



**Edition 4/2003**

Welcome to the latest edition of ***Our Community Matters***, our regular free community update. It is yet another benefit of membership of [www.ourcommunity.com.au](http://www.ourcommunity.com.au) - the premier destination for Australia's 700,000 community, education and non-profit groups. ourcommunity.com.au provides community groups with the latest funding, scholarship and fundraising news as well as practical advice and the opportunity to list for free online donations and free online volunteers through the **National Community Giving Centre**.

We also provide discounted services and products, including the **banking services deal** with the National Australia Bank which provides transaction accounts specifically tailored for community groups.

A summary of our services is listed at the end of this newsletter. If you have trouble reading this newsletter or have any comments please let us know at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au).

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## 1. Communities in Control conference proves a major success - Review by Rhonda Galbally AO, CEO of ourcommunity.com.au.

Welcome,

It's a pleasure to be writing this wrap of the Communities in Control conference - it was a wonderful experience and I thank all the 1300 people who attended and all those who took an active part and an active interest in the conference. The response since has been overwhelming and we have had literally hundreds of requests for papers.

More on that a bit later but first a few thoughts on the conference itself.

As the last weeks of March drew to a close and the inevitability of the conference on April 7th and 8th marched relentlessly on, the anxiety levels hit previously unheard of highs. Firstly I have never been part of holding a conference for 1300 participants before - the logistics were one thing but another concern was the fear that people wouldn't get what they had come for and that they would express dissatisfaction in no uncertain terms. Another fear (as mad as it now sounds) was that our international guests - Professors Len Syme and Lisa Berkman - might not come in the face of the Iraqi war and the SARS panic. The sight of them with big smiles walking out of the Customs doors on the Saturday morning before the conference set us off for a great beginning.

Len Syme is in some ways the reason why we started Our Community in the first place. During my 10 years at VicHealth (using the dedicated tobacco tax for health promotion grants of more than a quarter of a billion dollars) I heard about Len's research that showed that grants for information-based campaigns did not work to improve health. What did work was helping communities to set their own agenda and priorities and running their own programs. The health or risk factor behaviours such as smoking, drinking, breast feeding, immunisation were measured using social epidemiology.

Len Syme is the world pioneer of this relatively new measuring tool - social epidemiology. When we first brought Len to Australia, his visit generated the early thinking here about the value of communities as the only way we are going to improve health and sustain those improvements. Len challenged and provoked us to re-evaluate all of our approaches. It came down ultimately to thinking in practical terms - what we could do to improve the capacity of communities to be more in control.

Len continued to lament the fact that the US Government had spent billions of dollars (which he had been part of), for beautifully-designed, impeccably-implemented behavioural/information based interventions to improve health - Australia was going down exactly the same path (and in many ways is still doing so).

Why? This is because the alternative is seen to be too hard and diffuse and most of all it is seen to be revolutionary to encourage and provide the tools for communities to be in control.

What does it mean in reality to put control back into communities? The answer to this question is part of the rationale for us creating Our Community. Helping community groups to become sufficiently viable, effective and sustainable is the work of Our Community - focusing on all of the practical ways in which the hundreds and thousands of local, grass roots and self-help groups (which are part of the 700,000 non-profit organisations in Australia) can improve their chances of surviving and flourishing.

Len had visited Our Community when it was in its infancy the last time he was in Australia and given it his elephant stamp of approval. And here he was back again with Lisa Berkman to address the largest group that had ever gathered in Australia to talk about how communities could be in control so that they can generate the benefits for health and wellbeing.

I had read Lisa Berkman's enormously important work - she added a new element to Len - showing that social networks (practically provided by community groups) for older people did not have to be intimate (familiar or friendship networks) in order for them to generate the benefit for health and wellbeing such as recovery from strokes, prevention of heart disease, dementia, depression. These health benefits result from participation in self-help and community groups - from bowls clubs (everyone should see the film

Crackerjack!) to Probus clubs, to senior citizens centres, to bridge clubs. The groups don't have to be about doing good or volunteering - they just have to offer the chance for people to participate shoulder-to-shoulder.

## Day One

Standing up with **Father Joe Caddy** (Executive Director of Catholic Social Services and co-convenor of the conference) was awesome. A sea of 1300 faces filled the big room at Moonee Valley Racing Club- a wonderful, friendly venue (with great staff). The first morning chugged along like a steam train - **Deputy Premier John Thwaites** and **Sam Lipski** (head of the Pratt Foundation which sponsored Len and Lisa as Pratt Community Fellows) launched the conference.

The Minister's comprehensive speech outlined the Victorian Government's major community programs. It set a strong benchmark for the conference. Sam's speech was a ripper - he challenged us to be prepared to analyse critically (experiencing cold showers) and not just spend the two days patting each other on the back (enjoying warm baths)

**Len Syme** went down brilliantly with the groups. The strength of his position about the value of communities in control combined with his humility at his own expense about how his research brought him to the position of knowing that this is the only approach that works - these words provided a base of great respect for the little community groups that had been slogging away for eons. **Pat Turner**, Deputy head of Centrelink and Chair of the Lumbu Indigenous Foundation, responded to Len by speaking of the experience of indigenous groups as examples where when able to be in genuine control, health and wellbeing definitively improves.

**Professor Fiona Stanley** - the 2003 Australian of the Year focused the discussion with enormous passion and - for good reason - onto early childhood - "It Takes a Village to Raise a Child" was the title of her speech. After painting a very worrying picture about the early childhood inequities, racism, poverty and lack of support - we all were led to the conclusion that the community infrastructure that can support people pre and post-birth and throughout the childhood years is a critical part of the preventative landscape.

The great spirit of the conference expressed itself during this massive first morning when Joe and I couldn't even let people have a morning tea break because the agenda was so tight - not the best structured start to a conference. Yet people were very generous and discreetly left as nature called, returning to continue the quite feisty engagement with the speakers and the respondents.

The afternoon session was led by a former Australian of the year - **Sir Gus Nossal** who paid such strong credit to those courageous community leaders. He told us that leadership is about having the courage to not be popular with the mainstream, to fight for values and rights. Gus cited women's rights, indigenous rights, disability rights and all of the leaders in all of the movements for change that had fought for equality and human rights that had contributed to make Australia a great country.

Joe and I were both equally nervous about how the Minister for Family and Community Services, **Senator Amanda Vanstone** might go down with a large number of the groups who were recipients of her department's grants - the question of access and enough money is always there for Ministers. Amanda Vanstone's preparedness to engage humorously and strongly with the audience brought about an overwhelming vote of support for one of the greatest granting programs for grassroots community groups in Australia- the volunteer equipment grants - and unanimous support for the Stronger Families and Communities Program.

**Professor Lisa Berkman** made her first appearance at the conference as the respondent to Minister Vanstone. Rather than engaging directly, Lisa described French social policy. She outlined the key ingredients- concessions for families with three children or more; she told us about the policies enshrining abortion on demand and gay marriages; paid maternity leave and accessible child care available on every street corner; thirty five hour a week working hours policy - as a solution for unemployment and to assist people to contribute to family and community (written into the agreement); six weeks leave for friends and/or family to sit with dying friends and relatives (palliative care leave). By the end of the list Lisa drew the conclusion that French social policy was a family/relationship/community friendly policy... It left us all thinking about Australia and the degree to which we did or did not support families and communities.

We ended day one on a high – opening the bar and enjoying the high spirited murmurs– high spirits imbibed with high spirits.

## Day Two

On day two Joe and I wondered if we would see a drop-off of numbers. If anything there were about 100 more, making the space packed for **Minister for Health, Bronwyn Pyke** who generously extended her time to answer numerous questions. From speeches we went to workshops on topics ranging from how to advocate to how to fundraise, how to run boards, how to evaluate – all facilitated and supported by very thoughtful ideas and papers from many community leaders. We thank all those who took part on the various panels as the reaction was terrific.

**Stephen Mayne** - founder of [www.crikey.com.au](http://www.crikey.com.au) then took up Gus Nossal's theme of courageous leadership and gave a very practical account of the nuts and bolts of advocacy using [crikey.com.au](http://crikey.com.au) as a case study- the participants found no difficulty at all in extending this case to their own issues. The question was asked and debated - should the group bite the hand (often different level of government) that feeds it? Should government embrace criticism and advocacy as one stream of the necessary contributions to the development of social policy between elections? The session ended, focusing on effectiveness of advocacy- a core issue in giving grass roots community groups a voice. **Linda Powell a senior bureaucrat from FACS** gave a courageous response to Steve, courageous in its honest and realistic overview of the political and bureaucratic process and how to have any hope of an impact.

**Lisa Berkman** provided the piece de resistance as the concluding speaker. In addition to her scholarly quantified proof of the value for older people of joining up and joining in community groups, Lisa told the one story about rats. If rats are cuddled and loved as babies, not only are their younger lives healthier (no drug abuse, smoking, unsafe rat sex!!!), also they are very much healthier as old rats. **Jude Munro CEO of the City of Brisbane** responded by building from rats to people in healthy, harmonious cities and communities - she gave a vision with practical ingredients for developing convivial communities for humans ... but perhaps not for rats.

The rat story ended what to Joe and I was a remarkable conference - not necessarily because it was the best-structured conference in the world (after all remember that on the first morning the audience did not even get a toilet break). It was remarkable because of the generosity of spirit of all who participated – speakers, audience, facilitators and workshop contributors. Participants were ebullient.

The communities in control conference was remarkable because it treated community groups with great respect - nobody was there to just build capacity or to have a theoretical discussion about social capital - it was a practical evidence-based conference about the absolutely critical role that community groups play in our society – and as Len Syme kept saying throughout the two days- communities being in control is the only intervention that actually works to tangibly promote health and wellbeing.

## Where to from here?

Joe and I are now working on the wash-up from the conference. Our next step is to distribute to all 1300 participants and hundreds of thousands of other community networks a draft Communities-in-Control manifesto – highlighting some of the main issues that need to be addressed to ensure that communities can be in control, so that we can all flourish in Australia.

This manifesto, being prepared by PhD researcher and social policy analyst Nicholas Abbey, should be ready within the next month and will remain in draft for all community groups and networks of groups to adapt and use in any way that is helpful to them. The Communities in Control manifesto will address practical issues - from economic sustainability, to governance to advocacy to technology to insurance and it will then - hopefully - become the basis of debate, discussion, ideas and more importantly, action to assist communities to exert greater control over the policies and solutions affecting their own communities. It will also form the basis for the next conference next year highlighting the next stage in raising the vital importance of grass roots community groups – their work, their ideas and their voices.

The one single thing that everyone attending the conference agreed on was the need to harness the movement, the momentum and the passion of so many people and ensure it led somewhere and we will be endeavouring to work with groups, peak associations, governments and businesses to ensure that does happen.

Again, to all of those who attended and to all of those speakers, workshop participants, supporters and sponsors such as the Pratt Foundation, Federal Department of Family and Community Services and the Victorian Government, a big Thank You for helping to bring the notion of Communities in Control to centre stage.

**RHONDA GALBALLY AO**  
**Chief Executive Officer**

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## **2. Conference video, papers, and summaries of all the main speakers now available.**

We have been overwhelmed by the response to the Communities in Control conference, mainly due to the quality of the speakers and the discussion which focussed on the issues of why it is so important to have communities in control and the evidence of just how much of a difference empowered communities can make.

As a result we have tried to provide as much information as possible from the conference to satisfy that demand.

The main demand was for the speeches of the main presenters and we have pulled together all the full speeches by the keynote speakers into a two-video set which can be ordered now (see below) and will be available to send to you by the end of next week. **The cost of the video set is \$62 plus \$6.50 for postage and handling (a total of \$68.50).**

For those people who were not at the conference the speakers covered in the video pack are:

- **EMERITUS PROFESSOR LEN SYME**, School of Public Health at the University of California, Berkeley. Professor Syme discusses the topic: *"Returning Results: is it better to invest in strengthening communities or persuading individuals to give up smoking?"*
- **PROFESSOR LISA BERKMAN**, Professor of Public Policy and Epidemiology and Chair of the Department of Health and Social Behavior at Harvard School of Public Health. Professor Berkman speaks on: *"The elixir of life: Why strong communities hold the secret to living longer and better."*
- **Mr SAM LIPSKI AM**, Chief Executive Officer, The Pratt Foundation.
- **The Hon. AMANDA VANSTONE**, Federal Minister for Family and Community Services
- **The Hon JOHN THWAITES**, Victorian Deputy Premier and Minister for Victorian Communities.
- **PROFESSOR FIONA STANLEY, AC**, the 2003 Australian of the Year and CEO, Australian Research Alliance for Children and Youth.
- **SIR GUSTAV NOSSAL AC, CBE**, one of Australia's most eminent community leaders, a former Australian of the Year, and world-renowned authority on immunisation and health.
- **The Hon. BRONWYN PIKE**, Victorian Minister for Health
- **STEPHEN MAYNE**, Founder crikey.com.au

We have also prepared 500 word summaries of all the speakers as well as posting the speeches and powerpoint presentations where they have been made available, although the video presentation obviously contains the full speeches.

**To order the Communities in Control video, access the summaries or to download or print out speeches, visit the Communities in Control home page or [click here](#).**

Pratt Community Fellow, Profesor Syme, described the first Communities in Control conference as a "world-first". "In America we talk about communities in control. This conference is an example that you in Australia are already doing it," Professor Syme said.

Conference co-convenor **Rhonda Galbally** said: "The Conference has put communities back on the agenda. 'Community' is not just a warm and fuzzy issue. The evidence to this conference was that spending money to build strong communities isn't about 'grants' or 'gifts' but investing in the future of Australia."

**Fr Joe Caddy, the Executive Director of Catholic Social Services**, said the conference was a great opportunity for two-way learning. "The Ministers and presenters learned first hand of many of the concerns and frustrations of community groups but also about their resilience and ability and desire to keep working to improve their local communities."

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### **3. Are you capturing volunteers for your organisation in your web?**

In both this newsletter and also our monthly **Raising Funds newsletter** for community and non-profit groups (**[click here](#)** for more details on Raising Funds) we have constantly raised the issue of using the Internet to attract both donations and volunteers to your cause.

One of the lessons is to have prominently on your website (if you have one) how people can help your group whether it is through donations, volunteering, membership, merchandise, in-kind goods and services, sponsorship packages, holding "friend-raising" events, advocating on your behalf, signing petitions or whatever else you need support for.

We will be providing figures on the online donation situation in a few weeks but it is interesting to look at some of the figures released by Volunteering Australia to coincide with Volunteers Week.

Volunteering Australia surveyed 1048 users to the [www.govolunteer.com.au](http://www.govolunteer.com.au) site and found that 80 per cent of visitors to the site looking to volunteer for a community group were not currently volunteering for any group, providing a great source of "new" volunteers that are not necessarily known to or have had any previous connection with organisations they end up assisting. It also mirrors the results of the [www.ourcommunity.com.au](http://www.ourcommunity.com.au) free online donations service where many of the groups have reported tapping into a new stream of donors who had not been captured via traditional means.

The profile of the Go Volunteer users who were surveyed were as follows:

- 68 per cent of respondents to the survey were aged under 34;
- 79 per cent were female;
- 69 per cent had some form of further education certificate.
- Volunteers looking at GoVolunteer were interested in all sectors of not-for-profit organisations and a broad range of volunteer activity.

#### **Wanted - community groups who want volunteers!**

Go Volunteer is also calling on groups to list their volunteer requirements as they are finding that demand for volunteer positions is outstripping the number of spots listed each month by community groups.

The volunteer-matching website currently has about 5000 positions advertised at any one time but the site is recording about 36,000 people a month or averaging 1200 people a day searching online for volunteer work.

As we mentioned in our last newsletter, Our Community has entered an alliance with Volunteering Australia so that our online volunteers section now feeds directly into the Go Volunteer site which can be found at **[www.govolunteer.com.au](http://www.govolunteer.com.au)**.

If your group is seeking volunteers either for a specific project or longer-term position, why not get on and use the system. It's free to advertise positions and if 80 per cent are "new" volunteers, then it is also an opportunity for your organisation to be reaching into new, untapped markets. The challenge then is to convert your volunteers into members, supporters, donors, Board members.

Visit **[www.govolunteer.com.au](http://www.govolunteer.com.au)** for more details.

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#### 4. Tracking how the wider social trends impact on the community sector - new report.

What are the future trends for society - and for non-profit groups - over the next couple of decades? For many community organisations, it can be hard enough planning for the next few months - or years - without looking even further down the track.

But there is an interesting report out of Britain which has been produced by nfpsynergy, a division of the British-based consultancy **Future Foundation**. Readers of Our Community Matters will remember we ran an article on another one of their reports, **Polishing the Diamond**, a few months back which looked at the area of branding of non-profit groups with case studies of what did and didn't work.

This latest report, **Five Key Trends and their impact on the voluntary sector**, looks at some of the key social changes that will affect Britain over the next couple of decades and tries to analyse the impact on the non-profit sector of those changes.

The report suggests that the impact of social and economic change on the voluntary and community sector is far-reaching. "It is a fallacy that the sector is insulated from the wider world in which it operates - yet many charities remain largely uninformed about the future they face. The ageing population, the changing nature of families and households, the growth of the knowledge economy and knowledge workers, the growth of the digital and internet society, and the globalisation of social attitudes are just some of the trends which are having, and will continue to have, a profound effect on the voluntary and community sector."

While there are differences between the situation in England and Australia there are also similarities and the report at least provides some interesting topics for discussion or debate.

The report looked at five trends;

- **An ageing population:** People are living longer and having fewer children, meaning an older population. It is predicted that by 2023 there will be a greater proportion of people over 50yrs old than under. This pronounced shift towards an aged population is set to act as a powerful magnet for political will, capital investment, human resource, donations and other forms of goodwill. (Good news for those who work with older people, but bad news for those who don't.)
- **Trend 2: The 'any-way-up' family:** Over the last 100 years we have seen some major shifts in the family and household unit structure. In the early 20th century, the typical household was a typical family that comprised of married 'Mum & Dad' who had 3.5 children. Contrast this to the present day where the typical family has only 1.6 children and 'Mum & Dad' are increasingly likely to be unmarried, divorced, remarried.
- **Trend 3: Diverse Households:** It follows that as the structure of the family becomes more elastic and diverse, so will our living arrangements. The nature of the household has been changing for at least 30 years. Most notably:
  - Married couple households are decreasing in number (from 70% of all households in 1971 and forecast to be less than 40% of households in 2021)
  - Single-person households are increasing in number (from less than 20% of all households in 1971 and forecast to be over 30% of households by 2021) and many single householders are older people
  - Cohabiting couple households are also increasing in number from virtually none in 1971 and forecast to be over 10% by 2021.
- **Trend 4: The education escalation:** In today's increasingly educated society, further education has become both desirable (as a means of personal fulfilment) and integral (in order to compete in an increasingly competitive workforce). In 2002 alone, there were nearly 3 million people beginning their tertiary studies - greater than the number of people by which the UK population increased between 1976-2002.

- **Trend 5: Delays in financial independence:** Household expenditure on education is predicted to rise another 46% in the next 5 years – from £11.21 to £16.4 billion. Figures suggest that it is the students themselves who are likely to bear the brunt of the escalating educational costs through loans, earnings or withdrawn savings.

### **What does it all mean for the voluntary and community sector?**

In analysing the implications of these five trends for charities and the clients they work with, the report's authors said they were highly interrelated and it was nigh impossible to talk about the effects of any in isolation. The issues they identified are:

#### **Issue 1: The implications for fundraising and income generation**

**Traditional legacy income set to fall.** The traditional legacy audience it is likely to fall. As older people live longer, those without supportive families will have to pay for the costs of their residential care. For many this will involve selling the property that is the bedrock of so many charity legacies; it will make its value obvious which may result in people scaling back the share going to charities. The same elderly people may even become clients of charity – a veritable double whammy.

**Legacy income from a new generation set to rise:** Whatever dire predictions may be elsewhere for those charities aggressively marketing legacy giving, we believe the future looks bright. House prices will rise well above the rate of inflation for the foreseeable future and legacies which give a percentage of the value of a house to a charity, will be worth ever increasing amounts of money.

**Changes to way money is passed between generations.** a generation ago parental inheritance was used by the children to buy a first or bigger house. As people live longer, the age at which their children inherit will be later, often after their own need for capital has passed. A higher percentage of inheritances are now skipping a generation and going direct to grandchildren. Many parents may increasingly do a 'Bill Gates' and give away their worth in their own lifetimes or when they die, passing on only relatively small amounts to their children or grandchildren.

#### **More giving, but by choosier donors?**

Although the current generation of workers have bigger student debts and spend a greater proportion of their lifetimes burdened by education or retirement expenses, the percentage of disposable income that households are saving is predicted to increase. The flipside of this is that increased time spent in education and increased student debt may give modern workers a greater ownership of any financial success. They may therefore be more reserved giving 'handouts', wanting to better understand who their money is going to and why this group is so deserving. They may even wish to contribute in an experientially more satisfying way (e.g. Challenge events).

#### **Issue 2: The implications for volunteers and time use**

##### **The demise of the 'typical' volunteer?**

A change in the type of volunteer, particularly the next generation of potential 50+ women who are far more likely to have experienced the thrills and spills of breaking through the 'glass ceiling'. Groups are going to have to become a lot more exciting and challenging in the volunteering opportunities that they offer if they want to entice the modern (pensioner) volunteer.

##### **Enriched youth volunteering possibilities?**

Given their increasingly flexible lifestyles it is entirely possible that future generations will have more opportunities to pursue activities like volunteering. Voluntary organisations could also consider what opportunities there are to tap into the increasing capability for remote access and home working. While young people may increasingly want 'enriched' volunteering opportunities they are also increasingly unlikely to be able to find the time to volunteer. The levels of student debt and the decreasing numbers of young people will mean that the numbers of people who are both willing and able to volunteer is likely to decrease.

##### **Older volunteering – fulfilling people's dream**

All the trends in this briefing will increase the number of older people with time on their hands and a desire to use it to good effect. People increasingly expect to be able to make good use of their retirement and carry



out some of their lifelong ambitions. For many older people (but by no means all) retirement will be a time of relative prosperity. Ironically many of the changes that charities will need to make to attract are identical for young and old alike. Charities will need to 'enrich' volunteering. This could be by giving volunteers more responsibility, more social engagement, or greater freedom over working hours. For younger people this enrichment will give them the (work) experience they need and for older people it will give them the sense of doing something useful, satisfying and worthwhile.

The report also goes into the possible impact on staffing of community organisations of the lessening number of young workers, increased cost of housing in areas where workers are needed the most and also on the increased work opportunities for people with disabilities.

It concludes by saying that community organisations need to be able to change to meet the changing social needs and trends which often happen slowly and without fanfare - unlike political changes where there is fanfare, deadlines and introduction of new legislation.

The nfpsynergy report is yet to be posted on the Future Foundation's website but If you would like a copy of the 15-page report, email Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au).

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## **5. Media Interviews - tips on making the most of your opportunities.**

For many people in the community sector, media interviews are the lifeblood of the organisation.

With no money to advertise and few resources to put time into lobbying all of the people you need to get to, good media attention can provide some much-needed publicity, attention and awareness. Some people who are adept at interview techniques enthusiastically court media attention, others will do anything to avoid it because they see it as a scary scenario rather than one they can control.

Brett de Hoedt, the Director of Hootville Communications and a former radio broadcaster, journalist and TV station publicist has had plenty of practice with interviewing - from both sides of the table. Brett, who also organised much of the coverage of the Communities in Control conference, organises a regular Media Training course for non-profit groups, Media Savvy 101 (visit [www.hootville.com](http://www.hootville.com) or call 0414 713 802 for details) and has kindly provided this second Media Help Sheet to assist community activists and leaders eke the best possible advantage out of their next interview.

### **Enjoying your next interview**

Few experiences create more fear than being interviewed by the media. Of everything I cover in my media training course this is what people ask about the most. Remember that most interviews aren't hostile. Most often the journalist is simply trying to illicit information. Here are some tips to help you survive - maybe even enjoy - being interviewed.

#### **Before the Interview**

Remember why interviews matter: An interviewee represents his or her organization to the world. An interview is a rare chance to deliver key messages and inform the ill-informed so choose the best person for the job; someone confident, knowledgeable and reliable - like you.

Ask Questions of Your Own: Be an active, engaged interviewee and ask questions about the interview beforehand because you don't want surprises. Don't be fobbed off by a busy producer - you have a right to know these things and you'll be treated with more respect for asking:

- who is the interviewer?
- will there be other interviewees? Is there information available on them?
- what will be asked? Why have I specifically been asked?
- will the journalist do a second interview to re-check quotes and facts?
- is it live or pre-recorded? Will the interview be edited? How long will it last?
- will the host be taking talkback? Is there a studio audience?

## **Do Your Homework: Knowing that you've done the preparation is a great way to calm your nerves.**

- do you know the key facts and figures? the right names and titles?
- can you provide a compelling example?
- what are your key messages that you want to get out to the public?
- are there dates, addresses or telephone numbers that you need to provide?
- prepare a list of questions or common opinions you are likely to confront and make some notes on how you will answer them – the harder the better. Start with the question you're dreading and work down from there.
- provide the journalist with background information – this will influence what questions get asked and the issues of which the journalist is aware.

## **During the Interview:**

As an evolved, mature and reasonable person you probably listen more than you speak, validate the other's point of view and agree to disagree. Well forget that - an interview is not a normal conversation and thus the normal rules do not apply:

- point the conversation around to your strengths
- deliver your messages
- give your compelling examples
- raise legitimate concerns about alternative viewpoints
- if a question you want asked isn't asked, raise the subject yourself
- speak slowly and clearly
- make eye contact
- carry notes – especially of phone numbers, dates or web addresses
- be passionate but never angry.

## **After the interview:**

- Relax and review the process. Read the story or review a tape of the interview. You will probably judge yourself more harshly than the general public. Make some notes suggesting how will you do better next time.
- Contact the journo with thanks for the opportunity, feedback, any corrections and a pitch for another interview. This builds relationships and keeps everyone honest.

To read Brett's last media tips piece (from the February OC Matters) visit the **Marketing your Group** section of the **Community Management Centre** or [Click Here](#).

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## **6. Giving 1. Have you established your End-of-Financial-Year Giving campaign yet? Plus Giving Survey**

There is not much time left for community organisations looking to take advantage of the end-of-financial year or end of Tax Year Giving Season.

In 2002 the month of June was by far the biggest giving month for online donations through the **National Community Giving Centre** on Our Community, easily doubling the result of the next best month. It was also the month where the donations were spread around to the greatest number of community appeals, mirroring a fairly diverse donor interest base.

And it was not just those groups that have Deductible Gift Recipient (DGR) status that benefited from the End of Tax Year appeals. Certainly groups with DGR have an added benefit over the vast majority of community organisations but the benefits were shared around. As people think about their Tax giving, they review their overall giving strategy and also look at other groups that also represent their own priorities or

interest areas. It is also a time where there are more appeals in the marketplace so it tends to be at the forefront of people's thinking.

We have run several pieces on preparing for the End of Tax Year appeals in our **Raising Funds** newsletter so those people that get Raising Funds will already be well down the track of putting together their End-of-financial-Year or mid-year appeals.

**For those people who have not subscribed to the monthly Raising Funds newsletter (\$45 a year), they can email [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) and we will send you the relevant Raising Funds newsletter containing the tax appeal information.**

We are doing this because we want to boost the giving to community groups even further this June and see if we can easily eclipse June 2002's record amount of online donations.

If you want to set up your appeal page through the free online donations service on the National Community Giving Centre, make sure you contact Kate Caldecott at [katec@ourcommunity.com.au](mailto:katec@ourcommunity.com.au) or you can download the information from the website by [clicking here](#).

We also have a draft Help Sheet with some tips on promoting your online donations service which we are refining but you can receive it now by emailing Kate Caldecott at [katec@ourcommunity.com.au](mailto:katec@ourcommunity.com.au).

The Help sheet covers both some technical and marketing tips. There is no doubt that the more people that know about your online donations service, the better - particularly those people who are closest to your organisation and therefore most likely to financially support your group.

Some of the tips include:

- Ensuring you have a prominent DONATE NOW button prominently displayed on your site and accessible from any page on your site
- Containing the web address for your online donations site on your email messages, newsletters, direct mail, advertisements and phone messages.
- Ensuring you have made a compelling case for why people should make a donation.

Don't forget to email Kate for the Help Sheet on pushing your online donations.

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## 7. Giving (2). Why do people give? Ask your supporters to take part in our first Giving Survey.

We mentioned last month that we are running an online survey trying to extract why people give money, what causes they support and why. A summary of this information will be made available to Our Community members this year to help them with their own giving strategies as well as to improve the way we structure our National Giving Centre, proudly supported by the National Australia Bank.

We are seeking your support in directing people into the survey.

We think it is important to find out more about the giving habits of Australians and the reasons why they support particular groups and what influences their giving decisions. The survey is similar to the online giving survey - similar in style to the successful survey we ran last year on the public liability insurance survey where over 1000 community groups took part.

As well as asking donors why they give, the survey is also asking people for information on their

- donation habits
- what prompts people to give
- what influences people to give
- what types of groups do people prefer to support
- what methods do people use to give
- Total and Average amounts etc

To view or to take part in the Giving Survey visit the National Community Giving Centre or [CLICK HERE](#). The results will be published in a future edition of Our Community Matters and then we will have a base to measure the changes year on year.

This initiative firmly places Our Community and the National Community Giving Centre as the place to visit for those seeking to help out, be it in their workplace, as a family unit or in an individual sense.

And don't forget that if you want help to review your own Giving Plan you can do so by visiting the [Tips on Giving Wisely page](#) on the National Community Giving Centre.

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## 8. Congratulations to all the community leaders honoured with the Centenary of Federation Medals.

Our congratulations go out to all those thousands of community leaders, activists, volunteers and stalwarts who were recognised in the recent announcement of the Centenary of Federation Medals.

More than 15,500 Australians were honoured for their contribution to Australian society over the past 100 years and a huge number of those from all parts of Australia were those people who had devoted huge amounts of time, money and effort to their local communities or causes.

While there may have been some criticism and controversy over some of the people nominated for awards (as there always is with any such awards) it was good to see so many that went to unsung heroes and heroines of the community, those whose work is so important and yet so often overlooked.

In announcing the awardees of the Medal, the Prime Minister Mr Howard said:

*"The total number of medals approved is 15,500 and they represent a cross-section of service to the nation both geographically and by type of service. The contribution may have been to the local community, a region, a particular activity or profession. Many who are being recognised have served selflessly and without regard for personal recognition for lengthy periods on a voluntary basis through, amongst other activities, the elderly, youth, rural fire service and emergency services, veterans and their families and indigenous Australians. The medal is also being awarded to those whose achievements have made a national or international impact through science, research or the arts."*

We were also honoured to have three people who were instrumental in the establishment of Our Community also receive Centenary of Federation Medals.

Chief Executive Officer Rhonda Galbally, Chief Operating Officer Denis Moriarty and Chairman Carol Schwartz were all recognised in the list that was released on April 23.

We congratulate them as we do all those community leaders and volunteers among the Centenary of Federation Medal winners.

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## 9. Community briefs - bits and pieces from the community sector

### Community Radio Broadcasts - first rundown of community stations downloading the program.

We are now able to give some idea of which community radio stations are taking our weekly **Community Matters** radio segments on the Community Broadcasting Association of Australia's ComRadSat network.

Community Matters is the eight-minute program which runs every Wednesday and features an interview with Rhonda Galbally providing tips for groups on a wide array of topics as well as an interview with a community group that has an innovative idea or program providing advice on how other groups can emulate what they have done.

The CBAA recently launched its Digital Delivery Network upgrade for individual stations which has enabled the CBAA to provide a regular concrete report of which stations play the program live and which stations download the segment for play during one of its weekly magazine programs. It is the first true indication of the use of the program and, when the digital equipment is run out to all community stations who are members of the CBAA, we will have a fuller idea of the stations playing the **Community Matters** segment.

So what did the first report say. Well there are about half a dozen stations playing the program live and over 20 that are downloading the program for use in their regular programming.

They are:

#### **PLAYING PROGRAM LIVE EACH WEDNESDAY, 12.15PM:**

**2BOB** Taree, NSW; **2TLC** Yamba, NSW; **4NAG**, Yeppoon Queensland; **5KIX** Kingscote, South Australia; **5RRR** Woomera, South Australia; **TASMAN FM**, Tasman Peninsula, Tasmania

#### **THOSE DOWNLOADING THE PROGRAM FOR PLAYING DURING THEIR WEEKLY SCHEDULE**

**NSW:** **2AIR** Coffs Harbour; **2BAY** Byron Bay; **2BLU** Blue Mountains; **2DRY** Broken Hill; **2EAR** Moruya; **2LIV** Coniston; **2NCR** Lismore; **2SCR** Barham; **2SSR** Sutherland Shire, **2WET** Macleay Valley.

**QUEENSLAND:** **4CCR** Cairns;

**VICTORIA:** **3MGB** Mallacoota; **3NOW** Glenroy; **3RPP** Mornington; **3UGE** Murrundindi Shire ; **3WPR** Wangaratta; **3WRB** Sunshine;

**SOUTH AUSTRALIA:** **5PBA** Salisbury; **5TCB** Bordertown.

**WESTERN AUSTRALIA:** **6RTR** Nedlands.

If your in the listening area of one of these stations, get in touch with your local community broadcaster and ask if there is a set time each week, the program is aired.

This list does not include stations who also receive the CD each work through The Aboriginal Program Exchange, a terrific organisation that supplies copies of programs to many of the National Indigenous Radio Service stations and community broadcasters who don't have the funds to subscribe to the ComRadSat service. There are currently about 12 stations who take the program each week through TAPE and we would like to thank Cheryl Vickery for her assistance.

TAPE provides a quality dubbing service (tapes and CDs) for Government bodies and businesses who want to distribute programs or essential information (i.e. health, community welfare campaigns) to community radio

stations, particularly those in outlying areas and if people want to contact Cheryl to discuss the costs of getting their information kits to those stations for use, they can contact her on (03) 9419 9608.

### **Do some community building of your own - spread your good ideas and advice.**

Taping for the weekly radio spots on community radio have begun again so if you think your group has something that other groups could benefit from and would like to pass the learning onto other groups, please let us know at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au). We really appreciate those groups that see a wider responsibility to the sector and are happy to pass on tips, advice and good ideas to help other groups save money, time and resources.

If you have a good idea that you think should be spread wider than your little corner of the world, then please let us know.

### **New series of briefings for non-profit groups by Social Ventures Australia**

Social Ventures Australia is holding its first Essential Series briefings for community groups on June 26 & 27, bringing together information, resources and expertise from the not for profit, commercial and government sectors.

The Essentials Series has a unique one and a half day format. Each series will feature -

- Leading keynote speakers from the business and the community sectors
- Showcasing of not for profit ventures
- Roundtable learning workshops on core organisational issues including scaling and growing, managing volunteers, monitoring outcomes, strategic partnerships and alliances, mentoring
- Advice booths by SVA partner corporations on legal, financial, insurance marketing issues
- A Leaders / Board members networking breakfast
- A half day "coaching clinic" for ventures on marketing, fundraising and event management, contracts and submissions, performance, staff recruitment and retention, business planning, investments

Social Ventures says the benefits will include:

- Inspiring leadership stories from outstanding leaders in the Not for Profit sector
- An overview of the Not for Profit and volunteer sector and a vision for the future
- Tools to scale and grow your organisation, improve your results, manage volunteers, form strategic partnerships and alliances, begin and sustain community organisations and enterprises
- Coaching and skills in business planning, event management, fundraising, mentoring, presentation, successful recruitment
- On the spot pro bono advice by Australia's leading taxation, accounting, web management, insurance, investment and legal companies.

The first series is being held at the Swiss Grand Hotel, Bondi Beach, NSW on June 26-27. The cost is \$297 (earlybird registration before May 23, 2003) and you can contact Social Ventures at (02) 9339 8013 or download the brochure at <http://www.socialventures.com.au/resources/essentials/brochure.pdf>

### **Grantwriters List now up on the Site.**

We have now finally posted our list of grantwriters up on the Our Community site and you can find it at the bottom of the Community Funding Centre or by [clicking here](#).

There are a number of other grantwriters that expressed interest in being up on the list but have not returned the pro-forma that we sent out. If you are in this boat or if you would like your information added to

the list please fill in the following proforma, copy it into an email and return to Brian Walsh at [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au).

**Name:**

**Phone:**

**Email:**

**Website:**

**Prepares proposals for these state/s or region/s:**

**Area of expertise (if specialist):**

**Community organisations previously represented:**

**Professional affiliations:**

**Area of focus (two lines of background):**

## **Combined Solutions for Youth Issues - A Masters program for a cross disciplinary audience that focuses on working across sectors**

In response to Len Syme's speech at the Communities in Control conference, we had this email from Julie Marr at Melbourne University.

All of the speakers at the 'Communities in Control' conference, provided an extremely convincing argument as to why community wide approaches are the only way to go in effectively addressing problems such as poverty, unemployment, smoking, crime etc. In particular, the father of Epidemiology Prof Len Syme, bemoaned the lack of courses, which like problems, transcend disciplines, for those working in communities,

In response to the lack of professional development in cross-sectoral practice for a cross-disciplinary audience, three organisations linked with the University of Melbourne have come together to develop a joined up course. The Masters in Youth Health and Education Management commenced this year with the aim of bringing professionals from youth, education, health, welfare and community sectors together to tackle problems faced by young people like early school leaving, unemployment, injuries, drug abuse, violence etc.

The course is based on the latest cross-sectoral research, theory, practice, wisdom and policy so as to enhance the necessary management and leaderships skills for effective partnerships within communities. The course is offered over two years part-time or one year full time with students coming together to study in intensive blocks.

The course has been developed and offered by the Centre for Adolescent Health (Faculty of Medicine, Dentistry and Health Sciences), the Youth Research Centre and the Department of Educational and Learning Development (Faculty of Education) at the University of Melbourne.

Please contact (03) 8344 8285 or email [enquiries@edfac.unimelb.edu.au](mailto:enquiries@edfac.unimelb.edu.au) or visit the Education Faculty website at [www.edfac.unimelb.edu.au](http://www.edfac.unimelb.edu.au).

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## 10. Products and Services

To all those who have received a copy of OC Matters passed on by one of our members and are unsure of our services, here is some basic information. We provide three main newsletters designed to assist community, education and non-profit groups:

**The Easy Grants newsletter and Education Service** provides a monthly summary of all grants available in your state/territory - philanthropic, corporate, state, and federal government. Click on <http://www.ourcommunity.com.au/newsletter/1/sample.pdf> for a recent sample of an Easy Grants newsletter - only \$45 a year (community group price) which includes year-round access to search our extensive grants database. To subscribe visit [http://www.ourcommunity.com.au/funding/grant\\_main.jsp](http://www.ourcommunity.com.au/funding/grant_main.jsp)

**The Raising Funds newsletter** provides a monthly resource on the latest fund-raising tools and techniques from running special events to innovative ideas to find money. A sample of the Raising Funds newsletter - which costs just \$45 per year (community group price) for 12 monthly issues can be found by clicking <http://www.ourcommunity.com.au/newsletter/4/sample.pdf>. To subscribe visit [http://www.ourcommunity.com.au/funding/fundraising\\_main.jsp](http://www.ourcommunity.com.au/funding/fundraising_main.jsp).

**The Scholarship Alert newsletter** provides a monthly summary of all scholarships, awards and fellowships in your state/territory. Click on <http://www.ourcommunity.com.au/newsletter/3/sample.pdf> for a recent sample newsletter. Scholarship Alert costs just \$45 (community group price) for 12 monthly issues plus year-round access to search our extensive scholarships database. To subscribe visit [http://www.ourcommunity.com.au/funding/scholarship\\_main.jsp](http://www.ourcommunity.com.au/funding/scholarship_main.jsp).

**The Busigrants newsletter** is a perfect tool for businesses and social enterprises looking to access the hundreds of millions of dollars in business grants available to emerging and expanding businesses. The monthly Busigrants newsletter contains a summary of Federal and State Government grants funding programs as well as relevant industry awards. Perfect for any enterprise looking for assistance to expand markets or to develop new goods and services. Busigrants costs just \$195 for 12 monthly issues delivered direct to your computer screen. To view a sample of Busigrants lick on <http://www.busigrants.com.au/busigrants/sample.jsp> or to subscribe click on <https://www.ourcommunity.com.au/busigrants/sub.jsp>.

The **Australian Best Practice Grantmaking Quarterly Newsletter** has been developed for grantmakers at all levels - Federal, State and local Government, philanthropic and corporate foundations and providers of scholarships. Highlighting issues and best practice examples across the grantmaking process from selection, administration, evaluations and accountability to marketing and using technology, this innovative and economical resource is essential for every government agency, philanthropic organisation or Private grantmaker. For subscription details and a summary of the first newsletter click on [http://www.ourcommunity.com.au/article/view\\_news.do?articleid=381](http://www.ourcommunity.com.au/article/view_news.do?articleid=381).

To subscribe to any of these newsletters Click here or e-mail [info@ourcommunity.com.au](mailto:info@ourcommunity.com.au) or call us on (03) 9320 6800.

### And don't forget our series of low-cost guidebooks, including:

**How To: Find Money Fast - 50 Great Ideas to raise up to \$5000.** This popular and practical guide gives you 50 ideas to raise money as well as providing handy advice on staging special events and setting up your own fundraising strategy. Great ideas and Great value. For more information on **How To: Find Money Fast - 50 Great Ideas to raise up to \$5000** visit [http://www.ourcommunity.com.au/management/view\\_help\\_sheet.do?articleid=220](http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=220)



You can also purchase **How to win a Philanthropic Grant.**

For more information visit

[http://www.ourcommunity.com.au/management/view\\_help\\_sheet.do?articleid=56](http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=56)

ourcommunity.com.au also offers a free online donations and a free online volunteer service. For details visit [http://www.ourcommunity.com.au/giving/giving\\_main.jsp](http://www.ourcommunity.com.au/giving/giving_main.jsp)

As mentioned earlier, [www.ourcommunity.com.au](http://www.ourcommunity.com.au) has formed an alliance with National Australia Bank to introduce the first suite of tailored financial products for community groups. To find out more visit the Community Financial Centre at [http://www.ourcommunity.com.au/financial/financial\\_main.jsp](http://www.ourcommunity.com.au/financial/financial_main.jsp). The Financial Centre contains details of the National's community accounts as well as Help Sheets on reducing fees.

A recent addition to [www.ourcommunity.com.au](http://www.ourcommunity.com.au) is the National Insurance Centre where we have Help Sheets on reducing risk and the latest news on the insurance issue. You can also register your interest in being part of a pooled insurance scheme to try and reduce the cost of insurance premiums. Visit the Insurance Centre at [http://www.ourcommunity.com.au/insurance/insurance\\_main.jsp](http://www.ourcommunity.com.au/insurance/insurance_main.jsp).

We have also joined with ACER computers to provide a low-cost, high-quality computer deal for community, education and non-profit groups and their members with personal computers starting from just \$1499. Visit [http://www.ourcommunity.com.au/tech/hardware\\_packages.do](http://www.ourcommunity.com.au/tech/hardware_packages.do) for details.

And don't forget our Management Centre where we have over 100 free Help Sheets on various aspects of running a community group.

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## **11. Fast Forward.**

If you found this newsletter helpful, please feel free to send this newsletter onto your friends and fellow community groups in your area. We would also like your input into this newsletter.

If you have any thoughts or any issues you would like addressed we would appreciate hearing from you. You can send your comments to [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) or call (03) 9320 6813.

If you have received a grant or scholarship found on our database or successfully adapted the Raising Funds newsletter, let us know.

We now have button logos for those groups who want to set up links to ourcommunity.com.au from their own websites. You can find them on the media Centre. Just visit [http://www.ourcommunity.com.au/article/view\\_image\\_list.do](http://www.ourcommunity.com.au/article/view_image_list.do) and right click your mouse on the image you want and then click on SAVE to your own computer. If you have any problems just contact [brianw@ourcommunity.com.au](mailto:brianw@ourcommunity.com.au) or call (03) 9320 6813.

We also have brochures for any associations who want to mail out to their member groups and let them know about our products and services. Just let us know and we will be happy to supply.

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

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