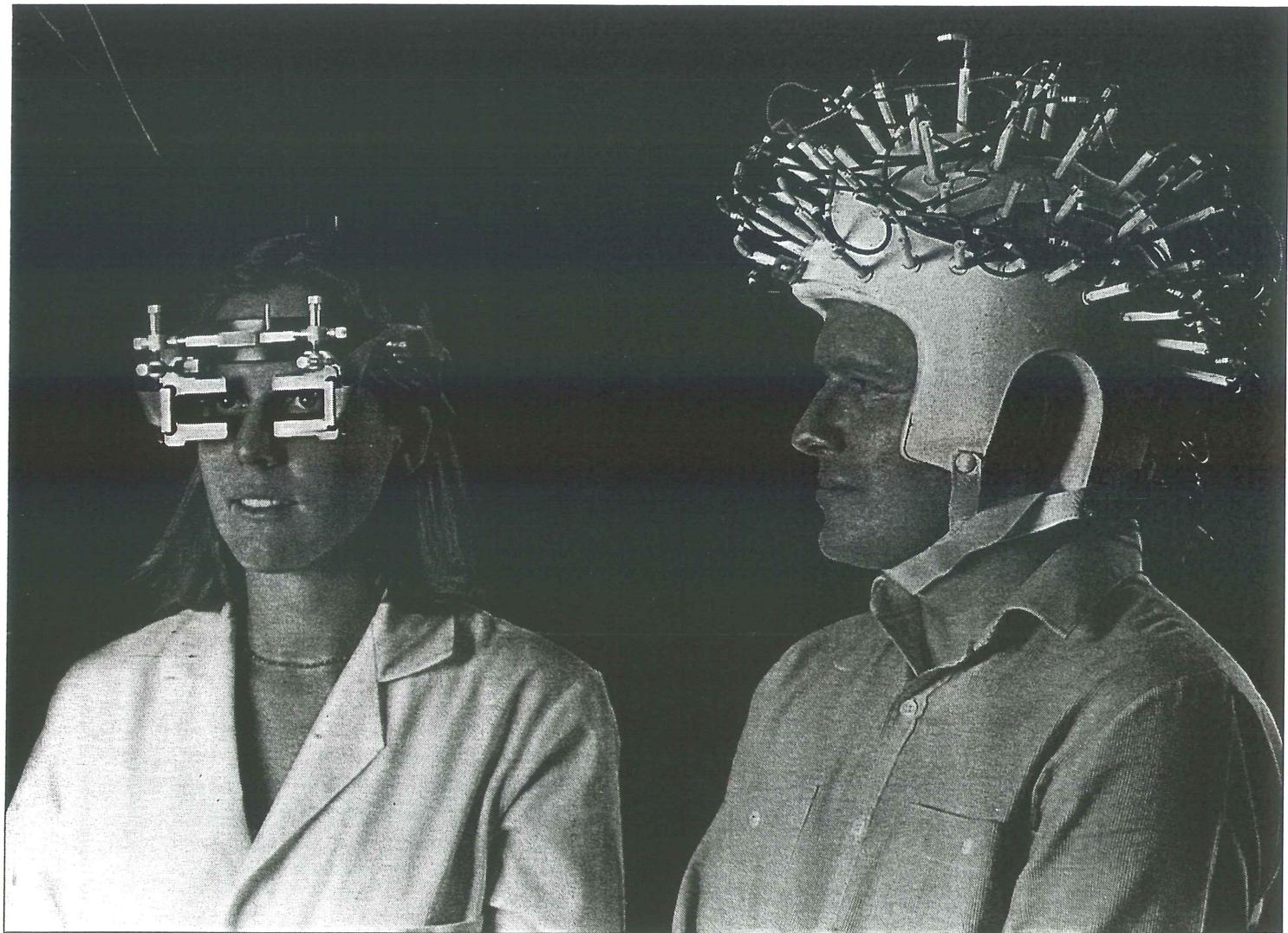


philanthropy 26

SPRING 1995

The Journal of the Australian Association of Philanthropy Inc.

Registered by Australia Post as a Print Post Publication - 3375860017



SPECIAL FEATURE: MENTAL HEALTH

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Cover Note



Cover Note -

Left to Right: The infra-red neurovisual helmet - a technique which may identify those people at risk of developing Alzheimer's disease.

The Electroencephalogram (EEG) helmet - a computer assisted technology recording brain activity to better understand brain function and schizophrenia

PHOTO: David B. Simmonds & The Pratt Foundation

THANK YOU

To Dame Elisabeth Murdoch for kindly sponsoring this, the 26th and Spring issue of Philanthropy.

Disclaimer

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

Editorial

The Industry Commission's final report has now been released. There are not many surprises, except that the issue that caused most heart burn amongst charities, namely the removal of fringe benefits tax, has been dropped by the government in its very first round of responses.

It is very telling that this report, which spends a good deal of its time addressing the contractual relationships that should exist between government and the community social welfare sector, should concentrate on the formal arrangements required. There is a good deal about accountability, performance benchmarks, transparency in funding and the other nuts and bolts about doing business on behalf of the community.

The Women in Philanthropy meeting this month addressed another issue to do with the relationship between government and the community sector when it addressed the social impact of gambling, particularly on the poor and disadvantaged and ethnic groups within the community.

As part of this discussion, attention was given to the \$100 million distributed from the Community Support Fund. This, along with the \$24 million yet to be spent, arises from an 8.3% levy on net profits of hotels and other forms of electronic gambling. This money now constitutes the Hospitals and Charities Fund, adding to the \$4.3 million which has come from the Community Benefit Levy, this being 1% of gross profit on turnover at the Casino.

Much of the concern raised was focussed on the apparent lack of accountability, performance benchmarks and transparency in funding which applies to these sources of community support. In particular, the lack of redress that appears to accompany the devastating effects gambling has on some members of the lower economic end of the community and the supports that are in place to assist. As one agency commented, with the recession now apparently behind us, the reduction in emergency relief from Commonwealth funding to agencies is about 32%, while the increase in demand to their agencies is around 48% in the last fourteen months.



Apparently problem gambling is often accompanied by alcohol and physical abuse within families. In some instances, syndicates of ethnic families who have pooled their capital for business development have lost both their faith and their funds in the hands of those to whom the monies had been entrusted, all at the gambling table.

There is obviously a challenge for the philanthropic sector. If charitable trusts and foundations step in to fill the void, it is possible that a maldistribution of gambling gains could become institutionalised. It would be better to consider positive ways in which private philanthropy could form strategic alliances with the gambling funds to create better targetted and collaborative efforts of redress

In Victoria, the vast majority of the population find no problem in gambling. It is therefore important to research the issues objectively and to educate those most vulnerable. Philanthropy needs to carefully consider how it can best play an independent role in research and educating those responsible for distributing the crumbs that may fall from the gambler's table.

*Max Dumais
Executive Officer*

Noel Miller's... 'magnificent obsession'



Mr Noel Miller

What makes a successful stockbroker give away millions of dollars over a period of more than 20 years? And through a non-tax deductible private trust with such a low profile it's almost unknown to the philanthropic community? The answer to these questions is the story of a remarkable man with singleness of purpose and an unshakeable personal vision.

Now 90, he was still going in to the office most days until recently when he retired, as the longest serving employee of the prominent stockbroking firm Potter Warburg. Noel Miller established the Miller Foundation with his late first wife Olive in 1974. Its major beneficiaries include the Uniting Church's SHARE Community Appeal, to which the Foundation is the

biggest single contributor; the Malvern aged care organisation, MECWA Community Care; the Wesley Mission; the Murdoch Institute for Birth Defects Research; and Melbourne University's St Hilda's College through the Olive Miller scholarship trust.

Each of these has received in excess of half a million dollars and the Foundation donates regularly to more than 75 other organisations. Recent grants include \$40,000 to drought stricken farmers, as part of the total annual gift to the SHARE APPEAL, and \$50,000 towards the new nursing home being built by the Association for the Blind.

The vision that led to the creation of the Miller Foundation crystallised many years before its establishment, while Noel Miller was still in his teens.~

"My first ambition was to be a doctor, but my father retired with minimal capital and was unable to send me to a private school and Melbourne university," he reflects.

With his dream of becoming a medical specialist shattered, Miller decided to study accountancy. He qualified as an accountant and later as a chartered accountant in the early 'twenties, coming first in Australia in one of his subjects.

But this was far from being the end of his humanitarian dream. Like all true visionaries, he simply "conjured up another goal".

"I had no idea how my life was going to unfold, but I continued to hope that if I was ever in a position to do something financially for education, medical research, the helpless and disadvantaged, the growing section of aged citizens, I would find a way. This was my new dream, which developed into what you might call a 'magnificent obsession.'"

From this point, Noel Miller's unfolding career as a chartered accountant turned stockbroker was more than an aside to his parallel life as a philanthropist and more than a means of funding his philanthropic work. His accumulated expertise in finance and investment management has been a touchstone of the Foundation's work, enabling him and his family to successfully manage it as a private trust with the almost ridiculously low management cost of 0.025%.

From accountant to stockbroker: a stage on the way.

Miller started out his working life with the leading firm of Flack & Flack, which later went on to become the international firm, Price Waterhouse. His career in stockbroking began when he was engaged in the audit of the accounts of J.B. Were and was invited by them to set up the first Research and Statistical department of any broking firm in Australia.

After stints in London and on Wall Street for Were, Miller returned to Australia and was promoted to manage a number of investment trusts, now combined into Australian Foundation Investment Company Limited.

We're now up to the Second World War, in which Miller served as personal assistant to the Finance Member of the Air Board after being rejected for active service on account of his age. After the war, he spent a brief period with Arthur Andersen, then - keen to return to the investment scene - accepted an offer from Ian Potter & Co.

"At that time," Miller reminisces, "Potter's staff consisted of fourteen people and it was my duty not only to interview clients but to prepare all investment plans, handle correspondence, and prepare and supervise the publication of the monthly investment review."

This post-war period was one of rapid expansion for Potter, which quickly grew to become the foremost provider of capital to Australian industry. Miller steadily rose through the ranks to become a senior partner, a position he resigned from in 1968. Until recently he has operated as a Private Client Adviser for what has since become SBC Warburg.

From stockbroker to Foundation chairman: a natural progression?

Today, 47 years since he joined the organisation, Noel Miller is still on the Potter scene, having been promised office space indefinitely. He is also director of Australian United Investment Co Limited and Diversified United Investment Limited.

He is an upright, energetic looking man, forthright and direct, with a strong clear voice which is an interviewer's joy. In a recent *BRW* article, he is quoted as saying that he was "born with a good memory and an inquiring mind" both of which are clearly still very evident.

Asked why the Miller Foundation was established in 1974 as a private and not a public trust, Miller's answer is essentially that of a skilled investment adviser with a hands on approach to money management.

"When Olive and I set up the Foundation in the 'seventies, we had two ways we could go - either public or private. If the Foundation were public, we'd have to appoint prominent citizens to the management. We'd have restrictions on the way we invested the money. And we'd also have to clear the contents of the trust every few years, if we wanted to be tax deductible.

"Unlike some other private trusts, we disbursed funds from the very beginning. But because we're not required to clear the fund at regular intervals, we've been able to grow by accumulation, not just by equity. We've been free to invest the money as we've seen fit - with 94% now in Stock Exchange Securities and the rest in Real Estate."

Today, Miller is firmly in control of the management of the Foundation's investments. Like all true professionals, though, he appreciates the limits of his own expertise and is happy to delegate the spending of its grants to people who are experts in their own fields. This is shown in his preparedness to "fund other funds" such as the SHARE Community Appeal and the Wesley Mission Services, an unusual practice in the philanthropic sector.

"They know best - they know what to do," he says with exemplary wisdom. "They know where the need is, so let's help them fill that need."

Definitely not 'The Noel Miller Foundation'

By the time the Miller Foundation was established in 1974 Noel and Olive Miller had already given large sums of money to a variety of causes, including the annexe to Melbourne's St Andrew's Hospital. By forming the Foundation they gave a structure to their philanthropy and also ensured its perpetuation beyond their own lifetimes.

Olive Miller died 11 years ago and since then many of the Foundation's most significant grants "have been memorials to her". They include the gift of half a million dollars to complete The Olive Miller Nursing Home in Malvern, a MECWA project; the Olive Miller Protein Chemistry Research Group within the Murdoch Institute; and the Olive Miller Trust at St Hilda's College.

But the family connection did not die with her.

"You'll note it's not the *Noel* Miller Foundation, it's the *Miller* Foundation," the founder points out firmly. "Because this is a private trust, it was possible for the Board of Governors to be a family affair and this has given it an assured future beyond my own lifetime"

Miller, his two sons - Andrew, a Private Client Adviser at SBC Warburg and Richard, a musician and composer - and their wives constitute the board and all are actively committed to the Foundation's philosophy of broad based funding of projects ranging across health, education, aged care and social welfare.

Andrew and Richard Miller were involved in the trust from the outset and Noel wisely recognises that when it passes to the next generation they will express through it their own philanthropic interests, which may differ from his own.

"My younger son Richard in particular is very interested in helping drug addicts and my elder son's wife Jean is a real greenie . . . Eventually, they'll be the ones making all the decisions."

For now, though, Noel Miller is at the helm, and the work of trading shares in the Miller Foundation and reviewing grant applications keeps him well occupied. A regular churchgoer, he is living testimony to the value of the Protestant work ethic. He lives happily with his second wife in his suburban home.

The fulfilment of his personal vision, the "magnificent obsession" glimpsed more than seventy years ago through the eyes of the teenage boy and would-be doctor, seems very, very close.

Carol Cohn

*A Melbourne based freelance journalist
Cohn Consulting
Tel: (03) 9874 5762*

Insulin Distribution by International Diabetes Institute

A 1991 International Diabetes Federation report states that up to 20% of persons with insulin dependent diabetes around the world cannot obtain insulin all the time that they need it. Deaths and early diabetes complications are occurring as a result.

Insulin, test strips and syringes are collected from various sources by the International Diabetes Institute, Melbourne, Australia and sent to countries in urgent need. Lives are being saved on an ongoing basis. The program is rapidly growing.

Since 1991, countries supplied include Ethiopia, Philippines, Tanzania, Ghana, ex-Yugoslavia, Ukraine, Estonia and Russia. Insulin is now also being donated by cooperating centres overseas. A total of 46,000 vials have been donated since 1986, with 37,000 since 1991.

Many other requests are being received including from countries of the former USSR where deaths of children on these countries are occurring and the situation is rapidly

deteriorating. The Institute is now also cooperating with international aid agencies and service clubs, including Lions and Rotary Clubs, in developing the program.

The Institute hopes to be able to expand this program on a financially sustainable basis to continue to contribute towards relieving the tragic situation many diabetic are experiencing through lack of insulin in both developing and developed countries.

Innovative taxation arrangements for the United States pharmaceutical companies

A United States aid agency has been instrumental in arranging for pharmaceutical companies to obtain taxation benefits when donating medicines that are approaching their stated use-by date. These medicines may otherwise have been destroyed. Many millions of dollars worth of medicines have already been donated, including to countries of the former Soviet Union, Africa and Central America.

For Further Information

The International Diabetes Institute
260 Kooyong Rd, Caulfield, VIC 3162
Tel: (03) 952585050



Countries to which insulin and other diabetes supplies have been distributed by the INTERNATIONAL DIABETES INSTITUTE, Melbourne, Australia - Since 1986

MEDIA RELEASE - ICC Report

28th September, 1995

Minister for Human Services & Health

Treasurer

Minister for Development Cooperation and Pacific Island Affairs

Assistant Treasurer

Carmen Lawrence

Ralph Willis

Gordon Bilney

George Gear

Government Welcomes Report on Charitable Organisations and has now released the Industry Commission's Report on Charitable Organisations.

"The report makes it clear how much charities contribute to the Australian community and our overseas aid program. It throws a spotlight on the way governments handle their relationships with charitable organisations. It challenges us as a Government as well as the organisations themselves to take a fresh look at the way we are operating," the Federal Minister for Human Services and Health Dr. Carmen Lawrence said.

The Government agrees with the Commission's recommendations that funding should be related to outcomes. Where it is not easy to define the desired outcomes, the Government accepts that funding should be based on agreed objectives. In reaching outcomes agreements with charities, Ministers agreed with the Commission that costs should reflect efficiency and quality.

The Government also accepts the recommendation that organisations should have a publicly available policy on client fees but one which reflects government policies on access.

Whilst the Government endorses the objective of improving service quality, Ministers said further work is needed on the establishment of formal quality standards. It also supports the idea of consistent funding principles for charitable organisations, but further consideration is needed of how best this might be achieved.

Ministers welcomed the Commission's emphasis on improving accountability to governments, taxpayers and the public. The Government will consider further the more complex recommendations on incorporation and accounting standards, and their links to tax deductibility and fundraising legislation.

Mr. Bilney said that initiatives already in progress demonstrate the commitment of Government and non-government aid agencies to strengthen accountability and that the Code of Practice Advisory Committee has laid the foundations for improved standards. The government supported the broad objectives of ongoing review of the tax deductible status of non-government aid organisations but would examine further the actual approach to be adopted for implementation.

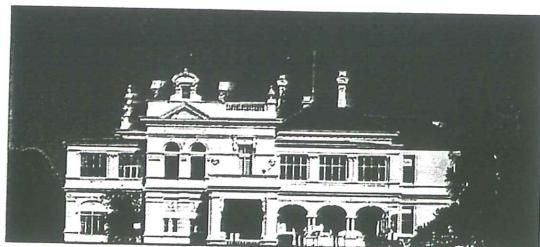
Dr. Lawrence noted that the Government currently pursues the principle of contestability when selecting charitable organisations as services providers, where ever this is practical. The Government will examine the tender issue more closely so as not to diminish service provision.

"The Government accepts the recommendation that charitable organisations should retain their income tax free status. We do not intend to extend income tax exempt status to organisations not currently exempt. We do not accept the need for any review of the dividend imputation system, although the ATO and Treasury will continue to monitor the effects of the system on an ongoing basis. The Government does not accept that the fringe benefits tax exemption for charitable organisations should be removed."

The Government also accepts the broad objectives of recommendations on best practice in departmental administrative arrangements with charities. It already canvasses a range of funding options. Ministers noted that work is under way on the collection of statistics on charitable organisations and a survey of the Community Services Industry would be ready early next financial year.

Standardising tax exemptions, fundraising regulation, inoperative inheritance legislation and policies for funding peak councils will be raised by the Commonwealth with state bodies for consideration.

Deakin University Foundation



Stonnington, Toorak Campus of Deakin University

Deakin University Foundation was established in 1978 to foster and enhance the interests of the University's teaching, research and scholarship. However, in the intervening years, both the Foundation and the University have burgeoned and strengthened. For you to obtain a clear picture of the Foundation, you have to appreciate the structure and ethos of its University.

Deakin University was awarded the 1995 University of the Year for its innovative use of communication and information technologies. This follows close on the heels of its 1994 award of a Band One ranking in the Quality Audit of tertiary education institutions in Australia. The Committee for Quality Assurance in Higher Education was particularly impressed by the standards of Deakin University's community service programs, particularly with long term unemployed, and for its commitment to teaching and scholarship.

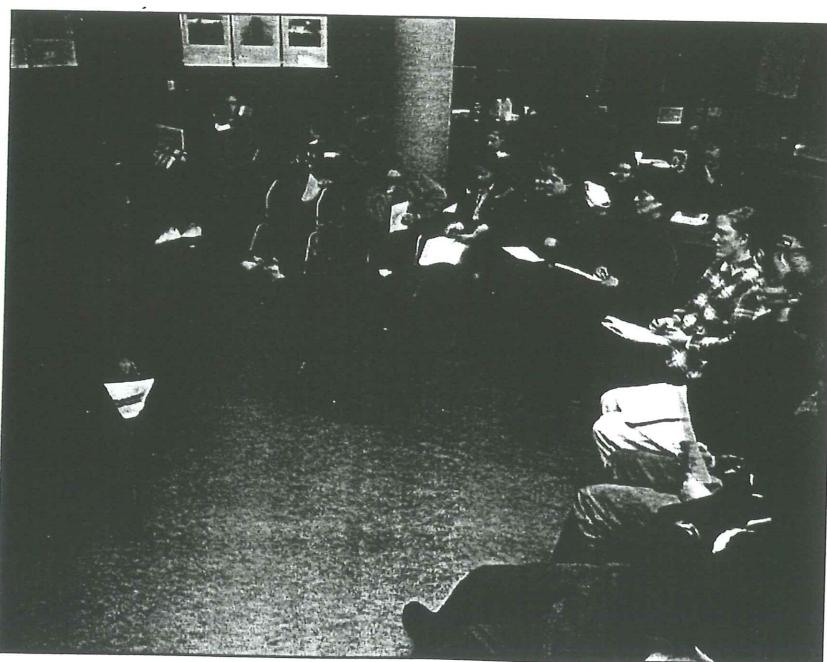
Deakin University has always prided itself on being an institution which places considerable emphasis on access and equity. Many of our students have been traditionally mature aged, female and part time students. Our Vera White Disability Resource Centre offers accessible and quality education for students with disabilities. Deakin has a thriving Institute for Koorie Education which has produced many fine teachers from the Koorie communities throughout Australia. Deakin has a strong cohort of female students, with women comprising more than 56% of its students. The University's programs are offered in either on-or-off-campus modes, or mixed mode and since Deakin was founded on its strength in distance education, a large portion of our students study in remote locations, via modems, teletutorials and videoconferences.

To get back to the Foundation, the new focus of which is research, it is the aim of the Board of Directors to do all possible to foster and enhance efforts within the University.

To this end, Deakin University aims to become not only the University of the Year for its communication technologies and community services, but to be at the forefront of research strength.

Further Information

Diane L. Read
 Fundraising Manager & Executive Officer
 Deakin University Foundation Limited
 Tel: (052) 27 2526
 Fax: (052) 41 1331



Seminar held for Disabled Students at Deakin University on 1 August 1995 and organised by Student Services Division

Early Psychosis Prevention & Intervention Centre

Shannon has had problems with depression from her early teens. She began using illicit drugs such as cannabis and amphetamines at 14 and by 19 she was also drinking heavily. She was working as a secretary in a stressful situation when she experienced her first breakdown but she mostly blames the drugs. For two weeks she hardly ate or slept. She heard telephones ringing in the vacant block behind her home. She believed the people she shared with were out to get her. She even drank water sparingly, believing her flatmates were trying to poison her. Messages from the radio confirmed this conspiracy. To escape her torment she tried to suicide by drinking a bottle of furniture polish. Her friends, concerned about her physical health, were able to take her to a general hospital where she was assessed as suffering from psychosis before being transferred to her local psychiatric hospital because of ongoing concerns about her risk of suicide.

Psychosis can be a terrifying and traumatic experience. It is a condition which will affect 2 to 3 per cent of the population, making it more common in young people than diabetes. It tends to strike early, with most people having their first psychotic episode in their adolescent years. The emergence of a psychotic illness generates acute distress and confusion not only in the young person but also for their families and friends and traditional helpers, such as school counsellors, youth workers and general practitioners. The change in the young person's behaviour causes concern and distress because often few people understand what is happening. As a result, there is often an extended period of delay (2-3 years on average) where problems become worse because of difficulties accessing appropriate help. These delays can be very damaging to a young person in the crucial period of adolescence and early adulthood. Maturation is sometimes put on hold, social and family relationships are strained or severed and vocational prospects are derailed. Secondary problems such as substance abuse, unemployment and behavioural problems may develop or intensify and the illness itself may become more deeply entrenched.

The experience can be extremely traumatic for the young person if they are eventually admitted to a hospital where fellow patients are much older, with long-standing and disabling mental health problems. This may reinforce the commonly held belief that psychotic disorders such as schizophrenia are lifelong disabilities. The reality is that most people will recover completely from a first episode of psychosis and like any other illness the earlier it is detected and treated the better the outcome. Early intervention in psychotic disorders can also prevent the need for hospitalisation and reduce the accompanying stigma, allowing the young person to be treated in the least restrictive environment possible. It is as a result of this thinking that the Early Psychosis Prevention and Intervention Centre evolved.

The Early Psychosis Prevention and Intervention Centre (EPPIC)

The Early Psychosis Prevention and Intervention Centre (EPPIC) is an integrated and comprehensive psychiatric service aimed at addressing the needs of older adolescents and young adults (aged 16-30) with emerging psychotic disorders in the western metropolitan region of Melbourne.

EPPIC has been developed in response to serious flaws in the way young people with psychotic disorders have been treated by traditional adult psychiatry services, which have been highlighted by a series of reviews, including the recent inquiry of Human Rights Commission into the rights of the mentally ill.

The foundation for the development of EPPIC was the Aubrey Lewis Unit, hitherto based at Royal Park Hospital, which had previously focused on young people with recent-onset psychosis since 1984. The EPPIC model, which commenced in June 1992, involved extending the program such that the catchment area was doubled to 800,000 and the centre of gravity was shifted to the community with the addition of a substantial range of community-oriented services.

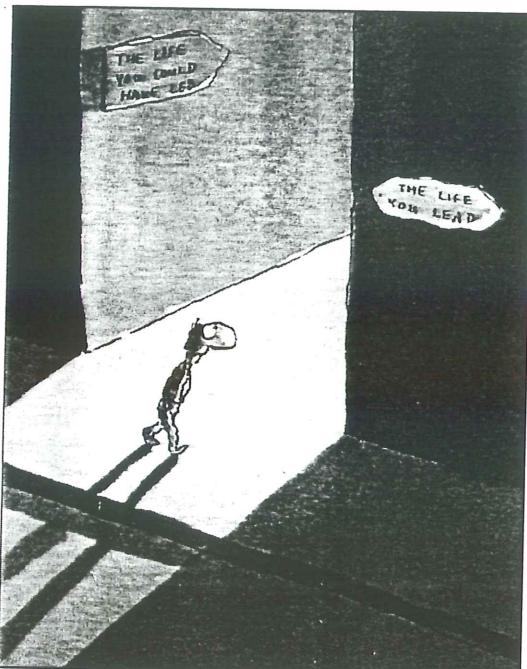
The aims and objectives of EPPIC include:

- Early identification and treatment of primary symptoms of psychotic illness, with correspondingly improved access and reduced delays in initial treatment.
- Reduction of subsequent difficulties in the post-psychotic phase of illness.
- Reduction of frequency and severity of relapse and increase in time to first relapse.
- Reduced disruption in social and vocational functioning, and in psychosocial development in the critical period of the early years following onset of illness when most disability tends to accrue.
- Reduction of burden for carers and promotion of well-being among family members

In order to achieve these objectives EPPIC has developed a broad range of services targeted to the needs of young people suffering from first-episode psychosis:-

- Programs such as the 24-hour fast-response Early Psychosis Assessment and Community Treatment Team (EPACT), can address the problem of delayed case detection and access to appropriate treatment. This mobile assessment team operates at the entry point of EPPIC and has a very active role in community development in addition to its assessment function. The team provides important support and information to the young person and the family, and begins to co-ordinate any other services which may be required. As things begin to improve, the team will introduce the young person to the full range of services available from EPPIC, beginning with introducing their Case Manager who will become the main health professional involved.

- The centre of the EPPIC model is the Outpatient Case Management (OCM) Program. After entry into EPPIC, patients are assigned an outpatient case manager, regardless of whether they are an inpatient or outpatient, who has continuous involvement with the patient from the outset.



Co-ordination of the patient's care and involvement with other aspects of the program occur via the OCM. The outpatient case management program provides a comprehensive service based on an explicitly documented recovery and preventative philosophy, and OCM team has a capacity to provide home-based treatment and crisis intervention in collaboration with the EPACT Team.

- The EPPIC program has also received numerous requests from existing services within Victoria and interstate to assist in redeveloping services to focus on young people with early psychosis. In response to this, the Statewide Services program has been established to provide community education, professional education and training, development of key resource materials and statewide secondary consultation. Policy input from EPPIC into the development of sector and other psychiatric services to help address the needs of young people with psychotic disorders is seen as a broader systemic contribution that EPPIC can make.

- Other EPPIC services include operation of a 14-bed inpatient unit, a comprehensive group program, family work and of course a heavy emphasis on continuing research into issues related to the prevention and intervention in first episode psychosis affecting young people, including the innovative

Cognitively Oriented Psychotherapy for Early Psychosis (COPE). A number of smaller sub programs, such as the EPPIC Accommodation program, have also been developed in response to particular needs.

Future Directions

The most important and imminent development has been the establishment of the Centre for Young People's Mental Health, of which EPPIC will form the central pillar. This exciting initiative was announced by the Hon. Marie Tahan, Minister for Health, at the launch of the Frameworks document on mental health services for Victoria. A comprehensive regional service is being established as a joint initiative of the Royal Melbourne Hospital, the Royal

SPECIAL FEATURE - MENTAL HEALTH

Children's Hospital, the Centre for Adolescent Health and the Department of Health and Community Services.

With the co-location of a range of specialist mental health services for young people a unique focus will be developed in the management of a range of serious mental illnesses and disorders which often develop for the first time in this developmental phase.

The Centre will form a third paradigm of mental health service delivery between child psychiatry on the one hand, and adult psychiatry on the other yet will maintain strong links with both.

It is hoped that the activities of the centre will stimulate service development in other centres around Victoria, and interstate and will enable education, training and research in young people's mental health to thrive and flourish.

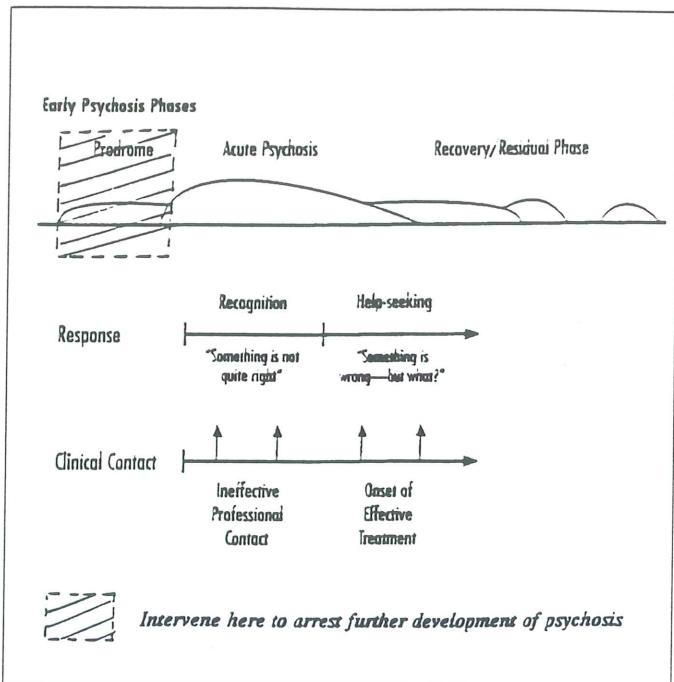
EPPIC is also actively involved in the promotion of best practice in early intervention and optimal care in the treatment of first episode psychosis.

Promotional activities include the development of the:

Early Psychosis Information Kit A Stitch In Time Psychosis...Get Help Early, a series of videos, information sheets and booklets about early psychosis.

What is Psychosis?

The word psychosis is used to describe conditions which affect the mind, where there has been some loss of contact with reality. When someone becomes ill in this way it is called a psychotic episode. Psychosis is most likely to occur in young adults and is quite common. Around 3 out of every 100 people will experience a psychotic episode making psychosis more common than diabetes. Most people make a full recovery from the experience. Psychosis can happen to anyone. Like any other illness it can be treated.



What are the Symptoms?

Psychosis can lead to changes in mood and thinking and to abnormal ideas, making it hard to understand how the person feels. In order to try to understand the experience of psychosis it is useful to group together some of the more characteristic symptoms.

Confused Thinking

Everyday thoughts become confused or don't join up properly. Sentences are unclear or don't make sense. A person may have difficulty concentrating, following a conversation or remembering things. Thoughts seem to speed up or slow down.

False Beliefs

It is common for a person experiencing a psychotic episode to hold false beliefs, known as delusions. The person is so convinced of their delusion, that the most logical argument cannot make them change their mind. For example, someone may be convinced from the way cars are parked outside their house that they are being watched by the police.

Hallucinations

In psychosis, the person sees, hears, feels, smells or tastes something that is not actually there. For example, they may hear voices which no one else can hear, or see things which aren't there. Things may taste or smell as if they are bad or even poisoned.

Changed Feelings

How someone feels may change for no apparent reason. They may feel strange and cut off from the world with everything moving in slow motion. Mood swings are common and they may feel unusually excited or depressed. People's emotions seem damped - they feel less than they used to, or show less emotion to those around them.

Changed Behaviour

People with psychosis behave differently from the way they usually do. They may be extremely active or lethargic—sitting around all day. They may laugh inappropriately or become angry or upset without apparent cause. Often, changes in behaviour are associated with the symptoms already described above. For example, a person believing they are in danger may call the police. Someone who believes he is Jesus Christ may spend the day preaching in the streets. People may stop eating because they are concerned that the food is poisoned, or have trouble sleeping because they are scared of something. Symptoms vary from person to person and may change over time.

First Episode Psychosis

First-episode psychosis simply refers to the first time someone experiences psychotic symptoms or a psychotic episode. People experiencing a first episode psychosis may not understand what is happening. The symptoms can be highly disturbing and completely unfamiliar, leaving the person confused and distressed. This distress is increased by negative myths and stereotypes about mental illness which are still common in the community. A psychotic episode occurs in three phases:-

1. Prodrome
2. Acute psychosis
3. Recovery/residual

The length of each phase varies from person to person.

What Causes Psychosis?

A number of theories have been suggested as to what causes psychosis, but there is still much research to be done. There is some indication that psychosis is caused by a poorly understood combination of biological factors which create a vulnerability to experiencing psychotic symptoms during adolescence or early adult life. These symptoms often emerge in response to stress, drug abuse or social changes in such vulnerable individuals. Some factors may be more or less important in one person than in another

In first-episode psychosis, the cause is particularly unclear. It is, therefore, necessary for the person to have a thorough examination to rule out known medical causes and make the diagnosis as clear as possible. This usually involves medical tests, as well as a detailed interview with a mental health specialist. Psychosis has many forms. Course and outcome vary from person to person.

EPPIC will be hosting *Verging on Reality: The First International Conference on Early Psychosis* in Melbourne on 28 and 29 June, 1996.

(The conference is to be sponsored by Janssen-Cilag)

For Further Information contact:

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Telephone: (03) 9389 2403
Facsimile: (03) 9387 2403

Cartoon courtesy of The Age and Michael Leunig

Mental Health Agencies in Victoria

Alzheimer's Association of Victoria

98 Riversdale Road Hawthorn 3122
Ph: 9818 3022 Fax 9818 3940

Anorexia & Bulimia Nervosa Foundation of Victoria

1513 High Street Glen Iris 3146
Ph 9885 0318 Fax 9885 1153

Early Psychosis Prevention & Intervention Centre

EPPIC
35 Poplar Rd Parkville 3052
Ph 9389 2403 Fax 9387 3003

GROW

29 Erasmus St Surrey Hills 3172
Ph 9890 9846 Fax 98994126

Koori Kids Mental Health Network

Victorian Aboriginal Health Service
186 Nicholson Street Fitzroy 3065
Ph 9419 3000 Fax 9417 3897

Lifeline

148 Lonsdale Street Melbourne 3000
Ph 9662 1000 Fax 9663 1369

Mental Health Foundation

Tweedie Place Richmond 3121
Ph 9427 0406 Fax 9427 1294

Mental Health Legal Centre

252 Johnston St Fitzroy 3065
Ph 9417 4599 Fax 9419 8242

Mental Health Research Institute

Cnr Oak St & Poplar Rd Parkville 3052
Ph 9388 1633 Fax 9387 5061

The Melbourne Clinic

130 Church Street Richmond 3121
Ph 9429 4688 Fax 9427 7558

Post & Ante Natal Depression Assoc.

Canterbury Family Centre
19 Canterbury Rd Camberwell 3124
Ph 9882 5396 Fax 9813 3927

Psychiatric Disability Services of Vic.

Floor 1, 55 Moor St Fitzroy 3065
Ph 9417 2866 Fax 9419 9874

Richmond Fellowship of Victoria

P. O. Box 130 Brunswick West 3055
Ph 9388 0466 Fax 9380 4042

Schizophrenia Fellowship of Victoria

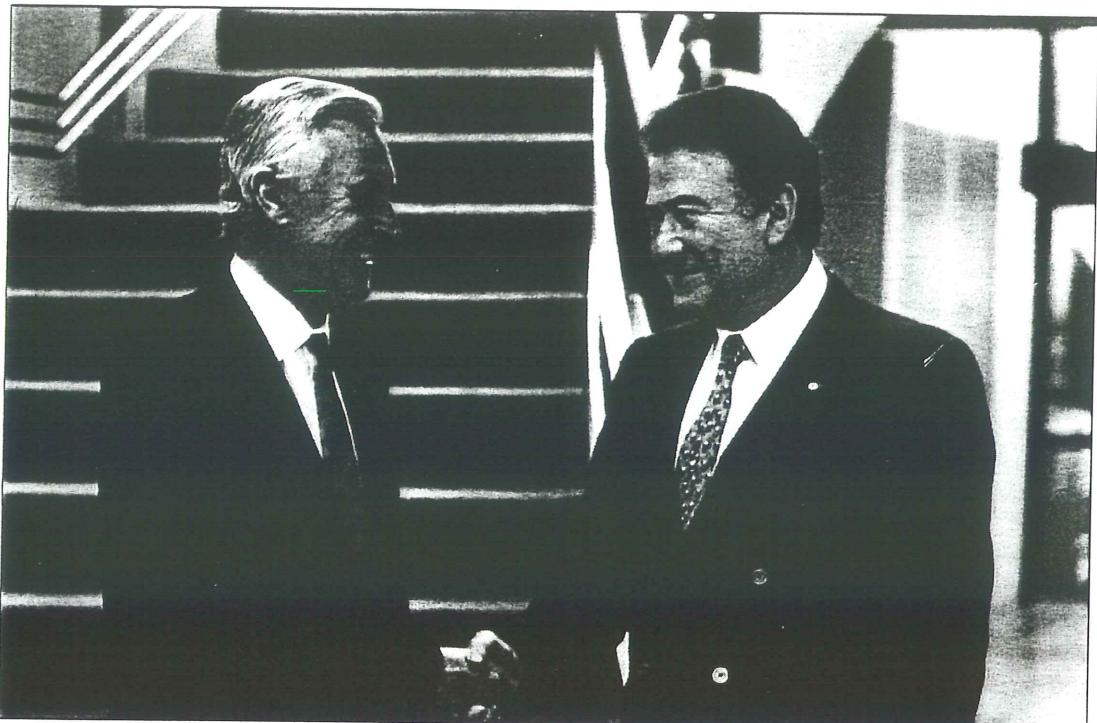
223 McKean Street North Fitzroy 3068
Ph 9482 4199 Fax 9482 4871

Victorian Mental Illness Awareness Council

136A Sydney Road, Brunswick 3056
Ph 9387 8317 Fax 9388 1445

This is not intended as a conclusive list.

Collaborative Philanthropy - An Australian Initiative In Medical Science



OFFICIAL OPENING OF THE MENTAL HEALTH RESEARCH INSTITUTE OF VICTORIA 1994

Mr Richard Pratt AO, Foundation Chairman for seven years, 1987 - 1994, welcomes Dr Ben Lichtenberg as Chairman of the Board of Management - photo by Michael Silver

**One in 25 people aged 60-65 years suffer from Alzheimer's disease, but for people aged 85 years and over, one in four people are affected.*

**One in every 100 people will develop schizophrenia, usually between the ages of 18 and 24.*

**Mental illness presents a major challenge to health care systems worldwide. Schizophrenia, for example, results in the use of more hospital beds than any other illness.*

Government and philanthropic effort has resulted in a modern and technologically advanced research centre being opened for the scientific team at The Mental Health Research Institute of Victoria. This medical research Institute in Melbourne is working to find earlier diagnosis and improved treatments for Alzheimer's disease and schizophrenia, diseases which affect 2% of the population worldwide.

After seven years of working in condemned hut-like accommodation in the grounds of Royal Park Hospital, neuroscientists at The Mental Health Research Institute of Victoria now work in a \$5.5 million psychiatric research centre. During an era of fiscal control, this is quite an achievement. Who paid for this initiative?

"The new research centre is the result of true collaboration across all funding sectors," says Director of the Institute, Professor David Copolov. "State and federal governments, charitable trusts and foundations, corporations and private individuals combined their support to make it happen."

Successive Victorian State Governments provided the incentive to proceed with the Institute Building Project. In 1992 the previous Victorian State Labor government and Health Minister Mrs Maureen Lyster committed \$3

million towards the building of the research centre. This commitment was endorsed and implemented by the new Coalition government and the new Health Minister Mrs Marie Tehan. Commonwealth Government capital funding of \$1 million was also granted towards the project.

With \$4 million pledged from government sources, the Institute's Board of Management initiated a public appeal to raise the remaining capital. "The fact that we raised the funds in a short period of time is a tremendous tribute to the spirit of philanthropy in the Australian community," says Professor Copolov. "It is also very encouraging for the scientists who have worked away in what is a very neglected field of medical research."

Professor Copolov identifies the efforts of Mr Richard Pratt AO, now Chancellor of Swinburne University of Technology and Chairman of the Victorian Arts Centre Trust, as another key to the successful completion of the Institute's Building Appeal.

"He was our Foundation Chairman for seven years. His driving force and his endless preparedness to press his wide circle of friends, acquaintances and business connections into the service of the Institute was outstanding," reports Professor Copolov.

To date, charitable trusts and foundations have contributed nearly \$800,000 towards the Institute's Building Appeal, corporations and businesses over \$400,000 and personal donors nearly \$130,000. In 1994 the Victorian State Government again contributed nearly \$200,000 to ensure completion of the Building Project.

"It is very clear that the charitable sector has been pivotal to our success," says Professor Copolov, "contributing over 60% of all funds raised for the Institute's Building Appeal."

At an Official Unveiling of two Institute research laboratories in February this year, Professor Copolov paid tribute to the philanthropic efforts of this sector. During the opening address, he commented:

"Their contribution often goes unnoticed. Take just two examples.

The William Buckland Foundation, administered by ANZ Trustees, has distributed approximately \$35 million to projects within Victoria. Since 1972 the Helen M Schutt Trust has distributed over \$22 million. All because two individuals decided to give something back to the community in which they lived."

Charitable Trusts & Foundations

Supporting the Building Appeal of The Mental Health Research Institute of Victoria

- * *The Estate of the Late George Adams*
- * *Arthur Andersen Foundation*
- * *The Jack Brockhoff Foundation*
- * *The William Buckland Foundation (ANZ Trustees)*
- * *Daryl Cohen Family Trust*
- * *The Rebecca L. Cooper Medical Research Foundation Ltd.*
- * *The Gandel Charitable Trust*
- * *J & Hope Knell Trust Fund (Perpetual Trustees Victoria Limited)*
- * *The Liberman Charitable Trust*
- * *The Magid Charitable Foundation*
- * *The John Jefferson Smurfit Monegasque Foundation*
- * *The Sidney Myer Fund*
- * *Newhaven Foundation Ltd*
- * *The Reuben Pelerman Benevolent Foundation*
- * *The Pratt Foundation*
- * *The Andrew Thyne Reid Charitable Trust*
- * *Helen M Schutt Trust*
- * *Smargon Family Charitable Foundation*
- * *The Sir Donald and Lady Trescowthick Foundation Ltd.*



OFFICIAL OPENING - HELEN M SCHUTT CELL BIOLOGY GENERAL LABORATORY 15TH FEBRUARY 1995
photo by Michael Silver

SEATED: Left to Right

*Lady Zeidler
Ms Marion Webster
Mr Ian Roach AO
Mr Darvell M Hutchinson AM
Ms Susan Wauchope*

*Ex Board Member, Foundation Treasurer, Mental Health Research Institute of Victoria
Manager Community Relations, ANZ Trustees
Chairman of Trustees, William Buckland Foundation
Chairman of Trustees, Helen M Schutt Trust
Executive Officer, Helen M Schutt Trust*

STANDING: Left to Right

*Mr Lorne Greville
Dr Ben Loichtenberg
Mr Peter Redlich AO
Professor David Copolov
Dr Gad Trevaks AM
Mr J Barry Hutchins
Mr Andrew Mansour
Mr Bruce Redpath AM*

*National Manager, Charitable Trusts, ANZ Trustees
Chairman, Board of Management, Mental Health Research Institute of Victoria
Foundation Member, Board of Management, Mental Health Research Institute of Victoria
Director, Mental Health Research Institute of Victoria
Foundation Member, Board of Management, Mental Health Research Institute of Victoria
Co-Trustee, Helen M Schutt Trust
Secretary, Board of Management, Mental Health Research Institute of Victoria
Co-Trustee, William Buckland Foundation*

The Scientific Program at The Mental Health Research Institute of Victoria

There are 20 medical research institutes in Australia and The Mental Health Research Institute of Victoria is one of 10 that are located in Melbourne, Victoria.

Dedicated to the earlier diagnosis and improved treatment of Alzheimer's disease and schizophrenia, the Institute operates 10 research units and is home to the National Health and Medical Research Council's Schizophrenia Research Unit and the newly-established National Health and Medical Research Council's Network for Brain Research into Mental Disorders. This Network is a first for Australia involving researchers in over 30 institutions with a mission to develop innovative, cost effective collaborative research between neuroscience and psychiatry.

The Institute also monitors the use and side-effects of the drug clozapine in Australia. One in three people with schizophrenia don't respond to standard antipsychotic medication. Clozapine has been found useful in nearly 40% of this group, but is associated with a serious lowering of the white blood cell count in one in 50 patients. Prompt recognition and follow-up of this side-effect saves lives.

"The years ahead are important for the Institute," says Professor Copolov. "With our foundation years and the challenge of building a research institute behind us, we are now concentrating on achieving the research outcomes which will justify the faith placed in us."

There are promising signs that these outcomes are beginning to emerge. The Alzheimer's Disease Research Group lead by Professor Colin Masters received international scientific recognition when it purified the Beta A4 protein believed to be instrumental in the onset and progression of Alzheimer's disease. The Group is now studying the protein's characteristics in an attempt to identify ways of delaying the onset of the disease.

Scientists at the Institute have also taken on the challenge of trying to develop new treatment strategies for people with treatment-resistant schizophrenia. This focus ensures the direct relevance of the Institute's schizophrenia research to treatment centres worldwide.

Magnetic Resonance Imaging (MRI) is one of the computer-assisted technologies being used by neuroscientists at the Institute to produce visual images of the living brain in action. MRI produces highly detailed images of the brain in a manner which allows scientists to measure precisely the volumes of different brain structures. The research teams believe that the search for structural brain changes with schizophrenia will provide clues to the possible causes of the illness.

Advances in molecular and cell biology, combined with today's computer technology, are increasing scientific understanding of how antipsychotic medications work.

The Institute's research teams hope to design more targeted drugs with fewer side-effects for people with schizophrenia.

"We know that schizophrenia involves the major loss of integrated higher brain function," says Professor Copolov. "The challenge for neuroscientists is to find out why this occurs. We now have a technologically appropriate research centre in which this important work can proceed."

For Further Information

The Mental Health Research Institute of Victoria
Cnr Oak & Poplar Streets
Parkville, VIC 3052
Tel: (03) 9388 1633

A Conversation with...

Sara Engelhardt

An interview by Larry Kirkman and reproduced with kind permission of Foundation News & Commentary.

The Foundation Center was created in the 50's with a mission of helping the public understand the foundation field. Will '90s technologies help foundations become more publicly accountable?

Foundation Centre President Sara Engelhardt recently marked her 31st year in Philanthropy, in her words, earning "24 consecutive W-2 forms" from the Carnegie Corporation of New York before joining the Foundation Centre in 1987. She first came to the field as a college junior, taking a summer job at Carnegie in 1964, when John Gardner was its president.

It was Carnegie that launched the Foundation Centre, largely in response to unfriendly congressional investigations of foundations in the early 1950s. At that time, leading foundation representatives called to testify found that there was very little information available about foundations individually or as a field. Russell Leffingwell, a Carnegie trustee, eloquently voiced the idea that "foundations should have glass pockets," and soon thereafter John Gardner and others established the Foundation Library Centre in New York City to be a "glass pocket" for the field.

In the early days, staff collected information to create the Foundation Directory by visiting some 62 Internal Review Service offices around the country and hand copying information from tax records. Still headquartered in New York, today the centre has field offices in Atlanta, San Francisco, Cleveland and Washington D.C and cooperating collections in 200 other locations. In addition to offering walk-in library services and educational programs, the centre maintains a database of virtually every grantmaking foundation in the country and of the grants of over 1,000 of the largest of these. Using the database, it publishes reference books on foundations and their grants as well as research studies on trends in giving.

Following is an edited version of Sara Engelhardt's views on gathering and sharing information about foundations. To receive a free copy of the complete interview, fax your request -including your name and mailing address - to FN&C at 202/785-3926.

When the Foundation Centre was formed, did many foundations oppose its role?

I wouldn't say there was opposition to the centre so much as a lack of enthusiasm for the kind of accountability that the centre was set up to provide. You have to understand that in an environment where nobody knows about anybody else, suddenly making information available feels fairly risky. It was less risky for Ford and Carnegie and some of the early foundations to publish reports because they were already highly visible.

The bulk of foundation information did already exist in government files, because foundations have had to make reports to the IRS for years. It's just that access to this information was very primitive in those days.

What are the trends in public accountability? Are some foundations still resistant? In the current political context, is there increasing urgency for accountability?

When I talk about accountability, I mean the obligation to report. I think some of the resistance to the word comes from another definition, the obligation to explain or justify.

I believe strongly that one of the wonderful things about the foundation field is its diversity. So long as you're working within the law and the public interest, you can do almost anything you want. A lot of foundations feel pressed to justify why they did this rather than that, or what was wrong with this proposal versus that proposal, or why they aren't doing something in the environment instead of in higher education. And they worry about being exposed to that kind of demand for accountability.

The accountability we have always demanded - and we feel there's not a great deal of resistance to it - is the obligation to report. Foundations have to report first to the government, so they're all doing it already to some degree.

One sub theme within accountability that is terribly important and that we have pushed on is inclusiveness. That is, getting information on all foundations as opposed to a few. First we had the Foundation Directory, which covers the top rank of foundations. Now we have books and online data that include all 38,000 foundations. We're also expanding beyond the PF - beyond private foundations. For instance, we have corporate giving programs that don't have to file, but they're working with us so their information is available. This means that increasingly we're able to draw a picture of the field, rather than just of an individual foundation or a few foundations.

Another component of accountability is currency. Here's where technology helps: it enables us to get information more quickly, and deliver it more quickly.

I think in the end the accountability of the field - as opposed to the individual foundation - is going to be the best defence for foundations against future attack. Foundations are probably less fragile in terms of public attack than any other segment of the nonprofit sector because of the amount of information that's available about the field.

Going back to the foundation attitude toward accountability, we will always get some foundations who respond to our questionnaire by saying "Don't put us in the directory, we don't want it". They're worried about too many people writing to ask them for money.

What's been called the 'nuisance factor'.

Yes, the nuisance factor. Our argument in return is that in our directories you're not just hanging out there by yourself for thousands of people to write you a letter. Isn't it better for them to have good information about what you do and don't do, which is what we are asking you to provide, than something that grantseekers would go to the IRS for that may be three years old and may have nothing to do with what you're doing now?

We win some over with this argument, and currency is at the heart of it. But the truth is, we still get most of our information, particularly on the smaller foundations, from public records.

Has the centre been involved in the policy issues of access to government information?

No, because the specific records we're talking about have always been public, although they have been hard to get. The government's mandate is to make this information available, and we fulfill that mandate for them.

Occasionally over the past few years, with budget cutting and looking at priorities, the IRS has said "Well, maybe we won't put the 990s on microfiche and send them to the Foundation Centre." It's expensive for the IRS to do this, and we are the major paying customer for them. So, we remind the IRS that if they don't send the microfiche to us, allowing us to do our job of giving the information wider visibility, they will have to answer directly to the public.

About six years ago we explored with the IRS the possibility of our putting the 990-PFs on CD-ROM for them, rather than their continuing to use the antiquated microfiche. They didn't want to do it then, but I think eventually they will.

You do more, of course, then provide facts about foundations and grants. You also provide how-tos on fundraising and management, and to a lesser degree, perspectives in philanthropy's history, trends and philosophy. How is this range of publishing and library services evolving? What's the demand for these different elements?

As you can imagine, the demand is accelerating tremendously. We are running out of seats in our libraries because of the high degree of interest from grantseekers. The educational interface - through our directories and libraries - has always been very important to us. We often get people who come to us and say, "I understand you'll give me a list: I want the list": meaning, of course, contacts for funding a given area. And we say, "We don't give you the list: we give you the tools to create your own list."

We are targeting our publishing program more narrowly on foundation funding. When I came to the centre, we had quite a line of publications on things not specifically related to the foundation field, but related to the nonprofit field more generally. As other publishers and research centres have come along, we have pulled back from that. That was really a service we were doing because of the lack of other groups doing it. Our libraries, however, continue to stock a wide range of books on the field.

How will the centre position itself in the new online information environment? How will the centre's plans take into account the growth of electronic publishing and networking in the nonprofit sector?

We now have a World Wide Web site. Some of the things we put on the Web are already offered in our libraries. Some, like our Philanthropy News Digest are new. We have someone who is scanning and abstracting information on philanthropy: what's new is we're putting it up on a weekly basis, adding brief notes from our database to give it a little better context.

If you're looking for information about one foundation, you will be able to find not just news stories about it but grants lists or RFPs, and if the foundation has a web site, we would hyperlink to it so you could look at their annual report or any other reports they have online. It's similar to what you can do in our library. You can go to the pamphlet file, the annual report file. But it's much more convenient to get everything electronically.

Eventually we hope to take advantage of the Web's interactive capacity. We could create an electronic reference desk on the Internet, which would be a place where people might ask the types of questions that they'd come into one of our libraries to ask. Within a certain time after the question was posted, our reference librarian would respond.

Let's talk about the different benefits of going online. You mentioned timeliness. Another might be reducing the costs of collecting the information.

I don't think the costs of collecting are going to be reduced easily or quickly. We do have a project going forward to help those foundations that want to report their grants to us electronically, from their database to ours. This will save us some time, because we won't have to re-key it. But we will still do all the value-added work that we do, which includes classification and relating it to other information in our database.

But the problem with accountability is less technological than a matter of will. We collect grants of over 1,000 foundations now. Less than half of those actually give us the information, so we take it off the 990-PF. So, electronic reporting won't save that much effort. I think that's important to realize. Technology doesn't drive accountability. It simply makes it easier for some who are technologically sophisticated to be accountable.

Foundation News & Commentary

1828 L Street, NW Washington, DC 20036

\$35.50 per year (within the US) \$72.00 per year (outside the US)

Bi-monthly luncheons

Throughout 1995, the Association has conducted a series of bi-monthly luncheons centred around the issue of collaborative funding. In the first session, Peter Bucci, Executive Director of The Windana Society discussed some of the positive results achieved through collaborative funding provided for this primary care provider to people with drug addictive behaviours. Martin Carlson, Executive Officer of the Brash Foundation described the collaborative work which the Foundation achieved, through the particular example of Soundhouse Story.

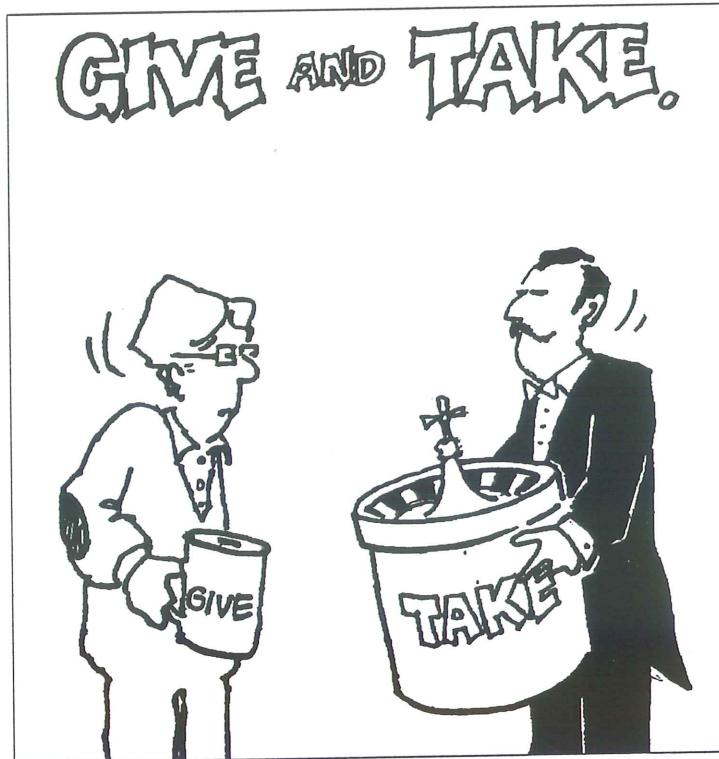
The second session Bishop Michael Challen profiled the Prevention of Youth Homelessness programme being managed by The Brotherhood of St. Laurence. This programme is collaboratively funded by Australian Youth Foundation, Queen's Trust, Sidney Myer Foundation, William Buckland Foundation and the State Government of Victoria. Elizabeth Cham from William Buckland Foundation and Peter Chew from The Queen's Trust spoke about the benefits and cautions attaching to joint venture funding.

The third session was to weigh up the pros and cons of collaborative funding and we heard perspectives from a government regulated foundation and two private trusts. Speakers were Peter Thompson, Manager, Sports & Arts Programs - VicHealth, Michael Liffman, Executive Officer - Sidney Myer Foundation and Neville Jackson, Administrator - R. E. Ross Trust.

One final luncheon is scheduled for November 10th and is to be hosted by Perpetual Trustees, Victoria. The Association would like to thank each speaker for their contribution to this series and also the members for hosting the sessions; ANZ Trustees and National Australia Trustees.

The Association welcomes requests from members for the topics to be covered during 1996. Please phone to let us know.

Corporate Sponsorships of Not for Profit Organisations



As Government funding for the Not for Profit, or charitable, sector has decreased, organisations have sought to raise money from an increasing variety of sources to continue their work. One area which has been targeted is the corporate sector and charitable organisations have been forced to become more commercially oriented to communicate effectively with this sector.

In this environment, charitable organisations have begun to target corporation's philanthropic and marketing budgets. Approaches have included 'Cause Related or Public Purpose' marketing campaigns (eg 'Help Pal train Guide Dogs'), product endorsements (eg the Australian Heart Foundation 'healthy product' endorsement) and organisation or event sponsorships.

The shift towards a commercial orientation for charitable organisations has been encouraged by the recent Industry Commission inquiry into the sector but it has not been met with universal praise. In a recent article entitled 'Does

Charity Begin at the Marketplace?' (Quadrant Magazine, Jan 1995), David de Carvallo, referring to an increased level of competition for Government funding, says "... in offering itself as an extension of the state which aims to turn it into a kind of social service supermarket, the community welfare sector is in danger of being seduced (into) selling its soul and its potential to effect worthwhile social change."

Similar criticisms have been levelled at charitable organisations that have formed partnerships or undertaken sponsorship arrangements with commercial organisations.

A Case in Point

A gambling casino decides it will donate a portion of its profits to the charitable sector and selects two organisations which provide a range of services to homeless and severely disadvantaged people. Services targeted include material assistance, accommodation, counselling, outreach and meal packages.

The casino asks that the organisations concerned recognise their support by placing the casino's logo and a caption "Supported by:", on their letterhead. The proposal met with divergent responses. One organisation accepted, whilst the other declined and was critical of the offer. On what ethical basis have these decisions been made and what lessons can be learned?

Ethical Frameworks

Teleological theory or *utilitarianism*, is based on the principle of utility and is concerned with the consequences of an action. Proposed by Jeremy Bentham in the eighteenth century it asks, "Do the benefits of the action outweigh the negative consequences of the action more than any of the alternatives?" Rule utilitarianism further looks at the consequences of adopting a general rule exemplified by an action, rather than the action itself. According to the rule utilitarian, one should act according to a general rule, which, if adopted, would maximise good. (Donaldson and Werhane, Ethical Issues in Business - a Philosophical Approach 1993 p. 10)

Alternatively, deontological theory or *universalism* proposed by Immanuel Kant states that it is not the consequences but the intentions of the individual act which is important. One should ask, "Would we wish that if everyone, when faced with the same set of circumstances made the same decision or took the same action as the action in question?"

More recently John Rawls has proposed the theory of *distributive justice* in which the question is, "Are the least advantaged members of our society better off after the decision or action than they were before?"

Finally on the basis of *liberty* the question in regard to an action or decision is, "Do all members of our society have greater freedom to develop their own lives in their own way after the decisions or action, than they did before?"

Analysis of Frameworks

Before looking at the decisions made by the charities we need to consider two issues. The first issue is the donation of the money itself; the second and more controversial issue, is the acknowledgment of the source of the money.

Perhaps the charity agreeing to accept the money has focussed on the donation itself rather than on the acknowledgment of the source of the funds. By any of the frameworks for moral reasoning, the donation of money could potentially generate more positive than negative results. It is also understandable that the charity would wish everyone donate money to social welfare. This way

the least advantaged members of our society would benefit and the value of personal liberty would be upheld.

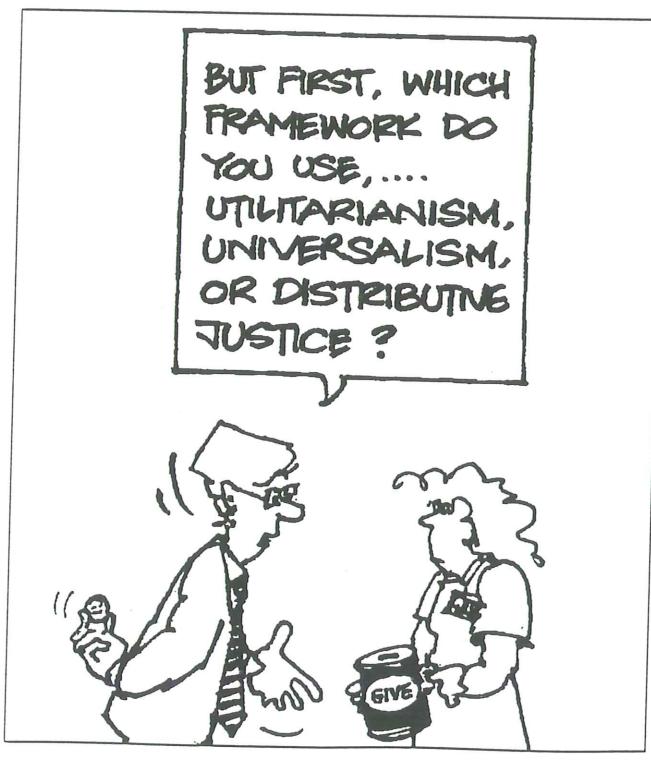
The charity willing to accept the money presumably concluded that any negative message given to the public by acknowledging the source of funds was outweighed by the positive effects. This is a utilitarian stance.

The question remains, however; what messages could the charity be giving to the general public by acknowledging the casino as the source of funds? There are three possibilities. Firstly, the casino has donated some of its profits and the charity is acknowledging its support. Secondly, the charity is endorsing the casino as a valid member of our society, as does legislation. Thirdly, the charity by endorsing the casino as a valid member of our society, is openly supporting gambling.

It is reasonable to assume that the charity which is willing to accept the money could adopt a utilitarian framework to justify its decision if it assumes that the message being given to the public is one of the first two. If, however, the message being given is the third, then it is unlikely that they would agree to accept the money. Believing that endorsement of gambling could be perceived as the reason the charity accepted, it would probably reject the offer.

A justification for gambling

A casino always wins. Individuals may win, but over time the casino must win. The profits from the casino are generally distributed to the shareholders after the payment of taxes to the government and other charges. Shareholders having



given to the public is one of the first two. If, however, the message being given is the third, then it is unlikely that they would agree to accept money. Believing that endorsement of gambling could be perceived as the reason the charity accepted, it would probably reject the offer.

Gambling does not benefit a majority of people, nor does its existence benefit the least advantaged members of our society. However, the existence of the casino does give greater freedom to all members of our society to indulge in gambling.

To justify the decision to reject the casino as a sponsor, utilitarian grounds suggest that the negative impact of promoting gambling would be greater than the benefits. So the charity which has rejected the sponsorship has done so on the basis of Rule Utilitarianism. That is, the charity has decided on the general rule that gambling is wrong and that anything to do with gambling is therefore also wrong. In this context the approach by the casino would be seen as a clear violation of that rule and should therefore be rejected.

Universalism as a method of moral reasoning would state that rejecting the offer wills that others take the same action. In this sense, the charity is clearly focussing on the moral correctness of the existence of the casino itself.

The two charities appear to have made their decisions using different methods of moral reasoning. One has concentrated on the positive effects that the donation of money would achieve whilst the other has concentrated on the acknowledgment of the casino and the implied moral validity of gambling.

Lessons from evaluating sponsorships

Arguably, neither of the two charities is right or wrong. Each has taken a different view of the moral considerations. The analysis above does however give us some clues as to how to evaluate offers of sponsorship or support from organisations of questionable moral standing.

Using a utilitarian method of reasoning, the question to be asked is "*Do the benefits that would result from the receipt of the money outweigh the possible negative messages given to the general public by the sponsorship?*" This

method of reasoning places the emphasis on what message the charity believes is being given to the public by the sponsorship. For example, if the casino has asked the charities to put on their letterhead, "Gambling at the casino is good", then it would be highly unlikely that either of the organisations would accept the money.

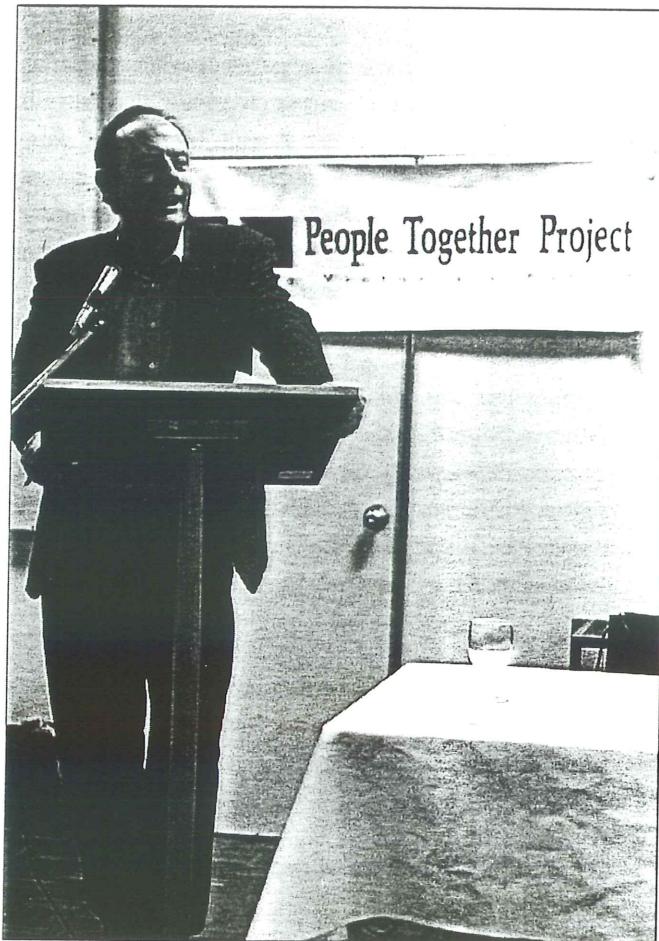
However, when the sponsorship simply requires an acknowledgment of the source of the funds in the form of the placement of a logo and a small caption "Sponsored by:", the answer to the question is not so clear. Obviously it is up to the charity itself to make that decision. However it is worth considering an example. In an unlikely scenario, a tobacco company went to the Heart Foundation and offered to give them half a million dollars to assist with their research into heart disease. In exchange for the money, the tobacco company requires that the Heart Foundation recognises on all of its promotional material that the tobacco company is a sponsor. What is the message being given to the public? No-one would believe that the Heart Foundation is saying that smoking is good for you. Theoretically, by utilitarianism, the Heart Foundation should accept the money since the benefits would clearly outweigh the negative impacts of the action!

On moral grounds each method for evaluating sponsorship focuses on the act of endorsing the donor and the activities in which they are involved.

On utilitarian grounds the rule for evaluation would be that "any form of endorsement of cigarette smoking is immoral" and therefore the sponsorship would be rejected. The general rule for evaluating sponsorship proposals is therefore, "*If the endorsement of the donor violates a generally accepted rule to have nothing to do with the activities of the company in question, then the sponsorship should be rejected*".

On universalism grounds the question is, "*Would we like everyone to make the same decision of endorsing the moral validity of the existence of the donor organisation and the activities it represents?*" This method does not look at the consequences of the action but of the intent of the decision or action. In the case of the tobacco sponsor mentioned above, the intent would be that the tobacco company and the activities they represent are morally valid.

Foundations of Democracy



Tim Costello, Baptist minister, lawyer and last elected mayor of St. Kilda, talks about the privatisation of local government at 'The State We're In' conference

The Lance Reichstein Charitable Foundation, The Stegley Foundation, The Bokhara Foundation, Perpetual Trustees Victoria Ltd., ANZ Executors & Trustee Co. Ltd., Victorian Women's Trust Ltd and the Jack Brockhoff Foundation have combined to support the People Together Project, a community group which is re-asserting fundamental principles of democracy and citizenship.

The Victorian Community Summit held in November 1993 was the first time that the major churches and all sectors of society collaborated to discuss Victoria's future. The summit was initiated because many community groups were concerned that government policies were adversely affecting Victoria and her citizens.

The conference could be likened to a medieval parish-style of decision making - grass roots participatory democracy at its best. The fact that so many groups attended indicated the widely-held belief that Victorians should have a say in policy, not only because it is our democratic right, but because it is our civic duty.

Often good intentions and high ideals stay within conference walls. Participants agreed however that a big effort was needed to give Victorians the confidence to voice their opinions and to determine their own futures. The outcome of the summit and its commitment to change was the People Together Project (PTP). Its aims were clearly defined: articulate a vision of society based on social justice principles and explore strategies for achieving a compassionate, equitable and caring community based on sound economic management.

The foundation stone

One of the most important tasks of PTP is to assert the need for community consultation and debate in a pluralist democracy. Real debate is not an expert retort on the 6 o'clock news, but rather the opportunity for Victorians to tell their own stories, voice opinions and participate in the decision making process. When people are involved in the political process they become connected to their neighbourhoods and communities - they begin to define themselves as citizens.

Participation, consultation and debate is neither new nor radical. In fact, it is based on the oldest model of citizenship: the ancient Greek, intellectually energetic style of decision making and rule, when democracy literally meant 'government of the people, by the people, for the people.'

Rights and responsibility go hand in hand, or so the cliche says. It seems though, that mass society has redistributed former civic roles and responsibilities to representative government. Many of our long established rights have similarly been surrendered. The PTP, founded on democracy and civil liberty, is trying to draw attention to those rights

These are just some of the ethical issues raised in the sponsorship of charitable organisations by corporations. The case in point provides an opportunity to examine the decisions made. Three different methods have been proposed for evaluating the moral correctness of sponsorship proposals of this type.

These methods for evaluating sponsorships proposed above can also be applied to interaction with corporations. Such activities include 'Cause related' or 'Public Purpose Marketing' and Product Endorsement and Event Sponsorships.

Alistair C Ping
Principal of Ping Ideas
Marketing & Management Consultancy
Tel: (03) 9525 5504

Calendar 1995

as at 30th September

1. **Executive Meeting:** October 31st
2. **Council Meeting:** November 28th
3. **Members luncheon:**
 - November 10th Melbourne
4. **Workshops - Grantseekers**
 - October 19th Queensland
 - October 20th Sydney
 - November 8th Melbourne
5. **Workshops - Trustees**
 - October 23rd
 - Aboriginal Issues
 - Arts & Culture
6. **Annual Dinner** October 11th
7. **Council Planning Day**
 - December 12th

EXECUTIVE OFFICER

The Australian Association of Philanthropy Inc.

The Association is the peak organisation for charitable trusts, foundations and corporate giving programs in Australia. It represents the shared interests of these bodies to government and community. The Association offers a range of services and products to members and to those working in the community sector and performs developmental, co-ordination and advisory roles.

Applications are invited from mature persons with initiative, sound administrative background, effective communications skills, a knowledge of the community and philanthropic sectors and the capacity to represent the Association at state, national and international levels. A knowledge of trust law would be desirable.

The successful candidate will report to the Association's Council and will be responsible for the management of a small office.

Applications should be addressed to:

**The President,
The Australian Association of Philanthropy Inc.,
P.O.Box 367 Market Street, Melbourne 3000
or by fax to 03 9629 6040.**

For a copy of the detailed position description, please contact 03 9629 7203. Applications close Friday 3 November, 1995.

INTERNATIONAL YEAR OF

- 1995 - International Year of Tolerance
- 1996 - International Year for the Eradication of Poverty
- 1997 - Open
- 1998 - International Year of the Ocean
- 1999 - International Year of the Elderly
- 2000 - Open

and responsibilities, and by doing so is re-affirming the values of citizenship, community and participatory democracy.

"PTP is promoting the idea that citizenship is an active principle: to encourage people to take responsibility for the state of our community. Citizens will move and assert themselves when they think they have a right to do that," says Ben Bodna, co-chair of the People Together Project and Vice-President of the Australian Association of Philanthropy.

Tangible projects and results

PTP has tangible objectives which people are working hard to achieve. The project has been very careful to research and investigate exactly how things have changed in Victoria.

Within its first 12 months, PTP has taken on board three key projects: the budget and finance project, community audits and community forums. The results of these studies and activities will be used to assess the current state of affairs and develop a vision of society based on social justice principles. The approach is both philosophical and practical: by encouraging communities and citizens to be involved it reaffirms notions of self-determination and participatory democracy; and by including field and community experts, credible and well-founded counter-strategies have ensued.

The Budget and Finance Project

The budget project is providing a detailed analysis of the State's financial position, that has been used time and time again to justify service cuts and disbandment of our democratic safeguards.

PTP have examined the economic realm to successfully counter Government rhetoric and claims. However, what they are really concerned with is changing the debate and focus from economics to ethics. In line with its social justice principles and vision of a caring community, PTP hope to convince Victorians that people matter most and that preoccupation with the economic may have dire social consequences.

Community Audits and forums

Six community audits (three to be conducted in the Melbourne-metropolitan area and three in rural centres) to see how local communities have worn Government reforms, are also planned. Particular areas being examined are: health, community support services and education. It is hoped that these audits will also establish better links and understanding between Victorian communities.

PTP's community forums have a similar networking objective. Word is spreading: the first forum, which looked into the issue of 'community' was attended by 70 people; the most recent forum about 'democracy', attracted an audience of nearly 300. Focussed on a key social or economic theme, the conferences are also educative. Specialist speakers are invited as key note speakers, community leaders make up a panel, and then comments, questions and strategies are taken from the floor. Citizens are not the only ones to learn - experts touch base with the community and see first hand how people's lives are being affected. "The forums put the onus back onto citizens; we have a duty to understand issues and appoint representatives who safeguard and represent our view of the world," says Ben Bodna. The best result is that people will be motivated to care. Common goals and action plans can then be discussed and implemented. In this way the community forums promote 'community' and 'citizenship'.

Early successes

PTP has already helped Victorians articulate their frustrations and concerns and begun to dispel personal and collective feelings of helplessness. The community forum on 'family' held in April this year, put people in contact with local groups, community organisations in touch with peak bodies and gave the peaks the strength and purpose to pressure the Government to formulate a broad based family policy.

Along with VCOSS and church groups, PTP organised an independent public inquiry into privatisation. Not only did this uncover a minefield of information and show the need for further scrutiny, but also showed that Victorians are concerned about Government reforms and are finding their voice.



*Demonstrating opposition to the erosion of democratic safeguards and human services at the recent democracy forum.
Ben Bodna, co-chair of PTP and Vice President of the Australian Association of Philanthropy Inc is the speaker.*

Most recently, PTP ran a forum on democracy, called *The State We're In*. It was initiated from widespread concern amongst Victorians about the pace and nature of change to key democratic institutions. The underlying principle of the forum was that democratic safeguards are being eroded, and it is our duty as citizens to recover those liberties.

Rev. Tim Costello, the last elected mayor of St. Kilda and Baptist Church minister was applauded with his summary:

"Victoria is a social laboratory of privatisation. We once had a public culture - now it is a user-pays ethos that has replaced 'citizenship' with 'consumerism'. We have to recover our history."

Foundations of democracy

Many have questioned the role that trusts and foundations have in influencing the political agenda. Already PTP has shown that supporting groups which are trying to change social values and ethics is not only appropriate and necessary, but that it is also a realistic goal for philanthropic groups. As Ben Bodna says: "it's good that there are foundations who can make sure that society rests on fundamental principles of democracy".

Further Information

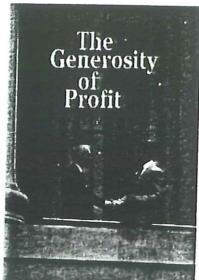
The report of the Public Inquiry into Privatisation of the Electricity Industry can be ordered from the PTP Executive Officer on 015 565 303 or 9347 0022. The key note speaker at the next community forum which will be held on 12th October, is Steven Burkeman from the Rowntree Foundation. (UK).

Donna Sue Robson

*Melbourne based freelance journalist
Tel: (03) 9537 1306*

Publications

THE GENEROSITY OF PROFIT



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He then sets out a revolutionary concept for developing community partnerships whereby companies can create long term links with institutions of their choice, not only to make significant contribution to their development, but to position the company in an effective manner which will enhance its image, develop its marketing strategy and eventually sell more of its products and services.

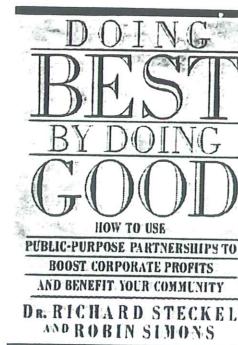
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COST \$29.95 plus \$5 postage and handling

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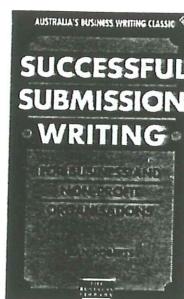


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COST \$20 plus \$3 postage and handling

Notice Board

THANK YOU TO.....

Sponsorship...

Dame Elisabeth Murdoch for kindly sponsoring this, the 26th and Spring issue of *Philanthropy*.

Monthly luncheons...

National Australia Trustees for hosting the bi-monthly luncheon on September 8th.

Peter Thompson - VicHealth

Michael Liffman - Sidney Myer Fund

Neville Jackson - R.E. Ross Trust

for speaking at the luncheon on collaborative funding.

Trustee Workshops...

Clare Cannon - Earthwatch

Sarah Stegley - Project Mansfield

Michael Krockenberger - Australian Conservation Foundation

for speaking at the Trustee Workshop on Environment.

Peter Wearne - St. Kilda Theos - Youth Outreach

Paul McDonald - Salvation Army Crossroads

Prof. Pat McGorry - Early Psychosis Prevention & Intervention Centre

for speaking at the Trustee Workshop on Youth Issues.

Freehill, Hollingdale & Page for generously providing the facilities for the Trustee Workshops.

Grantseekers Workshops

KPMG for kindly providing the facilities for the Grantseekers Workshops.

PHILANTHROPY NEWS...

New Member

The Association welcomes the A.L. Lane Foundation to membership. This foundation is Warrnambool based.

Trustee Workshops

The Arts & Culture workshop and the Aboriginal Issues workshop will be held on Monday **October 23rd**.

Morning Session: 10.30am - 12.30pm Arts & Culture

Speakers:

Paul Chadwick - Communications Law Centre

Victoria Marles - Circus Oz, Victorian Womens Trust

Linda Sproule - Next Wave Festival & performing artist

Lunch: 12.30pm - 2.00pm

(for morning & afternoon sessions)

Afternoon session: 2.00pm - 4.00pm Aboriginal Issues

Speakers:

Jim Berg - Koorie Heritage Trust

Marion Hanson - Aboriginal & Torres Strait Islander Commission

Joan Vickery - Aboriginal Community Elders Service

Cost: \$35 per session or \$60 for both sessions

New Council Member

Ulrike Schuermann has agreed to be co-opted as a council member to fill a vacancy created by the resignation of Anne Riches, due to work pressures.

GRANTSEEKERS WORKSHOPS

The purpose of the program is to give you specific assistance with the development of funding proposals, to increase your familiarity with the world of philanthropy, and to sharpen your effectiveness as a grantseeker. The day will include a mixture of formal presentation of material, interactive sessions, use of practical materials, and sessions for the development of funding proposals.

DATES: Queensland October 19th, Sydney October 20th, Melbourne November 8th

TIME: 9.30am - 4.30pm

COST: \$250 per person; includes morning/afternoon tea, lunch and information material.

PRESENTERS: Genevieve Timmons and Jenny Florence who both have over 15 years experience in the distribution

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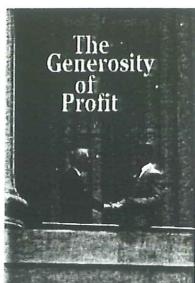
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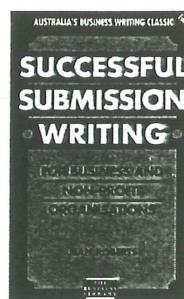


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The Australian Association of Philanthropy Inc

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. In particular, to represent large and small trusts and foundations from both the private and corporate sectors, as well as individual philanthropists.

The Membership

A.L. Lane Foundation	McDonalds Australia Ltd
Andrews Foundation	Miller Foundation
Ansell Ophthalmology Foundation	Monash University
ANZ Executors & Trustee Co. Ltd.	Morialta Trust
Australian Bicentennial Multicultural Foundation	Myer Foundation
Australian Youth Foundation	National Australia Trustees Limited
Body Shop	National Mutual Trustees Limited
Brash Foundation	Perpetual Trustees Victoria Limited
C.R.A. Limited	Pethard Tarax Charitable Trust
Clean Up Australia Foundation	Permanent Trustee Company Limited
Coca - Cola Amatil	Queensland Community Foundation
Coles Myer Pty Ltd	Queens Trust
Danks Trust	R.E Ross Trust
Deakin University Foundation	R & J Uebergang Foundation
Education Foundation	Rothschild Australia Ltd.
Equity Trustees	Royal Melbourne Institute of Technology
Ern Hartley Foundation	Rusden Foundation
Esprit Cares Trust	Sir Albert Sakzewski Foundation
Estate of the late George Adams	Sidney Myer Fund
Everald Compton Charitable Trust	Fleur Spitzer
Felton Bequest	State Trustees
Flora & Frank Leith Charitable Trust	Stegley Foundation
Foundation for Development Cooperation Ltd	Sunshine Foundation
Freehill, Hollingdale & Page	Telematics Trust
G.M & E.J Jones Foundation	Trescowthick Foundation Limited
Garnett Passe & Rodney Williams Memorial Foundation	Trust Company of Australia Limited
George Alexander Foundation	University of Melbourne
Gordon Darling Foundation	Victoria University of Technology Foundation
Goulburn Valley Base Hospital Foundation	Victorian Community Foundation
Gualtieri Vaccari Foundation	Victorian Health Promotion Foundation
H.V McKay Charitable Trust	Victorian Womens Trust Ltd.
Helen M Schutt Trust	W.L Allen Foundry Co Pty Ltd
Hugh Williamson Foundation	Were & Son, JB
Invergowrie Foundation	Western Mining Corporation Ltd.
Ian Potter Foundation	Westpac Banking Corporation
Jack Brockoff Foundation	William Buckland Foundation
Robert Kerr	
L.E.W Carty Charitable Fund	
Lance Reichstein Charitable Foundation	
Law Foundation of New South Wales	
Law Foundation of S.A. Inc	
Lord Mayor's Fund	
Lotteries Commission of WA	
Mayne Nickless Ltd	

CREDITS

Editor: Max Dumais
Printing: Cycle Press
Layout - with Pagemaker 5.0 for Windows kindly supplied by Aldus Software and Tech Pacific.

