

# **4** *philanthropy*

**Newsletter of  
The Australian  
Association of  
Philanthropy  
Incorporated**

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**The  
Business  
of Play  
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## Philanthropy

*Philanthropy* is the official newsletter of the Australian Association of Philanthropy. It is published quarterly and mailed to members of the Association.

Subscriptions to *Philanthropy* are now available to non members. The rate is \$20 per annum, post paid.

For enquiries or information about the activities or membership of the Association, the newsletter or subscriptions, please contact:

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## Cover Note

Shane, 16, successful trainee climb'n'beans.

Photo: Jennifer Dudley

## Credits

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# Editor's Message

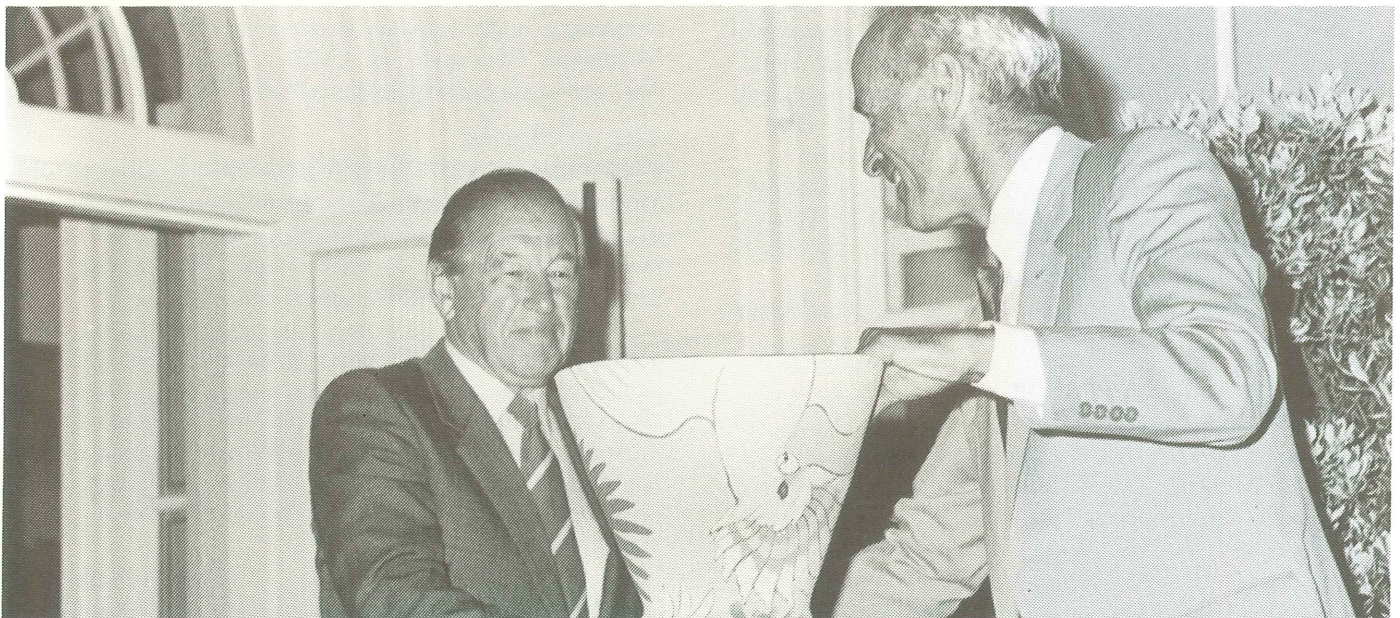
The response to *Philanthropy*, particularly our Conference issue, has been very pleasing. This is one of the reasons we have decided to make a subscription to the newsletter available to non-members.

Members are coming forward with suggestions, news and ideas which all contribute to the liveliness of the newsletter - and reflect the activity going on in the philanthropic sector.

This year, issues of *Philanthropy* will be devoted to particular themes, while still giving a variety of news and information. Those under discussion so far are an issue on those trusts and foundations funding Aboriginal projects and another on corporate philanthropy.

I would be pleased to hear from members who wish to submit material or make suggestions about either of these topics. I can be contacted on (03) 347 5941, fax (03) 347 2910, or at my office address, 54 Elgin Street, Carlton, 3053.

Jane Sandilands



Prize for a Dragonslayer: Mr. Ken Myer presents Sir Rupert Hamer with a pot for "truly outstanding services" to the arts.  
Photographer: Geoff Busby



# A View From Japan: How Others See Us

## Australia's Philanthropic Foundations



### Philanthropy in Australia to date: Some surprising discoveries...

In the last week of November 1989, I had the opportunity to call in to Australia for a ten days' visit. It is perhaps true to say that Australia is well known, in Japan, for the grandeur of its natural scenery, and the uniqueness of its flora and fauna, but what of its culture? That aspect is, I am afraid, much less well known in our country. Prior to this recent visit, which enabled me to establish contact with diverse Australian foundations, I was convinced that a long standing and active philanthropic tradition, similar to that at work in the US and Canada, existed in Australia. The reality is quite different: the emergence of structured and organised philanthropic activities appears to be, we may well say, a recent and belated development.

### The Australian Association of Philanthropy (AAP)

That Association established a permanent office in 1988. Although that body has been constituted since 1975, the level of philanthropic activity in that country had never been sufficient, until recently, to justify the setting-up of such an office. Marion Webster was appointed Senior Administrator of the AAP. In the present note, I would like to summarise for your interest, the presentations made to me by Ms Marion

Webster, as well as Mr Michael Liffman (of the Myer Foundation - one of the organisations providing the AAP with financial support and counsel), on the state of philanthropic activities in Australia to date.

First of all, most Australian foundations were formed by individuals; very few by corporate entities. Most again are, so called 'charity' oriented, and those with an international outlook, like the Myer Foundation mentioned above, at best confine their working field to Asia.

The AAP is currently carrying out a census of local philanthropic organisations, and will probably be in a position to publish its findings by mid 1990. At this stage, 275 trusts and foundations have been identified, and we may discover between 700 and 1,000 ultimately. Among those, 50 such organisations are AAP members.

Under Australian law, foundations are under no obligation to disclose the size of their funds, subsidies received, etc. - which makes the compilation of relevant statistics very difficult. The AAP is addressing this shortcoming: it is currently carrying out a survey on the 'Grant and Donation Patterns and Trends in Australia', and plans to compile a Directory of Foundations.

In Australia, the establishment of foundations is approved by each relevant State, but 80% of these are found in Victoria. Moreover, certain States have restricted to their own territory, the philanthropic activities of the foundations whose establishment they have authorised. This constraint is the cause of much chagrin on the part of Ms Webster for it generates a regrettable fragmentation of the Foundation sphere and only allows the formation of organisations without any national, let alone international, perspective.

The AAP publishes a quarterly: *Philanthropy*, which deals with deep issues of relevance, identifiable at State or Federal level. The Journal also provides information to overseas counterpart bodies, and shares the findings of its surveys with Governmental funding bodies, as input for the formulation of suitable government measures. On my visit, I could not make detailed inquiries, but apparently, the Government is preparing to apply a stricter tax treatment on Australian foundations. Here again, the AAP is collecting information on that forthcoming development, and will relay it in due course.

### The new focus: Fostering the growth of Corporate Foundations

The AAP is now concentrating a lot of its energy on talking to corporations about promoting their image through philanthropic activities. In order to improve the present situation, i.e. the almost total absence in Australia of corporate foundations dedicated to catering for Japan-related activities, The Myer Foundation, mentioned earlier, gave me a grant which I am presently using to carry out a survey. 'How is the corporate cake now going to be divided?' That, indeed, is the question', sighed Ms Webster - an indication of her strong desire to exchange information with Japanese counterparts, since corporate foundations dominate our country.

**Yoshiko Wakayama**  
Program Officer  
Toyota Foundation



## The 1990 Sidney Myer Performing Arts Awards

Actor Sue Ingleton received the award for Individual Performer at a presentation held recently in Melbourne. The Joint Group winners were The One Extra Company, based in Sydney and The Bharatam Dance Company, from Melbourne.

Sue Ingleton is something of a legend in Australia, being known for her work with the Australian Performing Group and the Pram Factory and more recently for her acclaimed performance in 'Near Ms's' which she also wrote and produced.

Accepting her award from Senator John Button, Ms Ingleton spoke of her amazement firstly when she found that such an award existed (she was then shortlisted) and then that it was "...actually MONEY - not just a statue!"

She went on to talk about how good it was to be recognised as a performer in this way, especially at her mid-career stage.

What characterises all recipients of this year's awards is that

their work constantly expands the boundaries of their chosen fields. The One Extra Company explores complex social issues through dance and drama in a way which challenges thinking audiences, while The Bharatam Dance Company uses ancient dance forms to translate Asian philosophies and religions into rituals understandable to Australian audiences. One of Melbourne's richest and most diverse sources of Asian cultural forms, it does not shy away from exploring contemporary issues with great artistic power.

An additional (and occasional) Special Prize was awarded to Sir Rupert Hamer. The second recipient of this prize (the first was journalist, John Larkin), the award was given for "truly outstanding services to the Victorian State Opera as Chairman".

Sir Rupert's citation compared him to the famous dragonslayer: "Like St. George, he is not afraid to sally forth to slay dragons, be they arts bureaucrats, arts editors or arts apathy.

At this time of government negligence towards the arts, every arts organisation needs a Sir Rupert."

It seemed a good note on which to end the evening.



*Ms Sue Ingleton, actor and individual winner of the 1990 Sidney Myer Performing Arts Awards, with Senator John Button, who presented the awards. Photographer: Geoff Busby*



# Interview With Marion Webster



Two years in office - Marion Webster, Executive Director of the AAP. Photograph Dale Mann/Retrospect

*Trusts and foundations are increasingly aware of the need to research the projects they are funding. Sharing information and cross-fertilisation of ideas can be an effective way of ensuring the most beneficial results.*



*If we are to be an effective lobby group representing the sector, we really need to come to grips with the very complex legal and taxation issues.*

Marion Webster took up her appointment as Executive Director of the Association two years ago.

In this interview with *Philanthropy* Editor Jane Sandilands, she reviews the achievements of the Association and looks to its future role in the philanthropic sector.

*Q. How do you feel about the direction the Association has taken over the last two years?*

A. I think we've actually done very well when we look at what we set out to achieve in the first place. The Statement of Purposes of the Association has been fairly much adhered to and then the Development Plan, approved by Council late in 1988, was a very useful tool.

It clarified some of the diverse expectations of Association members and has enabled us to set out on an agreed upon path, which to a large extent we either have achieved or are in the process of achieving.

*Q. What stands out as the Association's most notable successes over recent times?*

A. I think firstly the Conference,\* undoubtedly.

To hold a national conference of philanthropy within 18 months of the Secretariat being permanently set up was a real achievement. One of the most notable things was the commitment by a few members who put in an enormous amount of energy to support it. An other important thing is the research,\*\* currently under way. Before we can move on, we need to be in a position where we can have some significant data which will determine the framework in which we're operating. This will be the first time this has happened in Australia. The other important thing is our new book, *A Guide to Informed Giving*, funded by the Stegley Foundation, which is the first publication of its kind in this country and which will be useful to people at any level wanting to give away money for charitable purposes.

*Q. Would you comment on the membership levels of the Association?*

When I started, membership was in the mid-20's. There has been an enormous increase in the subscription rate from \$50 or \$75 to,

in some cases, \$2,500 and some members left the Association because of this increase. Some of these have returned, which took a lot of work and energy. The membership level is now 50, so there's been a substantial increase. Some may feel that's lower than they anticipated but I'm not surprised by the membership level.

*Q. Where do the trusts and foundations which have joined the Association during your time feel the most benefit lies for them?*

A. Undoubtedly being part of a network of people who share information and resources. People working in the sector gain a sense of identification instead of being very isolated and it's an area where there has been an enormous amount of isolation. Trusts and foundations are increasingly aware of the need to research the projects they are funding. Sharing information and cross-fertilisation of ideas can be an effective way of ensuring the most beneficial results.

*Q. You've spoken about the importance of the Association having international links. What is happening in this area?*

A. I believe this is an area we should concentrate on. We've had a number of international speakers here and it's essential we have a presence at international conferences and be seen to have credibility. We have to earn our role in the international philanthropic community and it requires face to face contact, some sort of meaningful involvement and useful exchange.

America and Canada are the main models for Australian philanthropy. We should look closely at Canada because it's relevant in terms of size and the fact that our Canadian counterpart also tries to cater for both the fund raisers and the grant makers in the one organisation, something I believe AAP will have to look at if we are ever to achieve financial independence.

*Q. This question of grantmakers and grantseekers in the same organisation is obviously a controversial area. Would you like to comment?*

A. I think the Association would agree there's a need to co-operate with the fundraisers. At this stage, however, we feel that until the philanthropic sector sees the Association representing its interests in quite a powerful



way, we are reluctant to combine with any other group too closely. When it is quite firm with its own identity, then would be the time to co-operate on needs and views.

*Q. Have there been any surprises for you in your position as Executive Director over the last two years?*

A. I've been surprised at the level of diversity and the lack of cohesion in the sector when I came into it - the way few organisations talked to each other. I was also amazed how little is generally known about philanthropy in Australia. To me it seems the whole field has been characterised by independence and diversity. With this anonymity, there's been no way of getting at information except through co-operation because there are no statutory requirements about financial accountability or a central registry of trusts and foundations that can be made available. Seeking information is still very much a stab in the dark and it's amazed me that a sector of our economy which has funds of hundreds of millions of dollars has so little known about it.

*Q. Why do you think there is difficulty getting information about trusts and foundations?*

A. I think there's been a reluctance about the provision of information in the sector for fear of it generating more work and submissions for many trustees. This applies particularly to those where there is no professional research component. However, I would argue strongly that until we have that information available, people can't make adequate submissions. In the long run, I believe it's much more cost effective for foundations to have clear, understandable guidelines and to publish annual reports and accountability statements. People then know to whom to apply for what and don't waste time on inappropriate submissions.

*Q. Coming back to the Conference, the areas which caused most comment from participants were those relating to legal and taxation issues. What role do you see the Association having in those areas?*

A. They are both areas which have priority for the Association this year and onwards. If we are to be an effective lobby group representing the sector, we really need to come to grips with the very complex legal and taxation issues. It seems to me inevitable that

there will be changes made in the law as it relates to trusts and foundations.

Questions are already being asked about setting up a Commission for Charities. In both the United Kingdom and New Zealand, there are greater accountability requirements for trusts and foundations, as there are in the United States. It's inevitable that those sorts of discussions will happen here and as an Association, we will have to be prepared and ready to play a part.

*Q. Some trusts and foundations obviously feel this is an area in which the Association should not be involved.*

A. I think it's a very tricky area and there is certainly a strong sense that the present Government is not in favour of charitable trusts but would prefer to have that tax exempt money coming directly to the Government's pocket to be allocated in the way it chooses. There have already been suggestions about a charities commission and there is a strong feeling that the Government will require greater accountability from trusts and foundations. While some may feel we should leave things as they are, I believe we should make a move before decisions are imposed on us.

*Q. What major projects are ahead for the Association this year?*

A. The first is to develop a comprehensive and cohesive Association policy about taxation and legal issues related to charitable trusts. The proposal was made in the Victorian Legal and Constitutional paper that the AAP could become a self-regulatory body for philanthropic sector. I think it would be ideal if we could play a consultative role in any debate, but we must have it clear in our own mind as an Association what we want before this can happen. The second major project for the year is to look at the corporate area, where the AAP could have a useful role in assisting corporations develop philanthropic giving policies and programs. A good starting point for this is the current research about levels of giving in Australia.

*Q. What are some of the practical aims for getting philanthropy more widely known in Australia?*

A. We want to develop our mailing lists and our distribution of *Philanthropy* to a wider

***One of the first questions people currently ask is "just how much do people give?" The answer at present has to be "Well, I'm not sure, but between 100 and 400 million dollars annually."***



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audience. This is a matter of getting the lists onto our computer so they can be sent out with a minimum of fuss and as cheaply as possible. I think one of the most important resources we've got is information and we've got to ensure that this gets into the community as widely as possible.

We also need public forums. I've done a number of radio interviews and there have been numerous articles which talk about the generosity of people in the philanthropic community and their responsibility and I think we need to move the debate along a bit. We need to talk about some nitty gritty aspects of philanthropy - its role and potential role in the community. Once we have the results from the research, we will have sophisticated information to distribute which talks about the size of the sector. One of the first questions people currently ask is "just how much do people give?" The answer at present has to be "Well, I'm not sure, but between 100 and 400 million dollars annually."

*Q. Looking five years ahead, how would you like to see the Association placed?*

A. I'd like the Association to be seen as a reference point for philanthropy in Australia. For it to be seen as a viable and strong force and as a really genuine clearing house for things philanthropic. I'd also like to see it having a major role in any relevant debate. I hope it has significant international links by then and obviously that means increasing the membership in a way that is representative, with a balance of conservative and progressive trusts and foundations, and strong membership from the corporate sector as well. I'd also like the membership and council to play an even more prominent role in the Association.

*Q. Other than 'Philanthropy' and lunchtime discussions and generating interest in the sector generally, what else can be done to make people more aware of philanthropy in Australia?*

A. I think we need to have a number of seminars or forums which attract a broader range of people. Currently, lunchtime discussions tend to be restricted to membership. I certainly think the model we used at Warrnambool where a number of us visited people in the district was extremely

useful. We discussed family foundations and how they can be set up and talked to people about the role of philanthropy. We also spoke to grant seekers about the role trusts play in their organisations. It was a useful and rewarding exercise and it's one we propose to duplicate in other country centres. There is already one planned for Mildura and I think it's something we can take around the country.

*Q. Finally, would you like to say something about the future of the Association?*

A. I think we're already seen as a viable force but our existence is still tenuous. In order for the Association to survive, it's going to need a sustained level of energy from a broad membership base to keep going. For at least the first ten years of its existence, an Association such as ours demands a strong level of energy from its council and its membership base in order to survive. In Canada, for example, after ten years their Association is still only about 70% independent. About 30% of their funds for their core costs are still donations from trusts and foundations and any additional project work has to be generated from their support base - and that's a reality our constituents have to accept.

When people say "What do we get for our money?" the realistic response is that the benefit is long term, but that all the groundwork has to be done properly. At this stage, what we're doing is asking you to make a contribution to the philanthropic sector and it's as simple as that (unless of course it's for specific projects).

Ultimately I believe the Association will be as strong as its membership base. The Executive Director has to generate interest and enthusiasm to a large extent, but mostly its got to be forthcoming from the membership.

\*'Independent Funding in the Community Sector', a national conference, held in Melbourne on October 18th and 19th, 1989 and funded by The Myer Foundation.

\*\* The research currently under way by Reark Research, to determine levels of giving in Australia: 'Patterns and Trends in Giving in Australia'.

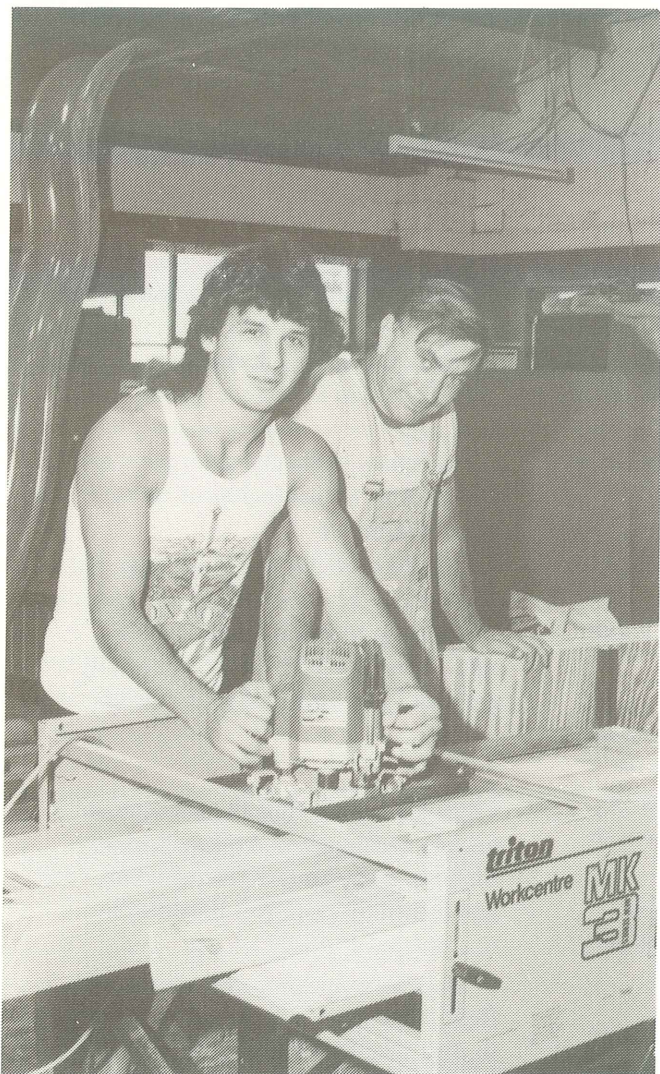


# The Business of Play

**CLIMB'N'BEANS make playground equipment for children. Initially funded by several trusts, foundations\* and the Department of Labour, it is now a viable small business, with healthy prospects for the future.**

***Philanthropy Editor Jane Sandilands went to Blackburn to visit the climb'n'beans factory.***

Climb'n'beans operates a busy, colourful factory. Pink, yellow and red platform panels in various stages of painting hang ready to dry, and in the workspace at the front, Project Manager Glenn Walker casts an eye over the work in progress.



George, 20, with tradesman Robert Wheeler, at work on climb'n'beans playground equipment. Photos by Jennifer Dudley

The workforce at climb'n'beans is made up of young trainees (aged from 15 to 24) who are either homeless, 'at risk' or who have been in trouble of some sort.

Each trainee ideally spends three months at climb'n'beans (some don't last the distance), learning skills to take them into secure positions in the workforce and the world. During this period, trainees are paid full award wages.

There are obvious differences between climb'n'beans and other small businesses. The first is that once trainees complete their training, they leave, so the whole process begins again, without the business ever benefitting from their experience.

Another difference is that the background of the trainees means they are not necessarily attuned to the regularity of working life.

George Crombie, Director of Harrison Youth Services (under whose network climb'n'beans operates) points to the computer list of the 33 trainees who have worked with climb'n'beans during the last 15 months. Although several completed training - and of these, many have gone on to productive work - some left voluntarily, some absconded (two died, one from a drug overdose, the other of renal failure by neglect) and some were dismissed. Of the latter, George Crombie says "They just couldn't get used to the idea of turning up regularly - so you give them two or three weeks and then, if they don't shape up - they're out." On the other hand, he says those who stay for the full three months (often from extremely difficult backgrounds) "Really get a lot out of it - and not simply work skills, but a whole range of communication and independent living skills."

*"...those who stay get a lot out of it not simply work skills, but a whole range of communication and independent living skills."*

Crombie stresses that climb'n'beans is a business and that if trainees are going to be involved, it is essential they meet business deadlines. The factory employs one tradesman to each two trainees and there is also someone to help with job placements at the end of each training period.

At climb'n'beans, marketing has a high priority. The



playground equipment business is a seasonal one, with its peak time for the sales between September and December. climb'n'beans began marketing in September, 1988, shortly after it was set up. This meant there was little time to take advantage of the first selling season, which led to a lack of orders and few orders for playground equipment on the books by April, 1989.

As Crombie points out, climb'n'beans grew in what is probably the opposite direction to the development of most small businesses. Because of its aim to train young people (and from inception a requirement to meet Department of Labour targets) there was no opportunity to let the business naturally evolve, grow and find its place in the market. "It had to perform from the very beginning," he said, "which made things difficult."

With the appointment of Jennifer Dudley in May 1989 to take charge of marketing and now with a well developed strategy in place, the prospects for climb'n'beans for the year ahead look good.

*"I've had the odd knife pulled on me but against that, we've had some terrific successes."*

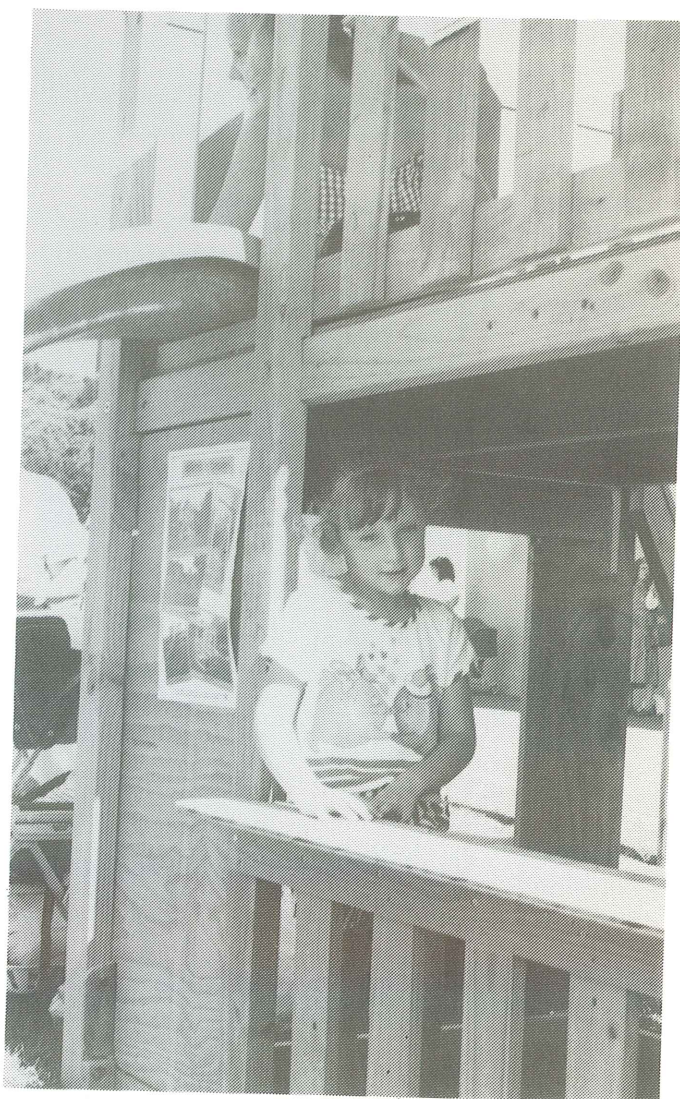
Sales visits are targetted towards kindergartens, primary schools and neighbourhood houses. The private and domestic market will be covered this coming winter by promotional displays in large shopping centres (at Malvern Central, Northland and Southland, all of whom have given free space to climb'n'beans).

There are, Jennifer Dudley says, hidden bonuses in their operation, not the least being the generosity of tradespeople, suppliers, advertisers and friends.

"The timber supplier Martin Lee Sales gives us our timber at cost price and Philip Daniels, a local spraypainter, comes to the factory to give lessons to trainees. Peter Seal, of DDB Needham, gives us occasional advice on advertising - and they're only some of many who have helped."

The climb'n'beans product is price competitive in the playground equipment market and also conforms strictly to Australian Safety Standards, which has let to its inclusion in the list of recommended products given by the Playground Recreation Association of Victoria.

In the coming year, as well as developing the domestic market for the climb'n'beans outdoor playground equipment, new products (a gazebo in kit form and indoor play equipment) are being developed, both of which utilise the same equipment and skills already in operation.



*A satisfied customer on climb'n'beans play equipment*

Climb'n'beans is, George Crombie says, "Probably a bit out of the ordinary. You never know what the day's going to bring. I've had the odd knife pulled on me but against that, we've had some terrific successes. And once they've left here, it's not the last we see of many of our trainees. They often come back, just to stay in touch."

Climb'n'beans,  
11 Cottage Street,  
Blackburn, 3130.  
Telephone (03) 894 2250,  
Fax (03) 894 2373.

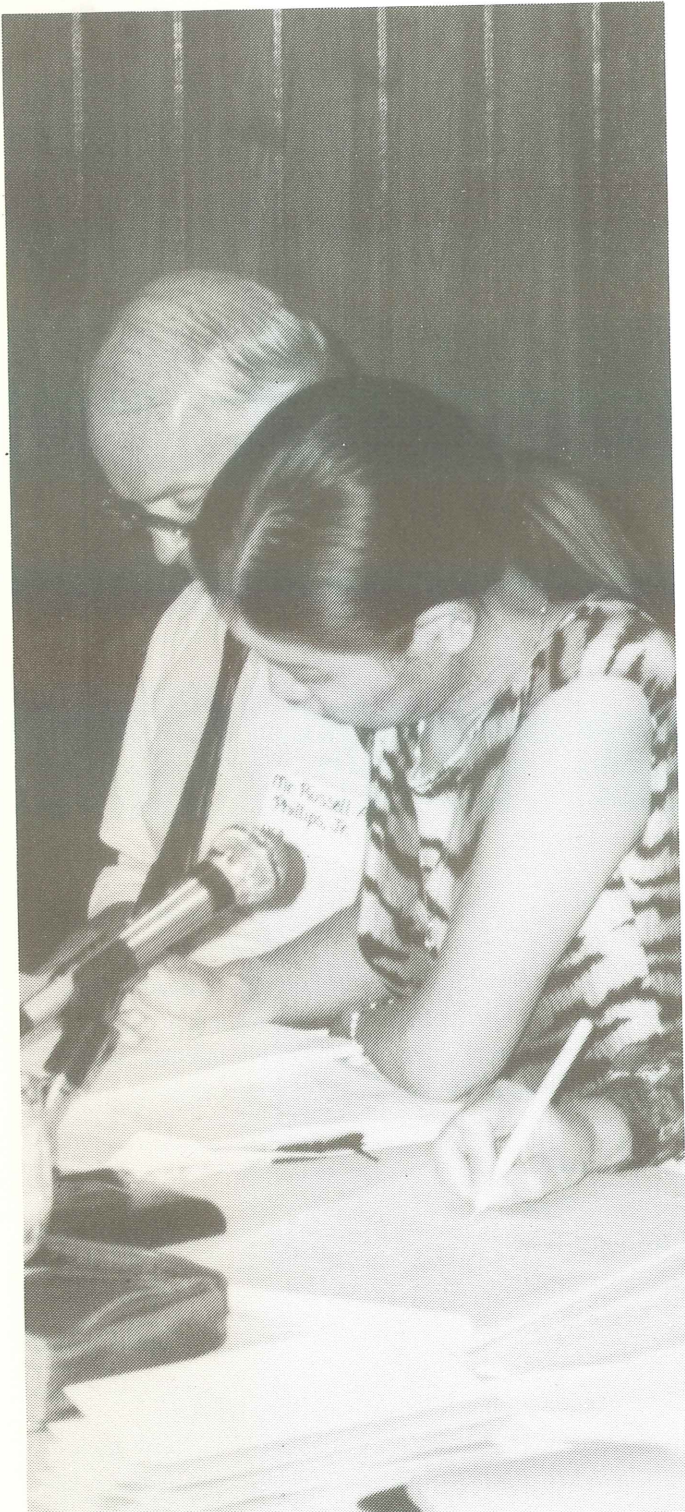
\* The trusts and foundations who initially funded climb'n'beans are The Stegley Foundation, The R. E. Ross Trust, The Myer Foundation, The Helen M. Schutt Trust, The Sunshine Foundation, Coles Myer Ltd., The Jack Brockhoff Foundation and The Danks Trust.



## SPEAKER FROM JAPAN

Yoshiko Wakayama, Program Officer of the International Division of The Toyota Foundation spoke at our final luncheon discussion for 1989.

With attendance by representatives of several corporations, trusts and foundations, the discussion covered a broad range of issues, especially those relevant to corporate philanthropy.



Yoshiko Wakayama, Program Officer of the International Division of The Toyota Foundation

## ALL IN A DAY'S WORK

Earlier this year, Michael Liffman, Executive Officer of The Myer Foundation answered the telephone:

"The Myer Foundation".

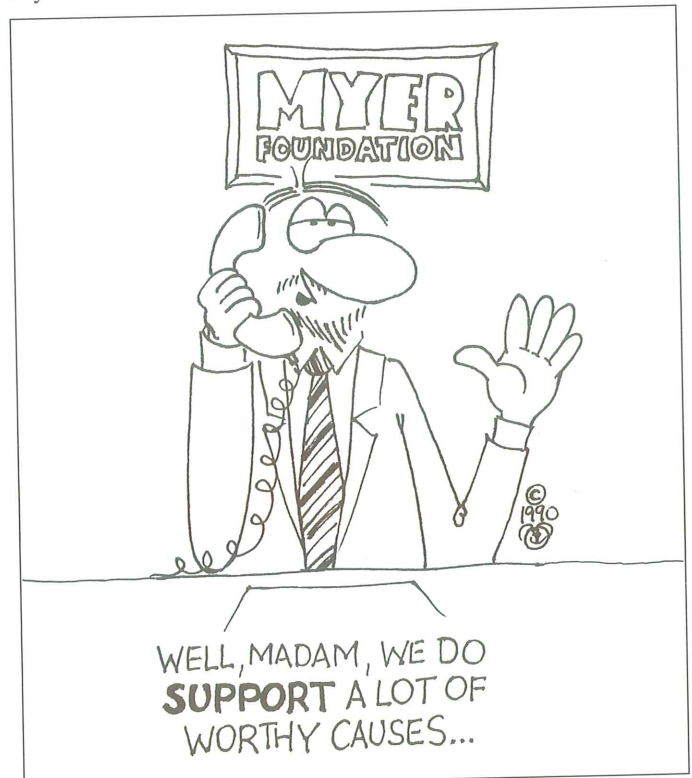
"Oh," said a female voice, "could I speak to a woman, please?"

"Well I'm sorry," said Michael, "my secretary is away until Monday and I'm the only one here."

"I'll ring back on Monday then, thank you," she said.

Two hours later, the woman rang back.

"Look," she said, "I've decided it's ridiculous that I can't speak to a man about what I want. But before I do, that is the Myer Foundation Garment section, isn't it?"



Meriel Wilmot, for 21 years Executive Officer of The Myer Foundation, has her version of the story.

Telephone rings, young male English Professor (sounding very flustered).

Professor: "Is that The Myer Foundation?"

MW: "Yes, it is."

Professor: "And is that Miss Wilmot?"

MW: "Yes, it is."

Professor: "Well thank goodness for that. I've just spent quite a long time in conversation with Myer's Underwear Department!"

## THANKS TO...

The Association gives a sincere 'thank you' to the Lance Reichstein Charitable Foundation for its contribution of \$30,000 to our core costs for this current calendar year. This support is very much appreciated, especially while the Association is still in the development stage.



## NEW MEMBERS

**The Western Institute** is an Institute of Tertiary Education offering degrees and diploma courses in Science, Business, Arts and Health Science (Nursing). Over 3000 students are enrolled in 1990 on three campuses at St Albans, Melton and Mt Derrimut. The institute is one of the three institutes planned to form the new Victorian University of Technology with RMIT and Footscray Institute of Technology.

The Institute was established to begin to redress the imbalance in access to tertiary education in the west of Melbourne.

More than 83% of Western Institute students reside in the western region and almost half speak a language other than English at home.

Active building programs are underway at the Melton and St Albans campuses, and will commence at the Werribee campus later in 1990.

**The Lord Mayor's Fund** was formed in 1922, principally as a result of the efforts of Sir John Swanson, and was intended to reduce overlapping in fundraising by public hospitals and charities, and to reduce the cost of fundraising. In 1930 the Fund received its present constitution by the passing of the Lord Mayor's Fund Act by the Victorian Parliament.

The objects of the Fund as laid down in the Act include the obtaining from public benevolence of subscriptions, donations and bequests, and the application of funds towards the benefit of such metropolitan hospital and charities as are from time to time approved by the Council of the Fund. Grants are made only to charities which have tax-deductible status for donations received.

## OUR CARTOONIST

When he realised that he would never make a convincing banker - he simply couldn't take banking seriously - Peter Thoeming left his Economics course at Sydney University unfinished and took a job as a graphic artist instead. That was 25 years ago, and he has done some decidedly odd things since then. For a while, he ran toy shows for Airfix in England; for another while he was Art Director of the record company CBS in Australia. Whatever he got up to, he never stopped cartooning. For a while, in Turkey, he supported himself by drawing funny faces on pebbles and selling the results. He says he now wishes he'd stayed in banking, because it's one of the funniest businesses around...

Peter Thoeming now works from Sydney. We are happy to share him. His telephone number is (02) 555 1531 and fax number (02) 555 1708



## BACK TO SCHOOL FOR SMALL CHANGE

With the start of the 1990 school year, the Small Change Foundation has announced its Small Grants Program. Designed to enable classroom teachers in post-primary metropolitan government schools to 'do something with their students that otherwise wouldn't be possible,' the grants will be distributed in Term 3 this year.

Applications close on April 12th, 1990 and all enquiries should be made to Ms Margaret McCaffrey, Executive Officer, Small Change Foundation, PO Box 1635M, Melbourne, 3001.



*From Images of Youth Calendar. Photograph by Joanne Guppy*

## UPDATE ON REARK RESEARCH PROJECT

The study of levels of giving in Australia is progressing well, with research on 1500 individual households and 300 small businesses Australia-wide already completed. The study of Foundation giving is in the field at the time of publication.\*

The AAP is indebted to the Sunshine Foundation, The Howard Norman Trust, The Truby and Florence Williams Trust, The Hugh Williamson Trust, The Myer Foundation and M & E Besen for their financial support of this vitally important research project.

\*Mr. Kevin Hindle, as Reark Research National Marketing Development Manager, has been responsible for this study. Although he is no longer with Reark Research, having taken up two principal consultancy roles, one with Swinburne Institute of Technology and the other with the Institute for Innovation and Enterprise, he will continue to work on the AAP project. He will be working on the project with Cathy Whiteley, consultant with Reark Research.



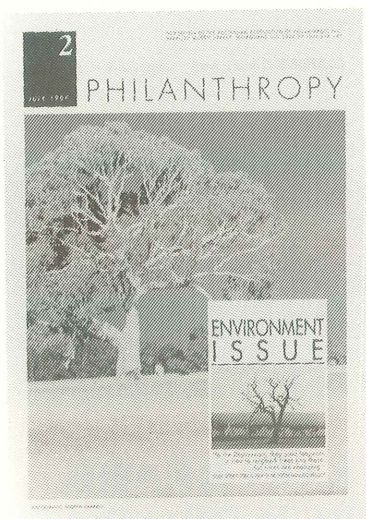
## SUBSCRIPTION FOR NON-MEMBERS

Because of the interest expressed in Philanthropy, our quarterly Newsletter, the AAP is making subscriptions available to non-members of the Association.

Rate: \$20 per annum, post paid.

A limited number of back copies (2 and 3 only) are also available to non-members at \$5 per copy.

Enquiries to AAP  
Telephone (03) 614 1491  
Fax (03) 614 8471



## A LETTER FROM ABROAD

Southeast Bank, N. A.  
Robin Reiter-Faragalli  
Vice President,  
Corporate Community Involvement  
and Executive Director, Foundation

January 2, 1990

Ms. Marion Webster  
Executive Director  
Association of Philanthropy, Inc.  
8th Floor, 20 Queen Street  
Melbourne 3000  
Australia

Dear Marion:

Many thanks for forwarding the copy of Philanthropy. It is a wonderful communication tool and speaks well of the efforts of both you and the members of your organisation. I appreciate your keeping in touch through this newsletter and thank you again for thinking of me. If I may assist in any way, I do hope you'll call.

Sincerely,

## BOOKS & PUBLICATIONS

### 'A Guide to Informed Giving' to be released

The latest publication to be produced by The Australian Association of Philanthropy is, *A Guide to Informed Giving*, which will be launched at the Annual General Meeting on 20th March, 1990.

The Association is delighted that Dame Elisabeth Murdoch will officially launch the book, which we believe will be an invaluable guide to those considering giving away money for charitable purposes.

Copies of the guide are available from the AAP, priced \$54.95, plus postage of \$3.



## ***INTERNATIONAL PRINCIPLES OF PHILANTHROPY***

- 1. To support poor and disadvantaged people in their struggle to meet their needs, uphold their rights, and to build on their strengths, and that priority be given to their interests;*
- 2. To assist people to gain access to the information, education, skills and resources that will empower and enable them to achieve self-sufficiency;*
- 3. To support justice and equity in the management of resources among peoples, and initiatives that promote peace and stability;*
- 4. To maximise the participation of local and indigenous peoples in planning and decision making;*
- 5. To respect the culture and heritage of other peoples, and to foster co-operative partnerships based on trust;*
- 6. To end all vestiges of racial, sexual, and sectarian discrimination, and to ensure fair and equal practices in employment and in decision-making bodies;*
- 7. To ensure that the products and methods associated with industrial and agricultural production are geared to serve people and their environment and not vice-versa;*
- 8. To recognise the reality of global interdependence and to respect, sustain, and replenish the delicate global ecological systems that support life on earth;*
- 9. To support the 'sustainable' development and management of the earth's natural resources and to strive to find the kinds of solutions to people's basic needs for food, energy and shelter that are both compatible with and enhance the environment.*
- 10. To be accessible and accountable to the public.*

*World Congress on Philanthropy,*

*Toronto, Canada, 1988.*



# *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  
Lord Mayor's Fund  
Mayne Nickless Ltd  
Monash University  
Mr Robert Kerr  
Perpetual Trustees Victoria Ltd  
Pethard Tarax Charitable Trust  
Queensland Community Foundation  
R & J Uebergang Foundation  
Mullum 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 Dafydd 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 Gualtierio Vaccari Foundation  
The Hugh Williamson Foundation  
The Ian Potter Foundation  
The Lance Reichstein Charitable Foundation  
The Melbourne Anglican Foundation  
The Menzies 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 Institute Foundation  
Western Mining Corporation Ltd



## The 1990 Sidney Myer Performing Arts Awards

Actor Sue Ingleton received the award for Individual Performer at a presentation held recently in Melbourne. The Joint Group winners were The One Extra Company, based in Sydney and The Bharatam Dance Company, from Melbourne.

Sue Ingleton is something of a legend in Australia, being known for her work with the Australian Performing Group and the Pram Factory and more recently for her acclaimed performance in 'Near Ms's' which she also wrote and produced.

Accepting her award from Senator John Button, Ms Ingleton spoke of her amazement firstly when she found that such an award existed (she was then shortlisted) and then that it was "...actually MONEY - not just a statue!"

She went on to talk about how good it was to be recognised as a performer in this way, especially at her mid-career stage.

What characterises all recipients of this year's awards is that

their work constantly expands the boundaries of their chosen fields. The One Extra Company explores complex social issues through dance and drama in a way which challenges thinking audiences, while The Bharatam Dance Company uses ancient dance forms to translate Asian philosophies and religions into rituals understandable to Australian audiences. One of Melbourne's richest and most diverse sources of Asian cultural forms, it does not shy away from exploring contemporary issues with great artistic power.

An additional (and occasional) Special Prize was awarded to Sir Rupert Hamer. The second recipient of this prize (the first was journalist, John Larkin), the award was given for "truly outstanding services to the Victorian State Opera as Chairman".

Sir Rupert's citation compared him to the famous dragonslayer: "Like St. George, he is not afraid to sally forth to slay dragons, be they arts bureaucrats, arts editors or arts apathy.

At this time of government negligence towards the arts, every arts organisation needs a Sir Rupert."

It seemed a good note on which to end the evening.



*Ms Sue Ingleton, actor and individual winner of the 1990 Sidney Myer Performing Arts Awards, with Senator John Button, who presented the awards. Photographer: Geoff Busby*



# Interview With Marion Webster



Two years in office - Marion Webster, Executive Director of the AAP. Photograph Dale Mann/Retrospect

*Trusts and foundations are increasingly aware of the need to research the projects they are funding. Sharing information and cross-fertilisation of ideas can be an effective way of ensuring the most beneficial results.*



*If we are to be an effective lobby group representing the sector, we really need to come to grips with the very complex legal and taxation issues.*

Marion Webster took up her appointment as Executive Director of the Association two years ago.

In this interview with *Philanthropy* Editor Jane Sandilands, she reviews the achievements of the Association and looks to its future role in the philanthropic sector.

*Q. How do you feel about the direction the Association has taken over the last two years?*

A. I think we've actually done very well when we look at what we set out to achieve in the first place. The Statement of Purposes of the Association has been fairly much adhered to and then the Development Plan, approved by Council late in 1988, was a very useful tool.

It clarified some of the diverse expectations of Association members and has enabled us to set out on an agreed upon path, which to a large extent we either have achieved or are in the process of achieving.

*Q. What stands out as the Association's most notable successes over recent times?*

A. I think firstly the Conference,\* undoubtedly.

To hold a national conference of philanthropy within 18 months of the Secretariat being permanently set up was a real achievement. One of the most notable things was the commitment by a few members who put in an enormous amount of energy to support it. An other important thing is the research,\*\* currently under way. Before we can move on, we need to be in a position where we can have some significant data which will determine the framework in which we're operating. This will be the first time this has happened in Australia. The other important thing is our new book, *A Guide to Informed Giving*, funded by the Stegley Foundation, which is the first publication of its kind in this country and which will be useful to people at any level wanting to give away money for charitable purposes.

*Q. Would you comment on the membership levels of the Association?*

When I started, membership was in the mid-20's. There has been an enormous increase in the subscription rate from \$50 or \$75 to,

in some cases, \$2,500 and some members left the Association because of this increase. Some of these have returned, which took a lot of work and energy. The membership level is now 50, so there's been a substantial increase. Some may feel that's lower than they anticipated but I'm not surprised by the membership level.

*Q. Where do the trusts and foundations which have joined the Association during your time feel the most benefit lies for them?*

A. Undoubtedly being part of a network of people who share information and resources. People working in the sector gain a sense of identification instead of being very isolated and it's an area where there has been an enormous amount of isolation. Trusts and foundations are increasingly aware of the need to research the projects they are funding. Sharing information and cross-fertilisation of ideas can be an effective way of ensuring the most beneficial results.

*Q. You've spoken about the importance of the Association having international links. What is happening in this area?*

A. I believe this is an area we should concentrate on. We've had a number of international speakers here and it's essential we have a presence at international conferences and be seen to have credibility. We have to earn our role in the international philanthropic community and it requires face to face contact, some sort of meaningful involvement and useful exchange.

America and Canada are the main models for Australian philanthropy. We should look closely at Canada because it's relevant in terms of size and the fact that our Canadian counterpart also tries to cater for both the fund raisers and the grant makers in the one organisation, something I believe AAP will have to look at if we are ever to achieve financial independence.

*Q. This question of grantmakers and grantseekers in the same organisation is obviously a controversial area. Would you like to comment?*

A. I think the Association would agree there's a need to co-operate with the fundraisers. At this stage, however, we feel that until the philanthropic sector sees the Association representing its interests in quite a powerful



way, we are reluctant to combine with any other group too closely. When it is quite firm with its own identity, then would be the time to co-operate on needs and views.

*Q. Have there been any surprises for you in your position as Executive Director over the last two years?*

A. I've been surprised at the level of diversity and the lack of cohesion in the sector when I came into it - the way few organisations talked to each other. I was also amazed how little is generally known about philanthropy in Australia. To me it seems the whole field has been characterised by independence and diversity. With this anonymity, there's been no way of getting at information except through co-operation because there are no statutory requirements about financial accountability or a central registry of trusts and foundations that can be made available. Seeking information is still very much a stab in the dark and it's amazed me that a sector of our economy which has funds of hundreds of millions of dollars has so little known about it.

*Q. Why do you think there is difficulty getting information about trusts and foundations?*

A. I think there's been a reluctance about the provision of information in the sector for fear of it generating more work and submissions for many trustees. This applies particularly to those where there is no professional research component. However, I would argue strongly that until we have that information available, people can't make adequate submissions. In the long run, I believe it's much more cost effective for foundations to have clear, understandable guidelines and to publish annual reports and accountability statements. People then know to whom to apply for what and don't waste time on inappropriate submissions.

*Q. Coming back to the Conference, the areas which caused most comment from participants were those relating to legal and taxation issues. What role do you see the Association having in those areas?*

A. They are both areas which have priority for the Association this year and onwards. If we are to be an effective lobby group representing the sector, we really need to come to grips with the very complex legal and taxation issues. It seems to me inevitable that

there will be changes made in the law as it relates to trusts and foundations.

Questions are already being asked about setting up a Commission for Charities. In both the United Kingdom and New Zealand, there are greater accountability requirements for trusts and foundations, as there are in the United States. It's inevitable that those sorts of discussions will happen here and as an Association, we will have to be prepared and ready to play a part.

*Q. Some trusts and foundations obviously feel this is an area in which the Association should not be involved.*

A. I think it's a very tricky area and there is certainly a strong sense that the present Government is not in favour of charitable trusts but would prefer to have that tax exempt money coming directly to the Government's pocket to be allocated in the way it chooses. There have already been suggestions about a charities commission and there is a strong feeling that the Government will require greater accountability from trusts and foundations. While some may feel we should leave things as they are, I believe we should make a move before decisions are imposed on us.

*Q. What major projects are ahead for the Association this year?*

A. The first is to develop a comprehensive and cohesive Association policy about taxation and legal issues related to charitable trusts. The proposal was made in the Victorian Legal and Constitutional paper that the AAP could become a self-regulatory body for philanthropic sector. I think it would be ideal if we could play a consultative role in any debate, but we must have it clear in our own mind as an Association what we want before this can happen. The second major project for the year is to look at the corporate area, where the AAP could have a useful role in assisting corporations develop philanthropic giving policies and programs. A good starting point for this is the current research about levels of giving in Australia.

*Q. What are some of the practical aims for getting philanthropy more widely known in Australia?*

A. We want to develop our mailing lists and our distribution of *Philanthropy* to a wider

*One of the first questions people currently ask is "just how much do people give?" The answer at present has to be "Well, I'm not sure, but between 100 and 400 million dollars annually."*



***Ultimately I  
believe the  
Association  
will be as  
strong as its  
membership  
base.***

audience. This is a matter of getting the lists onto our computer so they can be sent out with a minimum of fuss and as cheaply as possible. I think one of the most important resources we've got is information and we've got to ensure that this gets into the community as widely as possible.

We also need public forums. I've done a number of radio interviews and there have been numerous articles which talk about the generosity of people in the philanthropic community and their responsibility and I think we need to move the debate along a bit. We need to talk about some nitty gritty aspects of philanthropy - its role and potential role in the community. Once we have the results from the research, we will have sophisticated information to distribute which talks about the size of the sector. One of the first questions people currently ask is "just how much do people give?" The answer at present has to be "Well, I'm not sure, but between 100 and 400 million dollars annually."

*Q. Looking five years ahead, how would you like to see the Association placed?*

A. I'd like the Association to be seen as a reference point for philanthropy in Australia. For it to be seen as a viable and strong force and as a really genuine clearing house for things philanthropic. I'd also like to see it having a major role in any relevant debate. I hope it has significant international links by then and obviously that means increasing the membership in a way that is representative, with a balance of conservative and progressive trusts and foundations, and strong membership from the corporate sector as well. I'd also like the membership and council to play an even more prominent role in the Association.

*Q. Other than 'Philanthropy' and lunchtime discussions and generating interest in the sector generally, what else can be done to make people more aware of philanthropy in Australia?*

A. I think we need to have a number of seminars or forums which attract a broader range of people. Currently, lunchtime discussions tend to be restricted to membership. I certainly think the model we used at Warrnambool where a number of us visited people in the district was extremely

useful. We discussed family foundations and how they can be set up and talked to people about the role of philanthropy. We also spoke to grant seekers about the role trusts play in their organisations. It was a useful and rewarding exercise and it's one we propose to duplicate in other country centres. There is already one planned for Mildura and I think it's something we can take around the country.

*Q. Finally, would you like to say something about the future of the Association?*

A. I think we're already seen as a viable force but our existence is still tenuous. In order for the Association to survive, it's going to need a sustained level of energy from a broad membership base to keep going. For at least the first ten years of its existence, an Association such as ours demands a strong level of energy from its council and its membership base in order to survive. In Canada, for example, after ten years their Association is still only about 70% independent. About 30% of their funds for their core costs are still donations from trusts and foundations and any additional project work has to be generated from their support base - and that's a reality our constituents have to accept.

When people say "What do we get for our money?" the realistic response is that the benefit is long term, but that all the groundwork has to be done properly. At this stage, what we're doing is asking you to make a contribution to the philanthropic sector and it's as simple as that (unless of course it's for specific projects).

Ultimately I believe the Association will be as strong as its membership base. The Executive Director has to generate interest and enthusiasm to a large extent, but mostly its got to be forthcoming from the membership.

\*'Independent Funding in the Community Sector', a national conference, held in Melbourne on October 18th and 19th, 1989 and funded by The Myer Foundation.

\*\* The research currently under way by Reark Research, to determine levels of giving in Australia: 'Patterns and Trends in Giving in Australia'.

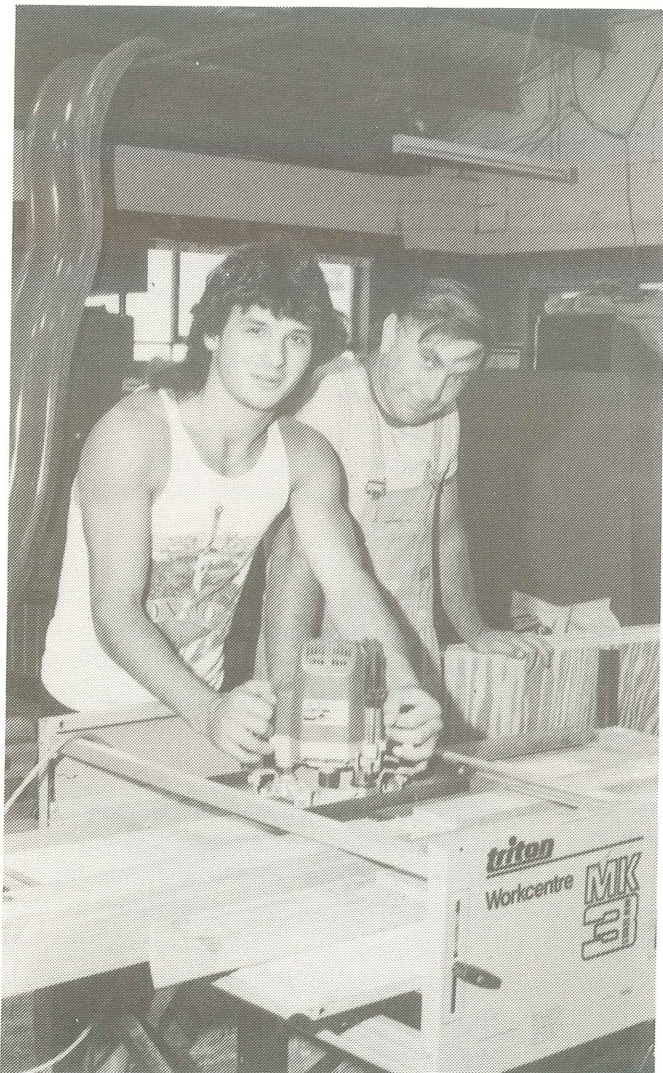


# The Business of Play

**CLIMB'N'BEANS** make playground equipment for children. Initially funded by several trusts, foundations\* and the Department of Labour, it is now a viable small business, with healthy prospects for the future.

*Philanthropy* Editor Jane Sandilands went to Blackburn to visit the climb'n'beans factory.

Climb'n'beans operates a busy, colourful factory. Pink, yellow and red platform panels in various stages of painting hang ready to dry, and in the workspace at the front, Project Manager Glenn Walker casts an eye over the work in progress.



George, 20, with tradesman Robert Wheeler, at work on climb'n'beans playground equipment. Photos by Jennifer Dudley

The workforce at climb'n'beans is made up of young trainees (aged from 15 to 24) who are either homeless, 'at risk' or who have been in trouble of some sort.

Each trainee ideally spends three months at climb'n'beans (some don't last the distance), learning skills to take them into secure positions in the workforce and the world. During this period, trainees are paid full award wages.

There are obvious differences between climb'n'beans and other small businesses. The first is that once trainees complete their training, they leave, so the whole process begins again, without the business ever benefitting from their experience.

Another difference is that the background of the trainees means they are not necessarily attuned to the regularity of working life.

George Crombie, Director of Harrison Youth Services (under whose network climb'n'beans operates) points to the computer list of the 33 trainees who have worked with climb'n'beans during the last 15 months. Although several completed training - and of these, many have gone on to productive work - some left voluntarily, some absconded (two died, one from a drug overdose, the other of renal failure by neglect) and some were dismissed. Of the latter, George Crombie says "They just couldn't get used to the idea of turning up regularly - so you give them two or three weeks and then, if they don't shape up - they're out." On the other hand, he says those who stay for the full three months (often from extremely difficult backgrounds) "Really get a lot out of it - and not simply work skills, but a whole range of communication and independent living skills."

*"...those who stay get a lot out of it not simply work skills, but a whole range of communication and independent living skills."*

Crombie stresses that climb'n'beans is a business and that if trainees are going to be involved, it is essential they meet business deadlines. The factory employs one tradesman to each two trainees and there is also someone to help with job placements at the end of each training period.

At climb'n'beans, marketing has a high priority. The



playground equipment business is a seasonal one, with its peak time for the sales between September and December. climb'n'beans began marketing in September, 1988, shortly after it was set up. This meant there was little time to take advantage of the first selling season, which led to a lack of orders and few orders for playground equipment on the books by April, 1989.

As Crombie points out, climb'n'beans grew in what is probably the opposite direction to the development of most small businesses. Because of its aim to train young people (and from inception a requirement to meet Department of Labour targets) there was no opportunity to let the business naturally evolve, grow and find its place in the market. "It had to perform from the very beginning," he said, "which made things difficult."

With the appointment of Jennifer Dudley in May 1989 to take charge of marketing and now with a well developed strategy in place, the prospects for climb'n'beans for the year ahead look good.

*"I've had the odd knife pulled on me but against that, we've had some terrific successes."*

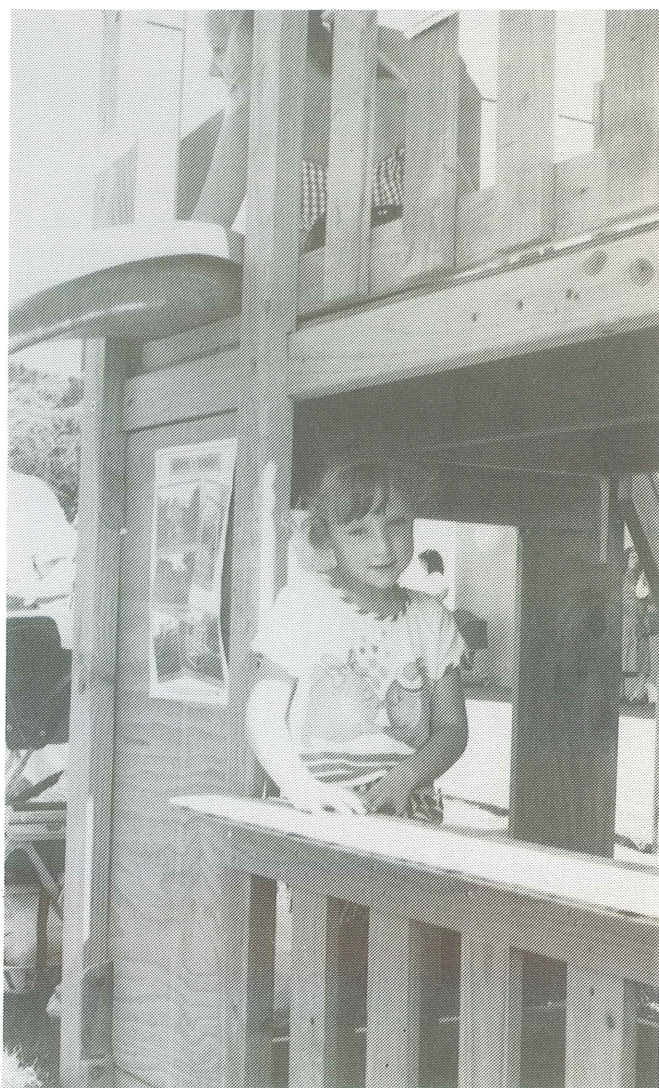
Sales visits are targetted towards kindergartens, primary schools and neighbourhood houses. The private and domestic market will be covered this coming winter by promotional displays in large shopping centres (at Malvern Central, Northland and Southland, all of whom have given free space to climb'n'beans).

There are, Jennifer Dudley says, hidden bonuses in their operation, not the least being the generosity of tradespeople, suppliers, advertisers and friends.

"The timber supplier Martin Lee Sales gives us our timber at cost price and Philip Daniels, a local spraypainter, comes to the factory to give lessons to trainees. Peter Seal, of DDB Needham, gives us occasional advice on advertising - and they're only some of many who have helped."

The climb'n'beans product is price competitive in the playground equipment market and also conforms strictly to Australian Safety Standards, which has let to its inclusion in the list of recommended products given by the Playground Recreation Association of Victoria.

In the coming year, as well as developing the domestic market for the climb'n'beans outdoor playground equipment, new products (a gazebo in kit form and indoor play equipment) are being developed, both of which utilise the same equipment and skills already in operation.



*A satisfied customer on climb'n'beans play equipment*

Climb'n'beans is, George Crombie says, "Probably a bit out of the ordinary. You never know what the day's going to bring. I've had the odd knife pulled on me but against that, we've had some terrific successes. And once they've left here, it's not the last we see of many of our trainees. They often come back, just to stay in touch."

Climb'n'beans,  
11 Cottage Street,  
Blackburn, 3130.  
Telephone (03) 894 2250,  
Fax (03) 894 2373.

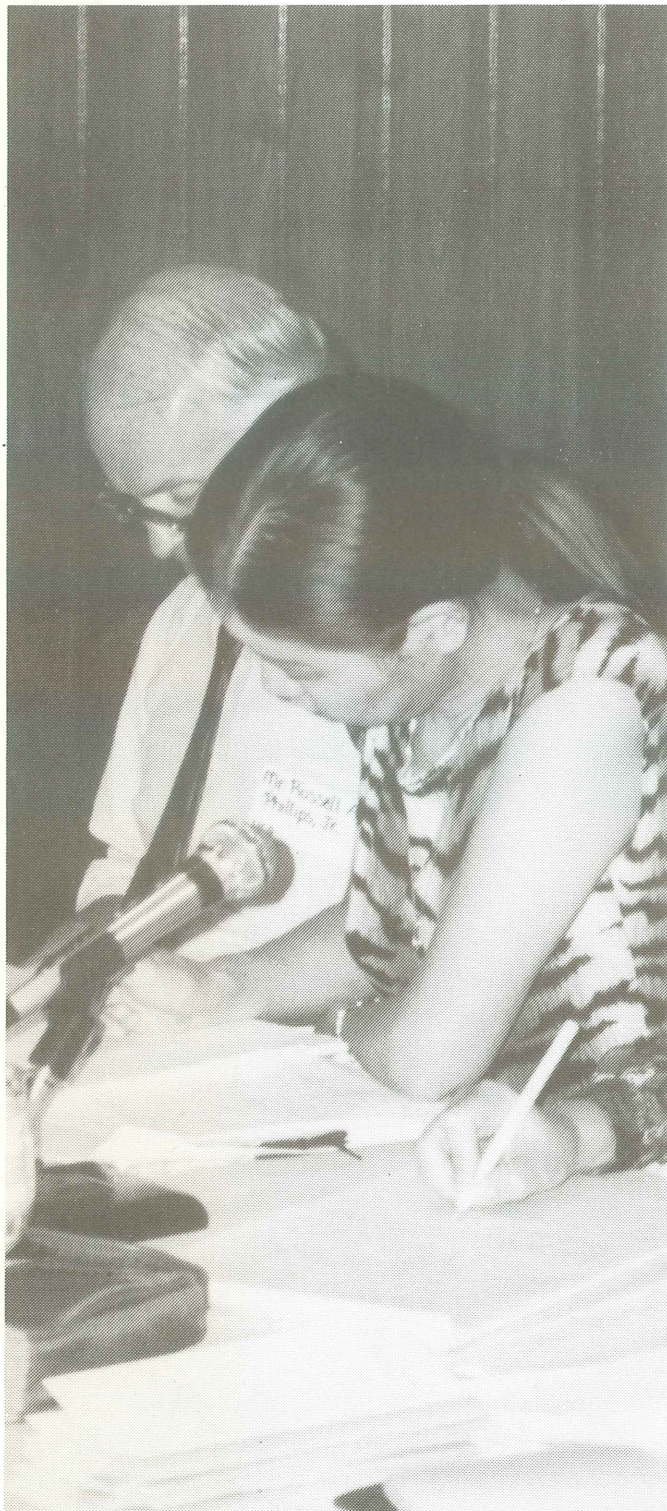
\* The trusts and foundations who initially funded climb'n'beans are The Stegley Foundation, The R. E. Ross Trust, The Myer Foundation, The Helen M. Schutt Trust, The Sunshine Foundation, Coles Myer Ltd., The Jack Brockhoff Foundation and The Danks Trust.



## SPEAKER FROM JAPAN

Yoshiko Wakayama, Program Officer of the International Division of The Toyota Foundation spoke at our final luncheon discussion for 1989.

With attendance by representatives of several corporations, trusts and foundations, the discussion covered a broad range of issues, especially those relevant to corporate philanthropy.



Yoshiko Wakayama, Program Officer of the International Division of The Toyota Foundation

## ALL IN A DAY'S WORK

**Earlier this year, Michael Liffman, Executive Officer of The Myer Foundation answered the telephone:**

"The Myer Foundation".

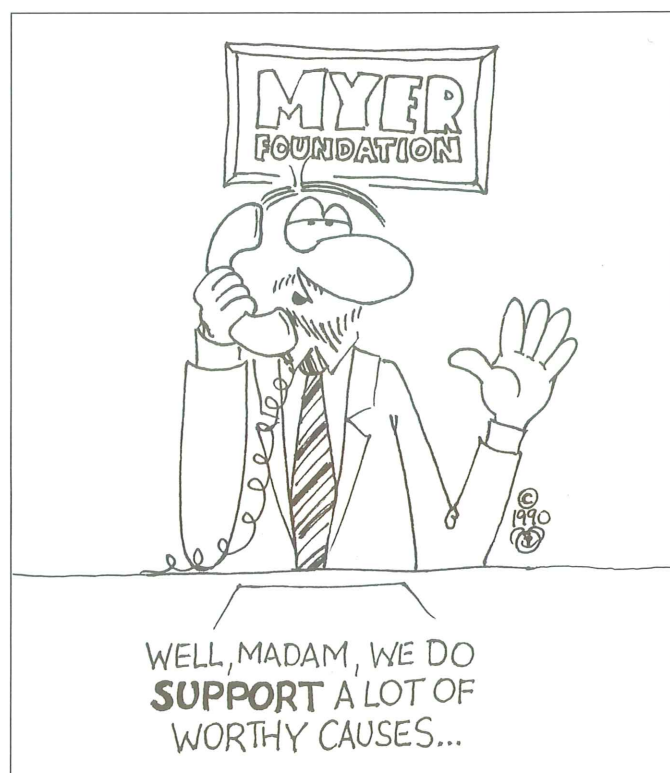
"Oh," said a female voice, "could I speak to a woman, please?"

"Well I'm sorry," said Michael, "my secretary is away until Monday and I'm the only one here."

"I'll ring back on Monday then, thank you," she said.

Two hours later, the woman rang back.

"Look," she said, "I've decided it's ridiculous that I can't speak to a man about what I want. But before I do, that is the Myer Foundation Garment section, isn't it?"



**Meriel Wilmot, for 21 years Executive Officer of The Myer Foundation, has her version of the story.**

Telephone rings, young male English Professor (sounding very flustered).

*Professor:* "Is that The Myer Foundation?"

*MW:* "Yes, it is."

*Professor:* "And is that Miss Wilmot?"

*MW:* "Yes, it is."

*Professor:* "Well thank goodness for that. I've just spent quite a long time in conversation with Myer's Underwear Department!"

## THANKS TO...

The Association gives a sincere 'thank you' to the Lance Reichstein Charitable Foundation for its contribution of \$30,000 to our core costs for this current calendar year. This support is very much appreciated, especially while the Association is still in the development stage.



## NEW MEMBERS

**The Western Institute** is an Institute of Tertiary Education offering degrees and diploma courses in Science, Business, Arts and Health Science (Nursing). Over 3000 students are enrolled in 1990 on three campuses at St Albans, Melton and Mt Derrimut. The institute is one of the three institutes planned to form the new Victorian University of Technology with RMIT and Footscray Institute of Technology.

The Institute was established to begin to redress the imbalance in access to tertiary education in the west of Melbourne.

More than 83% of Western Institute students reside in the western region and almost half speak a language other than English at home.

Active building programs are underway at the Melton and St Albans campuses, and will commence at the Werribee campus later in 1990.

**The Lord Mayor's Fund** was formed in 1922, principally as a result of the efforts of Sir John Swanson, and was intended to reduce overlapping in fundraising by public hospitals and charities, and to reduce the cost of fundraising. In 1930 the Fund received its present constitution by the passing of the Lord Mayor's Fund Act by the Victorian Parliament.

The objects of the Fund as laid down in the Act include the obtaining from public benevolence of subscriptions, donations and bequests, and the application of funds towards the benefit of such metropolitan hospital and charities as are from time to time approved by the Council of the Fund.

Grants are made only to charities which have tax-deductible status for donations received.

## OUR CARTOONIST

When he realised that he would never make a convincing banker - he simply couldn't take banking seriously - Peter Thoeming left his Economics course at Sydney University unfinished and took a job as a graphic artist instead. That was 25 years ago, and he has done some decidedly odd things since then. For a while, he ran toy shows for Airfix in England; for another while he was Art Director of the record company CBS in Australia. Whatever he got up to, he never stopped cartooning. For a while, in Turkey, he supported himself by drawing funny faces on pebbles and selling the results. He says he now wishes he'd stayed in banking, because it's one of the funniest businesses around...

Peter Thoeming now works from Sydney.  
We are happy to share him.  
His telephone number is (02) 555 1531  
and fax number (02) 555 1708



## BACK TO SCHOOL FOR SMALL CHANGE

With the start of the 1990 school year, the Small Change Foundation has announced its Small Grants Program. Designed to enable classroom teachers in post-primary metropolitan government schools to 'do something with their students that otherwise wouldn't be possible,' the grants will be distributed in Term 3 this year.

Applications close on April 12th, 1990 and all enquiries should be made to Ms Margaret McCaffrey, Executive Officer, Small Change Foundation, PO Box 1635M, Melbourne, 3001.



*From Images of Youth Calendar. Photograph by Joanne Guppy*

## UPDATE ON REARK RESEARCH PROJECT

The study of levels of giving in Australia is progressing well, with research on 1500 individual households and 300 small businesses Australia-wide already completed. The study of Foundation giving is in the field at the time of publication.\*

The AAP is indebted to the Sunshine Foundation, The Howard Norman Trust, The Truby and Florence Williams Trust, The Hugh Williamson Trust, The Myer Foundation and M & E Besen for their financial support of this vitally important research project.

\*Mr. Kevin Hindle, as Reark Research National Marketing Development Manager, has been responsible for this study. Although he is no longer with Reark Research, having taken up two principal consultancy roles, one with Swinburne Institute of Technology and the other with the Institute for Innovation and Enterprise, he will continue to work on the AAP project. He will be working on the project with Cathy Whiteley, consultant with Reark Research.



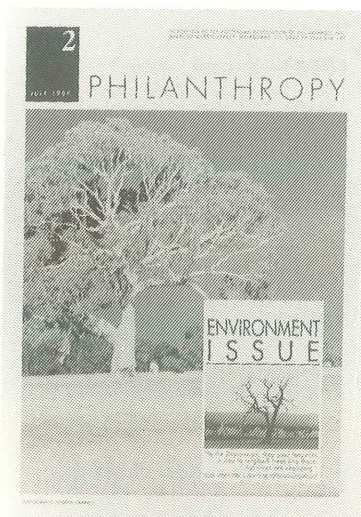
## SUBSCRIPTION FOR NON-MEMBERS

Because of the interest expressed in Philanthropy, our quarterly Newsletter, the AAP is making subscriptions available to non-members of the Association.

Rate: \$20 per annum, post paid.

A limited number of back copies (2 and 3 only) are also available to non-members at \$5 per copy.

Enquiries to AAP  
Telephone (03) 614 1491  
Fax (03) 614 8471



## A LETTER FROM ABROAD

Southeast Bank, N. A.  
Robin Reiter-Faragalli  
Vice President,  
Corporate Community Involvement  
and Executive Director, Foundation

January 2, 1990

Ms. Marion Webster  
Executive Director  
Association of Philanthropy, Inc.  
8th Floor, 20 Queen Street  
Melbourne 3000  
Australia

Dear Marion:

Many thanks for forwarding the copy of Philanthropy. It is a wonderful communication tool and speaks well of the efforts of both you and the members of your organisation. I appreciate your keeping in touch through this newsletter and thank you again for thinking of me. If I may assist in any way, I do hope you'll call.

Sincerely,

*Robin*

## BOOKS & PUBLICATIONS

### 'A Guide to Informed Giving' to be released

The latest publication to be produced by The Australian Association of Philanthropy is, *A Guide to Informed Giving*, which will be launched at the Annual General Meeting on 20th March, 1990.

The Association is delighted that Dame Elisabeth Murdoch will officially launch the book, which we believe will be an invaluable guide to those considering giving away money for charitable purposes.

Copies of the guide are available from the AAP, priced \$54.95, plus postage of \$3.