

philanthropy 13

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Cover Note

The Variety Club is shameful in the fun it can generate while raising money for kids under 18.

One example of the Variety's work is the annual BP Bash - a car rally with a difference.

The Bash attracts a crowd of spectators along its route with entrants' colourful antics aimed at distracting marshalls.



Disclaimer

Opinions expressed in this magazine do not necessarily reflect those of the Australian Association of Philanthropy Inc.

Editorial

Winter is well upon us. The plight of the homeless is probably never so critical as when the cold takes hold. A number of companies have taken up this issue, including Esprit, who are members of the Association, and the Body Shop.

In the latter case, an exciting program has been developed in conjunction with the Brotherhood of St. Laurence. Six young people, male and female, have been selected because they are both unemployed and homeless. The local TAFE college has been brought in, together with the Department of Employment, Education and Training's funding of a Skillshare program at the Brotherhood, in order to equip these young people to survive in employment.

The Body Shop has involved each of six shops to adopt and work with a trainee and the company has made a financial commitment over a fixed period of time. Roger David stores has supplied suitable sales clothing for the boys and Sussan has provided clothes for the girls.

At the end of the day, this type of project provides an excellent example of corporate giving which is working in partnership with a local community organisation.

Not only are the necessary resources brought together from both government and commercial participants, but the involvement of the Social Policy and Research Unit at the Brotherhood of St. Laurence will ensure that the lessons learnt are transferable into wider areas of policy review.

Bernie Fraser, the Governor of the Reserve Bank and Chairman of the Financial Markets Foundation for Children, is quoted in this issue as calling for the financial sector to put something back into the community.

A number of agencies from the financial sector are currently considering ways in which they can form partnerships with the community both in the short and longer term. The use of interest from reserve funds for charitable purposes is one approach, the



development of Trusts and Foundations with a strategy is yet another.

The article on Taxation and Charity attempts to start the ball rolling in considering the types of incentives that may be required to keep it rolling.

Pro Bono activity on the part of professional firms is a developed but under-heralded aspect of their contribution to life in the City. Arthur Andersen's involvement with an Aboriginal dance troupe, Bangarra, provides a good example.

On the international scene, one can only watch with fear and trepidation as the break up of Communism in central and eastern Europe moves inexorably forward with all the ructions and changes that accompany it.

The Myer Foundation has been successful in developing initiatives with an international perspective, and the program on issues of the environment which is featured in this issue, and which also involved the Mullum Foundation, Western Mining and others is no exception.

The Trustee companies account for a large slice of the philanthropic sector through their involvement and administration of private Trusts and Foundations. The involvement of Perpetual Trustees with the Royal Eye and Ear Hospital is one of many examples of how this involvement works in practice.

We were pleased to hear the background to the SIDS initiative to register the Red Nose Day Campaign pioneered by Charity Projects in the UK. Jane Tewson from Charity Projects will visit Australia later this year but the closest we have to their Comic Relief program, of which Red Nose was a part, comes from the Variety Club which is featured in this edition.

Max Dumais

PhoneLink

Breaking Down the Isolation for Arthritis Sufferers

People with arthritis sometimes experience loneliness. Not everybody with the condition does, but there are a significant number who are either physically isolated or feeling what could perhaps best be described as a kind of "psychic loneliness". They are often surrounded by family and friends but are alone within their pain and stiffness, feeling it acutely, but not wanting to burden others (who may or may not understand).

The Arthritis Foundation of Victoria has long been aware of the situation. It has excellent educative and supportive programs, but for people who can't get out they are still inaccessible.

However, thanks to funding from the Sidney Myer Fund and the Stegley Foundation, the problem is now being addressed.

Feedback to date suggests that participants in the pilot program, which has been established in its current form for the last eight months or so, are enjoying contact with others in the same (or similar) situation as themselves.

Funding was first received in 1990. It wasn't clear at that stage the particular form which the pilot program would take. It was clear that isolation was experienced but what could best be done about it was not all clear.

As funding was clearly "ear marked" as being for a pilot program the Foundation took the opportunity to find out just how people with arthritis actually felt about their own experiences.

It was hoped that this initial research would clarify just how arthritis was related to isolation, thus enabling the Foundation to develop a service which would be relevant to those who may be feeling lonely.

It was also envisaged that people with arthritis would, as well as being part of the early pilot stage, go on to participate fully in further evaluating and managing the program (at least as much as possible given the different levels of disability experienced).

After a few hiccups and much mind searching, the Arthritis PhoneLink program emerged. According to people with arthritis, they were most understood by others in the same situation. Those without the condition just "didn't understand".

It was obvious that the problems of isolation could best be dealt with between people with arthritis and, given that transport was a problem for almost everybody, the telephone seemed the logical choice of communication means.

The program now has about 100 participants and it has begun to incorporate the parents of children with arthritis (who have their own set of very special difficulties). It has virtually taken on a "life of its own", developing in ways dictated by the needs of the participants.

The small committee of management is made up almost entirely of program members, who are gradually taking a greater and greater role in day-to-day co-ordination.

- One woman is (with support from the program co-ordinator) both interviewing and matching participants in her local area.
- Another woman is doing the matching in her locality. (She is unable to carry out interviews because of her level of disability).

The role that each person takes within the program is tailored individually according to their wants and abilities; some make phone calls to each other, others meet their contacts and others take on an organisational role.

Recently two participants organised for themselves an interview with a member of the press from their local paper.

The interview reproduced on the next page is the result.

It says clearly, from the view of people with arthritis, just how Arthritis PhoneLink has impacted on their lives.



PhoneLink to help arthritis sufferers

By MARGARET COOK

Janet Gillson of Bundoora was diagnosed six years ago as suffering from psoriatic arthritis. This means that apart from sore joints, she also has a skin rash.

Karen Joel, of Greensborough, has had rheumatoid arthritis for eight years but is slightly more mobile than Mrs Gillson.

The two women might never have come into contact with each other if not for a new program established by the Arthritis Foundation of Australia.

The Arthritis Phone Link is intended to match up arthritis sufferers, many of whom find it difficult to leave their homes.

Family burden

Mrs Gillson said both she and Mrs Joel were married with children, but neither wanted to continually burden their families by talking about their pain.

"The phone link means we can support each other, learn from each other, swap hints and tips and problem-solving strategies," she said.

Mrs Gillson said she was fairly mobile in the mornings but at other times found it difficult to move without distress.

"I tend to spend too much time in bed because I'm comfortable there, but I know this is a negative coping strategy," she said.

"In a case like this, I might ask Karen how she gets comfortable when she is in the house."

Mrs Gillson said the program was meant to be primarily a telephone link but that she had met Mrs Joel and hoped they would become friends.

"We can ring whenever we feel like it and it's really a way of extending people's support system," she said.

"When you suffer from arthritis you need someone to take to, but often you don't have to say how you feel because the other person understands."

Mrs Joel said she had made many friends through a local arthritis self help group but that some were

unable to leave their houses and desperately needed the phone link.

"It's no good complaining because people who don't have arthritis don't understand," she said.

"Apart from helping to break the monotony, the link creates an empathy with one another."

Mrs Joel said sometimes she was forced to remain at home because of the pain, but that she went out as much as she could when she was feeling well.

Depression

"One specialist I went to told me I should stay at home in front of the fire but this only made me very depressed," she said.

"I refuse to give into arthritis but the phone link will be essential for those who can't get out."

Anyone who would like more information about the phone link should contact Janet Reilly at the Arthritis Foundation of Australia on 853-2555.

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'CHOICES'

for Teen Mothers, the chance of a better life

Jodie' is 16. She is homeless, with no job, no-one to take care of her - and she has a 3-month-old baby.

In Melbourne in 1992, Jodie and her baby faced the prospect of total poverty and deprivation - until the day she walked through the door at **CHOICES**. Now she not only has a roof over her head, but the chance to build a new life for herself and her child.

CHOICES, run by the Mission of St James and St John, is a newly-opened Centre for pregnant teenagers and young women with small children. Located in Berry Street, East Melbourne, **CHOICES** is funded mainly through public donations.

It owes much to the philanthropic trust sector, notably the Helen M. Schutt Trust which has funded a major upgrading of the buildings. The William Buckland Foundation provided funding to establish **CHOICES** housing and accommodation service.

"This Centre," says **CHOICES** Manager Dot Hoffmann, "provides an essential service to one of the most deprived groups in our society - homeless young mothers with no family to support them and virtually no income."

"We have quite a big housing program - we can offer accommodation to 12 mother-and-child families at any one time. But we can still take only about one in ten of those referred to us.

"The number of homeless youngsters in Melbourne far outstrips the available accommodation. It's a very big problem."

Since **CHOICES** opened late last year, over 200 young women have been helped - some with accommodation, many more with crisis intervention, personal counselling, group education sessions, and practical help to develop the skills needed for daily living and parenting.

"The young women are mostly homeless and very young - still in their teens," Dot says. "What they know of life is often very destructive - violence, drugs, abuse, incest. They don't trust anyone, and they don't have much faith in themselves, either.

"At **CHOICES**, we help them overcome the past, and start to build a new future."

What's special about **CHOICES** is that it covers so much, so intensively. Girls in early pregnancy, with no-one else to turn to, can get compassionate advice on their options and a helping hand right through until the baby is several months old. Mothers whose children may be on the point of being removed by the courts can have a 'last chance' at **CHOICES** to prove to the world that they can be good mothers.

In a crisis, specialist staff can be on hand day and night and if a young woman just needs some information, or a chat with other young mothers, that's fine too.





Long history

The origins of CHOICES go back over 60 years. In 1926, the Mission of St James and St John opened its first Melbourne centre for pregnant girls - in Carlton, alongside the Women's Hospital. Over the years it ran a range of other hostels and homes for the mothers and also for the babies, many of whom were adopted out.

These days, most young lone mothers choose to keep their babies and CHOICES plays a key role in developing their parenting skills.

The Berry Street site originally housed a Working Girls' Hostel. In 1978, the Mission of St James and St John opened a new complex there - Beryl Booth Court, an after-care program for 'dependent mothers with young children who required low-cost, temporary accommodation'.

Very soon the centre found its vocation in working with young mothers whose children were considered to be at risk of abuse or neglect, as a 'last chance' to help the mother develop parenting skills before the child was removed.

The Mission also ran a separate pregnancy support service that developed special expertise in working with very young pregnant girls.

As part of its regular review of programs, two years ago the Mission undertook a major study of these services. The result was a decision to redevelop them into a single, much more broadly-based service, with its main centre in Berry Street, East Melbourne and a number of accommodation units in the surrounding suburbs.

The new service, CHOICES, brings together everything the Mission has learnt over the years about working with pregnant teenagers and young disadvantaged mothers; and introduces a number of new therapeutic techniques, including intensive family preservation in crisis situations.

Trust support

The Helen M. Schutt Trust agreed to support the new program by funding a complete refurbishment of the buildings. Each of the self-contained flats on the property was re-carpeted with washable carpet tiles; kitchens and bathrooms were upgraded; and the living areas were re-furnished with attractive but durable furniture.

Communal areas such as the main lounge, foyer, resource centre and play-room were also refurbished. The garden has also been landscaped to provide a peaceful retreat.

In April this year, the Archbishop of Melbourne, the Most Reverend Keith Rayner, unveiled a plaque thanking the Helen M. Schutt Trust for its support in establishing CHOICES.

The William Buckland Foundation has also played an important role in setting up the CHOICES housing program. Thanks to the Buckland Foundation, the Mission has been able to employ a Housing Project Officer who is not only responsible for clients' moving in and out of CHOICES' short-term accommodation, but also for helping many young women find a more permanent home.

(Continued overleaf)

Sometimes this is a Ministry of Housing flat; sometimes a bungalow or flat in the private rental market; and occasionally it is shared accommodation in a private house.

The Mission of St James and St John is deeply grateful to these Trusts, and to the many other donors whose support keeps the Mission's doors open to help seriously disadvantaged children and families in Victoria.

For further information, contact

Gina O'Donoghue
Community Relations Manager
Mission of St James and St John
12 Batman Street
West Melbourne 3003.



SECOND CHANCE AT CHOICES

'Marcie' is 19, and pregnant.

Her first child, 'Anna', was put into foster care at six months because, at the time, Marcie was roaming the streets and taking drugs.

Now she desperately wants her child back, and is very afraid that her second child, due to be born in August, will be taken away from her.

At **CHOICES**, Marcie has a roof over her head and a chance to rebuild her life. Because there are skilled staff on hand, her child Anna - now nearly two years old - has been returned to her care.

In the next six months or so, she'll need to make a lot of changes in her life if she's to become an adequate mother to her children.

It won't be easy but, if she chooses to make the changes, the support she'll need is at **CHOICES**.

LEARNING SURVIVAL SKILLS AT CHOICES

'Jane', aged 18, says she has 'four months to learn some survival skills'.

She and her toddler 'Billie' have lived in a string of broken-down places since he was born. Each time they had to move when she ran out of money.

At **CHOICES**, Jane has a pleasant flat, and a chance to learn some of the living skills she'll need if Billie is to remain with her.

With other young women, she is attending Group Education sessions several times a week. She needs to learn how to manage her money so that there is enough for the rent, food and other necessities. She is also learning how to deal with Billie's temper tantrums without hitting or screaming at him.

Most importantly, she has to acquire some confidence in herself and her own ability to cope, so that she can build a secure future for herself and her son.

Royal Victorian Eye and Ear Hospital

Perpetual Trustees recently recognised their association with the work of the University of Melbourne and the Royal Victorian Eye and Ear Hospital.

Professor Ryan as Dean of the Faculty of Medicine Dentistry and Health Sciences has played a major role in managing the award of scholarships through the Hugh Noel Puckle Fund, which is administered by Perpetual.

Both Professor Clarke and Professor Taylor have benefited from this somewhat prestigious scholarship fund established by Hugh Puckle, who was a Senior Ear, Nose and Throat Surgeon at the Eye and Ear Hospital. The fund he created now provides some \$50,000 per year to support the scholarship program.

The Hospital itself has been a regular recipient of grants from discretionary Charitable Trusts in the care of Perpetual Trustees.

Most recently a grant of \$40,000 has been made to assist establishment of a Biological Research Centre.

Other grants include support to the Lions Eye Bank Project, in order to provide additional library texts, and for several pieces of equipment.

Perpetual Trustees have modestly supported the development of Professor Clark's Bionic Ear Program and the dramatic improvement that device has given to hearing impaired persons.

The, albeit modest, contribution of charitable trust money in the overall development is a fine example of how the community through its organised philanthropy can become something of a junior partner in a quite remarkable achievement.

This sort of outcome convinces a Trustee that it was not a donation that was made, it was an investment in a world class product.

More recently, Perpetual has benefitted from the advice of Professor Emeritus Crock as Trustee in the administration of the Estate of the late Miss Dorothy Edols.

The income of that Estate is dedicated to the work of the Department of Ophthalmology.

With the guidance of Professor Crock, it has been possible to be able to fund the work of Professor Taylor's Epidemiology Research Unit which it is expected to produce a most interesting map of the incidence of eye disease in the community and be a platform from which other research activities can be conducted.

The Trustees are expecting to be able to fund that epidemiological work to the extent of \$350,000 and to then fund the further research which the study will dictate be addressed.



Additionally, Professor Taylor's Department is to benefit from grants totalling some \$73,000 from the Percy Baxter Charitable Trust to underwrite the extraordinary work of developing new instruments for use in this particularly specialist field of medicine.

Perpetual have shown by their involvement and support that the University of Melbourne and The Royal Victorian Eye and Ear Hospital are at the very heart of what makes Melbourne marvellous.

Outreach Europe

An environmental management initiative

Although countries in Central and Eastern Europe have had ties of one kind or another with Australia for many years, March 1992 saw the forging of some new and unexpected links which could have far-reaching implications for both continents and beyond.

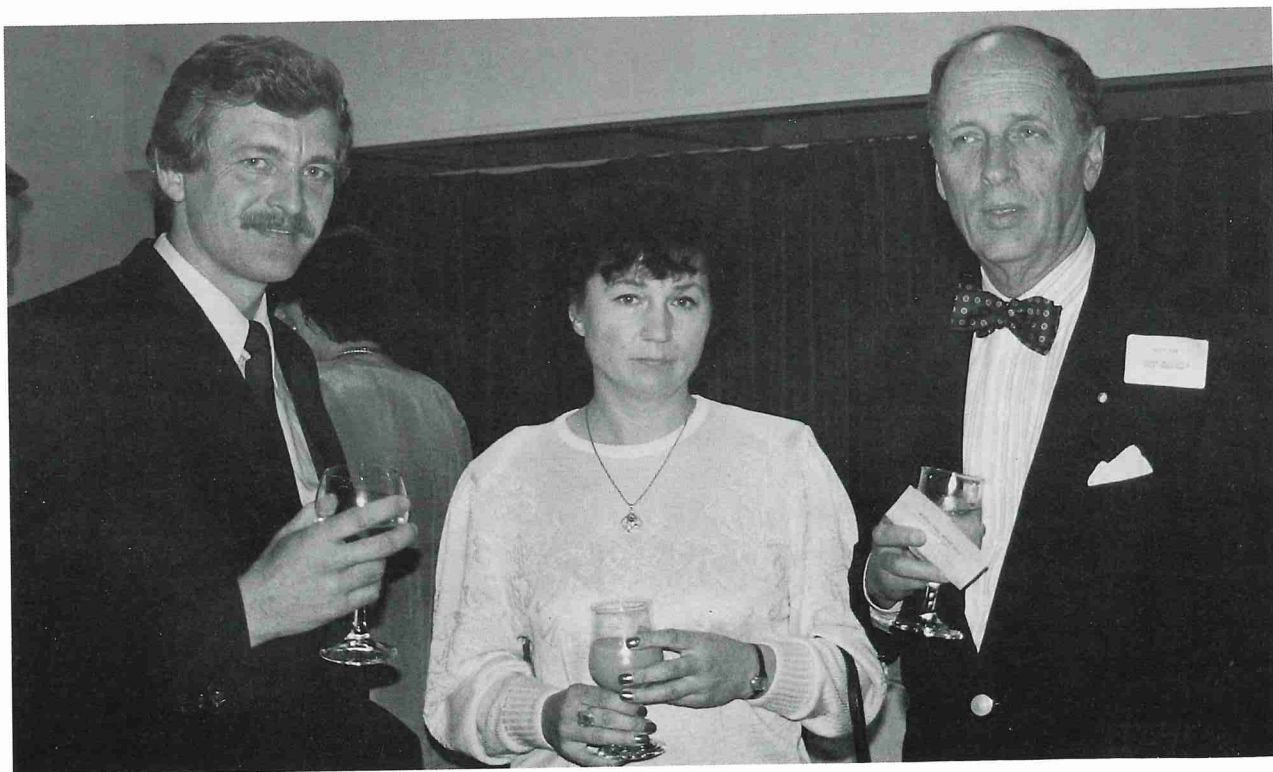
As a result of an initiative made possible by the sweeping changes in some Communist countries are undergoing, a group of 13 men and women from Poland, Hungary, the Czech and Slovak republics and Russia were invited to visit Melbourne to participate in the ground-breaking first Australia - Central/Eastern Europe Environment Program.

Developed by The Myer Foundation, in association with the Confederation of Australian Industry, the Australian Conservation Foundation and the Australian Centre at The University of Melbourne, the venture brought the visitors here for a packed, and potentially, productive three weeks.

During their stay, participants - emerging leaders drawn from the fields of environmental policy development and management - were exposed to the Australian experience in environmental policy development from theoretical and practical standpoints. By telling their story from the European side, they also shared common problems and goals.

According to The Myer Foundation's Michael Liffman who, along with Tony D'Abbs, was one of the initiators of the program, "The massive political and economic changes that Russia and the countries of Central and Eastern Europe are experiencing have great implications for the environment. Many areas are already seriously degraded.

"We feel that Australia is under an obligation to share what we have learnt and to show how the competing demands for industrial development and jobs on the one hand, and environmental protection on the other, interact in Australia.



(L-R) Visitors from Poland, Ryszard Rogewski and Helena Brydziak pictured with The Myer Foundation's Vice-President, Mr. Baillieu Myer, A.C.

"We all learned something in the process of getting together to exchange experiences and ideas.

"One of the advantages for Australia is that this process challenges us to look closely at ourselves and the way we operate", Mr. Liffman says.

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When it is appreciated that funding sources for the program included The Myer and Mullum Foundations, the Department of Foreign Affairs and Trade, the Australian Embassy in Prague, Western Mining Corporation, ICI Australia and the Victorian Government and some of its agencies, the term "thinking globally, acting locally" takes on an added dimension.

According to Tony D'Abbs, a social research and environmental management consultant, "The impetus for setting up the program was not that we have found the answers, but at least environmentally sustainable development is now a goal shared by all sections of Australian society. We are at least starting to ask the right questions.

"Very much on the top of the agenda for the visitors was concern about the Danube, which is jointly managed by the several countries it flows through. At present, some stretches of the river are in an atrocious state.

"We visited the Murray-Darling Basin Commission here so the participants could learn, at first hand, how Victoria and New South Wales, who have joint

responsibility, manage the Murray system. There is much else of relevance that we can share with them, particularly the area of water and waste water management, in which Australia has something of a reputation," says Mr. D'Abbs.

The visitors arrived in Melbourne on 9th March. Over the following three weeks they visited such organisations as:

- Water Resources Victoria
- Environmental Protection Authority
- Australian Conservation Foundation
- Business Council of Australia
- Australian Council of Trade Unions
- Environment Law Association
- Tasman Institute.

With grassroots activity finding a new role for itself in Central and Eastern Europe the visitors met with representatives of local government and community groups involved in environmental projects in Victoria. Accompanied by Tony D'Abbs, the group took to the road to view examples of environmental management in country Victoria and New South Wales, and visited Canberra and Sydney.

Included in the program was a Conference which brought together some 100 Australians from business and industry, government, unions, the community sector and the environment movement to hold discussions and workshops on environmentally sustainable development.

"Our aim in planning the conference was to get beyond the presentation of rehearsed positions in order to be able to make a real contribution to the debate," says Mr. D'Abbs.

"We looked at what kind of society Australians want; and heard from people like Bruce Petty, Don Watson, and Paul Carter, who represent only themselves, and who can provoke us into seeing things from a different angle."

(Continued overleaf)

The program is viewed by the organisers as a long term investment for Australia.

"There's never been a collaboration like this on environment protection issues", says Mr. D'Abbs, "and there's no knowing where it may lead. It could be that an environmental education exchange program will be set up, or linkages may develop between research institutes on different continents. If we can raise further funding, we may hold a similar program for people from the Asia-Pacific region."

The primary objectives were to show this group of emerging leaders in their own countries, the Australian experience in environmental policy development and the practice of environmental management in the water and waste water sector.

The program achieved that objective. Participants, despite suffering information overload, understand

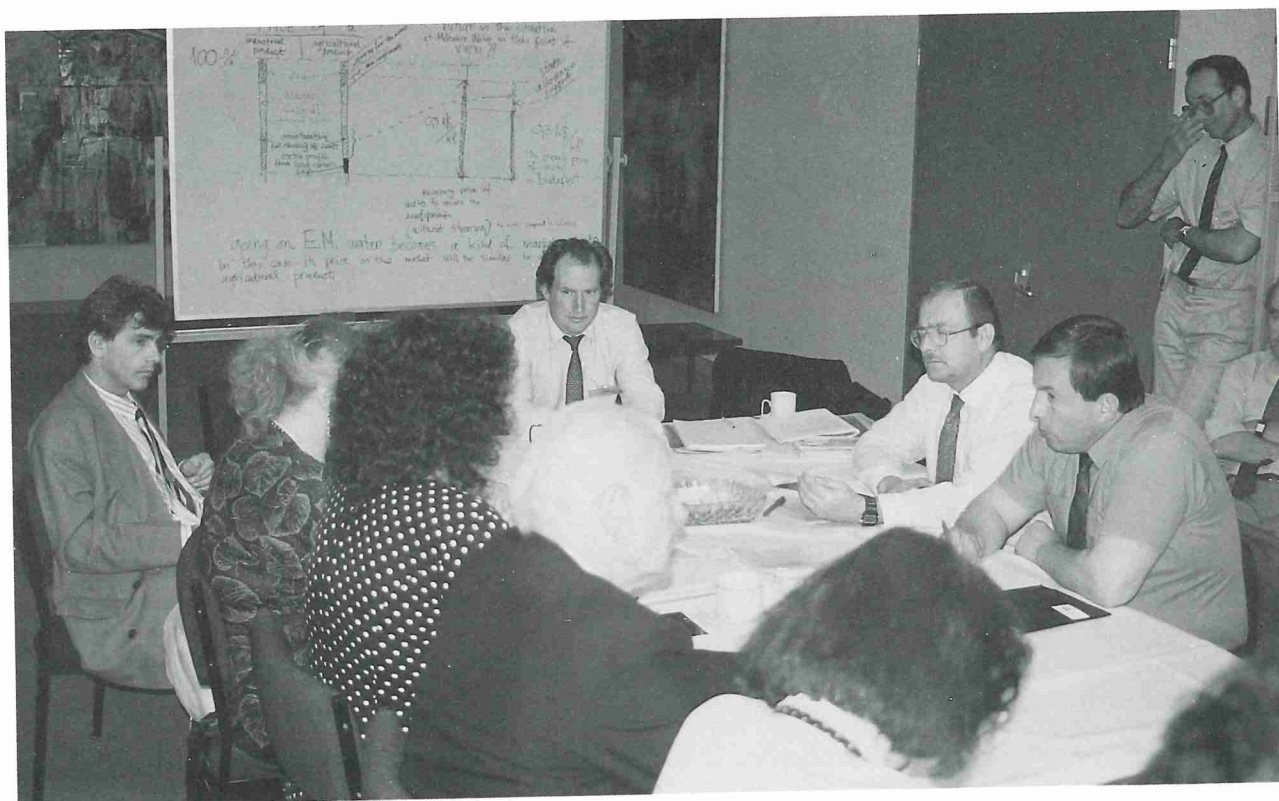
how, in an open democratic society like Australia, the diverse demands of economic development and environment protection interact.

The second significant outcome is that Australia has 13 new ambassadors in the region who are willing to actively assist government, business and community organisations make contact with their counterparts in Central and Eastern Europe.

The program "opened the door" for further direct contact. Since the visit in March, the participants have facilitated visits by the SECV, Tasman Institute, and a number of commercial organisations.

To this extent, the program will contribute to the construction of a solid foundation for Australia's relations with these countries.

For further information, contact The Myer Foundation by telephoning 03/663 3113.



Social Research & Environmental Management Consultant, Tony D'Abbs chairs a meeting of delegates at the Tasman Institute.

Saving the Last Dance



Ian Plater (left) a partner at Arthur Andersen watches Bangarra at rehearsal.

A boriginalies, accountants and the arts have all benefited from a remarkable relationship which began almost by chance. By Diana Stojanovik.

The South Sydney Police Citizen's Youth Club in inner-suburban Redfern may not seem the obvious base for a cultural revival. Yet, in a back room, where the paint is peeling, the drums start beating for Bangarra, an Aboriginal dance troupe in rehearsal.

The singers and dancers fill the room with their energy. Gradually, it becomes obvious that this fusion of contemporary dance with traditional Aboriginal and Torres Strait Island dancers represents some of the most exciting dance expression in Australia.

Bangarra is a Wiradgeri word meaning "to make fire". For any audience, whether it's a stranger at rehearsal or a packed theatre, that is what these dancers do. Yet when the company was formed two and a half years ago, many in the arts community predicted it would not last.

According to Bangarra's general manager, Robin Bryant, it might not have without the help of Arthur Andersen.

The seemingly unlikely relationship between the accounting firm and the Aboriginal dance group has proved so successful that it has become a model for other community and arts groups.

"With their help we have been able to combine artistic talent and financial expertise to keep the company afloat," Robin Bryant said.

The fortuitous connection came in 1987. Ian Plater, a partner at Arthur Andersen responsible for government services practice and for its Japanese clients, was introduced to Carol Johnson, then director of the Aboriginal and Islander Dance Theatre in Glebe.

The school, operating under the Aboriginal Islander Skills Development Scheme, was running a fine line financially.

(Continued overleaf)

Carol Johnson was looking for someone with commercial experience to put together a business plan for a professional dance company.

In 1989 this grew into Bangarra Dance Theatre Australia when some of the graduates of the school, who were members of the Aboriginal and Islander Dance Theatre decided they needed a more creative space as a way to develop their talents, find job opportunities and build on their culture.

Bangarra is the first full-time professional indigenous contemporary dance company. Mr Plater helped them establish and pull together a board of directors.

"They wanted to be properly organised and administered professionally," Mr Plater said. "Part of what we did was networking to provide support to the young Aboriginal dancers. We put in fundamental things, like writing up detailed cash books and other financial records, to be able to keep a daily track of where they were."

Although Mr Plater explains his involvement in the group as "very much philanthropic", Arthur Andersen is aware that part of the needs of quality client service is also addressing the needs of the community. Its world-wide policy says a minimum of two percent of the firm's earnings must go towards charity.

In 1991, \$47 million was contributed to charities and the arts world-wide. As part of this culture, every partner is involved or active in a charity, community or arts group.

Mr Plater would probably be the first to admit that he gives more than two per cent of his time to Bangarra. In fact, he deals with the company in some form most days.

"Bangarra still lives by the seat of its pants but it's healthier than it was two years ago," he said. This year the company is developing a major work, "Praying Mantis Dreaming", choreographed and directed by its new artistic director, Stephen Page, previously the principal choreographer.

It is likely to be performed at next year's Sydney Festival.

Page, a 26-year-old graduate of the Aboriginal and Islander Dance Theatre, was with the Sydney Dance Company during 1986-87 and 1990-91.

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The "muse" for Mr Page's choreography and direction is provided by his brother, Russell, and Monica Stevens, both principal dancers with the company.

The company's visits to schools have often provided, particularly in outback areas, the first opportunity for some children to see a dance performance, let alone traditional dance. And for the Aboriginal children it's inspiring to see there is still life in their culture.

Mr Page believes that for years Australians have only seen Aboriginal culture through the white man's eyes.

"We're not aggressive people, we're very expressive and compassionate," he said. "But we have to show the goods, that we can run our own black organisations and can sell tickets at certain theatres."

With a group like Bangarra, however, ticket sales and government funding just aren't enough sometimes to even pay the dancers. As with many other arts groups, corporate sponsorship is needed.

Until now, with help from major sponsors like Arthur Andersen and Australian Associated Press, Bangarra has largely existed on self-earned income generated through school shows and private performances.

Minimum funding has come from arts bodies through one-off grants.

The Department of Employment, Education and Training partly subsidised the salaries of the dancers and two administration staff last year. And the company has received additional sponsorship from Esso, Qantas and some funding from the Aboriginal and Torres Strait Islander Commission.

Sly & Weigall provided legal advice in getting the company started and Peter Walker and Company provided audit services.

So for Mr Bryant, who has a Bachelor of Business, chasing up grants or government money - turning over rocks and looking into every crevice - is almost a full-time occupation. He is hoping the company will soon be able to get an annual grant to bring it into the mainstream arts world as a professional dance company.

Training by Mr Plater has helped Mr Bryant utilise his management and accounting skills. He has been taught about taxation, how to run board meetings and how to keep minutes.

He and the publicity and marketing officer, Jennifer Beale, have also done computer and other courses through Arthur Andersen.

Mr Bryant believes other accounting firms which have made money out of the Aboriginal bureaucracy should be following Arthur Andersen's example and perhaps take on Aboriginal trainees. "I think the culture we're putting into this company is professionalism," he said.

Mr Plater's involvement in Bangarra has not been of benefit only to the dance troupe. Regular visits by Aboriginal artists have broadened the outlook at Arthur Andersen.

"I've made new friends, and it has opened my eyes to a community I hadn't had anything to do with before," Mr Plater said. "They are not only good dancers and teachers but they are also disciplined about how they go about it. They take a pride in doing well and they deliver."

(Reprinted with the permission of "Perspectives", an Arthur Andersen publication).



Members of the Bangarra Dance Company rehearsing one of their many tribal dances.

Bernie Calls on Banks to Open Accounts for Children

Bernie Fraser, philanthropist, is a man with a mission.

For several months, the Reserve Bank Governor has been haranguing the banks, but not about their capital adequacy ratios, or even their lending activities.

Instead, he wants the finance sector to dig deep on June 12 for Work-a-Day for Kids. Bond traders and forex dealers, bank managers and corporate advisers are being asked to donate a day's salary to the Financial Markets Foundation for children.

From bank boardrooms to the opening night of Bell Shakespeare Company's "Richard III", the RBA Governor has been extolling the virtues of the foundation's work.

Senior bankers tell of his impassioned speeches as chairman of the foundation which was established in 1990 and has raised about \$700,000 for kids.

During one briefing to management of the Hong Kong Bank, Mr Fraser said it was time the finance sector put something back into the community.

...the banks
are going back
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effort to win back
public support.

Because the banks have received so much flak for their lending excesses of the 1980s, the Work-a-Day project was the perfect opportunity for the industry to be viewed in a much more positive light.

The move to win back a disenfranchised public has seen some of the major banks embrace new advertising strategies - the ANZ's "If you can change, so can we" is a prime example.

But it's in the area of corporate sponsorship that the banks have had a major change of heart.

Gone are the corporate ties with yuppie era icons such as sleek yachts and expensive racing cars. Instead, the banks are going back to basics in an all-out effort to win back public support.

The big winners are the environment, education and small community-based groups - although in one case it is a rugby football team, North Sydney, sponsored by Citibank.

The chief executive of the Hong Kong Bank of Australia, Mr Richard Orgill, recently announced a \$200,000 three-year sponsorship of the Wildlife Information Rescue Service (WIRES). Mr Orgill said the bank was taking a "fresh approach".

"With the heady days of the 80s behind us, and the pragmatic '90s looming ahead, we decided to look again at corporate sponsorship."

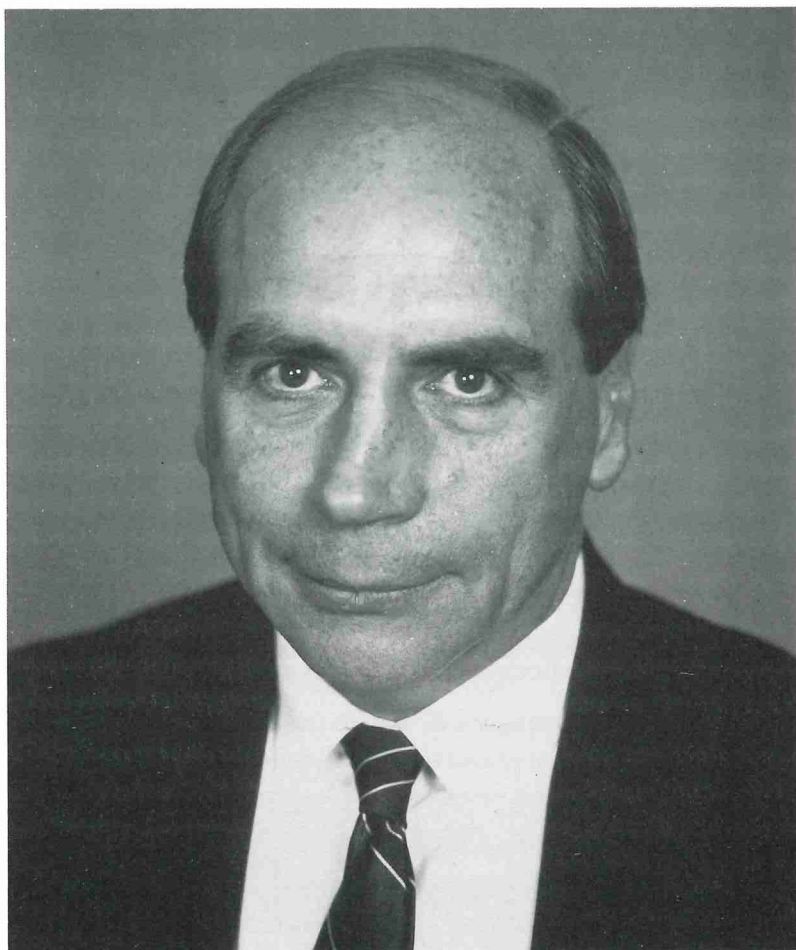
For a bank which was an aggressive lender to some of the major corporate failures of the 1980s - Bond, Qintex, Rothwells, et al - the change is, perhaps, not surprising.

The bank's decision to ditch the Victorian Derby in favour of WIRES, a NSW-based organisation that rescues injured and orphaned wildlife, is symptomatic of the times. The banks are coy about revealing their yearly sponsorship outlays, but the industry figure could be as high as \$35 million a year.

Despite the obvious need to lift their public image, only a handful have reported an increase in sponsorship budgets.

The ANZ Banking Group, whose net profit declined by 35 per cent to \$266 million last year, and which will release its interim result has slashed its sponsorship budget by about 25 per cent in 1991-92 compared with 1990-91.

But Westpac Banking Corporation, which recently reported an interim \$1.67 billion loss, is not expected to reduce dramatically its sponsorship budget (more



Bernie Fraser, Governor of the Reserve Bank of Australia.

than \$5 million a year). Of the major banks, Westpac has suffered the most damage from a string of public relations disasters.

Its efforts to win back support through sponsorship has resulted in it becoming the major corporate backer of the annual national Clean-up Day, held earlier this year. The bank's acting chief manager, corporate communications, Mr Alan Tippet, says the beauty of the event is that it is community-based and allows Westpac staff to get involved.

The ANZ is another of the banks to redirect sponsorship dollars towards community-based projects. The ANZ bank's general manager, group public relations, Mr

Matthew Percival, said the bank has discarded many of the activities it sponsored during the 1980s - motor racing and 12-metre yachts - in line with its new image.

Instead, ANZ has turned to more socially desirable events, open concerts in most major cities for all the family, and major sponsorship of the National Maritime Museum.

While the Commonwealth Bank claims that no areas are off-limits, it has concentrated its sponsorship at the community level. The CBA's sponsorship budget is \$3-4 million.

With that, the bank aims to have a "fair breadth of coverage, from national to State down to local", according to Mr Paul Goodwin, the chief manager, promotions.

Despite the community's anger over issues like credit card pricing, Mr Goodwin said the CBA did not see the need to "resurrect" its image via sponsorship. "Rather, the idea is to

present ourselves as we are - the largest retail bank in the community and we want to reinforce that."

The National Australia Bank is following a similar strategy to the CBA and gives "relatively small" donations, maybe up to 4,000 a year, according to a bank spokesman.

It's all part of a new-look finance sector, or at least that's the perception banks are looking to create.

"We're not bastards," is the catch-cry, by rather decent corporate citizens. Perhaps with Bernie Fraser, they've found their natural leader.

Article by Steve Lewis. Reprinted with kind permission of Australian Financial Review.

The Variety Club

Charitable fundraising knows endless variety when placed in the hands of entertainers

The Variety Club is a worldwide volunteer organisation devoted to helping sick, handicapped and underprivileged children through local chapters in many countries around the world, including Australia.

It all started in Pittsburgh, Pennsylvania, in the year 1927. A group of 11 young men, working in the theatre, formed a social club they called "Variety".

On Christmas Eve in 1928, at a party in the Sheridan Theatre, Pittsburgh, an infant girl was found in the stalls of the theatre. Attached to the blanket in which the baby was wrapped was the following note:

"Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have heard of the goodness of show business people, and I pray to God that you will take care of her".

Signed: A broken-hearted woman.

Proving that the heart of show business was, in fact a big one, members of the first Variety Club decided to foster the baby. She was officially named Catherine Variety Sheridan.

Today she is a grandmother, but her example led to the formation of new "Tents" of Variety wherever the original members spread out.

Today there are over fifty active Variety Club Tents spread around fourteen countries. \$800 million has been raised for children since that Christmas Eve party in Pittsburgh over sixty years ago.

Variety has been in Australia since 1974, with Paul Hogan as the first Chief Barker (or Chairman). Its Board has members drawn from business, the professions and the entertainment industry.

How Does It Work?

The Variety Club is a volunteer organisation which works because people get involved and devote their time and energies to help sick, under-privileged or handicapped children of Australia.

The inaugural BP Bash is one recent example from an annual calendar of 'fun' events aimed at involving people to increase the pleasure and reduce the pain of giving. Not only did it exceed its target of raising

\$300,000 for more than 50 children supported in Victoria, but provided \$48,677 in goods, services and cash to nine children's charities along the route.

The recent McDonalds McHappy day was another example.

The target was \$400,000 from the contribution of \$1 from each Big Mac sold on the day. The result was more than 490,000 Big Macs sold and further donations resulted in \$519,000.



One of the many entrants competing in the inaugural BP Bash



McDonald's McHappy Day brings celebrities and customers together.

Dick Smith was the originator of the national BP Bash and since the first event in 1985, it has become one of the best known motoring events in Australia. Most States, like Victoria now run their own version as well.

The Bash is not a race or rally and speed is not important. It is intended as a fun event. The opportunity to lie, cheat and use whatever means it takes to win is also the main ingredient for raising the stakes for a group of devious officials to prise more of the charitable dollar from entrants.

The idea is for participants to raise sponsorship for their vehicle in order to meet the entrants fee - as well as the many fines along the way.

The success of the event for a sponsor is in the massive amount of media coverage that can be arranged along the way, at national, state and local level.

The 1991 Bourke to Beagle Bash, in which 159 vehicles were entered, netted over \$1.4 million.

The strength of Variety is due in part to its efficiency in maximising the benefits.

No more than seven cents in the dollar is spent on administration. 93 cents in the dollar is earmarked for the kids.

What Happens to the Money?

The emphasis in Variety is to spend the money in the communities in which it is raised. Some of the recent projects include:

- An Intensive Care Ward at the Prince of Wales Children's Hospital, NSW.
- Establishment and ongoing support of Kindilan, a community cottage providing residential, educational and occupational services to intellectually handicapped young people, which is situated on the Mornington Peninsular in Victoria.
- Provision of more than 300 Sunshine Coaches all over Australia in centres for handicapped and underprivileged children.
- Establishment of a Children's Cancer Unit at the Princess Margaret Hospital in Perth.
- Establishment of the "Variety Club Limb Clinic" at the Royal Alexandra Hospital for Children, Sydney (the first to fit "bionic" limbs to limb-deficient children).
- Assistance in the establishment of "Kids under Cover" in Melbourne where street kids are given the opportunity to follow new directions.
- A joint venture with McDonalds which assists the Ronald McDonald's Houses for kids with cancer or other life-threatening diseases.

These are but a few examples. Variety aims to help as many children as possible by supporting several hundred projects each year.

To obtain more information, contact Ian Latham on 420-3299.

Giving is a Billion-Dollar Business

Spare cash is more likely to end up in the local bottle shop than the local church, writes Lisa Pickersgill. Unless tins are rattled under their noses, Australians pay scant regard to charitable organisations, says Peter Ward, Vice President of the Australasian Institute of Fundraising (TAIF).

In fact, a recent study compiled by World Vision suggests that Australians spend five times more on alcohol than they give to charities (see Figure 1).

However, says Ward, as the public profile and professionalism of charities increase, people are becoming more discerning about how much they give and why they give it.

A recent study suggests that 37 per cent of total charity is given by less than 3 per cent of households in that country, which means each household in that category gives more than \$800. Across the board, each household gives \$96.91 a year, \$1.86 a week or 0.38 per cent of average annual income, (See Fig. 2).

Clare Cannon - Australian author of the study for the New School of Social Research, New York, which compares the levels of giving in Australia and the US, says "For Australian individuals, philanthropic

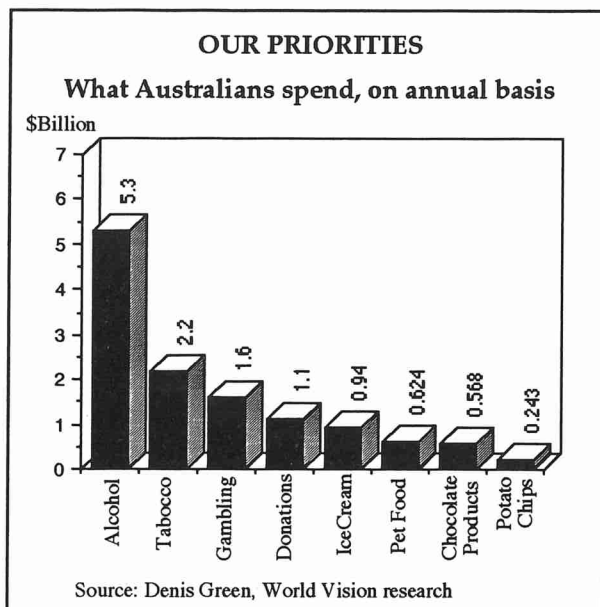


Figure 1

Figure 2

HOW GENEROUS IS THE AUSTRALIAN HOUSEHOLD?

(Figures from study prepared for the New School of Social Research, New York)

Average weekly earnings for the 1989-1990 financial year were \$486.65 (\$25,305.80 a year). The study found these annual averages:

- | | |
|-----------------------------|----------|
| 1) Adult donation | \$58.76 |
| 2) Household donation | \$96.91 |
| 3) Donor household donation | \$125.84 |

giving is not a mainstream activity governed by economic variables. It is a marginal activity loosely associated with social customs that do not give it high priority." In Australia, the public perception of charities has broadened over the years to include social-profit agencies, such as environmental groups, church institutions and political parties.

John Foley, chief executive officer of the Multiple Sclerosis Society in Australia, says such organisations often have considerable resources apart from those derived from fundraising.

According to an annual study called *Giving in Australia*, (sponsored by international consultants O'Keefe, Panas & Partners) Australians gave \$1.1 billion in cash to charity in 1990. Social welfare groups, which attract the highest number of donations, collected \$223 million, a significant increase on the previous year. Environmental organisations also increased their take.

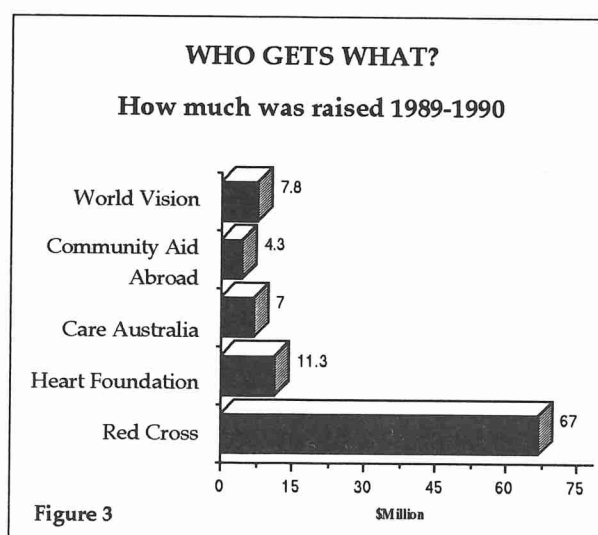
Michael Downes, a joint partner of the Downes Ryan Group, the world's largest fundraising consultancy, says the amount of giving in Australia is closer to \$5 billion, when money bequests, large gifts for capital campaigns, and total church subscribers are included. Downes, who is also chairman of Downes Venn & Associates in Australia, believes that non-profit organisations within Australia will take on new

dwindles. "Although Australians have been consistently generous", says Downes, "there has always been a dependence, and expectation that government will provide."

Giving to social welfare charities, such as organisations for homeless people, is less popular in the US, where people prefer to give to educational bodies.

Cannon suggests this is because "the movers and shakers are involved with such institutions, particularly the business schools, and the donor can have the name of the institution, building, lecture theatre, etc, named after him/her".

"In Australia", says Russ Harris, President of TAIF, "the lower socio-economic areas tend to give more, per capita, to charitable organisations". Harris believes this is because they are more likely to relate to those in need.



Forty-six per cent of Australians claimed they could not afford to make donations. Cannon says a third of these respondents were in families in the highest income bracket.

Recent exposure of unacceptable fundraising tactics in Australia has many questioning where their money is going. TAIF's Ward says "The industry has been knocked down by a few organisations that exploit

the name of the charity by directing too much money into administration and not enough into the cause." He believes the structure of charities could be improved.

"The European structure of charities is better organised than their Australian equivalents in that the administration arms are quite separate from the philanthropic arms," he says.

In Australia, only rarely is all of a donor's contribution spent on the charity. Usually there is an administration percentage that includes the costs of fundraising.

"People should question who the money is actually going to," says Max Dumais of The Australian Association of Philanthropy.

"Smaller charities which cannot afford administration costs allow other companies to administer their funds, and consequently pass a substantial proportion of funds on to these administrators", says Dumais.

However, Downes says it is essential that non-profit organisations are run as a business, and cannot be operated without administration costs. "Anything less than 25 cents out of every dollar spent on administration means the charitable organisation will be on a downhill slide," he says.

Jeremy Hobbs, Director of Australian operations for Community Aid Abroad, says it is better to have some administration expense rather than raise the money and then spend it inefficiently or ineffectively. Although certainly, when people are donating to different funds, Hobbs suggests people should be wary of how their money is being spent (see Fig. 4).

Foley believes donors should certainly question the amount of money used on administration. He also believes donors should question the efficiency and effectiveness of management, and whether the organisation is achieving its objective.

"There are several ways to assess the efficiency of a charitable organisation", says Foley. "The first thing a sceptical donor should do, is to find out if there is an annual report".

(continued overleaf)

"Donors, should also try to see the operation of an organisation that they support in principle. However, some operations may be invisible simply because of the nature of an organisation's business", he says.

"Larger fundraising organisations are becoming larger, up to a point, at the expense of smaller organisations," says Dr Mark Lyons, Director of the Centre for Australian Community Organisations and Management. He says the sophisticated technological processes available to larger organisations, such as direct marketing, are increasing their advantage over the smaller bodies.

For example, this year several natural disasters have affected the amount and manner in which people have given. And, because in the past 18 months people have had less in their pockets to give, many charities have been spending more on advertising their causes.

Peter Garamszegi, corporate support officer at Red Cross Australia, says that, because of the recession, private enterprise is cutting back on charitable activity. "Re-negotiating company sponsorships, is becoming more difficult", he says (see Figure 3).

Glenda Orland, media promotions manager of World Vision, does not believe the tax deduction is the main reason for most donations. She illustrates her argument by pointing to the \$2.1 million collected by World Vision during the Romanian crisis. None of this was tax deductible.

Cannon says that in her study only 45% of those who made donations claimed all or part in their tax returns. Tax deductibility becomes more relevant at the corporate level. Says Garamszegi: "Gone are the days when people (on behalf of companies) contributed to charity for that warm philanthropic glow. It is more of what's in it for me, me, me."

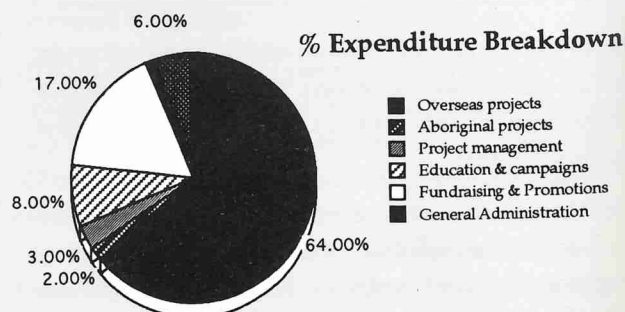
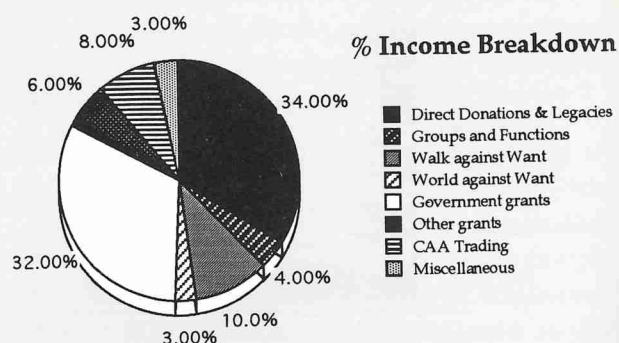
Figure 4

ONE CHARITY'S BOOKS

Community Aid Abroad 1990-1991

Income	\$'000
Direct donations & legacies	4,213
Groups and functions	466
Walk against Want	1,197
World against Want	321
Government grants	4,021
Other grants	793
CAA Trading	1,000
Miscellaneous	370
Total income	\$12,381

Expenditure	
Overseas projects	7,358
Aboriginal projects	201
Project management	381
Development education & campaigns	943
Fund raising & promotions	1,985
General administration	684
Total expenditure	\$11,552



The Jacobs' Collection



(L-R) Trevor and Lucie Jacobs discuss the Art History book collection with Wesley College's Development Director, Frank Opray.

It's surprising how often little things can be the catalyst for acts of extraordinary generosity.

Wesley College recently included a flyer in their internal Newsheet inviting contributions of \$39.00 to buy a book for the library.

Development Director, Frank Opray was bowled over when the first gift to arrive turned out to be a cheque for \$20,000 from Trevor and Lucie Jacobs to buy books on Art and History, particularly antiquarian books.

Trevor, a Wesley old boy from 1945 explained, "We've been wanting to do something for Wesley for quite a while, but bricks and mortar didn't really appeal.

"The idea of library books caught our imagination. After all, antiquarian books won't date will they".

How typically dry, and how down to earth this response was from the Association's former Treasurer. Trevor has often expressed his view that philanthropy should be both immediate and relevant.

It is obvious he is a man of his word - and even more obvious that his interest in philanthropy did come to an end upon retiring from his position with the Association of Philanthropy.

(Reprinted with the permission of Wesley College and the very reluctant permission of Trevor Jacobs).

SIDS Red Nose Trade Mark

Philanthropy was concerned to learn that the Australian Sudden Infant Death Foundation had taken out international patents on the 'Red Nose' Day idea, which was originally initiated by Charity Projects in the United Kingdom. The following material has been provided by SIDS to clarify the matter.

The Red Nose trademark was first registered in Australia by the Sudden Infant Death Research Foundation of Victoria on 30th June 1988. The intention was to run a Red Nose Day Campaign to raise funds for Sudden Infant Death Syndrome (Cot Death) research, counselling and community education.

On the 28th May 1990, an application was made to transfer the trademark to the newly-formed National SIDS Council of Australia, which would be conducting the National Red Nose Day Campaign. Because of the success of the Australian and New Zealand Red Nose Day campaigns (which commenced in 1989), commercial companies took steps to register the trademark in some countries, for example South Africa, USA and Canada.

It appears that the intention of these commercial companies was to make financial gain from selling the use of the trademark to non-profit organisations.

In an effort to retain the Red Nose Day Campaign for use by SIDS and/or other non-profit organisations, the National SIDS Council of Australia made application in August and September 1990, for registration of the trademark in Austria, Belgium, Canada, Denmark, France, Germany, Greece, Italy, Japan, Norway, Republic of Ireland, Sweden, Switzerland and the United States of America.

In December 1990, the National SIDS Council of Australia wrote to the SIDS organisations in Austria, Belgium, Canada, Denmark, France, West Germany, Greece, Ireland, Italy, Norway, Sweden, Switzerland, and the Netherlands, offering to transfer the right to the trademark to these countries at no charge, and suggesting that they run Red Nose Day Campaigns either on their own or with other non-profit organisations.

In September 1991, the National SIDS Council of Australia made the decision to let the application for



Jane Tewson, Executive Officer of the Charity Project - the originators of the Red Nose Appeal ignores Max Dumais' attempt to find his nose

Taxation and Charity

the United States of America trade mark lapse, due to continued objections from commercial interests. The SIDS alliance of the USA then purchased the rights from the commercial interests and conducted the first USA Red Nose Day in April this year.

In February 1992, the Second SIDS International Conference was held in Sydney, and attended by SIDS representatives from around the world.

At the Board Meeting preceding the International Conference, the National SIDS Council of Australia advised the other countries of the following decision:

"That any country that wishes to pursue the Red Nose Day Trademark accepts any future costs and the National SIDS Council of Australia waives all rights.

Further, that if the SIDS organisation in another country does not wish to accept the Trademark, then that SIDS organisation be offered the chance to nominate a non profit organisation in its own country that should have the right to obtain the trademark.

Further, that if following the International Conference the overseas Trademarks are not taken up by SIDS related or other non profit organisations, then those trademark applications be cancelled."

Several overseas SIDS organisations have expressed interest in obtaining the Red Nose Day Trademark and the necessary legal work is proceeding. It should be noted that the National SIDS Council has outlaid \$35,000 in an endeavour to protect the Red Nose concept from commercial interests.

Should any member of Australian Association of Philanthropy (AAP) know of a non-profit organisation in one of the countries listed who they think would be interested in taking up Red Nose Day, please contact the Executive Director of the National SIDS Council of Australia, on 03- 8199277.

SIDS would be pleased to see non-profit organisations in any of the above countries benefit from a Red Nose Day.

Last year the Association of Philanthropy and the Australian Tax Research Foundation presented a successful series of seminars on taxation and charity.

The seminars raised a number of the issues and inconsistencies in the development of tax deductibility for charitable activities have grown up over the years in Australia, particularly in relation to corporate giving.

One major concern which has arisen in recent months is the general lack of tax incentives to corporations to undertake projects of social value to the community.

For instance, there are initiatives in both the United States and in Japan which provide for a percentage of company turnover to become deductible for genuinely community purposes.

In the Financial Review, the Governor of the Reserve Bank, Mr Bernie Fraser, called upon banks and financial institutions to consider the ways in which they could make an input to the community. Perhaps it is time that this type of tax incentive to companies was seriously considered here.

Another concern arises from the intricate mechanisms that overseas corporations need to create in order to repatriate any profits made in Australia for community purposes. Those that are in existence are both expensive and cumbersome.

At the root of many such difficulties is the present interpretation of 'charitable deduction'. The current interpretation relies heavily on a notion of direct assistance to the poor and/or disabled, which takes its precedence from the Elizabethan Poor Laws. This approach tends to anchor all social welfare initiatives in the reactive, rather than proactive mode.

In the past we have heard arguments from government that it could do better with the money rather than continuing to allow the existing tax expenditure to divert income into the charitable sector.

There may be a case for better ways of administering these amounts.

It is still important, however, to ensure that any such steps should not be allowed to jeopardise the 51 or 61 cents in the charitable dollar which is currently "pure gift". The demise of the Australian Elizabethan Trust has led to a more modern appreciation and administration of tax deductibility in relation to the Arts. It is past time that a similar review were undertaken within the social welfare and community sector.

Perhaps it is time to reassess our objectives and review the mechanisms which are in place to reach them.

Governments, of all political hues, are cutting back. There is an expectation abroad that the community, including the corporate community, should begin to take up the slack.

It is unrealistic to expect that this type of development would occur without some form of incentive. If Life Assurance companies are to be required to set aside part of their assets in reserves, perhaps it is time to use tax incentives to encourage some of the income of those reserves being used for community purposes.

It should be possible to promote ways which are good for the company, good for the policy-holders and good for the community. Governments also need to rethink the ways in which private initiatives

can be encouraged to promote the community good. The New South Wales Government has already provided the choice to companies to privatise part of their State payroll tax contributions into Education and Training initiatives. Perhaps there are other

examples which promote private incentives to respond to community aspirations in ways which obviate the need for governments to continually increase revenue raising.

Across the world there is a growing acceptance that we all have some responsibility for the future health and well-being of our children, the future of the planet and an equitable enjoyment of prosperity within our society.

These concerns can be translated into concerns for enlightened and accelerated education, the management of environmental resources and the nurturing both of enterprise and culture.

Starting from this set of objectives, alongside those of social welfare and social justice, it would be

worthwhile to assess the best mix of government and private response.

It is worth spending the time and effort to identify the funding mechanisms best matched to ensure we can fund the best type of society to take Australia into the next millenium.



New Council

Office-Bearers

Martin Carlson, who is to be congratulated on his recent award of an OAM, has been elected as President of the Australian Association of Philanthropy.

The new Council includes Robin Hunt of the Sunshine Foundation as Vice-President, Adolf Hanich from the Telematics Course Development Trust is Treasurer and Jill Reichstein is Secretary.

The other members of Council include Michael Liffman ex officio as ex-President, Marion Webster from ANZ Executors and Trustees, Rupert Myer from The Sidney Myer Fund and Margaret McCaffrey from the Small Change Education Foundation.

The Association is fortunate to retain the honorary services of Robert Symons from Sly & Weigall as our solicitors and of Kevin Archibald as our Auditor.

Events so far

- ◆ In March the third successful workshop on "How to approach Trusts and Foundations" was held and bringing the total number of participants to 150 during this year.

We plan to hold two more in Victoria as well as interstate in the coming twelve months.

- ◆ The Annual General Meeting of the Australian Association of Philanthropy was fortunate to have Eugene Struckhoff, a visitor to the Victorian Community Foundation, in town to bring members up to date on the development of philanthropic giving in the United States and their direct relevance to the development of Community Foundations in Australia. Max Dumais addressed the meeting and Terry Laidler from 3LO was the luncheon speaker.

- ◆ A number of meetings have been held with South Australian Trusts and the decision to inaugurate a chapter in that State has been taken.

- ◆ The monthly luncheons have catered for around a dozen members at each event.

In February, Max Dumais reported on the World Congress on Philanthropy and his study trip into corporate giving in the US, UK and Canada.

In April, Ray Marginson outlined the developments at the Science Museum and projections for the Museum at Southbank.

In May, we learnt something of the work of the Sasakawa Foundation of Japan from an international visitor, Ms. Yayoi Tanaka.

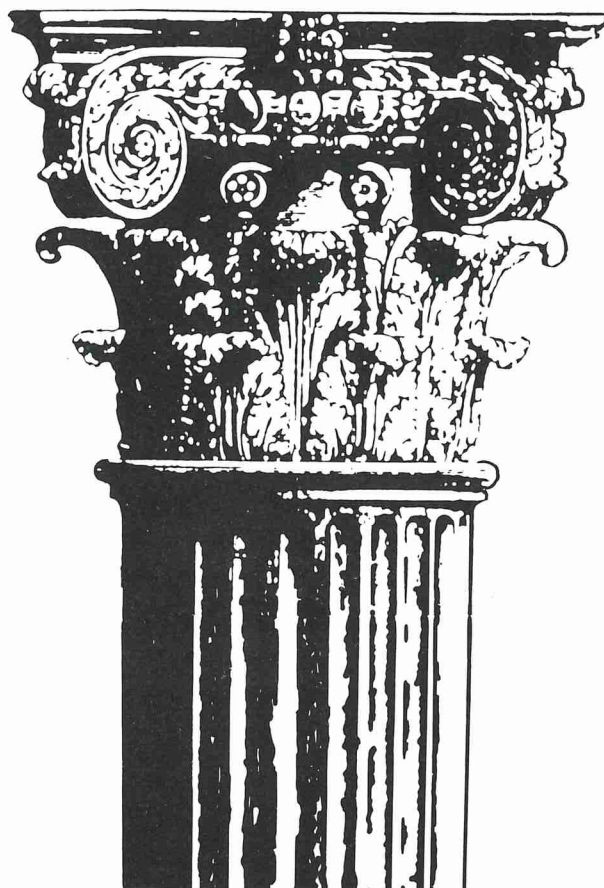
Coming Events

- ◆ A workshop on 'How to approach Trusts and Foundations' will be run on July 16th with the involvement of the Masonic Foundation, the Cooperative Foundation of SA, Max Dumais and Elizabeth Cham of ANZ Executors and Trustees (Vic).

- ◆ A number of meetings have been held with financial advisory institutions and a Trustees Dinner is being planned in the near future to address topics which include "Investment strategies for tax exempt organisations" and "Investment climates into the nineties".

- ◆ We are fortunate to have Jane Tewson of the Charity Project visiting Australia in September. She will address our members at a luncheon on Tuesday 15 September.

The Australian Directory of Philanthropy (6th Edition)



Familiarly known as "The Directory", this runaway best-seller lists 421 funding bodies in Australia, including trusts, foundations and corporations. It is an essential tool for grantseekers and includes not only the areas funded by various bodies, but also the areas not funded, which saves valuable time for grant-seekers.

Price: \$34.95 plus \$3 postage

(Please send cheque with order to Australian Association of Philanthropy, 8th Floor, 20 Queen Street, Melbourne, 3000)

Successful Submission Writing for Business and Non-Profit Organisations

Written by Jean Roberts

This book is well received amongst those agencies attempting to present themselves to potential funders and others in a professional way.

The author's experience covers the private, public and community sectors and she has had her own success in submission writing, planning and implementing new programs, services and centres, and the introduction of new policies and organisational change.

Price: \$19.95 (plus \$2.00 postage and handling)

(Please send cheque with order to Australian Association of Philanthropy, 8th Floor, 20 Queen Street, Melbourne, 3000)

Effective Trusteeship: Issues for Creative Philanthropists

Written by Dawn Wong of the Law Foundation of New South Wales

This publication is an extensive report of Ms Wong's study tour to North America, England and Italy.

It covers areas such as:

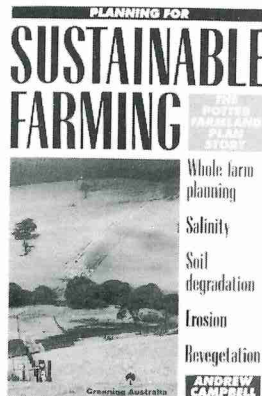
- Assessing the Impact of Grantmaking
- Maximising the Rewards of Foundation Trusteeship
- Foundation Staff: The Professional Approach.

Price: \$25.00

(Please send cheque with order to Australian Association of Philanthropy, 8th Floor, 20 Queen Street, Melbourne, 3000)

Planning for Sustainable Farming

Written by Andrew Campbell. Published by Lothian Books



This book is another outcome of the inspired Potter Farmland Project in Victoria's Western District. Andrew Campbell was its Project Manager and his book is an account of its first three years.

Planning for Sustainable Farming is interesting not only from the point of view of farmers looking to sustainable agriculture and working to protect the environment and the productivity of the farm at the same time, but also as a fascinating social experiment which worked.

The Project drew together many apparently disparate groups in the community - farmers, environmentalists, accountants, bank managers, voluntary groups and government departments.

Campbell's book does not attempt to gloss over differences in approach and execution. One of the book's great strengths is that the success of the project can be seen in the Potter Farms themselves.

PRICE: \$19.95

Available from bookstores and selected newsagents.

Giving Australia

This publication is the first serious attempt to analyse the patterns of philanthropic activity in Australia. Commissioned by the Australian Association of Philanthropy (in association with the Australian Centre, the University of Melbourne), the work was undertaken by Kevin Hindle of Reark Research. *Giving Australia* looks at giving by individuals, businesses, foundations, trusts and bequests as well as identifying the areas to which they give.

In his introduction to *Giving Australia*, Director of Corporate Affairs at Coles Myer Ltd., Richard Thomas, says "...Giving Australia makes it obvious that there are almost as many different policies on philanthropy as there are corporations and individuals. It creates a framework against which companies can compare their own activities, and it will hopefully also lead to a recognition by government and the community of the very great importance of philanthropy in assisting certain sectors Or our community unity."

Price: \$45/\$35 for AAP members

(Please send cheque with order to Australian Association of Philanthropy, 8th Floor, 20 Queen Street, Melbourne, 3000)

A Guide to Informed Giving

Using a question and answer format, the Guide examines issues and options about the formation of trusts and foundations. Specifically written to suit Australia and with frequent use of case studies, it includes discussion of:

- Why become involved in philanthropy?
- What skills does a philanthropist need?
- Tax advantages of gaining charitable status.
- Legal structures for trusts and foundations.
- How to select trustees.
- Evaluation and accountability.

Price: \$54.95 plus \$3 postage

(Please send cheque with order to Australian Association of Philanthropy, 8th Floor, 20 Queen Street, Melbourne, 3000).

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

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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 programs and services which reflect 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 scrutinize 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
Esprit Cares Trust
Goulburn Valley Base Hospital Foundation
Helen M Schutt Trust
Howard Norman Trust
L.E.W. Carty Charitable Fund
Law Foundation of New South Wales
Lord Mayor's Fund
Lotteries Commission of WA
Mayne Nickless Ltd
Monash University
Morialta Trust
Mr. Robert Kerr
Perpetual Trustees Victoria Ltd
Pethard Tarax Charitable Trust
Queensland Community Foundation
Ray & Joyce Uebergang Foundation
R.E. Ross Trust
Small Change Education Foundation
Sir Albert Sakzewski Foundation
Sir Donald & Lady Trescowthick Foundation Ltd
Sunshine Foundation
The Alexander Miller Trust
The Andrews Foundation
The Australian Bicentennial Multicultural Foundation
The Bicentennial Youth Foundation Inc.
The Brash Foundation
The Dafydd Lewis Trust
The Danks Trust
The Everaldo Compton Charitable Trust
The Ern Hartley Foundation
The Felton Bequest
The Flinders Fellowship
The Flora & Frank Leith Charitable Trust
The G.M. & E.J. Jones Foundation
The George Alexander Foundation
The Green Hills Foundation
The Gualtiero Vaccari Foundation
The Hugh Williamson Foundation
The Ian Potter Foundation
The Lance Reichstein Charitable Foundation
The Miller Foundation
The Myer Foundation
The Sidney Myer Fund
The Stegley Foundation
The Sun Microsystems Foundation Inc.
The Telematics Course Development Fund Trust
The Truby & Florence Williams Trust
The William Buckland Foundation
University of Melbourne
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

