



**Edition 1, 2010 – Issued February 24, 2010**

Our Community Matters is your free community sector update, brought to you by Our Community – the premier online destination for Australia's 700,000 community groups and schools. [Click here](#) to receive your free copy.



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## 1. New era for Our Community

After nine years as its foundation CEO, Rhonda Galbally has decided to leave Our Community in good hands. This change will allow Rhonda to focus intensely on progressing the social justice and human rights causes to which she has dedicated herself.

Rhonda can now be contacted at [rhonda@rhondagalbally.com.au](mailto:rhonda@rhondagalbally.com.au).

### A message from Our Community Chair CAROL SCHWARTZ AM to Our Community members & friends:

Denis Moriarty has been appointed to the new position of Managing Director of Our Community. This new expanded role is designed to take the organisation to its next level.

Denis, who many of you will know as the Founder and Chief Operating Officer of Our Community since day one, is now responsible for all of the major business arms of Our Community encompassing:

- The Australian Institute of Community Practice and Governance (AICPG) – Our Community's national training arm;
- The Australian Institute of Grants Management (AIGM) and its major new software solution for government and philanthropy (SmartyGrants);
- The Our Community Foundation and its exciting GiveNow initiatives;
- The Australian Institute for Corporate Responsibility (AICR) - community connections help for Australian businesses;
- [www.ourcommunity.com.au](http://www.ourcommunity.com.au) - including the website's 16 Knowledge Centres for community organisations and associated tools, resources and products.

Denis, along with the Our Community team and the Board, are passionate about ensuring Our Community continues to be the number one resource for Australian community groups.

This time last year Denis returned from Harvard University and started the process of expanding and further innovating the services of Our Community. The organisation's reputation for delivering the most innovative solutions for community groups and our business and government partners will also be enhanced by Denis' tremendous skills and insights, gained through his nine years leading Our Community and preceding career in government and business at an executive level.

We look forward to exciting times ahead for Our Community, its alliance partners and the Australian community sector.

**Carol Schwartz AM, Chair, Our Community**

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## 2. Power Up! Who has it, how to get it & how communities can use it

### Communities in Control 2010

Community groups of every size and scope at every level need to learn how to seek power, and grasp it, and wield it to bring about their goals. You need to understand how the machinations work, so you can ensure your members, stakeholders, clients – anyone who has been excluded, or could be excluded – can get their fair share too.

**Communities in Control 2010**, to be held in **Melbourne on May 31 and June 1**, will look at issues of power – who has it; who needs it; how to get it; and how to use it to create change for equality, inclusion and justice.



There are many kinds of power, at many levels, coming from many sources. There are many ways to gain power. There are many ways to use power. Knowledge is power. Come along to Communities in Control and find out what's what. The stellar list of speakers at this year's conference include:



**CHRISTINE NIXON**, former Victorian police chief; currently head of the Victorian Bushfire Reconstruction and Recovery Authority



**REBECCA HUNTLEY**, researcher, author & social commentator; head of research company Ipsos and author of *The Ipsos Mackay Report*



**RUSSEL HOWCROFT**, ABC TV's *Gruen Transfer* panellist, Chairman & Managing Director of George Patterson's Y&R



**DAVID HETHERINGTON**, Executive Director, Per Capita – Australia's independent progressive thinktank



**Emeritus Professor RICHARD WILKINSON**, University of Nottingham Medical School and **Professor KAT PICKETT**, Professor of Epidemiology, University of York – co-authors of the groundbreaking new work, *The Spirit Level: Why More Equal Societies Almost Always do Better*



**Dr ANNE SUMMERS AO**, feminist writer, journalist and author



**MARY O'HAGAN**, NZ Mental Health Commissioner, international advisor, advocate and mental health service user

This year's conference will be anchored by Our Community Managing Director **DENIS MORIARTY** and Centacare Catholic Family Services CEO **Fr JOE CADDY**, with special guidance from Victorian Community Ambassador and former Premier **The Hon. JOAN KIRNER AM**.

The Post-Conference Skills day on **Fundraising & Marketing in Tough Times** will be held on Wednesday, June 2. More details to follow next month.

The conference will be held at Moonee Valley Racecourse in Moonee Ponds, Melbourne.

**\*Register before March 19 and you will be eligible for an Early Bird discount of 10%.**

Pay just \$260 for the two-day Communities in Control Conference, \$200 for the Post-Conference Skills Day or \$450 for the conference and the skills day combined.

To reserve your place go to [www.ourcommunity.com.au/cic2010](http://www.ourcommunity.com.au/cic2010).

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### 3. New training brochure released – attend two sessions and get a free book!

The Australian Institute of Community Practice & Governance, Our Community's training arm, has just released its exciting 2010 community group training calendar.

The 2010 program of practical, affordable training spans includes 15 brand new seminars in four key areas: grants and fundraising; community group governance; marketing and media; and organisational management.

There's something for everyone, with "primer" courses (such as the Intensive Community Fundraising Seminar, the Secrets of Successful Boards and the Media Secrets courses) for new players, a large range of intermediate courses for those who know the basics but are keen to move to the next stage, and advanced courses in grantwriting, community sector governance (the Certificate IV in Governance) and management (the Diploma of Management).

Training participants receive official recognition of their participation, plus ongoing access to a range of resources to aid their continual learning.

**Special Offer – book now and receive a free book valued at \$36!**

To celebrate the launch of the 2010 training program we're offering a free book – the *Simple Secrets of Successful Community Groups VOL 2: Another 400 Tips on Running a Successful Community Group* – to any organisation that sends two or more attendees to any of our scheduled training events or conferences.

To redeem this offer, please contact Alan Matic on 03 9320 6805 or email [alanm@ourcommunity.com.au](mailto:alanm@ourcommunity.com.au). Offer expires March 10, 2010.

Click on the links below to find out more about our scheduled training (and note that tailored training programs can also be designed to meet the needs of our community).

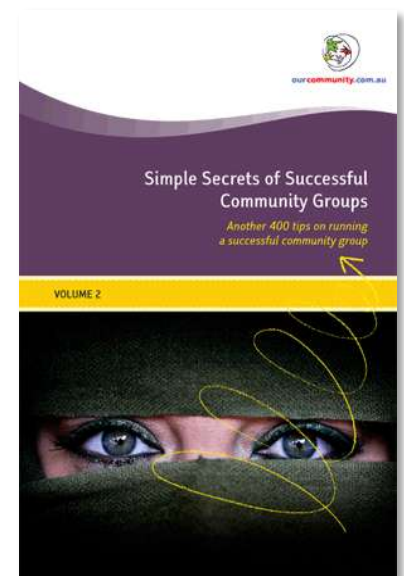
## Grants and Fundraising

### Primer

- [Intensive Community Fundraising Seminar](#)

### Intermediate

- [Making the Most of Memberships \(NEW!\)](#)
- [How to get Donations & Bequests \(NEW!\)](#)
- [Community-Business Partnerships Bootcamp \(NEW!\)](#)
- [Making Money through Special Events \(NEW!\)](#)



## Advanced

- [Advanced Grant Writing Seminar](#) **(NEW!)**

## Community Group Governance

### Primer

- [Secrets of Successful Boards](#)

### Intermediate

- [Making your Constitution Work](#) **(NEW!)**
- [Board Member Bootcamp: responsibilities, self-assessment, leadership](#) **(NEW!)**
- [Board Building: recruitment, induction, support & succession](#) **(NEW!)**
- [How to Develop & Implement Policies & Procedures](#) **(NEW!)**

### Advanced

- [Certificate IV in Governance](#)

## Marketing & Media

### Primer

- [Media Secrets for Community Groups](#)
- [Weaving your Web: Online Essentials](#)
- [Planning your New Website](#) **(NEW!)**

### Intermediate

- [Be an Effective Spokesperson](#) **(NEW!)**
- [Running a Campaign that Sizzles](#) **(NEW!)**

## Organisational Management

- [Diploma of Management](#)

For more information about AICPG scheduled and tailored training, go to [www.ourcommunity.com.au/training](http://www.ourcommunity.com.au/training), email [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) or phone (03) 9320 6800.



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## 4. MARKETING GURU: Going Viral

Male Facebook users may have been a little bewildered last month when their female friends started replacing their status updates with colours.

The move was made in response to a private Facebook message women sent to one another urging each other to replace their usual status update with their bra colour in an attempt to raise awareness of breast cancer.

In a modern take on the traditional chain letter, the message read:

*“Something fun is going on. Write the color of your bra in your status. Just the color, nothing else. And send this on to ONLY women no men. It will be neat to see if this will spread the wings of cancer awareness. It will be fun to see how long it takes before the men wonder why the women have a color in their status. And remember to do breast self-exams and to pray for a cure for breast cancer.”*

No one seems to know who or what organisation was behind it. Nevertheless the campaign was hugely successful (if the number of people who changed their status is anything to go by) and clearly demonstrates two things:

- How quickly a message can be spread from person to person and even country to country using social media. Are you still defaulting to posters and newsletters to spread your message? What else could you be doing?  
***You don't have to abandon your traditional marketing methods – just think about what else is out there.***
- How simple ideas can catch on quickly if they're quirky.  
***You have to think creatively about the best way to spread the news about your work. 'Worthy,' by itself, probably won't cut it. You've got to make it fun, or at least interesting.***

Awareness is great, but if you're going to try to use social media to spread your message you also need to think about how you can move people a step beyond just knowing about your cause. How can you turn people's awareness into action? If the bra colour promotion had involved asking people to change their status update and *then* make a donation, would it have been more successful? Or would it have resulted in *fewer* people actually taking up the challenge?

We're probably still a little too early on in the story of social media to be sure, though it's definitely time to stop looking upon these media as a passing phase we can afford to ignore.

As the founder of [Voice](#), a new social media agency for the UK not-for-profit sector, David Dixon, puts it: "In the not-for-profit sector we need to get well beyond the 'wow' factor in social media and get real in using these new channels for fundraising and communications."

You can learn more about how to use Web 2.0 tools in your community organisation by attending one of the upcoming Our Community-Hootville *Weaving Your Web* workshops, being held in Perth, Melbourne, Brisbane and Sydney in April and May. [Click here](#) to find out more.

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](mailto:guru@ourcommunity.com.au).



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## 5. COMMUNITY CLASSIFIEDS: Offers & Freebies

### FREE TO A GOOD HOME: Flame-free candles (Virginia, QLD)

Smart Candles Australia Pty Ltd has a variety of candle holders to give away to a community groups. In the past, such groups as Chicks in Pink, AEIOU, CHI.L.D., and fete committees and schools have used the candles for functions and fundraisers.

The offer consists of:

- 66 boxes of Butler Series White Candle Holder (1584 items total)
- 15 boxes of Butler Series Amber Candle Holder (360 items total)
- 42 boxes of Lanterns (504 items total)

Contact Michael (07 38919095 or [info@smartcandle.com.au](mailto:info@smartcandle.com.au)) if your group is able to use these items and is able to pick them up from the Smart Candles' Virginia warehouse.



### FREE TO A GOOD HOME: Pants, skirts & shirts (Sydney, NSW)

Several boxes of navy blue pants and skirts and light blue short- and long-sleeved shirts, as well as some cardigans, are available for a community group that needs them.

Some are new and some second-hand. The shirts are embroidered with a corporate logo, a red SWR.

If you're interested, call Nora at Statewide Roads in New South Wales on 02 9647 0213.

### **FREE TO A GOOD HOME: Thermometers (Brisbane, QLD)**

Brisbane-based project and aid company GRM International has a large number of thermometers to give away to an appropriate group.

The supplies were purchased around two years ago to be sent to offices around the world during the bird flu outbreak but were never dispatched.

If your organisation has a use for the hundreds of thermometers, contact Karen by emailing [karen.black@grminternational.com](mailto:karen.black@grminternational.com) or telephone 07 3025 8500.

### **FREE TO A GOOD HOME: Maths Books (Sunbury, VIC)**

A Sunbury secondary school has more than 100 maths books it is willing to donate to an appropriate community group.

The books are designed for pupils from Year 7 to Year 12.

If your group might have a use for these books and can pick up from Sunbury Downs College, please contact Danielle by emailing [inwood.danielle.d@edumail.vic.gov.au](mailto:inwood.danielle.d@edumail.vic.gov.au) or phone (03) 9744 7366.

### **FREE TO A GOOD HOME: Schoolbooks (Darwin, NT)**

A Darwin school shop has a supply of textbooks (mostly used) that it would like to donate to a community group.

The Kormilda College school has a selection of Science, Languages and Maths books for students from years 7 to 12.

There are around 20-30 books per subject, and most are only one year old so they are not in excellent condition.

More books are likely to become available every year or two.

If you think your group could use the books, please contact school shop manager Lyn Tilbrook at Kormilda College on (08) 8922 1625.

### **WANTED: Communications Projects (Melbourne, VIC)**

RMIT University in Melbourne runs a degree program where groups of communication research-trained students work on a communication research project for a not-for-profit client.

If you have a question or problem that relates to your organisation's communication then students may be able to assist at no cost to you.

Students work in teams to plan, execute, evaluate and present a research project under the supervision of course coordinators for not-for-profit clients.

Please register your interest by sending an email by February 23 to [Philip.Martin@rmit.edu.au](mailto:Philip.Martin@rmit.edu.au) or calling (03) 9925 1911.

### **FREE TO A GOOD HOME: veterinary equipment (SA)**

A fauna rescue group in South Australia has some veterinary equipment to give away:

- Eight boxes of surgical tape (such as Omnisilk)
- Two boxes of Rhena therm cast bandages (for setting bones and stabilising joints)
- Other bandages

If your group could use some or all of them, telephone Lynne on 08 8251 6103 or email [jamos@adam.com.au](mailto:jamos@adam.com.au)

### TO GIVE AWAY: T-shirts (Mt Martha, VIC)

A Mount Martha couple has 45 new cotton T-shirts to give away.

The shirts feature an Avatar self-development program trademark, and a blue “big sky” motif with a single agapanthus above small text that says “beliefs are the seeds that will one day flower into reality”.

The shirts (pictured right) come in a range of colours and sizes.

If your organisation can use the shirts, please contact Fiona by calling 0408 319 244 or emailing to [fiona@avatarawakening.info](mailto:fiona@avatarawakening.info).



### TO SHARE: Office Space (Melbourne, VIC)

Three desk spaces are up for grabs in a shared open plan office / design studio in North Carlton.

The space includes 100% wind power, ADSL2 broadband, shared meeting room, build in desks and furniture, Nicholson Street Village shop frontage with recycled timber reception, yummy fairtrade, and veggie and organic cafes nearby.

You'd be sharing with a great bunch of creative and sustainable people!

If you are a like minded, environmentally responsible group or small businesses, call Calan Stanley on 03 8060 7412 for more details.

### SPECIAL OFFER: Windows 7 (Australia-wide)

In conjunction with the release of Windows 7, Microsoft is offering eligible not-for-profit organisations to place an extra donation request via DonorTec for Windows 7 and/or Windows Vista products.

The offer is open until June 30, 2010.

If your organisation has not yet ordered the maximum Microsoft entitlement of six titles and 50 licences per title over your two-year ordering cycle OR has ordered Microsoft products in the past 12 months then you may be eligible to receive an upgrade to Microsoft's latest operating system.

For details go to <http://www.donortec.org/>

### SPECIAL OFFER: AVG internet security (Australia-wide)

AVG's small office and small business product range includes:

- Small business networks
- Small business server
- File and email servers

Our Community members can access a free 30-day trial plus a 30% discount on any AVG business purchase (no minimum spend).

Call Arthur Koulianos on 1300 284 000 for a quotation as well as details on how to access the 30% discount.



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## 6. Raising Funds offers advice on better bequests

A successful bequest program can produce rich rewards in the long term. But it is important any such program is properly thought through and established to increase the chances that it will generate income well into the future.

Speaking recently to *Raising Funds*, CARE Australia's fundraising manager Ryan Brown talked about how the organisation had rejuvenated its bequest program over the past 12-18 months.

Traditionally the program has generated around \$250,000 per annum for CARE. But after a little work and a renewed focus on bequests, more than \$1.5 million was raised during the past financial year.

Mr Brown said a 2008 review had recommended that the organisation:

- Segment its database and properly respond to people's inquiries.
- Work towards understanding what a "bequest person" looked like.
- Revamp its bequest literature.
- Have in place a bequest program spokesperson to further encourage people to leave bequests.

Mr Brown said even smaller organisations could establish successful bequest programs as long as they could articulate their future direction.

"Regardless of whether it is a football club or whether it is a small community group, the question is: 'Where does the organisation want to be?' Once you've settled on that, you need to clearly articulate that to your donors and potential donors," he said.

To read the full interview, subscribe to *Raising Funds* newsletter. Find out more [here](#).

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A promotional banner for GiveNow NEWS. The background is a close-up of hands holding a small white paper strip with the text "Give More, Give Smarter, Give Better, Give Now!". The text "GET THE NEWS ON DOING GOOD..." is overlaid in large, bold, white letters. In the bottom left corner, there is a white logo consisting of three stylized hearts. The bottom of the banner has a yellow background with the text "GiveNow NEWS" on the left and "Sign up - it's free" with a circular arrow icon on the right.

**GET THE NEWS  
ON DOING GOOD...**

Give More, Give Smarter,  
Give Better, Give Now!

**GiveNow NEWS** Sign up - it's free ↻

## 7. Reports spell out plan for community and government

The Treasury has just released a Draft of the Corporations Amendment (Corporate Reporting Reform) Bill 2010.

The aim of the Bill is said to be to improve corporate reporting and reduce red tape and the regulatory burden on companies – in particular, on Companies Limited by Guarantee, which is the structure used by many not-for-profit organisations.

Of the approximately 11,000 Companies Limited by Guarantee in Australia

- 21% are sports and recreation related organisations
- 19% are community service organisations
- 15% are education organisations
- 10% are religious organisations

and

- The majority are quite small, with 47% having an annual income of under \$250,000.

The Treasury proposes to bring in a three-level reporting framework, where companies that have income under \$250,000 and which aren't Deductible Gift Recipients don't have to submit reports of any kind, companies that are bigger than that but still have income of less than \$1 million have to put in reports but don't have to have them audited, and only organisations with incomes of more than \$1 million have to do the whole catastrophe.

The exemption of small not-for-profit companies and the reduced formalities for mid-range organisations will obviously help reduce the operating costs for these organisations and might theoretically enable them to use more of their resources on charitable work rather than having it diverted to compliance issues.

Before leaping at that, however, let's listen to what Productivity Commission has to say in its just-released report on the not-for-profit sector:

*The Commission endorses the thrust of the reporting reforms proposed in the Amendment Bill, as they will make incorporation under the Corporations Act more attractive to NFPs..... However, the Commission is concerned about the no reporting requirement for first tier companies, preferring that they be required to prepare some form of directors and financial reports and to have them available on request.*

The Treasury is proposing that small organisations need have no responsibility to explain anything to anyone; not the government, not their members. Understandably, the Commission is not so keen on that idea. While this may promote efficiency, it completely disregards transparency and accountability, and would only increase the public's robust existing suspicion of what NFPs do with the money they're given.

That aside, the Productivity Commission is broadly in favour of a special Companies Act regime for not-for-profits because it will attract more state organisations to national registration without all the work of introducing a new format. The Commission sees the problems with state incorporation being fixed over time as new not-for-profits decide to be companies rather than incorporated associations. The old state-based forms will wither on the vine.

If this is a problem with national incorporation, it's more of a problem with national fundraising. The problems with fundraising legislation, after all, are real, serious, and immediate.

The National Breast Cancer Foundation described current state and territory legislation as:

*... fragmented, inefficient; fails to deal adequately with national fundraising appeals; fails to regulate modern trends in fundraising; and in consequence does not adequately protect the community from inappropriate or fraudulent fundraising activities.*

None of that is going to be fixed by new Companies law, because fundraising law is entirely separate and applies to all forms of not-for-profit organisations. The Productivity Commission wants to fix this by having all the states agree on a common format.

In fact, it's possible that the situation may become even more fragmented; the Commission seems to be proposing that online fundraising be regulated by their proposed national NFP regulator, adding another person who needs to sign off on your appeal.

Not that a national regulator isn't a good idea. However, the Commission doesn't seem to want the national body to do all that much. It's seen as a one-stop shop for Federal Government forms, which is some way from the wide remit given to the Charities Commission in England or other similar bodies around the world. It's going to be very limited in what it can do because of the decision to leave the regulation of associations to the states.

At the very least, though, if the new agency is given responsibility for deciding on charitable status then that job will be taken away from the Tax Office, which has an obvious and immense conflict of interest – though the Commission favours setting this up within ASIC, which also risks creating different conflicts of interest between the cultures of the for-profit and the not-for-profit sectors.

It's well worth your while looking over the Commission's chapter on tax for not-for-profits, if only to see if you happen across a tax break you'd previously overlooked. At the end, though, the takeaway is unambiguously positive. The Commission recommends that

*The Australian Government should adopt a statutory definition of charitable purposes in accordance with the recommendations of the 2001 Inquiry into the Definition of Charities and Related Organisations*

which will make life much simpler for everybody, and

*The Australian Government should progressively widen the scope for gift deductibility to include all endorsed charitable institutions and charitable funds.*

Thumbs up! If it happens, of course – because this does rather rely on what the next cab off the rank says. The Henry Tax Inquiry has yet to report, and it will probably have the deciding vote on this one. There's no guarantee, either, that the Productivity Commission's recommendations will be brought in soon – or at all. First reports are not encouraging: an [article](#) by Adele Ferguson in *The Age* says

*Over the past 14 years there have been five reviews of the sector, including one from the Productivity Commission in 1995. They all turned to dust. It is not hard to see why. While most parts of the not-for-profit sector understand the need for change, many of the changes required are a political time bomb.*

Well, we've waited 400 years for a new Act – I suppose we can wait one more.

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## 8. Volunteers, employees – what's the difference?

What's the difference between a noun and a pronoun? The noun doesn't get paid.

And that increasingly seems to be the only remaining difference between a volunteer and an employee.

It used to be, for example, that there were differences in the way the two groups were affected by legislation. That gap is closing rapidly.

In the OH&S field, for example, all Australian governments have agreed to a national approach to reformed safe work laws, and a model [Safe Work Act \(2009\)](#) has been drafted.

**For community organisations, the key points of the reform are that**

- Volunteers are now defined as workers, and a primary duty of care is owed them in the same way as for paid staff
- There are exemptions for all-volunteer associations with no paid staff (though not for primarily-volunteer organisations)
- There are limited exemptions from prosecution for association officers and workers who are volunteers (though the full meaning of these exemptions remains unclear)

We would hope, of course, that no community group regards health risks to volunteers more casually than risks to paid staff, but this does introduce a new level of possible complication that small groups will have to face.

Similarly, in most states volunteers aren't covered by Equal Opportunity legislation, because they're not employees. The Victorian Government is now proposing changes to the Equal Opportunity Act (EOA) to cover individual volunteers.

Again, the last thing that community groups should countenance is discrimination based on race, age, sex, religious belief, or parental status – but again, the new legislation is going to introduce complications, and small groups aren't necessarily going to be resourced to deal with them.

One problem was that in an ordinary job people want as far as possible to avoid doing work they're not paid for, and being taken off a job counts as a benefit. How does this apply to volunteers? As [Volunteering Victoria](#) points out, "Many people now volunteer at least partly to access work experience and training. Given that changes under Job Services Australia will greatly expand the numbers of job seekers looking for volunteering work, the volunteer community can expect more vocationally focused volunteers." For them, at least, being let off unpaid labor may count as a loss.

"We would hope, of course, that no community group regards health risks to volunteers more casually than risks to paid staff, but this does introduce a new level of possible complication that small groups will have to face."

Volunteering Victoria says, "Volunteers become employees, for the purposes of the EOA. This means that volunteer involving organisations now become employers in relation to volunteers as well as paid staff ... and will need to comply with the EOA in their treatment of volunteers. This is a major change with significant implications."

And significant complications... "Where there are 10 volunteers, seven on the management committee (who also do work) and the rest just doing work, who are the employers and who are the employees? What if the association is unincorporated? What constitutes employment? ... Liability can be avoided by proper training, good written policies and effective monitoring and complaints mechanisms [but] of course the issue is resources."

### Share the Knowledge

*Our Community Matters is appealing to readers to put some flesh on these problems. What Equal Opportunity issues have come up in your work? How did you sort them out – or weren't you able to? Do you think that legislation would have helped? Do you think that volunteers should be treated exactly the same as paid workers, except on payday? How would that affect your work? Let us know by emailing [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au)*

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## 9. Higher, Faster, Stronger: social inclusion report launched

As part of its social inclusion strategy, the Federal Government has just released a report called [A Stronger, Fairer Australia](#) that sets out the strategy it intends to follow.

Despite the high levels of economic growth recorded in Australia over the last decade, too many Australians are still excluded from the opportunities they need to create the life they want. ... The costs of this social disadvantage are high – to individuals, communities and the nation.

### The solution – social inclusion

This problem can be overcome. But we need a new approach.

The Australian Government's social inclusion policies recognise that while every person is ultimately responsible for making a go of their lives, not everyone begins at the same starting point and some people strike setbacks or crises during their lives. This strategy aims to give every Australian the help they need to access the opportunities society has to offer.

The emphasis is on supporting individuals and communities to work their way to a better life.

Of particular interest to community groups is the strategy for the future.

The Australian Government will support innovative projects to build new partnerships and test new solutions to enduring problems and monitor the outcomes that these approaches achieve for the disadvantaged in our society. Creating social inclusion requires a community-wide effort, involving partnerships between individuals, families, communities, **the not-for-profit sector**, businesses and all levels and branches of government.

What might this actually mean for the sector in practice?

The Third, or not-for-profit, Sector is an important and growing partner in our society at the national and local levels. Extensive discussions between the Government and the Third Sector have resulted in a National Compact, a statement of shared principles and aspirations. The next step is to develop action plans that describe how the Government will work with the Third Sector to achieve these joint aspirations. These action plans will address issues surrounding the funding of diverse organisations, reducing red tape and dealing with paid and volunteer workforce issues.

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## 10. TALKING FINANCES: Free Guide for Board Members now available!

**By Vanessa Nolan-Woods**  
**Head of Community Markets, Westpac**

In association with Our Community, Westpac Social Sector Banking (the Community Markets team) is proud to launch the new *Guide for Community Board Members: Understanding Finances*.

This guide is the second in a series offered to community groups free of charge, and follows the popular *Guide for Community Treasurers*, which was launched in 2008 and revised late last year.

The *Guide for Community Board Members* contains the vital information that board members need to know in order to completely understand the financial reports presented to them by their Treasurers. It explains balance sheets, income and expenditure statements, cash flow statements, accounting methods, planning and troubleshooting.

By developing this guide with the assistance of industry and financial education specialists we hope to connect community groups with the educational resources they require to strengthen their organisation and achieve their long-term vision.

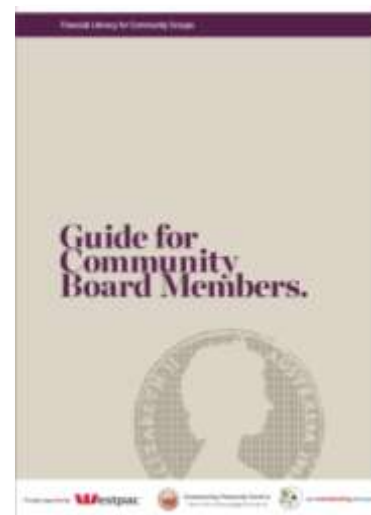
Westpac has been working with community organisations of all sizes for years – local sports clubs, schools, national aged care facilities and everything in between. During this time we've learned that the demands and the opportunities of the non-profit sector are both unique and diverse. Understanding this, we aim to offer these organisations more than just banking services. We're committed to:

- Understanding your unique day-to-day financial workings and requirements
- Designing and innovating our solutions and services to align with your needs
- Providing specialist bankers, who are dedicated to servicing the community and social sector
- Connecting you with the education, training and resources you need to effectively and efficiently manage your role in local communities.

Westpac Social Sector Banking is also working closely with the Westpac Financial Education team to ensure that community organisations have access to discounted access to financial workshops.

The *Guide for Community Board Members* can be read online, downloaded in PDF format, or ordered free of charge via the Our Community website – visit [www.ourcommunity.com.au/freeguides](http://www.ourcommunity.com.au/freeguides).

For information about any of the solutions we offer community groups email [socialsectorbanking@westpac.com.au](mailto:socialsectorbanking@westpac.com.au).



## 11. 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 issue in Australia. Some events taking place in the next month include:



- **Sea Week**: 1-7 March



- **Clean Up Australia Day**: 2 March



- **International Women's Day**: 8 March



- **World Naked Bike Ride Australia**: 13 March



- **Multiple Birth Awareness Week**: 14-21 March



- **Ride2School Day**: 17 March



- **Earth Hour**: 20-27 March



- **Harmony Day**: 21 March



- **National Playgroup Week**: 22 March



- **Close The Gap Day**: 25 March



- **Neighbour Day**: 28 March

More events, plus the full listing for each event, can be found at [www.ourcommunity.com.au/calendar](http://www.ourcommunity.com.au/calendar).

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## 12. Community groups jumping on board the corporate grants program train: survey

More grantseekers are primarily reliant on funds from the corporate/private sector than 12 months ago, according to the recently released 2010 Grants in Australia survey.

The survey, conducted by the Australian Institute of Grants Management (a division of Our Community) attracted almost 500 responses between mid-November 2009 and mid-February this year.

One of the most significant findings was a major shift in groups gaining grants income from the corporate/private sectors.

Almost 18% of respondents said their grants income came primarily from the corporate/private sector, up from only 7.4% in 2009.

This jump came almost entirely at the expense of those who said they were primarily reliant on government grants. This figure fell from more than 84% of respondents in 2009 to 73.6% in 2010.

The survey also found that many groups are becoming more reliant on grants funding than ever before. More than 70% of respondents said they were searching for more grants than a year ago, and that there was more competition for grants than in 2009.

A total of 68% of respondents said a lack of time prevented them from applying for more grants, while more than 67% said a lack of resources and/or staff stopped them from doing so.

Other key findings of the survey included:

- 78% of respondents called on grantmakers to provide higher levels of honest feedback to unsuccessful applicants.
- 60% said unsatisfactory feedback from grantmakers was their biggest source of frustration, and 66% said they had encountered grantmakers in the past 12 months that had not provided useful feedback on an unsuccessful grant application
- 59% wanted greater clarity on grant program requirements.
- More than 35% said they had experienced problems with telephone inquiries to grantmakers in the previous 12 months – calls not being answered (36%), calls not being returned (35%) or calls being passed from person to person (38%).

It's not all bad news for grantmakers. A total of 83% of respondents said they had experience of a grants program in the past 12 months with easy-to-find information about program aims and objectives, while 81% said they had experienced a program with clear guidelines and application forms.

More results from the 2010 Grants in Australia survey, along with results from past surveys, will be posted online at [www.grantsmanagement.com.au](http://www.grantsmanagement.com.au).

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## 13. Listen up Trendsetters – new stats released

Once every year all we trendwatchers rush to [Australian Social Trends](#), the Bureau of Statistics' look at what's happening in Australian society. This year the trends show:

- **Part-time work is going up at the expense of full-time work (and small business)**  
The proportion of all employed people who were working part-time almost doubled between August 1979 (16%) and August 2009 (30%). The proportion working as casual employees also increased between August 1992 (17%) and August 1996 (20%), but has since remained at this level. In contrast, the proportion working as an employee with paid leave entitlements decreased slowly between 1992 (62%) and 2004 (59%) before rising to 63% in 2008. The overall proportional increase in employees was offset by a proportional decline in owner managers (from 20% in 1992 to 17% in 2008)

- **The drop in union membership may be stabilising**

It's too early to tell, but after dropping from 45% to 20% over the past 25 years the proportion has been level for several years.

- **More people (and different people) are living alone**

In 2009, there were around 2 million people aged 15 years and over who were living alone. The proportion of people living alone increased over the two decades to 2006. However, over the last few years this trend has stalled. Men in their 40s and 50s are the fastest growing part of this population, due to more of them never having married, and many more again getting divorced but not living with their children.

And in **other news**

- **Offices are replacing traditional neighbourhoods**

People prefer to befriend co-workers instead of those living down the street, and busy careers limit opportunities for socialising. KPMG demographer Bernard Salt says, "People say that it's a bad thing, that there has been a sense of community lost, but really it's just shifted from suburbia to the office."

All of these changes complicate the task of recruiting volunteers for your organisation – but do offer new groups that can be tapped.

**If** full-time workers are spending longer at work, there are more part-time workers who have some free time, and it's just a matter of being flexible enough to make it convenient for them.

**If** people are becoming more invested in office life, that's a cue for you to concentrate on getting some workplace giving programs up to support your organisation.

**If** people are less tightly linked to traditional parties, religions, and unions there's a gap in social expression that your organisation may be able to fill.

As we live in a time of accelerated social change, your organisation must review its activities constantly to make sure you're prepared to take advantage of new developments.

**To make sense of all these stats and trends, don't miss Ipsos chief Rebecca Huntley's keynote presentation to Communities in Control 2010 – find out more [here](#).**

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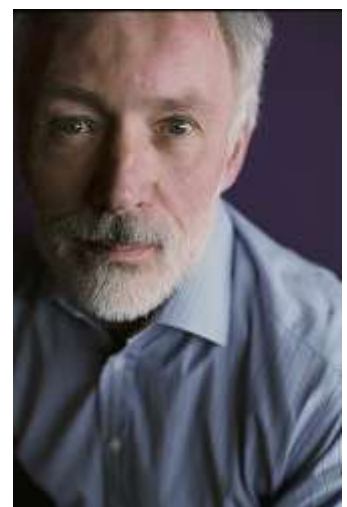
## 14. Congratulations Prof. Patrick McGorry – community sector hero

As we all know by now, this year's Australian of the Year is Prof. Patrick McGorry, Executive Director of Orygen Youth Health (OYH), a world-renowned mental health organisation for young people.

He's a man who knows what communities can do, in all senses of that word. He's recently launched "Your Bushfire Space", aimed at creating a sense of community for an online forum for young people still struggling in the aftermath of last year's Black Saturday bushfires, and he's just ~~called for a massive overhaul~~ of the mental health system to direct funds away from acute hospital services to more community-based care. Bring it back to the grass roots!

Community groups should be encouraged to see that community-level enterprises can be launched successfully, can break into the public debate, and can shift resources out of the giant institutions down to the level where the clients are.

Congratulations Professor McGorry for showing us how it's done.



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## 15. Tough Gig – community organisations difficult places to work: study

If you feel you've had a bad day, you're not alone. Community organisations are among the toughest places to work, according to a new UK study.

"Third sector respondents reported being 2.5 times more likely to experience intimidating behaviour from people at work, and were four times more likely to report being humiliated or ridiculed in connection with their work," says UK Professor Duncan Lewis of the University of Glamorgan's Business School.

"It could be anything from having your views and your opinions ignored to having somebody constantly checking up on your work, or being given unmanageable workloads."

Sound familiar?

Part of the trouble, of course, is that people in this sector can find themselves in a classic catch-22. Professor Lewis says: "It's possible that, working in that sector, employees expect to be treated in a particular way. They're doing good work, but they find themselves in an environment being run just like a business."

If it's not the employers, it's the clients. The study showed that respondents working in the community sector were more likely to report extreme forms of negative behaviour associated with violence, threats and injury, but that such behaviour is most often perpetrated by service users.

Add to that the lower pay scales and you have a recipe for burnout. No wonder it's so difficult to recruit. Keep your chin up.

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## 16. Community Briefs: News from across the community sector

### Australians give – and take – from community groups: survey

Community sector groups still underestimate the threat theft and fraud poses to their organisations, according to Our Community's *Fraud and Financial Management Survey 2010*.

The survey, which gathered more than 320 responses from community groups right across the country, found almost 20% had experienced stolen resources or equipment in the past two years.

It also found that 17% had had petty cash stolen or unaccounted for, 8% had cash donations stolen and 6% had donation tins stolen.

Despite these findings, community groups still felt they were less likely to be victims of fraud. More than 40% of survey respondents held this belief.

Those groups that had experienced fraud in the past two years were asked to speculate on why. The most commonly identified reasons were:

- Poor internal controls
- A reliance on volunteers
- Treasurer too disinterested or busy to notice
- Poor ethics or culture in the organisation
- Having a board that was not vigilant or interested enough.

More detail on the survey is featured in February's edition of *Board Builder*. For more information, visit [www.ourcommunity.com.au/boardbuilder](http://www.ourcommunity.com.au/boardbuilder).

## Get the Giving News

The February edition of *GiveNow News* includes articles on micro-credit, pet pampering and 10 giving ideas that won't dent your bank balance, while the March edition will feature a range of giving tips, including:

- Why and where to dispose of your old mobile phone
- How you can help rebuild Afghanistan ... one skateboard at a time
- A better way to respond to the Haiti earthquake disaster
- What to give to op shops – and what to take to the tip
- The A-Z of tech-savvy ways to give

Sign up now to get the March edition delivered to your inbox – [click here](#).

And to catch up on what you've already missed go to [www.GiveNow.com.au/news](http://www.GiveNow.com.au/news)



## Community Treasurers' Awards countdown begins – four weeks left to nominate!

If you think your treasurer is a great unsung hero, now is the time to put their name forward and nominate them for the Westpac Community Treasurers' Awards.

The awards are designed to show appreciation of the immense contribution community treasurers make to their groups, the community, and to Australia.

Awards will be given for treasurers in three budget classes:

- Small organisations (with an annual income of less than \$10,000 per annum)
- Medium organisations (annual income of between \$10,000 and \$250,000 per annum)
- Large organisations (annual income of more than \$250,000 per annum)

Entries will be judged on how well the treasurer fulfills the duties of ensuring good financial management, good financial governance and good financial outcomes.

The winner in each class will win \$5000 for their community group and an impressive trophy to recognise their achievements. In addition, every eligible nominee will receive a Certificate of Nomination, recognising their significant contribution to the Australian community sector.

Nominations must be received by 5pm on March 26, 2010, with winners to be announced in April. Nominate your treasurer at [www.ourcommunity.com.au/treasurersawards](http://www.ourcommunity.com.au/treasurersawards).

**Treasured.**  
RSVP here for the 2010 Westpac Community Treasurers' Awards Morning Teas

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**Community Financial Centre**  
One of the 16 Knowledge Centres of Our Community

**ourcommunity.com.au**

### Giving Cards net thousands for community groups

A total of \$6330 was raised for community groups across Australia through the 2009 Christmas Giving Cards initiative.

The Giving Cards program, an initiative of Our Community and Australia post, was held during December, allowing members of the public to purchase high-quality Christmas cards, with \$1 per card donated to a community group of the purchaser's choice.

Community groups also used the initiative as an end-of-year fundraiser.

More than 50 community groups benefited from the 2009 promotion.



### New online food safety program launched

Victoria's Department of Health has developed a free online program aimed at better educating people on food safety.

The Do Food Safely program covers six topics, including the basics of safe food storage, cleaning and sanitisation in food preparation areas, preventing food contamination, and personal hygiene considerations for food handlers.

The program only takes an hour to complete, although units can be finished at an individual's own pace. A final assessment unit can be completed, with people who have successfully completed the course able to print out a certificate as a record of their participation.

The Do Food Safely program can be found online at <http://dofoodsafely.health.vic.gov.au>.

### Coming soon to a phone near you: ATO

The Australian Tax Office (ATO) will contact selected not-for-profits in the coming months as part of an education initiative designed to help groups understand their tax obligations and concessions.

"Calls will be limited to non-profit organisations that do not use the services of a tax agent so we can support those more likely to require our assistance," the ATO says.

"During the calls, we will discuss key areas such as non-profit status, income tax exemption, deductible gift recipient status, goods and services tax (GST) obligations and concessions and employer obligations.

"We will also discuss products and services we have to help non-profit organisations."

### More organisations added to DGR register

The Productivity Commission has recommended major changes in the way not-for-profits get DGR status, but in the meantime we're stuck with the old system.

Under the old system the government has just announced that a number of organisations working with the environment and climate change, Australian aid funds, and the Bali Peace Park Association will receive tax deductible status by being added to the register of environmental organisations.

On another DGR front, the Tax Office has contributed to the decline of the English language by renaming its web page on *Providing assistance to victims of natural and other disasters in Australia* to *Necessitous circumstances funds and tax deductible gifts*.

The page "provides information about when the ATO will endorse a fund as a deductible gift recipient (DGR) under the general DGR category 'necessitous circumstances fund' so it can receive income tax deductible gifts."

### Diversity challenge set for Harmony Day

March 21 is National Harmony Day, and the Federal Government is urging local councils around Australia to challenge younger Australians to understand and respect the cultural diversity in their communities.

The Department of Immigration and Citizenship has worked with the Australian Red Cross to develop the *Red Cross Y Challenge – Celebrating Diversity* resource.

The Y Challenge is a free program that originated in Western Australia. It provides youth development officers, youth councils and other council staff with ideas and material to help young people learn about respect and tolerance for other cultures.

The Y Challenge is particularly aimed at councils because of their use of Harmony Day to educate people about multiculturalism and diversity, and to introduce sections of their communities to the diversity of languages, cultures and religions in their local area.

Councils and youth groups can register for the resource [here](#).

### Scam Alert: community groups targeted

Email-based scams are nothing new, but it seems that community groups are now being targeted specifically.

Examples that have come to the attention of Our Community in recent months include:

- An email purportedly from a Ghanaian named John Koko, claiming to represent West African NGOs in the fight against Malaria, AIDS, “and other health issues”. “John” claims to have US\$4.7 million in need of distribution by an NGO in “your country”.
- An email with a PDF attachment targeting Australian grantseekers. Headed “Government Grant 2010”, the email claims to be giving away EU/UN/UK/US Government money worldwide to those affected by the recession and asks for personal details from the recipient. A sample of the email attachment is posted [here](#).
- There are also a number of email scams circulating trying to capitalise on the goodwill generated by the Haiti disaster. One email claims to come from the British Red Cross and even displays the real Red Cross address in London, but directs users to a different website when they try to donate. [Click here](#) to read an article on the Haiti scams.

Keep your eyes out and your wits about you – and don’t hand over any personal or organisational details without thinking first about who you’re really giving them to.

### Learning to lobby with Emily’s List

Emily’s List is staging a series of lobbying and campaigning events in the lead-up to this year’s federal election.

The Empowering the Community Sector Series is designed to give women in senior levels of the community sector essential skills, insight and tips on how to impact the political process as they advocate for their organisation’s key issues to be placed on the election policy agenda.

Upcoming events on the program include:

- Progressive Debate Framing – March 1
- Managing the Media March 22
- Introduction to Lobbying – April 19
- Advanced Lobbying – May 10.

Sessions will be held at the Queen Victoria Women’s Centre, 210 Lonsdale Street, Melbourne. For more information, contact Emily’s List on (03) 8668 8120 or download the program and booking form [here](#).



### Update your organisation’s entry in the Our Community directory

Now is the time to make sure your group’s details are listed correctly in Our Community’s online Join In, Join Up! directories.

The directories make it easier for prospective members, donors and supporters to find out about and get in contact with your group.

To view your group's details go to [www.ourcommunity.com.au/directories/all](http://www.ourcommunity.com.au/directories/all) and carry out a search. If you would like to change any of the details listed, just log in to the Our Community website and click the "My Account" link on the top right-hand side of the page.

If you have any queries or concerns about your listing, let us know by emailing [service@ourcommunity.com.au](mailto:service@ourcommunity.com.au) or call (03) 9320 6800.

## Get your game on

Hootville Communications, which provides media and marketing services to the community sector, has these tips on planning community group communications as the New Year (an election year!) cranks up:

- Uncover (or create) some **anniversaries/milestones** worthy of media coverage. This probably isn't about your organisation directly but it may be 25 years since a piece of legislation vital to your audience was passed; it may be 10 years since a market was deregulated; it may be three years since an unkept government promise was made.
- Invite a **guest speaker** for later in the year – someone who can attest to the value of the work you do. Use them to meet with polities and get bums on seats at your AGM.
- Find and develop your **media tarts** – people who can talk from their own experience about your issue, whether it be IV drug use, waiting for a transplant, changing farming practices or employing someone with a disability. Train them, then use them: public speaking, media, letter writing, videos on your website.
- Develop an interesting **e-newsletter** to replace expensive, slow print communications. And don't forget the big fat database of subscribers.

Hootville can help community groups develop a communications plan, or to see the team in action, sign up for one of the Our Community-Hootville media/ marketing workshops – see details [here](#).

## Trending Up

In May last year PricewaterhouseCoopers (PwC), the Fundraising Institute Australia (FIA) and the Centre for Social Impact (CSI) released 'Managing in a Downturn', reporting on a survey of the impact of the economic downturn on not-for-profit organisations.

Six months later they've released the next instalment in the series, this time called 'Managing for Recovery'. The difference in the titles sums up their findings. While these are tough times, they're not as bad for community groups as we'd feared, and there's room for cautious optimism looking at the future.

In the last six months, according to the just-released report, about half of the respondents to the survey experienced declining revenue, but only 28% expected further declines going forward.

"These figures do not suggest the challenges have been overcome, but they are considerably more optimistic than was the case six months ago. The improvement seems to largely mirror the improved performance of and outlook for the Australian economy."

The report points to factors that have helped community groups withstand the storm, saying:

- Relatively constant government income has played an important part in providing financial stability to the sector through difficult times.
- The corporate sector, which many assumed would significantly reduce its level of assistance, has proved surprisingly robust in continuing to maintain its level of financial support for the sector (see our article on [grants](#) for more on this).

It says investment income has been hard hit but is recovering rapidly, and that larger organisations have fared significantly better than smaller ones. (Medium size organisations have fared worst of all.)

The income of welfare, aged care and disability organisations has been least affected by the downturn, with arts, culture and sports organisations worst affected. Read the full report [here](#).

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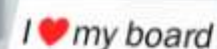
## Community Sector Jobs

### Victoria

Job Title	Organisation	
WELFARE OFFICER - DRUG & ALCOHOL	Connecting People	<a href="#">Details</a>
Chief Executive Officer	Brooker Consulting	<a href="#">Details</a>
Alliance & Advocacy Coordinator	MS Australia	<a href="#">Details</a>
Disability Consultant	Outer East Employment Service - Workbridge	<a href="#">Details</a>
Grants, Sponsorships & Fundraising Coordinator (readvertised)	Brainlink Services Limited	<a href="#">Details</a>
Community Development Officer	Louise Multicultural Community Centre Inc.	<a href="#">Details</a>
Community House Coordinator	Godfrey Street Community House Inc.	<a href="#">Details</a>
Community Development Officer	Northern Support Services	<a href="#">Details</a>
Co-ordinator of Volunteers (Groups, Magazine, Library)	The Compassionate Friends Victoria Inc.	<a href="#">Details</a>

Post Jobs at [www.ourcommunity.com.au/goodmoves](http://www.ourcommunity.com.au/goodmoves)

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## Community Sector Board Positions

### Queensland

Job Title	Organisation	
Chair, General Board Member	Maroochy Waterwatch Inc	<a href="#">Details</a>

### Victoria

Job Title	Organisation	
Treasurer	Eating Disorders Foundation of Victoria	<a href="#">Details</a>
Secretary	Eating Disorders Foundation of Victoria	<a href="#">Details</a>
General Board Member	Foundation for Developing Cambodian Communities	<a href="#">Details</a>
Treasurer, General Board Member	KidSup	<a href="#">Details</a>
Treasurer	Moreland Community Legal Centre	<a href="#">Details</a>
Marketing Manager, Media & Publicity Manager	Melbourne Stencil Festival	<a href="#">Details</a>

Post Board vacancies at [www.ourcommunity.com.au/boardmatch](http://www.ourcommunity.com.au/boardmatch)

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## 19. 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](http://www.ourcommunity.com.au/signup).

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

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

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## 20. About Our Community

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

Our major offerings include:

1. **[www.ourcommunity.com.au](http://www.ourcommunity.com.au):**  
Australia's most useful website and publishing house, encompassing the nation's largest and most diverse membership base and 12 Knowledge Centres – accelerating the impact of Australia's 700,000 community organisations
2. **[GiveNow.com.au](http://GiveNow.com.au):**  
The practical place to explore all the different ways you can help the community: how to make a donation, how to get involved, how and where to join in and support your community.
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](http://www.ourcommunity.com.au/aboutus).



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# Join In, Join Up!

Helping individuals Join In and  
Join Up with a community group

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