



### Edition 5, 2010 – Issued June 29, 2010

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



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## 1. THINGS THAT NEED TO CHANGE (Article #1 in a series): Reforming DGR

Well, we were wrong. We thought they'd got it right, but they hadn't.

In April we reported that

The NSW Administrative Decisions Tribunal has held that Northern NSW Football Limited (NNFL), a non-profit organisation established for objects of promoting football, has a dominant purpose that is beneficial to the community. On this basis, NNFL was found to be a "charity" entitled to certain payroll tax and stamp duty exemptions.

The Tribunal had found, very sensibly in our view, that the NNFL's Objects, taken as a whole, described a dominant purpose beyond the mere encouragement of a sport:

They provide and promote football as an undertaking which benefits communities, the benefit being the improvement in the health and general wellbeing of participants....

A previous decision in 1885 (sic) had held that held that "gifts for the encouragement of a mere sport will not be charitable". The Tribunal sensibly preferred a 1981 Canadian decision that made some kind of sense.

But that is not always what the law is about, unfortunately. On appeal, the decision has been reversed. The 1885 precedent was binding on Australian courts, the Canadian one wasn't. Any reform is going to have to come about by legislation.

And surely it's about time that the legislation came? For the past decade Our Community has been pointing out that the present situation is intolerable. If you want to know whether your organisation is a charity, you have to go back and look at the Preamble to the Statute of Elizabeth, a law passed in 1601.

Elizabeth thought that Charity was

- the reliefe of aged, *impotent* and poore people;
- the maintenance of sicke and maymed Souldiers and Marriners, Schooles of Learning, free schooles and schollers in *universities*;
- the repaire of bridges, portes, havens, causewaies, *churches*, sea-bankes and highwaies;
- the educacion and prefermente of *Orphans*;
- the maintenance of *Howses of Correction*;
- providing dowries for the Mariages of poor *Maides*;
- the supportation, aid and help of persons *decayed*;
- the relief or redemption of Prisoners or *Captives of the Turk*;
- and the aid or ease of any poor inhabitants concerning payment of fifteens, setting out of Souldiers and other *Taxes*.

And because that's what she thought, that's what we think now, four hundred and nine years and ten thousand miles away. Every new claim has either to fall within the 'spirit and intendment' of the Preamble to the Statute of Elizabeth or be analogous to one or more of its purposes. We are still shackled by the narrow concepts of our great-great-great-great-great-great-great-great-great-great-grandfathers. Against some strong competition, this may well be the single silliest area of Australian law.

It's not as if this is some big secret, either. The government has in front of it a deskload of reports recommending that the law be changed so that Australian not-for-profits can face up to a law that's simple, sensible, and not reliant on the ideas of people who burnt witches.

### **Inquiry into the Definition of Charities and Related Organisations (2001)**

The narrow interpretation of 'benevolence' derived from the Statute of Elizabeth excludes many activities that have evolved to be valued by the community.... The current hierarchy of concessions does not fully reflect current community views about the merit and social worth of different activities, or respond flexibly to special circumstances.

Consistent with the recommendations of previous inquiries, a national charities commission should be established to monitor, regulate and provide advice to all not-for-profit (NFP) organisations. **The charities commission should be tasked with** streamlining the NFP tax concessions (including the application process for gift deductibility), and **modernising and codifying the definition of a charity.**

### **The Senate Standing Committee on Economics report on Disclosure regimes for charities and not-for-profit organisations (2008)**

#### *Recommendation 11 (Chapter 14)*

That there be no requirement that charitable purposes fall either within the ‘spirit and intendment’ of the Preamble to the Statute of Elizabeth or be analogous to one or more of its purposes.

#### *Recommendation 12 (Chapter 16)*

That **the principles enabling charitable purposes to be identified be set out in legislation.**

### **Productivity Commission Report on the Contribution of the Not-for-Profit Sector (2010)**

**The Australian Government should adopt a statutory definition of charitable purposes ...**

### **Australia’s Future Tax System (Henry Report) 2010**

Recommendation 41: Consistent with the recommendations of previous inquiries, a national charities commission should be established to monitor, regulate and provide advice to all not-for-profit (NFP) organisations (including private ancillary funds). **The charities commission should be tasked with ...modernising and codifying the definition of a charity.**

Despite this virtual unanimity the government hasn’t yet committed to doing anything of the sort, and now we’re coming up to an election under a new PM where it’s easy for things to fall off the cart and where we may see the return to government of the party that binned the report of the Definition of Charities inquiry a decade ago.

Indeed, the present government also seems to be inclined simply to tinker at the edges. It’s just added another DGR to the list by special dispensation. All donations of \$2 or more to the One Laptop Per Child (OLPC) project organisation will now be **fully tax-deductible**.

Well, yes, all very well and good, but if a good cause doesn’t come under the terms of the legislation then the best remedy isn’t to make ad hoc exceptions, it’s to **change the legislation** in the way the reports all recommend.

There seems to be nowhere within government where these reports are brought together, and there’s nobody in the inner cabinet who seems to take much interest in the topic.

Why don’t you drop a note to your local member (or the new PM) and let them know you care?

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## **2. Australia’s best value, most practical community sector training: new dates!**

Our Community, through our training arm, the Australian Institute of Community Practice and Governance, has developed a suite of affordable, practical training to help community sector staff, volunteers and supporters keep abreast of their responsibilities and learn how to lift their organisation from ordinary to extraordinary.

All training is delivered by experienced, engaging community sector practitioners, and has been road-tested in the field to guarantee its relevance and applicability at the coalface.

We’re hitting the road over the next six months – current opportunities are outlined on the following pages.

► **Advanced Grant Writing Seminar** ([Click here for details...](#))

Location	Dates
Perth	17 September
Sydney	22 October
Melbourne	22 October
Brisbane	29 October
Perth	5 November
Adelaide	10 November
Brisbane	15 November
Melbourne	19 November
Sydney	19 November

► **Be an Effective Spokesperson** ([Click here for details...](#))

Location	Dates
Perth	7 September
Brisbane	14 September
Sydney	12 October
Melbourne	13 October

► **Certificate IV in Governance** ([Click here for details...](#))

Location	Dates
Perth	13-16 September
Sydney	18-20 October
Melbourne	18-21 October
Brisbane	19-22 October

► **Diploma of Management** ([Click here for details...](#))

Location	Dates
Melbourne	26-30 July
Melbourne	11-15 October

► **Effective Meetings** ([Click here for details...](#))

Location	Dates
Brisbane	6 August
Sydney	12 August
Perth	19 August
Melbourne	27 August

► **How to run a Campaign that Sizzles** ([Click here for details...](#))

Location	Dates
Perth	7 September
Brisbane	14 September
Sydney	12 October
Melbourne	13 October

► **Intensive Community Fundraising Seminar** ([Click here for details...](#))

Location	Dates
Brisbane	5 August
Sydney	10 August
Perth	18 August
Melbourne	26 August
Adelaide	2 September
Perth	4 November
Brisbane	10 November
Sydney	12 November
Melbourne	12 November

► **Media Secrets for Community Groups** ([Click here for details...](#))

Location	Dates
Melbourne	3 September
Perth	6 September
Brisbane	13 September
Sydney	24 September

► **Planning Your New Website** ([Click here for details...](#))

Location	Dates
Melbourne	15 October

► **Secrets of Successful Boards** ([Click here for details...](#))

Location	Dates
Brisbane	6 August
Sydney	12 August
Perth	19 August
Melbourne	27 August

► **Weaving your Web: Online Essentials** ([Click here for details...](#))

Location	Dates
Perth	8 September
Brisbane	15 September
Sydney	17 September
Melbourne	15 October

► **Winning Grants Seminar** ([Click here for details...](#))

Location	Dates
Brisbane	5 August
Sydney	10 August
Perth	18 August
Melbourne	26 August
Adelaide	2 September
Perth	4 November
Brisbane	10 November
Melbourne	12 November
Sydney	12 November

If your group is in Tasmania or South Australia and you'd like us to head your way and think you can muster some numbers, contact Patrick Moriarty on 03 9320 6800.

For more information about scheduled and tailored training opportunities, visit [www.ourcommunity.com.au/training](http://www.ourcommunity.com.au/training).

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### 3. Show us your face – and win cash!

The 2010 Australia Post - Our Community Photo Bank Awards are now open for submissions.

The awards are designed to draw out the photos that will help show Australia the amazing breadth of community sector work that is being undertaken, while providing a pool of great shots for community groups to use in their own marketing efforts.

A total of \$5000 is up for grabs: \$1000 for the photograph and \$1500 for the nominating community group in two categories: the most popular picture and the picture that best exemplifies the work of Australian community groups.

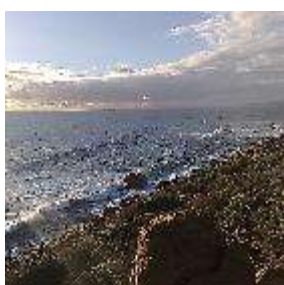
The competition was launched at the Communities in Control conference last month. Entries received so far (see a selection below) demonstrate just how varied they can be.

The photo thought to best exemplify the work of community groups last year was of an older member of the Beaconsfield CFA showing a young member of the Hillcrest Rangers Scout Group how to hold a fire hose. Most Popular Picture went to the Australian Rett Syndrome Association for a photograph of a five-year-old girl who has Rett Syndrome.

You can submit your photos by uploading them at [www.ourcommunity.com.au/marketing/photobank](http://www.ourcommunity.com.au/marketing/photobank) or posting them to us on a disc: Photo Bank, Our Community, PO Box 354, North Melbourne, 3051. Don't forget to include a caption, the photographer's name, the name of the community group, and some contact details.

By entering the competition you are agreeing to allow people to share and use the photo under a creative commons licence. That means that people are free to use the photograph, providing they providing attribution and the publication is not for commercial use.

**Entries are open until October 15. To find out more and see all of the photos submitted so far, go to [www.ourcommunity.com.au/photobank](http://www.ourcommunity.com.au/photobank).**



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## 4. GiveNow donations top \$14 million: tax time giving powers on

Giving season is in full swing, with thousands of dollars pouring in to help support the hundreds of causes listed on Australia's most user-friendly online giving service, [GiveNow.com.au](http://GiveNow.com.au).

June is shaping up as a record-breaker for GiveNow.com.au, with the impending end of financial year providing an incentive for donors seeking last-minute deductions.

With just a couple of days to go until the end of the financial year, donors have already broken records during May and June. Donors handed over close to half a million dollars to GiveNow-listed causes in May, and are speeding towards the million dollar mark this month.

For the first time in Australia, donors using GiveNow.com.au now have access to a donation-tracking service that collates donations throughout the year and sends a consolidated tax receipt on the first day of July.

The [My Giving](#) function is designed to make life much easier for the 64% of Australians who donate to a community group who don't claim a tax deduction at the end of the financial year.

The tax receipt issued by GiveNow.com.au lists all donations made during that year – specifying which of those are eligible for tax deductions (not all not-for-profit groups can offer a tax deduction, as we explain [here](#)).

“Donors can log on to their My Giving page at GiveNow.com.au any time to view their donations history,” says GiveNow.com.au director Hannah Schwartz.

“That means no more storage of receipts for a whole year, no more little bits of paper – just one receipt, from one place, listing all of your donations, sent through to you at tax time, right when you need it.”

The commission-free online donations service has now collected **more than \$14 million** and has been used by close to 60,000 donors.

GiveNow.com.au currently lists more than 1700 causes, from [Aardvark Worldwide](#) (an organisation for young people with serious illnesses) to the [Zig Zag Young Women's Resource Centre](#) – providing the A to Z of giving in Australia.

The service is provided by the [Our Community Foundation](#), a not-for-profit organisation established by community support organisation [Our Community](#), and is supported by Westpac.

GiveNow.com.au also offers lists of other, non-financial [ways to give](#) things like bikes, blankets, books and boots, as well as advice on how to become a foster carer, adopt an abandoned animal, leave a bequest or become an organ donor.

The service also provides a free monthly e-newsletter, [GiveNow News](#), which is designed to provide the knowledge and tools Australians need to become bigger, better, smarter givers.

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### Giving Stats

This financial year is gearing up to be GiveNow.com.au's biggest on record. As at midnight on June 27, 2010, GiveNow.com.au figures show:

- Total donations during the 2009/10 financial year so far totalling \$3.35 million, compared with \$2.72 million during 2008/09
- Donations of \$455,244 during May (including two separate donations of \$25,000 each), compared with \$270,683 in May 2009
- Donations of \$706,214 to date in June, compared with \$470,143 at the same time last year.
- An increase in the total number of donors using the service – a total of 31,896 so far this financial year, compared with 25,653 using the service during the 2008/09 financial year.
- A slight reduction in average donation amounts – from \$110 per donation during 2008/09 to an average of \$105 so far during 2009/10
- Total donations made through GiveNow.com.au to date totalling \$14.3 million.





Donate now at [www.givenow.com.au](http://www.givenow.com.au)



List your cause at [www.ourcommunity.com.au/receivedonations](http://www.ourcommunity.com.au/receivedonations)



Listen to GiveNow.com.au Director Hannah Schwartz speak to ABC Brisbane – [click here](#) (scroll to bottom of page)

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## 5. 2010 Westpac Kookaburra Award winners announced

The founder of Neighbour Day, an asylum seeker help centre and an innovative digital media project have been named the winners of the 2010 Westpac Kookaburra Awards.

The awards, an initiative of Our Community and Westpac, are designed to highlight the individuals, organisations and projects that really made a difference - that stretch people's vision of what's possible in Australian society today.

### Kookaburra Award for an Outstanding Individual: David Heslop

The winner of the inaugural Westpac Kookaburra Award for an Outstanding Individual was Andrew Heslop, who won \$10,000 in cash and prizes for his work in creating 'Neighbour Day' – a national celebration of community that brings together the people from next door, across the street or the next farm.

The initiative was developed in response to the 2003 news that an elderly woman, Elsie Brown, had been dead at home for two years before being discovered.

“The sad discovery of Mrs Brown's lonely death confronted many Australians - not just the elderly – because she had simply been forgotten by neighbours, friends and family,” Mr Heslop said.

“The related discussion on radio around the country caused many people to ask 'what if that had been me?', so my idea for Neighbour Day was simply to encourage all Australians to have better relationships with their neighbours and to keep an eye on the elderly or vulnerable who live nearby.”

Mr Heslop said he would use his prize money to provide small grants to community organisations and residents' groups so they could hold local events to celebrate Neighbour Day on Sunday, March 27, 2011.



Top to Bottom: Andrew Heslop (Founder, Neighbour Day), Kon Karapanagiotidis (Asylum Seeker Resource Centre), Jennifer Lyons-Reid & Carl Kudell, Change Media.

### **Kookaburra Award for an Outstanding Community Organisation: Asylum Seeker Resource Centre**

The winner of the Westpac Kookaburra Award for an Outstanding Community Organisation was the **Asylum Seeker Resource Centre** in Melbourne, a hardworking, largely volunteer-based organisation that is working to protect and uphold the human rights, wellbeing and dignity of asylum seekers.

Assisted by more than 550 volunteers, the organisation provides aid, empowerment, justice and community programs. It has assisted more than 7000 people seeking asylum and provided more than 1 million hours of free help since 2001, offering comfort, friendship, hope and respite to asylum seekers in times of despair and hopelessness.

“I think the ASRC works so well because we are a grassroots community organisation, we're inclusive of all walks of life and we provide tangible ways for the community to get involved at the coalface,” said CEO of the ASRC, Kon Karapanagiotidis.

“The strengths of the ASRC are that we uphold a vision for a better world; we are willing to take risks and are completely committed to turning no asylum seeker away that is in need of help,” Mr Karapanagiotidis said.

“We feel deeply honoured and thrilled to receive this award. We don't do this for recognition, but such an award is an affirmation of the wonderful work our team of volunteers and staff do, particularly in the current challenging political environment towards asylum seekers.”

### **Kookaburra Award for an Outstanding Project: 'Nukkan.Kungun.Yunnan' ('See, Listen, Speak'), by Change Media**

The winner of the Kookaburra Award for an Outstanding Community Project was the **'Nukkan.Kungun.Yunnan' ('See, Listen, Speak') project, run by South Australian-based Change Media.**

The project involved Change Media working with local Ngarrindjeri communities in the Coorong, South Australia, to produce a hard-hitting documentary about water problems in the area, with a strong focus on Indigenous elders.

“We wanted to create training programs for local communities that would empower them to tell their own stories,” said Change Media Managing Director and Executive Producer Carl Kuddell.

“When we liaised with local communities we found out that the three key issues they were passionate about were traditional culture, their elders and water management.

“I think the program worked so well because it meant handing the power of media back to the communities to create and share stories that are relevant to them, instead of having no control over them. It's only recently that this new digital media has become available, so now the challenge is to empower these communities and give them the skills to truly make the most of it.”

Mr Kuddell is hoping that further government funding will allow the program to continue for several more years, until it becomes self sufficient enough to be fully run by the community.

Westpac's Head of Social Sector Banking, Vanessa Nolan-Woods said the three winners of the inaugural Kookaburra awards embodied the spirit of the awards - inspiring ordinary people to change their lives, and the lives of others.

“Westpac and Our Community would like to congratulate the three winners for the remarkable and valuable contribution they are making to our local communities and also to broader Australia,” she said.

Our Community Managing Director Denis Moriarty said more than 700 entries were received for the awards, a phenomenal result for a project in its first year.

“The nominations provided a remarkable illustration of the incredible work that is being undertaken in communities right across this country,” Mr Moriarty said.

“These are the people, the groups and the projects that are really making a difference and stretching our understanding of what's possible and what still needs to be done to build the type of world we all want to live in.”

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## 6. Communities in Control: Who said What

Communities in Control 2010 was held in Melbourne on May 31 and June 1, 2010. The theme of this year's conference was power: who has it, how to get it and how communities can use it.

If you missed it, you can download all the presentations at [www.ourcommunity.com.au/cic2010papers](http://www.ourcommunity.com.au/cic2010papers), purchase the DVD at [www.ourcommunity.com.au/cicdvd](http://www.ourcommunity.com.au/cicdvd), or view the photos at [www.ourcommunity.com.au/cic2010papers](http://www.ourcommunity.com.au/cic2010papers)

Here's a basic rundown of who said what.



Emeritus Professor Richard Wilkinson & Professor Kate Pickett, authors, *The Spirit Level* (live via satellite from the UK)

“The take home message is we need to stop thinking about improving the quality of our lives or the strength of our communities by more economic growth. That is not what we need. Indeed we know we're running into the environmental limits of growth and we have to rein in consumerism.

“You can improve the psycho-social wellbeing of whole societies by reducing the scale of the income differences between us, the status differences that people have always intuited are divisive and socially corrosive. That's all our data shows, that that intuition is absolutely right and truer than we ever expected.”

**[Click Here to download the speech](#)**



David Hetherington, Executive Director, Per Capita thinktank

“I'd like you to consider where power does come from. The theorists will tell you that there are three main sources of power: violence, money and trust. Almost all power is exercised because the holder possesses one of these three things.

“... I think trust is the source of power for all the organisations in this room. That's the fuel to your engines.”

**[Click Here to download the speech](#)**



Rebecca Huntley, Director of Research, Ipsos Mackay

“One of the prevailing messages from the people that we talked to when we did a report on the community was this sense that our sense of community in Australia is eroding, that it wasn't what it once was.

“We got lots of nostalgic comments, even from people in their 30s, saying ‘I remember a time when kids used to be out with the dogs and the bicycles and they'd wander the streets and people knew each other's names. Nobody was left to die in an apartment and only be found two weeks later.’ There's a real sense that we've lost something.”

**[Click Here to download the speech](#)**



Kate Smither, George Patterson Y&R advertising agency

“Beware social media. It may sound like a bit of a weird thing for an advertising person to say but social media is not the cure to all evils. Even if you have a small budget, social media may not necessarily get you the nose.

“... Just be careful. Don’t think because you may be working on small budgets that’s your only option because it really does need something to spark it. And if you don’t spark it right it kind of fizzles.”

**[Click Here to download the speech](#)**



Mary O’Hagan, Mental health consumer expert

“Really, at the very core of discrimination against people with mental health problems is the view that madness is a forbidden experience, it’s an experience that’s very low on the hierarchy of human experiences. It’s something that people are very fearful of.

“... We’ve tried to cast this experience as a legitimate human experience. It doesn’t mean to say it’s a nice one; most people don’t enjoy it. We certainly don’t enjoy all of it. But it’s an experience that value and meaning can be derived from.”

**[Click Here to download the speech](#)**



Dr Anne Summers AO,writer

“There is a million dollar penalty to being a woman.

“...Over a lifetime of working, a woman will earn almost one million dollars less than a man. How fair is that?

“The consequences of this gender pay divide is that women not only have less money than men during their working lives but that they are two and half times more likely to live in poverty in their old age than men. How fair is that?

“We have a Gender Fairness Crisis.”

**[Click Here to download the speech](#)**



Christine Nixon, Victorian Bushfire Reconstruction & Recovery Authority Chair

“What I learned in that process was it’s OK for people to argue. It’s OK for people to have a different opinion. And if you let the group work their way through that, what I’ve found in so many instances in incredibly emotionally times is they work their way through it.

“...You do have to trust communities. You have to trust the people who work with you. And for a vast amount of the time, that trust will be rewarded.”

**[Click Here to download the speech](#)**

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## 7. A Joker's Right of Reply: Simon Mansell takes control

Simon Mansell was one of the stars of the ABC TV hit documentary, the Choir of Hard Knocks, which told the story of a community choir that took its down-and-out members from the street to the stage, putting a face to so many heartbreaking stories of disadvantage and exclusion.

Born in Perth, Western Australia, in 1976, Simon recalls an instant, inherent understanding that he was cherished. He didn't cry as an infant. He didn't need to.

When he was six years old, Simon's mother Karen and baby brother Stephen died in a car accident. Knocked unconscious and trapped under a car seat, Simon had a vision of his mother coming back to see him one last time. "I couldn't go without saying goodbye," she said, and they hugged. Then she turned away for the last time.

What followed was a chaotic childhood. Domestic turmoil, violence, drugs and alcohol became an everyday part of life. As he moved from childhood to adulthood, Simon began to lose control of his mind.

In 2005, Simon moved from Fremantle to the east coast, partly for the better food that was available to people on the streets in Melbourne, partly as a means of forging a new path. It was here that he answered a call for members for a new community choir that sparked an intense journey of self-discovery and recovery.

Over time, the Choir of Hard Knocks morphed into the Choir of Hope and Inspiration, of which Simon remains a member to this day. The choir's performances continue to provide joy and shape to his life.

In fact, Simon's love affair with poetry, art and music has spanned all of his adult life.

*A Joker's Right of Reply*, launched by former Victorian Premier John Cain at Communities in Control on June 1, brings together 15 of the poems composed by Simon in the past 15 years.

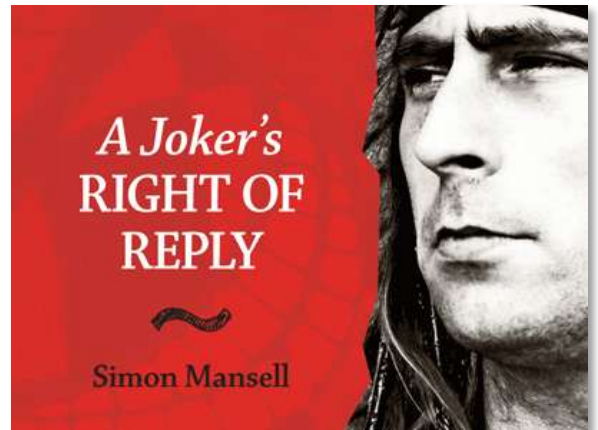
"Unfortunately, I think for most of our disadvantaged people, to them the notion of power and how to harness it is a bit of a mystery," Mr Cain said. "The obstacles and the challenges encountered may be so great that these people feel they have no choice, that they have no voice and no capacity to change the course of their own lives.

"That feeling with them transcends into a sense of powerlessness and often hopelessness, a feeling of what is and what I'm stuck with instead of what could be."

Mr Cain said Simon Mansell had dreamed of what could be: "He wanted to go forward in his life to something better and he wanted change. He wanted a new ending. Simon wanted people to hear his voice and his poetry."

That dream had been realised with the publishing of his poetry, Mr Cain said. "Nobody can go back and start a new beginning. That's not possible. It's done. But you can start today and that can lead to a new ending."

***A Joker's Right of Reply* is published by the Our Community Foundation. It can be purchased from the Our Community website at [www.ourcommunity.com.au/joker](http://www.ourcommunity.com.au/joker)**



## 8. How to Stand Out from the Crowd: marketing & media tips for community groups

The vast majority of people who use search engine sites like Google never look past the first few results listed on the first page.

This makes getting your site to the top of the heap very important.

The good news is that almost anyone can elevate their site up the search engine rankings through a few simple steps.

The first simple step is to alter the meta tags which accompany your site.

Meta tags are the hidden words which provide a description of the webpage for search engines to look for.

To check out your site's current meta tags, go to your homepage and then go to the "View" option on the menu bar at the top of your web browser (Internet Explorer or Firefox). One option should be to "View source" or "View page source" – clicking on this will reveal your site's meta tags.

By altering meta tags to include as many relevant keywords and subjects as possible, Google's search engine is more likely to see your site as most relevant for the search terms entered and will boost it up towards the top of its rankings.

Meta tags are easy to change – your website designer should be able to do it, or should be able to show you how to do it.

Remember, each page of your website can contain different meta tags, allowing you to ensure the most relevant page appears in response to Google searches.

The second step is to ensure your domain name reflects the name of your group. Doing so means search engines will note the presence of your group's name around your homepage, and will find your group's name in your website's domain name. This cross-referencing will also boost your site up the search engine rankings.

The third and final step is for your group to feature as many relevant links as possible on your site.

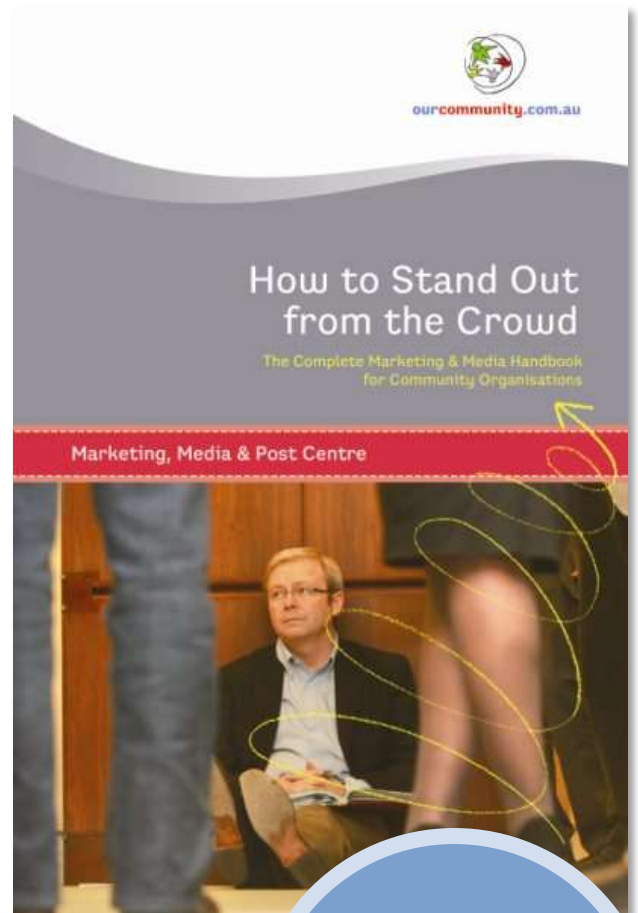
Search engines examine the number of links between pages on different sites.

Generally speaking, the more links you have – the more places your group's name, website address and domain name appear – the more matches the search engines will make and the higher up the rankings you will rise.

To do this, get in touch with like-minded organisations, as well as sponsors, supporters, affiliate groups and others with websites and have them feature a link to your home page on their site. Of course, you should also do the same in return!

These three simple steps won't guarantee success by themselves, but they should dramatically increase the chances your group's home page will appear nearer the top of the search engine rankings.

**This help sheet is derived from Our Community's new book, *How to Stand out From the Crowd*, which has been produced by Our Community in association with the Alcoa Foundation, Australia Post and Leader Community Newspapers. The book delivers easy to implement tips on marketing and media in print, post and online. More information, as well as an order form, is available [here](#).**



*Act quickly to buy this book – with this cover it looks likely to become a collector's item!*

## 9. Federal Government cuts red tape – for some

The Federal Government has responded to the recommendations of one of the many investigations that involve the not-for-profit sector.

This one deals with the 9700 organisations out of the total 600,000 in the not-for-profit sector that are companies limited by guarantee – not-for-profits that come under the federal Companies Act. The vast majority of companies limited by guarantee are relatively small, but about 30 make more than \$1 million a year and about five make more than \$10 million.

All companies limited by guarantee, regardless of their size, are currently required to prepare an audited financial report in accordance with the Australian accounting standards and a directors' report in accordance with the Corporations Act.

The government has now introduced a new bill that introduces a three-tiered differential reporting framework. Companies now won't have to have their accounts audited unless they either have Deductible Gift Recipient tax status or earn more than \$1 million a year, and companies that earn less than \$250,000 won't have to put out financial reports at all, even to their members – which does raise some issues of accountability.

Yes, it will save a very small proportion of not-for-profits some work, but the more general significance of the government's move is that it does suggest that they're not planning to simplify the quite large number of different ways you can be a not-for-profit organisation in Australia. At the moment you can be

- A Registered Australian Body (federal law)
- A Company Limited by Guarantee (federal law)
- An Indigenous Corporation (federal law)
- A Cooperative (state law)
- An Incorporated Association (state law)
- An Unincorporated Association (no law)

which does lead to a certain amount of confusion. Some of the submissions to recent inquiries had suggested bringing these together and rationalising them under one form; instead the government is planning to add to them, splitting the Company form into three tiers. From now on this form may be encouraged over state-based incorporation.

There may be less red tape now, but there are more choices.

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## 10. Marketing Guru: eFundraising for beginners

eFundraising – that is, generating or getting donations through the internet – is an increasingly important part of the fundraising equation in Australia.

Consider these stats:

1. British comedy fundraiser Comic Relief raised £16 million (more than \$A33.2million) online in a six-hour period during its 2009 appeal. This compared to raising just £5.25 million (\$A10.8 million) in 2001.
2. The US Red Cross has found that online donors give on average \$US127 (\$A180), compared to \$US22 (\$A31) via traditional mail-ins.
3. A US study by The Social Initiative showed that online donations had grown from just \$10m (\$A14.2 million) online in 1999 to \$250 million (\$A355 million) in 2000 and \$5 billion (\$A7.1 billion) in 2006.

4. American online donation organisations have recorded growth in online donations as being between 33% and 50% since 2006.
5. Our Community's own online giving centre, GiveNow.com.au, has collected more than \$14 million for community groups right across the country. The number and value of donations made via credit card through GiveNow are increasing exponentially each year.

People are increasingly comfortable about transacting online – in fact, many people now demand it. If you don't provide this option for your supporters, you risk missing out.

If you think eFundraising belongs in the domain of your IT people, rather than your marketing team, you're barking up the wrong tree.

As marketing and PR professional Brett de Hoedt put it at the Communities in Control post-conference training day: "The ability to successfully eFundraise has got nothing to do with technical skills ... The website's just another tool for you to use to market, to fundraise."

Brett, who runs communications company **Hootville**, says that the internet is an ideal medium for community organisations, given that it has global reach, is essentially free, is accessible 24 hours a day and has the ability to immediately take advantage of someone's fleeting goodwill.

But he warns: "Success with online fundraising is not accidental, you can't just put your site up there and expect people to find you online, find the donate page and make a happy, healthy donation, preferably regularly.

"Why on earth would they? Is that how you behave? No – you have to court or seduce your donors online."

Here are some of Brett's tips for getting online donations:

- Have a clean, logically organised website.
- Use moving pictures/video on your site to provide a point of interest and promote a sense that you are a modern, tech-savvy organisation. You might even consider installing a webcam, or to embed on your website a feed from someone else's webcam.
- Give people things to do on your site – sign a petition; watch a video; sign up as a visitor; donate. Ensure your site is not a "brochure on the web".
- Change your content regularly to keep visitors interested (and interested in returning).
- Ensure your "Make a Donation" button is tasteful – but explicit and prominent. What gets promoted gets clicked.
- Provide offline donation options to cater for people who aren't comfortable donating online.
- Tell people what you will do with their donations – develop a strong and simple pitch.
- Ensure your meta tags properly describe your organisation and its work so that people can find you when they do a web search. Get lots of like-minded organisations to link from their websites to yours. (See the article on [Page 14](#) for more on meta tags.)
- You need an electronic newsletter (and a "big, fat database"), and you should think about mounting a Twitter and Facebook presence – you need to a way to communicate directly with your supporters.

**The Marketing Guru is an initiative of the [Marketing, Media and Post Centre](#), the online resource for community groups provided by Our Community and Australia Post. Send your questions to [guru@ourcommunity.com.au](mailto:guru@ourcommunity.com.au).**

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## 11. Community Calendar: What's on in the community sector

Our Community's online **Community Calendar** features all of the nationally significant events focussed around a major community or advocacy/awareness issue in Australia. Some events taking place in the next month include:



- **Celebrate NAIDOC Week: 4-11 July**  
NAIDOC celebrations are held around Australia in the first full week in July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander people. The week is celebrated not just in the Indigenous community, but also in increasing numbers of government agencies, schools, local councils and workplaces.



- **Tartan Day: 5 July**  
Tartan Day is a celebration of Scotland – its people, its heritage, its history, its culture and its amazing legacy to the world.



- **Diabetes Awareness Week: 11-17 July**  
Each year Diabetes Australia celebrates National Diabetes Week to raise awareness about diabetes in Australia. The campaign aims to educate Australia of the risk factors for Type 2 Diabetes and how Type 2 can be prevented.



- **Stress Down Day: 23 July**  
Stress Down Day encourages people and their workplaces to have fun and participate in stress reducing activities in return for making a financial donation to Lifeline. The money raised will go primarily towards covering the growing costs for Lifeline's 24-hour telephone counselling line.



- **Schools Tree Day: 30 July**  
Schools Tree Day, held on the last Friday of July, is a special day for Australia's school children. These budding environmentalists are doing their bit for our country by planting native trees and shrubs and beautifying their school grounds.

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

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## 12. Community Classifieds: Giveaways & Offers

### TO GIVE AWAY: Photocopier (Sydney, NSW)

The CREATE Foundation has a Toshiba photocopier to give away to a community group.

The black-and-white function photocopier is a digital, plain paper copier (model DP5510) and is in good condition. It's about four to five years old and would need to be picked up from CREATE's Pitt St offices. Contact Wendy Zhang: [wendy.zhang@create.org.au](mailto:wendy.zhang@create.org.au).

### TO GIVE AWAY: Cinema Seating (Nambour, QLD)

Nambour Civic Centre has 280 cinema seats to give away.

The seats (right) are in good condition and have been well looked after.

They need to be collected from the Centenary Square site before July 16.

Contact Rod Thompson on 07 5437 8574.



### SWAG OFFER: Backback beds (Victoria)

Swags for Homeless provides backpack beds (swags) as emergency relief for rough sleeping homeless people who have been turned away from a shelter or where there is no other solution.

Free backpack beds (up to eight for organisations in Melbourne or up to 10 for organisations in regional Victoria) are available when organisations purchase quantities of 12 or 24.

Limited stock and conditions apply – see [www.swags.org.au](http://www.swags.org.au) or email [orderforms@swags.org.au](mailto:orderforms@swags.org.au)



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## 13. Making a list, checking it twice: local government association states its case

The Australian Local Government Association is greeting the prospect of an election by launching *Federal Election 2010: A fair Go for Local Communities*, a 10-point list of its priorities designed to call for a government response. The 10 points are

1. Funding local services to benefit communities
2. Continue funding the Regional and Local Community Infrastructure Program
3. Permanent funding of Roads to Recovery
4. Local government as a partner
5. Supporting a referendum on local government
6. Tackling climate change
7. Reforming waste management
8. Support local government's role and community engagement in planning
9. Enable local government to deliver essential municipal services to Indigenous communities under the Closing the Gap initiative
10. Promoting high-speed broadband for all Australians and ensuring least interference with local amenity.

The list serves as a reminder that now is the time to hang your organisation's stocking out under the election chimneypiece. What does your organisation want from the new ministry? Make a list, check it twice, and send out a press release with a copy to the Minister and the Shadow Minister, just in case.

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## 14. Talking Finances: Grow your Money

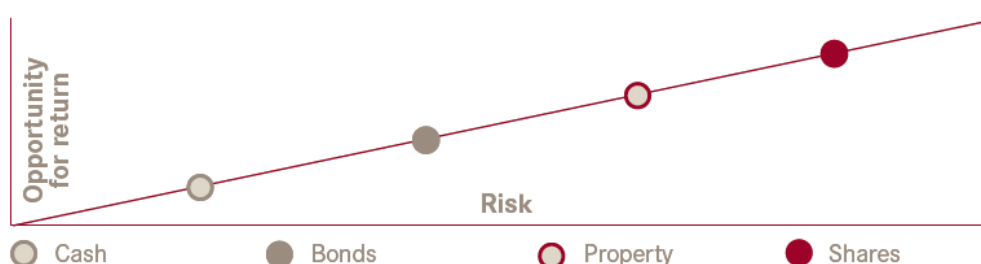


**By Vanessa Nolan-Woods**  
**Head of Community Markets, Westpac**

Raising money is a constant activity for most community organisations. But have you overlooked an easy source of extra income — the funds you already have?

Depending on the nature of your organisation, you may hold sizeable sums of money from time to time. These may be the result of an ongoing fundraising effort, a successful event, a bequest or a recent grant win, for example.

Instead of just saving the money, investing it can generate more funds. Community organisations enjoy the same investment opportunities as almost any other business or individual. And just like other investors, the decisions are largely driven by risk.



As this diagram shows, risk and potential return march in step. Of course, the risks are only relative, while the potential to generate extra funds can be significant. What's more, most investment classes are now accessible via means that mitigate risk — most notably through a selection of managed funds or the diversification of a portfolio of directly held Australian equities.

The other way to reduce risk in a diversified investment is time. Funds that could be needed soon should be invested quite conservatively, while funds that can be invested for longer can be exposed to more risk, on the basis that long-term returns have usually proved to move steadily upwards.

Low risk, low return	Medium risk, medium return	High risk, medium return	Higher risk, high return
Cash Investments	Bonds	Direct Property Investments	Shares (stocks, equities)
Bank accounts, fixed term deposits, trust funds. Predictable returns. Easy access to funds, depending on conditions. Guaranteed preservation of funds. Minimum investment amount often required.	Higher returns than cash investments. Steady stream of income. Risk of loss through interest rate movements.	Potential for capital gain as well as income. Several attendant costs including loans, insurance, maintenance and rates. Loan costs are vulnerable to interest rate changes. Requires medium-to-long-term commitment.	Potential for capital gain, plus income and franking credits from dividends. Values are highly volatile in the short term. Shares can be bought and sold quickly. Investment values fluctuate with market movements. Capital gain can be significant in the long term.
<b>Short term</b>	<b>Medium term</b>	<b>Long term</b>	<b>Long term</b>

For more information about community group finances, visit the Community Financial Centre, an initiative of Our Community and Westpac, at [www.ourcommunity.com.au/finance](http://www.ourcommunity.com.au/finance).

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

### New rules for NSW community groups

On July 1, NSW brings into effect new legislation that slightly modifies the legal situation of its not-for-profits.

In general, the changes are all sensible (for example, they change the name of an association's primary document from 'rules' to 'constitution', bringing the law into line with what everybody actually calls it), the kind of thing that all states should introduce.

Note that if you operate in NSW

- You now have more flexibility in arranging meetings, including e-meetings
- If you're a large organisation, you may have to lodge more detailed audited accounts
- Three of your committee members must be Australian residents.

Any questions, check with NSW Fair Trading.

### Thumbs Up: Australia's biggest-ever citizenship ceremony

It's probably inevitable that when the world experiences a calamity such as the Global Financial Crisis, the populace will become scared by all the evil out there in the world and want to climb into its designated panic room and lock the door behind it.

It's still slightly depressing, though, to see how many Australians tell pollsters that they see the very small number of boat arrivals as an existential threat to their lifestyles, and very depressing indeed to see how much the politicians appear to be rushing to pander to them.

All credit, then, to the people behind Refugee Week, and a hearty cheer to the Australian Football League, Collingwood Football Club and the Department of Immigration and Citizenship, who between them organised Australia's biggest-ever citizenship ceremony at the MCG on June 19, with entertainment provided by the Australian Children's Choir.

Australian citizenship was shared with 2500 people from 90 countries, each of whom received a native tree.

Unsung heroes, economic migrants, skilled tradespeople, businesspeople with capital, family reunions – 2500 human beings no different from anyone else in this country except that statistically they include more workaholics and fewer criminals.

► “Asylum seekers are such a political football because it's easy, it's a group of people that most Australians don't have an experience of connecting to.

“... Most Australians are good people and are not racist. And if you inspire the best in people and say, ‘There can be a different way, we don't have to buy into this hysteria and fear-mongering and bullshit that is being spread,’ there is a different way.”

*- Kon Karapanagiotidis, Asylum Seeker Resource Centre, at Communities in Control 2010.*

[Click here](#) to read the full Q&A session.

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## Renowned thinkers coming to Melbourne

World-renowned thinker Edward de Bono, Australian of the Year Patrick McGorry and US Government consultant Edward Luttwak are among a number of high-profile figures speaking at Creative Innovation 2010 – to be staged in Melbourne in September.



Creative Innovation, organised by local group Creative Universe, will see “world changing innovators, futurists and inspired thinkers” present techniques and strategies they use to unlock creativity, and to help groups and individuals make the most of the opportunities presented by innovation and knowledge-based economies.

Other speakers confirmed for the event include:

- Cathy Burke – CEO of the Hunger Project Australia.
- Professor Stephen Heppell – one of Europe’s leading online education experts.
- Dr Peter Shergold – Macquarie Group Foundation Professor at the Centre for Social Impact, and former Secretary of the Department of the Prime Minister and Cabinet.

Creative Innovation 2010 will be held at the Melbourne Recital Centre from September 8-10. For more information, including prices and booking details, visit: [www.ci2010.com.au](http://www.ci2010.com.au).

## Fight for equal pay continues

Victorian Premier John Brumby has committed to funding any Fair Work Australia ruling that community sector wages should be increased.

The Premier was responding to a call from the Australian Council of Social Service (ACOSS) for governments to support its pay parity campaign.

Mr Brumby said earlier this month that if re-elected, his government would factor any wage increase into its agreements with community services organisations, and ensure that wage increases were passed on to workers.

He acknowledged that work in the community sector was often performed by women and that community employees were not paid as well as those in comparable roles in direct government employment.

ACOSS has said that with not-for-profit organisations already struggling to meet the needs of increasing numbers of clients, they cannot afford to fund wage increases on their own.

“It is vital that state, territory and the commonwealth governments commit to fully funding any wage rises out of new funds provided to organisations for this purpose,” ACOSS said.

Eighty-seven per cent of community sector employees are women, and Australian unions in March lodged an equal remuneration order with Fair Work Australia in an attempt to extend to workers across the country wage increases awarded to Queensland employees last year.

Community Employers WA has called on the Western Australian government to follow the Victorian Premier’s lead. Australian Capital Territory Chief Minister Jon Stanhope has given in-principle support to the case.

Mr Brumby’s commitment came a week after thousands of people marched in Australian capital cities in support of the test case. It has been suggested that if the case is successful later this year, it could lead to wage parity claims in other female-dominated industries.



## Queen’s Birthday Party

Congratulations to the Australasian Association of Iberian and Latin American Studies, the Australian Landcare Council, the Bendigo Bridge Club, the Royal Academy of Dance, the Australia Fund, the Lioness Club, the Moama Flood Plain Management Committee, and the Wine Show Committee, who, among many others, got a morsel of free publicity when this year’s Queen’s Birthday Honours came out.

Because while the people who get the awards are in the foreground, each gong is at least as valuable to the organisations that put them forward.

Here in Australia we have a particular advantage in recognising our major donors or major long-term supporters or active volunteers – we have an honours system, which America, say, doesn't, and we have a relatively open nomination system, which is more than can be said for some countries.

If your organisation's relationship with your long-term donor, keenest supporter, or most enthusiastic volunteer is really spectacularly good, and if you, and the people you serve, are really in their debt, then you can call for the forms from the office of the Governor-General and nominate them for an Australia Day award, giving them a chance at one of the levels of the Order of Australia – Companion (AC), Officer (OA) or Member (AM).

Download the forms from <http://www.gg.gov.au/honours/category.php?id=6> and get to it.

And while we're at it let's all give a silent handclap for Mrs Edna Dorothy Stewart of Townsville, given an award *For service to the community through volunteer roles with social welfare and women's organisations. Details, however, not available at the request of Mrs Stewart.* An interesting combination of holding the torch high and hiding your light under a bushel, degree of difficulty 9.8.

### Feedback requested: National Volunteering Strategy

Community groups have until tomorrow (June 30) to respond to a consultation paper on the development of a National Volunteering Strategy.

The Federal Government intends to release the strategy next year, the 10<sup>th</sup> anniversary of the 2001 United Nations International Year of Volunteers.

"A National Volunteering Vision and Strategy will set out the Australian Government's vision for volunteering over the next 10 years," the consultation paper says.

It notes that the nature of volunteering is changing and that the country needs to be able to respond to emerging trends.

You can download the full consultation paper [here](#), including instructions on how to respond.

### Groups must become flexible to survive – says new book

The importance of flexibility and the ability to learn new technologies are among the keys to ensuring not-for-profit organisations enjoy future success, according to a new book from former deputy CEO of World Vision Australia, Paul Ronalds.

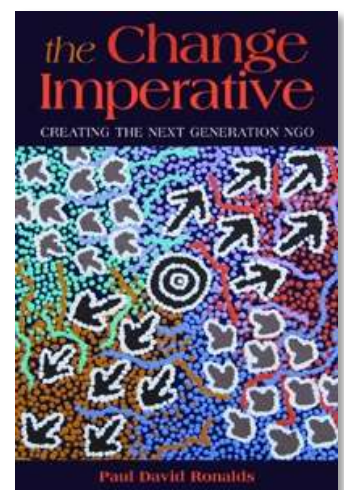
The book – *The Change Imperative* – sees Mr Ronalds analyse a number of non-government organisations which deal in international aid and relief, before looking at the kinds of organisational changes they need to operate more effectively.

Mr Ronalds says these groups need to embrace flexibility, learn new technologies and rethink their strategies and structures.

*The Change Imperative* also aims to guide community group and not-for-profit leaders through the challenges they must overcome to maintain effectiveness in the 21st Century – covering areas like:

- Advocacy
- Fundraising
- Technology
- Financing, and
- Human resources.

[Click here](#) for more information on the book, including details on how to order.



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## ONE TO WATCH: Big Help Mob

Big Help Mob is part of Perth-based initiative Youth Tree, which aims to get young people involved in volunteering. It describes itself as a “100-strong rent-a-crowd” which “gets together to do superhuman acts of awesomeness for non-profits and communities in Perth.”

“One day it's planting 10,000 trees in a few hours, the next it's renovating a community centre or cleaning up a place that's been forgotten and trashed,” the organisation’s website says.

“Once the hands-on mission is accomplished, we celebrate with enormous, ridiculous flash mobs in public to draw attention to good causes that need it.”

More information is available at <http://bighelpmob.org/>

## Understanding international students

The Victorian Immigrant and Refugee Women’s Coalition has released a DVD to help people and groups improve their understanding of female international students.

*Lost in Transition, Mate* is a 15-minute documentary giving voice to international students’ views on multiculturalism and differences in values and culture.

It has been on a video loop for public viewing at five libraries and now the VIRWC is making it available on DVD for \$100 plus GST.

It expects universities, schools, libraries, councils, advocacy groups and other community groups to be interested in purchasing the video for educational and training purposes.

The right to screen the documentary publicly for education and training purposes comes with the purchase of the DVD.

The documentary was made by Philippines-born Riza Manolo for the VIRWC and funded by the City of Melbourne. It features students from countries including Sri Lanka, China, Malaysia, India and Nepal.

If you live in Melbourne, you can see a public screening of the video at Sunshine Library, Frankston Library, Carrum Downs Library, Coburg Library or Preston Library.

To find out more or to purchase the DVD, go to [www.virwc.org.au](http://www.virwc.org.au).

## Off the Cuff

A new series of workshops being run by Public Speaking Dynamics (PSD) aims to help people gain confidence in public speaking.

The workshops – *Thinking and Speaking off the Cuff* – are being staged in Sydney, Coffs Harbour and Perth during July and August. Among the topics covered in the workshops are how to:

- Respond to questions from the floor;
- Buy time and organise your thoughts;
- Structure your response;
- Leave your audience with a memorable message; and
- Call on fail safe backup techniques.

Peter Dhu, an experienced and acclaimed speaking trainer and coach, will present the workshops.

For more information or to book a place, visit: [www.peterdhu.com.au/events](http://www.peterdhu.com.au/events).

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## 16. Community Sector Jobs & Board Vacancies

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

### JOB VACANCY LISTINGS (Paid Positions)

The following is a list of the most recent job vacancies listed at Our Community. To place an ad, visit [www.ourcommunity.com.au/jobs](http://www.ourcommunity.com.au/jobs) . This services costs \$30.

#### New South Wales

Job Title	Organisation	
<a href="#">General Manager</a>	Community Broadcasting Association of Australia	<a href="#">Details</a>
<a href="#">Development Associate, Australia</a>	Room to Read	<a href="#">Details</a>
<a href="#">Coordinator, Artist Professional and Market Development Project</a>	Information + Cultural Exchange	<a href="#">Details</a>
<a href="#">Director Corporate Services</a>	Sylvanvale Foundation	<a href="#">Details</a>

#### Victoria

Job Title	Organisation	
<a href="#">Planned Giving Officer</a>	Brotherhood of St Laurence	<a href="#">Details</a>
<a href="#">Fundraising Co-ordinator</a>	Ronald McDonald House Monash / Dakin Mayers	<a href="#">Details</a>
<a href="#">Philanthropy Manager</a>	Dakin Mayers	<a href="#">Details</a>
<a href="#">Loan Officer (x3 roles)</a>	The Brotherhood of St Laurence	<a href="#">Details</a>
<a href="#">Association Services Manager</a>	Australian Breastfeeding Association	<a href="#">Details</a>
<a href="#">General Manager Organisational Development</a>	Brooker Consulting	<a href="#">Details</a>
<a href="#">Business Development Manager - Fundraising</a>	SecondBite	<a href="#">Details</a>
<a href="#">Community Development &amp; Fundraising</a>	Nazareth Care/Dakin Mayers	<a href="#">Details</a>

### BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

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

#### New South Wales

Job Title	Organisation	
<a href="#">General Board Member</a>	Stars with Heart	<a href="#">Details</a>
<a href="#">General Board Member, media and communications advisor</a>	Women in Prison Advocacy Network	<a href="#">Details</a>
<a href="#">General Board Member</a>	Sydney Business Education Partnerships	<a href="#">Details</a>
<a href="#">Honorary Auditor</a>	Suicide Prevention Australia	<a href="#">Details</a>



## Northern Territory

Job Title	Organisation	
Treasurer, Secretary	Katherine Landcare Group Inc	<a href="#">Details</a>

## Queensland

Job Title	Organisation	
General Board Member	Canine Helpers	<a href="#">Details</a>
Treasurer, General Board Member	Capalaba Football Club Inc	<a href="#">Details</a>

## South Australia

Job Title	Organisation	
General Board Member	Edmund Rice Camps	<a href="#">Details</a>
General Board Member	Channel 31 Adelaide Community Television	<a href="#">Details</a>
General Board Member	Move Through Life Inc	<a href="#">Details</a>

## Victoria

Job Title	Organisation	
Treasurer	Parklands Albury Wodonga Ltd	<a href="#">Details</a>
General Board Member	Humanitarian Crisis Hub	<a href="#">Details</a>
General Board Member	Ivanhoe Diamond Valley Centre Inc	<a href="#">Details</a>

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## 17. Fast Forward

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

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

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

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## 18. About Our Community

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

Read more about us at [www.ourcommunity.com.au/aboutus](http://www.ourcommunity.com.au/aboutus)

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