



Edition 1, 2011 – Issued February 1, 2011

Our Community Matters is your free community sector update, brought to you by Our Community – the premier online destination for Australia's 600,000 community groups and schools. [Click here](#) to receive your free copy.



Contents

1. [Striking the Gong: Women and the Order of Australia](#)
2. [After the Floods](#)
3. [Great Australian Leaders in Focus: Dr Anne Summers AO](#)
4. [Board Builder Conference 2011: Only two weeks to go!](#)
5. [Australia's best training for community groups](#)
6. [And so the wheels of government grind on](#)
7. [Dust off that crystal ball: What's in store for the community sector?](#)
8. [Off the Shelf: How's your Constitution looking?](#)
9. [Wikid Fundraising: Mining the fundraising lessons of Wikipedia](#)
10. [Why good urban design matters to community groups](#)
11. [Marketing Guru: Building your brand](#)
12. [Community Calendar: What's on in the community sector](#)
13. [Time to take control of your time](#)
14. [Attention grantmakers and grantseekers: tell us what you think!](#)
15. [Community Sector Briefs](#)
16. [Good Moves: Community sector jobs & board vacancies](#)
17. [Fast Forward](#)
18. [About Our Community](#)

1. Striking the Gong: Women and the Order of Australia



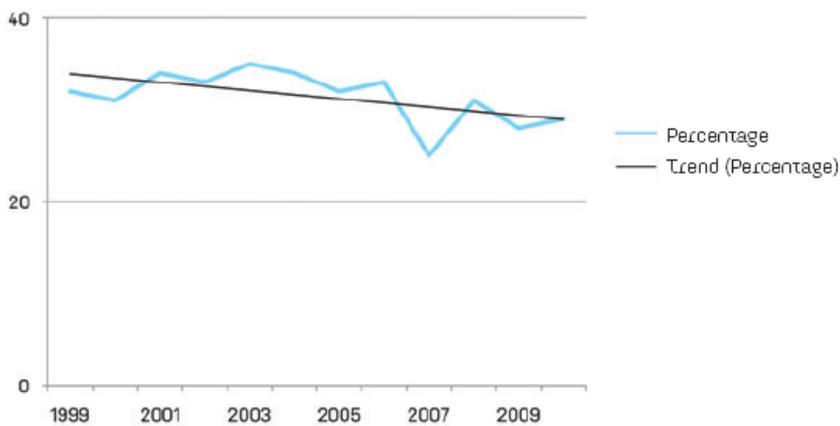
By Carol Schwartz AM
Chair, Our Community

There is one big and largely unrecognised problem with the Australian honours system.

Fewer women – many fewer women – than men are nominated. And that means that fewer women than men get the awards.

Things aren't getting any better, either. In fact, the trend line is going down.

ORDER OF AUSTRALIA: % WOMEN



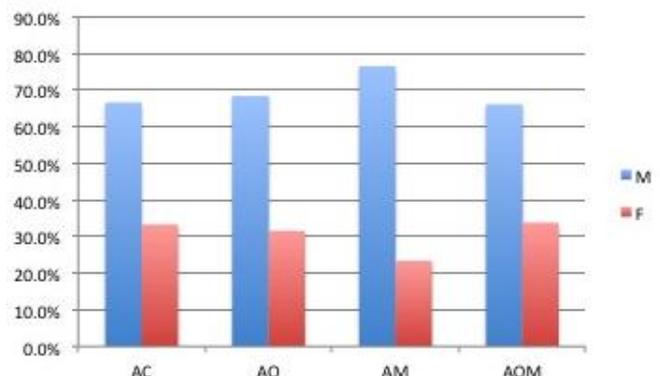
Last Tuesday, the day before the latest crop of Order of Australia recipients was released, I helped launch an initiative to try to push up the number of women receiving awards.

Our campaign involves wide distribution of a new plain-English guide on how and why to nominate a woman for an award in the Order of Australia.

The guide – *Advancing Women: Women & the Order of Australia* – will be sent to every Member of Parliament and every Mayor and Shire President in Australia, seeking their support to nominate and promote nominations for women.

I was rather hoping that our efforts would have been rendered unnecessary and that Australia Day 2011 would have gone down in history as the day where things finally changed. Sadly, that wasn't the case. The gender breakdown for honours released on Australia Day was just as bad as always:

Award	Male	Female	Total	% of women
AC	2	1	3	33
AO	13	6	19	31
AM	85	26	111	23
AOM	221	113	334	34
Total	321	146	467	31



There are two lessons all Our Community members should draw from this.

Firstly, **we need more nominations**. An analysis of award statistics over the past decade has shown that just over half of all people who are nominated for an award in the Order of Australia were successful – and in fact women who are nominated generally do even better than men.

The crux of the problem is not that women aren't carrying out important work. The problem is that too few women are being nominated.

Look beyond the people shoving hardest, making the most noise or wearing the brightest colours. It's a fact of life that our parents and teachers and clergy have spent quite a bit of time trying to educate us out of any form of self-flattery and self-promotion.

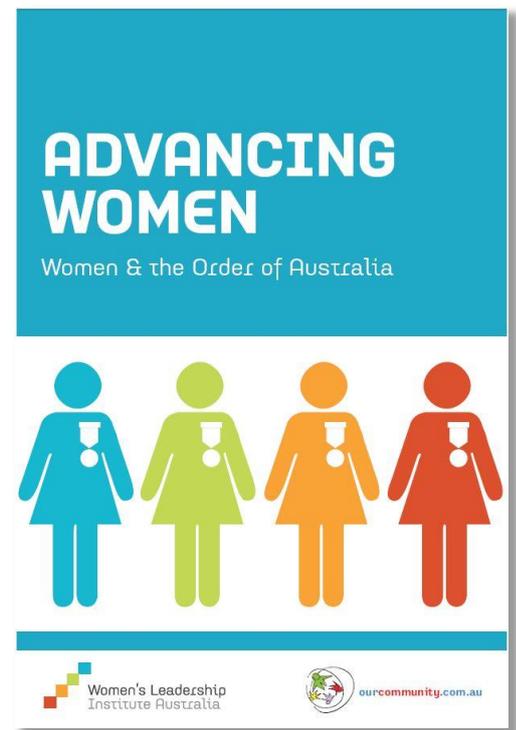
They do better with some people than others. They do better with women than men, and they do best of all with the kind of good public-spirited virtuous women who are most likely to be involved in doing the kind of thing that qualifies them for a gong.

The second thing to note is that **this is within your reach**. This is not like the Olympics – it's not something for only the very best and the very brightest. Achieving an award is within the reach of anyone in Australia who is making an extraordinary contribution to Australia life.

What you do need in formulating your nomination is a bit of nous. When it comes down to it, you are going to have to "sell" your nominee to the committee. In fact, it's very like fundraising, or applying for a grant; you need a good story and a confident presentation.

So here's what I'd like you all to do:

- (1) Have a look around and see who you think are the women that are making a major contribution to your community. Look hard. As I mentioned earlier, they're probably not people who will be prone to singing their own praises.
- (2) Download our new guide – it's online at www.ourcommunity.com.au/honours. The guide will walk you through the process of nominating someone for an award, providing advice on the sorts of women you might consider nominating and how to build your case.
- (3) Step to it. Nominate as many women as you can identify as worthy. Make a New Year's resolution to do the same every year



Carol Schwartz AM is the founding Chair of Our Community and the founder of the Women's Leadership Institute Australia, which is working to catalyse and inspire innovative partnerships, action and system-changing solutions to address the imbalance of women in leadership positions in Australia. Advancing Women: Women & the Order of Australia is an initiative of the Women's Leadership Institute Australia, in cooperation with Our Community.

[Back to Top](#)

2. After the Floods

There have been floods. Many people have died, many more are left homeless, and stories of courage and grief and human kindness fill our screens until our children know the levee height of every Australian town and city.

Parts of the country are still under water. Other parts are still under threat. There may well be more floods to come. We have enough of a pause from the worst, though, to start putting together some notes of what we have learned.

We've learned that Australians are generous.

Around \$185 million has so far been deposited into the Queensland Government's appeal.

Our own commission-free giving site, www.givenow.com.au, has collected around \$160,000 for flood relief appeals – \$100,000 for the Queensland Premier's Flood Relief Appeal, but tens of thousands too for playgrounds and footy fields and animal causes.

Average donation for the floods through GiveNow is \$202, well above our normal average donation, which hovers between \$90 and \$110 most months.

We've learned that the world is small.

Along with hundreds and hundreds of local donations, we've processed donations for flood appeals from all over the world – everywhere from North America to Indonesia, Brunei and Vietnam.

People have seen the images of sobbing families driven from their houses and have reached out to help.

We've learned that ordinary people will risk their lives and their health to help others.

Countless stories of bravery have emerged and countless more have yet to be told.

While some waded in at the height of the crisis to pull people to safety, others have pulled on boots and taken up shovels and bulldozers to build up the banks and clear up the mud.

In some places, the battle continues.

We've learned that the English language is not one of the exact sciences.

There is an active debate among the best minds in Australia on what exactly the word 'flood' means when it is inserted in an insurance policy.

Meanwhile, many people are staring at their insurance papers and wondering what on earth they have been paying for all these years.

We've learned that there is such a thing as community.

Margaret Thatcher famously said "There is no such thing as society! There are individual men and women and there are families and no government can do anything except through people and people look to themselves first." We, and our governments – local, state and federal – have shown this to be untrue.

We've learned that community groups are the glue (but are not always recognised as such).

People call on not-for-profits of all kinds when the everyday connections of our society start falling apart. Whether it's handing out sausage rolls, handing over evacuation packs or just giving people a place to rest and grieve, community groups provide the glue that keeps our communities together. They will be needed even more as the immediate crisis recedes and the recovery phase begins.

We've noticed, too, that when the water stops rising not-for-profits generally aren't consulted again, don't (unlike householders) get compensated for property damage and aren't (unlike businesses) eligible for grants or loans; virtue is very much its own reward.

What are we yet to learn about ourselves?

We've learned that natural disasters bring out the best in a people, but the tough bit is going to be getting the best to endure.

We can cope, evidently, with devastation and destruction; a rise in the price of cauliflowers or the prospect of a \$50 levy, not so much.

Natural disasters are not evenly distributed. Some unlucky Queenslanders suffer, people in other towns and cities who have taken the same decisions about how close to the river to build their houses get off scot free.



Humour on show in the floodlands near Kerang, Victoria.

In the time that's left to us before the next natural crisis, we have to contemplate the difficult part of the learning process – moving up from individual heroism and personal generosity to national policy.

In the knowledge that this has happened and may happen again, how do we change our lives?

What people want from government is an assurance that tomorrow will be very much like today. We are now in a period where that assurance can't honestly be given. We are faced with the necessity of investing immensely in protection against the unforeseen. Our towns, it seems, are in the wrong place.

It is not clear that our current political climate is much more friendly than the other kind of climate. There is little scope for co-operation where the governance of the country is seen as a zero sum game, as a field of battle where everything that happens every day of the year is seen as a defeat for one party or the other. Any initiative is seen as a threat, any pause for thought as a confession of weakness, any new idea as an embarrassment. Governments busy themselves with being small targets; the light on a hill only attracts enemy fire.

Which is a pity, because our troubles are not yet over. The great Australian public may not any longer be interested in climate change, but climate change is still interested in us. The cyclone season is not over yet. La Niña is not over yet, by a long stretch. Climate change is hardly beginning.

After the Victorian bushfires it seemed for a moment that the Australian people were ready to listen to the message that change must come, but then the dams filled and the urgency evaporated.

Now those dams have overflowed and swept away everything but our illusions – the talk is still of recreating normalcy. Nature must wonder what it's going to take to get our sustained attention.

Australia's community groups are the nation's first port of call when disasters happen. We must not, though, confine ourselves to bandaging the wounds. We must draw attention to the need to address the wider causes. We must shout our message from the rooftops, if only because that's where the next flood may well leave us.

Denis Moriarty
Group Managing Director

[Back to Top](#)



3. Great Australian Leaders in Focus: Dr Anne Summers AO

The **Our Community Leaders** initiative was created by Our Community to highlight community leadership in Australia. Each interview is designed to excite and stimulate discussion on the important elements of leadership as well as providing some personal insights that can serve as lessons or guides for other younger and emerging leaders.

Leadership interviews appear in this newsletter and are also available via the Community Leadership Centre: www.ourcommunity.com.au/leadership



This month's interview is with Dr Anne Summers AO, journalist, best-selling author and feminist. Anne has had a long career in politics, the media, business and the non-government sector in Australia and abroad. She is the author of several books, including the now classic Australian book, *Damned Whores and God's Police*, which was first published in 1975.

Earlier this month, Anne was one of four eminent Australian women to be immortalised on a stamp in recognition of her role in advancing gender equality. She used the opportunity to encourage people to continue the fight for women's equality.

Who do you consider to be three great leaders of our time and why?

- **Simone de Beauvoir** who was the first modern woman to lay out the case for women's emancipation and thus inspired a generation of women to throw off the shackles

- **Hillary Clinton** who has shown that if you are brave enough you can continue to seize opportunities and re-invent yourself, thereby casting aside the restrictions of both society as a whole and, especially, people's preconceptions and expectations
- **Nancy Pelosi** who has shown how a woman can be a superb political leader, achieving lasting change (health care reform) and never forgetting the movement that made her journey possible.

What are the three attributes you would consider to be essential to a leader?

- Courage
- Honesty
- Willingness to take risks

What are the greatest barriers to new leaders emerging in Australia?

- Our society does not embrace diversity, thus excluding many people of potential leadership ability
- Cynicism around the possibility of real change in this country
- Celebrity valued above integrity

What advice would you give to a potential leader to take them to the next stage?

- Don't be afraid to take risks (including the personal risk of showing your true self, however vulnerable you might be)
- Never stop learning, from people, from books, from self-reflection
- Work hard

What three insights have you gained personally and on your leadership journey and how have they impacted on your style of leadership?

- To be brave and not be afraid of failure (there is always another way or another chance)
- To take risks, expand the possibilities and thus create a different future
- Work hard and know your stuff

Who have been your own leadership mentors and how did they assist in developing your own leadership style?

Max Suich and Max Walsh taught me how to be a good journalist. Professor Henry Mayer taught me how to think, to question, to argue, to be accurate. Without him I would not have written *Damned Whores and God's Police*.

Thinking about your own leadership journey, what are you most proud of?

- Having written books that people have responded to and, in some cases, claimed to have had their lives changed by.
- Having been able to improve the lives of the women and children who took refuge at Elsie (a women's refuge) in the early days.
- Being able to influence the public debate and (to some extent) the policies needed to give women greater opportunities in Australia.

If you had a magic wand, what would you change about community life in Australia right now?

I would remove discrimination, unfairness, prejudice, narrow-mindedness and bigotry and I would encourage people to think big, be brave and not be afraid of change.

Anne Summers has recently launched an initiative to raise funds for micro finance loans for women entrepreneurs in developing countries. Her project, Words Working 4 Women (WW4W), will see the proceeds of a range of books, starting with *Gods Whores and God's Police*, sold to create and maintain the fund. For more information visit <http://www.wordsworking4women.com/>

[Back to Top](#)

4. Board Builder Conference 2011: Only two weeks to go!

Our Community's Board Builder conference is Australia's premier conference for all people who sit on a board, manage a board, work with a board, or want to get on a board.

The conference will be held at Moonee Valley Racing Club in Moonee Ponds, Melbourne, on Friday, February 18, 2011. **There's only two weeks to go!** Don't miss out – book now!

Keynote speakers include:

REGISTER ONLINE
FOR BOARD BUILDER
CONFERENCE

DOWNLOAD PROGRAM
& ORDER FORM
(pdf 1.8mb)



Prof. Rob Moodie

The CEO of VicHealth from 1998-2007, and the former Chair of Melbourne Storm, Prof. Moodie is the inaugural Chair of Global Health at the Nossal Institute for Global Health.

A Teacup in a Storm: How to lead when things turn sour



Paul Ronalds

Paul Ronalds has extensive experience working in and writing about community issues in Australia. He is currently the First Assistant Secretary of the Office of Work and Family in the Department of Prime Minister & Cabinet – the division that houses the new Office for the Non-Profit Sector.

Leading through Change: What's next for the community sector?



Carol Schwartz

Carol is a visionary leader who works with innovative people, organisations, systems and communities to achieve transformative outcomes. Recently she founded the Women's Leadership Institute Australia where she is working to help rectify the dearth of women in leadership positions.

Advancing Women: Finding a new way forward

The conference will also feature concurrent sessions on:

- **Minimising Risk (and what to do when things don't go to plan)**
Facilitated by Murray Baird, Principal, Moores Legal
- **Updating your Constitution**
Facilitated by Patrick Moriarty, Director, Institute of Community Directors Australia (ICDA)
- **Appraising & Remunerating the CEO**
Facilitated by Kathy McLean, Executive Search Consultant, Fish & Nankivell Ogilvie Watson
- **Understanding Finances**
Facilitated by Sinclair Taylor, Head of Westpac Financial Education
- **Board Doctor – specialist answers to all your board questions**
With Kylie Cirak, James Demetriou, Carol Schwartz and Murray Baird, and anchored by Brett de Hoedt.



Murray Baird



Patrick Moriarty



Kathy McLean



Sinclair Taylor



Kylie Cirak



James Demetriou



Brett de Hoedt

Find out more and register at www.ourcommunity.com.au/boardbuilder2011

5. Australia's best training for community groups

Our Community's trainers have swung back into action, with a range of new courses and classic favourites on offer.

All training is delivered by experienced, engaging community sector practitioners, and has been road-tested to guarantee its relevance and applicability at the coalface. Find out more at www.ourcommunity.com.au/training.

Some upcoming opportunities are outlined below. Click the training title to go to the relevant webpage.

Certificate IV in Governance – for prospective & current board/committee members (BSB40907) (C411)

Practical, accredited, staff governance training for the members and supporters of Boards, Management Committees and Councils of Australian community groups and schools

- Darwin – 1 to 4 March
- Brisbane – 15 to 18 March
- Sydney – 15 to 18 March
- Perth – 28 to 31 March
- Melbourne – 28 to 31 March
- Adelaide – 4 to 7 April
- Melbourne – 20 to 23 June
- Sydney – 20 to 23 June
- Brisbane – 20 to 23 June

Diploma of Management – for community workers (BSB51107)

Practical, affordable, accredited training for staff of community and not-for-profit organisations

- Melbourne – 7 to 11 March
- Sydney – 21 to 25 March
- Brisbane – 11 to 15 April
- Melbourne – 9 to 13 May
- Perth – 23 to 27 May

Introduction to Writing Winning Grants – for volunteers, staff and fundraisers (GW11)

A seminar for volunteers, staff and fundraisers on how to win the **MOST GRANTS EVER** for your community organisation or school

- Darwin – 28 February
- Melbourne – 11 March
- Sydney – 11 March
- Brisbane – 11 March
- Perth – 1 April
- Adelaide – 8 April
- Melbourne – 30 June
- Sydney – 30 June

- Brisbane – 30 June

Advanced Grant Writing – for volunteers, staff and fundraisers (AG11)

You've mastered the basics, now it's time to become a GRANTS MASTER! Learn how to become a sophisticated, successful grantseeker and generate the MOST INCOME EVER for your organisation.

- Melbourne – 25 March
- Sydney – 25 March
- Brisbane – 25 March
- Perth – 12 May
- Adelaide – 13 May
- Melbourne – 19 May
- Sydney – 20 May
- Brisbane – 20 May

Secrets of Successful Boards – for prospective & current board/committee members (SB11)

Full-day seminar for prospective and current board/committee of management members, and those who support them.

- Sydney – 16 May
- Melbourne – 17 May
- Brisbane – 17 May

Strategies for Sustainable Funding – for volunteers, staff and fundraisers (FS11)

Seminar for volunteers, staff and fundraisers on how to build sustainability beyond grant funding for your community organisation

- Darwin – 28 February
- Melbourne – 11 March
- Sydney – 11 March
- Brisbane – 11 March
- Perth – 1 April
- Adelaide – 8 April
- Melbourne – 30 June
- Sydney – 30 June
- Brisbane – 30 June



[Back to Top](#)

6. And so the wheels of government grind on

After some half-a-dozen enquiries into aspects of the not-for-profit sector the Federal Government has now moved to the next stage.

The government is now trying to put flesh on the concept of a national Charities Commission along the lines of the UK or NZ model. Treasury has issued a Scoping Study on a National Not-for-Profit Regulator for consultation.

To begin with, we have to acknowledge that there's no point being impatient. The government holds inquiries, with wide consultation, the inquiries issue reports and invite comment on them, the government looks at their recommendations and sets up scoping studies for comment, the scoping studies produce recommendations, and now "further consultations on any implementation of a national NFP regulator will be undertaken with stakeholders.... detailed regulatory reform, transitional arrangements and administrative issues may be the subject of additional consultation."

Teethgrindingly slow, yes, but at least we seem to be moving forward.

There are grounds for some concern, beginning with the fact that the matter is being handled by Treasury rather than by the Office for the Not-for-Profit Sector, which theoretically has as its role "to drive and coordinate the Government's not-for-profit sector reform agenda".

Indeed, the Office has just set up a Not for Profit Reform Council, with a brief to "provide expert advice in relation to the reforms to the Not for Profit sector". Among other things, the Council will "examine the scope of a national one-stop-shop regulator", which sounds very much like what Treasury is doing.

There are advantages to having Treasury involved – Bill Shorten at Treasury seemingly has more drive, more decisiveness, and more clout in government circles than does anybody in the Office for the Not-for-Profit Sector – but the overlapping remits here do contribute to the general impression of interminable indecisiveness that pervades the area.

It comes as no surprise to learn, for example, that the Federal Government has also announced the establishment of a new group "to advise the government ahead of the 2011 release of Labor's national volunteering strategy" just months after the Federal Government shut down the previous "volunteering policy advisory group" that had "provided expert advice on volunteering and Australia's national volunteering strategy". It is much easier to refer matters to another committee than it is to make a decision.

But decisions are needed. The problems that the reform process is addressing are real problems. At the moment, regulation for not-for-profit organisations is complicated, repetitious, and inadequate. It's almost impossible for any but the very largest groups to find out what their obligations (or their entitlements) are.

Increasingly, not-for-profits are working across state boundaries, if only on their web pages, and state-based regulation is thus becoming increasingly unhelpful. The only people who can understand the relevant law are High Court judges, and that's only because the law is what they say it is.

Until now successive governments have lacked the resolution to drive any reforms through to their conclusion and have tended to evade the issue by taking the easy options –

- (a) keeping all the old systems but introducing alternative solutions that add still further complications, and
- (b) setting up half-baked informational websites to list government platitudes, while providing no resources for keeping them current (the Victorian Government is just about to add another one of these).

We need boldness. We need to start with a clean slate. State regulation of not-for-profits has to go; if it is kept in any form then we are simply adding more paperwork to the bonfire.

We need a national regulator that is a real one-stop shop – the Tax Office, for example, has to be prevented from being a judge in its own cause.

We need laws that say clearly what is and is not a proper recipient of government concessions.

And we need an enforcement system that can reassure the public that their donations are not being ripped off by shonks.

We have to say all this again and again, until we get there or until the heat death of the universe. Send your comments to NFPReform@treasury.gov.au before February 25 (and keep them on file for the next round of consultations).

How Bureaucracy Works ... by Franz Kafka

There is a legend which expresses this relationship well.

The Emperor—so they say—has sent a message, directly from his deathbed, to you alone, his pathetic subject, a tiny shadow which has taken refuge at the furthest distance from the imperial sun.

He ordered the herald to kneel down beside his death bed and whispered the message to him. He thought it was so important that he had the herald repeat it back to him. He confirmed the accuracy of the verbal message by nodding his head.

And in front of the entire crowd of those who have come to witness his death—all the obstructing walls have been broken down and all the great ones of his empire are standing in a circle on the broad and high soaring flights of stairs—in front of all of them he dispatched his herald.

The messenger started off at once, a powerful, tireless man. Sticking one arm out and then another, he makes his way through the crowd. If he runs into resistance, he points to his breast where there is a sign of the sun. So he moves forward easily, unlike anyone else.

But the crowd is so huge; its dwelling places are infinite. If there were an open field, how he would fly along, and soon you would hear the marvellous pounding of his fist on your door.

But instead of that, how futile are all his efforts. He is still forcing his way through the private rooms of the innermost palace. He will never win his way through.

And if he did manage that, nothing would have been achieved. He would have to fight his way down the steps, and, if he managed to do that, nothing would have been achieved. He would have to stride through the courtyards, and after the courtyards the second palace encircling the first, and, then again, stairs and courtyards, and then, once again, a palace, and so on for thousands of years.

And if he finally did burst through the outermost door—but that can never, never happen—the royal capital city, the centre of the world, is still there in front of him, piled high and full of sediment. No one pushes his way through here, certainly not with a message from a dead man.

But you sit at your window and dream to yourself of that message when evening comes.



[Back to Top](#)

7. Dust off that crystal ball: What's in store for the community sector?

What does 2011 hold for the community sector? Prediction, as Neils Bohr once commented, is very difficult, especially about the future. Well, we're reckless devil-may-care risk-takers at Our Community, so here we go.

1. Things won't change much

Australia's community sector changes when it absolutely has to, and often not even then. The general environment for giving and for government largesse is still good – you only have to compare the Australian situation with the howls of pain coming from the UK – and why fix the holes in the roof while the sun is shining?



2. **Fundraising will be down, but not by much**

The floods will affect other attempts at fundraising – not so much because people will have given all they have spare, but because everybody else’s appeals will look less urgent. Everybody else will have to try harder to raise less. Still, it’s early in the year, and people will probably be back to normal before the end of the financial year, which is Australia’s top giving period.

3. **The Social Network won’t get the Oscar**

... at least if community organisations here get to vote on it. It’s becoming more and more clear that we’re looking at a major shift in the way people interact with each other, and there’s a real possibility that if our practices don’t change in response we’ll be shut out of every generation from now on: but very few community organisations have any Gen Y’s around to advise them, and with a few notable exceptions (like GetUp!) most are ignoring the possibilities completely.

4. **There’ll be openings for go-getters**

Because Australian not-for-profits in general are late adopters there’s going to be a good chance of anybody who moves out ahead getting a real jump on the competition. The future possibilities for social media fundraising are enormous, and the possibilities of using them for advocacy and militancy are real right now. Go ask your grandchildren.

5. **We’ll hear more about the Big Society**

Anything that’s a hot topic in the UK is going to get some purchase with politicians over here, and when it’s something as vague as the idea of a Big Society that can simultaneously cut public spending, build local communities, stimulate accountability, and give every child their own unicorn you can expect it to shape quite a lot of the rhetoric. Actual change, on the other hand, is much more difficult, and therefore unlikely.

6. **We won’t get our act together on government regulation**

At least six enquiries have unanimously agreed on the basic provisions for legislative reform that would place the Australian not-for-profit sector on an almost rational footing. The government has just announced two more consultation processes to push away the evil day when it will be called upon to make a decision (see [Item 6](#)).

7. **Government waste will continue**

Did we really need the Victorian Government (the old one) to build a yet another new volunteering website when Volunteering Australia’s [GoVolunteer](#) website already existed? Government waste is in urgent need of review – communities could do most things that governments take on at a tenth of the cost, be more community driven, and get better results. Real reform requires recognition that governments don’t have all the answers, along with a willingness to cede some control (and funds) and undertake fundamental restructure – but that takes guts and a lot of energy to push through. We don’t see much evidence of that around at the moment.

8. **The good times won’t last forever**

The only eternal truth is “This, too, will pass.” Australia is riding high on a minerals boom, and we’re one of the richest countries on earth – and just about the luckiest. Now is the time to be making provision against the lean years – not just in putting money aside, but in making changes to your operations while you still have some margin for error.

[Back to Top](#)

8. Off the Shelf: How's your Constitution looking?

If yours is like many organisations, you probably never think to pull out your Constitution unless there's some sort of trouble – a dispute about the rules, perhaps.

Now is a good time to break that habit. With changes coming into play in Victoria later this year and other states having recently reviewed legislation in this area (though there are some laggard states), the time has never been better to give your Constitution a quick once-over.

Our Community has spent a lot of time looking at Constitutions and the legislation that governs them as part of a project to produce some template Constitutions for a peak sporting association to distribute to its members. As a result we've learned a good deal about what makes for a great Constitution. A great Constitution is:

- 1. Intelligible:** Take special care to ensure that the language you use is plain English (avoid legalese) and absolutely clear and free from misunderstanding.
- 2. Tailored:** There are some laws that say what you have to include in your Constitution, but there is still quite a bit of scope for you to write a Constitution that's tailored to your organisation's specific needs.
- 3. Inspiring:** Include the objects that you've used to draw up your mission statement.
- 4. Forgiving:** Avoid including provisions that have sweeping permanent effects.
- 5. Informational:** Don't force your members to read between the lines for meaning. Say what you mean.
- 6. Trusting:** A Constitution can't cover every problem that might conceivably arise, and shouldn't try to. Stick to broad allocations of powers and functions.
- 7. Incomplete:** A Constitution doesn't have to cover everything that needs to be covered. You can spin off whole areas to other instruments – By-laws, regulations, codes, standing orders, policies – that are easier to amend and less trouble to apply. The only things that have to go into the Constitution are the bits that allow the Board to make By-laws.
- 8. Legal:** You can't put anything in your Constitution that's incompatible with the law, or legal principles like natural justice. If you're thinking of putting in anything strikingly innovative, it's a good idea to find a lawyer to check it.
- 9. Invisible:** A smoothly functioning organisation should tick along without the kind of crisis that would make someone pull out the Constitution; and a smoothly functioning League is one that, among many other things, has a suitable Constitution.
- 10. Updated:** That said, even a good Constitution can go rotten if it's thrown into the back of the cupboard and not brought out for 20 years. Without being obsessive, have a formal look over it regularly (we recommend every three years at a maximum), along with the By-laws and standing orders and policies, and see whether they need any adjustments in the light of changed circumstances and new experience.

Our Community Director of Training and Development Patrick Moriarty will present a session on Updating your Constitution at the upcoming Board Builder Conference (Friday, February 18). [Click here](#) to find out more.

If you're a peak organisation and you'd like more information on building template Constitutions for your member organisations, email us at service@ourcommunity.com.au.

[Back to Top](#)

9. Wikid Fundraising: Mining the fundraising lessons of Wikipedia

Any visitors to Wikipedia late last year will have noticed the smiling face of site co-founder Jimmy Wales staring out at them from their computer screens, asking them to donate to the site's annual appeal.



For the uninitiated, Wikipedia (www.wikipedia.com) is a free online encyclopaedia containing 17 million articles which have been written and edited collaboratively by volunteers across the world. Anyone can write, edit or add to a Wikipedia article as long as they adhere to the rules governing site content.

The site is now among the top 10 most visited on the web, with hundreds of millions of readers. It is also the biggest general reference work on the internet.

Because Wikipedia does not feature advertising, the Wikimedia Foundation (the not-for-profit organisation which operates Wikipedia) stages an annual appeal to raise money to keep Wikipedia and its sister sites operating.

This year's appeal raised \$US16 million in a matter of weeks. The total is enough to keep Wikipedia and its sister sites running throughout 2011.

While your organisation might not have the resources of Wikipedia, many of the secrets behind the appeal's success can be easily adapted for your next online effort. Below we've outlined some of the lessons.

Short and sweet

The Wikipedia appeal ran for only a short time – in fact it was the shortest appeal the Wikimedia Foundation had ever run.

Limiting the appeal's length, as well as staging it at the same time each year, has helped it become as much an "event" as a fundraiser. This has helped in attracting greater public and media attention, increasing its chances of ongoing success.

It also gives donors a break. Showering out constant appeals can prove a turn-off to some donors.

Banner ads

One of the most noticeable methods Wikipedia used to promote the appeal were a series of banner ads – like the one above – which appeared at the top of each page on the site.

The ads were clear, eye-catching and impossible to miss without being overbearing or annoying. Clicking on them immediately took people to a page with more information about the appeal, including a number of donation options.

The fact the advertisements changed at regular intervals was important on a site where people are likely to make multiple visits.

Personalising the appeal

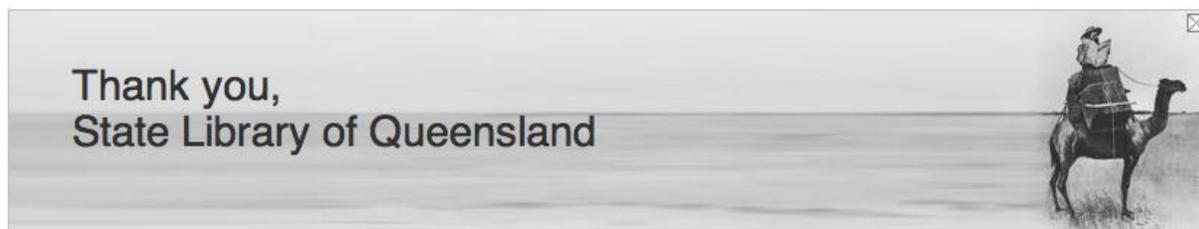
Wikipedia personalised the appeal of its campaign by using Wales' image on the banner ads. Linking the appeal to an individual person brought Wikipedia's "ask" down to a one-to-one request and put a face to its request for funds.

This tactic works particularly well if you have a well-known personality at the helm as CEO or (more commonly) patron.

Localising the appeal

Wikipedia also managed to localise its appeal by developing a range of different banner ads, each one thanking donors from a different part of the world.

Through a process called geolocation, the banner ad that site visitors viewed during the campaign mentioned the group or person closest to their particular location.



Saying thanks

The banner ads also served as a very public thank-you to existing donors. This is important both in providing recognition for those who have supported you in the past, and in acting as a tempter to others – *“See, they thought we were worthy of their support, you should too!”*

More information on geolocation, as well as other aspects of the Wikipedia appeal your group can use, will feature in the next edition of *Raising Funds* – due out later this month. To subscribe, visit: www.ourcommunity.com.au/raisingfunds.

[Back to Top](#)

10. Why good urban design matters to community groups

You may well think that urban design is something that happens only in big developments, or that urban designers only work for developers and councils. But that’s not necessarily so, writes JENNY DONOVAN.

Urban design is about considering how a place works as a piece of a town, and how it contributes to its surroundings socially, economically and ecologically.

It encompasses architecture, landscape and planning to ensure each time something gets built – buildings, roads, parks, etc. – it can make the maximum positive impact on the liveability of the town or neighbourhood it occurs within, no matter what the size of the development or the town.

Australia enjoys a long tradition of community groups that have committed themselves to improving their shared surroundings, making places more liveable and strengthening the bonds between people and place.

This has left us a legacy of many fine avenues of honour, parks, squares, playgrounds, community halls and public art features that are highly valued by today’s residents and are the focus of community life and civic pride.

Although this community spirit remains undimmed, recent years have witnessed many changes (such as the cost and complexity of planning) that make it harder for community groups to leave such a legacy for their fellow citizens in the future.

If you are thinking of following this time honoured path of physically changing your township, city or neighbourhood to enable it to better meet the needs of the people who live there, what are the things you should consider?

It goes without saying that community groups are often acutely aware of the issues that affect their patch and yet have very limited resources to do anything about it, so getting it right is very important.

Here are some key things to consider:

- **Involve everyone.** Typically, a big development happens because developers have the money to pay for it, while community groups will need to work a little harder to pull together a wide range of resources: a little money, some volunteer labour/sweat equity, some emotional capital, and a lot of local pride, knowledge and stories. All this relies on a careful and inclusive design process that gets everyone involved to create a shared vision.



Concept to reuse an abandoned carpark for a community space in Dareton, NSW.

- **Tick all the boxes.** Getting things done requires winning the support of key decision makers so you need to think about zoning, council priorities and plans for the area. Demonstrating compatibility with these strategic aims will go a long way to getting official support for your plan. If you don't have these capabilities within your organisation, do some recruiting to get those skills onto the board.
- **Inspire people.** Many great plans have failed because they didn't inspire people. Present your plan well, have confidence in it and explain how it meets people's needs or addresses their concerns and you will win far more supporters.
- **Empower locals.** Most communities have a rich reservoir of local skills, creativity and energy. Artists, craftspersons, builders and young people can all be involved in implementing a plan which can help keep resources in your community and offer a high "local multiplier effect". By providing a legitimate outlet for youth creativity you may help divert energies or frustrations that might otherwise express themselves in graffiti or vandalism.
- **Design to meet many objectives.** Your design idea will no doubt have a primary role – a park for children's play, for example – but if you think carefully about what else happens in the local area you might be able to meet secondary needs as well. For example, your children's park might also provide community gardens or public art features.
- **Make the place somewhere people will want to visit.** Think carefully about what the place you create will be like. Will people want to go there? This means considering whether people will feel safe, comfortable and interested by what the place has to offer, and not self-conscious if other people are already there.
- **Using natural energies.** Wherever your site is it will be subject to natural influences – the slope of the site, winds, impact of surrounding uses, site drainage, shade and views are worth thinking carefully about. With good design these can be used to make it a more comfortable place that will age well.
- **Think about legacy.** Many a development is opened to great fanfare but soon fails for want of adequate maintenance. The resulting eyesore will actually make things worse for your community. Think carefully about what materials your development is made from to make sure they age well and will be easily maintained. You should also think carefully about the plants you select – the quick fix may not be compatible with the envisaged long term effect.

Jenny is the principal of a new urban design practice, Inclusive Design. The practice is based on social enterprise principles, seeking to achieve positive social outcomes through market activities. Inclusive Design aims to fill in the gaps that conventional practices cannot economically serve by providing affordable and high quality urban and landscape design services to community groups, or indeed anyone interested in creating places where people can thrive.

After many years of experience working with communities in her previous company, Jenny would like to build up her new practice by offering a couple of cost-only projects. If you want to avail of these services you can contact Jenny on 0407 501 832 or you can contact her at Jenny.away@hotmail.com.

[Back to Top](#)

11. Marketing Guru: Building your brand

You are, let's say, a medium-size community organisation – a school, say, or a disability group, or a sports club.

How many times a year, do you suppose, does an average Australian citizen happen across your name? Once? Twice? In a very good year?

It's extraordinarily difficult, on the other hand, to go through a normal day without hitting the big brands over and over. Apple, McDonalds, Coles – they use signage, they advertise in the papers and on TV, they have their public relations folk plant stories about them. They are among the names that make news.

This means they don't have to make their pitch from scratch every time. They have continuing characterisation and ongoing public assessment. They can start right in talking about what's different, without having to fill in the backstory.

In the community sector, too, a brand can help a community group to define itself, say what it stands for, and present its value to the community it serves.

A [new study](#) has found, in fact, that in Australia two of the top three brands – Apple, the Salvation Army, and the Hell's Angels – are not-for-profit.

"Consumers understood what they believed in, felt they could belong to the brand and would change their behaviour for it," reports on the study say.

When the Salvos rattle the tin, donors are pretty well pre-sold. The same goes for the Red Cross and the Wilderness Society. And then there are other not-for-profits in the second rank, ones that can still count on public support – Medecins Sans Frontieres, Fred Hollows, WWF.

Further down, there are organisations like Yooralla, which have a following but also have difficulty conveying a clear impression of what it is that they do – and here's what they've just done: a brand re-evaluation, "more a re-clarification and re-founding of who they had always been rather than a change for change's sake. The results have been startling. Staff have been re-energised, new funding doors have opened and the future direction of the organisation has never been clearer." Well, we'll see – [change can be difficult](#).

And then, some further levels down, there's your organisation. What can you do to raise your brand awareness? Not necessarily across the country, but in your designated target group?

It's not just a matter of advertising, and it's certainly not just a matter of logos. You have to begin by settling on what exactly it is that you have to sell. Specifically, "What do we have that's worth everybody's time, effort and money?"

Your ideal brand image

- depends upon an understanding of the needs and motivations of the constituency or potential new donors and supporters,
- defines you relative to the competition, providing potential supporters with a frame of reference for making a 'giving' decision, and
- is highly focused.

You have to be able to boil down your mission statement into your lift speech – the speech you throw at a prospect when you're together in a lift that's going up two floors – and you have to be able to boil your lift speech down into a brand.

Remember that your brand is a matter of being all of a piece. McDonalds branding, for example, works because the McDonalds experience is rigidly standardised. McDonald's offerings may not be exactly what you want (and the same, of course, goes for the Hell's Angels) but at least you know exactly what you're going to get.

That also means, though, that McDonalds has to maintain its standards rigidly: one rat in the batter and the whole brand is tainted. If you can't guarantee that you can deliver consistently, you might be better off not having people remember you in between times.

Remember, too, that a brand faces outward. It's no good asking the Board how they like the brand. You have to go out into the field and take soundings.

A good brand is accessible to objective measurement; how many of them have heard of you? How many of them like you? How many of them would give to you? If you can conduct regular focus groups, all the better. What do people feel about it?

A brand is planted in feelings, in emotions, in self. A good brand brings positive feelings, a great brand taps into emotions. A great not-for-profit brand engages our need to love and be loved, to make a difference, and to feel important. A brand that works connects with what your audience want to believe about the best of themselves.



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

[Back to Top](#)

12. 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:



Ovarian Cancer Awareness Month: February

February is Ovarian Cancer Australia's Awareness Month, which includes a range of events, community activities and media campaigns around Australia to raise awareness of ovarian cancer and its symptoms.



National Sunnies for Sight Day: 15 February

Globally, 185 million people are blind or vision impaired simply because they don't have glasses. Register your school or workplace to participate in National Sunnies for Sight Day and you will help give sight to people in the developing world. All donations go towards supporting the work of ICEE in Australia and around the world.



Clean Up Australia Day: 6 March

Clean Up Australia Day takes place every year on the first Sunday of March. From Perth to Penrith, hundreds of thousands of Australians get stuck in and clean up their local environment by collecting and removing rubbish on Clean Up Australia Day.



UnitingCare Pancake Day: 8 March

UnitingCare Pancake Day will be officially celebrated on Shrove Tuesday, 8 March 2011, although groups are invited to host a fundraising event anywhere in the month of February. Each year thousands of people register to hold events in their homes, schools, churches, businesses and community groups.

More events, plus the full listing for each event, can be found at www.ourcommunity.com.au/calendar.

[Back to Top](#)

13. Time to take control of your time

Ruth Knight is Director of Zark Consultancy, which works with private, public and not-for-profit organisations, including churches. She offers these tips for community groups on time management.

Good time management means being effective as well as efficient within the time you have available to achieve tasks. It requires planning, strategic thinking and action! Time is a precious resource, and if you manage it well, you can be more productive in every area of your life. This will give you the ability to meet all your personal and professional goals.

Good time management makes you successful. That is because you get more done on time, in a more productive way. You become known for your work ethic and happiness.

Here are some principles and ideas to help you achieve good time management:

Organise your workspace and work environment

Declutter and have a place for everything. Reports, filing, equipment and items laying around should all have a home. Create a system that works for you, where you can find things easily.

Know your energy cycles

If you like mornings, schedule complex tasks, like report writing or anything that requires high concentration, in the morning and plan to do low concentration tasks during the afternoon. If analytical tasks sap your energy, then make sure you take regular breaks to do something creative until you feel more energised again. Do not waste time when you are feeling tired or lack focus.

Work out where you waste time

Do you waste time looking for lost items, searching the internet, changing your screensaver, socialising in the lunch room or writing unnecessarily long emails? Once you have made a list of time wasters or situations that steal your time, ask yourself if you can avoid, reduce or limit them, or if you can do them at a better time. That is half your problem solved!

Plan ahead

You should plan annually (for long term goals), monthly (for medium term goals) and weekly (for short term goals). By breaking down all your goals into manageable steps, this will make them achievable.

Break down tasks into actions. Update your 'To Do' list as often as is necessary. Use a wall planner or diary to schedule meetings, when reports are due and other important dates and deadlines.

Become uncontactable

Sometimes you need uninterrupted time or a task will take much longer to complete or not get finished at all. Turn off your phone, close the door or work somewhere quiet to help you concentrate. Be assertive if you find people are distracting you. Ask them to call you back later, or tell people how much time you have to give them before you have to get back to a task.

Make email work for you

Schedule time to look at and respond to emails two to three times a day. This is a much more efficient way than looking at your inbox every five minutes to see if you have mail. Turn off email notifications that make you tempted to read the email when you are doing something else. Organise your emails using Rules, Filters and Tags. This is a great way to manage and declutter your inbox. Your inbox should be organised and have folders named "To Do" "Follow Up" or "Newsletters", for example. Create meaningful subject lines when sending emails, which helps the person you are emailing, and, if they reply, helps you prioritise your time.

Protect your time

Do not attend meetings you do not really have to attend. Read the minutes instead, or use teleconferencing, if it saves travel time. Telephone, if email is going to take too long. Use technology (e.g. macros, auto signature or shared calendar) for tasks that you do frequently. Learn to read by scanning. If you know how to read documents and newsletters quickly, then you will save a lot of time. You sometimes cannot afford to be a perfectionist. There comes a point when tasks can waste your time because you are too pedantic. Learn to respectfully say "No". Be assertive when you know you do not have the time or ability to give away your time. It is a precious commodity!

Work as a team

Be a good communicator by being brief, direct, logical and clear. Often, teams waste time because of confusing and misinterpreted messages between colleagues and managers.

If you are a manager, avoid micromanaging. You do not have the time and your team does not appreciate it.

Do not be afraid to call on your colleagues or a manager if you need some help with a task that is complex or taking too long. With some brainstorming or help in some small area, you might find you achieve the task quickly and easily.

Stressed? Stop and refocus

Stress and anxiety limit clear thinking and productivity. So, when things are getting frantic or overwhelming, step back and re-assess your priorities and time management. Take a break to clear your head. Do what it takes to chill out, lift your energy levels, or get some help or support.

Deal with procrastination

The biggest time waster is doing nothing at all! The first step in overcoming procrastination is to understand it. Ask yourself why you are procrastinating and what motivational thoughts you need to have to help you overcome it. Usually the act of procrastination is a defence, a way to protect yourself. However, this can prevent you from achieving success. Instead, become a person of action.

Schedule in down time

Sometimes, people become stressed and unproductive because they simply have not scheduled in any rest and relaxation for a while! Work/life balance is recognised as an important necessity that ensures you are healthy and enjoying your work. Do not put yourself at risk, plan to take time out and do something creative or fun. Make sure you always get enough sleep and exercise.

This is an edited version of Ruth's free practice guide on time management. [Click here](#) to read the rest of this guide, and [here](#) to read other free guides in the series.

REFLECT



How can I organise my work environment and task list more efficiently?

What are my time wasters and what can I do to limit them?

What skills or resources would help me manage my time more efficiently?

Where can I improve my written or verbal communication?

How important is work/life balance to me and how do I achieve it?

[Back to Top](#)

14. Attention grantmakers and grantseekers: tell us what you think!

Grantseekers are urged to have their say about good and bad practices in grantmaking by filling in the latest Grants in Australia Survey.

The annual survey, available at www.ourcommunity.com.au/grantsurvey2011, seeks to find out how you think you have been treated by grantmakers over the past 12 months.

This year's survey has a particular focus on online grantseeking. We want to find out what grantmakers are doing well, and how they could improve.

Results will be provided to grantmakers attending the 2011 Best Practice in Grants Management Conference at the end of February, and will be posted online.

[Click here](#) to have your say now.

► **Note that the first edition of EasyGrants for 2010 will be issued on February 10. To view the full year's newsletter schedule, go to www.ourcommunity.com.au/schedule.**

Green Grants: survey for grantmakers

If you're involved in providing funding for community groups, we'd be grateful if you could take five minutes out of your day to fill out a survey Our Community is conducting in partnership with the Australian Environmental Grantmakers Network.

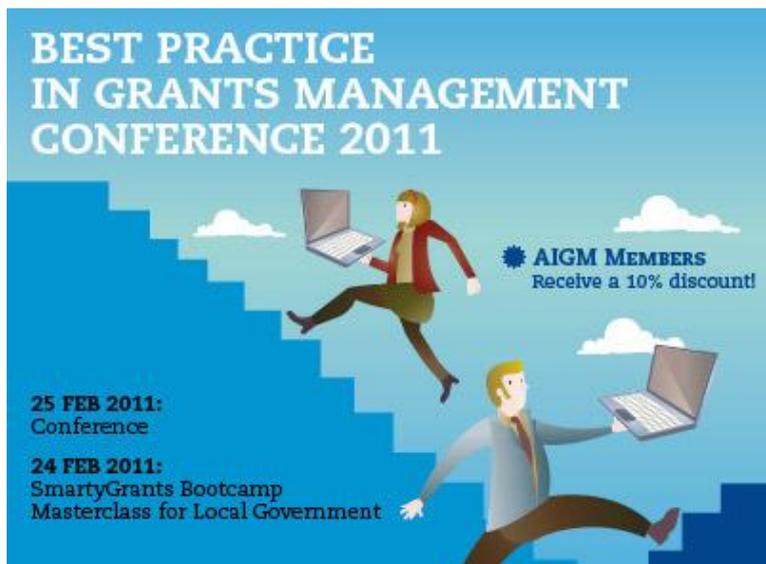
Whether you currently provide funding for "green grants" or not, we'd love to hear your responses to questions about grants provided for environmental or climate change groups, projects or programs.

The results will be presented at the Best Practice in Grants Management Conference 2011 and will help inform other work carried out by the Australian Institute of Grants Management (a division of Our Community) and the Australian Environmental Grantmakers Network.

You can access the survey at www.ourcommunity.com.au/greengrants.

► **Find out more about the Best Practice in Grants Management Conference at www.grantsmanagement.com.au/gmc2011 - only three weeks to go!**

[Back to Top](#)



15. Community Sector Briefs

Enrolments closing soon for Social Investment/Philanthropy course

Swinburne University's Asia-Pacific Centre for Social Investment and Philanthropy is accepting enrolments for its pioneering Master of Commerce in Philanthropy and Social Investment, as well as the Graduate Certificate in Social Impact – but enrolments close soon!

Course coordinator Dr Michael Liffman says participation in the course is a wonderfully challenging and stimulating means of upgrading your knowledge, research skills and networks in this ever-growing field of activity.

Swinburne offers two Trust Company scholarships for the Graduate Certificate of Commerce (Social Investment & Philanthropy).

For more information visit <http://www.swinburne.edu.au/business/philanthropy/>

SHARE THE KNOWLEDGE: No-email-day

We love hearing your feedback, and sometimes we like to share it too.

This email was sent from Our Community member Monique Kelso in response to our report in December about our “no-email-day” experiment:

Dear Our Community Team

I really enjoy reading through all of your newsletters and thank you for the dedication and creativity you put into these.

I have especially enjoyed your article about 'no email day' but was not surprised by the results. I agree that the dependency on emails can often be job specific but feel that it's important as a worker to give yourself a break sometimes from the constant attention we give them.

There is an expectation often that emails are attended and responded to instantly but if we didn't respond so quickly I am sure you would receive a tap on shoulder or a phone call if the matter was urgent.

In our workplace we have what is called an 'offline day' once a week. We as staff have the option of working remotely from the office away from the demands of phones and emails. If we wish we can also work as we would normally do, especially if there are urgent deadlines to meet or take this day to focus on the jobs we need time and thinking space for.

This works in our organisation as we are relatively small and are not client service focused. A lot of our work is around report/document writing so this 'offline' time is well received.

I appreciate that not all organisations would be able to dedicate a whole day to being 'offline' however for me this has been a real learning experience to ensure I allow myself some time each week, no matter what role or organisation I am with, for some thinking and planning ahead – something that is more successful without email and phone interruptions.

I thank you for sharing this important initiative with the wider community and keep up the great work!!

Regards, Monique Kelso

“In our workplace we have what is called an 'offline day' once a week. We as staff have the option of working remotely from the office away from the demands of phones and emails.”

Make Recycling at Work Easy

Planet Ark's Business Recycling initiative is designed to help organisations reduce costs and waste by listing local recycling facilities and information.

The BusinessRecycling.com.au website and hotline provides national and local re-use and recycling options for cardboard, food scraps, plastics, packaging, construction waste, electronics and more.

The site contains information about the recyclability of every listed material as well as the contact and service details for recycling services.

Visit www.BusinessRecycling.com.au or call the hotline on 1300 763 768.



1300 763 768

THUMBS UP: Community Idol alumni recognised for their work

Congratulations to 2006 Community Idol Finalists Sue and Peter Hallam, who were among those awarded a Medal of the Order of Australia (OAM) on Australia Day in recognition of their services to refugees.

Sue and Peter started the Sanctuary Australia Foundation in 1988 after immigrating to Australia from Canada. The Foundation, which is based in Coffs Harbour, NSW, sponsors, welcomes and settles refugees accepted under Australia's unfunded Humanitarian Program.

Among the work they do is to provide refugees with interest-free travel loans which are repaid and then 'recycled' to help others in need.

As Peter told Communities in Control 2006, "We're just ordinary folks, but we seem to have achieved something quite amazing with our community."

Visit www.sanctuaryaustraliafoundation.org.au for more information, or go to <http://www.itsanhonour.gov.au/> for the full list of awardees.

Congratulations to all others recognised in the Australia Day 2011 Honours List, as well as the winners of this year's Australian of the Year Awards, social entrepreneur Simon McKeon (Australian of the Year), Professor Ron McCallum AO (Senior Australian of the Year), Jessica Watson (Young Australian of the Year) and Donald Ritchie OAM (Australia's Local Hero).

You can read more about them at <http://www.australianoftheyear.org.au/>

Rotten Apple?

Today we expect to be able to handle virtually every interaction of our lives through our mobile phones, using downloaded apps for every occasion; and if any activity is shut out, it's marginalised and struggling to survive.

Apps, these days, to a large extent mean Apple, which houses them on its iDevices. And Apple won't allow donations apps (there are apps that try to cobble a way around the ban, but they're not straightforward).

The reasons for the ban are unclear, and Apple has passed up several opportunities to clarify them. It may be because Apple doesn't wish to take on the administration costs involved with verifying and vetting transactions – they take a 30% cut from App Store sales, they can't very well take a cut from charity sales, so they'll have to establish a new class of apps that don't take a cut from Apple. And that means that Apple will either have to charge them a token fee for payment processing (thus opening themselves up to criticism for profiting at the charities' expense) or eat the payment processing costs.

Our Community, of course, does provide a donations facility (www.givenow.com.au), and we do swallow the processing costs, so we can't really see that the vastly more profitable Apple operations can't do the same.

If Apple did give in, this would at a stroke open the marketplace for digital giving on a huge scale and make micro-donations the huge trend they have promised to be for the last couple of years.

It's also worth noting that while Microsoft has a large and generous program of donating its software to not-for-profits Apple insists that they pay full price for everything.

Not-for-profit sector training scholarships now open

The Australian Scholarships Foundation (ASF) has released its latest list of scholarships catering to not-for-profit organisations. Collectively the scholarships are worth more than \$1 million and are available from major universities and private education providers across Australia. They include:

- Scholarships for post graduate study at a number of universities, including the Universities of Melbourne and Adelaide, Australian Catholic University, Griffith University and UNSW;
- Short courses on project management and desktop software training; and
- Professional development and mentoring opportunities.

For more information, visit ASF at www.scholarships.org.au.

Celebrating harmony and cultural diversity



Councils across Australia will host community activities next month to coincide with both Cultural Diversity Week and Harmony Day.

Cultural Diversity Week begins on March 19, with events staged across Victoria aimed at encouraging people to come together, share elements of their cultures and celebrate their diversity.

For more information on events being organised during Cultural Diversity Week, visit <http://tinyurl.com/4qp9kyr>.

Meanwhile, Harmony Day (www.harmony.gov.au) is celebrated nationally on March 21, with a number of special events planned across the country.

Among them is the Taste of Harmony, where local councils and other workplaces celebrate diversity by gathering colleagues together over a lunch featuring foods from different cultures.

Taste of Harmony will be staged between March 21 and 27. For more information, visit: www.tasteofharmony.org.au.

Nominations now open for World Environment Day awards

Groups, individuals, businesses or schools whose work displays environmental leadership can be nominated for the 2011 World Environment Day awards.

The awards aim to raise awareness of key environmental issues and challenges, and inspire people to take positive steps towards sustainability and environmental excellence in their homes, schools, communities and workplaces.

There are a number of award categories. Some are open to groups, individuals, businesses and local governments, while others are based around work in various areas – sustainable water management, green building design, and marine and coastal management.

There are also awards for sustainability leadership and entrepreneurship, and for excellence in environmental reporting.

Nominations for the awards are open until May 6, with the awards presented at a gala dinner on World Environment Day on June 3.

More information about the awards can be found at the United Nations Association of Australia website: www.unaavictoria.org.au.

Flood-hit communities given online voice

Communities affected by the Queensland floods have access to a series of newly released free website domain names.

The domain names, released last month by the .au Domain Administration (auDA), will allow communities to set up locally based websites.

The websites may be used to share community events and news, provide links to important information (e.g. local council websites or community recovery resources), help people share stories, or just give people the chance to thank others for their support.

auDA arranged a similar program after the 2009 Victorian bushfires.

A full list of the 14 new website domain names can be found here: <http://tinyurl.com/5uaje3v>.

The websites that have been created are registered using Community Geographic Domain Names (CGDN), an auDA initiative which reserves names in the format: “place.state.au” for the exclusive use of local communities.

For more information about the sites contact CGDN services general manager Leonie Dunbar at: leonie.dunbar@auda.org.au.

Getting flood-affected IT systems back online

Donortec is offering to give Queensland community groups with flood-damaged IT infrastructure a hand to get systems back up and running by waiving the administration fees associated with Microsoft-donated products.

DonorTec, which provides donated and discounted technology products to income tax-exempt community groups, usually charges an administration fee. The administration fee for Microsoft Office Standard 2010, for example, is \$24, and the fee for Microsoft Exchange Server 2010 Standard Edition is \$43.

DonorTec says charging administration fees enables the organisation to ensure the Microsoft donation program is sustainable and allows it to provide customer service, information, and “the highest levels of technology capability possible”.

The waiving of fees for organisations directly affected by the Queensland floods is available until August 2011.

Organisations wanting to take advantage of the donation are advised to register online at www.donortec.org or for more information, telephone 07 3107 1903.

Website developer Energetica is also offering to help flood-affected community groups by creating and hosting transitional websites for not-for-profits whose websites were affected by floods in Queensland, Victoria and Tasmania.

Eligible groups are those that:

- do not have a website but are providing services to flood-affected people;
- have lost their website due to flooding; or
- have a website hosted somewhere that has been flooded.

“This will be a small template based site which can deliver a few pages of information to the public about the status of the organisation or answer questions that might otherwise (require) a phone call,” Energetica says.

To find out more about the Energetica offer, phone 02 9585 9850 or email info@energetica.com.au.

A penny saved is a penny earned through bulk purchasing discounts

The Victorian Office of the Community Sector is reminding community groups that they may be able to make significant savings by purchasing IT equipment through the government’s bulk purchasing agreements.

While figures on the extent of potential savings are not yet available, collective demand generally secures cheaper prices, and some not-for-profit organisations are eligible to leverage government contracts with suppliers.

Eligibility criteria are not available, so interested organisations are encouraged to look at [this website](#), and then contact the individuals listed in whichever area that they are interested in making a purchase.

Improving the accessibility of government bulk purchasing arrangements for not-for-profits is one of a number of recommendations made in a recent report on improving community groups’ use of information and communication technologies.

The Office of the Community Sector is keen to hear from any community groups with experience using the bulk purchasing system. They would like to know whether groups that have tried to access the services were able to use them, and if not, why. Anyone willing to share their experience can contact Carla Pascoe on 03 9208 3895 or carla.pascoe@dpcd.vic.gov.au.

Other areas in which Victorian community groups might be able to benefit from government bulk purchasing agreements are listed [here](#). Similar opportunities may be available to groups in other states through:

- [New South Wales Government Procurement](#)
- [Queensland Sales and Distribution Services](#)
- [South Australia State Procurement Board](#)
- [Contracts WA](#)
- [Tasmanian Department of Treasury and Finance](#)

[Back to Top](#)

16. Good Moves: Community Sector Jobs & Board Vacancies

The Community Jobs Centre is the place to find or advertise a community sector job in every state of Australia. It's free to browse the listings, or to be sent the weekly "Good Moves" jobs listing bulletin, while advertising a job costs only \$30. Visit www.ourcommunity.com.au/jobs

JOB VACANCY LISTINGS (Paid Positions)

Australian Capital Territory

Job Title	Organisation	
Chief Executive	Parkinson's Australia / Dakin Mayers	Details

New South Wales

Job Title	Organisation	
Client Services Officer, Southern Region	ACON	Details

Queensland

Job Title	Organisation	
Manager	Mount Isa Community Development Association Inc	Details

Victoria

Job Title	Organisation	
Manager, Craigeburn Centre	Brotherhood of St Laurence	Details
Refuge Team Leader	Elizabeth Hoffman House Aboriginal Women's Services Inc	Details
Refuge Relief Staff	Elizabeth Hoffman House Aboriginal Women's Services	Details
National Marketing Manager	Whitelion Incorporated	Details
Corporate Community Relationships Manager	Ardoch Youth Foundation	Details
Reception Services Coordinator	Footscray Community Arts Centre	Details
Marketing and Fundraising Manager	Ardoch Youth Foundation	Details
Chief Executive	Aboriginal Housing Victoria / Dakin Mayers	Details
Committee of Management - Treasurer (unpaid)	Sussex Neighbourhood House	Details
Chief Executive Officer	Birchip Cropping Group	Details
Marketing Co-ordinator	SuperFriend	Details
Program Manager	SuperFriend	Details
Grants Officer	The Jack Brockhoff Foundation	Details
Community House Coordinator	Godfrey Street Community House Inc.	Details

Western Australia

Job Title	Organisation	
Principal Solicitor	Women's Legal Referral Service, Inc.	Details

www.ourcommunity.com.au/jobs

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

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

Australian Capital Territory

Job Title	Organisation	
Treasurer, Secretary, General Board Member	Harp Centre Australia	Details

New South Wales

Job Title	Organisation	
General Board Member	The Shack Youth Services Inc	Details
Chair, Treasurer, Secretary, General Board Member	Yasminah's Gift Of Hope	Details

Queensland

Job Title	Organisation	
Treasurer, Secretary, General Board Member	The H.O.P.E. Foundation	Details

Victoria

Job Title	Organisation	
General Board Member	Eastern Volunteer Resource Centre	Details
General Board Member	Eating Disorders Victoria	Details
General Board Member; Secretary	Glen Eira Adult Learning Centre	Details
Treasurer, General Board Member	ME/CFS Australia (Victoria)	Details

www.ourcommunity.com.au/boardmatch

17. Fast Forward

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

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

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

[Back to Top](#)

18. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1. www.ourcommunity.com.au - Australia's most useful website (comprising the online Knowledge Centres) and publishing house - accelerating the impact of Australia's 600,000 community organisations and schools
2. GiveNow.com.au - Helping individuals and businesses give more, give smarter, give better, Give Now!
3. [Australian Institute for Community Practice and Governance](#) - practical and accessible certificated training delivered locally through our training Institute
4. [Australian Institute of 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

[Back to Top](#)



Got an event in 2011?

Standard MC

Brett

One MC understands your sector, your issues and your audience. He also understands funny.

www.hootville.com