

# Australian Philanthropy

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Feature: Green Giving –  
Philanthropy and the Environment



*National Association for Grantmaking Family, Private,  
Corporate and Community Trusts and Foundations*



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Front Cover Image: Wildlife, forests and the built environment:  
Collage of five photographs, supplied courtesy of The Wilderness Society  
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# Message from the President

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The urgency of protecting and nurturing our environment is not a new phenomenon. However there have been many innovative and exciting responses to this challenge in recent times, which is why we have chosen to highlight this area of philanthropic work. By its most literal definition, 'philanthropy' is the love of humankind, but humankind cannot live, let alone justly, without a healthy environment and properly cared for natural resources.

Giving back to our natural environment takes many forms. Many of our larger and more established foundations make a regular commitment to this area of activity as part of their grant making cycle. Some foundations and trusts have been established specifically to focus on environmental projects. Foundations are building exciting partnerships with local, regional and national community groups to undertake environmental projects. Many are working in partnership with government at all three levels. Donors are also working together to share information, ideas and contacts.

There is scope for contributions of all forms and sizes. There is the remarkable recent example of a Melbourne man who donated his home to a national environmental organisation to help fund their ongoing activities. There are many Australians who donate their time and physical energy to cleaning up local waterways and parks, or to campaigning for greater public awareness. These contributions are just as important as the larger grants to develop and implement national strategies.

Our thanks to the Thomas R. Kantor Foundation, the Reichstein Foundation, The Myer Foundation, The Ian Potter Foundation and Mullum Trust for providing us with an insight into some of their work in this area of funding and project development. It has not been possible to offer much more than a glimpse of some of the projects that exist. We would welcome contributions from others giving back to their environment for future editions of the journal.

This edition also includes very brief coverage of the Centenary of the Felton Bequest, which Philanthropy Australia was honoured to host earlier this year. The Felton Bequest was established by Alfred Felton (1831-1904) to support community and culture, with half of its funding benefiting charities (particularly those supporting women and children) and the other half used to acquire and donate artworks to the National Gallery of Victoria. We hope to bring you more extensive coverage of the celebrations, and of some of the magnificent initiatives that the Felton Bequest has supported, in future editions.

We hope you find the wide range of profiles and reports as stimulating as they are diverse. Stay tuned for the final edition of *Australian Philanthropy* for 2004 which will be a special feature written in and about Western Australia, produced in conjunction with Lotterywest and a host of dynamic people involved in that state.

Lady Southey  
President

# Feature: Green Giving – Philanthropy and the Environment

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## The Poola Foundation's Experience of Environment Funding

*By Mark Wootton and Eve Kantor*

The Poola Foundation was established by us in 1995 as a divestment arm of Surrowee Pty Ltd with its attention focused on peace and particularly the environment, the funding of which we will focus here.

Poola is an odd name: the story of its meaning long and complicated. To cut it short, we didn't want to use our own names, so went for obscurity. We lived in Botswana for two years in the early 1990s. Surrowee is an attempted phonetic spelling of the village where we lived (Serowe) and Poola, a more successful attempt at Pula, the local currency, meaning gift and rain. Rain is pretty useful in a desert country.

The reasons why we wanted to set up a charitable foundation are simpler and quite common: the desire to redistribute some of our personal funds and the hope that the money could make a bit of difference to issues about which we felt passionate.

To focus on peace and the environment, excluding other areas of concern, was also a quite simple choice. You can't do everything. Also, without global peace and a protected environment, there is nothing left, obviously.

So, you can't do everything, but can you do anything at all? Having now 'narrowed our focus' on such impossibly broad issues, we had to think of ways we could have maximum impact. We decided:

- Not to fund organisations which found it possible to attract funds elsewhere, either from government or non-government sources
- To fund strategically, in that the projects or campaigns needed to be well timed, coordinated and executed to have both maximum immediate impact and then to have a 'ripple' effect by the type of work being continued or replicated in our absence
- To encourage groups with the same aims to work together to maximise their effectiveness
- To aim for achievable outcomes, to fight the winnable battles.

The next step was to work out where to start. One route we took was as follows:

### Model of Strategic Grantmaking – Mittagong Forum and Forests and Woodlands Campaign

In December of 1998, the Poola Foundation asked a number of prominent Australian environmentalists the question: "If you were going to fund a particular program in a substantial way, to really make a difference, what would that focus be, and for how long would it require

funding?" Some major themes emerged, relating to three major issues: capacity building for the environment movement, training programs and a forests campaign.

At that point, during the mid to late nineties, a number of threats to the environment and the environment movement had emerged after a decade of prominence on the Australian public and political agenda. Australia was facing serious and complex issues, with little public debate or policy development. Meanwhile the movement was being slowly undermined and suffered from a lack of focus and loss of support. Environment group leaders realised they needed to coordinate activities and strategic planning and so, in 1999, the Australian Conservation Foundation (ACF) coordinated a series of meetings, with national, state and regional environment groups, which became known as the Mittagong Forum. Through this process groups recognised that to achieve the enormous task ahead of them, they would need to improve their capacity in a number of different ways.

The Poola Foundation identified the Mittagong Forum as a cornerstone strategy to address the issues which had been presented to it. We agreed to fund the ongoing activities of the Forum for three years and to support the development of a major national forest campaign.

### The Mittagong Forum: Building Leadership and Collaboration

We asked the ACF to administer a substantial grant to be used by the Mittagong Forum for capacity building, including training programs which could be accessed by the entire Australian environment movement. Smaller groups were able to access funding to attend sessions while the larger national groups paid their own way. So far, 25 sessions have been held across the country. A coordinator was employed to assist the Forum, to coordinate the National Environment Consultative Forum (NECF) in Parliament House Canberra, and develop an environment movement website – [www.environment.org.au](http://www.environment.org.au). The grant was stretched to fund the Mittagong Forum for five years rather than three and a national environment conference was also held. Funds were also provided to smaller state and regional groups to develop their skills and capacity around financial sustainability.



*Mittagong Forum holds an outdoor group activity.*

# Feature: Green Giving – Philanthropy and the Environment (continued)

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Today the Mittagong Forum is a model of success. It focuses on developing capability, generating strategic insights and working collaboratively to enhance the effectiveness of Australia's environment movement. A set of objectives, rules, and protocols for the Forum has been developed and members have a strong commitment to working in a collaborative and strategic manner.

For a period of time, the Forum decided to focus particularly on leadership with the aim of nurturing, supporting and developing the practice of leaders in building the capability and effectiveness of Australia's environment movement. As a result of engaging in a process of learning around leadership, members say that they are running organisations more effectively and efficiently. Their campaigns are being run more collaboratively and with less intergroup conflict and individuals are operating with heightened self-awareness of their effectiveness in their roles, and the impact of their behaviour on staff and colleagues. Overall as a group they are engaging in issues more strategically, which is translating into greater collective impact for sustainability outcomes in Australia.

The Poola Foundation received regular reports on the progress of the Mittagong Forum and we have been extremely pleased in the outcomes. We believe that the focus on group collaboration is so important that we will use this and other Mittagong protocols as basic criteria for all future funding.

The Mittagong Forum is close to the end of the Poola Foundation funding round. It is currently undertaking a review and is seeking further funding to continue its major objectives.

For further information please contact  
k.macmaster@acfonline.org.au

## **The National Forests and Woodlands Campaign**

After the dialogue with sector leaders, the Poola Foundation decided that success for future forest campaigning required both financial assistance and greater strategic alliances between a range of environment groups. To achieve this Poola undertook a three-pronged approach to its funding for a three year forest campaign, which started in 2000.

The first initiative was to invite ACF to re-enter forests campaigning. An annual grant was provided for national lobbying and a coordinating role working with the various state environment groups. The second was an annual grant to The Wilderness Society (TWS) which was designed to facilitate sharing of their experience and knowledge of the forest activists' movement with a broader coalition of NGOs, including the ACF. The third prong was to set up a small grants program that was jointly administered by the Poola Foundation, ACF and TWS. This enabled smaller groups to access important

grants to enhance their work, but toward nationally strategic outcomes. It also released the Poola Foundation from having to manage relationships with many different environment groups, as well as using the expertise and knowledge of TWS and ACF to make sure funding was used effectively.

Finally, to enshrine the spirit of collaboration, ACF and TWS signed a memorandum of understanding and funds were provided for groups to attend several National Forest Summits.

Progress and final reports for the large and small grants program were supplied to the Poola Foundation.

This strategic approach to funding a major issue has delivered considerable success. Significant achievements have resulted from, or were greatly assisted by, the Poola funding, including:

- Cessation of logging in almost all Western Australian old growth forests
- The protection of iconic and high conservation value forests in North Eastern New South Wales
- The implementation of the South East Queensland regional forest agreement
- The commitment from Queensland, New South Wales and Victorian Governments to not allow native forests to be burnt for electricity generation or other new low value uses such as charcoal production.

Most importantly, this model of strategic grantmaking was replicated with a national woodland campaign. The Poola Foundation collaborated with a number of other foundations to fund this campaign which recently achieved arguably the most significant victory in the history of the Australian environment movement. This includes achieving legislation in Queensland that stops large-scale clearing of mature bushland, saving around 20 million hectares. Legislation has been introduced into New South Wales that aims to protect uncleared bushland and the Northern Territory currently has a moratorium on clearing in the Daly catchment.

We believe that the success of the forests and woodlands campaigns is an example of how strategic funding in environment protection can be really effective. Particularly useful things we learnt in the process included the value of:

- Gaining a broad perspective of where the issue 'is at' before choosing how and who to fund
- Deciding if your goals are achievable and realistic. You can waste a lot of money otherwise, no matter how noble the cause
- Stating your opinions and insisting on accountability along the way.



### The Australia Institute

In terms of high returns, one of our most satisfying 'investments' through Poola has been in The Australia Institute, which we have co-funded since 1997. The Australia Institute is an independent Canberra based think-tank which focuses on critical analysis of a range of environmental and social issues, and is led by Dr Clive Hamilton ([www.tai.org.au](http://www.tai.org.au)).

### 60L Green Building

The Green Building Partnership, an investment arm of Surrowee Pty Ltd, commissioned and owns the 60L Green Building in Leicester Street, Carlton, Victoria. This iconic building is a prototype for Australia's sustainable commercial building sector. Its innovative concept and design sets a high but economic and commercially achievable standard for others to follow and is the winner of the Premier's 2003 Sustainable Business Awards.

In contrast with conventional buildings, the 60L Green Building has minimal environmental impact, and was built for a cost similar to that of a less-sustainable commercial building. Its design also guarantees significantly lower running and tenancy costs.

The 60L project was designed to provide an environmentally healthy building for its occupants and also to raise awareness within the construction industry. Accordingly, the project deliberately used mainstream architect and construction companies to demonstrate how a sustainable inner-city commercial building can be built ([www.60Lgreenbuilding.com](http://www.60Lgreenbuilding.com)).



*The 60L Green Building.*

### A Post Script on the Source of Our Funds and on the Future of the Foundation

1. The Poola Foundation has been funded both privately and by capital invested ethically by Surrowee Pty Ltd, the Poola Trust's trustee company. This 'ethical' investment has a two pronged rationale:

- The need to avoid negative investments which would be counterproductive to the goals of the Foundation e.g. holding North shares while Poola supported anti-uranium groups at Jabiluka
- The need to have positive investments which complimented Poola's goals e.g. sustainable agriculture (Jigsaw Farms in Western Victoria) and commercial green building (The 60L Green Building in Melbourne).

We think that our investment decisions have as much impact on the environment as our disbursement decisions do through the Foundation, perhaps even more at times.

2. Poola, in its current structure, is winding up this year, having disbursed well over \$7 million. We are beginning a six month review process of our funding. Poola is to be replaced by the new TR Kantor Foundation, in memory of the late Tom Kantor, whose funds the TR Kantor Foundation will disburse. Not before we have a long think about how to do it!

# Feature: Green Giving – Philanthropy and the Environment (continued)

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## The Ian Potter Foundation – Supporting Biodiversity and the Next Generation of Environmental Scientists

*By Leonie Mugavin, The Ian Potter Foundation*

The Ian Potter Foundation guidelines require environmental projects meet the following criteria:

- To develop partnerships with communities, government and the private sector to help prevent irreversible damage to the environment and to encourage the maintenance of biodiversity
- To support programs and policies which are committed to the economic and ecologically sustainable development of land, and the preservation of species
- To foster a broad public awareness of the environmental challenges facing urban and rural Australia
- To assist communities which are threatened with serious economic hardship due to the degradation of land and water resources, to develop policies to manage the social, economic and cultural changes needed for survival.

The Foundation's first major commitment to the environment was The Potter Farmland Plan, supported from 1984 to 1998. Its aim was to prove, through the use of demonstration farms, that by addressing land degradation through a process of whole-farm planning, agricultural methods that were both economically and ecologically sustainable could be achieved.

Since then The Foundation has maintained the same focus on sustainability and working with communities to manage their land, as reflected in grants such as those to the Denmark Environment Centre and The Earthwatch Institute.

### Denmark Environment Centre Biosphere Management Project

In 2003, The Foundation awarded \$25,000 to the Denmark Environment Centre for a project entitled 'Effective Biosphere Management in the South West'. The Denmark Environment Centre is the major environment centre on the south coast of Western Australia in a region with impressive natural features; the only old growth forests in the State, spectacular wild coast lines and river systems and major National Parks.

Prior to the 2003 submission, The Ian Potter Foundation had awarded a number of small grants to the Denmark Environment Centre over the past decade. Their activities and organisational structure were thus reasonably well known to the Foundation. The Centre had a well-established volunteer base, a healthy membership and a sound track record in partnerships with local government.

The Denmark region of Western Australia has long been recognised for its environmental diversity and has been identified as one of 25 biodiversity hotspots on the planet. The proposed biosphere management project highlighted how non-profit community organisations can take an active role in protecting their local environment.

Funding from the Foundation supported three components of the Biosphere Management project:

- A survey of Gilbert's potoroo, Australia's most endangered mammal
- A survey of Mount Hallowell Reserve, a 536 hectare old growth forest
- A workshop on identifying and managing acid sulphate soils in the region.

The work undertaken by the Centre was in line with funding principles of The Foundation for the general field of Environment and Conservation. Through this Biosphere Management project, the Denmark Environment Centre has created the means whereby land managers, local government and members of the community can make effective balanced decisions in regards to the environment.

The three projects funded by The Ian Potter Foundation allowed significant environmental issues to be brought to the attention of the community and created a greater sense of awareness of the ongoing environmental commitment required in the region.

### The Earthwatch Institute Science and Conservation Volunteer Challenge Program

With support of \$20,000 from The Ian Potter Foundation, Earthwatch has been able to provide fellowships for a number of tertiary students to participate on selected field research and conservation projects around Australia.

The program was developed in consultation with the Foundation to meet a number of specific objectives:

- To encourage young Australians to pursue careers in science by providing hands-on experience, working with professional scientists and contributing to a practical field research project
- To promote the value of volunteering amongst younger people and to encourage an understanding of how individuals can make practical contributions to the public good
- To provide young people with career models in the sciences and open their minds to concepts of global citizenship and individual responsibility.

In providing this support, the Foundation was keen to see Earthwatch use this program as a catalyst for gaining ongoing support from the universities. Two years down the track, the program is now in good shape with three Victorian institutions providing fellowships for their



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students for 2004-2005 and agreeing to provide accreditation for the field experience. Professor Mark Burgman from The University of Melbourne, is a keen supporter of the program and says that "the Earthwatch projects offer a breadth of opportunities that goes well beyond the things we can offer them in isolation, providing a broad scope for students to gain experience in scientific research".

Associate Professor Brad Mitchell, Head of the School of Ecology and Environment at Deakin University describes the school's involvement in Earthwatch programs as "highly desirable as it broadens the perspective of students from theoretical considerations of conservation to specific examples of active projects. Involvement is also a test of how well students can apply the knowledge and skills they have gained at Deakin; it is, in a sense, a ground-truthing of the skills set we endeavour to give to our students. It also helps to foster a heightened sense of environmental awareness and commitment."

The students participated in a range of projects led by some of Australia's leading conservation biologists. Working with researchers of the calibre of Professor David Lindenmayer of the ANU, Dr David Paton of the University of Adelaide and Dr Michael Mahony of the University of Newcastle, they gained insights into the rigours – and rewards – of field research and its importance in guiding conservation decisions.

From the scientists' perspective, the students are enthusiastic, eager to learn and make a highly valued contribution to their data collection and analysis. Many of them may well be future post-graduate or doctoral candidates interested in working with them on related fields of study.

## **Norman Wettenhall Foundation and Victorian Trust For Nature Property – Protecting Diversity at Ned's Corner Station**

*By Leonie Mugavin, The Ian Potter Foundation*

The Norman Wettenhall Foundation's objective is to support projects that enhance or maintain the vitality and diversity of the Australian natural living environment. There is a particular emphasis on advancing the interests of native birds and the habitats upon which they depend.

The following advice is provided to organisations and individuals seeking funding from The Norman Wettenhall Foundation:

- Innovative projects are to be encouraged, particularly those with potential to act as a model for other developments in the future

- The results of the project should have a long-term effect
- Publication of funded studies and dissemination of information that will benefit the natural living environment are regarded as important and will be supported
- Encouragement of individuals, as well as organisations, is possible provided the project is well planned.

In 2003 the Foundation contributed \$25,000 to the Victorian Trust for Nature conservation property, Ned's Corner Station, a 30,000-hectare former pastoral property west of Mildura. A number of other philanthropic organisations provided the funds to purchase the property and the Foundation's grant supported the fauna and flora survey of the property and a number of workshops, both of which contributed to the development of the conservation management plan for the property.

The survey successfully listed many species of flora and fauna in the area and determined the presence and distribution of threatened species. Recommendations in the management plan will thus be based on the best available information to ensure the protection and enhancement of biodiversity at Ned's Corner Station.

The workshops were designed to ensure that local and regional community interest can be factored into the conservation management plan. They have already proved to be an invaluable part of Trust for Nature's management planning process and provide a great model for future nature conservation acquisitions by Trust for Nature.

The in-house workshop elicited strong commitment to the vision of Ned's Corner as a 'showcase' property from Trustees and staff of Trust for Nature.

The community engagement workshop allowed various partners and stakeholders to express their interest in Ned's Corner Station to both Trust for Nature and to each other, for some, for the first time. 'Traditional users', such as campers on the Murray River, were particularly grateful for the opportunity to express their views at the workshop.

Along with Parks Victoria representatives, they agreed that in the next few years the river frontage camping areas could be rationalised. Widespread support was shown for Trust for Nature's ability to provide an innovative approach to management and the strong emphasis on partnerships greatly facilitated new collaborations, such as that with the Sporting Shooters Association.

# Feature: Green Giving – Philanthropy and the Environment (continued)

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## George Alexander Foundation – Bringing Students to the Bush

*By Leonie Mugavin, The Ian Potter Foundation*

In 1972, George Alexander, a Melbourne-based engineer, founded a philanthropic trust. Over the years, The George Alexander Foundation made more than 600 grants to a broad range of organisations across Australia. In the past couple of years, The Foundation adopted a policy of focussing on the two fields of education and the environment.

Grant requests to the Foundation are considered if they meet the following guidelines:

- To help talented young people achieve their full potential in any endeavour
- To support programs designed to improve educational, employment and leadership opportunities for disadvantaged young people
- To develop partnerships with communities, government and the private sector to prevent irreversible damage to the environment and to encourage the maintenance of biodiversity.

### Environmental Sciences Camp at 'Narmbool'

In 2002, \$212,000 was granted to The Sovereign Hill Museums Association for an Environmental Sciences Camp at 'Narmbool', Elaine.

The Sovereign Hill Museums Association in Central Victoria operates a school camp for young students on the property, Narmbool. A working farm, Narmbool was given to Sovereign Hill by the owners of the property, Mr and Mrs Andrew Ferry.

Students are involved in environmental sciences and bushcraft sessions in a student-centred, hands-on program. Scientists from universities, museums, and government environmental and scientific agencies, local Landcare and catchment management groups and the indigenous community in Ballarat have all been involved in stages of the program's development.

The Department of Education and Training and the Catholic Education Office have provided support in developing curriculum linkages and in teaching resources.

The Sovereign Hill Museums Association approached the Foundation for a grant for the construction of an environmental science camp in natural bushland adjoining Narmbool. As part of their three day program at Narmbool, students in years 5-9 stay at this environmentally sensitive camp called 'Teatree Gully Bush Camp'.

Funding was approved for the project as it exemplified the Foundation's interests in supporting educational opportunities for young people and to nurture within them a love and respect for their natural environment. The Camp provides an important educational opportunity for school students in the fields of botany, environmental studies, archaeology, history and agriculture, as well as providing a 'character building' residential experience in a natural setting.

A diverse range of primary and secondary schools have visited the Camp and the demand for the program remains strong.

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## The Mullum Trust

*By Danny Mathews*

The Mullum Trust operates on the premise that the long-term health of our society and economy cannot be separated from that of our environment. Indeed, we believe that the wellbeing of the environment is the determining factor in producing a positive future for the world.

Unfortunately the level of urgency is increasing as time runs out to prevent major environmental damage. With the small funding base of the Trust (distributions of around \$40,000 per year at present) we strive to maximise the value of each philanthropic dollar by supporting environmental projects which have significant ongoing outcomes. This means that specific projects with purely local outcomes – funding a school tree planting day, for example – deserving as most are, will usually not be supported.

Groups and projects which tackle emerging or hard to market issues may lie outside the consciousness of the mainstream giving community, as they are often difficult and time consuming to access and evaluate. If one of these projects filled an important gap in the environmental movement, then the Mullum Trust might give it priority over other more mainstream applications.

Some examples from recent years are Climate Action Network Australia (CANA) and the Jabiru Region Sustainability Project.

CANA was an initiative developed to help coordinate the climate change programs being undertaken by various environment groups around Australia. By avoiding duplication of work through enhanced communication, and facilitating consensus on directions for national climate change campaigns, Mullum believed it could save more dollars for the environmental movement overall than we would have by giving the same amount to a single group for one of their campaigns.

The Jabiru Region Sustainability Project was a study to help determine how the economy of the Jabiru (Kakadu) region after the closure of the uranium mines could be redirected into an environmentally sustainable model that would also have tangible benefits for the region's traditional owners, the Mirrar people.

This project appealed because:

- (a) It looked at integrating economic and social issues with positive environmental outcomes.
- (b) It involved the Mirrar traditional owners, ensuring aboriginal stakeholders have considerable input into outcomes in North Australia.
- (c) Northern Australia is relatively intact when compared with the significantly altered landscapes and ecosystems of the south. Dollars spent here could have greater impact because there is just more to save.

- (d) Northern Australia receives far less funding for environmental projects than other more populated areas, perhaps because of its small population and distance from philanthropic centres, so the urgency to fund there is higher.

Where does the focus of the Mullum Trust lie next? Definitely in more support for projects in Northern Australia, but also possibly in an environmental field of which there is relatively little public awareness, and which is as yet underfunded.

After climate change and broad scale land clearing, the greatest threat to Australia's environment may be from invasive plants and animals. The foxes in Tasmania and fire ants in Brisbane are just the tip of the iceberg, and until recently there has been no environment group dedicated to working and lobbying on these issues from a national perspective. A fledgling NGO, the Invasive Species Council, may soon be taking on this role, and would certainly fit our criteria of maximising outcomes for each dollar spent.

The Mullum Trust has often worked to fund projects in conjunction with other trusts or individuals, and is very keen to invite discussion of these issues and the possibility of joint funding opportunities.

## The Green Donors' Forum

In these times of increasing urgency to protect the environment, the sharing of information and a healthy debate around the varying perspectives on environmental issues is highly desirable.

Two trusts which fund environmental projects, the Reichstein Foundation and the Mullum Trust, joined forces last year to run a seminar on these matters for interested people from the philanthropic sector.

There was sufficient interest for the trusts to try to establish an ongoing forum for discussion of philanthropy and the environment.

A Green Grants donor circle was formed and has met three times.

Reichstein and Mullum are currently reviewing the possible roles and functions of the Green Grants donor circle.

We would be delighted to receive input from anyone who either has ideas about what they would like to get from such a forum, or would simply like to be on the contact list.

Contact Simone Hey of the Mullum Trust, c/- BDO, 563 Bourke Street, Melbourne 3000, telephone (03) 9615 8500, email: [simone.hey@bdomel.com.au](mailto:simone.hey@bdomel.com.au), or Chris Momot of the Reichstein Foundation, 2/172 Flinders Street, Melbourne 3000, telephone (03) 9650 4400, email: [cmomot@reichstein.org.au](mailto:cmomot@reichstein.org.au)

# Feature: Green Giving – Philanthropy and the Environment (continued)

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## **The Reichstein Foundation and Environment Victoria – Green Home Action: Social Networks Pilot**

The Social Network Pilot Program is a project which the Reichstein Foundation is interested in trialling in a philanthropic setting. The concept has been piloted by householders, hence the title 'Green Home Action'. The Reichstein Foundation welcomes feedback from *Australian Philanthropy* readers who may be interested in participating by piloting the project in their offices.

Positive environmental change can come about through advocacy for good regulation and by changing the everyday things we do at home. For several years now, Environment Victoria has been running a number of programs that help people to adopt environmentally-friendly practices. Smogbusters, in the late 90s focused on encouraging the use of sustainable transport such as walking, cycling and public transport. More recently, Cool Communities and Green Home Action are helping participants to live more sustainably at home by saving energy, water and reducing solid wastes.

These programs require more than just a handy leaflet or booklet that tells householders what they can do. Invariably, it takes more than just information alone to convince people to change their habits. A considerable amount of experience has been gained from the social science disciplines and the practice of environmental programs, providing refined insights into how to motivate the adoption of environmentally friendly behaviour. Programs that work have the following features:

- Community level actions
- Direct personal involvement
- Face to face communication
- Activation of social networks.

The adoption of behaviour change can be achieved by:

- Asking participants to make a public commitment to take a specified action and meet a target
- Creating a social norm established by the example of a respected person or group
- Modelling the ideal behaviour so that others can observe the actions and benefits
- Social diffusion of a message by face to face communication between trusted individuals.

There is considerable scope for behaviour change programs to facilitate the 'mainstreaming' of household sustainability using these proven methods.

Participants in the Social Networks program will model environmentally friendly practices and encourage the adoption of practices in their social networks. The program will develop a workshop series to train participants in how to communicate the benefits of sustainable living and how to motivate people to adopt environmentally friendly practices.

The pilot program will be delivered within the philanthropic community. Members of the philanthropic community are considered ideal candidates for the program as the most effective behaviour change is modelled and promoted by well-respected, credible and trusted individuals who have extensive social networks. At a later stage, the program will be offered to community leaders (and others) who would like to know more about motivating environmental behaviour change in their social network, be it large or small.

The Reichstein Foundation would be pleased to hear from philanthropic organisations interested in piloting the project in their offices. See contact details on page 33.

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## The Reichstein Foundation and Friends of the Earth – Geographic Information System (GIS) Project

*By Friends of the Earth*

The aim of this project is to create a database of environmental information useful to land management and forest campaigns, and to help environmental non-government organisations (ENGOS) access this data. The project is funded by the Reichstein Foundation and Precision Engineering.

Friends of the Earth (FoE) used the Reichstein grant to fund two 10 month, part-time positions, one dedicated to East Gippsland forests and the other to the Strezlecki Ranges. Some of the funding is set aside for future projects, including publication of a 'Goolengook National Park Proposal'.

The project aims to develop the capacity of regional community groups to adopt diverse techniques for achieving change in native forest management and the development of ecologically sustainable and socially just forest operations. Groups actively involved in the project are: Goongerah Environment Centre (GECO), the Victorian Rainforest Network (VRN), the Swinburne Environment Collective, the RMIT Environment Collective, and Healesville Environment Watch. This list is growing each month.

We are currently compiling a huge amount of information into the GIS system so it can be utilised by local environment groups as well as producing an interactive DVD of East Gippsland forests, as a campaign tool for activists. In addition, we are updating the flora records for the Errinundra Plateau, as we have found out that the Flora and Fauna Databases unit of the government department (DSE) have not been able to do this. As we develop stronger links with this department and compile the information received from them, we will be able to identify other gaps in the current record set and then begin to fill these gaps – this will be useful for land managers as well as the general public and other environmental groups.

The Strezlecki project is focussing on improving land management regimes by Hancocks, the major land managers in the region. In late 2003, Hancocks received the first ever independent certification of forestry operations in Australia (via the Forest Stewardship Council, or FSC system). This was after many years of watch-dog campaigning by FoE and others. This system requires ongoing, independent monitoring of forestry operations. The GIS system and project has become the cornerstone of this work, and all information generated from field visits is freely available to any interested parties.

## Green Electricity Donation

*By Duncan Paterson, CAER*

The Foundation for National Parks and Wildlife will soon be getting a taste of green electricity, thanks to a donation from the Centre for Australian Ethical Research (CAER).

This donation provides an interesting twist on the normal philanthropic processes. The CEO of CAER, Duncan Paterson, won a raffle at the Conference of Major Superannuation Funds on the Gold Coast in March. This should be a fairly straightforward good news story – as a not-for-profit organisation, CAER would normally be grateful to receive the prize, \$250 worth of green electricity.

The difficulty lay in the fact that CAER's role is to provide institutional investment clients with independent research on the social, environmental and ethical aspects of corporate behaviour, to assist those clients to ensure that their investments meet the ethical motivations of their stakeholders. The prize was part of a promotion that had been put together by Investa Property Group, to promote some of the sustainability initiatives they have undertaken in property management in recent times. CAER was potentially in a position of conflict of interest, as Investa is one of the companies they research.

Philanthropy Australia to the rescue! Duncan contacted Jane Kenny at the New South Wales office, and she was able to provide CAER with a list of members who might benefit from receiving the prize instead. An internal staff poll at CAER selected the Foundation for National Parks and Wildlife to receive the gift. The FNPW is an associate member of Philanthropy Australia.

Leonie Gale, Executive Officer at the Foundation, said "CAER's offer was easy to take. Tackling an office overhead with a green gift is a perfect fit for an environmental charity. Green electricity is a sustainable way to energise our work to protect Australia's natural environment."



# Feature: Green Giving – Philanthropy and the Environment (continued)

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## Start Up of a Social Venture – Engaging the Community in Water Issues

*By The Myer Foundation and Waterkeepers Australia*

How do we ensure the Snowy gets its fair allocation of water? What can be done about the rubbish at the bottom of the Derwent River? How can communities become involved in decision making about irrigation issues? Who is representing the environment?

These issues were reflected in the funding requests to the Water and the Environment Focus Area of The Myer Foundation. The applications represented a burgeoning swell of concern in communities across Australia surrounding local water management issues, and heralded the urgency to consider measures to strengthen and coordinate the capacity of the various projects around Australia.

In 2003, The Myer Foundation collaborated with the Australian Conservation Foundation and Environment Victoria to establish Waterkeepers Australia, a national network of local community-based organisations protecting their local waterways. The overarching aim is to support the work of biodiversity and water quality monitoring, community education and communication. Groups can apply to become members of Waterkeepers and have access to a range of services to strengthen their capacity and ability to protect their waterways.

A commitment of \$150,000 from The Myer Foundation supported the development of Waterkeepers Australia and support has also been received from the Melbourne Community Foundation, the Macquarie Bank Foundation, The Ian Potter Foundation and four individual donors.

Community engagement and consultation reigned as a guiding principle in the development of Waterkeepers Australia. Early in the project, a public forum at the Green Building in Melbourne gave communities the opportunity to discuss the idea of a coordinating body. The outcomes were clear: there was an empty niche for social and legal advocacy. Waterkeepers Australia should not duplicate the work of other bodies, such as Waterwatch; there was a need to support communities to understand the pollution, flow, salinity and other issues facing local rivers and coastal areas; and the model should encourage informed communities to first work through education and negotiation to enforce environmental protection and other standards – legal action was seen as a last resort if collaborative approaches had not been effective.

Throughout this consultation process, it became clear that communities would need to become ‘keepers’ of local waterways – Baykeepers, Lakekeepers, Riverkeepers and even Creekkeepers. Communities highlighted their need to understand the issues facing their waterways, gain access to technical information,

research, monitoring data (often produced by Waterwatch) and understand the appropriate processes to raise issues and enforce environmental standards. Some groups would also need help with incorporation, income tax exempt endorsement, insurance and equipment (i.e. boats, wet weather gear etc).

A special partnership was established with the Environment Defenders Offices (EDO) across Australia, which agreed to provide pro bono legal advice and referral for local Waterkeepers when the need arose. The EDO was a perfect fit as their philosophy is to empower communities with the knowledge and skills to act for themselves as far as possible.

Waterkeepers Australia is based on the model of the US Waterkeepers Alliance; a fast-growing international environmental movement that had an unusual genesis. A group of fishermen in New York State’s Hudson River, planned to blow up the pipelines through which polluting companies were fouling their fishery. However, one person in the group convinced the other members of the benefits of enforcing, rather than breaking, the law. Thus began the Waterkeeper Alliance, active and organised citizens protecting their waterways through law enforcement, monitoring and research and community education programs.

Waterkeepers Australia is a company limited by guarantee with a membership of incorporated NGOs around Australia. The supporting members are The Myer Foundation, Australian Conservation Foundation and Environment Victoria. Joanna Baevski, Tim Fisher and Dr Paul Sinclair represent these organisations respectively on the Board. The start-up work for Waterkeepers Australia was conducted by Catherine Brown, a solicitor with a strong involvement in the philanthropic sector. Sir William Deane is the Patron. The Constitution provides that a majority of the Board must be representatives of local Waterkeepers within five years. Local Waterkeepers must meet a set of Quality Standards in order to be accepted for membership. Waterkeepers Australia has been endorsed as an income tax exempt charity and has a Public Fund endorsed as a DGR that is on the Register of Environmental Organisations.

National Coordinator, Greg Hunt, is currently visiting community groups around Australia to raise awareness of Waterkeepers Australia, and talks of its expansion, “We are working on the Derwent River and with communities in the Yarra, the Murray, the Snowy and many more”.

“I would love to see each of the catchments across Australia being watched over by a vigilant riverkeeper or baykeeper. This is extremely important work, and it needs to be done comprehensively,” Mr Hunt said.



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## Controlling Landclearing in Queensland

*By Dr Barry Traill, Woodland Ecologist, The Wilderness Society (Dr Traill is a member of The Myer Foundation Water and the Environment Committee)*

In March of this year, the Beattie Government in Queensland passed legislation to control the large scale clearing of mature bushland in Queensland. This action is probably the biggest ever single environmental gain in Australia – with protection from clearing given to nearly all remaining mature bushland in Queensland. Approximately 20 million hectares (20,000 square kilometres) of native bushland that was at risk from clearing has been protected. This compares with the total area of Victoria of 22 million hectares.

Landclearing, the destruction and removal of native bushland, has for decades been the number one threat to nature in Australia. By the 1990s Queensland was by far the worst offender with more than 85 per cent of Australian clearing occurring in Queensland.

Clearing causes salinity, destroys wildlife habitat and releases greenhouse gases when bulldozed trees rot or are burnt. Most clearing has been done to expand agricultural lands, especially cattle grazing. As the more fertile lands have been cleared, clearing has pushed further and further into more marginal land.

The decision by the Queensland Government to pass this legislation followed an active advocacy campaign by non-government environment groups which was organised from 1999 onwards. A range of philanthropic foundations and individual donors provided funding at different stages of the campaign.

Funding from three Melbourne based foundations – The Myer Foundation, Mullum and Reichstein, provided assistance in 1999 to the Queensland Conservation Council in getting some limited controls on clearing through Queensland Parliament. However, much stronger controls were needed and it became clear that much stronger advocacy and education campaigns were required to achieve this.

Major funding from the Poola Foundation in 2000, as part of their 'Woodlands' funding, allowed a coordinated national landclearing campaign on the issue to be developed, with The Wilderness Society, Australian Conservation Council, Queensland Conservation Council, regional Queensland groups, and later WWF Australia, working closely together.

By 2001, as the campaign increased in strength, it became clear that there was a major gap in the work that could be covered in Queensland with more public outreach work required on the ground in rural and south-east Queensland.

An individual Queensland based private donor assisted with funding to start a separate 'Dozerwatch' project, which successfully tracked and monitored applications to clear bushland.



*Photograph by Wayne Lawler.*

In 2002, The Myer Foundation provided a major grant to the Queensland Conservation Council and The Wilderness Society for a grass-roots advocacy and education campaign in Brisbane and in rural Queensland. This was crucial in mobilising latent public and scientific support for stronger controls on clearing.

In late 2003, the Queensland Government announced they would be putting in place stronger and effective controls. Funding of \$150 million was made available to assist landholders adversely affected by the increased controls.

### Lessons?

As with most major public policy changes, the advocacy work leading up to the change took many years. In fact most major environmental gains in Australia usually have histories of 10 or more years of work before success is achieved. Much of the initial advocacy and education work is often outside the public eye, especially in the early stages.

With landclearing in Queensland, a range of foundations provided key funding assistance at different stages of the campaign. For such a major piece of work, one off funding for only two or three years would not have been enough to take the work through to a successful fruition.

Other factors in the success were:

- A solid alliance of the major environment groups with experienced advocates working full-time on the particular campaign
- Clearly defined roles and responsibilities of the various advocacy groups involved (e.g. state and federal government engagement; community mobilisation in south-east Queensland; rural community engagement; lobbying and negotiating; policy development; media management; development of legislation)
- A concise shared set of policy outcomes developed early in the campaign
- Strong support by independent scientists who explained publicly the need for strong controls on landclearing.

# News and Views

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## Philanthropy Australia Annual General Meeting

*By Jackie Purdie*

The Philanthropy Australia AGM was held at the National Gallery of Victoria on 22 April.

The meeting elected the Philanthropy Australia Council for the following year. Four nominations were received for the four vacancies. Sitting members Lady Southey AM, Professor Tom Healy and Jan Cochrane-Harry were re-elected, and the fourth vacancy was filled by David Ward of ANZ Trustees. President, Lady Southey, thanked retired Council Members Ben Bodna and Royce Pepin for their contribution over the years. The Council of Philanthropy Australia now consists of Lady Southey AM, Ms Dur-e Dara, Professor Tom Healy, Ms Elizabeth Cham, Mr Barry Capp, Ms Jan Cochrane-Harry, Mr Peter McMullin, Ms Samantha Meers, Dr Noel Purcell and Mr David Ward.

The re-appointment of Freehills as the Honorary Solicitors, and McInnes, Graham & Gibbs as the Honorary Auditors were accepted.

## The Myer Foundation Appoints New CEO

Christine Edwards has been appointed as the new Chief Executive Officer of the two bodies representing Myer Family Philanthropy.

Christine has had a long background in health and social welfare as a practitioner, in policy development, and most recently, management. During her early career, she worked in policy management service delivery roles in the Western Australian Departments of Health and Family Services.

After a period in the Pilbara, where she was responsible for all child and family support services in Northern Western Australia, and some time in Northern Tasmania, she moved to Melbourne in 1999 to be CEO of St George's Health Services, and later Bethlehem Health Care.

She is currently studying her Masters of Health Administration at La Trobe University.

Christine is the Immediate Past President of the Melbourne Girls College Council, and a member of Kew High School Council.

Christine Edwards commenced as CEO of Myer Family Philanthropy on Monday 30 August.

## Voiceless, the Fund for Animals, is Launched

*By Jane Kenny*

Voiceless, The Fund for Animals was launched in Sydney in May 2004. This non profit organisation promotes a world in which animals are treated with respect and compassion. The fund has been established by the Sherman Family who are fully funding the grants program.

The foundation will award grants worth \$100,000 annually to fund projects and initiatives which:

- Change attitudes and/or increase knowledge about animal rights and welfare
- Encourage the public to take action for animals in their personal lives
- Work to modify or create new laws or policies to further animal welfare/rights in Australia.

Speaking at the launch, Brian Sherman, who is the co-founder of Voiceless and one of the Directors explained that he and his daughter Ondine have been passionate about the rights of animals for a long time. Establishing this organisation is a way of demonstrably making a difference.

Voiceless has already attracted some high profile support. Well known Australian actor, Hugo Weaving is the ambassador and will also be part of the judging panel which will assess the grant applications.

"There are many serious issues involving cruelty to animals in Australia that are not being acknowledged. I look forward to being a part of the Voiceless program and making a difference for animals," Mr Weaving said.

Voiceless' patrons are Brian Sherman, and Nobel Prize winning author, JM Coetzee, who is the author of "Lives of Animals" and "Elizabeth Costello".

At the launch, Mr Sherman quoted from JM Coetzee's latest book, explaining that its main character highlights many of the issues facing animals today.



*Ondine Sherman, Founder and Director; Brian Sherman, Founder and Patron; and Hugo Weaving, Ambassador of Voiceless.*

"Animals have only their silence left with which to confront us," he read.

Applications are being invited from schools, non profit organisations, universities and local government bodies and close on 30 September 2004. Grants will be awarded in November at a special awards event.

In addition to the grants program, Voiceless will work independently and with other groups to educate and raise awareness about the conditions in which animals live and make inroads into improving animal welfare and rights through policy and law.

## WINGS Peer Learning Event: In Support of Corporate Social Responsibility

*By Jane Kenny, Membership Services Officer*

In early July, I travelled to Manila to participate in a peer learning event on corporate philanthropy with colleagues from 12 countries. The event was organised by WINGS (Worldwide Initiatives For Grantmaker Support), the peak body for support organisations in the philanthropic sector.

The promotion and support of corporate philanthropy became one of WINGS' priorities as early as 2000 when a survey of the network found at least thirty organisations engaged in various ways in promoting corporate grantmaking and corporate social responsibility and providing services to corporate grantmakers. At the WINGS Forum in Sydney in 2002 participants indicated the huge potential for a special interest group similar to that of the community foundations group in WINGS.

In 2003, after the WINGS secretariat moved to Brussels a working group was formed to focus on corporate social responsibility around the world. To begin its work it launched a survey to review not only current activities within the network but also specific interests and issues in relation to supporting corporate philanthropy.

The peer learning event was a starting point for sharing good practice and to assist WINGS in developing material and tools that will help other organisations in the network.

The event had been timed to coincide with corporate social responsibility week in the Philippines, so on the third day the participants attended the CSR Expo which was opened by the Deputy President of the Philippines.

It was agreed to continue the group as a peer group of WINGS and several tasks were decided on, including mapping CSR work around the world, research and development of material and peer exchanges.

Some of the themes that emerged from the input and discussions were as follows:

- The importance of making the business case for corporate philanthropy



*Jane Kenny in Manila with the local Shell Foundation display.*

- Advocacy by peak bodies:
  - (a) Publicly about the good practice of their corporate members; and
  - (b) To business generally on the value of implementing CSR programs.
- Partnerships both within business and across sectors
- Benchmarking: What and how much impact?
- The breadth of giving – business can give much more than cash
- Motivations for corporate giving – the donor spectrum: from charity to social investment
- The value of peer modelling – business leaders advocating the importance of CSR to their peers, in order to increase the number of companies who commit to CSR and to continually improve CSR practice
- The role of the media.

Many interesting and valuable activities were identified that peak bodies conduct for their corporate members. Philanthropy Australia intends to implement these ideas for the benefit of their own corporate members.

## Looking a Gift Horse in the Mouth – the Ethics of Giving and Receiving a Gift

*By Jane Kenny*

Sydney members of Philanthropy Australia gathered in early February to consider ethical issues around grantmaking and receiving. Led by Professor Patrick Duignan, Foundation Chair In Education Leadership, the group began by considering challenges and tensions facing contemporary leaders.

Many of the dilemmas that we face, which traditionally we have considered as 'either/or' situations, are in fact 'both/and' cases. Thus leaders might be called on to make a decision that is seen to be either for the common good or for individual rights. Or a situation might arise that appears to present a choice between following the rules or making a decision that puts care and concern

for those involved first. Although seemingly opposite value positions, in fact consideration in decision making should be given to both tensions to arrive at the best possible decision.

Rushworth Kidder, in his 1996 book *How Good People Make Tough Choices* says that "The really tough choices, then, don't centre upon right versus wrong. They involve right versus right. They are genuine dilemmas precisely because each side is firmly rooted in... core values."

It has been argued that by emphasising the relationship and complementarity instead of the seeming contradictions and opposites, leaders and managers have a better chance of influencing the direction and intensity of the positive side of the tension.

Mutually enhancing exchanges between donors and recipients occur over a long term relationship. In this relationship, the donor gains a renewed sense of significance, satisfaction, social responsibility and transcendence while the recipient gains a renewed sense of mission and purpose and a reinforcement of the organisation's basic values.

With this discussion under their belts, the participants then split into smaller groups to identify decision situations that they have faced and then identify any tensions involved, either/or choices and both/and choices.

In conclusion, Professor Duignan proposed the theory that Authentic Leadership is centrally concerned with ethics and morality and with deciding what is significant, what is right and what is worthwhile. He also suggested that authentic leaders develop relationships based on respect, care and compassion in order to create organisational work environments that encourage and sustain creativity and commitment and elevate human interaction to new and higher levels of motivation and morality.

Although the issues raised seem to make decision making even more challenging, hopefully the use of this ethical framework will actually assist both grantmakers and grantseekers in the various decisions that they are called upon to make in their work that builds and strengthens our communities.

### NGO's – Regulation or Free Market?

*By Garry Fabian*

The question of whether there should be tighter regulation of charities and Non-Government Organisations (NGOs) was debated with some vigour at the recent Stegley Seminar held at the Asia Pacific Centre for Philanthropy and Social Investment in Melbourne.

The speakers were Dr Gary Johns, senior fellow at the Institute for Public Affairs (IPA) and former minister in the Keating Government, Moira Rayner, lawyer and human rights activist and former Victorian Commissioner for Equal Opportunity, and Dr Michael Liffman, Director

of the Asia-Pacific Centre for Philanthropy and Social Investment.

Dr Johns stated that while government welcomed the work of charities and NGOs, at times tension was created by their 'partisan views' when it came to input into policy debate.

He listed three fundamental elements that are required; egalitarian application of public funding, reward for merit rather than sectarian interests and a market contract that is of wider public benefit.

Despite the need for greater scrutiny and regulation to ensure transparency, Dr Johns did not believe a charity regulator was a practical solution. He said that the dual role of regulator and conduit between NGOs and government would create a serious conflict of interest.

He did however favour a more formal framework of accountability to ensure public money was applied to the best outcomes for the whole community. "The bottom line is that the donor market needs to be more informed, with transparency on the cost of fundraising and how the funds are applied."

Moira Rayner asked why charities and NGOs should be treated differently to corporations, who were rarely asked to justify their standards on the basis of 'what is good for the community.'

"Progressive philanthropy facilitates progressive changes in society, which is one of the fundamental differences between the IPA and progressive NGOs," she said.

"The Stegley Foundation, of which I was a trustee, is a good example. We set out to seek projects that would make a difference, and not always run according to conservative lines."

Ms Rayner said that charitable bodies with conservative views were not subject to the same scrutiny as those with more progressive agendas. She said it was important to foster groups that represented the marginalised and the under-represented in society, those who she described as experiencing the 'tyranny of coercion.'

"Society must nourish the human spirit, without undue restrictions. NGOs can do this more effectively than governments," Ms Rayner concluded.

Dr Liffman asked whether donors or a regulator should set the standard for accountability and transparency. He discussed the role of the Not for Profit Round Table in discussing standards for NGOs.

"To define what is progressive and what is conservative is not a helpful debate," he said. "Society at large needs to be more analytical about the nuts and bolts of accountability and transparency, and there is a need to establish community standards that apply to all areas, charitable and corporate equally."

A lively debate from the floor followed the panel presentations.



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## The Indigenous Affinity Group in Sydney

*By Jane Kenny, Membership Services Officer*

In October 2003 Philanthropy Australia members in Sydney held a workshop that considered priority areas for activity in working with indigenous communities. Many strategies were put forward for increasing engagement between grantmakers and indigenous organisations.

In an effort to put the words into action, the first meeting of the Sydney Indigenous Affinity Group (IAG) was held at Tranby Aboriginal Cooperative College in Glebe. The College, established in 1957, is an independent adult education facility that follows Indigenous learning ways. Thousands of Indigenous students from all over Australia have undertaken training at Tranby to fulfill individual and community needs.

One of the priority areas for the IAG was to inform the philanthropic community about working with indigenous communities to increase the amount and effectiveness of money going into Indigenous activities. One way in which grantmakers might increase their knowledge of the indigenous sector is by enrolling in the Advanced Diploma of Applied Aboriginal Studies offered at Tranby Aboriginal College. It is a nationally accredited course and was written specifically for Tranby with a great deal of input from New South Wales Elders who are involved in the delivery of the course. The course is offered to both Aboriginal and non Aboriginal people.

Helen Kearins from the Mercy Foundation completed the course in 2003 and found it gave her a far greater background for her work with the Foundation. Some of the modules covered in the course include identity, social systems, kinship and belonging to land and research: principles of design.

The group had also discussed ways of informing the indigenous community about the philanthropic sector. In July Jane Kenny and Helen Kearins ran a 'Meet The Grantmaker' workshop for two groups of students at the College. The students were Indigenous people enrolled in community development and legal studies courses. Jane outlined the philanthropic sector in Australia and the role it plays, legal constraints on funders and researching prospective funders. Helen informed the students about the history of the Mercy Foundation, what it funds, how to apply for funding and gave some very interesting and pertinent examples of projects that the Mercy Foundation has funded.

The Sydney IAG is organising a half day seminar on Indigenous health to be held in Sydney in mid September 2004. Participants will hear from several speakers about both the issues and potential solutions. As it approaches its first anniversary, the Sydney IAG has mapped out a comprehensive work plan under the chairmanship of Paul Wand from the Rio Tinto Aboriginal Foundation. Hopefully this work will lead to good outcomes for both grantmakers and funded organisations working on Indigenous matters.

## Glendyne For Girls Project

*By Coty Cortese, Executive Officer, The Mary Potter Trust Foundation*

*This case study was presented to the Sydney Indigenous Affinity Group at their last meeting, as part of a strategy for members to share information about the projects that they fund.*

The Mary Potter Trust Foundation was established in 2003 by the Sisters of The Little Company Of Mary to provide grants to community groups in Australia that actively work towards addressing the human rights and social justice needs of the disadvantaged.

The Foundation seeks to bring about a more equitable and just society by supporting those groups who work to promote or establish structures, which help to alleviate social injustices and benefit disadvantaged communities in Australia, regardless of colour, sex or creed. There are currently five groups the Foundation considers as priorities:

- Refugee and asylum seekers
- People at risk
- People with physical and mental disabilities
- Indigenous people
- The long-term unemployed.

Although the Foundation will not be undertaking its first formal grantmaking round until later in 2004, it was decided to fund a small number of projects that met its grant criteria at the beginning of this year. One of the projects selected was the Glendyne For Girls Project.

The Glendyne Education and Youth Training Centre is an approved non government school located on a 140 acre operational farm in Hervey Bay, Queensland. Glendyne is a facility of Queensland Baptist Care that provides the opportunity for disadvantaged teenage



*Glendyne for Girls participants work together on catering skills.*



*Glendyne for Girls participants.*

boys from the Wide Bay area to get their lives back on track through education and employment skills development and support.

The Glendyne for Boys program was established in 1998 and targets boys between the ages of 12 and 18 who have generally not achieved or have been excluded from mainstream schools, been referred through the Juvenile Justice system, or have a variety of social and behavioural problems.

Glendyne has always had some Indigenous boys attending but this number has grown in recent years. Glendyne has a close working relationship with the Indigenous community:

- There are two Elders from the local Batchelor people on the Glendyne Advisory Committee
- There is a partnership agreement with "Wide Bay Burnett Indigenous Stringer Families Project", conducting training programs within families locally
- There are two Indigenous youth workers who work with all students and individual learning plans are developed to suit each student.

A need for a similar program for girls was highlighted last year by the death of a young girl from chroming while her baby lay in a pram beside her in a park. The Glendyne For Girls program was initiated at the beginning of 2004 and currently has eighteen girls, including eight who are Indigenous. Although the girls' program is in a separate location at the Nikenbah School (a small heritage listed building about 500 metres from the boys' facilities) it shares some of the staff and resources from the boys' program.

The Mary Potter Trust Foundation has provided funding for the employment of an Indigenous Support Worker for some seven months. The primary role of the person will be to:

- Act as the link between Glendyne for Girls and the families to ensure that Indigenous culture is upheld and respected

- Link the youth and their families with other relevant support agencies
- Address any issues of understanding cultural differences between the Indigenous youth and other youth attending Glendyne.

Glendyne offers an integrated and holistic approach that aims to improve the long-term outcomes for the youth that come through the program. It provides education as well as basic trade, life skills and other real life experiences, leading to increased self-esteem and a desire to develop future skills and achieve career and personal aspirations.

## Social Ventures Australia – 2004 Essentials Series

*By Louise Doyle*

*Social Ventures Australia (SVA) practices high-engagement venture philanthropy. SVA seeks out initiatives with the potential for high social impact and supports them with education, funding and commercial expertise.*

Social Ventures Australia's 2004 Essentials Series kicked off in Melbourne in July with a keynote address from inspirational executive coach and best-selling author, Norman Drummond. "Norman was incredibly inspirational – recharged my batteries" said one participant at the end of the session. The series continues in October with globally recognised master of fundraising Kingsley Aikins here to conduct the second session 'The Challenge of Sustainability'.

The Essentials Series focuses on the most important issues facing the not for profit sector today and is made up of two one-day programs run in both Sydney and Melbourne. It gives participants the opportunity to learn about best practice models, share ideas and knowledge, and supports them with 'how to' processes to apply to new concepts. AMP Foundation, PriceWaterhouseCoopers Foundation and Investec sponsor the series.

Norman Drummond who led the first session 'Common Ground – Diverse Tribes' has inspired many of the world's top business figures to radically change their approach to work and helped them learn the art of true greatness.

He graduated in law from the University of Cambridge and in Divinity from New College, Edinburgh. He is a former Chaplain to The Parachute Regiment and The Black Watch and is currently Chaplain to The Queen of Scotland.





*Norman Drummond presenting the keynote address at Melbourne Essentials.*

He was headmaster of Loretto School, Scotland's oldest independent boarding school, and is former BBC National Governor and Chairman of the Broadcasting Council for Scotland.

In 1997, Norman founded Columba 1400, the first purpose-built prototype Community and International Leadership Centre in the United Kingdom. Situated on the Isle of Skye, Columba 1400 is open to all and welcomes the diversity brought by different cultures and backgrounds, with participants from both the streets and corporate boardrooms.

His latest book *The Spirit of Success – How to connect your heart to your head in work and life*, was recently launched in the UK and has already reached the best-sellers' list.

Norman inspired participants in the morning workshop 'Common Humanity', challenging each to consider:

- Who are you?
- Why are you living and working in the way you are?
- What might you yet become and do with your life?

Teaching co-coaching and leadership skills, Norman challenged each participant to think through the captivities of his or her organisation and imagine freedom. The workshop provided participants with an insight into the true meaning of leadership.

The themes of leadership and partnership were developed further in the afternoon with workshop sessions. 'Common Outcomes' examined the ability of the community, business and government sectors to collaborate with participants discussing how to balance planning for success against grasping opportunities that spontaneously arise.

"I learnt a lot about different approaches to partnerships and the benefits they can bring all parties," said one participant at the end of the day.

The 'Common Purpose' workshop showcased some of Australia's leading corporate community partnerships. Fierce conversations examined the best methods of establishing and developing partnerships and tackled the question "How and when do you ask for funding?"

The difficult questions that arise around funding will be more thoroughly examined by Kingsley Aikins in his October sessions. Kingsley will be looking at the funding and revenue models to create sustainable not for profits. He has been the Executive Director of the American Ireland Fund since 1993 and has exceptional experience in developing and implementing fundraising strategies.

Kingsley's presentation will cover:

- How to go about developing your Board's capacity to fundraise
- How to run a fundraising campaign
- The critical importance of stewardship
- Harsh new realities of fundraising
- Reciprocity – what you can give your donors.

Workshops will include case studies, showcasing and teaching:

- How to establish and grow a social enterprise
- Effective business planning and revenue models for not for profits
- The latest tools to measure, maximise and communicate any organisation's Social Return.

The Essentials day is designed with plenty of opportunity to network with other participants and speakers, as well as experts in tax, law, web and accounting who are all available during lunch to answer questions about the not for profit area. One participant from the July session said that "essentials was the best networking opportunity I have attended in years".

For registration details, see page 33.

### Communities in Control Conference 2004

*By Louise Arkles, Research and Information Manager, Philanthropy Australia*

Early June saw a crowd of 1,500 fill the Moonee Valley Racing Club for the second Communities in Control conference. The fact that another 600 were turned away only reinforces the impression that this is now recognised as a key event in the non-profit sector.

As in the 2003 Conference, the aim was to explore a range of issues associated with developing stronger and more viable communities – particularly about communities themselves taking control of decision making. The vocal crowd (there were long queues at microphones at question times) and spirit of engagement were evidence that delegates expected to participate in discussion and made the most of the opportunity to have a voice in the debate. The conference theme – ‘revolution in community – why?, how?, now!’ – clearly struck a chord with those who have felt marginalised or disempowered.

Clive Hamilton, Executive Director of the Australia Institute, addressed the question of ‘why’ the need for community revolution, exploring the current roles of non-profit organisations in a democratic society, and the threats they face from government.

Sir David Henshaw, Chief Executive Officer of the City of Liverpool in the UK, addressed the ‘how’ component, when he spoke of the transformation of Liverpool from a depressed city to being designated the European Capital of Culture in 2008. In charting this journey he emphasised the importance of a customer focus in the public sector, of leadership, and integrity in communications between local government and the community.

The relationship between health and community wellbeing was explored. Shelley Martin, Executive Director of the University of California Berkeley's Centre for Community Wellness, related five inspiring stories about local communities taking control and making decisions on matters of health and wellbeing. Martin spoke of the importance of change or solutions being generated and developed from within communities themselves, rather than imposed from researchers or government bureaucracies.

“The lesson learned from (these stories) is that a small group of leaders and activists can move mountains. Another lesson to be gleaned... is that perceived outsiders are rarely trusted or welcomed by communities, whether they have good intentions or not, or lots of money and resources or not... So we need to be mindful as government officials and health care experts that we cannot move forward with communities unless we are perceived as the community.”

Both Richard Eckersley and Hugh Mackay looked at the health of Australian communities and society. Mackay explored the reasons for our feelings of disconnection and disengagement. These include the redistribution of work and wealth, an Australian sense of identity, the gender revolution, the record low birth rate, and the growth of one to two people households. He went on to identify two pathways to stronger communities which explain his optimism, including generation Y's tribalism and commitment to being connected. Eckersley focussed on perceptions of quality of life, the relationship between individualism and democracy, materialism and values. He sees sustainable development, not just in the environmental but in the social spheres, as central. He perceives parallel processes of cultural decay and renewal, and a sense of emerging potential, which offers hope in troubled times.

Government was well represented by the Federal Treasurer, The Hon. Peter Costello, Deputy Premier of Victoria and Minister for Victorian Communities, The Hon. John Thwaites, Federal Minister for Children and Youth Affairs, The Hon Larry Anthony MP, and Pauline Peel, from the Brisbane City Council.

Day two featured a series of ten workshops on fields of practical application, e.g. evaluation, governance, marketing, funding, advocacy. These breakout sessions allowed for greater engagement in discussions of practice.

The sense delegates were left with was that growing discontent, coupled with the vocal conference dialogue, has created momentum but quite whether it will lead us to a community revolution remains to be seen.

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## The Maimonides Society – (the Grantmakers' Lonely Hearts Club)

*By Denis Tracey, Deputy Director, Asia-Pacific Centre for Philanthropy and Social Investment, Swinburne University of Technology, Melbourne*

How many grantmakers are there in Australia? Hundreds? Thousands? In fact no-one knows for sure, but we do know that many of them work in small organisations and operate in comparative isolation, denied much of the stimulation and vocational camaraderie that other professionals take for granted.

Hence the idea of the Grantmakers' Lonely Hearts Club; an informal gathering where grantmakers can meet over a glass of wine, listen to a stimulating talk and exchange ideas.

But clearly the group needed a name with a greater level of gravitas and so, after exhaustive research, we were led to the imposing figure of Moses Maimonides (1135-1204) who lived in Cairo and was a physician, teacher and scholar. His works include the happily-titled *The Guide of the Perplexed* as well as treatises on theology, happiness, astronomy, poisons and hygiene. Maimonides famously proposed eight modes of charity, ranging from the least (*to give sadly*) to the most virtuous (*to give a loan or a job rather than a gift, so preserving the recipient's self-respect and encouraging self-help*).



*An artist's impression of the scholar, Maimonides.*

The first gathering of the Maimonides Society took place in the offices of Goldman Sachs JBWere on 8 June 2004. Our guest was that distinguished columnist and man of opinions, Phillip Adams AO. His remarks were perceptive, stimulating, amusing and sometimes astonishing. Several people who couldn't attend have asked for copies. But unfortunately Chatham House Rules applied, and in any case much of the speech was unrepeatable.

Future speakers may include a Supreme Court judge, a retired cabinet minister, a leading businessman or woman, a distinguished artist, Princess Mary of Denmark or the Dalai Lama. Suggestions are welcome.

As a general rule, we want the Society's presentations to be less about philanthropy per se, and more about the larger context in which it operates.

Membership of the Maimonides Society is open to all grantmakers, is free and involves nothing more than an appreciation of the Society's aims. It is bought to you by Swinburne University's Asia-Pacific Centre for Philanthropy and Social Investment and by Philanthropy Australia. Goldman Sachs JBWere have kindly agreed to host future gatherings in their offices at 101 Collins Street, Melbourne.

If you are interested we would love to hear from you. See page 33 for details.



*Phillip Adams.*

## The Philanthropy of Alfred Felton and the Centenary of his Bequests

This year marks the centenary of the Bequests of Alfred Felton. The Felton Bequest is one of the oldest and most significant charitable trusts in Victoria, best known for its contribution to the collection of the National Gallery of Victoria, but also as a significant supporter of charitable organisations.

Celebrations commenced with the launch of an acclaimed book, *Mr Felton's Bequests*, by Professor John Poynter. In April, Philanthropy Australia hosted a special function in honour of the Felton Bequest, and in May, the ANZ Banking Group hosted a celebratory dinner.

The Felton Bequest Chairman, Sir Gustav Nossal announced his retirement after 35 years of service, including 30 as chairman. Sir Gustav will be succeeded by Sir Andrew Grimwade – the sixth in a line of Grimwades to serve on the Felton Bequests' Committee. (Alfred Felton's business partner and friend, Frederick Shepherd Grimwade was the first.)

The Felton Bequest also begins its second century with a new member – Mr Rupert Myer, who is also Vice President of The Myer Foundation, chair of Mission Australia, and Council Member of the National Gallery of Australia.

### Philanthropy Australia Honours Alfred Felton and the Centenary of His Bequests

*By Jackie Purdie*

Philanthropy Australia, in partnership with the Felton Bequests' Committee and ANZ Trustees, hosted an event in the Great Hall of the National Gallery of Victoria to honour the philanthropy of the late Alfred Felton, and to celebrate the Centenary of the Felton Bequest.

The ceremony, attended by approximately 400 people, aimed to raise awareness of the extent of Alfred Felton's generosity and to encourage more people to find ways of giving back to the community. A cocktail reception followed.

Alfred Felton, himself an avid art collector, established half of the Bequest to purchase artworks for the National Gallery of Victoria and the other half to distribute income to charitable organisations in Victoria, particularly those that benefit women and children.

The CEO of Berry Street Victoria, Sandie De Wolf spoke about the value of the support provided for their flagship, the BEST Centre. Tammy Walsh from the Victorian Aboriginal Education Association spoke about how the Felton Bequest had made a Koorie Scholarships project possible in a partnership with Education Foundation. The value of funding to the Youth Support Program was well illustrated by Jane Rowe, CEO of the Mirabel Foundation, as she recounted a story of a family of three young children who had been adopted by their aunt and uncle following the death of their parents from drug related problems.

Other speakers at the ceremony included Sir Gustav Nossal AC CBE, Chairman of the Felton Bequests' Committee, and Professor John Poynter AO OBE, author of *Mr Felton's Bequests*, who spoke about Alfred Felton the man.

Alfred Felton remains one of Australia's greatest philanthropists, and Philanthropy Australia was honoured to be involved in an event to publicly recognise the generosity of one man, and the impact it continues to have, one hundred years after his death.

The Felton Bequest supports community and culture, with half of its funding benefiting charities (particularly those supporting women and children) and the other half used to acquire and donate artworks to the National Gallery of Victoria. The Felton Bequests' Committee is responsible for making decisions as to charitable grants and art acquisitions. ANZ Trustees is the trustee of the Felton Bequest and is therefore responsible for managing and administering the funds. In partnership, ANZ Trustees and the Felton Bequests' Committee have made significant contributions to the Victorian community with respect to the wishes of Alfred Felton (1831-1904) as outlined in his Will.

The Felton Bequests' Committee comprises:

Sir Andrew Grimwade, Chairman

Dr Alison Ingles, representative of the National Gallery of Victoria

Mrs Caroline Searby

Mr Bruce Bonyhady, representative of ANZ Trustees

Mr Rupert Myer



*Tammy Walsh VAEAL.*



*Sir Gus Nossal, Lady Southey and Jackie Purdie.*



*Sandie de Wolf (CEO, Berry Street Victoria).*



# Community Foundation News

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## Central Queensland

The Central Queensland Community Foundation was officially launched at a community breakfast in Rockhampton earlier this year. Over 200 people attended, representing various businesses and organisations throughout the region. General Peter Cosgrove spoke on the theme of 'Building Communities'. Four local schools participated in various ways, some providing musical entertainment, and some serving food and drink to guests. In future years, the Foundation plans to hold simultaneous community breakfasts in several locations across its broad geographic area.

## Tumut Region

Congratulations to the Community Foundation for the Tumut Region on achieving DGR (Deductible Gift Recipient) status.

## Natalie Elliott Moves On

Natalie Elliott of Foundation for Rural and Regional Renewal (FRRR) is moving on (only 200 metres down the road actually!) to Bendigo Bank. She will be setting up the Bendigo Bank Community Enterprise Foundation. For her new contact details, see the 'Finding Out More' page.

## Riverina

The Riverina first Community Fund is moving along – they have made two rounds of grants this year, totalling \$40,000. The majority of grants have been around \$2,000 each.

## Northern Rivers

The Northern Rivers Community Foundation (northern New South Wales) has recently received \$88,000 from the Sustainable Regions Program (a Federal Government Program that covers 12 identified regions in Australia). The grant will enable the Foundation to employ staff, and steam ahead towards a formal launch later this year. It will also provide \$50,000 to expend in its first round of Small Grant Making. The foundation aims to raise \$4 million within the next five years.



Ian Causley MP, (second from left) four of the Northern Rivers Community Foundation board members, and two project officers.

## ATO Determination

The Australian Taxation Office has now issued the Final Tax Determination regarding Donor Requests. Community Foundations which have been operating sub funds may need to obtain written confirmation from some donors to ensure that gifts from them on and from 30 June 2004 are tax deductible. For further information and clarification, contact Andrew Lawson at Philanthropy Australia.

## Wyndham

The Wyndham Community Foundation, based on the Werribee/Hoppers Crossing area in the outer west of Melbourne, is planning an official launch later this year.

## Council on Foundations Conference

The Council on Foundations' 20th Fall Conference for Community Foundations will take place on 11-13 October in Minneapolis, Minnesota, USA. This year's conference theme, *Delivering on our Promise: Impact, Innovation and Integrity*, encourages attendees to think more deeply about the multi-faceted issues of accountability, responsibility, transparency and impact for community foundations. This conference is considered by many to be the most important annual meeting in the community foundation field and offers important learnings and inspiration for international participants.

As in past years, the Council on Foundations administers the Mott Community Foundation Scholarship Fund (made possible with the support of the Charles Stewart Mott Foundation) to support the participation of representatives from US and non-US community foundations (with \$25 million or less in assets) at the conference.

## Buderim Foundation Launched

*By Leanne Evans*

Buderim, famous for its internationally renowned ginger products, recently celebrated the successful launch of another local venture – the Buderim Foundation Limited by the Governor of Queensland, Ms Quentin Bryce AC on April 6.

Ms Bryce continued the tradition of involvement by State Governors in major local events. In 1989 Sir Walter Campbell opened a major upgrade to the community hall, and in 1999 Major General Peter Arnison opened the refurbished Old Post Office, now the local community and visitor information centre.

The launch, presided over by Foundation Chair Professor Gus Guthrie AM, drew a crowd of 200 local residents and community leaders and featured a 'Foundation Tree' planting ceremony by local primary school students in a specially landscaped area on Buderim's main street.

The Buderim Foundation was incorporated in December 2003 after 18 months of community debate, planning, and research supported by a feasibility grant from the Foundation for Rural and Regional Renewal (FRRR), the key national body facilitating the establishment of community foundations throughout Australia.

A second grant from the local Maroochy Shire Council helped with initial establishment costs and launch preparations.

Establishing a local community foundation was a logical development for Buderim, which already has a strong tradition of local giving and community achievement over the past 60 years.

Early indications are that the Foundation will surpass community expectations and facilitate a new era of local philanthropy. Local residents have responded favourably with three bequests, two cash and several in-kind donations made over the past few months.



*Students of Buderim Mountain State School who planted the 'Foundation Tree' on the day of the launch.*



*Professor Gus Guthrie, Chairman of the Buderim Foundation Board, Governor of Queensland, Ms Quentin Bryce AC, and the School Captains of Buderim Mountain State School.*

## Community Foundations of Canada Conference

*By Heather Kent, Executive Officer, Sydney Community Foundation*

Attending the Community Foundations of Canada (CFC) Conference bolstered my excitement about the potential for the Sydney Community Foundation. I met with many different community foundations, at various levels of development – some that were over 90 years old, and others just in the start-up phase.

Community foundations are the fastest growing, most dynamic form of philanthropy in North America and throughout the world. Canada has approximately 120 community foundations holding aggregated assets of \$1.6 billion. The US community foundation market has over US\$60 billion in endowment funds.

My main objective in attending the Conference was to listen and think about some of the different ideas that I heard, and how they might be adapted for the Sydney environment.

There were three points that were continually emphasised:

- The importance of unrestricted funds... the most important endowment fund that donors can provide for the long-term benefit of their community
- Community Leadership
- The importance of professional advisers.

I would like to share some of the Canadian community foundations' tips, based on their experience:

### Creating Opportunities for Dialogue

There are few opportunities for people to come together in communities to talk about things that matter to them collectively. Community foundations are in a unique position to play a role in organising and convening these kinds of local discussions. For several of the Canadian Community foundations I spoke with at the conference, convening has become a key strategic activity and a real contribution to community life.

### Suggestions From CFC on Endowment Building

- If you aim for a 1:2 gift ratio – one gift in hand, two 'in the bush' as deferred gifts – you will keep your organisation forever focused on the future
- Work with a three year strategic plan and a five year financial plan
- Offer donors personal contact, and information to broaden their view of philanthropy
- Facilitate strategic alliances between donors to build the capacity of particular projects
- Partner with professional advisers... many of the Canadian community foundations come by more than 50 per cent of their donors/gifts through professional advisors
- Work with professional advisers (lawyers, accountants, financial planners, etc.) to help them meet their clients' charitable goals



- Recognise that advisors are key partners in facilitating philanthropy.

Questions to ask when thinking about our strategies behind grantmaking:

- Are we creating opportunities to build capacity in the community? (The Vancouver Community Foundation sends a newsletter to donors after each funding cycle, highlighting grants approved, in a continuing efforts to link donors with the community foundation's projects)
- Are we responsive to the needs and interests of our communities? (The Toronto Community Foundation invites professional advisors to grant making seminars, and treats them like major prospects)
- Are we reaching out to the whole community for leaders of our CF?
- Do we keep fund holders fully informed about their funds?

Finally, the unofficial tagline of the Conference sums up the world of community foundations well: "If you've seen one community foundation, you've seen one community foundation."

## Creating Futures: Western Australian Community Foundation Launched

*By Kathryn Sydney-Smith, CEO, Western Australian Community Foundation*

His Excellency the Governor of Western Australia the Lt General John Sanderson, AC and Patron of the Western Australian Community Foundation, joined in the launch celebrations of the Western Australian Community Foundation in June of this year. The Western Australian Community Foundation has been established to provide an umbrella under which communities across the state can establish permanently endowed funds for the future.

Over 280 guests representing community groups, corporations, donors and government agencies participated in the launch of the Foundation which has been two years in the making. The state of Western Australia is home to 1.9 million people and covers a vast area of land. Guests at the launch travelled from interstate, and country Western Australia, including Hyden (four hours), Balingup (two hours), Carnarvon (eight hours) and the great southern to be part of what is considered a significant step for philanthropy in this state.

"As Patron of the newly-formed Western Australian Community Foundation, I am immensely pleased that we are providing communities across our state with an opportunity to build a source of ongoing funding for their own futures," said the Lt General John Sanderson, AC.

"Foundations such as this, provide the opportunity for communities to pool and invest donations, with the interest earned being used to fund local initiatives in their own communities."

"These funds will, in time, provide grants to support a wide range of local initiatives in areas including education, health provision and research, social services, the arts, economic development and the environment," said the Governor of Western Australia.

The Foundation is surrounded by a very accomplished and prominent Board of Trustees who are voluntarily working to establish and grow the Foundation. In addition to the philanthropic work of the Foundation, the Board of Trustees has established as part of the Foundation's core business the goal to contribute to community capacity building and leadership. Chief Executive Officer of the WACF Ms Kathryn Sydney-Smith, said, "The Western Australian Community Foundation, will act as a catalyst to help communities across the state establish and attract donations of their own, in doing so, we will support this process by facilitating community mentoring opportunities, education and training and providing sound governance and leadership."

Some communities are already working towards establishing a sub fund within the trust of the Western Australian Community Foundation. They include the communities of Hyden, Kings Park and the Peel region. Each community has different needs and sees their sub fund helping in the future to contribute to programs such as youth accommodation, supporting local health services, respite for carers of disabled and frail aged, and positive aging programs.

In addition to the support of a passionate Patron, the Foundation enjoys bipartisan support from our Vice Patrons, the Premier of Western Australia Dr Geoff Gallop and the Leader of the Opposition the Hon. Colin Barnett.

*The next edition of Australian Philanthropy will exclusively feature philanthropy in Western Australia. Find out more about some of the exciting projects and partnerships being supported by the Western Australian Community Foundation, as well as developments in private and corporate philanthropy in that state.*



*Left to Right: Michael Anderson (Company Secretary); Ian Carter; Kathryn Sydney-Smith (CEO); Governor of Western Australia Lt General John Sanderson, AC; Jane Mouritz; Frank Cooper (Chairperson); Howard Read; Dr Neale Fong (Deputy Chairperson); Kanaga Dharmanamda; David Beurle.*

## Mumbulla Foundation Reports Back to its Community

*By Louise Brown*

The Mumbulla Foundation gave its 'Report to the Community' on Wednesday, May 19, in the Bega Valley Shire Council Chambers.

Sylvia Admans, CEO of FRRR was the guest speaker. She spoke of the similarities between FRRR and the Mumbulla Foundation – rural, both starting at the same time – and praised the work of Mumbulla in fostering community pride and confidence.

Geoff Brookes, the Mumbulla Foundation President, said that by December 2003, the Foundation had completed its fourth granting round with the Bega Valley Shire Council, with grants to 31 community projects within the shire.

"This brings to 99 the number of grants we have made, with a total value of more than \$200,000," he said.

The grants ranged in size from \$250 to \$5,000 with a tremendous spread, both geographical and in terms of the types of projects supported. Applications for the fifth granting round will be finalised in October.

In December the Foundation held a fundraising dinner and auction which raised \$10,000. Mr Brookes gave special thanks to Carol Ladd, who made her home and gardens available for the event, Greig Pickhaver (better known as HG Nelson), the guest of honour and auctioneer, the 30 volunteer staff and many donors of the food and wine.

In late 2003, the Foundation received a grant from The Myer Foundation to conduct research on urban water use within the shire. The purpose was to gather data about people's attitudes about water usage and to examine different forms of community consultation.

Mr Brookes announced an in-principle agreement with Country Energy to become a corporate sponsor of the Foundation. He thanked the Bega Valley Shire Council and their staff for their strong support during the past year.

Also speaking was Tony Carey, CEO of Canberra Investment Corporation. Canberra Investment Corporation, the Mumbulla Foundation's first corporate sponsor and developers of the Glen Mia Estate just outside Bega, have agreed to donate to the Foundation \$250 for each block sold in any of their developments in the shire. Mr Carey said the catchcry of his business was "Communities in the Making". He told how Mrs Margaret Taylor – Mumbulla Board – had asked if the company invested in anything other than real estate!

"This is a great vehicle for us to give something back to the community," he said.

Troy Severs expressed his appreciation of Mumbulla's grant of \$5,000 for Ancestral Trek which enables

Aboriginal men to learn about the environment, their heritage and health issues.

Mr Gary Berman from the 7th Light Horse Bemboka Troop said his troop would not have "got off the ground" without the help of the Mumbulla Foundation.

Before and after the meeting the Bega Valley String Orchestra entertained the guests. This group, with an age range of teens to 70s, rehearses regularly and gives concerts throughout the year.



*Bega Valley String Orchestra entertains the guests.*



*Margaret Taylor, Director, presents Sylvia Admans with a bunch of flowers.*



*Left to right: Tony Carey, CEO of CIC; Sylvia Admans, CEO FRRR; Geoff Brookes, President, Mumbulla Foundation; Troy Severs, Ancestral Treks and David Hede, Mayor of the Bega Valley Shire Council.*

*Photos courtesy of the Bega News.*

# Profiles

## Activate Australia – Nurturing Young Leadership

*By Nicole Endacott, Founder and CEO of Activate Australia*

*"Anyone can hold the helm when the sea is calm."  
Syrius Publilius, 42 BC.*

Most people would agree that our world faces a number of challenges, such as current international instability, the environment, poverty and exclusion. The sea is far from calm. We need more leaders who are driven by values and are not afraid to stand by them; who will persevere through difficult times; who are not afraid to stand at the "centre of the storm." The challenge is to find these leaders, but where?

Activate Australia, a leadership development organisation, believes that we should be looking for these leaders in the toughest of socio-economic environments. Although this may seem to be the least likely of places, Activate argues that the skills that people develop in these 'tough realities' are closely aligned to those attributes that we seek in our leaders.

### Who is Activate Australia?

Activate Australia, formerly known as Columba 1400 Australia, delivers leadership development programs for young people from tough realities. Many participants in Activate programs have faced enormous life challenges, including socio-economic disadvantage and long-term unemployment. Usually aged between 16 and 25 years, participants attend the programs because of a desire to make a positive change in their lives.

Activate programs are modelled on the successful work of Columba 1400 (Scotland), which has conducted almost 100 programs with over 1,300 young people and is recognised throughout the UK and beyond for its work.

Activate Australia's belief in the leadership potential of young people from tough realities is supported by academic and program-based research, which was conducted by the American Management Association (AMA) and brought to Columba 1400 by its founding CEO, Ian Chisholm. The research identified the alignment between the core competencies sought by companies when recruiting staff and Board members and those demonstrated by youth from tough realities participating in AMA programs. These included an ability to make clear decisions in times of pressure, the existence of a code of ethics and the ability to persevere and respond to adversity.

If recognised, developed and focused the skills of young people from tough realities can be a real source of advantage, both individually and communally.

### Activate Australia Leadership Programmes

Objectives are:

- To recognise, develop and activate the leadership potential within young people from tough realities
- To activate personal development and change



*Participants tackle outdoor and indoor problem solving challenges.*

- To provide a forum through which young people from tough realities can become role models for social change and activate their communities.

Activate Australia's main program is 'What Other Way (WOW)?' the core of which is a residential Leadership Academy. Each WOW program focuses on a defined geographic region and includes a series of preparation and follow-up sessions, as well as post-program support.

The Leadership Academy is held at the Pinnacle Valley Resort, a premium quality conference facility located at the foot of Mount Buller in rural Victoria. The high standard of the facility is extremely important, as it sends 'silent messages' to participants – that they are valued, important and respected.

The Leadership Academy is structured around six core leadership attributes, which represent the Columban Code of Responsible Leadership: Awareness, Focus, Creativity, Integrity, Perseverance and Service.

Through experiential learning, participants are introduced to practical leadership development tools and frameworks, such as communication, conflict resolution, ethical decision-making and problem solving. Participants identify their core values and translate those values into a 12-month goal and action plan.

While outdoor activities are an important part of the Leadership Academy, it is far from an outdoor adventure camp. In fact, one graduate referred to it as an 'inward bound' experience.



*Leadership program participants.*

### Community Partnerships

Central to the success of the WOW program are effective local partnerships. To ensure a seamless process of support and opportunities for participants, Activate Australia works closely with people and organisations within the local community. Key relationships include Community/Welfare Organisations, Local Government, Local Learning and Employment Networks, Service Clubs, local businesses and employment and training providers.

### Current and Future Activities

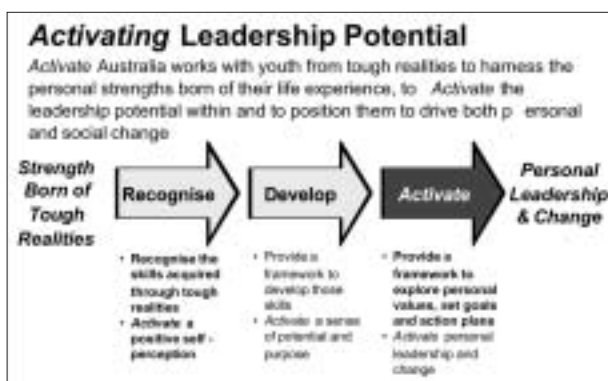
Activate Australia has run two pilot programs in Victoria and is funded to conduct a third in September. The pilot programs have demonstrated that the WOW model is as applicable to Australian youth as it is to the Scottish participants and have allowed Activate Australia to develop strong relationships with a number of Partner Organisations.

Activate Australia is well-positioned to deliver a further nine programs over the next two years, which will focus on young people in West Heidelberg, one of the most disadvantaged suburbs in Victoria. These programs will operate in partnership with Philip's Gate, a community organisation acting as a 'hub' of local services.

In 2005, Activate Australia is planning to introduce its corporate sector initiative called the 'Gemini Project', which 'twins' young people from tough realities and corporate 'fast track' managers. The experience has been engineered to create an equal playing field – where learning and perceptions of advantage flow in both directions.

As a relatively young organisation, Activate Australia is looking for support in a variety of areas, including financial contributions for the WOW programs (individual or group funding) and in-kind contributions.

See page 34 for details.





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## AMP Youth Boost!

*By Amy Denmeade, Consultant, Social Ventures Australia*

The AMP Foundation was established in 1992 to give back to the Australian community. Since that time the Foundation has been the vehicle through which AMP invests in strengthening the social fabric of the communities in which its customers, planners and employees live and work. The Foundation partners with outstanding community organisations in urban, regional and rural communities across Australia.

The Foundation conducts its community investment activity according to a number of principles including:

- Building its investment program on the basis of research and stakeholder consultation
- Evaluating, reviewing and regularly refining social investment priorities
- Initiating and being receptive to ideas that can make an innovative and lasting contribution, including investments that may initially be controversial.

In 2003 the AMP Foundation underwent a process of reviewing and refining its investment strategy. It was faced with the challenge of developing a strategy that met with its principles and maximised the impact that its resources could have in the community.

On the basis of extensive research and consultation, both within AMP and with many individuals and community groups, the Foundation made the decision to direct the bulk of its investment into two key areas – Community Involvement and Youth Employment. The Foundation believes that adopting a focused approach will generate greater social returns on its community investments.

Youth Employment was identified as being the right issue for a number of reasons. It is a significant economic and social issue that impacts on individuals, families, businesses and communities.

It also has synergy with AMP's core business of wealth creation and management. A primary way that most people accumulate wealth is through employment.

By supporting young people who are disadvantaged in finding employment, the Foundation believes it will be able to help young people avoid the circumstances that might lead to long-term poverty.

The Foundation commissioned research by The Smith Family into the issue. The aim was to gain a greater understanding of the costs of high youth unemployment and to identify some best practice criteria for effective programs. The research confirmed the Foundation's

view that enhancing the employment prospects of disadvantaged young people is one practical way it could help them 'get to square one'.

The primary vehicle for the Foundation's investment in the area of youth employment is the \$1 million AMP Youth Boost!

The AMP Youth Boost! is a significant new funding initiative that will support the work of non-profit organisations running innovative, effective programs that encourage youth employment.

\$1 million in funding will be shared between up to ten organisations that are helping to create opportunities for young Australians to overcome the obstacles to meaningful employment.

The AMP Youth Boost! is being run jointly with Social Ventures Australia (SVA). SVA will manage the application and selection process, oversee the distribution of the funding and support the selected non-profit organisations with business mentoring and management advice.

The AMP Foundation and Social Ventures Australia have been working together since 2002. The AMP Foundation was one of SVA's founding partners along with the Smith Family, Work Ventures and the Benevolent Society.

SVA is Australia's first not-for-profit venture philanthropy organisation. It partners with outstanding social enterprises, supports their growth efforts and uses benchmarks and performance measurements to hold them accountable for generating increased social change.

The AMP Youth Boost! will concentrate on funding programs that encourage young people to finish school and support their transition from school to work; foster youth enterprise; provide mentoring support; improve literacy and numeracy and improve young people's motivation and sense of connection to their school and community.

The AMP Foundation and SVA aim to identify programs being run by credible, experienced teams that have the capacity for growth, sustainability and innovation.

The scope of programs being considered for funding and support recognises the importance of early intervention and of investing in organisations that are addressing the root causes and not just the symptoms of unemployment.

### Stenmark Organisation

*By Vernon Taber, Stenmark Organisation*

The Stenmark Organisation is a marketing firm who six years ago added another dimension to their business; namely, philanthropy.

Chairman and Managing Director, Damien Stenmark explained that the Stenmark Organisation had raised over \$100 million in sponsorship for various sports, and felt that they could use their fundraising skills in an even more powerful way to assist needy Australians.

"We decided to go to blue chip Australian corporations and encourage them to set up corporate foundations," Mr Stenmark said.

The company now has its own in-house philanthropy division of dedicated, passionate individuals who establish and run various corporate philanthropic foundations.



Sony Australia was the first client to get on board with Stenmark's unique approach to corporate citizenship.

"We really wanted to implement a philanthropic program with Sony that would make a significant and sustainable impact in the community," said Mr Stenmark.

"Sony are very open to innovative, big ideas and are always keen to take a leadership stance. The concept we went with was ultimately called the Sony Foundation Australia. To date, the Foundation has raised in excess of \$5 million for various youth related causes, which has positively changed the lives of many young Australians."



The Sony Foundation has a distinctive funding model. In addition to significant funds injected each year by the Sony group of companies, Sony enlists the support of its many suppliers and other associated companies to become partners in the Sony Foundation. This is achieved via a structured 'Corporate Partner' program, an idea that was conceived by Stenmark Organisation.

In addition to the corporate partner program, the Sony Foundation holds various fundraising events throughout the year. The most notable of these is the Sony Foundation True Colours Ball, which typically raises around \$500,000.

"The True Colours Ball is a fantastic opportunity to communicate all of the Foundation's great work to

the stakeholders who help make it happen," said Mr Stenmark. "The Ball has grown and grown over the years, so much so that we've had to change venues twice to fit everyone in. Last year we had more than 750 people."



*Sony Foundation Ball 2003, cheque handover to Mission Australia, from left to right: Denis Handlin (Sony Music Entertainment Australia), Damien Stenmark (Stenmark Organisation), Michael Ephraim (Sony Computer Entertainment), Gerry Harvey (Harvey Norman), Patrick McClure (Mission Australia), Michele Garra (Columbia TriStar Home Entertainment), Toshi Mashima (Sony Australia Limited).*

Another unique aspect of the Sony Foundation is that the Sony group of companies pay for the day-to-day administration and management of the Foundation, enabling more of the funds raised to go directly to charities that make a real difference to the youth of Australia.

"Running the Sony Foundation is no different to running any other business," Mr Stenmark explained. "The Sony Foundation turns over around \$1 million per year. That amount of money requires absolute diligence on behalf of the people charged with its responsibility."

The Stenmark Organisation has also entered into talks with some of the country's biggest companies, including AMP, Telstra and most recently, Arnott's.

Stenmark Organisation, in conjunction with Arnott's, unwrapped its latest project, The Arnott's Foundation, in May this year. This foundation will focus on helping Australian families nationwide.



According to Mr Stenmark, most major companies are committed to expanding their role as good corporate citizens.

"Companies are beginning to appreciate the value of being a good corporate citizen. The benefits to an organisation are tremendous if programs are structured and implemented correctly. The company's corporate image improves markedly, shareholder value is bolstered and staff morale increases. Through a foundation, the company develops a real soul," he said.



# Resource Centre Report

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## Knowledge Management Comes to Australian Philanthropy

*By Louise Arkles, Research and Information Manager, Philanthropy Australia*

Knowledge Management (KM) is a tangible, achievable and beneficial set of tasks. It is applicable in the philanthropy setting, as a common sense, good practice way of working, and we at Philanthropy Australia are ready to start the ball rolling with KM initiatives.

*"A 'knowledge foundation' is a philanthropic institution that views knowledge as a distinct asset and strategically develops, captures, uses and shares knowledge to achieve its mission."*

*(Lucy Bernholz in 'Spending Smarter: Knowledge as a Philanthropic Resource')*

Philanthropy Australia intends to use KM initiatives to foster the development of a united and cohesive sector by promoting information exchange and collaboration.

In March this year, with generous assistance from The Myer Foundation, I attended 'Leveraging What You Know: Knowledge Management Strategies for Funders' which was held in Seattle as a preconference meeting prior to the GEO (Grantmakers for Effective Organisations) annual conference. The Conference was a goldmine of KM experience and wisdom.

KM can be used as an internal or organisational activity (e.g. for individual foundations), for networks of grantmakers, or for the whole sector, including to share information with policy makers and non-profit organisations.

### 1. KM for Foundations

The following KM initiatives are just a sample of those introduced, by foundations: compulsory completion of standard evaluation forms for each project, the use of project 'dashboards' – concise summaries in graphic form for reporting to the board, fostering a culture of knowledge exchange, creating a culture of continuous learning, scheduling team reflections after each milestone or achievement, program notes saved on the intranet, and conference debriefing electronic forms required from every staff member who attends a conference which are stored on the intranet.

The Charles and Helen Schwab Foundation (CHSF) illustrate how KM is 'threaded into the fabric' of their organisation. Their KM team consists of the Chief Operating Officer, the Director of Evaluation and Organisational Learning, and the Research Librarian. The four values on which the Foundation is based are Capacity Building, Collaboration, Impact and Knowledge Sharing.

## 2. The Knowledge Bank – a Tool for Philanthropy Australia Members

The Knowledge Bank is the key initiative Philanthropy Australia is planning for our members, to serve as a tool for structured information exchange. It will be a dynamic collection of resources on philanthropy, contributed by Philanthropy Australia staff and members, organised by subject and covering a variety of formats and sources.

For example there may be sections on issues such as accountability, evaluation, privacy, best practice, and a section for policies and procedures incorporating sample policies or guidelines. Resources could include evaluation reports, foundation annual reports, research reports, frequently asked questions, bibliographies, articles and website links.

Foundations will be encouraged to use the Knowledge Bank as a tool for information exchange and collaboration. This will be a vehicle to contribute to the body of sectoral knowledge, with tacit, informal or in-house, and published knowledge, in a secure environment.

Watch the Philanthropy Australia website for the launch of the Knowledge Bank later this year.

### Taxonomy – A 'Common Language' for Philanthropy

With support from The Myer Foundation, Philanthropy Australia is planning another KM initiative, to develop a philanthropy taxonomy which will assist foundations to describe and report on their grantmaking. Having a 'common language' as a point of reference can enable foundations to compare apples with apples, or indeed to add apples to apples.

In the current climate, the pressure is on foundations and on philanthropy support organisations (and on charities themselves) to show the effects of their work, the impact of their activities, as justification for their tax-exempt privileges. In other words, to continue to hold or earn the public trust foundations and charities need to be able to assert the value of the work they do in ways which are demonstrable. The application of a Knowledge Management framework and ethos among foundations will assist in calculating the overall contributions philanthropy makes to Australian society in measurable ways.

Knowledge Management is one way in which we can foster and facilitate the collaboration which will promote the maturation of the philanthropy sector in Australia.

If you are interested in participating in a consultative forum on the Knowledge Bank, or have any questions or feedback on this article, please contact me on (03) 9620 0200 or by email at [l.arkles@philanthropy.org.au](mailto:l.arkles@philanthropy.org.au)

# Home and Abroad

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## Conferences: Australian

### **Anti-Poverty Week 2004**

When: 17-22 October 2004

Further Information: [www.antipovertyweek.org.au](http://www.antipovertyweek.org.au)

Phone: (03) 9483 7324

Email: [apw@antipovertyweek.org.au](mailto:apw@antipovertyweek.org.au)

Website: [www.antipovertyweek.org.au](http://www.antipovertyweek.org.au)

### **ACOSS Congress 2004**

When: 28-29 November 2004

Where: Alice Springs Convention Centre

Further Information: Gill Whan

Email: [gill@acoss.org.au](mailto:gill@acoss.org.au)

Website: [www.coss.net.au/events/acoss/1086306490\\_401\\_20040604.jsp](http://www.coss.net.au/events/acoss/1086306490_401_20040604.jsp)

## Conferences: International

### **Delivering On Our Promise: 20th Fall Conference for Community Foundations**

When: 11-13 October 2004

Where: Minneapolis, Minnesota

Further Information: Council on Foundations,  
1828 L Street NW, Washington DC 20036, USA

Phone: +1 202 466 6512

Facsimile: +1 202 785 3926

Email: [confinfo@cof.org](mailto:confinfo@cof.org)

Website: <http://int2.cof.org/conferences/fall2004/index.htm>

### **Reach NEW Heights in Fundraising: 24th International Fundraising Congress**

When: 12-15 October 2004

Where: NH Leeuwenhorst Hotel, Noordwijkerhout,  
The Netherlands

Further Information: The Resource Alliance  
295 Kennington Road, London SE11 4QE, UK

Phone: +44 (0) 20 7587 0287

Facsimile: +44 (0) 20 7582 4335

Email: [ifc@resource-alliance.org](mailto:ifc@resource-alliance.org)

Website: [www.resource-alliance.org](http://www.resource-alliance.org)

### **Making Participation Count: Independent Sector Conference 2004**

When: 7-9 November, 2004

Where: Chicago, Illinois, USA

Further Information: Angelia Bland

Assistant Director, Conference and Meeting Planning

Phone: +1 202 467 6100

Email: [meeting@IndependentSector.org](mailto:meeting@IndependentSector.org)

Website: [www.independentsector.org/annualconference/2004/main.htm](http://www.independentsector.org/annualconference/2004/main.htm)

### **Challenging Board Practices (BoardSource Leadership Forum)**

When: 14-15 November, 2004

Where: Washington, DC

Further Information: BoardSource Customer Information

Phone: +1 202 452 6262

Facsimile: +1 202 452 6299

Email: [service@boardsource.org](mailto:service@boardsource.org)

Website: [www.boardsource.org/landingpage.asp?ID=55](http://www.boardsource.org/landingpage.asp?ID=55)

### **Community Foundations: Symposium on a Global Movement**

When: 2-4 December 2004

Where: Berlin, Germany

Further Information: c/o Worldwide Initiatives  
for Grantmaker Support (WINGS)

European Foundation Centre

51 Rue de la Concorde, B-1050 Brussels, Belgium

Phone: +32 2 512 8938

Email: [info@cfsymposium.org](mailto:info@cfsymposium.org)

Website: [www.cfsymposium.org](http://www.cfsymposium.org)

# Finding Out More

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## Feature: Green Giving – Philanthropy and the Environment

### **The TR Kantor Foundation (Formerly the Poola Trust)**

Amanda Martin, Executive Officer  
Email: [amandam@trkfoundation.org](mailto:amandam@trkfoundation.org)  
Telephone: (03) 9348 2122

### **The Mullum Trust and Green Donors Group**

For further information, contact Simone Hey  
Mullum Trust  
c/- BDO, 563 Bourke Street, Melbourne, 3000  
Telephone: (03) 9615 8500  
Email: [simone.hey@bdomel.com.au](mailto:simone.hey@bdomel.com.au)

### **Reichstein Foundation Environment Victoria – Green Home Action**

Contact Chris Momot at the Reichstein Foundation.  
Email: [cmomot@reichstein.org.au](mailto:cmomot@reichstein.org.au)  
Telephone: (03) 9650 4400

### **Reichstein Foundation and Friends of the Earth GIS Project**

For further information on the project, please contact  
Anthony Amis, John Poppins or Tony Hastings at FoE  
telephone: (03) 9419 8700.

### **Friends of the Earth Australia**

National Liaison Office  
Box 222, Fitzroy Melbourne 3065, Australia  
Telephone: (03) 9419 8700  
International: + 61 + 3 + 9419 8700  
Mobile: 0419 338 047  
Facsimile: (03) 9416 2081  
International: + 61 + 3 + 9416 2081  
Website: [www.foe.org.au](http://www.foe.org.au)

### **Green Electricity Donation – Centre for Australian Ethical Research (CAER)**

For more information on Centre for Australian Ethical Research (CAER) and their work (particularly how it might be of interest to philanthropic foundations) you can visit their website: [www.caer.org.au](http://www.caer.org.au)

For information on the Foundation for National Parks and Wildlife (FNPW) you can visit their website: [www.fnpw.com.au](http://www.fnpw.com.au)

### **The Myer Foundation and Waterkeepers Australia**

For more information on Waterkeepers Australia, visit their website: [www.waterkeepers.org.au](http://www.waterkeepers.org.au)

## News and Views

### **Voiceless, The Fund for Animals**

For further information, go to their website: [www.voiceless.org.au](http://www.voiceless.org.au)

### **Indigenous Affinity Group in Sydney**

Further information about Tranby Aboriginal Cooperative College in Glebe, New South Wales, is available from the Course Coordinator at Tranby on (02) 9660 3444 and their website: [www.tranby.com.au](http://www.tranby.com.au)

### **Social Ventures Australia Essentials Series**

Registrations for October can be made at their website: [www.socialventures.com.au](http://www.socialventures.com.au)

### **Communities in Control Conference**

Manifesto at: [www.ourcommunity.com.au/files/community\\_manifesto.pdf](http://www.ourcommunity.com.au/files/community_manifesto.pdf)

Summaries and the full-text of all keynote speeches are available from the Ourcommunity website at [www.ourcommunity.com.au/control/control\\_main.jsp](http://www.ourcommunity.com.au/control/control_main.jsp)

### **The Maimonides Society**

Contact Denis Tracy at [detracey@swin.edu.au](mailto:detracey@swin.edu.au).

The Asia-Pacific Centre for Philanthropy and Social Investment, Swinburne University of Technology can be found at website: [www.swinburnephilanthropy.net](http://www.swinburnephilanthropy.net)

### **The Philanthropy of Alfred Felton and the Centenary of his Bequests**

'Honouring the Philanthropy of Alfred Felton and the Centenary of his Bequests (22 April 2004) is a joint publication of Philanthropy Australia and ANZ Trustees, profiling a selection of projects supported by the bequest. For copies, contact Philanthropy Australia's National Office.

## Finding Out More (continued)

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### Community Foundation News

Final tax determination regarding Donor Requests can be found at: <http://law.ato.gov.au/pdf/tdf04-023.pdf>

Andrew Lawson, Philanthropy Australia's Community Foundation advisor, can be contacted at [ajlawson@bigpond.com](mailto:ajlawson@bigpond.com) or through Philanthropy Australia's national office on (03) 9620 0200.

Northern Rivers Community Foundation can be contacted through Megan Edwards, [Edwards@nrg.com.au](mailto:Edwards@nrg.com.au)

Natalie Elliott's new contact details at the Bendigo Bank's Community Enterprise Foundation are:  
Email: [Natalie.elliott@bendigobank.com.au](mailto:Natalie.elliott@bendigobank.com.au)  
Telephone: (03) 5433 9860

To contact the Central Queensland Community Foundation, contact:  
Liz Taylor on (07) 4921 3639 or  
Email: [admin@cqacc.com.au](mailto:admin@cqacc.com.au)

More information about the Council on Foundations Conference can be found at  
<http://int2.cof.org/conferences/fall2004/>

Guidelines and the application form are available for download at <http://int2.cof.org/conferences/fall2004/registration.htm> (scroll down to 'Mott Foundation Scholarship Funds'). The deadline for submission of an application is Friday, 17 September 2004, or until the funds are committed.

### Profiles

#### Activate Australia

Contact Nicole Endacott, Founder and CEO of Activate Australia. Activate Australia, c/o The Waite Group  
Level 11, 459 Collins St, Melbourne 3000  
Mobile: 0422 914 920  
Email: [endacott@optusnet.com.au](mailto:endacott@optusnet.com.au)

#### AMP Youth Boost!

Further information can be found at  
website: [www.socialventures.com.au](http://www.socialventures.com.au)

#### The Stenmark Organisation

For further information, contact The Stenmark Organisation on (02) 9955 1822, or  
[email.enquiries@stenmark.com.au](mailto:email.enquiries@stenmark.com.au)

### Resource Centre News

#### Knowledge Management Comes to Australian Philanthropy

GEO maintains a KM Communities of Practice resource, at <http://www.geofunders.org/index.cfm?fuseaction=Page.viewPage&pageId=248>

The EFC is holding a Roundtable on Knowledge Management on September 24th 2004 in Brussels, Belgium. <http://www.efc.be/ftp/public/PIPPIP/applicationformseptember.pdf>

Lucy Berholz's latest book is *Creating Philanthropic Capital Markets: The Deliberate Evolution*, Wiley, 2004. We have a copy available for loan in the Philanthropy Australia Resource Centre.

# Philanthropy Australia – Members

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## New Members

Philanthropy Australia would like to warmly welcome the following new members:

### Full Members

The Tony and Lisette Lewis Foundation  
The Vizard Foundation Pty Ltd

### Affiliate Members

The Horizon Foundation

### Associate Members

Opening the Doors Foundation  
Social Venture Consultants

Philanthropy Australia would like to acknowledge the support of:

Freehills  
Brian Sherman

## Leading Members



THE ATLANTIC  
PHILANTHROPIES

COLONIAL FOUNDATION



THE JACK  
BROCKHOFF  
FOUNDATION



*The*  
WILLIAM BUCKLAND  
FOUNDATION  
—WBF—

## Life Members

Ben Bodna AM  
Patricia Feilman AM  
Dame Elisabeth Murdoch CBE  
Jill Reichstein OAM  
The Stegley Foundation



# Philanthropy Australia – Members (continued)

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## Full Members

The A L Lane Foundation  
 Alcohol Education & Rehabilitation  
 The Alfred Felton Bequest  
 Alfred Thomas Belford Charitable Trust  
 AMP Foundation  
 Andrew Angelatos  
 The Andrews Foundation  
 ANZ Executors & Trustee Company Limited  
 ANZ Staff Foundation  
 Australia Post  
 Australia Business Arts Foundation  
 Australia Council for the Arts  
 The Australian Elizabethan Theatre Trust  
 AXA Australia  
 The Ballarat Foundation  
 David & Sandra Bardas  
 BB Hutchings Bequest  
 Besen Family Foundation  
 BHP Billiton Community Trust  
 Bill & Jean Henson Trust  
 The Body Shop  
 Bokhara Foundation  
 Brencorp Foundation  
 Burdeim Foundation  
 CAF Australia  
 The Caledonia Foundation  
 Calvert-Jones Foundation  
 Capital Region Community Foundation  
 Carleton Family Charitable Trust  
 The CASS Foundation  
 The Charles Bateman Charitable Trust  
 Clayton Utz  
 Colonial Foundation  
 Commonwealth Bank Foundation  
 The Dafydd Lewis Trust  
 The Danks Trust  
 Diana Elizabeth Browne Trust  
 Dymocks Literacy Foundation  
 Education Foundation  
 E B Myer Charitable Fund  
 Edward Corbould Charitable Distributions  
 Enid Irwin Charitable Trust  
 The Ern Hartley Foundation  
 Ernest Lonsdale Brown Trust  
 ESSO Australia Pty Ltd & Mobil Oil Pty Ltd  
 Ethel Herman Charitable Trust  
 The Feilman Foundation  
 The Flora & Frank Leith Charitable Trust  
 The Fogarty Foundation  
 Foundation for Rural & Regional Renewal  
 The Foundation for Young Australians  
 The FR Neville Smith Foundation  
 Malcom & Monika Freake  
 Freehills  
 The GM & EJ Jones Foundation  
 The Gandel Charitable Trust  
 Geelong Community Foundation  
 Geoffrey Gardiner Dairy Foundation Limited

George Alexander Foundation  
 GrainCorp Foundation  
 The Grosvenor Settlement  
 The Gualtieri Vaccari Foundation  
 H V McKay Charitable Trust  
 Geoff & Helen Handbury  
 Harold Edward Corbould Charitable Trust  
 Harold Mitchell Foundation  
 The Helen Lempriere Bequest  
 Helen Macpherson Smith Trust  
 Hewlett Packard Australia  
 The Hugh Williamson Foundation  
 The Ian Potter Foundation  
 Ilhan Foundation  
 The Invergowie Foundation  
 JBWere Foundation  
 J C Pascoe Memorial Charitable Trust  
 The Jack & Robert Smorgon Families Foundation  
 The Jack Brockhoff Foundation  
 James Simpson Love Trust  
 JLF Group of Companies  
 John William Fleming Trust  
 Kingston Sedgfield (Australia) Charitable Trust  
 LEW Carty Charitable Fund  
 Law & Justice Foundation of NSW  
 Lawrence George & Jean Elsie Brown Charitable Trust Fund  
 Ledger Charitable Trust  
 The Lion Fund  
 Lord Mayor's Charitable Trust  
 Lotterywest  
 Macquarie Bank Foundation  
 Mallesons Stephen Jacques  
 Margaret Augusta Farrell Trust  
 Margaret Lawrence Bequest  
 masoniCare  
 Matana Foundation for Young People  
 mecu  
 Melbourne Community Foundation  
 Melbourne Newsboys Club Foundation  
 Mercy Foundation  
 The Miller Foundation  
 The Myer Foundation  
 Myer Community Fund  
 Narrangullen Trust  
 National Australia Trustees  
 National Foods  
 National Foundation for Australian Women  
 Nelson Meers Foundation  
 Norman H Johns Trust  
 The Norman Wettenhall Foundation  
 NRMA Foundation  
 Patrick Brennan Trust  
 Paul Edward Dehnert Trust  
 The Percy Baxter Charitable Trust  
 The Perpetual Foundation  
 Perpetual Trustees Australia Ltd

Pethard Tarax Charitable Trust  
 Petre Foundation  
 Pfizer Australia  
 Philip Morris  
 Pierce Armstrong Foundation  
 PricewaterhouseCoopers Foundation  
 Queensland Community Foundation  
 RACV Foundation  
 The R E Ross Trust  
 Ray & Joyce Uebergang Foundation  
 Bruce & Ruth Redpath  
 The Reichstein Foundation  
 Rio Tinto Aboriginal Foundation  
 RMIT Foundation  
 Ronald Geoffrey Arnott Foundation  
 Ronald McDonald House Charities  
 Rothwell Wildlife Charitable Trust  
 Sabemo Trust  
 The Sarah & Baillieu Myer Family Foundation  
 The Shell Company of Australia  
 Sherman Foundation  
 Fleur Spitzer  
 The Sir Albert Sakzewski Foundation  
 Sisters of Charity Foundation  
 Dawn Smith  
 Sony Foundation Australia  
 SoundHouse Music Alliance  
 The Stan Perron Charitable Trust  
 State Trustees Australia Foundation  
 Sunshine Foundation  
 Sydney Community Foundation  
 The Tallis Foundation  
 Tasmanian Community Foundation  
 Tasmanian Community Fund  
 Tattersalls/The Estate of the Late George Adams  
 Telematics Course Development Fund  
 Telstra Foundation  
 The Thomas Foundation  
 Thomas R. Kantor Foundation  
 Tibetan & Hindu Dharma Trust  
 Tomorrow Today Foundation  
 The Towards a Just Society Fund  
 Trust for Nature Foundation  
 Victoria Law Foundation  
 Victorian Medical Benevolent Association Inc  
 Victorian Women's Trust  
 Voiceless, The Fund For Animals  
 Westpac Foundation  
 The William Buckland Foundation  
 William Paxton Charitable Fund  
 Wingecarribee Community Foundation  
 Philip Wollen  
 Woolworths  
 Wyatt Benevolent Institution

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### **Associate Members**

The Alfred Foundation  
Austin Health  
Australian Conservation Foundation  
Australian Multicultural Foundation  
Australian Rotary Health Research Fund  
Australian Sports Foundation  
The Benevolent Society  
Bluearth Institute  
Bobby Goldsmith Foundation  
The Brotherhood of St Laurence  
Cancer Council of Victoria  
Carnbrea & Co Limited  
Central Queensland University Foundation  
Children's Cancer Institute Australia  
City of Port Phillip  
Clem Jones Group  
Curtin University School of Accounting  
Foundation Boroondara  
The Foundation for Development  
Cooperation  
Foundation for National Parks & Wildlife  
The Fred Hollows Foundation  
Freemasons Hospital  
Garvan Research Foundation  
The Hammond Care Group  
Heart Research Centre  
HSBC Asset Management Australia  
IDP Education Australia  
Inspire Foundation  
The Leukaemia Foundation of Australia  
Leukaemia Foundation of Queensland  
Lighthouse Foundation  
Mater Medical Research Institute  
Mission Australia  
Monash Institute of Reproduction and  
Development  
Monash University  
National Heart Foundation of Australia  
National Institute of Circus Arts  
NIDA  
The Northcott Society  
Peter MacCallum Cancer Foundation  
Powerhouse Museum  
Reconciliation Australia  
Royal Australasian College of Surgeons  
Royal Blind Society  
Royal Botanic Gardens Melbourne  
The SR Stoneman Foundation  
Scope (Vic)  
St. George Foundation  
St Vincent's Health  
The Smith Family  
Southern Health  
The State Library of NSW  
The State Library of Victoria Foundation  
Sydney Opera House  
Tabcorp Holdings  
Tamar Region Natural Resource

Management Strategy Reference Group

– Public Committee of Management

United Way Australia

The University of Melbourne –

Alumni Office

The University of Newcastle

University of South Australia Foundation

University of Tasmania Foundation

The University of Western Australia

VicHealth

Vision Australia Foundation

Zoological Parks Board of NSW

### **Affiliate Members**

Asia-Pacific Centre for Philanthropy and

Social Investment

The Austway Group

Catherine Brown & Associates

Deloitte

IOOF Foundation

Knowledge Management Australia

The Mary Potter Trust Foundation

Volunteering Australia

### **Council Members**

#### **President**

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#### **Vice President**

Ms Dur-e Dara OAM (Victorian Women's  
Trust)

#### **Honourable Treasurer**

Professor Tom Healy (The Ian Potter  
Foundation)

#### **National Director**

Ms Elizabeth Cham (Philanthropy  
Australia)

### **Council Members**

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Foundation)

Ms Jan Cochrane-Harry (Margaret  
Lawrence Bequest)

Mr Peter McMullin (Melbourne  
Community Foundation)

Dr Noel Purcell (Westpac Foundation)

Ms Sam Meers (Nelson Meers  
Foundation)

Mr David Ward (ANZ Trustees)

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