



Edition 8, 2012 – Issued November 27, 2012

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



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1. It's GiveNow Week! Community groups urged to make the most of giving season

Our Community and GiveNow.com.au are gearing up for a great week of giving as we kick off Australia's biggest annual celebration of community spirit.

This week is GiveNow Week and we want community groups across the country to take part.

Now in its seventh year, GiveNow Week is designed to focus attention on the many ways that individuals, families and businesses can make a difference to the community in the lead-up to Christmas and beyond.

The event is anchored by a website –

www.givenowweek.com.au – which provides inspiration and ideas that will help turn people into better givers.

Activities are being coordinated by the Our Community Foundation, which runs the GiveNow.com.au giving service, providing access to commission-free online donations for community groups. Both GiveNow Week and GiveNow.com.au are proudly supported by Westpac.

There are around 2500 great causes listed on GiveNow.com.au and each and every one could do with more local community support in the year ahead.

“The GiveNow Week website also offers tips for becoming a better giver, tips for enjoying a sustainable Christmas, and how to best use your money when buying Christmas trees, food and gifts,” said GiveNow Executive Director Kylie Cirak. “This year we have also introduced a new ‘disaster giving’ fact sheet to help turn Australians into better givers in times of emergency.”

Here are five ways your community group can take part in GiveNow Week:

1. **Spread the word.** Tell the world what you do, why you're great and why they should support you and the community this Christmas. If you need some help, download the [2012 sample media release](#), adapt it to your purposes and send it out to local media (see www.ourcommunity.com.au/mediacontacts for a list). You can also download a number of [GiveNow Week 2012 images](#), to display in either your online or print media.
2. **List your appeal.** GiveNow has collected close to \$30 million for community groups big and small right across the country. We don't charge your group a fee to use the service; in fact, the only fees are the credit card fees that are paid by donors. Currently, there are around 2500 community group appeals listed – make sure yours is one of them. Find out more at <http://registration.givenow.com.au/>.
3. **List a Christmas appeal.** If you're already listed on GiveNow.com.au, you can highlight your cause by loading a [Christmas appeal](#). When you list a new appeal, simply put 'Christmas' in the heading.
4. **Spend wisely.** Lead by example by buying your organisation's Christmas gifts through community groups. There's a listing of community groups with goods for sale at www.givenow.com.au/givenowweek (check out the Social Enterprise Finder Gift Catalogue, as well as the Christmas trees and Christmas puddings' listings).
5. **Get others involved.** Tell everyone you know about GiveNow Week. Put it on Facebook. Send a tweet or two. Email your supporters with a link to the website (<http://www.givenow.com.au/givenowweek>).



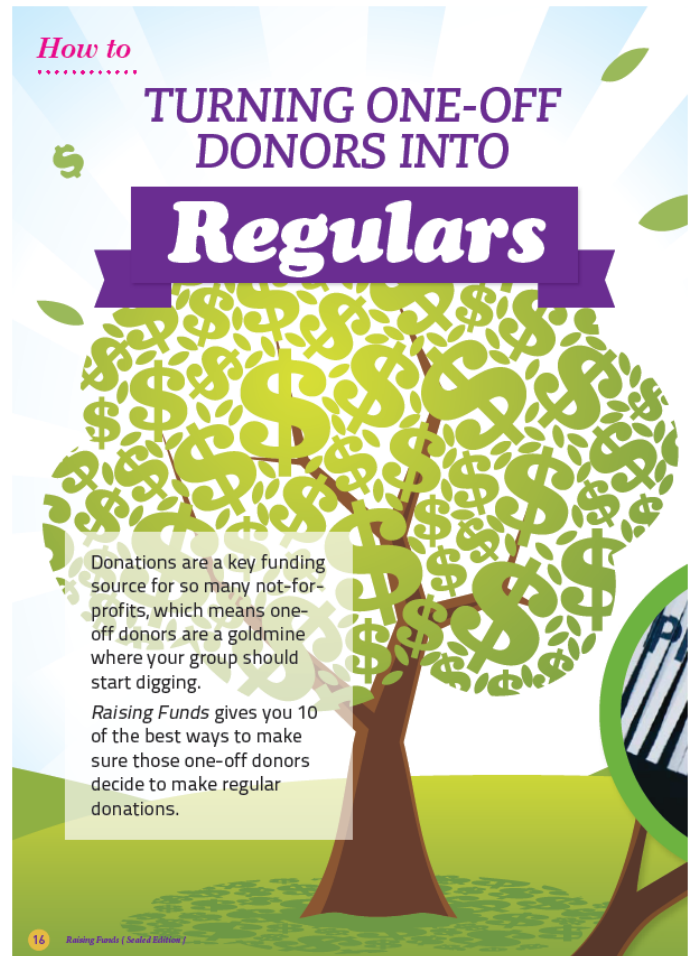
2. Raising Funds: Sealed Edition provides end-of-year treat to fundraisers

One of Our Community's oldest and best-loved publications has gone tabloid.

After more than a decade of helping community organisations and schools raise more money using less effort, *Raising Funds* is this month going out as a special sealed edition.

Drawing on our many years of fundraising wisdom, the *Raising Funds: Sealed Edition* is your 2012 fundraising planner – a complete guide to best practice fundraising. Key features include:

- **The Raising Funds 2012 Awards** – our top picks for 2012, with prizes awarded to the campaign of the year, the ugliest spokesperson, the best use of prize money and many more.
- **The Money Calendar** – Fundraising ideas to use throughout the year
- **The Fund Doctor** – a six-point health check to ensure your group is on track for a profitable year
- **The Fundraising Oracles** – two industry 'oracles' let us know what the future of fundraising has in store
- **What to do when your Funding is Cut** – a guide to surviving and thriving following a funding cut
- **A Surprise** – get your copy to find a special free supplement



Since its beginning in 2001, *Raising Funds* has been helping community groups and schools become better fundraisers, drawing from the Our Community group's extensive resources, leadership and experience.

The 2012 special sealed edition is suitable for both community groups and schools.

Subscribers will receive a free electronic copy in their inboxes in the next day or two, but any not-for-profit community group can order a print copy for the special price of \$25 by going to www.ourcommunity.com.au/raisingfundssealed and following the instructions.

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3. Not-for-profits – we need you! Community Confidence Index Survey under way

Westpac and Our Community are seeking to uncover the key issues and challenges facing the not-for-profit sector – and we need your help!

The results of the 2012 Community Confidence survey will be used to provide valuable insights into the sector, highlighting its challenges as well as opportunities for the year ahead.

The 2011 survey, which involved nearly 1000 not-for-profit respondents, examined the level of confidence in the community sector around financial security, workplace operations and future prospects. It found that

- 61% of not-for-profits were expecting an increase in income;

- One in four had experienced an increase in income in the previous six months;
- 82% were actively exploring additional sources of income; and
- 85% were confident of achieving their objectives over the next 12 months.

The first survey provided an invaluable baseline against which the results of the latest survey can be measured.

Research is being undertaken by Colmar Brunton and information provided by respondents will be used only for research purposes – no individual responses will be provided to Westpac or Our Community.

To be able to answer the questionnaire effectively you will need an understanding of the key issues and challenges facing your organisation, as well as an understanding of your organisation’s financial performance.

All participants in the survey will receive a summary of highlighted findings, as well as an exclusive report containing statistics and insights not published in the main report. Survey participants will also go in a draw to win a \$500 donation to your organisation.

The survey is open until Thursday, December 6. [Click here](#) to get started.



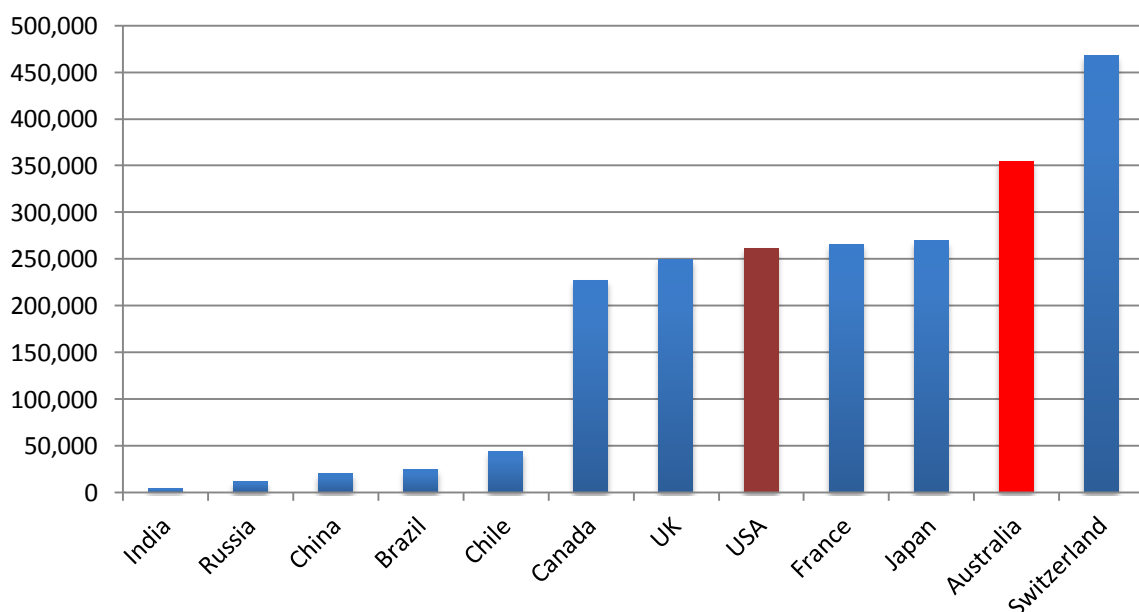
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4. Times are Tough (not)

Times are tough. Not-for-profits report that donations are harder to come by and grants are more difficult to get. It’s a struggle.

Really? Australia is richer than it’s ever been. Below are some of the figures from the *Credit Suisse Global Wealth Report*. First, let’s look at *mean wealth* – that is, a simple average of the total wealth divided by the total people.

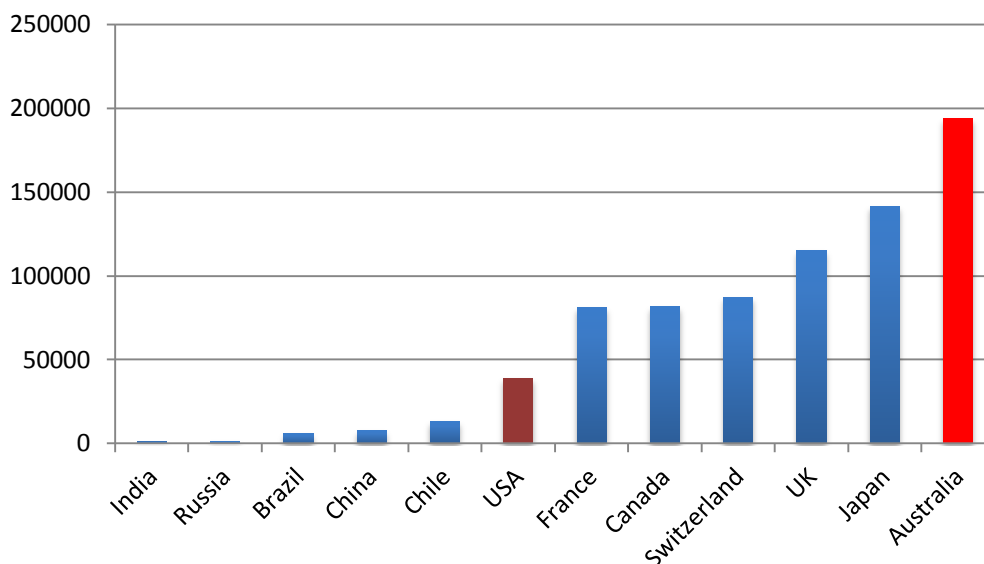
Mean wealth (USD per adult)



But mean wealth is not necessarily the best measurement. If you're standing in a queue at Coles and Gina Rinehart pushes her way in at the front then the mean wealth of the queue has gone up something like 57,000 times, but that doesn't say much about your own bank balance.

A better measure is the *median* – the balance point where there are an equal number of richer people and poorer people. Looking at it that way, we're head and shoulders above everybody else.

Median wealth (USD per adult)

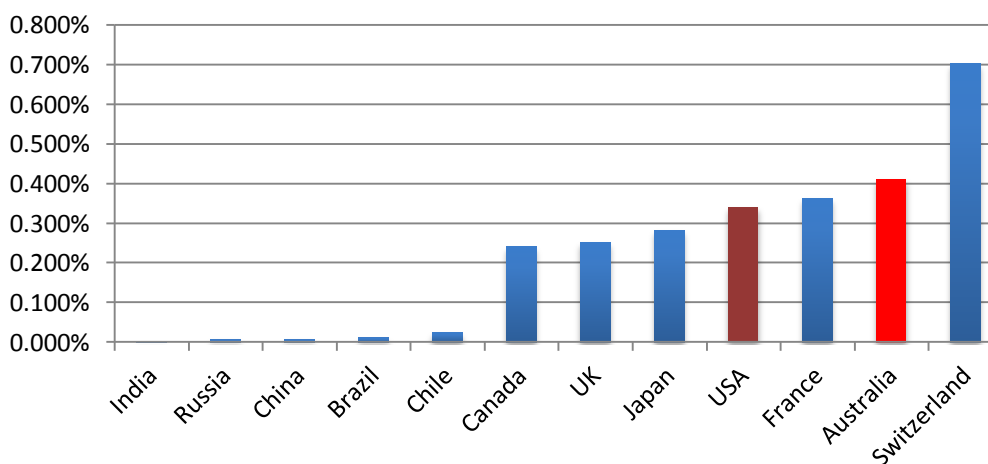


Per head, Australia is richer than any nation in the world. Richer than any nation in the history of the world.

America, for example, is simply not in the race. The median Australian can buy and sell the median American five times. It's perhaps even more a credit to America that their percentage giving to charity is higher than ours (and if we could only crank up to their level, we'd all be laughing).

There are doubtless caveats that can be made about the details, but the message is pretty robust. We even come out slightly ahead of Americans in millionaires per head.

Millionaires per adult



That's the good news. The bad news is that if you can't prosper in these circumstances you're going to be in diabolical trouble if the wind changes. This is just about as good as it gets.

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5. Updated media listing & risk checklists available at www.ourcommunity.com.au

Media Contacts List

Hot on the heels of our recent spit and polish on Our Community's free [Policy Bank](#), we've recently updated our highly popular media listing – www.ourcommunity.com.au/mediacontacts.

The listing contains contact details for all metropolitan, suburban and regional newspapers in each state, as well as national, metropolitan and regional radio and TV stations.

The 2012 listing, which is available for download in Excel format, also includes a list of online and other new media outlets and popular blogs, including *Crikey*, *The Global Mail* and *Mama Mia*.

Listings include phone and fax numbers, email addresses, websites and postal addresses.

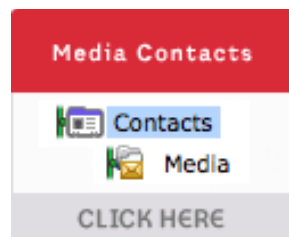
A number of free help sheets, designed to help you build a media campaign, are also available.

What have we missed?

We provide this listing free in order to ensure that community groups can more easily spread the word about the good works that they're doing – but we need your help in keeping it up to date.

If you notice an incorrect entry, please let us know by sending an email to service@ourcommunity.com.au. Send us your bounced-back emails as well.

If you have suggestions for new inclusions – particularly online and other new media outlets and blogs that may be of interest to community groups – please also let us know.



Risk management checklists

We've also recently updated all Risk Management Checklists available for free download at www.ourcommunity.com.au/riskchecklists

The checklists have been developed to help community groups to introduce and improve risk management processes. They cover areas that may be relevant across a span of community groups (event management, fire, car parks, hall hiring, kitchens, etc.), as well as category-specific (e.g. animal welfare, arts and culture, children and family, etc.) checklists.



These are just two of the many free or low-price tools available at www.ourcommunity.com.au – to find out more, download our new member brochure: http://www.ourcommunity.com.au/files/new_member_welcome_pack.pdf

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6. Our Picks: The power of words; leading by example; Obama; Gangnam for freedom

There's so much online that's good to read and view ... where to start? Here are our top picks from the past month:

- **The Power of Words**

Here's a **Scottish video** showing why a good writer is worth their weight in gold. Watch this, then go give your writers a hug.



[Watch the clip](#)



- **Leading by Example**

"If I spend my whole day telling other people to be more inclusive and employ people with disabilities at the heads of their organisations, how could I, in good conscience, not do the same thing?" Arts Access Australia head Kate Larsen says.



[Read the article](#)



- **Obama and You**

The recent US presidential campaign proved that some email fundraising strategies work particularly well.

"Take these lessons from the most expensive political campaign in American history and apply them to your own marketing to improve your success. After all, they paid \$6 billion collectively for these lessons – get some value out of those education dollars!"



[Read the article](#)



- **Gangnam Style (for freedom)**

Indian-born British sculptor Anish Kapoor shows how it's done in support of fellow artist Chinese national Ai Weiwei, and others facing repression of expression. **[Warning: Extreme Cringe Factor]**



[Watch the clip](#)

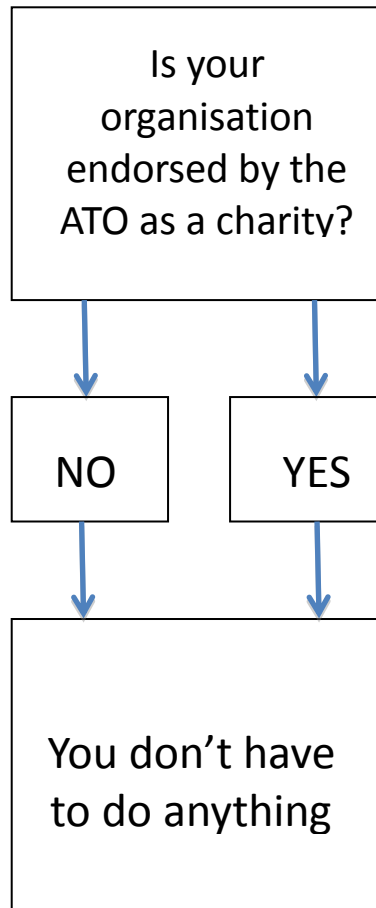


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7. ACNC Coming Soon: What you need to know and do NOW!

Finally, the ACNC bill has passed all its stages in Parliament and the Commission is to come into existence any day now (the official word is “early December” with an official Treasury announcement apparently coming soon).

This means that your organisation is now immediately faced with having to adjust to the new system. In an attempt to make this ever so slightly easier, *Our Community Matters* offers this handy guide to move you through the procedures involved.



If you're an endorsed charity, the Australian Taxation Office (ATO) will send your details across to the ACNC automatically. If you're not, you don't come under the ACNC anyway.

The only exception to that general rule comes if you're a religious institution and you've self-assessed your charitable status. You didn't have to inform the ATO about that, but you will now have to sign up with the ACNC.

After that, the good news is that the promised reduction in red tape has begun. South Australia has announced that it will amend its incorporation and fundraising legislation to harmonise reporting requirements across state/federal boundaries.

The bad news is that red tape reduction has begun only if you're based in South Australia. All the other states are playing dog in the manger. They don't want to concede anything to the Gillard government, and they don't think they'll have to. The coalition opposed the ACNC legislation and has promised to do away with most of its functions if it wins the next election.

If you want to find out more about what the ACNC will mean in the long-term for the not-for-profit sector – and all of you in it – you can hear ACNC head Susan Pascoe speak at the [Board Builder Conference](#) this coming Friday (November 30) – see page 17 for more.

There's also a full rundown of what the ACNC means for your organisation in the upcoming edition of the *Board Builder* newsletter – see www.ourcommunity.com.au/boardbuilder for more.

8. Victorian Associations Incorporation Act comes into effect

In Victoria, the Victorian Associations Incorporation Act has, at long last, come into full operation.

Here's our quick guide to what it means to your organisation – the upcoming edition of the *Board Builder* newsletter will contain a full analysis, as well as a state-by-state rundown of rules across the country.

Q. What's happening?

A. The Victorian Associations Incorporation Act has come into full operation.

Q. What does that mean for my group?

A. If you're a Victorian group, there may be changes in your reporting procedures, and you may want to change your Constitution. Oh, and in certain very unlikely circumstances office-bearers may be liable to fines.

Q. What do I have to do now?

A. Nothing. Your existing constitution continues to be perfectly valid. There are, however, new items in the new Model Rules. This means that

a) If you want to make things simple, you can adopt the new model rules.

b) If you want to make things easy, you can do nothing and the new rules will simply be read in to your existing constitution automatically.

There's no rush, and you can perfectly well leave all this to your next AGM.

Q. What will I have to do next year?

A. The old Act had two reporting levels, for Prescribed and Non-Prescribed organisations. The new one has three – for small organisations under \$250,000, \$250,000-\$1 million (must have accounts done by an independent accountant), and \$1 million-plus (must have accounts audited).

Q. Where do I find out more?

A. Victorian Consumer Affairs has the **bare bones**; **PILCH** has some useful advice.

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9. Not-for-profit Tax Breaks: What's coming

The Tax Concession Working Group was set up in February 2012 to work out ideas for delivering the same support currently provided through tax concessions to the not-for-profit sector, only doing it better.

The group is chaired by the eminent and highly regarded Linda Lavarch and has a solidly competent membership from government, business, and the not-for-profit sector.

It's now produced a discussion paper – *Fairer, simpler and more effective tax concessions for the not-for-profit sector*. The discussion paper is sensible, interesting, and deserves detailed discussion.

The issues they want feedback on range from the general (who should be eligible for income tax exemption) and whether Deductible Gift Recipient ("DGR") status should be given to all charities, down to the details of GST and fringe benefit tax exemptions.

- **There's going to be a move to raise the DGR threshold from \$2 to \$25 dollars.**

On the face of it, that sounds like a bad thing, but honestly, do you really want a gift of \$2 if you have to fill out forms and keep records? Wouldn't it be more effective to have a figure that reminded your donor what the word 'gift' actually means?

- **There's going to be a move to have the undoubted social benefits of club membership balanced against their role in promoting alcohol and gambling.**

The Productivity Commission brought this up, and it's still in play.

- **There's a move to replace Fringe Benefit Tax benefits with other funding,** which is fine if you get government funding now and not so good if you don't.
- **There's a suggestion that all charities get DGR, including schools,** but this one has a price tag of at least \$1 billion so we wouldn't bet on it.

The real problem, though, is that if they want to reduce the complication and confusion they're going the wrong way about it. At present, the ATO handy hints table looks like this; this is as simple as they can get it.

Tax Concessions	Not-for-profit organisations	Community Service organisations	Charities	Public Benevolent Institutions	Religious Institutions	Deductible Gift Recipients
Tax-free threshold	✓					
Income Tax exemption		✓	✓		✓	
DGR status				✓		✓
Refund of imputation credits			✓			✓
FBT Rebate		✓	✓		✓	
FBT Exemption				✓		
GST NFP Concessions	✓					
GST Charity concessions			✓			✓
GST Religious concessions					✓	

They're leaving the grid intact and asking what they should put in the boxes. If we want to make this simpler, we have to start over with something more like this.

Tax Concessions	Groups doing things we don't care about	Groups doing things for their members	Groups doing things we care about a lot
None	✓		
Some		✓	
A lot			✓

Well, that's not going to happen. Still, not-for-profit organisations should read the report and make a submission by December 17. Yes, we know we always say that – but this time it's different. There are going to be winners and losers *within the sector*.

If you're a charity you can, if you want, recommend that sporting clubs be moved out from under the not-for-profit tax umbrella, leaving more for you. If you're a sports club you may want to head them off at the pass. Real money may be involved. Get to it.

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10. Consultation Fatigue: We know they mean well, but ...



Denis Moriarty
Group Managing Director
Our Community

Excuse me while I scream hysterically for a moment.

The current round of consultation courtesy of the Tax Concession Working Group (see [above](#)) is approximately the 16th we've been asked to attend to in the past three years.

And it overlaps quite a bit with the Productivity Commission recommendations.

Once again, we are being asked to comment on one small portion of the total not-for-profit picture without knowing what is to be filled in in the blank spaces.

Once again, the scope of the consultation overlaps with our response to earlier queries, which the new panel probably won't read.

Once again, we are being asked to suggest minor tweaks to a historically contingent suite of legal forms and legal relationships. No legal form has ever been discarded, which means that no historical decision has ever been reconsidered and no assessment of need rescinded.

We would urge strongly that wherever possible we return to first principles, asking ourselves

1. What outcomes do we wish to see?
2. What measures would lead to these outcomes?
3. How can these measures replace existing arrangements?

rather than the more limited, "What are the smallest changes that can be made to existing arrangements to reduce their attendant inefficiencies?"

It's understandable, of course.

The Federal Government is in the situation of someone who's bought an old house. The porch light doesn't work, so you make a mental note to get a new bulb ... but then discover over successive days and weeks and years that it's actually a switch fault, leading to the discovery that the electrical wiring is thoroughly unsafe, involving a massive replastering job which means that the side wall has to be restumped and the roof retiled.

Every step means you find new faults that all have to be fixed so you can open the house on the date you'd announced before you noticed the porch light wasn't working.

It's understandable.

What we're screaming about, though, is that the government doesn't seem to learn.

If the government sincerely wishes to set the not-for-profit sector on a sound footing, it's necessary for it to assign the responsibility for all changes to the sector to a single minister supported by a properly funded departmental team. Only a properly co-ordinated and directed effort can produce a coherent and consistent outcome.

We live in hope.

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11. Community groups provide resounding support for national harmonisation

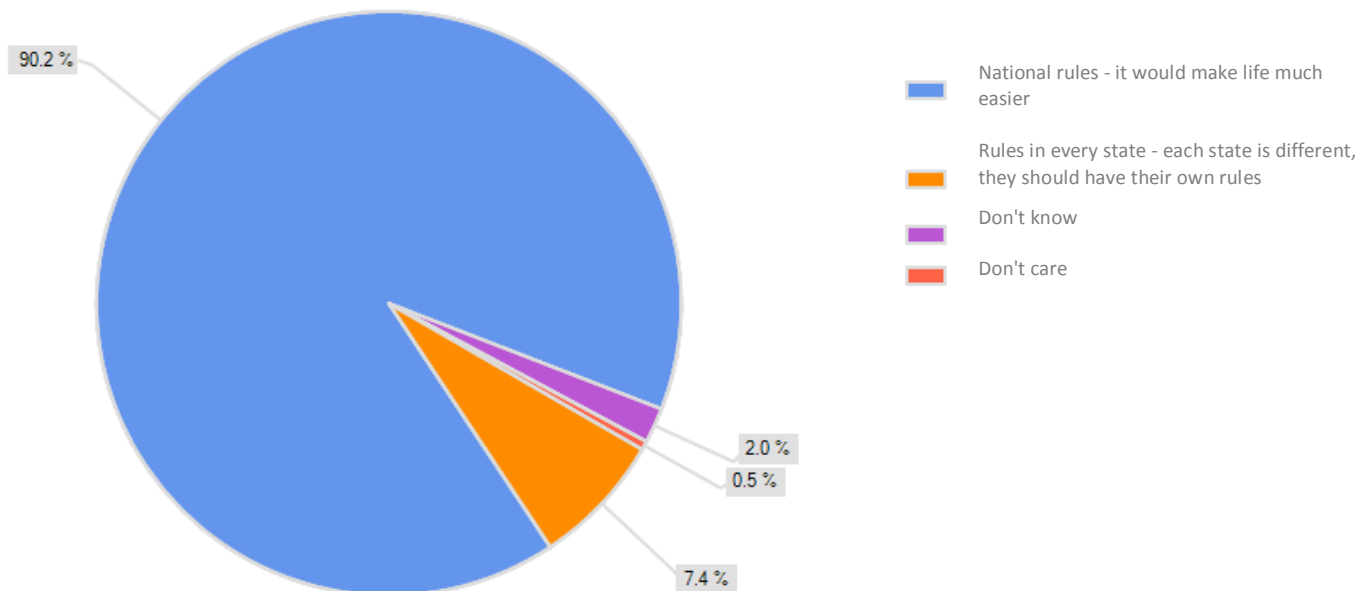
Our Community members have provided emphatic support for nationalisation of rules governing their operations in the latest OC two-second poll.

The poll asked community group representatives their view on whether or not there should be separate incorporation and fundraising rules in every state (as is the case now), or if they would prefer one Australia-wide model.

A total of 90% of the 200-plus respondents said that there should be national rules, while just 7% wanted to continue with stat-based rules.

The levels of apathy were low – just 2% said they did not know and 0.5% said they did not care.

Should there be separate incorporation and fundraising rules in every state, or would you prefer one Australia-wide model?



Our latest poll is very important in the light of our plans to launch the Institute of Community Directors Australia (ICDA) early in the New Year. ICDA builds on our decade of experience providing practical governance tools and training to not-for-profit board and committee members.

This is a very exciting initiative for the sector – for the first time in Australia, your unique skills and experience will be celebrated and recognised. We do hope you will be part of it. We'll be going live in February 2013.

In preparation for the launch of ICDA, we want to know what you call the members of your organisation's governance group – board members, committee members, directors or trustees?

We also want to know what word you prefer to describe your organisation and others in your sector – not-for-profit; community group/organisation; third sector organisation, social sector organisation; other?



Take the Two-Second Poll

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12. Live Long and Prosper: The art and science of advocacy

If you're contemplating an advocacy campaign in 2013, the Christmas break (if you're having one) might present a good opportunity to start thinking about the big picture.

Beyond the Cause: The Art and Science of Advocacy is a new study from US thinktank Independent Sector that might help you to frame your thoughts.

The report identifies a number of approaches that it says are essential to successful advocacy. The main points it makes, based on a series of surveys and interviews, are:

1. **Advocacy is a long-term strategy.**

If you're after big changes, think 10, 20, or 25 years. You're just not going to do it in a year unless there's a serious crisis or you're unbelievably lucky.

2. **Build the elements for successful campaigns.**

Do the research, develop policy solutions, build relationships with politicians, bureaucrats, and potential allies, test key messages with target audiences, build your grassroots mailing list, and understand the priorities of public officials. All these things are time-consuming, expensive, and require a good organisational memory.

3. **Consider the motivations of public officials.**

Spend the time to understand the policy environment and the players. Be able to answer the right question: What activity is most likely to motivate this particular public official?

4. **Coalitions are good for short-term goals.**

Coalitions form around a specific issue at a given moment in time and disband once their goal has been achieved.

5. **Leadership is central.**

You need someone with

- High integrity and transparency
- A reputation for being an honest broker
- The trust of their colleagues and their audiences
- The ability to articulate a compelling vision and mobilise people around it.



[Download the report](#)

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13. Migrants' social cohesion levels low: report

Measures of social cohesion in areas of high migrant concentration in Melbourne and Sydney are far lower than the national average, according to the latest *Social Cohesion in Australia* survey released last month.

The research report, compiled by the Scanlon Foundation and Monash University, has measured levels of social cohesion in Australia since 2007. It uses a specially developed index to gauge social cohesion in five "core domains":

- Sense of belonging;
- Sense of worth;
- Social justice and equity;
- Participation;
- Acceptance.

The 2012 report measured social cohesion not only among the general community, but in four areas of Melbourne and Sydney – Hume, Greater Dandenong, Fairfield and Bankstown – which are classed as “high-immigrant, low-average-income municipalities”.

The study found that overall feelings of social cohesion were 11.5 points lower in these areas of high immigrant concentration than the national average. Overall, four of the five measures of social cohesion saw lower ratings in these areas than nationally.

Domains of social cohesion	2012 – National average	2012 – Areas of high immigrant concentration
Sense of belonging	95.1	88.1
Sense of worth	96.5	85.1
Social justice and equity	95.1	103.2
Participation	106.6	74.7
Acceptance (rejection)	78.6	63.6
Average	94.4	82.9

Most strikingly, feelings of participation were down by almost 32 points in the four local government areas highlighted.

And it seems English language difficulties can be linked to the lower participation rating. In each of the four focus areas, researchers looked more deeply at the responses of two distinct “sub-groups” – third generation Australians and respondents from a non-English speaking background (NESB).

While third-generation Australians recorded a 90.5 rating score in the participation category, NESB respondents recorded a 65.6 score. However across all five categories, both sets of respondents recorded almost identical scores – 83.1 and 83.2 respectively.



[Download the report](#)

► **Social Inclusion Week**

This week is Social Inclusion Week – find out how you can participate at www.socialinclusionweek.com.au

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14. Charitable Giving Index reveals Australia’s most generous postcodes

Charitable giving is growing in Australia, according to the latest NAB Charitable Giving Index, despite a weakening domestic economy, flat employment growth and whispers of a looming market crash.

Charitable giving has enjoyed uninterrupted growth since April 2011, with the first seven months of 2012 enjoying an average monthly growth of 4.7%, the report says.

Humanitarian services received the largest portion of donations between January and July, taking roughly one-third of total donations. It also enjoyed the largest average donation of \$354.

The data was compiled by the National Australia Bank and data analytics firm Quantum using donation information from payments made with credit cards, BPAY and EFTPOS.

NAB general manager of corporate responsibility Paula Benson told *BRW* that the bank considers the Charitable Giving Index to be a valuable tool for the charities sector.

“[The index] will provide key insights into what causes are close to Australians’ hearts,” Ms Benson said.

“While economic conditions remain challenging, it is pleasing to see c

ontinued growth in donations to charities that are critical to improving social and health outcomes in Australia and around the world.”

Residents of Lakes Entrance in Victoria were the most charitable, donating an average of 0.34% of their taxable income, or an average donation of \$157.

Middle Park in Victoria took the honours for highest average monetary donation at \$334 – \$58 more than the next best, South Australia’s Vale Park at \$276.

The index also shows an increase in donation activity during the November period, suggesting that popular campaigns such as Movember are doing well, and that pre-Christmas motivation to give starts to peak at this time.

Top 10 charitable postcodes (percentage of income donated)	
Suburb (State)	Percentage of income donated
Lakes Entrance (Vic)	0.34
Vale Park (SA)	0.31
Middle Park (Vic)	0.29
Gungahlin (ACT)	0.29
Northcote (Vic)	0.24
Fitzroy North (Vic)	0.24
Mawson (ACT)	0.23
Macquarie (ACT)	0.23
Belair (SA)	0.23
Dickson (ACT)	0.23



[Download the report](#)

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15. Time to hitch a ride on the mobile internet

Mobile internet access through smartphones and tablet computers is increasing rapidly, and not-for-profits must examine how they can capitalise on this movement, according to a new report from the US.

Time to go Mobile, a report from Advanced Solutions International (ASI), looks at the recent rapid growth in mobile internet access and urges community groups to jump in now to capitalise on the emerging trend.

“The mobility tipping point is here for not-for-profits. Global adoption of advanced mobile devices – smartphones and tablets – is skyrocketing, with people wanting the convenience of internet connectivity anywhere and anytime,” the report says.

“Mobile solutions are quickly becoming the primary way to communicate, browse the web, shop online, and interact with their favourite organisations or brands.

“Today’s mobile internet access explosion has parallels to the emergence of traditional websites of yesterday. Those organisations that are nimble enough to benefit from being an early adopter will be far ahead of their competition.”

Figures in the report are eye-opening:

- In 2010, mobile internet usage alone was three times the total global internet usage in 2000.
- It is predicted that 185 billion mobile apps will be downloaded by 2014.

“Have you checked your stats? Google Analytics figures for our own websites show that 14% of visitors to the Our Community site and 25% of visitors to GiveNow.com.au are on a smartphone or tablet.”

Local figures mirror, and even exceed, global trends. By 2014, more than 80% of phones in Australia will be smartphones capable of accessing the web, with mobile internet data traffic set to grow by 100% each year between now and 2015.

Don't believe this is relevant to your audience? *Have you checked your stats?* Google Analytics figures for our own websites show that 14% of visitors to the Our Community site and 25% of visitors to GiveNow.com.au are on a smartphone or tablet. And those figures are increasing month by month.

Mobile app or mobile web?

The report also looks at whether groups should optimise their websites to improve mobile access, or develop their own mobile apps.

According to *Time to go Mobile*, there is no single right answer to the question, with both options existing side-by-side as valid alternatives for community groups.

It may be easier, more convenient and more cost-effective for many groups to optimise their existing website (or develop an alternative site) for mobile use than develop an app.

In addition, developing an app that can be used on all alternative smartphone platforms – Android, iPhone and Windows Phone – can be a challenge.



[Download the report](#) (free registration required)

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

Our Community's online [Community Calendar](#) features all of the nationally significant events focussed around a major community or advocacy/awareness issue in Australia. Some events taking place over the next couple of months include:



[World AIDS Day: 1 December](#)

World AIDS Day is an Australian Government Department of Health and Ageing-organised appeal to all people to take personal responsibility in the fight to stop the spread of HIV/AIDS.



[International Volunteer Day: 5 December](#)

The first International Volunteer Day (IVD) was celebrated in 1986 by dozens of countries world-wide. Activities ranged from clean-up campaigns and round table conferences to competitions and exhibitions. In Australia, IVD has been designated as a day for the recognition of volunteer involvement, a day in which organisations can thank their volunteer staff.



[Human Rights Day: 10 December](#)

A day to celebrate the basic rights of all humans, and to remember that many people still have to fight for their human rights.

[Festive Recycling: 25 December – 2 January](#)



Between Christmas, New Year and Australia Day, Australians produce more recycling than any other time of the year – which is why Planet Ark and Australia Post are encouraging everyone to have a clean and green festive period.

[Aboriginal Cultural Showcase: 21-26 January](#)



The Showcase is an opportunity for Indigenous people all over Australia to show off their talent, meet other performers and have a good time with the mob. The Cultural Showcase offers unique opportunities for exposure and performance development for Aboriginal and Torres Strait islander musicians and the chance to perform on a number of stages – from established venues to enjoying the experience of busking.

[Australia Day: 26 January](#)



Australia Day is a day to celebrate the past, present and future of the country. It is a commemoration of the day that the First Fleet landed in Sydney Cove in 1788, as well as a celebration of all the achievements of our country. At its core Australia Day is driven by communities who celebrate everything they love about living in Australia and about being an Australian.

Running a nationally significant awareness/advocacy event in 2013? We're updating our [Calendar](#). Send us an email and let us know where and when your event is being held – email to caitlinb@ourcommunity.com.au

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17. Community Sector Briefs

[To Give Away: Black Biro Pens \(Macquarie Park, NSW\)](#)

A small Sydney-based company has hundreds of branded pens that it would like to give away. The black-ink pens are a royal blue colour and come with branded text written on the side.

They will need to be picked up from the company's Macquarie Park offices – please email for details. The pens will be allocated on a first-come-first-served basis.

Contact Amani Shariff at amani.shariff@oceanlinx.com

[Australia's best treasurers to be unveiled at Board Builder Conference this Friday](#)

Three of Australia's best treasurers will have their moment in the sun on Friday when they're announced as the winners of the 2012 Westpac Community Treasurers' Awards.

A total of 487 entries were received for the awards, which closed late last month.

The winners will be announced by Federal Finance Minister **Penny Wong**, along with Westpac representatives Julie Rynksi and Alastair Welsh, at the [Board Builder Conference](#) in Melbourne on Friday (November 30).

Other highlights of the conference include a rundown of federal not-for-profit reforms by head of the new Australian Charities and Not-for-profits Commission (ACNC) **Susan Pascoe** and **Paul Ronalds** from the Office for the Non-profit Sector, and a discussion of some of the ethical dilemmas of a modern board member by outspoken governance advocate **Stephen Mayne**.

There are also a number practical sessions on money matters, board assessment, legal responsibilities and board-staff relations.

The Board Builder Conference is a must-attend event for anyone who sits on a not-for-profit board, would like to sit on a not-for-profit board, or who works with the members of a not-for-profit board.

There are still places available for the conference – but be quick!



[Book a spot at Board Builder 2012](#)

★ **SPECIAL OFFER** ★
Westpac Social Sector Banking
Customers* receive \$100 off!

Upcoming Our Community training

Winding down to the end of the year? We're not. Well, not yet anyway.

There are still four training opportunities to go before we say goodbye to 2012.

If you've completed our Introduction to Writing Winning Grant Applications course or have prior experience in grant application writing, you may want to consider attending one of our **Advanced Grant Writing Seminars**:

- Melbourne: December 3
- Sydney: December 3
- Perth: December 7
- Brisbane: December 7



[Click here for details](#)

Search begins for Australia's top 50 gifts

The search is on for the most significant Australian philanthropic gifts of all time – including grants, bequests and donations.

The aim of the project is to inspire and promote philanthropy by championing the public's favourite Australian philanthropic success stories.

Members of the public are being urged to nominate their favourite gifts (complete the form by 5pm on Friday, December 14, you will go into the running to win a Christmas gift of \$500 for a charity of your choice).

A list of the Top 50 Gifts will be compiled early next year, with a public vote to follow.

The nomination form takes around 10 minutes to complete.



[Click here to access the form.](#)

Hazard Warning: Red Nose Rules

Always get it in writing. That's rule one.

Take care of your intellectual property. That should be in the top 10, at least.

These two maxims are clashing head-on over in New Zealand. Every year New Zealand charity Cure Kids runs its main fundraiser, Red Nose Day. This year it raised \$1.3 million. Nice money; so what's the problem?

Red noses, apparently, have been trademarked by the Australian **SIDS and Kids** organisation over this side of the pond, and Sids and Kids wants to make sure the brand is looked after.



SIDS and Kids aren't trying to stop the Kiwis having their day – if Cure for Kids agrees to assign the trademark to SIDS and Kids, SIDS and Kids will let them go on using it, but they want to get the rights issues straightened out.

There are doubtless things to be said for both sides, but the takeaway is that it would all have been a lot easier to sort out in 1989, when the NZ charity kicked its Red Nose Day off.

If you're starting up a novel fundraising technique, go to the trouble of trademarking your slogan. Take care of your intellectual property.

(Our Community learned this lesson the hard way when we were asked to stop using the phrase Women on Boards on the [help sheets](#) we developed back in 2004 as part of a program we ran with the Victorian Government. The organisation Women on Boards trademarked the phrase in 2005.)

If, alternatively, you're borrowing someone else's – as Cure Kids did with SIDS and Kids, and as SIDS and Kids did with the original UK [Red Nose Day](#), founded in 1985 for Comic Relief by some British comedians in response to famine in Ethiopia, ask the originators if they mind.

And if they give you permission to use it, get it in writing.

Last call for Grantmaker of the Year nominations

With less than a week until entries close, this is your last chance to submit nominations for the Australian Institute of Grants Management's [Grantmaker of the Year Award](#).

The award is aimed at recognising those great grantmakers that help make Australia's multi-billion dollar grantmaking industry function well.

Good grants work by driving innovation, finding solutions to age-old problems, encouraging good practice, empowering the enthusiastic and rewarding the effective. And good grants don't make themselves – they need good grantmakers.

Good grantmakers need more clout, a higher status and a voice that can't be ignored. The Grantmaker of the Year Award is one way we are helping to make this a reality.

Nominations for the award close at midnight on December 4. Nominees need to answer five questions in total, with each submission expected to be between 1000 and 1500 words long.

The prize winner will be announced at the Best Practice in Grants Management conference in March, 2013. The winner will receive \$5000 in cash.



[Find out more](#)

Australia's most influential female voices

Fairfax website *Daily Life* is on the search for Australia's 20 most influential female voices.

"2012 was the year that women [destroyed the joint](#)," the website says, "The year our female Prime Minister became so frustrated with the entrenched sexism that exists in the Australian parliament that she broke her silence and rejected misogyny in a [speech that echoed around the world](#)."

"It was the year the [RU486](#) drug became widely available to women in Australia, a year when 5000 people marched against "[victim blaming](#)" in a Reclaim the Night rally in the wake of Jill Meagher's murder and a year when [Alan Jones](#)' radio show aired free of advertisements due to public pressure."

The website, which describes itself as a "source of news and lifestyle content for busy Australian women", says 2012 has marked the "resurgence of popular, vigorous and passionate discussions about feminism in the mainstream media". It wants to recognise, support and celebrate the "loud female voices" that have driven the debate.



[Make a nomination](#)

Federal Government locks in historic equal pay rises

Around 150,000 social and community services sector workers will benefit from federal legislation locking in equal pay rises over the next eight years.

The Federal Government will contribute \$2.8 billion towards pay rises for workers in the social and community sector over the next eight years.

The news comes after Fair Work Australia's decision to grant sector workers total pay rises of between 23% and 45% in nine instalments. Workers eligible for these pay rises will receive their first instalment in December.

The government has said it will work with states and territories to ensure the smooth implementation of the claim, and has challenged them to "step forward and commit their share of the funds".

The NSW Government confirmed last week it had pledged \$1 billion towards the pay rises for community services workers, but in doing so sparked a war of words with the Federal Government – accusing it of short changing the state's workers to the tune of \$70 million (a claim the Federal Government vehemently disputes).

More information about the pay rises, as well as the implementation process, can be found [here](#).

About those "missing" Facebook posts

Social media sites such as Facebook have, over the years, become favoured outlets for many community organisations wishing to reach out to friends and supporters in a less formal online setting – but be aware that your Facebook friends might not be receiving all of your content.

Facebook, it appears, now wishes organisations with a Facebook account to pay if they want all of their posts to appear to all of their audience, as outlined in this [recent article](#) in Melbourne's *Age* newspaper.

"Evidence suggests that the algorithm that determines which posts appear in your news feed, called EdgeRank, has been tweaked so that posts are visible for under 15% of your connections unless you pay," the article says.

There is one way to ensure all your followers get all of your newsfeed items. (Thanks to the Municipal Association of Victoria (MAV) for the following tip.)

- Ask supporters to go to your Facebook homepage.
- Have them hover their cursor over where it says "Liked".
- When a drop-down menu appears, have them click on the option to "Add to interest lists".

It's not ideal, but it's better than paying.

OC Chair appointed to lead role on new government boards initiative

Our Community chair Carol Schwartz has been appointed as one of five "champions" of a new Federal Government initiative aimed at getting more Australian women into leadership positions.

The BoardLinks initiative has set out to increase female representation in leadership positions, and particularly on public and private sector boards.

Finance Minister Penny Wong says BoardLinks' primary task will be to assist the appointment of women to their first government board role, "thereby expanding the pool of women who can be appointed to board positions in the corporate sector".

Currently just under 15% of board positions in ASX Top 200 companies are held by women.

BoardLinks has gathered an impressive list of "champions" – in addition to Ms Schwartz, the list includes Future Fund chair David Gonski, Westpac CEO Gail Kelly, Telstra chair Catherine Livingstone, and ASX CEO Elmer Funke Kupper.

A number of organisations – including the Australian Institute of Company Directors, the ASX, Chief Executive Women, Women on Boards and Women's Leadership Institute of Australia – have also been announced as affiliates.



[Find out more](#)

18. Good Moves: Community Sector Jobs & Board Vacancies

JOB VACANCY LISTINGS (Paid Positions)

Queensland

Job Title	Organisation	
Young Carer Counsellor	Carers Queensland Inc	Details

Victoria

Job Title	Organisation	
Director/Principal Solicitor	Social Security Rights Victoria	Details
ArtLife Program Coordinator	Footscray Community Arts Centre	Details
Administration Officer	Noble Park Community Centre Inc	Details
Administration Officer	Noble Park Community Centre Inc	Details
Case Manager - ISP	Housing Resource & Support Service Inc.	Details
Team Leader	Sussex Neighbourhood House Inc	Details

www.ourcommunity.com.au/jobs

BOARD/COMMITTEE VACANCY LISTINGS (Volunteer Positions)

New South Wales

Job Title	Organisation	
Treasurer, Secretary, General Board Member	Bridges	Details
Administrative support/mentor on how to navigate Australian ways of doing things	Great Lakes Agency for Peace and Development	Details
General Board Member	ASCA (Adults Surviving Child Abuse)	Details
General Board Member	Kamira Alcohol and Other Drug Treatment Services	Details

Victoria

Job Title	Organisation	
General Board Member	Fernlea House Inc	Details
Secretary	Noble Park Community Centre Inc.	Details
General Board Member	Atherton Gardens Family and Children's Community Hub	Details
General Board Member	Princes Hill Community Centre	Details
Chair, and a Marketing Guru	Soul Theatre Incorporated	Details

www.ourcommunity.com.au/boards

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19. Fast Forward

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

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" and a direct link to the www.ourcommunity.com.au site if on a webpage.

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20. About Our Community

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

1. www.ourcommunity.com.au - Australia's most useful website (comprising the online Knowledge Centres) and publishing house - accelerating the impact of Australia's 600,000 community organisations and schools
2. GiveNow.com.au - Helping individuals and businesses give more, give smarter, give better, Give Now!
3. [Australian Institute for Community Practice and Governance](#) - practical and accessible certificated training delivered locally through our training Institute
4. [Australian Institute of 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

► Read more about us at www.ourcommunity.com.au/aboutus

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