



ourcommunity.com.au
Where not-for-profits go for help



Our Community Matters



Edition 1, 2018 • February

The 12 rules of advocacy

BY CHRIS BORTHWICK, THINKER IN RESIDENCE, OUR COMMUNITY



1. The best battle is the one you don't have to fight

If you can find a way around the problem, do that. If you can live with it, do that. If you can cut a deal, do that.

2. People trust their friends

Word of mouth is magic. That's where social media comes in. One retweet and you're inside the magic circle. You have to go viral.

3. Find the weak point

And make it a photogenic angle where the public is on your side.

4. Symbols are powerful

What's your symbol? What's theirs? How can you bring them both into a story?

5. Ask for something specific

It minimises confusion across your coalition. ►

6. Keep it simple, stupid

If you can't make your case in 140 characters (old style), you're not going to conquer the world.

7. Let someone do you a favour and they're yours for life

If you can get your members to join you in advocacy, it strengthens their commitment to the cause.

8. Easy come, easy go

The easier it is to sign on to a campaign, the less weight placed on each contribution. And vice versa.

9. Your enemy isn't evil. It's apathy.

Friction slows you down. Inertia almost always prevails. If you don't keep moving, you die.

10. Half a loaf is better than no bread

Don't die in the last ditch for the last inch. Every step forward is valuable.

11. Credit where credit is due

For any gesture at all towards your position by a politician, reward them with enthusiastic praise, no matter how much you object to everything else they're doing.

12. It's got to be fun

The other side is paid by the hour. It's no hardship for them to sit back and outwait you. The only way you can keep the pressure on is by keeping your supporters interested, motivated and *having fun*. ■

VIDEO EXCLUSIVE: The **new chair** of the Community Directors Council, Susan Pascoe, on the importance of advocacy by not-for-profits, top issues for the sector, and her new role.



📖 Contents

GREAT GRANT	3
OPINION: WHEN IT'S TIME TO SPEAK OUT	4
SURVEY: GRANTS IN AUSTRALIA	6
NEWS: DAVID CROSBIE ON ADVOCACY	8
NEWS: GARY JOHNS INTERVIEW	10
TOOLBOX: HOW TO CHANGE A LAW	12
TOOLBOX: LYNNE HAULTAIN ON GETTING YOUR MESSAGE ACROSS	15
PROFILE: HOW GETUP GOT YOUR ATTENTION	18
YOUR SAY: PULSE POLL	22
NEED TO KNOW: NFP NEWS DIGEST	26
NEWS: AMERICAN CHARITIES VULNERABLE – AUSTRALIA NEXT?	28
NEWS: NFPS GRAPPLE WITH CHILD SAFETY ROYAL COMMISSION REPORT	31
NEWS: OUR COMMUNITY HOUSE TO ACCELERATE SOCIAL IMPACT	36
GOVERNANCE NEWS: COMMUNITY DIRECTORS BOARD ANNOUNCED	38
TOOLBOX: NEW BOOKS LAUNCHED	42
PROFILE: MEET THE TRAINER	43
TRAINING: UPSKILL	45
GOOD JOBS: VACANCIES	47
BOARD MATCHING SERVICE	49
COMMUNITY CALENDAR	50



Great Grant: Holden Home Ground Advantage

Holden Home Ground Advantage grants aim to help grass-roots sport by giving local clubs the chance to construct, upgrade or improve facilities, or upgrade or purchase equipment or uniforms. The grants can also be used to develop exceptional talent – for example, for special coaching, or for funding for trips to compete or gain experience.

What's it worth?

Each grant round is worth \$250,000 in funding. A club can apply for any amount up to the full \$250,000 – but it would have to be an exceptional project for Holden to award all the funds to a single club. The average value awarded so far is \$12,500. A club can submit more than one application, so you might want to apply for, say, money to make your grandstand wheelchair-accessible, and also submit a separate application for cash so your most talented players can attend a national training camp.

How's it decided?

Applications are assessed based on their merit relative to the other applications in that particular round. Selection criteria include:

- The role the club plays in the local community

- The impact the grant will have on the club, the community or talented individuals
- Long-term benefits to the club
- The club's story.

Deadline

The current grant round closes on March 31.

Our tip

Don't pass up the invitation to submit a video with your application. Video has the potential to emotionally engage the grantmaker in a way that reading can't. It can strengthen the overall impact of your club's story of why it deserves this funding.

More information

Visit the Funding Centre (log-in required):

www.fundingcentre.com.au/grant/G06765 ■

When something's not right, it's time to speak out

BY DENIS MORIARTY, GROUP MANAGING DIRECTOR, OUR COMMUNITY



There's a story about two parents who were very distressed about their son, who at the age of six still wasn't talking. Doctors couldn't find anything wrong with him, teachers couldn't get a word out of him, and his loving parents had just about given up. And then one day the boy looked up from his breakfast and said, "This porridge is cold."

You can imagine his parents' astonishment, and the celebrations. Afterwards, someone asked the boy, "But why haven't you spoken before?"

"Up till now," he said, "everything was more or less all right."

Your organisation may not be into advocacy at the moment, but sooner or later something's going to come up that needs fixing. When something's not all right, at whatever level, it's time to speak out.

Advocacy by not-for-profits shouldn't get knotted up in political contention. Boiled down to its essentials, advocacy is telling people how to do things better. Anybody who knows how the powers-that-be should do things better surely has some duty to tell them.

If anybody does know how to do things better, it's probably an Australian not-for-profit – one of half a million groups that are down at the grass roots, dependent on citizen enthusiasm, ►

responsive to user feedback, free of financial conflicts of interest, and experienced in what's going wrong down at the pointy end.

Until recently, Australian law has been rather cautious about advocacy. Judges have some investment in the idea that current laws are unchallengeably correct – after all, they're in the business of sending people inside for a ten-year stretch for breaching those laws, as opposed to taking the broadminded view that there's a lot to be said for both sides – and it went against the grain to encourage people to cast doubt on those laws. As a result, the law used to be that advocacy wasn't an acceptable charitable purpose, meaning that NFPs could engage in advocacy only at the fringes, in an ancillary and incidental and unthreatening sort of way.

A few years ago, though, the High Court caught up with the 21st century, and in **Aid/Watch Incorporated v Commissioner of Taxation** (2010) it set out the reasons why vigorous public debate by NFPs was a good thing in itself and an essential part of the Australian system of government. The **current law** is that advocacy in the service of a charitable purpose is itself charitable, which is just as it should be.

Whether you should speak up, and when, and how much, obviously depends on a number of factors: how serious the problem is, how easy it is to fix, how much it'll distract you from the other things you're doing, what your chances of success are. What it shouldn't depend on, though, is any arbitrary percentage set by the government you're going to be criticising.

Advocacy isn't a subtraction from your main task, it's an attempt to get it done more quickly and more effectively. If you can see a shortcut to your goal that's currently blocked by a governmental barrier of some sort, why wouldn't you draw their attention to this and suggest that they do the right thing? Why wouldn't any reasonable government want more helpful suggestions from the people who know best?

It may be that your organisation is too caught up in your immediate work to give much attention to smoothing the path or enlisting new governmental partners. That's fine. It may be, on the other hand, that far and away the most useful thing you can do is to rub the government's nose in the mess it's making, over and over, till it comes to its senses. Sometimes it's one, sometimes the other, and the best people to make that choice are on your board, not in the cabinet. ■



Apply online from Thursday 1 February 2018

Depart
Arrive 51m 0182

Travel to investigate. Return to innovate!

CHURCHILL TRUST

Travel overseas to investigate inspiring practices that will benefit Australian communities!

churchillfellowships.com.au

Our grants survey is a win-win

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

Securing funds for your all-important mission is rightly near the top of the agenda for every charity and not-for-profit in the country.

And with an estimated \$56 billion in grants distributed in Australia, and growing, it's not surprising that groups are eager to know who's winning the cash, how they're getting it, and why.

So, if putting in an application leaves you cold, that's a big problem. And it's one we're working to solve at Our Community's Innovation Lab.

But we can't do that without your help, which means filling out our annual grants survey – starting now!

The 2017 **Grants in Australia** research study – based on our survey of more than 1200 not-for-profit representatives – revealed new trends about who is scooping up the billions, where funders and grantseekers are going wrong, and big gaps in how the money is handed out.

We found, for instance, that 54% of **applications are abandoned**, which means many not-for-profits are effectively wasting millions of dollars' worth of effort by not applying for the right grants, and need to think twice about where they direct their limited resources.

The annual survey is the only one of its kind in Australia, and having collected data since 2006, it is the most highly regarded source of information about grants trends in the country.

The 2017 study was one of our most-read publications of the past year, and attracted keen interest from grantseekers and grantmakers – all the result of people like you saying what you really think about navigating grant applications.

With the help of our data science team we've continued to improve how we collect, compile and model our results, so 2018's results are expected to be even more eye-opening. ▶



Grants in Australia 2018
Participate in the survey to win!
#GrantsinAustralia2018

Win an Apple iPad Pro! (RRP \$979)

Win an Our Community not-for-profit kit (RRP \$300)

EasyGrants Newsletter
2018 Community Directors Intelligence
The Grants in Australia 2018 Report

The banner features a blue background with white and yellow text. On the left, it promotes the 'Grants in Australia 2018' survey and a contest to win an Apple iPad Pro. On the right, it shows a stack of publications including the 'EasyGrants Newsletter', '2018 Community Directors Intelligence', and 'The Grants in Australia 2018 Report'. A central graphic shows an iPad displaying the survey and a prize of an iPad Pro. Another graphic shows a stack of publications with a prize of an 'Our Community not-for-profit kit'.



Get in quick and win

Obviously, we're keen for you to fill in our survey, which is why we've got our best prize pool ever.

The big prize is a 64GB 10.5" Apple iPad Pro (RRP \$979), which is sure to help you get your not-for-profit's work done.

And in February, March and April we'll be rewarding the author of the best answer for that month with an Our Community not-for-profit kit worth \$300, comprising:

- a year's membership to the Institute of Community Directors (ICDA), worth \$65

- a year's subscription to the Funding Centre (including access to the grants database), worth \$85, and

- a \$150 book bundle for your community group

If you're already signed up to either membership or subscription, that means your next year is on us.

In the meantime, if you haven't already examined our **Grants in Australia** 2017 research study, click to read the full report, and the top takeaways for grantseekers.

Take the survey to be in the running to win those prizes – and tell your friends too:

www.ourcommunity.com.au/grantsurvey2018
(closes midnight, May 7). ■



Joan Kirner
Social Justice
Oration 2018

Professor Gillian Triggs

May 29, 2018, 3pm

communitiesincontrol.com.au



CCA: Why advocacy is a must for not-for-profits

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

The Community Council for Australia (CCA) says not-for-profits and charities must resist any attempts to erode their power to advocate for change, because community-minded groups taking their mission seriously need to use every tool they have to achieve those goals.

The CCA sees itself as an independent and non-political organisation building the capacity of the sector, but in recent times the council's chief executive, David Crosbie, has been outspoken in defending the right of groups to criticise governments and others, saying it is a crucial part of their role.

Our Community quizzed him about how he sees the current state of play.

Shouldn't charitable activity and advocacy be considered different things?

No. Most charities start out as disruptors – seeking to provide something in the community that is missing, such as blankets for the homeless. Most go on fulfilling this goal (to make the homeless warmer) quite happily – often for years. But at some point, some charities might ask why they are seeing the same homeless people night after night, month after month.

Maybe just providing blankets is not enough? Maybe they should try and get them shelter? And so they move from what might be termed charitable service provision (blankets) to charitable advocacy – they become advocates for the provision of more shelter for the homeless.



CCA chief David Crosbie says the notion of charities pursuing their purpose without engaging in advocacy is “almost inconceivable”.

Picture: CCA

Let me give you another example. A local environmental group might spend months cleaning up a stream, often picking up all the dead fish and removing them. At some point they might ask why the fish are dying, what the poison is, and how it is getting into the stream.

When they find that a factory upstream is dumping chemicals into the stream, they are almost certain to become advocates for restricting the dumping of chemicals into the stream. It is almost inconceivable to me that a charity pursuing its purpose does not engage in some form of advocacy at some level.

If not-for-profits lose that power of advocacy, what would this look like? ►



A mess. No-one advocating for changes that would improve our communities or protect the most vulnerable ... Almost inconceivable.

You say not-for-profits are the heart of our democracy. Why is that?

Charities are supported by their communities to pursue their charitable purpose. They are a collective expression of what matters to communities of people, often representing issues of concern to people who do not have the power to influence political decision making.

They are a bastion of equality that helps diminish the capacity for the most economically powerful to completely dominate policy making.

Why do you see advocacy by not-for-profits and charities as being under threat?

Some parts of government are opposed to charities being able to advocate at all. They do not like charities criticising them for their policies in areas like the environment, welfare, education, health, housing, employment, indigenous affairs, the arts, animal welfare, etc.

This anti-charity perspective is reflected in legislation before the Parliament at the moment, about foreign donations. It also has resonance with the appointment of an anti-charities crusader to the role of ACNC commissioner, and the terms of reference for the ACNC review that focuses most on enforcement. Concerned charities are starting to work together in opposing these measures.

Shouldn't not-for-profits accept the new environment of greater accountability, including to their donors, as the new ACNC commissioner, Gary Johns, suggests?

Charities are happy to be accountable and open to scrutiny – that is why so many supported the establishment of the charities regulator. Charities are not happy to have government restricting their role and their voice on behalf of their cause or their community.

Charities are already restricted: they cannot donate to political parties, cannot support a particular candidate, cannot support a particular political party, cannot hand out how-to-vote cards. Moves to impose further restrictions and clamp down on the voice of charities have labelled charities that have spoken out against government policy as being problematic.

They have used terms like “**charities interfering in the political process**”. If a charity like the Australian Conservation Foundation speaks out on behalf of its 400,000 supporters against government policy, they are reflecting exactly what their donors want them to do, and advocating on behalf of their charitable purpose. People can disagree, or can agree, and they can vote for whoever they like. This is what democracy is. Silencing the voice of groups like ACF diminishes our political process and undermines democracy.

Charities raising their issues is a healthy part of our democracy. I think anyone concerned about democracy in Australia should be more concerned about the very powerful vested interests who can, and do, influence politicians and public policy without any scrutiny or accountability.

Very few charities can afford to fly the foreign minister and the deputy prime minister to a private wedding in India with a few of her mining magnate mates.

How would you describe the performance of community groups and not-for-profits in the past year when it comes to advocacy?

Not as strong as I would like. If we are going to build the kind of Australia we want to live in, the charities sector needs to play a much more active role in public policy.

Can you highlight effective campaigns of the past year?

2017 saw the government finally accept that the ACNC had a useful role and should not be dismantled. Until then, there was no certainty for the ACNC and for the sector about regulation into the future. ■

New not-for-profit chief's advocacy warning

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

The new regulator for charities and not-for-profits has warned groups of the strict limits surrounding their advocacy.

We asked Gary Johns, appointed Commissioner for the Australian Charities and Not-for-profits Commission (ACNC) in December, about his views on advocacy, amid significant sector concern about the government's intentions.

Asked whether charities and not-for-profits should have a role in advocacy, and, whether that push into advocacy had gone too far, Mr Johns was quick to draw our attention to legislation.

"The Charities Act clearly defines a registered charity's rights and responsibilities, in regards to advocacy. A registered charity can promote or oppose a change to any law, as long as this advocacy furthers or aids another charitable purpose," Mr Johns said.

But he stressed: "A charity must not have a 'disqualifying purpose'."

"The two purposes which will disqualify an organisation from being a registered charity are:

- engaging in, or promoting, activities that are unlawful or contrary to public policy, and
- promoting or opposing a political party or candidate for political office.

"A registered charity's board needs to be mindful of these parameters before deciding to enter into public debate," Mr Johns said.

We also asked whether the ACNC under his



ACNC commissioner Gary Johns wants donors to have access to information on how charities spend their money, including on advocacy.

Picture: ACNC

stewardship would pursue changes to the way the same Act recognises in its purposes, "the protection of human rights, the promotion of reconciliation and tolerance, and by recognising that many modern charities advance causes by preventing, educating, researching and raising awareness".

Mr Johns stated that the current laws meant that "to be registered as a charity under Australian law, an organisation must have a charitable purpose".

He said that while the ACNC administered the legislation, it was up to the Parliament to decide whether there would be any changes. ►



In an interview on ABC's Radio National last week, Mr Johns said his focus would be on enforcing the laws and regulations under his control, while increasingly allowing the "market" to decide which charities flourished or foundered.

Mr Johns stood by his past criticisms of some charities for being too political. He has previously argued that advocacy should be removed as a charitable purpose "to deny charity status to the enemies of progress", but he said those views wouldn't affect his role.

"I stand by everything I've written in the past, but as the Commissioner I simply apply the law," he told the *Sunday Extra* program. "The law allows for advocacy as a charitable purpose, and therefore it's not my business."

"I'll just apply the law ... and I'll leave the matter of deciding whether a donor wants to support this charity or another, in the full knowledge of what it is people do, and the monies they receive from government," he said.

"I think that's the best way to do it. The government could pass a law saying you should not spend more than x percent of your charity dollars on advocacy, or x percent on administration.

"If a government passes such a law, they would first of all have to measure how much money goes into those activities. So, I want to start with the basics. Let's measure, and let's use that data in a way it's in the hands of the donors, because ultimately that's the way the market works best."

Releasing data about finances and performance would allow donors to have information "at their fingertips" to make informed decisions, including whether they wanted to support an organisation focused on advocacy or, conversely, on service delivery.

He said he didn't expect charities would have to provide more information to the ACNC, and the commission would draw on the data already being collected.

Mr Johns told Our Community he intended to further clarify his views in key addresses to the CPA and the Fundraising Institute of Australia to be held in March in Melbourne and Sydney.

"I will have the opportunity to speak directly to the sector in the coming weeks about the priorities for the ACNC over the next five years," he said.

"Key themes that I will discuss include the five-year review of the ACNC Act, how we at the ACNC can help donors find more information about charities, and how charities can continue to evolve in an ever-changing environment."

Mr Johns said those views would be posted on the ACNC website, and urged readers to subscribe to his fortnightly [column](#).

Our Community will continue to follow his announcements closely.

More

Audio: Gary Johns on ABC Radio National's *Sunday Extra*. ■

Not-for-profit Happy Hour
Australia

facebook.com/groups/nphhaustralia

ourcommunity.com.au
Where not-for-profits go for help



Vincent Lingiari's advocacy for the Gurindji people led to a turning point in the Aboriginal land rights movement. Picture: Mervyn Bishop /© Commonwealth of Australia (reproduced with permission)

How to change a law

BY CHRIS BORTHWICK, THINKER IN RESIDENCE, OUR COMMUNITY

You've got an unanswerable case. You can demonstrate to a high level of probability that the government's position on a significant issue is inefficient, ineffective, or self-defeating. You drop your evidence in the mail to the minister. All you have to do then is sit back and wait a month for the parliamentary draftspeople to put it into proper legal form, then a few weeks to have it pass both houses unopposed, and it's fixed.

Well, none of us believes that for a moment, but it's worth analysing the mechanics of our instinctive cynicism to see why.

The starting point for any discussion of the difficulties of bringing about change is Newton's First Law of Motion. An object at rest will remain at rest until operated on by a force, and an object in motion will continue in the direction it's currently going unless operated on by a force.

In politics, inertia accounts for almost everything. To get things moving, you have to push.

If there is to be change, the people in charge of the status quo are going to have to do some extra work to adapt their old habits to the new situation. Those other people have long lists of urgent priorities on which you don't feature. In addition, they might be lazy and uninterested, if they're not ignorant, bigoted or misguided.

And that's the easiest possible scenario. Most actual political exchanges concern the more complicated case where the object at rest – the status quo – isn't just sitting there humming quietly to itself. Generally things are where they are because they're being pushed and pulled hard from all sides, and this here is where those countervailing forces balance out.

The basic problems, then, are:

- People in power don't really want to do anything they don't have to ►



- Specifically, they don't want to do what you want done – if they did, they would have done it already; and
- Various other people are pressing them not to do it.

To get around these problems, you'll need

- a good argument, and we'll assume you have one
- resources – at the very least, time taken away from whatever else it is you do – and we'll assume you have those.

From there, you'll have to achieve:

- **Pressure.** As it stands, you're one voice in 23 million. The question, then, is "You and whose army?"

It helps if you can demonstrate that a lot of other people care; for example, if you have lots of members who joined up because they care and are willing to make sacrifices for the cause. Failing that, you can fall back on figures about the proportion of people who are harmed, or affected, or indirectly affected, every year, or over a lifetime.

If lots of people will sign your online petition, that increases your clout slightly. If they'll write to the minister, that's better. If they'll write to their **local member** saying they're switching their vote based on this issue, even better. But be warned: motivating people to this extent is hard, which is why politicians care about it.

- **Salience.** Salience is the degree to which your cause stands out in the blooming, buzzing confusion of modern Australian media. You have to stand out. You have to have a story, and a poster child, and a slogan, and a short clear heartfelt explanation, and a Youtube presence, and a cry of pain.

Not only must your cause be important, but for a few moments it must be the most important thing, the thing that demands to be done now. What matters here is your relationship with the **media** – both the old media of newspapers and TV and the new smartphone-based horizons.

This you can affect. Get better at it.

- **Alliances and oppositions.** Whose clout can you borrow? What **groups** can you recruit in your support – either because of shared values, or in expectation of future reciprocity? Can you spare time to go to the source, joining up with one or another of the major parties and doing the hack work to get on to their policy committees?

Who's against you? Can you conceivably dissuade them? If not, how can you counter their influence? Will they come out in the open to debate with you? Who dislikes them enough to join up with you just to spite them?

Governments tend not to be in favour of changes, or at least of changes that aren't on their own agenda, and so tend to look sulkily on advocacy for change. The present government loathes advocacy with a vengeance, but luckily the High Court and the numbers in the Senate combine to allow you to do quite a lot of it without risking your tax status. Still, advocacy will always be a high-stakes game. The larger the change, the smaller your chance of success – in the short run. If you're entering the political arena, you're taking on hardened gladiators with a lifetime's experience in changing the subject, passing the buck, losing the file, and delaying the inevitable. Getting past their guard is not easy.

Above all, the indispensable feature in not-for-profit advocacy is patience. As Max Weber said, "Politics is a slow boring of hard boards." You must expect delays, and setbacks, and occasional defeats. A good advocate combines strategic optimism with tactical pessimism. Be ready for everything that can go wrong to go wrong, without ever letting go of your belief in ultimate victory.

If enough people bang their head against a brick wall, the wall will fall down.

More

- The **Community Leadership & Advocacy Centre** helps community leaders and potential community leaders to develop the skills they need to provide true leadership and influence change in society. Find the helpsheets **here**. ■



Snippets we love: advocacy

News, views and more on advocacy from around the world.

Stop raising awareness already

By Ann Christiano & Annie Neimand, in *Stanford Social Innovation Review*

“Too many organizations concentrate on raising awareness about an issue – such as the danger of eating disorders or loss of natural habitat – without knowing how to translate that awareness into action, by getting people to change their behavior or act on their beliefs. It’s time for activists and organizations to adopt a more strategic approach to public interest communications.”

[Read the article](#)

Love, power, and the non-profit sector

By Vu, at nonprofitaf.com

“...Our sector, as a whole, has shied away from power, from the perception that we are taking power or having power or wielding power. ‘Love without power is sentimental and anemic.’ Unfortunately, sentimental and anemic is how our sector is often perceived. Many of us avoid advocacy and lobbying. We often do not fight back against destructive expectations like low “overhead.” We defer to funders and donors’ sometimes-ridiculous wishes. We jostle to seem humble and consensus-driven in every interaction.”

[Read the blog](#)

Evaluating advocacy: an exploration of evidence and tools to understand what works and why

Published by 3ie (International Initiative for Impact Evaluation)

“Modern advocacy initiatives have witnessed phenomenal growth in size, frequency and substance in recent years. Profiling, use of technology and social media, and use of insights from psychology, economics and anthropology have all enriched this space, and advocacy initiatives ranging from grassroots protests to transnational coalitions have all used these methods and insights”

[Read the working paper](#)

How I got 28,000 change.org.au signatures

By Brett de Hoedt, Hootville Communications

“It was exciting watching the tally climb. On TV, life is full of moments when well-intentioned but under-resourced folk gather around some computer monitor in hope. They watch the votes / sales / responses come in – slowly at first but building in momentum. Maybe – just maybe – this thing is going to work after all! Eventually expectations are smashed, high-fives occur and triumphant music plays. I guess it was kind of like that.”

[Read the blog](#)



Not-for-profits need to be able to tell a story, says former broadcaster Lynne Haultain.

Picture: iStock

How to communicate with clout

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

As the head of a small organisation with “big ambitions”, former ABC broadcaster and accomplished public sector communicator Lynne Haultain knows how to get a message across.

The voice of ABC radio’s flagship Melbourne breakfast show for four years, Ms Haultain has parlayed those skills, earlier legal qualifications and recent work across three levels of government into her latest role as executive director of the Victoria Law Foundation.

As an accomplished communications strategist and graduate of Our Community’s **Diploma of Business (Governance)**, she says there are several things not-for-profits can do to boost their profile, increase their impact in the political arena, protect and advance the interests of their clients and members, and make a difference in their chosen field.

Understand why you’ve got to be able to tell your story

Communication is “absolutely critical” for all organisations in what Ms Haultain dubs “the communication century”, and not-for-profits can’t afford to fall behind.

“If you’re not connecting with people in a way that’s accessible to them, you’re not succeeding on any score. In every sphere whether not-for-profit or any other quarter – corporate, medical or legal – the criticality of communication is becoming increasingly evident.” ►



Media mastery is about knowing your story and good planning, says Lynne Haultain.
Picture: Victoria Law Foundation

She says not-for-profits are no exception to the need to build the capacity “to engage with people, and explain, and give context to sometimes complex issues”.

“You have to be able to tell a story.”

Yes, but we don't have the resources of big corporates

That's no excuse, Ms Haultain says. And in fact, not-for-profits have strengths that bigger organisations would envy.

“If you were to look at the corporate communications environment, so much of it is down to paid advertising, and I think many of us would be relatively cynical about their success in communicating genuinely to their community.”

She says not-for-profits have “an extraordinary advantage in being as closely connected to their communities as they are”.

At the same time, their target audience is often narrower, and social media and other avenues such as targeted emails have created more chances for them to connect.

“You don't need to be on national television, you need to talk to the audience that you're interested in.”

Look locally to maximise your connections

For example, a not-for-profit in suburban Australia may want to target just a local patch.

“That's done through Facebook, it's done through the local newspaper, it's done through talking to the school, or the Probus group.”

And not-for-profits should “maximise the relationships that they already have either through their own board members, their membership, or the engagement with local communities”.

You'd be amazed once you start asking people: “Who can we go and talk to?”, “How can we get in front of groups who might be interested in what we're doing?”.

“You've got all sorts of links. You've got netball and football clubs, school groups, aged care facilities, you've got all sorts of possibilities on your doorstep, it's just about uncovering them – and then finding a way that tells a story that ►



relates to that group.”

Ms Haultain admits doing this can be labour intensive, especially when it comes to face-to-face meetings and networking, but it boils down to coming up with your basic story.

This, she says, can be “a one-pager that explains in clear terms, in a way that people will relate to, about what you’re trying to do, and making sure that gets that in the hands of everybody with a newsletter or website.”

Take control of your story

But a public profile comes with risks, especially if you leave your communications and media strategy in the hands of third parties (such as media outlets).

“The challenge in lots of contexts is being able to tell those stories in ways that don’t compromise the people involved,” Ms Haultain says.

“Not-for-profits have to be really careful about telling stories of clients or people they’re supporting, for fear of crossing a line, whether it’s privacy or their future success.”

It’s a tricky business, but full consultation and an understanding of the risks will smooth the way.

Ms Haultain’s 20-year involvement with the **Victorian Foundation for the Survivors of Torture** – she is currently the chair – provides a case in point.

“It’s very difficult for us to talk about clients. And the clients who are of most interest in the news are generally also the most vulnerable.”

This means not just people in Australia, but their families and connections in places such as Afghanistan, Iraq and Syria, who could be affected by media reports.

Similar issues affect organisations working on domestic violence, with wards of the state, in disability care and in many other sectors.

“That’s why it’s best if groups take control of their own story-telling, rather than inviting big media in. That media will always want to talk face-to-face with an individual. And that’s for good

reason. It’s an extremely powerful device, and that’s what media thrives on.”

She says it’s fantastic if you’re able to work with the media in mutually beneficial ways, but options include blurring identities and creating “composite” characters who maintain your not-for-profit’s “fundamental truth”.

Why good comms may be your duty

Not-for-profits often find themselves at the centre of an increasingly politicised and divisive environment on matters ranging from asylum seekers to the environment to sex and gender issues.

And given mainstream media’s insatiable appetite for “controversy and disagreement”, Ms Haultain says it’s possible for an organisation to make “a very quick pole vault into the public consciousness” with controversial comments.

Ms Haultain says the trick is to be able to “create that nuance” of an appropriate voice amid all the chatter.

“If you can put a view that’s not hysterical, that’s well-researched, well-considered, and comes from a source of real and long experience, I think you’ll be taken seriously.”

“In many instances NFPs may have a duty to do so, as the people with that wealth of insight. It bothers me sometimes that there’s a lot of complaint about media treatment, but a lack of willingness to actually engage with it.”

And now more than ever before, not-for-profits have the power to tell their stories.

“You don’t need to wait for the tellie or print any more ... and that direct communication is having a really profound effect.”

More

Extended version of this interview

Video: Watch the interview

Policy bank: Communications policy templates

Victoria Law Foundation grants: Up to \$3000 available for hosting a Law Week event in May ■

Sophisticated, cashed-up, feared – how GetUp grabbed your attention

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

It's no accident that GetUp is arguably the most powerful not-for-profit in the country. It has run grassroots campaigns in every state and territory and on every media platform that matters.

It's picked battles on issues such as health funding, climate change, coal mining, human rights and marriage equality – battles it has every intention of winning. Politicians are rightly afraid of GetUp's ability to knock them out of their seats.

GetUp is unapologetically political in its approach to issues, and not at all afraid to take sides. GetUp pitches itself as progressive and independent and claims the backing of “more than a million people” pushing to “bring participation back into our democracy”.

That political stance – including opposing specific politicians and parties depending on the particular campaign – means GetUp can't qualify for the tax-deductible gift recipient (DGR) status cherished by other charities. Instead, it's gathered a loyal following of supporters prepared to put their money where their mouths are.

Our Community spoke to GetUp's Impact Director, Kelsey Cooke, for the inside track on the organisation's campaigning successes.

Give us a taste of your latest campaigns.

2017 was a huge year for GetUp. As a member-led, grassroots digital movement, we've scaled up our efforts in the past year to win more campaigns than ever.



GetUp Impact Director Kelsey Cooke at a vigil for refugees

For a number of years, GetUp has been working with the Stop Adani movement to protect our land and water from the proposed Adani megamine in Queensland. GetUp members mucked in for an incredible rapid-response effort in the Queensland election campaign, quashing the plan to lend billionaire miner Adani \$1 billion in taxpayer funds for the project. Hundreds of people hit the phones to speak to voters, and urged them to vote against the loan.

We successfully campaigned alongside multicultural communities to stop some of the worst legislation proposed in 2017, including proposed changes to the Racial Discrimination Act, and changes to citizenship laws that would have disproportionately impacted on diverse communities. ►



And of course, GetUp members were a huge part of the campaign for marriage equality, which was an incredible win to see out the year.

What's your view about the spite you're copping from some media and political quarters?

The GetUp movement has been copping some flak from the hard-right of politics for years, and that's nothing new. In the last year or so, a number of political players have ramped up their opposition. But it's not just simple attacks: in the same breath, you have the hard-right of politics saying that GetUp needs to be stopped, while also saying that their party needs its own version of GetUp. Go figure.

The attacks on us have ramped up off the back of our successful federal election campaign in 2016, where the GetUp community targeted hard-right politicians who were blocking progress on issues the majority of Australians care about – issues like climate change, and fair funding for health and hospitals. This campaign left political players like Immigration Minister Peter Dutton clinging to his seat by a whisker. The attacks on GetUp are a sign that the hard-right of politics is deeply threatened by the work that we do. They're threatened by movements that speak truth to power, threatened by political movements that aren't party affiliated, and threatened by the meaningful relationship that civil society holds with everyday people.

But you know what they say: first they laugh at you, then they fight you.

What are methods you can deploy to create influence: both modern and old-fashioned?

One of the most under-rated tools for creating change is real face-to-face contact with MPs, particularly those in marginal seats. Don't underestimate the ►

GetUp's top tips for community groups

How can community groups and not-for-profits shape policy and campaigns – especially with limited resources? GetUp's Impact Director, Kelsey Cooke, shares her top three strategies.

1. Whatever your issue, get really clear on the achievable outcomes you want, and the decision-maker who can give them to you.

To win campaigns you've got to be in it for the long haul, so the time you invest up front to work through your goals won't be a waste. Remember, there are many ways to get the win that you want. Some roads will be long, some will be short. Whichever road you're on, get really clear on who your allies and blockers are, and the people who influence your decision-maker. There are great resources online for this kind of thinking. Check out some of the workshop guides on the website [The Change Agency](#).

2. Team up with others. Ask for help. Don't do it alone.

And when you're reaching out to others, expect the best: you almost certainly have more allies than you might imagine. If you're looking to build up more personal connections with people who can help you, or more hands-on skills, perhaps head along to the conferences of the [Centre for Australian Progress](#), or join their practical fellowship program.

3. Be clear about how everyday people can help.

Be clean, crisp, clear and compelling with your message and what you're asking people to do. Be clear about how supporters can be actively part of a solution, and plan your campaign in a way that gives supporters a meaningful and powerful way to influence the outcome. If you're just starting out in building your following for your issue, many of the tools that big campaigning organisations use are now freely available online – check out GetUp's purpose-built tool for DIY campaigning, [CommunityRun](#).



Few things are more powerful, says GetUp's Kelsey Cooke, than a group of individuals working towards a shared vision.

power of a torrent of calls from voters in an MP's local area, especially on an issue that's garnering a lot of media coverage.

In recent years, storytelling through videos has been an essential element of any effective campaign toolkit. Platforms like Facebook are increasingly prioritising meaningful content, and that's a big win for organisations creating great short videos that capture the heart of their issue. Great videos don't need to be fancy, they just need to be fresh, honest and simple, and they need to add something to the debate that wasn't there before. Globally, media outlet AJ+ has been the reigning leader of that for a while now.

How do you rate Australia's community groups and not-for-profits when it comes to advocacy in the past year?

Sometimes it feels as though a not-for-profit's work is never done, and now is no exception. Many of us are painfully aware of how far we are from living in the kind of Australia we want to be in. But I think it's fair to take a moment and recognise that community groups and not-for-profits contributed to some incredible wins over the past year. If the increased attacks on civil society are anything to go by, clearly we're doing a few things right.

Are groups always more influential than individuals?

In any social movement, recognising individuals and their unique contributions is critical. It's often the unusual things individuals bring that can contribute to incremental wins on an issue – whether they brought along volunteer time, connections to decision makers or allies, a contribution of funds or even just extraordinary zest for winning. The problem with concentrating your power in individuals is that their contribution to the campaign can often only be temporary. Few things are more powerful, and more resilient, than a group of individuals who have a shared vision and a common interest in working towards it. Individuals may move on, and when they do, they take their assets, their connections, their influence with them. But by building a group, and building a community, you build power.

What do the next 12 months hold for advocates from the community sector?

On the federal stage, it'll be an interesting year. It's possible we'll see more local by-elections depending on how the MP citizenship fiasco pans out, as well as state elections in a few pockets of the country. Many of these races will turn into mini-referendums on issues that are resonating locally, but playing out nationally. Both will be an opportunity for community groups to get involved.

We'll certainly see some big decisions on the ►

government's priorities for spending in the federal budget in May, and the Labor Party will hold its national conference in the middle of the year, which may be the last chance for them to make significant policy platforms before the next federal election is held. 2018 could well be a year without a federal election, which means it's a good time for the community sector to be focusing on what they want to see political parties deliver for them, and planning out effective campaigns. By the time the federal election rolls around, it'll be a scramble.

As not-for-profits and community groups, we also need to be heading off any attacks on us. There's legislation before Parliament now that could lead to significant changes to how community groups operate. It's reminiscent of legislation that came into effect in the United Kingdom in 2014, where charities are still spending precious time and energy trying to repeal or amend the laws, and wrestle back their right to advocate freely.

Here in Australia, we need to make sure we don't follow in their footsteps, and heed off any laws

that could limit the work civil society does to stand up for everyday people. Head to Hands Off Our Charities to find out more about that.

Where can community groups make the biggest difference?

Community groups often have a unique role to play in taking the voices of the local community and putting a megaphone to them in the local MP's office. It's a balancing act to manage both the time you spend working with the community you represent, and time you spend influencing decision makers. However you balance the two, for an effective campaign, be sure to build up your base of support in the community, but never lose focus on who the decision maker is and how you're influencing them.

More

[GetUp: Politics belongs to the people – 2017 in review](#) (video)

[GetUp on the marriage equality campaign](#) (video)

[GetUp on proposed ban on foreign donations](#) (The Guardian) ■



One of Australia's most beloved writers, broadcasters, podcasters & pollie-watchers turns her eye to what it means to put communities in control

Annabel Crabb

May 28, 2018, 12pm

communitiesincontrol.com.au



Pulse Poll: Taking the pulse of the community sector

Our newest survey is about advocacy. Tell us what you think:

**Are Australian not-for-profits primarily service providers or activists?
Or are they both? And what should they be?**

Take the poll: <https://www.surveymonkey.com/r/ZYBWGS3>

"I work for Tuberous Sclerosis Australia. Our "services" work is providing information and support for people living with tuberous sclerosis. We have been involved in two styles of systemic advocacy: submissions to specific policy decisions such as listing of medicines for tuberous sclerosis on the PBS; working with our health professionals to improve health services.

This work tends to be episodic and opportunistic, so I'd say our services work is more constant. We find it harder to attract funding for systemic advocacy work, so we are somewhat constrained by funding. If a forward thinking philanthropist gifted us even \$30,000 per year for five years to work hard at some of our systemic advocacy goals, we could accomplish a lot.

And to add a note of clarity around advocacy. I find it useful to distinguish between 'systemic advocacy', which aims to change a system or policy to improve things for everyone, versus 'individual advocacy' which aims to help an individual get the services etc they need."

Clare Pinkerton Stuart, via Facebook

"I'm involved with four organisations (one community housing, three sporting), all of which primarily provide services. However, I think that it is now a vital role for any organisations to also be good advocates... Poor committees/boards complain that no one helps them, good ones propose solutions that work for everyone."

Lucinda Doughty, via Facebook

December poll results: 2018, International Year of What?

Last edition, we asked you to fill in the gap left by the United Nations in not officially proclaiming any global theme for 2018, **as they usually do**. You spoke up for general goodness (International Year of Kindness, International Year of Generosity, International Year of Care), for the downtrodden (International Year of the Small Voice), and for those who can't speak for themselves (International Year of the Clean and Healthy Planet, International Year of Animals).

But our favourite? 2018, International Year of Community Organisations Pulling Rabbits Out of Our... Err... Well... I Think You Get It.

The United Nations is yet to name the year, but we'll be submitting all your suggestions for consideration. ■



Power to the people: creating change from the ground up

There’s more than one way to win a spat, and if you’re working to create change in your community, you need to be adept at all of them. Politics is a competition of ideas, and the community sector can’t shy away from that – no, it must be in the thick of it.

At Communities in Control 2017, we heard from

five weary veterans and charged-up crusaders on how to mobilise the grassroots and get them rallied and ready for the many battles ahead.

Below is just a taste of what they had to say during a high-energy panel session called “Power to the people: creating change from the ground up.”



Matthew Phillips, human rights coordinator, GetUp!

Sometimes we get hung up on talking through technicalities. We’re preoccupied with engaging in the kind of discourse that we understand amongst each other, but we fail to communicate what we mean, urgently and compellingly, to the public. In part, that question can be answered through the way that we communicate our campaigns, communicate our values, in a way that enlists people in support.



Rodney Croome AM, equality activist

I know it’s a bit of a cliché when people say, “Oh, personal stories make the difference,” but in my experience, over 30 years, I’ve found those personal stories are crucial. In the case of marriage equality – where, to begin with, there were many people who didn’t quite understand what the reform was, and now where there are a few people stridently trying to stop it – personal stories have a really, really important role to play. As activists, as advocates, we have to make space in all the heated debates for those people to come through and talk quietly about why this matters to them.



Luke Hilakari, secretary, Victorian Trades Hall Council

The personal story counts, whether it’s your own story or a story of your occupation – firefighters talking about emergency services, say, or doctors doing the same thing, teachers talking about education. You have that opportunity too. You come from these amazing community organisations, and you’ll be trusted absolutely on the areas in which you do your work and give advice. That’s the place you need to come from. Don’t come from the domain of facts and science, because you won’t convince a soul. Tell the personal story of the people you’re working with. ►



Katerina Gaita, Climate for Change

Social diffusion theory – I don't know if you're familiar with it – describes how change passes through society. It starts with a small group of people who we call innovators. They come up with an idea. They're the guinea pigs who try it out. If that succeeds, the next group of people see it and they take it on. They're called the early adopters, the trendsetters. They're the ones who really get something going. When enough of them have taken it on board and talked to people so that they know about it, the next group of people, called the early majority, take it on. They're the critical mass that you need for any change.

What that tells us about changing anything, whether it's society or your school, is that the people we need to engage are not the deniers. The people we really need to engage are the majority of the population, who would say, "Yes, climate change is real. It's serious. We should be doing more. Australia should play a leading role. Even at some cost." Most people in Australia would answer yes to all of those question on a questionnaire.



Sonja Hood, CEO, Community Hubs Australia

We can bypass an awful lot of that political process if we stop being so hung up on what they're [politicians are] saying about each other. Because that's all they're talking about. They're talking about each other. They're not talking about us half the time. Leave the airspace to the issues that really do need regulatory change. But the rest of us, I think, in the meantime, could be just getting on with the change in our communities.

More

Read a transcript of the whole panel session [here](#).

Watch the panel session on YouTube [here](#).

Register for Communities in Control 2018 and stoke the fire in your belly [here](#). ■



2018

COMMUNITIES IN CONTROL

Not-for-profit sector Conference, 28-29 May 2018

*“Very inspirational.
Very aspirational.
You have stretched my
thinking like nothing before.”*

Past conference attendee

Inspiring speakers :

Annabel Crabb

Professor Gillian Triggs

Stan Grant

Jamila Rizvi

Philip Wollen

Hugh Mackay

and more!

Book now:

communitiesincontrol.com.au



Your two-minute NFP news digest

Mind the gap

“It takes just four days for a CEO from one of the top five global fashion brands to earn what a Bangladeshi garment worker will earn in her lifetime.”

Inequality is on the rise, and Oxfam’s latest briefing paper calls for leaders to address it. The report finds that citizens’ speech is being muffled, tax breaks are being pushed for the rich alone, and working conditions are declining. *Reward Work, Not Wealth* advocates for regulation to ensure the protection of individual rights, a reinvention of the private sector to distribute wealth and power to all workers, and a stronger onus on governments to ensure that taxation and spending reduce inequality.

Read the briefing paper [here](#).

Taking it to the top

“This proposed legislation would significantly harm the ability of charities to speak out about the work they do, whether it’s helping the homeless or protecting the environment.” – Hugh de Kretser

The Human Rights Law Commission’s executive director tells *The Guardian* that the Turnbull government’s proposed ban on foreign donations, if it passes Parliament, is likely to face a challenge in the High Court on the basis of the Constitution’s implied freedom of political communication.

[Full report.](#)

Top five charity digital campaigns of 2017

Health-related charities took out all the top spots on an honour roll created by the UK-based Charity Digital News to recognise excellent digital campaigns of 2017. Check them out for strategies and creative approaches to inspire you in your own digital work this year [here](#).



Careful, they might hear you

“We desperately need to find ways to fund advocacy in Australia – we self-fund it in my organisation, but it’s really hard. Places like the US have a much better tradition of trust/foundation/philanthropic funding for advocacy – sorely lacking here in Australia.”

– Survey respondent

Australian NGOs have fallen into a pattern of self-silencing, according to new survey-based research by Associate Professor Sarah Maddison and Dr Andrea Carson from the University of Melbourne for Pro Bono Australia and the Human Rights Law Centre. Their report, *Civil Voices: Researching Not-for-profit Advocacy*, found that many not-for-profits are “treading very carefully in their advocacy work [lest] they risk financial security and political retribution.”

[Full report](#)



Crystal ball gazing

“Voice-activated giving (‘Alexa, donate \$10 to the Community Disaster Fund’) will make headlines.” – Lucy Bernholz

In her annual not-for-profit industry forecast, the Stanford University researcher predicts financial technology (“fintech”) and digital privacy issue will be big in philanthropy circles in 2018. And under the banner “big ideas”, she posits that civil society offers an immune system for democracy, saying it is a critical factor in a healthy system, and requires its own maintenance.

[Read the blueprint.](#)



C is for cookie conflict

“Our muppets are our secret weapon, because these muppets have the ability to appeal and to engage children all over the world.” – Sherrie Westin, Sesame Workshop

Sesame Workshop, in partnership with the International Rescue Committee, is the winner of 100&change, a US\$100 million grant aimed at solving the most critical problems of our time. The grant will be used to educate young children displaced by conflict and persecution in the Middle East.

[Full story](#)

Billions to be lost in taxing times for American charities

US charities face a big financial hit in 2018 as a result of President Trump's new tax package. Are Australian organisations vulnerable to similar changes? Our Community's thinker-in-residence, Chris Borthwick, considers.

The biggest division in the Australian community sector is between the organisations that have deductible grant recipient (**DGR**) status – which means they can offer tax breaks to donors – and those that don't. There are about 500,000 not-for-profits (NFPs) in Australia, of which about 180,000 have some form of incorporated legal status. There are only 20,000 DGRs.

The decision to grant DGR status is up to the Tax Office, on the basis of arcane English case law dating back to the time of Queen Elizabeth I. Among NFPs, DGRs are likely to be older, larger, richer, and engaged in direct services. Small, innovative groups have a harder time getting on the list.

The new head of the ACNC, for one, isn't sure that the tax status of all DGRs is justified. Gary Johns wrote in his 2014 book *The Charity Ball: How to Dance to the Donors' Tune*:

"...the case for exempting donations to churches, museums, opera houses, community centres, public parks, universities, elite private schools from taxation may be questionable..."

Anyway, we're about to see the outcome of a fascinating experiment that's highly relevant to Australian not-for-profits. It's taking place in the USA, but it's still worth a look, and it concerns the new Republican tax bill.

Most American taxpayers, when they file their tax returns, have a choice in the way they calculate their deductions:

(a) They can claim a "standard deduction", which is a set dollar amount subtracted from

income before tax payable is calculated. In 2017, the basic standard deduction for individual taxpayers was US\$6350.

or

(b) They can claim "itemised deductions", which means claiming specific tax-deductible expenses. This second option is similar to the Australian system.

The new tax bill will almost double the standard, automatic deduction, increasing it to US\$12,000. In effect, it's a big tax cut.

It's estimated that about 94% of Americans will claim the standard deduction in 2018, up from about 74% now. This means that for about 94% of Americans, there will be no tax incentive to donate to charity.

This is because they can't claim the standard deduction and claim donations to charity on top of that. They have to choose either the standard deduction or itemised deductions. The vast majority will get a bigger tax break from the standard deduction than from itemised deductions, so they'll choose the standard deduction.

There's nothing to stop people who choose the standard deduction from making charitable donations, but there's no tax advantage in doing so.

In addition, changes to the inheritance tax mean the tax advantages of leaving bequests to charity have been wiped out for anyone who has less than US\$10 million to give away. ►



The combined effect of these changes, plus a decrease in the top marginal tax rate, comes in at up to US\$24 billion per year in lost charitable donations, according to the Council on Foundations. In a total donations pool of about US\$258 billion, that could represent a loss of nearly 10%.

What would happen in Australia if we similarly cut back on the tax advantages of charitable donations? Would we lose 10% of donated funds, or less, or more?

It could be more. On the online donations platform **GiveNow**, about 30% of each year's donations are made in June, at tax time. If June was like other months, that would be a drop of around 25% in the total take.

Why do Australians think this way? It's not as if we make money giving to DGRs; we just lose slightly less than we otherwise would. Regardless, we do respond to the government's financial endorsement of our decision to donate.

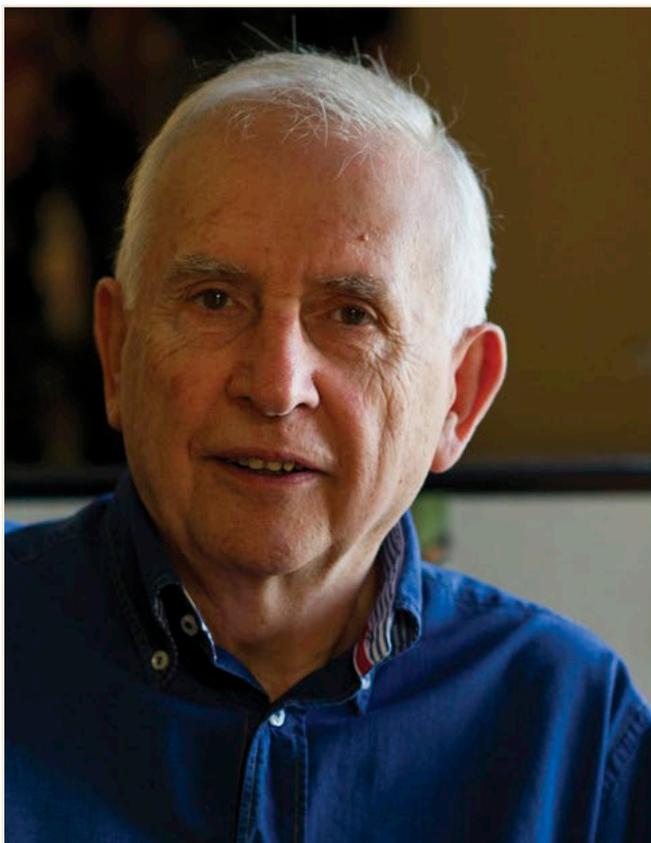
It's difficult to argue that the current DGR rules are optimum, or based on any rational foundation, but it's likely that any sudden change would bring carnage.

In America, **it's been suggested**, under the new rules there, "... charity could become less of a middle-class enterprise and a more exclusive domain of the wealthy, who tend to give to arts and cultural institutions, research facilities and universities. Their use of the charitable tax deduction is less likely to be affected by the new law."

Just in case, Australian not-for-profits should start thinking about how they can persuade Australian citizens to unlink their charitable giving from the idea of tax minimisation.

More

Explainer: Why are donations to some charities tax-deductible? (The Conversation) ■



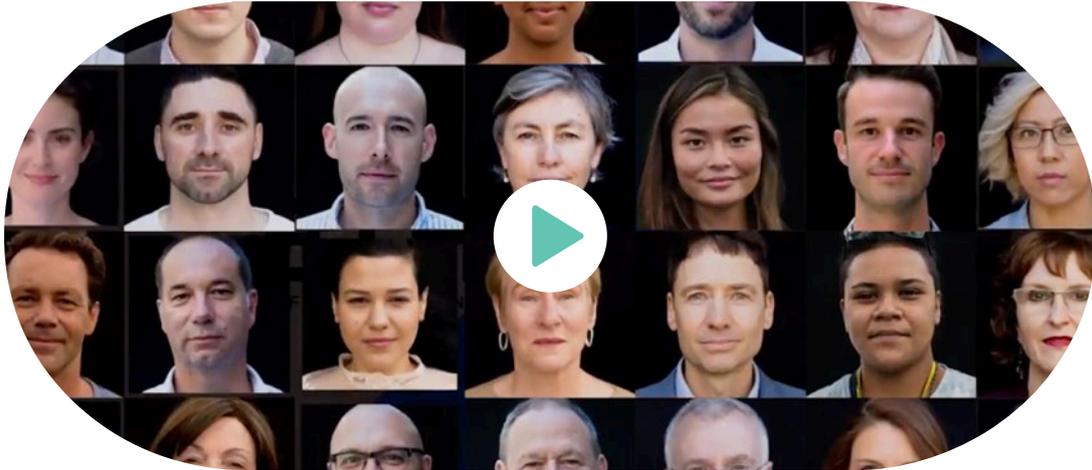
The state of the nation starts in your street

Hugh Mackay

May 29, 2018, 11.30am

communitiesincontrol.com.au





Video: We all face tough decisions from time to time.

Ethi-Call: operators standing by to take your call

Should my community group accept a much-needed sponsorship offer from a business that doesn't share our values? Should I tell our staff that the organisation is considering redundancies? – or should I at least tell the person who's about to apply for a home loan? Is it okay to breach a client's privacy by sharing information I have about her if I think it will protect her from harm?

Ethical dilemmas confront all of us from time to time, and not-for-profit staff, board members, clients and volunteers are no exception.

Anyone seeking expert, impartial guidance to work through an issue from an ethical perspective can contact Ethi-call, a free, independent, national helpline available to all.

When you speak to an Ethi-call counsellor, you'll be talking to someone trained to take you through a series of questions that will help shine a light on the problem you're trying to solve. They won't give you the answers, but they will provide tools you can use to get to a decision that's right for your circumstances.

This decision making process is unique to The Ethics Centre, making it the only service of its kind in the world.

Ethi-call is available day and night, seven days a week. Anyone can book an appointment for a private one-hour call.

Visit www.ethi-call.com. ■



Catherine Brooks and the team at Moores are helping NFPs come to grips with the child abuse royal commission's final report.

Community orgs grapple with royal commission child safety recommendations

BY CATHERINE BROOKS, PRINCIPAL, MOORES LEGAL

At Moores, we've been poring over the final report of the Royal Commission into Institutional Responses to Child Sexual Abuse since it was handed down on 15 December 2017. Now we bring you our analysis and preview our updates to our existing Child Protection Toolkit, which will be published very soon.

But first, a note of thanks.

Major reform is already happening, and will continue to happen, because of the bravery of survivors and reporters of child abuse

More than 16,000 individuals contacted the Royal Commission, and more than 8,000 personal stories were shared in private sessions. For survivors, telling their stories required great courage and determination.

The negative impact of child sexual abuse meant

many individuals were no longer alive to tell their stories in person. The families and loved ones of those people came forward to share the harrowing realities.

The survivors deserve the nation's thanks. Let's make sure their work is not wasted. Let's bring about real reform.

Recommendations – National Child Safe Standards

In the table on the next page, we've itemised the Royal Commission's recommended national Child Safe Standards. For comparison, we've shown Victoria's existing standards.

The only other state with similar standards in relation to child safety is South Australia – but these standards are more prescriptive and limited. For a full breakdown of existing laws and how they apply to your organisation, refer to the free [Child Protection Toolkit](#). ►



<i>Royal Commission’s recommended Child Safe Standards</i>	<i>Victoria’s legislated Child Safe Standards</i>
Child safety is embedded in institutional leadership, governance and culture	Strategies to embed an organisational culture of child safety, including through effective leadership arrangements (Standard 1)
Children participate in decisions affecting them and are taken seriously	Strategies to promote the participation and empowerment of children (Standard 7)
Families and communities are informed and involved	
Equity is upheld and diverse needs are taken into account	
People working with children are suitable and supported	Screening, supervision, training and other human resources practices that reduce the risk of child abuse by new and existing personnel (Standard 4)
Processes to respond to complaints of child sexual abuse are child focused	Processes for responding to and reporting suspected child abuse (Standard 5)
Staff are equipped with the knowledge, skills and awareness to keep children safe through continual education and training	Screening, supervision, training and other human resources practices that reduce the risk of child abuse by new and existing personnel (Standard 4)
Physical and online environments minimise the opportunity for abuse to occur	Strategies to identify and reduce or remove risks of child abuse (Standard 6)
Implementation of the Child Safe Standards is continuously reviewed and improved	
Policies and procedures document how the institution is child safe	<p>A child safe policy or statement of commitment to child safety (Standard 2)</p> <p>A code of conduct that establishes clear expectations for appropriate behaviour with children (Standard 3)</p>





Next steps

The Royal Commission's recommendations are just that – merely recommendations – and the proposed national standards will come into effect only if the federal and state governments pass relevant legislation.

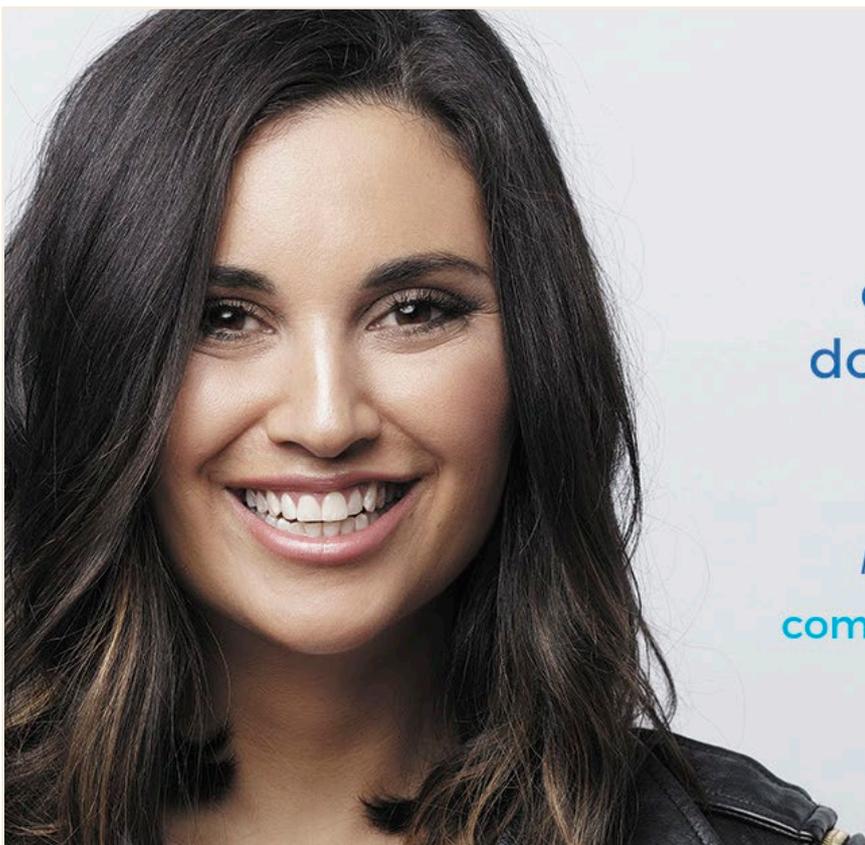
The federal government announced in December 2017 that it would provide a full response to the Royal Commission's final report sometime in 2018, and so this is the next milestone to look out for. Then we will know a lot more about which recommendations will be enacted (including the national standards), and how this will affect community organisations.

More information

Moore's will be issuing regular updates on the progress of proposed new legislation, and on how it applies to specific sectors, such as schools, sporting bodies, and churches and other religious institutions. To subscribe to these updates, [click here](#). ■



Moore's is an Our Community partner.



Not just lucky:
why women
do the work but
don't take the credit

Jamila Rivzi

May 29, 2018, 9.30am

communitiesincontrol.com.au



CommBank update

BY JULIENNE PRICE, HEAD OF SCHOOLS AND
NOT-FOR-PROFIT SECTOR BANKING, COMMONWEALTH BANK



Not-for-profits have experienced their fair share of challenges over the years, but the sector continues to meet them head-on, demonstrating the resilience and optimism that have become its hallmarks.

Two of the biggest changes currently affecting not-for-profits are the National Disability Insurance Scheme (NDIS) and the reform of social housing. As these two major social transformations are implemented, let's look at some of the major milestones in store for 2018.

NDIS

It's incredible to think that the NDIS has been operating in some parts of Australia for more than three years. It continues to bring significant challenges, as those working in the sector transition from a pre-funding to a post-funding model driven by consumer choice.

In speaking with disability service providers across Australia, we've found that the most challenging areas are still:

- Cultural transition within organisations
- Modifications to customer management systems
- Meeting the need for marketing and business development skills
- Financial literacy training
- Cash flow management, tools and training.

To support the sector as it faces these issues, 2018 will see the NFP team at CommBank deliver its new "Change Makers Forums", where we'll be exploring strategies for success under the NDIS. I look forward to sharing results and insights from these forums over the coming months. ►



A step closer to affordable housing

The provision of affordable housing and the revitalisation of public housing is a problem for many governments around the world. In the United States, for example, initiatives to help combat the problem have included **Moving to Opportunity for Fair Housing**, and **Choice Neighborhoods** – a holistic program that aims, firstly, to replace public and assisted housing with high-quality mixed-income housing, and secondly, to introduce support services for youth. Its other goal is to encourage public and private reinvestment in schools and commercial activity.

As Australia tackles the growing shortage of affordable housing, 2018 is expected to see:

The next release of community housing to community housing organisations and developers, in an effort to speed up the supply of new housing and affordable dwellings.

The establishment of the National Housing Finance and Investment Corporation (NHFIC) to operate an affordable housing bond aggregator, which will provide cheaper, longer term financing to community housing providers and developers.

Having a secure place to live is one of the key pillars to achieving economic security and prosperity. However, as overseas experiences have shown, it's important for housing programs to be supported by comprehensive plans to ensure access to entry-level jobs, the availability of good schools, and support services for young people and their families, in order to achieve broader social benefits.

2018 is shaping up to be another year full of changes. The innovative spirit that characterises not-for-profits means the sector is well placed to meet these challenges, and in so doing, to continue to support and deliver services to those most in need. ■

CommBank is an Our Community partner.

“The personal is political, so when I call myself a disabled woman I am aligning myself with the respective social justice movements.

It is a conscious deliberate and pride filled choice, one that I do not wish to have corrected or erased by others.”

Jax Jacki Brown

May 29, 2018, 11am

communitiesincontrol.com.au





Our Community House to mark new chapter of social change

Our Community last week announced a landmark project to accelerate social impact in Australia.

“Our Community House” will bring together in one building some of Australia’s leading not-for-profit organisations and social sector change-makers, working alongside a team of social-good data scientists and communicators, as well as a select group of socially minded businesses.

Our Community, an 18-year-old social enterprise and highly ranked accredited B Corp, will be the anchor tenant and project manager. The organisation, whose paid products and services cross-subsidise a range of free and heavily subsidised services for not-for-profits, will relocate its 60 staff to the new inner-city Melbourne building in late 2018.

“In many ways, OC House will be defined by what it’s not,” said Our Community founder and group managing director Denis Moriarty.

“There won’t be beanbags and slides. This is not a space for boys with MacBooks and ‘move fast and break things’ agendas. We’ll be harnessing the hard-won experience of those who have forged a career in the social sector and throwing in some youthful enthusiasm to create the

sort of change that builds a more functional, cohesive, inclusive society.

OC House will have space for entire staff groups (large and small) and for satellite teams wanting to incubate new ideas. The tenants will pay market rates, but will get a lot more bang for their buck than they would renting elsewhere.

The OC House building will be purchased by leading businesswoman, social investor and Reserve Bank director Carol Schwartz (who is also Our Community’s chair and lead investor) and her husband, Alan Schwartz, businessman and chair of Philanthropy Australia. It will also be supported by Carol and Alan’s family foundation, the Trawalla Foundation.

“Over the many years that I’ve chaired Our Community I’ve witnessed the emergence of a fundamentally different work culture, one that respects its employees’ desire for an authentic life balance, while offering the opportunity to shape the world, and help others to do the same,” Ms Schwartz said.

“I have no doubt that this culture will infect anyone who works in or visits OC House.

“I’m also excited by the prospect of being involved in breaking new ground in the quest for ►



faster and more effective social change.”

Our Community is in partnership discussions with government agencies and with a leading academic institution, and has secured the support of one of the world’s leading social sector data scientists, Andrew Means, founder of Data Analysts for Social Good.

Our Community is inviting expressions of interest from not-for-profit organisations, social enterprises and socially minded businesses that would like to be involved. Space will be allocated to allow representatives of not-for-profits operating in rural and regional areas to have a Melbourne base, and for sole operators and casual users.

Tenants not only will benefit from the efficiencies created by co-location but also will be offered the opportunity to participate in and benefit from joint data, media and communications activities, and will have access to a high-level team of data scientists and social change communicators.

“Our Community employed our first data

scientist two years ago and we have since seen a distinct acceleration in the impact created by our own Innovation Lab,” Denis Moriarty said. “We want to give other social-change organisations the opportunity to experience a similar transformation.

“We’re also keen to experiment in new ideas for the physical workspace. It will be a place that responds to the realities of modern life: where women work, men share caring responsibilities, green is good, and everyone seeks meaning in what they do.

“Not-for-profits are used to getting by with second-rate equipment and facilities, but we think that needs to stop. OC House will deliver a modern working space, incorporating shared and private spaces, places to meet, eat, train and celebrate, and clever, passionate people brought together by a common desire to create a better world.”

Interested in being part of Our Community House? To find out more, go to www.ourcommunity.com.au/OCHouse. ■



Memo

Data scientists seek perfect match

Even before Our Community House has opened its doors, Our Community is already creating opportunities for collaboration with other social-change organisations.

Right now, Our Community is looking for a project to feed to our Innovation Lab, one that our data scientists can sink their teeth into – at no cost to your organisation.

The organisation whose idea is selected will get the benefit of free data science knowledge and expertise. The project will help Our Community to understand the types of data problems our members have, and exercise our team’s skills in solving them.

For more information, go to www.ourcommunity.com.au/general/general_article.jsp?articleId=7363.

To apply to be part of this innovative project, go to <https://innovationlab.smartygrants.com.au/nfp-data-project>.

Meet the new Community Directors Council

Ten top not-for-profit advocates and thinkers have joined the former chief of the Australian Charities and Not-for-profit Commission (ACNC), Susan Pascoe, as foundation members of the Community Directors Council.

The new advisory arm of the Institute of Community Directors Australia (ICDA) – which represents thousands of community board members – brings a wealth of talent, experience, skills and gumption to the organisation.

They've held senior roles in government, in business and at the coalface of community organisations, and they bring specialist knowledge of not-for-profit law, finance, governance, theory and change management to the table.

The new board will comprise:

- Susan Pascoe AM (chair), inaugural commissioner, ACNC; chair, Australian Council for International Development; chair, Certification Advisory Board, Principals Australia Institute
- Emeritus Professor Myles McGregor-Lowndes, Australian Centre for Philanthropy and Nonprofit Studies at Queensland University of Technology Business School
- Professor Kristy Muir, CEO, Centre for Social Impact; professor of social policy, University of New South Wales
- Professor Cynthia Mitchell, deputy director, Institute for Sustainable Futures, University of Technology Sydney
- Jahna Cedar, executive officer, Gumala Aboriginal Corporation
- Dr Sonja Hood, CEO, Community Hubs Australia
- Jodi Kennedy, general manager, Charitable Trusts and Philanthropy, Equity Trustees
- Sheena Boughen, culture strategist, community activist, arts leader
- Pablo Alfredo Gimenez, social enterprise development manager, Centre for Participation
- Catherine Brooks, principal and workplace relations specialist, Moores Legal
- Anne Cross, former CEO, Uniting Care Queensland; adjunct professor, School of Nursing, Midwifery and Social Work, University of Queensland ▶



Susan Pascoe, chair of the Community Directors Council, with Denis Moriarty, group managing director of Our Community.

Picture: Matthew Schulz



The council's role will be to provide high level governance advice to ICDA and to advocate for the needs of community directors, Ms Pascoe said.

“Given the eminent nature of the members of the board, I'm really hoping they will be able to use their knowledge and their skills and their creative ideas to collectively enhance good governance training in the not-for-profit sector in Australia. I would like to see ICDA become a beacon – a badge of recognition – of good training, good capacity and good governance in Australia.

“My time with the ACNC and elsewhere has shown me charities and not-for-profits really are the engine room of our nation's generosity, culture and the Australian 'fair go' spirit.

“Ensuring those organisations are well governed is so important, and community directors have a crucial role in making that happen.

“The Institute of Community Directors Australia, as its name suggests, has always considered the needs of community directors first.

“And, while similar, those needs aren't always the same as those of company directors. That's

why this council has become an essential and necessary addition to the institute, and I have no doubt our members will benefit.”

Among the council's early tasks will be:

- Steering the ongoing development of ICDA's Diploma of Business (Governance), the nation's only diploma-level governance qualification
- Guiding the development of the institute's extensive resources, training program and events program, including the annual national conference
- Building a powerful network of interests to best advocate for community directors in every sphere.

The council will meet for the first time this month at ICDA headquarters in Melbourne.

ICDA is one of the eight arms of **Our Community**, the social enterprise set up to help the country's 600,000 not-for-profits.

More

Video: Susan Pascoe outlines her vision for the council, the top issues for not-for-profits, and the right to advocate. ■



Training

Prize-winning women set to make their mark in NFP governance

Women from across Australia working in the not-for-profit, government and corporate sectors have put their hands up for a scholarship opportunity that will enable them to learn more about governance and leadership through Australia's only accredited not-for-profit governance course.

Late last year, the Institute of Community Directors Australia, in partnership with the Women's Leadership Institute Australia (WLIA), launched the annual Diploma of Business (Governance) scholarship round for women, offering 25 scholarships of \$1000 each towards the cost of the Diploma.

The group managing director of Our Community, Denis Moriarty, and the chair of WLIA, Carol Schwartz AM, were blown away by the calibre of the applicants and dramatically increased the number of scholarships on offer, awarding the opportunity to 85 outstanding candidates.

Stay tuned for profiles of some of these trailblazers – and details of our next scholarship round – in future issues of *Our Community Matters*.

More: Learn about the **Diploma of Business (Governance)**, available nationally.



Decision less taxing on community directors' decisions

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

Community directors can breathe more easily following a significant tax ruling brokered by Our Community's Institute of Community Directors Australia (ICDA).

In a big win for not-for-profits wanting to raise funds, the tax office has confirmed that all ICDA members will automatically be conferred the status of "responsible persons".

The decision is critical for those wanting to manage public ancillary funds, special funds used to connect donors and organisations able to receive tax deductible donations.

That's because tax law guidelines, since 2016, have mandated that boards or executive committees handling these public funds must be composed of a majority of "responsible persons".

The deputy tax commissioner's ruling found that "all registered members of ICDA will meet the requirements to be considered or to act as responsible persons".

Our Community Managing Director Denis Moriarty welcomed the decision, which he said would provide greater certainty for organisations managing such funds.

"ICDA members provide invaluable assistance to a wide range of not-for-profit organisations in every state of Australia, and have clearly demonstrated, through their commitment and selfless effort, their responsibility to the community."

He said that ICDA members' "awareness of their legal and societal responsibilities would seem more than comparable to that of other categories of responsible persons."

Other individuals often conferred with the status include school principals, judges, religious practitioners, solicitors, doctors, mayors, councillors, town clerks and MPs. ■

CLASSIE 2.1: new and improved

BY KATHY RICHARDSON, CHAOS CONTROLLER, OUR COMMUNITY

Late last year, Our Community released a new version of CLASSIE, the data classification system that underpins an exciting array of data analytics projects.

With CLASSIE, Our Community aims to get government grantmakers, philanthropists, not-for-profit organisations, businesses, social investors, donors – anyone who’s contributing money to create change – to start speaking the same language. It’s the first crucial step in the march towards evidence-based practice and accelerated outcomes.

Our vision for CLASSIE is that ultimately, it will provide all those groups and individuals with information on what actually works. Which means donors will be able to see beyond the numbers – beyond which charity spent how much on how many blankets for homeless people, for example – and instead find out which outcomes were the most successful.

We’re under no illusions about the difficulty of what we’re trying to achieve with CLASSIE. Outcomes classification is the toughest nut to crack, and our international investigations reveal that no one has got there yet, though many are trying. We’re confident we’ll get there, and when we do, we’ll see truly useful insights emerge, providing the underlying conditions required for a massive collective acceleration of positive social change.

Latest features

The newest release of CLASSIE (Version 2.1), now available in the **SmartyGrants** online grants management system, incorporates feedback

received by grantmakers and others since November 2016. For example, we’ve added new subjects, such as:

- Business and industry > Research and development
- Music > Electronic music
- Diversity and intergroup relations > Reconciliation
- Diversity and intergroup relations > Social inclusion
- Community and economic development > Place-based interventions

And we’ve added new population groups, such as:

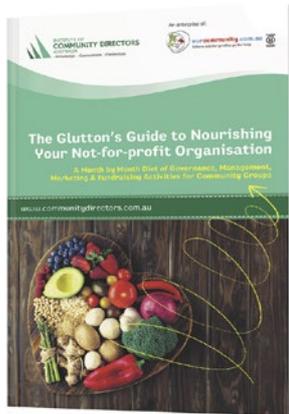
- Victims of crime and abuse > Victims of human trafficking
- Victims of crime and abuse > Victims of sexual abuse
- Victims of crime and abuse > Victims of domestic and family violence

You can view the full list of CLASSIE changes, download the spreadsheets, sign up for CLASSIE updates, or provide feedback at www.ourcommunity.com.au/CLASSIE.

More

CLASSIE [video explainer](#). ■

New books from Our Community



The Glutton's Guide to Nourishing Your Not-for-profit Organisation

132 pages; paperback; \$36 inc postage within Australia

This book aims to help your organisation to plan its annual activities.

But it's more than a dull roster of tasks you have to tick off to meet your bare minimum regulatory obligations.

It's a year's worth of ideas, tips and resources designed to help you get the most out of your meetings, your activities and your people, much of it presented as easy-to-digest lists.

For example, the March chapter brings a board review checklist; seven tips for grantseekers; seven free marketing methods; seven ways not to get robbed blind; and seven innovation drivers.

Ultimately, all the activities are all aimed at helping your organisation to do one thing: to fulfil its mission.

And the title? This is a book you can gorge yourself on. Bon appétit.

[Buy it here.](#)



Recruiting for Your Not-for-profit

96 pages; paperback; \$36 inc postage within Australia

Recruitment: it's a minefield. In between updating position descriptions, conducting interviews, checking references and negotiating salaries, how's a time-strapped not-for-profit to get any other work done?

This book highlights the importance of taking a strategic, structured approach to recruitment, and walks readers through the process step by step, particularly as it applies to NFPs.

Co-written by Our Community and legal firm Moores, which has an inhouse team of lawyers dedicated to not-for-profits, the book explains how to undertake best-practice recruitment and avoid pitfalls such as discrimination claims.

Specialist subjects such as recruiting a CEO, and recruiting volunteers and interns, are covered in detail.

And sample policies and templates covering topics such as selection criteria, interviews, reference checking and induction are handy inclusions.

[Buy it here.](#)



Meet the trainer: Richard Edge

What courses and webinars do you teach for Our Community?

I'm fairly new to Our Community, but so far I've conducted training sessions or webinars on governance, grant writing, fundraising and strategic planning. Later this year, I'll be teaching the Diploma of Governance too. And I've been zipping around regional Victoria conducting governance sessions with local cemetery trusts.

You're also an actor. What do teaching and acting have in common?

Although I did train and work professionally as an actor, I have been a teacher and a trainer for the past 11 years. My acting background has helped me as a trainer; both are performances. There's a lot of crossover. Both bring the challenge of translating content into something that engages an audience, has an impact on ►



them and stays with them. I've seen some truly great acting by teachers in a classroom or training room – but they don't get applause at the end. I guess that's the main difference.

If all the world's a stage, and all the men and women merely players, why should we bother with further study?

To answer Shakespeare with Shakespeare: "A fool thinks himself to be wise, but a wise man knows himself to be a fool." There's always something new to learn.

What's your own involvement in the community sector?

I've dabbled in the commercial and public sectors. In terms of community, I was on the board of a professional theatre in New Zealand, where I grew up. I've taught in public secondary schools, I've sat on various committees and I've been involved in a lot of community arts events and groups over the years.

I'm in awe of the length of service and commitment to the community of many of the delegates in my training sessions.

Tell us about the last time you had stage-fright.

Other than those jaw-clenching "What's my first line?" moments just before I walked on to the stage on opening nights, I'm relieved to say I've never had stage fright. I'm always a little nervous before standing in front of a training session, but I think that's a good thing. To me, it shows I care about the outcome.

What's your teaching style? How many costume changes does it take?

I've always tried to keep my costume as casual as possible.

I think we should take what we do very seriously, but not take ourselves too seriously, and that's reflected in how I teach. I like to laugh, to enjoy what I'm doing, and to make sure everyone else feels the same way.

I also like to give very clear context and reasons for why we are doing the thing we are doing. People are more likely to retain information if they can see the reasons behind it and the practical application.

What's the most significant lesson you've learned outside the classroom recently?

People will tell you more if you give them time to volunteer information by listening in silence rather than prompting with questions.

If you could stage-whisper just one thing about community sector governance, what would it be?

"Remember why you are doing this."

Who would you cast to play you in a bio-pic? Why?

Gary Oldman, Ed Norton and Jake Gyllenhaal do very interesting things with the characters they play. But there are far more interesting people to make a film about than me. Perhaps an action figure though...

Anything else you'd like to tell us?

"This above all: to thine own self be true. And it must follow, as the night the day, thou canst not then be false to any [one]." ■

Upskill

Expand your network – and gain a diploma

Enrol Now

Make 2018 the year you upgrade your qualifications and expand your network by studying for a Diploma of Business (Governance). Australia's only diploma-level governance qualification is designed specifically for existing and prospective not-for-profit board or committee members and the CEOs and senior staff who work alongside them. Check out the course start dates below and then **enrol now**.

Adelaide	March 19
Brisbane	February 12, May 7, August 1, October 15
Canberra	March 19
Hobart	May 21
Melbourne	March 26, May 28, July 16, September 3, November 12
Perth	February 12, May 7, August 1, October 15
Sydney	March 26, June 18, September 3

Communities in Control 2018

Melbourne, May 28–29

Register here

The biggest and best community sector event of the year – not to be missed. For all the details, go to **www.communitiesincontrol.com.au**.

Half-day seminar: All the finance info you need, nothing you don't

Melbourne, March 14; Sydney, March 21

Enrol here

Whether you work for or serve on the board of a not-for-profit, understanding your organisation's finances is critical.

But who has time to cut through all the jargon and the numbers to get to the information you really need?

The good news is we've done it for you. We've put together a half-day seminar, delivered in plain English, that'll give you just the information you need in a way that won't put you to sleep.

It's finance essentials for the non-financially minded. All that you need (and nothing you don't) to conquer your organisation's finances, take away the confusion and leave you confident and in control.

This workshop is for:

- Staff and board members of not-for-profits who want to understand their organisation's finances.
- People who know they should know about finances, but have never actually got around to doing anything about it.
- People who want to know about finances, but don't want to be bored or made to feel stupid.

Learn how to:

- Read and understand your organisation's key financial reports
- Use financial ratios to decipher financial reports and obtain useful insights
- Cut through financial terminology ►



- Analyse a budget and understand cash flow
- Ask the key questions when looking at your organisation's finances.

Our seminar Not-for-profit Finance for Managers and Board Members runs in Melbourne and Sydney. **Enrol now.**

Workshop: Grow your community with podcasting

Melbourne, March 8

Sign up here

Why podcasting?

Australians are the third most voracious consumers of podcasts on the planet. We love listening to podcasts, whether commuting, at work, on the move, in the car, at home, doing housework or at the gym.

In a world of busyness, distraction and ever shortening attention spans, podcasts have the ability to captivate listeners for up to 45 minutes

per week. This makes them a key emerging content medium and community building tool for not-for-profits.

Podcasting is a great way to spread your message and grow your community of supporters, partners and donors. It can also be a key element in developing an integrated marketing strategy that will engage, captivate and grow your community.

In this two-hour session, Mike Davis and Drew Corby, the creators and hosts of the Humans of Purpose and Pathways podcasts, will walk you through a workshop that will empower you to create a powerful and engaging podcast series, drawing on case studies and emerging trends from around the world.

If you want to take your marketing to the next level and engage in new and emerging ways, this workshop is for you. (Note, this workshop was previously advertised for February 8, but has been rescheduled to March 8.)

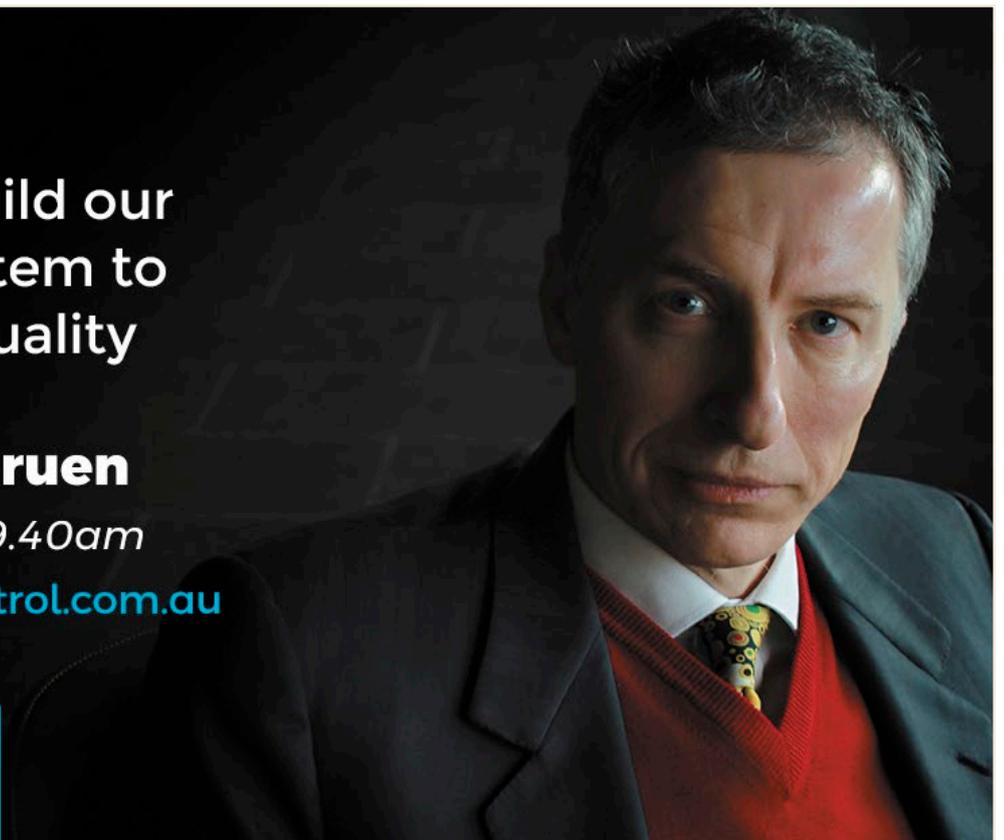
Sign up now. ■

How to rebuild our political system to nurture equality

Nicholas Gruen

May 28, 2018, 9.40am

communitiesincontrol.com.au





Good Jobs

At GoodJobs.com.au, our mission is to connect purpose-driven people with organisations in the not-for-profit and community sectors. We want to help energetic, idealistic, and passionate people overcome obstacles and achieve their career ambitions and dreams.

Selected current vacancies

Grants officer **City of Sydney Council, Sydney CBD**

This role involves broad grant program management, preparing advice on grants-related issues, conducting question and answer sessions for the public and developing contracts for organisations receiving a grant or sponsorship from the city.

For more information [click here](#).

Communications manager **National Association of Community Legal Centres Inc, Sydney CBD**

The communications manager will join a small, dynamic team to lead, develop and implement all communications, media and digital engagement work for NACLCLC, as well as for Knowmore.

For more information [click here](#).

Helpline coordinator and trainer **Mental Health Carers NSW, Woolloomooloo**

We are seeking an enthusiastic and self-driven person to manage our Carer Community Connection Helpline and coordinate our student placements and our training program.

For more information [click here](#).

Understanding Anxiety Program assistant **Way Ahead, Woolloomooloo, NSW**

WayAhead is seeking a new team member to support our Understanding Anxiety Program which provides education, information and support for people in NSW who may be impacted by anxiety disorders.

For more information [click here](#).

Social Worker **Cairns Community Legal Centre, Queensland**

Working under the guidance of the centre's principal solicitor, you will aim to increase the safety and well-being of senior clients through direct client support. You will also be responsible for the provision of community legal education, promotional work, networking, service development and related activities in raising awareness.

For more information [click here](#).

Policy officer **Being, Woolloomooloo, NSW**

This is an exciting opportunity to contribute to the work and voice of Being as the NSW advocate for people with mental health issues and emotional distress.

For more information [click here](#). ►



Training officer

Being, Woolloomooloo, NSW

This newly created position will be responsible for the successful design, development and delivery of training and community education programs for people with mental health issues and mental distress, and the mental health sector.

For more information [click here](#).

Policy and communications manager

Being, Woolloomooloo, NSW

This position has a primary focus on ensuring the policy and advocacy directions of Being are aligned with the views of people with lived and living experience of mental health issues and emotional distress in NSW, and with the organisation's strategic goals.

For more information [click here](#).

Business development and training manager

Being, Woolloomooloo, NSW

This role will be instrumental in the growth of the organisation by planning and overseeing programs and projects including training programs, group programs, key committees, and human rights advocacy.

For more information [click here](#).

Community Outreach Officer

Mackay Conservation Group, Qld

As community outreach officer, your role will be to share our environmental message with people in our region.

For more information [click here](#). ■

How to change
your community,
your society
and your thinking

Kathy Kelly

May 28, 2018, 1.45pm

communitiesincontrol.com.au





Board Matching Service

The board vacancies below are just a small sample of what's currently listed at both the Institute of Community Directors Australia website and Good Jobs.

New South Wales

Multiple board roles, Second Chance Toys NSW Inc, Sydney

Second Chance Toys is a community initiative in Australia to rescue and recycle gently used plastic toys by donating them to children in need.

Queensland

Multiple board roles, Brisbane Youth Radio

As Brisbane's youth community radio broadcaster, we provide opportunities to young people and students seeking experience in the media industry.

South Australia

Multiple board roles, Stroke SA Inc, Hilton

Stroke SA's aim is to provide support and information to people who have had stroke, and their carers. We also provide information to individuals and the community to assist in the prevention of stroke and rehabilitation for those with stroke.

Tasmania

Multiple board roles, Kingston Beach Early Learning Centre

Kingston Child Care Association (KCCC) Inc is a community-based service educating and caring for 80 children aged 0–5.

Victoria

Multiple board roles, Darebin Falcons Women's Sports Club, West Preston

We pride ourselves on promoting and encouraging the development and participation of women in sport as well as providing women with an avenue to participate in the organisation, development and management of running a sports club.

Western Australia

General board members, Carers WA

Candidates who are currently caring for a family member or have done so in the past are encouraged to apply. The board is also seeking to strengthen its experience in terms of issues facing carers in regional, rural and remote locations. Nevertheless, regardless of your background and experience, if you believe you can make a valuable contribution to the board, irrespective of your background, we encourage you to nominate. ■

Some of our favourite community events and awareness-raisers for February and March.



FEBRUARY 1-28

Febfast

Febfast means quitting alcohol for a month – or sugar, inactivity, meat, or anything else that will improve your health.

Sign up and raise funds for disadvantaged young people.



FEBRUARY 1-28

Ovarian Cancer Awareness Month

Know, ask, act: know the signs and symptoms of ovarian cancer; ask for help if you have symptoms; and act by hosting a fundraising event or donating.



FEBRUARY 16

Chinese New Year

According to Chinese folklore, people born in the Year of the Dog are responsible, compassionate, and loyal. They can also be very pessimistic.



FEBRUARY 21

International Mother Language Day

The theme for this year's United Nations International Mother Language Day is preserving linguistic diversity and promoting multilingualism to support the sustainable development goals.



MARCH 4

Clean Up Australia Day

Take to your local park, beach, bushland and streets today and clean up to help make a difference to your local environment. Register a site as a site supervisor, or join in as a volunteer.



MARCH 8

International Women's Day

A day to celebrate the contribution and achievements of all women, remembering the barriers that women have broken through, and the accomplishments they have made despite barriers.

*Our Community Matters is your free community sector update, brought to you by **Our Community** – Australia’s centre for excellence for the nation’s 600,000 not-for-profits and schools, providing advice, tools, resources and training. It’s published on the first Wednesday of alternate months.*

Contact us



51 Stanley St, West Melbourne
Victoria 3003 Australia



Telephone (03) 9320 6800



www.ourcommunity.com.au



service@ourcommunity.com.au



twitter.com/OurCommunityAU



facebook.com/ourcommunity.com.au



youtube.com/OurCommunityAU

Subscribe

Subscribe to receive your own copy of *Our Community Matters* at www.ourcommunity.com.au/subscribe. It's free!

Back issues

Catch up on issues you've missed: click [here](#).

Copyright and reproduction

You're welcome to reproduce articles from this newsletter on the condition that you credit them like this: "Courtesy of www.ourcommunity.com.au". If you're reproducing the material online, please include a hyperlink to our web page at www.ourcommunity.com.au.

Unsubscribe

To unsubscribe, email service@ourcommunity.com.au with "Unsubscribe-OCM" in the subject line.

Editor

[Kerryn Burgess](#)

Designer

[Evoco Design](#)



ourcommunity.com.au
Where not-for-profits go for help

