

# Our Community **MATTERS**

Your community knowledge bank helping groups survive, improve, grow and innovate



## Resources, News, Innovations and Tips on:

- ✓ Funding, Finance & Membership Management
- ✓ Leadership & Advocacy
- ✓ Management & Training
- ✓ Marketing & Media
- ✓ Boards, Committees & Governance
- ✓ Community & Business Partnerships
- ✓ Insurance & Risk Management

[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

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Welcome to the latest edition of **Our Community Matters**, your regular free community sector 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 not-for-profit groups. Our Community provides community groups with the latest funding and fundraising news as well as practical management, board, marketing and community business partnership information. Our Community also operates the [Australian Giving Centre](#), the free online donations service that has so far raised \$6 million for Australian community appeals. 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 by emailing [kathyr@ourcommunity.com.au](mailto:kathyr@ourcommunity.com.au).

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## 1. Community View ... By Rhonda Galbally AO, CEO of [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

If you're like me your head's probably still buzzing with inspiration and ideas from this month's Communities in Control conference.

For those of you who missed it, there's a wrap-up of the conference in [Part 2](#) but one thing I wanted to talk about here was the energy at the conference and what felt to me like a collective and renewed commitment to reasserting the right and proper place for advocacy in the work that we do.

It's only through advocacy, as we heard time and again at the conference, that we can connect the dots between the society we have and the vision of the society we wish to see.

It's the essential ingredient to closing the loop "between inspiration and implementation", as our keynote speaker and International Pratt Fellow Angela Glover Blackwell put it. Community organisations have to be at the vanguard of advocacy, Angela said, "because it's your knowledge that will be needed to go forward".

In the US, Angela's fabulous organisation – [PolicyLink](#) – is working to ensure that that hard-won, invaluable knowledge can be translated into policy to ensure individual examples of good practice do not become "islands of excellence".

In the UK, community organisations are also making strong noises about the essential right to have their voices heard in the search for policy solutions, with several powerful UK groups recently coming together to issue a radical report arguing that community organisations should be able to engage in political campaigning "without limit," providing they don't actually engage in party political activity.

The UK's new laws on charities already allow greater scope for advocacy and lobbying than would be the case in Australia, but still only allow charities to undertake political campaigning if it is 'ancillary to their core activities'.

The Advisory Group on Campaigning and the Voluntary Sector wants to go further, recommending that boards should be "free to decide to engage exclusively in political campaigning in furtherance of their charitable purposes".

"The voluntary sector has become the natural home for a huge swathe of civic action," the group says.

The report says that the debate over political campaigning "reignites the central question as to whether charity and politics are different things. We suggest they are not and never have been ...

"In our view a number of charitable purposes such as the prevention of poverty, the advancement of human rights and citizenship are inherently political."

As Joan Kirner told us during the Communities in Control Great Debate, "Every time you make a decision you're engaged in politics".

At Our Community we remain firmly committed to the right – and the absolute necessity – for community voices to be heard in the search for policy solutions in Australia.

That's why we have now launched a new section of our website that is devoted entirely to the advocacy work that community organisations do as an essential part of their role, a resource that provides recognition of the central role of the community voice in shaping our communities and our country.

The Advocacy Centre at [www.ourcommunity.com.au/advocacy](http://www.ourcommunity.com.au/advocacy) provides a host of resources to help you in your own advocacy efforts, including:

- **Free help sheets** on everything from mobilising your community and tactics for grassroots action, to negotiation of funding opportunities for advocacy-based organisations, government relations, establishment of networks, media relations, communications and internet advocacy;
- **Links to elected representatives** for every state and territory in Australia to help you find the people who make the laws;
- **Links to media contacts** and tips to working with the media, to help you reach the wider community and find the right tone;
- **Advocacy tools** to help with everything from researching your issue, to making the most of electronic advocacy tactics and techniques, and finding a course to develop your skills further.

The [Advocacy Centre](#) is a key new tool for Australian community groups, and one that we hope will help you find and lift your voice.

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## 2. Inspiring stories and a call to action mark Communities in Control 2007

Community groups must be at the vanguard of advocacy and policy if we are to build a society in which everybody can participate and everybody can prosper – that was the message from 2007 International Pratt Fellow and Communities in Control keynote speaker Angela Glover Blackwell.

Angela, who has worked as a community organiser, a community builder, a public interest lawyer, a philanthropic foundation executive and a policy advocate, said that her life's project had been to address injustice and inequality, with community always firmly at the heart of those efforts.

She has now founded the US organisation PolicyLink, which works to provide a bridge from the wisdom, voice and experience of people working for change in their local communities to the world of policy.

"What we try to do at PolicyLink is to advance a new generation of policies that build a fully inclusive society, a new generation of policies that build economic and social equity, and we are committed to doing that in partnership with people who are working for change in their local communities," she said.

Angela said that without policy, there was a disconnection between vision and implementation.

"If we don't have a policy platform on which to stand, every time you're trying to make change you end up in a fight again," she said.

"As a public interest lawyer, I'm ready to take on a good battle as quickly as anybody else, but forever adversarial seems to be a bit much.

"At some point we ought to have something that we agree on so that we can move to the next stage."

Angela said the knowledge of community organisations was imperative for the development of a more equitable society, and must therefore form the foundations of the policy platform.

"The other thing that you have is access to people, access to people who have personal stories that can dramatise what it is we need to make a difference," she said. "Good policy usually happens because of a strong anecdote."

Angela's emphasis on the power of community organisations to tell a story that can change the world was a theme echoed by others during the two-day conference, with Victorian Liberal Senator Kay Patterson (representing the Department for Family, Community Services and Indigenous Affairs) recounting how her encounter with the elderly mother of a man with an intellectual disability had resulted in changes to gifting laws.

"That was so profound for me," she said. "What could I do? I could go straight to the Prime Minister and say, 'This is unfair'.

"He said, 'It's terrible – fix it.'"

Minister for Victorian Communities Peter Batchelor also took up the theme, explaining how advocacy by community groups had led to a \$3 billion plan to address disadvantage in Victoria.

He said the most convincing advocates were those who not only pointed to the problems, but could provide the solutions.

"Within government, many of us felt we needed to do more to tackle disadvantage," he said. "We also heard that message coming loud and clear from the community sector."

Stories from the front-line of community were in no short supply during the conference, with other highlights including

- an inspiring first-hand account of the landmark 1970s Green Bans movement by revered grassroots organiser and the father of the bans, Jack Munday;
- reflections on the lessons of the past 10 years of the UK's Blair Labour Government by former DEMOS director Tom Bentley;



*PolicyLink founder and 2007 International Pratt Fellow Angela Glover Blackwell delivers her keynote speech to the 2007 Communities in Control conference*

- media veteran Sam Lipski's challenges for the community sector in mastering modern communications;
- demographer Bernard Salt's thought-provoking and sometimes chilling reflections on Australia's demographic, social and generational journey and what this means for Australian communities into the future; and
- ACTU president Sharan Burrow's plea for a return to greater collectiveness in the quest to get back on track towards a better, fairer world.

This year's Great Debate, chaired by former Victorian Premier Joan Kirner, provided a good-natured overview of the proposition that 'elected governments – federal, state and local – should decide on community priorities because the only place to influence policy is through elections'. Debaters Anne Dunn, Waleed Aly, John Roskam and Karyn Walsh provided some light relief while uncovering some serious issues as well.



*Eva Cox delivers her paper during day one of Communities in Control 2007*

This year's conference also saw some inspiring presentations by Community Idol finalists, United Cricket Club and Yirra Yaakin Aboriginal Corporation, along with a stirring verbal and visual presentation by the eventual winner, two eight two eight – a social and economic development organisation from Gulargambone in New South Wales. (And you can read more about this year's Community Idol competition at [www.ourcommunity.com.au/idol](http://www.ourcommunity.com.au/idol).)

Meanwhile, social critic, author and advocate, Eva Cox, issued a challenge to Communities in Control delegates, and communities throughout Australia, to imagine a new road forward, offering her vision for Utopia – a place where the social takes precedence over the economic.

"We need to recreate some of the sense of connectedness and mutuality we had before collectivity, belonging and interdependence were conceptually over-ridden by consumerism, markets and choices," she said.

"We need ways to reconnect more widely, so we can have the goodwill necessary to recreate inclusive, equitable societies."

Eva said there was a pressing need to redefine the distinct roles of the community, government and corporate sectors, putting forward her idea for a three-pronged reform package involving:

1. New-style government services that are responsive, accountable and flexible but still offer entitlement, with the state providing direct services that will ensure levels of security and shared risk that underpin the frameworks for a more trustworthy society;
2. An expanded role for businesses as responsible corporate citizens that create value for the broader community, its workers and the environment, as well as for its shareholders; and
3. A vigorous, independent community sector that is a vigilant guardian of and advocate for social equity, and ensures that the state and business do the right thing by society at large.

The three sectors should work together, Eva said, to generate

- Cultural and leisure based sectors that ensure that we connect socially, creatively and physically in both community and cultural spheres;
- Educational sectors that serve the pursuit of ideas and knowledge, not just market and economic-based aims;
- Universally available quality services in areas that should be outside the market such as education, health and personal support and care services, based on needs, not ability to pay;
- A lively, responsible and responsive market sector that is innovative and creative, as well as aware of environmental and social needs;
- Connected up people, linked through technological means that allow for strong communication and relationship building, as well as integration of paid work and community needs; and
- Environmentally sustainable communities and organisations that work collaboratively to reduce excessive consumption, and create equitable and effective use of energy and water.

And she suggested the setting up of a new independently funded Foundation of Ideas for an Equitable Future to collect and disseminate ideas for building a better future.

"This is a long-term project but maybe out of today we can find some starting points," Eva said.

"There are many good things happening out there but too few attempts to link these up and make sense of them and why they work. Even fewer are the attempts to collate and promote in any systematic way the communal collective viewpoints and knowledge that we have gained over time.

"Rather than nostalgia and attempts to move backwards, we need new ideas of social competence and more civil societies to counter the negatives of our main political viewpoints.

"On the eve of a Federal Election, it is easy to see the limits of political perceptions and the lack of focus on what makes people feel good and do the right thing by others.

"It needs changing and maybe we can kick-start the processes. If we don't, who will?"

Eva's paper, along with all of the speeches from the June 4 and 5 conference, are now available online at [www.ourcommunity.com.au/cic2007speeches](http://www.ourcommunity.com.au/cic2007speeches). (Papers from the Sunday pre-conference day will be posted separately, with delegates to be advised via email once the papers are available – watch out for next month's 'Our Community Matters' for all the lessons from the pre-conference event.)

DVDs of the conference are also available for sale by visiting [www.ourcommunity.com.au/cicdvd](http://www.ourcommunity.com.au/cicdvd) or by contacting Alan Matic on (03) 9320 6800 or at [alanm@ourcommunity.com.au](mailto:alanm@ourcommunity.com.au).



*Kev Carmody and Paul Kelly conclude Communities in Control 2007 with their stirring advocacy anthem, 'From Little Things Big Things Grow'*

### **We couldn't do it without ...**

Thanks to everyone who came along to this year's conference – all 1500 of you! We can't wait to do it all again next year.

Thanks also to our wonderful supporters who make it all possible – the Pratt Foundation, Alcoa, Hesta, Westpac, Australia Post, GIO, Leader Community Newspapers, City West Water, the Department for Victorian Communities and the Department for Families, Community Services and Indigenous Affairs.

Thanks too to all of the presenters who did such a great job challenging us, inspiring us and bringing us closer to what it means to create true Communities in Control.

And finally, thanks to our great partner in staging Communities in Control, Fr Joe Caddy and his team at Centacare Catholic Family Services.

Next year's conference will again be held June 2008. Keep your diaries – clear; you won't want to miss it.

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## **3. New award recognises outstanding community workers – APPLY NOW!**

In the community sector people work because they're committed to a vision - not so much for money and position. Salaries are much less than the commercial sector, there is little opportunity for promotion, perks such as training and staff development are harder to come by and the group usually has to survive on the smell of an oily rag.

The workers are not complaining - there are other satisfactions in doing the work that they love, for causes that they believe will make the world a better place - but it's a hard cold world out there, and there are going to be moments when the community workers must wonder if anybody cares.

Community workers throw their hearts, minds, and souls into their jobs unflinchingly, work harder than they have to, and observe the most exacting ethical standards. They're clever, innovative, unbiased, flexible, dedicated, determined, client-centred, and socially responsible. They risk misunderstanding, prejudice, frustration, and burnout. And their work is largely unsung and unrecognised.

Until now.

### **The Alcoa Foundation Outstanding Community Worker Award**

The Alcoa Foundation has developed the first award in Australia to recognise the contribution to the nation's life made by the men and women working in community groups. The Foundation will award \$5000 to the community sector worker who best exemplifies the sector's ideals of dedication, excellence, and service.



The award is for community sector workers - an award for the enormous unrecognised efforts. The nominees will display the qualities that make the sector so productive and so exciting.

The Alcoa Foundation will provide the winner with \$5000 to be spent on their own choice of professional capacity-building; in the form that the nominee thinks will best fit them for their tasks. The money can be spent on education and training, attending relevant conferences (in Australia or overseas), paying for relevant books or subscriptions - whatever you need to prep you for the next level of excellence.

Any worker from an Australian community organisation can be nominated for the award (volunteers aren't eligible; this one's for the staff who don't usually get thank-yous).

They're people who get paid for it - but who aren't in it for the money. They can be full-time or part-time, junior or senior, administrator or client worker, specialist or generalist, credentialed or paperless, working in the back room or the clinic or the front office.

A worker in a small community group has as much chance of winning as one in a larger community organisation. Someone who's keeping a small group afloat against the odds is as remarkable as someone who's guiding a flagship charity into harbour. As long as they're working for a community organisation they can nominate for the award.

Community workers can be leaders whose sweeping innovations have revolutionised their field, or they can be irreplaceable workers who for years have done the impossible with inadequate resources under unbelievable pressures. All are essential parts of the community sector.

To find out more or register for the award, download the PDF entry form at [www.ourcommunity.com.au/communityworkerentry](http://www.ourcommunity.com.au/communityworkerentry) or visit the webpage at [www.ourcommunity.com.au/communityworkeraward](http://www.ourcommunity.com.au/communityworkeraward).

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#### 4. Internet donors giving more than ever before as tax-time online donations surge

Online giving continues to gather pace in Australia, as evidenced by the huge surge in giving recorded at the [Australian Giving Centre](#) this month.

End-of-financial-year donations for community causes listed in the Giving Centre at [www.ourcommunity.com.au/giving](http://www.ourcommunity.com.au/giving) are coming in thick and fast, with more than \$280,000 collected for the month of June so far.

This is more than \$45,000 more than the total collected in June last year - and this month's total is still rising minute by minute (and with a couple of days until the end of the financial year, it shows no sign of abating).

Preliminary analysis of the Giving Centre statistics reveal the number of donations for the month of June has also eclipsed the number received last June - and, again, this figure is still rising! Well over 1600 individual donors have made a donation using the Giving Centre so far this month.

The highest one-off donation received this month so far is \$10,000, with the average donation being \$100.

Perhaps the surge in donations is no surprise, given recent findings by a team of US researchers who used brain scans to reveal an important link between giving and activation of the brain's reward system, concluding that the act of giving triggered a 'warm inner glow'.

(That's very good news indeed for those thousands of great community groups who, because of Australia's silly and outmoded tax laws, can't offer donors a tax deduction. As many groups have discovered, the desire for a 'warm inner glow' can be an even more powerful motivator than tax incentives.)

If you've been holding back from getting an online donations function up and running, thinking it won't be of interest to your ageing constituency, here's another piece of interesting news.

Internet tracking statistics from the UK has revealed that 'Silver Surfers' - internet users aged 55 or over - are about to overtake the 35-44 year old age group as the most common age-group online.

Internet tracker Hitwise says Silver Surfers accounted for 22% of UK visits to all categories of websites in the four weeks to May 12, compared with 23.5% for those aged between 35 and 44.

If your group still isn't listed in the Australian Giving Centre – a free service provided by Our Community with the support of Westpac – visit [www.ourcommunity.com.au/receivedonations](http://www.ourcommunity.com.au/receivedonations) or email [donations@ourcommunity.com.au](mailto:donations@ourcommunity.com.au) for more information on how to sign up for this free service.

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## 5. How to make the most money ever for your community organisation

No organisation should be so dependent on a single funding source as to be unable to function without it. A diverse fundraising strategy means independent decision-making, innovation, new ideas, and insulation from calamity when any one funding source dries up or changes direction.

Our Community has distilled many years of experience in community fundraising and used it to devise a Fundraising Formula that ensures groups can achieve fundraising diversity simply and sustainably.

The Formula consists of the **Six Pillars of Raising Funds**:

- Donations
- Grants
- Community-Business Partnerships
- Membership/Alumni/Friends
- Special Events
- Earned Income

This is what we refer to as the community fundraising equivalent to the Healthy Food Pyramid – there are some parts you should be using more of (and which those are will depend on your needs and your resources) and some you should be using less of – the key is, you need to be sampling pretty much all of it.

We're sharing the secrets of how community groups can use these pillars to raise more dollars than ever before through a series of low-cost half-day workshops being held across the country, plus an accompanying 100-page handbook.

The handbook - *The Complete Community Fundraising Handbook: How to Make the Most Money Ever for your Community Organisation* - takes the reader through each of the Six Pillars, spelling out how community groups of all sizes can use them to increase their fundraising success and the methods they can use to do so.

The handbook also contains a chapter on how community groups can lay stronger foundations in the search for greater fundraising expertise, emphasising the need for good planning, a strong database and relationship-building skills.

And it tackles one of the greatest challenges to community fundraising – the all-too-prevalent “I'm not worthy” mindset, which can cripple groups into inaction and ineffectiveness.

*You're not accepting an undeserved gift. You are giving them something they want – a stronger football club, fewer children with cancer, a school with enough art supplies, fewer weeds in the waterways, better care for seniors – whatever it is, it's something that makes the world a better place for, among others, themselves.*

*They may even get a warm inner glow. The benefit they get from donation is real, and if anything they come out ahead; there's certainly no remaining debt that you have to cover by feeling bad about it.”*

Like all Our Community offerings, *The Complete Community Fundraising Handbook* (\$36) is highly practical, providing solid tips and step-by-step advice, along with real-life case studies gathered over many years.

The handbook will be followed up by a sister title, *The Complete Schools Fundraising Handbook: How to Make the Most Money Ever for your School, Pre-school or Kindergarten*, which will be released shortly.

The handbook is a handy accompaniment to Our Community's highly popular series of Intensive Fundraising Workshops, which are currently being held around Australia.

Sold-out workshops have already been held in Melbourne, Brisbane and Sydney, with further sessions scheduled for:

- **Adelaide** (July 2) NOTE: only a few spots left
- **Perth** (August 14)
- **Melbourne** (September 14)
- **Brisbane** (October 12).

The workshops run from 9am to 12.30pm and cost \$95, including help sheets and refreshments. Demand has been very high so people interested in participating should book early.

- For more information about the workshops, visit [www.ourcommunity.com.au/fundraisingworkshop](http://www.ourcommunity.com.au/fundraisingworkshop).
- For more information about the new fundraising book, visit [www.ourcommunity.com.au/books](http://www.ourcommunity.com.au/books).

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## 6. The must-have guide to writing letters

And while we're on the topic of new books, Our Community, together with Australia Post, are pleased to announce the release of an invaluable new resource for community groups – *Effective Letters: 50 of the Best*.

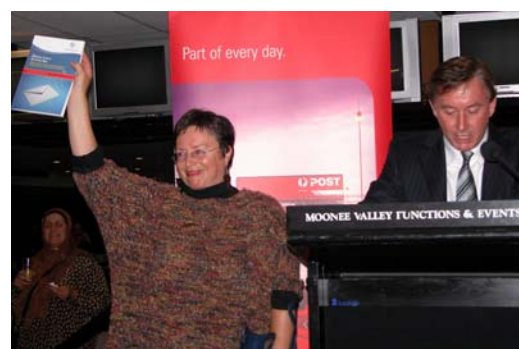
This 145-page book includes 50 model letters designed to help community organisations use their correspondence to fundraise, connect, lobby, organise and influence.

Launched by Australia Post letters group manager Allan Robinson at the recent Pre-Conference Day on Marketing, held as part of Communities in Control 2007, the book includes an outline of the tactics that are most effective for each different type of letter, plus a series of useful appendices on the use of databases, Mail Merge, letterheads and envelopes, and donation forms.

Each of the 50 model letters contained in the book is annotated to explain why certain phrases are more effective than others; that is, the book not only gives you the words, but the meanings and methods *behind* the words.

The book covers the three main letter-writing themes for community groups – fundraising letters; letters for the cause; and general correspondence – and is broken up into 11 sections:

- Public appeals via direct mail
- Large donors
- Community-business partnerships
- Letters to grantmakers
- Letters of thanks
- Getting your message out
- Making use of the media
- Letters to the members
- Board letters
- Special events
- Complaints



*Our Community CEO Rhonda Galbally joins Australia Post Letters Group Manager Allan Robinson to launch the new 'Effective Letters' book.*

An invaluable reference to have on any community group library shelf, *Effective Letters* can be purchased for \$36 (or cheaper if purchased along with the new *Complete Community Fundraising Handbook* – see the ad on Page 13).

For more information, visit [www.ourcommunity.com.au/books](http://www.ourcommunity.com.au/books).

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## 7. ABS releases first round of Census stats

The Australian Bureau of Statistics (ABS) has released the first set of 2006 Census statistics, with a variety of facts and figures available for download from the ABS site.

The initial release features a series of tools to allow you to find the statistics and information you need. The **Quick Stats** section compares basic data from a selected region to the overall Australian picture, while the **Map Stats** section produces coloured and annotated maps comparing statistics in a number of areas within and across states and territories.

But it is the third section – **Census Tables** – which might be of most use at a community level.

Through the Census Tables section, the public can download detailed Microsoft Excel tables containing a variety of statistics relating directly to a chosen geographic area (by postcode, place name or census collection area).



These can give community organisations an invaluable snapshot of the demographic details of their area – ranging across age groups, cultural details, earnings and income, household makeup, marital and family status, and levels of volunteering in the community.

2006 was the first time the Census has asked about levels of unpaid and voluntary work, with the results revealing that:

- More than 2.8 million Australians aged 15 years or over said they had participated in voluntary work in the 12 months to August 2006 – representing about 18% of the almost 16 million Australians aged 15 or over.
- More than 57% of those volunteers – 1.63 million people - were female.
- The highest proportion of volunteers (42%) came from the 35-54 year age group.
- More than 22% of ACT residents aged 15 years or over had volunteered in the 12 months to August 2006, the highest proportion of all Australia's states and territories. This was followed by South Australia (20.3%), Tasmania (20%), Queensland (18.3%), Victoria (17.8%), New South Wales (17%), Northern Territory (17%) and Western Australia (16.8%).
- Overall, Sydney had the lowest rates of volunteerism (14.8%) among Australia's capital cities.

Each of the census downloads from the ABS site are free. To check out the statistics, visit [www.abs.gov.au/websitedbs/d3310114.nsf/Home/census](http://www.abs.gov.au/websitedbs/d3310114.nsf/Home/census).

The next release of census information will occur in August, and will include detailed profiles and data sets for each community and suburb across Australia.

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## 8. Surfing the Changes: Eight trends that are changing the world (Part 2)

In the last edition of Our Community Matters, we examined how globalisation and climate change were impacting on the community sector.

In this second instalment of a four-part series looking at trends affecting the Australian community sector, we take a look at what changes in income and time mean for community groups.

### (3) INCOMES

#### The change

Australians are richer. Much richer. Real GDP per capita has more than doubled since 1980, real disposable household income for all people increased by 12% just between 1994-95 and 2000-01 (on average – there were gaps, which is why we have community groups). This fact is systematically hidden in Australian discourse by our propensity for grumbling and looking on the dark side – as a society, we feel guilty about prosperity and feel that in order to be morally justified we have to show that we're really hard-done-by victims.

#### The upshot

We're giving about the same proportion of our income to community causes as our parents did, but we should be giving a lot more – after all, they were passing on money that they would otherwise have spent on a visit to the doctor or a new pair of school shoes, while we with so much more discretionary income are giving up at most a slice of flourless orange cake with our cappuccino or a new ringtone for our mobile phone.

#### Changing to fit

However, just because we have it doesn't mean that it's easy to get it out of us. We have to be asked, and we have to be asked for more. Your organisation's ask must be inflation-adjusted and prosperity-weighted.

#### To do today

Look in the mirror and practice saying "fifty thousand dollars" and "one hundred thousand dollars" and "half a million dollars".

Try to move your givers up the scale with carefully targeted appeals for them to give more this year than last.

Pull out your forms and your draft mailings. Change the boxes from

I would like to donate

- \$10
- \$20
- \$50

to

I would like to donate

- \$50
- \$100
- \$150

#### **(4) TIME**

##### **The change**

As a society, Australians are working more than ever. The proportion of all adult Australians in the labour market increased from 60.8% in November 1982 to 62.8% in 1993-94 (though this overall average, combined a 3.8 percentage point fall in the male labour force participation rate and a 7.6 percentage point increase in the female). Those in work are working more hours.

##### **The upshot**

Australians are income-rich but time poor. In particular, any community sector model that depends on the contribution of women not in the paid workforce is in real trouble. The old-fashioned homebody proudly baking a nice light sponge for the church fête may always have been a myth – but she's certainly not a viable sole source of support today.

##### **Changing to fit**

The trend should be in the direction of changing from asking your supporters and volunteers for time to asking them for money. On the other side, fundraising that offers donors time-saving advantages (such as online options) will probably do well.

##### **To do today**

- Make sure your volunteers don't have any standing around time
- Add to your volunteering forms "I am not available on that day but would be happy to donate \$50 to buy trees/paint/materials etc."

**NEXT MONTH: How changes in involvement and increasing technologisation are affecting the community sector.**

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## **9. Governance qualification celebrated, community training institute launched**

More than 100 people are on their way to being among the first people in Australia to graduate with a formal qualification in not-for-profit governance.

The new Certificate IV in Business (Governance) has been a hit with community group board and committee members across Australia since it began in October last year.

The qualification is being delivered by Our Community, together with our training partner BSI Learning, with training tailored to meet the needs of large and small community organisations from across the not-for-profit

sector. Costing \$1100, the course has been specially priced to ensure it is accessible to community organisations, being many thousands of dollars cheaper than similar courses.

The training is delivered through combination of workshops, workbooks and in-practice assessment. Participants can choose to take part in four consecutive days of training, or stagger their learning over four separate days over a 12-month period.

The training is currently available in Melbourne, Sydney, Brisbane and Townsville, with more dates and locations (Adelaide, Perth and Hobart, among others) to be added in coming months.

The Certificate IV is the major offering from Our Community's training arm, the Australian Institute of Community Practice and Governance, which is supported by our partner Alcoa.

The Institute was launched by Parliamentary Secretary for Victorian Communities Lily D'Ambrosio and Alcoa managing director Wayne Osborn in Melbourne on May 31.

Speaking at the launch, Certificate IV graduate Matt Stevens, who was one of 20 participants who took part in the first four-day course held in Geelong in October, said the course had provided him with the opportunity to broaden his understanding of governance and improve his ability to provide strategic direction and strong leadership to the KIDS Foundation, of which he is general manager.

"There have been and will be many more challenges to implementing the core of what was presented to me over the course of the four days, however the knowledge I gained and skills I learnt will not only support me in my role but ... provide good governance to the KIDS Foundation and hopefully the wider community," he said.

Steven paid tribute to Our Community, BSI Learning and the State Government for their foresight in developing and supporting the Certificate IV, and to Alcoa, who have sponsored the Institute and also provided the scholarship that allowed him to take his place as one of the first group of graduates.

"Through this newly formed institute, Alcoa Australia is once again providing support to an initiative that will provide real benefit to not only the community in which they operate but the wider population," he said.

For more information about the Certificate IV and the Australian Institute for Community Practice and Governance, go to [www.ourcommunity.com.au/aicpg](http://www.ourcommunity.com.au/aicpg).

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## 10. Our Community Hero: Paula Rivera

**Each month we honour and celebrate a Community Hero – someone who is working to make a real difference to the health and vibrancy of their local community.**

A good Committee of Management member can be hard to find – a great one is even rarer. This month's Community Hero – PAULA RIVERA from Langwarrin in Victoria – falls into the latter category.

Paula is an energetic Committee of Management member of the wildlife rescue organisation AWARE, and so much more besides.

President and founder of AWARE, Michelle Thomas writes:

"Paula first became involved in our wildlife rescue group when I met her at a council talk I was attending. I talked to her about AWARE and how we needed committee members to help our fledgling group. Paula contacted me within days and has become one of the highest valued members of our committee and group.

"Paula has created brochures, fundraising tins and display folders. When we decided to develop our fundraising, marketing and media profile, Paula tackled it with gusto.

"As soon as Paula saw a need for something within the group she went to work on it – organising workshops and seminars; applying for over 10 grants; she even stepped into the role of secretary when our secretary had to move overseas.

"Currently Paula is the editor of our newsletter ('Wildlife Witness') and fundraising coordinator.



“On top of that she also undertakes wildlife rescue whenever called upon.

“We would be lost without Paula as her mind never stops thinking of ways to get our group name out there.”

**Paula will receive a Community Heroes certificate, plus a selection of Our Community books and a 12-month subscription to a range of Our Community newsletters. She will also be featured on the Our Community website. If you would like to read about past Community Heroes, or find out how to nominate a Community Hero, visit [www.ourcommunity.com.au/heroes](http://www.ourcommunity.com.au/heroes).**

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## 11. Community Classifieds

### Free rent on offer in Sydney

A Sydney firm has a section of office space that it is willing to donate for use to a suitable community group.

The group needs to be willing to connect the electricity to the space and pay an initial bill of around \$500.

The space is located on the second level of an old office building about 150 metres from the Sydney Town Hall. If your group is interested in exploring this possibility, please contact Robert by email to [robertchristielawyer@yahoo.com](mailto:robertchristielawyer@yahoo.com).

### 2007 Communication Academy - Victoria

Applications are open for places at the 2007 Communication Academy in Woodend, Victoria, on September 13-15.

The Academy, an initiative of Media Team Australia in association with the R.E. Ross Trust, offers Victorian-based executives from community organisations the chance to develop their media and communication strategies.

Successful applicants will be given a fully funded place to attend the residential program, which features workshops and presentations from some of Australia's leading communications professionals, together with international experts and high-profile business and media identities.

Places are limited to 25 and all applications must be received by 5pm on June 30. For more information call Media Team on (02) 6295 8300.

### Getting into women's magazines – NSW

A Media Team workshop on getting your story into women's magazines is being held in Sydney on August 1.

Media Team says nearly 90% of Australians read one or more magazines and the 'Inside Story' workshop will help community groups to reach this valuable audience.

Participants will learn how to pitch ideas, discover what stories interest which titles and how to get your case studies into some of Australia's most popular magazines.

To register or find out more visit [www.mediateam.com.au](http://www.mediateam.com.au) or call (02) 6295 8300.

### Making Links with technology – call for papers

Organisers of the 4<sup>th</sup> annual Making Links conference – a forum for community sector workers on new media and information and communications technology (ICT) – are seeking presentations, workshops and displays for their October conference.

The two-day conference, to be held in Sydney on October 30 and 31, brings together delegates and presenters from many fields to discuss community development-related experiences with ICT, multimedia and web technology.

To submit a presentation, workshop or display idea for consideration, or to find out more about the conference, visit [www.makinglinks.org.au](http://www.makinglinks.org.au). Submission must be made before July 1.

# New Resources!

Order both books today & SAVE!  
Special offer for community groups & Schools



## Complete Community Fundraising Handbook



## Effective Letters: 50 of the Best

How to make the most money ever for your community organisation

The Complete Community Fundraising Handbook offers advice aimed at improving your community organisation's fundraising efforts and will allow you to take control of your fundraising activities. Learn practical strategies, tools and next steps to gain more money for your community organisation.

**The handbook offers advice on the six pillars of fundraising:**

- Donations · Grants · Memberships · Special Events
- Alumni and Friends · Earned Income
- Community-Business Partnerships

Model Letters to Help Community Organisations Fundraise, Connect, lobby, Organise and Influence

Letter writing is an important instrument for a community organisation to have in its toolbox. With this book, that tool becomes sharper and multifaceted.

Effective Letters provides 50 templates and a multitude of ideas that will assist you to improve your letter writing skills, marketing, and data storage and use.

It provides tips on personalising your correspondence, increasing its impact and effectiveness.

This is a 'must have' resource for any community group.

### 1 Enter your Details

Given Name(s)	<input type="text"/>	Surname	<input type="text"/>
Organisation	<input type="text"/>	Position	<input type="text"/>
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		Ph	<input type="text"/>
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Order one book for \$36 (please tick one book)

- Complete Community Fundraising Handbook  
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Order Both Books and Save \$6

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Expiry Date      Date      Total Amount

Cardholder's Name

Signature      code



## 12. What's on in the community sector – dates for your diary

Our Community's online [Community Calendar](#) features all of the nationally significant events focussed around a major community or advocacy/awareness issues in Australia.

Some of the events taking place over the next month include:

- **Wildlife Awareness Week** (WIRES – NSW Wildlife Information Rescue & Information Service)  
July 1-8
-  **Intensive Community Fundraising Workshop - Adelaide** (Our Community)  
July 2  
([Click here](#) for more info)
- **Lavender for Leukaemia** (Leukaemia Foundation of Australia)  
July 2-8
- **Diabetes Week** (Diabetes Australia)  
July 8-14
- **World Population Day** (United Nations)  
July 11
- **National Glaucoma Week** (Glaucoma Australia)  
July 15-21
-  **Certificate IV in Business (Governance) – Brisbane** (Our Community/BSI Learning)  
July 16-19  
([Click here](#) for more info)
-  **EasyGrants issued**  
July 20  
([Click here](#) for more info)
- **Speech Pathology Week** (Speech Pathology Australia)  
July 22-28
-  **BusiGrants issued**  
July 27  
([Click here](#) for more info)
- **Schools Tree Day** (Planet Ark)  
July 27
- **National Tree Day** (Planet Ark)  
July 29
- **National Stepfamily Awareness Day** (The Stepfamily Association of Victoria)  
July 29
- **Anxiety Disorder Week** (Anxiety Recovery Centre Victoria)  
July 29-August 4
-  **Certificate IV in Business (Governance) – Townsville** (Our Community/BSI Learning)  
July 30-August 2  
([Click here](#) for more info)



**Anti-Poverty Week**  
14-20 October 2007

**FEATURED EVENT:  
Anti-Poverty Week  
October 14-20 2007**

Poverty and severe hardship affect more than a million Australians. Around the world more than a billion people are desperately poor.

In Anti-Poverty Week help fight poverty and hardship.

- Why not organise a display, stall or award?
- Maybe a workshop, lecture or forum?
- How about a fundraiser, fact sheet or petition?

For more information and ideas, visit [www.antipovertyweek.org.au](http://www.antipovertyweek.org.au) or call 1300 797 290.

More events, plus the full listing for each event (including organisational contact details and websites) can be found in the online Community Calendar at [www.ourcommunity.com.au/calendar](http://www.ourcommunity.com.au/calendar).

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## 13. Community Briefs

### Volunteering gains recognition across the nation

Volunteering is gaining recognition for its contribution to Australian society with two state governments taking action to highlight its importance.

An Office for Volunteering has been created within the Queensland Department of Communities to take responsibility for the implementation of a new Valuing Volunteers policy.

The policy paves the way for research into future volunteering patterns, and the development of flexible volunteering models to adapt to new trends and initiatives to attract young people to volunteering.

The Office for Volunteering, along with the Commonwealth and other states, will also consider the possibility of tax incentives to ease costs associated with volunteering.

Meanwhile, the Centre for Volunteering in New South Wales has launched the NSW Volunteer of the Year Award 2007, with support from the NSW government.

There will be awards for Volunteer of the Year in each of 16 different regions, 11 rural and five within Sydney. Regional winners will all be candidates for an overall award.

There will be only one NSW Corporate Volunteer of the Year, and entrants must be sponsored by their employer, and released from their employment to carry out volunteering work.

Nominations for New South Wales Volunteer of the Year and New South Wales Corporate Volunteer of the Year are open until October 1. For further information, visit [http://www.volunteering.com.au/latest\\_news/nsw\\_volunteer\\_award/index.asp](http://www.volunteering.com.au/latest_news/nsw_volunteer_award/index.asp).

### GetUp gets up and makes a move out of cyberspace

Prominent online community action network GetUp has announced plans to move out of cyberspace and into real-life communities.

GetUp ([www.getup.org.au](http://www.getup.org.au)), which has put its growing weight behind a number of causes such as the campaign to free David Hicks and the push to give gay couples equal rights under the law, sent an email to members recently announcing its plans to move into the real world.

"With all that GetUp members have achieved in cyberspace, imagine the collective force we could be if we could meet and act face-to-face – a GetUp community in each neighbourhood, leading the charge on issues like climate change from the grassroots up," the email said.

"A pipe dream? On Thursday 5th of July, we're making it happen."

The group's 'GetTogethers' will take the movement for change "from behind the computer screen and into cafes, pubs and homes across the nation".

"It's an opportunity to meet other GetUp members who share your concerns and your postcode, and work together for change with the help of new friends, right in your own local area."

The first GetTogethers will focus on taking real action on climate change in local communities.

For more information, visit [www.getup.org.au/community/gettogethers](http://www.getup.org.au/community/gettogethers).

### Come on, be happy!

Outcomes such as improved quality of life and wellbeing should be recognised alongside more tangible and more easily measured benefits when it comes to assessing the impact of the community sector's work, a UK group says.

The Association of Chief Executives of Voluntary Organisations (Acevo) says the UK Government should recognise the contribution voluntary groups make to the happiness of the nation, as well as to its economic bottom line.

"Third sector leaders who have spoken to us say that the deeper wellbeing of service users, staff and volunteers is a key objective of their work. They unequivocally believe that they achieve this through their unique approach, most notably through their focus on the individual, not process," says Acevo spokesman Nick Aldridge.

Acevo chief executive Stephen Bubb said if private and public organisations looked at third sector values, the nation could be made happier.

"We want public policy makers to come and ask us how we do it and then we'll show them how the unique selling point of our members is happiness," he said.

The Acevo report, *Happiness, Wellbeing and Third Sector Leadership*, can be downloaded here: [www.acevo.org.uk/UserFiles/File/Happiness\\_Report.pdf](http://www.acevo.org.uk/UserFiles/File/Happiness_Report.pdf)

### **Changes to GST thresholds proposed**

The annual turnover thresholds for registration for the GST will be raised to \$75,000 for businesses and to \$150,000 for not-for-profit bodies, with effect from 1 July 2007.

As a result of this measure, not-for-profit bodies with a turnover between the present threshold (\$50,000 or \$100,000) and the proposed threshold (\$75,000 or \$150,000) will no longer be required to register for GST. Those that voluntarily register for GST will have the option of remitting GST annually, rather than quarterly or monthly.

Taxpayers choosing not to register for GST will be able to claim, against their business income, the GST-inclusive cost of deductible business expenses, rather than the GST-exclusive amount. They will not be able to claim fuel tax credits.

This measure is subject to the unanimous agreement of the States and Territories.

[Click here](#) for further information about the changes.

*Thanks to Kindergarten Parents Victoria (KPV) for allowing us to reprint this item from their e-news bulletin.*

### **Law change sparks philanthropist move back to NZ**

Australian community organisations have many complaints about Australia's policies on charitable donations – too bureaucratic, too restrictive, too grudging.

It's only fair, however, to acknowledge that it could be worse – and it was, not very far away, until just recently.

In New Zealand, Jan Cameron founded clothing firm Kathmandu, built it into a \$250 million company, and then decided to move on. She sold the company, invested the proceeds, and planned to donate a portion of her annual income to charities.

However, discovering that under NZ law, all the money she gave away over an \$1800 threshold would be taxed, she opted to move to Australia, where there is no limit.

Naturally, this led to complaints from the New Zealand community sector and a renewed push for tax reform. Robyn Scott, executive director of Philanthropy New Zealand, said "There should be no limit on charitable donations." The opposition National Party adopted the same policy.

And in this year's budget the government came to the party. Revenue Minister Peter Dunne announced the Government would remove the \$1890 cap on rebates for charitable donations from April next year. Under the changes, donations of any amount, up to an individual's total net income, would be eligible for a 33.3% rebate.

And Jan Cameron, and her money, are going back – bad news for Australian charities, which have been getting many generous donations, but important for the New Zealand scene.

## **Tax Basics re-released**

The tax office's information package for community groups, 'Tax basics for non-profit organisations,' has now been reissued in a version that's been updated to include the large number of very minor changes to tax law since the last edition in June 2005.

It's worth noting that the new edition includes a useful table that shows the tax concessions available to the different types of not-for-profit organisations.

[Click here](#) to download to document.

## **QUT non-profit centre gains accreditation**

Queensland University of Technology's Centre of Philanthropy and Nonprofit Studies has become the first research centre outside North America to gain full membership of the Nonprofit Academic Centres Council.

The Centre was admitted to the NACC, the world's leading centre dedicated to promoting and networking philanthropy and nonprofit sector research and education, following a rigorous accreditation process.

CPNS director Professor Myles McGregor-Lowndes said the NACC accreditation was recognition of the quality of research and the contribution CPNS was making to academic research on the not-for-profit sector in Australia.

"The NACC's mission is to support academic centres who advance the nonprofit sector's ability to enhance civic engagement, democracy and human welfare," he said.

"In gaining full membership, CPNS is now part of a network that includes Harvard's Hauser's Centre for Nonprofit Organisation, the Centre of Philanthropy at Indiana University and the John Hopkins University Centre for Civil Society."

## **Giving community offices a shade of green**

Community groups' hearts might be in the right place when it comes to their love of the environment, but their wallets are often dictating another story.

That's according to a new British study which has found that the majority of community groups there – 84% in fact – say that budget constraints are limiting their environmental efforts in the office.

A survey of 442 organisations by the UK's Every Action Counts also found that 61% of community groups do not know where to find environmentally-friendly products and services.

Only 27% of organisations have implemented an environmental policy, but a further 47% say they have considered or are working towards implementing one.

Most organisations (63%) monitor their energy bills some of the time (26%), often (17%) or all of the time (19%), while 11% buy their power from a green or renewable energy supplier (with 12 of the 442 respondents actually generating their own energy!).

One community group said it had nominated a Green Team, which had resulted in a recommendation to stop buying bottled water. "This measure was accepted by all and could have happened years ago if only we had set aside some time to think about it," the submission said.

Every Action Counts plans to publish a Green Office Guide later this year.

Some easy steps you can take to make your office greener include:

- switching off lights, computers, air-conditioners and other appliances when they're not in use;
- switching to energy-efficient light bulbs;
- limiting the number of documents you print;
- printing on both sides of the paper;
- purchasing in bulk whenever possible, to minimise packaging;
- providing staff and volunteers with easy-to-access recycle bins, and making sure they know what can and can't be recycled;
- Encouraging staff to walk or use public transport to get to work.

## 14. Good Moves: Community Jobs & Board/Committee vacancies



# Good Moves :: Jobs Bulletin

[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

### JOB VACANCY LISTINGS (Paid Positions)

#### New South Wales

Job Title	Organisation	
<a href="#">Project Officer, Communications &amp; Resourcing</a>	Community Resource Network Inc.	<a href="#">Details</a>
<a href="#">Office Administrator</a>	Family Advocacy	<a href="#">Details</a>
<a href="#">Board Member</a>	Orange Community Resource Organisation Inc. - OCRO	<a href="#">Details</a>

#### Northern Territory

Job Title	Organisation	
<a href="#">Industrial Liaison Officer (Part Time)</a>	NT Working Women's Centre	<a href="#">Details</a>

#### Queensland

Job Title	Organisation	
<a href="#">Outreach Support Worker</a>	Redcliffe Neighbourhood Centre	<a href="#">Details</a>

#### Victoria

Job Title	Organisation	
<a href="#">Business Development Manager</a>	Lead On Australia Ltd	<a href="#">Details</a>
<a href="#">Manager - LC CASA</a>	Loddon Campaspe Centre Against Sexual Assault	<a href="#">Details</a>
<a href="#">Reader Services Librarian/Technician</a>	Vision Australia	<a href="#">Details</a>
<a href="#">Team Manager - Gippsland</a>	Vision Australia	<a href="#">Details</a>
<a href="#">Occupational Therapist</a>	Vision Australia	<a href="#">Details</a>
<a href="#">Employment Consultant</a>	Vision Australia	<a href="#">Details</a>
<a href="#">Coordinator Volunteers: Groups, Magazine, Library Phone Friends</a>	The Compassionate Friends Victoria Inc.	<a href="#">Details</a>
<a href="#">Receptionist/Administrative Assistant</a>	The Mirabel Foundation	<a href="#">Details</a>
<a href="#">Festival Manager</a>	Horsham Art is...festival	<a href="#">Details</a>

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

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

#### New South Wales

Job Title	Organisation	
<a href="#">Treasurer, General Board Member</a>	Manly Warringah Pittwater Community Transport Inc.	<a href="#">Details</a>
<a href="#">Treasurer, Secretary, General Board Member</a>	Family Development Services	<a href="#">Details</a>
<a href="#">General Board Member</a>	North Sydney Brothers JRLFC	<a href="#">Details</a>

#### Queensland



Job Title	Organisation	
<a href="#">Secretary, General Board Member</a>	Hepatitis Council of Queensland Inc	<a href="#">Details</a>

## Victoria

Job Title	Organisation	
<a href="#">Treasurer</a>	AWARE	<a href="#">Details</a>
<a href="#">Treasurer, Secretary, General Board Member</a>	Peoples Playhouse Inc	<a href="#">Details</a>
<a href="#">General Board Member</a>	Port Melbourne Neighbourhood House	<a href="#">Details</a>
<a href="#">Treasurer, General Board Member</a>	Eating Disorders Foundation of Victoria	<a href="#">Details</a>
<a href="#">Treasurer, General Board Member</a>	Bonnie Babes Foundation	<a href="#">Details</a>

[www.ourcommunity.com.au/jobs](http://www.ourcommunity.com.au/jobs)

## 15. Fast Forward

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

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

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

## 16. About Our Community

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 700,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1. [www.ourcommunity.com.au](http://www.ourcommunity.com.au) - Australia's most useful website and publishing house, encompassing the nation's largest and most diverse membership base and 12 Knowledge Centres – accelerating the impact of Australia's 700,000 community organisations
2. [Australia's Giving Centre](#) - Helping individuals and businesses give in every way
3. [Australian Institute for Community Practice and Governance](#) - practical and accessible certificated training delivered locally through our training Institute
4. [Institute for Best Practice in Grants Management](#) - the unique suite of grants management services for government
5. [Australian Institute for Corporate Responsibility](#) - cutting edge corporate responsibility resources for large, medium and small business and community organisations