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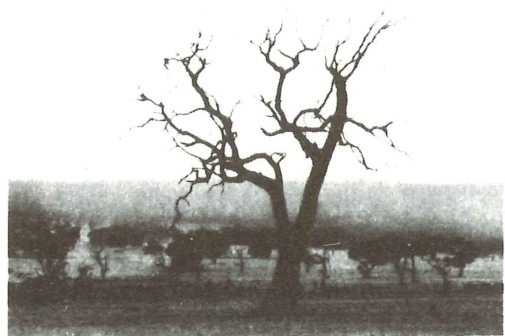
JULY 1989

NEWSLETTER OF THE AUSTRALIAN ASSOCIATION OF PHILANTHROPY INC.  
8th FL., 20 QUEEN STREET, MELBOURNE VIC 3000 PH (03) 614 149

# PHILANTHROPY



## ENVIRONMENT I S S U E



"In the Depression, they paid tenpence  
a tree to ringbark trees like these.  
.....But times are changing."

STORY: AFTER POTTER, A VIEW OF THE POTTER FARMLAND PROJECT



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## Message from the Editor

Conservation of the environment is one of the greatest talking points at present in all areas: politics, education, industry and agriculture. In recognition of this and the fact that so many projects with conservation at their centre are being funded by Association members, this issue is devoted to this theme.

Contributions from members are welcome for our next issue. I can be contacted on (03) 347 5941 or by fax (03) 347 2910 and letters or suggestions can be directed to me at 54 Elgin Street, Carlton, 3053.

*Jane Sandilands*

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## Cover Note

Photographs of red gums taken in Victoria's Western District where the Potter Farmland Project is taking place.

Project Manager Andrew Campbell makes the observation that while we have the capacity for destruction shown in the tree ringbarked in the Depression, there is an equal capacity for husbandry and regeneration.

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PHILANTHROPY is the official newsletter of The Australian Association of Philanthropy. Published four times annually, it is mailed to all members of the Association and other selected individuals and organisations and is also available on request.

For further information about the newsletter, the activities or membership of the Association, please contact Executive Director, Marion Webster, 8th Floor, 20 Queen Street, Melbourne 3000.

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## President's Message

I SEE OUR MAJOR THRUST THIS YEAR AS ESTABLISHING our Secretariat in the most professional way possible. If we hope to develop philanthropy and the general awareness of charitable trusts and foundations, the Association will, in many cases, be the first contact. It is essential that this contact be as professional and productive as our joint effort can make it.

Another area of great importance to the Association is that members should be aware of their individual responsibilities. Many of the projects which we support as funders are good because we are backing the quality of the people running the projects and in a sense, they only reach fulfilment through the people who initiate them and ensure their successful continuation. I think the same thing should be true of us as funders - that we are aware of our responsibility to the community sector generally and endeavour to present the quality of service they, as clients, deserve.

I believe a comparison could be made with productivity demands placed on industry, in that we have to be aware of the very solid duty to step up the quality of our response to the increasing number of applications we receive.

It may be that organisations serving a particular sector - be it youth, or physically or intellectually handicapped, for example - while maintaining autonomy as independent service deliverers, might feel it appropriate to have a combined administrative role. In that way there could be cost effective savings.

The funds we have belong to the community. We are the trustees, not the owners of those funds. The reality is that key people like Felton, Myer, Reichstein, Ross, Buckland, Williamson and a whole range of others all worked desperately hard to build up a fairly substantial fortune in their own lifetime. We should remember when looking at funding applications that in many cases these funds would not have been there if those concerned had not taken risks and had not been entrepreneurial in the broadest sense. We have a responsibility to ensure that their energy is not dissipated.

*Father Vincent Kiss*

## New Council Member

Nevil Jackson (The R.E. Ross Trust) is a co-opted member of Council.

He is a most suitable Council member to be interviewed for our special Environment/Conservation edition of PHILANTHROPY.

As administrator of the R.E. Ross Trust, part of his work is with the financial management of Hillview Quarries, which, interestingly enough, involves the conservation activities of the Trust.

While quarries and conservation are not normally thought of as complementary, Nevil Jackson points with pride to the 'before' and 'after' photographs of the quarry and speaks glowingly of the fact that it is regarded as a model of how a quarry operation can be carried on without devastation of the landscape.

When first bought in 1969, it was, he says, 'a fairly ugly scar'. Now the quarry is invisible from the road and surrounding areas, screened by substantial reafforestation which progressively follows the quarrying operations.

There are, too, associated environmental benefits with Hillview Quarries. Used regularly as an observation point by the local birdwatching society, a recent visit revealed peregrine falcons nesting.

Another R.E. Ross Trust conservation project was that of financial assistance towards the first purchase of an area of Green's Bush on Victoria's Mornington Peninsula.

With the promise of funding for the area by the Trust, the Victorian Government was encouraged to take the first step in allocation of funds so that substantial areas of Green's Bush were retained in their natural state.

The funding of Ross House, Nevil Jackson says, has undoubtedly been the largest single achievement of the Trust. Now just reaching fruition, the building houses a number of small charitable organisations who share facilities - and it has, he adds "conservationists in there too."

Nevil Jackson's strong business background in the UK, NZ and Australia is being put to good use in his administration of the R.E. Ross Trust. "It's a business," he says. "Every time we make a profit, we actually give it away, which produces some very interesting problems from time to time!"



# Philanthropy News

THIS SECTION OF *PHILANTHROPY* WILL CARRY INFORMATION, NEWS AND ITEMS OF GENERAL INTEREST TO ITS READERS. CONTRIBUTIONS ARE WELCOME.

## The U.S. Council on Foundations: A Fleeting Visit to Melbourne

Council of the Association was most fortunate to be able to organize a meeting with Ms Robin Reiter, who serves on the Executive Committee of the Council on Foundations Board of Directors in the United States. Robin was visiting Melbourne on vacation.

In the brief time available, Robin talked of the development of the Council on Foundations and of the role the Council currently plays in US philanthropy. She spoke of the Council's mission as being purely directed towards the development of philanthropy in the foundation area. The Council's mandate does not also encompass the grantseekers, who are serviced by other bodies including the Independent Sector. Nor does the Council include foundations that are both fundraisers and donors. Robin indicated that the major and most important role the Council plays is that of convener. She believes that, given the tough times ahead for the community sector, it is more important than ever that foundations merge and develop coalitions to ensure maximum opportunities for intelligent spending.

Robin identified questions currently being asked within the United States about who will set the social agenda over the next few years, given government cut backs. Will it increasingly become the philanthropic sector who sets that agenda?

What role will we as philanthropists play?

Robin believes that these issues all provide the opportunity for the sector and the Council on Foundations to step forward and take the lead.

She suggested that these issues will have to be faced by the Australian sector, if not now, certainly within the near future.

Robin also talked briefly of a major study that the Council on Foundations has completed on corporate giving.

The study clearly identified that there was a much greater sophistication in understanding of the philanthropic sector among those corporations which had established a foundation or a giving program.

The study and the resultant involvement by the Council led to a substantial increase in membership of the Council.

The Council sees its role with corporations as encouraging them to develop a philosophy of philanthropy within their company and seeing funds donated as "investments in the not for profit sector". It believes that corporations need to accept the role of making long term investments in their community, as opposed to once off giving.

Another role the Council currently plays is the encouragement, and sometimes sponsorship, of the growth of community foundations. Robin talked of the six or seven small foundations which collaborated in order to better research and co-ordinate projects and funding for AIDS and AIDS-related diseases. This group has now grown to 200. It is sponsored by the Council. She went on to say that community foundations are proving to be more relevant to small foundations. They have not met with a great deal of success in meeting the needs of the larger foundations.

In conclusion, Robin emphasized the need for International co-operation and indicated a real willingness to share with us any material relevant to the development of our Association. She stressed the commonality of the issues that we are tackling here and of the importance of not "re-inventing the wheel" given our limited resources.

*Marion Webster*

## Viewpoint

"The quality of a foundation's work depends as much on the quality of its trustees as it does on the quality of its officers. Officers require initiative, imagination, curiosity, and an ability to present to the trustees objectively and fairly their findings and recommendations. Trustees have the responsibility not only for the selection of officers, but also for the determination of policy and program. It is their function to maintain balance and proportion, to think in terms of the whole institution and its social consequences rather than its separate parts, to "brood" - in Mr. Rockefeller, Jr's, happy word - over the performance and aims of the organization against the total background of human need and opportunity.

"This requires ability of a high order - a judicious type of temperament, an impartial approach. One of the rigidly observed rules of the Rockefeller Foundation is that any trustee personally connected with an organization or institution which is being considered as the recipient of a grant leaves the board room during the time that the project is under discussion. Objectivity, perspective, and an ability to see things in the large are indispensable faculties in the equipment of a foundation trustee."

From *The Story of the Rockefeller Foundation*, by Raymond B. Fosdick.

## Private Foundation Project

Gib Wettenhall and Paul Fitzgerald from Equasearch Pty Ltd have been appointed by AAP Council to undertake the development of the resource package to assist individuals and groups wishing to establish their own foundations.





Both Gib and Paul have had a great deal of social research experience and have an excellent understanding of the very complex area of the law relating to charitable trusts.

Their involvement in several other trust funded projects provides them with good networks and an understanding of the philanthropic sector as well as extensive knowledge of the community sector.

Gib and Paul have already commenced work on the project and are keen to consult extensively within the sector to ensure maximum coverage of all aspects of foundation establishment.

Anyone with any information that they feel could be of use to Equasearch should contact either Gib or Paul on (03) 419 3797.

*Marion Webster*

## Queen's Birthday Honour for Brash Foundation Chairman

Mr. Geoff Brash received the A.M. in the Queen's Birthday honours list this year.

The honour was awarded for his services to retailing and the community and in particular his promotion of music within the community.

## Conference on Independent Funding in the Community Sector

The AAP, in association with the Myer Foundation, is planning a two day conference on the role of independent funding in the community sector. The conference is to be held in Melbourne in late October 1989.

The conference will aim to familiarise people actively, or potentially, involved in providing philanthropic funds with the achievements and possibilities funding can bring about.

On the first day, grant makers will hear and discuss presentations from representatives of projects receiving independent funding. On the second day, issues related to the role of independent funding will be examined.

As well as informing grant makers, the conference will promote the sharing of ideas between grant makers and grant seekers, enhance the partnership between the two groups, and encourage information exchange on innovative independently funded projects.

Greater awareness of the role of the AAP and the place of philanthropy in the community will also be promoted.

A number of funding categories could be considered on the first day of the conference. These could include areas as diverse as the arts, family support and conservation. The Association invites members to forward their suggestions on

general project areas which could be covered, specific projects worthy of detailed consideration, and issues for examination on the second day. Please forward your responses to the AAP by the end of July. Members will be informed of further details of the conference as they become available.

*Marion Webster*

## Symposium on Organized Private Philanthropy in East and South East Asia

Several Australian representatives from the philanthropic sector have been invited to participate in this symposium, sponsored by the East Asian Institute in collaboration with the Ford Foundation, the Rockefeller Foundation and the Rockefeller Brother Fund, to be held in Bangkok from 6th-9th August 1989.

The symposium is part of an international collaboration and has two principal objectives. The first is to explore the emergence and role of private philanthropy within the rapidly changing social, economic and political context of East and South East Asia. The second is to encourage the growth and professionalization of philanthropy in the region by exploring possible modes of networking or other forms of international collaboration between interested East Asian and American foundations.

Marion Webster will be representing AAP and sees it as an ideal opportunity to develop some productive networks in the region and to share some Australian experiences of setting up an Association.

*Marion Webster*

## Two New Members for AAP

Council, at its meeting on 18th July 1989, welcomed two new members. The Australian Bicentennial Multicultural Foundation and The Small Change Foundation.

Readers will recall that the last issue of Philanthropy provided some information on the Multicultural Foundation.

Our other new member, The Small Change Foundation, will offer a quite different approach to philanthropy. Established to support the good work already going on in Victorian State Secondary Schools, the Small Change Foundation believes that a small amount of money can often make a considerable difference to schools and their students and teachers. 1989 is a pilot year for Small Change and in 1990 they will be allocating grants to teachers in government schools for use with the young people they are working with in the classroom.





# To Save the Environment, Start With the Young

A.C.F. OZONE PROJECT CO-ORDINATOR DALLAS KINNEAR HAS BEEN WORKING ON AN OZONE PROJECT KIT FOR USE IN AUSTRALIAN SECONDARY SCHOOLS. GRANTS FROM BOTH THE LANCE REICHSTEIN CHARITABLE FOUNDATION AND LATER, THE MYER FOUNDATION, AS WELL AS VOLUNTARY HELP AND SUPPORT FROM BUSINESS, GOVERNMENTS, COMMUNITY GROUPS AND INDIVIDUALS, ENABLED THE OZONE PROJECT KIT TO BE SENT TO EVERY SECONDARY SCHOOL IN AUSTRALIA IN APRIL THIS YEAR.

Ms. Kinnear outlines the aims of the project for PHILANTHROPY.

The project encourages students to develop responsibility through taking on the challenging task of educating people at three important levels:

- At the local level, informing people of the problem and what they can do to help solve it.
- At the national level, prompting their state and federal politicians to phase out CFC's by 1995, which scientists say is now needed to protect ozone. (As CFC's are also potent greenhouse gases, an early phase-out will be a significant first step in slowing down the greenhouse effect as well).
- At a regional and global level, contacting youth and community groups overseas inviting them to spread the message in their countries and to assist in drafting a global student proposal to protect ozone, to be submitted to the international delegates reviewing the Montreal Protocol in March, 1990.

Apart from saving the ozone layer, the project has several specific educational goals:

*1. To empower students to become more articulate and effective participants in the democratic process.*

Democracy requires an informed and articulate electorate to alert politicians to different people's needs and views, including those of young people. The project invites teachers to assist students to become community educators and schools important grassroots sources of information on issues which concern young people.

*2. To foster the skills which have been identified as being required in both citizens and workers in the hi-tech future ahead.*

The skills developed through project activities across the curriculum include four "R"s and "S" and a "T".

- The three "R"s, plus an extra "R" for research, i.e. skills in gathering and analysing information, reflecting critically upon it and deciding upon appropriate action.
- An "S" for social literacy, i.e. the ability to work with others, to innovate and to lead, plus an awareness of global implications and a commitment to a sustainable environment and to the common good.

• A "T" for technological literacy, i.e. a basic understanding of science and technology and their effects upon individuals and society as a whole.

*3. To identify and address the current concerns and needs of young people in order to counter serious discipline problems in schools.*

Both the earth itself and our young people face a bleak future. Students are deeply worried by what we are doing to our planet. They desperately want to change things for the better. We are rearing a generation of young people without hope or avenues of action. As a result, they are expressing feelings of deep pessimism, powerlessness, frustration and despair. They need to be encouraged to envisage a more positive future and then be shown practical ways to implement it.

We also exclude our young people from playing any useful and productive role as they grow up. We isolate them and urge them to spend twelve long years preparing to become useful members of society. To those that perform well enough, we offer a career path; to the rest, mainly repetitive, unskilled, low-paid, part or full-time work, or no work at all. Yet to nurture confidence and self-esteem, young people need to feel useful and valued members of the society they live in at every stage of their lives, not just if and when they have finally gained a certificate or a job. The project seeks to offer a vision of a more positive future and a part in bringing it about to all young Australians.

***"Democracy requires an informed and articulate electorate..."***

*4. To nurture adolescent idealism and a morality which includes the well-being of all in decision making.*

Adolescence is a time when young people start to question the world as it is and develop high ideals. Many are being short-changed by the current "me first" mentality and the individualistic ethos of our consumer society, which tends to equate the pursuit of happiness with the acquisition of goods. A large number of students are leaving school without any deep sense of purpose or direction. By fostering idealism and then channelling young people's aspirations into achieving a worthwhile common goal, the project hopes to nurture youthful ideals and a morality which includes the well-being of all in goals and decision making, to balance society's current emphasis on the goals of a personal advancement.





5. *To extend our concept of "work" to include unpaid community work and to encourage us to value it more highly.*

ACF staff and volunteers experience a great deal of fulfilment in their work, it makes sense to invite students to play an important part in the lifelong, common task of building a way of life based on an ecologically sustainable future. There are many paybacks for volunteers working in groups in the green network. One is the pleasure of linking up with others who share one's concerns and values. Another is the variety of skills one learns on the job. In these times of changing work patterns, many young people can now expect to experience periods of part-time work or unemployment at some time of their lives. Working with environmental groups can provide people with a social structure, satisfying work and opportunities to learn skills and build a sense of self-worth at times when society may not be able to offer these through paid work.

6. *To make scientific subjects more interesting and relevant.*

Though Australia's economic welfare requires increasing scientific and technological expertise in its future workforce, large numbers of students, especially girls and less academic students, currently shun these areas of study. Their future career options are thereby curtailed. The Australian economy is also the loser.

Too often scientific subjects are taught in a theoretical and industrial context which "turns off" many students. The project hopes to take two "hard" scientific issues out of the Science Room and into every subject area thereby reaching all students in their favourite areas of work, where they feel more confident. By showing how the lives of all students will be affected by ozone depletion and the greenhouse effect and how each of us can help to solve these problems, the study of these scientific issues is sited in a personal and positive context, making it more appealing and thus more likely to lead to successful outcomes.

7. *To build communication and environmental skills in our future decision makers, scientists, technologists.*

Future decision makers need to know the effects on our environment of their decisions and actions, yet some of our leading private schools are educating our future leaders without access to environmental education courses. Scientists and technologists, too, need to be skilled at communicating complex information to ordinary people if we are to maintain community input into decision making in the complex hi-tech future ahead. Barry Jones In "Sleepers, Wake!" (O.U.P., 1983) points out the dangers to democracy in a future where, being scientifically illiterate, we leave technocrats to make decisions for us. Scientific "boffins" need to learn people skills as well. The project sets out to develop these skills by encouraging science students to work with other students in cross-age

tutoring younger students, mounting public displays and in sharing their findings with school and community groups.

8. *To offer a wider variety of education experiences to students.*

Informing the community by performing plays, interviewing people, distributing leaflets, speaking to community groups and the local media etc., enable students to learn by taking on real and responsible tasks. Outside activities also expose students to a wide range of adult role models.

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***"Both the earth itself and our young  
people face a bleak future. ...  
They desperately want to change things  
for the better..."***

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Though organizing such activities presents problems for teachers and timetablers, there are real benefits for students and schools.

- a. The enthusiasm and dedication to the task shown by students who have already been involved in such work.
- b. The sense of confidence, self-esteem, responsibility and empowerment that these experiences foster in young people.
- c. The stronger links built up between school and community.

9. *To encourage schools to participate in planning future environmental projects.*

Towards the end of the project, teachers, students and parents will be invited to evaluate the project and suggest three areas of environmental change they would like to take up, with appropriate activities in each subject area. In this way the project hopes to encourage schools to design and, hence, "own" future projects which enable students to work together on issues that concern them.

The ecological crisis we are now facing is forcing us to change our way of thinking about our planet. Solving our global problems together may help us to change our way of thinking about how we educate our young people as well. Empowering students to participate in decisions which affect their future and to work together to build a better world needs to be a vital, ongoing part of every school's curriculum.





# AFTER POTTER: A View of the Potter Farmland Project

UNTIL THE POTTER FARMLAND PLAN, THE POTTER FOUNDATION HAD BEEN BEST KNOWN FOR ITS INVOLVEMENT IN MEDICAL AND EDUCATIONAL SUPPORT.

LATE IN 1983, PAT FEILMAN, SECRETARY OF THE IAN POTTER FOUNDATION, APPROACHED PROFESSOR CARRICK CHAMBERS OF THE BOTANY SCHOOL AT THE UNIVERSITY OF MELBOURNE, FOR HIS IDEAS ON A SUBSTANTIAL PROJECT IN THE AREA OF LAND DEGRADATION.

AS A RESULT, A MAJOR FOUR YEAR PROJECT BEGAN IN 1984 TO ESTABLISH DEMONSTRATION FARMS IN VICTORIA'S WESTERN DISTRICT TO BE EXAMPLES OF WHOLE FARM PLANNING.

CHAIRMAN OF THE EXECUTIVE COMMITTEE, JOHN JACK, FACILITATOR PETER MATHEWS AND FARMERS BRUCE AND LYN MILNE (ON BEHALF OF THE TEN MEMBERS OF THE MILNE FAMILY) SPOKE TO *PHILANTHROPY* EDITOR JANE SANDILANDS ABOUT THE PROJECT.

The broad concept of the Potter Farmland Plan was to suggest to farmers a way in which operating farms could be laid out and managed in harmony with the ecology of the land.

This involved looking at the totality of individual properties, not merely at isolated factors (which many farmers were already addressing) such as tree planting, erosion and salinity.

Part of the need for an "outside" body to initiate such a project was because of the range of advice given to the farmer from bodies guided by different criteria and priorities.

John Jack: "If the farmer went along to a forester, he'd say 'Plant your trees on the ridges on the farm'. The soil conservation people would say 'Don't plant them on the ridges, plant them in the gullies where all your erosion is occurring.' The water commission people would say 'Well we don't mind where you put them, as long as they're not near the dam banks' and the national parks people would say 'Have them all around the dams because that would create the right water/tree interface for biological diversity.'"

With all this, and the farmer still needing to farm and make a living, the wonder is that farmers implemented any programs at all.

This is something underlined by Bruce Milne, whose family farm Helm View in Coleraine is part of the Potter project. Before Potter, he was by no means an 'unaware' farmer. He had thought seriously about the future of the farm and had taken measures to secure it. But in his own words, he calls his 1980 stage as the "dimly aware". He recalls his thoughts then: "Global degradation is widespread but my farm is not too bad." Compare this with his 1989 "raised awareness" stage: "Global degradation is widespread and life threatening. My farm is seriously degraded and part of the global problem."

Probably the most important aspect of Potter was the realisation that the farmer and his/her attitude to the land was

the most crucial element in the exercise. Peter Mathews' role was critical, with the knowledge that it was not simply farmers who needed to be interested in participating in the project, but that they needed the support of what he calls "the social structures in the whole of the farming operation".

"There's not just the farmers," Mathews says. "He's affected by the banks, private enterprise, the policy of state and federal governments - and their various departments - they all impinge on what happens on a farm."

Before any firm plans were laid, representatives of all these groups were brought together to talk - and to listen - and eventually to formulate a workable way of moving ahead.

With the criteria established (by the farmers) for the selection of demonstration farms - among them that each farm should be individually owned, be accessible to visitors and have a range of size of farms and a range of circumstances of farmers (from an established farmer to a part-time shearer) three public meetings were called to ascertain levels of interest.

"There was," Mathews said, "a good roll up; 60 or 70 applied and of those, 15 were picked."

About half of the farms had a Whole Farm Plan and in the others, sections were done, to show what could be achieved to combat particular problems.

Looking again at Helm View, where, as Bruce Milne shows the "dream" overlaid on his farm plan (all farms in the project used aerial photographs before beginning planning) he again recalls the difference between 1980 and today. In 1980: "I know where I can plant some trees if I can get some time after fencing, drenching, shearing, ploughing, checking ewes at lambing, going to the footy, etc."



Redgum in Victoria's Western Dist  
PHOTOGR.





Today, with his Farm Land Plan: "I know when and how to implement the plan, which receives TOP PRIORITY."

It would be a mistake to see the implementation of the Potter Farmland Project as being all sweetness and light. There were local jealousies, especially when the Potter farms started showing results, in the form of increased stocking capacity, the need for fewer pesticides and better drained pastures. There was also the perception that Potter totally funded the demonstration farms, when in fact participating farmers were required to contribute at least a third of the cost of implementing and maintaining the plan and ended up contributing half.

As well, there are different emphases according to the different interests of farmers and Bruce Milne, who readily admits to embracing the philosophy of the ecological approach to farming, is quick to point to the work being done by neighbouring farmers Peter and Julie Waldron and others in the project whose approach might differ, but whose work is equally valuable.

While on paper, the Potter farms sound interesting, to see one is simply exciting. Bruce Milne is used to visitors - and still spends an average of around a day a week hosting individuals and groups. (Over 3,500 visitors from Australia and overseas have visited the Potter Farms.)

First stop for the visitor to Helm View is the electric fences, which cost around a third of that of conventional fencing. Milne then drives his red Suzuki underneath them, by means of an ingenious (and cheap) aerial gate which can be lifted with one finger.

(Though he says that even farmers who've been around for 20 years haven't seen them.)

Then it's the trees, banked as a four-deep windbreak - big trees, middle sized trees and then low bushes, such as grevillea.

Peter Mathews: "Magpies eat tons of grubs but if you only have large trees you only have magpies - they chase away the smaller birds that live on mites, spiders and flying insects - so

we need to provide for a range of habitats throughout the farm."

Helm View is alive with birds, wheeling and darting, as Bruce Milne recites the differences he's seen over the four years: "More shade and shelter, reduced salinity, a home for wildlife, better drained surface areas, the ability to move stock more easily and better fire control."

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*"I feel we are custodians of the land  
and should do our best to nurture  
and maintain it..."*

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Peter Mathews again: "With the whole project finished and proved on an ecological basis and within the limits of sustainability, they (the farmers) have been able to increase production, save time by the laneways, and have confirmation that all the money and effort that went into it is now reflected in the increased capital value of their farms."

Lyn Milne observed in an article for NETWORK: "I feel we are custodians of the land and should do our best to nurture and maintain it so it will still be a viable enterprise for the future, while always looking to working with the land and not against it."

The Potter Farmland Project is not being left simply as a monument to good farming practices on a sound ecological base. The interest shown has led to a series of videos being made (currently in production) and the establishment of a training course for farmers, to enable them to set up their own Farm Land Plans on the Potter model.

Chairman John Jack believes the project was "Quite innovative for a Foundation to take on, because it was bringing together a wide range of disciplines in a new approach. Given the broad nature of environmental problems we're dealing with, it seems to me there could be a possibility of philanthropic trusts getting together to choose a major area to support.

One might have expertise on the human side, another in the financial development area. The question might be whether we could operate in an interdisciplinary way and try to encourage work to be done in these areas in a collective way, working not just to deal with an issue of environmental concern but showing how changed attitudes and multi-disciplinary action can produce wide ranging dynamic action."

But for this conservation issue of PHILANTHROPY, it should be another of Bruce Milne's 'before' and 'after' statements which have the last word:

1980: "Greenies are radical irritants and a threat to good farmers."

1989: "I AM A GREENIE."





# A Not So Silent Spring?

Dr. Noel Brown

DESPITE A BLEAK PROGNOSIS FOR THE FUTURE OF OUR PLANET AND IN THE FACE OF DEGRADATION OF THE OZONE SHIELD, "TOXIC TERRORISM" AND DISASTROUS OIL SPILLS, WE STILL HAVE, DR. NOEL BROWN BELIEVES, A CHANCE TO ENSURE THE FUTURE.

DR. NOEL BROWN IS THE REGIONAL DIRECTOR, NORTH AMERICA, FOR THE UNITED NATIONS ENVIRONMENT PROGRAM.

HIS TRIP TO AUSTRALIA WAS SPONSORED BY THE QUEEN ELIZABETH II JUBILEE TRUST, WITH ASSISTANCE FROM THE COMMISSION FOR THE FUTURE, QANTAS AND THE SOUTH AUSTRALIAN GOVERNMENT.

DR. BROWN SPOKE TO THE AUSTRALIAN ASSOCIATION OF PHILANTHROPY AT THE OFFICES OF THE COMMISSION FOR THE FUTURE IN APRIL THIS YEAR.

**The Association would like to express its appreciation for the opportunity to hear Dr. Brown speak, and to the Commission for hosting the occasion.**

**This is an edited version of his address.**

On the third of January this year *Time* magazine surprised and delighted the world with a cover story declaring Earth the "Planet of the Year". The issue included a series of very thoughtful essays which underscored the progressive degradation of our planetary home through such factors as deforestation, desertification, atmospheric and ocean pollution, hazardous wastes and biological impoverishment. The latter, under the devastating caption "The death of birth", documented the rate at which unique and valuable species were disappearing from the planet. The authors went on to chart a course of action which they considered to be both urgent and imperative. Not surprisingly, these items were all concerns of the United Nations Environment Program - items which in effect constituted our basic agenda.

*Time's* cover, however, dramatically brought into public focus that which the United Nations had been unable to do - despite fifteen years of existence and dozens of reports on the state of the environment.

In all media the environment is becoming a dominant news story. Moreover, there appears to be an accelerating momentum across the world as environmental protection assumes the status of a new global value similar to peace, human rights and freedom. So much so that the Spring of 1989 is a-buzz with activity, hope and promise. With the abatement of the cold war, we may be entering an "open moment" within history. If properly managed it could become an "open moment" for the earth, where the care and

maintenance of our planetary home could become a driving force for global co-operation. There are many reasons to be encouraged. In just the first four months of this year there have been a number of encouraging environmental developments.

## MOVES ON CFC'S

The first, in January this year, was the establishment of the Montreal Protocol on ozone-depleting substances. Its importance can hardly be overestimated, as it was the first truly global agreement on a pollution problem. In part, it seeks to protect us

against some of the hazards of ultraviolet radiation, such as increases in skin cancers and cataracts. Although such blindness may be prevented with sunshades, what about blind insects or other life forms? Think about it. If we have a problem of excessive ultraviolet radiation and a population of blind insects, how will they carry out pollination? We should always bear in mind that all life is likely to be affected by the degradation of the ozone shield.

Second is an excellent example of "preventive rule making" - the ability to address a problem before it becomes a crisis. The Montreal Protocol only provides for a fifty per cent reduction of chlorofluorocarbons by the year 2000, but was the best we could achieve. Nonetheless, the world is now taking the message seriously. For this reason UNEP was impressed with the conference called by British Prime Minister, Margaret Thatcher, in March this year. She invited 118 governments to review the Protocol to ask what else they might do to accede to this historical agreement.

Just before this London meeting, the European community agreed to phase out CFC's by the year 2000. The United States and Canada also agreed to set a date by which they would be able to reduce the offending substance. Manufacturers too, are looking at ways to create alternatives. Du Pont suggests that within three years there may be effective substitutes. In addition, users are declaring their opposition to styrofoam. The largest food chain in the world, McDonalds, have declared their intention to use alternatives to styrofoam packaging. Japan has announced that it will convene a meeting of Asian and Pacific states to review the role of Asia in complying with the provisions of the Protocol. This revolutionary momentum should be taken into account when cataloguing the good news in 1989.

Still there are problems to be addressed. Even if we were to





phase out CFC's tomorrow, there are thirty million tonnes in the stratosphere to which we add a million tonnes a year. If we stop immediately the substance is still likely to last 100 years. Nonetheless, a start has been made and at last the world appears to take it seriously.

### TOXIC CHEMICALS

This year also witnessed "movement" in the field of toxic chemicals and their export trade, which has long placed developing countries at risk. Many saw themselves as dumping grounds for chemicals made for export only and, compounding their difficulties, many lacked the capacity or knowledge for safe use or disposal. In 1986, the United Nations Environment Program came up with a series of guidelines providing for an exchange of information among the importing and exporting countries. Many said it was not enough.

Consequently there was a push for "prior informed consent" - where the receiving country has to notify the exporting country, in writing, that it understands the nature of the substance and consents to its importation. Many developing countries, particularly the heavy users of chemicals, were concerned that this might act to restrain trade and that their lack of scientific expertise would delay the importation of vital agricultural chemicals. Nonetheless after a painful and difficult round of negotiations, and aided by scientists of Greenpeace and the International Organisation of Consumer Unions, prior informed consent was agreed to in February. With this agreement, both sides will find it a little easier to trade in these chemicals while developing management strategies for their effective and safe use.

### FORTUNES MADE IN WASTE

In the same month we had a meeting on the question of hazardous wastes transfer - also a growing problem for the international community. In all sectors - household, municipal, and industrial - the control of such waste is becoming a very serious problem. We also see the "NIMBY" (Not-In-My-Back-Yard) syndrome occurring - "dump it elsewhere, not here". In some countries, landfill sites are becoming saturated - indeed, one community in the United States has the singular distinction of having a waste pile higher than the pyramids of Egypt.

As a dumpsite becomes saturated in developed countries, the pressure for offshore disposal becomes acute. Many developing countries are targeted to receive these substances - most directly, the states of Africa. Last year there were an

incredible number of news-stories about African states negotiating deals with waste traffickers - even though many of these countries lacked the effective capacities for management and safe disposal. Nonetheless, if you looked at the bottom line, the deals were quite lucrative. One state, for example, was offered \$120 million per annum for five years to receive a quantity of waste. When you consider that state's GNP was only \$150 million per annum, you can understand why the offer was so tempting. Another state was offered \$10 million dollars a year indefinitely - only this time the broker stood to make a billion dollars! There are big bucks in the waste trade, but the developing countries may not be the prime beneficiary of the larger sums.

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*"It was not always good news in the Spring of 1989. But even on the down-side of the equation there are reasons to be encouraged..."*

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Nonetheless, the African states were sufficiently outraged to appeal to the United Nations and to the Organisation of African Unities to oppose what they called "Toxic terrorism" - "Garbage imperialism". They were extremely upset that, after all, these territories were becoming the dumping ground, the cesspool if you wish, for hazardous waste from the developed parts of the world. Consequently, they were pressing for some kind of solution. One region, attempting to deal with this, has established a "dump-watch" - an arrangement whereby states will monitor the movement of hazardous waste in their region.

Africa is not alone. My own region in the Caribbean has long been a dumpsite or a target area for dumping. Haiti was in receipt of a large quantity of fly-ash (incinerator ash). Four thousand tonnes was disposed of until Greenpeace blew the whistle and the offending substances were removed. The vessel carrying the substance, the Kyan See, left Haitian waters and for ten months travelled the world finally returning to North America without the cargo, and also refusing to say where it was.

This was the context within which the balance of negotiations on the transfrontier movement of hazardous waste took place. At the end of March, UNEP was successful in concluding an agreement among the states of the world to monitor and regulate the movement of these wastes. Again this may not be the most elegant solution, but it provides a bit of order in the anarchy previously existing. It also established certain rights and protection measures for the transit countries -





those countries through which the waste travelled to its final destination. This is important because, when dealing with hazardous substances, the question always arises, "What if?" What would be the obligations and rights of a transit country providing innocent passage when finding itself victim of serious contamination? There are also careful provisions outlining the responsibilities of both sides. To that extent, we can again show in a very brief period, the world has begun to address a very real problem.

### CHEMICAL AWARENESS

It was not always good news in the Spring of 1989. But even on the down-side of the equation there are reasons to be encouraged. I talk of the toxic sensitivity and chemical awareness spreading in the United States. Many would have read of the alarm concerning pesticide usage on fruit and vegetables - particularly apples and potatoes. There is now a new demand growing among segments of the American public for untreated fruit and vegetables.

We also saw within that country an interesting response to imported products contaminated with dangerous chemicals. "Eco-terrorism" - the issue of the two cyanide-contaminated grapes from Chile - posed a new and fundamental problem for that country's leadership. We must remember what was at issue - not 2000 or even twenty-two grapes, but two! Two grapes were found to be infected, but that was enough for a temporary ban to be placed on all food imports from Chile. Public sensitivities to chemicals in foodstuffs was at a point where the government had to take note. To that extent, there is a new awareness, a new sophistication, that calls people to take the state of the environmental debate very seriously.

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*"To that extent, there is a new awareness, a new sophistication, that calls people to take the state of the environmental debate very seriously..."*

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Finally, the chemical spill in Prince William Sound off the coast of Alaska. This was one of the largest spills in United States waters. Some 10,000,000 gallons of crude oil was spilt into one of the most sensitive and yet biologically productive regions on Earth. It also reopened the debate on the relative and comparative advantages between biological resources and mineral resources. For too long we have tended to under-value the biological resources where there have been mineral resources. Yet we are beginning to appreciate that some of the finest salmon spawning grounds, wildlife sanctuaries and birds returning from winter migration are at risk. Wildlife are

resources too and have to assume different proportions of value.

The oil spill will be debated for a long time. Whatever the outcome, I think we can state categorically that the world is becoming increasingly aware of the hazards caused by technological civilisation and the need to create systems that bring technological civilisation into harmony with the natural order. We have created a technosphere and placed it on a collision course with the biosphere. The question is how to ensure that we don't go beyond the boundary. This is the challenge the world community is beginning to appreciate and question itself about.

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*"Some 10,000,000 gallons of crude oil was spilt into one of the most sensitive and yet biologically productive regions on Earth..."*

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### VALUE SHIFTS - A JOINT RESPONSIBILITY

We are beginning to witness subtle but profound value shifts towards earth care and the environment. A new momentum is being generated, and as it builds we will find a society taking into account these values in terms of policy-making, accountability, and lifestyle development. The environmental movement is shifting from the fringes to mainstream, as such it must be addressed by mainstream organisations.

The first thing for us to acknowledge is that governments cannot do the job alone. Saving the earth is not the exclusive responsibility of governments but of all sections of society.

Secondly, I also need to acknowledge the private sector's role; industry has to demobilise. At a conference we held in Versailles in 1984 we brought the top leadership of government and industry together to identify where industry had solved problems and how such lessons could be transmitted. That is working.

Thirdly, we need to find creative solutions to some of the critical problems facing the world. The global debts - one trillion dollars - will, in the final analysis, affect all countries. The third world has traded a colonial status for a debtor status and many are "in hock". They are obliged to exploit and over-exploit marginal resources to service their debts. My own country is a case in point: to service our debt, we pay 46.2 per cent of our export earnings. We need to get foreign exchange for cash crops, especially coffee. All coffees grow on watersheds, so watersheds are cut down to grow crops - but





for how long? Jamaica is not alone, there are other countries in the same position. And when we cut the forests down, reduce the sinks for CO<sub>2</sub> and the greenhouse effect builds up, the question is asked, "Is the debt simply a third world problem or a global problem?"

***"There is one other area and that is personal responsibility."***

There is one other area and that is personal responsibility. We need to empower the individual to feel that he and she can make a difference. My program has produced a personal environment action guide, a small booklet, which shows people what they can do - from minor recycling, to saving energy, to insisting on community policies. In the end, far from lamenting the fact that the earth is likely to be in very grave peril, we must ask ourselves, "What can we do to secure it and where can we make the necessary investments to ensure the future?"

I always conclude by saying that despite the bleakness of the prognosis, *trend is not destiny and the logical future is not necessarily the future that we will obtain*. We have it within our power to create a future that we choose. If we choose well and develop the capacity for the right choices, we just might make it.

Dr. Noel J. Brown

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Find out how in ***Personal Action Guide for the Earth***

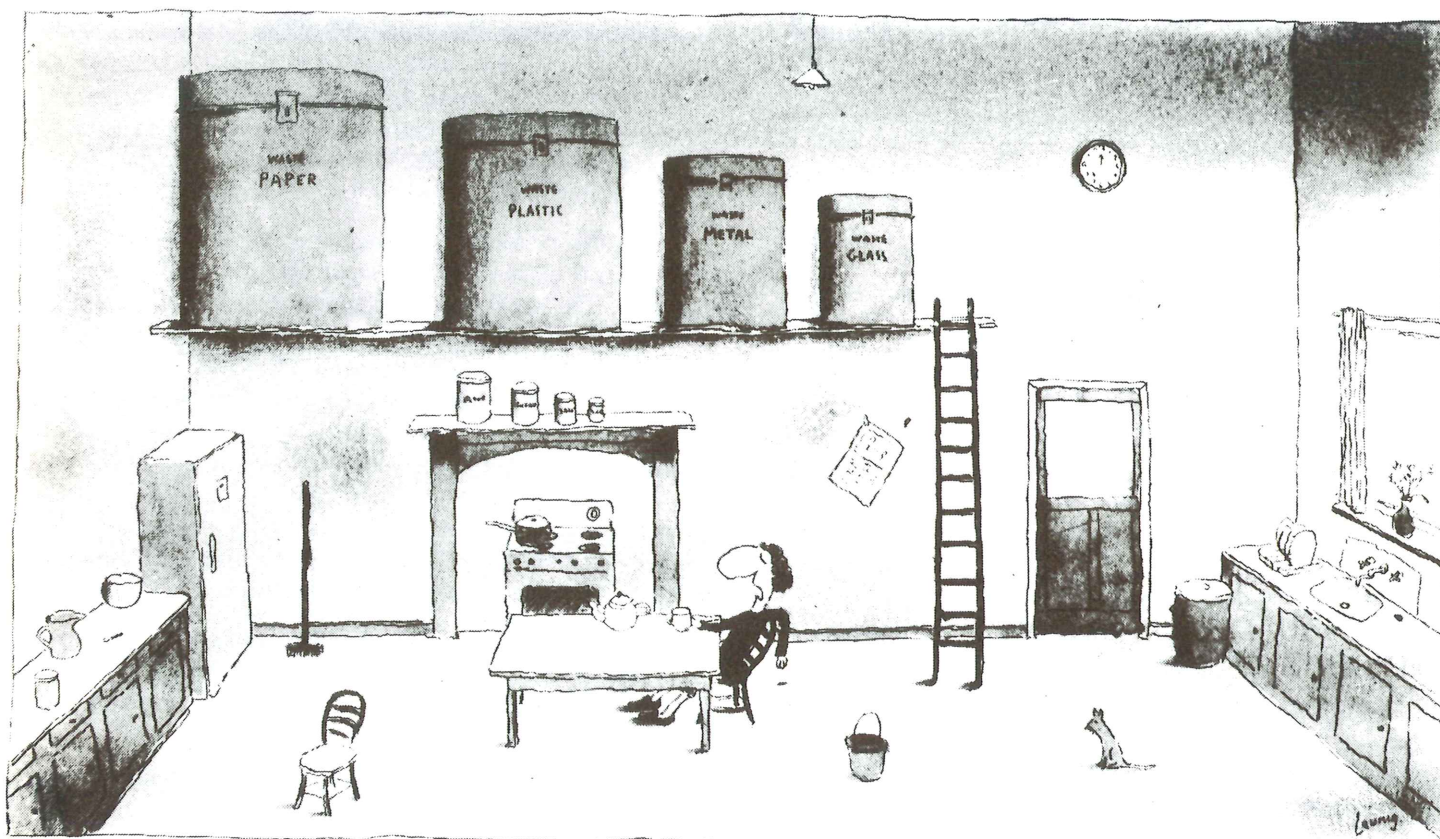
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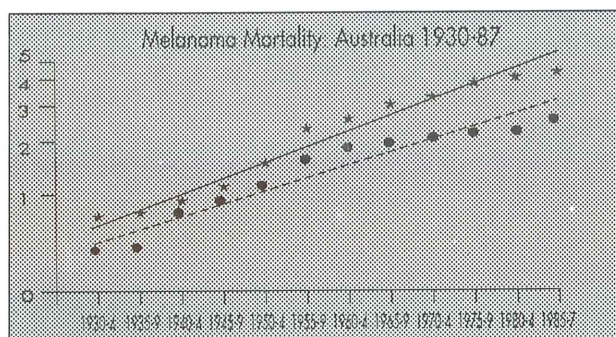




# INTERNATIONAL CONFERENCE: The Ozone Layer and Health

A CONFERENCE ON THE HEALTH CONSEQUENCES of the depletion of the ozone layer was sponsored by the Sir Robert Menzies Memorial Foundation and held in Hobart from May 15th to May 17th, 1989. Thirty-four papers were delivered by leading experts from Australia and overseas to an audience consisting of academic, scientific and health professionals, senior civil servants and representatives of concerned community organisations.

The Conference accepted that increased exposure to ultraviolet radiation resulted in an increase in the incidence of skin cancer and some eye diseases. It also accepted that the increase in melanoma over the last half-century (figure 1) was due to increased exposure - and particularly increased leisure exposure.



Evidence was also presented suggesting that the immune response is suppressed following UV exposure. This clearly has implications for both cancer and infection, although more work, particularly in humans, needs to be done in this field.

Other workers reported deleterious effects on oceanic phytoplankton - the base of the oceanic food chains - and also on terrestrial plant life especially if the increased UV radiation exposure is accompanied by another stress, i.e. the so-called "greenhouse" effect of climatic change.

On the basis of both satellite and ground-based ozone monitoring, several scientists reported that there had been an approximate 10% reduction in ozone over Melbourne in December 1987 for a period of 4 weeks. This had been accompanied by a 20% increase in UV-B in the lower atmosphere. In other words, in the height of that summer when humans were most likely to expose themselves to the sun, the damaging UV-B levels had increased by 20%.

At the conclusion of the Conference, the participants agreed that, as a result of the emissions of man-made chemicals, especially CFC's, there had been significant increased exposure to ultraviolet radiation resulting from depletion of the ozone layer, especially over the Antarctic region, extending to Southern Australia and New Zealand. In summary, the delegates recommended that:

1. concern be expressed to the appropriate authorities about the deleterious health and environmental consequences - especially to the Australasian community - of the increased exposure to ultraviolet radiation;
2. further relevant strategic research be initiated as a matter of urgency in the medical, physical, chemical and biological sciences;
3. the Montreal Protocol be strengthened to achieve a complete phasing out of CFC's and halons (except where health and safety factors outweigh ozone protection factors) by the year 2000 or even earlier if practicable;
4. without prejudice to (2) - rapid and effective monitoring of the health consequences of ultraviolet radiation be developed as a matter of urgency throughout Australasia;
5. without prejudice to (2) - Australasia's participation in international monitoring programs for ozone, trace gases and ultraviolet surface radiation be enhanced;
6. a formal collaborative interdisciplinary structure be created to record, report and analyse the data from (2), (4) and (5) above and to identify further research and monitoring needs;
7. the Menzies Foundation be asked to accept carriage of these recommendations to the appropriate authorities.

This conference seems to be a good example of how a Philanthropic Trust can take an initiative to benefit health in Australia. However, there are difficulties. The unexpectedly serious findings of the Conference place a moral obligation on its sponsor to take some immediate steps, but no private Foundation can hope to make a permanent or even a long-term contribution to the health consequences of ozone layer depletion. That must be a matter for Government.

Given the interdisciplinary nature of the problem, it is not easy for an existing Government Department to take the initiative. The necessary participants are medical scientists (who clearly owe allegiance to the Department of Health), physicists and atmospheric researchers (Department of Science), and meteorologists (Department of Administrative Services) whilst the major issue is that of ozone depletion (Department of the Environment). In addition, there are international considerations with some key scientists working not only in Australia, but also in New Zealand, Antarctica, the United Kingdom, Canada and the United States of America. This, too, is best met by Government involvement.

In the short term, however, whilst Government is determining both health priorities on the one hand and Departmental orientation on the other, there is a catalytic and initiating role for a private foundation.

But that needs money to support this innovative funding project. So...be prepared!

*Dr Eric Wigglesworth  
Executive Director, The Menzies Foundation*





# A Melbourne Study on Individual Giving

AS PART OF THEIR SUBMISSION TO AAP FOR THE PROJECT "Patterns and Trends in Giving in Australia", Reark Market Research Pty Ltd undertook a small weighted pilot study of 300 Melbourne households to identify levels and destinations of giving in the financial year ended June 1987.

The planned comprehensive study of giving will not only identify levels of individual giving, but also, in broad terms, corporate and foundation giving in Australia. It will also identify the destinations of that giving. The research project is clearly an extremely important one and one which, when completed, will not only underpin much of AAP's future activity but also facilitate planning in other sectors of our community. Apart from the very valuable information the pilot study yielded, some essential lessons were learned about any future national surveys of giving.

The study also raised as many questions, requiring further research, as it answered.

In the year ended June 1987, 73.2% of Melbourne households made charitable donations. This included 66.8% of Melbourne males making donations and 79.2% of Melbourne females in that period. While significantly more women gave than men, overall levels of giving were similar, with 40% of all who made donations giving between \$20 and \$99. This was significantly more than in any other category. Only 3% gave over \$1,000.

The figures show that people over 30 years old are more likely to give than those under 30.

| AGE GROUP   | PERCENTAGE WHO MADE A CHARITABLE DONATION |
|-------------|---|
| 18-19 years | 45.8%                                     |
| 20-29 years | 59.0%                                     |
| 30-39 years | 79.6%                                     |
| 40-49 years | 82.0%                                     |
| 50-59 years | 75.1%                                     |
| 60 +        | 81.4%                                     |

While the variations between age ranges are not great, the figures could indicate that the higher number of people giving in the 40-49 year age group means they have fewer financial burdens during these years. More of them make donations and the size of those donations tends to be larger. 11.6% of 40-49 year olds gave more than \$500 compared to 5.7% in the 20-29 year age range, 3.2% 30-39 years and 7.2% 50-59 years. Only 4% of those over 60 gave over \$500, even though 81.4% of them did make some form of charitable donation. The significant majority of donations made by those over 60 (40.7%), as for amounts of less than \$20, indicate that older people have less disposable income to donate.

According to the study, 85.8% of Melbourne housewives made donations, compared to 81.2% of white collar workers, 77.4% of people whose income is derived from private means

and 63.3% of blue collar workers, once again indicating that women are more likely to give than men.

Respondents were then asked whether they made a taxation claim for their donation. Of those who gave, 49.2% claimed taxation benefits while 41.3% did not. As the level of donation increased so did the number of people who claimed. Of those who gave between \$500 and \$999, 72.9% claimed, compared to 29.8% who gave less than \$20. These results are not surprising, but do have obvious implications for the ability of organizations without tax deductibility status to attract larger donations.

Males are more likely to claim than females, 52.7% compared to 46.2% even though levels of giving across both sexes are similar. Those in the 30-49 year age ranges are most likely to claim for donations. It is in these age groups that donation levels are highest. Only 37.1% of people over 60 years have made taxation claims, which is not surprising given that although a large number give, the majority make donations of less than \$20. Again, not surprisingly, white collar workers are more likely to claim than blue collar workers.

A series of questions were then asked about the destinations of their donations. Respondents were asked to indicate in percentage terms how much of their total donations they gave to churches, education, health, arts and culture, general social benefit organizations, specialist human services and the Salvation Army. Unfortunately, respondents found it difficult to remember details of their giving in 1987. Thus, not many detailed conclusions can be drawn from this part of the study. The pilot has shown that we should have asked people aggregates rather than percentages of donation size.

The figures did however provide some very useful information. The majority of people had a much better recall level of donation and the percentage of total giving to health services. Those making larger donations, over \$100, had a better overall recall of the destinations of their donations. Interestingly, white collar workers had a significantly better recall of donations made to education than either blue collar workers or housewives. Overall, housewives had a much poorer recall about their donation size and its destination.

Other than these general observations, it is risky to draw more concrete conclusions from this part of the study, due to the poor recall of respondents.

In order to undertake the comprehensive and extremely significant study of individual, corporate and foundation giving, AAP needs the financial support of member trusts and friends. The Association has attracted part of the \$65,000 necessary to undertake the study but is looking for additional support to make up the balance. The Association hopes you will seriously consider making a contribution to the study as the information it will ultimately provide can only benefit us all.

*Report compiled by Marion Webster from information supplied by Reark Market Research Pty. Ltd.*



# THE AUSTRALIAN ASSOCIATION OF PHILANTHROPY

## ***The History of the Association***

The Association was formed as a national body in 1975 to represent the shared interests of trusts and foundations and to represent philanthropy to government and the community.

The establishment of a permanent secretariat in 1988 was a further indication of the Association's intention to be a strong professional organisation representing both large and small trusts and foundations from both the private and corporate sectors.

## ***What the Association does***

The Association offers a range of programmes and services which reflects the diverse interests and needs of its members. Specific activities include:

- Provision of information to members and the broader philanthropic sector through a quarterly magazine.
- A growing resource library of local and overseas information which is available to members, potential philanthropists and the community sector.
- Regular discussion groups/workshops for members on issues relevant to philanthropy or trust operations.
- Assistance to individuals and corporations planning to set up trusts and foundations.
- General assistance through information services to applicants for grants.
- Research into areas relevant to the philanthropic sector.
- Monitoring legislative activity.
- Communicating to the general public about the philanthropic world.

## ***Statement of Purpose***

To advance and protect the common interest of private and corporate philanthropy in Australia.

To scrutinise any proposed Federal or State legislation likely to affect private or corporate philanthropy and to take such action as the Association may think is desirable.

To foster co-operation between philanthropic trusts, individual and corporate donors throughout Australia.

To encourage and facilitate exchange of information between the members on the understanding that where appropriate it will be regarded as confidential.

To improve communication and understanding between the members of the Association and the community at large.

To assist in the identification of areas of need in the community.

To develop and maintain contact with similar overseas bodies.

To inform members of trends and developments on issues relevant to philanthropy as a result of local or overseas research.

To act as a general service organisation for members in ways which they may require.

To seek and consider suggestions from members of the Association and other interested bodies for the advancement of philanthropy.

## ***Members of The Australian Association of Philanthropy***

ANZ Executors & Trustee Co Ltd  
Coles Myer Ltd  
Helen M Schutt Trust  
Howard Norman Trust  
Mayne Nickless Ltd  
Melbourne Newsboys Club Foundation  
Mr Robert Kerr  
Perpetual Executors & Trustee Association of Aust Ltd  
Pethard Tarax Charitable Trust  
Queensland Community Foundation  
R & J Uebergang Foundation  
R & R E Mathews Trust  
R E Ross Trust  
Sir Albert Sakzewski Foundation  
Sir Donald & Lady Trescowthick Foundation Ltd  
Sunshine Foundation  
The Alexander Miller Trust  
The Australian Bicentennial Multicultural Foundation  
The Brash Foundation  
The Daffyd Lewis Trust  
The Danks Trust  
The Ern Hartley Foundation  
The Felton Bequest  
The Flora & Frank Leith Charitable Trust  
The G M & E J Jones Foundation  
The George Alexander Foundation  
The Gualtiero Vaccari Foundation  
The Hugh Williamson Foundation  
The Ian Potter Foundation  
The Lance Reichstein Charitable Foundation  
The Melbourne Anglican Foundation  
The Miller Foundation  
The Myer Foundation  
The Sidney Myer Fund  
The Small Change Foundation  
The Stegley Foundation  
The Truby & Florence Williams Trust  
The William Buckland Foundation  
Uniting Church in Australia  
University of Melbourne  
University of Sydney  
Van Cleef Foundation  
Victorian Community Foundation  
Victorian Health Promotion Foundation  
Victorian Women's Trust Ltd  
W L Allen Foundry Co Pty Ltd  
Western Mining Corporation Ltd