



# Our Community Matters



## Five ways the census is gold for your community group

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

Data is the buzz word of the moment: the information age is generating more of it than Tim Berners-Lee might ever have imagined when he first dabbled in computer networking.

To put a number on it, the world is creating 1.3 trillion gigabytes of data a year, and that figure is growing very fast.

Most of that data isn't going to change the world: the selfies, cat videos and Netflix binges, and the Google treasure hunts that end in cul de sacs.

But right at your fingertips there's one treasure trove of data that every community organisation should be tapping into, and that's the census.

Here are five ways you can make the most of Australia's biggest database.

### 1. Supercharge your grant application

If you want a government authority, friendly philanthropist, donor, crowdfunder or any other funding source to stump up for your project, you need to prove you're actually providing a service that someone needs.

For starters, examine the Census QuickStats, which allow you to punch in a postcode or area for a swift demographic breakdown with information about gender, age, place of birth, income, cultural diversity and employment. Often funders will want you to demonstrate how you're going to target specific groups.

### 2. Understand who you're dealing with

Want to better understand your members, supporters and clients? The census gives you the power.

A detailed breakdown allows you to generate a "community profile" that can track changes in those demographic and cultural trends, including over the past three census surveys.

Want to know how many people in your neck of the woods are from Bosnia or Bangladesh? Download the spreadsheet and crunch the numbers yourself.

As the census takers put it: "Community Profiles are excellent tools for researching, planning and ►

analysing geographic areas for a number of social, economic and demographic characteristics”.

### 3. See the future

Every organisation worth its salt needs to be thinking ahead, and even a cursory look at the census results reveals a great deal about our rapidly changing population.

Involved in religion, housing, employment, new arrivals, the young, the old, women’s issues, men’s issues? It’s time to re-examine your assumptions about who you’re serving and how.

Where Aussies are choosing to live, the decline in Christianity, the flood of arrivals in big cities from the regions – the census maps the rises and falls, the ebbs and the flows.

### 4. Get in front of the pressure points

The chatter in the media and in the street often lags behind looming trends in work, unemployment, financial pressures, cultural clashes and social upheaval. While the census won’t tell you the answers, it can give you the signs. You don’t need to be an expert trendspotter in your field to start reading the signals.

### 5. Make more connections

Interrogating the data about your suburb, local government area and state means you’ll be on top of trends – including where all the new residents are coming from, and which groups are declining in importance.

Speaking of making connections, do you know how many people in your area use the Internet at home? The ABS does.

*Start exploring census data here:*  
**[www.abs.gov.au/census](http://www.abs.gov.au/census)**. ■

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# Great Grant: Jetstar Flying Start

***Up, up and away! The Jetstar Flying Start grant program is open to not-for-profit community groups and organisations that want to enhance the lives of people in their local community.***

## Overview

Entry is open to charitable, educational, health, arts and sporting groups. Applications should relate to a specific project. Each grant consist of \$15,000 cash plus \$15,000 worth of travel anywhere on the Jetstar network.

## Criteria

Applications will be assessed according to these criteria:

1. The extent to which the community group or organisation is seeking funding to help enhance the lives of people in their local community in the areas of charity, health, sport, education or the arts.
2. The extent to which the community group or organisation can maximise benefits to their local community with the Jetstar Flying Start grant (i.e. the extent to which they have a tangible project or activity in mind to utilise the grant).
3. The extent to which the project or activity will celebrate and highlight the work of the community group or organisation and help boost the profile and strength of the group for the future within twelve months of the grant being awarded.

## Deadline

Applications for the current round close on September 30, and all applicants will be notified of the outcome within six weeks.

## Our tip

Cash plus travel – so tempting! And if this grant seems like the perfect opportunity for your organisation right now, go for it.

That said, you don't want to lurch from project to project, chasing the grant funding, if your strategic plan outlines a different course of action. Before applying for any grant, assess how well it fits with your mission and your strategic priorities this year.

Check out **these Flying Start Stories** – successful applicants who've used the grant wisely, from **Shoes for Planet Earth** to **Crêpes for Change**.

## More information

Visit the Funding Centre (log-in required):  
**[www.fundingcentre.com.au/grant/G06213](http://www.fundingcentre.com.au/grant/G06213)**.

## Facebook

The Funding Centre now has a Facebook page! Want to know what's happening in fundraising?

**Like our page,**  
*and stay in the know.*



**Funding Centre**  
Where not-for-profits go for money



# Data is the new oil, and we all need to start drilling



BY DENIS MORIARTY, MANAGING DIRECTOR, OUR COMMUNITY GROUP

***Our Community was founded on the principle that small community groups should have access, wherever possible, to the same resources as bigger, better-connected groups.***

Our first two services, a commission-free online donations service (**GiveNow**) and a database of grants (**EasyGrants**), were designed to give groups better and more affordable access to the money they need to do their work, while our websites and books provided information in a form not previously available to Australian groups.

Now there's a new currency powering social reform. We still need money and we still need

information, but more and more it's data that's reshaping our world.

Newton changed the world because he showed that if you had a stack of data on the past movements of the planets, you could predict what they were going to do in the future. People are more complicated than planets, and making predictions about what they're going to do next is much more difficult, but Google and Facebook and Apple – in fact, pretty much all the world's largest companies – are now on the cusp of being able to do just that.

New tools allow us to collect, distil, understand and act on data like never before; to understand more about what drives us, hastening the pace of change. ►



Our Community wants to make sure the social sector doesn't miss out on grasping the possibilities presented by these new tools. We see big opportunities to use evidence to inform smarter and more effective organisations and programs, and to remove systemic barriers that prevent progress.

American data scientist Andrew Means **told our Board Builder conference** earlier this year that increasing data literacy and investing in shared technology were two of the keys that would unlock the new world for social sector organisations.

So here's what we're doing. We're taking a second look at the technology we oversee – GiveNow, the Funding Centre, SmartyGrants, Good Jobs, and the Institute of Community Directors Australia. We want to understand more about the data flowing through those systems so we can use it to help you to accelerate change.

We're crunching through the data we've got to create new insights – but more than that, we're working to turn insights into action (see our **Grants in Australia** and **Who Gives** reports, for example).

We've developed a **shared taxonomy** that we're attaching to all of these systems so they (and you) don't have to work in isolation any longer, not if you don't want to.

We're developing new help sheets – our **evaluation materials**, for example, are designed to help not-for-profits cut through the noise about data-driven outcomes assessment and focus on what matters.

And we're investing. We've appointed a data science team to speed up and improve our own understanding and practices, our web development team is growing by the month, and we've convened a **data reference group** to help re-orient our policies (nothing about you without you).

The purpose of all this, of course, is to play our part in creating and inspiring positive social change. Just as we did when we set up GiveNow and the Funding Centre, we're looking to provide a backstop and a few shortcuts. We've started on an exciting journey into unmapped territory, and we hope you'll come along. ■



## Pulse Poll: getting inside community AGMs

It's AGM season. Tell us about yours. Tell us where you hold your Annual General Meeting, tell us when, and tell us about the catering.

**[Take the poll here.](#)**

# Blogs and vids we love



## The Bottom 100

A look at the bottom end of global “rich lists” reveals the **faces and stories** of 100 of the world’s poorest people.

**Watch the video**

## Madlinsudn Blog: Say no to giant cheque pictures

A company / school / church / family / colleague has done some fundraising and raised lots of money for you! Brilliant! You both want to share the good news. But how to show how much has been raised? Yes, it is GIANT cheque time.

**Read more**

## Nonprofit AF: The downsides of linear thinking, and why we need to embrace failure

“The linear belief that “first we must get data, then we do the work” screws over smaller grassroots communities due to the Data/ Resource Paradox: You need good data to get funding, but since good data is expensive, you need funding to get good data.”

**Read more**



## The Samaritans

*The Samaritans* is a mockumentary centred on Aid for Aid™, a dysfunctional NGO. In the Kenya field office, staff deal with the strange demands and decisions of UK headquarters and hopelessly inept local bureaucracies, all under the guise of “saving Africa”.

**Watch the pilot**

**Seen or read something worth sharing? Email [editor@ourcommunity.com.au](mailto:editor@ourcommunity.com.au).**

# Meet Holly Ransom, change-maker

BY MATTHEW SCHULZ, JOURNALIST, OUR COMMUNITY

There's not enough room here to spell out all that CEO Holly Ransom has achieved by the age of just 27.

Still, you get the idea when you realise she is backed by Virgin billionaire Richard Branson as a future global leader, was invited by the prime minister to chair the G20 Youth Summit, was the world's youngest Rotary president, is the youngest director of the Port Power AFL board, and was a top-10 age-group finisher in her most recent Ironman contest.

Perhaps it's because where others see barriers, Holly sees opportunity.

As the CEO of her own company, Emergent Solutions, Holly has become adept at driving change in the corporate, not-for-profit and government worlds.

We spoke to her recently about the challenges facing community groups, and aside from the tough task of raising funds, she cites "the disintegration of trust" across politics and elsewhere as an issue community groups cannot afford to ignore.

"We're fortunate in the community space to be facing that far less than those in corporate and government sectors," Holly says.

But she also warns: "Just being an institutional name or having worked in the space for 50 years doesn't buy us the credibility in the community that it once did.

"What does buy you credibility is continued commitment to asking: 'Who am I seeking to serve? What does that mean I need to deliver? And how do we finance and build the partners ... to be able to support the delivery of that?'"

As not-for-profits know, doing things with limited resources is a challenge, but Holly points out, "You don't need to be working on 'x' scale to have



Holly Ransom, CEO, Emergent Solutions

an impact; it's just critical that you're thinking about how you are resourceful with what you're capable of, and you're looking for inspiration."

Groups can't afford to ignore the issue of duplication, and with 650,000-odd community organisations active in Australia, Holly believes we must address "opportunities to think how some of those merge, how joint ventures are stepped into, and how you collaborate ... with government or corporate groups".

If organisations can get it right, though, they have the chance to "have an enormous impact, and support, for an issue that you really passionately care about".

*Holly Ransom is a recent graduate of the Institute of Community Directors Australia's Diploma of Business (Governance), Australia's only approved diploma-level governance qualification. [Details](#)*

*A version of this article first appeared in [Board Builder](#), published for members of ICDA.*

- [Podcast, extended report + video: More of Holly's commentary](#)
- Follow [@HollyRansom](#) | [Emergent Global](#)



Are you getting your slice of the funding pie, or are grant applications giving you the pip?

# Study reveals the shape of the \$26 billion grants industry

*Large organisations are winning small grants as well as big ones, pressure is building on local government grants budgets, and a huge amount of effort is being wasted on grant applications that are started and never finished.*

They're just three of the findings from the latest **Grants in Australia** report, part of a decade-long research project by Our Community's **Innovation Lab**.

More than 1200 individuals, all involved in applying for or receiving a grant in the previous 12 months, took part in the 2017 survey.

## Key findings

### 1. Big organisations: small grants

Large not-for-profits (those with annual revenue of more than \$1 million) are not just winning large grants, they're scooping up many of the small grants on offer as well (less than \$5000).

### 2. Pressure building for local government

State and territory governments are the most relied-upon source of grants for not-for-profit organisations, but their importance is declining over time, while local government is becoming increasingly important, particularly for small not-for-profit.

### 3. Corporates continue to lag

Corporate grantmaking in Australia was building as an important source of funds for not-for-profits between 2007 and 2010 but fell away after that, and its prominence has not yet recovered to 2010 levels.

### 4. Grantseekers report increasing success (though there are sectoral differences)

Not-for-profit organisations are reporting either stable or increasing success in getting grants. Sport/recreation and arts/culture organisations apply for fewer grants than organisations from other segments of the not-for-profit sector. ►



## 5. There's work to do in reducing non-completion rates

A huge amount of time is being wasted on applications that are started then abandoned. More than half of the people we surveyed said they'd started an application that they didn't end up submitting.

## 6. Core costs still need funding

Multi-year grants and grants for core costs are getting harder to get, despite ongoing campaigns to encourage more of this type of funding, while a third of grantseekers report difficulties in forming a meaningful relationship with a grantmaker.

## 7. Funders, if you only do one thing this year...

Grantmakers need to get better at providing feedback to unsuccessful applicants. We've taken the pulse on this issue for more than a decade and grantseekers still report pain here.

## 8. Grantmakers like evidence. Paying for it, not so much.

Grantseekers are increasingly asked for evidence of outcomes, but are overwhelmingly being forced to fund their own outcomes measurement activities.

## 9. The shift to online forms is not yet complete

Grantseekers' preferences for application forms switched from offline electronic forms (fillable PDFs and Word documents) to online electronic forms around 2013, yet a good chunk of grantmakers still use offline electronic forms to collect applications.

## 10. Habits of successful grantseekers

Successful grantseekers are more likely than unsuccessful ones to form relationships with grantmakers, and less likely to start an application that they don't take through to completion.

## From insights to actions

Grantmakers and grantseekers can download tailored "to do" lists designed to translate these and other insights from the survey into actions.

Not-for-profits can also compare their grantseeking habits to those of their peers.

"We try to make sure the research we do is not just interesting, but useful," said Our Community executive director and "chaos controller" Kathy Richardson.

"About \$26 billion is distributed across Australia in grants each year by local councils, state and federal government agencies, philanthropic trusts, family foundations, community foundations and corporate foundations – a mass movement of money mainly to social causes.

"But good outcomes are not guaranteed. We want to play a part in ensuring that every precious grant dollar is used to produce the maximum benefit for Australian society. This study forms an important part of that aim."

The Grants in Australia study builds on a string of surveys conducted by **Our Community** since 2006. This year's data analysis was overseen by Our Community data scientist Joost van der Linden, with subject matter expertise contributed by Our Community's **Funding Centre**, **Australian Institute of Grants Management** and **SmartyGrants** staff.

Leading grantmaker Jon King from the Community Broadcasting Foundation previewed the study, and was shocked to learn that 38% of grantseekers failed to meet grant deadlines.

"What a waste of time. This is time you could have used for your cause, or to cold-call potential sponsors," he said.

The full report, and the benchmarking tool and actions lists for grantmakers and grantseekers, are available at [www.ourcommunity.com.au/grants2017](http://www.ourcommunity.com.au/grants2017). ■



## GiveNow powers through record-breaking year

Our Community's commission-free online donations platform processed a record \$12.56 million in donations during the financial year to June 2017 – that's over \$1 million more than the previous annual record.

June was the biggest month for donations, with \$3.49 million donated in that month alone.

If your group hasn't signed up to receive donations via GiveNow, why not? Remember: it's commission-free.

Details here: <https://www.givenow.com.au/joinourcauses>

## Latest issue of Board Builder out now

The Institute of Community Directors Australia (ICDA) is a network for members of Australian not-for-profit boards, committees and councils, and the senior staff members who work alongside them. The latest issue of ICDA's member-exclusive newsletter, *Board Builder*, is out now, and it's packed with features on the role of the chair:

- Why being a perfect chair is for losers
- Good chairs: Hot tips for the hot seat
- Bad chairs: What to do about bums on chairs
- Performance: Holly Ransom on pushing your limits (see page 7 of this issue)
- Recruiting: Surround yourself with talent
- Troubleshooting: Wrangling tricky board types

Catch a **free preview of Board Builder here** or become an ICDA member – with full access – for just \$65 a year for individuals. **[Sign up here.](#)**



## Helping you set your gender agenda

Philanthropists and grantmakers are feeling the pressure to remove the structural barriers that sometimes prevent women and girls from having equitable access to, or full participation in, their programs.

How is your organisation faring? To ensure equitable access to women and girls, your organisation should be prepared to treat men and women differently; to remove barriers and to encourage inclusion. You can start this process by applying a “gender lens” to your activities.

Some grantmakers (including those using Our Community's SmartyGrants grants application software) now include “gender lens” questions in their application and acquittal forms. To help you answer those questions, we've recently revised our gender lens help sheet.

To find out more, visit <https://www.fundingcentre.com.au/help/gender-lens>.



A UK trial of high-tech donation boxes was so successful at raising funds that some charities continued using the boxes after the trial finished.

# Cashless is the new king

BY VANESSA NOLAN-WOODS,  
GENERAL MANAGER OF SOCIAL IMPACT BANKING, COMMONWEALTH BANK

Technology is changing the way organisations – including not-for-profits – operate and deliver services, and it’s changing human behaviour, too.

The following two case studies demonstrate how cashless technology can help you to increase or manage your organisation’s funding, or make your existing funding go just that little bit further – and help you to achieve your mission.

Of course, even with cashless technology, you still need to manage your cashflow, and online tools can help you to do just that.

## Case study one: tap to make a charity donation

UK charities could be missing out on more than £80 million (AU\$131 million) in funding each year by accepting only cash in their donation boxes, according to a **recent study by Barclaycard**.

Barclaycard trialled new “contactless” portable electronic donation boxes – a high-tech version

of the tins rattled by volunteers at events and placed next to checkouts in charity shops.

The research was conducted over a four-month period in late 2016, and the charities involved regarded it as so successful that some continued using the devices after the trial finished.

Additional research by Barclaycard showed:

- 42% of people surveyed reported carrying less cash than they did three years ago
- 15% of people surveyed reported walking away from a donation opportunity in the past year because they could not make a cashless donation.

## Case study two: cashless payments lead to more sandwich sales

Australians, too, are moving away from cash. In Adelaide, **Henley Beach Primary School** ►



reported a 20% increase in the value of canteen orders when it introduced a mobile app called QkR, a digital wallet developed by MasterCard for schools. Parents and carers can use the technology to pay for their children’s lunches, uniforms, levies, excursions, events and fundraising.

All the profits from the canteen go back to the school, so the technology provided an unexpected financial bonus for Henley Beach Primary.

### Improve cash flow via data insights

Collecting money from your customers and donors faster, or managing your creditors more efficiently, can have a significant impact on your cash flow.

Online platforms such as CommBank’s Daily IQ business insights toolkit (pictured below) provide a range of tools to help you optimise your organisation’s cash flow, from analysing how adjusting payment and inventory cycles could increase the time you have cash on hand, to identifying cash flow trends and comparing cash in with cash out.

For organisations with CommBank merchant terminals, the toolkit can also provide useful insights on your customers, enabling you to better understand their demographics (age, gender and location) and spending habits. ■

The screenshot shows the 'Daily IQ' interface for 'Payments and inventory'. It features a 'Calculate your Days Payable Outstanding (DPO) for the last 12 months' section. On the left, 'Your DPO' is calculated as 14 Days based on a cost of sales of \$27,004 and payables of \$45,002. On the right, 'Adjusted DPO' shows a potential 10% improvement (\$2,703) if suppliers are paid 1 day slower. Below this is a bar chart comparing 'Cash balance at the end of the month' (yellow) and 'Cash balance with adjusted DPO' (blue) from June 2015 to April 2016. Callouts point to the 'Help customers pay faster' tab, the 'Adjusted DPO' result, the 'Paying suppliers' dropdown, and the input fields for cost of sales and payables.

Online platforms such as CommBank’s Daily IQ business insights toolkit provide a range of tools to help you optimise your organisation’s cash flow,

# Your two-minute NFP news digest

## Basic income trial basically a failure

*“Finland seemed like an ideal testing ground for a state-of-the-art social welfare experiment. In reality, the Finnish trial was poorly designed, and is little more than a publicity stunt.”*

Antti Jauhiainen and Joonas-Hermann Mäkinen

Writing in the *New York Times*, the authors of *Hyvinvointivaltion Vastaisku* [*The Welfare State Strikes Back*] say Finland’s basic income experiment isn’t working. They say, “The project was always meant to incentivize people to accept low-paying and low-productivity jobs.” [Full report](#)

## The millionaire boom

*“If foundations are total scandals, then we have a massive problem on our hands. We are now living through the second golden age of American philanthropy. What Andrew Carnegie and John D. Rockefeller were to the early twentieth century, Bill Gates and Warren Buffett are to the early twenty-first century.”*

Rob Reich

Writing for the *Boston Review*, the professor of political science at Stanford University challenges the role of foundations in a democracy, and examines the way they fuel innovation. [Full story](#)

## Big donors, big influence?

*“There should ... be stricter limits on tax-deductible giving, to discourage gifts by wealth holders that amplify their preferences in public debates. In an earlier era, when America had less inequality and stronger mass-member organizations, nonprofits advocating on policy issues typically spoke for lots of ordinary people...”* David Callahan

The founder and editor of [Inside Philanthropy](#) says “big philanthropy” wields disproportionate clout at a time when the gap between rich and poor in the USA is wider than ever. [Full story](#)

## Activists, adapt

*“Activism is adapting to the digital age (as are we all). Our expectations of activists, however, remain decidedly anchored in the preceding century.”* David Karpf

The back-end analytics tools of new media have changed the way activist organisations work, according to *Analytic Activism*, a new book by the Associate Professor of Media and Public Affairs at George Washington University. [Read an extract](#) or [preview the book](#)

## Volunteers, listen up

*“Almost without exception, every person who has applied to be a hotline volunteer has started out considering themselves to be open-minded, non-judgmental and a good listener. I can also tell you that after the first day of training, almost every one of them was in utter shock to learn how self-directed their communications were, how many assumptions they made and how much they tended to talk instead of listen.”* Alan Ross

The executive director of New York City’s Samaritans Suicide Prevention Center says the centre’s behaviour-focused approach to volunteer training is key to its ability to staff its hotline 24 hours a day, 365 days a year, all with unpaid staff. The centre takes 85,000 calls each year from people in crisis. [Full story](#)

## Social cohesion takes the stage

*“Two in three of us believe the arts help us to understand other people and cultures, and allow us to connect to others.”* Tony Grybowski, CEO, Australia Council for the Arts

More Australians regard the arts as elitist or pretentious, but at the same time, many more feel that the arts allow them to connect with other people (64% in 2016, up from 36% in 2013). These are among the findings of the latest National Arts Participation Survey, conducted every three years by the Australia Council for the Arts. [Read the PDF report](#) or [use the interactive data](#)

## Listening and measuring

*“Technology may be driving many of the innovations we highlight here, but some of the most exciting developments are happening because of changes in the ideologies and cultures that inform our approach to solving big problems.”* *Global Innovations in Measurement and Evaluation*

The latest report from UK charity consultancy New Philanthropy Capital (NPC) outlines eight key trends in measurement and evaluation, and identifies a shift towards listening to and engaging users. “A user-centric approach ... demonstrates accountability to those using a service rather than just those funding it,” the report says. [Read the report](#)

## Meanwhile, in the west

*“We still have a way to go in terms of providing consistent, long-lasting support to community organisations in setting and measuring their outcomes.”* UWA Centre for Social Impact

More than 30% of large private funders require grantees to report on outcomes, but less than 7% provide the funding to make it happen, according to the latest study of the Western Australian community sector. The authors of *Outcomes Measurement in the Community Sector* surveyed 240 WA organisations registered with the ACNC in 2017. [Read the report](#)

## Ctrl + alt + delete on grantmakers

*“It’s time to end Potemkin philanthropy that builds the façade of successful organizations that, in fact, teeter on the brink of collapse. We believe there is a better way – one that supports strong programs and strong organizations.”* Michael Etzel and Hilary Pennington

The authors of ‘Time to reboot grantmaking’ challenge conventional thinking that innovation and growth are the best investments for grantmakers. In their essay, published in *Stanford Social Innovation Review*, they argue that foundational capabilities and organisational resilience are far more important to the success of an organisation, and should be where the most investments are made. [Read the article](#)

## To pay or not to pay

*“Whether to pay board members or not is an important consideration for charities, and one that depends on the unique circumstances of each charity.”*

The ACNC’s new guidance on remunerating charity board members highlights the potential pitfalls and advantages of the practice. “Offering a payment can increase the pool of potential board members and lead to greater diversity on boards,” it says. On the other hand, “Offering remuneration to board members may make engaging volunteers or soliciting donations more difficult.” [Read the advice](#)

## Advocacy in the firing line

*“Baptist Care Australia is very concerned about the government trying to restrict how charities advocate for the causes their donors support”*

Marcia Balzer

The peak body representing Baptist community service organisations is among the charities opposed to restrictions on their advocacy work as proposed in a Treasury discussion paper. “If you’re trying to build a better Australia,” [says CEO Marcia Balzer](#), “you need to be able to address the root cause of a problem, as well as deal with the results of that problem.” [The Guardian reports](#) that conservation groups are already feeling the pressure for change. [Read the discussion paper and make a submission](#)



## Chadstone Bowls Club

*“All the bowling ladies, all the bowling ladies.”*

[Watch the video](#)



# Around the web

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*We've shepherded the best of the web this month  
so you don't have to.*

**How nonprofits can improve their email deliverability**

By Michael Stein for Tech Soup

**10 Charities that make the most of their About Us page**

By Jenny Wing for UK Fundraising

**10 nonprofit blogs you should be following**

By Joan Garry for Joan Garry Consulting

**Artificial intelligence apps for the greater good**

By Shannon Farley for Recode

**Effective volunteer training focuses on behaviour**

By Alan Ross for Nonprofit Information

**Five myths about CERES that we wish were true**

By Centre for Education and Research in Environmental Strategies, Melbourne

**Five things to do to make your brand shine**

By Tim Harrison and Jo Fischl for NFP Synergy

**Why big philanthropy needs scrutiny not gratitude**

By Michael Reich for Tiny Spark (podcast)

**Overcome resistance to change with two conversations**

By Sally Blount and Shana Carroll for Harvard Business Review

# Get involved: contests and surveys



## Fair Australia Prize

How do we change our collective future? How might we get there? Judges are on the hunt for work in five categories – fiction, essay, cartoon/artwork, poetry, and best union member entry (NUW, MEAA or NTEU) – on the theme “Our common future”.

Entrants are encouraged to respond creatively and imaginatively – the competition seeks to foster innovative thinking and expression rather than dogma or didacticism.

The prize in each category is \$4000 plus publication in *Overland* magazine. Entries close on August 20. [\*\*Enter here.\*\*](#)

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## Peace by piece: video competition

If you're a film-maker aged 16 to 30, the Victorian Parliament wants to hear from you. Create a short video – 2 minutes or less – on what you believe can contribute to a peaceful and harmonious society, and you'll be in the running for cash prizes of up to \$1000 in two categories: a panel selection and a people's choice.

Shortlisted videos will become part of a video installation at Victoria's Parliament House later this year, bringing young people's voices into the place where the state's laws are made and key debates are held.

Entries close on August 11. [\*\*Enter here.\*\*](#)



## Survey: technology use (closing soon!)

Infxchange, Connecting Up and Techsoup NZ are running a survey to help them understand how the community sector is using technology in Australia and New Zealand.

Just 12 minutes of your time this week will provide insights that will help increase the capacity of the sector through technology.

Add your input and you'll go into the running to win some great prizes.

All survey participants will also receive a free assessment of their technology set-up based on their responses and a pre-release copy of the final insights and trends report.

The survey closes this week on August 4. [\*\*Take the survey.\*\*](#)



# Seven tips for paying super

***A new booklet produced by HESTA in partnership with Our Community helps to make it super-simple for community sector employers to meet their superannuation payment obligations.***

*Seven Tips for Paying Super* covers jargon-busting, record-keeping, calculating payments and more:

- when to pay
- how to pay
- super choice
- default fund rules
- keeping up-to-date.

Our Community's managing director, Denis Moriarty, said, "This booklet is all about giving you the information you need to make paying your employees' super simple, so that you can get on with the work you do to support the community sector."

Download the booklet (it's free) from Our Community: go to [www.ourcommunity.com.au/hesta\\_super](http://www.ourcommunity.com.au/hesta_super).



## Marketing

# Community connections: on for young and old

What happens when aged-care residents and a bunch of teenagers get together to sing?

Lightness and joy, according to the coordinator of a project designed to make intergenerational connections in the north-east Victorian town of Benalla.

The project, "Let's find our voice", sees year-seven students from FCJ College meet weekly with residents of Cooina Aged Care to practise singing and work towards concert performances.

Recently the students and residents filmed a video clip to the soundtrack of Queen's "Somebody to Love".

The clip was played last month at the unveiling of a new 28-bed wing at Cooina. "The students were here to sing, and everyone watched the clip, and the mascara was dripping down everyone's faces," said Cooina's marketing and project coordinator, Vanessa Grant.

"It brings lightness and joy to people watching it."

### **Watch the video**





# Upskill

## Australia Council arts governance program: one-day workshop

The Australia Council arts governance program has been developed specifically for the arts sector. It promises to enhance participants' leadership in arts governance.

The next workshops are scheduled for November 14 in **Darwin**, and November 16 in **Alice Springs**. Register [here](#).

Registration for this workshop will give you access to one day of governance training as well as two years of membership of the Institute of Community Directors Australia (ICDA), a specialist not-for-profit governance membership body. It also includes access to a private arts governance online forum where you can ask questions and contribute to the discussion.

Attending as a group? The registration fee for this training is \$350 per group of up to three people.

No sessions in your location? Demand for this program is very strong and many scheduled sessions have sold out. Further dates and locations will be added according to demand. Please let us know if you're interested in attending a workshop in your location by emailing [leadershipprogram@australiacouncil.gov.au](mailto:leadershipprogram@australiacouncil.gov.au).

## Australia Council arts governance program: free webinar series

Each webinar takes the form of a 45-minute presentation followed by a 15-minute Q&A. Participants will receive access to written responses to questions submitted during the webinar, as well as relevant follow-up materials.

These webinars are open to those who can influence governance in arts organisations of any size – managers, CEOs, artistic directors and board members.

### Board review

Wednesday August 23, 1pm (Melbourne time)

In this webinar you'll learn why your board should review its own performance, your options for conducting a review, who you should include in your review, and how you can move from sentiments to action.

### Arts governance refresher

Tuesday September 12, 1pm (Melbourne time)

This webinar will enhance understanding of governance fundamentals, including legal responsibilities. It is strongly recommended that participants attending a one-day workshop view this webinar before attending the workshop. ►



### The role of an arts chair

Tuesday November 21, 1pm (Melbourne time)

When it comes to board performance, everything starts and ends with the chair. In this webinar you'll learn how to be a good chair, what to expect from the chair, what to do if things need to change, and how to move on effectively and gracefully.

### Register now for the webinars

### Diploma of Business (Governance)

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

**Melbourne** September 18, November 13  
**Perth** August 7, October 2

**Sydney** October 9  
**Brisbane** August 7, October 2 ■

### Profile



## Barnaby Howarth, at your service

Barnaby Howarth knows about resilience. He was diagnosed with Type I diabetes at age 14, but he didn't let that stop him from playing AFL football at an elite level. At age 25 he was bashed in a gang attack, and soon afterwards he suffered a stroke. The comatose Sydney Swans player wasn't expected to survive. But he went on to climb Mount Kilimanjaro, travel the world, publish his autobiography, make documentary films, and resume playing footy. He spoke movingly of his life experiences at the [Communities in Control](#) conference in 2015. Last year, he lost his wife to cancer.

Sydney-based Howarth will be visiting Melbourne for a week from October 23 and is keen to share his story and his message of resilience with community groups (a fee applies). To get in touch, email Barnaby on [barnaby@barnabyhowarth.com.au](mailto:barnaby@barnabyhowarth.com.au), call 0404 851 203, or visit his [website](#).



# Love Our Community's training? Join the company!

*Our Community is offering a full-time position for a trainer within the busy Institute of Community Directors Australia team. You'll deliver training for the not-for-profit sector across Australia and across a range of disciplines, including fundraising and governance.*

## About us

Our Community is a great place to work. We have an ambitious agenda and we're not constrained by bureaucracy or boundaries. We're not interested in internal politics or egos, just in contributing something useful to society.

## About the role

You will be responsible for providing training and associated support for not-for-profit staff and volunteers so they can learn how to become more effective. Your role will include teaching various short courses, webinars, and the Diploma in Business (Governance), and marking assignments.

## About the conditions

This is a full-time role. The usual hours are 9am to 5pm weekdays, but training is often scheduled for nights (and occasionally on the weekend), and a lot of interstate and rural travel is required, which will involve overnight stays. Time off in lieu is given as mutually agreed. The salary is negotiable. We want you to start as soon as possible.

## You must have

- A proven track record of delivering accredited training to people with a diverse range of skills and capacities – and preferably a Certificate IV in Training and Assessment

- Excellent communication skills, with the ability to engage and educate trainees of all ages, backgrounds and levels of experience
- A proven track record in designing and delivering successful training programs
- The ability to follow instructions and work independently where required
- An exceptional track record of reliability and adaptability
- Experience in assessing capabilities of students in relation to the AQTF and designing programs to meet individual learning needs
- A current driver's licence
- The ability to cope with constant travel and varying work hours

## It'd be nice if you had

- Experience sitting on, or working with, not-for-profit boards or committees
- Experience in not-for-profit fundraising and grant submission writing
- Experience in running webinars and developing training videos

## How to apply

First, download a position description [here](#). Questions or inquiries can be directed to group managing director Denis Moriarty via email: [denism@ourcommunity.com.au](mailto:denism@ourcommunity.com.au).

Apply online at <https://ourcommunity.smartygrants.com.au/trainer2017>.

Applications submitted by any other method will not be considered.

# Good Suppliers

## *August spotlight: consultants*

At Our Community, we receive calls every week from not-for-profit organisations looking for consultants to help them review their policies, conduct strategic planning, or guide them through an issue. If you're a consultant providing services to not-for-profits and you're not listed in GoodSuppliers, you're missing your target. **List your business.**

### **O'Keefe & Partners**

O'Keefe and Partners (OKP) provide fundraising, charity and philanthropic consulting services to hundreds of businesses and not-for-profits in Australia and New Zealand. **More**

### **DG Consultive**

Fundraising, marketing strategy and implementation, accreditation, governance, grants, copy-writing, strategic planning, social media, communications, policies. **More**

### **Tiger Grace Consulting**

At Tiger Grace Consulting, we work with all sectors to secure the best possible outcomes for not-for-profit organisations, government, and businesses. **More**

### **Akyra Strategy and Development**

Akyra combines strategy, methodology and design thinking to deliver customised and flexible HR solutions. We help organisations build a dynamic culture, to innovate, grow and drive their business vision. **More**

### **Moores**

We're lawyers, but we do a lot more. Moores will do the legal work and develop strategy, manage projects and create value for not-for-profits - all at a pre-agreed price. No estimates. No ranges. No hourly rates. **More**





# Board Matching Service

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

## Victoria

### Treasurer, Farmer Incubator, Alpine Shire

We are seeking a board member to provide financial advice for our social enterprise. We have been running for three years, running season-long programs teaching mostly young people interested in farming and agriculture how to grow and sell their crops in a collaborative environment.

## New South Wales

### Treasurer, Artspace

Artspace's mission is to enhance our culture through a deeper engagement with contemporary art. The ideal candidate for the role of treasurer is a practising chartered accountant with at least three years of experience.

## Western Australia

### Secretary, Fremantle Multicultural Centre

FMC aims to improve outcomes for migrants and refugees from a diverse range of cultural and linguistic backgrounds. We provide crisis accommodation services, mental health services and settlement support as well as a number of regular programs.

## South Australia

### Board member, Equestrian SA

Equestrian South Australia is the peak body for horse sports in South Australia. It comprises individual members, affiliated clubs, life members, coaches and officials.

## Queensland

### Board member, The Lady Musgrave Trust, Brisbane

The Lady Musgrave Trust is a not-for-profit registered company specialising in homelessness services for Queensland women.

## ACT

### All board roles, Music for Canberra

Music For Canberra offers Canberra's largest program of instrumental, ensemble and orchestral tuition, musical experiences, workshops, and performance opportunities.

## Tasmania

### Treasurer, Cystic Fibrosis Tasmania

Cystic Fibrosis Tasmania Inc supports Tasmanian families affected by cystic fibrosis, the most common genetic condition affecting children and young people today.



# Good Jobs

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

## Selected current vacancies

### **Animal Welfare League Kemps Creek, NSW**

#### **Planned giving manager**

We are looking for a motivated and experienced planned giving manager to grow AWL NSW's bequest, grants, foundations and major donor income streams. You must be prepared for regular travel across NSW.

### **Warra Warra Legal Service Broken Hill, NSW**

#### **Social workers**

Warra Warra Legal Service is a family violence prevention legal service providing free legal information, advice and casework assistance to Aboriginal and Torres Strait Islander victims of family violence. Community engagement is an important part of the social worker roles.

### **Warra Warra Legal Service Broken Hill, NSW**

#### **Counsellor**

The counsellor position will be responsible for providing support for female victims of family and domestic violence with the aim of assisting clients to recover from experiences and trauma related to family violence. Community engagement is an important part of the role.

### **Good360 Australia Limited Mascot, NSW**

#### **Corporate partnership manager**

You will be developing and implementing new and existing business development strategies so we can generate new sources of revenue from corporates. This position is available full-time or part-time.

## Looking for the right people to join your team?

Put your next role in front of an audience of quality, motivated candidates: visit [www.goodjobs.com.au/advertise](http://www.goodjobs.com.au/advertise).

Do you recruit often? Our advertising subscriptions provide a cost-effective, unlimited job listing service.

Learn more at  
[www.goodjobs.com.au/unlimited](http://www.goodjobs.com.au/unlimited).



AUGUST 8

**Dying to Know Day**

Dying To Know Day promotes death literacy. It aims to bring to life conversations and community actions around death, dying and bereavement.

[Details](#)



AUGUST 15

**Gay Uncles Day**

The internet first decreed Gay Uncles Day in 2016. Celebrate your Gruncle again this August.

[Details](#)



AUGUST 18-25

**Children's Book Week**

'Escape to everywhere' is the theme of this year's Book Week. Don't be caught short – start planning your kids' costumes today.

[Details](#)



AUGUST 20-26

**Hearing Awareness Week**

Hearing is precious and fragile. This week aims to raise awareness of hearing impairment and ways to protect your hearing.

[Details](#)

SEPTEMBER 1-8

**Adult Learners Week**

Learning helps us reach our full potential. It can transform us. And our whole lives present many different opportunities for learning.

[Details](#)

SEPTEMBER 4-10

**National Superhero Week**

Throw on your costume, warm up your superpowers and bring a donation to your workplace or school to be a superhero for muscular dystrophy.

[Details](#)

SEPTEMBER 1-30

**Dementia Awareness Month**

The theme of this year's national awareness month for dementia is "You are not alone".

[Details](#)

SEPTEMBER 9

**FASD Awareness Day**

Fetal Alcohol Spectrum Disorder (FASD) is a lifelong condition relating to permanent brain damage caused by fetal alcohol exposure. Doctors say "no alcohol" is the safest choice during pregnancy.

[Details](#)



SEPTEMBER 10

**World Suicide Prevention Day**

'Take a minute, change a life' is the theme of this year's World Suicide Prevention Day. Take time to notice what's going on with your family, friends and colleagues.

[Details](#)



SEPTEMBER 11

**Sustainable House Day**

Open the door to sustainable living by touring some of Australia's most environmentally progressive homes, on show on Sustainable House Day.

[Details](#)



SEPTEMBER 21

**International Day of Peace**

A day when individuals, communities, nations and governments globally highlight efforts to end conflict and promote peace.

[Details](#)



SEPTEMBER 22

**World Carfree Day**

World Carfree Day aims to encourage people around the world to leave their cars at home for the day. The World Carfree Network promotes a global carfree culture.

[Details](#)

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

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Where not-for-profits go for help

