



Edition 2, 2013 – Issued April 11, 2013

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



Contents

1. [The Funding Centre Has Arrived! New website for grants and fundraising help](#)
2. [I'm Alright, Jack: Q&A speakers announced for Communities in Control](#)
3. [Social media provides practical focus for conference curtain-raiser](#)
4. [Communities in Control in Profile: Bendigo group reclaims local pool](#)
5. [NFP Reform Update: Charity definition, gag clauses, the Compact, ACNC updates \(and more\)](#)
6. [Whatever Happened to Class? New report paints fresh picture](#)
7. [Last chance to reserve your place at Sports Without Border Conference](#)
8. [The Power of the Crowd: Getting to grips with the promise of crowdfunding](#)
9. [Epic Fail: Campaign reveals limitations of Facebook-based fundraising](#)
10. [Hip-Hip-Hooray! Community campaigners celebrate milestones](#)
11. [Australian think tank savages UK's Big Society initiative](#)
12. [Good with Numbers? Your community needs you!](#)
13. [Community Sector Training: Grants, fundraising, governance & grantmaking](#)
14. [NFP Finance: Social Benefit Bonds go on trial in NSW](#)
15. [UN report poses \(slightly odd\) comparisons of global NFP sector](#)
16. [Community Calendar: What's on in the community sector](#)
17. [Community Sector Briefs](#)
18. [Good Moves: Community Sector Jobs & Board Vacancies](#)
19. [Fast Forward](#)
20. [About Our Community](#)

1. The Funding Centre has arrived! New website for grants and fundraising help

Our Community has launched a brand new website, marking a massive change to the way we deliver grants and fundraising information to not-for-profit organisations.

The Funding Centre – at www.fundingcentre.com.au – provides a searchable directory of more than 2400 live grants, as well as fundraising help covering all six of the pillars of sustainable fundraising:



Subscribers also receive a monthly PDF newsletter, the *Funding Centre Scoop*, which lists all the currently open grants that match their profile, as well as a digest of the latest fundraising news and new tools available from the website.

The *Funding Centre Scoop* can be customised by each user (up to 10 users are permitted per subscription) so it delivers only the grants information they want to see.

Subscribers may also opt to receive daily or weekly email alerts which are designed to let people know, in between *Scoop* newsletters, about major changes to relevant grants.

Our Community founder and Group Managing Director Denis Moriarty said the move to the new Funding Centre model represented a natural progression for a service that had helped tens of thousands of not-for-profit organisations bring in millions of dollars over the past 17 years.

"When we delivered the very first *EasyGrants* newsletter all those years ago, we sent it via snail mail and we compiled all the grants on paper and stored them in a big filing cabinet," Denis said.

"The world is now a very different place. Technology has helped drive the democratisation of fundraising, giving even the tiniest of community groups the same opportunities to access information as the biggest groups.

"Our new services help to ensure that we continue to provide all groups with these vital opportunities."

Denis said the new website and online and email tools were also designed to give users more control over the information they received, allowing them to filter out things not relevant to them.

"We are acutely aware of the need to simplify the way we deliver information on our websites and in our newsletters to make it easier to digest and skim," he said. "Like you, we're finding ourselves with less and less time available to read – we need devices to help ease our way through the mounds of information.

"As a result, we've changed our help sheets, providing more graphics, more headings, and more practical tools. We've also changed the way we deliver fundraising news and we've provided more tools to let you pick and choose which information you want to receive when."

All Our Community members who had valid *EasyGrants* and *Raising Funds* subscriptions at the time of the mid-March launch of the Funding Centre have been transitioned to the new service.

New subscribers can find out more or sign up at <http://www.fundingcentre.com.au/subscribe>

> We'd love to know what you think of the new Funding Centre. Tell us what you like (and hate) by doing our very quick survey: <http://www.fundingcentre.com.au/feedback-survey>

[Back to Top](#)

2. I'm Alright, Jack: Q&A speakers announced for Communities in Control

We're living in a world of selfies, smartphones, flat-screen do-anything TVs, and obsession over interest rates and electricity bills.

Australians are nervous, suspicious, distrustful of change, and afraid of strangers trying to steal their Precious. We have no confidence that our political institutions can cope, or that our social elites will care.

What place is there for community in all of this?

This year's Communities in Control Conference will feature a special hour-long "Q&A" exploring this theme.

The session will (of course) be hosted by ABC TV's Tony Jones, with the panel including Clementine Ford, Fiona Collis and Kon Karapanagiotidis (see below). The final speaker will be announced soon.



Tony Jones

Tony Jones is the Australian Broadcasting Corporation journalist who hosts the weekly current affairs program *Q&A*, a show that has broken new ground in allowing the Australian public to both hear from leading thinkers and contribute to the debate.



Clementine Ford

Clementine is a broadcaster, freelance writer, public speaker and a self-confessed social media addict. Her provocative feminist and social commentary has seen her become one of the rising stars of the new media in Australia.



Fiona Collis

Fiona is the Director of the Ipsos Social Research Institute's *Mind and Mood Report*, Australia's longest running qualitative social trends study. Its unique approach involves not asking any questions at all, but instead observing spontaneous discussions in home environments among groups of people who already know and trust one another.



Kon Karapanagiotidis OAM

Kon founded Victoria's Asylum Seeker Resource Centre in 2001 with a simple vision of creating a place of hope and welcome, "where no one was turned away". A lawyer, social worker and teacher, Kon's personal experiences of racism and exploitation helped to fuel his drive for social justice.

Audience members will have the opportunity to submit and tweet questions and responses.

The Q&A session is being held on day two of the Communities in Control conference, which also features networking, entertainment and speeches from a broad range of social commentators and community leaders, including:

- [Ita Buttrose AO OBE](#), 2013 Australian of the Year
- [Paris Aristotle AM](#), Director of the Victorian Foundation for Survivors of Torture and Chair of the Minister for Immigration and Citizenship's Council on Asylum Seekers and Detention (MCASD)
- [Emeritus Professor Richard Wilkinson](#), Co-Founder, Equality Trust (United Kingdom); Professor Emeritus of Social Epidemiology at the University of Nottingham Medical School
- [Professor Kerry Arabena](#), Chair of Indigenous Health, Centre for Health and Society, University of Melbourne
- [Hugh de Kretser](#), Executive Director, Human Rights Law Centre
- [Dr John Falzon](#), Chief Executive, St Vincent de Paul Society National Council of Australia
- [Professor Andrew Markus](#), School of Philosophical, Historical and International Studies, Monash University
- [Jane Farago](#), General Manager, Net Balance Foundation at Net Balance
- [Audette Exel](#), founder of the ISIS Group and Chief Executive Officer of its Australian company, ISIS (Asia Pacific)
- [Joan Kirner](#), former Victorian Premier and Our Community's 'Ambassador at Large'

The conference will also include a performance by the [Stiff Gins](#), a two-piece band that boasts both stunning harmonies and a wicked humour.

A day one networking event, hosted by the very irreverent but very funny [Brett de Hoedt](#) ([Hootville Communications](#)), also promises to be a popular addition to the program.

The conference is being held at Moonee Valley Racing Club, Moonee Ponds, Melbourne, on Monday and Tuesday, May 27 and 28.

> Book now at www.ourcommunity.com.au/cic



The Stiff Gins

[Back to Top](#)

3. Social media provides practical focus for conference curtain-raiser

Facebook, Twitter, LinkedIn, Google+, email, websites, blogs, direct mail, crowdsourcing ... it's a jungle out there in the new world of marketing and social media.

Fifty per cent of what you're told you really absolutely MUST do to spread the word about your cause will end up being a big fat waste of time. But which fifty per cent?

If you attend one capacity building event this year, this one has to be it!

The Communities in Control Marketing and Social Media Bootcamp will lift the lid on what's hot and what's hot air, leaving you with a grab-bag of tips and insights to take away and implement immediately.

The Bootcamp is being held on Sunday, May 26 (the Sunday before the Communities in Control Conference starts). Key sessions include:



Brave Marketing: The Essentials

Get the lowdown on what you **absolutely need to do** to use marketing and social media to get money, get members and get your voice heard, and how you can stay safe (well, safe-ish) along the way.



Six of the Best: Brave marketing and social media solutions

Hear case studies from four seasoned not-for-profit workers/volunteers, including six practical tips on events marketing, membership marketing, fundraising marketing and advocacy marketing.



Ideas You Can Steal: Google essentials

You can run but you can never hide from Google. And nor should you. In this session, you'll find out what you need to do to put Google to work for your organisation.



Ideas You Can Steal: Facebook essentials

Facebook's power to reach and engage people is enormous, but it can also be an enormous time-waster. Even if you do manage to get into people's feeds, it's hard to convert eyeballs into action. Hear what's been learned so far.



Ideas You Can Steal: Twitter essentials

Can you describe what your not-for-profit organisation does in 140 characters or less? Know what a hashtag is? Have a handle? No? You really need to get onto this Twitter thing. Find out what Twitter can do for your cause.

> Book your spot at www.ourcommunity.com.au/cic

[Back to Top](#)

4. Communities in Control in Profile: Bendigo group reclaims local pool

In a real-life example of communities taking control, a Bendigo pool that was closed in late 2012 has been handed to the public to reopen and operate following months of campaigning by local residents.

In early November 2012 Bendigo Council unanimously decided to close the Golden Square Pool, causing a community uproar.

The Golden Square Save Our Pool Group was launched to campaign against the council decision, and, despite a second council vote to close the pool in February, finally succeeded in convincing the council to hand the pool over.



In early March, the council unanimously voted to give control of the pool to the Golden Square Save Our Pool Group, which accepted all major costs. The council said it would provide support for recurrent expenses such as utilities chemicals and staffing.

The Save Our Pool Group's campaign was underpinned by social media interactions and local media coverage, as well as a letterbox drop taking in more than 3000 local households.

Bendigo's Director of City Futures Stan Liacos said the group had plenty of work ahead of it to achieve a December reopening of the pool.

"The terms of the lease will require the group to meet current legislative requirements," Mr Liacos said.

"Once it is deemed the standards have been met, Council will negotiate a process to relinquish its Committee of Management status of the site to the Department of Sustainability and Environment and recommend management be transferred to the Save Our Pool Group."

With roughly 80 volunteers signed up to reopen and operate the pool from December 2013, the group, now known as Golden Square Inc, is attempting to raise more than \$50,000.

Our Community Matters spoke with president of Golden Square Pool Inc Ken Hamilton.

OCM: In what way was your campaign different to the countless other failed campaigns to save local pools?

Ken Hamilton: I'm not really sure!

We started a Facebook page and decided to organise our first meeting through it after the council first closed the pool.

We also notified the local media that our meeting was going to be on, and they were really good with publicising it.

We got about 20 people to the first meeting, then after that first one, we organised a second meeting – but this time we did a letterbox drop of the whole Golden Square area. We ended up getting nearly a hundred people to that next meeting.

OCM: In what ways did you manage to gain the support of the community?

Ken Hamilton: We used social media through a Facebook page and Twitter account, but it was mainly through the media.

There was a lot of resentment towards the council's decision, which came out of the blue three weeks before the pool was due to open. We didn't have to try to hard once we'd got a bit of publicity.

OCM: How, exactly, did you change the council's mind?

Ken Hamilton: The second time they voted we had a lot of community and media support, yet they still voted against it 5-4.

After that we realised publicity wouldn't be enough if the council was determined to keep it closed, so we decided that we weren't getting anywhere and the only thing we could try was offering to fundraise to get the pool up to standard ourselves, and that was the turning point that made the council realise we were serious about what we were doing.

OCM: In what ways has this entire experience given your community a sense of control over what happens in their own backyards?

Ken Hamilton: The whole thing has just been amazing. Even if we hadn't got the pool open we've had four or five public meetings since they closed it, and just having those public meetings has helped people meet their neighbours who live down the street, and the whole campaign has been an amazing way to draw the whole community together.

The fact that we did succeed is an added bonus.

OCM: Do you think the community now has a greater sense of control over what happens in their backyard?

Ken Hamilton: Yeah, definitely. Once the pool is opened I think it will become a real hub for the community. I think it could be a springboard for any similar types of campaigns that happen.

OCM: What would your advice be to any other community groups facing a similar problem?

Ken Hamilton: My advice would definitely be to get the media onside, and to do a letterbox drop.

I think the letterbox drop was amazing, we letterboxed 3000 people in the area, and that was a really important step to let everyone know what was happening, because a lot of people hadn't even heard the pool was closing.

The other thing is to try and get at least one councillor onside with you. If we didn't have one particular councillor pushing for us, I don't think we would have gotten the pool open.



> Do you have a real-life Communities in Control story to share? Email a brief outline to harrisont@ourcommunity.com

[Back to Top](#)

5. NFP Reform Update: Charity definition, gag clauses, the Compact, ACNC updates

Not-for-profit reform is a hot ticket right now, and there's a lot to report on – partly because it's a long process and Labor Government initiatives from three years ago are just coming to fruition, and partly because the Australian Not-for-profits and Charities Commission (ACNC) has started work in earnest.

What is a Charity?

The big news this week is that the government has released a draft of a Bill for an Act to define charity and charitable purpose. And this one really has taken a while. The previous Coalition government set up an inquiry into just this question back in 2000, but when the inquiry's report came out the government got cold feet and took no action.

What were they afraid of? In the main, the definition of charity put forward by the Inquiry, like the definition in the present Bill, just spells out the situation at common law – charity is

- the relief of poverty;
- the advancement of education;
- the advancement of religion; and
- *(a grab-bag of miscellaneous oddments classified as)* other purposes beneficial to the community.

Treasury says firmly in its Charity [factsheet](#) that the codification is not supposed to change the taxation treatment of any charity. So what's the problem?

The problem, political and otherwise, is 'public benefit'. It's hard to justify giving out Australians' money in tax benefit unless it's for the public benefit, but once you put a line like that into the Act there's scope for challenge. Geelong Grammar, say, advances education, but arguably does that only for the benefit of a particular segment of the population – the ones who can afford it. In the UK, a similar clause has put rich schools to the trouble of having to defend their 'public interest' – their scholarship programs, their sharing of classrooms with poorer schools – to the regulator. And as the Coalition noticed in 2001, the top private schools are run under the aegis of the major and most influential religions.

And what if the charity does bad things as well as good things? On balance, does that benefit the public? In the UK, the protestant sect The Exclusive Brethren has been refused registration; here in Australia Senator Xenophon has complaints he's waiting to raise against the Church of Scientology.

So you have to give the Gillard Government points for trying. And, looking at the Bill, they've done pretty well. There was scope to do better, to be sure. Our Community recommended

striking out all definitional clauses and instating the all-encompassing: "Any purpose that is beneficial to the community". If the individually listed items are in fact beneficial to the community then they would be satisfactorily covered by the general principle, and if they are not then they should not be included.

That was always a long shot, though, and would have involved a certain amount of chaos as we readjusted, and we weren't surprised that the government didn't take us up on it.

There was a chance that sports could have been added as a charitable category, but that didn't happen (perhaps because of the tax revenue that would have been lost). The government has, however, said that the definitions won't "restrict the flexibility inherent in the common law that enables the courts, as well as Parliament, to continue to develop the definition and extend the definition to other charitable purposes", so there's still a chance – one court has already said that sport's effect on health brings it within the ambit of charity, and next time that may not be reversed on appeal.

The thing to keep your eye on, though, will be the public benefit clause – and the public detriment clause.

In determining public benefit, consideration must be given to any possible detriment which arises from the purpose, or would commonly arise, from carrying out of the purpose to the general public, a section of the general public or a member of the general public. Examples of detriment or harm include damage to mental or physical health, damage to the environment, encouraging violence or hatred towards others, damaging community harmony, or engaging in illegal activities such as vandalism or restricting personal freedom.

What that means in practice we shall have to wait and see.

Note, too, that

A charity cannot have an independent non-charitable purpose, regardless of how minor that purpose may be. However, an entity may have incidental or ancillary purposes that may be non-charitable when viewed in isolation but which further or aid the charitable purpose. These purposes must not be ends in themselves, but tend to assist, or naturally go with, the achievement of the charitable purpose. They must be for the sake of, in aid of, or in furtherance of, the accomplishment of the entity's charitable purpose.

In the past, that's been taken to forbid advocacy. Recent court cases have pretty well taken the sting out of that, but just to make sure, the Bill includes a specific saving clause.

A purpose of generating public debate with a view to influencing legislation, government activities or government policy in furtherance or protection of one or more existing charitable purposes, and consistent with those purposes, would be charitable as long as the means used and the ends to be achieved are not inconsistent with the rule of law and the established system of government....

And that's something the government is taking seriously enough to pass separate legislation. A Bill has just been introduced to ban gag clauses in any Federal Government contract with the not-for-profit sector, to stop any future government going back to the former Coalition Government policy of funding only those groups that would agree to stop criticising government policy.

Our favourite line in the new Bill is, in fact, a note to clause 10 (a):

Note: Activities are not contrary to public policy merely because they are contrary to government policy.

Words to live by.

I drive a Compact

On the administrative side, the government has released a Draft Code of Best Practice for Engagement with the Not-for-profit sector – that is, guidelines on how the government will handle the consultation processes that we see so very much of, including the consultation on the draft code. Do read it, if only to see what you (as 'the sector') apparently agreed to in the course of the consultations.

The sector acknowledges that:

- There may be some policy decisions that are outside the scope of the consultation process and can't be influenced.
- Some ongoing consultations may be undertaken with smaller representations of the NFP sector.

Government acknowledges that:

Issues identified by Government may not be seen as the highest priority by the sector.

Apparently, you've undertaken to

- When engaged in relevant consultation, be actively involved throughout the entirety of the process.

Which we suppose means we should look at the consultation code yet again and send in our input. It's open for comment until April 29.

We should also, according to that undertaking, all be sending in our opinions on the new ACNC Annual Information Statement (AIS), which is also open for comment until April 29.

If any of you think you're suffering from consultation fatigue, consult your local GP.

Still, one by one the pieces are falling into place; the final governance standards, for example, are going to be tabled when parliament next sits.

Good cop, bad cop

Meanwhile, over at the ACNC ...

A body called Marketplace Ministries International recently had a run-in with the Canadian charities regulator, the Canadian Revenue Agency. The Agency revoked its DGR status on the grounds that MMI "operated for the non-charitable purpose of promoting a tax shelter arrangement and for the private benefit of the tax shelter promoters". That's one of the things that active charities regulators do – they go after the bad apples.

Now that kind of enforcement is coming in over here. Adam Shand in The Australian [reports](#) that the ACNC has been eating its Wheaties.

INVESTIGATORS with the new Australian Charities and Not-for-profits Commission are probing numerous alleged breaches, including serious fraud and misleading behaviour, in a historic clean-out of non-compliant charities.

The ACNC, established in December, has set up a team staffed by experienced former law-enforcement officers, auditors and risk managers to investigate complaints.

Andrew Sealey, director of strategic intelligence and compliance, said the ACNC had received 62 referrals from the public and other regulatory bodies and 25 investigations were still open.

The wrongs that need righting apparently include cases where charities had engaged in fraud, posted misleading website information, or undertaken *ultra vires* activities (something beyond their authority), or had staff benefit privately from donated funds. It will be fascinating to see how the ACNC deals with them.

Referrals aside, the ACNC is able to start its own hares, and expects that the number of cases will leap upwards once it's getting annual reports from across the sector.

Marketplace Ministries International appears to be active [over here](#), by the way, but it hasn't got DGR status in Australia so the ACNC won't be able to look at it.

Capital!

The ACNC has been recommended to the not-for-profit sector on the grounds that it's going to reduce red tape. The Federal Government itself has [promised](#) that Commonwealth agencies won't ask for information from grant applicants and grant recipients when that information is already collected elsewhere – and in particular, that they won't ask for information already provided to the ACNC.

The real time savings, though, will only occur to the extent that state agencies agree to let the ACNC shove them aside.

In an election year this is quite an ask, and so far only Labor governments have played along. South Australia signed up a while ago, and now the ACT has joined the movement. The ACT, moreover, is going the entire hog, vacating the field completely.

The ACT Government will carve out charities registered by the ACNC from regulatory requirements under relevant ACT legislation, such as the Associations Incorporation Act 1991 (ACT).

The changes will mean that charities incorporated as associations in the ACT will only need to report to the Australian Charities and Not-for-profits Commission (ACNC) and not the ACT Office of Regulatory Services. Amendments will also be made to the Charitable Collections Act 2003 (ACT).

This is exactly what's wanted. The tragedy is that it still isn't enough to enable real savings. Because of the restrictions on the ambit of the ACNC, the ACT Office of Regulatory Services is still going to have to remain in existence to look after all the Associations that aren't charities, and the Charitable Collections Act covers collections for non-charities. We're still a long way from having a single not-for-profit regulator.

Still, as Assistant Treasurer David Bradbury said:

... Decisions by the ACT and South Australian governments demonstrate that there is growing momentum for delivering the smarter streamlined national regulatory framework which the NFP sector has long been asking for.

If you're still coming to grips with what the ACNC is about and what it means for your group, head along to one of the free information sessions being held across Australia between April and June. [Click here](#) for details.

[Back to Top](#)

PLAN TO ATTEND

Communities in Control Conference 2013

May 27-28, 2013 • Melbourne

**Incredible Speakers;
Unforgettable Conversations**



**ITA BUTTROSE
AO OBE**

2013 Australian of the Year. Patron of Women of Vision, World Vision Australia, The University of Third Age, the Juvenile Diabetes Foundation of Australia and more.



**EMERITUS PROF
RICHARD WILKINSON**

Co-founder, the Equality Trust; Co-author, The Spirit Level; Professor Emeritus of Social Epidemiology



TONY JONES

Australian Broadcasting Corporation journalist who hosts the weekly current affairs program *Q&A*.



**PROF KERRY
ARABENA**

Chair of Indigenous Health at the Centre for Health and Society, University of Melbourne and a State Finalist for Australian of the Year in 2011 and descendant of the Meriam people of the Torres Strait.



PARIS ARISTOTLE AM

Director of the Victorian Foundation for Survivors of Torture and Chair of the Minister for Immigration and Citizenship's Council on Asylum Seekers and Detention (MCASD).



**THE HON. JOAN
KIRNER AC**

First female premier of Victoria, Community activist and Our Community "Ambassador at Large"

BOOK NOW:
www.ourcommunity.com.au/cic2013

6. Whatever Happened to Class? New report paints fresh picture

Researchers from the London School of Economics, with the help of the BBC, have decided that the discourse on class is too crude.



Marx was mainly concerned about identifying who was going to be shooting at whom when the big day came; today we more have a more nuanced view of society.

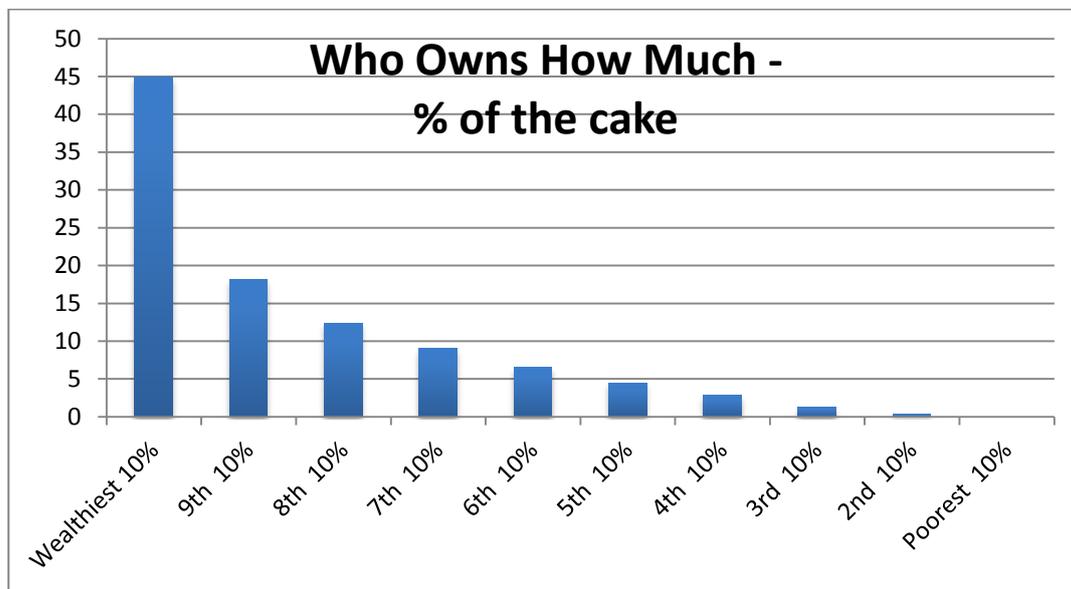
Instead of upper-class, middle-class, and working class the London School of Economics is proposing seven levels:

- **The Elite:** the most privileged group, distinct from the other six classes through its wealth. This group has the highest levels of all three capitals: economic, social and cultural.
- **Established middle class:** the second wealthiest, scoring highly on all three capitals. The largest and most gregarious group, scoring second highest for cultural capital.
- **Technical middle class:** a small, distinctive new class group which is prosperous but scores low for social and cultural capital. Distinguished by its social isolation and cultural apathy.
- **New affluent workers:** a young class group which is socially and culturally active, with middling levels of economic capital.
- **Traditional working class:** scores low on all forms of capital, but is not completely deprived. Its members have reasonably high house values, explained by this group having the oldest average age at 66.
- **Emergent service workers:** a new, young, urban group which is relatively poor but has high social and cultural capital.
- **The Precariat – or precarious proletariat:** the poorest, most deprived class, scoring low for social and cultural capital. Those "living on the edge".

If you want to know where you fit do the [BBC questionnaire](#) (though note that it does, of course, have a British slant).

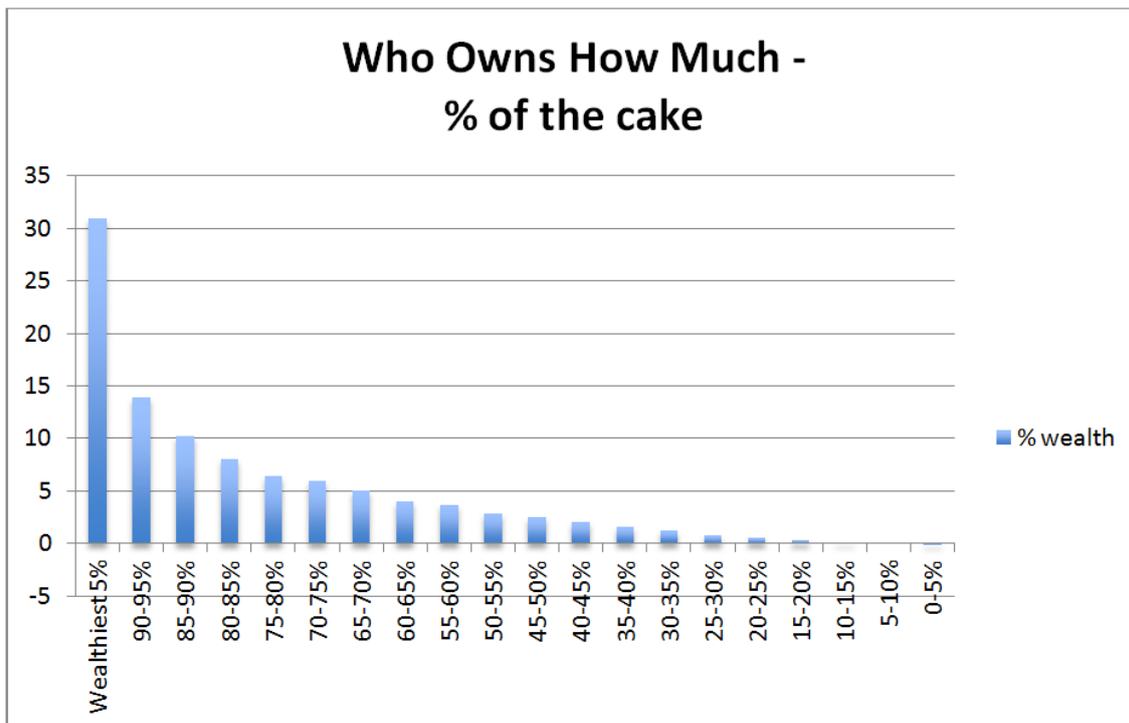
In the UK, at least, class has come into its own again – “the social and economic inequalities highlighted by the financial crisis have reinvigorated British people’s obsession with class,” says Michael Savage, the project’s chief researcher.

The new schema counts in cultural and social variables as well as just money, asking about the restaurants you frequent, the music you listen to, and the friends you have, all of which does, of course, draw attention away from the brute facts of income and wealth, which in Australia look something like this.



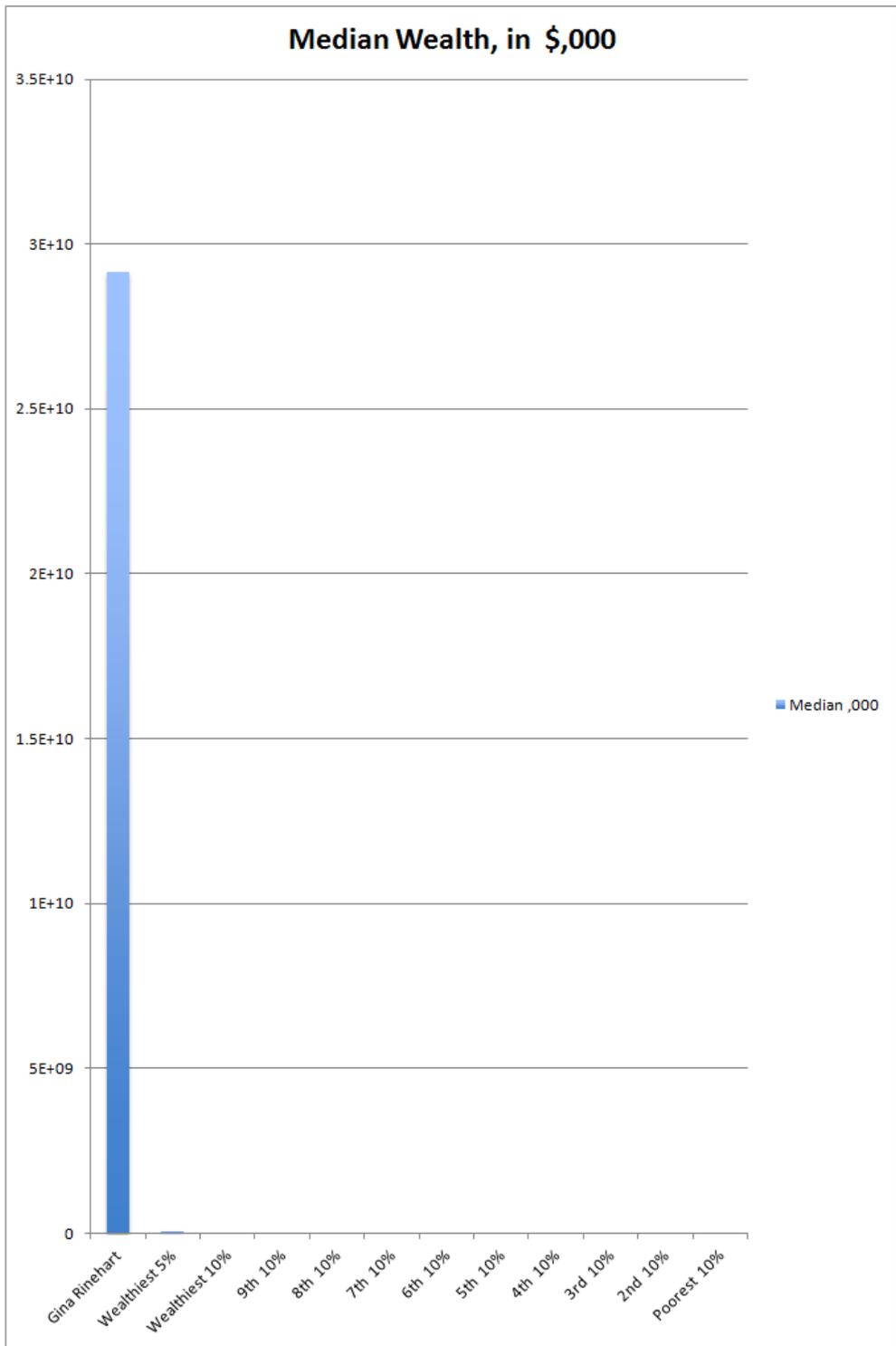
(Data from [FACHSIA](#))

As you can see, the wealthiest 10% of Australians own 45% of the cake. If you slice it a little finer, you get something like this:



where the wealthiest 5% own 31% of the place.

And if you look at actual relativities of median incomes, you get something like this:



On this graph, the wealthiest 5% show up as a single pixel. For the graph to be able to display a single (negative) pixel for the poorest 10%, it would have to be thirty-six metres high.

We suspect that Marx might have been more interested in that graph.

[Back to Top](#)

7. Last chance to reserve your place at the Sports Without Borders Conference

Changing sporting club culture – including increased flexibility and less "cliqueyness" – is key to attracting new members, according to a new report from the Australian Sports Commission.

The report has found millions of Australians have turned away from organised sports and sport clubs due to commitments at work or with family, or the fact the clubs are seen as "cliquey".

Federal Sports Minister Kate Lundy, who launched the report on Thursday, said the findings showed Australians wanted more out of their sports clubs than they did 30 years ago.

"Clubs need to come up with ways to offer sport in ways that appeal to these people," she said.

Senator Lundy is one of the keynote speakers at next month's Sports Without Borders Conference. The conference – to be staged at Moonee Valley Racecourse on Friday, May 3 – will focus on:

- Recruiting and retaining volunteers;
- Marketing;
- Innovation;
- Partnerships;
- Engaging members; and
- Ensuring groups are relevant to, and inclusive of, all sectors of the community.

Other speakers include:

- **Kristina Keneally** – Kristina has one of the more challenging roles in Australian sport as chief executive officer of Basketball Australia – the governing and controlling body that covers all Australian basketball's professional leagues, national teams and national championships. Ms Keneally was New South Wales premier between 2009 and 2011.
- **Hugh Delahunty** – The Victorian Sport and Recreation Minister, as well as the Minister for Veterans Affairs, Mr Delahunty played senior VFL football with Essendon before going on to enjoy success as a player and coach in regional Victorian leagues. He has also served in local government in Horsham and Mildura.
- **Steve Horvat** – Steve is a decorated former national and international soccer player who represented his country and a number of clubs in Australia and Europe with distinction. He played for the Socceroos 32 times between 1994 and 2002.
- **Steve Tighe** – Steve is one of Australia's most compelling speakers on innovation. A practising futurist, Steve has a Masters in Strategic Foresight from Swinburne University, and has completed the Oxford Scenarios Programme at Oxford University. He provides insights on change and Australia's evolving values and emerging trends.
- **Paul Kennedy** – A renowned sports journalist, Paul has 15 years of reporting experience and has spent time at the ABC as well as commercial networks Nine and Ten. His reporting on the area of drugs in sport is among his career highlights.
- **Francis Leach** – Francis Leach is a widely respected sports commentator and presenter. He is currently the presenter of *Grandstand Breakfast* on the ABC's digital radio sports station, and calls a number of AFL, A-League and Socceroos fixtures.
- **Rita Panahi** – Rita Panahi is a social commentator whose work has been published in the *Herald Sun*, *Daily Telegraph*, *Courier Mail* and *MX*. She co-hosts the popular Casual Friday program on Melbourne sports radio station SEN 1116.
- **James Demetriou** – James is co-founder of Sports Without Borders, a not-for-profit promoting inclusion in sports.

> [Book your place](#)



8. The Power of the Crowd: Getting to grips with the promise of crowdfunding

Pozible is an Australian crowdfunding platform designed to help people and groups raise funds, realise their aspirations and make great things possible. In this guest article, Pozible social media and communication manager Rueben Acciano outlines what it's all about.



What is crowdsourcing?

Crowdsourcing is when an individual leverages the collective resources of a group they have access to, to achieve greater results than they could alone. Think of when a football team hoists their coach up above them in a victory lift – a 100kg man is heavy for one person to lift, but not for 11.

Crowdfunding is a form of fundraising that uses the power of the social web to raise awareness and money for (in Pozible's case) creative projects.

In return for this support, project creators offer rewards, matched to the level of support. Supporters pledge as much or as little as they like. Project creators offer rewards that demonstrate their creativity and entrepreneurialism best.

Who can do it? Realistically, is this an option for small-to-medium not-for-profit organisations?

Generally, Pozible can't be used to run ongoing, cause-based charitable appeals [that's what **GiveNow's** for! – Ed.].

However, if a charity or not-for-profit has a specific project (i.e. it has a time limit, funding target and a defined outcome) and can devise appropriate rewards and manage all aspects of the DGR-related accounting, the only limit that exists is in how much imagination you can apply to getting your message across.

What is crowdfunding good for?

What ISN'T it good for? We've had users generate \$30,000 to get a tonne of rare sheep wool from the animals' backs to shop shelves or to cover the travel costs of heading overseas to participate in a community development project. The horizons are limitless.

What are the benefits?

The main ones are reach and engagement. Information spreads more widely and quickly via the web than through conventional promotional channels. If your idea is truly interesting – or you're a top storyteller – it can potentially reach a much larger audience than traditional strategies might allow.

There are many other benefits beyond the funds themselves, too. One is potential audience/market development for a product or service in advance, as well as trackable pre-sales. Many Pozible users report a bewildering array of amazing lessons learned from the process – even those who don't succeed in reaching their funding goals.

What are the drawbacks?

You might not reach your target. And Pozible is all-or-nothing crowdfunding, which means no money changes hands unless the target is reached.

It's also a LOT of hard work. Daily maintenance, prompt responses and actively engaging your 'crowd' are the minimum required for success; engaging strangers and going beyond your usual audience will test all your creative skills!

What works?

In a few words? Transparency. Humanity. Engagement. Humour!

Crowdfunding is and isn't marketing – you are definitely trying to persuade, but honesty, responsiveness and access are the real currency. Supporters want more to feel involved and part of a creator's process and outputs, rather than just 'get stuff', so the concept of a 'value' proposition can be tricky to re-think when devising the rewards you will offer in return for pledges.

Basically, thinking creatively about what you can offer works brilliantly.

Also, a strong social media presence definitely helps. If you intend to crowdfund at all, best to start building your profile well beforehand. Preparation is key.

What doesn't work?

Thinking it's a magic bullet. That you can 'just pop your project up there' and people will come. Nope.

Our site traffic is respectable, and we're growing very fast. But people don't simply lurk on pozible.com just dying for projects to throw their money at – you have to drive them there, then convince them your project (alongside many others) is worth stumping for.

Poor imagery or videos, poor demonstration of track record in the field and scant communication are other campaign killers, as well as spamming your crowd with 'gimme!' emails. Seeming like you're 'out to get something' rather than treating the process as an ongoing dialogue between you and your supporters will hinder things.

Any tips for small/new players?

Be realistic about your goal and timeline.

Should people believe you can manage a \$100,000 project if you never have before? Calculate the bare minimum you really need to get going, factor in all fees for Pozible, card transactions and, where applicable, costs of physical delivery of promised rewards.

Finally, all projects start and end with a bang, around launch and deadline – there's always a 'trough' in the middle. Plan to fill it with engaging and inspiring updates for your supporters – keep the momentum going.

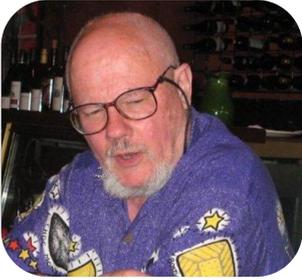
Above all, plan, plan and plan some more. And never give up.

> [Find out more about Pozible](#)

[Back to Top](#)



9. Epic Fail: Campaign reveals limitations of Facebook-based fundraising



By Chris Borthwick

Facebook does a lot of things well, but fundraising isn't one of them.

My group got into an argument with the government over its care policies, and we wanted to demonstrate support. One of our members set up a Facebook group – private, invitation-only, if you know someone who'd be interested sign them up. It began in the inner circle and it extended by exploiting strong bonds.

It wasn't set up as a fundraising page – it was a place where people who understood the issues could talk among themselves and show their support for what we were doing. It was, in Facebook terms, a surprisingly quick growth – 100 members in two days, 800 by the end of the month.

It wasn't just a fundraiser, but that didn't mean it couldn't be a fundraiser as well as all those other things. Towards the end of the financial year the President and the Secretary divided up the names on the Facebook list and sent each of them an email asking for a donation to the group. It wasn't a bad letter, though I say so myself, and it was sent to named individuals – 'Dear Leanne', not 'Dear Friend'.

Let's run over the positives here. We were talking to people who knew about the area – people who were to some extent pre-sold. We were, to quite a large extent, talking to people who asked to join, or their friends who'd agreed to be listed – a hot list, not cold calling. We were asking them for funds to help their children or their friends' children.

The outcome was striking. We got nothing at all.

The response was less than I would have expected from cold calling, less than a mail-out to the public, less than asking people for money rattling a tin in the street. We didn't get any good leads, we didn't get any nibbles, we didn't get any idea of what would work next time. It was an utter blank.

If I had to guess, I'd put that wipeout down to the Kony 2012 effect. That's where people think that signing themselves up to an online campaign is an actual action, something that's already given them good karma. They've done their bit; why are those rude people asking them again for more, already?

That's just a wild stab, though. Really, the only way to find out what went wrong is to get something right and see what was different about it, and for us that's a work in progress.

Not every cause on Facebook does quite as badly as we did, but the evidence is that it's tough going for everyone.

One survey of US not-for-profits found that of the groups that used Facebook, 71% had raised less than \$1000.

Even worse, in 2012 a Facebook executive talking about its fundraising app Causes boasted that over four years it had raised \$40 million for 500,000 organisations – which is a mean of \$20 per year per group, which means that the median could well be zero. (So it may be just as well that you can't in fact donate to Australian groups using Causes.)

Try out Facebook fundraising, by all means. But don't have great expectations, and don't put large resources into it without running a trial first.

"The response was less than I would have expected from cold calling, less than a mail-out to the public, less than asking people for money rattling a tin in the street."

[Back to Top](#)

10. Hip-Hip-Hooray! Community campaigners celebrate milestones

Community campaigning platform *CommunityRun* celebrated its first birthday this March by reflecting on a busy year of encouraging ordinary people to campaign for change.

The website, which allows users to create their own petitions and seek out supporters to add their signatures, has seen more than 1300 campaigns attract more than 400,000 signatures in a single year.

CommunityRun is a free product from community advocacy organisation *GetUp*, and was funded through small donations from more than 4200 supporters.

GetUp national communications director Rohan Wenn said the organisation was shocked by the growth of *CommunityRun*, which was only fully open to the public for five months.

"It just goes to show that there's a real passion out there to engage with the community," Mr Wenn said.

"People really want to be a part of their community and be able to have their say, and *CommunityRun* is designed to give them the tools to do that," he said.

Many campaigns have succeeded, including:

- **Stop the super trawler** – In just a few months this campaign made the transformation from small community opposition to nationwide concern. The campaign attracted more than 95,000 signatures, almost a quarter of all signatures on the website, and resulted in a two-year fishing ban on the super trawler FC Margiris.
- **Save Darlo's laneways** – With more than 400 signatures, the campaign to halt the closing of a Sydney local laneway succeeded in convincing a local council to not only retain the laneway, but to build a new public garden.
- **Save Bobin public school** – Following reports a one-teacher school was set to close down in the regional community of Bobin, NSW, a petition was launched and signed by 399 people. The campaign resulted in the closure being averted, with Bobin Public School still operational in 2013.

Mr Wenn warned future campaigners that the website offered more than the opportunity to start a petition. He said actual campaigning would bring about actual results.

"It's not just about setting up a petition, it's about contacting your local Members, it's about getting a deeper engagement, it's about understanding the issue and what to ask for," Mr Wenn said.

"One of the biggest issues we have with campaigns is people don't like something but don't know what to ask to get the change they want, so do a bit of thinking ahead of time.

"If you go to the *CommunityRun* website there are heaps of tips about how to shape your campaign before you launch it."

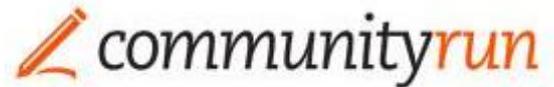
STOP THE PRESS!

In other campaigning news, *Change.org* announced this week that it had hit one million Australian users.

The website, which says it is the largest petition platform in the world, boasts more than 25 million users worldwide.

It's a similar service to *CommunityRun*.

- > [Visit CommunityRun](#)
- > [Visit Change.org](#)



[Back to Top](#)

11. Australian think tank savages UK's Big Society initiative

A new report from the Centre for Policy Development (CPD), a progressive public interest think tank, has condemned the UK's Big Society initiative as a failure and warns Australian Governments to avoid making the same mistakes.

In his report *Whatever Happened to the Big Society*, CPD researcher Cameron Elliot revisits the performance of Big Society initiatives three years on from the election of the David Cameron-led UK government which instituted them.

The report follows the 2012 CPD paper *Big Society and Australia* by Dr James Whelan, which looked at the potential impacts in Australia if governments here adopted the framework.

In the new report, Mr Elliot said that Big Society had seen broken promises and counterproductive cutbacks across Britain, including:

- A decrease in volunteering levels;
- A 14% jump in homelessness;
- Worsening financial status and growth in financial inequality; and
- Cuts to mental health services and claims of inadequate service delivery by outsourced providers.

The CPD report says the UK civil service has been cut by 60,000 – or 12% – while a number of local councils have turned increasingly towards privatisation to save money.

"The originator of Big Society thinking, Phillip Blond, visited Australia last year to advise senior Coalition figures. Blond, however, has since sought to distance himself from the policies resulting from his ideas," the CPD said.

"This unpopular, failed strategy should serve as a warning to Australian governments, some of which appear to be receptive to a similar approach."

> [Download *Whatever Happened to the Big Society*](#)

> [Read James Whelan's presentation to the 2012 Communities in Control Conference](#)

12. Good with Numbers? Your community needs you!

Since we started the [Board Matching Service](#) in 2005 more than 1200 vacancies have been listed, many of them resulting in a successful match.

There are currently 15 new vacancies listed across four states. Six of those are seeking treasurers.

In fact, since the service began, 32% of all vacancies have been looking for treasurers, assistant treasurers or finance sub-committee chairs. If you're good with numbers, then you are in demand.

Details of the current treasurers' vacancies are provided below, while the full current listing can be found on page ??.

Treasurer	Extended Families Australia	Details
Treasurer	Volunteer West	Details
Treasurer, General Board Member	Traditional Healthcare Inc	Details
Treasurer	Committee for Craigieburn Inc	Details
Treasurer, General Board Member	Christina Noble Children's Foundation	Details
Treasurer	SIDS and Kids WA	Details

To apply for or list a board vacancy, go to www.ourcommunity.com.au/boardmatch



[Back to Top](#)

13. Community Sector Training: Grants, fundraising, governance & grantmaking

Our Community's training will provide you with all the practical knowledge you need to raise more funds, get more grants, be a better board member and be a better grantmaker.

Here's what's on offer:

Strategies for Sustainable Funding Seminar

- Sydney 29 April
- Perth 29 April
- Melbourne 20 May
- Brisbane 20 May

Introduction to Writing Winning Grant Applications

- Sydney 29 April
- Perth 29 April
- Melbourne 20 May
- Brisbane 20 May

Advanced Grants Writing Seminar

- Melbourne 14 June
- Sydney 14 June
- Brisbane 21 June
- Perth 21 June

Certificate IV in Governance - for Community Boards (BSB40907)

- Sydney 4-7 June
- Melbourne 4-7 June
- Perth 17-20 June
- Brisbane 17-20 June

Secrets of Successful Boards Seminar

- Sydney 30 April
- Perth 30 April
- Melbourne 21 May
- Brisbane 21 May

We also provide tailored training, which can be designed to meet your needs and delivered in a location of your choice.

To find out more, visit www.ourcommunity.com.au/tailoredtraining or email alanm@ourcommunity.com.au

Grantmaking Workshops

The Australian Institute of Grants Management (AIGM, a division of Our Community) has launched three new workshops to be held in Melbourne during May and June:

- **Evaluation is not a Dirty Word!** (Melbourne: May 16)
A one-day workshop to help grantmakers develop an evaluation framework for their program.
- **Checking Your Pulse: Grant Program Health Check** (Melbourne: June 19-20)
A two-day program that will guide a small group of program managers through a diagnostic process for their grants program. This workshop is aimed at those overseeing more established grants programs.
- **Grant Program Primer: How to Design a Grants Program That Works** (Melbourne: June 17-18)
A two-day workshop to help a small group of grants program managers develop program documents and receive guidance on how to get their programs off the ground. The workshop caters for new grants programs and/or new grants program managers.

All three workshops will be accompanied by a special additional session aimed specifically at SmartyGrants users (to be staged at the conclusion of the main session).

Places for each workshop are very limited, so it is important you book early to guarantee your spot. For more information on the workshops, including cost and booking details, visit:

- > www.grantsmanagement.com.au/evaluation
- > www.grantsmanagement.com.au/healthcheck
- > www.grantsmanagement.com.au/primer

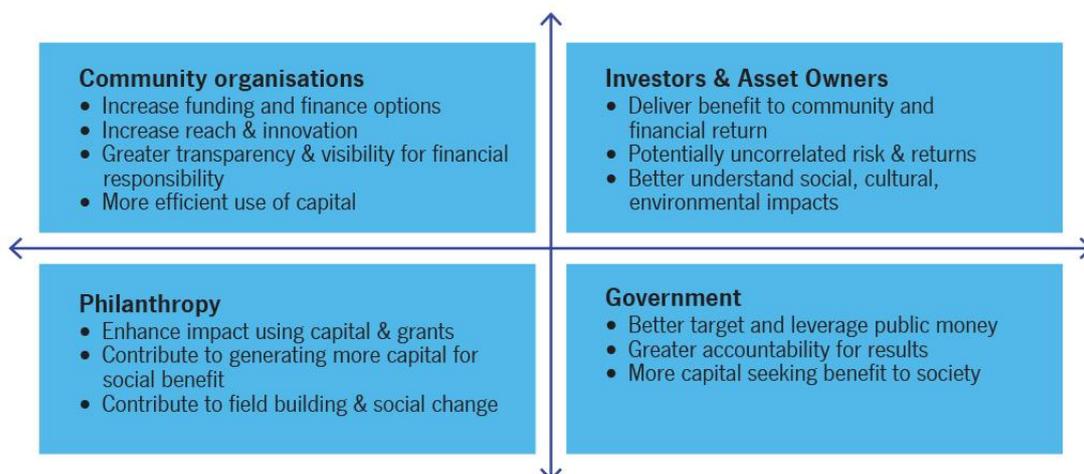
[Back to Top](#)

14. NFP Finance: Social Benefit Bonds go on trial in NSW

A social benefit bond (SBB) is an investment vehicle that pays a return based on the achievement of agreed social outcomes.

The theory is that instead of the government directly funding a social service – children in care, say – a social investment group gets the money from investors. The investment group (Social Ventures Australia, say) pays the invested money to a competent and innovative agency (UnitingCare, say) to deliver the services.

If all goes well, the government pays interest on the funds each year and pays back the principal at the end. If UnitingCare does well and more children are restored to their families, the investors get a high rate of return; if they do badly and more children stay in care, the investors get less interest and may even lose part of the principal.



(From [Impact Australia – Investment for social and economic benefit](#))

SBBs are only one form of social investing; if you want to range over the whole field, look at the recent government/stockbroker collaborative report *Impact Australia – Investment for social and economic benefit*.

NSW has now actually put a smallish amount of its money where its mouth is, signing a \$7m Social Benefit Bond contract with Social Ventures Australia.

The bond will raise private capital to fund the expansion of a successful [UnitingCare] program which works intensively with families to either safely return children in care to their families or prevent them from entering care in the first place.

This is, it's fair to say, a proof-of-concept prototype rather than a working template. The NSW Government wants this to work, and is prepared to pay way over the odds to see that it does.

If the government just gave the money to UnitingCare rather than going through SVA, it would cost just \$7 million. If the government borrowed that \$7 million on its own account and gave it to UnitingCare, that would cost it less than \$2 million dollars in interest over five years and make a total of \$9 million. Going the SBB route, it'll cost more than \$4 million, a total of \$11 million, a 30% increase over the base rate.

The theoretical advantage of SBBs is that the investors will take on any risk – but, again, the NSW Government (presumably) very much wants the SVA bond to work, and it's set the criteria so that there's very little risk. The efficiency of the UnitingCare system would have to go down 20% from its current KPIs before the investors fail to get their 12%, and it would have to drop by a third before they lose any of their principal. Those are not venture capital rates.

None of us would begrudge UnitingCare its \$7 million, but it's hard to see that this represents a viable new paradigm for not-for-profit financing.

Advocates of SBBs stress the good things that the projects do, and how much better procedures will save. David Hutchinson, CEO of Social Finance UK, was recently in Australia, where he said

It's been a very exciting experience launching and operating the pilot in Peterborough over the last couple of years. At a most fundamental level, we have seen how collaboration between organisations can deliver a much better result for the prisoner. we have seen systemic change. We've seen the prison rearrange how they actually deal with rehabilitation. We've seen them introduce similar practices in the women's prison, and then at a higher level we've seen the progress of Peterborough put this type of contracting on the table as a legitimate policy tool of government. We've seen investors change their perspective on social investment.

Surely, though, the merits of the form of financing should be considered independently of the merits of the actual project. The client work could have been improved, and the subsequent savings logged, whether the project was funded by SFU or by the government directly – indeed, Hutchinson says that in the women's prisons similar programs were funded by the government directly, bringing the same benefits and the same savings without the 30% cost penalty.

The basic assumption of the SBB push is that governments will not fund valuable projects (that is, governments will not do things that will probably save them money) unless investment finance can be obtained from private investors (that is, the government can pay a larger amount at the end of the project rather than a smaller amount at the beginning).

If this is true, it demonstrates a serious flaw in the way we run our governments. If it's not true, then the downside risk is that governments will cut back on their social spending on the grounds that projects like this show not-for-profits ought to be able to raise capital on the open market.

All that aside, we support social benefit bonds as part of a mixed portfolio of funding options for the not-for-profit sector. No one form of financing will suit all organisation or all projects all of the time. Through our banking partnership we are working on ensuring diversity in funding for not-for-profit organisations. Watch this space!

[Back to Top](#)

15. UN report poses (slightly odd) comparisons of global NFP sector

Have you ever tried to weigh an angry cat, or measure the nose-to-tail length of an electric eel? If you have, it might give you some sympathy for those unfortunate statisticians who are tasked with measuring the not-for-profit sector.

The latest contribution to this troubled genre is the *State of Global Civil Society and Volunteering*, with up-to-date findings from the UN Nonprofit Handbook.

A "global associational revolution," a major upsurge of organised, private, voluntary and nonprofit activity, has been under way around the world for the past 30 years or more.

Despite the scale and scope of this development, however, official data to portray it have long been lacking. This report takes an important step toward remedying this situation....

In general terms, the report paints the picture of a sector that's both large – at an international average of 5.2% of the workforce, it employs more people than the hospitality industry and, when you count in volunteers, more than the transport industry – and growing faster than GDP, except, for some reason, in the Czech Republic.

Salamon, Sokolowski, Haddock, and Tice

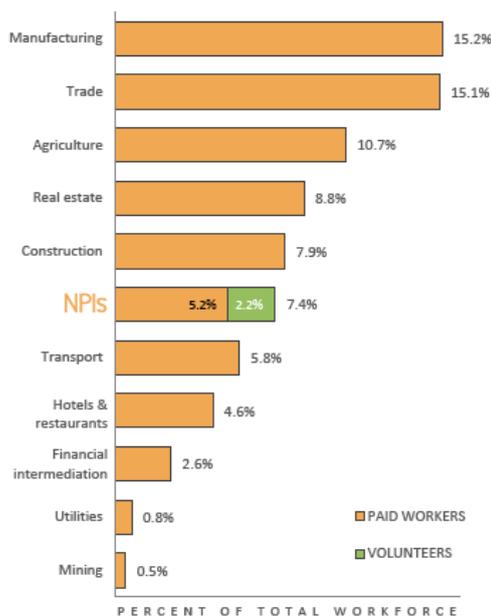
FINDING 1 → A major employer

OVERALL AVERAGE

The nonprofit workforce, including paid and volunteer workers, makes up **7.4 percent of the total workforce on average** in the thirteen countries on which full data are available. This places it ahead of a number of major industries, such as transportation and finance.

FIGURE 1

The NPI workforce, paid and volunteer, vs. that of other industries, 13-country averages



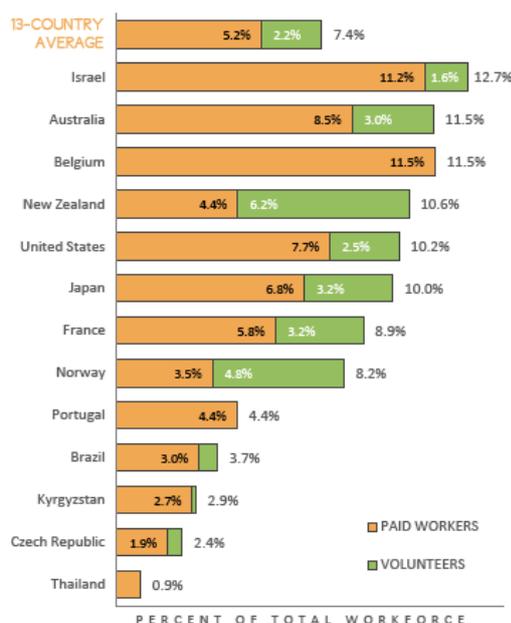
Data not available on Canada, Mexico, and Mozambique.

VARIATION BY COUNTRY

This average obscures considerable variation in the relative size of the nonprofit workforce among countries. Thus, in 6 of the 13 countries, nonprofits account for 10 percent or more of the workforce, making them one of the largest employers of any industry.

FIGURE 2

The NPI workforce, paid and volunteer, as a share of total workforce, by country



Data not available on Canada, Mexico, and Mozambique.

As a general overview this is probably close enough, though particular nation-to-nation comparisons may be dicey; it's hard to believe, for example, that France has 3.7% of the workforce volunteering while just over the border

Belgium has no volunteers whatsoever. We suspect that there's something lurking in the definitions that accounts for it.

It's probably more useful, though, to think about what such comparisons would mean if we did think they were comparing apples to apples. If it is true, for example, that New Zealand has half as much of its workforce in not-for-profit employment but twice as much in volunteering, does that mean that we in Australia have too many paid workers (as other countries could get the work done by volunteers), the right number (since people who do such valuable work should be compensated), or too few (since Belgium manages to get away with no volunteers whatsoever)?

The UN thinks that if we can sort out the statistics

The result will be to make the nonprofit and volunteer sector more visible, enhance its credibility, enable more effective partnerships between [nonprofit institutions] and public and private institutions, open new research opportunities for scholars, improve the clarity with which national accounts statistics portray national economies, and ultimately to improve citizen wellbeing.

[Back to Top](#)

16. 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 over the next couple of months include:



[World Haemophilia Day: 17 April](#)

On World Haemophilia Day, April 17, 2013, the global bleeding disorders community will come together to mark 50 years of advancing the cause for treatment and care for all people with haemophilia and other inherited bleeding disorders.



[World Heritage Day: 18 April](#)

World Heritage Day is an opportunity to appreciate heritage monuments and sites. The day offers an opportunity to raise the public's awareness about the diversity of cultural heritage and the efforts that are required to protect and conserve it, as well as draw attention to its vulnerability.



[Earth Day: 22 April](#)

Earth Day is a celebration of the environment we all share. It also acts as a day of conservation awareness. Every year on April 22, more than 1 billion people take part in Earth Day. Across the globe, individuals, communities, organizations, and governments acknowledge the amazing planet we call home and take action to protect it.



[International Guide Dog Day: 24 April](#)

International Guide Dog Day is a day to celebrate the important role that guide dogs play in helping the blind and vision impaired enjoy safe and independent travel.



[Kiss Goodbye to MS: 1 May](#)

Wear red lipstick on 1 May (or throughout May) and help kiss goodbye to MS. By taking part you will be helping support people with MS through funding vital research into the cause, cure and better treatments for the disease.

> View more events: www.ourcommunity.com.au/calendar

[Back to Top](#)

17. Community Sector Briefs

New Social Media Policy added to Policy Bank

A new social media policy has been added to Our Community's free Policy Bank (www.ourcommunity.com.au/policybank).

The policy was contributed by a UK-based consultant who works with not-for-profit start-ups. She told Our Community that the Policy Bank had saved her "untold hours of additional work" and she wanted to give back.

The new policy provides guidelines for staff and volunteers on how to use social media channels including Twitter, Facebook, Google+, YouTube and blogs. It's designed to provide guidance on how to maximise a not-for-profit organisation's social media reach while protecting its public reputation.

[Click here](#) [Word document] to download the policy, or [here](#) to view what else is in the Policy Bank (check out the [Sneezing Policy](#) while you're there).

QLD to scrap liquor permits red tape

Queensland schools and not-for-profit organisations will be able to skip permit applications next time they serve alcohol at a small event under proposed legislation to cut red tape.

The proposed Bill will allow organisations to serve alcohol for up to eight hours at small events without applying for permits.

The Bill was tabled by Queensland Attorney-General Jarrod Bleijie, who said it aimed to introduce a "commonsense approach" to liquor regulations, and make life easier for schools and not-for-profits.

As a safety measure, organisations could lose their permit exemption if found to have irresponsibly served alcohol.

The Queensland Office of Liquor and Gaming Regulation currently requires not-for-profit organisations to purchase a community liquor permit to sell alcohol. The permits cost \$57 per day and applications must be lodged 21 days prior to the event.

The Bill is currently being considered by the Legal Affairs and Community Safety Committee.

For more information on fundraising and other legislation and regulations in your state see the [Funding Centre's Fundraising Legislation and Regulation help sheet](#).

That's the way to do it! Cooperatives notch up a NFP win

The whole not-for-profit sector has for years been begging Australia's state governments to sign up to a standard Australia-wide system of not-for-profit regulation.

Well, the sector can notch up a win.

All states and territories are preparing legislation giving effect to common legislation covering one whole form of not-for-profit – co-operatives.

Sadly, there aren't all many of those around – about 1800 in total. As a proportion of the about 600,000 not-for-profits that's not much, which is perhaps a pity; the principle of mutuality is an important one and worth fostering.

As a nation, we have been trying to foster it. Last year was the International Year of the Co-Operative and in Australia we've been making real efforts to cut down the red tape involved in having a co-operative operating in different states, leading up to the present breakthrough.

We've now got one standard Australia-wide law and even some standard regulations.

It all sound so simple. Now if only we could get some uniformity on regulations for incorporated associations ...

Pro bono legal help for not-for-profits

PilchConnect is a specialist Victorian service that provides free and low-cost legal assistance to not-for-profit community organisations.

The organisation is a handy first stop for not-for-profits wanting to get pro bono legal help.

You can contact PilchConnect by calling 1800 706 220, emailing connect@pilch.org.au or visiting www.pilch.org.au/community_org/

PilchConnect is currently surveying not-for-profit organisations about their understanding and compliance with Victorian laws and regulations.

> [Take part in the survey](#)

Facilitation: as easy as ABCD

Community development organisation The *Bank of I.D.E.A.S.* will present a series of one-day facilitator training workshops throughout Australia from April 29 to May 7.

The workshops will allow community enthusiasts and community builders to learn about Asset Based Community Driven (ABCD) philosophies and strategies.

The workshops will be facilitated by the Asset-Based Community Development Institute from Northwestern University in Chicago, USA.

> [Visit the Bank of I.D.E.A.S. website](#)



Community radio campaign

A campaign to save community digital radio services is calling on the Federal Government to provide an extra \$1.4 million to promote a strong digital future for community broadcasters.

A total of \$2.2 million was allocated to fund digital community services for four years in the 2012 federal budget.

The *Commit to Community Radio* campaign has said \$3.6 million is required to maintain digital community radio services in Melbourne, Sydney, Adelaide, Brisbane and Perth.

Greens Senator Lee Rhiannon has lent her support to the campaign.

“Community broadcasting is the beating heart of media diversity and has a voice that is rich, eclectic and genuine. May it live a long and healthy life in Australia because without it, we’d be a paler society,” Ms Rhiannon said.

> [Visit the *Commit to Community Radio* website](#)

ABC wants to know the issues that influence your vote

The ABC has asked the community to tell it which issues will influence their vote in the upcoming Federal Election, with responses to help inform the network's election coverage.

Via the "ABC My Vote" webpage, people are invited to have their say, and to tell the ABC the policy areas they are most interested in hearing about.

In addition to shaping the ABC's election coverage, the information will provide data for the network's Vote Compass initiative – a tool the ABC is developing to allow audiences to compare their views in a number of policy areas with the platforms of political parties.

> [Get more information on the Vote Compass](#)

> [Have your say on the issues that affect you](#)

Executive salary survey

Social enterprise CBB is urging members of the not-for-profit sector to take part in their fourth annual Executive Salary Survey.

The survey is open to anybody working in the not-for-profit sector, with an emphasis on managers, executives and CEOs.

The survey aims to create remuneration data for the not-for-profit sector to assist with contract negotiations, workforce planning and the development of retention strategies.

> [Take part in the survey](#)

NDIS renamed, approved, on its way

The first stage of the National Disability Insurance Scheme (NDIS) – now known as DisabilityCare – will begin in July after the NDIS Bill formally passed through Federal Parliament last month.

The NDIS Bill, passed on March 21, establishes both DisabilityCare and the NDIS Launch Transition Agency which is responsible for delivering the scheme.

Disability Reform Minister Jenny Macklin said the new name was chosen after consultations with people with a disability, as well as their families and carers, peak groups in the field and the public.

The NDIS launch locations are:

- Victoria – to be staged in the Barwon area, which covers the City of Greater Geelong, Colac-Otway Shire, Surf Coast Shire and the Borough of Queenscliffe.
- New South Wales – to be staged in the local government area of Newcastle.
- South Australia – which will include 1500 children with a disability from across the state.
- Tasmania – which will cover about 800 young people (aged between 15 and 24) from across the state.

The Barwon and Newcastle area launches are the biggest, encompassing around 4000 and 3000 people respectively.

The NDIS Launch Transition Agency will work with people to develop plans that identify the person's needs, goals and life aspirations, as well as recognise the support they receive from family and friends.

This plan will form the basis of the person's funded NDIS support package.

Can you "donate" time? Yes, and no

Noel Whittaker writes the *Money* column for the *Sydney Morning Herald*, and he recently got a question from someone in the community sector.

The writer was working for a Deductible Gift Recipient (DGR) charity. There was a job that needed to be done, but the charity couldn't afford to do it. "Aha!" thought the writer. "Why don't I put in the hours, calculate what my time is worth, and claim it as a donation?"

Whittaker wasn't sure about that, recommending instead that the writer first have the charity pay her for the work and then donate that money.

If you check this with the Tax Office, you'll find that (a) they don't give hypothetical answers – they only answer if it's actually your case you're asking about, and (b) when something's pretty clear, they'll bend the rules a bit and point you at the right answer.

They're prepared to say, for example, that no, donating your hours is right out – the list of things that count as donations is online at [Gift Types](#), and hours aren't on the list. If they were, all volunteer time could be claimed as a deduction, and while that has its attractions in the abstract, it's not the law.

And the pay/donation bargain? That does come under the 'no hypotheticals' rule, so if you wanted to know whether you could get away with it you'd have to ask the ATO for a special ruling, which they're willing to give.

You'd only ask, though, if you wanted the answer 'No', because what we're talking about is the setting up of a scheme to get around an ATO rule, and the ATO can't be expected to like it.

If you want to make an arrangement like this with a totally clear conscience, our advice would be not to read the article you're just finishing.

Victorian women take out Community Sector Award honours

Two Victorian women who have dedicated their lives to helping people the community and people with disabilities have been named joint Unsung Hero Award winners in the inaugural Hesta Community Sector Awards.

Meron Morrison, who helped establish the Box Hill Citizens Advice Bureau 45 years ago, and long-time disability worker and supporter Pam Erwin shared the top award when it announced late last month.

The awards, backed by superannuation fund Hesta (an Our Community partner), the Australian Council of Social Services (ACOSS) and ME Bank, recognised individuals and groups in three categories –

- Unsung heroes;
- Community sector organisations;
- Social impact.

The Unsung Hero Award recognises people who have made an exceptional contribution to enhancing the wellbeing of individuals or communities in need.

Ms Morrison still works as a volunteer at the Citizens Advice Bureau, helping people with everything from referrals to community services to financial support, emergency relief and even Christmas hampers.

A widow with four children, three of whom have intellectual disabilities, Ms Erwin purchased a 16-seater bus with her own funds so students with learning difficulties could travel together on excursions. She has since purchased two more large buses to transport people with disabilities to school, medical appointments and movie or theatre nights.

Winners in the other categories were:

- Community Sector Organisations – [Australian Drug Foundation](#)
- Social Impact – [Project Respect](#)

> [See the full list of winners](#)

Thanks a million

As part of National Volunteer week from May 13-19, Australians are being urged to say 'thanks a million' to volunteers who give up their time to help.

Volunteering Australia has urged Australians to say 'thanks' through social media, events or letters of support.

The most recent figures from the Australian Bureau of Statistics show roughly 6 million Australians give their time and services annually.

> [Find out more about National Volunteer Week](#)



[Back to Top](#)

18. Good Moves: Community Sector Jobs & Board Vacancies

JOB VACANCY LISTINGS (Paid Positions)

New South Wales

Job Title	Organisation	
Executive Officer	Community Transport Organisation	Details

Victoria

Job Title	Organisation	
Media Specialist - Maternity Cover	YMCA Victoria	Details
Celebrating Farming Coordinator Position	Collingwood Children's Farm Inc.	Details
Management Committee Member (volunteer)	North Melbourne Language & Learning	Details

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

New South Wales

Job Title	Organisation	
General Board Member	Karabi Community & Development Services	Details
Public Officer	Australian Resuscitation Council (NSW Branch)	Details

Queensland

Job Title	Organisation	
General Board Member	Kyabra Community Association Inc.	Details

Victoria

Job Title	Organisation	
Chair, General Board Member	Department of Sustainability and Environment - Water Boards	Details
Treasurer	Committee for Craigieburn Inc	Details
Marketing & Fundraising sub-committee member	Kidsafe Victoria	Details
General Board Member	Iramoo Community Centre	Details
General Board Member	Eastern Domestic Violence Service (EDVOS)	Details
Treasurer, General Board Member	Christina Noble Children's Foundation	Details
General Board Member	Kensington Neighbourhood House	Details
Secretary	Interchange Western Region Assoc. Inc.	Details
Secretary	Fernlea House Inc	Details

Western Australia

Job Title	Organisation	
Treasurer	SIDS and Kids WA	Details
Chair, Secretary, General Board Member, WA Revenue Council	Camp Quality (WA)	Details

[Back to Top](#)

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.

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.

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[Back to Top](#)

20. 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](#)

