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Special Feature : Cosmetics for Change

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Cover Note

This cover provides an example of 'Healthy Art' which was produced by Marian Rennie for the Goulburn Valley Hospital's children's wing. Photo by Barry Helleren



This edition of Philanthropy was provided through the assistance of Macquarie Bank Limited which supports the Association of Philanthropy's objective to promote both strategic and effective private and corporate giving

Disclaimer

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

EDITORIAL

At 8.00 am one morning I answered the phone to a journalist who was keen to have my reaction to Prince Phillip's reported statement that tax deductibility for charity is no longer an issue in countries like Britain since poverty is now only a relative phenomenon, given the supports now available through the State. The best I could muster at that hour was that poverty or, for that matter tax, seemed hardly an issue for the Prince or his relatives.

What it does highlight, however, may be the need to revisit our notions of charity and philanthropy in ways which are relevant to the 1990's. This month's Marketing magazine, for instance, wonders why "Australian marketers, seem uncharacteristically slow to latch on to... philanthropy, social marketing, partnership marketing or mutual benefit programmes." In this case, companies are finding big returns from associating with a cause or charity in presenting their products. While 40 percent of companies in the United Kingdom are convinced that involvement with charities through joint promotions and sponsorships generates increased awareness for their company, this approach would not work unless people - 78 percent of Americans for instance, were not more likely to buy a product which is associated with a cause.

In recent discussions with a number of major charities, it was interesting to note that there is was good deal of reticence on the part of these charities themselves to market products, because the public response was more likely to buy the product than send the \$50 donation. By the same token, some companies in Australia are loathe to accept the American and British findings as relevant to our situation. The same article, however, quotes a Rark study which found in Australia that, given two brands of the same price and quality, of which only one made donations, 75.8 per cent or 4.6 million Australian households would prefer the partnership marketers to the



other. Somehow this message needs to appear 'on the wall' for those agencies and causes which seriously intend to survive the nineties. While altruism may be the organising factor underlying the success of such commercial initiatives, it is only a necessary, but not sufficient cause, for a large percentage of the population it needs a trigger.

This issue of *Philanthropy* focusses more on a number of significant events and launches which should have made the headlines. Our special feature is built around an interview with Horst Rechelbacher an environmentalist, artist and entrepreneur who is founder and chairman of Aveda Corporation and who was our June luncheon guest. His message for the post petrochemical age was both timely and sobering.

The Association has since made its representations to the Industry Commission and will await, with interest, the preliminary report which is due in October. Following the visit of the President and Executive Officer of the International Centre for Non-profit Law last month, we are planning a major conference in November to canvass the issues raised in that report and to provide an opportunity for local and international feed-back. The Industry Commission itself promises to force us to review Charity in even more challenging ways than Prince Phillip.

Healthy Arts- A publication by Arts Access

As the first book of its kind to be published in Australia, *Healthy Arts* will contribute to the establishment and growth of arts programs within Australian health services.

Healthy Arts, published by Arts Access, is the cornerstone of a national promotional effort to raise awareness of the role the arts can play in contemporary health care.

The book was launched nationally by Professor John Funder, Director of the Baker Medical Institute, at the ANZ Conference Centre in April.

Healthy Arts outlines the benefit arts programs bring to patients, health workers and the physical environments of Australian health services. The 24 page booklet gives an overview of what has and can be achieved, illustrating a diverse range of arts projects from around Australia and overseas.

Healthy Arts outlines how arts programs can be initiated within public and private hospitals, community health services and support services, and shows where useful information and resources can be found.



Helen Bowman and Judy Morton of Arts Access with the author, Sally Marsden and Max Dumais at the launch.

Photograph by: David Street

Author, Sally Marsden has extensive experience as an artist-in-residence within the health sector and is a professional practicing visual artist and theatre designer.

“*Healthy Arts* is about building new partnerships between the health and arts sectors - partnerships that improve the quality of life for all people within hospital communities and which create new employment opportunities for professional artists. Health professionals can use *Healthy Arts* to support the development of arts programs that meet the needs of their health service and their clients,” Ms Marsden said.

“A hospital might choose to concentrate on interactive projects, where artists work with groups or individuals to produce quality art works on the ward. Or it might transform the clinical environment by mounting artworks, produce creative landmarks and signage, or use its public spaces for temporary art exhibitions. In case of new or redeveloped hospitals, Cultural Planning is a new and progressive means of integrating artistic programs and environmental design principals into the overall plan for the hospital,” Ms Marsden said.

The booklet also looks at: the role of the artist as a professional on the health team; the interaction of art and medical technologies; important factors in creating successful arts programs; and a resource section with names and addresses of organisations that can advise on the development and funding of arts programs within the health sector.

Arts Access, based in South Melbourne has initiated artistic programs in a number of Victorian hospitals, including the ground-breaking arts program at the Larundel Psychiatric Hospital in 1987. The program is now independently managed by North Eastern Metropolitan Psychiatric Services (NEMPS) and employs three artists in permanent staff positions. Later in 1994, Arts Access will conduct a visual arts program with people living with AIDS, based at the Continuing Care Unit at Fairfield Hospital. *Healthy Arts* author, Sally Marsden will be the program artist.

Healthy Arts was produced by Arts Access, with funding from the Australian Council through the Community Cultural Development Board, and with assistance from the William Angliss (Vic) Charitable Fund.

Arts Access is now celebrating 20 Years of Innovation & Excellence, from 1974 - 1994

An independent non-profit, arts organisation, Arts Access is creating cultural opportunities in partnerships with people with disabilities and people disadvantaged by social conditions, holding a vision of equal access, choice and active participation across all fields of cultural life.

Arts Access believes the arts play a valuable role in the lives of all people, and that is where the means of artistic expression and appreciation are accessible, every person has potential for creativity and growth.

Arts Access achieves its objectives through the operations of three core programs:

The Artistic Program which initiates practical arts projects in diverse community settings, working with all forms of the arts to develop the artistic, social and physical skills of participants and to promote their personal well - being.

The Entertainment Access Service (EASE) assists people to attend entertainment and recreation events. EASE operates a low-cost ticketing and specialised seating service; provides information about access to venues and facilities; advocates to, and liaises with government, the community and the entertainment industry on access policies and related issues.

The Resource Unit which provides organisations and individuals with information, material resources and training to assist the independent establishment of arts programs. The Unit also assists the professional development of community artists; and promotes the arts to government and community agencies working with Arts Access target groups.

Arts Access is supported by Federal and State governments, business, philanthropic and private sponsors, memberships and user contributions. Additionally, the **Arts Access Trust** is building an ongoing, independent



Sally Marsden, nursing staff and patient, work on moveable three dimensional signs for Outpatients Department, Austin Hospital. Photograph by Collin Bogaars

source of income for future administration, research, and pilot projects and donations are tax deductible.

Arts Access projects involve a wide range of participant groups and community settings including people with physical, sensory, intellectual or psychiatric disabilities; people receiving hospital care; drug and alcohol rehabilitees; homeless or at-risk young people; young people in remand or training centres; prisoners; elderly people in nursing homes; isolated residents in supported accommodation; and group promoting public health issues and use all forms of the Arts including environmental design, dance, drama, drawing, film, movement, music, oral history, painting, photography, print making, radio, reminiscence, sculpture, textiles, video, writing and many others.

Healthy Arts is available from Arts Access for \$5 per copy. For information about where to obtain copies contact Arts Access on 699 8299 or at 109 - 111 Sturt St, South Melbourne VIC 3205.)

The Council of Adult Education

Mid-morning, lunchtime and mid-afternoon, outside the Council of Adult Education's building, opposite Flinders Street Station in central Melbourne, the portico is crowded with adult students. They gather to have coffees, cigarettes, exchange information about classes, teachers, government support, who to talk to, where to go and how to get extra money from social services for books.

The portico symbolises the threshold of change halfway inside - halfway outside, just like many of the students themselves. Many have not completed their education so they are outside the education continuum. Many have never been employed so they are outside the workforce. Many are in distressed circumstances financially and personally so they all push the commonly held definition of what it is to be a 'normal' Australians. But all of them are motivated by the hope of improving their circumstances so they are 'inside' a region of possible futures.

The Return to Study department on the fourth floor offers students a chance to pick up necessary basic

skills in reading, writing and arithmetic. A new certificate of General Adult Education allows students to complete a recognised equivalent of a year 10 education so that they can go on to the VCE or improve their employment prospects. In addition to the basic skills which the course offers, time management and other life skills form an important part of the activities.

The same department offers English as a Second Language courses at basic and advanced levels to men and women from non English speaking backgrounds. The students come from all over the world and are of widely differing ages from 17 to 70. Because of the breadth of the CAE's student base, these men and women have the opportunity (and the necessity) to mix with a wide variety of 'new' and 'old' Australians from different backgrounds in the informal area of the canteen and the more structured world of the CAE classes and library.

On the fifth floor, the VCE—Preparatory Studies department offers students the chance to



These students come to the CAE to take Return to Study classes or the Victorian Certificate of Education (VCE) because they know of its reputation for caring, helping, supporting and encouraging its students.

complete their secondary education and the opportunity to go on to tertiary studies in the TAFE sector or at universities.

In 1993 there were 385 VCE students enrolled in years 11 and 12: 122 were full time, 263 part time; 39 per cent were men and 61 per cent women. Students with special needs, including psychiatric problems, are increasing as a proportion of enrolments. Some training in working with such students has been undertaken by staff. Another significant group are retrenched workers who need additional support and counselling. VCE certificates were achieved by 65 students in 1993 and of these 48 were offered tertiary places in 1994.



The social context of unemployment, retrenchment and retraining has made this fourth sector of adult and community education (ACE) more important. The CAE as the nation's largest sole provider of adult education programs and services appears not only interested, but actually committed to the student from a discontinuous education background, to the person who has been, and continues to be, socially and educationally disadvantaged. These students standing on the front portico represent the tip of the iceberg, the socially and politically acceptable side of the CAE's activities. They are politically acceptable in that they meet government policy guidelines for a certain amount of funding.

Adult education, education past the formal schooling setting, is largely a state responsibility but the provision of adult education across Australia is quite different and uneven. Its structure depends on how the states have developed it. In Victoria a separate statutory board of government supports an extensive community-based adult education sector. The CAE is a major part of this sector supplying nearly one-third of the student contact hours.

Government support for adult education has changed in the past few years. Funding is still principally directed to second chance education but while governments used to stand back and allow adults to make choices for themselves about what they would study, there is now much more involvement by government in the provision of work-related skills such as literacy, numeracy and language and a greater determination to make such skills available to particular disadvantaged groups in society: women, Koories, people from non-English speaking backgrounds.

In 1993 the position of disability officer at the CAE was abolished because of substantial government cuts to recurrent funds. Numerous students with disabilities do still attend CAE classes. The number of wheelchairs in the building can reach as many as 30, putting some considerable pressure on the lifts and wheelchair accessible toilets. These students continue to attend CAE programs on the strength of our previous reputation but the level of support service available to them has declined dramatically.

Apart from providing government funded programs, the CAE provides adult education courses on a user-pays basis; that is, people pay for the direct costs of courses although the infrastructure costs are generally subsidised by government. However, government funding to the CAE and other community-based providers has been decreasing. Additionally, fees have been increasing and it is now costing people more to enrol in user-pays courses and it is more and more difficult for organisations such as the CAE to offer learning programs at reasonable and accessible prices.

Totally outside the scope of government funding are activities which form the first stages in what

might be called educational rehabilitation. Men and women who have lost a sense of self worth, or think that they cannot do anything 'big' — like maths or psychology, need to start off with some short course which will give them a sense of accomplishment.

By taking a short course the student finds some measure of self confidence. They then can, and do, progress to Return to Study and eventually the VCE. One of the significant factors in the CAE's success in these educational pathways is curiously enough its all embracing quality. Participants feel that they are part of a vast range of educational activities, much broader than a neighbourhood house, much broader than a TAFE college or university.

The CAE's comfortable appearance may contribute to the sense of ease which many disadvantaged students feel. No one would call the CAE a glamorous educational opportunity. While the facilities are good with sophisticated audio-visual equipment, audio loops, a lending library and a student canteen, one of the problems has been maintaining a satisfactory level in the appearance of our facilities. For that we will clearly need to gain support from outside agencies.

The short courses cost money and for many would-be participants fees present critical choices. Should they sit at home and eat and watch television, or should they get out, take a short course and eat less, or do without? Those of us with well established middle class comforts, or even those of us used to helping the very distressed, just to survive, often cannot realise the nature and agony of the choices which are made by those barely surviving.

This problem of support for education and support for survival highlights both the scarcity of funds available and the increasing divisions which such scarcity promotes in Australian society. In the adult education sector people in many cases have to pay fees to attend courses and so in some sense adult education is dealing with an elite — for at least they can pay. With the exception of 'second chance' education for adults who have not completed secondary school or who are migrants needing English language proficiency, adult education has always charged fees for courses.

This has been part of the CAE's historical reality, a requirement of its desire for independence on the one hand and a means to generate necessary income on the other. But this historical necessity, along with the research that suggests that those who have an education already are likely to be foremost in the push to get more of it, makes adult education appear less and less like an education of social importance and more and more like a consumer good. Recent hard times suggest that the balance has shifted further. Education is now a consumer necessity.

The CAE has a strong social, moral and ethical basis. It is concerned about human rights, fairness and justice for the present and future generations of Victorians. Our participants' clear perception of these social justice beliefs is one feature which distinguishes us from the main stream education providers in TAFE colleges.

Like many other government institutions facing decreasing support from state and commonwealth funding agencies because of the decline in the general level of funding to education, the CAE has begun to seek actively for sponsorship for particular courses, particular projects and for upgrading facilities and building maintenance. The CAE has begun to approach philanthropic organisations who may be able to contribute specifically in areas which assist disadvantaged groups and distressed individuals to find a way into empowerment, employment and further education opportunities.

The CAE's goals are to continue to be a major provider of high quality programs and services which contribute to the development of a vigorous social, economic, political and cultural life in the adult community in Victoria and which meet the learning needs of people who are disadvantaged. It is very important for the staff at the CAE that our students perceive that we are engaged in a human enterprise where positive attitudes and emotions influence our activities. In order to achieve this we will have more and more to call for help to individuals and agencies outside the government sectors.

For further Information

Contact: Dr Jim Sait, Manager/Media Communications

GHANDI REGAINED - Non Violent Action for a More Humane World

by Robert J. Burrows

It's 5 am on a wintry Melbourne morning. While most Australians are still in bed, members of the Melbourne Rainforest Action Group are getting ready for action. Under the watchful and supportive eye of the police, they are about to enter the cold and murky waters of the Yarra River in order to swim in front of a ship loaded with timber taken from the ancient rainforests of South East Asia. If all goes well, no one will be hurt but many Australians will wake up to the news that the struggle to save the world's rainforests goes on in earnest.

It's 2 pm on a hot January afternoon at St.Kilda beach. While many people have come to enjoy the weather, they are also entertained by the sight of an old sailing vessel disgorging its sailors onto small boats which then row to shore. The 'actors' are members and friends of the Pay the Rent Action Group and Melbourne's Koori community who have organised an 'Invasion Day' re-enactment (as it might have been) in order to encourage the non-Aboriginal community to deeply consider the implications of European settlement for Aboriginal people.

It is early evening late in 1991 and some people are out to view an art exhibition. But this one - at the Footscray Community Arts Centre - is different. It

has been organised by the Spinsters - a feminist women's action group - and is an exhibition of artwork by survivors of incest and domestic violence. Its aims are to allow women to use art as a way of personal healing and empowerment, and to help induce a change in community attitudes in relation to incest and domestic violence.

The story telling could go on. The campaign to save the Franklin River, the Gulf Peace Team, fundraising for women in the Asia-Pacific region to attend a conference in Bangkok, humanitarian aid for the people of Bougainville, publication of the journal 'Non violence Today'. But what do all of these stories have in common? They were undertaken by groups that are part of the Australian Non violence Network (ANN) or, as in the case of the Franklin River campaign, with the support of non violence education programs conducted by the Network. Throughout its history, the ANN has supported the work of many community organisations.

It has done this by providing non violent ways of countering violent socialisation, by conducting a wide range of empowerment and education programs - each of which is specifically designed to address a particular type of conflict or violence - and by conducting non violent action campaigns on a wide variety of issues. But why is non violent



Rainforest activists attempt to reload the timber ship 'Arawa Bay'

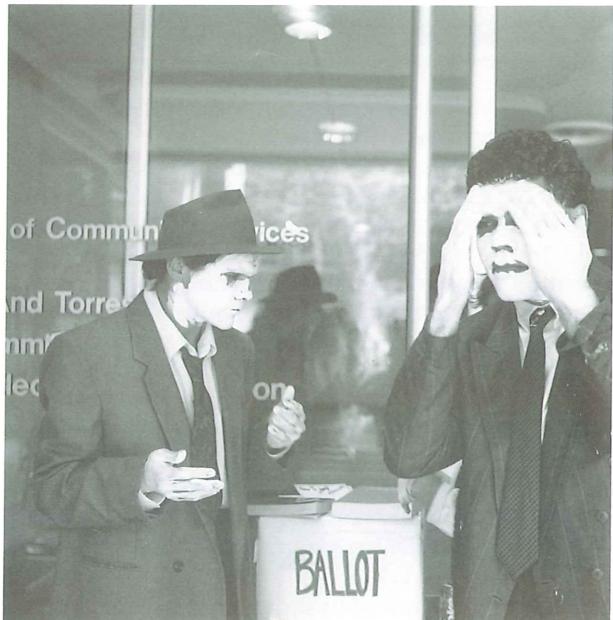
action, education and research necessary?

It is necessary because it is one of the most important and creative responses to the escalating level of violence in our society: a focus of increasing community concern. While there is still no consensus regarding the causes of this violence, the Australian Non violence Network has long been active in teaching members of the community how to reduce it. In essence, the Network exists because the people within it are committed to using non violent methods to eliminate this violence. They are also committed to facilitating social change - whether its focus is social, economic or environmental - and to helping others learn how to use non violent methods more effectively. As a result, the ANN - a network of individuals and groups throughout Australia - has worked effectively, but inconspicuously, in support of a wide range of violence-reduction and social change initiatives.

In order to improve its impact as a community network dedicated to the elimination of violence, the Network has recently established a Centre for Non violence at Common ground near Seymour. This Centre will allow the Network to respond more adequately to the rapidly expanding demand for our services: a demand generated by individuals and groups who want to learn how to respond both effectively and non violently to the violence which occurs in our society. This violence ranges from that which occurs in the home to that which effects the broader legacy - social, economic and environmental - we are leaving our children.

The Centre will significantly enhance the capacity of the Australian Non violence Network to assist these individuals and groups to resolve social problems and conflicts non violently. It will do this by allowing the Network to more effectively promote its work and by making the knowledge, skills and resources within the Network easier to access and more widely available.

Members of the Network conduct a wide range of personal empowerment, group process, conflict resolution and non violent action programs. These include women's empowerment workshops, workshops on facilitation and consensus, programs for dealing with internal conflict, as well as introductory workshops and strategy education programs for those planning non violent action



Aboriginal activists protest another attempt at white assimilation

campaigns. In addition, members of the Network have already produced one education kit and others, designed for specific audiences such as school children, will be developed.

The impetus to create the Centre came from the 1993 National Gathering of the Network. A Network Facilitation Collective was established to run this Centre. The members of the Facilitation Collective are key or long-standing members of the Network and each member of the Collective is in regular communication with one or more interstate contact people.

Many community groups are working courageously to reduce the level of violence in our society. We believe that if these groups had greater access to non violence education and resources, they could act more effectively. The establishment of the Centre for Non violence is the latest and most important enterprise of the Australian Non violence Network to facilitate this access.

For further Information:

Centre for Non violence
c/- Common ground at PO. Box
474, Seymour, Victoria 3661, ph; (057) 938400.

Sponsorship Based on a Strong Relationship

Gail, Public Affairs Manager, Assoc. for the Blind W.A inc

As the Association for the Blind of Western Australia (Inc) takes up the challenges of the 1990's, heading towards the new millennium with a strong client focus, it does so with a long tradition of community support. And it was that support which led to a major sponsorship by Mitsubishi Australia Limited and a continuing relationship between the two organisations.

The Association weathered the economic recession of the late 1980's through restructuring of its service delivery methods and rationalisation of its fundraising programs.

Executive Director Wendy Silver says the hard work of the last few years has paid off, with the Association achieving a high level of quality service in a very cost effective way.

"Our financial competence and our commitment to quality services has won us respect in the business community," Mrs. Silver said.

"It is respect that we have had to work very hard to earn. Restructuring was based on careful analysis and definition of our core services."

"The Association's objective is to improve the quality of life for Western Australians who are vision impaired or blind. Focussing on this aim has helped us to identify aspects of our work that need greater attention, like public education".

"We recognise that it is not enough simply for blind people to develop new skills to help them function effectively in the world. It is also helpful if the world can change a little to make it easier for blind people to interact with it. We see this as the area requiring greater attention and effort over the coming years. For example, we encourage organisations to make their written material available in formats more suitable for people with vision impairments, like large print, audio or braille," Mrs. Silver said.

Technology is expanding employment options for blind and vision impaired people. Talking computers and large print software mean that blind people can now do almost any computer-based job. Reading machines (which use optical character reading software) help blind people to be even more effective in jobs requiring access to printed material.

"There are so many new developments in high technology that many of the difficulties blind people once faced in education and employment are being overcome," Mrs. Silver said.

"At the Association for the Blind, we have access to most of that equipment and provide training. Now we need employers to understand that a lot of jobs can be done by blind people. We need jobs for our customers. That is one of the great challenges of the coming decade".

"Much of the improved financial performance gained by the Association over the past five years



Mitsubishi's Mr Otsubo meets Wally Conron and labradoodle Ingot, in Perth for the formal announcement of Mitsubishi's sponsorship of the Assoc for the Blind in WA

came from careful analysis and reshaping of fundraising programs," Mrs. Silver said.

"We had to make our existing fundraising activities work better for us", she said.

"It meant we had to eliminate some fundraising strategies which were very costly and brought us little return. We also expanded and improved those with potential to bring us more income".

Community attitudes about charities are changing and the fundraising field is becoming very competitive. Funding bodies and individuals who donate to charities are much more discerning about the organisations they choose to support. The media is very much a part of this process, regularly spotlighting charities which appear to have financial accounting irregularities or which appear to divert too much of their income to administration or fundraising costs.

"Being a worthy cause is not longer enough," Mrs. Silver says.

"You have to work very hard at building trust and credibility" she said. "If funding bodies and donors don't like what they see of an organisation, they will move on to another - and there are plenty to choose from".

"Funders are much more demanding about the services they support. They look for organisations which have a reputation for quality, integrity and for efficient use of resources".

"They are inclined, these days, to critically evaluate the fundraising strategies organisations use and want to be assured that the maximum possible amount of their donation goes direct to delivery of services".

"Because we depend on the public for our income, it is essential for us to be fully accountable to the public for the allocation and administration of that income".

"We have an open door policy. Our annual financial accounts and auditors statements, published in our Annual Report, are freely available to anyone who requests them. We encourage people to visit our premises to see how our money is spent".



Tam Thai shows Assoc President, John Thompson how to use a closed circuit TV and a computer with large print screen display.

"These days it is also important to many funders and supporters to know that we run our fundraising programs ourselves, that we do not employ the services of a fundraising agency. When supporters tour our premises, they can see our in-house fundraising programs in operation".

Mrs. Silver said the Association had been fortunate in having the help of a stable group of Auxiliaries, throughout Western Australia, which have supported the Association for many years.

"Auxiliaries are groups of volunteers who run fundraising activities for us", she explained. "This is a very efficient method of fundraising for charities because there are few overheads to be written off against the income".

"Auxiliaries also have another important role in ensuring that people in their communities know about our services and how to get in touch with us. They help extend the Association's informal information network throughout the community".

The oldest of these auxiliaries is the Guide Dogs for the Blind Women's Auxiliary, which formed in 1954 and celebrated its fortieth anniversary on 21st March 1994.

The auxiliary formed to support the Guide Dog part of the Association's work and their fundraising and enthusiasm helped to promote the establishment of Guide Dog organisations throughout Australia.

"It is through this Auxiliary that our relationship with Mitsubishi Australia Limited began", said Mrs. Silver.

"Wives and friends of Mitsubishi's personnel in Perth have for many years supported the Association for the Blind through the Guide Dogs for the Blind Women's Auxiliary".

"Mitsubishi decided to sponsor the guide dog work of the Association because of this long history of involvement between the two organisations".

In 1993, Mitsubishi Australia Limited contributed \$40,000 - the Association for the Blind's first major corporate sponsorship. This year, they are providing a new station wagon for the Association's guide dog instructor to use.

"The decision to sponsor the Association for the Blind was based on their long term involvement with the organisation and the value of the Association's work. The decision was made after a detailed examination of the Association's services", Mrs. Silver explained.

The Association for the Blind of Western Australia (Inc) is part of the Royal Guide Dogs Association of Australia, a network of guide dog organisations which is developing a relationship with similar organisations in Japan.

"Guide Dogs in Australia began in Perth in 1951", Mrs. Silver said. "The Perth guide dog organisation encouraged the establishment of groups in other states. Breeding and training of guide dogs was initially handled in Perth but in 1962 moved to Melbourne to be closer to the major centres of population, thus reducing costs".

"The organisation has certainly changed a lot since those early days. In 1977, the Western Australian Guide Dog organisation amalgamated with the Braille Society for the Blind of WA to form the Association for the Blind. A few years later, the Society for Talking Books also joined the Association.

"It means that in Western Australia there are fewer separate agencies providing services for people who are blind or vision impaired. We have the same range of services as other states, but mostly from a single organisation. This means a single administrative structure, which helps to reduce administrative overheads".



Guide dog owner Kay Bailey reading a brailled version of her daughter's school report.

The Foundation for Development Co-operation

BACKGROUND INFORMATION

The Foundation for Development Co-operation (FDC) is an independent, non-profit and non-partisan organisation whose aim is to strengthen international co-operation and development. It does this by undertaking, promoting and supporting activities to improve the quality and increase the quantity of aid to developing countries, and to promote development co-operation with these countries. It is the only such organisation in Australia.

The mandate of FDC calls for it to conduct policy-oriented research, foster public awareness, mobilise broader Australian and overseas interest and participation, and support non-governmental efforts to promote development especially at the grassroots level. This mandate has been endorsed by legislation of the Australian Parliament, amending *the Income Tax Assessment Act*, to allow tax deductible status for the Foundation.

The Foundation has developed close working relationships with Australian and international organisations (official, private and voluntary) and with its overseas counterparts (the Overseas Development Institute in the UK, the Overseas Development Council in the US and the North-South Institute in Canada).

FDC'S core budget is derived entirely from private sources. It is anticipated that support from other private foundations, corporations and individuals will ensure the Foundation's viability as an independent policy research organisation contributing to international development and co-operation. Funding for specific project-related activities has also been received from government and international sources (the Australian International Development Assistance Bureau, the World Bank, the Asian Development Bank and the United Nations Development Program).

The policies and program of FDC are determined by a Board of Governors comprising Dr. Brian

Scott (Chair), General Eva Burrows, Sir Llew Edwards, Sir Laurence Muir, Mr. Stephen Taylor, Mr. William Taylor, Professor Roy Webb and the Hon. John Wheeldon. The late Sir Gordon Jackson, who chaired the committee whose 1984 report (the "Jackson Report") revitalised Australia's official development co-operation program, was a founding governor. The Executive Director is Dr. John Conroy. He is responsible for the implementation of policies and programs agreed by the board with the advice and assistance of a Program Advisory Board.

The Foundation's major activity to date has been a project, **Banking with the Poor**, which has demonstrated the scope for increased access to credit for the poor in developing countries on a sound commercial basis. It has shown that the creative and productive capacities of the poor can be realised by their increased access to credit. The uniqueness of this project lies in the establishment of linkages between commercial banks, indigenous non-government organisations (NGO'S) and self-help groups of the poor to provide a sustainable flow of credit, thus helping the poor to help themselves.

Apart from projects of an applied and action-research nature, such as **Banking with the Poor**, the Foundation also interprets its mandate as requiring studies of international and regional development issues, and in particular the aid, trade and investment relationships of Australia with its neighbours in the Asia-Pacific region.

For Further Information, contact:
Executive Director, Dr. John Conroy on (07) 236 4633

A Busy Year for the Key Centre for Womens Health

The World Health Organisation Opens New Collaborating Centre

In February this year Dr Giovanni Deodato visited Australia from the Philippines to officially launch the Key Centre as a World Health Organisation Collaborating Centre for Women's Health. Dr Deodato, the regional Adviser on Maternal and Child Health and Family Planning for the World Health Organisation Western Pacific Region, was representing Dr ST Han, the Regional Director.

"It is extremely urgent to identify, in different countries, the social, cultural, economic, educational, biological and psychological factors which enhance or constrain the health and well being of women and their families" said Dr Deodato.

"However, an analysis of these factors would be a sterile exercise unless it is followed by the required policy changes, by an improvement of services and by more active women's participation in the overall development process", he said, "Encouraging these changes and shifting a view of health from a purely biological to a wider social perspective will be important roles of the Key Centre as a Collaborating Centre for Women's Health. It will also be able to link together various groups dealing

with women's health issues in the region and play an important role in the dissemination of information."

The Hon Marie Tahan, the Victorian Minister of Health, and Senator Rosemary Crowley, the federal Minister for Family Services, also spoke at the launch. Senator Crowley said she was delighted that the achievements of the Key Centre have been recognised internationally. "It will enhance the status of women's programs in Asia and the Pacific and is an honour for the Key Centre and Australia.., she said.

Dr Sun-Hee Lee, Director of Women in Development at the Australian Development Assistance Bureau (AIDAB), spoke about the need to pay special attention to equity issues in development programs, noting that an improvement programs, noting that an improvement in women's economic and social situation is vital for sustainable development. "AIDAB is looking forward to working with Key Centre on research and training programs which aim to improve women's health", she said.



World Health Organisation Launch. L-R: John Sullivan (Perpetual Trustees), Fleur Spitzer, Jill Reichstein Lance Reichstein Charitable Trust and Susan Feldan, Project Director Alma Unit

Betty Friedan Launches the Alma Unit on Women and Ageing.

US feminist and author, Betty Friedan, recently launched the Key Centre's Alma Unit on Women and Ageing. Betty Friedan described the Alma Unit as being on the cutting edge in its field. "Nobody in the world is doing what the Alma Unit is doing and I will be following this project with great enthusiasm", she said.

The Alma Unit on Women and Ageing is Australia's first multi-disciplinary unit focussing on the lives of women over 65. Endowed by feminist philanthropist Fleur Spitzer (a member of Council at the Association), the Alma Unit will explore both the facts and the fictions about what it means to be a women over 65. It will investigate factors that affect women's quality of life in older age, stimulate research in this area, and promote those factors found to be associated with quality of life and ageing.

At the launch Betty Friedan spoke about the 'mystique of age' as being more pernicious than the 'feminine mystique' she wrote about over twenty years ago. "It will be the next revolution in our society", she said, "We cannot look at the face of age in our society. There are no images of older people living or loving and we see ageing as a time

of disease and decline rather than a new active period of life".

Fleur Spitzer spoke about how her idea for the Alma Unit came about. "As I reached 60, I became acutely aware of how age is seen as a problem in our society. But I don't feel a problem and I know I'm not. I feel on the verge of a new stage in my life and it is exciting", she said, "If I wanted to be seen as an active, involved member of the community - and not as a stereotype - the first thing I had to do was compare the facts about ageing to the myths. There were few facts to be found.

"Today I launched another 'child' into the world", said Fleur Spitzer, "The Alma Unit will carry out research, work co-operatively with other institutions and workers in its field, and become a national base research about women over 65. This will hopefully lead to greater interest in the subject, increasing research throughout Australia and backup changes to the way society views women over 65", she said.

For further information:

Dr Lorraine Dennerstein
Alma Unit on Women and Ageing
(03) 344 4333



Left to Right: Betty Friedan, Fleur Spitzer and Assoc Prof Lorraine Dennerstein

Youth of the Street and M.A.D.

MARKETING MAKES A DIFFERENCE....

Fr. Riley has been involved with street kids and in social welfare for 15 years. He works with the chronically homeless youth. These are the hard core street kids that other agencies are not prepared to work with. He is Director of St. Vinnies for Youth in Marrickville an inner-western suburb of Sydney.

Over the past couple of years, about 800 young people have moved through the front doors of St. Vincent's various refuges. Some have stayed one night, others have moved on, others have stayed weeks, months. His work has expanded quickly and he is now involved in another exciting project; Youth of The Streets (YOTS). This new project will enable him to deal with more than double the amount of homeless kids than he has to date.



The Kids are bright, courageous, willing to change so they can get on with their own lives.

The YOTS project is a farm situated in Goulburn NSW, two hours from Sydney. YOTS has been established so that:-

- chronically homeless kids may have a place to call home;
- those who have been alienated may get a sense of belonging;
- those who have no family will find a family.

YOTS aims to provide each young person with a real belief in themselves and an opportunity to make a contribution to the world.

Most welfare services in our modern society have a very high number of staff working with a small number of kids and the staff are the ones who call the shots, in many cases this is what is needed.

“The YOTS project however, is a statement that we believe in our young people, we trust them, we love them enough to allow them to organise their own lives. We can keep giving them things so they become dependent on society - on welfare handouts; or we can give them the freedom to grow, become independent and show them they can change the world for the better” - Fr. Riley.

When dealing with “hard core” street kids it would be so easy to focus on the negative aspects of their lives ie. the abuse they have suffered, the drugs, prostitution, crime and violence they have been involved with. These things need addressing, however the YOTS program is predominantly about offering positive options, and giving the kids power back over their own lives.

An example of the success of this philosophy is the fact that some of the previously homeless youth have formed a band and now are performing regularly at Rotary meetings, RSL clubs, League's Clubs and many other places. They write all their

own material, put music to it and perform it. They are a bundle of talent and their songs capture their insights, beauty and often pain. The children have also published a book of their poetry - "Streetlights".

ONCE UPON.....

*I was dreaming of the past
Why good times never last
Take the memory, hold it tight
Think about it on a lonely night*

*Somebody please take me home
When the feeling was right
We would stay up all night in love
Somebody please take me home*

*She took a feeling and made a dream
If only I could turn it all back
Times were hard, things were tough
I knew one thing, we were in love*

*Somebody please take me home
When the feeling was right
We would stay up all night in love
Somebody please take me home*

*It had to end, dreadful fight
heart stabbed with a knife
As time goes on you think about it
How we were in love*

*Somebody please take me home
When the feeling was right
We would stay up all night in love
Somebody please take me home.*

*Andrew Stevens
July 1993, Streetlights*

Fr. Riley believes that education is the way out of the cycle of poverty and abuse for these young people. The culture of the streets leads kids to drop-out of the education system. However, programs such as YOTS provides kids with the opportunity to achieve their School Certificates and Higher School Certificates at The YOTS farm has the immediate capacity to house between 40 and 50 kids. It presently is home to eight kids. The kids are supervised by a manager and his wife, however the kids themselves are very much in control of the running of the property. The kids are self governed and self supported. Fr. Riley believes the kids will make it work and so does Make A Difference Marketing.

Make A Difference (MAD) Marketing is a group of 23 final year Marketing students at North



Christina Wright, MAD Marketing. Students have recently surveyed over 400 people to ascertain the general public's attitudes towards chronically homeless youth.

Sydney College of TAFE. Their final year project involves undertaking a national marketing project for a non-profit organisation.

TAFE's administration were reluctant to approve YOTS as their choice of client due to the organisation's lack of resources and the size of the task. The students were adamant that they really could make a difference to these kids while fulfilling their academic roles.

"Our mission is to determine the most effective methods of raising awareness and support for the YOTS project within the Goulburn local and business community; and identify the potential for corporate assistance. We aim to develop marketing strategies to transform the YOTS project into a self sufficient organisation because we too believe the farm provides an excellent environment for the kids to grow and take control of their own lives" says Jackie Nugara, General Manager, M.A.D. Marketing.

The students are conducting and funding marketing research into the community's attitudes towards homeless youth in order to achieve its objectives. To date, the task has been overwhelming, but if we succeed in helping place Fr. Riley's one man show (YOTS) on the road to self sufficiency, the task will be nonetheless rewarding.

The students are eager to hear from any interested individuals or parties.

For further information:
Jackie Nugara: (02) 969 8841

Investing for Growth

BY SAM ARMSTRONG, MANAGER, INSTITUTIONAL FUNDS DIVISION, MACQUARIE INVESTMENT MANAGEMENT



Sam Armstrong

The first rule of finance is that there is a trade off between risk and return. For most charities and foundations, the key investment issue is striking an appropriate balance between risk and return. A charity or foundation should balance the need to balance the need to maximise income subject to the risk constraint of being able to fund (with a very high degree of certainty) its planned disbursements.

To date, most charities and foundations have adopted a reasonably conservative approach to investing. Most have heavily favoured investing in cash and fixed interest investments. While this strategy is relatively "low risk" in terms of preserving capital, it may in many cases be overly conservative, particularly in the current low inflation environment. A more appropriate strategy for most charities might be to consider broadening,

or increasing, their investment exposure to growth asset classes such as equities (domestic and international) and property.

Cash and fixed interest investments can be attractive if you are concerned about preserving capital, but may fail to preserve (or increase) purchasing power over the long term.

An investment of \$10,000 in a fixed term deposit on 1 July 1978, with all interest reinvested annually, would have grown to \$51,260 by 30 June 1993. Adjusted for the effects of inflation, the \$10,000 investment would only have grown to \$17,838.

Many charities have relied on income from their fixed interest investments to fund disbursements. If you invested \$10,000 in a fixed term deposit on 1 July 1978, and all income disbursed, the purchasing power of the annual income stream would have declined considerably over the 15 year period.

While growth assets may fluctuate in value over the short term, they have the capacity for significant capital appreciation over the long term. Over the 15 year period from 1978 to 1993, international and Australian shares and property securities each outperformed fixed interest securities. Since 1993, shares outperformed fixed interest securities. Since 1933, shares outperformed fixed interest 57% of the time over one year periods; over 5 year periods shares outperformed bonds 73% of the time; and, over 10 year periods shares outperformed 92% of the time.

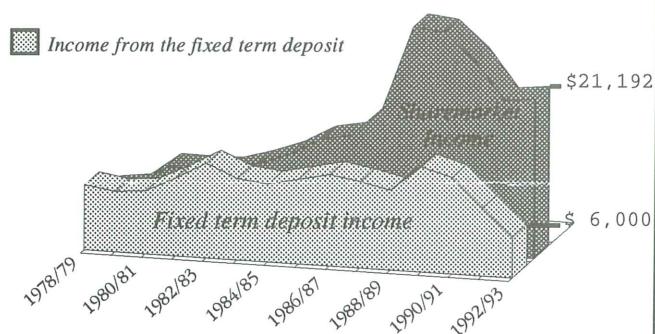
An often overlooked corollary of the above statistics, is that share market investments can generate more income than fixed term deposits. In the short term, income from a bank fixed term deposit may exceed income from a share market investment. But as the capital value of a share market increases, so does the amount of income it generates. The graph below compares the annual income from a \$100,000 share market investment

Annual income from investments made in 1978

Key

Income from the sharemarket investments

Income from the fixed term deposit



Data Source: Reserve Bank of Australia, Australia Stock Exchange. Assumes \$100,000 was invested in a rolling 12 month fixed term and \$100,000 was also invested as a proportionate replication of the All Ordinaries Index throughout the period 1/7/78 - 30/6/93. No interest or income or dividends were reinvested. Graph prepared by Macquarie

made 15 years ago with the annual income from a \$100,000 investment in a fixed income security made at the same time.

Another option for preserving the buying power of donated funds is through the purchase of Government bonds which are linked to the inflation rate.

Charities and foundations can be assured that the buying power of their funds is protected from inflation, regardless of how much inflation rises, through Consumer Price Index linked bonds.

This concept of buying power is known as real yield, which reflects the earnings of an investment after the impact of inflation has been considered. Inflation indexed government bonds are available at a real yield, sparing charities and foundations the guesswork of judging inflation levels.

For Further Information:

Sam Armstrong
(02) 237 3333

THE JACK BROCKHOFF FOUNDATION

THE CARER'S RESOURCE GUIDE

by Jenny & Steve Bright

The Carer's Resource Guide is an easy-to-read guide for carer's assisting people with special needs. It looks at the common legal, medical, financial, accommodation and lifestyle issues which people may encounter.

The Guide provides simple yet effective information on topics such as:

- what support services are available?
- when is guardianship necessary?
- what is a financial Enduring Power of Attorney?
- who can refuse medical treatment?
- who can make a will?
- what rights does a resident have in a nursing home?

The Carer's Resource Guide has been produced for the benefit of those agencies offering help to people with special needs and their carer's.

The publication will be made available, without cost, to agencies eligible for assistance from the Foundation. Orders for multiple copies will be accepted subject to availability.

To order a copy, or copies of the Carer's Guide, please contact

The Executive Director
The Jack Brockhoff Foundation
PO BOX 61
Vermont VIC 3133
ph:(03) 872 4412

Breaking the Cycle benefits from the Look Good, Feel Good Natural Cosmetic Shops.

By Carol Cohn

In a time of high youth unemployment, the organisation's focus was on developing job-ready young people and jobs for them to fill. Its backbone was an intensive program consisting of a wilderness experience and a residential life and business skills program, followed by a component in which young participants were matched with business mentors who helped them to clarify their personal goals and work towards a plan for their lives.

Just two years on, Breaking The Cycle Ltd is incorporated as a tax deductible organisation with a Board of Directors chaired by Mayne Nickless's Hugh Davies; it also has Max Walker as its patron. It has its own accommodation in Oxford Street Fitzroy, leased to it by the Oxford Trust at a peppercorn rent. It has a volunteer base of around 500 and widespread support from corporations and private trusts including Shell, Qantas, Hewlett Packard, Pacific Dunlop, Mayne

Nickless, Wilson Jordan Group, the Sidney Myer Foundation and the Victor Smorgon Trust. It has been featured in 'Time' magazine.

And - the crux of all this - 70 young people have graduated from Breaking The Cycle programs. 65 of them were employed at the end of the program and 80% of them are still in work.

Breaking The Cycle goes into its third year

When I first interviewed Paul McKessy in October 1992, I had difficulty finding him in a maze of other people's offices in a big South Melbourne office building. Now I'm greeted at the desk in Breaking The Cycle's big new organisational and education centre in Fitzroy by full-time receptionist Christina Colliver. Christina, a vivacious part-Koori women from Sea



Graduation Night

Christina, a vivacious part-Koori women from Sea Lake, is herself one of Breaking The Cycle's success stories. She was unemployed when she entered the program - "in a rut and living in a not-very-nice guest house." Although she was already a budding artist, she had no income and "couldn't afford to paint." These days she's employed full-time at Oxford Street and is developing rapidly as an artist. One of her paintings, bought by Breaking The Cycle, hangs in the reception area. She's sold two more to Sovereign Hill in Ballarat, and a fourth has been sent to the American Delancey Street Foundation as a gift from Breaking The Cycle. Her paintings interpret traditional aboriginal subjects in a distinctively modern style - "It's Dreamtime, but my own interpretation of it."

Paul McKessy is a quietly spoken man with shining eyes whose every word carries conviction. He tells me 1994 has been a big year for the organisation. The highlight has been the pioneer training and job creation model developed with Spotlight Stores and which, it's hoped, will soon be extended to other corporations.

The first program - which recruited and trained unemployed young people for jobs with Spotlight - has seen all 30 placed in stores in Victoria and South Australia and at Spotlight's Head Office in South Melbourne. Breaking The Cycle is now waiting on word from the Department of Employment, Education and Training (DEET) about funding to bring 24 more into the scheme and so reach Spotlight's target of 54 positions.

Another major development has been Look Good Feel Good, the first of a projected chain of body care stores manufacturing and selling products made from natural, environmentally friendly ingredients.

Look Good Feel Good

Look Good Feel Good, whose first store opened at Malvern Central in April, is not a Breaking The Cycle

company. It's an independent business jointly owned by Peter Dixon, Lee Deane and Vic Delosa, who is also a director of Breaking The Cycle. Under their agreement 10% of turnover will go to Breaking The Cycle and they will also provide training opportunities for its graduates. Look Good Feel Good plans to have 10 stores in operation by the end of 1995. It estimates it will donate \$45,000 to Breaking The Cycle in its first year, and \$500,000 over 18 months as new branches are opened.

The store employs two *Breaking The Cycle* graduates, Michelle Bailey in sales and Matthew Swarbrick as Dimitresscu's assistant. Both say their confidence, self-esteem and self-awareness, as well as teamwork and business skills, were greatly enhanced by the program.

Dixon and Delosa have two more small business projects in the pipeline. One is Textiles With Soul, which will manufacture textiles from designs produced by a co-partner. The other is a yet-to-be-named vegan food manufacturing company.



Look Good Feel Good - look good on the outside, feel good on the inside!

In training and development, McKessy says Breaking The Cycle's aim now is to extend beyond Melbourne to regional Victoria, then into other states, with Ballarat and Albury-Wodonga as its first destinations. It plans to put 360 young people through its programs next year and 1000 more Australia wide in 1996. If funds from DEET are forthcoming, McKessy hopes as many as 1500-1600 jobs will eventually be created based on the Spotlight model.

How the Spotlight model was developed

Managing Director of Spotlight Stores Morry Fraid first became aware of Breaking The Cycle when he was invited to a training session to talk about negotiation skills.

"He was impressed by what we were doing," Paul McKessy recalls. "He'd known a couple of the kids beforehand and had seen the difference in their attitudes - had seen their lights come on, if you like."

In what Fraid himself remembers as "a very entertaining morning", he was impressed by "the calibre of the group, their eagerness to learn, their interest level - how good they were in fact."

Approached later by McKessy, Fraid agreed to create 54 positions in excess of current staffing needs - one in every Spotlight Store in Australia and four in its Melbourne Head Office - for young people especially recruited and trained by Breaking The Cycle.

Fraid - who is now a member of Breaking The Cycle's Board - is full of praise for the way the project was conducted. Spotlight mentors, most of them store managers, were involved from the outset. Each one recruited a young long-term unemployed person to the program from his or her local community. They continued to be involved through the intensive six week program which consisted of orientation days followed by an 8-9 day wilderness experience, and a 6-day residential program focused on developing participants' life and business skills.

Then came the component specifically tailored to Spotlight - a 3-week program designed by Breaking The Cycle and Spotlight together and funded by DEET. It concentrated on retail skills, retail competence and product knowledge, taught partly through a model



Ropes Day at ONTOS for the Spotlight Program.

retail store set up by staff from all levels of the Spotlight company. The last stage was actually a training program for the Spotlight mentors - very valuable says Fraid, since "what happens after the jobs begin is as important as what happens before."

The first intake of 30 graduates started with Spotlight on 21st March, most as sales assistants, some in clerical and warehouse positions. They're in constant contact with their mentors and also have continuing support from Breaking The Cycle's Youth Support Worker Matt Scarff, who telephones each recruit at least once a week. To date there has been just one resignation. Reports of the recruits' performances are positive and the four working at head office have, in Fraid's words, "hit the ground running."

"Our staffing policy is to look for people with attitude - we try to generate commitment to the job and to the business," Fraid says. "Breaking The Cycle's training program develops self-esteem, leaderships skills, the ability to confront challenges - the kind of attitude we're looking for."

Fraid says Spotlight was attracted by Breaking The Cycle's proposal because it was put to them "on a win-win basis."

"Here was an opportunity to recruit new staff - we're growing anyway so there'll be a need for more staff - and I was confident that the calibre of Breaking The Cycle recruits would be an asset to Spotlight. So sure we'll be spending many thousands of dollars on salaries, but the young people will be contributing.

"And we also get the advantage of the Job Start subsidy for the first 16 weeks - a bigger incentive now since the White Paper was handed down. So it was a

good deal for us, frankly, not a pure philanthropic exercise."

Fraid says plainly that he does not support "pure philanthropy" - "because it creates dependency, which is always a risk with the young anyway." He sees the Spotlight model as "a classic win-win in which the community, the company and the young people all benefit". He points out that government is also a big winner, since it costs around \$40,000 a year to fund an unemployed young person and just \$2600 to put them through a Breaking The Cycle training program.

At present Morry Fraid and Hugh Davies are working through the business group Employment in the Community for Youth (ECY) to engage the interest of other companies in the model. "The Fox-Kelty approach, while commendable, is only part of the equation - creating jobs," Fraid claims. "The other part is creating job-ready young people able to grasp the opportunity when it's presented, and this is what our model offers."

The goal is a 90% success rate measured by whether the young person is still working after 12 months. "Which compares well with DEET's current success rate of 40% measured over only three months."

"If we can do it, others can do it," Morry Fraid concludes. "With many thousands of long term unemployed young people around Australia, our contribution is a drop in the ocean. Not only retailing but the manufacturing and hospitality industries, warehousing and distribution could all become involved."

"We're confident the support will come," says Paul McKessy with passion.

The Aveda Philosophy

PLANNING FOR LIFE AFTER PETROCHEMICALS



This interview was held with Horst M. Rechelbacher - environmentalist, artist, entrepreneur, Chairman and Founder of the Aveda Corporation and the Association's luncheon guest speaker for June.

Horst Rechelbacher is a leading environmentalist and innovative business leader, he believes that businesses must not operate at the expense of the environment and its species and that true environmentalism is not just idle conversation but informed activism. Aveda is embarked on developing and manufacturing the most complete collection of plant-based body care, plant pure-fumes, skin care, environmental care and intelligent food products.

Horst has lived among native and indigenous peoples gathering knowledge about the practical uses of plants. Motivated by his dissatisfaction with today's petroleum-based consumer products, he envisioned plant-based products as the alternative

to petrochemicals because of plants' multiple benefits to people and the earth.

Q. Aveda Corporation has a turnover of \$50 million, what did you mean that 'the corporation is the best vehicle to make a difference' ?

A. A corporation must have control in all aspects of its activities which can make a difference to those causes it may desire to take up, provided it is not being controlled by shareholders. The fact is that shareholders are sometimes looking for an instant return over the short term. If a corporation is not concerned with some of the pressing moment investments, it may not provide the required margin of return because of the need to ensure an environmental balance, which can be the more costly solution.

One of the reasons I have not chosen to go public with this company is because of that concern with shareholders. As long as I am able, I will resist going public because of a fear of having to trade the desires of the shareholders against the possibility that if someone comes up with a product, such as making fuels from the potato, it will probably cost less only when we do have a car to use it and shareholders might still reject the proposal. In the long run, it is the corporation which makes environmental products which will clean up the earth which are going to be those which will eventually appeal to those who in the public which have a good agenda, and I think will be the people who will probably come in the long term to invest in it.

Q. What about the issue of corporations in terms of the environment, what are the sort of things that you would like to see ?

Since we have opened the corporation to the public and I now have 'open house' and since we have encouraged the consumer to have a say, we

have become better as a corporation. We make better products and my consumers have become my partners and I can see that it's going to be a future trend. In fact, the client base of the corporation will only come to support a corporation if they know their overall strategy.

I just feel that a corporation needs to be driven towards environmental interests because some of us don't see the need as clearly. We're not open to it yet because we are enjoying the present moment, we are enjoying the process and we are saying, "Why should we change?" because if I change then I'm going to lose some of those things I have today. And that's why corporations are slow to change and at the same time that's why all the environment is slowly getting more and more deteriorated.

However, bringing in the consumer will protect us all because, after all, we are all consumers. So we're going to have to be forced to make some changes and, yes, some us will lose a little bit here but we gain it over here because we can start a new thing and let go of the old things because if they don't benefit all of us why not use them build new ones.

Q: You talked about ECO-nomics or companies being environmental manufacturers, could you expand a little bit more on that notion of ECO-nomic manufacture, finding ways to exploit the world but in a different way than say the current reliance on petro-chemicals. Although it's still exploitation of natural resources, there is a sense of partnership isn't there?

It's like borrowing it and then giving it back. Aveda as a corporation must indeed remain in partnership with nature and the living species of nature so that, in other words, I assist nature to renew itself so that all my functions are in harmony with nature's functions and so that I'm not interfering with the natural law or with nature's law. Nature does have its own law and when we break that natural cycle we are creating waves. A virgin forest has no such waves because one living organism finishes its cycle and gets used by another living organism, so that it's a continual recycling process. When we go in there, so to speak, and start cleaning things up and using 'this and that', we're breaking the cycle and by breaking that cycle then we are also cutting

off our own cycle, of which we are part whether we like it or not.

So what you'd say to corporation leaders is that when they look at manufacturing a new product they need to adopt a certain approach.

They need to have a longer term strategy for their product. They need to have the strategy in place first. I mean, when we conceive of a product, we come up with an idea, then we print a strategy and then we go through check points of this product as to its use and eventual disposal. For instance, with a natural product based on local native intelligence, we first ask the indigenous group for their knowledge and advice. Of course, sometimes we have to acknowledge their intellectual property rights because, after all, it's their wisdom and so that needs to be honoured before we go to the next step. We then ask the anthropologists or the biologists, "what is your interpretation" because they do most of the work with indigenous people who are the closest link with the natural products, and who are more the modern interpreters of nature.

Then we take it to the next stage, and we look at how to work on our interests and how useful it is to the body. Is it just something which is for cosmetic use, or is it something from which we can get other benefits. In the case of the colouring for lipstick which we have located in China, the natural dye is a by-product from a natural herb which is used for cancer. We are really talking about 'smart cosmetics' when lipstick has other such beneficial effects. Then we take to the next step and bond to the consumer point and through that we get a lot of advice and that's how we eventually build the strategy. Finally, of course, we start making the product. There's something interesting that native Americans have done for years, it is in their very tribal methodology that before they make a decision they always ask how that decision which is made today is going to impact seven generations down the line. If it's not going to hurt seven generations down the line, then and only then, they proceed. This is smart corporate thinking

Q: Let me ask the question about why you formed the Aveda foundation and what was your vision?

I observed the efforts of a lot of others including

Sting and I noted that in many instances, the results of the fund-raising exercise did not get to the people for whom it was meant. In fact, the more successful a foundation or charity seems to become the less that actually gets to where it is most needed. I consider that money is energy. The vision was basically how to say where the energy is going to go and how it's going to be distributed, how is it going to be used.

We are concerned to know if our involvement allows us to participate in management of the proposal. We intend to maintain more control of the money, which, after all, is valuable to us, so that when we give it to somebody else who really needs it, we want to know that they are getting the major part of it. To us, it's more efficient to ensure that it gets it where it needs to go.

Do you use your Foundation to lobby for such issues as Consumer labelling?

I would never use Foundation money for such lobbying, for that I use corporate money. Foundation money is used for projects such as paediatric AIDS, in which case it goes directly to the under privileged kids who have AIDS.

So the Foundation is interested in more than environmental issues ?

It's all environmental. AIDS is an environmental crisis. Violence is an environmental crisis, so to me these are all environmental issues, I don't separate them.

**KINGSTON CENTRE
APPEALS DIRECTOR**

Kingston Centre is seeking a Director for the Fundraising and Public Relations Department. If you managerial/financial experience at a senior level and have accepted early retirement you may be interested in this part-time position.

Experience in working with charitable organisation and/or philanthropic trusts would be a decided advantage.

Former Public Sector Employees who have voluntarily accepted Departure Packages and are currently within the re-employment restriction period are not eligible to apply.

Applications in writing to:

Chief Executive Officer
Kingston Centre, Warrigal Rd. Cheltenham, 3192

KINGSTON CENTRE
Rehabilitation and Health Services for older people.
An equal opportunity employer

PHILANTHROPY NEWS

INDUSTRY COMMISSION INTO CHARITY.

The purpose of the Association is to 'promote and protect' philanthropy in Australia. The Industry Commission provides the opportunity to exercise that objective in a number of concrete ways. Already we have held a number of members luncheons on the issues and have introduced an international perspective through the visit of the President and Executive Officer of the International Centre for Not-for-Profit Law.

The Association has submitted to the inquiry both in writing and by appearance at the Melbourne hearings. Copies of those submissions are available. Arising from these submissions, the Inquiry has asked for some specific details to help their understanding the role of Trusts and we will be contacting members for that information in the near future.

The next step in the process will be the presentation of a preliminary report which is due in October. The final report will be in March and further hearings arising from the response of the sector to the preliminary report will take place in December.

MAJOR INTERNATIONAL CONFERENCE SCHEDULED FOR NOVEMBER

It is clear that this inquiry is the first major review of the role of charity in society since the Filer Commission in the US during 1969. The outcomes will have ramifications for the development of the non-government sector not only in this country, but within the developing countries within the region and those in East Europe.

For this reason, the Association, in conjunction with Monash Graduate School of Government and the International Centre for Not-for-Profit Law have approached the Ford Foundation in the USA and the Charities Commission in the UK with the proposal for a major international conference which would provide the opportunity to use the

preliminary report of the Australian Inquiry as a case-study for analysing the future of the not-for-profit sector and its underpinnings both in developing societies and in our own.

The conference is planned for Thursday November 10th and Friday 11th. We also plan to hold the Association's Annual Dinner on the Thursday evening and notices will be sent out next month.

MONTHLY LUNCHEONS

This year we have had a range of interesting speakers and the numbers of members attending is consistently high. We are particularly grateful to Monash University, Trust Company of Australia and Arthur Andersen for providing the lunch and venues so far this year.

April - Leon Irish, President and Prof. Karla Simon from the International Centre for Not-for-Profit-Law.

May - Nadine Burch with kind permission of the Australian Ballet shared some valuable insights arising from research into bequest giving.

June - Horst Rechelbacher, Chairman and Founder of Aveda Corporation raised a number of questions about the future without petrochemicals and the work of his charitable foundation. An outline is included in this edition

July 8th - Jack Morris from Smorgons is the chairman of the Western Region Youth Committee for the homeless. A man with a reputation for getting things done, this will be an interesting meeting at the National Australia Trustees.

The next luncheon meetings are scheduled for August 12, September 9, October 14.

NEW MEMBER

We are pleased to welcome the Besen Charitable Foundation to membership.

COMPUTERISED TRUST ADMINISTRATION PACKAGE USERS GROUP

The first meeting of this group decided to use the financial year 1994-95 as an opportunity to finalise the common language data-base incorporated in the system and to identify some common elements for analysis across each user. Any member using another computer package is welcome to join this group.

SYDNEY CHAPTER

An invited list which includes Westpac, Coca-Cola Amatil, McDonalds, James Kirby Foundation, the Law Foundation, the Australian Youth Foundation, IBM, NRMA, and others are beginning to work through the possible programs for our Sydney chapter in the coming year.

Tax and Charities

Proceedings of the 1994 AGM including speeches by:

Ross Sundberg QC
Prof. John Fairbairn
Dr. Terry Dwyer
with commentaries by
Dr. Mark Lyons
John Emerson - Freehill, Hollingdale & Page
Graham Reeve - Arthur Andersen
Mark Herron - Victorian Law Foundation

Are available from the Association.

Price: \$7 posted (Free to members)

"HOW TO APPROACH CORPORATIONS TRUSTS AND FOUNDATIONS"

A Grantseekers One-day Workshop

Topics: *Dealing with corporate sponsorship
The Nuts and Bolts of a successful
submission
How to approach trusts and foundations*

Speakers:

A range of trust administrators and trustees as well as Max Dumais, the executive officer of the Australian Association of Philanthropy Inc will be joined by Ed Geldaard from the Sponsorship Unit, Alistair Ping Steven Bowman from the Association of Corporate Treasurers and the Australian Society of Association Executives.

Dates: **Melbourne**

Thursday, 15th September 1994
Thursday, 24th November 1994

Time: 9.00 am till 4.30 pm

Cost: \$135 (Lunch included)

Venue: 17th Fl,
Victorian University of Technology
300 Flinders Street, Melbourne, 3000

Parking: There is normally parking in the KC Park
Safe station below the building.

The Association wishes to express its appreciation to the Victorian University of Technology for all it has done to make these valuable workshops a success.

1994 - Resources Guide

The Centre for Australian Community Organisations and Management (CACOM) has produced a brand new management publication for Australia.

100 Pages on what's available, how much it costs and where to find the latest management resources for nonprofit and community organisations in the United States and Australia.

This is the first edition and the guide will be updated and reprinted annually.

Topics include: Human Resources, Financial management, Legal issues, Marketing and planning and Evaluation.

Designed for Managers, Coordinators, Board/ Committee members, volunteers, trainers and community sector workers.

ORDER FROM: CACOM, University of Technology of Sydney, P.O BOX 222 Lindfield, NSW, 2070 **Cost: \$20** incl local postage.

DOING BEST BY DOING GOOD by Dr. Richard Steckel and Robin Simons

How to use Public Purpose partnerships to boost corporate profits and benefit your company.

Some advance praise for Doing Best by Doing Good:-

"In a time when so many corporations are searching for ways to improve their perception in the marketplace along with their profits, *Doing Best by Doing Good* makes an invaluable contribution to American business practice" - Joan Shapiro, Senior Vice President, South Shore Bank of Chicago.

"Not for profit organisations have countless opportunities to align their interests with those of enlightened corporations. Dr. Richard Steckel is at the cutting edge of aligning these mutual self-interests in ways that are fun and profitable to both parties. His book is a must for anyone involved in either world."
- Michael Ainlsie, President and CEO Sothebys
Cost: \$40 plus \$5 postage from the Association of Philanthropy Inc. 4th fl, 20 Queen St., Melb. 3000

PHILANTHROPY

Philanthropy is the official journal of the Australian Association of Philanthropy Inc. it is published quarterly and mailed to nearly 300 trustees who are members of the Association.

Subscriptions are also available to non-members for \$40 per annum, including postage. (Back issues 1-20 inclusive are also available for \$5 per copy)

Subscribers can look forward to:

Receiving valuable information

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

Seeing how others have been successful

Philanthropy profiles projects that have been funded with clues for application.

Keeping up to date

Emerging trends in corporate giving...responses to the rural crisis.... how to apply successfully to Trusts and Foundations... youth unemployment... the environment. These are just some of the subjects covered over recent editions.

Philanthropy will keep you in touch with the latest thinking amongst trustees.

For information about the Association of Philanthropy Inc., the Journal or subscriptions, please contact:

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The Australian Association of Philanthropy Inc

The Mission

The Australian Association of Philanthropy Inc aims to promote more effective private and corporate giving in Australia. It was established to provide a strong, professional organisation to represent the interests of philanthropy and, in particular, to represent large and small trusts and foundations from both the private and corporate sectors, as well as individual philanthropists.

The Membership

Alexander Foundation, The George
Allen Foundry Co Pty Ltd, The W.L.
Andrews Foundation, The
Ansell Ophthalmology Foundation
ANZ Executors & Trustee Co. Ltd.
ANZ Trustees Qld.
Australian Bicentennial Multicultural Foundation
Australian Youth Foundation
Besen Charitable Foundation
Bicentennial Youth Foundation Inc.
Body Shop, The
Brash Foundation, The
Buckland Foundation, The William
C.R.A. Limited
Carty Charitable Fund, The L.E.W.
Clean Up Australia Trust
Coca - Cola Amatil
Coles Myer Pty.Ltd.
Compton Charitable Trust, The Everal
Cooperative Foundation (S.A.)
Danks Trust, The
Education Foundation
Equity Trustees
Espirit Cares Trust
Estate of the Late George Adams
Everal Compton Charitable Trust
Felton Bequest, The
Freehill, Hollingdale & Page
Gordon Darling Foundation
Goulburn Valley Base Hospital Foundation (Assoc.)
Green Hills Foundation, The
Hartly Foundation, The Ern
Jack Brockoff Foundation
Jones Foundation, The G.M. & E.J.
Kerr, Mr. Robert
Law Foundation of New South Wales, The
Law Foundation of S.A. Inc.
Leith Charitable Trust, The Flora and Frank
Lord Mayor's Fund
Lotteries Commission of WA
Mayne Nickless Ltd

McKay Charitable Trust, The H.V.
Miller Foundation, The
Monash University
Morialta Trust
Myer Foundation, The
Myer Fund, The Sidney
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National Mutual Trustees
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Queensland Community Foundation
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Rothschild Australia Ltd.
Rusden Foundation
Sakzewski Foundation, Sir Albert
Schutt Trust, The Helen Macpherson
Fleur Spitzer
State Trustees
Stegley Foundation, The
Sunshine Foundation
Sun Microsystems Foundation Inc.,
Susuan Corporation
Telematics Trust
Trescowthick Foundation Ltd., The Sir Donald and
Lady
Trust Co. of Australia
Uebergang Foundation, The Ray and Joyce
University of Melbourne
Vaccari Foundation, The Gaultiero
Victoria University of Technology Foundation
Victorian Community Foundation
Victorian Health Promotion Foundation
Victorian Womens Trust Ltd.
Were, J.B.
Western Institute Foundation
Western Mining Corporation Ltd.
Williamson Foundation, The Hugh

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