

IMPACT

PHILANTHROPY NEWS FROM PERPETUAL

INSIDE:

**PROMOTING HEALTH
IN INDIGENOUS
COMMUNITIES**

THE PIZZICATO EFFECT

**A PROUD HISTORY
OF HELPING
AUSTRALIANS GIVE**



Perpetual *P*

MD'S MESSAGE



Welcome to Impact – Perpetual's newsletter about philanthropy in Australia.

As Perpetual's new Managing Director, I am delighted to take on the role of Chairman of the Perpetual Foundation.

As the former Group Executive of Perpetual Private and Head of Retail Distribution, I have had the opportunity to meet many clients who have set up charitable trusts, and have seen the impact that their generosity has had on non-profit organisations and the people and causes they support.

In my role as Chairman of the Perpetual Foundation, I look forward to continuing my involvement in this area by working with the many people and organisations associated with the Foundation and our philanthropy clients.

Each year the Perpetual Foundation funds a range of initiatives to build capacity, leadership and governance in the non-profit sector. Just recently we supported 400 scholarships for directors and chairs of non-profit organisations to attend Australian Institute of Company Directors courses throughout Australia. We also provided funding for the Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) at the Queensland University of Technology to undertake research into why Australian individuals, families and companies establish philanthropic foundations. See more on page 3.

I hope you enjoy reading this edition of Impact.



Geoff Lloyd
Chairman, Perpetual Foundation
CEO and Managing Director,
Perpetual Limited

PROMOTING HEALTH IN INDIGENOUS COMMUNITIES

With a mission to improve the quality of life for Aboriginal people, the David Wirrpanda Foundation is working towards promoting healthy living in Western Australian indigenous communities.

The David Wirrpanda Foundation (DWF) was originally established with the support of the West Coast Eagles Football Club to acknowledge and endorse the work that Aboriginal AFL star, David Wirrpanda, had undertaken in the community.

Now, thanks to funding from a number of charitable trusts, DWF has been able to introduce a new 'Healthy Lifestyles' program as part of its broader employment program – which helps Aboriginal and Torres Strait Islander people enter and stay in the workforce.

Chief Executive Officer Lisa Cunningham explains that as many of their employment program participants have poor nutrition, sedentary lifestyles or a history of drug and alcohol abuse, the Healthy Lifestyles program is a perfect setting to help change these behaviours.

Spanning over 18 weeks, the new program provides participants with a personalised fitness regime, ongoing coaching, a nutrition course and individual health and nutrition testing throughout.

Lisa says, 'Private philanthropic support has allowed us to employ two health and fitness coordinators who teach participants about the importance of physical activity and eating well, in addition to helping them kick bad habits such as smoking and drug and alcohol abuse.'

Participants are tested before and after the 18 week course and monitored during on-site visits at the workplace so that they can track their progress.

Lisa adds that the program aims to break the cycle of disadvantage for Aboriginal people so that they can create better lives for themselves and their families.

'Healthy Lifestyles not only engages participants in exercise, but also teaches them how to build physical activity and good nutrition into their personal and work lives once they transition out of the course – no doubt improving their future employment prospects and their families' livelihoods.'

STRONG ROLE MODELS BREED SUCCESS

Since its establishment in 2005, DWF's programs have reached over 20,000 Aboriginal people and David Wirrpanda believes that its success to date has been due to the organisation's strong Aboriginal role models. 'All of our mentors, including a couple of former athletes, lead the way with Healthy Lifestyles through their involvement in sport and the community. They openly share their own stories and experiences as mentoring and role modelling is the key to our programs.'

'The fact that our role models get directly involved is also significant. They work directly with participants, helping to build their self-esteem and abilities.'

DWF's Healthy Lifestyles program was supported by the Helen Leech Endowment, the Kingston Sedgfield Charitable Trust, and the Estate of the late Patrick Brennan, all managed by Perpetual.

Find out more at www.dwf.org.au

SEE INSIDE FOR AN ARTICLE ABOUT WORAWA ABORIGINAL COLLEGE'S HEALTH PROGRAM



Meadows Primary School students benefiting from the Pizzicato Effect partnership with the Melbourne Symphony Orchestra

THE PIZZICATO EFFECT

WHAT BEGAN AS A PILOT PROGRAM IN 2009, THE PIZZICATO EFFECT IS NOW IN ITS FOURTH YEAR, CREATING NEW LEARNING PATHWAYS FOR CHILDREN THROUGH CLASSICAL MUSIC CLASSES.

The Pizzicato Effect is a partnership between Meadows Primary School and the Melbourne Symphony Orchestra (MSO), which engages students in years 2, 3 and 4 in classical music and string instrumental playing.

Funded primarily through private giving (including the Schapper Family Foundation), the program enables MSO musicians to provide weekly lessons in violin, viola and cello to students. The MSO also provides the musical instruments, performance opportunities and the chance for the students' parents and teachers to attend MSO concerts.

FAR REACHING BENEFITS FOR STUDENTS

Helen Hatzikalas, music teacher and project coordinator at Meadows Primary School, says the impact of the program has been hugely positive. 'The children no doubt develop strong relationships with their MSO mentors and a love of music but the benefits of the program are much broader.'

Helen explains that when students begin the program in Year 2, they tend to have difficulty listening, sitting still and being patient in general, but as they progress they learn self-discipline and structure. 'When they learn and play music, you can see them concentrate and focus - developing skills which they didn't have before, skills that can be transferred to their other classes.'

She adds that the students' self-confidence also grows immensely. 'As a result of the program, students are proud of the new music and drama skills they have learned.'

'The students and their families have so many more opportunities that they wouldn't normally have - including access to music classes, performance and concerts.'

Basically, if you give kids a chance, they can do anything and it's wonderful to see them develop and be encouraged through these opportunities.'

ATTRACTING FURTHER FUNDING

As a result of the Pizzicato Effect's demonstrated success, the MSO recently won the NAB Schools First Impact Award worth \$50,000, which will allow further integration of the program into the school. MSO Managing Director Matthew VanBesien says, 'Sharing the joy of great music with the community is one of our Orchestra's primary motivators, and this is an incentive for us to continue to think innovatively about our educational outreach work.'



SEEING THE RESULTS

Jan Schapper of the Schapper Family Foundation, a long term supporter of the Pizzicato Effect, says that being involved in the program has been one of the most rewarding experiences for the family. 'It has been incredible to see such positive change in the students. They've gone from having little or no music skills to performing in front of hundreds, and their behaviour and approach to learning in other areas has also improved dramatically.'

She adds that when the family supports an organisation, they like to see results and want to see their funds used effectively. 'The Pizzicato Effect is a prime example of this. We have seen first-hand how the program has had such an incredible impact on the students and the wider school community. We've watched the students develop and perform, and seen their parents' pride. In other words, we know that the gift we are giving has been, and continues to be very effective.'

Find out more at www.mso.com.au



See more at www.worawa.vic.edu.au

PROMOTING HEALTH IN INDIGENOUS COMMUNITIES GIRLS IN ACTION

Worawa Aboriginal College in Victoria has also launched a health and exercise program to educate its students and combat diabetes and heart and kidney disease, which are prolific in the Indigenous community. The College's innovative program, assisted by a total commitment of more than \$300,000 over four years from two charitable trusts, involves students working with a part-time fitness and nutrition coach hired by the college.

Established as Australia's first female-dedicated Indigenous college, Worawa was designed to specially respond to the needs of Indigenous students. Executive Director (and also David Wirrpanda's aunt), Lois Peeler, believes that a holistic education, which includes nutrition, sport and health education, is essential for indigenous students. 'We know our Worawa girls will grow up to be

mothers and leaders in their communities, and they can take the health knowledge and lifestyle habits we provide back into those communities. This type of knowledge - and the action it instils in our students - can have a big impact on the next generation of Indigenous people,' says Lois.

The program will enhance the school's already existing fitness curriculum which includes the 'No School No Play Deadly Sista Girlz Netball Program' delivered by the David Wirrpanda Foundation.

Funding for the fitness and nutrition program was generously granted by the H&L Hecht Trust and the Estate of the Late Daniel Scott, both managed by Perpetual.

TAKING THE NEXT STEP IN GIVING

WHY DO AUSTRALIAN INDIVIDUALS, FAMILIES AND COMPANIES ESTABLISH PHILANTHROPIC FOUNDATIONS?

We know this practice began more than a century ago, and that the number of foundations and trusts is steadily increasing. We know, too, that Australian society benefits in a myriad of ways from their actions.

But what lies behind the legal and financial process? What motivates people, what triggers their decisions, what are the choices that arise, and who helps and inspires these people along their philanthropy journey?

The Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) at the Queensland University of Technology (QUT) began a research study in 2010 to find out. With a grant from the Perpetual Foundation, the Edward Corbould Charitable Trust and the EF and SL Gluyas Trust, 40 in-depth interviews were conducted.

The participants were:

- traditional family and private foundation founders, and their descendants
- private ancillary fund founders
- community foundation founders, sub-fund donors and board members
- corporate foundation executives.

All had been involved in the establishment and running of a philanthropic trust or foundation.

What emerged from these conversations was a rich picture of varied paths taken, firstly to arrive at the decision to establish a philanthropic foundation, and then to plan and continue the work of the new foundation.

Tipping points were many and came from both internal and external influences – the values that are embedded in each individual and organisation, a compelling opportunity arising to make a clear difference to the lives of others, the sudden acquisition of wealth beyond foreseeable needs or a realisation of having ‘more than enough’.

A persistent motivation was the sense that structuring philanthropy is, as interviewees expressed it, ‘the second half of the game’ and ‘moving from success to significance’, seeing philanthropy as a logical flow-on from earlier years spent building commercial achievement.

Respondents detailed many benefits and few drawbacks from their decision to structure their giving.

Benefits were emotional, social and financial, while challenges were, as one respondent summed them up, either in the ‘technical, creative or philosophical areas’.

Most founders knew little about how best to change from intermittent to more structured giving. The role of peers, family members and professional advisers emerged as important for some but not all, as did the tendency to look for a type of foundation that resonated with their time commitments, expertise and desired level of involvement.

Respondents talked commonly about having created unique models or hybrid forms of philanthropy, emphasising the sheer variety of giving mechanisms in the landscape.

By gaining greater understanding into the decision to structure giving, this study will assist the non-profit sector and allow current and future philanthropists to gain access to the voices of others who have undertaken similar journeys before them.

This study will also allow charities and non-profit organisations to gain insight into what motivates philanthropists, helping them to form stronger and more enduring partnerships. Professional advisers will be able to see the variety in the philanthropic marketplace, and identify opportunities to provide a broader and more nuanced service to clients.

The full findings will be presented by Dr Wendy Scaife at a series of briefings in capital cities across Australia later this year, hosted by Perpetual.

The broad themes to emerge were:

- **underlying values as drivers to structure giving.** The values or pre-conditions that were common among interviewees included thoughts around family and children, inheritance or disinheritance (leaving children, as Warren Buffett says, enough money so they would feel they can do anything but not so much that they could do nothing), anonymity versus role modelling, and the wide ranging motivations for giving
- **the importance of decision moments.** This theme considered what was going on at the time when the commitment was made. The influence of peers and advisers was strong for some but not others, and specific trigger events such as inheritance, a business sale or sudden awareness of need were common
- **procedural and operational decisions.** The ongoing decisions required subsequent to the initial decision to establish a formal structure for giving involved the role of the board, trustees and governance, staffing, non-profit partnerships and grant making evaluation
- **environment around giving.** The ubiquitous comparisons with overseas, the image of philanthropy in Australia, and the role of foundations in advocacy were all raised here.

Other topics that arose included the role of gender in giving, conflicts of interest, and the worth but challenges of Indigenous philanthropy.

These themes are explored in greater detail in the final report, which is available from ACPNS, and for free download from ePrints, QUT’s digital repository of research.

With extensive use of direct, insightful quotations from philanthropists, the report will inform all who share an interest and passion for philanthropy.

See more at www.cpnns.bus.qut.edu.au



WHAT WE DO WE HELP PHILANTHROPISTS, NON-PROFIT ORGANISATIONS AND THEIR PROFESSIONAL ADVISERS.

PHILANTHROPISTS

- Tax-effective giving options
- Charitable trusts
- Private ancillary funds
- Research on charities and causes
- Matching your intentions with suitable causes
- Distribution of funds to the community.

NON-PROFIT ORGANISATIONS

- Investment advice and management, including investment policy construction
- Specialist investment options
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- Funding opportunities
- Research
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PROFESSIONAL ADVISERS

- Helping you meet your clients’ philanthropic needs
- Specialised investment options and advice
- Workshops and training.

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CLOSING THE GAP ON KOKODA

By training community health workers from the Kokoda region, and supplying much needed medical supplies, the Kokoda Track Foundation is helping to address the current health crisis in Papua New Guinea (PNG).

To repay the help given to Australia during World War II by the Fuzzy Wuzzy Angels of PNG, the Kokoda Track Foundation aims to help improve the lives and futures of their descendants living along the Kokoda Track. It does this primarily through education, healthcare and environmental programs and fostering an eco-friendly tourism industry - all in consultation with local villagers and PNG leaders.

Recently, the Foundation has been able to make progress towards addressing one of the region's most pressing needs, the lack of health care and medical supplies.

Private funding from the Estate of the late Margaret Augusta Farrell and the Estate of the late Arthur Hatt Cook, has provided seven scholarships for locals to train as community health workers. Once qualified, they will be supported in returning to their communities to set up aid posts and provide medical care and supplies.

Dr Genevieve Nelson, the Foundation's Executive Director, says that health care on the Kokoda Track is extremely limited at the moment. 'Whole families have to walk great distances to access their nearest medical facility, so there is an urgent need to invest in training community health workers who can work in the villages and provide vital drugs and medical supplies. The scholarships will help address this crucial need.'

'Community health workers are the cornerstones of health care in rural PNG, yet training is expensive and the infrastructure is not in place. By training locals and setting up aid posts, we are enabling more remote communities to access much needed medical care.'

See more at www.kokodatrackfoundation.org

COFFEE ANYONE?

Karelle Life Enrichment Service (Karelle) was founded in 2003 to address the gap in the provision of services for people with an intellectual disability. It provides vocational training, courses in life skills, and assistance to gain employment to people with an intellectual disability in Western Sydney.

As a key component of its training and employment strategy, Karelle will be launching the Byera Hope Cafe at historic Melrose House. Located in Seven Hills, Sydney, the cafe will create jobs and training for 19 people (14 with an intellectual disability).

Chief Executive Officer, Trish Martin, says that around 3% of the population has an intellectual disability and convincing the wider community that many are employable remains one of Karelle's greatest challenges. 'We hope that the cafe will attract regular customers, tourists, school groups as well as boutique weddings and importantly, demonstrate to the community that many intellectually disabled people can be successfully trained and integrated into the workforce.'

Byera Hope Cafe plans to open mid 2012 and has been partly funded by the Baxter Perpetual Charitable Trust and the Jessica & Wallace Hore Foundation.

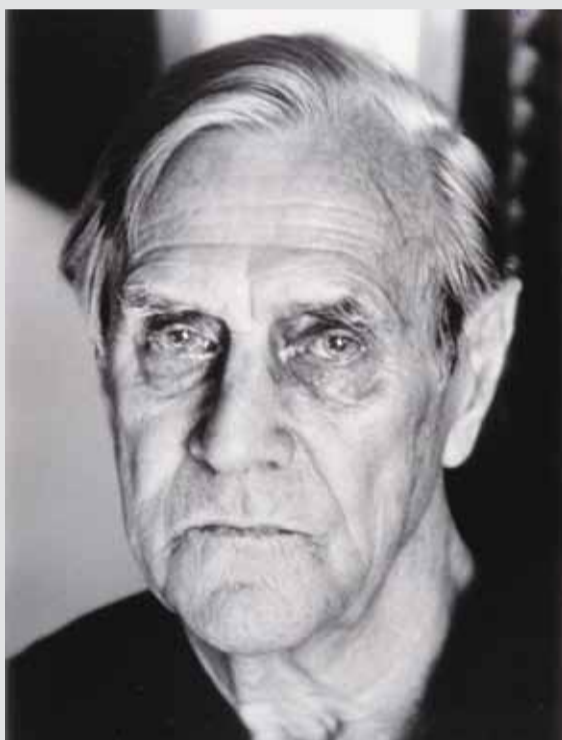
'Private funding such as this has been so important in getting this project off the ground and will mean so much to the people trained and employed by the cafe,' says Trish.

For more information visit www.karelle.org.au



Training program participant Steven will help make dining chairs for the cafe

PATRICK WHITE'S LEGACY LIVES ON



Patrick White 1980 / by William Yang / Gelatin silver photograph Collection: National Portrait Gallery / Purchased 1998

To honour what would have been his 100th birthday, Patrick White's life and work will be celebrated around the country this year through various events and exhibitions.

Born in 1912, White went on to become one of Australia's most well-known novelists and playwrights and his legacy lives on today.

His published works are still widely read and his fostering of the literary community continues through the Patrick White Awards.

Established by White with the proceeds of his 1973 Nobel Prize for Literature, the Patrick White Award is given annually to an author who has made a contribution to Australian literature but who may not, in the opinion of the judging committee, have received due recognition. It currently awards an \$18,000 prize and over the years, has provided almost \$750,000 in total to the literary community.

Poets, novelists, playwrights and short story writers have been among the now 38 recipients who have so far benefited from Patrick White's generosity and vision. Past recipients include Christina Stead, David Campbell, Randolph Stow, Thea Astley, David Foster and more recently in 2011, poet Robert Adamson.

The next winner of the Patrick White Award will be announced in November 2012.

NON-PROFIT BOARDS IN THE SPOTLIGHT

The Australian Scholarships Foundation recently awarded 400 places to board directors and chairs of non-profit organisations to attend courses to further their skills and deepen their knowledge.

Run by the Australian Institute of Company Directors, The Not-for-Profit Chairman and The Not-for-Profit Board courses are designed specifically for chairs and board directors looking to develop a deeper knowledge of the responsibilities of directorship, governance and performance issues.

The Australian Scholarships Foundation received over 1400 applications from across the country, emphasising the pressing need in the non-profit sector for opportunities of this kind.

President of The Benevolent Society, Sam Weiss, benefited greatly from The Not-for-Profit Chairman course. 'I found the course to be enormously useful and have already thought of numerous ways to put what I learned to good use. There was much to be gained from the course for my work on listed company boards as well.'

Jo-anne Sarre, Artistic Director and Board member of Ink Pot in South Australia says that the course for board members provided her valuable insights into the sector. 'This was a chance to witness the broad diversity of other organisations' endeavours, to gain an overview of developments in governance procedures, and to listen to experienced CEOs discuss hot issues. Overall, the course was a great opportunity to further professional

development through an interactive approach.'

The Perpetual Foundation, which is dedicated to building capacity, leadership and governance in the non-profit sector, funded the scholarships in partnership with the JS Love Trust. Andrew Thomas, General Manager of Philanthropy at Perpetual said 'We believe that specific and targeted training opportunities offer an excellent way for board members to enhance their leadership skills and ultimately provide better outcomes to the community.'

'Over the coming year our Foundation will continue to focus on building capacity in the sector and we hope to offer more opportunities like these.'



Scholarship recipients attending the Australian Institute of Company Directors' The Not-For-Profit Chairman course

UPCOMING DATES

31 MAY 2012 - Ramaciotti biomedical research grant applications close.

29 JUNE 2012 - Perpetual's 2012 funding round grant applicants notified.

25 JULY 2012 - Kibble Literary Awards for Women Writers.

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