



# philanthropy

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AUTUMN  
1997

***Special Feature:***

The Environment

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Front Cover: **THE SPECTACLES**

Natural wetlands covering 368 hectares near Kwinana, about 40 kms south of Perth. Originally acquired by Alcoa & Western Australian Government for industrial use, a study recommended its conservation.

Joint Editors: Elizabeth Cham & Jane Sandilands

The articles in Philanthropy do not necessarily reflect the view of members or of Philanthropy Australia.

# The President

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## speaks

Philanthropy appears just after the last Annual General Meeting of the Australian Association of Philanthropy. A new constitution accepted at the Meeting changed our name to Philanthropy Australia. But the streamlined name will not alter the general historical intent: to encourage philanthropy in Australia and to provide support to member foundations and trusts.

The keynote speaker at the Annual General Meeting was the well known social analyst, Hugh Mackay. He reflected on the pervasive anxiety in contemporary society and the need to recover the practice of community and citizenship. These, he reminded us, were the context of philanthropy. His message was well received by those present, and the address will be published in the next issue of *Philanthropy*.

The current year will provide a range of challenges. The first relates to the broad goals of encouraging philanthropy in Australia. This will involve dialogue with corporate organisations about ways in which their philanthropy can be encouraged, and how Philanthropy Australia should relate to developments. But this general goal will also mean working toward enhancing legislation so that philanthropy is facilitated, and examining the potential for encouraging community foundations.

The Executive Director, Elizabeth Cham, and myself are about to begin a relay of meetings with Boards and Committees to continue understanding the needs among our members. But on the basis of previous advice Philanthropy Australia is about to begin an educational and developmental program designed to assist and facilitate common interests and endeavour.

**Ben Bodna**

# Philanthropic Magic

How do you turn a collection of books into a foundation?

Begin collecting in the 1950s, focus on Australian natural history, seek first editions, look for the rare, the illustrated and the beautiful. Decide that the books have given you enormous pleasure but now you would like them to work towards supporting Australia's fragile environment. Then send them to auction, where they make over \$2 million - hey presto, there's the Foundation.

JANE SANDILANDS  
reports.

If only setting up the Norman Wettenhall Foundation were quite so simple!

The easiest aspect of the whole exercise, Dr Wettenhall says, was to decide that the foundation should have the Australian environment at its centre. 'There are few foundations which include the environment in their charter, often because it is relatively recently that people have become interested in the environment in Australia - and many of the early foundations obviously don't include it because it wasn't thought about in the 19th or even up to the middle of the 20th century.' The four main areas covered by other trusts and foundations are, he adds rather ruefully 'welfare, illness - not health - old age and education.' Secondary to these are art 'by which we mean painting' and local issues.

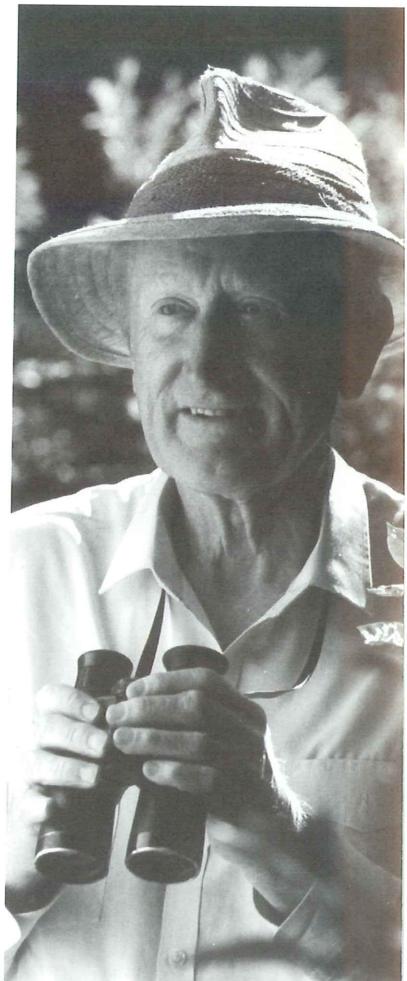
**'Environment' to Norman Wettenhall means the breadth and depth of riches covered by the term.** 'The plants, the country, the blue sky, the birds, the animals, the smell of the eucalypts are what distinguishes Australia from everywhere else. You know this when you go overseas and come back - and appreciate it more than ever.' And it is this breadth which the Wettenhall Foundation will support. Initially, Dr Wettenhall's interest was in birds 'because they are indicative of the state of the environment which people can see and recognise'.

Though closely involved in various organisations including the National Trust, the Australian Conservation Foundation, the Trust for Nature (Victoria) and most particularly the Royal Australian Ornithological Union (RAOU), Dr Wettenhall chose to set up his own Foundation, with the flexibility 'to evolve with whatever the major interest in the environment turned out to be in 10, 50 or a

hundred years. In the 50s, we didn't know what was going to happen in the 60s, nor the 60s to the 70s and 80s.'

## Dr Norman Wettenhall

has had a long and distinguished medical career. He has been associated with the Royal Children's Hospital for 35 years as a consultant paediatric endocrinologist and as a consultant in private practice. He attributes his love for the natural world to his family's strong links with the land and childhood holidays in Australia's countryside.



Dr. Norman Wettenhall  
Photo: Dale Mann

## Choosing the Trustees

Wettenhall is a fit, active 81-year-old, perfectly able to head up his foundation and steer its course. But he is not immortal and one of the key aspects to the successful operation of a foundation are its trustees.

'...choosing them, I was influenced very strongly by what Andrew Imwade told me about Alfred Felton, when he set up the Felton Bequest - surely one of the most successful in Australia. Felton chose five of his ends who knew what he wanted. I tried to do something similar.'

'The first requirement is to appoint trustees whose hearts are involved - they must have a feel for it and they need an interest in some aspect of the cultural environment'. Then there could be a range of age groups, and a gender balance. Peter Willcox is company director and was CEO of IP Petroleum. 'Also,' Dr Wettenhall says, 'he has the business contacts and you need business people to invest your money. Choosey about what he goes into, he'll keep us on the rails from a business point of view.'

'Sinclair is an accountant who is a tired senior partner in Ernst and Young and was treasurer of the RAOU when Norman Wettenhall was president. He has also been Treasurer of the Museum of Victoria since 1984. He understands conservation and he's got a wonderful way with money,' Dr Wettenhall said.

'Then there was to be a representative of the family 'a difficult decision because all four children were interested'. Gib Wettenhall, publisher, writer on the environment and an arts-law graduate of Monash University agreed to take it on.'

Norman Wettenhall invited Pat Feilman of the Ian Potter Foundation to join him because 'no one knows more

about foundations, no one has a bigger network, her knowledge of the area is great, and her heart is in it'.

With Dr Wettenhall's trustees so far all city based, he felt the Foundation needed a voice which reflected rural Australia. 'I invited Bill Weatherly, a contemporary of my children, an honours science graduate with a property in the Western District and already on the Board of the Trust for Nature (Victoria) - a good thinker.'

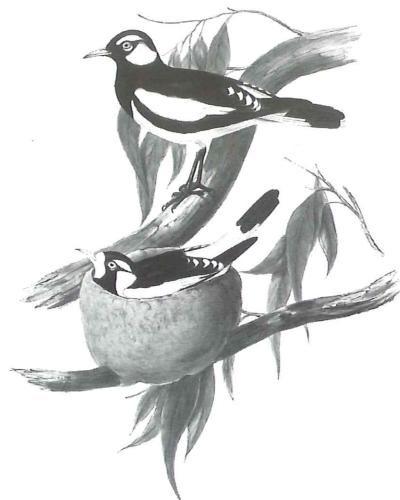
The trustees meet four times each year and are appointed for three years with a maximum of ten years to be served. They then withdraw for up to two years: 'people need a break', but can be re-appointed for a further term.

## Nuts and Bolts

Setting up a foundation is 'damned hard', Dr Wettenhall says, especially if, as in this case, it is a trust to which tax deductible donations can be given.

Rules for setting up foundations have changed and now, as well as being submitted to the Federal Department of the Treasurer, the request is also submitted to the department for the particular area of interest - in this case the Department of the Environment. 'There were enormous governmental bureaucratic hoops to go through, first with the Labour Government and then, when arrangements were almost complete, there was a change of Government and the whole process to be gone through again with the new Government.'

'Lobbying', Dr Wettenhall says, 'is part of the process and you look beyond your local representative to specific people who might advance your cause because they care about the area'. John Langmore, recently appointed as Australian ambassador to the United Nations, is an example he gives of someone with a keen interest in birds who was able to help.



Grallina Australis, Australian Magpie Lark

Professional legal advice is another key requirement.

From the time the first letter was sent to the Treasurer requesting permission to set up the Foundation to it becoming official took close to two years - 'not an unusual length of time' Dr Wettenhall says.

## The Income

While the sale of the Wettenhall Library to a sole buyer might seem the ideal way to amass funds to begin a Foundation, again it was not as simple as it first appeared. 'The books have been sold but the total cost is coming in over three years, so at the moment we're operating on a capital of about \$600,000 and by the end of 1997 it will be a million.'

The crucial thing, Dr Wettenhall says, 'is to generate enough income to make setting up a foundation worthwhile'. 'Someone who has say \$40,000 or \$50,000 is much better off putting it into an existing trust. Let's say you generate 5% of your capital. Five per cent of \$600,000 is \$30,000 - which is not a huge amount, though it will build up. This trust will, I hope, eventually reach at least \$2 million.'

# Philanthropic Magic (*continued*)

## Granting Guidelines

Initially, it is easier to decide what **not** to fund, Dr Wettenhall says. 'My area of interest is the actual natural environment, so nothing man made, no buildings, no high powered research projects into exotic species. I want to support those things which have a lasting value and are relevant to Australia.'

In its first year, the Wettenhall Foundation has so far funded one project - to process the card index system on the Nest Record System at the RAOU, collected since the 1960s to provide a permanent computerised data base, making the data more readily and widely available.

Guidelines, Dr Wettenhall agrees, are an important discipline both for foundations and for grantseekers and the Wettenhall Foundation has recently determined its initial guidelines.

## The Objectives of the Wettenhall Foundation

'To support and encourage research into, education about, recording of, and publication of such things as are desirable to promote the protection, maintenance and understanding of Australian living nature and the environment and habitat within which it exists, with particular emphasis on bird life.'

## Initial Guidelines:

### Principles

- Innovative projects are to be encouraged and preferably act as a model for other developments in the future.
- The result should have a long-term effect.
- Publication of funded studies is regarded as important and will be supported.
- Encouragement of individuals, as well as organisations, is possible provided the project is well planned.
- Dissemination of information which will benefit the natural living environment

### The Excitement Factor

Given the considerable expenditure thought, time and money to set up foundation, how does it feel to sit one's own foundation?

'When you finally get approval, you're on a real high, over the moon,' Wettenhall says. 'Then you come back to earth. We've thought about how we'll invest the money and we know that doing things gets results. We just take it from there.'

**The Norman Wettenhall Foundation**  
c/o Level 3,  
111 Collins Street,  
Melbourne, Victoria 3000

### Exclusions

- Projects concerned with buildings, art, general education, social welfare and medical research or health matters
- Capital or endowment funds established to provide a corpus for institutions.

# Project Platypus, Landcare and CRA



RA Project Platypus Treasurer, Scott Douglas, left, CRA Principal Adviser David Brookes and Upper Wimmera Catchment co-ordinator Pat Monaghan test Wimmera River water quality at Aston's Scour near Stawell.

A unique catchment land management project, backed by the minerals company CRA mited and Landcare Australia, has been established in the Wimmera. The goal of the project is to reverse the decline of water quality in the Wimmera River.

The Wimmera River system is the 'blood' of the Wimmera-Mallee region. However, declining water quality is threatening the existence of over 45,000 people in 50 towns throughout the area, with water harvested from the catchment failing to meet World Health Organisation commendations for human consumption.

The upper Wimmera catchment produces approximately 85,000 tonnes of salt per year and exhibits some of the most severe erosion problems in Victoria. CRA Project Platypus will tackle erosion, salinity, declining vegetation and loss of wildlife.

The project was initiated by eleven Landcare Groups in the upper Wimmera region. They chose the platypus as their symbol because large numbers of this unique Australian

mammal once abounded in the tributaries of the Wimmera River. Its population decline is an indicator of the declining water quality and subsequent degradation of its habitat.

CRA Project Platypus was launched by the Deputy Premier of Victoria, Mr Pat McNamara, at Seppelts Great Western on 26 November 1996.

CRA is contributing valuable scientific and technical skills, other expertise, project management support and cash to facilitate the adoption of sound

scientific approaches to land management. A Scientific Advisory Committee has been established, chaired by Professor Barry Hart, Director of the Water Studies Centre, Monash University. Professor Hart is working with landholders, technical and scientific advisers from CRA, the Department of Natural Resources and Environment and Wimmera Mallee Water to establish, implement and promote best practice models of catchment land management.

Since incorporation, CRA Project Platypus has expanded at a rapid rate chalking up well over 8,500 hours of dedicated volunteer work. With additional sponsorship received from The Reichstein Foundation, National Landcare Program, The Ian Potter Foundation, The William Buckland Foundation, and The Mazda Foundation, a full time Project Coordinator has been appointed. This invaluable assistance will ensure the project achieves its objectives.

CRA Project Platypus has a bright and exciting future. It has been developed by a committed and enthusiastic community with a common goal and has generated enormous cooperation from a diverse group of people.



Severe soil erosion at Aston's Scour near Stawell.

# Landcare and Rural Australia

by Rob Youl\*

**The Philanthropic Community's important role in the evolution of this highly successful movement started with an investment in 1985-86 by the Ian Potter Foundation of some \$2 million into farm planning in south-western Victoria. This landmark project has enthused thousands of landowners here and abroad and helped them work towards more sustainable farming. Since then many other trusts have supported landcare projects across Australia.**

**T**he Landcare movement is an Australian phenomenon. Some ten years old, it originated in Victoria through an initiative of Joan Kirner, then Minister for Conservation, and Heather Mitchell of the Victorian Farmers Federation. The first group formed at Wingallop near St Arnaud in Victoria's north-west on 25 November 1985.

It spread across the nation in the early 1990s largely through the efforts of two people: Rick Farley of the National Farmers Federation and Philip Toyne of the Australian Conservation Foundation who formed a perhaps unexpected but highly productive collaboration. Of course its evolution was more complex and took longer than that, nevertheless the ten years since 1986 have brought astonishing progress.

There are now over 670 groups in Victoria and some 3000 in Australia. The movement has spread to New Zealand and many other countries have shown interest. In London four years

ago a post-Rio conference to assess global environment pronounced Landcare one of the world's relatively few community environmental success stories.

Landcare is autonomous, community-based and democratic and emphasises planning and monitoring; it is multi-disciplinary, taking a broad look at the environment. Landcarers are very much involved in schools and community education.

The absolute outcomes it seeks are sustainable productivity from farmland and improved water quality but overall one can say that Landcare blends economics, environment and community.

Another keystone is improving access to technology - many farmers are now involved directly in research projects collecting data and appearing at conferences as joint authors of publications. Moreover community monitoring programs such as Saltwatch and Waterwatch feed into



The Landcare movement, which consists of 3000 groups across Australia, helps urban Australians rediscover their rural links by involving them in revegetation projects alongside farmers and other rural landowners (Bass, 1995)

# Community



The start of a new industry? Managing sugar gum shelterbelts for firewood production

ficial databases, and allow data collected by ordinary citizens (not entists) to be used for scientific mapping and analysis.

ndcare groups can be based on any nvenient social grouping. In Victoria there are groups centred on a couple of ads and groups based on whole shires and even one covering half the northern allee (50 x100 kilometres). Wherever possible, groups are encouraged to form a catchment basis, often the ideal unit for restoring land.

ne of Landcare's great strengths is at, recognising the changing role of women in Australia, with so many managing farms themselves or jointly, has created many opportunities for their participation in land restoration. Many outstanding landcarers are women.

n interesting aspect is the involvement of local government. One example: the former Shire of Stawell red its excavator at half rates to landowners when it was not on shire projects; farmers used it to reshape

eroded gullies prior to planting them with trees and salt-tolerant pasture.

Landcare is multi-disciplinary. It embraces and integrates tree-growing, soil conservation, creation of wildlife habitat, weed and pest animal control, salinity control, stream management and restoration, fire management, alternative crops, community education on rural land, farm planning and coast management. However for many people, tree growing is the major activity, especially with local species of trees, shrubs and ground cover.

Landcare relies mostly on voluntary labour. However there are many consultants and contractors and several organisations act as brokers for volunteers seeking conservation experience.

A new feature with promise is the urban landcare movement, made up of groups looking at better resource use in cities and towns, facilitating involvement in practical conservation projects, improving communications, strengthening urban-rural links and

educating urban communities on catchment processes and how they can make a difference, individually and collectively.

Landcare's great strength is its diversity. It cuts across politics and different backgrounds and helps reinforce a love and understanding of the land.

Funding for Landcare comes from a variety of sources: from farmers in investment and labour (with tax deductions available); from the Commonwealth government financing through the National Landcare Program and from State governments who finance landcare works and most of the salaries of extension staff. Municipalities are also active supporters and many companies and institutions support Landcare, as does the philanthropic community.

The work to be done far exceeds the present funding and Landcare seeks the support of all Australians to protect our land and water resources for future generations.

**\*Rob Youl is Project Officer,  
Landcare Foundation  
2nd Floor, Farrer House,  
24-28 Collins Street, Melbourne, 3000.**

# Director Attends U.S. Philanthropic Summit

Executive Director of the Australian Association of Philanthropy, Elizabeth Cham, was invited to represent Australian philanthropy at the Planning Meeting of the International Meeting of Associations of Grantmakers (IMAG) held in Washington last October.

The Planning Meeting discussed potential topics for the IMAG Meeting to be held in Honolulu in May this year. Representatives from six participating countries were present.

Among issues raised for discussion at the Honolulu meeting are of particular importance to the Australian Association of Philanthropy.

They include:

- helping participating countries to better understand the philanthropic sector, including a raised awareness by the media;
- putting philanthropy on the agenda for 'the wealthy';
- public policy issues, especially tax structures;
- professionalising associations to work better for their members;
- dealing with diverse memberships of associations;
- understanding 'globalization' (e.g. the different approaches of corporations to their philanthropic responsibilities in different countries);
- ensuring models developed by established associations be passed on to new associations.

Ms Cham said that the greatest benefit from her participation in the IMAG forum was 'the acknowledgment for the first time of Australia as a major player on the world stage of philanthropy'. Those present included the most influential philanthropic policymakers both in their own countries and internationally, including the Chairman of the International Committee of the Council on Foundations.

# International

## Landcare Link with South Africa

Twelve South Africans will visit Australia in September this year to see what Landcare has done in Australia - and whether some of the projects which work well in Australia could do the same for South Africa.

be run jointly by the Land Management Unit of WRIST (Wool and Rural Industries Skills and Training) and the Landcare Foundation Victoria, 12 South African visitors will attend the National Landcare Conference in Adelaide and spend over a week looking at Landcare projects in Western Australia and Victoria.

The South Africans will be matched on a 'two to one' basis with 24 Australians with a knowledge of and interest in Landcare.

Visit coordinator, Sue Marriott, said that the parallels in the two communities are striking: old landscapes, lengthy occupations by indigenous people, multicultural populations, a Mediterranean climate and a reliance on primary industry. "As well," she said, "we share fascinating natural environments and shared land use problems. In many ways we are similar and can help each other."

Sue Marriott sees the success of Landcare in Australia as one which will be of great interest to South Africa. "It is a simple, practical community program which has brought rural and urban Australians together and greatly accelerated the restoration of land and water resources. We hope to share what we've learnt with the South Africans."

### Enquiries:

Sue Marriott  
WRIST (03) 5573 0955

# STOP PRESS!! STOP PRESS!!

At the Annual General Meeting of the Australian Association of Philanthropy, held on March 5, members voted for a name change.

The Association will now be known as:

# PHILANTHROPY AUSTRALIA INC.

# Alcoa and Landcare

*Alcoa of Australia is a major, vertically integrated aluminium producer and the country's fifth largest exporter. In Western Australia, the Company mines bauxite at three mines, refines alumina at three refineries and produces 15% of the world's alumina. Its Victorian interests include the Point Henry and Portland aluminium smelters, Anglesea Power Station and associated coal mining activities.*

**W**hen Alcoa launched its \$6.5 million Landcare program in 1990, it embarked on one of the largest single-focus sponsorships in Australian corporate giving. While it built on several years on involvement in community environmental issues, it also gave the community the benefits of many of the processes, products and concepts developed in its 30-year operation.

The start of Alcoa's environmental involvement with the community was 1982, when the United Nations declared the International Year of the Tree. Alcoa began its community assistance by giving 100,000 seedlings and technical advice to various groups. Greening Australia was also established in that year as a broad-based community organisation to promote the restoration, preservation and revegetation of indigenous species. Alcoa became a major supporter of Greening Australia, assisting in its community programs.

The result of these and other programs based in Western Australia meant that the major task of revegetating the state had made a fledgling start, although its

agricultural areas need 1.5 billion more trees to correct the water balance and reduce salinity.

With the Federal Government's declaration of the Decade of Landcare 1990, Alcoa reviewed its involvement in the environmental area. John Coll Landcare Manager of Alcoa's West Australian Operations said that Alcoa's long involvement with farmers and the degradation of agricultural areas gave the company to look at a long-term project. 'We wanted to be involved in areas under extreme threat because of a variety of land degradation problems: that's where a lot of our expertise has been developed and where we felt we could do the most.'

The company's initial five-year \$6.5 million commitment expanded to a seven-year \$10 million commitment, allocating \$7 million to Western Australia and \$3 million to Victoria, the two States in which Alcoa operates.

'In Western Australia', John Collett said, 'we set about establishing partnerships with agencies closely involved with the cause.' He believes it was vital that Alcoa not seek to establish



**BEFORE:** Part of the Avon River catchment project supported by the Alcoa Landcare Project in Western Australia. Problems including salinity, silting, erosion, over clearing, and the breakdown of soil structure.

# Corporate

separate initiatives on its own. 'Even though a relatively large cash commitment, the needs of the cause far outstripped the resources and the Company wanted to ensure that its involvement was seen as instance, not ownership.' Alcoa sought a company of the Western Australian Department of Agriculture and Greening Western Australia.

In retrospect, John Collett says, the program 'was a leap in the dark' for all those involved. Crucial to its success is a mutual spirit of goodwill, a minimum of pre-judgement and excellent communications.

John Collett emphasises that the actuality of the objectives were not permitted to get in the way of the individual objectives of the partnering agencies. 'It was vital,' he said, 'that Alcoa be quite clear and forthcoming about our own objectives for the program.'

**One of the keystones of the success such a program is the business link.** As a miner with world-wide cognition for rehabilitation and a metals processor with environmental responsibility for five major industrial plants, the recognition of environmen-

tal responsibility is important to Alcoa. Therefore a public program which assists the community with a vital environmental issue can only enhance the public's view of Alcoa's commitment to environmental leadership and responsibility.'

John Collett says that from Alcoa's experiences supporting community causes in Western Australia, some key issues for companies to examine are:

- **select the right cause;**
- **have clear objectives** for the program;
- **make pure decisions** on what you will fund;
- **form partnering** relationships with those who own the cause;
- **provide adequate resources.**

## Selection

1. **Credibility:** Is there a business link? Is there a history of involvement or interest?
2. **Resources:** Can you make a difference or have an impact?

If the cause is such that at your level of resourcing you cannot make a difference, look for another cause.

## Objectives

Although setting objectives is a common activity in organisations, John Collett says that when companies work with a 'cause', objectivity is sometimes difficult to maintain. The very nature of a 'cause' excites empathy and goodwill, and it can, he says, be tempting to avoid being hardnosed about objectives. Some people are embarrassed about focussing on outcomes for fear of being considered hard-hearted or mean.

Often the most valuable contribution that a sponsor can make is to lend a professional approach. In Alcoa's experience, community organisations welcome the opportunity to lift their performance in management activities, often benefitting from imposed external standards to lift their own levels. Also, John Collett says, it makes them better prepared for the next sponsorship opportunity.

It is vital that a sponsoring organisation can identify its own internal objectives which are, and should be, different from those of the 'cause'.

**In plain terms, the questions are: 'Why are we doing this?' and 'What are we trying to get out of this?'**

**If the answer is 'nothing, but we'll sure as hell feel good,' some real questions about the expenditure of shareholders funds should be asked.**

This is not to rule out some elements of philanthropy, but unless there is some clear business link that enables a valid objective to be identified, you cannot claim that the program 'works' for your organisation. There is a growing view within Alcoa that pure philanthropy is the preserve of shareholders, not of those who manage the shareholders assets.

Alcoa believes there is a natural sponsor for every program devised, with the difficulty matching sponsors to causes. Both parties to the sponsorship share



**AFTER:** Less than five years later, revegetated, fenced and on the way to recovery.

# Alcoa and Landcare (continued)

the responsibility for the right 'match'. It is not simply the problem of the 'cause' to find the right sponsor. Sponsors also need to seek programs to deliver their objectives.

There must be a clear, measurable outcome of the sponsorship that will probably be different to that of the 'cause'. For example, Greening Western Australia's 'ribbons of green' objective is to encourage the establishment of native vegetation corridors linking remnant bush. Alcoa's objective in sponsoring the program is to increase the level of recognition of the company as an environmentally responsible organisation, measured by responses to public opinion surveys.

## Pure Decisions

Because a 'cause' is external to an organisation, John Collett says, it can be tempting for senior managers to try to establish corporate support for activities in which they are active. However, he says, the personal interests of senior managers are not always congruent with business linked criteria. Decisions about sponsorships contaminated in this way will detract from the eventual success of the program. Even managers who would never dream of interfering in a supplier or recruiting selection process seem to lose such inhibitions where sponsorships are involved.

Permitting such influence, John Collett says, will not only mitigate against successful completion of a valid objective but may damage the credibility of the sponsorship and the sponsor with the 'cause'.

## Partnering

Recognising that what is good for your company is good for your partner does not come easily. It often requires open door policies and access to more than money: skills, intelligence, expertise, technology.

The partnering approach is the clearest identification of the difference between donations: here's some money - go away and do it a sponsorships: let's work together and achieve both of our objectives.

It takes maturity, professionalism and sophistication from both parties. Alcoa's experience is that this forthcoming and welcomed community organisations.

**The key ingredients of partnerships are:**

1. **People.** Both parties need the right people, in the right place, at the right time.
2. **Credibility.** Why is this company involved? What is the history and context?
3. **Objectives.** Clear, concise and achievable, both individual and mutual.
4. **Agreements.** Establish a written agreement defining the rights and obligations of both parties.

## Resources

As with any other business activity, John Collett says, if you are going to do it, do it properly.

**The key factors are:**

1. **Budget** Must be appropriate (too much is as bad as too little)
2. **Timeframe** Develop an understanding of the cause and its timeframe. Given the resources, can you make a difference with the sponsorship?
3. **People** Both parties need good communicators who understand the organisations and their objectives and have the authority to act.
4. **Technology and intelligence** Good enough to allow the sponsorship to be successful.

Alcoa's involvement with Landcare has, John Collett says 'been more successful than we ever dreamt'. Our commitment to Landcare has made a substantial difference to the Landcare movement, landscapes have been changed, millions of trees planted -

and the company's objectives have been furthered.'

In a large company there is the potential for some internal resentment at a major commitment of resources to external organisations. This can be due to a lack of understanding of the overall objectives of the sponsorships and the benefits that accrue to the company. In the Alcoa Landcare Project, opportunities were sought to involve employees in the cause. 'The company invites groups of employees to go to the wheatbelt for a weekend and hand plant trees,' John Collett says. 'Not only is there a greater appreciation of what Alcoa is doing, but we have our people working with local communities, doing something rewarding and making a positive contribution to the environment. These weekends are now so popular that there are more volunteers to take part than we have places for.'

One aspect which needs careful management is the handling of requests from those who see Alcoa's close involvement with Landcare as a message that the company will be involved in anything associated with the movement. When you're a principal player in a particular cause, you receive requests for a whole range of things: perhaps a video to be made about Landcare, the funding of a collection of paintings with the environment as their inspiration - anything which comes under the Landcare banner. The way Alcoa has managed this, John Collett says, is 'keeping to the guidelines'. 'Our expertise is in land rehabilitation and its support, which is in line with our company objectives. When you get requests outside that framework, as worthy as they are, you need to remind yourself of the core business.'

## When the Words Change

In the past, Alcoa made 'donations', it had a 'donations policy' and a 'donations budget'.

Now 'sponsorship' is the favoured word and the favoured approach. In Alcoa's view, 'sponsorship' implies mutual benefit and is a partner relationship with agreed expectations, scopes and outcomes. Specific performance measures and better management of projects are built into the sponsorship model.

## Alcoa's objectives and performance measures in supporting the Landcare Project

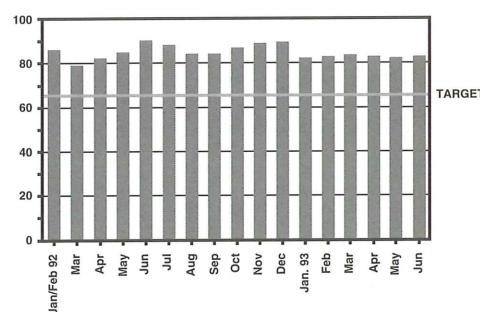
### Objectives

- to encourage and foster community interest and involvement in Landcare through the support of land restoration projects and education programs;
- enhance community acceptance of Alcoa's business activities in Western Australia and Victoria by demonstrating our community spirit, environmental expertise, and interest in broader conservation issues of national importance.

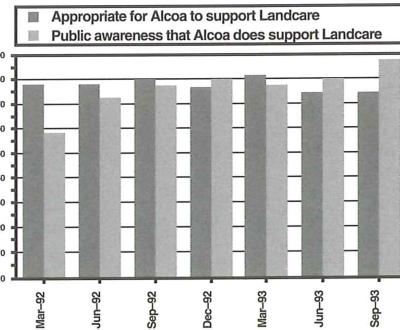
### Performance Measures

- in response to public opinion surveys, that more than 66% will support the continuation of Alcoa's operations;
- that there is a clear public expectation that Alcoa will support Landcare initiatives, and that there is clear public recognition that we do.

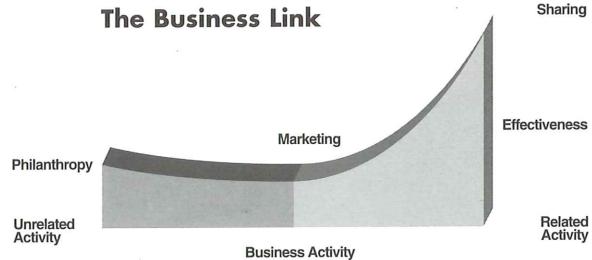
### Support for continued Bauxite Mining in Darling Range



### Community Awareness



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# Corporate Giving: A Dialogue

## Nadine Burch and Huw Davies

Nadine Burch:

In gathering the material for this article, I reviewed a feature I wrote on Corporate Philanthropy in June 1984 for Fundraising Australia. Critically reviewing perspectives after such a long period can be unnerving but personal reservations aside, the exercise proved invaluable as it confirmed that between 1984 and 1997 not much has changed in understanding key issues involved with Australian corporate giving practices.

One issue addressed then was the sharing of information on the level and significance of corporate giving to community initiatives **publicly**. Based on the premise that it was desirable for business to demonstrate that it does understand that what hurts communities hurts business, it also proposed the development of a more co-operative relationship between business and its various constituencies as economic competition from abroad increased. Increasing participation by a wider base of companies in this community benefit process was also commented upon as it was apparent that social investment was undertaken by only a handful of prominent companies.

Today, as in June 1984, it is still not possible to answer even the most basic of quantitative questions regarding current Australian corporate giving to the community or indeed, to demonstrate the growth of this corporate practice amongst Australia's 9,275 large and medium sized companies. Why does this situation continue in Australia at a time when via the Internet one can instantly access the giving priorities of thousands of overseas corporations; review their specific guidelines for community involvement, the restrictions, employee

matching schemes, employee volunteer programs, application processes and deadlines plus detailed financial summaries of the not-for-profit organisations supported in the previous year - and the amounts distributed.

## Dearth of Australian Corporate Giving Research

There is no longitudinal research available on the patterns of Australian corporate giving to the not-for-profit sector. There is no national quantification of the incidence of corporate donation, sponsorship, in-kind or cause-related marketing support collected at regular intervals. Data currently available is fragmented, merely 'snapshots' gathered at a particular point in time, for a particular purpose by a particular group, usually representing the demand side of the equation.

The most ambitious quantitative survey of corporate donations was produced by the Australian Association of Philanthropy (AAP) in 1991 which covered the 1988-1989 financial year. The recently released Australian Bureau of Statistics (ABS) report for the Department of Communications and the Arts, *Cultural Trends in Australia No. 3*, presents the incidence and level of sponsorship of arts and cultural events in 1993 - 1994 and is a welcome addition for its illustration of the central role large businesses play in arts and cultural funding though its benefit to other areas is limited. Of the 2,428 large businesses which employ 200 or more persons and/or with assets worth more than \$200m, some 235 or 9.7% contributed \$21.5m or 69.1% of total business sponsorships of \$31.2m directed to arts and cultural events in 1993-94.

A national study of giving, currently being conducted under the auspices of The Centre for Australian Community Organisations in Management (CACOM)

at Sydney's University of Technology, will primarily complement the early AAP survey. The study is planned as an annual or biennial event but critical attitudinal factors influencing the incidence of corporate giving will continue to remain unknown.

## Future Directions

The Federal budget cuts and the government's shifting of social responsibilities will inevitably bring corporations and their giving programs to the top of the agenda for the majority of not-for-profit organisations. Despite a perceived shift in the base funding for organisations, there is scant evidence that corporations are prepared to either change their existing priorities or add new categories for private assistance.

Knowledge gained from maintaining a database of 1,100 corporate records detailing corporate donations and sponsorships indicates that Australian businesses have traditionally channelled the majority of their community support to established institutions in education, health, the arts, culture and some 'safe' social services. Companies providing donations to neighbourhood and community organisations, disadvantaged or advocacy projects aimed at guaranteeing opportunities for self help and development are in the minority. In recent years, youth unemployment and development has, to some extent, gained funding from a number of the more enlightened companies but often this has been contingent on a significant amount of government funding being available for the projects. On the whole, much of Australian corporate giving can be characterised as absent of risk or innovation.

The pending domestic crisis created by sweeping Federal budget cuts will serve to increase the gap between the have and have-not community

organisations. It is likely sections of the community will become more disenfranchised and chaotic, embrace despair and accept a widening of the gulf between themselves and the rest of society. The possibility of permanent alienation and social disorder will be considerably increased and that is in no-one's interest.

## Reassessing Corporate and Community Priorities

A substantial portion of Australian corporations run their community involvement programs as a minor sideline to business, providing neither the attention nor qualified staff required for the task. Often, corporations rely on their advertising or marketing advisors to devise project assessment procedures based on maximising concrete benefits, enhancing the corporate profile or perhaps minimising hostility or opposition to corporate activities. Frequently, in a drive to justify program outcomes and expenditure effectiveness, their community involvements are measured by what the corporation can gain in financial return through the alliance. These types of activities cannot be considered as corporate giving programs established to address pressing community needs and could explain why many corporations fail to comment on their community involvements in their Annual Reports.

**The first step to initiate a mindset change is the acquisition of quantitative and qualitative data for dissemination to all concerned with the issues.** To achieve a fundamental understanding of realistic corporate funding possibilities as well as limitations, it is necessary for all sectors, that is government, the corporate and community sector, to examine data about the current level of

corporate contribution and to what and how it is specifically directed.

With this information, perhaps joint projects, mutual consultation and consortium arrangements may evolve with corporations who have previously sat on the sidelines. Being urged to formalise and openly articulate their community involvement intentions by the very corporations who have assumed the lion's share of community investment to date couldn't hurt.

Corporations fully understand the need for investment, so perhaps companies new to social responsibility processes could consider a program which provides modest annual allocations to generate increased personal giving and volunteer work in support of community causes.

**At the same time, not-for-profit organisations simply cannot expect to transfer their dependence on government to corporations;** they need to build their pluralistic funding bases for long-term survival and strength because unless they do so many will either not make it or will have severely curtailed programs. Many of the smaller community organisations just do not have the necessary seed capital to embark on programs which foster independence, so even small corporate grants will go a long way to implement change.

Clearly, more co-operative methods need to be adopted to solve a predicament which has the capacity to negatively affect the future quality of life of every Australian.

Nadine Burch is a principal of Just Causes, a partnership company operating in Sydney and Melbourne which audits, assesses and advises corporations on their donation and sponsorship programs.

Telephone: (02) 9949 1957

# Corporate Giving: A Dialogue (continued)

## Huw Davies:

Nadine Burch has raised many interesting points in her article on corporate philanthropy. As a manager of corporate philanthropic programs I have a particular interest in the philosophical issues she raises.

I spoke at a fundraising conference a while ago. This was a major annual conference for fundraising professionals. On arrival I checked the program to see who of my confreres in corporate philanthropy was also presenting at the conference.

The speakers list was a panoply of Australian and international experts in aspects of fundraising from direct mail to cause related marketing, estate planning and the beginnings of the Internet as a fundraising tool.

I was surprised to see that I was apparently the only representative of corporate Australia speaking at the conference: **the only representative of the 'giving' side of the not-for-profit sector.** How could this be so? Surely there was more than one Australian company making corporate philanthropic contributions? Could it be that my company was the only one in Australia prepared to speak publicly about the issue of corporate philanthropy?

Doubting this I asked one of the organisers where the other corporate speakers were: had they been confirmed too late for inclusion on the program, or was I there on the wrong day?

No, it appeared that I was indeed the only speaker from corporate Australia. I still don't know whether any other companies were asked to speak and refused or whether mine was the only company brave or naive enough to publicly represent a corporate perspective on corporate philanthropy in front of an audience of 'fundraisers'.

True, I have heard the refrain from counterparts in other companies '*we don't talk about it publicly, it only encourages more requests*'. Maybe that was the answer. I made the observation to one of the organisers that I felt like '*the only girl at the barndance*': everyone wanted to dance with me that night.

## Public Communication

BHP has an open door policy on corporate philanthropy in that we receive and respond to many thousands of requests for funding each year. The nature of the requests is almost inevitably to seek money rather than to seek information about corporate policy, eligibility for funding or BHP's philosophy on corporate philanthropy.

BHP has, for almost 10 years, distributed on request, printed guidelines detailing the basis of its funding policies and priorities for corporate philanthropy. These days an enquirer is offered the opportunity of 'downloading' BHP's guidelines off 'the Net' almost instantly at url<<http://www.bhp.com.au>> or waiting for the snail mail to deliver a printed version, now somewhat in need of revision.

My company is reluctant to specifically divulge in what quantum it gives money. It is not that the Company seeks to conceal what it does by way of corporate philanthropy: rather, it does not seek to attract undue attention to just the monetary aspect of its philanthropic activities.

## Research on Corporate Giving

As Nadine Burch suggests, there is a need for longitudinal research on patterns of corporate giving to the not-for-profit sector in Australia. At BHP we

have systems in place to track and analyse what we have done and to plan what we propose to do in future years. Best practice principles dictate that corporations should ensure that they are spending their stakeholders money effectively. Whether this is effective in terms of meeting community needs is a moot point.

There is also a need to review some of the constraints that have been imposed on corporate philanthropy through the adoption of archaic and arcane tax laws inherited from England. Australia's laws on charitable giving are still based on Elizabeth I's Statute 43 of 1601.

It has been my practice for some time to share with selected researchers some of the specifics of BHP's quantum of giving. However, what BHP spends on corporate philanthropy is 'stakeholders' money and must serve the interests of the Company rather than those of curious, often uninformed, fundseekers.

I am frequently asked '**what is your upper limit on funding?**' Wrong question. Funding decisions are made primarily on the strength of the rationale proposed and its fit with the Company's criteria for giving, not the amount sought or available. The question that should be asked is '**why did organisation A get money when organisation B did not**', rather than 'how much' did they get?

## **The Challenge of the Future**

Any comparisons of corporate philanthropy in Australia and other countries would best focus on Canada, a country of similar population and community traditions. The influence of libertarian American thinking on social issues has, however, affected both countries. Governments currently make much of the need for 'individual and

community responsibility' in matters as diverse as social welfare and arts funding. In practice what this appears to mean is that government is seeking to encourage the corporate sector to provide more financial support in these areas while cutting back on its own contribution.

Corporations are, at this point in time, not prepared for this shift in public policy. There are no guidelines, no boundaries established to give corporations (large and small) the confidence to embark on new programs of corporate 'good citizenship'. There may even be a mutual suspicion which prevents either side from taking the first steps towards a new structure in corporate community involvement. Corporations need to know what the limits are: where their community responsibilities start and end.

## **Corporate Cooperation**

On the occasions when I have brought together groups of corporates to discuss philosophical and practical issues in the field of corporate philanthropy reactions have varied. Those companies which have taken the greatest interest have tended to be the larger, publicly owned and politically savvy companies: companies which recognise that business operates with a licence from the community and must actively pursue constructive engagement with elements in the community with which it shares common values. This dictates much of the direction of corporate giving. **Relevance to corporate objectives is often a greater motivator for giving than community need.**

Corporate giving in Australia is not as widespread a practice as it might be, as evidenced by Nadine Burch's research. This situation is partly the result of long-held community beliefs in the primacy of government wisdom in the application and distribution of

'discretionary' community expenditure (taxes). There is a need to make governments accountable for their distribution of private and corporate taxation dollars. One has to ask, '**whose agendas is government addressing in choosing to favour certain types of activity over others?**'

The community itself has not been sufficiently persuasive in the methods it has used to approach potential corporate donors. There is an urgent need for the not-for-profit sector to learn more about the motivations of corporate donors: to learn what appeals to which kind of business, and, to know to whom **not** to appeal.

When the corporate sector, large and small, sees that the 'asking' sector can modify its demands and structure them in a way that demonstrates a greater understanding of business' imperatives it will be more inclined to respond positively to reasonable funding requests. It may also come to believe that funding research into aspects of corporate philanthropy is a productive activity and contribute financial information to national surveys.

However, for such data to become truly useful, fundseekers will first need to become educated about the corporate view of the world and skilled in analysing data from that viewpoint.

Huw Davies is Community Affairs Manager for BHP, Australia's largest company. Huw has managed BHP's programs of corporate philanthropy since 1984. He is also Executive Secretary to the BHP Community Trust.

Prior to joining BHP Huw worked for AusAid from 1970 to 1983. Between 1978 & 1981 Huw worked in the Non-government Organisations Section of AusAid dealing with Australian not-for-profits running aid programs in developing countries.

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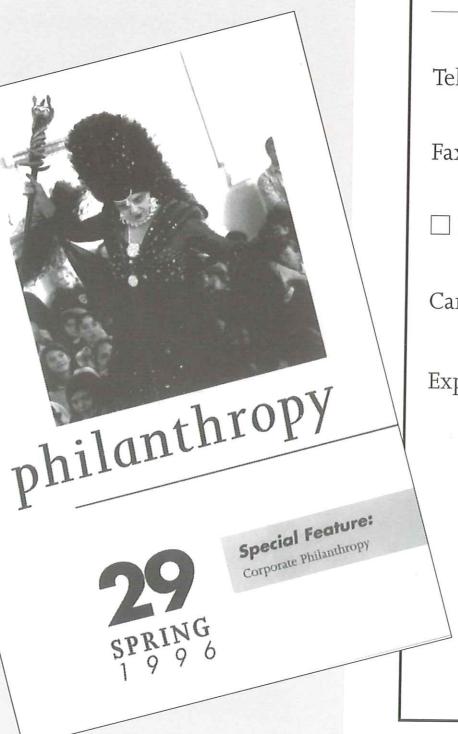
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Philanthropy

# Publications

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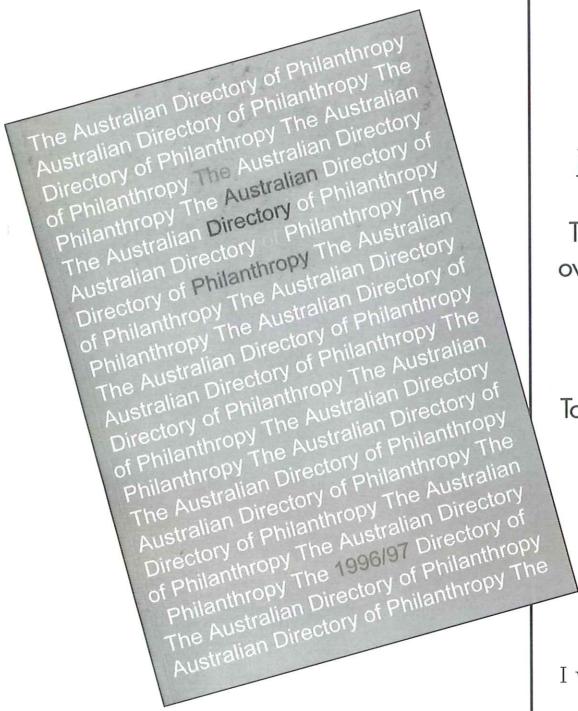
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# One Man's Dream



Working bee at 'The Points'

Over 25 years ago, Peter Francis of Coleraine in Western Victoria had a vision that a disused and neglected area of land, now known as The Peter Francis Points Arboretum, would hold the most significant collection of native trees, shrubs and plants in the Southern Hemisphere. Today, that vision is reality. To further the work begun by Peter Francis, Dame Elisabeth Murdoch has recently given \$250,000 to allow The Points to become an even more important educational and conservation resource for all Australians.

The Points was originally an area of about 40 acres of waste ground controlled by the Wannon Shire Council. Steeply rising, with a small area of tableland at the crest overlooking Coleraine, it has a pronounced north westerly aspect, which faces the prevailing winds in the Western District. Over the years, vast quantities of red sand, large amounts of loam and some stone and gravel had been removed for roadmaking.

Peter Francis came on the scene in 1968, while recuperating from an illness. Born north of Coleraine at Konongwootong in 1907, his earliest memories were of the great drought of 1914 and his father's struggle to buy feed for starving stock. He saw the drought break the following year, washing loose topsoil from bare hilltops, impressing on him at an early age the importance of controlling erosion.

During his recuperation, it became part of his daily routine to collect his morning newspaper and drive up to the Points to enjoy the warmth and fresh air. As he recovered, he explored the hillside, seeing beyond the barren hill with only one tree. He noticed the great variety of soil types, topographical features and micro-climates, all within a relatively small area. Planting some trees as a trial, when that experiment succeeded, he set about the task more thoroughly, inquiring from local experts and consulting botanical textbooks as to which species were likely to thrive in various locations. He involved friends, who collected seeds from all over the country and a great variety of native plants were propagated, using makeshift equipment in the backyard of his home in Coleraine.

Encouraged, Peter Francis approached the local Council, finally obtaining permission to start an extensive planting program. The Shire fenced off the area, constructing an access road and look-out point. His enthusiasm was infectious and he soon had a small group of helpers involved in the project. Mrs Mary Hope matched Peter Francis in dedication and tireless support in developing The Points from its earliest days.

With no funds and little equipment, the project nevertheless took shape rapidly. The hillside came to life with a variety of native trees and shrubs and

as they grew, so did local interest. More voluntary helpers appeared, as did plants, seeds, equipment and financial and physical assistance. Development of the Points has been carried out entirely by volunteer labour since 1968, together with assistance from the former Shire of Wannon, local service clubs and schools and donors (see below). In October, 1980, the Coleraine Points Native Plants Reserve was officially opened by Professor T.C. Chambers of the University of Melbourne.

Despite its promising beginnings, The Points had a disastrous setback in February 1983, just a week before the Ash Wednesday fires. With a fierce wind and a temperature approaching 40 degrees, a fire broke out at the bottom of the hill and within minutes had destroyed most of the shrubs and damaged many of the trees.

Within days, apparently undaunted, Peter Francis was organising and actively supervising groups of volunteers to cut out the dead timber, remove the rubble and repair the damage. Replanting began as soon as the autumn break arrived and today, almost all species destroyed by the fire have been replaced.



Open Day: sharing the riches of 'The Points'

There are now well over eighteen thousand native trees consisting of 1700 different species, shrubs and plants flourishing at The Points, including 420 different species of eucalypts, the greatest single collection of this genus in the world and a living tribute to one man's vision.

## Current Challenges

Though there are now 210 financial members of the Friends of the Peter Francis Points Arboretum, its maintenance and preservation is an increasing challenge due to the ever growing size and number of native specimens. Among the future needs for the Points are to appoint a full time curator, to develop the entrance and car park to allow buses easier access, the building of an information centre to interpret and educate visitors to the Points and landscaping various sections of the reserve, especially walking tracks.

## Management of the Points

The Points is jointly managed by the Department of Natural Resources and Environment and the Friends of the Points Group.

## Who Comes to the Points?

Students from Burnley Agricultural College and other colleges and universities, regional primary and secondary schools, native plant enthusiasts, farmers and Landcare groups, conservation and natural history community groups, horticultural and botanical scientists, agricultural scientists, special interest groups from overseas, including Uruguay and Arkansas, tourists - and a host of others.

Among those who support The Peter Francis Arboretum ('garden of trees') are:

- members
- volunteer labour of the Friends of the Points
- Portland Aluminium and Alcoa Landcare
- Historical Gardens Society
- Mullum Trust
- R.E. Ross Trust
- Wannon Shire
- School groups
- service clubs
- Society for Growing Australian Plants groups
- Volunteers Abroad
- Government grants
- University of Melbourne Dept of Forestry, Creswick
- Burnley Agricultural College
- Royal Botanical Gardens of Melbourne, Sydney and Adelaide
- Geoffrey and Helen Handbury and
- Dame Elisabeth Murdoch

From material supplied by  
The Peter Francis Points Arboretum,  
Coleraine, 3315

# Senator Calls for Australian Philanthropic Commission



Senator D. MacGibbon

Senator David MacGibbon has made a lengthy submission to the Prime Minister, Mr John Howard, recommending that an Australian Philanthropic Commission be set up within the Department of Prime Minister and Cabinet.

Among the areas Senator MacGibbon has suggested for the Commission's particular attention are:

- Public education in philanthropy
- Education and qualifications for fundraisers and administrators in the philanthropic field;
- Methods of fundraising;
- Accountability;
- Performance standards of delivery of service;
- Direct and indirect taxation treatment;
- Fraud control measures;
- Special needs of organisations operating in remote and isolated areas;
- Uniformity across all sectors;
- Uniformity across Australia;
- Registration of not for profit institutions;
- Duplication of services provided;
- Relationships with government.

Senator MacGibbon said that although there has never been a definition by government of the role of philanthropy for the betterment of Australian society, changing social, demographic and financial patterns pose a challenge for the future, which should be addressed as soon as possible.

At a speech given in January 1997 at the Queensland University of Technology, Senator MacGibbon said that philanthropy could offer 'a great change in Australian society for its advancement in the next generation'.

Since delivering the speech to the Nonprofit Corporations Seminar, Senator MacGibbon said there had been a 'huge response' to the issues he raised about philanthropy, which had surprised him. 'Obviously it is an area about which many people have thought deeply and the speech struck a chord with those both raising money and disbursing it.' Emphasising that his submission to the Prime Minister is a private initiative, Senator MacGibbon said that he is encouraged by the widespread interest in philanthropy from organisations and individuals across Australia.

Senator David MacGibbon  
can be contacted at his Electorate office,  
307 Queen Street, Brisbane, 4000

## Asia Pacific Philanthropy Consortium

The Asia Pacific Philanthropy Consortium was launched in December 1994 to increase the flow and effectiveness of philanthropic giving within the region and to promote the role of philanthropy in addressing critical issues in the Asia Pacific region.

As the economies of East and Southeast Asia have expanded in recent decades, a by-product of increasing Asian wealth is the emergence of a steadily growing philanthropic sector. International interest in the not-for-profit sector in Asia reflects three mutually reinforcing perspectives:

- growing recognition of the limits of the State and importance of private firms and associations in creating jobs, providing social services, sustaining economic growth and as participants in international economic and political relations;
- growing recognition of the value of an informed and active civil society reflected in the proliferation of non-governmental organisations and citizen associations addressing social and development needs and participating in policy formulation in many Asian countries; and
- the globalization of good corporate citizenship, reflected in increasingly sophisticated corporate investments of staff time, expertise and funds to address social and economic needs in the communities in which they operate.

One of the first initiatives of the Consortium is to accumulate available resources to create a regional version of philanthropy-related bibliography, which will allow researchers and others to efficiently access information about philanthropy in the region.

Executive Director of the Australian Association of Philanthropy, Ms Elizabeth Cham, attended the Consortium's working party in Hong

Kong in March this year as a guest of the Consortium. Ms Cham, a researcher and historian, said that the Consortium's initiative was one which would be invaluable in making information more readily available to those interested in philanthropy in the Asia Pacific region.

Secretariat c/o The Asia Foundation  
PO Box 7072,  
Domestic Airport Post Office,  
1300 Domestic Road,  
Pasay City, Philippines

### Apology:

In the last issue of philanthropy, the name of the author of the article **Sidney Myer (1878-1934) A great Australian Philanthropist** was inadvertently omitted and for which we apologise.

The writer was Stella M. Barber. Ms Barber is currently Research Co-ordinator of the Sidney Myer Archival Research Project and has been appointed author of a manuscript on Sidney Myer, expected to be published after 1998.

# Home & Abroad ...

## HOME

### Conferences...

#### Australian Reconciliation Convention

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

#### 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 Honel,  
Faculty of Humanities, Griffith University  
**Ph:** 07-3875-7345  
**Fax:** 07-3875-7848  
**Email:** m.finnane@hum.gu.edu.au  
R.Honel@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

#### Rural Australia: Towards 2000 conference

**When:** July, 1997  
**Where:** Charles Sturt University, Reveuna Campus,  
Wagga Wagga, NSW  
**Enquiries:** Seamus Miller, Conference Convenor  
**Ph:** 069-332-471  
**Fax:** 069-332-792

#### Face to Face

Auspiced by The Australian Association of Young People In Care (AAYPIC)  
The Child and Family Association of Australia (CAFWA), Commonwealth  
Department of Health & Community Services, all State and Territory Departments.

**When:** 24 - 25 September, 1997  
**Where:** Sydney, NSW  
**Enquiries:** Ms Sharyn Low, A.C.W.A.  
**Ph:** 045-723-079  
**Fax:** 045-723-972  
**Email:** Sharyn@acwa.asn.au

# Coming Events

## ABROAD

### Conferences...

#### Council on Foundations Annual Conference

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

#### European Foundation Centre 1997 Annual General Meeting

##### Theme: The European Union and the Social Economy:

##### Challenges & Responses

**When:** November 7 - 8, 1997  
**Where:** European Parliament & Plaza Hotel  
& Conference Centre, Brussels  
**Enquiries:** European Conference Centre  
Rue de la Concorde  
B-1050 Brussels, Belgium  
**Ph:** 0011-32-2-512-8938  
**Fax:** 0011-32-2-512-3265  
**Email:** aga@efc.be

#### 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

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- The American experience
- Discussion

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Clean Up Australia Foundation  
Danks Trust  
Deakin University Foundation  
Education Foundation  
Equity Trustees  
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Foundation for Development Cooperation Ltd.  
Freehill Hollingdale & Page  
Ern Hartley Foundation  
Invergowrie Foundation  
G.M. & E.J. Jones Foundation  
The Landcare Foundation  
A.L. Lane Foundation  
Law Foundation of New South Wales  
Law Foundation of S.A. Inc.  
Flora & Frank Leith Charitable Trust  
Lord Mayor's Fund  
Lotteries Commission of W.A.  
Macquarie Bank  
Mayne Nickless Ltd.  
Ronald McDonald Children's Charities  
H.V. McKay Charitable Trust  
Eve Mahlab  
Miller Foundation  
Monash University  
The Myer Foundation  
Sidney Myer Fund  
National Australia Trustees Limited  
National Mutual Trustees Limited  
Perpetual Trustees Australia Limited  
Permanent Trustee Company Limited  
Pethard Tarax Charitable Trust  
Ian Potter Foundation  
Queensland Community Foundation  
Queen's Trust for Young Australians  
R.A.C.V.  
Lance Reichstein Charitable Foundation  
R.E. Ross Trust  
Rothschild Australia Ltd.  
Royal Melbourne Institute of Technology  
Rusden Foundation  
Sir Albert Sakzewski Foundation  
Helen M. Schutt Trust  
Fleur Spitzer  
State Trustees  
Stegley Foundation

# of Philanthropy (1996)

Sunshine Foundation  
Telematics Trust  
Trescowthick Foundation Limited  
Trust Company of Australia Limited  
R. & J. Uebergang Foundation  
University of Melbourne  
Gualiero Vaccari Foundation  
Victorian Community Foundation  
Victorian Health Promotion Foundation  
Victoria University of Technology Foundation  
Victorian Womens Trust Ltd.  
J.B. Were & Son  
WMC (formerly Western Mining Corporation)  
Westpac Banking Corporation  
The Norman Wettenhall Foundation  
Garnett Passe & Rodney Williams Memorial Foundation  
Hugh Williamson Foundation

## Some Trusts who fund conservation and environmental projects

The George Alexander Foundation

**Phone: (03) 9650 3188**  
**Fax: (03) 9650 7986**

The Andrews Foundation  
**Phone: (03) 5977 4780**  
**Fax: (03) 5977 4835**

Esso Australia Ltd.  
**Phone: (03) 9270 3440**  
**Fax: (03) 9270 3494**

Ern Hartley Foundation Pty. Ltd.  
**Phone: (03) 5562 1922**  
**Fax(03) 5562 6341**

The M.A. Ingram Trust  
**Phone: (03) 9667 6740**  
**Fax: (03) 9667 6301**

The G.M. & E.J. Jones Foundation  
**Phone: (03) 5561 4111**  
**Fax: (03) 5561 4567**

James N. Kirby Foundation  
**Phone: (02) 9212 2711**  
**Fax: (02) 9211 4474**

The Mullum Trust  
**Phone: (03) 9615 8500**  
**Fax: (03) 9614 4963**

The Ian Potter Foundation  
**Phone: (03) 9650 3188**  
**Fax: (03) 9650 7986**

For further information on these trusts and more regarding guidelines, closing dates and limitations please see The Australian Directory of Philanthropy (8th Edition); application form on page 21.

## New Members

The Association would like to welcome the following new members:

**AMA (NSW) Charitable Foundation**

**Australia Foundation for Culture & the Humanities**

# Grantseeker Workshops – 1996

*The Australian Association of Philanthropy*

**Want to know more about how to approach  
Trusts and Foundations?**

**How to be an effective grantseeker?**

**How to secure funds for that much needed work?**

**This workshop is for you! Topics to be covered:**

- Understanding the grantseeking maze and mapping the territory of Trusts and Foundations
- Who gives what to whom, and why
- Nuts and bolts of a successful funding request
- Artful, effective ways to use your time and contacts
- Trouble shooting and handling the worst case scenario
- How to make your role as a grantseeker work for you in your organisation
- The steps to take in building funding partnerships that work
- Everything you ever wanted to ask.....

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

You will come away more effective as a grantseeker through exchange of information, ideas and consideration of new and old strategies

You will receive practical assistance with the development of your funding proposal, so bring questions and ideas to discuss

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.

*Melbourne, 16 June 1997*

*Canberra, 20 June 1997*

*Sydney, 23 June 1997*

*Brisbane, 25 June 1997*

*Perth, 9 September 1997*

*Melbourne, 16 September 1997*

*Adelaide, 19 September 1997*

*Sydney, 17 November 1997*

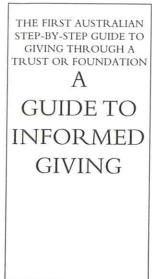
*Brisbane, 19 November 1997*

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



## A GUIDE TO INFORMED GIVING

**COST - \$50 Plus \$5 Postage & handling**

The first Australian step-by-step guide to giving through a trust or foundation. A Guide to Informed Giving is a comprehensive, detailed publication about the ways in which philanthropic trusts and foundations work in Australia. Commissioned by The Australian Association of Philanthropy, the Guide is an invaluable resource for potential givers, Lawyers, Accountants, Trust and foundation administrators and Community Groups.

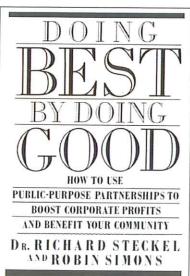
## PHILANTHROPY:

### QUARTERLY JOURNAL OF THE AUSTRALIAN ASSOCIATION

**Annual Subscription - \$40**

Philanthropy has a greater role to play than ever before. As the official journal of The Australian Association of Philanthropy Inc, Philanthropy is uniquely placed to highlight what and who trusts are funding. It is a must for those seriously approaching trusts.

**CASE STUDIES - HOW OTHERS HAVE SUCCEEDED IN OBTAINING FUNDS** Philanthropy profiles projects that have been funded.



## DOING BEST BY DOING GOOD

**COST - \$40 Plus \$5 postage & handling by Dr Richard Steckel & Robin Simons**

How to use Public-Purpose Partnerships to boost corporate profit and benefit your community

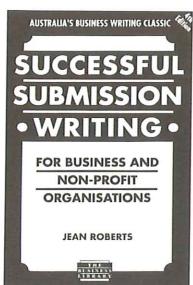
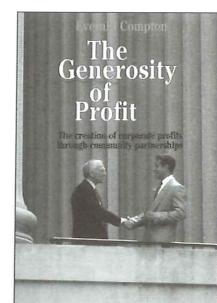
"In a time when so many corporations are searching for ways to improve their perception in the marketplace along with their profits. 'Doing best by Doing Good' makes an invaluable contribution to American business practice."

## THE GENEROSITY OF PROFIT

**COST - \$29.95 plus \$5 postage by Everald Compton**

**The creation of corporate profits through community partnerships**

This book forthrightly tackles the dilemma that faces companies today in deciding whether or not to give to charity or sponsorships. It analyses why some companies win and some lose through their philanthropy.



## SUCCESSFUL SUBMISSION WRITING

**FOR BUSINESS AND NON-PROFIT ORGANISATIONS**

**COST - \$20 Plus \$3 postage & handling by JEAN ROBERTS**

Having spent over a decade in the business of preparing and writing submissions. Jean Roberts has developed her own material teaching style to assist others in this task. Her extensive experience covers the private and community sectors, with her own 'Successful Submission Writing' helping to plan and implement new programs, establish new centres and services, introduce new policies and gradually change out-dated attitudes.

**ALL AVAILABLE FROM AAP OFFICE. Phone: (03) 9650 9255 Fax: (03) 9654 8298**

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