



# philanthropy

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**SUMMER**

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***Special Feature:***

Rural Philanthropy

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

# The President

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## speaks

Partnership is the flavour of the month - and why not? If we are to be a community together then all sections of the community must accept a social responsibility that enhances a more cohesive and integrated society.

The initiatives of the Prime Minister in encouraging and fostering new perspectives on the partnership between business and the community are timely. Business is such a wealthy, powerful and influential presence in our world that a larger responsibility beyond wealth creation and providing employment cannot be ignored. Hopefully the Prime Ministerial's initiatives will lead to positive fruition through increasing community investment, at the very least it is encouraging reflection and discussion on a very important issue. It is both satisfying and thought provoking to see so much coverage in the media about the role of business partnering community endeavours in arts, environment, and social infrastructure and initiatives.

But we should not accept that such partnerships are a panacea alone, or that it has endless possibilities. The role of government needs equal discussion particularly in relation to traditional and legal responsibilities. It should also be recognised early that business organisations use stringent yardsticks for measuring outcomes and success and community agencies will quickly discover that they will need to develop new ways of working if they are to succeed in partnerships with business.

In this traditional season of goodwill, Philanthropy Australia extends to all its members and friends very best wishes and a safe and enjoyable holiday season.

**Ben Bodna, President**



# Executive Director's Report

## The Year in Review

As 1998 draws to a close, I would like to take this opportunity to summarise the major achievements of Philanthropy Australia in what has been a remarkable year of change and challenge for the organisation and for the sector in Australia.

Early in the year the Council recognised that one of its main aims to grow philanthropy in Australia - was severely hampered by the disincentives contained in the current Taxation Act. It was decided to draw the Government's attention to this little discussed part of the Taxation Act and to propose that these disincentives be removed.

We were fortunate following the Prime Minister's Round Table for Corporate Community Partnerships to be members of a tax committee to advise the Government. As we go to press we understand that the tax committee's recommendations are under active consideration by the Government.

In addition to the tax committee, committees were also established in the areas of Education, Information, Best Practice and Awards. \$13.4m was allocated by the Government, over the next 4 years, to advance partnerships between the corporate sector and the community. As part of this initiative Philanthropy Australia was granted substantial funding to establish an International Speaker's Program and expand the brokerage services of our Resource Centre.

Through the International Speaker's Program, we have been able to bring to Australia Mr Skip Rhodes, immediate past President of the Council on Foundations and Manager Contributions and Programs, Chevron Corporation, and Mr Patrick Johnson, CEO, of the Canadian Centre for Philanthropy, both world leaders in philanthropy.

A major feature of this program has been the opportunity to show case examples of Australian Corporate Community partnership. Presentations by The Body Shop/Brotherhood of St Laurence, Rio Tinto/Earthwatch, Bankers Trust/Spastic Centre of N.S.W, AMP/The Leukaemia Foundation, Freehill Hollingdale and Page/Sydney City Mission, Mojo Partners/The Abused Child Trust, Adelaide Bank Charitable Foundation/Operation Flinders Foundation Inc. clearly showed that Australia has many examples of excellent partnerships between corporations and community, rivalling much that is recognised internationally as best practise.

Skip Rhodes spoke at forums in Brisbane, Sydney, Melbourne and Adelaide. In Canberra the Minister for Family and Community Services, Senator Jocelyn Newman hosted a press conference with the Canberra Press Gallery, which resulted in extensive coverage being given to corporate philanthropy, including in the financial press. Minister Newman also hosted a briefing by Skip for members of Parliament, from both sides of the House.

Patrick Johnson spoke about the Canadian Centre's Imagine Program, which has 450 corporate members. A major aim of the program is to bring together as full partners the three sectors - government, the not for profit sector, and business to increase the strength of Canadian communities.

Both speakers touched a nerve in Australian responses to corporate philanthropy, enlivening the debate around structural change, giving acknowledgement to our fears of relationships with the corporate sector and broadening the community's knowledge of the philanthropic sector.

Internationally Philanthropy Australia has been represented at a number of

conference forums where international partnerships have been a major focus. In Turin in November we signed a Co-operative Agreement with the European Foundation Centre. Each of these conferences has provided invaluable opportunities for exchanges between Philanthropy Australia and leading international authorities in the fields of grant-making and strategic philanthropy.

With the signing of this agreement Philanthropy Australia now has formal affiliations with all the major International peak philanthropic bodies.

Our membership in NSW has shown a marked increase due to the endeavours of Donna Greaves, who is based in Sydney and has worked solidly to raise the profile of Philanthropy Australia outside Victoria.

Nothing could be achieved without the enthusiasm, dedication and commitment of the staff. I would like to thank each one of them for helping ensure that philanthropy is and part of the debate as Australia moves into the next century. I would also like to take this opportunity of thanking the Philanthropy Australia's President, Ben Bodna, for his unstinting support in these exciting times, and all members of Council for their guidance throughout the year.

*Elizabeth Cham, Executive Director*



# Honouring The Bush

*The quality of life  
enjoyed by people in the  
bush is in rapid decline.*

Reports  
Simon Longstaff\*

There are many towns where basic services of a kind taken for granted in the cities are no longer available. The banks are closing branches in country towns. The Government is doing the same with services such as local schools. Many communities cannot attract a local doctor. Even churches are getting into the act - just ask the people of Ringarooma in Tasmania, where the Anglican Church recently pulled up stakes.

Taken as a whole, the effects are devastating. For all of their natural resilience and stubborn pride, our rural people cannot save their communities from the death of a thousand cuts. They might hold on for a while - but to what end?

**Eventually, the young  
people are forced to drift  
away in search of life-  
affirming opportunities.**

**Those who stay risk  
losing dignity, then hope,  
then even their lives at  
their own hands.**

I know that people will point to examples of marginalised communities within the cities and ask why I plead a special concern for those in the bush. It's not that urban problems should be ignored. Nor am I unmindful of the historic deprivation of Aboriginal

Australians. Rather, I have come to believe that the problems of outback Australians require urgent attention because justice requires that they be addressed in their own right, and because our failure to do so will make a fair and compassionate response to others increasingly difficult. Let me explain.

Anybody travelling beyond the cities cannot help but notice the level of anger stirred up by the Wik debate. Relations between Aboriginal and non-Aboriginal Australians have become dangerously strained in many regions. Some suggest that this merely represents the uncovering of a deep well of latent racism within Australian society. I think this too simplistic an explanation - especially when you consider the level of genuine support, from the bush, during the 1967 referendum on Aboriginal citizenship. As in most countries, there are racists in Australia. However, I believe their number to be relatively small. The illusion of size is a trick made possible by preying on the despair of rural people made bitter and angry by their apparent abandonment.

Those cast low by a loss of dignity often move, unconsciously, to recover their position at the expense of others. There is a dark kind of comfort in realising that people stand below you in the pecking order of life. Unfortunately, few notice the imprint of their boot on the heads of those blamed, rejected and subordinated as the "other". What's more, we often demonise those who confront us, too much, with our own broken image.

Who can have failed to hear the echo of Aboriginal loss and anger in the farmers' lament? All of which leads me to wonder how much better our national response to challenges such as that of Wik and the stolen generation would have been if only the people of the bush felt truly valued.

**Who can have failed to  
notice that the love of  
land exhibited by the non-  
Aboriginal people of rural  
Australia is eerily close to  
that exhibited by their  
indigenous brethren?**

The vast majority of Australians are settled in cities along the coastal fringe of our great continent. Yet some of our most potent myths reside in the outback. These myths matter for they continue to help shape ideas of who we are and what we stand for. That is why the people of the bush (black, white, brown and brindle) have such a hold on us. Although small in number, they are a key to the nation's soul. ■

**\* Dr Simon Longstaff is Executive  
Director of The St James Ethics Centre. His  
email address is: [ethics@ozemail.com.au](mailto:ethics@ozemail.com.au)**

**This is an edited version of an article  
published in The Australian on May 15,  
1998 and appears with  
Dr Longstaff's permission.**

# News & Views

## Win for Reach Out!

Associate member The Inspire Foundation's Reach Out! Website has won the 1998 Australian Financial Review/Telstra Australian Internet Award for the best Community Website in Australia. A world first, Reach Out! is an innovative and practical response to between 25,000 and 45,000 suicide attempts made by young Australians each year. Since its launch in March this year, the Reach Out! website has had over 72,000 visitors. Currently, 380 people access the site each day. Its most important role is helping young people in need.

Accepting the Award, Inspire Foundation Executive Director Jack Heath said that with one in two young people now regular users of the Internet, anyone serious about engaging young people needed to have the Internet as a core element of their strategy. He also said that unless the not-for-profit sector went online in a big way it risked irrelevancy in an increasingly online world. Under the banner of "Net Social Benefits", the Inspire Foundation focuses on using the Internet to pioneer new models of social service delivery.

**Website:** [www.reachout.asn.au](http://www.reachout.asn.au)

**Telephone:** 02 9568 4288

## Welcome back Scott Anderson

Scott Anderson has returned to Australia from his secondment with the Council on Foundations in Washington DC. Scott was the inaugural International Program Fellow and has been working on the preparation and follow up to the first International Meeting of Associations Serving Grantmakers (IMAG) held in Oaxaco, Mexico, earlier this year.

Scott can be contacted at the Ian Potter Foundation on (03) 9650 3188.

## Education Foundation/ Alfred Felton Bequest Koorie Scholarships

The Alfred Felton Bequest will provide up to 48 scholarships to Koorie students in 1999 and up to 50 in the following four years. The Scholarships will be managed by the Education Foundation. The purpose of the scholarships (\$500 for Year 9 students and \$750 for Year 11 students) is to assist Koorie students to remain at secondary school to levels equivalent to non-indigenous students and to assist Aboriginal students to complete Year 12. Telephone: Education Foundation (03) 9650 4277

**Email:** [publiced@creativeaccess.com.au](mailto:publiced@creativeaccess.com.au)

## Landcare goes International

The Secretariat for International Landcare (SILC) is dedicated to worldwide promotion of the Australian Landcare philosophy and the provision of training in that philosophy. Landcare is now recognised as a new export industry and SILC is concentrating its efforts on developing training modules and providing partnering forums and workshops for visiting practitioners from overseas countries.

SILC directors, Sue Marriott and Victoria Mack, have first hand experience in the initiation of these types of programs and were responsible for the planning and organisation of the highly successful visit to Australian Landcare groups by a South African delegation in 1997. As a result of this tour, South Africa has adopted its own brand of Landcare, based on the Australian model.

SILC is based in Hamilton in south west Victoria and has networks throughout the world.

**Further information:** SILC (03) 5572 2555

## 1998 Education Foundation Awards

Winners in this year's Education Foundation 'Awards in Education' include schools as far flung as Bairnsdale, Corryong, Goroke and Footscray. Winner of the prestigious \$10,000 Education Foundation Science School of the Year Award is Footscray Secondary College, which runs a range of science programs with an integrated approach, using art, music, drama and social studies. The Education Foundation Arts and Humanities Award was won by Bairnsdale Secondary College for its First People's Project linking indigenous students from around the globe via the Internet to share cultural information and artworks. The inaugural Teacher Against All Odds Award went to Scott Jennens of the Eastern Teaching Unit at Heathmont, who works with very disadvantaged adolescents displaying social or behavioural problems in mainstream schools.

**Further information:**

**Margaret McCaffrey (03) 9650 4277**

## Young People in Public Places

A new book to combat growing levels of disenchantment and alienation felt by many young Australians has been published by the Australian Youth Foundation (AYF) in partnership with the National Campaign Against Violence and Crime (NCAVAC). 'Public Spaces for Young People: A Guide to Creative Projects and Positive Strategies' highlights innovative and creative projects which serve as models of good practice for other organisations. The publication highlights projects at the local, state-wide and national level and describes grass roots initiatives and community projects involving young people in a variety of town planning and public space projects. The publication will be useful to the general public, decision makers in local government, architects and planners and corporations.



The book is available free from the Australian Youth Foundation, telephone (02) 9357 2344 or email: [youth@ayf.org.au](mailto:youth@ayf.org.au)

## Native Title Dispute Resolution Guide

Mediators from across Australia have come together in a voluntary project to develop a guide 'Towards Common Ground' to help rural communities grappling with complex and frustrating native title issues. The Guide, produced by professional mediators across Australia, provides succinct but systematic advice about how to start discussions between indigenous and non-indigenous communities and how to work through the processes of reaching understanding and resolution. 'Towards Common Ground' is intended for those who have had a native title claim put on their property, or know someone who has. The Guide is distributed free through local councils, libraries and community groups. 'Towards Common Ground' received funding from the Lance Reichstein Foundation, the Law Institute of Victoria and a number of other bodies.

Further information: Towards Common Ground, Level 1, 226 King Street, Melbourne, 3000. Phone (03) 9642 4001, Fax (03) 9642 4054

## ANZ Staff Foundation announces grants

The ANZ Staff Foundation, a charitable foundation supported by ANZ and its staff, recently announced donations of \$37,250 to the following charities:

- Baptist Inner City Ministries (NSW) to develop links with a 'gang' of young people to encourage them to take part in the employment training program (Church Cleaning Service) \$9,000
- Catherine House Inc. (SA) for the support of 4 women to undertake the intensive 'Starting Again' program to help them break the cycle of chaos and homelessness and live independently. \$10,000

- East Nowra Community Cottage Inc. (NSW) to provide budget management, household and general life skills training and support for disadvantaged and low income families, first via workshops, followed by individual assistance and advocacy. \$10,000
- Travellers Aid Society of Victoria to assist youth in financial crisis to travel home or connect them to community of origin, and also with employment, self-esteem, life skills to help them reach their potential \$4,500
- Wesley Mission (NSW) to support 25 disadvantaged young people to take part in a 5 day camp at Mangrove Mountain Retreat to teach them how to manage their own lives, break down dependency on welfare and the homeless cycle and create a sense of self-worth \$3,750

**The ANZ Staff Foundation is a perpetual charitable trust aimed at building permanent funds to meet the needs of charities in Australia. It funds programs nationally, for a range of charitable projects which offer a direct and tangible benefit to the Australian community - projects that actively encourage individuals and communities to become independent in their activities. During the last 18 months, the Foundation has distributed over \$190,000 to charities, mainly for children and young people with disabilities.**

Priority is given to projects that involve ANZ staff as volunteers. ANZ Foundation Secretary Frank Mazzeo said that the aim of the Foundation was to "add value by giving both funds and time to charities in need".

## Further Information

For information or funding guidelines and an application form, please telephone the Foundation's Grantseeker Enquiry Line on Freecall 1800 808 910 or refer to the internet website: [www.anz.com/trustsgrantsguide](http://www.anz.com/trustsgrantsguide)

## Churchill Fellowship Time

The Churchill Trust is calling for applicants for Churchill Fellowships to be

awarded in 1999 for travel in 2000. Fellowships offer overseas travel for three months or more, fares, fees and a living allowance and the satisfaction of contributing to Australian society. For information booklet and application forms, a stamped self-addressed envelope should be sent to: Application Forms, The Winston Churchill Memorial Trust, 218 Northbourne Avenue, Braddon, ACT, 2612. Enquiries: (02) 6247 8333

## Australian Bush Heritage Fund buys woodlands

In November this year, the Australian Bush Heritage Fund (Bush Heritage) announced its purchase of "Goonderoo", a property of almost 600 hectares near Emerald, in central Queensland's "brigalow belt". By buying the property and managing it for conservation, Bush Heritage will prevent the destruction of a significant area of natural habitat for the beleaguered flora and fauna of Queensland's brigalow country where the brigalow woodland now covers less than 10% of its original extent.

Further Information: 1800 677 101

Website: <http://www.bushheritage.asn.au>

Email: [abh-fund@h130.aone.net.au](mailto:abh-fund@h130.aone.net.au)

## Alcoa Foundation seeks Senior Program Officer

A Senior Program Officer to occupy a strategically important role is sought by Alcoa Foundation which devotes its resources to improving educational opportunities, health and human services, cultural endeavours and the quality of life mainly for communities hosting Alcoa's operations. In over 45 years, the Foundation has made grants of more than \$264 million. The position is located in the United States and interested candidates should send a resume to: [Dasherman@aol.com](mailto:Dasherman@aol.com)



# Business & Community Partnerships: A Canadian View

Excerpts from seminar  
notes by Patrick Johnston,  
President and C.E.O.,  
Canadian Centre for  
Philanthropy.  
Mr Johnston's visit was  
sponsored by Philanthropy  
Australia.

## A Culture of Partnership

Working in partnership with other organisations and institutions - whether business, government or voluntary sector - is part of the organisational culture of the Canadian Centre for Philanthropy. The Centre played a key role in a recent national survey of the giving, volunteering and participating activities of 19,000 Canadians. The most comprehensive survey ever undertaken in Canada, it was the result of a unique partnership between the Centre and its sister organisation Volunteer Canada and four federal government ministries.

**The Centre has also  
formed a unique alliance  
with a private foundation  
and the federal  
government department  
responsible for regulation  
of charities.**

The three partners are jointly hosting a series of small off-the-record and "without prejudice" symposia to discuss irritants adversely affecting the relationship between the charitable sector and the Charities Division of Revenue Canada.

The best example of the Centre's partnership with the private sector is Imagine, designed to encourage private and corporate philanthropy (profiled in Philanthropy 37, pp. 12-13.) By 1993, well over 300 Canadian companies had enrolled as "Caring Companies" in the Imagine program, with the benchmark of 1% of pre-tax profits widely accepted as the minimum standard for corporate giving. In 1998, this number has risen to almost 450.

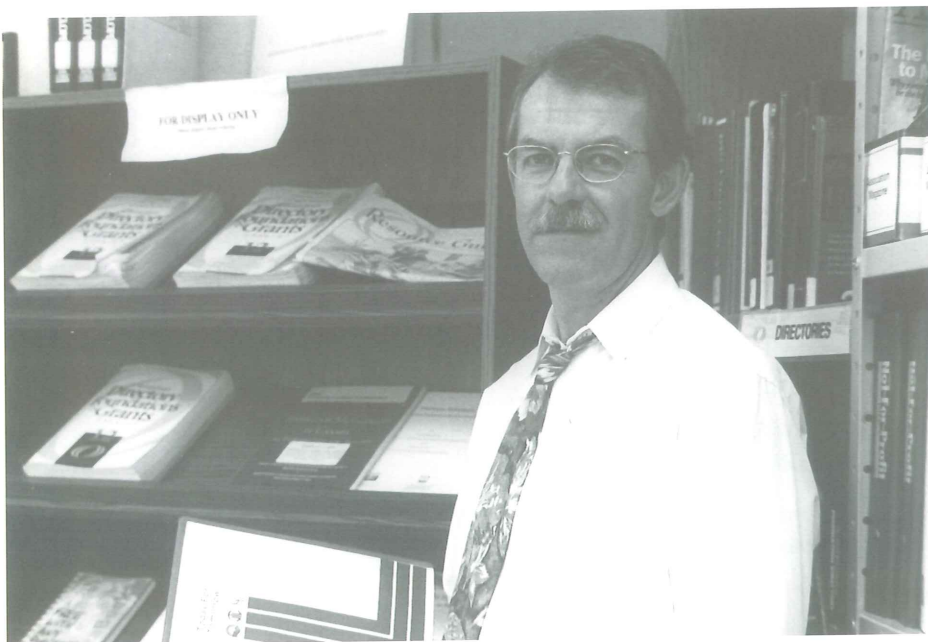
## Change of Emphasis

When Imagine revamped its logo and acquired a new tag line "Imagine: A New Spirit of Community", it heralded a subtle but significant change of emphasis.

**The reference to  
"community" was designed  
to emphasise the fact that  
corporate support provided  
to charitable organisations  
is a means to an end rather  
than an end in itself.**

Stronger and healthier communities are the ultimate objective and the combined efforts of the corporate and

The Canadian Centre for Philanthropy was established in 1981. It is incorporated at the federal level in Canada as a not-for-profit organisation and registered with federal tax authorities as a charitable organisation. The mission of the Centre is "to advance the role and interests of the charitable sector for the benefit of Canadian communities". It has 850 fee paying members, with the majority from charitable and not-for-profit organisations. Around 10% of its members are grantmakers and include private and community foundations, corporations and corporate foundations. Some government departments or agencies are also members.



Patrick Johnston

voluntary sector are, in part, one means to that end. By working in partnership, business and charitable organisations can achieve more than either could accomplish working alone.

**The range of corporate resources - whether human, technical or financial - in combination with the expertise of charitable organisations has the potential to benefit and strengthen community far more than a simple cash donation.**

### Awards Program

To underscore the importance of "partnership" as the new framework for corporate-voluntary sector relations,

Imagine launched an Awards program in 1996. The awards are a partnership between the Centre and the Globe and Mail, Canada's national newspaper and read by Canada's business community. An award winning partnership between Toronto clothing manufacturer, No No No Children's Wear and Windfall Clothing Service, a charity that distributes winter hats, clothes and gloves to those in need highlights what can be done. In common with industry practice, cloth and textiles surplus to No No No's need was routinely thrown out, ending up in a landfill dump. Discussions between No No No and Windfall eventually resulted in No No No making its surplus cloth and patterns available to Windfall, enabling them to make the clothes. A bonus came from one of No No No's transportation suppliers who agreed to deliver the newly made clothes to Windfall offices in Toronto free of charge. The result was an additional 20,000 items of clothing being made and distributed to low income families in Toronto for a minimal cash outlay.

### The Future

Imagine is now moving into its third phase and through evaluation and assessment with members and the wider business community, is working on its future directions.

Imagine would not have been conceived and sustained without the direct and public support of a small number of committed senior business people. The willingness of some business leaders to serve as ambassadors for corporate citizenship does not guarantee that other business leaders will pick up the torch. It does, however, advance the discussion and practice of corporate citizenship faster and further than would otherwise have been the case.

**\*Mr Johnston's notes are published in their entirety on the**

**Philanthropy website:**  
**<http://www.philanthropy.org.au>**  
**Imagine website:**  
**[www.ccp.ca/imagine](http://www.ccp.ca/imagine)**



# Kitting Rural Schools

The William Buckland Foundation has a commitment to assisting rural communities. The Foundation has funded the Education Foundation to produce a series of curriculum kits for rural schools, giving teachers from rural and remote schools the opportunity to use proven programs in their schools.

The rural schools curriculum kit will feature five best practice rural projects and is intended for all non-metropolitan government schools in Victoria. The kit is currently being developed in conjunction with teachers and students from each of the projects.

The projects featured will be :

- McKenzie Creek Landcare Development site  
**Horsham College**
- Melbourne Show Steers  
**Maffra Secondary College**
- Sun-Dried Tomatoes  
**Irymple Secondary College**
- Cut Flowers  
**Chaffey Secondary College**
- Big Birds  
**Manangatang P-12 College**

These projects are considered to be examples of the 'best of the best' in Victoria. All have a significant and measurable impact on student's learning; have attracted substantial interest from other teachers and schools and included strong involvement by the local community.

**Teachers in rural schools are often the most disadvantaged in terms of access to professional development and curriculum materials and the projects will offer students a number of benefits.**

Among these are:

- Exploration of the economic potential of their local area
- Development of enterprising and transferable skills
- Ability to trial non-traditional career paths
- Motivation to stay on and successfully complete their schooling

Education Foundation's experience has shown that teachers adapt the programs for their own schools, often forming links with feature schools to implement the programs in their own settings

Education Foundation was established in 1989 to promote public government education through the support of excellent practice in schools. The Foundation was established by a group of individuals who believe that a strong public education system is vital to a dynamic and productive society.

Education Foundation is a non-profit organisation, independent of government and committed to creating partnerships between schools and the individuals and corporations who share its vision for a highly skilled and well-educated Australia.

Two schools to be profiled in the kit are Horsham Secondary College and their project McKenzie Creek Landcare Site and Maffra Secondary College' project 'Melbourne Show Steers'.



Melbourne Show Steers (Maffra Secondary College).



# reports

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About two years ago, Horsham Secondary College set up an alternative campus on a nature reserve on McKenzie Creek for students who have difficulty adapting to a traditional school setting. The campus is an integral part of helping students 'at risk' to stay at school. Last year, teachers Andrew Vague and Carlo Ticchi, together with the students, set up a Landcare Demonstration Site to raise its profile amongst the students and the wider community.

The site is a work in progress. To date, the students have:

- Learnt to identify plants native to the local area
- Propagated plants using a variety of techniques
- Fumigated rabbit and ferret populations
- Collected seed from native plants and grasses
- Burnt the area to encourage regenerative grasses
- Prepared signage and track notes for an education trail
- Planted gardens with named local species
- Constructed a polyhouse

At Maffra Secondary School, preparing three steers for the Royal Melbourne Show Carcass Competition was the target. Students developed skills in cattle grooming, leading, general management and presentation. They prepared holding yards and fenced off paddocks donated by local people. The steers had to be fed enormous amounts



Teacher Carlo Ticchi and Students from McKenzie Creek Campus prepare and plant native seedlings at the Landcare Development Site, Horsham College

of food to get them up to the standard required for prime animals, and students were responsible for 24 hour maintenance rosters. The project was followed with interest by local farmers and cattle experts who became frequent visitors to the school, offered help, advice and employment to some graduates of the project.

The cattle were judged as show cattle at the Royal Melbourne Show in September, where the students competed against other secondary school students and professional cattlemen. The steers were slaughtered a day later and judged on the hook.

The carcass assessment provided important information, enabling students to judge the effectiveness of their cattle nutrition and management programs.

The curriculum kit will be launched early in 1999, and copies supplied to all government secondary schools in rural areas of Victoria. ■

**Further information: Michelle Casey,  
Education Foundation,  
Telephone: (03) 9 650 427,  
Facsimile: (03) 9650 5443  
Email: [publiced@creativeaccess.com.au](mailto:publiced@creativeaccess.com.au)**



Students at Horsham College burn off veldt grass to prepare McKenzie Creek Landcare site for planting

## The Results

Since 1990 Education Foundation has raised over \$100,000,000 to:

- Fund 270 programs promoting excellent practice in secondary schools across the nation
- Organise teacher seminars on: Agriculture/ Horticulture;  
Transition from primary to secondary school;  
Students at Risk
- Convene a public education-industry forum
- Publish "Great Ideas That Work" featuring 10 Best Practice programs for dissemination to secondary teachers nationwide

# Westpac: Recognising Staff Involvement in Community Service

*The 1998 Westpac Managing Director's Awards were recently announced in Sydney. Many of the Westpac staff who give time and energy to community projects are based in rural and regional Australia.*

For the last five years, Westpac has recognised exceptional staff service through the Managing Director's Community Service Awards with over \$400,000 being donated to 130 non-profit organisations throughout Australia.

This year's Gold Medal Award winner is Business Banking Manager Brian Birchall of Tamworth in north-west New South Wales, who with 43 years of service behind him, is one of the Bank's longest serving employees. As a result of Brian's outstanding contribution to the proposed Tamworth Westpac Rescue Helicopter Service, the Service will receive a \$10,000 award from Westpac.

A member of Tamworth Rotary since 1974, he has been instrumental in the planning to establish a Westpac Rescue Helicopter Service for the region to be based in Tamworth and is also treasurer of Tamworth Workskills. With a long history of community involvement, his philosophy is "If you want something done, you just do it. You can't just wait for someone to come along and give it to you," he said.

At Lorne, on Victoria's Great Ocean Road, Lorne Branch Manager Sales and Service Joe Falzon puts effort into

supporting Lorne's Community Hospital, Community House and Nursing Home. The \$5000 prize will go towards the construction of a new hospital.

And in Canberra, Business Service Manager Tina Granter volunteers for Wildcare, an organisation involved in the rescue and rehabilitation of injured or orphaned native animals. Her volunteer work has a strong educational aspect, talking to schoolchildren and other groups about the care of native animals.

Westpac's Managing Director, Mr Bob Joss, said: "These awards are an important reminder that individuals really can make a difference. I am proud that so many of our staff are doing just that; making a difference in their communities."

Community involvement is supported through Westpac's Community 2000 program, enabling Westpac employees to schedule their work hours to meet the needs of their community service commitment.

There is no doubt that Westpac staff take their community involvement seriously - and are convincing their colleagues about the satisfaction that comes from volunteer work.

**More than 30% of Westpac staff are now involved in community service and entries for the Awards were up by 100% on previous years.**

In 1998 there were 28 Managing Directors Community Service Award winners. These included the individual gold medal winner, a team gold medal winner, six silver medallists and 20 bronze medallists.



Winners Group Photo



# International

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## Speakers Program



Bob Joss & Brian Birchall

The team-based award will see a grant of \$5000 go to a non profit organisation supported by the winning team. This is the first time a team award has been offered. Organisations supported by the six silver winners will receive \$5000 each and those aided by the twenty bronze winners will receive \$1000 each.

Westpac staff contribute to their communities through activities such as being part of SES and Coastguard rescue teams, providing swimming training, community radio involvement and counselling victims of crime.

"Westpac employees are doing so much that is truly inspiring. When you see the amount of effort our staff put into their community work, you can't help but feel proud," Mr Joss said. ■

**For further information: Tracie Walker Public Affairs Westpac on: (02) 9226 1081 or (0419) 984 964**

Funded by the Commonwealth's Business and Community Partnerships Initiative and organised and hosted by Philanthropy Australia, the International Speakers Program is an exciting opportunity to foster the relationship between businesses and non-profit organisations in Australia.

Governments worldwide are developing new ways of working. Partnerships are being formed in areas where there are mutual benefits and identifiable practical advantages. The International Speakers Program will showcase these partnerships and enable the exchange of ideas and knowledge within the philanthropic industry about creating best practice partnerships.

The International Speakers Program runs from November 1998 to end 1999. It will comprise public seminars for both business and non-profit organisations. Targeted seminars will also be organised to enable focussed discussion on particular issues.

### Forthcoming speakers include:

#### February/March 1999

**John MacHolladay:** John is the Chief Executive Officer of Market Street Services Inc., an economic and community development consulting firm headquartered in Atlanta, USA. He has more than 25 years experience in economic community development.

#### March 1999

**Christine Park:** Christine is a Director of the Dayton Hudson Foundation in the U.S. The Foundation forms partnerships with local arts and social action organisations in order to enhance the quality of life in the Minneapolis/St Paul metropolitan area. It distributed approx. US\$7m in 1997.

#### April - June 1999

**Dr Diana Leat:** Diana is a Consultant to the Joseph Rowntree Foundation. During a three month visit in Australia, Diana will provide professional development training to trustees and executive staff of philanthropic and non-government organisations.

#### Further information:

Jean Elder,  
Philanthropy Australia (03) 9650 9255



# Healthy Outlook for Rural Women

A collaboration between ANZ Trustees through the Truby and Florence Williams Trust and the Alfred Felton Bequest provided \$186,000 over two years for a major focus on improving the health, wellbeing and independence of rural women at mid life.

The Jean Hailes Foundation believes that health is the responsibility of each individual. The Foundation's emphasis is to offer women strategies enabling them to take responsibility for their own health, thus preventing disease and ensuring optimum personal wellbeing.

The Foundation was established in 1991 in memory of Dr Jean Hailes, a pioneer in women's health who established Australia's first menopause clinic.

The Foundation has a Research Unit, Community and Professional Education Unit and Clinical Care at The Jean Hailes Centre for Women.

The Foundation Research Unit projects attract international recognition and have been published widely. Current research projects tackle the major health problems facing women - heart disease, breast cancer, ovarian cancer, pre-menstrual syndrome and osteoporosis. Other projects have focused on the benefits of phytoestrogens and the use of herbal medicines in the management of menopausal symptoms.

The Education Unit disseminates the latest research findings and the most up to date information regarding care for women throughout their lives. 21,000 women have attended community seminars and workshops over the past four years on topics including hormone replacement therapy, osteoporosis, menopause, lifestyle and diets.

The Jean Hailes Centre for Women is a clinic with GPs, specialist gynaecologists and endocrinologists, complementary therapists, dieticians and counsellors, all with recognised expertise in women's health. 14,000 women have visited the Centre since it opened in 1992.



The focus, achieved through a program managed by the Jean Hailes Foundation, addressed the main health related concerns of rural women including a lack of access to adequate user friendly information, inadequate women's health services and lack of confidentiality and privacy, especially felt by rural women often with only one local general practitioner. Other concerns included the lack of choice of doctors, particularly when dealing with sensitive health issues and the extremely high stress levels in rural areas, profoundly affecting women's health.

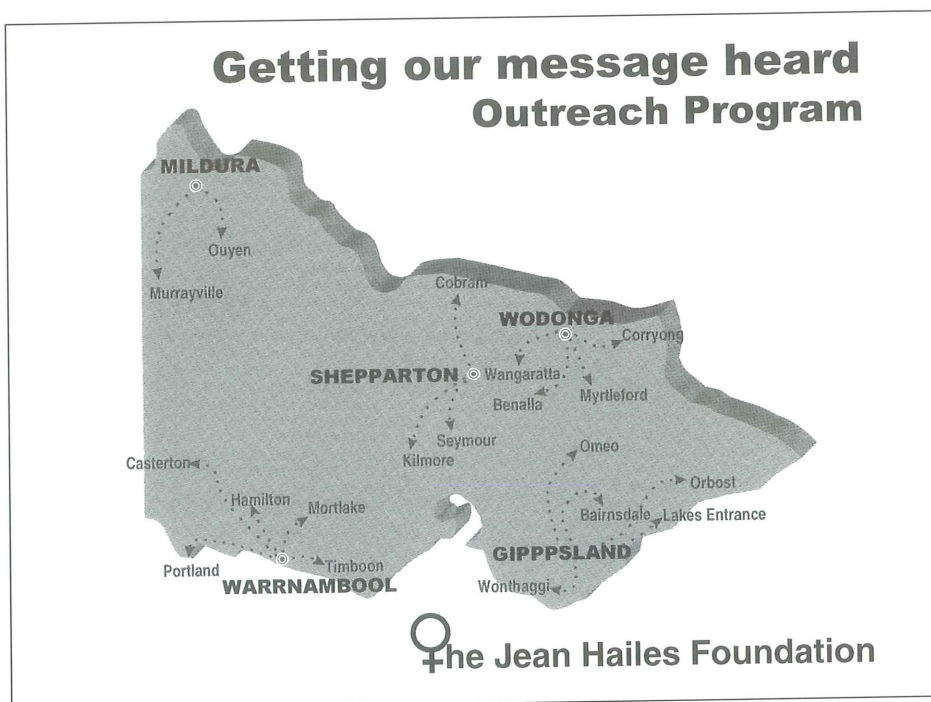
## Consultation and Community

Before embarking on the rural women's health program, a consultation process was carried out with State bodies and regional groups. These included the Victorian Farmers Federation, Rural Women's Network, Women in Agriculture, Zonta, Country Women's Association, Breastscreen, Anti Cancer Council, Rural Finance and the Divisions of General Practice. Community and women's health centres, community and school groups, local politicians and local media were also consulted.

Community involvement was integral to the development of the program. Local community leaders were used to present aspects of the program, giving it credibility because of their links with the community and their participation in the program.

## A Rural Education Model

The program was designed in three tiers, to give rural women the best outcome by offering health information at different levels. The first



consisted of a large community seminar for women, featuring high profile speakers, followed by a health professionals' workshop. Four weeks after this first seminar, a series of smaller interactive workshops were held in conjunction with local community health centres, enabling women in outlying areas to access the information. These sessions also gave women the opportunity to discuss personal issues with a qualified educator. The third tier is a reinforcement of the earlier tiers, in the form of a regular newsletter sent to all workshop and seminar participants.

More than 5,000 women and health professionals participated in 42 programs held in eight regional areas in Victoria and the programs received universal endorsement from local service providers. The Foundation hopes to run a similar series of programs in rural New South Wales in 1999. ■

**Further information:**  
Janet Michelmore,  
The Jean Hailes Foundation  
Education Unit,  
Telephone (03) 9562 6771,  
Facsimile: (03) 9548 9120

## The Triumph of Transport

Because geographical isolation affects access to health care and education, the Foundation provided buses from key points up to 100 kilometres from the large seminar. Not only did this enable women to get to the seminar, but encouraged meeting and making links with other women of a similar age.



# The Australian Youth Foundation

*Supporting young people in rural and remote areas*



**Y**oung Australians living in rural and remote areas of the country face disadvantages due to their geographic isolation. Access to education, employment, training and the services enjoyed by their urban peers, are often denied these young people.

Recognising the need to address these issues particularly in the areas of education and employment, the Australian Youth Foundation (AYF) has been working in partnership with individuals, corporations, community organisations and young people to establish self-sustaining, effective programs to ensure a brighter future for all Australians.

The Australian Youth Foundation (AYF), an independent, non-profit organisation dedicated to assisting disadvantaged young Australians to reach their full potential, is providing practical assistance to young indigenous Australians in rural areas through its two scholarship programs.

The Minerals Council Scholarship Program and the Robert Riley Scholarship program were established to enhance the educational opportunities afforded indigenous young people. A campaign to ensure information about these programs has

reached as many rural areas as possible has resulted in applications being received from young people from as far away as Thursday Island and Broome, to regional areas such as the Blue Mountains in NSW.

Another way in which the unique problems facing young people living in a rural area will be addressed, is through an exciting new initiative of the AYF - the Rural Indigenous Enterprise Development project. This employment project, currently in its initial planning stages, looks set to enjoy a similar level of success to the project upon which it is modelled.

The Rural Indigenous Enterprise project will replicate the Speakout project in rural Indigenous communities. The Speak Out Project, a clothing manufacturing enterprise employing, training and developing young people who have experienced multiple disadvantages has been successfully operating in Sydney for some years since its establishment by the AYF and the Body Shop.

**Drawing upon the  
experience and expertise  
gained from the SpeakOut  
project the Rural  
Indigenous Enterprise  
Development project will  
improve economic bases  
for Indigenous  
communities by  
identifying and  
strengthening existing  
local businesses and  
providing on-the-job  
training for young people.**

Participants will manufacture a range of culturally appropriate products promoting Aboriginality and the symbols of Australia to coincide with the Sydney 2000 Olympics and beyond. A key to the success of the program will be the instrumental role the community will play in managing and controlling the project.

Consultations are currently taking place with a range of stake holders including Indigenous community organisations, government agencies, young people, local businesses and Sydney Olympics merchandising personnel to ensure the long-term success of the project. Co-funders for the project are also being sought with initial talks already underway with the potential partners such as The Body Shop.

These projects are just a few of the many programs funded by the AYF. At present many new options are being explored including the establishment of projects in Geelong and Ballarat in partnership with another Australian philanthropic body.

As in all of its activities, the AYF will continue to seek partnerships in the community to promote philanthropy and advocate for social change in favour of young disadvantaged Australians. ■

**Further information:**  
Australian Youth Foundation,  
website: <http://www.ayf.org.au>



*Philanthropy*



# Philanthropic Funds Keep Heritage Seeds Growing

*Heritage Seed Curators Australia hold both the past and future of food plants in their hands - and philanthropic organisations are helping them. Bill Hankin, President of the Society, spoke to Philanthropy about the organisation.*

"Glorious diversity" is how Bill Hankin, President of Heritage Seed Curators Australia (HSCA) describes why HSCA preserves the seeds of heritage food plants. Some are for food, others herbs and still others, such as incense, for rituals. And some, Mr Hankin says, go back as far as ten thousand years.

Today's farming practices are, in the main, in total opposition to the diversity valued so highly by Mr Hankin and HSCA members. "Today," he says, "agriculture has changed to

agribusiness. You'll see 500 metre long dead straight rows of lettuces, all ready to be harvested and shipped on a particular day to suit the market. What's more if we looked carefully we find the same limited set of varieties being grown here as in the UK, Holland, the USA France or Japan. A hundred years ago, small quantities of lettuces were planted at intervals by people growing for their own needs.

They were harvested only as people needed them. The varieties grown reflected these individual needs and were adapted to local soil and climatic conditions."

Now, Mr Hankin says, food plant genetic diversity is threatened and shrinking. Over the last one hundred years, there has been an enormous loss of food plant genetic diversity. The Food & Agriculture Organisation of the UN estimates that 75% of the varieties grown in 1900 are now lost. And while HSCA recognises the demands of the marketplace threatening genetic diversity, it holds strongly to its charter of preserving heritage food plants for the future: grains, fruits, herbs, vegetables and native bush tucker plants.

Those who can remember the brightly coloured packets of Yates seeds, hanging in hardware shops and garden nurseries might like to know that in 1938 the Yates Garden Guide offered over 400 different vegetable seed varieties. Many were unique to Australia. In 1998 only 51 of these varieties are still available and of these only perhaps five Australian Heirloom varieties, valued because they were specifically developed for Australian conditions.

A number of factors contribute to this loss of genetic diversity, Mr Hankin said. Among them are global agribusiness, crop monocultures where a single crop is grown, F1 hybrid varieties which do not "come true" when regrown, and genetically engineered plants are all part of the process of destroying plant diversity.

HSCA is part of the 'Sustainable Agriculture' movement. Most of its members garden or farm organically, permaculturally, or use the 'Biodynamic' methods suggested by Rudolf Steiner in the 1920's for caring for land, soils, plants and food.

One of HSCA's major roles is to maintain and develop a Heritage Seedbank, enabling members to have free access to hundreds of rare heritage seed varieties as well as information about how to identify, grow and conserve heritage varieties.

In the future, Mr Hankin said, the advocacy role of the HSCA will become more important. This is exemplified by the HSCA's role during 1998 when it exposed inadequacies in the Plant Breeders Rights system in Australia. Working with Rural Advancement Foundation International of Canada (RAFI) the HSCA found over one hundred inequitable intellectual property claims were made in Australia under the Plant Breeders Rights Act. As a result of this investigation the PBR Office has recently changed its instructions to PBR applicants. HSCA hopes that these changes will prevent this "Bio-piracy" recurring. ■



Heritage apples and pears: Keeping diversity alive

**Conference: In the first half of 1999 HSCA will hold a conference featuring international speakers. HSCA has received funding from the Sunshine Foundation and the Mullum Trust for the conference.**

**Further information:**

**Bill Hankin, HSCA, PO Box 1450, Bairnsdale, Vic 3875**

**Telephone: (03 5153 1034)**

**Email: han.HSCA@b150.aone.net.au**

**Web Address :www.ozemail.com.au/~hscA**

**Heritage Seed Curators Australia is supported by the Sunshine Foundation, The Myer Foundation, the Mullum Trust, the William Buckland Foundation and the Lance Reichstein Foundation.**

# A Musical Commitment to the Bush

The Sydney Symphony Orchestra regularly tours to regional New South Wales and is committed to providing access to concerts as well as an ongoing program of education-based activities to regional communities in New South Wales.

Despite the costs associated with regional touring, the Sydney Symphony Orchestra remains committed to sharing its unique product with music lovers from across the state.

Following a review of its regional strategies in late 1997, the Sydney Symphony Orchestra identified three priorities for regional programs:

1. To bring a unique orchestral experience to regional NSW;
2. To build on existing educational opportunities provided by the Sydney Symphony;
3. To forge ongoing relationships through regular contact with regional communities.

To address these priorities, the Orchestra developed a triennial touring schedule which focuses on three major activities: touring to regional centres, a development program for talented music students and targeted Schools Concerts by Sydney Sinfonia, the Sydney Symphony's mentoring orchestra.

These programs were formulated from extensive consultation with the people of regional NSW, and build on existing programs in a way which best serves their communities' needs.

This year saw the launch of a NSW State Government initiative that provides funding for the Sydney Symphony to more than double the number of regional touring and activities undertaken each year. The results can be seen in the Sydney Symphony's comprehensive regional schedule for 1999 and beyond.

**Central to the Orchestra's commitment to music education in regional NSW is Playerlink! which provides advanced regional music students with the opportunity to perform orchestral repertoire alongside Australia's leading professional musicians.**

Sydney Symphony musicians travel to regional centres to give a series of intensive tutorials, workshop ensemble playing and instrumental technique over two days.

## 1999 Schedules:

### *Playerlink!*

25 & 26 March (Wagga)  
16 & 17 Sept (MacLean)

### *Sinfonia Schools Concerts*

30 June (Dubbo)  
1 July (Orange)  
2 July (Bathurst)  
25 July (Newcastle)



Sydney Symphony musicians and participants in the Sydney Symphony's Playerlink! program





Sydney Symphony clarinettist Chris Tingay working with two young musicians during the Symphony's recent Playerlink! in Bowral

These workshops also serve as professional development opportunities for music teachers. Many of the local school and private teachers are involved in the master classes and sit in on the 'read throughs' and performances.

The Sydney Symphony's regional touring activities are an integral part of the cultural and social objectives of the Orchestra and it seeks to continue and build on these programs by seeking additional sources of funding.

However, as education and regional touring activities are non-cost effective, the Sydney Symphony is dependent on private and government support to supplement this deficit.

Geoffrey White, Executive Director of the Vincent Fairfax Family Foundation, said of the Foundation's involvement "An important factor in the support being given by the Foundation has been the Trustees recognition of the value of cultural organisations like the Sydney Symphony Orchestra reaching out to regional communities."

The Sydney Symphony Orchestra is also fortunate to have the backing of a generous and loyal group of private supporters for its regional touring activities.

For example, with the help of an anonymous private donor, the Sydney Symphony will hold masterclasses for selected secondary and tertiary students in Dubbo and Orange next year as an adjunct to the Schools Concerts.

**Quite simply, the Sydney  
Symphony's work in  
regional NSW would not  
be possible without the  
generous assistance of  
private donors, the Vincent  
Fairfax Family  
Foundation, and the NSW  
State Government.**

Leslee Sutton and Ivan Ungar are also longstanding supporters of the Symphony. Their personal commitment to Playerlink! over three years enables the Orchestra to forward plan its regional education activities. ■

**Further information:  
Keltie McGoldrick at the Sydney Symphony  
Orchestra on (02) 9334 4629.**

# Ballarat Strikes Gold

By Deborah Hoover\*

The goldfields town of Ballarat in central Victoria is establishing a new community foundation, the first to be developed in rural Victoria. The United Way Ballarat Community Fund conceived the idea in 1997, giving leadership and direction to support the development of the foundation over the last two years.

## United way Support

The United Way Ballarat Community Fund has operated in the Ballarat region since 1983. Over the last 15 years it has distributed more than \$1.3 million to Ballarat's health and human care agencies. Ballarat currently serves as the national headquarters of the eight-member United Way Australia.

**Founded in the United States over 100 years ago, United Way focuses on raising funds largely through payroll deduction plans added to by trusts, private donations and special events.**

Founded in the United States over 100 years ago, United Way focuses on raising funds largely through payroll deduction plans added to by trusts, private donations and special events. The funds stay with the community and are allocated by citizen panels to health and welfare agencies. In 1997, Ballarat's United Way raised a record \$300,000.

While Ballarat's health and welfare agencies are boosted by United Way's fund raising efforts, the Board recognised that needs in other non-profit areas were unmet. It chose the community foundation concept as a broad spectrum funder and voted in 1998 to initiate and support its development.

The community foundation will supplement United Way's health and welfare allocations, as well as reach wider community needs. It is anticipated that The Ballarat Foundation will also serve a convening role in the community, through consultation, collaboration and sharing of information with other funding bodies. Financial resources for the start-up costs have been provided by United Way's small community development budget and a DEETYA grant.

In a feasibility study, 89% of 27 community leaders surveyed expressed enthusiasm for the idea. However, interviewees expressed concern with the relatively small size of Ballarat (85,000 people) and its ability to garner the financial support necessary to develop a foundation. The United Way Board considered all the responses and decided that although Ballarat is small, other factors within the community could overcome these obstacles.

## Viability

The concept of the community foundation developed in Cleveland Ohio in 1914 with the establishment of the Cleveland Foundation. Since that time more than 500 community foundations have been founded in the US. More than 100 of these were initiated with the assistance of US lawyer, Eugene Stuckhoff. In identifying the ingredients for success, Stuckhoff looks for a community with natural cohesion, community spirit and strong leadership. Affluent families and generous business leaders committed to the community are of key importance. Also critical is the support of a significant number of local trusts, banks, legal and financial advisors as well as other funding organisations. The commitment of a long standing and respected community organisation such as Rotary is an additional positive factor. It is beneficial to have a donor's up front support to cover start-up costs as well as



A group of students enjoy an excursion to the Ballarat Community Adventure Playground, built between 20-24 November 1996 by 2000 volunteers from all segments of the community.



a few commitments for initial contributions. Finally, Stuckhoff indicates that sufficient population to support growth is vital. He has qualified this factor by stating that community foundations serving populations of less than 100,000 can be successful if other determinative factors are sufficiently strong. He said that

**..each community foundation must grow out of the unique characteristics of the community, based on its own resources, strengths and weaknesses**

**..Eugene Stuckhoff**

The United Way Board considered Ballarat's civic pride, energy and enterprising community spirit and its advantage in having a strong United Way organisation committed to supporting the community foundation in its early stages.

## Groundwork

Following United Way's vote of support, the next step involved the formation of a Steering Committee to oversee the steps towards formation. Invitations were extended to individuals with backgrounds in law, education, media, banking, finance and business.

Many of the original Steering Committee members have expressed an interest in becoming Board members, once the foundation is formally organised. The DEETYA grant was used to support the cost of a consultant to facilitate Steering Committee meetings, conduct research and initiate community contacts. The consultant also met with representatives of the Queensland Community Foundation, Tasmanian Community Foundation and Melbourne Community Foundation.



Students dress in period costume to experience school life in the mid 1800's as part of Sovereign Hill's creative education program

The Steering Committee now has a structural plan calling for a corporate trustee to manage a trust, the assets of which will be overseen by investment managers and an investment committee. The sub committees are engaged in drafting policies to govern allocations, investments and ethical considerations. Funding areas have been established. The marketing committee is developing a database, an education campaign, a professional advisors kit and an introductory brochure. The geographic boundaries of the foundation have been aligned with the circulation of The Courier, Ballarat's daily newspaper.

Initial explorations for asset development have provided strong leads for building the necessary endowments. The Steering Committee intends to invite the community to match challenge grant funds it hopes to secure. The committee has also received a commitment of temporary pass-through funding to be used in the initial years to make grants and build its profile in the community. The committee has defined the various types of sub-funds it will initiate including a general purpose fund, non-profit endowments, donor-advised funds and field of interest funds.

## The Beneficiaries

When The Ballarat Foundation is fully operational, it will serve the interests of three constituencies. Non-profit organisations (and their clients) ultimately will benefit from additional funding source, increased technical assistance and funding information. Donors will be served by a foundation facilitating philanthropy for individuals and businesses.

**The Ballarat Foundation will improve the quality of life for all Ballarat citizens, facilitating community projects and strengthening community spirit.**

\* Deborah Hoover was the former Community Foundation Project Manager and has returned to the United States. ■

### Contact details:

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e mail: [mbowden@unitedwayballarat.net.au](mailto:mbowden@unitedwayballarat.net.au)

# Nyangatjatjara College

## *An adventurous*

*A secondary college for Aboriginal students based on guidelines designed by parents and students opened on July 21st 1997 at Yulara in the Northern Territory, with philanthropic support.*

**T**he creation of Nyangatjatjara College is a response to the wishes of parents of Aboriginal children from the Yankunytjatjara and Pitjantjatjara speaking people - the Anangu - of the south-west corner of the Northern Territory.

The College model has been developed in consultation with parents in order to eliminate the many social and cultural problems that have arisen when Aboriginal teenagers have been sent to secondary schools far from their homes for long periods of time.

The College, still in its development stages, has a main residential campus, with smaller campuses at each of the three Nyangatjatjara communities. Two home campuses are currently operating. Boys come to the central campus for one month from each of the communities, then return to their homes while the girls come in, turn and turn about. While at home, the students will be taught by teachers based in the home campuses.

The school offers a mix of academic subjects and trade skills in its curriculum, including literacy,

numeracy, manual arts and so on. Distance education techniques including the electronic classroom and the Internet are an important part of the curriculum of the College.

The College is one of the projects of the Nyangatjatjara Aboriginal Corporation, established in 1993 as a response to the Impiyara (ATSIC) Regional Development Plan. The Corporation was created to be a vehicle to implement the social and economic strategies of the Anangu people. As well as the establishment and registration of the College as a non-Government school, the Corporation has also established Anangu Tours as the region's premier cultural tourism company and the largest employer of local Aboriginal people.

The Corporation has also developed a good working relationship with the Ayers Rock Resort Company, which has made a commitment of over \$250,000 towards temporary school buildings for the College, as well as peppercorn rental for 25 years on the school site. A



Nyangatjatjara College Students



*Philanthropy*



## Model

mutual benefit for both the Corporation and the Ayers Rock Resort Company is that future graduates of the College will be equipped for work both as tourist guides and managers. Anangu Tours' work in this area has already been successful in both the employment of Aboriginal people and promoting reconciliation through educational tourism.

The College has created interest in the wider community and volunteers give their time for particular projects, such as the University students who spend time there as part of their recreational studies. Employees from the Ayers Rock Resort Company are regular volunteers at the College, hearing reading and helping teachers and students in other ways.

Principal John Amadio says that although the College is still very much in the establishment stage, it has enormous local support and 1999 is shaping up as a major growth phase. There is a never-ending battle for funding however, and any offers of financial support from philanthropic organisations will be regarded with great enthusiasm.

*Nyangatjatjara Secondary College is 4 kilometres from Yulara and welcomes visitors who ring first to make a suitable time. Ask for John Amadio, Principal.*

Telephone: 08 8956 2555  
Email: nyac@ozemail.com.au

*The Nyangatjatjara Secondary College has been supported by funding from the Sunshine Foundation and The Ian Potter Foundation.*

# Soundhouse Goes Outback in Queensland

A project initiative of SoundHouse Music Alliance (formerly the Brash Foundation) and Education Queensland with funds provided by the Sylvia & Charles Viertel Charitable Foundation. On October 27, 28 1998 music teachers from Coorparoo Secondary College; Bundamba State High School; Pimlico State High School; Kalkadoon State High School; Murgon State High School, and Sarina State High School, participated in a two day professional development workshop and received an Outreach kit for their school. The project is focused on distant education and music making and offers the potential for world wide web links via a modem connection in the kit.



### SoundHouse Outreach Kit

SoundHouse first created the Outreach Kit for those too remote to visit a SoundHouse location or for those for whom travel was impractical or impossible. It is used widely in schools and the wider community for a multitude of purposes and is an invaluable tool for those wishing to experience the magic of music technology in remote areas.

The Kit includes a laptop computer, a musical keyboard, all necessary software and suitable connections.

Further information:

Phone (03) 9689 2362, Fax (03) 9689 9048  
Email: soundhse@ozonline.com.au

# Much More Than A Museum

At Elmore in central Victoria, the H.V. McKay Rural Discovery Centre, Campaspe Run celebrates the social and cultural history of the area and the contribution to Australian agriculture of H.V. McKay, whose early life was spent at nearby Drummartin.

## H.V. McKay, Australian Visionary

Born in August 1865, Hugh Victor McKay was the fifth of twelve children. At the age of 17, Hugh McKay told his father he believed a machine could be built to do the back breaking work of gathering, threshing and cleaning wheat. With his brother John and help from their father, he made a machine from bits and pieces, forging iron parts and shaping woodwork. In February 1884, the little machine, drawn by two horses, stripped, threshed and cleared the grain from two acres of crop. Around 1896, the model later known as the Sunshine Harvester took shape. In 1905, 400 people were employed at Ballarat making the Harvester and in the following year, the factory moved to Braybrook Junction, renamed Sunshine in honour of McKay and his company. Ten thousand Sunshine Harvesters were shipped to the Argentine between 1902 and 1914 and the Sunshine factory grew to become the largest manufacturer of agricultural implements in the Southern Hemisphere, employing 3,000 workers at the time Hugh McKay died in 1926.

A man who cared about his employees, an active churchgoer and a visionary Australian, Hugh McKay provided in his Will for a Charitable Trust. The income from the H.V. McKay Charitable Trust goes to a number of charitable causes, many related to rural and agricultural projects

Campaspe Run is a 'hands on' interactive Centre where exhibits and experiences are integrated to illustrate aspects of the area's social and cultural history. These include a history of the indigenous people of the area, background to the isolated farming communities and examples of farm machinery, among them H.V. McKay's Sunshine Harvester, an Australian agricultural icon.

The Centre features interactive displays, a theatrette, soundscapes and audiovisual archival footage, murals, live animals and active demonstrations of sheep shearing and spinning.

Ideally placed to make the link between history and agriculture, the Centre promoted Campaspe Run at the Elmore District Machinery Field Days, attended by over 42,000 people.

Officially opened in April this year, Campaspe Run has had an enthusiastic reception from locals and visitors alike. Over 4,000 adults and 800 children visited the Centre to participate in a number of social and cultural activities not normally available to them in the community. Local children have participated in holiday programs developed especially to respond to their needs, avoiding them having to travel to regional or city centres.

Among international visitors hosted at the Run, in collaboration with Ag Tour, Northern Territory, was an agribusiness delegation of farmers and decision-makers from South Africa.

In the short time since the Centre opened, its impact on the town has exceeded all expectations, with local business recording significantly improved trade from an increase in the number of visitors to the town. ■



Campaspe Run - H.V. McKay Discovery Centre is open 7 days a week from 10 am to 5 pm and is on the Midland Highway, 50 kilometres

south of Echuca and 50 kilometres north of Bendigo at the junction of the Northern and Midland Highways.

Phone/Fax 03 54 326 646



### Further information:

H.V. McKay Charitable Trust c/o  
Sothertons, PO Box 235,  
South Melbourne. 3205

Campaspe Run, H.V. McKay Rural Discovery  
Centre is supported by the H.V. McKay  
Charitable Trust



# Resource Centre News

Philanthropy Australia's Resource Centre holds a wide range of materials including books, journals, and reports relating to philanthropy, grantmaking, grantseeking and related areas.

Materials are available to Philanthropy Australia Members as well as members of the Resource Centre.

Here's a sample of what we've received recently.

## **Nonprofits and the GST - Don't Sign Anything Until You've Read the Fine Print**

Part of the Queensland University of Technology Program on Nonprofit Corporations, this working paper by Myles McGregor-Lowndes will be of key interest to non-profit members trying to make sense of how the GST could affect their financial health.

## **Giving USA 1998**

Published by the American Association of Fund-Raising Counsel Trust for Philanthropy, the Giving USA Report is the annual yearbook of American philanthropy.

## **International Grantmaking: A Report on US Foundation Trends.**

(A publication by The Foundation Centre in cooperation with the Council on Foundations.)

Includes Grantmaker Profiles, trends among International Grantmakers, the geographic and programmatic focus of international grants made by US foundations and perspectives on international grantmakers.

## **Tully, Jane. Community Foundations Around the World: Building Effective Support Systems.**

This book examines definitions and roles of community foundations around the world, kinds of support community foundations require, whether the

community foundation model is appropriate in emerging democracies and developing countries, and how community foundations and similar organisations can best be supported.

## **Carson, Emmett. Grantmaking for the Global Village.**

Examines a new perspective or vision of globally inspired grantmaking that appears to be emerging among foundations; recognising that the interplay between international and local events requires that foundations actively monitor, identify and respond to international events and trends affecting their local interests. Includes the emergence of globally inspired grantmaking, engaging in public education on international issues.

## **Rion, Michael. Responsible Family Philanthropy: A Resource Book on Ethical Decision making for Family Foundations.**

Encourages examination of decisions made by trustees and staff of family foundations in the light of the distinct ethical identity of the foundations in questions. Designed to fulfil a number of purposes, this book includes an introduction to the range of ethical issues in family foundations, a reference guide on specific ethical issues, a discussion starter on issues for trustees, and resource material for a board retreat and for developing a foundation policy on ethics.

## **Family Foundations: Now - and Forever?**

(Paul N. Ylvisaker)

Examines questions of intergenerational succession in family foundations, including case studies.

## **Organising Corporate Contributions: Options and Strategies.**

Designed to help corporations that are in the process of formalising their giving programs by addressing start-up

considerations, including organisational options, the role of planning, structural options, grantmaking basics and internal/external communications.

## **Community Foundation Competency Guide**

(Council On Foundations)

A professional development tool geared towards providing resources for learning basic skills and improving existing levels of expertise of community foundation board and staff members.

## **Patterns of Cooperation Among Grantmakers**

(Alice C. Buhl)

An in-depth study of cooperation among grantmakers, intended as a tool designed to help funders understand and participate in cooperative efforts. Consists not of quantitative data about the extent of cooperation among grantmakers, but rather information on current practices, collected from interviews with grantmakers who have had experiences with different forms of grantmaker cooperation.

## **Grantmakers Technology Report**

(Council On Foundations)

This report on the use of, and access to, communications and computing technology by grantmakers is intended as a guide for board members and staff interested in the use of new technologies, as well as allowing grantmakers to compare their technology use to other grantmakers of the same type.

# The Community Service Sector as a Market Place: Part 1

*How Philanthropy can help voluntary organisations through the change.*

*This is the first part of a two-part article by Helen Morris, Executive Officer, The Sidney Myer Fund and Director, Bokhara Foundation. The second part will be published in the next issue of Philanthropy.*

There are many arguments for and against the current changes in the way governments fund community services in Australia. It appears that we must inevitably follow the pattern of changes as they have taken place in England, New Zealand, and the USA, and to a certain extent, in Europe. Some community organisations are questioning whether we have learned from other countries anything about the social and, ultimately, the economic impact of these changes. Others see the reduction in government intervention in direct community welfare service provision as presenting exciting new possibilities and partnerships.

This article documents some of the early anecdotal responses that philanthropic foundations have reported in their contact with the community sector and identifies ways in which philanthropic foundations might assist non-government organisations to adjust.

**The contemporary push of Australian governments towards privatising or contracting out of human services is underpinned by the economic argument that the marketplace alone determines efficiency and productivity.**

A popular tenet is that the private sector is more efficient than public bureaucracy and that use of the business model in the community sector creates greater efficiency and productivity. It follows that smaller government is more efficient and, if it has less influence over the marketplace, will create its own efficiencies and productivity. Just as the Commonwealth regards tax reform as important to reducing distortions in the economy, it also views minimal intervention in the community sector as determining quality services, as the consumer will seek out the best. Inefficient organisations will lose customers and die at the hands of competitors. As they apply the brakes on community service spending, governments are determined to increase efficiency rather than cut assistance to those most in need.

There has been little formal monitoring of the applicability of what is fundamentally an economic theory to social policy and practice, although the 1998 House of Representatives Inquiry report "What Price Competition" does express concerns about competition and may effect some drawing back from wholesale marketisation of the community. **Victoria has led the way into the new welfare market concept and, while other State governments have been attracted to the use of contracting as a key to service improvement, they have been more cautious:**

"There is a mounting body of public policy" literature indicating that the not-for profit and community based nature of community services make it a "quasi-market where the economics of commercial contracting cannot be completely or directly applied without considerable risk."

**The language is changing to fit the human service sector to the market model.** Although the term service consumer has been around for a long

## Community

**The impact of government reforms on Victorians and their local communities**



**People Together Project**  
SHAPING VICTORIA'S FUTURE



People Together Project, Shaping Victoria's Future

## Philanthropy



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time, governments now purchase services and non-government organisations are selling their services on behalf of their customers.

Contracting out government services is not new. Aged and child care, education, public housing, have all previously been provided by non-government organisations, with recurrent government support. The Children's Protection Society had statutory powers and operational funding to provide State child protection for many years. But in recent years, extension of this concept into services previously regarded as only deliverable by government has raised alarm about quality of service and regulation.

During the 1970s a revolutionary relationship grew between the community and government under programs like the Australian Assistance Plan. The Commonwealth, followed by the States, invited the community to tell government what were its needs and offered funds to initiate development and correct social disadvantage. Based on the premise that "the community knows best", this led to a boom in grass-roots campaigns, advocacy and self-help, and volunteer-rich organisations, funded by government to do what their clients perceived to be needed. Government grants and recurring funds were usually allocated in response to submissions from non-government organisations, often after a philanthropic foundation funded a pilot project that demonstrated its value. This costly general budget approach to the community is declining although there are still pockets supporting new or ongoing work by a specialist organisation, under specific budget allocations such as arts funding programs and, in Victoria, the Community Support Fund. Government is more likely to provide for services that fit its own

policy and contract out on the strict budget allocation for the service. The delivery of welfare services in the State is increasingly via competitive tendering processes.

Early development of Australia's national competition policy occurred under the Labor Government and it was further developed and formalised by the current Liberal government via the 1995 Council of Australian Governments (COAG) agreement. This has led to changes in ways of funding the community sector, which have been taken further by current governments.

To reduce spending, governments are now promoting alternative sources of support in an attempt to spread the responsibility for community beyond the tax funded welfare system to business and private philanthropy on the basis of this being their civic responsibility. "Partnerships" with business and philanthropy is the current topic of public debate, particularly since Philanthropy Australia initiated discussions on the topic with the Prime Minister, in June 1997.

Another way that government supports non-government organisations is through direct purchase of goods such as publications, equipment and training programs. This is now most likely to be on the basis of tendering.

**The most pervasive and controversial change in government funding services is its increase in awarding contracts on the basis of competitive tendering. The winners are contracted on the basis of their output. Organisations involved in this system are reporting that it rarely allows for funds to conduct research or evaluation and any of the "quality" components of service delivery.**

Compulsory competitive tendering was legislatively introduced to give momentum to the application of competition policy. In Victoria the Government decides on the policy

within which it will purchase a mix of services within a budget and requires local councils to subject 20-50% of their expenditure to CCT over the first three years of its implementation. Some councils have excluded family and welfare services from CCT because of the difficulty of building performance targets into an area that is essentially immeasurable. This form of transferring the delivery of services from public offices to private contractors has taken place largely in the government health and welfare services across Australia.

There appear to be few government programs assisting community organisations during the transition period. **Some organisations reported that they first heard the term competitive tendering when they received the letter about their government funding being shut down.** Many have been caught unprepared for the changes and find themselves without funds and no strategy for survival. Others have foreseen or have been forewarned and taken measures to prepare. There are some examples of government help to restructure or redirect programs to fit with the new ways, but these appear to be ad hoc. In Victorian Human Services there has been provision for "hump" funding to assist key services needing to adjust to new contract requirements.

## **How Community Organisations are Reacting**

Community organisations with strong forward financial planning structures and forewarning of the new system have been adopting business and market principles to ensure efficiency and service, such as forward planning, downsizing, mergers. These have tended to be the larger organisations, which due to their size have taken on staff and

# The Community Service Sector as a Market Place: Part 1 (cont)

board members with financial expertise. Many have moved very quickly into partnerships and inventive fund raising such as cause related marketing and there are many organisations and consultants offering information and training on creative sustainability. Nevertheless entrepreneurship has not always been consistent. **There are still charitable organisations holding millions of dollars in low yield investments, with little concern about their lack of business-like approach to financial management.**

Instances of organisations not adapting and closing down because of lack of support from government funds are known and, while some of these may be natural adjustments to duplication or irrelevance, there is some anxiety that other organisations which have vital roles in the community will not accept the requirement to become more business like and then will die. Self-help organisations are justified in believing that they exist because of their expertise in self-help and that a small amount of funding allows them to do just that, so why interfere with this process by introducing the bureaucracy required by competition for funds? **Small organisations do not**

**always have executive officers and skilled people or funds to undertake complex funding proposals and monitoring of outcomes and evaluation.** Victoria's loss of Macaulay Enterprise Network which had to make hard financial decisions to close marks the end of a remarkable, truly consumer driven enterprise, unable to compete in the hard-nosed way necessary to survive.

Many organisations fear that competition is causing them to abandon a generally cooperative approach and replace it with one of secrecy and reduction in collaborative alliances. On the other hand if the resources are there to do the groundwork, there are new opportunities for collaboration, particularly in rural areas. One of the downsides of applying business to community funding is the "commercial, in confidence" practice. One grant seeking organisation refused to give the organisation's financial statements to The Sidney Myer Fund because of "sensitive" contracts in their region and fear of jeopardising their position.

**There is concern that community organisations are changing core functions to fit output requirements of government contracts.** They may cease to care for the most difficult clients who do not reach performance targets stipulated in the tender. Employment services are a notable example, where the potentially lucrative contracts do not allow for the inevitable failures in gaining employment for those long term unemployed people who are effectively unemployable due to social or health disadvantage. Contract monitoring in human services is very complex and therefore more costly compared with the simpler monitoring of say, garbage services. Consequently local government provision of social welfare programs has reduced considerably. This was one of the factors which influenced The Stegley Foundation to



Save the Moe Hospital Group, People Together Project



dedicate much of its funds to providing local community development support to build up that sense of community that grew with local government services. The Reichstein Foundation's Rural Grants Program also has in mind the need for local involvement.

There is concern about the accountability of private providers of government services, particularly when the provider can be two or more steps removed from the purchaser. Many of the new arrangements do not have clear lines of responsibility, nor appeal mechanisms. The gap between providers and recipients can be too wide for their real needs to be relevant and responsive. A hospital can have several layers of contractors, rendering their responsibilities for patients very complex.

**Some voluntary organisations are now like quasi-government departments, funded on the basis of their fit with government policy.** In Victoria there are instances of government attempts to legally secure this fit by making funding conditional upon the funded organisation agreeing not to comment on government policy. There is a sense in which formerly voluntary organisations then become paid agents of the government thus testing their loyalty to constituents. It is conceivable that their connection with constituents is altogether lost. Whether intended or not, this is an effective way of stifling innovation and silencing opposition. Likewise, formerly small, diverse organisations working for similar purposes are forming into "mega charities" to give them greater assets and human resources to compete for contracts. Some churches are an example of huge organisations with corporatised market oriented administration arising from a myriad of flexible, responsive, smaller organisations. Foundations are commenting that the relatively small

grants philanthropy can offer some of these organisations are drops in an ocean and make little difference to their ability to remain in touch with the community they serve. One family service board member told The Sidney Myer Fund:

"After a big campaign, we received 100% funding in the first year after tendering was introduced by the State. But we had to use our own funds to research, innovate and keep in touch with our clients. Since then, costs have increased but our income hasn't, so we are drawing on reserves and public appeals to effectively do government work. With a budget of over \$6 million we value-add to the tune of \$500,000. The government has shifted more work onto us without increased funding and it prescribes what we do without any feed back mechanism through traditional avenues like research or Ministerial advisory positions"

Reduced government has had parallel reduction in expertise, so often those who are responsible for contracting out are less experienced than those who have been providing the service. The self help group Parents Anonymous (PA) was defunded in 1998 because the relevant department saw a new Parent Line doing all that PA offered. This showed little understanding of the difference between advice and referral packaged into "units", and the urgent counselling needs of parents who harm their children. Many need support to be anonymously available any time of the night, for several years. **Contracting demands uniformity and reliability, not the flexibility and responsiveness which marks a good community service like PA.** A further issue is the potential for health funding based on unit costing to skew hospital admissions in favour of the straightforward neat medical conditions as against complex, less

defined conditions. Prevention is not fitting in well with contracting and it appears that health organisations now have less funding for "immeasurable" prevention programs which may only reap benefits in the distant future.

**An interesting phenomenon is the increasing involvement of commercial operators entering traditionally "welfare" field of operations and competing with not-for-profits.** The Sidney Myer Fund has had approaches from commercial businesses such as nursing homes and employment agencies for grants, to give them a competitive edge in tendering for government contracts, on the basis that their service will be beneficial to their customers.

In the USA, conferences on child-care are attended by multinational company executives who include child care enterprises in their business portfolios. The pool of private consultants growing from public service and business redundancies is well placed to know where to earn income from government contracts. A Sydney based community chest organisation developed an excellent model of mutually beneficial partnership with a global funds management company to source donors for their recipients, providing services to the company as well as their recipients, but it is now under threat by a business entrepreneur who saw an opportunity to set up his own business doing the same thing. ■

**Part 2 "Is there a role for the organised Philanthropic Sector?" will appear in the next issue.**

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**Philanthropy Australia** is the umbrella body for major grant making private, family and corporate trusts and foundations in Australia.

Established in 1975 the Association represents the diverse interests of its members to government and the community.

An extensive range of programmes and services are offered to members. Specific activities include:

- A resource library of local and international information
- Regular discussion groups/workshops for members on issues relevant to philanthropic or trust operations
- Assistance to individuals and corporations planning to set up trusts and foundations
- Monitoring legislative activity

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