

Philanthropy 16

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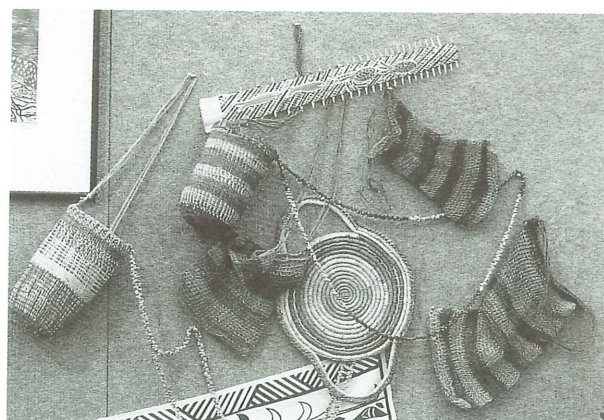


*Special Feature:
Women in Philanthropy*

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Cover Note



An example of Koori Women's arts and crafts developed as part of the **Koori Women Mean Business** Project.

Disclaimer

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

EDITORIAL

In this edition of *Philanthropy* we are highlighting the initiatives of women in philanthropy. In the United States, where philanthropic trusts are established within the culture, it should come as no surprise that a significant number of family trusts, involving considerable sums, are now in the control of the surviving woman.

In Australia, there are a number of attempts – some formal and others informal, to provide the opportunity to women of wealth to be able to make an impact in society for causes and initiatives which effect women. The Victorian Women's Trust, which almost started out its life as the Womens Room at Flinders Street station for Victoria's 150th birthday, has come a long way since its inception as a force for women's initiatives and development.

Women in Philanthropy has also developed as a forum both for women involved in the administration of philanthropy, for women trustees and individual philanthropists. It provides a forum for a number of trusts to focus on women's issue and a valuable network.

On the other recipient side of women's philanthropy, we have highlighted two initiatives, the Key Centre for Women's health and the Baybridge long term residential program for women with an alcoholic problem.

With a federal election just past, it is interesting to note the Prime Minister's acceptance speech highlighted a shift in his political agenda. He gave less emphasis to those economic issues underlying the arguments about a government's minimum mandate to provide services and developed a new emphasis on the questions of the 'public good'. It will be interesting to see how that unfolds.

This year will see an Industry Commission reference on Charities and the Association has arranged at its



Annual General Meeting to start the ball rolling on how best to respond to that investigation in ways that will chart the course of private and corporate giving well into the next century.

At this year's AGM, Prof Julian Disney out-

lined a number of the strengths and weaknesses of Australian Society and was able to highlight ten different directions in which Philanthropy endeavours might be directed or emphasis given. In particular he stressed the necessity to consider economic and social development as complementary rather than antagonistic.

Any approach to overseas interests to invest in Australia highlights the social and political stability of this country as well as an educated workforce. Furthermore, in this region, tradelinks tend to follow on the heels of cultural links. Both these important examples rely upon social development initiatives, while having a clear and obvious economic payoff.

David Gibbs, our guest speaker at the inaugural Trustees Dinner in 1992 claimed that the Association has now come of age. 1993 is a watershed year in confirming the substance of that claim. We look forward to working with all in the field to ensure that strategic giving, together with the mechanisms and incentives to foster its development, is identified and promoted in an effective way.

Max Dumais

The Financial Markets Foundation – A Dollar in, A Dollar out.

A textbook case of corporate philanthropy with real lessons on how it can be done.

Paul Robertson, the executive officer of the Financial Markets Foundation for Children is proud of the claim that the finance industry is able to run their affairs with a minimum of administrative overhead. The secret is in the corporate support they can muster to meet their objectives.

Last year there were three thousand bow ties required for the **'Work-a-day-4-kids'** project which calls on members of the financial community to wear a Bow Tie to work to signify that they were committed to provide a day's salary to the foundation coffers. Rather than meet the costs, a call went out for sponsorship and the cost was picked up by a participating company. Not only did the children benefit, but there is one happy bow tie maker in New South Wales who may be poised on the brink of a philanthropy-led recovery to his industry!

Does everyone think it's such a good idea?

"If there were ten financial dealers at the meeting and two were without ties, we could be certain that they would have them organised by the end of the day! But not only did individuals pay up, there was an enthusiasm that led to people in the markets offering their services as coordinators for their workplaces and some senior management have committed their companies to match employees contributions dollar for dollar."

"All donations are tax deductible, and we organise the event in June so that participants have a receipt for their tax purposes on the spot. The next step is to extend the program to other professional groups, such as solicitors and accountants, as well as other companies which service our industry."

While the funds raised have already been put to good use with a range of important projects including research to identify the carriers of the fragile X chromosome, support for a visual impairment clinic and research into pre-natal treatment of severely debilitating congenital abnormalities, it should come as no surprise that the finance industry has set itself a longer term goal of raising \$2 million to form the basis of a long term trust fund.

The Financial Markets Foundation for Children has a single interest, children, but it is not confined to a

single project. It is a highly centralised and target-oriented charity which aims to develop a cashflow for recipients which is independent of the ups and downs of the business cycle.

Members of the Board of Trustees of the Financial Markets Foundation for Children include:

- Bernie Fraser, Chairman of the Board of Trustees and Governor of the Reserve Bank
- Don Argus, Managing Director of the National Bank of Australia
- Prof. Kim Oates, Douglas Burrows Professor of Paediatrics and Child Health at the Childrens Hospital.
- David Clarke, Chairman of the Macquarie Bank
- Bill Gurry, Potter Warburg
- Chris Stewart, Managing Director of the Bank of Melbourne
- Bob White AO, former Managing Director of Westpac

The Financial Markets Foundation provides a great many lessons for Corporate Philanthropy in Australia:

- It is not predicated on corporate sponsorship or marketing
- It builds networks of informed and committed people
- It puts to use the everyday skills and contacts developed in business, but in another context
- It focuses its interest on a major future resource issue for the country, namely, children
- It builds its support in an organisation from top to bottom
- It enjoys the patronage and commitment of senior management
- It has developed a *modus operandi* which is aligned to its industry's business know-how

What a challenge to corporate giving in Australia if these principles could be emulated in other industries such as the rag trade, the building and construction industries and the public service, to name only a few.

One of the interesting challenges to the future of the Foundation is not so much concerned with the challenges of raising money, but more in locating strategic and effective ways in which to put these resources to best use.

For further information, contact:

Ken Farrow, AFMA
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Tel: (02) 299 4411

The Australian Youth Foundation aims to refine the culture of philanthropy in Australia.

The Concise Oxford Dictionary defines **philanthropy** as "the love of mankind, practical benevolence". However for many people the term "benevolence", no matter how "practical", has developed connotations of charity and passive, recipient welfare which are considered demeaning.

The Australian Youth Foundation's vision for young Australians is based on the opportunity for them to best realise their potential, to be respected by society and to be enabled to participate fully in the community on their own terms, consistent with their rights and responsibilities as young citizens.

The Foundation aims to initiate constructive and progressive changes and establish its place as a respected, authoritative and credible organisation and as a catalyst in youth affairs.

The concrete expression of the Foundation's vision of **philanthropy** in action is reflected in the funding of innovative projects which aim to assist disadvantaged young people to reach their full potential in a more equitable Australia. The purpose is to promote applied research, foster positive ideas for change and to facilitate their implementation. This view of **philanthropy** is predicated more on a notion of social development, rather than welfare dependency.

Since its inception, the Foundation has realised the value in collaborative funding strategies. In the past two years, co-sponsorships have been negotiated with the Queen's Trust, the Buckland Foundation, the Sidney Myer Fund and the Morialta Trust. Collaborative funding can often mean that each contributor achieves a greater return for their involvement and may also form strategic alliances into the future among agencies aimed at addressing common issues.

Such joint ventures have also been developed with a number of government agencies including the Commonwealth Department of Employment, Education and Training and the South Australian Attorney-General's Department. The South Australian Department of Family and Community Services were co-sponsors in the Adelaide Street Legal project.

The Foundation is interested in a wide spectrum of issues concerning young Australians and is currently funding an important study examining the feasibility of establishing an Australian youth health risk surveillance program in conjunction with the National Health and Medical Research Council.

There has also been a further commitment to fund a Fellowship in adolescent health developed by the Royal Australasian College of Physicians and to foster a social health approach in post graduate adolescent health training for the health professions generally. These seeding exercises are meant to develop into the basis for a change in health service delivery overall and with regards to young people in particular.

Joint projects in Victoria include the Young Australian Profile with OZ Child (formerly the National Children's Bureau) aimed at developing a series of statistical analyses which are, at the same time, readily accessible. The Foundation has contributed to projects aimed at preventing, youth homelessness which are co-ordinated by the Brotherhood of St. Laurence and the Salvation Army and has also provided co-sponsorship of the Employers and the Community for Youth Project.

In Queensland the Foundation has joined the Queen's Trust to establish a Youth Business Initiative program in the northern suburbs of Brisbane.

In New South Wales funding has been provided for a consortium consisting of the Public Interest Advocacy Centre and the Universities of Sydney and New South Wales in order to establish a National Children's and Young Peoples Law Centre. One of the features of this initiative is the significant contribution which this project has been able to attract in the form of pro bono work from several private law firms.

In the Northern Territory, the Foundation is negotiating with the Aboriginal and Torres Strait Islander Commission (ATSIC) for a joint venture on legal rights and justice for young Aborigines.

At Burnie, in Tasmania, the Foundation is funding a Creative Living Program through the Community, Training and Education Centres Inc.

One of our largest and most ambitious programs is the Lake Jasper Project, an Aboriginal community project in Western Australia. Participants in this joint venture include the WA Departments of Community Development and Conservation and Land Management, the WA Museum, the Lotteries Commission and ATSIC.

The experience of the first three years of the Foundation's operation has led to a close working relationship with the Australian Youth Policy and Action Coalition (AYPAC) as well as the peak youth organisations in each State and has resulted in regional consultation programs around Australia.

An important component of the Foundation's strategic plan for the next triennium will be its development through discussions with young Australians and the youth network.

The Australian Youth Foundation will continue to develop and fund innovative programs with the potential to create a better, fairer young Australia by promoting social development and community concern.

For further information, contact:

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Suite 302, 134 Williams St.,
East Sydney, NSW 2011
Tel: (02) 357 2344
Fax (02) 358 5635



Chairman of the Australian Youth Foundation and Human Rights Commissioner, Brian Burdekin meets with John Sullivan of Perpetual Trustees and the Chairman of the Melbourne City Mission, Peter Francis with Don Saltmarsh their Executive Director and Sandra Tidd to discuss innovations in youth work at the South Port Youth Program in Victoria.

A Philanthropist's Profile – Dick Smith

“What makes Dick Smith run?” For someone exhausted from only reading about the exploits of this great Australian, this question lurked behind my recent interview with a man who had recently written a personal cheque for \$1 million dollars for the Smith Family – one million that attracted another from Paul Keating’s offer for the government to match the Christmas appeal last year.

Dick Smith was concerned that the Australian Financial Review colour supplement (Review February 1993) may have missed the point in a recent interview on his views on charity. “I think they thought I was being flippant when I suggested that I gave because I enjoyed giving and that it gave my satisfaction, whereas I was perfectly serious about that. I give because I think it is the right thing to do. I am doing it firstly because I have done very well out of this country and secondly, I look at it as giving something back. After all, what’s wrong with that, and it does give me personal satisfaction.

I never look at what I give as charity but, rather, as being involved in the commonwealth of everyone, and after all, I might need some help myself one day. It’s funny how people say they don’t want to seem to be accepting charity or to be seen as needing help. It wouldn’t worry me to have someone help me. There then may be some way in the future that I can help back.”

We were also interested to take up the distinction he referred to in the article between the American attitude to giving and those that prevail within this country.

“In relation to attitudes in the United States, I find there is a very different attitude there to here. It is considered an acceptable thing to give in America and for a company or an individual to put something back into the country, whereas in Australia people can be labelled with that ‘do-gooder’ image.”

What about the role that government should play. What should be the minimum mandate for government?

“I think that we have an attitude here in Australia that the government should do everything and that means bureaucracy. Unfortunately, the bureaucracy does things incredibly inefficiently, whereas direct assistance will always be far more efficient. For example, with the Smith family, a very small part of any donated dollar is



going towards running the organisation. Most of it is going to the people who really need the assistance and your dollar is being more effectively used.”

“On the other hand, with taxes, which is the other way in which our social responsibility may be exercised, we know that the government costs 30 or 40 cents in the dollar in administration.”

Smith’s company, the Australian Geographic publishing house has provided funding of \$5.25 million since it was established in 1986. Most of it – \$3.6 million – has gone to social causes like the Life Education centres and other community projects. Adventurers and explorers have received \$483,000. As the major shareholder it is his prerogative to divert the profits into company giving projects, but the 40 to 60 requests – from among hundreds each month which receive funding are determined by an informal committee consisting of his wife and staff from the company. One can’t help being left with the thought that if giving provides personal satisfaction, then Dick Smith is prepared to share that satisfaction around.

“With the Australian Geographic Society, all the running costs are covered by income of the magazine. Anything that is given to the Society is totally given away for the Society’s purposes. Every cent given is for earmarked for scientific research and not one cent is taken out of it. The whole amount goes totally to the cause.”

An astute businessman with an eye for a dollar, we had to enquire as to whether the Prime Minister’s offer to match the Christmas donation appeals, dollar for dollar, was too good a business opportunity to double the benefit of his gift to the Smith Family to pass up, and what role, if any it played in his decision?

“No, I wasn’t in favour of that offer at all. All that meant was that any money used to match private giving

would be giving money away we, as a nation, don't have and continue to borrow. It would, effectively, be stealing from our children's future by putting them further in debt. Governments at the moment have no money and if any Prime Minister promises to give money away, it is simply stealing it from our children who will have to bear the burden to repay it. I wasn't enthusiastic about that at all and it had absolutely no effect on my putting my money in."

What about incentives for private and corporate giving. What should the tax system do to encourage more giving?

"You must be very careful about getting governments to make it more attractive for people to donate simply by giving better tax advantages. The better way to make it more attractive is, firstly, to make it more acceptable within the culture and then to promote it as the 'right thing to do.'

What should happen is that companies that are being responsible should get good publicity, as companies such as McDonalds obviously do, and the ones that are being irresponsible should have a bit of publicity on the fact that they don't donate any money. After a while you would find that peer pressure would lead them to adopt the attitude that they should do the right thing."

McDonalds is a good example. The million dollars recently committed over the next five years is a decision of the "cooperative" of franchisees, who have a direct say in making that amount available from their marketing budget. There is a clear element of marketing, but it is clearly laced with a strong dash of community support. We also ask "Should company giving be something altruistic and diverted from profit, or is it better to mix it up with marketing?"

"I think there is two sides to that question. Some should come from marketing. There are lots of things to which you can give money which can also provide a good marketing advantage, but I also think that being a responsible corporate citizen is important. Shareholders should instruct the Board on their giving policy, or the Board should come up with guidelines which the shareholders then accept, which empowers the Board to make donations where there is not a direct marketing advantage, but where they are acting as a good corporate citizen."

When it comes to rationalising why a company should act as a good corporate citizen, we mentioned the fact that an Association member, the Allen Foundry, gives to the western suburbs of Melbourne because it considers it has a responsibility to pay a dividend to the community in which it is situated. We asked Dick Smith what reasons he felt could justify a corporate giving policy.

"For a free enterprise system and a capitalism to work fairly, it can't just rely on government regulation alone. You only have to look at the Soviet Union to see how the alternative system doesn't work. Our system in the West will destroy itself if it is just based on greed or on only being controlled by government regulation. Business has to show tremendous responsibility and you need to have some strong moral conviction that the company is doing the right thing, otherwise the opposing forces will rightly destroy the system."

The Australian Financial Review suggested that Dick Smith had found charity embarrassing. We asked him if he was coy about being considered a 'philanthropist'.

"When I was a kid there were people called 'Philanthropists' and they were quite wonderful and we looked up to them. Sir Edward Holstrom in Sydney and down in Melbourne there was McPherson MacRobertson, and they were looked up to as being incredibly wonderful people who did valuable things. There is no such thing as a 'Philanthropist' today because the community tends to look down on them.

I was interested to read today how Kerry Packer had donated money for defibrillators, but insisted that it must be kept secret. He wouldn't have wanted it kept secret simply because other people might want to write to him for money, because I am sure a lot do. I would suggest that he wanted it kept secret for the same attitude that I've got, namely, that people will think, 'This person's a do-gooder' "

Whether Dick Smith would be happy to be known as a philanthropist, a do-gooder or simply as someone who considers it important to give something back, there can be no doubt that he is a leader – the type of leader this Association is happy to quote and keen to involve in changing the culture for giving in Australia for the best.

COMMUNITY EDUCATION AND CONSULTATION

The Key Centre runs public seminars on women's health issues where new research findings are presented on issues such as the menstrual cycle and mood changes, postnatal depression and women's health in mid-life years.

The Centre also publishes a quarterly newsletter called *The Key to Women's Health*. The newsletter focuses on a women's health theme each issue. Circulation of the newsletter includes members of the public, women's support and interest groups, community health centres and academic institutes in Australia and overseas.

The Key Centre is advised by an independent committee of people from a wide range of professional backgrounds, and representatives of community groups. The Community Consultative Committee helps to facilitate effective community input into Key Centre programs, as well as ensuring feedback to the wider community.

THE FRIENDS OF THE KEY CENTRE FOR WOMEN'S HEALTH

This was set up in 1990 by a group of people wanting to support the work of the Key Centre. The groups believes that knowledge will give women the power to make decisions which affect their health. The Friends raise funds to assist the Key Centre in specific areas of need and work hard to promote the work of the Key Centre to all Victorians. Activities of the Key Centre have included fundraising functions, initiation of the public lecture series and the Key Centre's newsletter. The current committee of the Friends of the Key Centre include:

| | |
|-----------------------|--------------------|
| Mrs Rasa Bertrand | Mrs Roslyn Smorgon |
| Ms Jill Reichstein | Ms Simone Semmens |
| Ms Helen Ringrose | Ms Renata Schnall |
| Ms Jan Conn-Armstrong | Mrs Pam Bennett |
| Mrs Annette Smorgon | |

The record of the Key Centre has been significant. It not only provides a necessary focus on women's health issues in this community but its work is making inroads within international circles and its educational program to Japan is a budding export market.



Fieldworker, Corry Garamszegi, making her annual visit to a woman taking part in the Women's Midlife Health Project.

Unfortunately, the cuts in funding to the Victorian Health Promotion Foundation will affect the landmark study of women's health in the midlife years by one third cut in budget. At this stage this landmark study is in danger of being caught half-way in its six year program.

The challenge for the future is to secure the funding necessary to continue and extend the scope of the Key centres work.

The Centre must now look outwards to the private sector, community groups, private donors and philanthropic trusts in a way which is new to its operation and function. We have been pleased to have this opportunity to share our vision and have welcomed a growing number of visitors from trusts and foundations over recent times.

For further information, contact:

Assoc. Professor Lorraine Dennerstein
Key Centre for Women's Health in Society
205-209 Grattan St., Carlton, Vic 3053
Tel: (03) 344 4333/7389 Fax: (03) 347 4127

Resource File – Women Interested in Philanthropy

The following are some key organisations that conduct research or provide other services to assist women to become more involved in philanthropy, both here and in the United States:

The Australian Association of Philanthropy.

The Association produces "A Guide to Informed Giving" which is a valuable step by step guide to private giving. Using a question and answer format, the Guide examines issues and options about the formation of trusts and foundations. The following Trustee companies – ANZ Executors and Trustees, Perpetual Trustees (Vic) The Trust Company of Australia and National Mutual Trustees, are all members of the Association and can advise on the formation and administration of trusts or foundations.

Contact Max Dumais, *The Australian Association of Philanthropy* at the 8th floor, 20 Queen St., Melbourne, Victoria 3000, Tel: (03) 614 1491 Fax: (03) 614 8471.

Social Change Network. Formed by individuals with personal wealth who wish to support socially responsible projects in areas such as the environment, health, peace, education, employment, income security and human rights, the Network acts as a contact point and information exchange for people interested in new perspectives for philanthropy and in giving for social change. The Network does not raise or distribute funds.

Contact Jill Reichstein, *Social Change Network* at the 5th floor, 165 Flinders Lane, Tel: (03) 650 4400 Fax: (03) 650 7501

Victorian Womens Trust. Providing an opportunity to administer funds and initiate programs, the Trust's activities seek to improve the cultural, economic and political status of women and reflect an understanding of the impact of such factors as ethnicity, race, age, disability, class, sexuality and sexual preference.

It is also interested in projects which increase the management, promotional and financial capabilities and planning of women's organisations in achieving cultural heritage, support group activities of emerging women artists, and/or stimulate thinking and ideas in community arts.

Contact the Executive Director, *Victorian Womens Trust* at Level 1, 387 Lt Bourke St., Melbourne, Victoria 3000. Tel: (03) 642 0422 Fax: (03) 642 0016.

Centre for Women and Philanthropy. Located at the University of Wisconsin at Madison, the centre was created in the 1989 to serve as a clearing house, to conduct research, and to circulate information on topics related to women in philanthropy.

Contact the Director, *Centre for Women and Philanthropy*, School of Family Resources, University of Wisconsin at Madison, 1300 Linden Drive, Madison, Wisconsin. 53706 USA . Tel: (608) 265 5711.

National Council for Research on Women.

A coalition of more than 70 research and policy centres, the council gathers and distributes information about women and girls. It recently received funding from the Lilly Endowment to undertake a collaborative research project on women and philanthropy with two other organisations, the National Network of Women's Funds and Women and Foundations/Corporate Philanthropy.

Among the topics to be studied : the role of woman fund raising, giving by women, and whether foundations that have female board members and senior executives are more likely to make grants to organisations serving women and girls.

Contact the Executive Director, *National Council for Research on Women*, Sara Delano Roosevelt Memorial House, 47-49 East 65th Street, New York 10021 USA. Tel: (212) 570 5001.

Why Women's Health

It seems trite to observe that men are different from women. Women get "sicker" than men, but live on average, six to seven years longer. Apart from puberty men have a non-eventful ageing process. They are young and they grow old. Women's bodies, in contrast, are cyclical. They experience menarche, menopause and monthly menstrual cycles. These differences have not often been taken into consideration by medical researchers. This leaves doctors to interpret the results of all-male research for their female patients.

The ageing population is predominantly made up of women, and a growing number of women are entering and continuing to participate in the workforce. A lack of knowledge about women's health issues will have significant and widespread effects on employment, social services and the Australian economy.

In almost every community in Australia there are more women than men. Women are in the numerical majority, yet medical research and health care is still not representative of this fact. For instance, only 2.4% of funds were allocated to women's health projects between 1985 and 1989 by the Medical Research Committee of the National Health and Medical Research Council (NHMRC) of Australia.

WHAT IS A KEY CENTRE FOR WOMEN'S HEALTH?

The Key Centre for Women's Health in Society is an academic centre of excellence committed to improving women's health. It was established in 1988 at the University of Melbourne's Faculty of Medicine, under the Commonwealth Government's highly competitive Key Centre Program.

Differentiating itself from other academic and research institutions, the Centre's aim is to develop a new approach to women's health issues by integrating knowledge from social sciences and humanities with that of medical science. It collaborates with experts in fields as diverse as anthropology, law, business management, psychology and sociology.

The Key Centre for Women's Health's objectives are to:

- **encourage** positive changes in delivery of women's health services, and policy relating to women's health
- **empower** women to care for their own health
- **increase** expertise in the area of women's health research
- **develop** and promote the use of a research model which is based on social health, is defined by women and embraces a number of disciplines.

The Centre has established the following main areas of activity in order to achieve these objectives:

- **research** into women and their health. How it impacts on their participation in society and what the differences are between female and male health.
- **teaching** at postgraduate and undergraduate levels to enhance knowledge amongst health professionals and university academics about women's health issues.
- **model** clinical services addressing psychological and social problems previously ignored in clinical practice
- **community** education and informing people about research findings relating to women's health
- **community** consultation, listening to women's needs and the issues they face and to test possible solutions.

The Key Centre's Director is Associate Professor Lorraine Dennerstein, a psychiatrist whose PhD was carried out in obstetrics and gynaecology. Her research interests have focussed on the relationship between psychological, social and hormonal factors in relationship to the menstrual cycle, pregnancy and postpartum and menopause and studies into the role of gender in career development. Other staff member have backgrounds and research interests in psychology and women's health, reproductive technology and screening programs for preventive health, epidemiology, public health, anthropology, general practise, menstrual cycle related problems, nursing, information technology and sociology.

RESEARCH PROGRAMS

The Key Centre's wide ranging research program provides an accurate knowledge base for use by health professionals, and other special interest groups and centres.

Many of the research activities are undertaken in collaboration with departments and institutes within the University of Melbourne and with the broader academic community in Australia and overseas.

In doing this the Key Centre is assisted by being a collaborating centre for the World Federation of Mental Health and the Director is a consultant with the World Health Organisation. Collaborative international activities involve China, France, Georgia, Italy, Japan, Sweden, Switzerland and the USA. The Key Centre's current major programs include:

Melbourne Women's Midlife Health Project: *the first study in Australia to research Australian women's experiences of the menopausal years. Menopause affects over 50% of the Australian population, yet little has been done to understand the cause and impact of common menopausal symptoms.*

Women, Men and Work: *research in this area is examining gender differences in career patterns, and the relationship between career development and quality of life for men and women in the workforce.*

Well-being in the Childbearing Years: *various studies are in progress to study the relationship between the birthing experience and postnatal depression.*

Women and Mental Health: *identification of the major factors affecting women's mental health and development of specific programs to treat mental ill-health.*

TEACHING PROGRAM

The Key Centre for Women's Health is the first institution in the world to offer specialised postgraduate qualifications in women's health. The Graduate Diploma in Women's Health is available to graduates from all health-related disciplines. It brings together knowledge from the biomedical and social sciences, and draws on theoretical, clinical and research work. It provides coursework for graduates wishing to undertake a Master of Medicine Degree in Women's Health.

In 1993 the Graduate Diploma will be taught intensively to Japanese health professionals, fifteen of whom will come to Australia for short periods each year. The Key Centre is keen to make its courses available to health professionals in third world countries, particularly those in our Asian Pacific region.

THE KEY CENTRE'S MOTHER-BABY UNIT

In February 1989, the Key Centre established a Mother-Baby unit at the Mercy Hospital for Women, a public teaching hospital of the University of Melbourne. It is the first such unit to be developed in an obstetric hospital in Australia and worldwide. Previous units have been placed in psychiatric hospitals where women are stigmatized socially and without the comprehensive facilities needed to care for infants.

The unit provides specialised inpatient and outpatient services for women and their families in the area of postnatal emotional difficulties. In 1993 the Key Centre and Mercy Hospital seek to have the accommodation of this unit renovated to provide more privacy and facilities for women and their families. The Key Centre's clinical services at the Mercy Hospital are also being expanded to provide women's health clinics and to improve the psychosocial care of women admitted to the hospital.



Playroom at the Mother Baby Unit Mercy Hospital for Women.

Victorian Women's Trust – Making a Difference for Women

by Kate Charles

Ten years ago in a small room in Melbourne half a dozen women gathered to answer the million dollar question. The then Premier, John Cain, was then offering \$1 million and a section of Flinders Street Railway Station to the women of Victoria. He wanted to know what the women wanted to do with it.

It was two days before Ash Wednesday and a dust storm was moving through Melbourne. The women (some of whom had returned from interstate for the occasion) were filled with a sense of excitement, vision and anticipation.

The Victorian Women's Trust was born after much discussion, consultation and negotiation. This was a new concept. It had never been done before. There was no model, only a dream and understandably the idea was met with apprehension.

The idea for a women's centre at Flinders Street Railway Station had eventually been thrown out the window because it wasn't financially viable. Instead, the women wanted a not-so-tangible philanthropic trust financed by the interest from the \$1 million and ongoing donations from the people of Victoria. The proposed Victorian Women's Trust would grant money to groups throughout Victoria working to improve the status of women.

With such an auspicious beginning it is not surprising that the Victorian Women's Trust has earned a reputation as a progressive organisation encouraging women to dream big and dream creatively in order to tackle the barriers they face each day.

As Marieke Brugman, the Convenor of the Victorian Women's Trust, says:

"The Victorian Women's Trust was and is still the only philanthropic organisation for women in Australia.



The Board of Trustees and Directors of the Trust: (from left to right) Dure Dara, Jenni Mitchell, Judy Whiteman (standing), Marieke Brugman, Jean Tom (standing), Jan Dillow and Vic Marles.

It brought with it the opportunity to pioneer new ways of working with women, keeping women's issues on the agenda of policy and decision makers, stepping beyond the 70's feminist rhetoric and seeking ways to advance feminism into the new century in a way which is critically relevant, at the cutting edge, beyond the constraints of party politics. The Victorian Women's Trust is able to acknowledge and celebrate differences, at the same time discovering the common thread between women from all walks of life and from many races."

Since the \$1 million was first handed over in 1985 the Victorian Women's Trust has donated \$832,000 to 127 women's groups. In addition, more than 1200 individual women have been assisted to achieve economic independence through the **Victorian Women's Trust's enterprise development programs**.

Through its granting program the Victorian Women's Trust has tackled many of the crucial issues affecting women such as domestic murders, incest, alcoholism, equal employment opportunities, institutionalisation of women and girls, housing and health.

Kensington Catering Co-operative is one of the many projects funded by the Victorian Women's Trust which have profoundly affected and improved the lives of individual women. Co-funded by the William Buckland Foundation, Kensington Catering was established to provide disadvantaged women in the Kensington area an opportunity to enter the work force and learn new skills.

The Worker-Owners of Kensington Catering Co-operative sum up the projects impact:

"As workers of Kensington Catering Co-operative, we believe that without the setting up of Kensington Catering we would not have been able to become part of the work force, developing catering skills and business abilities. It has enabled many workers to join the work force after initial training with Kensington Catering Co-operative, whilst others have taken on a more responsible role within the current operation and future development of the business."

Since its inception the Victorian Women's Trust's work has always gone beyond granting to encompass enterprise development programs for women, working with other organisations and foundations to advocate on behalf of women and, through its membership program, developing a network of women throughout Victoria committed to making a difference to the lives of women.

The Victorian Women's Trust broke new ground in 1986 with the establishment of the Guaranteed Loan Fund for women. The Victorian Women's Trust's ongoing commitment to women's enterprise development has led to many new initiatives culminating in **Womens Enterprise Connection**.

Womens Enterprise Connection manages a range of programs specifically designed to address the needs of women interested in setting up their own small business. It offers individual assistance, workshops, forums, seminars and a ten week New Enterprise Incentive Scheme course for women in receipt of social security.

Women's Enterprise Connection is a unique service which will eventually be independent from the Victorian Women's Trust. It is widely acknowledged as an expert in the small business field. A reputation which is supported by the fact that 70% of the small business established through the New Enterprise Incentive Scheme course managed by Women's Enterprise Connection are successful. This is particularly impressive when you consider the economic climate these businesses are competing in.

The Victorian Women's Trust has always been committed to women's enterprise development because it believes that women's economic independence is one of the key issues to achieving equality.

Toward the end of last year the Victorian Women's Trust made the decision to concentrate all of its resources for the next two years on women's economic independence and income security.

BAYBRIDGE – Tackling the problem of women alcoholics.

The road to recovery from alcoholism is hard enough without extra burden of financial worries.

The Helen M. Schutt Trust's recent donation of \$20,000 for a minibus has gone a long way to lift that burden from the Maroondah Alcoholics Recovery Project (MARP) by providing the mobility necessary at their women's project at Baybridge.

Since its inception in 1978, MARP has helped over 200 people through the rigours of alcoholism and 66% of those have had no further requirement for treatment.

The program is run for both men and women, and provides long term treatment up to one year. To qualify, people must be suited to communal living, be committed to abstinence and have no history of violence.

The house for 8 women at Baybridge is arranged like a home and residents are expected to run the house themselves.

During the past few years there have significant changes in the profile of those seeking assistance. The women are presenting at much younger ages, with average intake moving to around 24/25 years of age.

Some of those opting to the stringent program have to decide to leave behind families, some are professionally trained and others require both treatment as well as training in basic living skills.

MARP owns two properties in Croydon which operate as community residential treatment programs, and also leases a property in Mooroolbark known as the MARP centre.

It provides counselling and group support for people experiencing difficulties with alcoholism and addiction, their family and friends.

Aside from those gifts received from philanthropic trusts, such as Helen Schutt Trust, MARP also has three "Opportunity Shops" in Croydon, Mount Evelyn and Kilsyth.

For further information, contact:

Carmel Fox
Director,
Maroondah Alcoholics Recovery Project Inc
86 Brice Av., Mooroolbark, Vic. 3138
Tel: (03) 727 2463



Chairman of the Helen M Schutt Trust, Darvell Hutchinson presents a minibus to Carmel Fox – who couldn't wait to get into the driving seat and Jean Marshall and Dr. Blair Widmer of MARP.

Koori Women mean business – in more ways than one.

by Lyn Holroyd

These notes arose from a meeting of the Women in Philanthropy group with Koori women late last year, and were prepared by Lyn Holroyd. The first issue relates to the work undertaken by the Victorian Aboriginal Child Care Agency to assist Koori Parenting skills and the second to the Koori Women mean business. The third project canvassed was Koori Vision. In this International Year for Indigenous Peoples, all three projects bring credit to the Koori community and to the efforts of Koori women in particular.

The sins committed in the name of welfare can be visited on the heads of luckless families and communities for generations afterwards. Nowhere is this more obvious than in the long-term dislocation and destruction caused by welfare policies which, until the late 1960's, permanently removed Aboriginal children from their families and communities.

Peter Read – Author of the paper, "The Stolen Generations : The Removal of Aboriginal Children in New South Wales 1883 – 1969" – estimates that one in six or seven Aboriginal children were taken away from their families in that state this century.

In addition to the pain of separation and the loss of personal and cultural identity, some of these children also endured physical, sexual or emotional abuse at the hands of institutional staff, foster or adoptive parents.

Little wonder if some of these children found it hard to form strong stable families when they became older. Little wonder if some of their children in turn found themselves caught up in child welfare net, spending at least part of their childhood in institutions, foster care or with adoptive parents.

The legacy of this dislocation endures today, manifested in continuing patterns of family breakdowns, family violence, child abuse and drug and alcohol problems. However, with the advent of organisations like the **Victorian Aboriginal Child Care Agency** (VACCA), Aboriginal children are now placed within the Aboriginal community.

Before the establishment of VACCA in 1977, 90 per cent of Aboriginal children placed in non-Aboriginal



The Conference provided the opportunity for Koori women to meet one another, talk about their dreams and concerns, share their experiences and learn about business in a relaxed and supportive environment.

foster care and adoption in Victoria were ultimately returned to the care of the state and were institutionalised. They are among today's young Koori people.

A new project, auspiced by VACCA and funded in its initial planning stage by The Stegley Foundation and ANZ Trustees, aims to repair some of this long-term damage and to stop the cycle of family breakdown by providing young Koori families judged to be at risk with help in the developing parenting skills.

The project, which aims to set up a **Koori Parenting Centre**, is a result of consultation and co-operation among a number of people, including VACCA family support and extended care workers Jenny Cullin and Elvie Kelly and others from Koori and non-Koori health and welfare organisations.

Two of those involved – the Mercy Hospital's liaison officer, Beryl Thomas and the project development worker for the planning parenting centre, Jenny Gerrand – came to the December meeting of "Women in Philanthropy" to explain the proposed project.

Beryl Thomas has spent 11 years working with Koori parents at the Mercy Hospital, which largely due to her efforts, now records the highest number of Koori births in the metropolitan Melbourne.

Of the 35 to 40 Koori births a year at the Mercy, Beryl has serious concern about the parenting skills of up to a dozen of these young mothers each year.

National Network of Women's Funds. A membership organisation of women's foundations, federations, and individual donors, the network promotes the development and growth of funds that help organisations serving women and girls. It tracks the growth of women's funds and educates women on using money wisely and making the most of their philanthropic contributions.

Contact the Executive Director, *National Network of Women's Funds*, 1821 University Avenue, Suite 409 North, St Paul, USA 55104 Tel: (612) 641 0742.

Network of Women as Philanthropists. Created in 1991 by two female fund raisers in Madison, Wisconsin, the network is a group of nearly 500 people who share anecdotal evidence, research findings, statistics, and other information related to women in philanthropy. The network publishes a newsletter and is planning regional conferences and workshops.

Contact the *Network for Women as Philanthropists*, 816 State Street, Madison, Wisconsin, USA. 53706 Tel: (608) 264 6585.

Resourceful Women. Established as a resource centre for wealthy women, it provides programs for women who want to learn how to manage their money, including giving to charity; leadership programs for women interested in becoming board members; and a network for women who give \$25,000 or more annually to social-justice causes. The organisation does not make grants.

Contact the Executive Director, *Resourceful Women*, 3543 18th Street, Box 9, San Francisco USA 94110 Tel: (415) 431 5677.

Women in Development of Greater Boston. A 10-year-old group for female fund raisers, Women in Development has approximately 800 members. Services include special programs for senior-level professionals, a leadership program for women who want to get top-level jobs, a quarterly newsletter, annual conferences and job listings.

Contact *Women in Development*, 170 Linden Street, Suite 1C, Wellesley, Massachusetts USA. 02181 Tel: (617) 237 8025.

Women in Financial Development. Also a professional group for female fund raisers, Women in Financial Development has about 300 members in the New York metropolitan area. Services included regular lectures, awards for outstanding performance in the field, and job listings.

Contact *Women in Financial Development*, 1562 First Avenue, Suite 306, New York, USA 10028 Tel: (212) 459 4645.

Women and Foundations/Corporate Philanthropy. A membership group of grant makers, this organisation conducts research on philanthropic giving to women's causes and serves as a clearinghouse for information on women and grant making. Services included a national annual meeting, regional conferences, an internship program to provide grant-making experience for minority-group women, publications on women in philanthropy, and a newsletter that is issued three times a year.

Contact the President, *Women and Foundations/Corporate Philanthropy*, 322 Eighth Avenue, Room 702, New York, USA 10001 Tel: (212) 463 9934.

PHILANTHROPY NEWS

ANNUAL GENERAL MEETING

A highlight of the AGM was the launch of the 7th edition of the Australian Directory of Philanthropy by the Lord Mayor, Cr. Des Clark. 1992 was recorded as a year of steady developments and 1993 was heralded in with the challenges arising from the Industries Commission review of charities being welcomed as an opportunity, rather than crisis.

Martin Carlson OAM was returned as President and two new Council members were introduced. John Sullivan of Perpetual, one of the initiating members of the Association joins Council, as does a new-comer to the Association, but not philanthropy, in Lyn Gearing who is a Director of Rothschild Australia and Chairman of their Giving Committee.

Prof. Julian Disney canvassed the challenges ahead for progressive philanthropy and a visitor from Norway, Ole Gjems-Onstad reviewed the environment for taxation of non-profit organisations. Myle McGregor-Lowndes outlined the implications of the Treasurers reference to the Industry Commission on charities.

AUSTRALIAN DIRECTORY OF PHILANTHROPY

The 7th edition of the directory continues a close collaboration between the Association and Thorpe Publications. In this revision, we were at pains to convince contributors that the Directory is not meant to simply meet the needs of grant-seekers. We see a life of two years and have encouraged trusts to be as clear as possible about their priorities over that time line, if not blunt. In this way, the Directory can also work to save administrative costs as grant-seekers are given the where withal to properly exclude themselves when appropriate.

1993 COUNCIL MEMBERS

The following members were elected unopposed for the following positions:

President: Martin Carlson OAM – Trustee,

Hugh Williamson Fund

Vice-President: Robin Hunt – Chairman of Trustees, Sunshine Foundation

Secretary: Jill Reichstein – Chairman of Trustees, Lance Reichstein Charitable Trust

Treasurer: Adolph Hanich – Trustee, Telematics Trust

ORDINARY MEMBERS:

Rupert Myer – Sidney Myer Fund

Darvell Hutchinson – Helen M. Schutt Trust

John Sullivan – Manager Charitable Trusts, Perpetual Trustees (Vic)

Lyn Gearing – Chairman, Giving Committee: Rothschild Australia

LUNCHEON MEETING PROGRAM

The monthly luncheons are an important way for members to meet and share information and developments in our field. We have scheduled them for following dates:

| | |
|----------------------|--------------------|
| Monday – 26th April | Friday – 10th Sept |
| Friday – 14th May | Friday – 8th Oct |
| Friday – 11th June | Friday – 12th Nov |
| Friday – 23rd July | Friday – 10th Dec |
| Friday – 13th August | |

With thanks to a number of members who attended the first luncheon to assist with planning the format for the coming year, the following formats were considered:

Project Feedback – with emphasis on issues of relevance to funding bodies such as how a project can be identified, funding mixes, demonstrable outcomes and strategic effects, joint management mechanisms etc.

Promotion of Philanthropy – Exploring mechanisms and issues related to tax and other legal matters which create incentives/disincentives to private and corporate giving

Issue-oriented discussions: –

- *Industries Commission review of Charities:* Canvassing issues which might arise.
- *Responsibilities of Trustees:* Ensuring the intent of settlor is best reflected, identifying emerging trends and issues, using advisors, reference panels and consultants.
- *Working with Government:* Considering possible issues of collaboration.

PHILANTHROPY AND TAXATION ISSUES

Immediately following the AGM, a special meeting was convened and hospitality extended by Arthur Andersen to capitalise on the visiting speakers and their interest in taxation and non-profit organisations.

During the election campaign, Council requested the President, Martin Carlson to canvass the support of both major parties for developing the type of tax incentives for companies and individuals, as well as the flexibility amongst grant seekers by extending the categories eligible for tax deductibility. In specific terms, we were concerned to determine if either prospective government would be prepared to consider the percentage formula allowed to companies in both Japan and the USA for tax deductible gifts on the one hand, and whether either would be prepared to consider the extension of tax deductibility from the restrictive public benevolent status under section 78(1)(a) to other non-profit organisations covered under section 23 (e).

These issues and others are being developed as an agenda for a serious campaign aimed at developing a conducive tax environment for individuals and companies to be prepared to give in effective and strategic ways.

WELCOME TO NEW MEMBERS

The Association is pleased and grateful for the support and interest that has been shown by the following members will bring to its operations:

Rothschild Australia – Lyn Gearing
National Mutual Trustees – Jeff Sitters
Trust Company of Australia – Barrie Dermody
Masonic Foundation (SA) – Ron Fletcher
J.B Were & Son – Phillip Schudmak
Cooperative Foundation (SA) – Anne Collins
Law Foundation (SA) – Peter Herriman

The membership of this Association will always remain circumscribed by the small pool of Grantmakers on which to call. It is also clear that the financial position of the Association can no longer simply rely on subscriptions and publication sales. However, with energy and clear direction, a lean administrative structure can achieve a great deal with the active involvement and support of a membership committed to our overall purpose of promoting more effective and strategic private and corporate giving in this country. In the years to come, the Association should model for itself the philanthropy it espouses in marshalling those resources necessary to attain its ends.



Staff of Helen M Schutt and the A.A.P. caught undertaking major research at Southbank, from left to right: Betty Tucker from Schutt with Iris Mason, and Sue Wauchope from Schutt with newest A.A.P. staff member, Jobstarter Caroline McAlister.

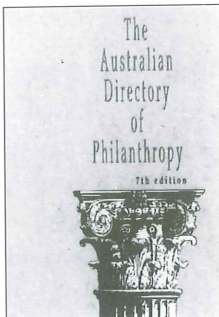
The Australian Directory of Philanthropy (7th Edition)

– Available March 1993

Published by D W THORPE in conjunction with the Australian Association of Philanthropy Inc.

The most comprehensive reference on sources of non-government funding in Australia

- Organisations listed alphabetically in the body of the Directory
- An exhaustive index of organisations listed by fields of interest
- Accessible information about private trusts, foundations & corporate funds
- A source of basic data for those working in the sector or other related fields
- Comprehensive data for researchers in the field of philanthropy



Cost: \$35 plus \$5 postage and handling

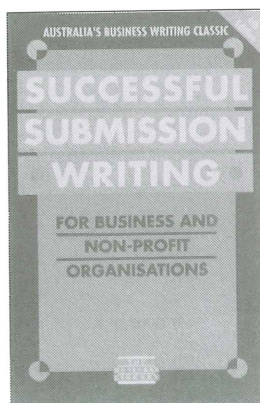
Successful Submission Writing for Business and Non-Profit Organisations

by Jean Roberts

Having spent over a decade in the business of preparing and writing submissions, Jean Roberts has developed her own material and teaching style to assist others in this task.

Her extensive experience covers the private, public and community sectors, with her own 'Successful Submission Writing' helping to plan and implement new programmes, establish new centres and services, introduce new policies and, gradually change out-dated attitudes.

**Cost: \$20 plus \$3 postage and handling
(Total \$23 per copy)**



Philanthropy Journal



Philanthropy has a greater role to play than ever before. As the official journal of the Australian Association of Philanthropy, *Philanthropy* is uniquely placed to highlight what trusts are funding.

* **RECEIVE VALUABLE INFORMATION**

Every issue of *Philanthropy* builds your resource library of local and overseas information with advice not readily available from any other source.

* **CASE STUDIES – HOW OTHERS HAVE SUCCEEDED IN OBTAINING FUNDS**

Philanthropy profiles projects that have been funded with clues for your applications.

* **KEEP UP TO DATE**

Emerging trends in corporate giving ... responses to the rural crisis ... how to apply successfully to Trusts and Foundations ... youth unemployment. Just some of the subjects covered over recent editions. *Philanthropy* will keep you in touch with the thinking amongst trustees.

Cost: Annual Subscription – \$30 posted

Charities and Philanthropic Organisations

REFORMING THE TAX SUBSIDY AND REGULATORY REGIMES

Papers presented at seminars sponsored by the Comparative Public Policy Unit, Monash University.

Additional sponsorship was provided by the Australian Association of Philanthropy and the Australasian Institute of Fundraising.

Editors: Richard Krever and Gretchen Kewley

Contributors include:

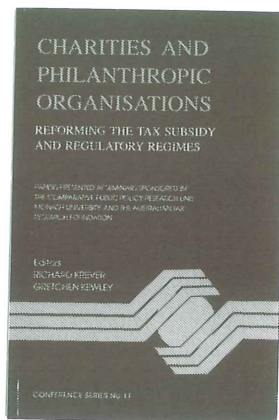
Tax Deductions for Charitable Donations: A tax expenditure analysis – Rick Krever

Charities, Philanthropies, Non-profit organisations: the impact of other taxes – Guy Noakes and Anna Carrabs

Taxation Concessions for Charitable Bodies and Philanthropies: Administration of the Tests – Amarjit Verick and John Lamerton

Taxation Treatment of Charities: Distributional Consequences for the Welfare State – Terry Carney and Peter Hanks.

Price: \$14 plus \$3 postage (Total \$17 per copy)



"How to approach Trusts and Foundations"

A Grantseekers Workshop

Dates: **Melbourne:** (venues to be advised)
(1) Thursday, 27th May, 1993
(2) Thursday, 29th July, 1993
(3) Thursday, 25th November, 1993

Sydney: (Venue to be advised)

Thursday, 10th June, 1993

Time: 1.00 – 4.30 PM

Speakers: Max Dumais

Australian Association of Philanthropy

Genevieve Timmons

The Lance Reichstein Charitable Trust

John Sullivan

Perpetual Trustees Victoria

Cost: \$75 per participant

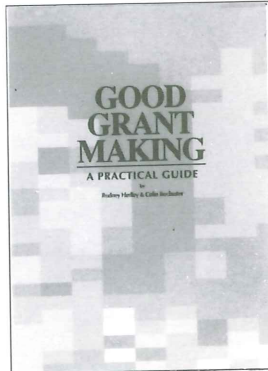
\$100 for one place including the latest edition of the *Australian Directory of Philanthropy* (Seventh – March 1993).
Normal Price \$40 (incl postage & handling)

or

\$120 for one place, including Directory and Annual Subscription to **Philanthropy**

Good Grant Making – Practical Guide

A practical handbook for people administering a grant-making trust or foundation, it concentrates on day-to-day administration. The hallmarks of good administration include the effective use of people, money and material resources. Good Grant Making attempts to cover all three.

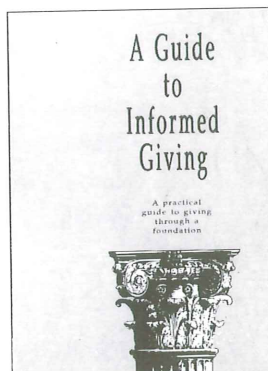


Good Grant Making deals only with the nuts and bolts of grant administration. It does not, therefore, cover other important aspects of running a trust such as the duties of trustees in respect of investment or staff recruitment. These will be the subject of other volumes.

**Price: \$15 plus \$5 postage and handling
(Total \$20 per copy)**

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 frequent use of case studies, it includes a 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: \$55 plus \$5 post and handling (Total \$60)

Philanthropy

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

Subscriptions to Philanthropy are also available to non-members. The rate is \$30 per annum, post paid. (Back issues, Number 1–15 inclusive are available for \$5 per copy.)

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

The Australian Association of Philanthropy
8th Floor
20 Queen Street
Melbourne Vic 3000

Telephone: (03) 614 1491

Facsimile: (03) 614 8471

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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 need of its members. Specific activities include:

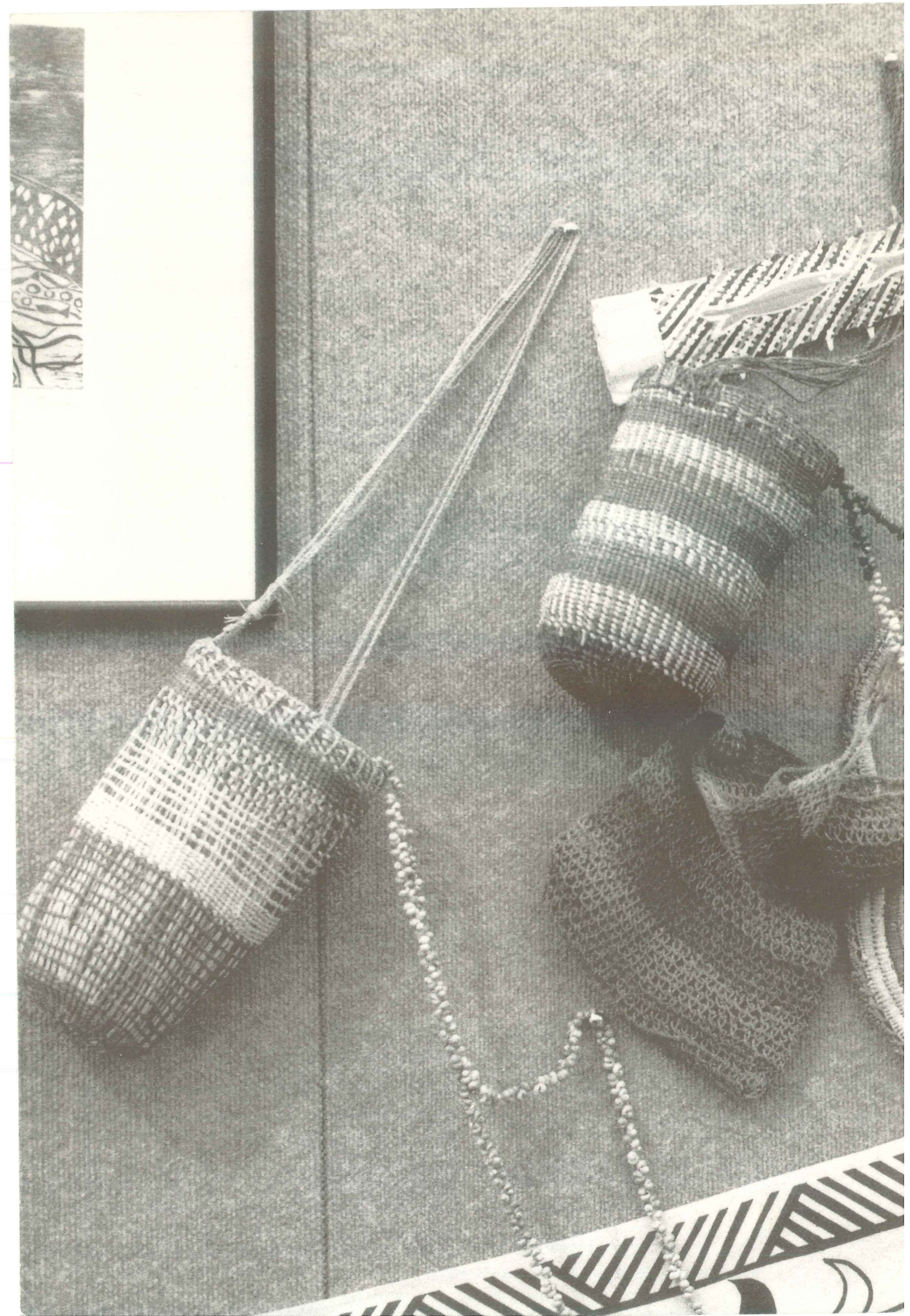
- Provision of information to members and the broader philanthropic sector through a quarterly magazine.
- A growing resource library of local and overseas information which is available to members, potential philanthropists and the community sector.
- Regular discussion groups/workshops for members 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
Cooperative Foundation (S.A.)
Esprit Cares Trust
Goulburn Valley Base Hospital Foundation
Helen M Schutt Trust
Howard Norman Trust
J.B. Were & Son
L.E.W. Carty Charitable Fund
Law Foundation of New South Wales
Lord Mayor's Fund
Lotteries Commission of WA
Masonic Foundation (S.A.)
Mayne Nickless Ltd
Monash University
Morialta Trust
Mr Robert Kerr
National Mutual Trustees
Perpetual Trustees Victoria Ltd
Pethard Tarax Charitable Trust
Queensland Community Foundation
Ray & Joyce Uebergang Foundation
R.E. Ross Trust
Rothschild Australia
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 Everal Compton Charitable 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 Green Hills Foundation
The Gualtiero Vaccari Foundation
The Hugh Williamson Foundation
The H.V. McKay Charitable Trust
The Ian Potter Foundation
The Lance Reichstein Charitable Foundation
The Law Foundation of S.A. Inc.
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
Trust Company of Australia
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



The decision grew out of a recognition that the Victorian Women's Trust's vision of long term social change for women can best be achieved by focussing on one issue at a time. The initial focus, women's economic equality, is a reflection of the times and represents a strategic decision to work towards ensuring that women's gains over the past two decades are not only maintained but built upon.

Ever since feminism began women have been fighting for economic equality. Unfortunately, statistics show that women are far from achieving that right. In Australia today women are still earning only 65 cents to each man's dollar whilst doing 75% of Australia's unpaid work.

Feminism has come a long way by ensuring equal pay for equal work through the industrial award system (now under threat in Victoria), however there are still huge discrepancies in the economic value placed on women's work as compared to men's. This filters through the entire social system from housework to the corporate sector.

The Victorian Women's Trust granting program will be an important vehicle to address those major barriers which fail to recognise the right of women to a secure income through all life stages; and, an equal say in the decisions regarding access to and share in society's resources. This includes tackling issues such as child care, superannuation, recognition of women's unpaid work and restructuring organisations to take into account workers' family responsibilities.



The Kensington Catering Co-operative on parade, another project assisted by the Women Mean Business Program.

The Victorian Women's Trust will be aiming to influence legislative decisions, change organisational practices and challenge entrenched values about gender roles in our society.

Breaking down these barriers to create opportunities for women's economic independence and income security is essential to women's continuing struggle for freedom of choice about all aspects of their lives.

The new focus, combined with a recent organisational restructure, heralds the beginning of a new phase for the Victorian Women's Trust. There is no doubt that the Victorian Women's Trust is taking into this next phase the vision and commitment to making a difference which sparked the original idea a decade ago.

For more information about the Victorian Women's Trust, contact:

Karen Mengell or Kate Charles
Tel: (03) 642 0422.

Women in Philanthropy

by Fiona Moore

In December 1990, the Victorian Women's Trust, in conjunction with the Stegley Foundation, hosted the inaugural meeting of the Women in Philanthropy group.

The formation of W.I.P., as it's become affectionately known, was inspired by the American organisation Women and Foundations/Corporate Philanthropy which is essentially an advocacy and research body which works to ensure that the interests of women and girls and persons from minority groups are addressed by philanthropy.

At the first early meetings, general areas of concern and organisational principles were developed. It was decided to make the group an open and informal network of women and men within the philanthropic sector who are committed to social change. Many members are, of course, also active within the Australian Association of Philanthropy.

There is clear and mounting evidence that women and their children continue to slide into increasing poverty; that as a group they benefit least from the philanthropic dollar; and that women are largely under-represented on the boards and staff of philanthropic trusts.

By taking all these factors together, W.I.P. aims to do as much as it can to make philanthropy truly responsive to the needs of women and girls by using the tools of advocacy, research and information dissemination.

W.I.P. seeks to play an active role in developing a culture of informed giving and promoting equitable and broad representation on foundations' boards and staff.

While W.I.P. is not and will not become a funding body for community projects, it may initiate projects which will be useful and relevant to the broadest philanthropic community.

Now in its third year, W.I.P. has a core attendance of about 25 members at its quarterly meetings. We are still open and responsive to the participation of new members and welcome their ideas.

Perhaps W.I.P.'s most immediately useful contribution to date has been the organisation of presentations to keep members in touch on current issues by the users of the philanthropic dollar.

Two meetings last year of particular interest included presentations by Dr. Jim Hyde, General Manager of the Victorian AIDS Council, on current trends in the disease and gaps in services for HIV/AIDS affected people, and a group of Koori women (see article elsewhere in this edition of Philanthropy) who spoke about issues of concern and needs of Koori women and their families – social, economic, cultural and health. In each instance, lively discussion followed the introductory talks, connections were made and up-to-date information provided – thus creating opportunities for more co-ordinated, responsive and informed decision-making by philanthropic trusts.

W.I.P. has been active in other areas – particularly in furthering debates with regard to taxation and legal issues affecting the philanthropic sector, towards greater equity and consistency between public benevolent institutions.

The group's other major strength is as a "round table" forum for networking and exchanging information about each foundation's current projects and directions. In such ways partnerships between philanthropic trusts can be formed, the sector overall is strengthened and project funding can be better directed to maximize its effectiveness in addressing discrimination and disadvantage.

* Two of this group's excellent research publications have particularly influenced our thinking and are available for borrowing from the Stegley Foundation and the Victorian Women's Trust. These are:

"Making a Difference: The Impact of Women in Philanthropy" and "Far from Done: The Challenge of Diversifying Philanthropic Leadership".

For further information concerning the work of W.I.P, please contact:

Fiona Moore,
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"I'm dealing with 15, 16 and 17 year olds. When you look at their mothers, the mothers are sometimes 32 and 35 and they were separated from their mothers. So they are still looking for something themselves – for bonding and for love – and so they can't give it to their girls," Beryl told the meeting.

"So I've got these girls who really need a mother and if they go home, even though most of them have extended families, the girls can't blame a 17 or 18 year old for wanting to enjoy herself. But if they had a parenting centre, they would have something to fall back on."

Jenny Gerrard, a non Koori social worker with a long interest in the area arising from her work with young Koori mothers at the Royal Women's Hospital, said the project aimed to establish four self-contained residential units at the parenting centre.

The project also aims to have someone at hand 24 hours a day for each family staying at the centre. New parents will be able to stay at the centre while they get intensive one-to-one in learning how to be a parent.

Jenny's new job is to get the planning for the centre off the ground and to find funding for its establishment. She will answer to senior VACCA staff and be working with at least one Koori project officer during this initial planning stage so that she can eventually withdraw from the project and leave it entirely in Koori hands.

She sees the centre, for which a site as yet to be chosen, as offering more than short-term intensive work with families caring for new-born infants. "Part of the hope is to establish long-term support for these people, since long-term damage has been incurred, by establishing parent support networks and resources," Jenny said.

The December 1992 "**Women in Philanthropy**" meeting learnt of Jenny's activities and also heard reports from two other Koori women projects, both interesting examples of moves by Koori women to achieve greater power and control in two key areas of mainstream society: business and the arts.

The **Koorie Women Mean Business** Project began in 1991 with consultations with Koorie women in

communities throughout Victoria and the establishment of a steering committee of Koorie women representatives from the general Koorie community, the Aboriginal and Torres Strait Islander (ATSIC) Regional Councils and funding agencies.

Julie Peers, the project co-ordinator during this first stage of the project and a key force in getting the project up and running, made full use of the skills and expertise made available to her through the Victorian Women's Trust.

"This project was based on Kooris and Non-Kooris coming together and on skills transfer," Julie told the meeting.

"The Victorian Women's Trust has got a range of experts on the enterprise development in women's programs. What they had, we wanted but we didn't know how to get it. We had to take a chance and build a relationship.

"I came and worked with the trust's executive officer, Jenny Florence, to develop some middle management skills and to learn how to put a conference together.

"The project itself was fantastic. It brought together in pre-conferences, 180 women from around the state to consult about what sort of conference they would like, what sort of information they would like and what they would like to know about how to start a small business."

The three day conference at the Geelong Education Centre, funded by Commonwealth (ATSIC & D.E.E.T) and State money (A.A.V), included practical workshops on business planning. Three different types of workshops were run to cater for differing starting points:

- For those who wanted to go into business but were not sure about their business idea.
- For those who already had a business idea and wanted to get going.
- For those already started in a business, even if it was only part-time.

Other conference sessions included personal presentation, developing a personal plan and a formal conference dinner, to which men were invited.

Julie said the Koori women planning and attending the conference thought it vital, natural and necessary to include men in some of the activities like the dinner.

"Because our community has been so broken up, we can't afford to take a feminist separatist view.... Our priorities are the children, the family and the extended family.... We see the extended family as essential to our survival. Once that unit is together, then you can go out and do it on your own."

Julie said that the feedback from project participants was extremely positive. They found it a valuable source of information, contacts and inspirations.

"What happened to us Koori women was that lots of doors opened up, lots of doors outside the welfare gate mentality. We got to meet with circles we had never met before and where we could share our culture, share our dreams and aspirations and meet on our own terms."

"The Expo was a fantastic display of Koori women's arts and crafts, as well as women's businesses. As a result of the Expo, three women have had business offers and we are looking at developing a mentor program."



The partnership developed between the Victorian Koorie community and the Victorian Women's Trust during the project have been cemented with provision being made for a Koorie woman to sit on the Trust's Board of Directors.

The **Koorie Women Mean Business** project has now entered a new stage, centred around the development of appropriate business training models for Koorie women and continuing support for Koorie women establishing or already operating their business.

Representatives from **Koori Vision** – a group of Koori artists, photographers, actors, writers and film and

video makers – also spoke of their work at the "Women in Philanthropy" meeting.

President of **Koori Vision**, Lisa Bellear, unable to be present at the meeting, recounted the group's aims by means of pre-recorded audio tape.

Koori Vision, which has obtained funds from several philanthropic organisations for its various projects, aims to counter the stereotypes and images of Kooris created and perpetuated in mainstream culture by non-Koori artists and writers.

"Our group is saying we are on about taking control... It's so vital for us as Aboriginal people to have our own images of who we are... for far too long we have had people from outside our culture defining and representing us," Lisa said.

Koori Vision also sets out to foster and promote the work of the Koori artists. Its projects have included exhibitions of Koori women's photography, a festival for indigenous women's writers, and an exhibition drawing attention to the stereotypes of Aboriginals presented in such items as common Australian souvenirs.

Kim Kruger, photographer and writer, said that most exhibitions of Aboriginal art and culture were organised and selected for display by non-indigenous people.

"There are two major galleries in Melbourne that are run by non-Aboriginal people. Aboriginal people can do Art degrees or traineeships through DEET, but we need some place like these galleries to work," she said.

Koori Vision projects helped young artists build up a folio, get experience and get recognition, she said.



Koorie women display their products and artwork.