



# IMPACT FUND 2017 PROSPECTUS



*Giving for a fairer Australia*

# FROM THE CEO

## *An Evolution of Impact*



Australian Communities Foundation (ACF) was founded to inspire generosity and achieve social justice by providing an efficient, accessible, and inspiring platform for giving. We have a proud history of engaging with social change philanthropy and giving across a wide range of issues impacting Australian communities.

In recent years our donors, Board and sector partners have expressed a desire to further harness the collective giving potential of our community, to tackle the pressing issues facing our nation. This has led to the development of the ACF Impact Fund, a new endowment fund for the Australian community.

We are delighted to launch the Impact Fund in our twentieth anniversary year in honor of the vision of our founders and the commitment of our donors to progressive philanthropy. The fund has a focus on four issues that are timely, of national importance and reflect the interests and values of the ACF community: tackling inequality, empowering Indigenous communities, safeguarding the environment, and strengthening democracy.

The timing of the launch of the Impact Fund is not only significant for our organisation but also for our nation as we grapple with gaps in public debate, policy, planning and spending. With these gaps come opportunities to seek out new solutions and use our collective resources to help co-create positive social change.

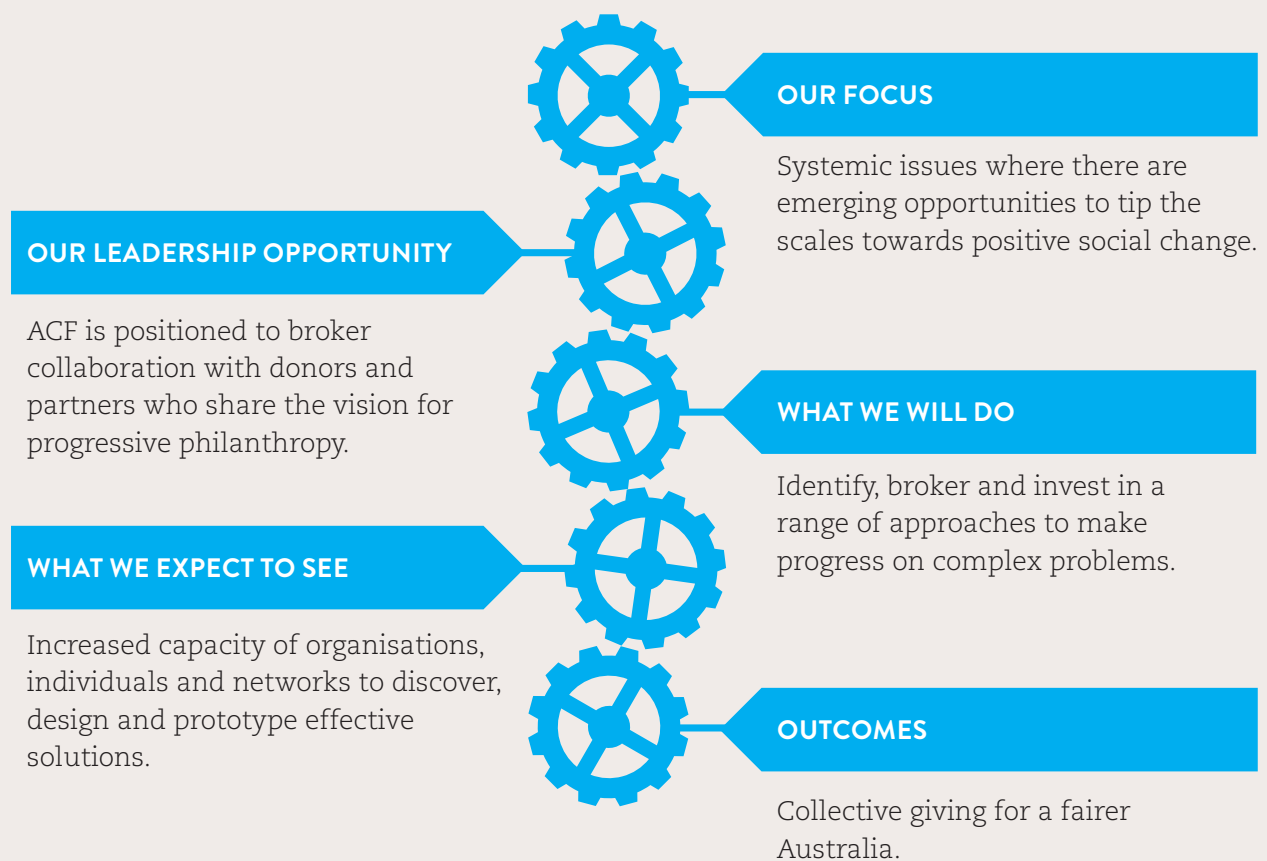
The Impact Fund is about vision, inspiration and being bold. We will work together to address systemic disadvantage, to give a voice to those who don't have one, to fight for the values we believe in and to give collectively for a fairer Australia.

We invite you to join us on this journey.

Maree Sidey  
CEO | Australian Communities Foundation

# THEORY OF CHANGE

We believe philanthropy has an important role to play in helping to navigate the changing and challenging social landscapes. Through the Impact Fund we are looking for emerging opportunities to build momentum, accelerate progress and tip the scales towards positive social change. This is articulated in our Theory of Change.



## PRINCIPLES OF PRACTICE



Collaborative leadership



Agile, solutions focused giving



Empowering communities



Leveraging to build momentum



Innovation & learning

# IMPACT AREAS

We have chosen to focus on the following impact areas due to growing concern and a shared sense of urgency within our donor community and the broader public. In each of these spaces there is evidence of need and identifiable points for innovation and collaboration.

## **Tackling Inequality**

Poverty and inequality policy reform agendas.

## **Empowering Indigenous Communities**

Empowerment and outcomes for Aboriginal communities.

## **Safeguarding the Environment**

Environmental safeguarding projects and climate change.

## **Strengthening Democracy**

Strengthening and enhancing Australian democracy

We believe that investment in advocacy, campaigns, research, pilot projects or helping organisation scale proven projects, can help tip the scales towards a more inclusive and equitable Australia.

The projects in this prospectus have been shortlisted because they rated highly against the following key selection criteria:

- ◆ Alignment with impact area
- ◆ Timeliness/urgency of opportunity
- ◆ Potential for systemic impact
- ◆ Potential alignment with donor interests/funding partner priorities
- ◆ Evidence-informed
- ◆ Potential to influence and act as a changemaker

## **TYPES OF GRANTS**

In 2017, the ACF Impact Fund has \$200,000 to allocate towards grants. This will be combined with funding commitments from ACF donors and sector partners.

Once all pledges have been received funding will be distributed across; Small Agile Grants and Large Impact Grants (dependent on amount raised).

### **LARGE IMPACT GRANTS**

**\$50,000 - \$150,000**

- ◆ Multi-year grants
  - up to \$150,000 over three years
- ◆ Responding to high impact, solutions based projects with evaluation and capacity development

### **SMALL AGILE GRANTS**

**\$5,000 - \$20,000**

- ◆ One off or multi-year grants
  - up to \$60,000 over three years
- ◆ Seeding or scaling opportunity
- ◆ Responding to emergent and timely issues

You can make a tax deductible donation to the Impact Fund through the ACF website or by contacting us on (03) 9412 0412 or [admin@communityfoundation.org.au](mailto:admin@communityfoundation.org.au)

Contact our Grants Team on (03) 9412 0412 or [grants@communityfoundation.org.au](mailto:grants@communityfoundation.org.au) to discuss any of the projects in greater detail or to make a pledge towards a particular project.

All pledges must be received by 28 July 2017 to be part of first round of disbursements.

# APPLICATION PROCESS

In early April, we extended invitations to 17 organisations to apply for our inaugural grant round. These organisations were chosen because they are leaders in the social change space; and have been recommended through our stakeholder network, or previously supported through our donor community. Applications have been assessed by ACF and reviewed by the independent experts. Eight applications meet the criteria of the Impact Fund and have been shortlisted for consideration.

## SHORTLISTED APPLICATIONS

LARGE IMPACT GRANTS – MULTI YEAR			
Organisation	Project	Funding Request	Impact Area
The Climate Council of Australia	Winning the National Energy Debate	Year 1 - \$74,250 Year 2 - \$74,250	Safeguarding the Environment
Pew Charitable Trusts	Country Needs People campaign	Year 1 - \$75,000 Year 2 - \$50,000 Year 3 - \$25,000	Empowering Indigenous Communities
Australian National Development Index (ANDI)	Measuring the Australia We Want	Year 1 - \$100,000 Year 2 - \$50,000	Strengthening Democracy

SMALL AGILE GRANTS – MULTI YEAR			
Organisations	Project	Funding Request	Impact Area
Australian Marine Conservation Society	Saving the reef by choosing coral over coal	Year 1 - \$20,000 Year 2 - \$20,000 Year 3 - \$20,000	Safeguarding the Environment
Centre for Australian Progress	Progress Labs	Year 1 - \$50,000 Year 2 - \$25,000	Strengthening Democracy
Alliance for Gambling Reform	Down, down, bets are down – Coles & \$1 bets	Year 1 - \$20,000 Year 2 - \$20,000 Year 3 - \$20,000	Tackling Inequality
The Alannah & Madeline Foundation	Gun control and community safety	Year 2 - \$46,000 Year 3 - \$14,000	Strengthening Democracy

SMALL AGILE GRANTS – ONE OFF			
Organisations	Project	Funding Request	Impact Area
The Climate Council of Australia	Solar potential for Australian Cities	Year 1 - \$19,250	Safeguarding the Environment

You can read about the projects, outcomes, and impact on the following pages.

# THE CLIMATE COUNCIL OF AUSTRALIA

## *Winning the National Energy Debate*

**The Climate Council provides independent, authoritative climate change information to the Australian public, based on the best science available.**

They play a strong role in the energy debate and have significant expertise. This includes: producing factsheets on key issues; producing a range of influential reports; training of spokespeople nation-wide; training of energy communicators; providing communications guides for those communicating on renewable energy and consistent commentary on the Adani project.

### **THE ISSUE**

Australia's energy infrastructure is ageing, inefficient, polluting and must be replaced over the coming decades. Nine coal fired power stations have shut down in the last five years while household solar has boomed with 1.6 million households investing in solar panels for their homes in the last 10 years. The cost of large-scale renewables is now cheaper than new fossil fuels and costs are expected to continue to fall. Globally the energy transition from fossil fuels is now happening apace, but there has been little forward planning by the Australian government to smooth the transition for workers, communities or energy consumers. In fact, the lack of a national energy plan has led to substantial uncertainty, deterring investment.

Action on climate change requires strong public support of large scale renewables and an understanding that renewables can power our economy reliably and affordably.

### **PROJECT DESCRIPTION**

The Climate Council's project, "Winning the National Energy Debate", is designed to cut-through and make a substantive difference in changing public opinion on this hotly contested issue. At Federal, State and Local government levels, important decisions are being made this year on the future of energy that will have an impact for decades to come.

At all levels, a positive public narrative and public support is crucial to empower those who seek to make positive change. Currently the debate is awash with misinformation and vested interests clamoring for attention. The gas industry has used the political debate to open up new, unconventional gas, while the coal industry is pushing for new plants and mines.

This project will use a public narrative change model, honed over the last three years, to help shift the debate around climate change.

### **PROJECT ACTIVITIES**

This public narrative change model is a comprehensive strategy to shift both the narrative and a range of key influencers. It includes seven components:

#### **1. Message development and tracking public opinion**

Development of a series of resonant messages to ensure those communicating on the issue are persuasive. This will include: an energy experts workshop, an energy communications guide, and baseline public opinion tracking.

**2. Spokespeople development**

Identification and training of effective communicators. This will include: The Climate Media Centre (CMC) training 15 new energy spokespeople, as well as masterclasses for 10 existing spokespeople.

**3. Produce cut through research**

Production of a series of four new Climate Council reports on energy over the next 18 months, accompanied with media launches for each report.

**4. Produce cut through online content**

Creation of a suite of explainer videos on the energy debate, an engaging series of three videos that captures people's imagination for the future of renewables in Australia. Expected reach of around 8 million people a month.

**5. Myth-busting**

Production of six reactive reports in response to significant arising issues in the media.

**6. Key influencer engagement**

Usage of reports to brief key influencers, including journalists, politicians, local and other stakeholders. Journalist trip to a large scale solar project (e.g. Kidston Solar Farm).

**7. Evaluation**

Longitudinal message research to track public opinion change will be conducted.

**OUTCOMES**

The outcomes of this project are a combination of building public pressure as well as influencing the tone of the national debate. This will be seen through: changed public opinion, decision makers and influencers knowing that public opinion has been changed, and their language is incorporated into the national debate.

**IMPACT**

A positively defined national narrative on energy will see a flow on of positive political and business decisions. The core narrative strategy is to demonstrate renewable power is desirable, possible and inevitable, as well as combatting the powerful opposition narrative. When people are reminded of values of universalism, in particular the need for environmental protection, they will be more likely to act in a way that promotes climate action. Educating the Australian public, ensuring that they become informed citizens, also strengthens and enhances democracy overall.

**FUNDING REQUEST**

**Year 1 - \$74,250 / Year 2 \$74,250**

Other Funding Secured: \$63,000

# PEW CHARITABLE TRUST

## *Country Needs People Campaign*

**Pew Charitable Trusts, as a foundation partner of the Country Needs People Alliance, has developed strong and growing relationships with over 30 frontline Indigenous land and sea management groups across Australia in many different contexts.**

The Country Needs People Campaign has been and continues to fight for the growth and security of opportunities for land and sea country management by Aboriginal and Torres Strait Islander peoples. The Campaign works carefully to continually empower and foreground grassroots Indigenous land and sea managers as primary spokespeople for land and sea management, and identifies and highlights the many strengths that Indigenous Australian's bring to the sector that benefit themselves, their communities and the wider Australian public.

### THE ISSUES

Indigenous Policy in Australia is often viewed only through a prism of dysfunction, failure and deficits. The statistics around health, incarceration, community breakdown, pressures on language and culture, emotional health, employment and other factors do not need recounting. While there is a need to face squarely these issues, there is an equally pressing need to understand what is succeeding.

Australia as an island continent has many unique features including unique flora and fauna. It has the worst rates of small mammal extinction in the world and one of the worst extinction rates of any developed country. The continent as a relatively isolated island has been particularly vulnerable to introduced feral animals and invasive weeds. The need to prevent ongoing degradation of the Australian landscape and loss of biodiversity is urgent.

### PROJECT DESCRIPTION

The Country Needs People Campaign aims to increase and secure both federal and state government funding for the Indigenous Rangers and Indigenous Protected Areas programs, to foster greater certainty for the notably successful Indigenous land and sea management sector Australia wide.

This part of the campaign will focus on activities and events which enhance the advocacy of Indigenous partners of the Country Needs People Alliance.

### PROJECT ACTIVITIES

While a degree of flexibility is required to respond to often changing political dynamics, the activities' three components aim to gain attention of media, prominent civil society actors, politicians and their influencers, while at the same time being consistent with the Indigenous partner group's view of themselves.

The three components are as follows:

#### 1. An advocacy travel fund

This will enable lobbying visits to Canberra and state capitals, politician or decision maker visits to remote and regional Indigenous land and sea management groups and projects, media travel to regional and remote Indigenous groups for the purposes of raising both local and national profiles of the success and value of the work being done.



## 2. Education connected to Country

A research, support and advocacy tour by NAIDOC 2016 person of the year, educator Professor Chris Sarra, to partner groups to examine and report back on the value of connecting work on country to education motivation and role modelling for Indigenous youth and adults.

## 3. Women's leadership on Country

To support initial work with selected partners around enhancing and sustaining the role of Indigenous women in connection with land and sea management. While Indigenous cultures are context specific and evolving, there remains a need and demand for separate men's and women's activities to enhance overall participation and effectiveness.

## OUTCOMES

The short-term aims of this part of the Campaign is to maintain the visibility of Indigenous land and sea management as a positive initiative worthy of public investment. It will assist in the presentation and follow through of achievable funding asks of federal and state governments, assist in the call for a commitment of increased and secured funding to the Indigenous Rangers and Indigenous Protected Areas programs, and will produce additional areas of focus including women's leadership and the value of work on country to education.

The medium-term goal of the Country Needs People Campaign is the sustainability of the Indigenous Rangers and Indigenous Protected Areas programs through ongoing federal and state government funding.

## IMPACT

The sustainability of Indigenous land and sea management will ultimately increase the prospects of delivering lasting and effective environmental change through long term land and sea management. It will also contribute significantly across local areas to social and economic benefits for engaged individuals, their families and communities, including health, education, employment, welfare dependency, culture, reconciliation and gender equity.

The longer-term aim is to educate both Australian decision makers and the wider public as to the lasting benefits of long term and sufficient investment in Indigenous land and sea management so that the sector can build political resilience into the future.

## FUNDING REQUEST

**Year 1 - \$75,000 / Year 2 - \$50,000 /  
Year 3 - \$25,000**

Other Funding Secured:  
\$190,600 (In kind support)

# AUSTRALIAN NATIONAL DEVELOPMENT INDEX (ANDI)

## *Measuring the Australia We Want: a Community - Research Partnership*

**The Australian National Development Index (ANDI) is a unique coalition of 60 civil society groups representing all sections of Australian life. It is also a specialized NFP company established solely for the purpose of developing new Australian progress measures.**

ANDI is two things: an idea and a tool. The idea: wellbeing encompasses a wide variety of aspects of life, far beyond conventional economic measures like Gross Domestic Product (GDP). ANDI, the idea, is a conceptual framework drawing on a broad spectrum of domains of life and the sustainable wellbeing of communities. The tool: will measure what matters to Australians. The ANDI index, the tool, will track wellbeing outcomes from year to year in an effort to offer clear, valid, and regular information on the quality of life of all Australians.

ANDI combines a broad, innovative and inclusive citizen engagement and democratic program with rigorous research and analysis.

### THE ISSUE

There are currently four major strategic problems for Australian society, policy and wellbeing:

1. Excessive emphasis over many decades on economic growth as the primary goal of national policy and the use of GDP as the main measure of national progress.
2. The lack of a shared vision for Australia's future development that reflects the priorities and values of all Australians, that reflects true societal progress, not just economic, but also social, cultural, environmental and democratic.
3. The lack of an authoritative and comprehensive set of national progress measures that reflect and track progress against the above goals and dimensions, that are widely understood and trusted, and regularly applied in policymaking, the media and public debate.
4. Australia – like other nations – has in the past decades experienced a serious decline in its democracy. This is marked by: loss of confidence and reduced participation in political and democratic processes, the growth of various forms of low-level political corruption, increasing secretiveness in government, a failure to respect human rights (for instance, of refugees) and even human rights institutions, and a long and relentless process of privatising and weakening community services.

All these problems have been aggravated by growing inequality in wealth, power and life chances in Australia, and the perceived failure or inability of politicians and the political system to solve long-term and complex problems (like climate change, refugees, obesity, fair taxation, housing costs etc.), build positive and shared national goals, or ensure equitable, sustainable wellbeing for all Australians, not just the rich or the lucky.

## PROJECT DESCRIPTION

ANDI's key purpose is to produce an annual index of overall wellbeing, and indexes and reports in twelve key domains: Children and youth wellbeing; Communities and regions; Culture, recreation and leisure; Democracy and governance; Economic life and prosperity; Education and creativity; Environment and sustainability; Health; Indigenous wellbeing; Justice and fairness; Subjective wellbeing; Work and work life. The index will be based on a large-scale national community engagement process and a major national research collaboration, coordinated by the University of Melbourne (UoM).

This project is focused on the strategic community-research partnership between ANDI and UoM, hosted at the Melbourne Graduate School of Education (MGSE). It will carry out the first stage (over 18 months) of a five year-program to fully develop the ANDI index.

## PROJECT ACTIVITIES

ANDI and UoM/MGSE have entered into a five-year MOU and a formal 18-month agreement for Stage 1. This agreement sets out the essential tasks needed to provide a strong foundation to develop the ANDI project over five years across 12 key domains, including a 2-3 year national community engagement program.

The main activities of Stage 1 include: establishing the Project Unit at MGSE; establishing the feasibility of the Australian National Development Index and develop pilot indexes in two or three domain areas: education, health and possibly justice; engaging relevant partners and participants across the University; enlisting community and research members and partners in the Project outside the University; developing and piloting a national community engagement program to provide input to the proposed index; developing a 5-year funding strategy in association with UoM's Advancement & Fundraising division, directed at relevant philanthropic, corporate and research funders; and developing a full Business Plan for the 5-year development of the project.

## OUTCOMES

The immediate outcome of this stage of project is to build a strong foundation for the five year ANDI project, which would contribute to the medium-term goal which is to develop new measures of progress through an extensive community engagement program combined with high level research.

## IMPACT

At the highest level, the two major long-term impacts the ANDI project seeks to bring about are:

- ✦ To change the currently dominant but destructive paradigm of what constitutes progress in a society from an emphasis on unlimited economic growth and material consumption to one focused on increasing equitable and sustainable wellbeing and therefore the quality of life.
- ✦ To strengthen and renew democracy and reactivate citizen participation.

## FUNDING REQUEST

**Year 1 - \$100,000 / Year 2 - \$50,000**

Other Funding Secured:  
\$120,000 (Confirmed)  
\$250,000 (Conditional)

# AUSTRALIAN MARINE CONSERVATION SOCIETY

*Saving the reef by choosing coral over coal*

The Australian Marine Conservation Society (AMCS) is the voice for Australia's ocean wildlife, and has over 50 years of expertise defending the Reef. A key component in all their campaigns is to give oceans the best chance of resilience against climate change impacts. AMCS prevented coral and oil mining on the Reef in the late 60s, and led one of Australia's first major public campaigns to secure the Reef as the Great Barrier Reef Marine Park in 1975. After extensive political advocacy and further community campaigning, they secured the Reef's World Heritage status in 1981 and have been part of its ongoing protection ever since. AMCS represent over 200,000 Australians and are recognised as Australia's leading ocean advocates.

## THE ISSUE

The Great Barrier Reef is one of the most beautiful and biologically diverse places on Earth; a global treasure and a core part of Australia's identity. It supports 64,000 jobs and contributes about \$6.4 billion to the Australian economy every year. Climate change, fuelled by burning fossil fuels, is warming the oceans and killing the Reef. The Reef is the most powerful lens through which to fight climate change, which threatens not only its existence, but the future of life on Earth.

The biggest immediate threat to the Reef is Adani's Carmichael coal mine and Abbot Point's coal port expansion. Last year, the Cairns tourism industry was in denial about the threat of climate change to the Reef. This year, due to the back-to-back bleaching event, the industry is no longer engaging in public denial but nor is it embracing the need for climate action. There is now a huge opportunity to work with the industry to shift its position to become a powerful advocate for climate action. This will include opposition to Adani as well as embracing other climate policies such as 100% renewable energy, no new coal mines and an end to fossil fuel subsidies.

## PROJECT DESCRIPTION

AMCS' has had significant success with on-ground campaigning, through their Whitsundays campaigner. The campaigner successfully educated, motivated and mobilised the tourism industry and local community to become a powerful force in opposition to the mega coal port planned for Abbot Point.

This project is to support an on-ground campaigner in Cairns, the other heart of the Reef tourism industry, to do the same. Early this year they placed a talented local campaigner in Cairns to ensure the Cairns tourism industry becomes a proactive advocate for climate action, just as the Whitsundays tourism sector has done.

## PROJECT ACTIVITIES

AMCS are seeking to run an intensive three year Cairns community campaign, replicating their Whitsundays success, by organising and empowering local communities, and educating and motivating tourism and local businesses to seek urgent and comprehensive climate change action. They have many planned activities under the following three headings:

### 1. Build the Movement.

This will include educating, informing and motivating tourism leaders, Board members of the Association of Marine Park Tourism Operators, local businesses, and other stakeholders in Cairns to become proactive advocates for strong climate action at a federal and state level; as well as developing and training individual volunteers across the industries to be effective community leaders.

### 2. Shift the Politics.

This will include engaging and mobilising the Cairns community and businesses in the countdown to the imminent Queensland election to oppose Adani's coal, rail and port extension and support 100% renewable energy, such as public activities that puts pressure on MPs and candidates and letterboxing a "How to vote for the Reef" scorecard.

### 3. Change the Story.

This will include changing the Adani narrative in the press to reflect its threat to the Reef and to the city of Cairns; generating new and unexpected spokespeople in Cairns to support the narrative, such as people in the tourism industry; the production of four powerful visual stories each year for three years about Cairns people whose lives and businesses are affected by climate change and coral bleaching; and maintaining an active online database of supporters.

## OUTCOMES

This project is an essential part of the campaign to secure a strong climate policy from the Federal and Queensland governments. The short-term aims are to work inside the system, by building support from MPs, tourism operators and local businesses, as well as outside the system, by building and mobilising a people's movement.

The medium-terms aims of the campaign are to influence the upcoming Queensland election and to stop Adani building a new mine.

## IMPACT

If the battle against Adani is won, the direction of fossil fuel use in Australia and the world, as Australia is the world's biggest coal exporter, will change. If a strong climate policy from both the federal and Queensland governments is secured, then the preservation of the Great Barrier Reef, and other ecosystems and communities in Australia, would be safe.

The ultimate impact is to shift political power away from highly centralised fossil fuel companies, to decentralised and democratized renewable energy. The impact of stopping Adani would be felt globally and give communities fighting coal projects around the world great hope that change is possible.

### FUNDING REQUEST

**Year 1 - \$20,000 / Year 2 - \$20,000**

**Year 3 - \$20,000**

Other Funding Secured: \$223,200

# CENTRE FOR AUSTRALIAN PROGRESS

## *Progress Labs*

**The Centre for Australian Progress (Australian Progress) exists to build the advocacy capacity of Australian civil society so that the community interest is strongly represented in debates about the future. They do this by strengthening skills, fostering collaboration, reframing debates, and providing support to new start-up initiatives.**

Australian Council for Social Service (ACOSS) is the national peak body for welfare service providers and a key voice for disadvantaged Australians. ACOSS and members work on issues ranging from homelessness to energy, youth issues to ageing.

Progress Labs is a collaboration between the Centre for Australian Progress and ACOSS. Progress Labs will help empower new voices, especially disadvantaged Australians, to take part in democracy; shifting and demonstrating public support behind key policies in support of social welfare.

### THE ISSUE

Australians are facing numerous issues and choices – from how they tackle climate change, deal with an ageing population, the challenges of securing the economy, protecting human rights, reversing growing inequality, women’s suffrage, 40-hour work week, to plain packaging of cigarettes.

This country has been an important crucible for social progress, and what it does continues to have outsized influence on the global stage, yet too few voices are engaged – and heard – in this democracy. The last decades have seen a narrowing of those heard in democratic conversation – women, the young, people from disadvantaged backgrounds, indigenous people, and others are in many cases missing

from the debate. Australian media has the most concentrated ownership in the world, and large vested interests are dominating the debate. The very legitimacy of citizen-driven advocacy by community organisations is sometimes questioned by powerful interests. Meanwhile, the nature of social movements and how people choose to engage in issues is shifting with technological and generational change.

### PROJECT DESCRIPTION

Progress Labs will revitalise Australia’s social movements to tackle 21st century challenges. Progress Labs will be Australia’s only dedicated incubator supporting people-powered movements for change, shifting who is heard/has agency in the Australian public debate. Over three years, support will be given to nine new projects designed to tackle big issues facing the country, with priority constituencies including: young people, immigrants, refugees & culturally and linguistically diverse Australians, rural and regional, indigenous Australians, LGBTI, people with a disability, seniors /ageing population.

## PROJECT ACTIVITIES

Each year, Progress Labs will provide intensive start-up support over a six-month period, divided into three tailored phases (with declining intensity).

### Phase 1: two-week intensive training workshop.

This training period will focus on: strategy; theory of change; engagement models; initial style and tone guides; narratives; budget; the first 90 days' strategy to launch and beyond; governance; understanding of legal options; pitch decks; professional headshots and photos; practice and experience presenting to donors; and a plan for Phase 2.

### Phase 2: two month 'colocation' period.

The provided supports will include: brand, video, simple website and CRM setup; social media assistance, message mentorship, other graphic design; weekly showcase meetings; provision of shared services and online tools; legal structure and accounting/payroll support; and ongoing mentorship and coaching. All the projects must have launched publicly by the end of the on-site period.

### Phase 3: three month 'close engagement' period.

For 3-4 months, each cohort will undergo a period where they work more independently of each other/Australian Progress. Support in this phase will include: regular check-ins against agreed metrics around public engagement, media coverage, fundraising targets, partnerships developed; occasional coordinated collaborative surges; continued access to shared technical, administrative, legal, and accounting services.

After the formal six-month support is finished, Australian Progress will continue to support the cohorts through mentoring and group meetings for a further two years.

## OUTCOMES

The short-term outcomes will be that three new organisations or major collaborative campaigns/coalitions are launched each year for three years, with each project:

- ♦ engaging 70,000 people by the end of the third year
- ♦ considered by reputable observers to have played a significant role in at least one minor policy advocacy 'win' in the first year, and one major and one minor policy win in their second and third years
- ♦ becoming sustainable over time (Australian Progress aims for two-thirds to become sustainable)
- ♦ establishing a community of practice between groups, providing ongoing space for lesson-sharing, peer-support, and collaboration.

## IMPACT

Long term impact includes: more Australians engaged in democracy, major and minor policy wins (from business and government) in support of improved social welfare, increased collaboration across civil society, strengthened existing civil society groups, improved evidence base for how philanthropists and others can best support social change, including through shared wide-benchmarking and evaluation, pipeline of investment-ready social change projects, encouraging growth in the slice of the philanthropic pie for social change, and arguably grow the pie overall.

### FUNDING REQUEST

**Year 1 - \$50,000 / Year 2 - \$25,000**

Other Funding Secured:  
\$300,000 (Conditional)

# ALLIANCE FOR GAMBLING REFORM

## *Down, down, bets are down – Coles and \$1 bets*

**The Alliance for Gambling Reform is a collaboration of organisations with a shared concern about the demonstrably harmful aspects of gambling and its normalisation in Australian culture.**

The Alliance recognises gambling addiction as a public health issue, and believes there is no acceptable level of harm from gambling products. The purpose of the Alliance is to prevent and reduce the harm caused by gambling through public health policy reforms.

### THE ISSUE

The harm caused by gambling impacts people and communities in many different ways. There are around 500,000 people in Australia who are experiencing high or severe levels of harm from gambling. On average, these people lose \$21,000 a year. This causes huge financial stress, and an array of other impacts. Gambling causes twice as much harm to Australians as diabetes, bipolar disorder and cannabis dependence combined. There is a direct relationship between the density of poker machines in a suburb and police reports of family violence.

Poker machine gambling continues to be the largest contributor to gambling harm, resulting in losses of more than \$12 billion every year. 75% of people experiencing gambling harm use poker machines. Young people are dis-proportionally impacted by gambling. Teenagers are four times more likely to wind up gambling heavily than adults, and one in five adults hit hard by gambling started before they turned 18.

### PROJECT DESCRIPTION

In late 2016, the Alliance for Gambling Reform secured a powerful win in their campaign to reduce harm from poker machine gambling. After sustained campaigning, Coles announced that they would implement a trial to limit the maximum bet to \$1 on its poker machines in South Australia and Queensland. The move by Coles to \$1 max bets is a rare and nationally significant move that provides an excellent opportunity to build momentum behind poker machine reform and this harm reduction measure.

This project seeks to leverage the win through securing support for the policy from other poker machine operators by working with local government partners to identify and shift clubs into supporting \$1 bets, applying pressure on persuadable AFL clubs to support \$1 maximum bets for their venues, organising teams of volunteers and supporters to apply local pressure onto targeted club, organising an annual survey of clubs that support \$1 bets to publish, identifying local, state and national media opportunities to positively cover clubs that do support \$1 maximum bets, and applying pressure to clubs that aggressively oppose \$1 bets.



## PROJECT ACTIVITIES

There are five key activity areas in this project:

- 1) Work with the 25+ local governments that support the Alliance and the goal to implement maximum \$1 bets to identify the club in their LGA that is most likely to be persuaded to support \$1 bets.
- 2) Geelong football club President Colin Carter has already come out publicly in support of \$1 bets. This project would increase the engagement with the AFL, with the aim of shifting another 2-4 clubs to support \$1 bets.
- 3) Use community organizing to create teams from the 13,500 Alliance supporters, focused on targeted clubs and support them to put pressure on these clubs.
- 4) Create a regularly updated list of clubs, their poker machines, the money they take with poker machines, and their position on \$1 maximum bets. This list will then be used to generate media on the project and to demonstrate progress as new clubs come on board.
- 5) Use traditional and social media coverage of this project as a means to persuade clubs.

## OUTCOMES

The two key short-term outcomes of this project are to have a group of AFL and community clubs join Coles in their support of \$1 maximum bets for poker machines, and to grow the active, organized and visible community support poker machine reforms.

The longer term aim is to use the support from clubs and the community to increase the willingness of politicians and regulators to introduce this key public health reform.

## IMPACT

The ultimate impacts of this project are that sports gambling is seen as the new tobacco: a legal, addictive and harmful product that is incompatible with Australian spectator sports, that demands ongoing reforms; and that the exponential increase in online gambling losses stabilizes and that harm from gambling falls in parallel.

### FUNDING REQUEST

**Year 1 - \$20,000 / Year 2 - \$20,000**

**Year 3 - \$20,000**

Other Funding Secured:  
\$18,500 each year (Unconfirmed)

# THE ALANNAH & MADELINE FOUNDATION

## *Gun control and community safety project*

The Alannah & Madeline Foundation, born out of Australia's gun massacre at Port Arthur, has proven to be one of the strongest voices in raising community awareness about the risks to community safety as a result of an undermining of gun laws. The Foundation will never forget the two young, innocent lives of Alannah and Madeline Mikac, who were tragically lost in 1996 because the nation failed to protect them with sufficient gun control laws.

The Alannah & Madeline Foundation's organisational mission is to keep children safe from violence, with their key objective being to advocate for the safety and wellbeing of children.

### THE ISSUE

Following the review of the National Firearms Agreement (NFA) by the Council of Australian Governments (COAG) in 2016, the responsibility for implementation has passed to State governments to set licensing and classification laws and regulations.

Australia is currently witnessing intense resourcing and mobilisation by groups and organisations who seek to overturn and water down Australia's gun control laws and regulations. It is understood that the gun lobby in Australia has made a decision to target a number of State governments in the next year to pressure members to amend and modify licensing and regulations on gun laws. The gun lobby has already been successful in re-introducing shooting in national parks, removing waiting periods for licences, weakening the requirements for subsequent gun licences. Children are now able to shoot at

shooting ranges, young people and women are the target of gun advertising, and there have been 1,026,000 new firearms purchased since Port Arthur.

Despite the existence of the peak-body Gun Control Australia, there is not currently a broad-based, strong, representative and authoritative public voice advocating for and defending strong gun laws in Australia, particularly in regional Australia. A democratic debate on gun reform can only occur if the gun control side of the argument is strengthened and has the influence to match the arguments of the gun lobby.

### PROJECT DESCRIPTION

The Alannah & Madeline Foundation believes it is critically important to defend the National Firearms Agreement (NFA), hold governments to account and build a much stronger base of civil society support for strong progressive gun laws. The Gun Control and Community Safety project involves the following two sub-projects:

**Project One:** Undertake research to monitor governments and investigate the best way to establish a broader community coalition and campaign over a period of three years.

**Project Two:** Build a broad coalition of influential, well-informed community voices who are equipped and able to defend and protect the public interest in keeping Australia at the forefront of progressive gun control.

## PROJECT ACTIVITIES

The following activities will be part of this project:

1. Undertake research and monitoring on gun ownership statistics, public awareness of gun control and community safety issues, and the implementation of the NFA by State and Territory governments.
2. Undertake advocacy work, in particular around gun ownership and links to domestic violence. This advocacy will aim to build a well-informed media network and ultimately a well-informed public.
3. Identify and recruit members to form a broad coalition in favour of gun control.
4. Devise coalition goals and campaign strategy, including a communication strategy and campaign impact assessment.
5. Mobilisation of the Coalition group and spokespeople to respond to gun control issues.
6. Evaluate project outcomes against established measures.
7. Become established as a legal entity – the coalition will ultimately become a separate legal entity resourced for impact and sustainability.

## OUTCOMES

The first project will result in an understanding of the implementation of the NFA across state governments, the key issues relating to gun laws and gun control, and will develop evidence-based policy briefs to inform and influence key stakeholders across Government, media and communities on gun control issues. The second project will build a coalition of support nationally with a well-informed, collective voice mobilised to actively prevent and respond to gun control issues to protect our gun laws and community safety.

## IMPACT

The longer-term impacts of the work: a more balanced debate regarding gun ownership laws and a better informed media and public view; strengthening of current gun laws; a reduction in the number of illegal firearms in the community; and a reduction in Australian firearm deaths and injuries.

## FUNDING REQUEST

**Year 2 - \$46,000 / Year 3 - \$14,000**

Other Funding Secured:  
\$80,000 (Conditional)  
\$28,750 (In kind support)

# THE CLIMATE COUNCIL OF AUSTRALIA

## *Solar Potential for Australian Cities*

The Climate Media Centre (CMC), a project of the Climate Council of Australia, has a strong track record in securing broad media coverage. CMC connects with a broad audience and supports a wide-ranging group of voices on climate change and energy, including doctors, farmers, firefighters, solar installers and renewable energy advocates. Together the Climate Council and CMC created over 15,000 media stories in 2016, reaching over 75 million people.

The CMC team comprises ex-journalists who understand intimately how a newsroom works. The CMC has identified and developed strong connections with a broad range of key journalists and media outlets, which has been crucial in helping to get media stories across the line.

Additionally, CMC has trained more than 300 people in face-to-face training and compiled and distributed the Daily Digest and Weekly Wrap, which provide valuable media insights and an overview of snapshots of major climate stories, to over 1,000 people working in industries related to the climate movement.

### THE ISSUE

Climate change is the most urgent threat facing our generation. Climate records continue to tumble each successive year, with the impacts of climate change intensifying. 2016 was declared the hottest year on record. Increasing extreme heat is damaging to human health, the economy and the environment. The need to rapidly transfer away from fossil fuel use is a global imperative.

In order to limit global warming to no more than 1.5 °C, most of the world's fossil fuels must be left in the ground. In Australia, this means that over 90% of coal reserves

are unburnable. There is an urgent need to rapidly transition away from fossil fuels to renewable energy generation and storage. Unfortunately, there has been considerable political uncertainty and inaction at the Federal level. Installing renewable energy is the logical alternative to providing Australia's energy needs.

### PROJECT DESCRIPTION

Shifting the public narrative is crucial to increase positive pressure for policies and investment to support large-scale renewable power and storage. The Climate Council's strategy is to demonstrate to the public that powering the nation with renewable energy is desirable, possible and inevitable.

To do this, the CMC has partnered with the not-for-profit Australian Photovoltaic Institute (APVI) on a strategic Solar Potential for Australian Cities Project to focus on solutions and renewable energy in 2017. The APVI is a not-for-profit, member-based organisation that focuses on solar data analysis, independent and balanced information, and collaborative research.

This Project involves a rolling series of media launches in cities throughout Australia using research commissioned by the CMC and completed by the APVI.

## PROJECT ACTIVITIES

The Climate Media Centre conducted a trial run using the case study of Brisbane in January 2017 that resulted in more than 100 media stories over four days. Given the success, this provides the template for ongoing work to roll out this project to all other capital cities in Australia.

**The activities for this project fall into three main phases:**

### Phase One – Research

APVI will produce a paper on each capital city’s “solar potential” (the useable area of roof space in the city, minus the panels already installed), including how many homes would be powered as a result, how many tonnes of carbon dioxide emissions per year could be saved, and how much money businesses could save on electricity bills. The report will also feature the modelling of a small number of iconic venues in each capital city.

CMC will make the reports accessible for media consumption, distribute media alerts and releases, source a local case study for the media launch, and personally pitch the story to key local media outlets.

### Phase Two – Media Launch

A physical media launch will be conducted for each city for a broad range of key media outlets. The CMC will conduct media training for handpicked spokespeople to help amplify the message and equip them to speak authoritatively and with confidence.

### Phase Three – Influencer Socialisation

The core idea of the reports - that solar can provide a significant amount of power for a city with cost savings to the community – will be

socialised with key influencers and decision makers, in particular all levels of government. This process will give a range of advocates an important tool, as well as challenging assumptions of those who currently are sceptical of renewable energy.

## OUTCOMES

The short-term outcomes will be a report and intense media activities in each of Australia’s capital cities, that will increase understanding in solar energy, and allow members of the Australian public to see “people like me” installing solar panels. It is also expected that the reports and media coverage will help to weaken arguments of opponents in the political debate, strengthen public support for action and prompt a greater adoption of solar in a variety of circumstances.

## IMPACT

The far-reaching impact of this project is that building alternative energy sources is key in helping minimise global temperature rise and helping Australia to meet its Paris agreement.

This project is also changemaking in its ability to tackle inequality, and help address energy poverty for many Australians by introducing wide-scale solar.

## FUNDING REQUEST

**Year 1 - \$19,250**

Other Funding Secured: Staffing costs



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