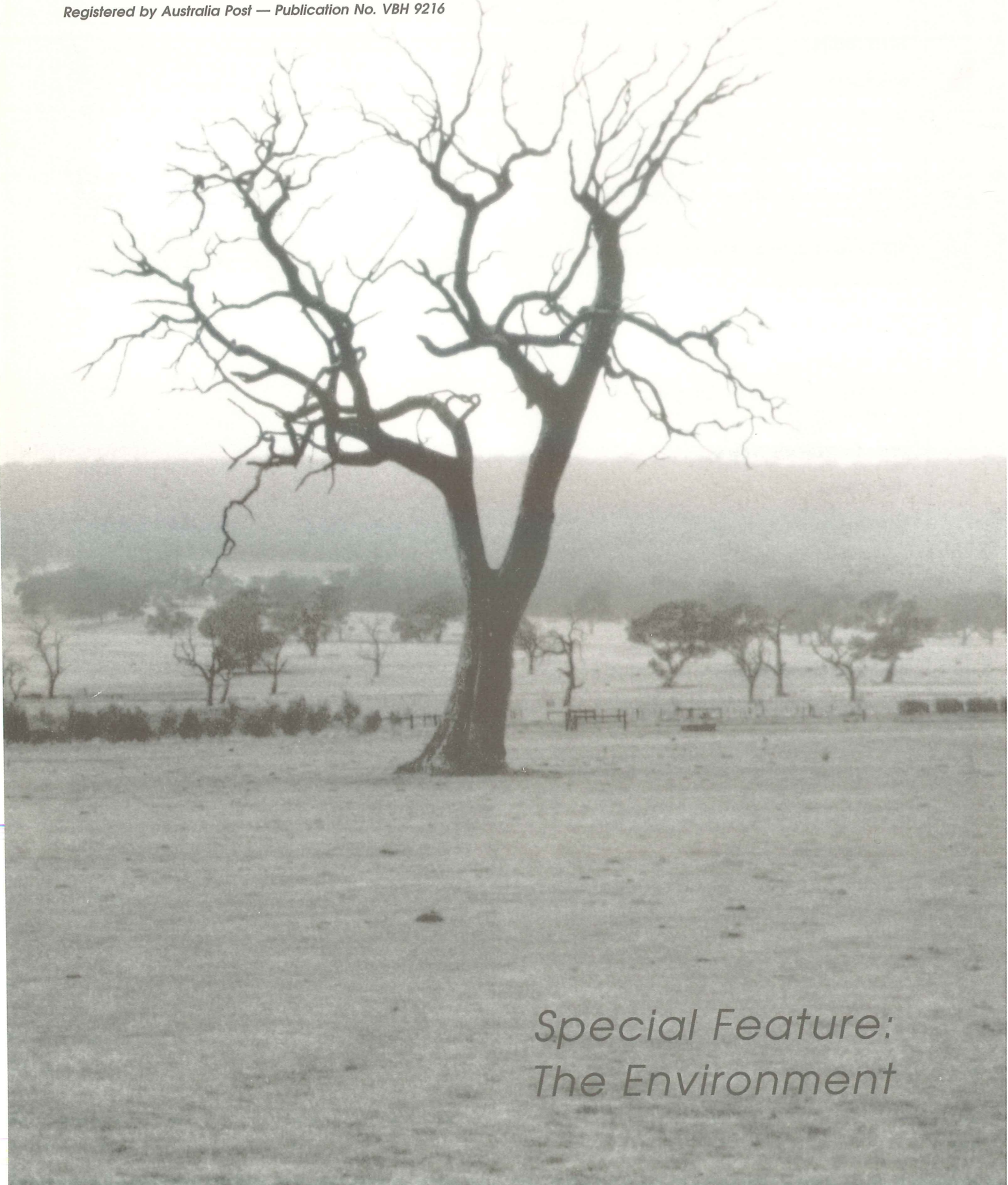


philanthropy 18

The Journal of the Australian Association of Philanthropy

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*Special Feature:
The Environment*

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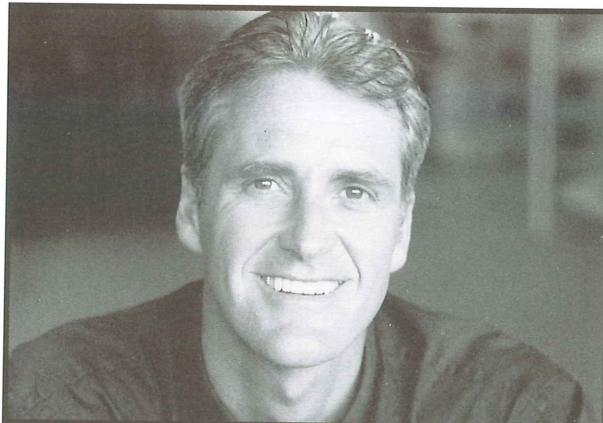
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Cover Note



This untitled shot from our photo archive should, perhaps, remain so as a record of what might be – rather than what will be.



This edition of Philanthropy is dedicated to the memory of John Bell, Managing Director of Espirit and Chairman of Espirit Cares Trust. His commitment to the cause of long term unemployed and the homeless has been an inspiration to many.

Disclaimer

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

EDITORIAL

Philanthropy has traditionally been seen to deal with the love of mankind. Environmentalism, on the other hand, may be seen as an expression of the love of the Universe. The reality is that the love of mankind presupposes the love of the Universe.

Scientists today talk about the fact that the carbon in our bodies can be traced back to the origins of the Universe and the beginning of time. Leaving aside the dryness of the debates about 'Big Bangs', 'Arrows of Time', 'Expanding Universes' or 'Points of Singularity', there is a poetry in the notion that all humanity contains that initial carbon, or literally 'stardust', engendered in that instant at the beginning of time. All of which seems to underscore the integral relationship between mankind and the Universe with all its poignancy.

One of the dangers we may run in considering **philanthropy** is the tendency to consider it in terms of 'largesse' alone. Some people take exception to **philanthropy** for just those reasons. In these terms of largesse, we might be seduced into considering **philanthropy** simply the prerogative of some to share their abundance with others.

In the arena of the environment, mankind's love of the Universe finds its real expression in a totally enlightened self-interest. In terms of the Universe we leave for our grand-children, this love of the Universe can be seen clearly as a love of mankind in all of its developing and unfolding manifestations.

It is in environmentalist concerns that we can see the ultimate realisation that, for humanity to love itself, it is necessary first to love and nurture the Universe which nurtures and sustains that humanity.

In this issue we have attempted to identify some examples of ways in which private and corporate **philanthropy** can express itself in managing the resources and the problems facing our day to day accommodation with our Universe. The underlying assumption remains that concern for the environment is an intelligent and self-interested concern for mankind itself and a perfect expression of philanthropy in modern-day living.

One of the interesting aspects to note is the way in which each example depicts links with corporates in this area of community concern. The article by Holly Hall is helpful in outlining some basics about how best community groups should go about the business



of putting deals together with business in order to achieve mutual outcomes.

The Industry Commission Inquiry into Charity is beginning to take shape and form. Members had the opportunity to meet with the human face of the Commission in the person of the Assistant Commis-

sioner, David Pollard, who has the responsibility - concurrently with his inquiry into the Petroleum Industry - to review our sector. His talk outlined the timetable for the inquiry. He made it clear that the Inquiry will provide as many opportunities as it may raise possible concerns for charitable organisations.

From the draft frame of reference currently in circulation, it is clear that the Inquiry will touch on issues of efficiency and effectiveness in the sector, and will make comparisons between the delivery of services by government and by the private sector. It will remain a challenge to translate those less measurable contributions of the community sector into terms which may have cogency within a rational economic framework.

This issue of *Philanthropy* touches on ways in which organisations may begin to deal with corporate giving so as to ensure a 'win-win' partnership. In each of the examples of environmental activity there has been involvement from the likes of Esprit, ICI, BP, Alcoa, Cathay Pacific and Westpac. There are lessons which need to translate across to other manifestations of **philanthropy**, particularly in terms of the involvement of staff and corporate voluntarism.

Spring is, perhaps, the most appropriate edition to showcase these initiatives within the environment. It is the time when nature shows its own resilience and revival capacities. It is an immense and powerful display of energy within the Universe. It is a resilience which mankind can only continue to take for granted at its own peril.

Max Dumais

Industry Commission Inquiry into Charity – Update

The September monthly luncheon provided an opportunity for members to meet with the Chairman designated for the Inquiry into Charity, Assistant Commissioner David Pollard.

David is an economist, with a background in this sector. After five years with the Jesuits, he has held positions with the Catholic Commission on Justice and Peace, with the New South Wales Aboriginal Affairs, the Brotherhood of St. Laurence and the Australian Securities Commission. His other concurrent inquiry at present is into the Petroleum industry.

Some indication of Dr Pollard's thinking on the interface of economics and social policy might be gleaned from a look at the publication, *Social Need & Social Policy: The Economic Context of Social Welfare*, which he produced with Hale and Iremonger, 1992 ISBN 0-86806-452-1. The text attempts to view the subject from five different perspectives:

1. the context of social policy and the role of government;
2. the Economics of social policy, the particular discourse of Economics;
3. family and community policy as key examples of where this discourse generally leads;
4. ideological perspectives: the Left-Right polarity in social policy;
5. synthesis: the differences imposed by a federal system and a framework for further consideration.

The text touches upon the different mix of government and community-based provision of services, the targetting of services, the entry of profit making organisations, the role of the Commonwealth government vis-a-vis the role of other levels of government and level of funding required and choices for financing. All in all, the work would seem to lay an important ground-work for the inquiry ahead.

In outlining the timetable for the inquiry, the Assistant Commissioner indicated the work was already started and there would be a task group of

around eight staff appointed for the period, which would be more likely to run to 15, rather than the usual 12 months. While, for the most part, the work of the Industry Commission is economic, this Inquiry would involve personnel from other disciplines in order to take into account some of the non-economic factors which would need to be considered.

During the course of the Inquiry, members will travel overseas to collect relevant international experience on the matters under consideration.

It is expected that the proposed Frame of Reference will be finalised by November, followed by a first issues paper. Once this Frame of Reference has been finalised, following consideration by the various States and the Treasurer, there will be a series of industry visits and calls for submissions followed by the first round of hearings, which are tentatively set for April, 1994.

Members were advised to have their submissions to the Inquiry by May at the latest.

A draft report is scheduled for preparation by September, 1994 followed by a second round of hearings leading to the final version in place by November 1994. Responses to the final report would be received and a submission made to the Minister in March 1995.

The Association will be represented at a peak agency conference convened by the Program on Nonprofit Corporations at the Queensland University of Technology in November, of this year. The Industry Commission has arranged for Robert Kerr, First Assistant Commissioner, Dr. David Pollard and a third inquiry staff member to be present.

Expressions of Interest: Any issues or concerns to members should be conveyed to the Consulting Manager, as well as any interest in becoming involved in a working party to prepare an Association submission at your earliest convenience.

East Asian Symposium on Philanthropy

The Consulting Manager, Max Dumais, attended the second International Symposium on Private Philanthropy in East Asia organised by the Institute of East and West Studies, Yonsei University, Korea in August.

Representatives from the USA, Hong Kong, Japan, Korea, Taiwan, Philippines, Indonesia, Malaysia, Thailand and Singapore who were representative of foundations, Centres of Study and Associations such as our own from Australia.

The first such Symposium took place in August, 1989 at which Marion Webster and Michael Liffman represented Australia on the issue of Organised Private Philanthropy in East and South east Asia which was held in Bangkok.

Aimed at continuing the dialogue which had begun four years previously, it was well recognised that the region, as well as the world, had undergone major structural changes during that time. There had been rapid economic growth at two to three times the global average within the region, economies had become more integrated and private enterprises were being pressured by their national constituents to perform both economic and social functions.

The important emergence of the non-profit and non-government agency in the delivery of services within countries within the region, with the maturing of democracy bringing a greater role in balancing between economic growth and social welfare aspirations, also contributed to a different type of agenda at this second meeting.

Some of the major changes in the two discussions included a move in focus from private towards corporate philanthropy, the widening of interest to embrace Asia and the Pacific, the issues of culture and ethnicity in giving and the need to develop some common approaches to the non-government sector in more general terms than simply philanthropy.

REPORT ON SEOUL CONFERENCE

Overview

Representatives from Korea, Japan, Hong Kong, Thailand, Phillipines, Malaysa, Indonesia, the USA, Taiwan and Australia took part in the three day symposium. Reports were delivered from each participating country and some general overview papers from the Centre for Philanthropy Studies from the University of New York, the Asia Foundation, the Rockefeller and Ford Foundations.

Major themes to emerge related to the interface between government and non-government structures within the region, the cultural and ethnic differences and the rationale for corporate funding, especially through foundations.

The Yonsei University which hosted the event would seem to have been well positioned with Korea. The Minister for Foreign Affairs gave an excellent and informed address to the group over dinner and the participants who chose to stay over were treated to a very VIP trip at the World Expo held at Taejon.

In the Australian paper, the issue of the Industries Commission review was raised as a major event in defining the government/non-government sectors within Australia during the coming year. The Ford Foundation agreed that this was a significant development and offered to assist, if possible, during the course of the inquiry.

Broadening the Scope of Discussion

According to participants at the first conference in Bangkok, the discussion at this symposium had broadened in at least two ways. First, the focus in Bangkok was on private philanthropy, while the discussion in Seoul has encompassed the not-for-profit sector more generally, while retaining its special interest in the philanthropic component of that sector. That is, the group recognized the continuing evolution and great diversity of institutional forms and philanthropic funding

mechanisms in Asia, as well as the inextricable linkage between the supply (donor) and demand (grantee) sides of the philanthropic relationship. It also noted that, while many organizations and much attention focuses on the role and development of Asian NGOs, this group is among the few which focuses primarily on the philanthropic "supply" side, which is a niche it would wish to develop further.

Second, although the original geographic focus was on East and Southeast Asia, there is a broadening of the scope of the symposium to encompass the Asia-Pacific Region, thereby including American and Australian colleagues as programmatic partners as well as donors.

Formal versus informal structures within the region.

The group agreed that it was premature to try to establish formal institutional structures to promote philanthropy in the Asia-Pacific Region. It favored building upon the strengths and interests of existing institutions within the region, and the allocation of functions and responsibilities according to those interests and strengths.

A tentative statement of Purpose

The Symposium proposed the following statement of purpose for follow-up activities: To promote and facilitate the emergence of indigenous philanthropy in the Asia-Pacific Region through collaborative research, networking, and information sharing.

Illustrative activities

The group proposes four types of core activities as follow-up to the Seoul Symposium:

1. Collaborative and comparative research.

Among the priority topics are the legal, political, and regulatory contexts affecting philanthropy in each country; cultural, ethnic, and historical factors affecting the emergence and practice of philanthropy in each country; case studies and comparative studies of corporate philanthropy; examination of innovative funding mechanisms for philanthropic activities, including public-private partnerships, community foundation models, trusts and endowments, etc. factors affecting the relationship among Asian governments, businesses, grantmakers, and NGOs.

2. Philanthropic development. A distinguishing feature of our follow-up research will be efforts to link researchers and practitioners in the design and conduct of research so as to facilitate the utilization of research findings for policy development. In addition to research as a tool for philanthropic development, the ad hoc group also discussed the need for public education on the role and importance of the not-for-profit sector and its positive linkages with Asian governments and business; and the supportive effect of workshops, conferences, peer discussions, and exchanges among Asian and other foundations and corporations.

3. Human resource development. The group discussed the need for training and other support for leadership development and management training for the staff of emerging Asian philanthropies. Such activities could take many forms, including short-term training courses, seminars and workshops, internships at established foundations, and study tours. Informal but regular networking among Asian, American, Australian, and other foundations may be another approach to human resource development.

4. Information sharing/clearing house functions. The group noted the wealth of information contained in the texts and notes to the papers presented at this meeting, and especially the data and directories being compiled through the Japan Centre for International Exchange's "NGO Underpinnings" project. (Asialink is acting as the local agent within Australia in this project). Establishing library collections within the region based on these sources would be one immediate information sharing activity. Other potential activities discussed included:

- pilot tests of the value of creating information centers for Asian grantseekers within existing institutions, such as university centers, consisting of libraries of directories and computer data bases covering Asian, American, and Australian grantmakers;
- some form of regular information sharing among interested individuals and institutions, possibly through E-mail, or regular copying of research

reports and other institutional materials to others in the "network", or publication of a newsletter of philanthropic research, meetings, trainings, and other activities within the Asia-Pacific Region.

Issues Still to be Addressed

What form of collaborative, multi institutional, non-bureaucratic mechanism can be created to accomplish the agreed objectives? How can we build upon the strengths and interests of existing institutions in the region? The group tended to favor the use of "lead institutions" for each of the four core activities, with further allocation of tasks and responsibilities within each core activity.

How will this informal, collaborative enterprise be staffed? Will a "core staff" be necessary, or can "dedicated staff" within each lead institution be assigned as staff?

How will this informal enterprise be governed? By correspondence among those involved in specific activities? Through some kind of committee or council composed of representatives of the lead agencies?

How will this enterprise be funded? For individual activities as they arise? For a pre-agreed package of activities over a three-to-five year period? By individual donors based on specific activities? By a consortium of donors who support a package and leave determination of individual activities to be decided by the group?

Conclusion

As always in these events, the concern was raised as to how to continue these contacts. The real value, however, was in the exchange of ideas and information as to how different groups tackle their charter in promoting more effective private and corporate giving in their own countries.

Australia has a role to play within the region and not least in this important area of aiding and abetting the development of effective giving.

COMPUTERISED TRUST ADMINISTRATION PACKAGE

The Australian Association of Philanthropy, with the financial assistance of Myer, Schutt, Sunshine and McKay trusts, has commissioned the development of a computer package to assist in the day to day management of trust affairs.

The program is presented in a user-friendly windows environment for IBM compatible machines, and will be also available in Apple.

The program assists from the receipt of application, through to Trustee consideration to final decision and ongoing monitoring.

A database is developed on which the history, trends and patterns of giving for the trust can be determined. The aim is to ensure that the language employed across the sector becomes common enough to provide accurate and realistic information on the effects of trust activity in Australia.

The cost of the Package is \$2,500, which includes three days installation, on-site tuition time and ongoing telephone advice from Karen Bingham & Associates, who have developed the program.

For further information, contact:

Max Dumais

Association of Philanthropy

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Putting Together Sponsorship Deals With Corporations



McHappy Day is a great opportunity for McDonalds to raise funds for children but also an opportunity to involve celebrities through Variety in the process.

*This Article by Holly Hall appearing in the June issue of **The Chronicle of Philanthropy** and is reprinted with their kind permission.*

Grants from corporations are hard to get in tough economic times, so many charities are winning corporate funds through sponsorship arrangements.

In some sponsorship deals, often referred to as cause-related marketing, the corporate sponsor promotes a product by advertising that a portion of the sales price will go to the charity. But many charities now offer corporations other benefits, such as free tickets to events or the chance to distribute sample products to members and donors.

Putting together sponsorship packages and negotiating the deals - which sometimes involve millions of dollars - is tricky and full of potential pitfalls. Experienced non-profit officials, corporate executives, and marketing consultants offer these tips:

Tell the company how it will benefit. Some corporate marketing executives complain that non-profits waste their time by talking about charitable programs instead of how they could help the company reach new customers.

"It doesn't matter what your program is; your audience is what really matters," says Don Smith, director of development at the Franklin Institute Science Museum in Philadelphia. "We're talking about cold advertising and marketing people who couldn't care less about your cause."

Mr. Smith and his colleagues spent eight months analysing demographic data about people who go to the museum to determine which companies might be most interested in reaching those people. The museum officials also considered how to distinguish their institution from the competition - other non-profits seeking the same sponsors.

"We've got a million people a year coming through here with a relatively high family income," says Mr. Smith. "No one else in Philly can deliver the audience that we can."

Attend marketing conferences. Non-profit officials say they don't learn much about corporate sponsorships at conferences held by major national fund-raising groups. They say they learn far more by attending professional meetings for marketing executives.

Jay Vestal, senior vice-president for marketing at the Children's Miracle Network in Salt Lake City says that after years of attending meetings of fund raisers, "I got tired of talking about whether cause-related marketing was philanthropy or not and non-profits agonising over whether they should accept 'tainted' money." His group raises more than \$100 million, primarily from corporate sponsors, for children's hospitals each year.

Now, Mr. Vestal says, he goes to the annual conferences of the International Events Group and the Promotions Marketing Association of America. At those meetings, "you've got all these people with

huge budgets talking about how to promote better," he says. He says that listening to their concerns and talking with fellow conference participants helped him figure out how to get sponsorship deals from companies.

Be careful in setting rates. "Never undervalue your assets," says Harry Abel, vice-president for corporate relations at the Arthritis Foundation. Mr. Abel, a former national sales director at the Coca-Cola Company, was hired five years ago to help the charity get more corporate sponsors; last year it raised \$8 million through sponsorships.

"People don't ask corporate sponsors for enough money," says Mr. Abel. For example, he says, "we think the use of our logo has a minimum \$100,000 value because we have good credibility and a good reputation, both locally and nationally."

To determine how much to charge for sponsor benefits, charities need to take into account the economic health of their region and how much corporations have paid to sponsor other events and groups in their geographic area, says Mr. Abel. Generally speaking, he notes, big-city and national groups can ask for more than non-profits in less-populated areas.

Companies also usually pay more for sponsorships aimed at increasing product sales than they do for promotions to enhance their image.

Don't spend a lot on proposals. Many large non-profit groups have expensive-looking sponsorship kits containing colour art, glossy brochures, and other materials to give to potential sponsors. Charities that are just getting started in seeking sponsorships don't need such fancy packages, says Paula Oyer, a sponsorship consultant at International Events Group, a Chicago company that publishes a newsletter and an annual directory of corporate-sponsor activities.

"Targeted letters are better than glitzy brochures," Ms. Oyer says. "The proposal can be tasteful by being on your letterhead. Use existing materials like annual reports to communicate your image."

Non-profit officials, she adds, should "say what your key selling points are. Fees must be included. A lot of people dance around this, but the company needs at least some idea. You should at least give them a range."

Charities should avoid using photographs and press clippings unless they demonstrate the benefits of becoming a sponsor, says Ms. Oyer. Detailed information on the age, sex, household income, buying habits, interests, and other characteristics of the non-profit's donors or members is always good to include, she says. Companies are particularly impressed when a non-profit group provides demographic information compiled by an outside company, she says.

The Cystic Fibrosis Foundation chapter in West Hartford, Conn., prepares a different proposal for each company that is being asked to sponsor an event. The charity puts the proposal in the same cover it uses to send out press releases. The proposals are usually about four pages long and contain a description of the event and information on the audience, sponsor benefits, and some information about the non-profit and its previous sponsorships.

The kit helps raise about \$300,000 annually from sponsors, says Paul Akam, special-events director for the charity.



Signage is a major catch-phrase for community groups dealing with corporates, as it is for companies themselves.

Do extensive research on potential sponsors.

"Mass mailings to companies and cold calls don't work in this day and age," says Carol Brown, chief executive officer at the Starlight Foundation, a Los Angeles-based charity that grants wishes to seriously ill children. The foundation started recruiting corporate sponsors four years ago and now brings in more than \$2 million annually from them.

Before pitching a sponsorship idea to a company, Ms. Brown consults reference books like *Hoover's Handbook of American Business*. The book provides information on the companies' holdings, top executives, products, and key competitors. Corporate sponsors often want the assurance that a charity is not affiliated with any of their competitors, notes Ms. Brown.

She also reads corporate annual reports and marketing, advertising, and business magazines and newsletters such as *Advertising Age*, *Promo*, and the International Events Group's *IEG Sponsorship Report*.

Those advertising and marketing periodicals, she says, provide valuable information about changes in corporate marketing plans, sponsorship deals, and new products that companies plan to sell. Companies, she notes, are often eager to promote new products through sponsorships.

Nancy Juetten, a former marketing manager for Jack in the Box, a fast-food restaurant chain based in San Diego, says she often became annoyed when non-profit officials called before they had done any research about the company or its interests.

"What would be a refreshing change is for the non-profit to find out what my hot buttons are first," says Ms. Juetten.

Pursue long-term arrangements. Many groups make the mistake of seeking a sponsor for one project or one performance at a time, says Ms. Oyer of International Events Group.

If a charity constantly changes sponsors, Ms. Oyer says, companies may think that the organization is not selective and will sell its name to any sponsor for a few extra dollars.

"When we started, we were going project by project, program by program, and spinning our wheels a lot,"



ICI doesn't only help, it is seen to be helping

says Elizabeth Morris, director of major gifts and sponsorships at the Chicago Symphony Orchestra.

Two years ago, orchestra officials "stopped selling things piecemeal," she says. Now the symphony gets companies to sponsor whole seasons or series instead of just an opening night or a particular concert. That strategy raises more money and cuts down on the amount of work that staff members have to do, Ms. Morris says. She says that the orchestra has more than doubled its sponsorship income, from \$1.4 million to \$2.5 million annually.

Be flexible. Non-profit groups often present sponsorship packages that give set rates for specific sponsor benefits but "show very little room for negotiation," says Ms. Juetten, the former Jack in the Box official.

She says charities should indicate that they are willing to create new sponsorship opportunities and tailor their proposals to meet the goals of particular companies. "It's not just a matter of 'Please give us money,'" Ms. Juetten says. "It's how to work together for something to benefit both of us."

Many benefits that non-profits offer to potential sponsors, such as free tickets and preferred seating at special events, "are not very valuable," says Ms. Juetten. They don't create more sales for the company, she notes.

To help stimulate sales for the restaurant chain, Ms. Juetten last year came up with her own idea for a sponsorship arrangement and got in touch with the Save the Earth Foundation, a Woodland Hills, Cal., group that raises money for environmental research. Ms. Juetten suggested offering restaurant patrons a booklet containing 10 coupons, each worth \$1 off an order at Jack in the Box. The booklets were sold for \$1 each; all the money from the booklet purchases went to Save the Earth.

Ms. Juetten says the deal was effective because both the charity and the business got something they wanted. Save the Earth received \$35,000 and some 93,000 coupons were redeemed - which meant that Jack in the Box got numerous repeat customers, Ms. Juetten says.

Recruit volunteers to help get sponsors. Ms. Morris at the Chicago Symphony Orchestra got eight marketing, advertising, and other professionals from local businesses to serve on a special sponsorship committee. "The more contacts you have and the more input from people looking at this from the other side, the better," she says.

The committee has helped Ms. Morris make contacts with companies and put together sponsorship offers aimed at individual marketing and advertising executives.

"We've had them call people on our behalf or go out on calls with me," she says. "Opening doors is an enormous help."

Committee members meet twice a year over breakfast. "This way you don't take a lot of their time sitting in meetings," Ms. Morris says. "After all, the goal is to get them to use their contacts to promote sponsorships."

Hold an event for potential sponsors. Ms. Morris is planning an outing for about 100 executives from corporations that might be interested in becoming sponsors. Orchestra officials will accompany the executives for an afternoon at the racetrack. She chose the site for two reasons: Chicago has a newly renovated track with luxurious appointments that are likely to appeal to corporate executives, and the event will draw people who don't necessarily have an interest in symphony music.

During a luncheon, the orchestra will display promotions from its previous corporate sponsors and some current sponsors will talk about benefits, such as increased sales, that their companies have gained.

Ms. Morris declines to say how much the outing will cost, but she says it will come to less than a third of what a company pays for the minimum sponsorship, which is \$25,000. So "if we get one sponsor out of this, it will be well worth it," she says.

Get free help from marketing or advertising agencies. Charities can get a corporate-sponsor program started by persuading a marketing, advertising, or public-relations firm to work with them for a year or two on a pro bono basis, says Ms. Brown of the Starlight Foundation.

Marketing and advertising agencies, she says, can help non-profit groups figure out what to offer sponsors and how to prepare sponsorship packages. They can also introduce charity officials to marketing executives at local companies and promote the non-profit's sponsorship package to their corporate clients, Ms. Brown says.

List potential deals in publications aimed at marketing executives. The Audubon Institute in New Orleans, which runs a zoo and an aquarium, listed a sponsorship offer for a special event in Brandweek, a marketing magazine published by *Advertising Age* in New York. The listing, which cost nothing, resulted in many calls from companies that are interested in a deal, says Karen Noles, director of promotions.

The International Events Group also lists information about non-profits and their sponsorship programs in its annual *IEG Directory of Sponsorship Marketing*. The 600-page directory lists 3,000 sponsorship opportunities and is read by many corporate executives.

Get written contracts. Non-profits should make sure that they have a written contract, spelling out their sponsorship agreements, even for short-term or limited promotions.

"You need lawyers that can review the contracts because they are totally different than other contracts," says Steve Delfin, vice-president for external relations at "Just Say No" International. The Oakland, Cal., organisation works to prevent drug

abuse among young people and raises more than \$300,000 from corporate sponsors each year.

Sponsorship contracts, Mr. Delfin says, are filled with marketing and advertising language that is often unfamiliar to charity executives. What's more, he says, charity leaders should get guidance about whether important provisions have been phrased in a way that provides as much protection as possible for their organisations.

Be aware of sponsorship guidelines and regulations. The Council of Better Business Bureaus' Philanthropic Advisory Service, a charity watchdog organisation, has adopted guidelines for corporate-sponsorship deals. Groups that do not comply with the guidelines may be in jeopardy of failing the organisation's standards for organisations that raise money from the public. (See the text of the guidelines on this page.)

What's more, many states have adopted regulations or disclosure requirements for charities that make sponsorship deals with companies.

Charities also have to worry about the Internal Revenue Service. If non-profits go too far in promoting the commercial products of sponsors, they may end up owing unrelated-business income tax on their sponsorship earnings. The IRS is now considering rules that would make most sponsorship income exempt from taxation, but fund raisers should get tax advice before signing any arrangements with companies (*The Chronicle*, January 26).

Be cautious. Charities should be careful not to rely too heavily on sponsorship income, says Mr. Delfin. Companies don't always want long-term deals, he says, and frequently change their priorities for sponsorships. Even multi-year sponsorship contracts usually have annual-renewal clauses, he notes, and sometimes companies cancel the agreements.

"Until you have a history of sponsor revenues, you need to treat any money as found money," Mr. Delfin says. "You will not know for a number of years how this income will ebb and flow."

ONE SET OF GUIDELINES ON SPONSORSHIPS

Following are guidelines developed by the Philanthropic Advisory Service of the Council of Better Business Bureaus for sponsorship arrangements involving charities and companies:

Participants in joint-venture marketing should include the following elements in their campaigns if they wish to ensure the charitable organisation's compliance with the voluntary CBBB Standards calling for charities (1) to establish and exercise controls over fund raising activities conducted for their benefit and (2) to include certain information in solicitations made in conjunction with the sale of goods or services:

1. A written agreement that gives (a) the corporation formal permission to use the charity's name and logo and (b) the charity prior review and approval of all joint-venture solicitations that use the charity's name, and
2. Joint-venture advertisements that specify (a) the portion of the product or service price or the fixed amount per sale/transaction to benefit the charity and, if applicable, the maximum amount the charity will receive, (b) the full name of the charity, (c) an address or phone number to contact for additional information about the charity or the campaign, and (d) the term of the campaign.

The additional suggestions listed below are not required to meet the CBBB Standards. However, in the interest of full disclosure and public accountability, PAS recommends that corporations consider the following questions:

- * Some states now have specific guidelines for sales made in conjunction with charities. Does the promotion follow these regulations?
- * Does the written agreement: (a) indicate how long the campaign will last, (b) specify how and when charitable trusts will be distributed, and (c) explain any steps that will be taken in case of a disagreement or unforeseen result with the promotion?
- * Does the corporation have financial controls in place to process and record the monies received to benefit the charity?
- * Will the corporation issue a financial report at the end of the campaign (or annually, if the campaign lasts more than a year), which identifies: (a) the total amount collected for the charity, (b) any campaign expenses, and (c) how much the charity received?

Westpac Banking Corporation: Helping to Clean Up Australia.

By Carol Cohn



A major drawcard for sponsorship of Clean Up is the capacity for staff and families to become involved as seen here from the Seymour Branch (Vic).

*(A precis prepared and published with the kind permission of the Sasakawa Peace Foundation from their publication **Corporate Citizenship in Australia**)*

On one day every year all around Australia, people can be seen with rakes, buckets and plastic bags, gathering up rubbish from parks and bushland, lakes and rivers, highways and beaches. In the four years since its inception, Clean Up Australia Day has become a national institution, bringing out adults and children in their thousands to do something for the environment.

Our most popular pro-environment activity, Clean Up Australia Day is also the Westpac Banking Corporation's biggest and highest profile community sponsorship, costing it hundreds of thousands of dollars annually.

The Clean Up Australia Campaign, which culminates every year in Clean Up Australia Day, was the brainchild of Sydney builder and keen amateur yachtsman Ian Kiernan. Kiernan conceived the idea during The BOC Challenge solo round-the-world yacht race in 1986/87, when he was able to observe at first hand the rubbish littering the world's oceans.

'The Sargasso Sea was choked with plastic,' he later commented, 'plastic sandals, old toothpaste tubes, garbage bags, old buckets - all from the land.'

Kiernan returned to Australia fired with enthusiasm to clean up his own backyard - the beautiful but polluted Sydney Harbour. With sponsorship from McDonald's, Ian and friends organised the Clean Up Sydney Harbour Day, held in

1989. 40,000 participants removed 5000 tonnes of garbage from the harbour, 'demonstrating,' says Kiernan, 'that we'd been using Sydney Harbour as a rubbish tip for 200 years.'

Subsequently other clean ups were organised on waterways round the country, and the idea of a national clean up day was born. Organisers took the idea to Westpac, got approval for the sponsorship, and the first Clean Up Australia Day was held in 1990.

'Westpac saw it as a great opportunity to get behind a worthy project, one that had been proven already with the Sydney Harbour Clean Up,' says Kiernan, now chairman of Clean Up Australia Ltd. 'We already had the experience, know-how and skills gained from Clean Up Sydney Harbour Day. Westpac brought the funding for the campaign to make it happen.'

With Westpac as its major sponsor, Clean Up was able to attract other corporate sponsors, including IBM, Telecom, McDonald's, Comet Express, Park Royal Travelodge and Amway.

Why Westpac chose to help clean up Australia

In 1990, Westpac had already identified the environment as a high-profile public issue worthy of support. The corporation's 5-year funding of the Koala Foundation was due to expire in 1992 and research showed increasing public concern for the environment.

'We monitor societal trends, and we saw that the environment was a growing issue with the community at large,' says Janine Bavin, Westpac's Manager - Community Relations and the person responsible for most of the day-to-day administration of the sponsorship. 'So it was up to us to make some contribution in that area - to make a statement that the bank was actively concerned with the environment. The reason we were first attracted to Clean Up Australia was that it was apolitical and not associated with any extreme conservation or environment groups.'

From the first, Westpac thought Clean Up Australia Day had the potential to attract wide-scale public interest and participation. 'What it does,' Bavin suggests, 'is to turn the problem of the environment into something we can all do something practical about, whether we're kids or adults, living in the city



Westpac Manager spends 'quality time' with the family on Clean Up Australia.

or the country - it makes it manageable.'

Although the amount of the sponsorship - now into its fifth year - has not been disclosed, it is believed to be substantial. It goes to produce all promotional material, such as 'how to' kits containing brochures and video; t-shirts, hats and posters all carrying the Westpac logo; the collection bags used on the day; the setting up of local committees to organise the clean ups; and the financing of staff travel to clean up locations. The Westpac logo, along with other sponsors' logos, appears on all letterhead, media releases and other publicity material generated by Clean Up Australia Ltd. Profile Communications, under the leadership of Managing Director Kim McKay, is responsible for the overall marketing of the campaign.

Events have shown Westpac's backing of Clean Up Australia Day to be strategically sound. The timing of the first Clean Up Australia Day coincided with a period of bad publicity for the bank in relation to customer losses in foreign exchange transactions. In spite of that, in 1990 Westpac's Bank Monitor Survey - which measures overall community attitudes to the corporation - showed an increase from 16 percent to 24 percent in positive public perceptions, a result the bank attributes wholly to the sponsorship. In subsequent years, as Westpac has come under increasing media pressure over management issues and decreased profitability, its approval rating has continued to rise, though less dramatically than in that first year.

Westpac's Clean Up Australia Day - a runaway success.

The success of Clean Up Australia Day has been enormous. In 1991, 450 cities and towns took part - more than twice as many as in the first year - 323,000 volunteers collecting more than 20,000 tonnes of litter at 4,452 sites. This year, 409,785 people participated in the clean up, collecting 17,500 tonnes of garbage from 5152 sites, including many of Australia's major highways.

Perhaps the reason for the success of Clean Up Australia Day is that the concept is so brilliantly simple. Local communities organise their own committees of residents to run the local clean up, with the help of a kit - including a video and a booklet - supplied by Clean Up Australia, and partially funded from Westpac's sponsorship contribution. Children as well as adults are able to join in, and for many it's a family occasion.

The National Clean Up office in Pyrmont, Sydney, is the coordinating point, providing 'how to' kits, promotion, advice, information and practical assistance to local committees organising clean ups. Local media are notified in advance of the locations of the clean up sites and the event always attracts good publicity. Up to 25% of all garbage collected is recycled, and the campaign also provides educational booklets to the public on how they can reduce, reuse and recycle their own rubbish.

And the campaign doesn't rest on its laurels. 'The organisation is very dynamic,' Bavin says, 'and has many new initiatives on the go, including the "Adopt a Highway" strategy for 1993, for enlisting on-going community support.'

Plans are now well advanced to export the idea to the world. With the support of the United Nations Environment Program, Clean Up Australia has organised a Clean Up the World event, to be held in over 60 countries from September 17th to 19th this year. Major sponsors include American Express, IBM, the US EGBAR Foundation and Qantas. Though this will not directly involve Westpac, it's expected to give fresh impetus to the local campaign.

Community sponsorships and the environment.

Has interest in the environment peaked in Australia, or is it still a cause worth sponsoring? With Westpac's funding of Clean Up Australia Day now in its fifth year, this is a question the corporation must ask.

The bank keeps a close watch on any research which sets out to monitor community attitudes to the environment. In a survey done in 1992 for the Federal Department for the Environment, the environment rated second only to unemployment - presently at an all-time high - as the issue Australians are most concerned about. The survey also showed that Australians believed it would be the issue of greatest public concern ten years from now. These findings confirm Westpac's belief that the environment is still a focus of widespread and growing public interest.

Other research done for the Independent Panel on Intractable Waste, into organisations Australians most trusted in relation to the environment and conservation, rated Clean Up Australia (56%) as second only to the CSIRO on 67%. Clean Up rated well ahead of the Australian Conservation Foundation on 51% and Greenpeace on 42%.

Westpac is aware that environmental sponsorship is sensitive, however high the organisation's public acceptance might be. 'We have to be cautious,' Janine Bavin observes. 'Like any major corporation undertaking sponsorship of an environmental activity, the bank must be conscious of its own environmental responsibilities and record, so as to avoid any unnecessary or uncalled for negative backlash.'

The funding commitment to Clean Up Australia Day is reviewed annually, and is carefully and professionally evaluated. The process includes pre- and post-event research to assess the effects of the day on people's perceptions of the corporation, and it also tracks the public's awareness of Westpac's involvement.

At the conclusion of the event each year, Janine Bavin produces a post-implementation report on every aspect of the Day which affects the sponsorship. The corporation's Bank Monitor Survey is another useful measure of the impact of the sponsorship on its public image.

Westpac has a culture of staff involvement in community projects, and weighs up the potential for active staff participation before undertaking a major sponsorship. From this point of view, Clean Up Australia Day has more than fulfilled its expectations. High from the start, staff participation in the Day continues to grow, and runs all the way from senior executive level down. In 1993, more than 10,000 Westpac employees and their families took part in the event, with 77 - compared with 43 last year - acting as committee coordinators of local Clean Up centres.

Though all present signs are good, as the Clean Up Australia Day sponsorship goes into its fifth year the corporation continues to keep a watchful eye on its progress. 'If we noted that attendance figures were declining or we were not getting the publicity we expected,' Bavin says crisply, 'we would certainly review our sponsorship.'

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BP Australia's Bulwer Island Refinery: Protecting Brisbane River's mangrove flats

By Carol Cohn

(A precis prepared and published with the kind permission of the Sasakawa Peace Foundation from their publication **Corporate Citizenship in Australia**)

The BP oil refinery at Bulwer Island, near the mouth of the Brisbane River, is the smaller of the company's two Australian refineries, producing 55,000 barrels of oil a day - about half as much as BP's second refinery at Kwinana in Western Australia. It has annual running costs of about \$45 million, employs 231 people, and is rated among the safest, most efficient and most reliable oil refineries in the world. It's also one of the few refineries in Australia which has never been fined for an environmental infringement.

Originally established by Amoco in 1965, the Bulwer Island refinery was taken over by BP in 1984. Tony Anderson joined it 25 years ago as a young engineer with a strong commitment to the environment. Now its manager, Anderson is largely responsible for the refinery's strong funding commitment to environmental programs.

'Apart from producing wealth, there are now important environmental, health and safety, industrial relations and cost concerns involved in running an oil refinery,' Anderson says. 'Internationally, BP is now striving for leadership in the area of the environment, and this means there is money available to do things. A few years ago this wasn't the case, so it was harder to make improvements.'

Much of the refinery's available funds for community sponsorships are now going to finance an environmental impact study being undertaken at Queensland University of Technology (QUT). It's a study of the mangroves area lying adjacent to the refinery, and the research team is led by noted marine biologist Dr Peter Mackey, of QUT's Centre for Biological Population Management.

The broad idea of the mangroves research came from Tony Anderson. 'We wanted to find out if the activities of the refinery were having any adverse effects on the life forms that exist there,' he says. 'It's a study of plant and animal life, and also a soil study. We wanted to know if there is any contamination of the soil from industrial wastes produced in the area.'

The study is financed jointly out of Head Office's annual funding allocation and half out of the refinery's own operating budget. At \$135,000, it's the most expensive single environmental project presently being undertaken by BP in Australia.

The importance of the Bulwer Island mangroves study

The BP Refinery - or the Amoco Refinery as it then was - and the other industrial plants on Bulwer Island were built on the site of vast mangrove flats at the mouth of the Brisbane River. Parts of the original stands have since regenerated, so that the remaining 10 hectares of mangroves consist of young and mature forests standing side by side. There is a heavy concentration of industry on Bulwer Island, including a second oil refinery, and also a sewerage farm. The mangroves area is close to Brisbane airport, which produces its own environmental wastes.

Mangroves are ecologically significant because - lying as they do at the border of land and sea, fresh



Mr. Tony Anderson, Refinery Manager with two students from Pine Rivers State High School.



Dr. Peter Mackey, with Queensland University of Technology student, Pine Rivers State High School teacher and two volunteers from the Refinery.

and sea water - they physically protect the coastline from erosion and provide a 'nursery' where small fish, molluscs and other creatures can feed and breed safe from larger predators. Food is abundant, as conditions allow plants and animals to reproduce at a rate ten times greater than in more exposed areas. The large quantities of waste organic materials produced by the mangroves are an important source of food for the food chain. Crustaceans eat mangrove leaves. Bream eat crustaceans. Egrets eat fish, and so on.

The animals also assist the mangroves to grow. Crabs, worms and molluscs burrow into the soil, allowing oxygen to permeate it and bringing nutrients to the surface where they are more accessible to the mangroves' pneumatophores, or breathing roots. The mangroves area is also the home of 62 species of land and sea birds.

An area of 2.5 hectares on the south bank of Boggy Creek on Bulwer Island was chosen by QUT's Dr Mackey as the study site. It contains a small stand of mature woodland surrounded by re-growth areas, and is adjacent to the BP refinery.

The 3-year study will conclude at the end of 1993. Dr Mackey - who describes it as an 'environmental inventory of the mangroves and their associated communities' - says it will provide a detailed assessment of the present status of the mangrove

forests and the life forms that inhabit them, and will also provide valuable base-line data to guide future management of the area. Progress reports of the study suggest that the mangroves are healthy, and that the traces of chemicals found in the mud and water are not harming the resident living organisms.

Bulwer Island, the environment and the SAIL program

Bulwer Island refinery's environmental consciousness shows in many areas of its operations. Its testing laboratory - which is recognised by government and monitors all its own waste emission levels - reports its results regularly to the Environment Protection Authority and the Department of the Environment, and these are normally well within the legal safety limits.

The plant has exemplary waste control practices; its system of effluent oxidation ponds - where the waste products of the refining process are broken down and purified before being released into the environment - is constantly being upgraded. As well as the tests required by law, the refinery is also beginning to do ground water surveys, to ensure that it is producing no ground water contamination.

Environmental awareness has also helped to shape the refinery's School and Industry Links (SAIL) program. SAIL developed in the United Kingdom in the 1960s out of concern for the general drift from sciences to arts in the educational system. It establishes educational links between industry and schools which give students direct experience of industry, and industry direct contact with students and teachers, and input into the development of school curricula.

Although BP has been involved in SAIL in the UK since 1968, there are still only a handful of BP/SAIL programs in Australia. And Bulwer Island Refinery's link with a local school, Pine Rivers State High, was the first.

Tony Anderson was the moving spirit behind the Pine Rivers school links program, which began in 1991, costs the refinery \$160,000 a year, and has a strong emphasis on environmental studies.

In the program, Year 11 and 12 students work with teachers and refinery staff on a variety of projects, in curriculum areas including environmental studies, biology, physics, chemistry, computer technology and accounting. This emphasis on academic subjects is unusual in SAIL programs, which more often aim to give students trade skills.

'At first the school thought the program would be mainly to do with the fitting and electrical trades, but I felt it should be broader than that,' Anderson says. 'When teachers came on site, they quickly realised that we could offer a higher level of academic work, especially in environmental studies, chemistry and engineering, than they could get elsewhere.'

The students' work includes field and laboratory research and counts towards their formal assessment. They have full access to the refinery's sophisticated state-of-the-art laboratory - in Anderson's mind, a highlight of the program. 'In our laboratory, which is highly instrumented and computerised, students can work on equipment which normally they would not have the opportunity to use - even when they get to university - until post-graduate level.'

Pine Rivers students have participated in the mangroves study through a survey of benthic fauna distribution, diversity and abundance in the Boggy Creek area. Other projects have included a wildlife survey of the mangroves area; a study which measured water quality in Brisbane and in the refinery's effluent oxidation ponds; and an air modelling study which set out to measure ground-level concentrations of pollutants produced by the refinery's chimneys.

Tony Anderson says Bulwer Island refinery's SAIL program has attracted a good deal of media publicity and is now well known throughout Queensland and the education department. Its hands on approach has brought students from Pine Rivers closer to industry, to science and to some of the real life issues which an oil refinery encounters every day.

Where Bulwer Island fits in BP's overall sponsorship program

British Petroleum is the third largest oil company in the world and has a worldwide commitment to supporting a diverse range of community projects.

In Australia, projects to be sponsored must fall into the categories of arts, sport, education, health, community welfare or the environment. The Australian Ballet is probably BP's highest profile sponsorship (\$300,000 in 1991), closely followed by its sponsorship of the BP Australian Davis Cup and Federation Cup Tennis Teams, and the men's and women's Basketball Achiever Squads.

Apart from the Bulwer Island mangroves study, support for the environment includes contributions to the Royal Australasian Ornithologists Union's Australian Bird Count project and to Landcare. Last year BP's Kwinana refinery funded a project by a Murdoch University honours student to determine the best mix of fertiliser, water and ploughing on the refinery's landfarm to deal with oily sludge. The farm grows bacteria and treats waste from the refining process.

In the past, BP Australia has made an annual allocation to its two refineries to support programs such as the Bulwer Island mangroves study and SAIL. But from this year, the system of funding will change. Head Office's budget for national sponsorships and donations will be cut to from \$1 million to \$800,000, and the states and refineries will be required to fund any projects they undertake wholly out of their own budgets.

Tony Anderson says that this change will not affect his refinery's commitment to its present programs, or to the principle of funding worthwhile projects -

which, on his record, will be likely to include more contributions to an understanding, such as the mangroves study will provide, of how industry and the environment can co-exist in relative harmony.



Dr. Peter Mackey, Mr. Tony Anderson, Refinery Manager and a student from Queensland University of Technology.

GREENING AUSTRALIA - HELPING PEOPLE MAKE A DIFFERENCE

Each year around June, Western Australian community groups pick up shovels and add more native trees, shrubs and wildflowers to the state's Ribbons of Green. These high-profile greening projects along urban and rural highways are stabilising soil erosion, linking patches of isolated bush to provide homes and travel corridors for wildlife, and restoring species of native plants that are disappearing. With substantial support from mining company Alcoa of Australia, more than 620,000 seedlings have been planted by 50 community groups since Ribbons of Green started five years ago, and it's become part of life for many people.

The Beswick/Wulgarr Aboriginal community about 130km east of Katherine in the Northern Territory has built its own nursery and community members are growing plants. They're developing a market garden for the whole community, and planting trees to control dust and beautify the town.



Greening Australia's CEO, Winsome McCaughey reviews land management plans with members of the Red Cap Creek Landcare Group at Dergholm in Western Victoria.

Farmers in the northern Midlands of Tasmania are battling extensive tree decline by direct-seeding of plants, controlling weeds and fencing off remnant bush to allow it to regenerate naturally. The long-term plan is to establish habitat corridors across their farms to link the Eastern and Western Tiers, two forests that contain many rare plants. Previously unemployed people working under the Federal Government's Jobskills program are helping them and learning new skills at the same time. On the NSW north coast near Lismore, a team of Jobskills participants is helping the Big Scrub Rainforest Landcare Group regenerate and extend dwindling stands of rainforest. Less than 1% of the original 75,000 ha Big Scrub is left.

During September's Spring Planting Festival, Victorian community groups, local councils, government and businesses, including ESPRIT, joined together at more than 120 sites across the state to conserve and restore the local vegetation. Some of those who joined in were 40 young unemployed people who help a community group in Yellingbo plant habitat for the Helmeted Honeyeater, the endangered faunal emblem of Victoria. In urban St Kilda, community groups and the local council planted salt marsh, sand dune and wetland plants.

The people involved in these community projects have one thing in common. They have received practical advice and support from Greening Australia, a national community organisation that helps all Australians retain and replace trees and other plants. These projects are among hundreds being planned and undertaken by landcare and community groups, local councils and schools across the nation, with support from corporate and government sponsors.

Australia needs them. Since European settlement nearly half of Australia's forests, woodlands and grasslands have been cleared. This is a major cause of land degradation - by far Australia's most serious environmental problem. It manifests as soil salinity and acidity, weed invasion and soil erosion, leading in turn to silted and polluted waterways. More than half the land used for grazing or growing crops in Australia - more than 2.6 million square kilometres -

needs treatment for degradation. In economic terms, this costs Australia an estimated \$2 billion a year. In environmental terms, some of the damage is permanent, such as the loss of soil and nutrients and the extinction of animals as their habitat disappears.

Much of the damage, though, can be halted and reversed given concerted community commitment and effort. Strategically replacing vegetation can do much to heal the land, increase farm productivity and generate new forms of wealth and employment. For example, president of the West Australian Farmers Federation and Greening Australia board member Alex Campbell started planting timberbelts to combat rising saline water tables. He's found that with careful selection and siting, those same trees will produce commercial timber in the future. The trees provide shelter for his stock, crops and pasture, and he's suffered no decline in net production from his farm even though 600 of his 4000 acres are now under trees.

As the only national organisation with a primary focus on vegetation, Greening Australia raises public awareness about the value of trees and shrubs. It encourages people in urban and rural areas to get involved in greening activities, and provides practical advice, training and support to those who have started. Greening Australia has staff working with urban and rural communities and members in each state and territory.

The problems are too large and their resolution too costly for any one sector of the community to tackle alone. Greening Australia helps attract and channel government and corporate sponsorship directly into local projects developed and owned by local people.

"Landcare groups and community groups are the key to solving Australia's serious environmental problems," Greening Australia's Chief Executive, Winsome McCaughey, said. "The only way these problems can be tackled is when local groups are in a position to manage the vegetation, soil and water in their area together."

"To do this they need good information, skills and money to plan and undertake greening projects."

Good projects are based on good plans, and Greening Australia is helping community groups and local governments develop greening plans, to manage and extend vegetation in their area. Ms McCaughey said the aim was to enable community groups and councils to link their plans across catchments, regions and, eventually, across states.



Hundreds of Canberra residents planted 5,000 seedlings in the ACT's biggest one-day treeplanting exercise ever.

Greening Australia has managed the Federal Government's One Billion Trees program since 1989. Ms McCaughey said this was responsible for involving thousands more Australians in greening activities.

Another example of the way that private and public bodies can co-operate to get much-needed dollars directly to community greening initiatives is the River Murray Corridor of Green program, announced by the Prime Minister, Mr Paul Keating, in December last year. The program is managed by Greening Australia. It provides \$3.1 million over three years to help people on farms and towns along the river in NSW, Victoria and South Australia to create and extend green corridors within 50km of the river. This web of vegetation can help control rising saline water tables, improve water quality, provide shelter for stock, help diversify farm income and provide habitat and travel corridors for wildlife.

The River Murray Corridor of Green is the latest in an impressive array of green corridor projects being planned and created by community groups around Australia, along rivers, roads, fences and stock routes. Green corridors can link isolated patches of remnant bush, and provide vital travel routes for wildlife, and a range of landcare and economic benefits.

The value of corridors and the valuable work already underway was recognised by the Prime Minister when he announced the Federal Government's intention to develop other national Corridors of Green. Greening Australia is currently working with the Australian Nature Conservation Agency on the program. In Victoria a plan is being developed to

involve the Yarra River and its tributaries, which provide 90% of Melbourne's drinking water, as a potential national Corridor of Green.

"The benefits of Corridors of Green for land and nature conservation, and the opportunities for the community are enormous," Ms McCaughey said.

"One of the most exciting possibilities will be to combine the land and nature conservation benefits of corridors with training and employment opportunities for unemployed Australians

"The two biggest problems facing the nation are land degradation and unemployment.

"If Australia has the will, we can take these two problems and help turn them into opportunities to reverse the environmental mistakes of the past, and to build future growth."

Ms McCaughey said Greening Australia was involved in Federal Government job training programs in five states, through the Jobskills program, the more recent Landcare and Environment Action Program (LEAP) and others. Greening Australia has provided training and work experience for about 700 previously unemployed people in the past year on projects ranging from seed collection and propagation to stabilising river banks and regenerating rainforest.

On nine major corridor projects involving Greening Australia in NSW, including several along the Hawkesbury-Nepean river system, previously unemployed people are developing skills in project design, site preparation, seed collection and storage, nursery skills, propagation and establishment techniques, plant identification, pest and weed control and use of geographic information systems.

"Our experience has convinced us that there are opportunities for large numbers of unemployed people to train and work in land restoration and land management," Ms McCaughey said.

"There is also the real potential to develop major new industries. Australia currently imports nearly \$2 billion of wood products each year, but we have barely started to develop our own indigenous plants for timber, oils, pharmaceuticals and seed."

Greening Australia on the NSW north coast has attracted funds from two quite different Federal Government programs - the Jobskills program and the farm forestry program - to offer unemployed people the opportunity to help landholders plan and establish rainforest plantations for land conservation and commercial wood purposes.

The international airline Cathay Pacific Airways is one of several corporations supporting Australian communities in their greening projects, and

providing a model for other businesses. Greening Australia and Cathay Pacific launched Flightpaths of Green late last year, a series of community revegetation projects aimed at extending the bush habitat of the endangered Superb and Regent parrots. The airline has provided sponsorship to the value of \$500,000 over seven years to support community groups in NSW, Victoria, ACT and South Australia to create green corridors. These will link patches of remnant bush, providing flightpaths, food and safe haven for the endangered parrots and other wildlife.

Mining company Alcoa of Australia has a long-standing commitment to major community projects in Western Australia and Victoria. Through Greening Western Australia, they have provided just over one million seedlings since 1990 for community tree planting projects aimed at land and nature conservation. Alcoa and Greening Australia Victoria operate the Alcoa Landcare Regional Seedbank at Portland in south-west Victoria, and co-operate on a number of urban and rural greening projects. Alcoa has recently become a major sponsor of the Woody Yaloak Catchment Project, south of Ballarat. Landholders from four landcare groups have developed a five-year plan for their catchment, and Alcoa's support will enable them to undertake a wide range of landcare work, including the establishment of 135,000 trees.

Philanthropy Association member ESPRIT is one of several companies supporting the greening of Victoria through sponsorship of the annual Spring Planting Festival. Landcare, farm tree and urban community groups planted and seeded 120 sites across Victoria in September this year.

The Managing Director of ESPRIT and chairman of the festival committee, John Bell, said the Spring Planting Festival was helping to develop important links between the community, business and the environment.

He said action from the whole community is needed to deal with the problems of land degradation.

"There are too few people doing too much, the festival is a great opportunity for everyone to get involved and do their share," he said. "I'm particularly excited to see more businesses joining with the community to make a positive difference to the environment we all share."

For more information about Greening Australia, contact Winsome McCaughey on (06) 281 8585.

Earthwatch

Participatory Philanthropy in Action

Public participation in scientific and environmental research and participant funding are the basic principles of Earthwatch's operation.

When Earthwatch was set up in the United States some twenty years ago, the founders recognised that scientists, like entrepreneurs, need three resources to put their ideas across – funding, volunteers and visibility. Could an organisation be set up which would virtually act as a merchant bank for scientific research, taking research projects public on a costs-shared basis so that people could choose to invest both their time and funds in return for the privilege of contributing to, and sharing in, new knowledge and insights? Would it be possible to give people equity in solving problems that affect the quality of their lives and the future of the planet?

Indeed, it was! Since its establishment in Boston Earthwatch internationally has mobilized over \$A32m and 35,000 volunteers to address scientific problems in over 100 countries. From its original base in Boston, Earthwatch now has affiliates in the United Kingdom (Earthwatch Europe) and in Australia (Earthwatch Australia) and has an international membership of some 80,000.

The mission of Earthwatch is to improve human understanding of the earth, the diversity of its inhabitants and the processes that affect the quality of life on earth. The support of scientific research through participant funding is our *raison d'être*. That people become involved is our primary goal as it is through this involvement that a number of other agenda can be served – educational, inspirational, ownership of problems and issues, cross-cultural understanding, building capacity for scientific and



ICI sponsored volunteers are hoping to catch the right end of a camera-shy Echidna as it dives for cover.

environmental research in countries with limited access to capital resources, technology or skilled volunteers. Through its program of support for over 150 research projects around the world, Earthwatch provides opportunities for individuals, foundations and corporations to make a practical contribution. Research projects are organised on the basis of 2-3 week teams to enable company employees, working professionals, teachers and students to participate.

In Australia, Earthwatch was established in 1982 as an independent company with registered status as a scientific research institute. It has its own board of scientific advisers and works very closely with universities, cooperative research centres, the CSIRO and other research institutes to identify and implement its program of research support. Over the years Earthwatch has supported close to 100 research projects in Australia with 1900 volunteers and \$1.6m. In many instances, Earthwatch's support has enabled research to be undertaken which otherwise would not have happened.

Of research work currently being supported, a number of projects are critical to our better understanding of land management and biota

preservation – issues which are high on the agenda of environmental planning and management.

In Western Australia, for example, Earthwatch is supporting research by CSIRO scientist Dr Denis Saunders into remnant vegetation patches in the wheat-belt region and their role in preserving native fauna. Large-scale clearing has occurred in this region over the last 100 years. Dr Saunders work has focused on the impact that this clearing has had on bird populations. A number of species have become extinct in particular locations. For a number of years, Earthwatch volunteers have helped Dr Saunders conduct fauna surveys which have enabled him to develop models for the effective management of the remaining native vegetation patches. By introducing corridors to link remnants and thereby minimise their isolation and through better management of both the remnant patches and the corridors linking them, Dr Saunders is optimistic that they will be able to slow the decline in many native animal and bird populations. These models are now being integrated into farm management and local Landcare strategies so that farmers themselves are able to assist in this effort to preserve native species.

In Queensland, another research project is extending knowledge and understanding of the importance of insects in the complex ecosystem of a tropical rainforest. Earthwatch volunteers have helped Professor Roger Kitching of Griffith University and Dr Sue McIntyre of the University of New England for four field seasons establish the first systematic sampling of the diversity of insects in two different rainforest locations. Critical questions relating to

animal/plant interactions, size, abundance and species patterns and their functions are being addressed in this research. "Without Earthwatch's provision of both basic financial support and enthusiastic teams of volunteers", says Professor Kitching, "my studies of rainforest canopy would have been quite impractical. Not only do Earthwatch teams get the work done, but this is complemented by the sense of group achievement and mutual support."

Indeed Earthwatch's support is seen by many scientists as being one of the few sources of independent support available to them to assist them undertake critical field-based research. The volunteers are prepared to work hard; the funds cover their costs as well as making a contribution to the total research costs of the project.

The volunteers learn while doing. They go back to their jobs as accountants, teachers, lawyers, or artists, with a new understanding of the complexity of the environment we live in and how they, as individuals, can make a useful contribution to better understanding and better decision-making.

Since its move from Sydney to Melbourne last year, Earthwatch Australia has taken on a number of initiatives. In particular, it has focused on developing its program of partnerships with business, foundations, other organisations and individuals. As a non-confrontational organisation with a proven track record of delivery in terms of support for scientific research, Earthwatch is able to offer a number of practical ways of pursuing mutual objectives.



Persistence pays off!

It is more dynamic than traditional philanthropy in that people can participate directly. It provides a different sort of vehicle, which is action-oriented and problem-solving, for individuals who may wish to make a contribution to the betterment of people's lives or the future of the environment, but who do not wish to set up their own foundation. As donations to Earthwatch are tax-deductible, it can act as a



Monash students join research scientists in Central Kalimantan with funding from the Myer Foundation. Their interest is the changing ecology of the peat forests.

sort of “community chest” for the environment. It is flexible. If a foundation or individual were interested in both environmental issues and unemployed or disadvantaged youth, Earthwatch can match these interests. If the interests are promoting intercultural understanding and environmental or cultural preservation, then these too can be matched. Earthwatch is continually reviewing its program of research priorities and offers opportunities for both foundations and corporations to be involved in cutting-edge research across a number of disciplines.

Staff programs, fellowships for teachers or students, sponsoring people from local communities around work sites onto expeditions, identification with particular projects which are relevant to the business interests of an individual corporation – these are all models for corporate and/or foundation partnerships that Earthwatch has successfully implemented either here or overseas.

The ANZ Group, for example, sponsored 66 staff members over four years onto Earthwatch expeditions through its Earthwatch Explorer Program. For the ANZ this program was a way of giving practical reality to its commitment to environmental preservation, whilst at the same time providing an opportunity for staff members to be exposed to a very different part of the world from their normal work and to test their ability to adapt to new, unexpected – and indeed, quite demanding situations. There were the more obvious of and teamwork skills development in real life where the contribution of the individual was critical to the overall research. But beyond that, the expeditions provided learning opportunities for the ANZ staff to understand the processes of scientific research and to appreciate science-based insights into some of the more complex issues of the sustainable management of resources.

Earthwatch's partnership with ICI is about to enter its fourth year. This program combines staff participation with teacher sponsorship where the teacher comes from a school near the work site from which the staff member is selected. ICI has a very strong commitment to supporting science education. Through this sponsorship program, 30 teachers have been renewed in their enthusiasm for science teaching and its relevance to current and real problems, through hands-on experience as part of an Earthwatch team. Many of the teachers have used the experience to develop lesson plans, applying the scientific research techniques they have learnt in the field to projects appropriate for their own students. For ICI, the program has had the added advantage of consolidating links between its work sites and their local communities. Earthwatch works very closely with ICI on this program. We identify the projects that will coincide with different State school holiday dates, provide briefing material and, where possible, attend site meetings to talk about the program. Earthwatch receives all the applications and is responsible, in consultation with the ICI site coordinator, for selection of the successful applicants. We promote the program through our own Newsletter and through media releases, particularly to the local media. ICI's commitment to the program and promotion of it within the company are critical to its success.

As an international organisation, supporting research projects in Asia and the Pacific, Earthwatch has a strategic advantage in promoting intercultural exchange in that it can provide in-country experiences which are making a practical contribution to addressing some of the critical environmental or scientific research problems confronting these countries. In association with Asialink, and with the support of The Myer Foundation, we have recently initiated a program to send tertiary students enrolled in Asian studies or languages onto Earthwatch expeditions in Asia. We



The Monash team's path into the forest is along a railway used by timber cutters. The theodolite surveys land levels to compare the peat bog depths.

hope to build on The Myer Foundation, corporations and individuals, in order to make this experience available to more students in future years. As one of the students wrote on his return, "In terms of gaining insight into Asian culture, language and lifestyle, this was an invaluable experience. While I have visited China as a tourist I found that living, travelling and working with the Chinese was a completely different story."

Earthwatch is, in the final analysis, an organisation for people who want to get involved; it is participatory philanthropy for individuals, as well as for corporations and foundations. And as Sir Crispin Tickell, the Chairman of Earthwatch Europe said at a recent seminar co-hosted by Earthwatch and the Environment Committee of the Business Council of Australia, "Earthwatch is also fun."

If you would like to know more about Earthwatch and its partnership programs contact Dr Jane Gilmour, Director, Earthwatch Australia, Level One, 457 Elizabeth St., Melbourne Vic 3000. Tel (03) 600 9100; (03) 600 9066.

PHILANTHROPY NEWS

New Offices

The offices of the Association have now moved from the 8th to the 4th floor, but at the same address: 20 Queen St., Melbourne, Vic 3000.

While the telephone number remains (03) 614 1491, the fax has changed to (03) 621 1492

New Administrative Secretary

Mrs. Jan Baragwanath has since joined the Association, taking the position of Iris Mason who had been with us for the first five years of our operation. Jan comes highly commended to the job, but has more than provided her own commendation as she has survived the baptism of fire with new offices, new computer systems and new administrative procedures in quick succession.

We wish Iris well in her new position with the Council of TAFE and thank her for her dedication to the advance of this Association.

Membership Luncheons

July Luncheon. The members who were privileged enough to experience - and this word is chosen with deliberation - the presence of Naomi Feil will remember her message for a long time. A gifted communicator, Naomi was able to conjure up in various roles, the stages of dementia and the ways in which her approach through Validation Therapy could best respond. It was both a highly instructive and emotional experience.

September Luncheon. Given the impending Industry Commission Inquiry into Charity, we were grateful to the Chairman of the Inquiry, Dr. David Pollard for making himself available to explain the timetable and direction of the Inquiry as reported elsewhere.

October Luncheon. A few member agencies have been invited to share their experience with others in a very informal exchange at this meeting. The theme will be focussed around ways in which trusts can respond to the current hardships before our communities.

November 24th will mark this years Annual Dinner and the focus will be on the role of private and

corporate giving under a general heading "Reinventing Philanthropy". More details will be sent to members as venue and final speakers are confirmed.

COMING EVENTS OF NOTE

CWAV Conference

The Children's Welfare Association of Victoria Inc. is running a conference from 18-20 October, 1993 at The Grand Hyatt, 123 Collins Street, Melbourne. The theme is:

"Change in a Volatile Environment"

There is a strong sense that the present crisis marks a watershed in social welfare history, yet few claim to be able to see the lie of the land ahead.

Organisations are experiencing rapid changes imposed by external forces. How can organisations regain the initiative and lead the change process to ensure continued quality of service to children, young people and families? This conference addresses these questions and more.

For bookings contact:

CWAV Nationwide Conference

c/- Convention Network

224 Rouse Street

Port Melbourne, Victoria 3207 Australia

Tel: (03) 646 4122 Fax: (03) 646 7737

Australian and New Zealand Third Sector Research Conference

The Australian and New Zealand Third Sector Research Limited is holding its Annual Conference at the Queensland University of Technology, Brisbane on 13-15 July, 1994. The theme is:

Negotiating the Future: Theory and Practice in the Australian Third Sector

The Third Sector is facing the challenge of change. It faces a turbulent environment of social and economic forces, funding, government supervision and client demands, while seeking to be an agent of change itself. The Second Australian and New Zealand Third Sector Conference will address the issues of negotiating the future.

Further information may be obtained from:

**Program on Nonprofit Corporations
Queensland University of Technology
2 George Street
GPO Box 2434
Brisbane, Qld. 4001.
Tel: (07) 864 1268 Fax: (07) 864 1812**

ITEMS OF INTEREST

Monash Alumni Awards

Monash University has called for nominations for the 1993 Monash University Distinguished Alumni awards, with a closing date of 15 October, 1993.

These awards, sponsored by the State Electricity Commission of Victoria, are to be awarded each year to two Monash University graduates or diplomates who have demonstrated:

- outstanding professional achievements
- inspirational leadership
- exceptional human qualities.

Whatever success has come to my personal efforts is within the power of any individuals who will apply themselves diligently and consistently... They must know themselves, know their own mind, and be courageous enough to formulate what they want. Character, personality and the capacity to inspire are necessary: pick the right people and impress your views on them. Be indifferent to praise or blame but admit when you are wrong; yet be confident enough to carry on independent criticism.

Sir John Monash (1865-1931)

The awards have been established (i) to give inspiration to the next generation of graduates and to the community through public acknowledgment of Monash Alumni who have demonstrated outstanding professional achievement, inspirational leadership and exceptional human qualities; (ii) to honour Monash heroes, in the tradition of Sir John Monash; and, (iii) to give public prominence to the quality of Monash University graduates.

Further information can be obtained from:

**Alumni Relations and Fundraising
Monash University
Clayton, Victoria 3168
Tel: (03) 565 2044
Fax: (03) 565 5010**

BOOK REVIEW

"OOPS I'M SO SORRY"

by Gwen Jenkinson

Philanthropy with a twist: In this entertaining and useful book, Gwen Jenkinson highlights her experiences, mostly humorous, on the confusion and hazards of living with a visual disability - in this case, glaucoma. The second part of the book provides information on the community services, resources and facilities available to the visually-impaired.

Here's the twist! All proceeds from the sale of this book (over \$13,000 so far) are being donated by the author cum publisher to the Glaucoma Investigation and Research Unit at the Royal Victorian Eye and Ear Hospital. To obtain a copy, send a cheque/money order to:

**G.R. Jenkinson Trust Account
Unit 3/49 Whalley Drive
Wheelers Hill, Victoria 3150 Australia**

Hollingsworth Cadetship Program

This cadetship program is an initiative of the DOXA Youth Foundation. Each cadet has a business sponsor or mentor relevant to their field of study, who provides employment in the form of work experience plus a weekly allowance equivalent to \$5000 per year. Upon graduation the sponsor is committed to provide three years full-time employment.

DOXA aims to assist 30-50 school leavers each year who, due to a range of personal circumstances, could not afford to continue their studies at university. During their tertiary studies, cadets also participate in personal development courses organised by DOXA to maximise their personal and professional skills.

The program is looking for more sponsors from business and anyone interested in obtaining more information should contact:

**Margaret Wyrill
Career Development Manager
DOXA Youth Foundation
62 Little LaTrobe Street
Melbourne, Vic 3000
Tel: (03) 602 1769 Fax (03) 662 1367**

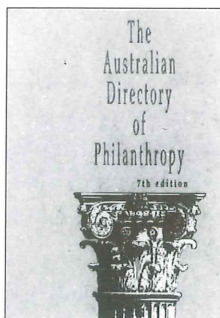
The Australian Directory of Philanthropy (7th Edition)

– Latest Edition

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: \$40 plus \$3 postage and handling

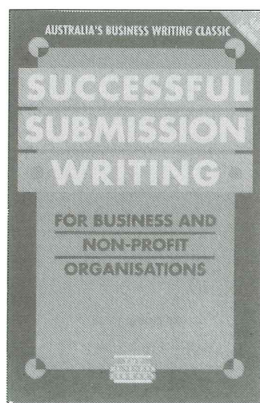
Successful Submission Writing for Business and Non-Profit Organisations

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:

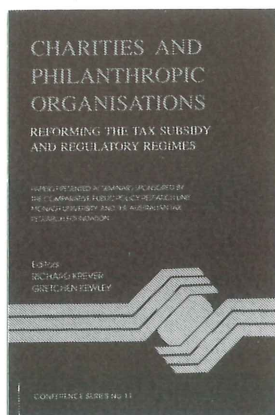
Tax Deductions for Charitable Donations: A tax expenditure analysis – Rick Krever

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

Date: **Melbourne:**
Thursday, 25th November, 1993

Venue: St. James Conference Centre
12 Batman St., West Melbourne

Time: 1.30 – 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

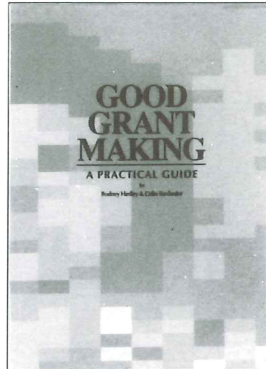
\$100 for one place including the latest edition of the *Australian Directory of Philanthropy* (Seventh – March 1993).
Normal Price \$40 (incl postage & handling)

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.

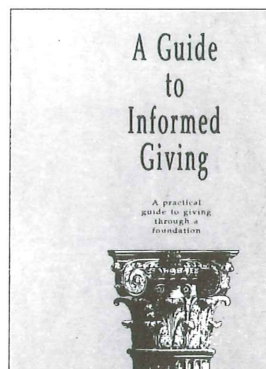


Good Grant Making deals only with the nuts and bolts of grant administration. It does not, therefore, cover other important aspects of running a trust such as the duties of trustees in respect of investment or staff recruitment. These will be the subject of other volumes.

**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 1–17 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) 621 1492

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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

Andrews Foundation
ANZ Executors & Trustee Co Ltd
Australian Bicentennial Multicultural Foundation
Australian Youth Foundation Inc.
Body Shop
Brash Foundation
Coles Myer Ltd
Co-operative Foundation (SA)
CRA Limited
Danks Trust
Equity Trustees
Ern Hartley Foundation
Esprit Cares Trust
Everald Compton Charitable Trust
Felton Bequest
Fleur Spitzer
Flora & Frank Leith Charitable Trust
G.M. & E.J. Jones Foundation
George Alexander Foundation
Gordon Darling Foundation
Goulburn Valley Base Hospital Foundation
Green Hills Foundation
Gualtiero Vaccari Foundation
H.V. McKay Charitable Trust
Helen M. Schutt Trust
Hugh Williamson Foundation
Ian Potter Foundation
J.B. Were & Son
Lance Reichstein Charitable Foundation
Law Foundation of NSW
Law Foundation of SA Inc.
L.E.W. Carty Charitable Fund
Lord Mayor's Fund
Lotteries Commission of WA
Masonic Foundation (SA)
Mayne Nickless Ltd
Miller Foundation
Monash University
Morialta Trust (SA)
Myer Foundation
National Mutual Trustees
Perpetual Trustees Victoria Ltd
Pethard Tarax Charitable Trust
Queensland Community Foundation
Ray & Joyce Uebergang Foundation
R.E. Ross Trust
Robert Kerr
Rothschild Australia
Rusden Foundation
Sidney Myer Fund
Sir Albert Sakzewski Foundation
Sir Donald & Lady Trescowthick Foundation
Small Change Education Foundation
State Trustees
Stegley Foundation
Sun Microsystems Foundation Inc.
Sunshine Foundation
Telematics Course Development Fund Trust
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
William Buckland Foundation

