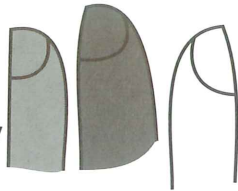


SPECIAL SECTION:
MULTICULTURAL
PHILANTHROPY

Summer 1999 (41)

Philanthropy





Special features

This edition contains an eight page section on multicultural philanthropy, pages 12-19.



Research issue

Stay tuned for the still-upcoming edition on research in philanthropy. Currently a work-in-progress, this bumper edition is being guest-edited by Dr Diana Leat, British scholar and Philanthropy Australia's inaugural visiting Research Fellow.

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Front Cover: "Melbourne 1998-1999," a view of Melbourne at the end of the millennium by Jan Senbergs. Graciously donated by the Gualtiero Vaccari Foundation in recognition of the services provided to the Italian Community by the State Library of Victoria. The original is on permanent display at the State Library of Victoria.

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From the President

In February 2000, the Council of Philanthropy Australia will meet for a full day to consider Future Directions for the organization.

According to its constitution, the major objective of Philanthropy Australia is "to advance philanthropy". It is this mission which inspires and drives us as members. The Council will explore how best we can fulfil this mission.

Here are some of the questions we will be asking.

On which sectors of the community should Philanthropy Australia focus? Large foundations? Small foundations? Trustee companies? Corporations? Community foundations? Individual philanthropists? Wealthy individuals who are potential philanthropists? What is the present and potential contribution of each sector to advancing philanthropy? How can we, as an organisation "add value"? Is our board structure appropriate for the organisation we want to be?

What activities should Philanthropy Australia undertake? Currently our major focus is advocacy (to government, to the media and to the community). We also undertake activities to build the capability of grant-makers and grant-seekers through education, training and the resource centre. We provide advice on a paid and an unpaid basis to members and would-be

philanthropists. Should we extend or limit our services? Are we undertaking activities that could be better performed by other organizations?

How do we ensure the financial viability of the organization into the future? What should be the mix of revenue from membership fees, earned income, and government funding? Are our current membership categories and fees appropriate?

How can we protect the integrity and reputation of the philanthropic sector? What standards of accountability and transparency should we encourage in our members? Should they differ between professionally managed foundations e.g. trustee companies and independent foundations? Is our obligation to protect the interests of our members, the broader philanthropic sector, or the "common good"? As a peak body, how do we reconcile the sometimes conflicting interests of our members? And finally, how do we ensure our growth as a truly national organisation?

These are difficult but important questions. I would be delighted to hear the views of our members and other stakeholders, which will assist the Council establish policies and priorities to continue the momentum of the last few years into the next century.



Eve Mahlab AO

From the Executive

This is the final edition of *Philanthropy* to bear the date nineteen hundred and something. Sweeping statements about the millennium past or the one about to dawn are perhaps a little hackneyed, yet noting symbolic moments in time is a necessary and worthwhile activity. Formal philanthropy through charitable trusts has been functioning in Australia for just over one hundred years, and the winds of change are gaining momentum. Foundations are proliferating, new types of partnerships are being forged, and Philanthropy Australia itself is moving into new avenues of activity.

Of particular significance is our strengthening partnership with government. The Federal Government has agreed to provide the services of a senior public servant to Philanthropy Australia for a minimum period of six months. This initiative is the result of the government's commitment to extending business-community-government partnerships, and specifically to help investigate the concept of a Centenary of Federation foundation. I am delighted to welcome Ms Sylvia Admans, who has been seconded from the Department of Family & Community Services to work with us on these and other projects.

Beyond the federal sphere, we continue to develop international links. These help keep our members in touch with innovations and ideas

Director



from Europe, Asia, the Middle East, North and South America. While social conditions, regulatory frameworks and taxation systems vary considerably between continents and nations, we can still gain a lot from information exchange. Often we in Australia have as much to offer our fellow foundations and associations internationally as we have to gain. Esther Lethlean has recently returned to Philanthropy Australia after undertaking an internship with the European Foundation Centre in Brussels (see p 33). Fellow staff member, Carole Fabian, participated in the EFC Tenth Annual Conference held in Berlin along with members Sylvia Geddes of ANZ Executors and Trustee Co. Ltd and Suzanne Cavanagh of the Cancer Foundation of Western Australia (see p 11). Council Member, Dur-e Dara travelled to the Phillipines to take part in the CIVICUS conference.

Helping to shape the debate of course also continues at home. Philanthropy Australia was represented by past president Ben Bodna at the Regional Australia Summit recently convened in Canberra by Deputy Prime Minister, John Anderson (see p 24). The Prime Minister announced a \$14.5m commitment to the Foundation for Rural and Regional Renewal, an initiative of the Sidney Myer Fund, through a centennial gift to rural communities. This is

another example of the almost invisible yet pervasive hand of philanthropy helping to shape the public agenda!

Both the rural and 'federation' foundations are examples of the newest development in organised philanthropy – community foundations. Such foundations serve the dual purposes of providing venture capital for innovative projects, and providing a vehicle for direct community involvement in its own development.

Community foundations add maximum value to the contributions of people who are not necessarily wealthy. Just as family foundations have been described as the 'glue' which bonds family members in a common cause, so too do community foundations help directly in building communities through shared giving.

One community which I believe could be strengthened through working together is the Australian non-profit sector. Philanthropy Australia hopes to play a key role in the coming year in bringing together the major non-profit peak bodies and starting a dialogue. Just as trusts and foundations are necessary to fund creative, risky projects, non-profit organisations are necessary to maintain direct links with community action and needs at the grass roots level. Together, they develop and deliver models that haven't been tried before. The partnership between foundations

and community organisations is already there. It makes sense for us to try to co-ordinate a full not-for-profit dialogue, and development of a common set of objectives. There is enormous strength to be gained from working together.

It is not the place of either philanthropy or community organisations to assume the tasks or obligations of government. Working in partnership, however, the non-profit sector has an enormous contribution to make in the field of developing innovation in policy development and service delivery. We can find the holes in the system, work with the disenfranchised and those at the margins (be they the margins of disadvantage, creativity or research), and bring such work to government attention.

The achievements of Philanthropy Australia, like those of many of its members, often go unnoticed because we 'grade the road'. We forge new roads, then allow others to travel them. As more and more people walk along the road, the once-rough surface becomes smoother and eventually taken for granted. Nobody quite remembers a time when the road wasn't there. We look forward to more 'road grading' in 2000.

Seasons greetings and a peaceful summer to all our members and readers.



Elizabeth Cham

NEWS AND VIEWS

Prime Minister's Round Table reconstituted

In March this year, the Hon. John Howard MP announced the establishment of a new body to foster partnerships between business, government and the community, as well as to promote philanthropy in all its forms.

This follows on from the round table meeting of business and community leaders held in March 1998, to explore ways to build stronger community partnerships and to cultivate a greater philanthropic tradition in Australia.

The Prime Minister's Community Business Partnership, chaired by Mr Howard himself, comprises eleven prominent Australians, including four of the original 'round table' members.

The members are:

Elizabeth Cham (Philanthropy Australia)

David Gonski (Wentworth Associates)

Patrick McClure (Mission Australia)

Fergus Ryan (Arthur Andersen)

Archbishop Peter Hollingworth

Reverend Dr Gordon Moyes (Wesley Mission)

Richard Pratt (Pratt Foundation)

Robert Gerard (Gerard Industries)

Marina Darling (CapoNero Group)

Jim Kennedy (Queensland Investment Corporation)

Tony Howarth (Challenge Bank, Western Australia)

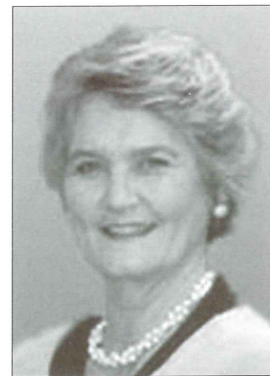
The new body collectively offers a wealth of experience and understanding of community needs, innovative philanthropy, as well as business and financial perspectives. It will play an important role in brokering major philanthropic and partnership efforts.

The Prime Minister has stated that he looks forward to working with the Partnership to build a stronger philanthropic culture in Australia, and a social coalition capable of encouraging greater personal responsibility and a more civil society.

Info

i: partners.facs.gov.au

Round Table members (left to right) Elizabeth Cham, Richard Pratt, Reverend Dr Gordon Moyes and deputy chair the Hon Senator Jocelyn Newman.



Reproduced from "The Australian."

Ian Roach retires as chair of Buckland Foundation

On December 1, Ian Roach presided over his final meeting as Chairman of Trustees of the William Buckland Foundation.

For the past fifteen years, Ian Roach has been an inspirational chairman, and under his leadership, the William Buckland Foundation has grown, not just in the extent of its giving but in scope and impact.

The Foundation has developed into one of the most thoughtful and

innovative private grant-making bodies in Australia. Under his guidance, the trustees have demonstrated a full appreciation of the potential of strategic philanthropy, of directing grants in a way that has maximum impact, and in a way that can actually change policy and practice. Such grant-making is based on the understanding that money alone does not change social conditions, but when directed by and to those

with energy, commitment, skill and expertise, huge shifts can be achieved.

These achievements are worth celebrating, and Ian Roach's contribution particularly so. A special function for Philanthropy Australia members will be held next March in honour of Ian Roach. Stay tuned for more details.

Dame Elisabeth Murdoch Launches Health Video Series

On August 5, more than 200 people attended when Dame Elisabeth Murdoch launched the 'Speaking from Experience' video series in the Melbourne Room of the ANZ building at Queen St, Melbourne. The morning function was sponsored by ANZ Funds Management and Charitable Trusts.

The 'Speaking from Experience' video series is a unique health resource, providing information about the human and emotional aspects of serious illnesses, chronic conditions and medical procedures. Each program features a number of people speaking about their own experience of dealing with the condition or procedure under discussion. The videos provide support and comfort for the newly diagnosed, their carers, family and friends.

As Dame Elisabeth observed in her remarks, 'Nothing is more important to families than good health and quality of life. And when a serious illness strikes someone they love, they are often at a loss to understand what that person is going through, physically and emotionally. This kind of vital information can only come from experience.'

The first series of twenty videos comprises titles dealing with a range of conditions, including Heart Disease and Surgery, Stroke, Cystic Fibrosis, Arthritis, Bowel and Prostate Cancers, Alzheimer's Disease and Other Dementias, Epilepsy, Motor Neurone Disease, Multiple Sclerosis, Huntington's Disease, HIV/AIDS and others. More titles are planned for the next

twelve months, including three in the area of mental health.

Dame Elisabeth's speech made reference to the range of conditions covered and noted that, 'For each of the conditions it addresses, 'Speaking From Experience' has the support of the relevant health support organisations, who will also benefit from sales of the series. In this respect, the series has been produced in the spirit of philanthropy for which Australians are renowned.'

Info

p: 1800 60 33 33

i: www.speakingfromexperience.com.au

- The series is the initiative of Melbourne film and TV company Tribal.

Centre's 10th Anniversary

The St James Ethics Centre this year celebrates its tenth anniversary. Among its milestones are the provision of a national freecall telephone counselling line in 1993, supported by Telstra, the launch of the Vincent Fairfax Ethics in Leadership Awards in 1994, the first City of Melbourne Lord Mayor's Ethics Round Table in 1997 and in

1999, a breakfast with the topic 'Does Good Ethics = Good Business?' discussed by philosopher Peter Singer and Rob Ferguson, Managing Director of Bankers Trust Australia. In a contribution to the 10th Anniversary newsletter of the Centre, broadcaster Phillip Adams wrote: "Ten years ago 'business ethics' sounded even more oxymoronic than 'military intelligence'. But after Simon Longstaff's quixotic battles against the evils of greed and moral turpitude, some ground has been made".

Info

The St James Ethics Centre

p: (02) 9299 9566

f: (02) 9299 9477

- Ethics Helpline 1800 672 303

National CommunityLink Awards

The 1999 winners of the National Australia Bank CommunityLink Awards recognising volunteers working in not-for-profit groups across Australia were recently announced in Melbourne. In Environment, Conservation and Heritage, the national winner was CERES Community Environment

(continued overleaf)



Ms Tina Jones, Managing Director Tribal, and Dame Elisabeth Murdoch at the launch of the 'Speaking from Experience' video series, August 1999. Photo courtesy Dennis Whisken.

NEWS AND VIEWS

Park, Victoria; the Sport and Recreation winner was Bicycle SA; the Art and Culture award went to 4 BAY FM Community Radio in Queensland; Emergency and Safety Award to the Craigieburn Fire Brigade, Victoria; the Health winner was Mental Illness Education ACT and in the Community Service category the national winner was Darwin Area Housing Association.

Info

- Visit the website for a full list of all state and national winners.

i: www.national.com.au/about/816.htm

p: 1800 807 121

goodcompany encourages 'giving back'

Leading Member Pratt Foundation recently gathered together some 150 young high achievers to discuss a new pilot program 'goodcompany' – a web based project designed to inform and invite young professionals to contribute to society and the community.

The concept, developed by a board of leading Melbourne young professionals (amongst them members Kate Kennedy of the Pratt Foundation and Daniel Besen of the Besen Family Foundation) and seed funded by The Pratt Foundation, gives like minded individuals the opportunity to learn more about involvement with the not-for-profit sector.

'The web program,' as explained by goodcompany board member and JJJ personality Francis Leach, 'displays a wish list where non-profit groups nominate the skills or materials needed and lists some great stories of people who have done things big and small which have made their community a better place.'

The record number of hits on the website registered following the October 14 launch is proof that the pilot is 'going places'.

Info

i: www.goodcompany.com.au

- Funders interesting in extending the program should contact Kate Kennedy p: (03) 9921 7139
- Community groups should email to register needs: goodcompany@goodcompany.com.au

Ian Potter Music Commissions

The inaugural Ian Potter Music Commissions have been awarded to four Australian composers: Martin Friedel, Damien Ricketson, Kate Neal and Dominik Karski. A panel of judges, comprising Michael Kieran Harvey, Merlyn Quaife, Nigel Westlake and James Murdoch, had the rigorous task of selecting these four composers from among a list of almost eighty applicants - an enormous interest sparked in the first year of the program.

Kate Neal, a young composer currently completing a course in Composition and Arrangement

within the Jazz Department of the Conservatorium of Amsterdam, is to write a 60-minute piece for two Melbourne-based ensembles, Bucketrider and DeFLOCKeD.

Dominik Karski, a young Western Australian composer, will write a work to be performed by Sydney-based ensemble Coruscations focussing on sound as a resource of "emotional textures", inspired by Donatoni's *Etwas Ruhiger im Ausdruck* and the 2nd movement of Ligeti's *Trio for Violin, Horn and Piano*.

Martin Friedel is a well-established Victorian composer who has received this commission to compose the third and final piece, *Cities of the Mind – Cantata*, in a series of three cantatas dealing with the spiritual, moral and emotional aspects of science. It will be performed at Gasworks Theatre and Park in collaboration with the ASTRA Chamber Music Society.

The fourth recipient of the 1999 Commissions is Damien Ricketson, who is to compose a piece investigating the interplay between three string groups, each of which will represent a unique perspective on a common musical gesture or



The good people of the goodcompany board including Heloise Waislitz (second from right), Chair of the Pratt Foundation.

narrative. This work will be performed by the Australian Chamber Orchestra in late 2000.

The Ian Potter Music Commissions were announced on Monday 6th September, 1999 at the Ian Potter Museum of Art before a gathering of artists, members of the arts community, business people, journalists and representatives of a number of foundations.

Responding to shareholder needs by investing in culture

Stakeholders are changing the rules and expecting companies to be more socially responsible, according to Macquarie Bank's Executive Director, Warwick Smith.

"Within a space of ten years, the number of shareholders and stakeholders in businesses have expanded dramatically and have changed attitudes significantly", Mr Smith said at a national pARTnership conference in October, held by the Australia Foundation for Culture and the Humanities (AFCH).

At the conference, business leaders received Cultural Investment Champion Awards for their



Warwick Smith
Executive Director, Macquarie Bank



Winners of the Cultural Investment Champion Awards, October 14, 1999.
Left to right: Peter McGauran, Minister for the Arts and Centenary of Federation; representatives of Corrs Chambers Westgarth, Westpac Banking Corporation, Berri Limited, Siemens Limited, Rio Tinto, Deloitte Touche Tohmatsu; Richard Pratt, Chairman of Visy Industries, and; Winsome McCaughey, Executive Director of the Australia Foundation for Culture and the Humanities.

partnerships with organisations from the AFCH Cultural Products Menu.

The AFCH aims to increase private sector support for arts and culture and Mr Smith was speaking about corporate social responsibility within the conference theme of the business case for arts partnerships.

"Corporate social responsibility incorporates philanthropy, marketing, sponsorship, culture, family, community, and public policy. Arts and culture are included within the broader concept of developing social capital in the civic society", he said.

"Arts and culture is a window into our lives and our civic society and leads us to a better understanding of ourselves."

The conference was the first of a series of events being held by the AFCH in capital cities late this year and early next year in Melbourne, Sydney, Brisbane, Adelaide and Perth.

The Foundation is encouraging companies to develop their own business case for investing in arts partnerships by using a guide that was developed in consultation with international accounting firm Arthur Andersen. It demonstrates how to derive commercial returns from a cultural partnership investment, including meeting social responsibility obligations.

Ron Walker was recently appointed chair of the Foundation. Mr Walker is well-known for his fund-raising skills and has been a trustee of the National Gallery of Victoria for four years.

Info

- See article p 22
- For a copy of the *Business Case for Cultural Investment Guide*, please contact Adrienne Boyle:
p: (03) 9207 7036
e: boylea@afch.org.au
i: www.afch.org.au

(continued overleaf)

NEWS AND VIEWS

New project to develop grant makers' charter of governance and responsiveness

Philanthropy Australia has joined researchers from Deakin University's Centre for Citizenship and Human Rights in a new project to develop and evaluate a charter of governance and responsiveness for the philanthropic sector.

This project aims to develop a charter reflecting the needs and aspirations of Australian grant makers in light of international practice. It will also evaluate the charter's pilot use. The project will use action research techniques to include grant makers as full partners in the project. The researchers will contribute knowledge of international practice, and will facilitate focus groups and other exchanges so that grant makers can assess current models, and develop and evaluate their own charter.

Dr Michael Muetzelfeldt and Dr Sue Kenny from Deakin University have been awarded funding for this two-year project through the Commonwealth government's Strategic Partnerships with Industry – Research and Training (SPIRT) scheme, and Philanthropy Australia is contributing key components of the project as the partner organisation. This follows the SPIRT grant awarded to the same team last year, which is funding PhD candidate Anthony Hooper to do doctoral research into strategic philanthropy.

Info

Michael Muetzelfeldt
p: (03) 9244 3871
e: muetzel@deakin.edu.au



Charles Handy, social philosopher

The Golden Age of alchemy

Charles Handy was in Melbourne on Tuesday 23 November 1999 to speak with a large audience at the Melbourne Convention Centre. He was brought to Australia by the Macquarie Graduate School of Management and was promoting his latest book *The New Alchemists*.

Before drawing on examples from *The New Alchemists* he took time to explore some notions to do with philanthropy. He spoke of Victoria as having had a Golden Age when people with foresight preserved some of their wealth for the future and that technology offers a new Golden Age because of the phenomenal wealth it produces.

He used Tim Berners Lee as an illustration of someone, as the inventor of the World Wide Web (www) in 1993, who created something that no one owns but is for the benefit of all. This was the action of a generous and forward thinking person. 'Without people such as this, there may be a danger that capitalism can destroy society if the wealth is not spread around' Charles Handy said.

His hope is that technologists will be the new philanthropists. He asked the question 'What will they do with their wealth' as the industry

they are in does not create a trickle down effect with creating employment.

He noted the trend of paying in equity rather than salary and hoped that this may lead to a greater democratisation of corporations. Many corporations have wealth in excess of the GDP of countries such as Italy and Cuba and even the State of California.

He admitted these were scary times!



Dr Charles Lane, CEO The Myer Foundation

International Links

The Myer Foundation hosted a very productive weekend meeting of grant making foundations in Asia on November 20 in Melbourne.

The Australian contingent included the Asialink Centre, the Myer Foundation and Philanthropy Australia. This was the third in a now annual forum previously held in Tokyo and Taipei and provided a chance for participating foundations from Japan (Toyota Foundation, Sumimoto Foundation, Japan Foundation Centre), Taiwan (Himalaya Foundation), Hong Kong (Oxfam) and Australia to forge international links and initiate collaborations.



European Foundation Centre annual conference, Berlin

On November 9 1989 the Berlin Wall was dismantled, and two Germanies became one. Partly as a response to this and other remarkable changes sweeping the continent, a group of prominent philanthropists established the European Foundation Centre as a central resource for grant-makers throughout the world with an interest in Europe.

Ten years later, Berlin celebrated the anniversary of its reunification and in the same city, the European Foundation Centre convened its Tenth Annual General Assembly and Conference.

I was privileged to be able to attend this conference on behalf of Philanthropy Australia. There were over 400 delegates representing grant-making foundations (private, corporate and community), peak associations of grant-makers, and other non-profit organisations and charities from thirty European nations, as well as South America, North America, the Middle East and Asia. Also attending from Australia were Sylvia Geddes of ANZ Executors and Trustee Co Ltd and Susan Cavanagh from the Cancer Foundation of Western Australia.

The theme of the Conference was "Civil Society – Learning from One Another". Interestingly, there was no debate about the nature of 'civil

society', and many speakers worked from the assumption that any activity not initiated or run by the state was intrinsically good and worthy of encouragement. I personally would have appreciated some opportunities in the conference program for more challenging discussion of this fundamental issue.

For me, two of the six workshops I attended stood out as highlights. The first was entitled "Encouraging and Supporting New Donors", which show-cased the dynamic work of community foundations in Silicon Valley and North Carolina (no they're not in Europe, it's true). Both foundations have shifted their focus from the projects they fund to the donors themselves, defining themselves as 'donor service' organisations. They have been enormously successful in attracting new, young and thoughtful donors to a lifelong commitment to philanthropy.

The session on "Research on Philanthropy" provided the closest to an intellectual evaluation of philanthropy and foundations. Filip Wijkstrom from the Stockholm School of Economics suggested that civil society was not per se a good or a bad thing, but something to be examined through further research. He also called for an analysis of the impact made on the culture of

Eastern Europe by wealthy foundations.

Cathy Pharoah of the Charities Aid Foundation in the UK presented the results of her research on foundations, which challenged the notion of great diversity in private grant-making. She posed the questions: Who makes the granting decisions? How do they determine priority areas? To what extent do 'fashionable' causes win the grant dollars over other needs? And, why is there such a distinction made between core and project funding?

Rupert Strachwitz of the Maecenas Institute for Third Sector Studies asked the question, "Are foundations suitable agents of change?" These issues were by far the most exciting and challenging raised.

Overall, the EFC Conference provided a unique opportunity to learn something of this huge, busy world of international philanthropy. It is certainly full of dynamism, creativity and passionate commitment, and it is important that Philanthropy Australia remains a part of the global network.

Info

For full details of the conference program:

i: www.efc.be



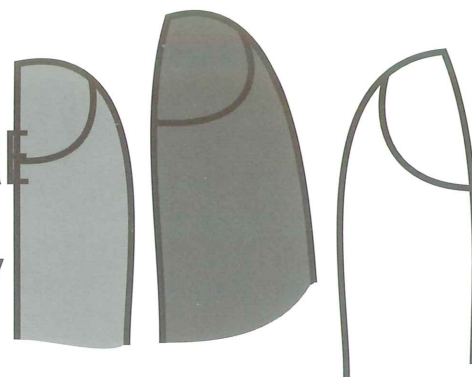
Carole Fabian



Left: European Foundation Centre secretariat; right: panelists at the EFC annual conference.

SPECIAL *PHILANTHROPY* FEATURE

Multicultural philanthropy



A laboratory of ideas: managing diversity in Australia



Hass Dellal, Executive Director
Australian Multicultural Foundation.

THE AUSTRALIAN MULTICULTURAL FOUNDATION WAS ESTABLISHED IN 1988. NOW, WITH MORE THAN A DECADE OF WORK BEHIND IT, EXECUTIVE DIRECTOR HASS DELLAL SPOKE TO *PHILANTHROPY* ABOUT THE ACHIEVEMENTS AND DIRECTIONS OF THE FOUNDATION.

As well as its work in Australia, the Australian Multicultural Foundation now also has an international focus, sharing Australia's multicultural experience through formal and informal contact at many levels with countries in Europe and Asia that are increasingly approaching the Foundation to understand how Australia manages diversity.

While Executive Director of the Foundation, Hass Dellal, is aware that it might appear that Australia is setting itself up as a model for others, he says part of the Foundation's role is to "tell our stories to the world, to promote and display our experiences whether they be positive or negative". This story, he says, should start with the issues of our indigenous population and reconciliation and take in all the migrants who arrived in Australia – whether 50 years or 200 years ago.

"There's an opportunity to share with the world how our settlement programs work, how the private and government sector view immigration and multiculturalism and this is of great interest to many countries."

Mr Dellal cites the People's Republic of China as an example of a country

with which Australia now has a Memorandum of Understanding through its State Ethnic Affairs Commission. In China, there are 56 minority communities, representing 160 million people. The difference between the Australian and Chinese experience, he says, is that their minority groups are indigenous people. "There is still a story to tell about how to work in the areas of cultural activity, education, technology and how Australia has adapted to issues and policies."

In other global activity, the European Multicultural Foundation is now established in London in association with the Australian Multicultural Foundation and runs a number of seminars and workshops throughout Europe, looking at managing issues of discrimination, work related issues of education and xenophobia, among others. And the Australian Multicultural Foundation is co-hosting the second Global Cultural Diversity Congress 2000 to be held next year in Cardiff Wales with the Commission for Racial Equality.

Another Australian initiative is the second Religious Diversity Conference in London held recently

at the Australian High Commission, an outcome of a conference run by the Foundation in Australia.

“Religion plays an important role in people’s behaviour and lifestyle and in managing diversity,” Mr Dellal said. “In the conferences, we involve religious leaders and talk about attitudinal change and the role leaders might take in a culturally diverse society like Australia, with 80 different faiths.”

Australia is regarded by many as a “laboratory of ideas”, Mr Dellal said, “because of the stages of immigration throughout our history, starting with the White Australia policy, then to assimilation, which didn’t work, then integration.”

Now, the approach is about inclusivity, drawing together all Australians, regardless of race, gender or ethnicity. “It’s ensuring that everything we provide in Australia benefits all Australians and then it’s a matter of the government sector, the community sector and the private sector to think along these lines – to provide inclusive services for people to participate and contribute.”

Inclusivity brings with it issues of citizenship, how we educate young people, our police services and health services and how they can better understand and serve their communities.

The inclusive approach takes longer, Mr Dellal said, because people need to feel comfortable communicating with others. “In the past it’s been very difficult for some people. They have wanted to help but because of fear of offending or not knowing they haven’t come forward. And while the approach might be slower, I think it’s probably more permanent because after a time we’ll get to the stage where we don’t need labels to describe our people. And that’s what we really want.”

And while use of the term “multiculturalism” has been politicised in the past and perceived as being something for ethnic groups or migrants and not for anyone else, Mr Dellal says the word is about Australia being “culturally diverse”. “It’s not about taking away rights, altering your constitution or changing laws and regulations. It’s about endorsing and reinforcing all of those. In the past I think some mischievous people have used multiculturalism as a term to divide and confuse.” He says that the Foundation’s position is that “multiculturalism” implies an obligation of commitment to Australia, respecting the laws of the land and the people. “The reality is that multiculturalism is about managing diversity in the interests of this country. The role and

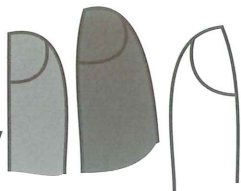
responsibilities of being a citizen play an important role in the way we develop as a country and as a non-government organisation. The Foundation is trying to play an active role in that.”

The Australian Multicultural Foundation was established to promote a strong commitment to Australia as one people drawn from many cultures. It initiates and supports projects and programs in partnership in any worthwhile field or activity across Australia.

Info

- A booklet detailing funding guidelines is available from: Australian Multicultural Foundation Limited, PO Box 538, Carlton South, VIC 3053.
p: (03) 9347 6622
f: (03) 9347 2218
e: amfound@swanreach.com.au





THE INDIGENOUS COMMUNITY FOUNDATION IS THE FIRST NATIONAL INITIATIVE DEDICATED TO FORGING A NEW APPROACH FOR INDIGENOUS SELF-DETERMINATION. DIRECTOR DARREN GODWELL SPOKE TO *PHILANTHROPY* IN SYDNEY ABOUT THE FOUNDATION'S AIMS AND DIRECTIONS.

INDIGENOUS COMMUNITY FOUNDATION

New approach for a new millennium

"Ambition and modesty" is how the Director of the Indigenous Community Foundation, Darren Godwell, sums up the way the Foundation will work in its goal of making a long term change in the way indigenous communities plan their own futures. "You don't need bells and whistles," he says. "What you need is to identify what local communities believe is best suited to their particular goals."

Mr Godwell brings to the Foundation the knowledge that change is achievable. "My great grandmother never went to school, my grandmother was allowed to go to school to grade 3 and my mother went through primary school to grade 10, all because they were Aboriginal." Mr Godwell was the first in his family to finish high school and university and do post graduate work. Since then he has worked with the Department of Aboriginal Affairs in Queensland, and for five years as the National Manager for a Royal Commission into Aboriginal Deaths in Custody program.

The Foundation now has two years of community consultations behind it, where indigenous communities have been canvassed, including the ATSIC Board of Commissioners and at a local level.

For an example of where community based economic

development has worked, Mr Godwell looked at the experience of the First Nations Development Institute, set up in the United States in 1980 to mobilize the capacity of Native Americans for controlling their own economic assets. The experience of First Nations is that the only effective economic intervention strategy is a project that increases and improves the local community's control of tribal assets.

In Australia, Mr Godwell says, the task is to look at what the community has available to it. "To get lasting change at a community level, communities need to look at what's within them. In the past, there were historical relationships with government that were prescriptive. That meant if a particular project fitted with the

particular government scheme or initiative, you got funded – and if you were a good writer of applications, you got funded." This approach, he says, "totally lacked the input of people at a local level".

All the information coming to the Foundation is that communities want less dependency on government. "This fact is not necessarily reflected in policy shifts," Mr Godwell says. "The Foundation will become a vehicle for that sentiment and there has been a burst of enthusiasm because now there will be a way to have a new relationship not only with governments but with corporations and individuals who are often heavily influenced by government policies."



Darren Godwell (second from left) at the Ramah Navajo Saddle Shop, Ramah, New Mexico, operated by Native Americans.

The Indigenous Community Foundation has received support in various ways from Levi Strauss (USA), First Nations Development Institute, The Australian Youth Foundation, The Myer Foundation and Philanthropy Australia.

The role of the Indigenous Community Foundation will be to act as broker between the indigenous communities and government, corporate and philanthropic bodies, identifying projects and initiatives. "Indigenous communities are close knit, there are connections through families and relations. The Foundation needs to develop a capacity to keep an ear to the ground, to know where things are moving." For instance, Mr Godwell says, there is a program being run where young Indigenous people go back to their own lands with elders from their communities which could become a model for other communities elsewhere in Australia. And there are plans to look at the cold hard facts of how much indigenous communities contribute to particular industries. While mining is best known, financial institutions also reap a huge harvest. "ATSIC put millions through Westpac and those funds make a nominal return. The building industry is another which benefits from indigenous

communities. But as for looking at loans or credit – they rarely think about it."

The Foundation's own funding, with Darren Godwell its only staff member, has come from the United States, where Levi Strauss has given funds for the Foundation's establishment phase. It will be launched officially next year with a well-thought out strategy. Two separate launches will take place, one for mainstream Australia and the other for indigenous Australia. "We're doing that because what each audience wants to know is quite different – and we're taking the lesson from corporations who launch to different market segments all the time."

"The ambition is for the Foundation to have a substantial endowment, say \$10 million and once we have that, we have independence. The Foundation aims to multiply contributions to it five fold – or ten fold at a community level." And Mr Godwell doesn't underestimate the challenge: "We're observing the lessons learnt so we won't have to revisit them. The main goal for the Foundation is to make sure we have good bones."

Info

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Objectives:

The Indigenous Community Foundation was formed in June 1999 with four objectives:

1. To promote vibrant and prosperous indigenous communities;
2. To increase indigenous assets and economic control;
3. To create models of culturally appropriate indigenous development; and
4. To foster indigenous leadership.

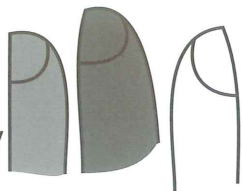
Interim Management Committee

Dr Mick Dodson, Chair (Chairman of the Australian Institute of Aboriginal & Torres Strait Islander Studies in Canberra);

Ms Anne Martin (Director, Aboriginal Education Program, University of NSW);

Ms Olga Havnen (Director, Indigenous Programs, Fred Hollows Foundation); and

Mr Sol Bellear (Director Community Relations, NSW Department of Aboriginal Affairs)



Philanthropy in Australia: the migrant contribution

The mysterious Paul Lowin

Paul Lowin was born in 1893 in Bohemia and lived in Austria in the 1930s before settling in Australia as a refugee in 1939. He became an Australian citizen in 1948 and lived in Australia almost twenty years before returning to Vienna where he died in 1961.

Little else is known about this man who lived in Elizabeth Bay in Sydney and established a wholesale drapery business, the Swedish Handweaving Company, in George Street Sydney.

Paul Lowin's great passion in life was music and he left a simple and brief hand written Will indicating his wish to establish a competition for works by living Australian composers in a "modern but not extrimly [sic] modern" style.

Because of the lack of clarity in the Will, and the ambiguous nature of his intent, which was challenged in the court by relatives, there ensued a

thirty year sustained effort by the executors of his estate to establish a viable competition for composers.

The first three year cycle for the Australian competition was approved in 1987 and in 1995 the court amended the scheme to permit awards to be made every two years.

The 1999 Paul Lowin prizes were announced at the Sydney Opera House in September 1999. Sydney composer Michael Smetanin received \$25,000 for his orchestral work "The Shape of Things to Pass" which was commissioned by the West Australian Symphony and Raffaele Marcellino from Tasmania was awarded the \$15,000 Song Cycle prize for "Canticle" which premiered in Brisbane's St Stephen's Cathedral earlier this year.

The Paul Lowin prize remains Australia's richest and most prestigious prize for music composition attracting entries from Australians around the globe.

The versatile Johnny Dennis

English born and christened Dennis John Mole, Johnny Dennis migrated to Australia in the late 1940s from Birmingham, and got his first musical break on the late Jim "Woody" Wood's talent search program on Melbourne's 3AW playing and singing "Chattanooga Shoe Shine Boy".

He was then band pianist for three years at The Ritz Hotel, St Kilda, before moving to the Gold Coast, where, doubling on an electronic organ, he was for more than 3 years the keyboard man at the Palm Lounge of the Grand Hotel, Coolangatta, with Art Luden as compere.

A confirmed traveller who enjoyed living out of a suitcase, Johnny spent time working in Melbourne and Sydney, as well as the USA, England and Scotland. Finally settling on the Gold Coast in 1989, he died suddenly from a heart attack on his way to a rehearsal, leaving his entire estate in a charitable foundation to encourage composers of light music to achieve recognition.

The inaugural Johnny Dennis Music Awards were held in July 1999 awarding unrivalled prizes for Best Instrumental composition, and Best Popular Song. The recipients of these awards were young composers of television, film and theatre productions, as well as composers and performers of popular music who have received a major boost to their songwriting careers.

Paul Lowin prize recipients 1999. Michael Smetanin (Orchestral), left; Raffaele Marcellino (Song Cycle), right.



The professional development / travel grant award was awarded to young Sydney based performer, composer Rachel Gaudry who, thanks to Johnny Dennis' wisdom and foresight has recently toured the major song writing capitals of the world, Nashville, Los Angeles and New York to develop her skills as song writer, performer and business person.

The lesser known member of the Myer philanthropic dynasty

Elcon Baevski Myer was 17 years old when he migrated to Australia in 1894 from a rural township in Russia. His younger brother Simcha, who later changed his name to Sidney, joined him five years later in Melbourne, and the centenary of this event has received significant attention this year.

The brothers established a drapery store in Bendigo and then moved the business to Melbourne. When Sidney Myer died in 1934, Elcon was appointed Chairman of the Board.

Elcon died in 1938, and whilst his two sons were principal beneficiaries of his estate, one tenth was applied to establish the EB Myer Charitable Fund established for "charitable purposes in the broadest sense and to the widest extent permitted by law" which is now valued at over \$1.7million and managed by Perpetual.

Recent beneficiaries of this foundation have included The Jewish Museum of Australia, The Australian Red Cross, Personal Emergency Service incorporated – Care Ring, West Space and currently, the Prince Henry's Institute for Medical Research which has established two post doctoral Fellowships for a period of two years.

Sir Adolph Basser, philanthropist

Sydney businessman and philanthropist Sir Adolph Basser gave away more than 660,000 pounds including substantial gifts to the Universities of Sydney and New South Wales before he died in 1964. He was knighted in 1962 in recognition of his many benefactions to educational, medical and other charitable causes.

Born in Cracow, Poland, he migrated to Australia from Germany at the age of 20 after training as an optometrist in Vienna. Within six years of his arrival he was reputed to have been making more than 3000 pounds a year travelling NSW selling spectacles. In the early 1920's he started a jewellery factory and was later a keen owner of racehorses.

He established the Adolph Basser Trust in 1953 for the promotion of education, gifts to public hospitals and the relief of poverty in NSW. The trust is now valued at over \$3.7m. Recent beneficiaries of this trust include The Royal Blind Society, Sydney City Mission and The New Children's Hospital.

The Tibetan and Hindu Dharma Trust

Whilst his place of birth is not confirmed, Edward Bilger's style of

philanthropy was strongly influenced by the impact of migration in our community. In 1975, he established The Tibetan and Hindu Dharma Trust for the advancement of the religious faiths of Tibetan Buddhism and Hinduism and the relief of poverty and care of the aged or sick members of these religious orders.

The Australian Bureau of Statistics reported that between 1986 and 1991, Australia's Buddhist population increased by 74%, a larger percentage growth than any other religion in Australia. This is consistent with a 77% growth over the four years to October 1999 of Buddhist groups and organisations in the country, which now number 295.

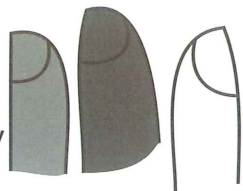
Recent grant recipients include Cittamani Hospice Service who care for the terminally ill, the Maitreya Tibetan Friendship Society who staged a cultural festival in Cairns to celebrate Tibetan New Year, and the Tibetan Buddhist Centre in Rozelle to aid production of a newsletter and website which provides information about teachings and upcoming events.

Info

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Thupten Lodey, Cairns Airport, Losar (Tibetan New Year) 1999.



WHILE THE NAME OF GUALTIERO VACCARI IS PROBABLY BEST REMEMBERED FOR HIS FOUNDATION'S SUPPORT FOR AGED CARE, A NUMBER OF OTHER INNOVATIVE PROJECTS ARE ADDING VALUE AND DIVERSITY TO THE CULTURAL LIFE OF VICTORIA AND BEYOND. FOUNDATION TRUSTEE MR FRANCO VACCARI SPOKE TO *PHILANTHROPY* IN MELBOURNE.

ITALIAN BENEFACTION: the legacy of Gualtiero Vaccari

Mention Scotch College and the chances are that you don't immediately think of an Italian connection. And that's exactly why the College was chosen to receive a major grant towards its Language and Culture Centre. While the Centre promotes the teaching of all languages, Vaccari Foundation Trustee Franco Vaccari says that one of the best ways to bring Italian to the forefront is in a learning community which values different cultures. Director of the Centre, Elaine Tarran,

says that when Scotch College accepted the grant, it undertook to value and promote Italian language and culture, along with its other language programs.

Through the day school and its Community Education Program a host of Italian-centred activities including language classes, Italian cookery and special cultural events with an Italian focus are available. Ms Tarran says that in the Centre's Top Chefs Cookery Classes, Italian

is a favourite. And the wish of the Vaccari Foundation to include Italian in the school syllabus will become a reality next year. After testing interest in the subject, it will be offered at Year 9 level next year as one of the languages offered through the Centre.

In 1984, the Vaccari Foundation established the Vaccari Italian Historical Trust, set up by separate Deed and with its own Board of Trustees. The Trust is concerned with research and acquiring information about the history of migration to Australia by people of Italian origin and the part they played in the development of Australia. When the Federal Government decided to offer the



Gualtiero Vaccari was born in 1894 in Ferrara, Italy. He migrated to Melbourne in 1912 where he studied accountancy part time while working at the Italian consulate. A man well before his time, he established G. Vaccari & Co in 1921 and imported Italian products including synthetic fibres, ball and roller bearings and cotton goods. The Australian Dictionary of Biography records him as "a leading figure in the hothouse Italo-Australian politics of the period, under fire from both sides". Naturalized in July 1939, he became an advocate for Italians, especially for conscripted aliens, civilian internees and prisoners of war. He was instrumental in the establishment of a Melbourne branch of the Italian Welfare Association (Co.As.It). The Foundation which he established in 1971 gave funds for a range of projects, including the Elda Vaccari Hostel in North Fitzroy and the Vaccari Homes for the Aged at South Morang. He died in 1978. Source: *Australian Dictionary of Biography*

Gualtiero Vaccari. Photo courtesy the Vaccari family.

Australian Institute of Multicultural Affairs Library collection to university libraries, the Vaccari Historical Trust gave funds to Victoria University of Technology that enabled it to purchase this valuable body of work which then contained 700 titles.

Arts Subject Librarian Mark Armstrong-Roper, who is responsible for The Vaccari Collection, said that it now contains over 4,000 unique titles, mainly due to donations from Italian families, much of it from material they held in Italy. The Collection, housed in the Footscray Park Campus of the University in inner western Melbourne, attracts researchers from within Australia and worldwide. And because the Trust has given funds for special projects within the Collection, including its cataloguing, it is now available to researchers worldwide. The catalogue of material held can be accessed through the Collection website (www.vu.edu.au/library/collections/vaccari.html) and requests from researchers now come from all around the world. The Collection is one which Mr Armstrong-Roper describes as "active" – available to undergraduate students studying immigration and Italian as well as to post-graduate researchers.

A permanent record of the life of Gualtiero Vaccari is being researched by leading academic Lidio Bertelli in conjunction with the *Herald Sun*



"Melbourne 1998-1999," a view of Melbourne at the end of the millennium by Jan Senbergs. Graciously donated by the Gualtiero Vaccari Foundation in recognition of the services provided to the Italian Community by the State Library of Victoria.

journalist Geoffrey Eastdown. Based on the extensive records held by the Gualtiero Vaccari Family Archives (some of them going back to the early years of Gualtiero's life in this country) and on interviews with individuals who had the good fortune of personally knowing him and appreciating his unique contribution to Australia, the forthcoming biography places Gualtiero's legacy in its historical perspective.

In particular, the publication will show how his keen mind and sensitive heart dominated his multifaceted initiatives as a philanthropist, businessman, community leader and family man. By nature and education, he was a person who kept his own counsel and the depth and breadth of his work and dedication still now remains in part unrecognised and in some instances misrepresented. The biography aims to do justice to the generosity, dedication and foresight of a truly great Italo-Australian who loved both Italy and Australia equally and whose welfare he constantly promoted.

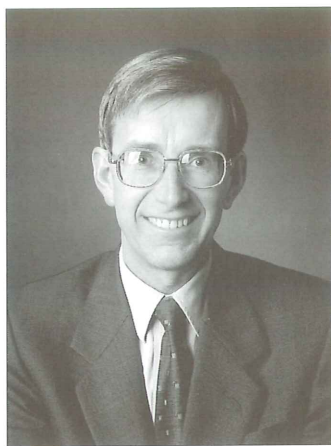
The Gualtiero Vaccari Foundation was established in 1971. In accordance with the wishes of its Founder, the Trustees give special consideration to the support of authorised charities which are primarily for the benefit of the Italian community in Victoria.

Trustees: Mrs Elda Vaccari (widow of the late Mr Gualtiero Vaccari)
Mr Franco Vaccari, Mr Carlo Vaccari and Perpetual Trustees

Info

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TAX UPDATE: John Emerson explains the ROGATE proposals

Australian Taxation Office endorsement of organisations having tax deductible and tax exempt status

Introduction

1. The Bill named *A New Tax System (Tax Administration) Bill 1999* is before the Senate at the date of preparation of this article (24 November 1999). It contains provisions which, if enacted, will require most tax deductible and tax exempt charities to be endorsed by the Australian Taxation Office as having their claimed tax status. This article assumes that the provisions will be enacted in their current form.

2. The proposal is known as **ROGATE – Registration of Gift Deductible and Income Tax Exempt Charities**.

3. A tax deductible entity is an entity to which gifts are deductible to the donor and a tax exempt charity is one which is exempt from tax on its own income. Tax deductible entities are described as deductible gift recipients in the Bill.

4. Although the Australian Taxation Office attempts to maintain and publish a list of organisations which it has approved as having tax deductible status, this is not provided for under current legislation and theoretically, tax deductible gifts can be made to an organisation which in fact has the characteristics of, say, a public benevolent institution, even if the Tax Office is unaware of the existence of the organisation.

5. The position is arguably even more unsatisfactory with regard to tax exempt charities. So far as I am aware, there is no published list of these bodies and in my experience, many older ones are unable to produce evidence that the Tax Office has approved their tax exempt status.

Deductible gift recipients

6. On 1 July 2000, the tax deductibility status of organisations will lapse unless they are mentioned by name in the *Income Tax Assessment Act 1997* or are endorsed by the Tax Office as deductible gift recipients.

7. The ROGATE legislation will require deductible gift recipients to satisfy more criteria for endorsement than they need satisfy under existing legislation.

8. To be a deductible gift recipient, an organisation must, in broad terms:-

- (a) have an Australian Business Number (ABN);
- (b) maintain what the Bill describes as a gift fund for its principal purpose. All gifts to the organisation for that purpose must be placed in that fund as well as any money received by the organisation resulting from the gifts. No other money or property must be placed in the fund;
- (c) use the gift fund only for its principal purpose; and

the instrument establishing the organisation or rules governing its activities must state that any surplus assets of the gift fund are to be transferred to another tax deductible recipient if the gift fund is wound up or if the organisation ceases to be endorsed by the Tax Office as being a tax deductible recipient.

9. It will be necessary for all existing tax deductible organisations, except those specifically named in the Act, to apply for endorsement if they wish to have that status after 1 July 2000. The application must be made in a form approved by the Tax Office.

The Tax Office has of course the right to ask for further information.

10. If the Tax Office has not responded to an application by stating that it approves or refuses it within 60 days of the application or within 28 days after any additional information requested by the Tax Office has been provided to the Commissioner, the organisation can give the Commissioner notice that it wishes to treat the application as having been refused. The organisation can then challenge the refusal through the Administrative Appeals Tribunal and in some circumstances, the court system.

11. If the application is accepted, then the Tax Office will endorse the tax deductible status. It is specifically authorised to back-date

that endorsement. Accordingly, if an organisation fails to apply or has simply not been approved by 1 July 2000, the endorsement can be back-dated to 1 July 2000.

12. The Tax Office has the right at any time after initially endorsing an organisation to review its tax deductible status and to require an organisation to provide information to the Tax Office.

13. In addition, organisations have an obligation to notify the Tax Office if they cease to be entitled to be endorsed. It is an offence not to make this notification.

14. An organisation which has been endorsed must ensure that all receipts for gifts to it for its principal purpose state:-

- (a) its correct name;
- (b) its ABN; and
- (c) the fact that the receipt is for a gift.

15. If receipts are not issued containing this information, the Tax Office has the right to revoke the endorsement of the organisation.

16. The Australian Business Register will be publicly accessible and will include a statement in respect of an endorsed organisation that it is a deductible gift recipient.

Tax exempt charities

17. The Bill also includes similar provisions in relation to the endorsement of tax exempt charities. Even charities named as having tax deductible status must be endorsed if they are to retain tax exempt status. To be endorsed, they must have an ABN and be able to satisfy the existing criteria for tax exempt status.

18. It seems that ROGATE will even apply to charities (such as most religious institutions) which qualify

for exemption under a specific provision as well as the general charity provisions.

What should you do?

19. Endorsement will be a two step process. In the first instance, organisations must apply for an ABN. The ABN application form asks whether your organisation is claiming to be tax exempt or a deductible gift recipient. If this is the case, then the Tax Office will send an application form for ROGATE endorsement to you.

20. If you have not received an ABN application form from the Tax Office by the end of November, you can contact it to arrange for one to be sent to you. Alternatively, you may obtain one from the following website:

www.taxreform.ato.gov.au

As well as the application form, the website includes a useful instruction form and explanatory guide.

21. The ABN application form can also be used for GST registration. If you need assistance to determine whether you must register for GST purposes or, if you are not required to register, whether you should voluntarily register, I again suggest you refer to the above website or seek professional guidance.

22. In broad terms, if your organisation's turnover exceeds \$100,000 a year, then you must also apply for GST registration. If your turnover is less than \$100,000 a year, then registration is optional.

23. If your organisation has independent branches, then you should seek specific advice as to the options available to you as special rules will apply to a branch structure. A branch will be considered to be independent if it keeps its own accounting records

and can be separately identified by the nature of its activities or by its location.

24. I suggest that you also give serious consideration to attending one of the GST seminars being run by the Tax Office as advertised in the daily newspapers on 20 November 1999.

25. The application form for ROGATE endorsement has not been released at the date of preparation of this article but presumably it will ask a series of questions in relation to the characteristics of your organisation. If it is seeking to be endorsed as a deductible gift recipient then it will need to establish a gift fund as described in paragraph 8(b) above and as described in more detail in section 30-125(4) and (5) of the proposed legislation.

26. As the Bill is currently drafted, it will also be necessary for the instrument establishing your organisation or for rules governing your organisation's activities to require your organisation to transfer any surplus assets of the gift fund to another deductible gift recipient if the gift fund is wound up or your organisation ceases to be endorsed as a deductible gift recipient.

Representations are being made to the government for this requirement to be changed. It will mean that all organisations seeking to be endorsed as deductible gift recipients must change their constitution. Not only will this be extremely burdensome to the charity sector, in a very large number of cases variations will not be able to be made without court approval.



John Emerson
Freehill Hollingdale & Page
Melbourne

CORPORATIONS HAVE BEEN WORKING WITH THE AUSTRALIA FOUNDATION FOR CULTURE & THE HUMANITIES (AFCH) TO DEVELOP TOOLS THAT HELP BUSINESS RESPOND TO SOCIAL RESPONSIBILITY NEEDS.

Social responsibility – arts partnerships

Corporate social responsibility - Meeting, within reason, the expectation of all societal stake-holders to maximise the company's positive impact and minimise the negative impact on its social and physical environment while providing a competitive return to its financial stake-holders.

– Hitachi Foundation

Leading Australian companies have been working with the AFCH to develop tools that help business respond to shareholder and community needs while maximising shareholder value.

The Business Case for Cultural Investment Guide was developed by the AFCH and international accounting firm Arthur Andersen in consultation with 23 Australian companies.

The Guide demonstrates how strategic investment in Australia's arts and culture can deliver significant measurable commercial benefits across three key areas: corporate reputation, market advantages and employee benefits.

Eighty per cent of the companies surveyed say they have qualitative proof of benefits they have received from arts sponsorships and partnerships. They say they have strong evidence that corporate reputation improved as a result of their arts investment.

Success stories are also included in the Guide.

The AFCH plans to pilot the Guide with interested companies to develop company-specific business cases for investing in culture.

The Guide was developed to address the lack of awareness in the business sector of how arts partnerships can meet business needs.

The AFCH aims to increase private sector support for arts and culture and to encourage reflection on what it is to be Australian. Unlike other foundations, the AFCH isn't only involved with philanthropic donations. It also encourages partnership and sponsorship investments.

Constraints to business support for arts and culture identified by the AFCH include a lack of marketplace arrangements that help business to identify arts partners that meet their needs, and a lack of information and training in both sectors on how to develop and maintain mutually rewarding partnerships.

Identifying arts partners on-line

The Cultural Products Menu is an internet search tool for companies to find cultural partners that meet

By Adrienne Boyle, Corporate Communications, Australia Foundation for Culture and the Humanities

business needs. It's located on the AFCH website www.afch.org.au

Companies can enter target audience demographics, location of target clients, consumers, stakeholders, and/or the cultural sector of interest. The Menu will identify potential partners that most closely meet these criteria.

The current edition of the Menu has an Australia's Stories theme that celebrates past achievements, reflects on the challenges facing Australians today and defines the strengths on which to build Australia's future.

Organisations on the Menu come from 12 cultural sectors and range from two person musical groups to major cultural institutions.

The Menu is a new idea that is being tested. It is primarily a self-brokering tool that does not replace tailored proposals or face to face meetings.

Those already with partnerships on the Menu are Deloitte Touche Tohmatsu, Qantas Airways Ltd, Siemens Ltd, Berri Ltd, the Pratt Foundation, The *Australian*

Financial Review, Rio Tinto, Westpac Banking Corporation and the Commonwealth Department of Immigration and Multicultural Affairs.

The AFCH's Cultural Investment Advisors Sandra Robertson (Melbourne) and Jeremy Wright (Sydney) can provide additional assistance to companies.

Partnership training

To help increase knowledge on how to develop long-term, mutually beneficial partnerships, the AFCH has been working with the Australia Council to implement a national training program for arts and culture organisations.



The Australia Foundation for Culture and the Humanities aims to increase the level of private sector resources available for arts and culture and to encourage reflection on what it is to be Australian. The Foundation is a Commonwealth government company directed by an independent board.

The first sixteen arts organisations took part in a one-and-a-half-day workshop in Brisbane in November to identify and develop best practice techniques that result in successful partnerships.

After Sydney and Adelaide, workshops will be held in other parts of Australia early next year.

The program goes beyond sponsorship to identify how maximum value can be secured from the relationship for the benefit of both organisations.

Cultural organisations taking part in the first pilot seminars will contribute to training materials being developed for arts organisations and later for business.

The AFCH's inaugural conference in October was the first step in training business.

Almost 200 sponsorship and marketing professionals heard from corporate leaders on the benefits of arts partnerships under the business case for arts partnerships theme.

Donating to arts and culture

Donations to arts and culture are also being encouraged through the Australia Cultural Fund.

The Fund was developed by the AFCH in response to some companies saying that they would prefer to donate to arts and culture but that it was not easy to find appropriate recipients. The Fund makes it easier and more efficient for a company to donate. All donations are tax deductible.

Info

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THE SIDNEY MYER FUND'S INITIATIVE IN CREATING A FOUNDATION FOR RURAL AND REGIONAL RENEWAL WAS THE MAJOR FACTOR IN CONVENING THE REGIONAL AUSTRALIA SUMMIT, HELD RECENTLY IN CANBERRA. THIS REPORT BY KEVIN SUMMERS*.

A time for honesty



The Hon. John Anderson MP at the Regional Australia Summit



Baillieu Myer with John Anderson at the Summit

We hear much of Australia's membership of the global economy. For years successive governments have pointed to the path we must travel if the nation is to remain economically strong. Words like deregulation, rationalisation and market forces are now in common usage. We are told we need to be more competitive to survive in this brave new world.

Major structural change is never easy. It is also much more difficult to endure when the positive effects of that change fail to reach your door. So it is with rural and regional Australia.

A large section of the populace has felt alienated, cut off from their fellows in the cities. They have perceived the major political parties to be city-centric.

The entrance of Pauline Hanson on the national stage, as quick and ephemeral as a summer storm, changed all that. The extent of rural and regional pain was given a rough and unsophisticated voice but the message was loud and clear. No longer would the loss of basic services and future prospects be tolerated. Some city newspapers, however, referred to the "crisis in the bush", as if it were a sudden happening rather than the outcome of years of neglect.

Economics writer, Ross Gittins, a champion of micro-economic reform, commenting in the *Melbourne Age* (17/11) on the strength of the nation's economy, conceded that "others are still paying the price of reform . . . country people who've lost their bank branch or reasonable access to government services."

The Federal Government, in convening the Regional Australia Summit, set out to address the problems faced beyond the capital cities. Held at Parliament House, Canberra on October 27-29, the forum was convened in the shadow of the republic referendum but brought together a large (282 delegates) and impressive group of men and women from community, business and government organisations.

The Deputy Prime Minister and Minister for Transport and Regional Services, the Hon. John Anderson, outlined his reasons for calling the summit, "... declining terms of trade and rapid technological change are forcing, and in all probability will continue to force, massive and often very dislocating change on regional communities. This then, is an occasion for honesty, reality and some hard work."

"I have called this summit because I am genuinely worried that regional Australia is not sufficiently prepared, not just for a new century, but for the new age which is already upon us."

The Summit members were invited to come together to tackle the great issues identified in the 1998 Regional Australia Strategy: to improve services, to foster business activity, to create a better infrastructure, to improve lifestyles and to achieve environmental sustainability. The emphasis was on collaboration.

This approach was echoed by the Prime Minister, the Hon. John Howard, in his keynote address to

the forum. "We value very much as a government the notion of what I have described as the social coalition. That is something that recognises that in a country such as Australia the government can't solve every problem. The business community can make a massive contribution but it acting alone can't solve every problem. Nor can individuals, nor can the great welfare organisations, many of which are here tonight, acting alone . . . solve these problems. But acting together in coalition or in partnerships we can solve many of the nation's problems together."

There was clearly no place for recrimination and blame shifting but rather for an open and forthright national debate within a positive framework. Here was the chance for regional Australia to realise its enormous potential, to face the future by developing fresh, innovative ideas.

The Prime Minister then identified one idea which greatly appealed to both him and the Minister.

Earlier this year, The Sidney Myer Fund had approached John Anderson, offering \$1m to seed fund innovative approaches to the growth of business skills and training in regional areas.

The Minister was attracted to the idea. "It was really a challenge to both the Federal Government and the business sector to come up with something concrete for rural and regional Australia," says Helen Morris, Executive Officer of the Sidney Myer Fund. "To his credit, John Anderson saw the merits of our proposal, took up the challenge and went to the Prime Minister."

As a result, John Howard was to announce at the summit that the Federal Government would commit \$14.5m. to complement the Myer capital in creating a Foundation for Rural and Regional Renewal to stimulate economic development and job growth along the lines devised by the Sidney Myer Fund. Further, he announced that private sector contributions to the Foundation would be given tax deductible status.

"This provides a very strong incentive for the private sector to become partners in the foundation to promote new opportunities in regional Australia," said the PM, "and I very strongly commend this initiative to Australia's private sector and invite them to strongly support the fund."

The Fund's \$1m initiative, part of a wider program of philanthropy celebrating the centenary of Sidney Myer's arrival in Australia, signifies not only its ongoing commitment to regional and rural communities but also its belief that band-aid solutions

are not solutions at all. The Fund believes that capital is better spent on strategies that identify and challenge social ills.

The effectiveness of this approach was recognised by the architects of the Regional Australia Summit. Among the twelve major themes, which included such issues as health, infrastructure, communications and health, was one devoted to philanthropy and partnership. In a paper to the summit, Genevieve Timmons, Executive Officer of the Lance Reichstein Charitable Foundation, pointed to the emergence of "progressive philanthropy", free of the old tradition of patronage and embracing the concept of social investment. She underlined the deliberate move of some foundations to seek out rural proposals, the workshops run in rural areas by Philanthropy Australia and the success of partnerships between philanthropists and recipients, the agents of change.

(continued overleaf)



Left to right: Rt. Hon. Ian Sinclair (Summit Chairman), Bernard Hugonnier (Guest Speaker), John Anderson (Host), Asa Walkquist (Guest Speaker), Senator Ian Campbell (Minister for Regional Services) at the Summit.

The Summit's final communique on philanthropy and partnerships recognised that "there is an opportunity for philanthropy to take a strategic role in enhancing the natural and human assets of regional Australia for community and economic development."

'Partnership' was a word in common usage in the wash up to the Summit. Delegates agreed that regional, rural and remote Australians wanted to shape their own futures in a journey of partnership with their urban brothers and sisters based on mutual respect. New partnerships need to be formed among business, communities and all levels of government.

These partnerships, it was agreed, could only be successfully formed through some constructive give and take. Business wanted tax incentives to invest in regional areas. It wanted a reduction of governmental red tape. Governments wanted business to be more entrepreneurial. Community leaders wanted governments to be more responsive to local needs.

These are difficult issues but the mood of the Summit remained positive. "I came away enthused," says Peter Kenyon, Director of the Centre for Small Town Development, from York, Western Australia. "The event touched the guts as much as the head. It was quite an emotional experience. It wasn't just a talkfest about how much money could be put into schemes but it was about intangibles such as fostering leadership and self belief."

He praised the enthusiasm of Minister Anderson. "He provided a lot of leadership. I'm one of those who often criticise politicians but I was impressed by his drive and positive approach."

In a way, Anderson reflects the nation. He has embraced globalisation but recognises its inherent dangers in creating winners and losers, of dividing a nation. "He didn't come across as a hardline economic rationalist," says Kenyon. "He didn't see things in terms of black and white but was concerned at the extent and rate of change needed in rural Australia."

The Minister remains optimistic and signals the establishment of the Rural and Regional Foundation. "It will be an excellent vehicle to give effect to a new partnership approach between the government and the private sector and to direct assistance strategically to areas where it will have the most impact."

The final words of the Summit communique are salient. "Expectations in regional Australia have been raised and vigorous action is required by all parties if regional Australia is not to be disappointed." The establishment of the Foundation based on the initiative of the Sidney Myer Fund has shown the way. Time will tell if the rest of the nation has the commitment and the acumen to follow.

***Kevin Summers is a Melbourne-based freelance journalist.**

Info

- Take a look at the very comprehensive Regional Australia Summit website:
<http://www.dotrs.gov.au/regional/summit/index.htm>



Heather O'Connor, facilitator of philanthropy sessions at the Summit, with an ABC journalist.



Peter Howarth (Peter Howarth Associates) with Helen Morris (Executive Officer Sidney Myer Fund) and John Anderson.

MEMBERS' FILE

Activities of Philanthropy Australia members across the country

REALISING A DREAM: the WA Lotteries Commission

EARLIER THIS YEAR, WESTERN AUSTRALIANS WATCHED AS A REPLICA OF THE DUYFKEN, THE FIRST EUROPEAN VESSEL TO REACH AUSTRALIA IN 1606, SLID INTO FREMANTLE HARBOUR. THE STATE'S KEEN BUYERS OF LOTTERY TICKETS HAD HELPED PUT HER THERE

Since it was established in 1933 to eradicate the dubious private lotteries that preyed on Western Australians at the time by running an approved lottery, the Lotteries Commission has raised almost one and a half billion dollars for the Western Australian community.

Australia's fondness for gambling of all sorts is famous and Western Australians are amongst the world's biggest spenders on Lotto and instant lottery tickets. Perhaps this is because, in Western Australia, the benefits of lotteries funding in the community are very evident indeed.

Unlike almost every other lottery organisation in the world the Lotteries Commission of Western Australia not only operates lotteries games, it distributes much of the profits from those games directly back to thousands of not-for-profit organisations in the form of Lotteries grants.

Those grants go to a remarkable range of projects and organisations. Many support those with special needs such as the elderly, people with disabilities and the 'needy' but many others are aimed at improving the quality of life for all Western Australians. Public festivals and celebrations, a butterfly house in the city zoo, and a recreation area for families are a few of the legacies of lotteries in Western Australia which everyone can enjoy.

In recent years, one of the most unusual and exciting projects to be supported by lotteries funding in Western Australia was the construction of a replica of the very first European vessel to reach the shores of Australia.

In 1606, (over 180 years before Captain Cook's much more famous visit) the Dutch ship 'The Duyfken' (in English 'Little Dove') became the very first European vessel to reach Australia's shores. Less than 20 metres long, The Duyfken was one of a fleet of Dutch ships to travel between Amsterdam and the Spice Islands (now Indonesia) in the early 1600s. In 1606 bad weather drove the Duyfken off course towards what is today the Cape York peninsular of Queensland where Captain Jansz came ashore. On the return voyage Captain Jansz charted part of the coastline and thus literally put Australia on the map.

Three years ago the idea of constructing a seagoing replica of the Duyken and re-enacting the voyages of its seventeenth century namesake captured the imagination of Western Australians. Before construction could even begin research involving academics, businesspeople and crafts people from Australia, Holland and Indonesia was needed to ensure that the replica would be authentic in every detail. European Oak, from Latvian plantations – the same plantations used by Dutch shipbuilders four centuries ago – was used to provide the timber for the vessel. In constructing the vessel the ship builders employed the skills of their seventeenth century predecessors. The timbers were



shaped over open fires and the sails were hand sewn using specially woven flax canvas and hemp bolt ropes.

On 24 January, 1999 after two years under construction, The Duyfken was launched in Fremantle harbour. A dream had been realised, thanks in part to generous support in the form of Lotteries Commission funding, totalling over \$600,000.

And now the real adventures begin. Early in the year 2000 the 'Little Dove' will make the first of her voyages – first to Queensland, where almost 400 years before the original Duyfken reached Australia's shore, and then to the Spice Islands of Indonesia. And watching her progress will be thousands of Western Australian lottery players, conscious that they played a small part in making it all possible.

Info

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MEMBERS' FILE

INSULIN FOR LIFE: the International Diabetes Institute

SINCE 1986 THE INTERNATIONAL DIABETES INSTITUTE MELBOURNE HAS SUPPLIED MUCH NEEDED INSULIN, SYRINGES AND OTHER SUPPLIES TO DEVELOPING COUNTRIES. RON RAAB, DIRECTOR OF **INSULIN FOR LIFE**, SPOKE TO *PHILANTHROPY* IN MELBOURNE ABOUT THIS VISIONARY PROGRAM.

It is a source of great satisfaction to Ron Raab that 1999 saw the establishment of Insulin for Life (IFL) with the encouragement of the International Diabetes Institute. IFL, he says, will "facilitate the continued expansion and consolidation of the program and will focus specifically on providing insulin overseas in life threatening, emergency situations, while also helping develop sustainable long term improvements in supply in countries in need".

Diabetes in developing countries is a quiet pandemic, rarely attracting headlines. However in 1994, a figure of 18.1 million was projected for the number of people requiring

In 1998, The International Insulin Distribution Program received support from The Sunshine Foundation enabling Program Director Ron Raab to successfully seek funds overseas to gather much needed data on insulin requirements compared to actual supply and to support the ongoing collection and distribution of insulin that would otherwise be wasted. As a result of the support of the Sunshine Foundation, the Program received a grant of \$60,000 from the SOROS Foundation in New York.

insulin in the year 2000 and 23.7 million in the year 2010. The total number of people with diabetes in 1994 was 110 million, projected to reach 175 million in the year 2000 and 239 million in the year 2010. These rates of increase are expected to be highest in Africa, Asia and Central and South America.

The problem of insulin distribution is not one of lack of supply, but of affordability and availability. Mr Raab says the cost of insulin to the user is one of the major reasons why people requiring insulin are not actually able to get it. "In Australia, for example, where, with most developed countries, insulin is subsidised either through government or insurance companies, insulin costs a maximum of \$US3 per vial which supplies enough insulin for about a month and accounts for 0.12% of the average salary. The cost in many developing countries is \$US30 per vial, taking at least 50% of the average salary." Sir Frederick Grant Banting, co-discoverer of insulin in 1921 saw its cost being a problem even then and wrote: "The indigent diabetic is the greatest problem – every effort must be made to reduce the cost of insulin."

In its report 'Access to Insulin', The International Diabetes Federation (IDF) Task Force said that one of the keys to improving access was a country by country approach. In one of its recommendations the IDF said: "The use of motivated local personnel and organisations together with the expertise and members of the IDF Task Force, were able to bring about significant improvement. The key factor was simply bringing the major stakeholders together (in fact for the first time) to examine effective ways of improving insulin accessibility systems."



Kaye Kuhwood
(committee member)
and Ron Raab
(President) of Insulin
for Life.

Insulin crisis

In 1986, health care workers in developing nations sent out a call to diabetes professionals throughout the world to help reverse the numbers of people dying from a lack of access to this vital drug. Australia was quick to respond. Through the support of the International Diabetes Institute, the Insulin Distribution Program was implemented. Since 1986, the organisation has co-ordinated the sending, free of charge, of much-needed insulin and related products to medical centres and distributing organisations. Insulin for Life will continue to build on this success.

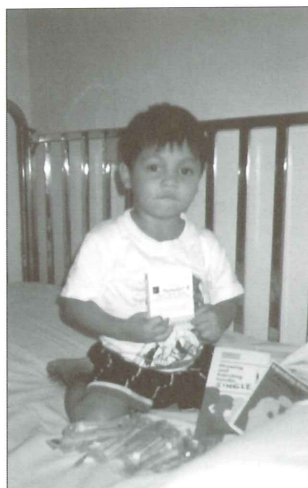
Since the inception of the International Insulin Distribution Program, people with insulin dependent diabetes in 30 countries have received emergency supplies of insulin. Countries receive donations of high quality insulin, syringes and test strips received from pharmaceutical companies and individuals are distributed through reputable hospitals and diabetes organisations in recipient countries. A consignment was donated to East Timor just before the recent violence. These materials may have otherwise gone unused and would have been thrown away either because they were approaching their nominal use-by dates or were no longer needed by people with diabetes.

Operating costs of the program, which are only \$20,000 to \$40,000

each year, vary between 5 – 10% of the wholesale value of the supplies sent and are donated by individuals and organisations in Australia and overseas.

Those receiving the supplies include people too poor to obtain supplies in any other way and organisations or medical centres with a reputation for reliability. These organisations oversee the distribution of supplies, ensuring they are not sold or traded and also submit distribution reports to the Institute.

The future for insulin distribution for countries in such circumstances, Mr Raab says, is to further develop networks of concerned people and organisations who have access to knowledge, time and resources. The aim is to establish effective and sustainable ways of producing and supplying insulin to meet long term needs.



One of the many children overseas with insulin dependent diabetes who receives insulin through the Insulin for Life program. Photos supplied by Ron Raab.

Distributions in 1999

7252 vials of insulin
51,200 syringes
551 boxes of blood sugar test strips
66,300 insulin pen needles
201 boxes of lancets
108 insulin pens
78 meters
Other supplies, total estimated value: \$229,733

Countries which received supplies in 1999

East Timor, India, Bangladesh, Russia (Chuvash Republic), Bosnia, Ukraine, Philippines, Rwanda, Zambia, Democratic Republic of Congo, Myanmar (Burma), Tonga and Ethiopia.

Info

Insulin for Life is based in Melbourne.

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MEMBERS' FILE

ABIDING INTERESTS: Fleur Spitzer

FLEUR SPITZER HAS THREE MAIN INTERESTS: WOMEN, AGEING AND PHILANTHROPY. SHE SPOKE TO HELEN ELLIOTT* IN MELBOURNE.

Fleur Spitzer has a directness of manner that can be disconcerting. She's a woman of opinions and ideas and she makes no bones about it. It might be temperament, but it could well be role models because just as it's often said that some influential men have the mark of the Jesuits upon them it could equally be said some influential women have the mark of Betty Friedan and Simone de Beauvoir upon them.

Fleur Spitzer, calm, thoughtful and at ease with debate in a way many older women are not, says that just as women of a later generation say that Germaine Greer changed their lives, Friedan and De Beauvoir changed hers. They are not meek women.

"As a middle class woman raising children in Melbourne the 1950's and 60's what they said, especially what Betty Friedan said, made immediate sense. I was a product of my time - I had been aware of discrimination, as a working woman with children, but I'd accepted it . . . Oh, I was very taken with Betty Friedan."

Lived feminism instigates a habit of examining one's life, so it isn't remarkable that as Fleur Spitzer has grown older she's become interested in the issues surrounding philanthropy. Like feminism, philanthropy is about opening up possibility for practical change for the better.

On March 24 1994 The Alma Unit for Women and Ageing, a research unit attached to the University of Melbourne and specifically interested in the lives of women over 65, was launched. Given that 1999 is The International Year of Older Persons, the Alma Unit was way ahead of its time. It was the direct result of the confluence of three of Fleur Spitzer's most abiding interests in women, ageing and philanthropy.

Common enough interests, but the difference between Fleur Spitzer and most people is that, in that sensible way she has, she put them all together.

"I'm not very wealthy," she says point blank, "I don't think you have to be. I don't have a lot but I don't mind talking about money - I had half a million to set up this project and now it's finished. It was always something finite. But I feel I've managed to initiate something which has reverberations right around the world."

She's right about the reverberations. Mention The Alma Unit to anyone



worldwide interested in sociological research about ageing and they're immediately with you. The Alma Unit has become synonymous with initiating research into gender-related ageing. It has been extraordinarily influential in developing recognition that older women are a specific yet diverse group and that research needs to be developed to encompass them. Basically, The Alma Unit showed the world what was needed in one area and suggested a methodology for new research.



Fleur Spitzer and American feminist and writer Betty Friedan at the opening of The Alma Unit for Women and Aging, 1994.

Of course, Fleur Spitzer laughs and repeats to emphasize, OF COURSE there was considerable criticism when she first thought about a unit dedicated specifically to the needs of older women. And there was some flack from gerontologists, too - perhaps, "guilt" suggests Fleur, guilt that they had overlooked such an obvious point about gender and ageing.

"Yes, men have issues with ageing too, but money was limited and we couldn't do everything - what pleases me now is that in a small practical way we've opened the way for questions. The seeds have been planted and the topic is on the agenda forever. The University of New South Wales have just set up a unit based on our methodology."

And it's this that is the most satisfying for Fleur Spitzer - knowing that although her funding of The Alma Unit is ending, ideas have been seeded all over the world.

Yet one aspect of this is not as satisfying. The idea of philanthropy itself.

As she says, rather wryly, people will look askance that she has even consented to this interview because "maybe people don't feel that it's proper to talk about money".

But she points to the inspiration Jill Reichstein has been at the cutting edge of philanthropy, in taking philanthropy from the nineteenth century notion of "do-gooding" to something as a dynamic, serious and practical force in the community fabric.


"Most people don't believe anyone can be altruistic, but with me it was wanting to help, I'm interested in community and in social justice issues and I call myself a feminist philanthropist because of my long interest in discrimination against women."

She would also - and this is a difficult thing to say - like to have been seen as a role model for women, who, like her could make differences where it counts.

"I thought I'd be a role model, but I don't think I have. Women just DON'T do this . . . People don't

acknowledge it (her philanthropy) really, they're uncomfortable talking about it and the shutters just come down. It's worried me and I've spoken to the Women's Trust about this because I'd like to see a research project done on what people feel about philanthropy. Why there is this silence, this difficulty." She pauses. "It has to do with talking about money."

What she would really like to see is a change of attitude in Australia towards philanthropy. Perhaps something more like the Americans who perceive it as an honour and, in many cases, a necessity to give back to the community. Americans, says Fleur, talk about figures Australian philanthropists "can only dream about." And then there are our very difficult tax laws . . . but better not go down that path, she laughs.

In the meantime, as Fleur Spitzer points out, we each give according to what we believe. And she will continue to try to live her life "usefully" in a manner that reflects her concerns. 

***Helen Elliott is Media Consultant to Australian Coalition '99 which promotes issues of The International Year of Older Persons.**

The Alma Unit for Women and Ageing is dedicated specifically to the needs of older women.



Betty Friedan, Fleur Spitzer and Dr Lorraine Dennerstein of the Key Centre for Women's Health, 1994.

Philanthropy Internships

Building capacity

For Kenny Bedford, home is Darnley Island in Torres Strait. After his time in Melbourne, he returns there to use his experience in youth welfare and health at a local community level, a distinct change from his work in health promotion for Queensland Health.

The philanthropy internship is the first of its kind and is an initiative of the Lumbu Foundation. One three month internship will be offered each year. Based at the Lance Reichstein Foundation in Melbourne, the aim of the internship "is to bring people from the community to work with the Lumbu Foundation to learn their way around the philanthropic world; to build capacity, write submissions, learn about existing resources and look at ways of improving the granting process." A side benefit, he said, is "personal development – simply being in a big city and new working environment".

In a practical sense, the internship has linked Mr Bedford with a mentor, Ms Jenny Florence, a trustee of the Lance Reichstein Foundation, with whom he meets weekly and who is extremely valuable both as a sounding board and to ask specific questions. He also sits in on meetings which help

The Lumbu Foundation internship has received support from a number of organisations including the Office for Aboriginal and Torres Strait Islander Health (Commonwealth), ANZ Trustees, The Lance Reichstein Foundation, The Myer Foundation, Strategic Australia, 'Deadly Vibe' and Philanthropy Australia.

KENNY BEDFORD IS A TRUSTEE OF THE LUMBU FOUNDATION AND IS JUST COMPLETING A SIX-MONTH INTERNSHIP IN PHILANTHROPY. HE SPOKE TO PHILANTHROPY IN MELBOURNE.



inform him of "who else is out there and what they're doing." In a two-way process, the internship also informs Lumbu and the wider philanthropic community about issues and needs in the community. One outcome of Mr Bedford's internship is appreciating the difficulty of funding projects and being more aware of funding those projects that give a clear indication of the goals of the Lumbu Foundation.

The Lumbu Foundation has a broad focus on health and has received funding from the Commonwealth Government's Mental Health Strategy. While still very early in its grantmaking, especially as it still needs to raise capital, the Foundation gives often very small grants to programs that can bring about change in communities. A recent grant funded the cost of food and fuel to drive across the desert to enable a group of Indigenous women to attend a Women's Business Program.

The need to be pro-active has never been greater, Mr Bedford said. "We need to bridge the gap between generations living in communities

going through rapid change and attract innovative funding in partnership with philanthropic and other bodies. The internship has given the opportunity for Lumbu to say who we are and how we work."



The Lumbu Foundation was established in 1997 to provide a model of indigenous and non-indigenous Australians working in partnership to raise the physical, emotional and spiritual health and wellbeing of Aboriginal and Torres Strait Islander families and young people.

Board Members

Daphne Milward (Acting Chair)
Kenny Bedford
Darren Garvey
Audrey Kinnear
Rhonda Galbally
Peter Rush
Jane Watts
Ernest Hunter

The Foundation will be extending its board membership and appointing an Executive Officer in the near future.

Info

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SENIOR RESEARCH OFFICER AT PHILANTHROPY AUSTRALIA, ESTHER LETHLEAN, RECENTLY RETURNED FROM SEVEN MONTHS WITH THE EUROPEAN FOUNDATION CENTRE, BELGIUM. GIVEN THE RELATIVELY SMALL SCALE OF THE PHILANTHROPIC SECTOR IN AUSTRALIA, PHILANTHROPY AUSTRALIA REGARDS OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT OF STAFF AS A MAJOR PRIORITY. TO THIS AIM WE HOPE TO DEVELOP AN INTERNATIONAL EXCHANGE PROGRAM. ESTHER WROTE THIS ACCOUNT OF HER TIME FOR *PHILANTHROPY*.

Creating new networks: Internship in Europe

The European Foundation Centre (EFC) promotes and underpins the work of foundations and corporate funders active in and with Europe. Established in 1989 by seven of Europe's leading foundations, the EFC today has a membership of over 160 independent funders and serves a further 7,000 organisations linked through networking centres in thirty-five countries across Europe.

My primary role was to research appropriate foundations, both private and corporate, funded within Europe (and with websites), that could be included in Funders Online (www.fundersonline.org). Funders Online seeks to help build Europe's online philanthropic community through:

- promoting the use of Internet technology among independent funders;
- creating a single point of reference to foundation and corporate funder websites, thus increasing the visibility of the independent funding community;

- providing an online meeting point for independent funders to encourage exchange of expertise and partnerships;
- facilitating access to the wealth of philanthropic information and resources available on the Internet.

Today, Funders Online offers access to the websites of more than three hundred foundations and corporate funders in Europe with a total annual expenditure of over 3.5 billion Euro. Additional research was carried out for other information including news, initiatives, partnerships, events and calls for proposals that could be publicised on Funders Online.

The Myer Foundation Fellowship enabled me to discover how associations of grantmakers are structured in Europe, and what complexities they face as they go into the 21st century. My time in Europe has created a new network of communication for Philanthropy Australia and its members, with foundations and associations of grantmakers in Europe, the United

States of America, and South America. This Fellowship also enabled a representative from Philanthropy Australia to attend various international seminars and conferences.

Attendance at The EFC's Inaugural Technology Conference for Foundations working with Europe has opened up a path for continued discussions on various topics relevant to grantmakers globally on the impact technology has on grantmaking, including how grantmakers develop effective technology strategies; how non-government organisations can develop important partnerships in the area of technology; and what current innovative approaches to technology funding exist. The EFC Technology Conference also enabled me to learn how associations for grantmakers similar to Philanthropy Australia service their members, the role of technology and what the future role of technology will be in the provision of these services to members.

Thanks to The Myer Foundation, philanthropy in Australia now has access to greater information, dialogues for communication, and materials on grantmaking globally, evaluation, good corporate citizenship and partnerships, codes of practice, best practice, and community philanthropy.

Info

Esther Lethlean
p: (03) 9620 0200



Esther Lethlean (far right) with Eric Kemp and Leticia Ruiz-Capillas from the EFC.

THE AUSTRALIAN YOUTH FOUNDATION IS PROUD TO BE INVOLVED IN AN EXCITING INTERNATIONAL INITIATIVE: **THE CHILDREN'S PROMISE – THE MILLENNIUM APPEAL**. IN FACT, THE AUSTRALIAN YOUTH FOUNDATION IS THE OFFICIAL PARTNER OF THE UK CHILDREN'S PROMISE AND HAS ENTERED INTO A FORMAL AGREEMENT TO IMPLEMENT THIS EXCITING CAMPAIGN IN AUSTRALIA.

Children's Promise

The concept behind Children's Promise is simple. Every individual in Australia is being asked to donate their final hour's earnings from this millennium to create a better future for the children of the next.

To ensure that the Children's Promise will be successful, the Foundation has invited the Salvation Army as well as the Children's Hospital Network to become equal partners for the benefit of children and young people. The funds generated through the Children's Promise initiative will be split equally between the three partners with the entire amount going towards positive children's and youth programs throughout Australia. In my view this idea has the potential to unite the different sectors of the community as a force for change and truly provide a reason to celebrate at this year's very special New Year's Eve.

In 1998, when the Foundation was invited to participate as a partner of the international network of youth foundations, the Children's Promise struck a chord immediately and I was encouraged by my Board to obtain the copyright and trademark and commence implementation as soon as possible. We have trademarked Children's Promise in Australia, which will encompass the fundraising and awareness phases of the initiative.

This initiative is about much more than money. It represents many of the goals and objectives the Foundation has been working towards achieving for a long time

and is therefore close to my heart and worth all the effort. The growth of Children's Promise has been enormous and is currently being implemented by an international network of partners in twenty-three countries.

Children's Promise has an interesting history and is worth noting as an example of how a corporation can play a leadership role in community development which in fact on this occasion has captured the imagination of people around the world.

The concept was created and developed in the UK by Marks & Spencer and the New Millennium Experience Company under the leadership of Prime Minister Tony Blair following careful research about community attitudes towards giving for this purpose.

Considering the high profile involvement in all countries we feel privileged to be part of this worldwide commitment to children and young people. This provides the ingredients to raise the profile and awareness of the social issues facing this generation of young people and the next effectively. It gives us a chance to become social change agents comparable to the environmental movement in the early 1980's. We are facing insurmountable social problems worldwide which can only be addressed collectively.

This is our chance. Either we will grab the chance or we will regret our inaction in the future.

by Ulrike Schuermann, Executive Director of the Australian Youth Foundation

During the first years of the new millennium, the AYF's funds will be distributed nationally to independent children and youth agencies for projects of proven effectiveness.

The AYF plans to involve as many organisations in the youth sector in the Children's Promise initiative as possible. To date, we have written to key youth bodies in all states and territories to request their support and involvement in this initiative and look forward to developing Children's Promise in consultation with many groups from across the sector. In addition, we plan to hold consultative meetings with youth



Trainees from Speak Out, a project funded by the Australian Youth Foundation.

STOP PRESS!

and community organisations to develop guidelines for the distribution of the Children's Promise funds.

The Salvation Army and Children's Hospital Network will use their funds to progress new important community endeavours and to continue life-saving programs.

I am delighted about the tremendous support we have already received from the government, corporate and NGO sectors for Children's Promise and close with Senator Jocelyn Newman's endorsement which sums up the essence of this national initiative:

"The Children's Promise initiative is an example of Business and Community Partnerships at work. This initiative provides the opportunity for the corporate sector, nationally, to make a real commitment to the future of children and young people through involving their employees and the company in a community initiative that will benefit all Australians. A healthy start for children and young people is of paramount importance for our society and will assist in strengthening families in the next century."

Senator Jocelyn Newman,
Commonwealth Minister for Family
and Community Services.

Info

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Council on Foundations International Fellows Program 2000

Based in Washington DC, this 12 month fellowship begins mid-August 2000. Open to staff of grantmaking foundations or associations that serve grantmakers outside the United States, the successful Fellow would both learn and contribute to the work of this internationally recognised Council. Applications are due February 11 2000.

Info

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Grants by international foundations to Australian organisations

Just announced:

Ford Foundation

\$35,000 to Australian National University for an international workshop on issues affecting refugees in East Timor.

John D. and Catherine T. MacArthur Foundation

\$51,088 over 18 months to Australian National University to support the work of Hilary Charlesworth and \$46,087 over 18 months to the London School of Economics to support the work of Christine Chinkin for a project titled "Feminist Analysis of International Dispute Resolution," as part of the Program on Global Security and Sustainability's

"Research and Writing" grants competition.

Source: *Chronicle of Philanthropy*,
Nov18, 1999.

Hilton Humanitarian Prize nominations due Jan 2000

The Conrad N. Hilton Foundation invites nominations for the 2000 Hilton Humanitarian Prize.

The \$US 1 million prize is presented annually to an established non-profit, charitable or non-governmental organization that has made extraordinary contributions toward alleviating human suffering anywhere in the world.

Nomination packets are available now. Nominations must be received or postmarked by January 15, 2000.

Info

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New York Times section focuses on giving

It's almost Thanksgiving, and newspaper editors' thoughts are turning toward giving. The *New York Times*' special section on charity is now available on the Web, covering topics as diverse as recovery in Kosovo and anonymity in giving.

Source: *Philanthropy News Network ALERT*, Vol. 4 No. 25, November 24, 1999.

Info

i: www.pnnonline.org/giving/nyt1122.cfm



PHILANTHROPY AUSTRALIA'S RESOURCE CENTRE HOLDS A WIDE RANGE OF BOOKS, JOURNALS, AND REPORTS RELATING TO PHILANTHROPY, GRANTMAKING, GRANTSEEKING AND RELATED AREAS. THE RESOURCE CENTRE MATERIALS ARE AVAILABLE FOR BROWSING BY PHILANTHROPY AUSTRALIA MEMBERS, AS WELL AS MEMBERS OF THE RESOURCE CENTRE.

RESOURCE CENTRE NEWS: recent acquisitions

Publications

Amongst the publications new to the Resource Centre are several titles by Charles Handy, including 'Gods of Management: the Changing Work of Organisations', 'The Age of Unreason' and 'The Hungry Spirit'. Mr Handy recently spoke on topics including philanthropy, corporations and future directions in Sydney and Melbourne.

Steckel, Richard. *Filthy Rich and other Nonprofit Fantasies: Changing the way nonprofits do business in the 90s*

In this guide to successful marketing for non-profit organisations, Steckel offers ideas for non-profits to become financially self-reliant by borrowing tools from the private sector, whilst finding more effective methods of publicising their messages and missions.

Bernstein, Philip. *Best Practices of Effective Nonprofit Organizations: a practitioner's guide.*

Published by the Foundation Center in New York, this guide provides guidance for non-profit managers who wish to advance their organisation's goals. Bernstein explains key organisational processes with an eye for the interpersonal and group dynamics that affect the functioning of nonprofit organisations.

Zukowski, Linda. *Fistfuls of Dollars: Facts and Fantasy about Corporate Charitable Giving.*

This book offers insider information on corporate giving programs based on interviews with corporate

representatives who are responsible for funding non-profit organisations. It seeks to identify common misconceptions about corporate funding and how to avoid them.

Weeden, Curt. *Corporate Social Investing.*

A former Johnson & Johnson vice-president, Weeden details a step-by-step plan for corporations to use in order to convert their philanthropy into a resource that will help them achieve their business objectives.

McIntosh, Leipziger, Jones & Coleman. *Corporate Citizenship: Successful Strategies for Resourceful Companies*

Including many case studies as well as debates on the critical issues in corporate citizenship, this book is intended to assist companies to develop new business strategies to "leave a positive social footprint".

Coming soon ...

Victorian Women's Trust. *Social Justice Report Card - Women: Balancing Social Justice with economic efficiency*

A report documenting women's experiences of Victorian Government reforms (1992-1999).

Journals

Association Times, the business newsletter for the nonprofit sector November 1999

Bush Heritage News, Summer 1999

City Ethics, newsletter of the St James Ethics Centre, issue 36 (Winter 1999)

Search: Recent work of the Joseph Rowntree Foundation, Issue 32, Summer 1999

Future News, a newsletter from the Futures Foundation, Vol. 4, no. 8, September 1999

Heart to Heart, Baker Medical Research Institute, Spring 1999

Annual Reports

Johnson & Johnson

Corporate Contributions Europe 1998 Annual Report

Healthy Futures, Worldwide Contributions Program Annual Report 1998

University of Queensland, Annual Report 98

Permanent Trustee Company Ltd, 111th Annual Report, 1998

The Jean Hailes Foundation, Annual Report 1997/98

VCOSS Annual Report 1998/99

Zoological Parks & Gardens Board, Victoria, Annual Report 98-99



Vanessa Meachen,
Resource Centre Manager



Home conferences

4th National Regional Australia Conference

when: 11-14 April 2000

where: Westland Hotel, Whyalla, South Australia

enquiries: Sarah Nicolson, Anna Handley

PO Box 555, Whyalla SA 5600

p: (08) 8645 0199

f: (08) 8644 1775

e: nicolson@w130.aone.net.au

Developing Collaborative Strategies for Regional & Rural Service Delivery

when: 16-17 February 2000

where: Armidale Ex-Services Club, NSW

enquiries: International Quality and Productivity Centre
Level 9, 70 Pitt Street, Sydney NSW 2000

p: (02) 9223 2600

f: (02) 9223 2622

Johns Hopkins Conference

The 12th Annual International Philanthropy Fellows

Conference of the Johns Hopkins Centre for Civil Society Studies

where: Melbourne

when: 23-26 July 2000

enquiries: Heather O'Connor

p: (02) 64 934 811

Sponsorship 2000

when: 6-8 March 2000

where: Hotel Nikko, Darling Harbour, Sydney

enquiries: IIR Conferences, PO Box 2133, North Sydney
2059

p: (02) 9923 5090

f: (02) 9959 4684

e: info@iir.com.au

Abroad conferences

Council on Foundations

Family Foundations Conference

when: 14-16 February 2000

where: Orlando, Florida, USA

enquiries: Council on Foundations 1828 L Street, N.W.,
Washington 20036-5168

p: 0011 1 (202) 466 6512

f: 0015 1 (202) 785 3926

i: www.cof.org

Canadian Centre for Philanthropy

6th Annual Symposium

when: April 17-18 2000

where: Radisson Plaza Hotel, 90 Bloor East, Toronto, ON,
Canada

enquiries: Canadian Centre for Philanthropy

p: 0011 (416) 961 8000

p: 0011 63 2 3724989 / 3724994 / 4122622

f: 0015 63 2 3724995

e: civicus@csi.com.ph

Fourth International Conference of the International Society for Third-Sector Research

when: 5-8 July 2000

where: Dublin

enquiries: International Society for Third-Sector Research
The Johns Hopkins University, 559 Wyman Park Building,
3400 N. Charles St, Baltimore, MD, 21218-2688 USA

p: 0011 1 (410) 516 4678

f: 0015 1 (410) 516 4870

e: istr@jhu.edu

i: www.jhu.edu/~istr

Council on Foundations

51st Annual Conference

when: 1-3 May 2000

where: Los Angeles, California, USA

enquiries: Council on Foundations, 1828 L Street, N.W.,
Washington 20036-5168

p: 0011 1 (202) 466 6512

f: 0015 1 (202) 785 3926

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 The Norman Wettenhall
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 The Hugh Williamson Foundation

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The Northcott Society
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 The Smith Family
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 The State Library of New South
 Wales Foundation
 Sydney City Mission
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 Variety Clubs of Australia
 Victoria University of Technology
 Foundation
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 the world:

Council on Foundations
 (Washington)
 The European Foundation Centre
 (Brussels)
 The Canadian Centre for
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