



# philanthropy

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**SUMMER**  
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***Special Feature:***  
Philanthropists

# Contents

Scottish Strength, Australian Spirit - Helen Schutt	4
Sidney Myer – A Great Australian Philanthropist	8
Annual Trustees' Dinner – Special Guest, Governor-General	12
The Heart of the Baker – Thomas Baker	16
Trusts in Transition – Interview with Dr. Diana Leat	20
The Philanthropy of Elizabeth Austin	22
A Pioneer's Philanthropic Legacy – David Packard	26
Society Business & Government – Working for the Common Good	28
Home and Abroad – Conferences	30

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Front Cover: Helen Schutt (1864 - 1951).

# The president speaks

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The Australian Association of Philanthropy welcomed the Governor-General to the Annual Trustees' Dinner in October. He spoke to the large gathering about two problems which had caused him particular concern during his travels throughout Australia. The first was the impoverished circumstance of many Aboriginal communities, and the second was the impact that sustained unemployment was having on many young people. No one present doubted the Governor-General's conviction that we must respond as a community to the needs of our fellow Australians.

There is undoubtedly significant involvement already by members of the Australian Association of Philanthropy with these troubling social issues. In fact one foundation member wrote to the Governor-General soon afterwards describing a significant and successful project it was funding for Aboriginal children in Western Australia.

It is now the intention of the Association to collate relevant project initiatives being supported by philanthropic organisations relating to these issues, and forwarding material to the Governor-General. I will be writing to members in the near future seeking co-operation in this exercise. This information will be shared with all members.

I am anticipating that the Association will subsequently arrange an opportunity for sharing of insights into successful programs. It may be that such discussion could lead to some co-operative endeavours.

On behalf of the Council and Staff I extend Season's Greetings to all our members and readers.

**Ben Bodna**

# Scottish Strength, Australian Spirit

When Helen Macpherson Schutt died in 1951, she left a generous legacy to the people of Victoria.

That she did so is a reflection not only of her philanthropic intent, but also of the success of her forebears, the Macphersons of Skye in the Scottish highlands and the Smiths of Melrose in Scotland's border country.

by JANE SANDILANDS



Helen Schutt (1874 - 1951)

In 1894, Helen Macpherson Smith was 20 and living in Toorak with her parents. Oak trees lined Heyington Place and Irving, Albany and Clendon Roads. Streets were lit by gaslight and Toorak's treelined streets were gracious and the houses elegant. Helen's cloistered and apparently gentle childhood had been spent between Australia and Scotland, with some time spent in Europe. She boarded for some time at Glenview School in Melrose, Scotland and in Melbourne, briefly attended Presbyterian Ladies' College. There, as Student Number 1395, she studied German, Music, Elocution and Dancing, one of 250 girls aged between 5 and 20.

Helen's life of comparative ease was far from that of her forebears. Her maternal grandfather, John Macpherson, arrived in Australia with his wife, also named Helen, in October 1825 after a journey of almost five months. A native of the Scottish Highlands and in his words 'bred to agriculture', John Macpherson applied to take up a grant of land near Bathurst, New South Wales, the same area in which his father had settled. To support his application, he listed his assets as '66 head of cattle, two mares, one horse and cash to the value of eighty pounds'.

John Macpherson did not receive land in Bathurst and it was not until October 1831 that he received any at all. Eventually he was granted land in Canberra, becoming the first resident landholder and, with his wife and children, the first white family

to live in what is now the Australian Capital Territory. The Macphersons called their property Springbank, and its homestead was on the high ground which now forms Springbank Island in Lake Burley Griffin. Of their eleven children, the second son, John Alexander, became Chief Secretary of Victoria, followed by a brief period as Premier. Helen Schutt's mother, Jane Priscilla, was born on January 15th, 1847. She was the last child of John and Helen Macpherson.

With this solid acquisition of land, the soil 'rich, friable and fertile' combined with his undoubted farming abilities, John Macpherson gained early recognition from the Reverend Dr John Dunmore Lang as both '...another remarkably successful colonist from the Highlands of Scotland....and a highly experienced practical farmer'. John Macpherson also laid the basis for part of the legacy Helen Schutt left to the people of Victoria.

Helen Schutt was doubly fortunate in the energies and adventurous spirit of her forebears. At the time John Macpherson was making a new life in Australia, the Smiths of Darnick (near Melrose in Scotland) were well established as architects, sculptors and builders. Undoubtedly the most famous was John Smith, Helen's paternal grandfather, who worked in partnership with his brother Thomas. Born in 1782, John Smith's long career left a permanent mark on the landscape of Scotland and he employed significant numbers of workers. In 1882, he is recorded as employing 80 men.

John Smith was best known for his work with Sir Walter Scott, Scotland's best known literary son, on his mansion Abbotsford, though he achieved as much or more acclaim for his many houses and churches, sculptures and his engineering work on several Border bridges. Helen

Schutt's father, Robert Smith, was the Smiths' ninth child.

The Smiths, too, had adventure in their blood. Two sons, Charles and John, migrated to Australia in 1850, followed in 1854 by two more, William and Tom and still later by Robert and George, establishing themselves as timber merchants in Sydney, Melbourne and Ballarat. Their ties with their homeland were kept alive through letters, business and the strong bonds of family.

## Expansion in Australia

John Macpherson had a good eye for land and as well as the property in Canberra, he went on to acquire 25 thousand acres in Casterton in Victoria's Western District, which he named Springbank Station. He also bought two parcels of land in Moonee Ponds, now a suburb of Melbourne. For the first parcel of 90 acres, he paid four hundred and thirty two pounds and for the second, of 29 acres, eighty seven pounds. Macpherson's most significant purchase - and the one most closely linked to the family name - is Nerrin Nerrin, also in the Western District. Over fifty two thousand acres



SPRING BANK DAIRY HERD AT THE CROSSING OF THE MOLONGLO RIVER.

Between Spring Bank and Yarralumla, a mile to the west of Parliament House, at Canberra. For many years prior to the great drought of 1901 the largest and most successful dairy in the Queanbeyan district was on this estate. Mr. Fred Sullivan, youngest son of the owner, and now proprietor of Brogheda station, in the Muswellbrook district is on horseback. A sister, Mrs Walsh, lives at Queanbeyan. The level stretch of land to the right of the cattle was long known as Morrison's flat, being named after John Morrison, a pioneer of the Federal

City area, whose sons have achieved success on the land within the Territory.

of splendid land, it could carry 40,000 sheep and historian Michael Cannon writes that its purchase put the Macpherson name among the seventeen Victorian families (including the Armytages, Chirnsides, Clarkes, Manifolds, Moffatts, Robertsons and

Russells) who, by 1893, owned a total of two million acres of the best freehold land in Victoria.

Robert married Priscilla Jane Macpherson on 20th February, 1873 at Helena House, 28 Nicholson Street, Fitzroy. In 1894, the address of Mr and Mrs Robert Smith is Clendon Road, Toorak. The timber business, C & J Smith, was based in Albert Street, East Melbourne and involved several of the Smith brothers at various times. Their strong family feeling is evident in the lively correspondence they maintained with their father in Scotland.

As well as combining a successful timber business and an investment portfolio which included buying shares in Colonial Sugar Refining Co. Ltd., the Shamrock Brewing Co Ltd and Kauri Timber Company, Robert Smith also acquired land throughout inner Melbourne. This was the 1890s and good land was to be had at bargain prices.



A VIEW ACCROSS PART OF SPRING BANK AND THE YARRALUMLA PLAINS.

Looking towards Mt. Taylor (in the distance, slightly left of centre). The mountain is a more conspicuous landmark than the picture suggests. The Murrumbidgee Mountains in the far distance (right) are snow-capped in winter. The view looking towards them is magnificent—beautiful rolling plains backed up by the highlands.

# Scottish Strength, Australian Spirit (cont)

## A Melbourne Matron

Of Helen's activities in the years until her marriage in 1901, virtually nothing is known.

Helen married William John Schutt, Barrister, on 11th December, at St John's Presbyterian Church, Toorak, the Reverend John Macrae officiating. The wedding and reception at Egoleen in Clendon Road, Toorak, was a glittering occasion, reported in detail in *The Australasian, Table Talk and The Herald*. Wedding guests came from as far away as Scotland and Jersey, Sydney and Ballarat and the couple's wedding gifts ran the gamut from a silver and glass mustard pot to the Toorak villa, piano and dining room furniture given by the bride's father.

Helen and William travelled to the Blue Mountains in New South Wales for their honeymoon, returning to live in Toorak near Helen's parents at 'Wyahla' 72 Clendon Road, Toorak (still standing and the property of the Toorak Heroes' Club). The marriage was childless.

William Schutt is universally described as a man of warmth, geniality and compassion. A Judge of the Supreme Court between 1919 and 1926, he had a fine mind, a great wit and was an excellent sportsman who played Australian Rules Football for Essendon, playing in the team's first Premiership team in 1891. In the latter part of World War 1, he was legal adviser and intelligence officer in the Navy Office with the honorary rank of Lieutenant-Commander.

Helen Schutt had a generous nature and was one of the first Life Members of the Lost Dogs' Home. Her name appears in the list of donors in the years between 1914 and 1935, as does, intermittently, the name of Justice Schutt. Helen Schutt also had a connection with the Royal District Nursing Service which went back to

1919. In that year, she gave one pound to the Melbourne District Nursing Society (as it was then known). 1919 is remembered as a crisis year for both Melbourne and the Society, when the worst influenza epidemic ever struck the city. The number of people attended by the matron and her eleven staff rose fourfold. The Royal District Nursing Service continued to receive personal donations from Helen Schutt until 1947, over 24 years after she had left Australia to live in Europe. One of the many examples of her legacy was the recent opening and naming of the new Royal District Nursing Service head office at Alma Road, St Kilda, in inner Melbourne, supported by funds from her Trust.

## The European Experience

Why Helen Schutt left Australia in December 1923 to take up residence in Europe is unclear. William Schutt made frequent trips to Europe, both for professional reasons and to see his wife. William's life came to an untimely end at the age of 65 when, returning to Australia on the P & O liner the *s.s. Cathay*, he fell heavily down a companionway and died of concussion. He was buried at sea.

Helen Schutt's time abroad is shrouded in mystery. She divided her time between Switzerland and the south of France and died on April 19, 1951, at the Hotel Majestic in Cannes, apparently from pneumonia.

The series of events which followed her death increase its mystery. Inexplicably, her body was removed from Cannes to Marseilles, where her body was interred at the Saint Pierre Cemetery in its Common Ground, where those without a cemetery plot or the means to afford a funeral are buried.

## Philanthropy

Remarkable as this is, the mystery deepens further. Helen Schutt's body was later exhumed and her remains cremated. Until Darvell Hutchinson, Chairman of the Trust, visited the Cemetery in 1991, even Helen's name had been recorded incorrectly and the details of her cremation were incomplete, totally out of keeping with normal cemetery records.

Her ashes were cast to the winds at Marseilles in the South of France, far from the land in which she was reared.

Although much of her life was spent away from Australia, the legacy of Helen Schutt, derived from her Scottish forebears, lives on in the Trust in Victoria which carries her name.

The Helen M Schutt Trust is concerned with education, public health, medical research, general cultural activities and social welfare, particularly for handicapped and aged persons. The Trust gives its grants for use within Victoria.

Helen M Schutt Trust

Telephone: (03) 9614 7933  
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## **Members... for your diaries!!**

### **The Australian Association of Philanthropy Inc. 1997 Annual General Meeting**

**Wednesday March 5, 1997 - 10.00 am**

Guest Speaker

**Mr Hugh Mackay**

Prominent Social Researcher and Commentator

**Papers will be sent February, 1997**

# Sidney Myer (1878 - 1934)

A great

“....It is the responsibility of capital to provide work, if it fails to do this it fails to justify itself....”

(Sidney Myer, 25/11/1931)

Sidney Myer is remembered by many for his altruism and vision for Australian society. The early influences of his mother, friends and later his young wife seem to have played a vital role in developing his philanthropy.

## Early life in Russia

Simcha Baevski, (who was to become Sidney Myer) was born in 1878 in the ancient town of Krichev, in the Mogilev province (now Belarus) of Russia. Simcha (whose name meant “joy” in Hebrew) was the youngest child of a Talmudic scholar, Israel Baevski and merchant and matriarch, Koona Dabrusha Baevski. Simcha’s eldest brother, Jacob Myer Baevski, died suddenly in 1896 and Simcha changed his name in remembrance of him, later becoming simply Sidney Myer.

Much of Myer’s early life was spent in his mother’s drapery store and visiting the synagogue daily with his father. Religious persecution meant that the Baevski family’s future looked bleak.

Many Jews fled while thousands of males were forcibly conscripted into the brutal Russian army. By 1896, Sidney’s brother, Elcon had begun the long and arduous journey to Australia.

On his arrival Elcon began working with a relative in a drapery business. Meanwhile Sidney took a significant role in his mother’s Russian business. Koona Dabrusha Baevski was a strong community figure and known for her generosity and kindness. Her benevolence greatly influenced her son. By the middle of 1899, to escape persecution, the oppressive conscription laws and limited opportunities, Sidney began his own voyage to Australia.

## Migration to Australia and Bendigo beginnings

Sidney Myer arrived, penniless, in Melbourne in August 1899. He joined Elcon and began life as a hawker in country Victoria. They went on to open their first small drapery store in Bendigo in the year of the new century, 1900. Sidney Myer was naturalised an Australian in 1902.

## Melbourne Expansion

By 1911 Sidney Myer had outgrown Bendigo and opened his first premises in the city of Melbourne through the purchase of Wright and Neil. One of the owners, E. Lee Neil, a devout Christian, made a great impression on Myer. The Melbourne business rapidly expanded. Sidney enjoyed the trappings of success, making many friends and often inviting politicians, including the Prime Minister to dine in his home. However during the first two decades of 1900 Sidney was not the happy man he would become. His marriage, to a Jewish woman, ten years his senior, was failing and he sought solace in his business. He was temperamental and often a difficult man with whom to work.

“....the community has been bereaved of a gentleman of business genius and a public spirited man who will always be remembered for his generous benefaction....”  
(National Bank of Australasia Directors’, Minutes of Meetings, 6/9/1934)



Sidney Myer c.1930

## Philanthropy

# Australian Philanthropist

After separating from his wife, he met 16 year old Margery Merlyn Baillieu. Sidney sought a divorce and waited until Merlyn came of marriageable age.

## Other early influences

While on his first overseas business trip in 1909/10, Sidney was stirred by the appalling working conditions and prevalence of child labour throughout Britain. He returned to Australia determined to ensure Australian workers enjoyed better conditions.

Later, travelling to America, Myer began a long friendship with the Reverend Brewster Adams, whose ethical standards and philosophy inspired him. Adams was a charismatic and respected community leader in Nevada. His influence seems to have been considerable. He baptised Sidney a Christian and performed Merlyn and Sidney's wedding ceremony on 8 January 1920. The couple travelled extensively. They shared a love of literature, art and music. Merlyn's interest in the community had a great impact on Sidney, as had his own Mother's.

## Paternalism

As Myer's business grew, his awareness of the needs of less fortunate heightened. He made his staff partners in the Myer Emporium offering them shares on easy terms. By the time of his death he had distributed over 200,000 shares to his staff. He recognised that generously treated employees would offer the business greater dedication. He also hoped that his own generosity would act as an example, which it clearly did as many thousands of pounds were raised by staff for charity. The influence of his young wife probably softened the sometimes stern business profile which contrasted markedly with his public persona.

Myer was conscious that Australia had given him many opportunities and had enabled him to become a wealthy and successful man. He was determined to repay this wealth. He became increasingly known for his kindness to his staff. Some have recalled him saying to tired employees:

*"you are overdoing it....take a holiday at my expense. Don't return until you are perfectly fit....this is an order!"*

Managers received paid vacations, a sick fund was instituted and staff holiday and rest homes were established. During the 1920s a free clinic was run in-store by three trained nurses and a doctor. Staff also enjoyed regular balls and picnics, sporting activities, a Christian fellowship and a choir.

These gestures might be seen as typical of the paternalistic attitude taken by many successful businessmen in this era. However Sidney Myer's generosity extended far beyond the norm, although receiving little publicity.

cause of poverty not the effect and much of his philanthropy was directed at providing work and educational opportunities not otherwise available.

By the end of 1930, 25% of all Australian trade unionists and a much larger proportion of non-union labourers were out of work, many dependent on private charity. Building in Victoria had halted. By March 1931, Myer had courageously authorised the expenditure of £250,000 in extensions to his Bourke Street business. He accepted that the company did not require these extensions to continue its operations, but he considered community needs more important. He hoped other businessmen would follow his lead and so attack the roots of the problem of unemployment and economic stagnation. In 1930, he helped orchestrate "Made in Australia" week, encouraging customers to buy Australian-made goods. The next year he inaugurated a "Restore Confidence - Relieve Unemployment" campaign with a massive advertising program designed to stimulate spending. In order, to



Sidney Myer, 4th from the left, c.1930

The great depression of the 1930s presented the perfect opportunity for Sidney Myer to express his personal values. He would not give indiscriminately, rather encouraging others to help themselves. Myer always stressed that he wished to confront the

improve customer purchasing power, he cut profit margins to 5%, where they had previously been 7%. Sidney Myer decided to reduce his own salary and senior staff also accepted wage reductions, but no employees were retrenched.

# Sidney Myer

A great

One of Myer's most public gestures during the depression and one most well remembered was his 1930 Christmas luncheon. He invited 10,000 destitute people to join him for Christmas lunch at Melbourne's Exhibition buildings. They all accepted and an additional 1500 arrived uninvited, but were still welcome. Free tram travel was provided, a band played and all the children received a gift. Myer explained that this was not an act of charity, but that the diners came as "his guests" and friends. The festivities lasted from 10am until the late afternoon and the diners had to be served in relays. Myer was one of the waiters and also joined them in the meal.



Christmas Luncheon, Melbourne Exhibition Buildings 1930.

However Sidney Myer was unable to help all those who wrote to him. He was inundated with requests imploring him for assistance. He was deeply troubled that he was unable to assist all those who wrote, tending to give to organisations rather than individuals. He wrote, in 1934: "...the calls on me from every quarter are something stupendous."

## Education, Aviation, Health, Civic Works and Music

Myer's public benefactions to the state exceeded £1,000,000. In 1926 on learning of the financial plight of the University of Melbourne, Myer gave the institution 25,000 Myer shares, worth £50,000. This was honoured by the naming of the Sidney Myer Chair of Commerce, in keeping with his belief that education was one of the keys to "cure the curse of poverty."

Sidney Myer helped to finance Sir Charles Kingsford Smith's and Charles Ulm's 1928 trans-Pacific flight. In 1929 he donated £8,000 to ensure that the Frankston branch of Melbourne's Children's Hospital remained viable. From May 1931 he served on the committee of management of the Royal Melbourne Hospital, reforming its business administration. Late in 1931, he gave £10,000 for the extension of the Yarra Boulevard. This enabled the employment of 1000 married men with families for two weeks. He contributed a further £12,000 over the following two years.

Another Melbourne landmark was also partly built out of his generosity. In 1932 he gave £5,000 to help fund the Shrine of Remembrance. The same year Melbourne University was again the recipient of his generosity when he guaranteed the salary of a lecturer for a year so that students could be offered special tuition in Elizabethan literature. His love of music was one of the motivations for his donation of £1,000 annually for free open air concerts in the Botanical Gardens by the Melbourne Symphony Orchestra. He hoped the concerts would cheer the unemployed masses. Myer later engineered the amalgamation of that orchestra with the University of Melbourne Symphony Orchestra by establishing a trust fund with a gift of 10,000 shares, hoping this would also

Philanthropy

# Australian Philanthropist

provide work for unemployed musicians. In the year of his death, Merlyn Myer wrote:

"At those concerts in the Botanical Gardens when he saw thousands upon thousands enjoying the music under glorious surroundings - he was always overjoyed and grateful that he was so privileged to be in a position to do such things for the public."

His dream of a permanent site for free open air concerts was realised by his widow, his nephew, Sir Norman Myer and his sons. With the construction of the Sidney Myer Music Bowl in 1959.

## Victoria's Centenary Celebrations

In 1933 Myer was appointed to the executive committee of Victoria's Centenary Council. In little more than a year, Myer raised over £20,000 for the Centenary Appeal; he alone donated £2,800 to the general appeal, as well as £500 to the Centenary Thousand Bicycle Race, £500 to the Centenary Golf Championship, £200 to the Centenary Musical Competition and £105 to the Centenary Song Competition. Shortly before his death, Myer as Chairman of the Centenary Music Committee, organised the musical arrangements for the celebrations, due to start in October 1935. His participation in the Centenary was a "thank you" to the State which had been his home for more than thirty years. Merlyn Myer recalled the opening of the celebrations as "one of the saddest days of my life" as her devoted husband did not live to see the plans he had made reach fruition.

## Death

In 1934, Myer was probably more active as a philanthropist than at any other time of his life. On the day of his death, 5 September 1934, Myer was due to lunch with Reverend Irving Benson, who ran the Wesley Central

Mission, and was seeking to raise £1000. Myer planned to surprise Benson with an open cheque. One observer recalled:

"There was a vacant place at the table that day, and there is a vacant place that will be forever his in the hearts of us who knew him."

Other beneficiaries of Myer's generosity included the Brotherhood of St. Laurence, the Wesley Central Mission, the Victorian Society for the Protection of Animals, the Mercy Hospital, Victorian Baby Health Centres Association, Lord Somers Camp, Russell Street Police Football Club, Royal Horticultural Society of Victoria, the YWCA, the YMCA, the Victorian Civil Ambulance Service, The Big Brother Movement, and Royal Australasian College of Surgeons.

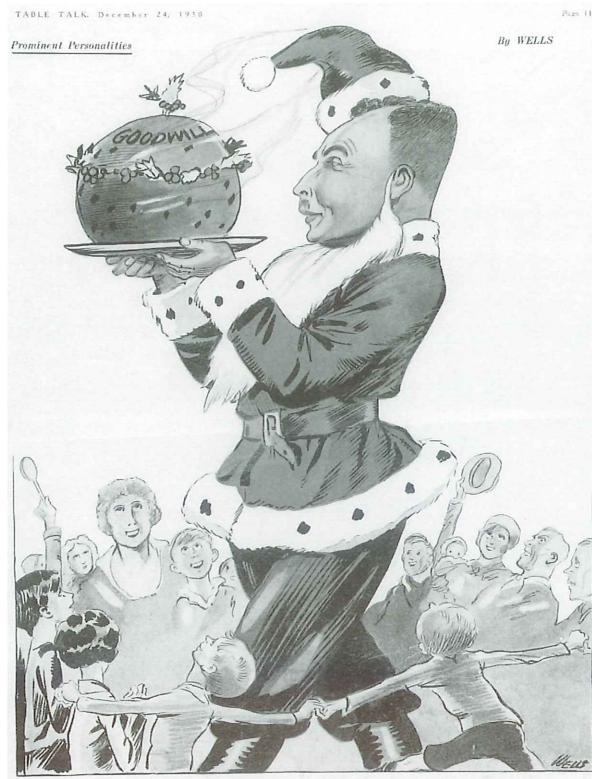
Sidney Myer died while enjoying a morning walk close to his home. The Victorian community was shocked. 100,000 lined the streets of Melbourne during his funeral procession, one of the largest the State had ever seen. The Premier of Victoria, Sir Stanley Argyle was moved to comment: "...a transcending trait in his character was his deep humanitarianism." He was survived by his wife and four children.

Sidney Myer's philanthropy did not stop with his death. At the time of his passing his estate was worth over £1,000,000. By his own will, ten per cent of this was placed in a trust for the charitable, philanthropic and educational needs of "the community in which I made my fortune." Today the Sidney Myer Fund, (formed in 1936 as the Sidney Myer Charitable Trust) constitutes an enduring legacy of Sidney Myer's generosity and vision. During 1995-1996 the Fund made donations amounting to

TABLE TALK December 24, 1939

Prominent Personalities

By WELLS



FATHER SIDNEY MYER CHRISTMAS

Colonial Ministers, Generals, Admirals and other worthy gentlemen usually require a special article to tell all about them. But the author of this article, who is a man of the people, has so much to say with the usual article that belongs to this feature column, even High Court judges may be tempted to know all about this great

new Melbourne personality. To great achievements in the cause of commerce he has added notable benefactions in the cause of humanity. His annual Christmas gift of £10,000 to the Sidney Myer Christmas dinner, has stimulated the inimitable Wells to depict him in a new role.

Sidney Myer's pudding of goodwill

\$2,227,780, while over the previous five years this sum has totalled \$10,836,281.

The Sidney Myer Fund was established in 1934 under the will of Sidney Myer. The Fund supports programs meeting community needs in such areas as Welfare, community services, the environment, and the Arts and Humanities.

The Myer Foundation is the current Myer Families contribution to the community through the provision of grants in specified areas.

The Sidney Myer Fund  
The Myer Foundation

Ph: (03) 9207-3040  
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# Australian Association of Philanthropy

Address by  
Sir William Deane  
Governor-General of The  
Commonwealth of  
Australia  
on the occasion of the  
Annual Trustees'  
Dinner of the  
Australian Association of  
Philanthropy  
Melbourne  
Monday, 21 October  
1996



Mr. Charles Goode, (Chairman, Ian Potter Foundation) Sir William Deane

I feel I should start by making two admissions. The first is that the words "philanthropy" and "philanthropist" have not in the past produced from me the positive reaction which I now realise they should have. I think the reason was that, notwithstanding its classical origins, I have tended to associate "philanthropist" with a number of particular American tycoons whose lives did not otherwise seem to me to be notable for concern about overriding community interests or the needs of their fellow human beings.

The second admission is that, up until a few months ago, while I knew of a number of the member Foundations and Trusts of the Australian Association of Philanthropy, I had not heard of the Association itself. That is simply an admission of my own ignorance and in no way implies any suggestion of inadequacy on the part of the Association.

I am pleased to say that I am now cured of both shortcomings. During the last few weeks, I have done a considerable amount of reading about the Association and I am now well informed about its nature and its activities. Equally important, I am also much better informed about how much the

various Foundations and Trusts which are members of the Association do for individual Australians, particularly the disadvantaged, for local communities, and for the nation as a whole, in the

areas of welfare, health, education, medical and other research and the arts. I have been extraordinarily impressed by both the diversity of the public needs, causes and interests which the members of the Association satisfy, serve and promote and by the scale of the contribution - more than \$300 million a year in monetary terms - which those members make either towards alleviating the plight of the disadvantaged or to the advancement of community and national interests and of the quality of life of the ordinary individual. In the future, the words "philanthropy" and "philanthropist" will not evoke a lack of enthusiasm by reason of sub-liminal reservations about the worth of particular Americans. They will evoke the unqualified admiration and enthusiasm which I now feel towards the Association, its work, its members and their activities.

As I have indicated, a very significant part of the activities of the members of the Association and of the Association itself is directed towards aiding the disadvantaged. If you know of my interests and concerns, you will not be surprised that it is to that area that I would make particular reference. I do so to emphasise how extremely important that aspect of the work of the Association and its members is.

In the eight months since I became Governor-General, Helen and I have visited a very large number of agencies and institutions serving the disadvantaged in all parts of the country. We have had confirmed for us three things which we already instinctively knew.

The first is a generalisation. It is that the collective plight of the disadvantaged in Australia constitutes a national problem of overwhelming dimensions. It is a problem which

# Annual Trustees' Dinner

national self-respect and the standards of decency and fairness of a mature and caring nation such as ours preclude us from ignoring. It can only be satisfactorily addressed by the combined efforts of governments, foundations, trusts and corporations such as those who constitute the membership of the Association and the efforts and work of ordinary Australians.

The second is something to which many people, including the Prime Minister, have recently adverted. It should, however, be before us all the time. It is that the most important general cause of disadvantage and the gravest social problem facing our nation is unemployment, particularly youth unemployment. In some areas which Helen and I have visited, youth unemployment is running at forty percent and more. In those areas, unemployment, with its attendant loss of self-respect and often destructive social pressures and consequences, has for many become accepted as the norm - the ordinary way of life. This is particularly the case where, as is not uncommon in those areas, unemployment in some families has reached the third generation.

The third thing which we have had bought home to us is that to which I would direct some more detailed remarks. It is the appalling situation of the Aboriginal peoples of Australia. It is not my intention or function to seek to assess the worth or failure of past government, church or private programs or whether public moneys spent in the past have been wisely or effectively spent. The plain fact is that the present problems are there and it is simply no answer to the legitimate claims of an Aboriginal child to argue about whether money has or has not

been well spent in the past. The extent of those present problems are largely indisputable. They are problems which our nation must, as a matter of national conscience, face and overcome.

Those problems include: the inadequacies and ineffectiveness of much Aboriginal education; the vastly higher than average levels of Aboriginal unemployment; the deficiencies of Aboriginal housing; and the problems of water supply and infrastructure in many Aboriginal communities. And, above all, there are the appalling problems of Aboriginal health. It is sometimes said that statistics lie. They do not lie when they identify the extent of those health problems. Nor can those statistics be discounted as bare figures without human content. They tell a story of present human sickness, suffering, dying and death which can be traced to past dispossession, oppression and injustice.

The publication "Australia's Health 1996" which was launched by the Minister for Health and Family Services, Dr Wooldridge, within recent months, documents a gap between the health levels of Aboriginal and Torres Strait Islander peoples and other Australians which is actually widening. If, using that and other sources, one focuses on particular age groups, the calamitous position which exists can be highlighted. For example, taking

account of all causes including injury, indigenous males between the ages of fifteen and twenty-four years of age are 2.8 times more likely to die than non-indigenous males. Indigenous females within that age group are 3.5 times more likely to die than non-indigenous females.



L-R: Lady Marigold Southey (President, Myer Foundation),  
Mr. Ben Bodna (President AAP), Sir William Deane

The disparity increases even further in the twenty-five to thirty-four age bracket. Indigenous males are 5.5 times more likely to die between those ages than are non-indigenous males. Indigenous females are 6.1 times more likely to die.

The disparity becomes even worse again if one focuses upon some particular areas of illness. For example, indigenous people die from diabetes related illness at twelve times for men and seventeen times for women the rate for other Australians. A recent study by the Menzies School of Health in Darwin established that the incidence of rheumatic fever in some communities in the Northern Territory is among the highest, and probably the highest, ever recorded in the world. It is roughly six times that of Soweto.

# Australian Association of Philanthropy

If we turn our attention to the position of a new-born child destined to be raised in an Aboriginal community, two facts emerge to swamp all others. These facts are that the life expectancy of such an Aboriginal baby is, if conditions remain as they are at present, almost twenty years less than that of other Australian babies, and that Aboriginal infant and perinatal mortality rates are approximately three times that of the general population.

As I have said, those health statistics cannot be divorced from their human content. That point has been eloquently made by Mr Michael Dodson:

"A certain kind of industrial deafness has developed. The meaning of these figures is not heard or felt.

diminished lives and die before their gifts of knowledge and experience are passed on. We die silently under these statistics."

To draw attention to the extent of the problems of the disadvantaged is not to discount the steps that have been taken in recent years by Governments and innumerable individuals in many different fields to address and resolve them. Thus, even within the area of Aboriginal health, one must give credit for some recent developments which are of great significance and promise. In particular, there are the agreements which have been recently concluded between representatives of all Australian Governments - Commonwealth, State and Territory on the one side, and Commonwealth, State and Territory Aboriginal and Torres Strait Islander

organisations on the other, aimed at ensuring a co-operative and integrated approach to overcoming the health problems of the Aboriginal and Torres Strait Islander peoples. Those agreements are based on two premises which, on my understanding, enjoy bilateral political support. Those premises are that

Aboriginal and Torres Strait Islander peoples have the same rights to good health and health care as all Australians and that Governments bear the responsibility with indigenous people for making the improvements which must be made.



Ms. Jill Reichstein and Mrs Corneilia Goode

The statistics of infant and perinatal mortality are our babies and children who die in our arms.

The statistics of shortened life expectancy are our mothers and fathers, uncles, aunties and elders who live

## Annual Trustees' Dinner (cont)

Ultimately, however, real progress can only be measured by reference to the awful facts and the current statistics which reflect them. As has been said, the current factual and statistical position is that the terrible gap between the health level of indigenous and other Australians is actually widening.

There is a danger in a social welfare society such as ours for ordinary people, including essentially good people, to take the approach that it is for the State to provide for, and look after, the needy or disadvantaged and that if welfare does not look after those in need that is somehow their own fault rather than an occasion in which their fellow citizens are under a moral obligation to assist. The assistance provided by governments and government instrumentalities to the disadvantaged is absolutely vital. Through it, the ordinary citizen contributes in varying degrees to the discharge of a duty dictated by basic considerations of decency and humanity. Our social welfare system is, however, inevitably imperfect and in many respects inadequate in that there are many disadvantaged persons for whom relevant government assistance is either unavailable as a practical matter or inadequate. And even if adequate funds were available, that would remain the case for the reason that there are many types of disadvantage which cannot be addressed by mere money but which require human assistance, human skill, human dedication and human companionship. It is in that context that the intervention and activities of Foundations and Trusts such as those which are members of this Association are of critical importance. As too, at a different level, are the generosity and support of ordinary people. In that regard, over and above the massive

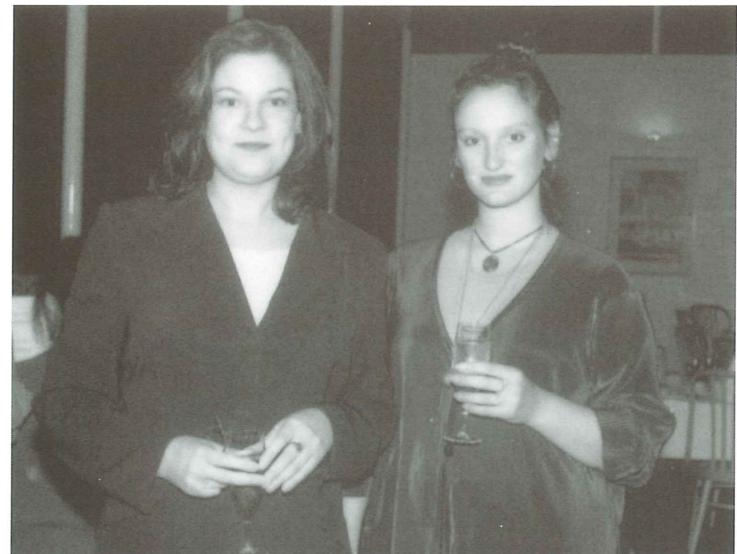
assistance provided by its members to the disadvantaged, the Association itself plays an important role in helping make ordinary people more conscious of the plain fact that one should not, and cannot, rely solely on government and government instrumentalities to address the problems of the disadvantaged members of our nation.

The Association can also, I would suggest, do much, with the assistance of its corporate members, to address the question of the extent to which good corporate citizenship carries with it obligations that extend far beyond the mere observance of the law in pursuit of corporate wealth. In that regard, there may be something to be said for the view that our corporations legislation does not make plain that the directors of a public company are entitled to take account of national considerations, national interests and national needs in exercising fiduciary powers which must ordinarily be exercised in what they see at the material interests of the collective body of shareholders. Thus, for example, it seems to me that, in so far as the resolution of the

great national problem of unemployment, particularly youth unemployment, is concerned, at least some of our public companies may be paying insufficient regard to the national interest in resolving the proper balance between the advantages of

mechanical innovation, speed and efficiency against the immense national cost of human obsolescence, redundancy and unemployment. Thus, in the present environment, corporations should be conscious of the fact that the public interest will be much better served by preserving employment, particularly youth employment, than by subsequently devoting funds to help mitigate the consequences of its loss.

May I conclude by saying what a great pleasure it is for me to be with you at this Annual Dinner in the twenty-first year of the Association's existence. I congratulate you all on everything the Association and its members have achieved in the past. And I express the hope that the Association will flourish during the next twenty-one years of its life and that it and its members will serve the Australian people and nation in those years as well as they have during the years of the Association's minority.



Ms. Claudine Said and Ms. Shauna Discher, valued A.A.P. staff

# The Heart of the Baker

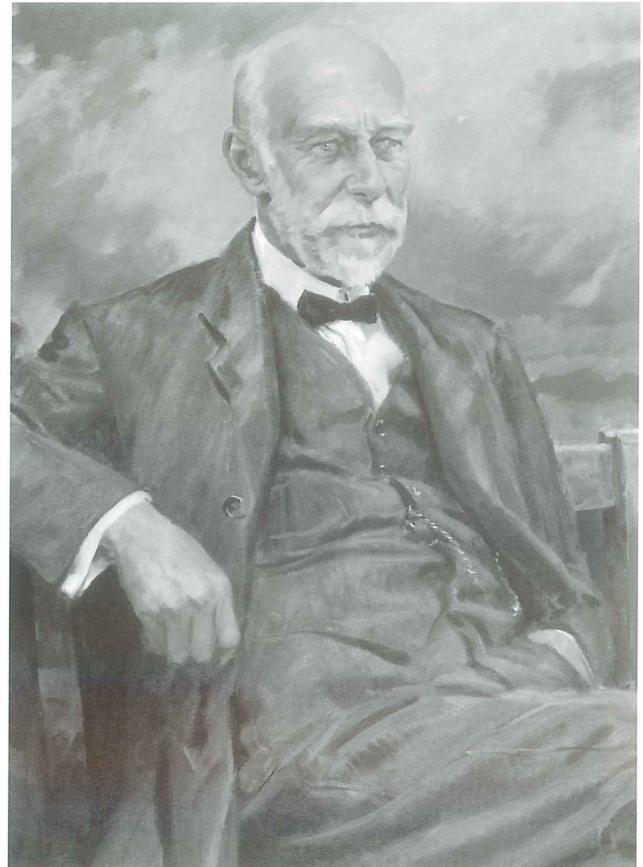
Melbourne's Baker Medical Research Institute is a world leader in the field of research into cardiovascular disease. Its beginnings, 70 years ago, reflect the combined vision of Thomas and Alice Baker, Eleanor Shaw and Dr John McKeddie.

In 1882, Thomas Baker was a medical student at Melbourne University, successfully completing the first year of medicine. Aged 27 and a more mature student than most, he had already worked in his father's business in Adelaide and then as a pharmaceutical chemist in Maryborough in Queensland. Though he began second year, his fascination with photography overcame his desire to study medicine and he left university, throwing himself into the manufacture of photographic plates at his home in the Melbourne suburb of Abbotsford.

It was not, one would imagine, an auspicious start to the funding of an institute devoted to medical research, but Thomas Baker's interest in medicine, though at one remove, never waned.

Thomas had long been interested in photography, beginning the production of photographic material at home. This was the era of the "wet plate", requiring cumbersome equipment and the development of the plate at the site of the photograph, protected from light by a black cloth box. More sensitive emulsions were produced over time and "dry plate" method was developed, allowing the exposed plate to be taken away and processed in a laboratory.

With his wife Alice and sister-in-law Eleanor, they developed a business for the sale of photographic material under the name "Austral".



Thomas Baker (1854 - 1928)

In 1888, with the rapid expansion of his photography business, Baker formed a partnership with the energetic John J. Rouse, who had a photographic business in Collins Street, Melbourne. With Baker a serious minded introvert and Rouse a jovial extrovert they complemented each other well in business. Baker's role was development and production, with Rouse concentrating on marketing.

At the same time as the development of the photographic business by Baker and Rouse in Australia, similar interests were being pursued by George Eastman in Rochester, USA. In 1905, Baker visited Eastman and they discussed their mutual interests. Eastman opened a branch, Kodak London, in England and in 1900 Kodak hals. Mackeddie's enthusiasm for the

project excited Thomas Baker, who accompanied Mackeddie to England to study the new diagnostic methods at St Thomas's Hospital, London.

At about the same time as his election to the Alfred Hospital Board, Baker became interested in X-ray films. At that time these were imported from London Kodak but Baker believed it essential that Australia should produce its own films. He set about arranging for his company to manufacture them and persuaded the Government to impose a tariff of 40 per cent on imported films. This brought him into conflict with free traders but the supply of locally manufactured X-ray films was established. This became important to the Australian economy, especially during World War II, when other sources of supply were in doubt.

## The Baker's Beginnings

A new laboratory to work on diagnostic methods including biochemistry and clinical research was

planned for the Alfred Hospital. In 1925, Thomas, his wife Alice and sister-in-law Eleanor provided funds for the erection of a biochemistry building in the Alfred Hospital grounds and also undertook to finance the work of the laboratory for five years. The Board of Management of the Hospital formalised this gift and the new laboratory, opened on April 1st, 1926, was named the Thomas Baker, Alice Baker and Eleanor Shaw Medical Research Institute. While at first the Institute operated under the auspices of the Alfred Hospital, it later became autonomous.

board of four trustees, one of whom was also a member of the Board of the Baker Institute. Baker was a long term member of Melbourne Rotary and his Will required that a member be present at meetings to determine the distribution of funds. Although there was provision for contributions to other charities, Baker stipulated that a mandatory first donation of five thousand, pounds be made to the Baker Institute (about \$135,000 in today's terms). With the accumulation of funds, the yearly donation has amounted to much more than this and currently stands at \$1.05 million.

## The Baker Benefactions

When Thomas Baker died in 1928, he left most of his assets to a charitable trust whose major responsibility was the funding of the Baker Institute. His wife Alice and sister-in-law Eleanor wrote similar wills, and on their death their assets were to be added to the trust. The Trust (later to be known as Baker Benefactions) was managed by a

## The People Behind the Benefactions

### Thomas Baker

Thomas Baker had wide interests, particularly related to science and its advancement in Australia. He believed that Australia and New Zealand should become self sufficient in oil and personally invested heavily in the Taranaki oil company, losing a considerable amount of money.

Although affluent, Baker lived a rather austere life. A non-drinker and non-smoker, he disapproved of others smoking and when his senior staff were invited to his property at Manyung near Mornington on Melbourne's Port Phillip Bay, they were careful not to smoke in his presence, hiding the butts of their cigarettes in their match boxes. Avoiding frivolous pursuits such as office parties, his personality was in marked contrast to that of his partner, J. J. Rouse.

He had a strong entrepreneurial flair and embarked on ventures even if they entailed a certain amount of risk. He always maintained high ethical standards in his business dealings, embracing the Rotary principles of community service and integrity.



Thomas Baker, Alice Baker, Eleanor Shaw  
London, about 1913

# The Heart of the Baker (cont)

## Alice Baker (nee Shaw) and Eleanor Shaw

Alice Baker had a long association with the National Council of Women in Victoria, was one of its presidents and became an honorary life vice-president. She was a member of the International Council of Women and represented Australia at two of its conferences in Washington and Rome.

Her philanthropic activities embraced the Women's Hospital and the Talbot Colony for Epileptics at Clayton. In 1922, she joined the Frankston Branch of the Alfred Hospital Auxiliaries and later that year she founded the Mornington Branch.

In January 1933, Alice was honoured by the King, receiving a CBE for community service. Both Alice and Eleanor played a large part in the establishment of Thomas Baker's photographic business and their involvement in the Baker Institute was a personal one. During the Depression in 1932, Eleanor made a personal gift of one thousand pounds towards the expenses of the Institute.

## The Rouse Family

Thomas Baker's business partner, John Rouse, also took an active interest in the affairs of the Baker Institute, helping it financially during the Depression. Later, his son Edgar Rouse, who was managing director of Kodak (Australasia) and later became Chairman of the Trustees, played a key role in obtaining the funds for a new building for the Institute which was completed in 1970.

Over the years, the income of the Trust increased and the scope of grants widened to educational institutions, charitable bodies, public hospitals and the arts. The funding of the Baker Institute is still regarded as the primary responsibility.

The work of the Baker Institute in the field of research into cardiovascular disease receives world wide recognition, which increases each year. Those responsible for its beginnings were people of vision, with ideas and plans well ahead of their time. Though its driving force, Thomas Baker, did not live to see his initiative develop and prosper into a medical research institute of world standing, he and the other benefactors would be justifiably proud, 70 years on, of what the Baker Institute has become.

From material supplied by the Baker Institute

The Baker Foundation was established in 1928 under the Will of Thomas Baker. In recognition of Mr Baker's desire for medical research, the Baker Medical Research Institute continues to be the primary beneficiary of the Foundation.

The Foundation also supports a wide range of community services, social welfare and cultural activities, for the benefit of the Victorian Community.

The Baker Foundation  
Ph: (03) 9273-2985  
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# Recent publications

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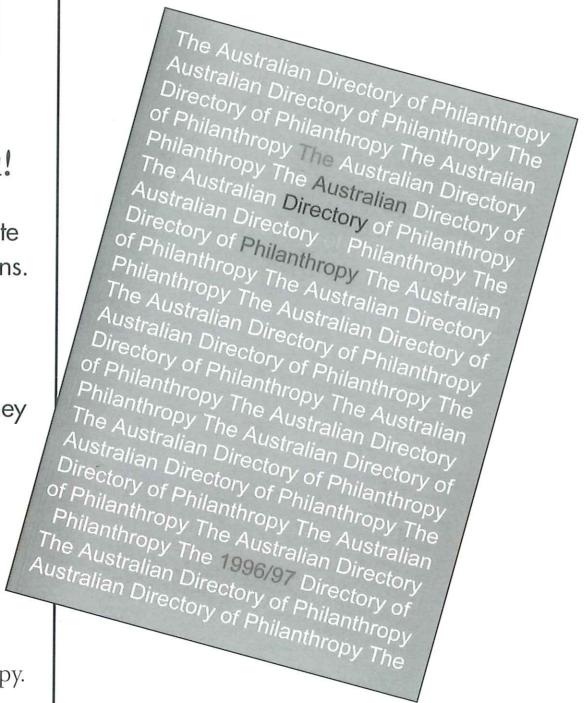
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1997 Guidelines for the Trusts & Foundations administered by ANZ Trustees are now available. They can be obtained by calling the toll free number.

**1-800-808-910**

# Trusts in Transition

Do you think of yourself as a gift-giver, investor or collaborative entrepreneur ?  
Roland Doven\* interviewed

Dr Diana Leat,  
philanthropic classifist,  
about the changing role of  
trusts and foundations.

## RD: How did Trusts in Transition come about?

DL: I'd been working on issues concerning funding for the voluntary sector over a number of years, with organisations such as Children in Need, and was struck how difficult grant-giving is - especially if trying to use scarce resources as well.

At the same time, the voluntary sector's relationship with the state was changing in such a way that it posed particular difficulties for foundations (for example, whether to fund computers to comply with the National Curriculum), and contracting was on the horizon.

Until Trusts in Transition most attention had been given to the difficulties in fundraising and grant-givers were operating with little feedback. (There is still little accessible information on what works and why; that's a pity when foundations control such a huge resource.)

I therefore proposed the idea of a report to the Joseph Rowntree Foundation and the Trustees gave their support - both monetary and, via their seal of approval, facilitating access to other trusts.

## RD: As a result of your research, did your views of Foundations change?

DL: The research brought home the difficult dilemmas faced, for example both coping with the day-to-day business of grant-giving as well as keeping abreast of the implications of change within voluntary organisations as a result of government policies.

I was struck by how closed a world some trusts and foundations work in; some had not even begun to think through the implications of the change going on around them.

## RD: You divided grant-givers into three categories (gift-giver, investor and collaborative entrepreneur): does that classification still stand, for example post introduction of the contract culture?

DL: The value of the classification was that it made people stop and think about what they were doing and why. The categories were, however, very crude, simple definitions meant for every day use (which is both their strength and weakness). They are not meant to imply that grant-givers as a whole fall into one of these three categories. One trust could easily have each definition applied to it in different parts of its program. That may be a happy balance, but it is important to be aware that the systems for one role may not be appropriate for all three and that each has its own requirements (in terms of resources etc).

Some people have also taken the definitions to imply that gift-giving is not as good as investing or being a collaborative entrepreneur. That wasn't my intention although I do think that a trust spending large sums only in small gifts may need to look at whether there are other ways of operating.

I'm not sure whether changes introduced by the contract culture affect the system of classification. The changes which foundations are grappling with seem to me to be of a different order.

## RD: What are these changes and as a guru of the voluntary sector, what further developments do you predict?

DL: The inter-relationship between charitable grant-giver and statutory

grant-giver has become harder to avoid. As services are increasingly more targeted/rationed, the issues are more urgent.

If we assume that the state will only take responsibility for those in greatest need (the most frail or disabled) and will employ the minimum resources necessary, what happens to those not caught by the 'safety net', ie. those who do not have the resources to purchase services themselves but who are not quite poor enough to warrant public support. Because of local authority ceilings, some trusts are already receiving applications from individuals in need of 'top up' funding for their care charges.



Dr. Diana Leat

Another development will result from the increasing public scrutiny of charity privileges, such as tax exemption. More and more, the virtues claimed by the voluntary sector (such as its caring face) will cease to be solely its preserve. Already it's difficult to be precise in defining certain bodies as voluntary, or statutory which have become voluntary. For example, there are a number of 'for-profit' small

organisations in the home care field which are not making a profit and which are every bit as committed to providing high quality care.

Leading on from this, perhaps we will become less obsessed by who does something and more interested in how the service is delivered and how relevant it is.

Some sections of the voluntary sector are becoming increasingly professional - partly as a result of the contract culture. On the other side of the coin, there is a revival of interest in volunteers and volunteering - partly as a means of building social capital and also to provide services no longer funded by the state. In the last two decades, more and more volunteer posts have become paid jobs. While it is uncomfortable to argue that organisations can't afford to pay staff unless under poor terms and conditions, it is quite a different matter to "re-volunteerise" those posts. The debate around boundaries between (low) paid work and volunteering will become increasingly urgent.

**RD: Do you think that trusts and foundations will have to adapt to accommodate the impact of the National Lottery?**

DL: The Lottery illustrates in a dramatic way many of the tensions I have just been describing. Analogous to the ripple effect, what on trust funds today becomes another's future application. While such tensions have always existed, the Lottery (because of its size and level of public scrutiny) brings issues around the ecology of funding out into the open. Unless the Charities Board accepts, for example, that it will have to give continuation funding, who will pay for all the facilities and work it's funded three years from now?

**RD: One funder which you have complemented for its thoughtfulness and foresight is the Joseph Rowntree Foundation. Why?**

DL: I find its approach particularly interesting. The Foundation emphasises that it doesn't give grants but rather works in partnership with the producers of research in order to achieve pre-stated aims.

On a practical level, this means one has a named officer within the Foundation as a point of contact. Both parties enter into a formal contract which stipulates the expected outcome, when it will be delivered and in what form.

As a partner, problems are aired with that officer on the basis that there is a difficulty to overcome - rather than the researcher has failed.

This encourages far greater openness and accountability.

Reprinted from the Newsletter (No.32),  
trust & foundation news, of the  
Association of Charitable Foundations  
(ACF), London.

\* Roland Doven, Deputy Director, ACE  
\*\* Enquiries (03) 9650-9255  
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# The Philanthropy of Elizabeth Austin

This is about a woman, wealth, giving and time. It examines the way in which Australian historians have interpreted nineteenth century philanthropy, arguing that in their determination to see only the secular they have overlooked the role which religious belief played in both its genesis and its development.

by  
Dr Shurlee Swain\*

Elizabeth Austin came to what was then the Port Phillip District in 1841, settling with her family on a small property in Winchelsea. In 1845 she married a neighbouring settler, Thomas Austin, who, with his brother James, was one of that select group of families who were in the process of sharing out the rich Western District lands between them, laying claim to become the landed aristocracy of the new colony. Thomas' property centred on Barwon Park, and it was here, in 1867, that he entertained the Duke of Edinburgh who had come specifically to hunt the game which Thomas had introduced to his estate.

Elizabeth, we are told, saw in this visit a recognition of her position as the district's premier hostess. She was, however, ashamed at having to entertain her distinguished visitor in so humble a house and, immediately after his departure, began to plan a home to befit her new status. Her model was the Abbey House at Glastonbury now occupied by her brother-in-law, James, and his wife, but her mansion was carefully designed to be just one foot larger. The building was completed in 1871 but it was never put to the purpose for which it was intended, for, six months later, Thomas was dead, leaving Elizabeth and their eight surviving children wealthy but bereft.

Thomas' premature death put an end to Elizabeth's career as a society hostess. In Victorian

society a widow was expected to live a shadowy life while waiting for death, caring for her children and grandchildren but never venturing into public life. It is this aspect of Elizabeth's life which Margaret Kiddie captured when she wrote, "unable to entertain as she wished, she lived there alone for the best part of forty years, a disappointed and domineering widow."

Yet, in 1880, nine years after Thomas' death, this "disappointed and domineering widow" burst once again into the public sphere with her offer of £6,000 to build a hospital for incurables. The initial offer was made anonymously, the Vicar of Winchelsea



Portrait of Elizabeth Austin in stained glass window located Board Room Austin Campus, Austin Repatriation Medical Centre.

acting as her intermediary, and Mrs Austin only agreed to having her identity revealed when organisers suggested that it may encourage others to contribute to the appeal.

She did not seek to use her gift to buy influence, although she did have a continuing involvement in what she came to describe as "my hospital".

Elizabeth Austin had discovered the power of the gift. In their pretensions to gentility the Austin family had been quick to adopt the practice of philanthropy. The Church of England at Winchelsea was largely financed by the family and Thomas had also been prominent amongst the founders of the Geelong and District Protestant Orphanage. Neither of these gifts were of the dimensions of those which Elizabeth Austin was to make in the last thirty years of her life.

Four years after the Austin Hospital for Incurables was opened on the hillside behind the Heidelberg railway station in 1882 she gave £7000 to the Geelong and Western District Ladies' Benevolent Society. She also challenged the people of Geelong to contribute £500 which she would match in order to provide endowments.

In 1898 Elizabeth offered a further £1600 to the Austin Hospital for a children's ward, which she increased to £2005 to ensure its satisfactory completion. She made her final gift in 1910, 100 guineas towards the Geelong King Edward Clock Fund, observing that as "it would probably be her last public gift, [she] was determined to make it substantial".

If there is a theme which links these gifts it is the issue of time. The original hospital had, as its most prominent feature, a clocktower, visible throughout the neighbourhood. The cottages at South Geelong also have a clock as a central feature. This

preoccupation with time was a characteristic of the Austin family. James, as Mayor of Geelong in 1854, gave the largest single donation to purchase the iron tower clock which dominated the market place of the town. Graeme Davison interprets such gifts as the clock tower as evidence of the lingering power of a symbol of an otherwise fading aristocratic authority. It may also have been a reminder to the beneficiaries of their own mortality and of the necessity to set their affairs to rights.

Such a reading can only be speculation for Mrs Austin left no record of the meaning she attached to her clocks or her other benefactions. Studies of the pastoral society of which she was a part confine her philanthropy to a footnote. Historians of philanthropy have until recently tended to regard all such gifts as an inadequate recompense for the wealth which such families were taking out of the country, dismissing benevolence as an arm of social control. Richard Kennedy, writing on the history of charity in Melbourne argues, Economic and social pressures necessitated charity; religion and morality sanctioned charity; society awarded praise and

status to the charitable. It was a palliative offered by the top dogs as the price for social peace.

Although Judith Godden writing about the philanthropy of the women of Sydney in the late 18th century modified this view somewhat she too concludes:

"Philanthropy within the woman's sphere was a means whereby ruling class women attempted to exercise control over working class women and children and whereby they were themselves controlled and their activities restricted."

The search for a specific explanation of Mrs Austin's generosity is lost in a maze of family myths. We are told she was motivated by her concern for a servant, Louisa, who, unable to work because of lung disease, was refused admission to all but the gaol hospital. Louisa may or may not have been one of the first patients admitted to the Austin Hospital even though there is no record of anyone of that name amongst the early patients. What is more certain is that Mrs Austin's eldest son-in-law, Dr William Embling, was the son of Dr Thomas Embling, first secretary to the new hospital and a prominent medical practitioner well aware of the need for accommodation for the chronically ill.



Two storey bluestone building Barwon Park, Winchelsea, Victoria  
Constructed 1869 - 1871  
Now administered by National Trust

# The Philanthropy of Elizabeth Austin (cont)

Family evidence is always equivocal, caught between the need to preserve the honour accorded to the "The Foundress" and a residual regret relating to the impact which her generosity had on the family fortune. Descendants present a picture of an elderly matriarch not always easy to revere. Perhaps, they hint, her benevolence to others may have had its origins in a malevolence towards her children. R.A. Austin's family history records:

"Legend says she was severe to her sons and turned them out at an early age to fend for themselves, and hard on her geese, which she plucked alive to take their down for bedding for the hospital, but she was wonderfully kind to the destitute and those in need of care and assistance."

Although historians have difficulty in explaining Mrs Austin's philanthropy, her contemporaries did not. Though surprised by the size of her gifts and that a woman had such large amounts to give, they looked to her as an example. It was right, if rather uncomfortable, that a Christian widow

should choose to dispose of some of her fortune in this way. At the laying of the foundation stone of the hospital the Hospital Committee Chairman, Dr McCrea, commended Mrs Austin for "giving an honourable example of practical Christian widowhood, and affording through future times to the multitude of the rich dwellers in the land an illustration of the power of individual sacrifice". The Governor was even more explicit.

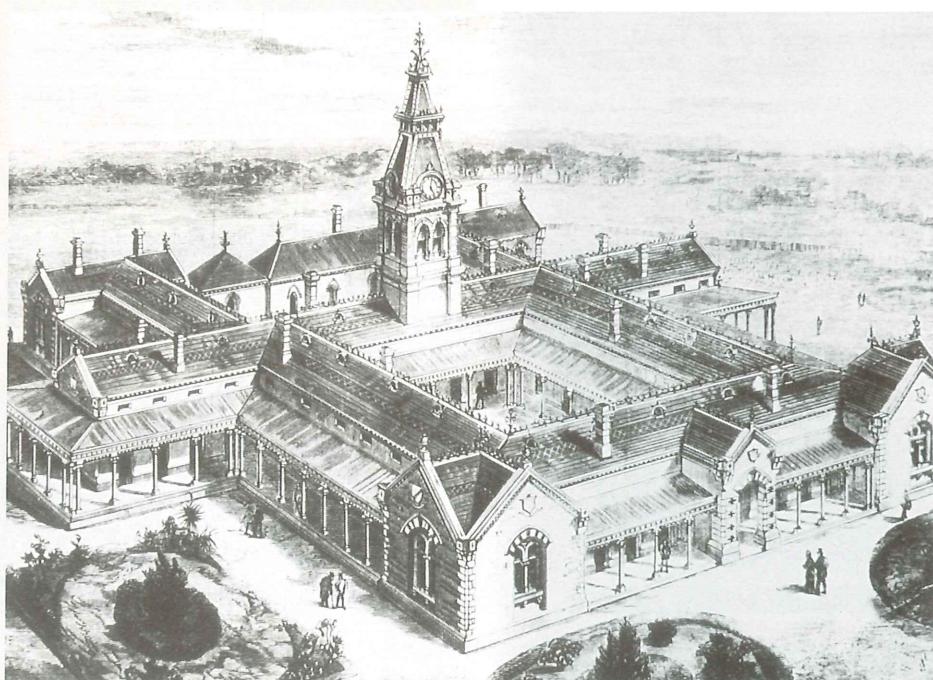
To do good, and to cherish the sick and needy, is one of the first commandments we have received from Him whose example we all wish to follow.

Speaking at the laying of the foundation stone of the Austin Cottages, the Vicar of Christ Church, Geelong, Canon Goodman, expanded upon the nature of this example.

"Mrs Austin had saved money by walking, when she might have ridden in her carriage, and had lived prudently instead of in luxury, and all that had been done for the purpose of enabling her to provide money for the poor. Mrs Austin could look back with thankfulness to God that she had been spared to continue her acts of self-denial, which had brought happiness to many homes, and comfort to the suffering poor."

At the laying of the foundation stone of the children's ward the president of the Hospital Committee commended on "the satisfaction which must be felt by Mrs Austin in witnessing during her lifetime the benefit conferred by the charity which she had so generously funded". To the Archbishop of Melbourne, Mrs Austin's generosity stood as an example of her "constant giving of her substance for the benefit of others".

Religious belief was the major mobilizer of bourgeois women into nineteenth century philanthropy. Mrs Austin was one of that "substantial majority of believers" and it is simplistic to dismiss her philanthropy



Original hospital facility Austin Hospital for Incurables

# Report

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in negative terms. She did not found a hospital simply to spite her children. Rather she may well have been a woman who through her widowhood discovered the value of her inheritance and chose to use it to give meaning to her life in a way which was consistent with her religious beliefs. "I don't let my money accumulate," she told the secretary of the Hospital in 1898, "I spend it before I really get it." She knew the widows and the invalids and chose to visit them in their affliction. However she used her wealth, it put her in a position to control their lives. She chose to use it to lessen their suffering so that when the clocks, which measured her life as well as their own, stopped ticking, she could be at peace with her God.

\* Dr Shurlee Swain, Lecturer, Department of History, University of Melbourne, Parkville and

Australian Catholic University, Aquinas Campus, PO Box 650, Ballarat, Vic.

## - INTERESTING -

In England, 1 billion pounds are given to charity through bequeathing each year. One in seven people include a charitable bequest in their wills.

A survey taken showed that people who make a will live, on average to 79, ten years longer than the average life expectancy **AND** those who include a charity in their wills, live to an average of 82. Therefore, those who leave a bequest in a will can hope to live an extra 13 years longer than the average !!

## New Zealand Association of Philanthropic Trusts 1996 National Conference

In late October I attended the New Zealand Association of Philanthropic Trusts 1996 National Conference. I was a guest speaker on the theme, The Changing Face of Philanthropy. The 90 participants enjoyed a lively and interesting conference. Topics covered included, Trustee Governance, The Maori Dimension, the Lottery Grants of New Zealand and the Funding Information Service.

The keynote address was delivered by Mr Timothy Hornsby, Chief Executive of the National Lotteries Charities Board, United Kingdom. Outside governments, it is one of the largest grantmaking organisation in the world. In the last two years it has distributed £1.2 billion to a wide range of charities in the UK. It is a very public trust and is often surrounded by debate on the nature of its grants. There are certainly lessons to be learnt about how we could open up the process of grantmaking of gambling monies here in Victoria.

There were many similarities between the philanthropic communities, but also some quite interesting differences. For one, the NZ Lotteries Trust which distributed \$148 million last year has a very public profile. Its partnerships with community groups and the corporate sector are widely publicised in the media.

New Zealand is facing huge government cut backs which is challenging the way foundations go about their grantmaking. There have been no new large, private trusts established in recent years but there has been a growth of smaller (\$100,000 distributed annually) Trusts, some of which have very specific purposes eg, peace, environment community service.

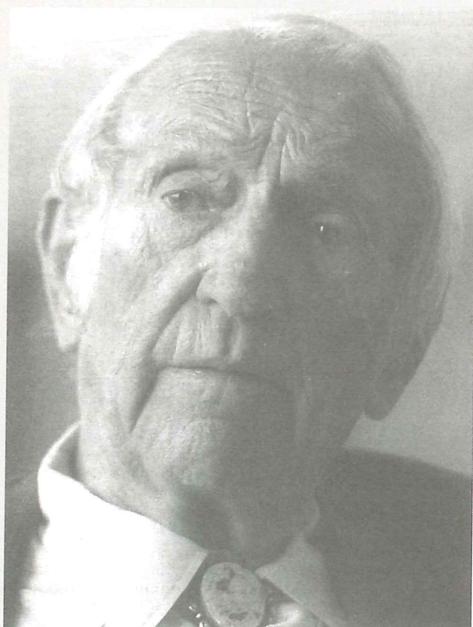
Our two philanthropic communities have much to share and my visit was a very valuable insight into possible partnerships. New Zealand's hospitality was wonderful and their country very beautiful.

Jill Reichstein

# A Pioneer's Philanthropic Legacy

**David Packard's bequest may lift his foundation to the top tier of America's richest grant makers.**

by  
Stephen G. Greene



David Packard (1913 - 1996)

**T**he David and Lucile Packard Foundation, already one of America's dozen wealthiest grant makers, is poised to nearly triple in size following the death in April of its principal benefactor.

Before David Packard died at age 83, he declared his intention to leave his estate to the foundation, which he established with his wife in 1964. His assets include 46.6 million shares of stock in the Hewlett-Packard Company, the pioneering high technology business he co-founded in Palo-Alto, California in 1939. Those shares have a market value of around US\$4.4 billion.

When the gift passes to the foundation, which has assets of US\$2.3 billion, Packard will probably vault to the topmost tier of US philanthropies - though just where it lands depends on how the company's stock performs in the meantime. The bequest is among the largest in US history.

The concentration of nearly all of the foundation's assets in Hewlett-Packard stock makes its portfolio potentially volatile. The price of the company's stock has ranged in the past year between US\$59 and US\$104 a share; on the day of Mr Packard's death, it closed at just under \$94.

But high-technology stocks have performed well over time, and the foundation has no plans to sell its Hewlett-Packard stock, says Colburn S. Wilbur, the foundation's executive director. "H-P's been very good to us over they years," he observes.

Indeed, a ninetyfold increase in the share price over the past two decades has contributed to spectacular growth in the foundation's assets - from just \$US118-million a decade ago to \$US227-million by the end of 1990, \$US871-million in 1992, \$US1.4 billion in 1994, and \$US2.9 billion at the end of last year.

## New Challenges

The dramatic jump in assets will present major challenges and opportunities for the foundation, which despite its rapid growth has retained the character of a family run institution with a strong regional flavour.

Its programs - which span fields as diverse as marine biology, classical archaeology, children's health, human population, and the conservation of old films - directly reflect the interests of the Packards and their four children, all of whom hold seats on the Board of Trustees.

Many of the foundation's grants support projects in California, particularly in the coastal area south of San Francisco where Mr Packard and his business partner, William R. Hewlett, set up shop in 1939 with a \$US598 investment.

Because of the expected lag in receiving the gift, foundation officials say the fund will give about the same amount this year as last year, when \$US116 million was awarded to more than 700 recipients. But in the next few years, the fund is likely to increase its giving significantly.

Mr Wilbur predicts that the trustees will continue their strong support for projects in northern California, but that many of the additional resources will go to organisations around the country and abroad,

"We already do some national and international grant making," notes Mr Wilbur, "but as a percentage of total grants, we'll probably do more at these levels."

Mr Packard's own philanthropic interests tended towards promoting advances in science and engineering by broadening and improving education in those areas, but also embraced

projects ranging from the very local to the cosmic - social service groups in his town of Pueblo, Colo., for example, as well as the search for extraterrestrial intelligence.

## No Ideological Hold

An active Republican, Mr. Packard served as Deputy Secretary of Defence under President Nixon from 1969 to 1971, at a time of mounting public opposition to the war in Vietnam. He also served on the boards of conservative think tanks like the American Enterprise Institute and the Hoover Institution.

But the Packard Foundation's grant making does not fit neatly into an ideological mold. The foundation has strongly supported family-planning programs in the United States and abroad, for example, as well as environmental conservation and the training of scientists and engineers at historically black colleges and universities and among American Indian tribes.

Non-profit institutions primarily created by the Packards include the Monterey Bay Aquarium and its affiliated research institute; the Lucile Salter Packard Children's Hospital and Stanford University; and the Centre for the Future of Children, which studies ways of improving programs and opportunities for children.

Officials at charities that benefited from Mr Packard's philanthropy say that, even more than the money he gave, his enthusiastic support gave their programs a legitimacy that inspired gifts from others. His backing of the Silicon Valley Arts Fund, which raises money for local cultural organisations, paved the way for other corporate gifts, says Peter Hero, executive director of the Community Foundation of Santa Clara County.

"He made it okay to give to the arts, even though there are other pressing

issues," Mr. Hero says. "As a high-tech person, for him to say that the arts are also important, along with education and training our work force, was a real message to the community."

Mr Packard, who has been widely hailed as a champion of open, decentralised, collaborative corporate management, has an enduring philanthropic legacy as well, says Mr Wilbur. Mr Packard's "call me Dave" shirtsleeve style and lack of pretension have shaped attitudes among the foundation's staff, says Mr Wilbur.

"He left a set of core values: integrity, respect for the individual, compassion for people, the idea of thinking big," Mr Wilbur says. The Packard children share those values, he adds, and will keep them alive in the foundation's grant making, though the programs themselves are likely to be modified over time.

"He's one of those exceptional human beings," says Robin Chandler Duke, who has been active in population and women's issues and who has served on the boards of the US-Japan Foundation and Population Action International, as well as of the

Packard Foundation. "He sees life through a very clear prism. He had an extraordinary imagination and was so creative in looking to the future, to protect the planet and the quality of life for his children, grandchildren, and great-grandchildren.

## - A Sampling of Packard's Giving -

### Grants by the David and Lucile Packard Foundation

\$US120-million since 1989 to the Monterey Bay Aquarium Research Institute

\$US80-million since 1988 for the David & Lucile Packard Fellowships, a nationwide program that awards science and engineering fellowships.

### Gifts by David & Lucile Packard

\$US55-million between 1978 and 1984 to the Monterey Bay Aquarium.

\$US40-million in 1986 to the Lucile Salter Packard Children's Hospital at Stanford University.

\$US30-million in 1986 to Stanford University and its School of Medicine to modernise the perinatal facilities and for pediatric research.

\$US25-million in 1993 to Stanford University to advance pediatrics and expand clinical services for children.

\$US2.3-million worth of Hewlett-Packard stock in 1971 to the Wolf Trap Foundation in Vienna, VA., as well as additional gifts totalling \$1.5 million in 1976 and 1982.

\$US2-million in 1991 to the Silicon Valley Arts Fund, a program to benefit area cultural institutions administered by the Community Foundation of Santa Clara County, California

### Gifts by David Packard and William R. Hewlett

\$US77.4-million jointly in 1994 to Stanford University to build the Science and Engineering Quadrangle

\$US12.5-million from each in 1994 to the Stanford University School of Engineering to establish and endow the Frederick Terman Fellowship Program.

Reprinted with permission from "The Chronicle of Philanthropy, Vol VIII, No. 12 • April 4, 1996" (Washington). Holly Hall contributed to this article. Phone: (202) 466-1200

# Society Business and Government Working for

*"The creation of jobs through continuing economic growth and consumption is no longer a viable strategy for the future. Part time work and job sharing may have to become the norm rather than the exception."*

Brian Hirsh,  
Research Councillor,  
Australian Institute of  
Management

We have 3 years to contemplate what kind of society we want to live in the 21st century. There are those who don't care and many who claim that the legacies of the 20th century are gifts of plenty. There is however a growing majority who agree that creating a more equitable society is imperative but contend that we have little hope of stemming the relentless pursuit of individual greed at the expense of the common need.

Society has always needed an anchor. For over 1000 years the church was a major influence. As its power declined governments ranging from monarchies to democracies took over the major role of guarding the well-being of society. But governments are becoming too evasive, democracy is under threat from a range of ideologies rarely based on the common good and society feels increasingly insecure as it questions the future worth of the security it has come to depend on government to provide.

In the mid 19th century John Stuart Mill made a statement worth revisiting 'TRADE IS A SOCIAL ACT'. Business without the community is as fanciful as society without business. The community can only support business if it can afford it. If business recognises that a stable and prosperous community is a prerequisite to its own prosperity it must play a supportive role in the life of the community. It must contribute to social cohesion and prosperity beyond offering its goods and services for sale. There are many corporations whose social acts are as famous as their financial success. They are truly corporate citizens, but regrettably they represent but a small minority.

Rather than contributing to social capital there is a tendency for the majority of businesses, large and small, to deny the obligation. They are

increasingly pre-occupied with short term priorities. Profitability remains the unconditional objective. Economists, analysts and the media continue to put up complex arguments for the singular importance of economic output and economic policies and practices as a guarantee for social well-being. Yet continuous downsizing, unemployment, privatisation, and the growing disillusionment of the young generation all add uncertainty and growing concern for the deterioration of social health indicators.

Those who claim that the number of workers unemployed will ultimately be absorbed by the emerging growth industries are relying on past logics. Industries, including tourism, the information and communication industry and other high tech sectors are themselves shedding increasing numbers of staff whilst their greenfield sites are designed to utilise to the full the latest technology and automated processes requiring the minimum number of people to operate.

Statistical evidence shows that if all the work currently performed in Australian industry in overtime were to be allocated to people working normal hours we would be able to employ another 500,000 people. Such a change would require soul searching since thousands of people would have to adjust their living standards to enable others to survive.

The 21st century is seen as the age of competition and the realm of the winner. There is already evidence of the pharmaceutical industry providing sports performance boosting drugs for application in the workplace. The common good, spirituality, social health, the quality of life and the future of the losers are not considered with any degree of equal importance to the race for market share and margin. Is this applying the chaos theory or is it reality impending?

If it is the latter then the need to prepare an agenda for change in the next millennium is greater than ever. It needs to redress the prospects for a social, political and economic environment in which future generations can enjoy equal opportunities to share the prosperity both business and the community can jointly attain.

Such an agenda will include seeking the active support of more prominent and enlightening leaders in industry and the community to provide encouragement and example for both business and all members of society to take a hard look at the future and the role they must play in becoming a more influential contributor to this partnership in the common good between society, business and government.

Rather than subscribing to the traditional notion that economics govern relationships we need to explore the effect relationships can have on economics and subsequently both the financial success of the enterprise and the good of the community. This will entail both qualitative and quantitative research and wide consultation.

The changes needed towards an age of shared prosperity are largely behavioural and will call for pragmatism, passion, patience and persistence. It will require long term spiritual and financial support to convince both business and the individual that there is greater opportunity for a more equitable and meaningful future for all stakeholders in both business and the community. Unless we choose to pursue both competition and compassion the famous Jesuit Academic Professor John Langan may well be justified in claiming that business has become a moral wasteland.

The Australian Institute of Management's national organisation is hoping to be able to bring Professor Charles Handy to Australia in February 1997 to present a half-day seminar for invited Australian CEO's.

Charles Handy is recognised as one of the world's most eminent writers, broadcasters and teachers. A former oil executive, economist and Professor at the London Business School his books continue to make the best seller list in many countries. Charles Handy will make the future of business and its place in society the focus of the seminar. It is planned to ask a suitable Australian leader to deliver a supporting address and the seminar would be given wide publicity to be seen as the vanguard for further development activities during 1997.

In the US a 'Social Responsibility Movement' now has 2000 member companies which have a total turnover in excess of \$US2 billion.

In the UK the recent enquiry into 'Tomorrow's Company', originally commissioned by 24 major organisations, is encouraging an increasing number of corporations to adopt a more inclusive approach to all their stakeholders.

There is a need to create a sense of urgency in Australia and generate serious debate between all the

protagonists on the agenda for the future of business and the society in which it operates.

Corporate philanthropy can play a vital part in participating by providing

FROM THE AUTHOR OF *THE AGE OF UNREASON*

## Charles Handy

# THE EMPTY RAINCOAT

MAKING SENSE OF THE FUTURE

*'The empty raincoat is, to me, the symbol of our most pressing paradox. If economic progress means that we become anonymous cogs in some great machine, then progress is an empty promise. The challenge must be to show how paradox can be managed.'*



First published in 1994 by Hutchinson

support for what will clearly be a demanding challenge to turn a vision of tomorrow into an agenda for today.

# Home & Abroad ...

## HOME

### Conferences...

#### Australian Reconciliation Convention

**When:** 26-28 May, 1997  
**Where:** World Congress Centre, Melbourne, Vic.  
**Enquiries:** The Council for Aboriginal Reconciliation  
Locked Bag 14  
Kingston ACT 2604  
**Ph:** 06-271-5120  
**Fax:** 06-271-5168

#### Emerging Choices for Women - Health Work & Human Rights

**When:** 2 - 4 April 1997  
**Where:** Esplanade Hotel, Fremantle, WA  
**Enquiries:** Professor J. Barker, Dean of Programs  
John Curtin International Institute  
Perth WA  
**Ph:** 09-351-7245  
**Fax:** 09-351-3175  
**Email:** Barkerj@decaf.curtin.edu.au

#### Crime, Power & Justice

**12th Annual Conference of the Australian & New Zealand Society of Criminology**  
**When:** 8 - 11 July, 1997  
**Where:** Griffith University, Brisbane, QLD  
**Enquiries:** Mark Finnane / Ross Homel,  
Faculty of Humanities, Griffith University  
**Ph:** 07-3875-7345  
**Fax:** 07-3875-7848  
**Email:** m.finnane@hum.gu.edu.au  
R.Homel@hum.gu.edu.au

#### Indigenous Rights, Political Life and the Reshaping of Institutions

**When:** 8 - 10 August, 1997  
**Where:** Canberra, ACT  
**Enquiries:** Conference Administrator,  
Humanities Research Centre  
Australian National University, Canberra, ACT  
**Ph:** 06-249-4786  
**Fax:** 06-248-0054  
**Email:** administration.hrc@anu.edu.au

#### Child Protection Conference

**When:** 20 - 23 October, 1996  
**Where:** Adelaide Conference Centre, Adelaide, SA  
**Enquiries:** Ms Chris Whiteside, Family Community Services  
**Ph:** 08-226-6811  
**Fax:** 08-226-6873

# Research

## ABROAD

### Conferences...

#### Family Foundations Conference

**When:** 10 - 12 February, 1997  
**Where:** New York City, NY, USA  
**Enquiries:** Mr Jason C. Born, Program Associate  
Program on Family Philanthropy  
Council on Foundations, Washington, USA  
**Ph:** 0011-1-202-466-6512  
**Fax:** 0011-1-202-785-3926

#### Council on Foundations Annual Conference

**When:** May 5 - 7, 1997  
**Where:** Honolulu, USA  
**Enquiries:** Elizabeth Wong  
Council on Foundations, Washington, USA  
**Ph:** 0011-1-202-466-6512  
**Fax:** 0011-1-202-785-3926

#### European Foundation Centre Annual General Meeting

**When:** November, 1997  
**Where:** Brussels / Italy  
**Enquiries:** [Details closer to date.]

#### The Future Shape of Child Protection

**When:** 8 - 11 July 1997  
**Where:** Edinburgh, Scotland  
**Enquiries:** BASPCAN Congress Office  
PO Box 5517, Inverness IV1 2ZL  
Scotland, United Kingdom

#### Congress of Child Abuse & Neglect

**When:** 6 - 10 September, 1998  
**Where:** Auckland, New Zealand  
**Enquiries:**  
**Ph:** 0011-64-9-379-7440  
**Fax:** 0011-64-9-307-0599

### Victorian community gains world recognition for accident reduction

One of the biggest challenges for injury prevention campaigns, is to convince people that injury and accidents are preventable. The good news is that injury in the home and the playground can be substantially reduced according to the latest VicHealth research.

Preliminary findings from the La Trobe Safe Communities Program show that it is one of only a few localities in the world to successfully reduce injury rates using a community-based approach. The project, which began in 1992 with VicHealth funding, is based at the La Trobe Shire and was honoured with membership of the World Health Organisation's "International Safe Community Network" in 1996.

By collaborating with the community, government, local government, industry and health agencies to build a safer community, this project has been able to substantially lower the rate of unintentional home injury and playground injuries over a four year period. The Latrobe Valley results are most encouraging for other communities around the world who are trying to reduce the devastating effects of accidental injury.

For the future, the La Trobe Safe Communities Program is working to develop a close partnership with local business and industry to continue the injury reduction trend.

Injuries have been prevented by undertaking regular safety audits of school and municipal playgrounds, removing playground hazards, replacing older play equipment and implementing a maintenance strategy that involved maintaining undersurface fall material in all playgrounds.

La Trobe Hospital has revealed a significant decrease (22%) in the number of people who presented in emergency with an injury sustained in a playground.

A home safety project was also developed, as approximately 43% of all injuries recorded occur in the home. Consequently, the project has reduced the frequency of injuries occurring at home by raising awareness, and increasing the use of safety products in local homes.

La Trobe Safe Communities Project:  
Phone: (0351) 369 218, Fax: (0351) 369 296

VicHealth:  
Phone: (03) 9345 3200, Fax: (03) 9345 3222

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Victoria University of Technology Foundation  
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## Autumn: The Environment and Philanthropy

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Your familiarity with the world of philanthropy will be increased through access to a range of written materials, and face to face discussion with the grantmakers

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The workshop presenters share over 20 years of experience in seeking grants for community organisations, before gaining 18 years experience working with Trusts and Foundations.

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*Sydney, 17 November 1997*

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All Workshops run from 9:30 am - 4:30 pm. The cost is \$250 per person including lunch, morning and afternoon tea and materials.

**Places are limited, registration must be accompanied by full payment.**

**Philanthropy**

# Other publications

THE FIRST AUSTRALIAN  
STEP-BY-STEP GUIDE TO  
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A  
GUIDE TO  
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## A GUIDE TO INFORMED GIVING

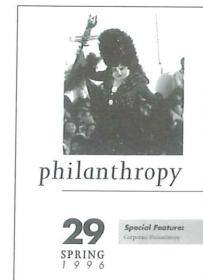
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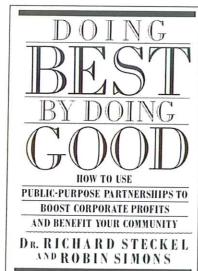
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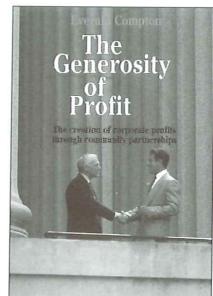
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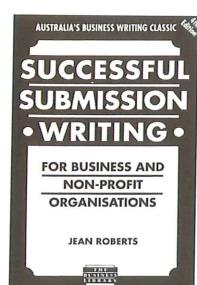
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