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



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1. Communities in Control 2011: Be part of the change

@ the Middle East are marching out into the streets and saying, *on doing the same things in the same way, we can kick over the board and start with a clean slate*. We have seen the power of hope, and the power of despair, and the explosion of youth.

Yet here in Australia, we go on in the same old way, carrying *good works* in our own corners, while our politics and our media and our public discourse becomes more and more dysfunctional. Reforms and rep inquiries are announced endlessly (senior government minister has even referred to _____), but nothing much seems to change. Our good intentions trickle away into the sand.

At a time when seismic changes in technology and commerce and world politics and culture batter us, nobody seems able to act decisively.

‡ our revolutions, even. But they have been conservative revolutions. Back to we said that when the barriers were removed, the world would change, that new players would bring new insights and new ways of working.

Has this really happened, or have these insights led to the cause of nonstop economic growth?

@ ing for the government to act, the only way to change things is at the grassroots. Communities in Control 2011 (Melbourne, May 30) will bring together 1300 people from across the community sector to kick off the conversation. We have a treasure trove of class speakers lined up to help provide the spark:



Elizabeth Broderick
Sex Discrimination Commissioner

Just Communities
Facts, Lies, Atrocities, and Answers

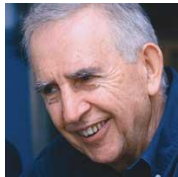
Community sector workers are working for the rights of others but what about our own rights? How do we ensure a sustainable workforce where people are paid fairly? Justice that doesn't begin at home can't change the world.



Miriam Lyons,
Executive Director
Centre for Policy Development

More than Luck:
Ideas Australia Needs Now

From climate change and sustainability to proper governance and strengthening our democracy, the ideas in 'More Than Luck' have come at the right time. This is about the practical steps we can take to share this country's good luck amongst all Australians now and in the future.



Hugh Mackay,
Psychologist, social researcher, writer

What Makes Us Tick

As Australia's leading social researcher, Hugh Mackay has spent a lifetime listening to people talk about their dreams, their fears, their hopes, their disappointments and their passions. In this keynote he reflects on some of the things that don't change and identifies 10 desires that drive us all.



Simon McKeon,
2011 Australian of the Year

2011 Leadership Oration

Simon McKeon has seen what business people can't do, and he's seen what activists don't know, and he knows how to bring the two sides together. He's spending this year as the official Number One Australian trying to jumpstart the not-for-profit sector into a new era of innovation and inspiration. Take notes.



Phil Ruthven,
Founder & Chair,
IBISWorld

Social Sector Trends, Facts and Insights

The not-for-profit industry is big business and the future for the industry remains bright, with revenue anticipated to increase by an average of 4.1% per year in the five years through 2015/16. What does all this mean for you grassroots organisation? Australia's leading forecaster reveals the answers.



Linda Lavarch,
Chair, Not-for-Profit Sector Reform Council

Leading the Agenda: Why, How, Who?

The Federal Government has thrown its reputation behind the drive for a reformed, revitalised, and robust not-for-profit sector. And the Not-for-Profit Sector Reform Council is at the heart of that process. Hear where the Council is coming from, where it's breaking through, and where it's taking your future.



Mark Scott,
Managing Director
ABC

The Changing Face and Role of Media in Communities

Mark Scott has had almost five years at the top of the biggest not-for-profit media organisation in Australia, the ABC. Mark knows both the meaning of community and the special place the ABC has in communities across the nation. Hear the story of today's ABC and the changing role of community in Australia's media.

And

Other speakers include The Hon Joan Kirner (Victorian Community Ambassador), Stephen May (Manningham City Councillor, Crikey founder and shareholder as well as Victorian Parliamentary Secretary to the Premier), The Hon Peter Ryan (Deputy Premier of Victoria), Brett de Hoedt (Mayor of Hootville), Julianne Price (Westpac Social Sector Banking) and Samantha Dunlop (President, Victorian Local Governance Association).

was fairly or extremely comm
be unable to obtain contact d
for grants staff online. Anothe
said they were unable to obt

In between the speeches there's making connections, networking, and meeting knowledgeable and sympathetic new colleagues.

Communities in Control inspires and enlivens and energises community group workers, volunteers and so on. It will remind you what it's all about and why you care so much.

The conference will be anchored by Denis Moriarty (Our Community) and Joe Caddy (CatholicCare), while the Acknowledgement of Country will be performed by didgeridoo player Ron Sullivan.

Communities in Control 2011 also includes a conference skills day *Women Achieving and Flourishing* which will be run by former Victorian police chief and former Victorian Bushfire Reconstruction and Recovery Authority Christine Nixon APN. The pre-conference skills day, which will be held from 10.30am to 1.30pm on Sunday, May 29, is designed for women in supervisory, management or leadership positions, and those who aspire to those positions.

u # # ave to #
be part of the change, you have to hear about the change, you have to lead the change.

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Find out more and book your place at www.ourcommunity.com.au/cic2011

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2. Governments backpedal on full funding for pay parity

In the first wave of equal pay cases, women who were doing the same work as men had their salaries raised to parity pay for equal work.

Now, many years later, the struggle is to have the jobs paid comparable rates to the jobs that are regarded as equal pay for work of comparable value.

‡
face with the consequences. And so are governments.

If community workers are paid more, community work is going to expand (there's not that much scope for productivity improvements in, say, the counselling profession). The governments commissioning work from these agencies can either (a) spend more overall or (b) spend the same and cut the number of employees.

When the resolution was a good way off state and federal governments promised to do (a)



In Victoria, in particular, the new Liberal government is calling vigorously for the election their he Fair Pay Tribunal, however, the

While maintaining its support for equal pay for comparable work in the very, very abstract, it also quibbles

The Federal Government, by contrast, has taken the traditional approach of referring the matter to a national consultative group (Fair Work Australia site).

The Victorian Government says the pay rise by the union will cost the government between \$700 million and \$1700 million over four years, depending on the size of the pay rise, or up to \$400 million more a year than the original \$50 million.

Whatever the figure, though, and whatever the effect on the budget, one thing remains very clear: if the for-profit sector will have to. The sector may be forced to get it far. Services will have to be cut,

helped is one that governments will have to take, and will have to be held responsible for.



Pay Equity Case <http://www.asu.asn.au/sacs/payup.html>

National Sex Discrimination Commissioner Elizabeth Broderick will speak about the national case at Communities in Control 2011:

Australia relies on the community organisations we work in to deliver vital social services. They have never been under more pressure, but we've still got to change faster than ever to keep demand for reform.

- < *We're working for the rights of others but what about our own rights?*
- < *How do we ensure a sustainable workforce where people are paid fairly?*
- < *What is the ASU pay equity case all about? Will it deliver for community sector workers?*
- < *Should poverty be the reward for a lifetime spent caring?*
- < *How do we get more women chairing our community Boards?*
- < *What lessons can we learn from the corporate sector in relation to women's leadership (can they learn from us?)*

Justice that doesn't begin at home can't change the world.

Communities in Control www.ourcommunity.com.au/cic2011

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3. A Toast To UReport reveals continuing increase in life expectancy

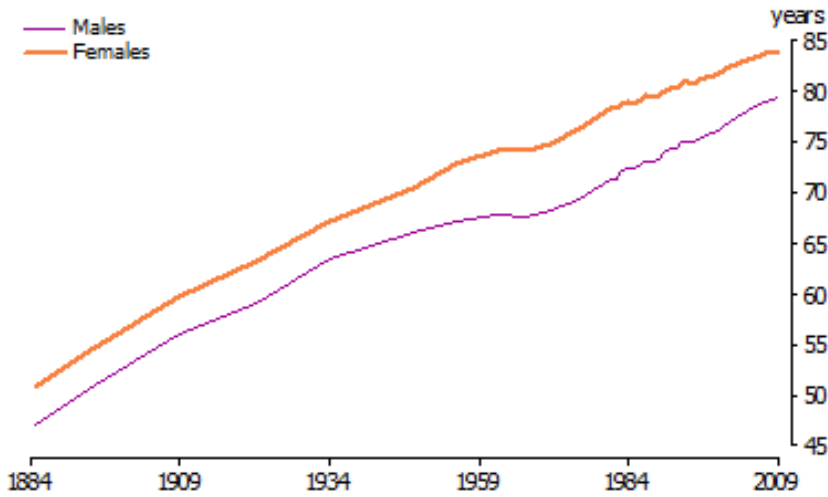
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The latest edition of Australian Social Trends

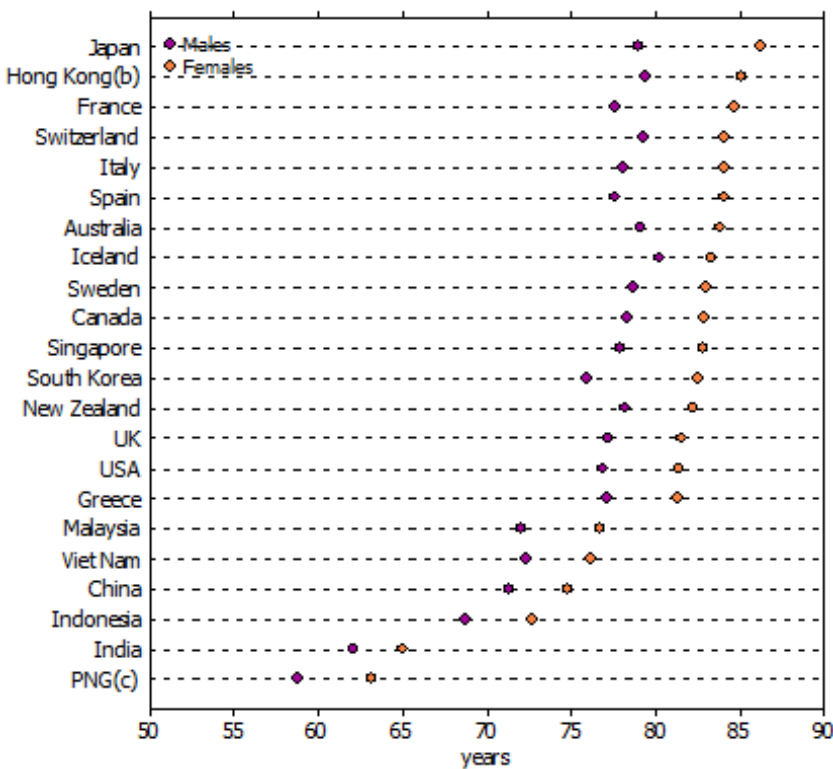
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life expectancy at birth to go up by three months a year.

Give it another 120 years and the life expectancy for men will be 110 (remembering, of course, that longer than the average) and 115 for women.



Life expectancy at birth for boys in Australia is higher than anywhere else on earth except Iceland, Hong Kong, Switzerland. Australian girls live appreciably longer than their counterparts in America, the UK, New Zealand, Sweden (though less than girls in the UK, = M, 7 @ right.



@
than seven years longer than men in the N u -year deficit in their life expectancies
national humiliation, really.

u a handicap for living in a rural area.

The thing to remember, though, is that when politicians fuss about the aging of the population we have
remember that *this is a good thing*

h ing back on their smoking, hospital

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4. Great Australian Leaders in Focus: The Right Malcolm Fraser, AC, CH



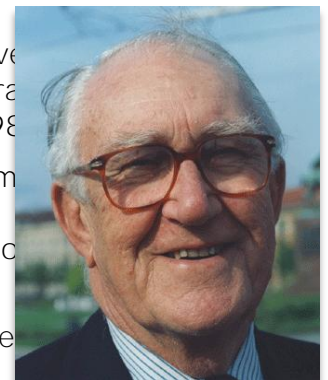
The Our Community Leadership Initiative was created by Our Community to highlight community leadership in Australia. Each interview is designed to excite and stimulate discussion on the elements of leadership as well as providing some personal insights that can serve as lessons or guides for other younger and emerging leaders. Leadership interviews appear in this newsletter and are also available via the Community Leadership Centre website www.ourcommunity.com.au/leadership

u The Right Honourable Malcolm Fraser, AC, CH.

Malcolm Fraser was elected to Parliament in 1955 during the Menzies Government. He was Prime Minister of Australia from 1975 to 1983. He is currently Honorary President of the InterAction Council of Former Heads of Government (Member since 1983).

U 7 postparliamentary roles has been the founding of human rights projects, The Justice Project, as well as the website www.australiansall.com.au dedicated to opposing all forms of racism and discrimination, and publication of *Common Ground Issues that should bind and divide us*

U 7 *Malcolm Fraser: The Political Memoirs* (co-written with Margaret Simons) were recently published by Miegunyah Press.



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

Nelson Mandela He stood for principle, he never compromised. Through 27 years in jail he never became bitter or sour. He maintained a Christian view of humanity.

John McEwen He could see a future for Australia and was prepared to fight for it. He looked to the long term, not interested in focus groups or whatever.

Winston Churchill Without Churchill Britain would have given in but if it had been occupied by the German Army, America would have done a deal with Hitler. I am not sure what would have happened to us.

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

Knowing what is right, knowing what is right for your country, knowing how to achieve it; picking better people for your staff than you are yourself; knowing there are more things you do than things you do know, and that you need good advice; and capacity to judge character and to know who is true and who is not.

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

The structure of party organisations, the narrowness of the self-selection process, and the factionalism that dominates the major political parties. Perhaps we should move to a system of American based primaries not less than 5000 people voting for a candidate.

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

Have a vision for Australia and have the courage to fight for it. Know how to persuade others to be true to your values and recognise that you will have to make very difficult and painful choices about friendships and if you place friendship over and above values, you will lose your way.

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

These are recounted in the [Book Political Memoirs](#)

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

I have had several particular mentors. In the election there was a man called Claude Austin. He flew Sunderlands over the Bay of Biscay during the war with four chances of falling into the water and staying in the air. He was a farmer and ornithologist and a friend.

Thinking about your own leadership journey, what are you most proud of and what would you change if you had the chance?

I have postponed it until the end of the year.

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

I want seven or eight newspaper proprietors instead of 1½ or 2. It is important to promote new means of disseminating information, new means of disseminating news to allow no one news vehicle to gain too much dominance.

For more community leadership insights, visit www.ourcommunity.com.au/leadership

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NAB Schools First – rewarding and recognising outstanding school-community partnerships.

When schools partner with the community, everyone involved benefits.

When we talk about NAB Schools First, “community” means any agency or entity that isn’t a school. Examples of eligible “community” partners are community health centres, sporting clubs, not-for-profits, youth & family support services, environmental groups, business and local government – just to name a few!

NAB Schools First is a national awards program with \$5 million in funding available this year.

If you have an existing partnership, or if you’re interested in forming one, find out more about NAB Schools First.

For information on Partnership Forum locations, applications guidelines and case studies on award winning partnerships, visit schoolsfirst.edu.au.

©2011 National Australia Bank Limited ABN 12 004 044 937 NSM1988 **more give, less take**

5. Just how good is your treasurer?

Entries are flooding in from across the country for the 2011 Westpac Community Treasurers' Awards.

Now in their third year, the awards are designed to highlight the voluntary, largely unsung work carried out by the voluntary treasurers working in community groups across the nation.

Every treasurer nominated for an award receives a certificate of appreciation a great way for you to say thanks to the person who performs one of the most important jobs in your organisation while the three winners (one each in the small, medium and large categories) will receive a cash prize of \$5000

for their community group, plus a trophy and \$5000 worth of tools and training.

The Westpac Community Treasurers' Awards is an initiative of Our Community and Westpac Social Sector Banking.

It's often the toughest job in the place, and the hardest to fill. These awards are designed to say thanks to those hardworking men and women who take up the

Entries close at 5pm on Friday, April 29, 2011.

To find out more or nominate your treasurer, visit www.ourcommunity.com.au/treasurersawards



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6. Marketing Guru: Use the Force, Luke

You want to sell your message. You want people to relate to your organisation. You want people to give your organisation money. OK, take a few hours off and watch

Star Wars. You've mastered the grammar of storytelling. The classic three

Act 1: *Get your hero stuck up a tree. In a galaxy far, far away.*

Act 2: *Throw rocks at them.*

Act 3: *Get them down.*

And people will cheer. Works every time.

u

Act 1: *The hero has a problem.*

Act 2: '

= *Star Wars*) †)
0 ding out your hat.

Act 3: @

Fundraising is an interactive sport, like videogaming. The public have to join in the sudden plot twist that suddenly makes everything come out right.

be revenged in the inevitable sequel, and the two young lovers v

You may have to fuzz over the bit (as Star Wars actually) but the basic structure is just about sacrosanct.

This approach has certain consequences.

- < or,
- even better, one case. With a photo.
- < You should make sure that your poster child is sympathetic. I

a particular breed of endangered mosquito, remember the

someone loveable i on your founder, your patron, or a sympathetic volunteer.

- <)
- u Obi-wan Kenobi
- still supporting cast.

- < interested in how it all gets done; they want to see what's next

epidemic. \$50 will immunise against Chagas fever so he can complete sixth grade. \$1000 will ser

minimise ad/bbing.

If you talk about your cause to donors in terms of a

@

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

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7. Fundraising Laws: What sticks in your craw?

Australian fundraising reform is currently being led by Myles McGee and his pioneering team at the Australian Centre for Philanthropy and Nonprofit Studies.

The Centre will later this month host the Reforming Fundraising Regulation Conference which will bring some international experts together with many of the leaders in the Australian sector.

u # o develop streamlined and U seamless regulation of nonprofit organisations.

@ -up approach, the project seeks to have nonprofits become more proactive in determining the #

@ stakeholders will engage in a robust discussion so that any model laws developed are p informed by the needs of nonprofits and informed by their altruistic, voluntary and community benefiting

Our Community has prepared the following
your feedback. Tell us what you think by emailing services@ourcommunity.com.au

Reform

Australian governments tend to approach reform in the community sector by leaving everything in and adding yet another alternative format on top, which leads to confusion and an immense waste of time and resources. The conference should work on producing the right way to regulate fundraising and should ignore complex existing systems and all obstacles to reform.

1. The Bleeding Obvious

1.1. Fundraising should be under the same regulator that oversees governance.

It is a mistake to stock one agency with at least a few people who have some idea of the profit sector

fundraising generally comes under the responsibility for gaming, is a ludicrous mismatch that can be justified by no conceivable argument.

1.2. Fundraising should be a national responsibility.

The increasing economic integration of Australia through internet commerce will cause many headaches

at the state level, and even more ridiculous to make it a part of the Gaming portfolio, as most states do. The giving the responsibility of fundraising regulation to an underfunded corner of an obscure department is virtually no meaningful regulation.

The overlapping state and federal definitions of charities, for-profit, and public benevolent institutions and the like need to be swept away and replaced by a clear statutory definition.

2. Deductible Gift Recipient Status

We need a system of tax relief for gifts that is not confusing, clear, and unbiased. At present, becoming a DGR is complicated enough to deter most people, expensive enough to deter many more, and difficult enough to rule out most of the rest. Traditional charities really benefit greatly from this, and new innovative social change focused groups we should be encouraging suffer the most.

As it is the underlying conceptual model for DGR status organisations is the support of education giving out concrete material relief to the deserving poor. Advocacy, public education, and systemic change to institutions are all discouraged.

A good system would be neutral in this regard between direct and indirect improvements. At present, about the only statement one can confidently make about the law of charities is that when it is said that the categories are

1. the relief of poverty,
2. the advancement of education,
3. the advancement of religion, and
4. other purposes considered beneficial to the community

only those purposes that have appealed to white male English judges over the past few centuries. Those historical relics should be swept away, and the only test should be the public benefit

2.2. We need to level the playing field between DGRs and non-DGRs.

At present, organisations with DGR status are seen by members of the public as having the government's approval, distorting the pattern of donations. Again, this unfairly benefits large traditional charities at the expense of small, responsive grassroots activities.

This problem is further exacerbated by the requirement of many foundations and philanthropic funds that donations be given only to DGRs. We should be working to loosen these restrictions, allowing funds to be given to a wider, more flexible range of causes.

2.3. We need to build the capacity of small groups to navigate the DGR maze.

It should in fact be taken into account in this process, but in the meantime even groups that might qualify for DGR status are often forced to go through a process involving specialist lawyers, political lobbying, years of waiting, and tens of thousands of dollars before gaining the coveted distinction. The government regulator should establish a help service and a series of templates for groups wanting to pursue this option.



Send your feedback to service@ourcommunity.com.au

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8. Major Gifts, Private Thoughts

† fundraising Bob Brown has just given his 14 hectare bush property in the Liffey Valley region of Tasmania (pictured right) to conservation group Bush Heritage Australia



It will be a haven for the endangered Tasmanian Devil and will be open to hikers.

@ Bob Brown to made news largely because so few notable Australians actually do make major gifts to community groups.

America is built on the names of its major donors. There was once a Mr. Harvard, a Mr. Smithson, and a Mr. Rockefeller, and there would be no Harvard University or Smithsonian Museum or Rockefeller Centre.

Australia, unfortunately, has less of a tradition in this regard. We tend to look to the government to provide a name to posterity.

The Australian Centre for Philanthropy and Nonprofit Studies at QUT is delving a little further into why they have interviewed 50 people involved in major giving (defined as being from \$10,000 a year up to the millions) to sound them out on how they see the world.

It has now issued a report *A Transformational Role: Donor and Charity Perspectives on Major Giving in Australia* based on a 2008 report *Keeping Giving Going* on bequests.

The report suggests that planned givers who deliberately don't in cold blood to give money away rather than just sighing and reaching for the credit card when an appeal comes in the mail more than other givers.

This means the report suggests, if you can change other givers into planned then donations will

plan involves giving zero dollars significant amounts should look over this report.

u major findings are:

1. Major wealth: major generosity The generous impulse is intact in some parts of affluent Australia, but not all.
2. Major wealth: minor givers Many wealthy Australians perceived by their peers not to be giving enough.
3. Major giving: major potential in Australia When you look at the numbers of Australians who could make a difference.
4. Major question mark: is there an Australian culture of giving? Some respondents say an Australian culture of giving is emerging.
5. Major giving: deliberate choice Major giving is closely aligned with values and self you are, a conscious life choice.
6. Major giving: major decisions but no single path Decision making in major giving springs from a complex and interrelated set of cultural factors, personal interests, values and peer encounters.
7. Major givers: outcome hungry Major giving differs from smaller giving in being more about investment support.
8. Boards: major role but major disappointment Donors perceive nonprofits as poorly led, unaccountable and ineffective. Fundraisers see boards as lacking understanding of how to resource and support major giving.
9. Major investment yields major results and major misunderstandings Spending money on seeking major donors is not seen as waste.
10. Major government role. to facilitate and encourage philanthropy through various levers.
11. Major fundraiser role. and philanthropists than many major givers realise.

The problem is that people give large sums only if

- < They feel they have money to spare;
- < They want to do good and/or to make a difference;
- < They identify with a cause or organisation;
- < They have confidence that the organisation is concentrating on its core mission, that its funds are being spent appropriately, and that it can make a positive difference;
- < They have external guidance and support in suggesting an appropriate level of giving; and
- < u

of which only the last one is at all easy to affect.

The most valuable insights, however, come from the quotations dotted through the report.

for and

(Major Donor)

It was because they were high profile businessmen, quite frankly, who liked to jump up and show mates that they were generous and it was led by a couple of high profile people.

(Major Donor)

You need the right as potential donor.
(Fundraising Consultant)

I think there are some hygiene factors that need to be got over... the necessary things that might need to have your tax deductibility sorted out. You need to have good management

the donor go another way.
(Fundraising Consultant)

@ way for smaller groups to get a feeling for how major donors think (and what the donors think)

‡ " ‡ o k

where the money is.



- To read the ACPNS study to <http://eprints.qut.edu.au/40336/1/40336.pdf>

- To buy the Our Community publication *Complete Community Fundraising Handbook* (which includes a chapter on major gifts), www.ourcommunity.com.au/books/completerfundraising

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9. New Book Australian Stories of Social Enterprise

A cleaning company established to provide employment for people with mental illnesses, a grocery distributor that pays farmers fair prices, a restaurant providing training and work for refugees - women are among 32 social enterprises featured in a new book.

Australian Stories of Social Enterprise which includes a section on Our Community has been written by the Centre for Social Impact director and social business Cheryl Kernot and Parramatta City Council community capacity building officer social enterprise Joanne McNeill to share lessons and insights of successful social enterprises.

Featured organisations were from the food, arts, advocacy, information technology, environment and service industries.

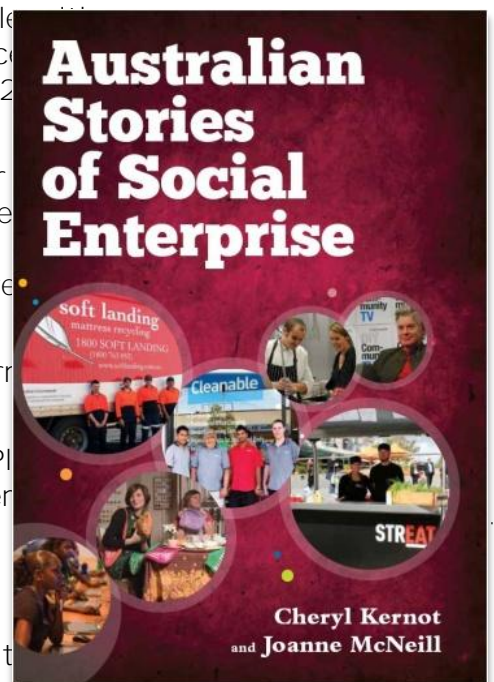
Federal Minister for Human Services and Social Inclusion Tanya Pliberger who launched the book last week, said the Commonwealth Government

support its growth and development.

As the social problems is increasingly complex, we must be far more creative to

the non-profit and for-profits and

Australian Stories of Social Enterprise runs to 270 pages and is well worth the read for the stories and lessons included in each example.



- < Many of the organisations were important to have a succession plan in place from early on, as the departure of the founder or a key staff member can cause problems.
- < u
- < A slow start and careful preparation has been crucial to the success of many.
- < =
- < There can be financial disincentives to offering intermediate labour market programs (to employ people with disabilities or mental illnesses, for example), where extra social costs (such as personal support and additional training) can make it difficult to even break even.
- < The existing narrow legal and financial structure options available to social enterprises in Australia
- < Government contracts and grants can also come with constraints.
- < Longterm partnerships can reduce reliance on grants funding.
- < Matching organisational skills with the skills of those who serve on boards or advisory committees (rather than calling on friends) can contribute to sustainability.
- < Choice of governance structure can affect later access to finance
- <)
- < Intellectual property and commercial competitors were not problems for most of the enterprises covered in the book.



A free copy of *Australian Stories of Social Enterprise* can be downloaded from www.csi.edu.au/site/Knowledge_Centre/Publications.aspx

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10. Community Organisations: A guide to effectiveness

New Philanthropy Capital (NPC), a UK organisation, produced *The Little Blue Book* with a checklist that a funder or donor can use to assess how effective a community organisation is.

NPC has now issued another *Community organisations: A guide to effectiveness* which adapts the charity analysis framework set out in *The Little Blue Book* to look at what makes community organisations different and what they need to work on to be really effective.

It says, for example,

A community organisation should be more than just the sum of its projects. It should ideally work together to bring people into the organisation, engage them, and help them with their problems. If that happens, a community organisation should run activities with slightly different purposes:

- < services;
- < hook activities;

- < activities;
- < advocacy; and
- < development activities.

Its recommendations are sensible, it covers many areas of concern, it encourages ambitious goals (which

Area of analysis	What excellence looks like
Activities	<ul style="list-style-type: none"> · The organisation regularly and systematically identifies community needs of local residents. · The management team prioritises activities. · The organisation runs a range of activities to attract a variety of people, takeup to make sure this happens. · The management team understands the purpose and type of each activity and whether each fulfils its purpose.
Results	<ul style="list-style-type: none"> · There is a commitment to measuring the impact of the whole organisation and measuring outcomes of activities.
Leadership	<ul style="list-style-type: none"> · The management team promotes internal communication to make sure that · The management team includes community leaders. · Trustees have the appropriate mix of skills to lead the organisation.
People and resources	<ul style="list-style-type: none"> · Staff have the time to develop relationships with local people. · The staff team is stable with relatively low turnover, enabling trust in relationships with local people. · The organisation invests in developing its staff. · Premises are suitable for different activities with a range of people. · Staff and volunteers have links with the community.
Finances	<ul style="list-style-type: none"> · The organisation has funding that allows it to be flexible, responsive and independent. · The organisation receives full cost recovery on project funding and is able to charge funders if its costs are high. · The organisation has good financial management and knows its unit costs for its activities.
Ambition	<ul style="list-style-type: none"> · The organisation uses its experience to influence local or national practice. · The trustees and management team aim to develop the community, not just the organisation.

Download the guide here <http://npa.gov.au/news/5988DW-KFMI65IXCE1/c.aspx>

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\ # 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



World YWCA Day 24 April

World YWCA Day brings together the YWCA movement to celebrate and reflect contribution to creating safe and secure communities. Each year, YWCA members little closer to the vision of a world of justice, peace, health, human dignity, freedom for the environment.



World Day for Safety and Health At Work 28 April

" worldwided awareness of the dimensions and consequences of work-related accidents and diseases; to place occupational safety and health (OSH) on international and national agendas; and to provide support to the national efforts for the improvement of systems and programs in line with relevant international labour standards.



Pay it Forward Day 9 April

There is tremendous power and positive energy in giving someone that not enough people have experienced it to the fullest. Pay It Forward Day is about all people walks of life, giving to someone else and making a positive difference. More than 15 countries, including Australia, United States, Canada, New Zealand, Mexico, England, Scotland, Ireland, France and Germany, participate in the event.



International Composting Awareness Week 7-13 May

International Composting Awareness Week is a week of activities, events and projects to improve awareness about the importance of this valuable organic resource and compost use, knowledge and products. Approximately 60% of the rubbish Australians the everyday mixed waste garbage bin could be put to better use in the garden as mulch or could be returned to agricultural land to improve soil quality.



Australian Dance Week 28 May

Australian Dance Week raises the profile, and focuses on the values, importance and many cultural contributions of dance to the Australian community. Dance Week coordinated by Ausdance, are held annually across Australia in May. All states and territories present an impressive array of dance performances, provide workshops and forums to encourage community participation in a host of free activities

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

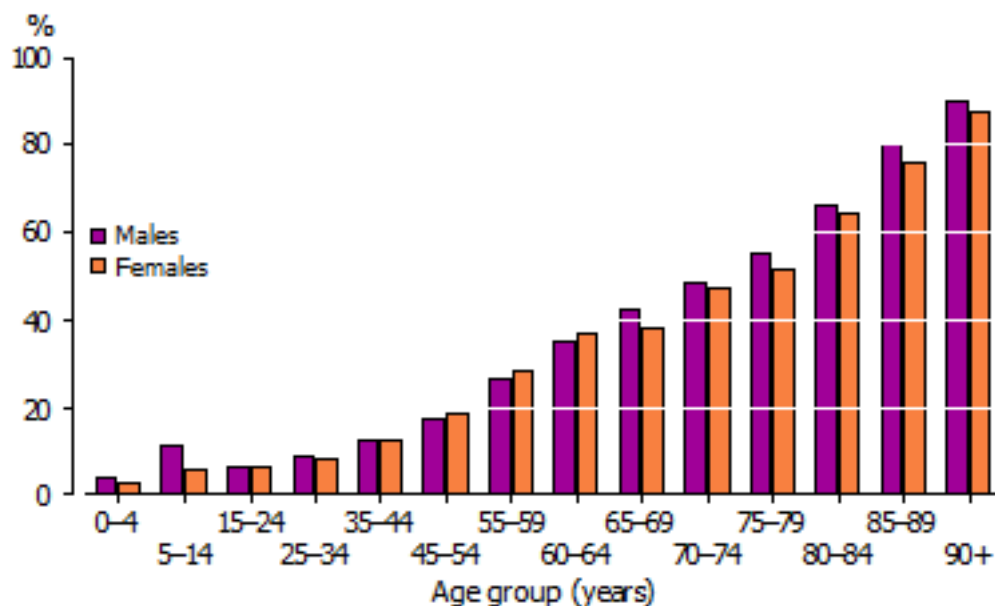
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12. Disability developments

\ Australians with disability.

Australian Social Trends the 'inexorable' increase in the proportion of

u



(From Australian Social Trends)

If more than 40% of people over 65 have some kind of disability, and if in 2045 25% of Australians are disabled, the impact of these disabilities.

@ that the issue is starting to loom rather larger in the eyes of governments across Australia. COAG, the Commonwealth and State and Territory Governments have a National Disability Strategy 10-year plan that sets out to improve the lives of people with disabilities (and their families and carers) to inclusion and accessibility, the protection of rights, economic participation, personal security, care, lifelong learning, and health and wellbeing.

This will be overseen by the National People with Disabilities and Carer Council.

@ possible, though, that the biggest changes in the area will spring from another development. The provision of disability services has always been that the public has been unwilling to fund what good services would be provided. Some of the slack has been taken up by private providers, but this has not been accounted for by inadequate service provision.

A change, though, is on the horizon. The Productivity Commission has now recommended a National Disability Insurance Scheme (NDIS) to cover people born with significant disability, including the full cost of care, residential accommodation and therapy.

What it would involve, essentially, is the removal of the current anomaly whereby someone who is rendered disabled by being hit by a car (covered by compulsory insurance) gets their actual needs covered while someone who is rendered disabled by falling off a skateboard (not covered by compulsory insurance) gets the minimum support. The government will keep them (up to a point) alive.

The Commission estimates 360,000 people will be covered under the scheme, which will, however, require governments to at least double the \$6.2 billion already spent by governments on disability each year.

Both major parties have endorsed (in general terms) the idea of disability insurance, and the hope is that the word will catch on. It's a big idea, and the times are not friendly to big ideas.



- Add your voice to the campaign [Sign the petition](#)

- Find out why you should support a National Disability Insurance Scheme [Watch the YouTube video](#)

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13. When the helping hand is in the till

Are nonprofits softer and more gullible than our colleagues in business and government?

Apparently so; in the UK at least, an investigation by the Centre for Counter-Fraud Services at Portsmouth University into how voluntary, public, private and voluntary sectors are to deal with fraud has shown civil society to be lagging well behind the other sectors.

The majority of the third sector organisations surveyed had no counter-fraud strategy and no clear policy of recovering losses, and two-thirds did not analyse their data to look for fraud, and three

By contrast, 93% of government sector agencies and 73% of businesses had those strategies in place.

As nonprofits are not held accountable to the public, this lack of resilience may have been acceptable. However, with greater pressure on the voluntary sector to step in where the state sector will have to draw back, charities have to protect themselves against fraud. This research shows



In Australia, the most recent (2010) survey of nonprofit fraud by BDO shows that nonprofits do tend towards complacency. Some 89% of respondents saw fraud as a problem for the sector, but only 15% saw it as a problem for their own organisation. Larger organisations, as one would expect, worried more.

Indeed, the proportion who worried

years, but in 2006 that figure had been 19%. That means that 4% of organisations have actually suffered a fraud in the past six years still.

The first step towards taking seriously is a determination to report cases to the police. Nonprofits do not stumble at that first step for a variety of reasons that seem good at the time.

Some are unwilling to

afraid of getting it wrong and being sued, and some believe that it could lead to adverse publicity and a loss of donations. Correspondingly, the fraudsters get away with it often enough to give them confidence next time.

The most common type of major fraud in nonprofits is theft of cash, followed by false invoicing and identity fraud. Employees, not volunteers, are likely to be at fault.

KPMG

history of dishonesty, year

off with an average of \$262,000,

money, or \$5240 a week.

In the community sector, of course, the bezzle would be smaller and the fraudster may well be female, but the point is the same: fraudsters

All not-for-

profit organisations should have policies in place to minimise risk. Every organisation should have policies in place to minimise risk. A look at the Policy Bank policies on such essential areas as Authenticity to Sign Cheques, Reimbursement of Expenses, Credit Card Policy and Fraud Risk Management Policy

And take a look at English guide (which covers fraud from both insiders and outsiders).

Check your
up to

Note: Our Community apologises to all - half of embezzlers are thirty and the other half are forty

Note 2: Our community apologises to all - half are forty

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Australians have a rather loose view of property rights on second

As it happens, the legalities of this view have rarely been tested; police in Victorian recently accosted someone carrying away a vacuum cleaner in anticipation of a heavy rubbish collection. Initially, the police said that

On closer examination, this proved to be a fallacy in Yarra Ranges;

Under Yarra Ranges Shire local laws, residents continue to own property on their nature strips until the rubbish is collected. Other councils have different local laws.

"... proceed any further."

For one thing, it would mean that a householder who changed their mind and took their vacuum cleaner back in would be guilty of theft.

For another, such a rule would turn just about every second Australian into a criminal; we all look at the piles of possessions as we drive past.

Monash researcher Ruth Larmer found that while four out of five Australian households contribute to hard rubbish at least every two years, five make a withdrawal. Something like 35,000 tons of everything out is scavenged before the council pickup, leaving 63,000 tons of the less desirable items for the council.

Putting an object in a nature strip may not signify the intention to approve a change of ownership, but it is rather harder to make that argument about the act of putting an item in a charity bin. There are those prepared to make the stretch, though.

Or Boothman also said people went to extraordinary lengths to steal from charity bins, including sliding small children inside to get to the contents. The West Australian reported on a plan in the City of Stirling to reviewing the use of public land for charity bins.

Occasionally they get stuck. Take a look at the video here



u confused about the difference between a charity bin and a heavy rubbish pickup. Many of those who actually give to charities also seem unclear on the conditions.

They unload old mattresses, garden waste, and building rubbish fit only for the tip, making charity bin locations into fetid eyesores.

Faced with this challenge, the Brotherhood of St Laurence removed all its bins from public areas. The Salvation Army has removed many of theirs, and while St Vincent de Paul still uses public space they

The charities, of course, want people to bring donated items to their shops during business hours rather than dump them out in the street which would also give them a chance to refuse to take some deliveries.

The Salvation Army, for example, spends about \$6 million a year taking other people's rubbish to the tip, a third of its total retail income not counting what it loses from people pilfering from outside the shop.

There are other predators on the hunt for rubbish, too. Next time you find a plastic bag in your mailbox you will find that while the company

And there are those who will take bigger shortcuts. Police recently raided the home of a contractor who emptied bins for the Red Cross and had him up for the theft of 12 tons of gear they found in his garage.

Many of the most popular and most profitable fundraising schemes are the collection and sale of second-hand goods: book fairs, sale tables, garage sales. If these are to be successful, though, you need these newsbreaks

- 1)) Be wary about people mistaking you for the tip. Insist that you have the opportunity to sort goods before accepting them.
- 2) Budget for decommissioning. In the worst case scenario, lots of leftovers. Plan in advance a way to dispose of them (no, not by dumping them in a charity bin) and count that work into your cost/benefit calculations.
- 3) Guard your property. Some of those people pawing over the merchandise are going to be the kind of people who steal because you can leave your belongings unguarded.

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Come for two days, stay for a week

@ Connecting Up Conference and you could use technology innovation advice well, you might like to make a week of it and go to Connect 2011 too.

Connecting Up 2011 is a forum for profit organisations to find out about how the use of technology ties in with social innovation, capacity development and social enterprise.

It is on at the Crown Conference Centre in Melbourne from

The three days will include sessions on:

- < Online tools
- < Social media
- < Risk management
- < Online donations
- < Open source communities
- < Cloud computing

To find out more go to www.connectingup.org/conference



Upcoming Our Community training

Our Community will be staging a range of training and professional development events throughout Australia coming months

- < [Advanced Grant Writing Seminar 2011 \(AG11\)](#)
 - o Perth(12 May), Adelaide(13 May), Melbourne(19 May), Sydney(20 May), Brisbane(20 May)
- < [Certificate IV in Governance for Community Boards \(BSB40907\) \(C411\)](#)
Accredited four day training for community board/committee members and supporters
 - o Melbourne(2023 June), Sydney(2023 June), Brisbane(2023 June)
- < [Communities in Control 2011](#)
Our Changing Communities and Community Organisations
 - o Melbourne(May 30 & 31)
- < [Diploma of Management BSB51107 \(DM11\)](#)
Practical, affordable, accredited training for staff of community profit organisations
 - o Melbourne(9-13 May), Perth(23-27 May), Brisbane(8-12 August)

- < [Introduction to Writing Winning Grant Applications \(GW11\)](#)
 How to access more grants for your community organisation or school
 - o Melbourne(30 June) Sydney(30 June) Brisbane(30 June)

- < [Secrets of Successful Boards 2011 \(SB11\)](#)
 Full-day seminar for prospective & current board/committee members, and those who support them
 - o Sydney(16 May) Melbourne(17 May) Brisbane(17 May)

- < [Strategies for Sustainable Funding \(SF11\)](#)
 Seminar for volunteers, staff and fundraisers on how to build sustainability beyond grant funding for community organisation
 - o Melbourne(30 June) Sydney(30 June) Brisbane(30 June)

- < [Women Achieving And Flourishing \(WL 11\)](#)
 offer a half day workshop designed for women in supervision, management or leadership positions, and those who aspire to those roles.
 - o Melbourne(27 April & 29 May)

To find out more, to register, or to find out what other workshops we can stage in your area, go to www.ourcommunity.com.au/training

WANTED: Reference Group member, DGR reform project

The DGR Research and Advocacy Project, a national project being undertaken by the Association of Neighbourhood Houses and Learning Centres (ANHLC), is seeking members for its reference group.

The group is particularly interested in hearing from professionals who have a particular interest in charity law reform.

The project, which has been operating for around 10 years, is funded by the Reichstein Foundation.

It has been successful in engaging a number of key politicians on the issue, has developed a briefing paper *Prevention is Better than Cure*, and has made a range of submissions to various government inquiries.

The group also secured Access Economics to write a scoping paper on its behalf in 2010.

Current membership of the reference group includes the NSW Neighbourhood House peak body, VCOSS, ASU and ANHLC.

The group meets in Melbourne approximately every six to eight weeks, usually between 10am and 12pm on Tuesdays.

For more information or to express your interest in joining the group, please contact Kaz Mackay at kazmackay@yahoo.com.au

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Improved board evaluation survey now available from DYB site

Australian Centre for Philanthropy and Non-Profit Studies (ACPNS).

The surveys, available through the DYB wiki site, are aimed at helping community groups to better evaluate their boards or management committees.

ACPNS says the revisions were made in response to feedback from users.

Qualtrics is being

Improvements, work has been done to supplement the report with summary graphs. These snapshot of results which will focus board members at the outset on areas that are going well and those

The refined surveys were launched by the Federal Minister for Social Inclusion Tanya Plibersek and are among a number of resources at the DYB site, including:

- Major Actors of the Board and Management Team: This section includes information on specific positions within the board or senior management team, including the chair, treasurer, CEO and secretary.
- The Board and Governance Matters: part of the wiki provides a governance framework based on a teamwork model of how boards and management committees perform their functions, and looks at the principles of governance.

The resources are available at <https://wiki.qut.edu.au/display/CPNS/DYB+Home>

Great Fetes: Fundraising and fun without the fuss

Great Fetes: Fundraising fun without the fuss is designed to help you run a successful fete without wearing out your volunteers.

Drawing on the experience of fundraising columnist Cathy Green, as well as parents and fundraising experts, the book includes all of the tips and tools you'll need to have a fantastic fete.

It also includes a set of templates, provided on a CD Rom, including checklists, a template budget, lists of responsibilities, labels for cooked products, sponsorship letters, and much more.

To find out more or order your copy, go to www.ourcommunity.com.au/fetes



Twestival 2011 raises half a million

The power and potential of Twitter as a fundraising tool was again on show last month as Twestival London raised more than \$550,000.

Twestival (short for Twitter Festival) is a one day fundraiser staged in hundreds of cities around the globe, including locations in Australia, aimed at raising money for local causes.

Twestival uses social media like Facebook and Twitter to spread the word about the events, which are held at a central location in each city taking part.

Attendees enjoyed entertainment as well as a variety of activities aimed at raising funds, including auctions, with many locations carrying live streams of other Twestival events being staged interstate and overseas.

The event has gained increasing support since it started in 2009, with most cities now having more than 250,000 followers on the web, and has raised \$1.2 million for more than 1300 profit groups across the world.

Overall, donors from the UK and Canada topped the Twestival giving totals at \$72,000 and \$70,000 respectively. Saudi Arabia, the US and Brazil rounded out the top five.

Donors in Australia ranked eighth overall, donating almost \$20,000 to a variety of local causes, including U

Donors and attendees were also invited to make a donation to the Twestival appeal. No Twestival events were staged in Japan, but those wishing to donate could click on a link at the Twestival webpage to give.

The vast majority of donations around \$400,000 were made on March 24 with further donations arriving in the following days via the Twestival webpage (twestival.com)

Making a PACT

Australian community groups are being invited to subscribe to Westpac publication, PACT, which gives a regular update on sustainable business practices.



PACT is a newsletter that outlines the steps Westpac is taking to deal with key issues affecting customers, employees, suppliers, the environment and the wider community.

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† h

[Click here](#) to find out more.

Social impact bonds are we ready?

The New South Wales government should invite expressions of interest from organisations that are good candidates for working with social impact bonds, the Centre for Social Impact (CSI) says.

The CSI was commissioned by the New South Wales Government to assess whether the use of social impact bonds (SIBs) would be feasible in NSW, and whether NSW has the necessary market conditions, government organisation capacity, social investment interest and government preparedness for SIBs.

Social impact bonds are bonds issued by an organisation (in this case a for-profit organisation or a third party finance intermediary) to raise funding from investors. Government is also involved in the deal, so that a not-for-profit delivers sufficient social outcomes to save the government money in future. These savings

In its *Report on the NSW Government Social Impact Bond* the CSI recommends a model of shared risk, where some of the costs are covered by government and the remaining costs go to investors if the social goals are not being achieved. (The alternatives are that government bears almost all the risk, with investors only at risk of losing their revenue if investors bearing all of the risk).

The CSI says Social Impact Bonds provide a mechanism for investment programs based on early intervention, prevention, or breaking the cycle of poverty.

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the agreed outcome over the medium to long term distances government from service delivery

As well as recommending that the NSW government seek expressions of interest, the CSI also recommends encourage for-profit organisations to develop and evaluate the effectiveness of their programs to develop their capability to use SIBs.

The study was commissioned after SIBs were successfully used in the UK.

report says.

To read the full report, [go to http://tinyurl.com/SIBpilot](http://tinyurl.com/SIBpilot)

Call goes out for 29,000 Census collectors

Applications are now open for collectors to help during the 2011 Census.

Twenty-nine thousand collectors are needed for the Census, with according to the Australian Bureau of Statistics the highest

The 2011 Census will be staged on August 9. It also marks 100 years since the first National Census in Australia.

Collectors are sought nationwide in urban, rural, regional and remote areas. Positions are temporary from July 1 until September with flexible working hours available.

Collectors will be asked to deliver and collect all Census forms in their allotted area, as well as help householders fill in the forms where necessary. Collectors can work from home, use their own telephone or mobile phone for Census purposes and have use of a vehicle which can be securely locked.

More information on the Census, as well as application forms and selection criteria for people interested in becoming collectors, can be found [here: www.abs.gov.au/census](http://www.abs.gov.au/census)



Study raises questions over cause

† specially branded products which promise to donate a portion of the purchase price to a particular cause or charity.

But what impacts do these cause-related products have on normal charitable giving? According to new research by

A study from the University of York shows that cause-marketed products linked to charities are less likely to make a direct donation to charitable organisations.

The research drew on responses from 300 university students and found that those who bought cause-marketed items felt the purchase meant they had met their charitable obligations and resulted in them either not donating directly to charities, or donating much less than they normally would.

@ence for a product, which is offered at the same price to both, but one consumer buys this product as a cause

o Psychology article set to appear in the Journal of Consumer Psychology

She added that cause-marketed products had the potential to fool consumers into thinking that they were contributing to a cause, when in fact the marketing expenditure as

= Chronicle of Philanthropy website cautioned that respondents to the study came from a very small, affluent community, and noted that cause-marketed products also provided charities with a marketing boost far beyond the value of the it received.

Finding your voice on health

health policy, say because

1. Nobody asks for their opinion;
2. †
3. †

Well, the Federal Government is at least getting around to dealing with The Government has asked the Consumers Health Forum (CHF) to help give consumers a stronger voice in health policy decisions.

u # www.ourhealth.org.au website and training consumer representatives to influence decision making.

\ will help you find information on health services and how you can access them. The consumer representatives will provide a consumer voice in health decision

@ information online and give out your opinions online. Fill it in and give the info the scheme launched.

Orange launches microvolunteering app for UK mobile users

A new application allows UK mobile phone users to donate five minutes of their time towards a variety of causes. Mobile phone company Orange launched the free app with a dozen charity partners to make it easier for people to volunteer five minutes of their time towards a cause.

Volunteering England also supports the initiative.

Among the microvolunteering choices offered through the application are:

- < Guerrilla Gardening with Do Some Good providing a map of derelict sites ripe for green makeovers
- < Sustainable Restaurant Association which asks diners to inform it of restaurants excellent in sustainability, or ones which could use some help.
- < Practical Action a development charity which asks volunteers who are familiar with multiple languages to help with projects aimed at improving

According to Orange, the application was prompted by its own research which indicated the main barrier to volunteering was a lack of time.

The study found that if volunteering was made easier for people they withdrew 65% saying they would rather give up their time if they had to choose between donating £5 or giving up five minutes.

Orange hopes to recruit more organisations to the Do Some Good program in coming months.

Financial literacy training for community sector workers

Do you work with people who could benefit from an improved understanding of finances?

MoneyMinded is a three day workshop for community workers interested in delivering the MoneyMinded toolkit and training to their own clients. The course covers a range of topics, from basic budgeting, goal setting and saving to more complex issues such as credit and dealing with debt.

u U U that is easy to understand and manageable.

The workshops are free to all community workers.

Upcoming workshops are being held in Fitzroy and Frankston in May and June. To find out more go to <http://www.bsba.com.au/MoneyMinded.aspx>



HAZARD WARNING: *Who are you again?*

Does your newsletter (electronic or hard copy) include a clear statement on the very first page about what your organisation is and what it does?

† basic test.

\ their full names are at particular risk.

Your newsletter should not only aim to talk to your current members, who it can be assumed know all about you, but also to prospective members/supporters/donors.

Do a quick test now: If you forwarded your newsletter to someone who had never heard of your organisation, would they be able to tell instantly what you were about?

Youth-led hub opens in St Kilda

YGAP (Y Generation Against Poverty) is a social network of people fungeising in the way: 'doing what we love.'

The group has fun, runs social businesses, organises events and dabbles in extreme sports, all for what

' 8 ' h a creative hub space located at 81 Grey Street, St Kilda (just behind the George Hotel).

8 -minded people in the vision of YGAP, and empower them to collaborate on creative ideas, projects, social ventures and events.

YGAP supports community development projects in Australia, Africa and Southern Asia.

The organisation has raised more than \$450,000 since its inception in 2008.

Find out more at www.ygap.com.au

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Tax Time just got easier...

Give Now sends you a full tax report of all your donations at the end of each financial year!

Get Giving Now!

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 costs only \$30. www.ourcommunity.com.au/jobs

JOB VACANCY LISTINGS (Paid Positions)

New South Wales

Job Title	Organisation	
Occupational Therapist	ADSSI	Details
Board Member	Hepatitis NSW	Details

Northern Territory

Job Title	Organisation	
State Program Manager	Reclink	Details

Tasmania

Job Title	Organisation	
State Program Manager	Reclink	Details

Victoria

Job Title	Organisation	
Men's Sheds Capacity Building Community Development Officer	Victorian Men's Shed Association	Details
Ramp Mentoring Program Worker	Whitelion Inc	Details
Aquatic Education Teachers	YMCA Victoria	Details
Manager, SHINE for Kids Victoria	SHINE for Kids	Details
English Language Development Officer	Australian Red Cross	Details
Volunteer Management Adviser	Australian Red Cross	Details
Fundraising Officer	Australian Red Cross	Details
Coordinator Monash Men's Shed	Waverley Community Learning Cen	Details
TESOL Further Education Coordinator & Teacher	North Melbourne Language & Learni	Details
Killester College. Family Centre Coordinator	Killester College Springvale	Details
Chief Executive	DASSI- Dakin Mayers	Details
State Program Manager	Reclink	Details
Chief Executive Officer	Wimmera Volunteers Inc.	Details

www.ourcommunity.com.au/jobs

The following is a list of the most recent Board/Committee vacancies listed at Our Community. To view details of any of these vacancies, please click here (this matching service is free)

Job Title	Organisation	
General Board Member	The Parramatta College Inc	Details
General Board Member	See Beyond Borders	Details
Chair, Treasurer, Secretary, General Board Member	Stars with Heart	Details
General Board Member	Homeless Society of NSW Inc	Details
Board Member	Hepatitis NSW	Details

Job Title	Organisation	
Secretary, General Board Member	Wild Mountains	Details
Treasurer, General Board Member	Contact Inc	Details

Job Title	Organisation	
Chair, General Board Member	Springvale Service for Children	Details
General Board Member	Irabina- Childhood Autism Services	Details
General Board Member	Caladenia Dementia Care	Details
General Board Member	Household Disaster Relief Fund Inc	Details
Treasurer	Centre for Sustainability Leadership	Details
Treasurer	Better Hearing Australia Victoria, Inc.	Details
General Board Member	Inner South Community Health Service	Details
General Board Member	Kensington Neighbourhood House	Details
General Board Member	Domestic Violence Resource Centre	Details

Job Title	Organisation	
General Board Member	Wheelchair Sports WA	Details

www.ourcommunity.com.au/boardmatch

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