownership.

Through the trust, HESTA and SVA aim to build a pipeline of investments and grow Australia's impact investment market by attracting other institutional investors.

HESTA CEO Debby Blakey said the investment could have a meaningful social impact not only by providing capital but also by developing models that address social and affordable housing challenges.

This investment will see the trust partnering with Horizon Housing to finance the purchase of management rights for 995 existing affordable

housing properties and the future development of up to 60 new social and affordable homes.

Horizon Housing has properties and projects across 15 local government areas in Queensland and northern New South Wales. SVA's executive director of impact investing, Ian Learmonth, said investment by superannuation funds like HESTA made it possible to fund more projects at the scale needed to have a significant impact.

"There is a great need for social and affordable housing in Australia, with a shortfall of over 500,000 dwellings across the country," Mr Learmonth said. "Through impact investment there is an opportunity to bring new capital to the issue to achieve both social and financial returns, and we're actively looking for more deals in this space.

"This partnership with Horizon Housing will provide greater choice and security of tenure for social housing tenants, helping them to transition to the private housing market."

Horizon Housing's CEO, Jason Cubit, said, "We believe the key to increasing the supply of affordable housing is through innovative partnerships that leverage the skills and experience of different sectors."

This article is brought to you by HESTA, an Our Community partner.

COMMUNITIES IN CONTROL

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Communities
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11 ways to advertise your event for free in 2016

Make 2016 the year your community events generate more publicity than Star Wars. Here are 11 promotional ideas you might not have thought of. For even more, see our popular free help sheet [25 ways to advertise your event for free.](#)

1. Sign off

Publicise your event in your email signature – and your out-of-office reply – and ask everyone in your organisation to do the same. Try something like this:

“Don’t miss the Good Cause annual dinner at Clown Palladium on May 1, featuring Hannah Gadsby and Hung Le. All proceeds will go towards our new housing program for homeless kids. For tickets and more information, visit www.goodcause.com.au.”

2. Sign up

Catch the passing trade with a large sign. Ask a local real estate firm whether they might donate a sign and a signwriter.

Otherwise, ask for a volunteer from among your members to put their painting skills to the test. Put your sign up in a high traffic zone and add balloons and flags. (Check with your local council first.)

3. Call on the professionals

Some advertising agencies take on pro bono work for good causes. And because the big ad agencies spend so much money with media organisations, they can sometimes call in favours for free or discounted air-time or column inches for something they support. You’ve got nothing to lose by asking.

4. Other people’s mail

Approach a local business that does regular ad mail-outs and ask if they would include a flyer advertising your event in their next batch of catalogues or brochures. What’s in it for them? Research on buying patterns has shown that people respond to companies and products that support community causes, so make sure the businesses you contact know this. It needn’t cost them anything and it will probably help them.

5. Like-minded newsletters

With enough advance notice, you can chase up the editors of newsletters even vaguely linked to your area, or your area of interest. Ask them to plug your event in their next issue. It could be the newsletter of a school, a local progress association, an arts organisation, a peak body, or a similar group in the next town or suburb.

6. Local politicians

Most pollies put out regular newsletters on what is happening in their electorate. You’re paying for it, so you might as well ask for a plug. While you’re at it, ask whether you can leave brochures or put up flyers in your MP’s office.

7. Local councils

Most councils produce regular bulletins telling residents what is happening around the place. Most have a section on upcoming events. If you are well-organised, you can get your event listed in a publication delivered to every household in the area. They normally have a long lead time, so you’ll need to plan ahead. ►



8. AAP Medianet

AAP is a news service supplying most of the media organisations in the country. It also runs a service called AAP Medianet, which enables subscribers to publish their media releases via the AAP Medianet website for a small fee. The releases don't get distributed (you have to pay extra for that) but you will be amazed at how many players in the industry – radio stations, newspapers, newsletters and websites – rely on this service for content, often because they can't afford to subscribe to the full AAP newswire. Even if you get only one interview as a result, it's probably worth the two minutes it takes you to upload your media release, particularly if you have already paid the subscriber fee. For details visit www.aapmedianet.com.au.

9. Community service TV ads

Television networks provide free airtime for community service announcements. Securing a spot can be tough, so investigate before you spend

time and money shooting an ad. Even if your community service announcement is broadcast at odd hours of the night and day and doesn't quite get the ratings of the Oscars, it will still be seen. And even if the people who see it don't turn up to your event, at least they'll know who you are and what you do.

10. What's On

Most newspapers, especially weekend ones, have a "What's On" section. Listings here work – because the people who read these columns are motivated and actively looking for things to do.

11. Facebook

Using your group's Facebook page to promote your event is a no-brainer. But look beyond your own page – there are Facebook pages for almost any issue you think of. Look for the ones related to your cause or event and post your details there as well (with the page admin's blessing, of course).

Bonus tips

- Always get your copy to the media in good time.

- Use the process of promoting your event to build up your media contact list. Record every media contact and its outcomes.
- Review your strategy. All of these methods, even if you do them all at the same time, have gaps and limitations and biases. If you really need to get bums on seats – and quickly – you may have to reconsider the cost-benefit ratio of paid advertising.
- Be prepared. There's no point getting publicity unless you are prepared to take advantage of it. It might seem unlikely that you will be swamped with callers, but you need a plan in place to cover this eventuality. Make sure you'll be able to meet the demand that the publicity may generate. Have material ready to send to people who ask for more information, and make sure your website is up to date. If you are unable to respond to all the interest that a powerful publicity campaign can generate, then your efforts will be wasted.



Dealing with police: easy English guide

A new booklet called *Reporting Crime: Your Rights* aims to help people with cognitive and communication disabilities to deal with police.

Written in easy English, the guide was developed by Victoria Police and the Victorian Equal Opportunity & Human Rights Commission. The contact and referral information is specific to Victoria, but otherwise the guide could be used by people in any state or territory. It's available as a free download [here](#).

Compliance

Annual Information Statements: is yours overdue?

If your organisation is a charity registered with the Australian Charities and Not-for-profits Commission (ACNC), you may be required to submit a 2015 Annual Information Statement.

If your charity is registered with the ACNC and uses a standard reporting period of July 1 to June 30, then your 2015 Annual Information Statement was due by January 31, 2016, and is now overdue.

You can check when your charity's Annual Information Statement is due on your charity's register listing at acnc.gov.au/findacharity.

To prepare before you submit:

- Read the Annual Information Statement guide
- Use the Annual Information Statement worksheet.

These are available at acnc.gov.au/reporting.

How to submit

1. Go to the Charity Portal at charity.acnc.gov.au.
2. Log in with your username (your ABN) and your password. Your password can be reset at the login page.
3. Click on "submit Annual Information Statement" in the top left-hand corner of the Charity Portal homepage and start.

Need help?

Guidance and support are available online at acnc.gov.au/reporting.

For more advice, contact the ACNC on 13 22 62 weekdays between 9am and 6pm AEDT, or at advice@acnc.gov.au.

This information is brought to you by the Australian Charities and Not-for-profits Commission.

Environment



Vic power offer makes wind energy a breeze

Australia's first community-owned wind farm has joined forces with Red Energy to develop Community Saver, a renewable electricity product available to Victorian customers.

Red Energy buys 100% of the power generated by Hepburn Wind in central Victoria. It also contributes \$12.50 to the Hepburn Wind Community Fund for every quarterly Community Saver bill paid on time, up to a maximum \$100 in two years.

The community fund was established by Hepburn Wind to provide financial support to community groups and organisations working to build a vibrant and sustainable community in Hepburn and Moorabool shires.

For more information or to sign up, visit www.redenergy.com.au/hepburnwind.

Three reports you need to read



Rich getting richer

“Instead of an economy that works for the prosperity of all, for future generations, and for the planet, we have created an economy for the 1%.”

Max Lawson

One of the authors of a new Oxfam International briefing paper, *An Economy for the 1%*, says that in 2015, the combined wealth of the world’s 62 richest people was equal to that of its poorest 3.6 billion people. The paper cites Credit Suisse data showing that the richest 1% of the global population have accumulated more wealth than the rest of the world put together.

[Read the report](#)

The revolution is still digital

“Charities who are less invested and developed in this area are already missing out.”

Kate Cranston-Turner & Joe Saxton

A new UK report from NFP Synergy finds that charities that fail to invest in digital fundraising methods could seriously damage their bottom line.

[Download the report](#)

Buzzwords and blueprints

“As a buzzword, the phrase ‘...for good’ has so pervaded our vocabulary as to become genre defining, like the role of love in pop music or car crashes in action films. At the risk of buzzword overdosing, I think it’s fair to say that ‘for good’ is the uberbuzzword of the social economy.”

Lucy Bernholz

The author of the annual industry forecast *Philanthropy and the Social Economy: Blueprint 2016* also says we’ll be hearing a lot more about x-risks, algorithms, the overhead myth, worm wars, thing hacking and biononymity in the next 12 months. Her blueprint ranges widely, from big ideas on the structure of work and the shape of digital civil society, to concrete predictions (“the scale and frequency of weather-related disasters will reach a new high”).

[Download the blueprint](#)

Your two-minute NFP news digest

Gender in the classroom

“It’s not teaching kids to be feminists, or a political ideology; it’s teaching kids about gender inequality and that it does exist.”

Nia, student, 17

Students at Melbourne’s Fitzroy High School have developed teaching resources for the first accredited subject in the Australian curriculum to address gender inequality. [Full story](#)

Silo solution

“The pub’s sold more meals and drinks, and the shop’s sold more ice creams.”

Shane Wardle

The president of Brim Active Community Group says a new giant mural painted on wheat silos in the tiny Victorian town of Brim is a welcome boost at a time of drought and shrinking population.

[Full story](#)

Ethics review

“If something is likely to look suspicious if it is made public you probably shouldn’t do it – even more so if you work in an area that serves the public interest.”

The Ethics Centre

The Ethics Centre [draws out lessons](#) from the biggest ethics-related news stories of 2015 – the Volkswagen emissions scandal, the boeing of Adam Goodes, the Syrian conflict and more – and poses some ethical questions to [consider in 2016](#).

Think different

“How come everyone on the board is white?”

Tony Maldonado, age 15

The son of an Apple shareholder noticed the lack of diversity on the tech company’s board at an early age. His father has sponsored a resolution that would require Apple to put more “people of colour” in high-profile roles to increase diversity. The move goes to a shareholder vote on February 26, but the board has already rejected it in a proxy statement. [Full story](#)

Less bureaucracy

“This is a good piece of red tape reduction which will make it just a bit easier for SA charities to focus on their core work.”

Ross Womersley

The executive director of the South Australian Council of Social Service welcomes new legislation that will remove duplicated licence and reporting requirements for charities in South Australia.

[Full story](#)

Arts on the cutting edge

“To be involved in future discussions about policy changes would be wise.”

Tony Grybowski

The Australia Council CEO concedes he has learned a few things since failing to anticipate last year’s federal funding cuts. “One thing that we have learned, that everybody has learned, is that sudden change isn’t helpful, isn’t constructive,” he said. “The arts sector is fragile. Artists work for very low salaries, often unpaid work.”

[Full story](#)



PM wears his heart on his sleeve

“It is not an impersonal payment announced in a budget speech or doled out by bureaucrats. It comes from your heart. It comes with your love. It comes with your commitment, it’s part of you.”

Malcolm Turnbull

The PM puts in a plug for charitable giving at the Jane McGrath High Tea fundraiser.

[**Full speech**](#)

Through his eyes

“God bless her. If I’m ordering food, I can’t see the menu.”

Graeme Innes

The former disability discrimination commissioner, who is blind, shares his experience of daily life in a new “Don’t Dis My Ability” video. [**Watch**](#)

The Finnish line

“When you have income-tested benefits, like housing allowances, it takes time for our employees to check all the applications and see that the client’s income is this-and-that, and that their rent is this-and-that. Then, if a person’s income changes, they have to repeat the process again. If the government can pay benefits without that kind of testing, it avoids bureaucratic hassle.”

Olli Kangas

The Finnish researcher explains an experiment that will see some Finns receive a monthly income of up to €1000 (about \$1600), no strings attached.

[**Full story**](#)

Performance review time

“I wish someone had given me a kick up the arse for wasting charitable time and money with idle chit-chat, and set out what was expected of me. I could have achieved so much more.”

Anonymous (UK)

A charity worker calls for more accountability, saying the sector is being held back by a pervading belief that “because we all turn up to work to increase the good in the world, we cannot criticise each other.”

[**Full story**](#)

Ask Izzy

“There is nothing lonelier than being homeless. That lack of connection, that lack of engagement is in many ways the hardest cut, the cruellest cut of homelessness. A sense of connection is a critical thing.”

Malcolm Turnbull

The PM again, this time launching Ask Izzy, a mobile app designed to connect homeless people with services in their area.

[**Full speech**](#)



Internet awards: entries now open

Has your community group developed online resources or products? Are you damn proud of your innovative website? Your efforts could win you a cash prize of \$2500 in the 2016 Australia & New Zealand Internet Awards (ANZIAs).

The awards are open to Australian and New Zealand

organisations, businesses or individuals that have made significant contributions to the development and use of the Internet in either country.

The awards have six categories, including the Leonie Dunbar Memorial Award for Community Websites.

Entries close on June 10, and the winners will be announced at an awards dinner in Melbourne on August 30. Travel expenses will be provided for finalists outside Melbourne.

For more information, visit www.internetawards.org.au/about.

Conference: indigenous child sexual assault

Batiba Guwiyal is a national conference focused on tackling child sexual assault in indigenous families and communities. It takes place on March 1–2 in Brisbane

More information [here](#).

Conference: domestic violence

A former Young Australian of the Year, anti-violence campaigner Jonty Bush, will tell her personal story in opening a forthcoming Sydney conference on domestic violence. Breaking the Cycle of Domestic and Family Violence runs on March 30 and April 1.

More information [here](#).

Mentoring, SA & NT

Attention South Australians and Territorians – need a mentor in 2016?

The peak body Volunteering SA & NT offers a free mentor service to board members and staff of member organisations. A one-on-one mentoring relationship can offer assistance with setting goals, a space for reflection, a sounding board and a new perspective.

For more information, visit www.volunteeringsa.org.au/VSA_OUR_WORK_Projects.



2016

International Year of Pulses

The UN has declared 2016 a big year for lentils, beans, peas and chickpeas. Pulses are good for people and good for the environment – they can capture nitrogen from the air and fix it in the soil, increasing its fertility.

[Details](#)



FEBRUARY 1-29

Red Feb

Help beat Australia's number one killer - heart disease. Get active, wear red or fundraise during Red Feb 2016 and help Heart Research Australia fund research towards finding a cure.

[Details](#)



FEBRUARY 1-29

Ovarian Cancer Awareness Month

Australians are urged to recognise the symptoms of ovarian cancer, know their family history and know how to help. Only 43% of the almost 1,500 Australian diagnosed each year will survive.

[Details](#)



FEBRUARY 8

Chinese New Year

It's the year of the monkey – an intelligent, witty, and inventive animal. They are problem solvers, working well as part of a group but also independently. The nimble monkey is a joy to watch.

[Details](#)

MARCH 1-31

Epilepsy Awareness Month

One in 25 people will have epilepsy at some point in their life. This month, find out how you can help end the stigma and discrimination that still surrounds epilepsy.

[Details](#)

MARCH 6

Clean Up Australia Day

Take to your local park, beach, bushland and streets today and clean up to really help make a difference to your local environment. Register as a site supervisor or join in as a volunteer.

[Details](#)

MARCH 6-12

World Glaucoma Week

Glaucoma has been described as the "silent blinding disease" or the "sneak thief of sight". It is the second most common cause of blindness worldwide. Awareness and early detection are vital.

[Details](#)

MARCH 8

International Women's Day

A day to celebrate the contribution and achievements of all women, remembering the barriers that women have broken through, and the accomplishments they have made despite barriers.

[Details](#)



MARCH 17

Close the Gap Day

Indigenous Australians can expect to live 10–17 years less than non-indigenous Australians. Close the Gap Day brings people together to take action in support of achieving indigenous health equality by 2030.

[Details](#)



MARCH 19

Earth Hour

Earth Hour began in Sydney in 2007 and has grown to become a worldwide grassroots movement uniting people to protect the planet. Switch off your lights from 8.30pm to 9.30pm local time.

[Details](#)



MARCH 21

Harmony Day

Harmony Day celebrates Australia's cultural diversity. It's about inclusiveness, respect and belonging. This year's theme is "Our diversity is our strength." Share your thoughts using #harmonyday.

[Details](#)



MARCH 25

Good Friday

For many Australians, Good Friday marks the three-month anniversary of the first appearance of hot cross buns in supermarkets across Australia.

[Details](#)

Communities in Control

IT'S THE COMMUNITY, STUPID:
Putting people and the planet back in the picture

Melbourne, May 30 - 31 2016



Join us for Australia's most inspiring annual gathering of community sector workers, volunteers and supporters, bringing together stellar speakers and delegates to listen, debate, network and - perhaps most importantly - recharge.



**Lieutenant General
David Morrison AO**
2016 Australian
of the Year



Holly Ransom
Intergenerational
economic and social
challenges leader



Peter FitzSimons
National Chair,
Australian Republican
Movement



Celeste Liddle
Writer, social
commentator and
community organiser

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www.communitiesincontrol.com.au/attend



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One of the 16 Knowledge Centres
of Our Community.



ourcommunity.com.au
Where not-for-profits go for help



Upskill

Diploma of Business (Governance)

Make 2016 the year you upgrade your qualifications and expand your network by studying for a Diploma of Business (Governance). Australia's only diploma-level governance qualification is designed specifically for existing and prospective not-for-profit board or committee members and the CEOs and senior staff who work alongside them. Check out the course start dates below and then [enrol here](#).

Perth	22 February
Sydney	1 March
Brisbane	1 March
Melbourne	7 March
Canberra	2 May
Hobart	9 May
Darwin	16 May
Melbourne	23 May
Cairns	23 May
Brisbane	30 May
Sydney	13 June
Adelaide	13 June
Perth	20 June
Melbourne	5 September
Perth	12 September
Canberra	3 October
Brisbane	17 October
Darwin	24 October
Sydney	31 October
Melbourne	7 November

WTF? Where's the funding?

This half-day course will help you develop a practical, workable, integrated, sustainable funding strategy for your organisation. [Learn how](#) to expand your funding efforts into areas such as donations, partnerships, alumni/ membership and special events and build a more sustainable future for your organisation. This training runs from 9.30am to 1pm, so you have the option of enrolling in "How to win grants and influence people" for the afternoon of the same day.

Sydney	5 February
Melbourne	12 February
Brisbane	12 February
Perth	19 February

How to win grants and influence people

There's more to winning grants than filling in a form and waiting for the money to roll in. This [half-day course](#) will teach you how to develop processes that will make finding and winning grants quicker, easier and more effective for your organisation. It runs from 1.30pm to 4.30pm. Bonus: You could also enrol in "WTF? Where's the Funding?" for the morning of the same day.

Sydney	5 February
Melbourne	12 February
Brisbane	12 February
Perth	19 February

Learning for Purpose, WA

Community service workers in Western Australia are invited to apply to participate in the Learning for Purpose program, an initiative of the University of Western Australia Centre for Social Impact and the Western Australian Council of Social Service.

The program groups participants within and across organisations to share experiences and knowledge about real organisational problems the sector faces. It aims to build collective leadership capacity in organisations across the sector: in health, including mental health, drug and alcohol, disability, housing, homelessness, youth, indigenous and regional services.

The program is free, and scholarships for return flights and accommodation are available for select regional participants.

Spaced over four months and held at the University of Western Australia in Perth, the program consists of one full-day on-site session per month, and at least two hours of learning activities per week in between on-site sessions. It will be offered twice in 2016, commencing on April 5 and August 2. Applications close on Monday February 29.

For more information, visit www.learningforpurpose.org.



Board Matching Service

The board vacancies below are just a small sample of what's currently listed on the Institute of Community Directors Australia website: www.communitydirectors.com.au/icda/board.

Looking for talented people to contribute to your board or committee? The Institute of Community Directors Australia can promote your vacancy for free to a targeted audience of skilled professionals. Learn more about listing your vacancy: www.communitydirectors.com.au/icda/board.

Australian Capital Territory

General Board Member, Netball ACT

Netball ACT organises, promotes, controls and manages netball in the ACT. It seeks a board member with experience in accounting, business, finance, investment or small business.

New South Wales

General Board Member, New Music Network

New Music Network is dedicated to the presentation and promotion of new music in Australia. It seeks a treasurer with skills in administration, banking, finance, business, government relations and information technology. Board members can attend meetings from interstate via skype.

Queensland

General Board Member, Aunties and Uncles Queensland

Aunties and Uncles is a relationship-based intervention program that offers vulnerable and

socially isolated children opportunities to shape their future and reach their potential. The board seeks a new member with extensive social services expertise.

Tasmania

General board member, Keep Australia Beautiful Council Tas (Inc)

Keep Australia Beautiful(Tas) is largely volunteer-based, and its key funding sources are the Tasmanian government and industry. The organisation seeks a new board member who is based in the north or north-west of the state, with the aim of increasing coverage in these regions. Candidates require a background in community engagement.

Victoria

Treasurer and general board member, Good Cycles

Good Cycles is a bicycle-based social enterprise (and registered charity with DGR status) based in Melbourne. It aims to increase the diversity of its board and seeks applications from women with a background in finance or accounting for the positions of treasurer and general board member.

Western Australia

Chair, vice president and general board member, ME/CFS and Lyme Association of WA, Inc.

The association is Western Australia's peak body for people with myalgic encephalomyelitis, chronic fatigue syndrome and Lyme disease. Individuals with corporate or not-for-profit experience in fundraising, marketing, strategic growth and networking will be highly favoured for these board vacancies.



Good moves: Not-for-profit jobs

If you need to fill a community or non-profit sector role, you need to consider listing your job in Good Moves. For just \$30, your opportunity will be seen online and in print by tens of thousands of Our Community members and supporters and, quite likely, the right person for the job. Post a vacancy here: www.ourcommunity.com.au/jobs/create_vacancy.form.

Consultant, Mirboo North & District Community Foundation, Gippsland, Victoria

The board of Mirboo North & District Community Foundation (MNDCF) seeks a consultant to prepare a high level feasibility study to provide evidence that a community farm project is feasible, viable and capable of delivering definitive positive outcomes for our youth and the community. The project is at its embryonic / conceptual stage and the foundation is realistic about what, how, when and with whom such a project / program could be implemented.

Selection criteria

- Experience in community

and/or social enterprises, particularly for youth

- Experience in social and community research in rural and regional districts
- Experience or knowledge of community farm type projects/programs
- Knowledge of and familiarity with rural and regional attitudes and criteria for success
- Knowledge of ecological and energy efficient factors for sustainable farming
- Knowledge of regulations and governance for not-for-profit community based organisations

The target date for commencement is March 1, 2016, with the initial report to be completed by May 31, 2016. The closing date for submissions is Friday February 12. Fees for the initial stage of the study are to be based on a time and materials basis. This will be reviewed regularly as the study progresses.

Contact

Derrick Ehmke
Telephone: 0418 301 092
Email: info@mirboodistrictfoundation.org.au
Website: www.mirboodistrictfoundation.org.au

Post: PO Box 327, Mirboo North VIC 3871

Registrar and office administrator, Sentir Graduate College of Spiritual Formation, Melbourne

Sentir Graduate College of Spiritual Formation is a college of the University of Divinity. Sentir's mission is to provide personal spiritual formation that enables creative leaders to transform the world. The college has an agenda to expand into new markets.

The role

Reporting to an inspiring CEO, the registrar and office administrator will plan, organise and manage all activities related to records, student registration and office organisation, including keeping the college's student and personnel records.

Core responsibilities will include managing incoming correspondence, invoicing, quotations, purchasing, basic accounts duties, liaising with suppliers and offering excellent customer service. The role will also provide administrative support to the CEO. This is a rare opportunity to support the important work of a faith-based Jesuit educational institution. ►



Selection criteria

You possess superior stakeholder engagement skills, a naturally collaborative style, and a focus on providing exceptional service to meet the needs of stakeholders. With significant experience in office administration and executive support, you are an outstanding communicator, with strong attention to detail and excellent writing and editing skills. Highly organised and with advanced IT literacy, you seek a varied role with diverse accountabilities and challenges.

Contact

To register your interest in a confidential career discussion, apply online by February 7

quoting JO-1601-21475 or go to www.shk.com.au.

Telephone: 03 8620 8000

Email: applymel@shk.com.au

Administration and records officer, SPAN Community House, Melbourne

Span Community House is a vibrant neighbourhood house in Thornbury providing quality, low-cost, educational, social, sustainable, recreational and community development programs and activities in response to community need.

The role

Span is looking for an administration and records officer to provide support for the various programs and

services, including the fee for service program, ACFE, HACC, community activities and venue hire. The role is permanent part time (30.4 hours per week). A position description is available at www.spanhouse.org.

Contact

For further information contact the manager on 9480 1364 or manager@spanhouse.org. Applications close on February 5. Please email your application to manager@spanhouse.org. Essential selection criteria must be addressed. Details of at least two referees are to be provided upon request.

Browse all job vacancies here: www.ourcommunity.com.au/jobs/list_all_jobs.form.



Toolbox



Back to school

Now that all the nation's kids have returned to school for the new year, families and guardians face the usual round of permission forms to sign – for excursions, camps and other activities.

When those activities are offered by third-party providers, a child's guardian or parent may be asked to sign a liability waiver, so that if Talia falls off the flying fox and breaks her leg, the activity provider can't (in theory) be made to pay.

In a recent blog post, Moores lawyer Nils Versemann examined some of the options available to schools in this situation. Read more [here](#).

Our Community partner Moores has a whole team dedicated to advising charities and not-for-profits – including schools. Read more [here](#).



What's in the stars for your community group in 2016?

Aquarius

Last year was challenging in financial terms, but you can hardly blame the treasurer. She couldn't have known that the hoverboard raffle was going to backfire (so to speak). The next 12 months will be more auspicious: your new social-enterprise craft-gin distillery is a hit and your shave-a-hipster-for-charity campaign is going to go viral.

Pisces

The council's new arts and culture policy will look favourably on your community-run gallery, and funding opportunities will abound. Now is a good time to review your recent commissioning of the installation *Mayor*. The artist's idea to construct the work from dried pig snouts is groundbreaking but may jeopardise relations when it's unveiled.

Aries

Your group will continue to explore merger opportunities this year in its efforts to expand activities, improve quality and reduce overheads. But negotiations will break down when the footy club CEO speaks out at a joint management meeting. "I'm all for sharing back-end costs," he says, "but I don't want to see my boys wearing your netball skirts."

Taurus

It's a common problem among religious organisations: the financial burden of property ownership. No sooner do you fix the church's leaking roof than the sewer backs up and the manse floods. But in 2016 your saviour will come in the form of a new inexpensive repair material used successfully by Polynesian churches for thousands of years. Coconut oil. It's a miracle.

Gemini

Your group's efforts to get more young people involved have really paid off, and ever since Oliver, Jessica, Emily and Jack formed a grant-writing committee, the money's been rolling in. Thanks to federal government largesse, by July your door-knockers will be equipped with new FitBits.

Cancer

Your group's mission is "to create a sustainable future and protect our natural environment by informing, inspiring and connecting people". When your local council approves a mega-mall development on virgin bushland, your members will rally in protest, and the endangered orange-spotted kitebill will delight television reporters with a rare and rather stiff looking appearance. Your chair, a retired taxidermist, should delegate comment to the CEO. ▶

Leo

In 2016 the NBN will arrive in your area, and with it the potential for a revolution in your group's web marketing strategy. Your increased online presence, however, leaves your website more vulnerable than ever to hackers. Cut down your belly fat by using this one weird tip.

Virgo

Your new treasurer seems full of good ideas, not least applying surge pricing to sausages at the Bunnings stall. It all goes well until the local paper publishes an exposé under the banner "PORK RORT: SCOUT LEADER COOKS THE BOOKS".

Libra

This election year, your disability carer support group will throw

everything it's got into lobbying – you'll organise smiling babies for photo shoots, attend endless meetings and even photo-bomb the minister, who will be immortalised on YouTube being taken out by an electric wheelchair. Your efforts will be rewarded with fully funded respite care and a new day centre. It seems shifting your HQ to a marginal seat was the best move you ever made.

Scorpio

Australia Post's new three-tier mail delivery system will wreak havoc with your fundraising efforts this year, and your Easter fashion parade invitations won't be delivered until October. Write to CEO Ahmed Fahour and let him know what you think. Better send it by FedEx.

Sagittarius

Your board will throw its weight behind the idea of disruption this year, starting with a new app that allows aged-care residents to review their relatives online. Now is a good time to review your risk management strategy.

Capricorn

Last year's capacity-building grant meant your group could make a significant investment in impact assessment tools, and now you've got data up the wazoo. 2016 may see a member backlash and a return to core values: lamington drives, Excel spreadsheets and hoping for the best.

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"Disrupting Grantmaking"

Melbourne March 4, 2016



Discover the shifting trends in grantmaking,
and what's coming over the horizon.

SECURE YOUR PLACE: www.aigm.com.au/conference2016

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