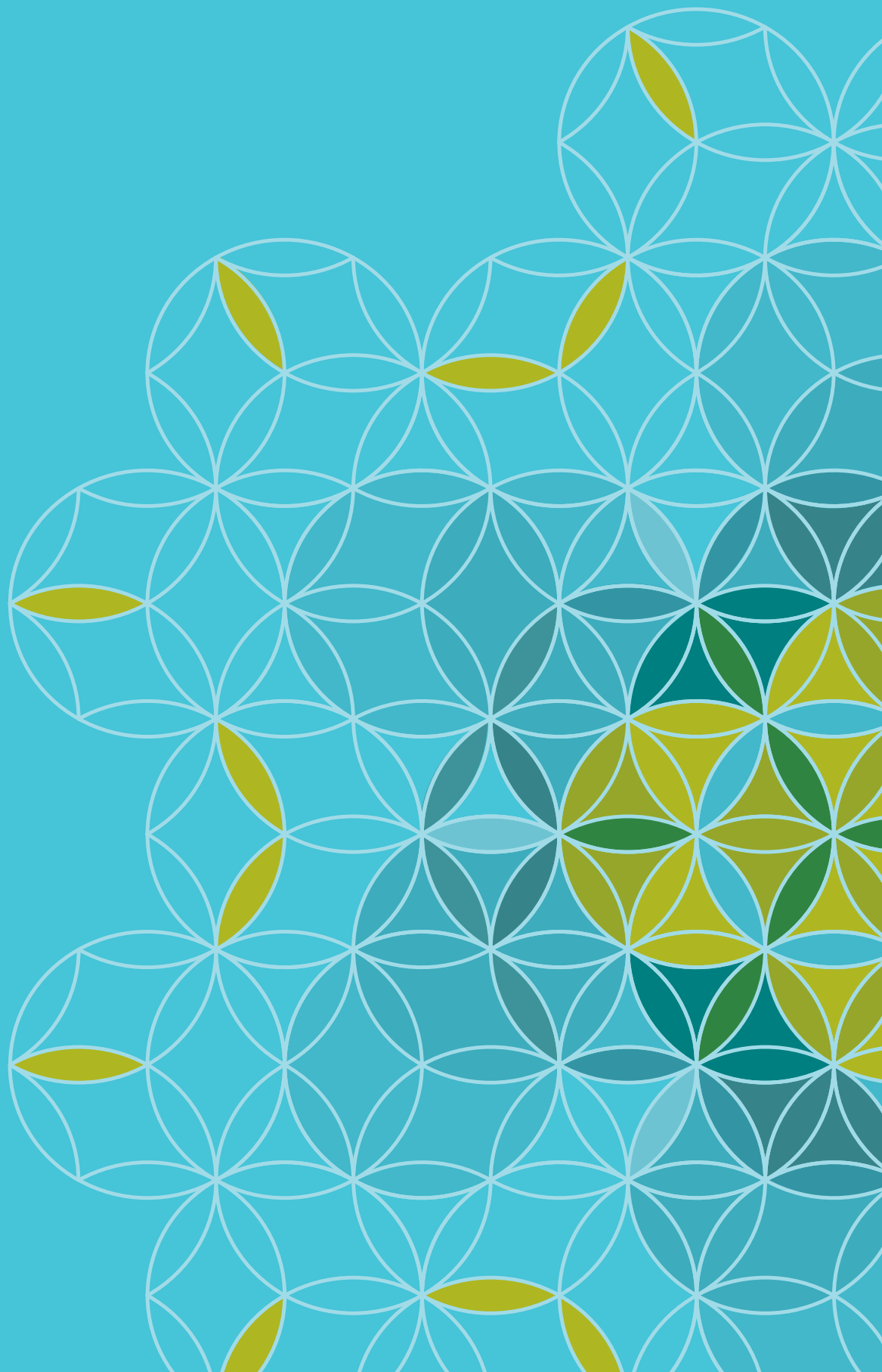


Community Sector and Business Partnerships Guide





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This guide has been produced by the Office for the Community Sector (OCS) in the Department of Planning and Community Development in partnership with the Victorian Employers' Chamber of Commerce. It is an outcome of the Office for the Community Sector Not-for-Profits (NFPs) Building Relationships with Business Locally Project.

The guide has been developed with reference to published literature, and in consultation with NFP organisations, businesses and other stakeholders. It draws on previous work undertaken by the Victorian Government; the corporate sector, NFP peak organisations and business associations; the community sector across the arts, health, sport, service, volunteer organisations and social enterprise; and by consultants and businesses (including NFPs) specialising in community business relationships.

The OCS would like to thank the Project Reference Group for their guidance, participation in the workshops and valuable feedback at all stages of the project.

The Reference Group comprised representatives from: Adult, Community and Further Education, Arts Victoria, Give Where you Live Foundation Geelong, Portland House Foundation, Regional Development Victoria, Small Business Victoria, The R E Ross Trust, Victorian Council of Social Service, Victorian Employers' Chamber of Commerce and Industry, VicSport, Volunteering Victoria.

The Office for the Community Sector acknowledges Davidson Consulting for their assistance in the development of this guide.

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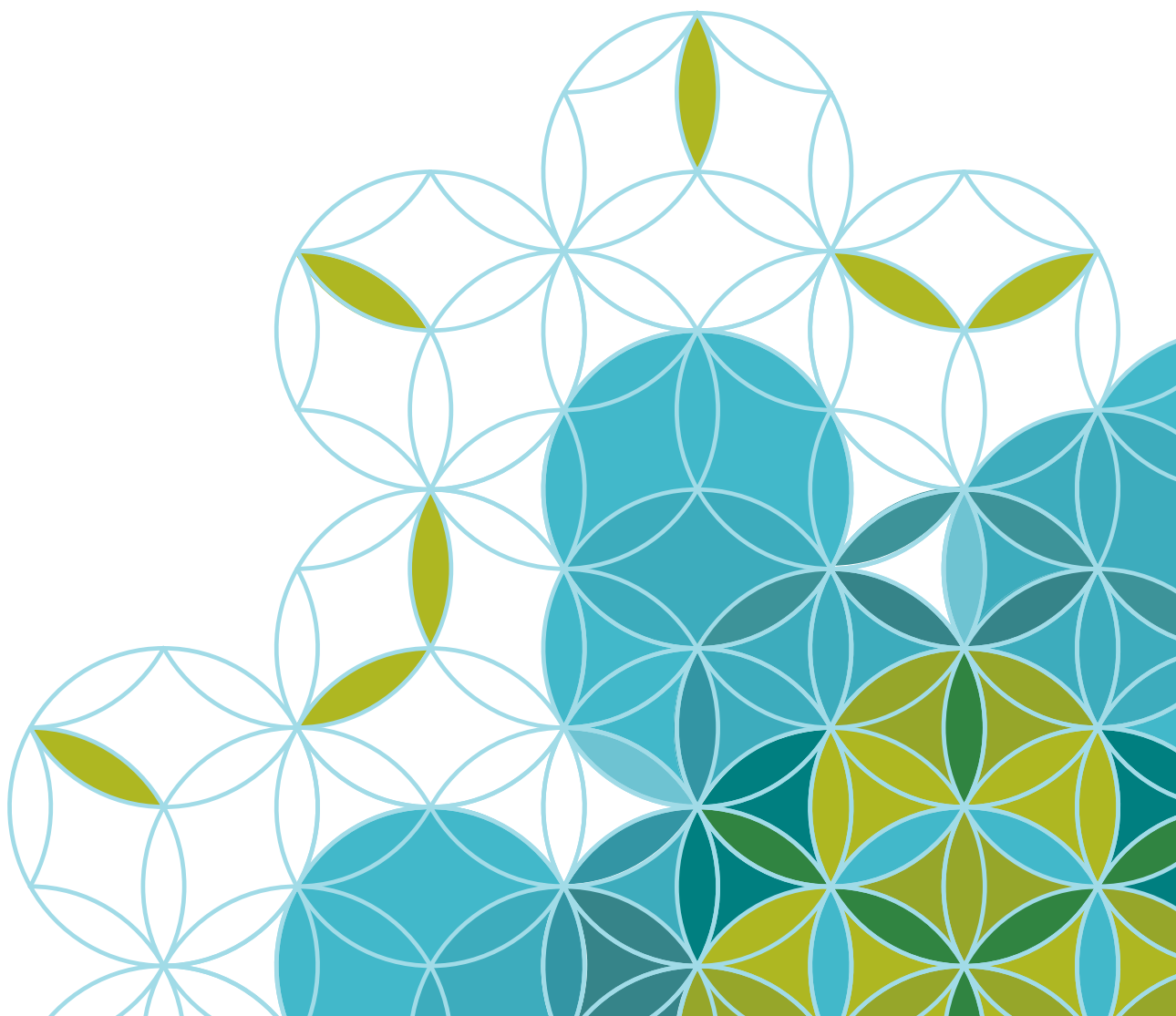
Introduction

Forming strategic relationships between business and not-for-profit (NFP) community organisations can not only build community sector capacity, but develop mutually-beneficial outcomes.

There is evidence of a change in the nature of relationships between NFP organisations and business, with a move away from business only being concerned with their economic and reputational drivers and NFP organisations only being focused on social issues.

In part this changed perception may be due to shifts in the economic, social and political landscape to which community organisations and businesses have been required to respond. Whatever the reason, there is a realisation that relationships between business and community organisations have the potential to benefit all concerned. To this end this guide has been developed for both community organisations and business.

The material in this guide is designed to be flexible and adaptable to individual organisational requirements. The timing and application of each tool within the guide will depend on the situation, the organisation and the specific need.



Why this Guide?

Why develop yet another guide or tool?

Research conducted by the Office for the Community Sector (OCS) has identified that there is an abundance of information and a number of resources and tool kits on building relationships (some of which are referenced in this resource). The guide does not try to replicate this information but aims to provide a logical step-by-step process for building and maintaining relationships and a 'shortcut' to a selection of these resources.

This guide is part of a suite of resources available on the OCS website www.dpcd.vic.gov.au/communitydevelopment/community-sector to help strengthen the capacity of community organisations. Other tools and resources available focus on themes including:

- Establishing a NFP Organisation
- Workforce Capability and Development Tools
- Fundraising and Philanthropy
- Shared Services
- Technology
- Evaluation
- Governance Capability
- Compliance (see the OCS Not for Profit Compliance Support Centre www.nfpcompliance.vic.gov.au)

Who is this intended for?

This guide has been developed with a broad range of users in mind.

- If you work for, or volunteer with, a NFP organisation then there is something here for you.
- If you run or work for, a small, medium or large business with an interest in the local community this guide could assist you.
- It can also be used by intermediaries – such as local councils, services clubs and organisations or peak bodies.
- Irrespective of your experience, whether you are city based or regional, beginning the journey or just wanting to fine-tune what you are doing currently, this guide should work for you.

How do I use it?

This guide is designed as a self-guided resource for both NFP organisations and businesses. It is also designed to be used in a group discussion or workshop situations with NFP organisations, businesses, local governments and service clubs.

The resource includes:

- Guide at a Glance: a one-page framework
- A six stage framework for partnerships including suggested approaches and stories from the field
- A relationship building tool kit with all the tools, templates, and resources detailed in the framework

When do I use it?

Considering a Partnership

A business NFP organisation relationship may not be for everyone. Before delving further into this guide you may wish to ask yourself why you need and/or want to go down the path of building relationships. In the first column of the Guide at a Glance is the question ‘Is a relationship for you?’ This provides a set of questions you may have already asked yourself or you may wish to reflect on before continuing.

Getting Started

For some users this guide will be handy when you are considering if and how to embark on a community/business relationship. It provides a step-by-step approach to assist you in knowing where you are heading and what is involved along the way.

Finetuning a Relationship

You may already have one or more relationships and are looking for ways in which they can be improved or enhanced.

Taking Stock

Your relationship(s) may have been in place for some time and you have decided to review and reflect on the direct and indirect value to your organisation.

Planning Ahead

Elements of the guide may assist you when you are undertaking a strategic business planning exercise.

Note: Tools in this guide can also be used separately for developing other processes. For example, the information provided in the Getting Ready Checklist can also be used to develop a Business Plan.



Guide at a Glance

This guide comprises a framework incorporating a six-stage approach to relationship building.

Is this Relationship for You?

First look at your organisation:

- What do you need: funding, links, mentors, volunteers?
- Why do you need/want a relationship?
- What will it help you achieve that you otherwise wouldn't?
- What capacity do you have to embark on a relationship?
- Have you contacted organisations who have already done this?
- What would it take to put this into an action plan?
- If you think a relationship is for you go to stage 1.

Stages	Tools & activities	Resources
1 Getting Ready: understand your organisation	<ul style="list-style-type: none"> - Checklist of questions to ask own organisation - Create a Strategic and Business Plan - Create a CSR/Community investment Strategy 	Maribyrnong City Council; Our Community; Australian Business Arts Foundation; New South Wales Council of Social Service; Business Leaders Forum; VicHealth;
2 Finding a Partner/ Relationship	<ul style="list-style-type: none"> - Mud Map of potential relationships - Research Template 	Maribyrnong City Council; Our Community; Australian Institute for Corporate Responsibility; Australian Business Arts Foundation; National Australia Bank; Office for the Community Sector; Business Victoria; World Health Organisation; VicHealth; Department of Families, Housing, Community Service and Indigenous Affairs
3 Approaching a Potential Partner	<ul style="list-style-type: none"> - Develop an Elevator Speech - Pitch document - Proposal Template 	The R.E. Ross Trust: Social Compass and Transfield Services.
4 Establishing the Relationship	<ul style="list-style-type: none"> - Plan on a page - Draft MOU - Risk Management 	New South Wales Council of Social Service; Department of Education and Early Childhood Development; Public Interest Law Clearing House; World Health Organization; Leadership Victoria; Good Company; Volunteering Victoria;
5 Keeping it on Track	<ul style="list-style-type: none"> - Communication Plan 	The World Health Organization; VicHealth
6 Review/ Renew/ Next Steps	<ul style="list-style-type: none"> - Review/ Renew/ Exit Checklist 	Our Community; Australian Business Arts Foundation

Stories from the field

Portico on Sturt
 The Smith Family and IBM Ballarat
 Football Federation Victoria and Various Partners

SecondBite and Coles
 Travellers Aid and V/Line
 Prahran Mission and AMCOR

Stage 1: Getting Ready

Embarking on a community-business relationship is a big step for any organisation and, although evidence of the benefits to all involved is strong, it may not be for everyone.

Effective and productive relationships require time, energy, commitment, shared goals and expectations, good communication and people resources.

Before undertaking the search for the right partner it is important to 'get your own house in order' and understand your own organisation. It is helpful to define why you want or need a partner, what you have to offer a partner, what you expect to achieve from a relationship, and what capacity and capability you have within your resources (paid and voluntary) to support the relationship.

For businesses a consideration may be why, how and where a relationship with a NFP organisation fits with your business and community investment focus, and how it helps to achieve your business goals. NFP organisations may reflect on the added value that working with a business may have in achieving your goals.

Strategies for Getting Ready – See Tool Kit

Getting Ready Checklist

This checklist will help NFP organisations and businesses evaluate their individual organisations by pointing out the things you should look at and consider before commencing a relationship. It can be a valuable tool and makes it easier to delegate tasks to people in your organisation.

Create a checklist using the template provided or develop one to suit your own organisation.

Tool 1: Getting Ready Template – **See Page 5 of the Tool Kit.**

Strategic Plan

A strategic plan describes the context or situation in which your organisation operates, sets the organisation's goals and directions, and guides the allocation of financial and human resources to achieve those goals.

A strategic plan is a core business document and will state your organisation's direction. When starting any relationship an organisation should refer extensively to their plan, mission, goals and specific strategies.

Tool 2: Developing a Strategic Plan – **See Page 11 of the Tool Kit.**

Corporate Social Responsibility (CSR) or Community Engagement Strategy

A CSR or Community Engagement Strategy can assist businesses in developing a way to contribute positively to the social and economic development of NFP organisations.

Create a CSR or Community Engagement Strategy by using the CSR or Community Engagement Strategy template provided or develop one to suit your own organisation.

Tool 3: CSR or Community Engagement Strategy Template – **See Page 18 of the Tool Kit.**

Stage 2: Finding a Partner/Relationship

When you are looking for a partner organisation it is important to consider what type of relationship you would like to develop with a business or with a NFP organisation.

It could involve:

- sponsorship/promotion
- provision of goods or services
e.g., IT support, financial planning, window cleaning or services
- providing or using volunteers
e.g., professional skills (accounting, Board/Committee, marketing, submission writing) or non-professional (assisting at community events, delivering brochures, working in community shops, minor maintenance)
- fundraising
- information/skills development and/or joint projects/activities
- leadership mentoring and
- Board or other governance support.

It is also important to consider whether you share similar values, visions, objectives and behaviours as the organisation you are considering a relationship with. What are the points of difference and will they matter to you throughout the relationship? Sometimes cultural aspects and the 'fit' with your organisation won't be evident until you have some time to develop your relationship.

Strategies for Finding a Partner/Relationship – See Tool Kit

Brainstorming Session

Conduct a brainstorming session with your staff, key people in the organisation and/or stakeholders and look at the relationship potential:

- What do we have to offer a relationship?

- What kind of organisation would you consider as a partner?
- What might a partner be looking for out of a relationship with us?
- What would we want as an outcome from a relationship?
- Do our organisations have similar values?
- Where are they located in relation to us?
- Can they give us what we are looking for?
- Who is their target audience?

If the organisation under consideration fulfils one or more of your criteria for a relationship or partnership then commence the process. Go on a fact-finding mission and complete all the steps.

Create a Mud Map

Using a Mud Map can be a great way to add structure to brainstorming sessions. It involves writing down a central theme and thinking of new and related ideas which radiate out from the centre.

It can be a useful tool for generating ideas, visualising all aspects of a topic and considering how these relate to each other.

Tool 4: Mud Map Template –
See Page 20 of the Tool Kit.

Research Potential Relationship Organisations

Both NFP organisations and business would be wise to research potential organisations to see if they align with their organisation's vision/mission and have similar goals.

Tool 5: Research Template –
See Page 21 of the Tool Kit.

Stage 3: Approaching Potential Partner

Following completion of section 2 of this guide (Stage 2) you will have a shortlist of organisations/businesses to approach. In addition to knowing who within the organisation/business to approach, it is important to have your proposal for the relationship prepared. This should be delivered in person and in writing, or following a personal introduction, and needs to be comprehensive, yet clear and succinct. Often referred to as a 'pitch', this can be developed in conjunction with the strategic plan.

Provide as much information as you can, while keeping it brief, concise, interesting and remember to include what's in it for them.

If you do not have the resources (either time, financial or personnel) to assist in the development of a pitch, you could consider obtaining the aid of suitably qualified volunteers through organisations such as Volunteering Victoria, who may connect you with a local volunteering organisation; or Leadership Victoria, who have a network of alumni that support community organisations.

Strategies for Approaching Potential Partner – See Tool Kit

These strategies have been designed to work individually or together and range from the most concise from an 'elevator speech' through to a much more comprehensive formal proposal approach. They include:

'Elevator Speech'

A short activity to help you to articulate your purpose and mission for times when you only have a minute to explain.

Tool 6: Developing and 'Elevator Speech' –
See Page 26 of the Tool Kit.

Preparing and Presenting a 'Pitch'

A pitch is an important tool to enable a potential partner organisation or business to assess whether they would like to form a partnership with your organisation.

Tool 7: Preparing and Presenting a 'Pitch' – **See Page 27 of the Tool Kit.**

The Proposal Template

Once you have made your pitch in person or in writing, a formal proposal may be required, outlining what you would like to achieve by forming a partnership.

Tool 8: The Proposal Template –
See Page 27 of the Tool Kit.

Stage 4: Establishing the Relationship

Many community-business relationships are formed and operate on nothing more than a handshake and shared understanding.

In some circumstances each party may agree to an informal arrangement due to the time, and sometimes resources, it can take to set up a more formal agreement, but a high level of trust between the NFP organisations and business is essential for the functioning of these informal relationships.

A jointly developed *Plan on a Page* is a valuable basic document for any relationship. It puts the relationship plan in a form that makes it easy for all parties to understand and implement. It is a simple summary of the priorities of the organisations working together and will help you focus on your joint objectives.

It can often be useful for NFP organisation and business relationships to be agreed upon in a more formal written agreement such as a Memorandum of Understanding (MOU), Statement of Intent, Recognition of the Relationship, Heads of Agreement or Contract to ensure that all parties agree on the role of each partner in managing the relationship.

An MOU is usually less complex and less detailed than a contract, but provides a clear framework and set of principles to guide the parties in undertaking a project or working arrangement. An agreement of this type generally highlights the objectives and management arrangements of a relationship. It is not a legal document though it may outline the relationship's governance structure and source of authority.

It is important to remember to focus on what is possible and how you want the relationship to work. For more information on choosing the right level of formal documentation and agreement required please refer to the Community Sector Shared Services- How to establish shared services – A step-by-step guide available through the Office for the Community Sector website, www.dpcd.vic.gov.au/community-sector

NFP organisations do not always have direct access to legal advice, but this can be obtained through organisations like PILCH (Public Interest Law Clearing House (VIC) Inc – www.pilch.org.au. This advice and the development of agreements can also be obtained with the aid of volunteers through organisations such as Volunteering Victoria, Leadership Victoria/ Greatconnections and Goodcompany.

Strategies for Establishing the Relationship – See Tool Kit

Plan on a Page

This is a simple means of ensuring that you are literally on the ‘same page’ with the relationship. Jointly or individually (and then combine) develop a plan for your shared activity or relationship.

Tool 9: Plan on a Page Template – **See Page 32 of the Tool Kit.**

MOU

Many NFP organisations and businesses require an MOU. These are often developed and signed well into a working relationship.

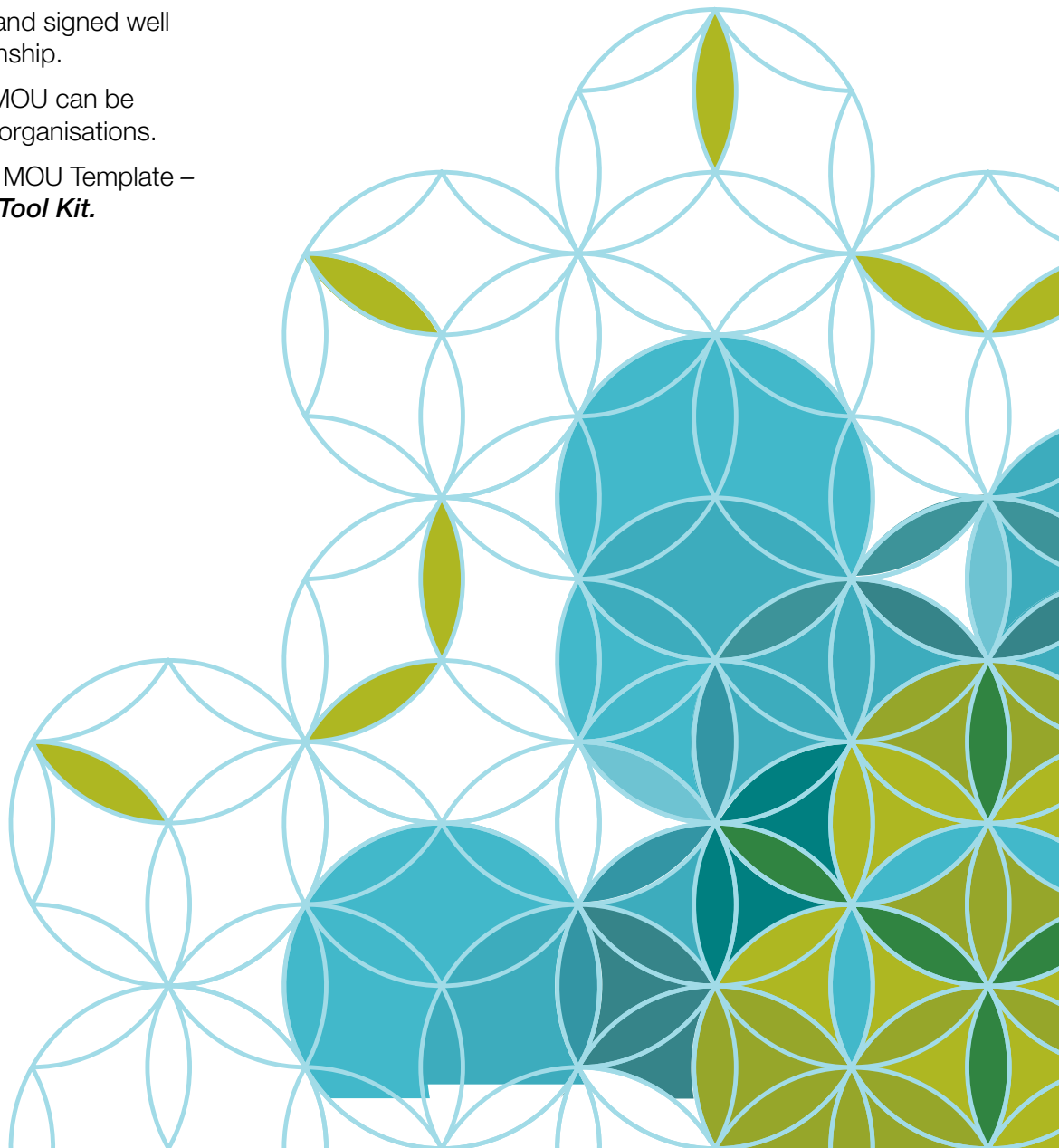
The template for an MOU can be modified to suit your organisations.

Tool 10: Relationship MOU Template – **See Page 33 of the Tool Kit.**

Risk Management Plan

Jointly or individually (and then combine) develop a risk management plan for your shared activity or relationship that identifies the risks that may prevent the objectives being met.

Tool 11: Risk Management Plan Template – **See Page 36 of the Tool Kit.**



Stage 5: Keeping it on Track

Once the initial excitement of finding the appropriate organisation and forming a relationship has settled down there is the day-to-day challenge of keeping the relationship on track for all involved. A commitment to maintaining the relationship requires accountability, responsibility, allocation of appropriate resources, clear timeframes, measurement and effective communication. These elements are essential to the overall success of the relationship.

Communication between parties is the key to keeping the relationship on track. This could include developing a Communication Plan which would incorporate common goals to be achieved, timing of deliverables through the relationship, the desired outcomes, who will be delivering the information and how they will do so.

Each organisation, whether you are a NFP organisation or business, will have their own preferred methods of communication. It could be via telephone, email, face-to-face meetings, teleconference calls, progress reports, organised events etc. Whichever form of communication is required this must be identified at the commencement of the relationship.

It is important that communication be managed proactively throughout the relationship. It needs to be clear and concise and on a regular basis.

Strategies for Keeping it on Track – See Tool Kit

Communication Plan and/or checklist

A Communication Plan and/or checklist should be developed in with both parties as agreed dates and ways of communicating need to be addressed at the commencement of the relationship.

Tool 12: Communication Checklist Template – **See Page 42 of the Tool Kit.**



Stage 6: Review/Renew/Next Steps

While it is always recommended that both NFP organisations and businesses make every possible effort to maintain existing relationships, to evaluate them regularly, and to make a concentrated effort to prevent problems before dissolving any relationship, sometimes it is time for the relationship to come to an end.

In many circumstances the relationship may end due to the completion of a successful project or when the agreed upon objectives were accomplished. In others the nature of the relationship may transform based on the experience of working together, ongoing monitoring or changed circumstances. In some it just isn't working.

Prior to the negotiated end date of any relationship, a review should be conducted by each organisation individually, and then jointly, considering the objectives of the relationship, its achievements, practical working or operational factors and the potential to continue. The outcomes, both positive and negative, should be documented as this could provide valuable information for developing further future relationships.

If the relationship is to be renewed or extended and the relationship is governed by a formal agreement like an MOU, then a new agreement may need to be developed, or an existing one altered, to reflect new details and arrangements in the relationship.

Strategies to Review/Renew/Next Steps – See Tool Kit

For both NFP organisations and business a can be completed individually and then discussed jointly. This review can cover outcomes achieved, any issues with the relationship including expectations and communications, levels of satisfaction, opportunities to be investigated and the future of the relationship.

Tool 13: Review/Renew/Exit Checklist Template – **See Page 46.**

Stories from the Field

Portico on Sturt Ballarat and NFP organisations

“I suppose you could say that increasing community activation and engagement with local businesses has generated crucial PR for the venue and set it up for greater prominence as a community hub in the coming years.”

Dona Pentland, Proprietor, Portico on Sturt

Portico on Sturt is a multi-purpose venue, bar and cafe that operates as a community hub in the heart of Ballarat, a city located in regional Victoria. We've had the venue open for about a year now, and as operator and manager, my role has been to really break into the community scene and build the business from the ground. Portico itself is a beautiful building built in the 1890s, a grand old dame. It really lends itself to all sorts of functions and events, from a music venue one night, to a space for a birthday party the next – it's very versatile and flexible.

Being located in a regional town, we're really focused on the community, and so we work with a range of different groups who have their heart and support directed at community interests. From this perspective, we work closely with the tourism sector of the Ballarat City Council, sustainability groups, basically any group that needs a space for an event, or anyone who has expressed some interest in being involved with Portico. Most of our business partnerships are symbolic rather than corporate, or functional on a financial level.

Sponsorships are certainly something that we've been considering of late, and are certainly open to this level of support. But, even having that kind of basic exposure, that affiliation with a given group, even if it is just a symbolic relationship, it's great for our public relations and presence and just as important for bringing people through the doors. Every time I do something different, engage with a different community organisation our group, it increases our name and exposure to new parts of the community.

Very few entertainment venues set themselves up in a way that we've attempted to with Portico. Basically, while profits and financial viability are an important consideration, we've really driven our strategies by how embedded we are within the community, through support from the public and stakeholders in the community. Obviously, setting Portico up with this community hub focus in mind came as a challenge.

There were many questions and considerations when I took the reins – how will we be able to generate enough business in the venue; how will we appeal to as many different groups as possible; how might we balance community interests with hard financial necessities? But we really recognised how important it was for the viability of a business like ours in the long term for it to function in this way, to become an integral part of the local community, and build a reputation as a respected and respectful member of it.

Obviously, we're still in early stages with Portico; we've just hit the 12-month mark and will be looking to increase our level of partnership involvement as time goes on. I think this will be a rewarding and challenging aspect of business engagement, and really selling what Portico has to offer to the community. In terms of what we'd be looking for in a partner, it has a lot to do with shared interests and shared values. Fostering great rapport with the people you're intending to engage is paramount, and really speaking to people on a personal level. We're a community hub, and that's where our focus is.

Dona Pentland

Proprietor

Portico on Sturt

Ballarat

The Smith Family and IBM Ballarat

The Smith Family believes in collaboration – with business, government and others in the non-government sector.

“IBM Ballarat provides crucial staff support for the schools learning and mentoring programs, a key aspect of IBM’s ongoing national support of the Smith Family”.

Heather Le Roy & John Van Delft

The Smith Family sees corporate relationships as critical within a diversified funding model as it maintains their independence as an organisation.

Approximately 10 years ago they shifted from a welfare focus to education with a new strategy founded on prevention and early prevention of disadvantage.

They have been very successful generating a strong, diverse platform of corporate relationships by selling programs to suit different partner organisations.

Their approach is to explore a range of ways that businesses and organisations might be able to become involved with The Smith Family whether it is financial, in-kind or employee engagement.

An example is their strong relationship with IBM.

This relationship is based on in-kind support with IBM providing a roster of employees (volunteers) and the use of their office space/venues for functions. Another important part of the relationship involves an online mentoring program, whereby school children in IT labs have access to talk online with 120 special IBM mentors.

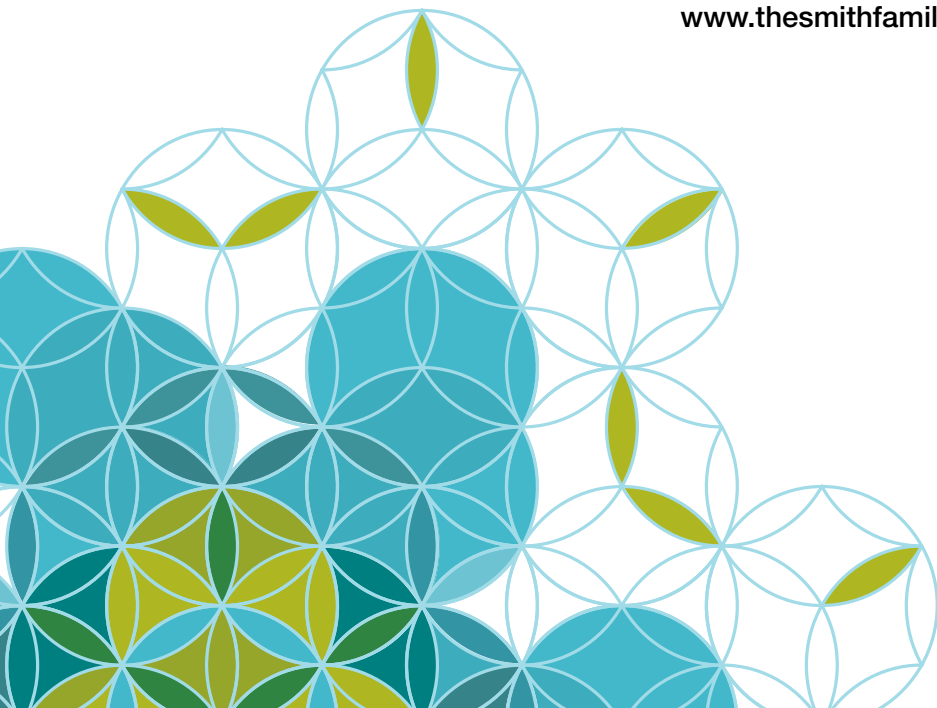
The Smith Family has invested significantly in their relationships with corporates. They have found that the process can take a long time and can be extremely costly. However, in the long term, they believe it is well worth the effort and can be very beneficial and rewarding for both parties.

Heather Le Roy, *General Manager*

John van Delft, *Corporate Partnership Manager*

The Smith Family

www.thesmithfamily.com.au



Football Federation Victoria and Various Partners

“New focus on garnering sponsorships and funding partners allowed FFV to start telling a new story about their organisation and open their doors to a greater range of actions and programs.”

Jo Scanlon

The Football Federation Victoria (FFV) focuses on developing their sport across Victoria.

They have a number of corporate partners from Schweppes to Events Worldwide, apparel companies and licensees, VicHealth, a diverse range of supporters from a range of different fields.

Their sponsors assist in varying ways in a number of different spaces. The majority of partnerships are sales whilst others look at their involvement from a marketing perspective.

FFV research what potential partners are currently doing in the market and what their marketing plans are focused on. They find the relevance in the context of what they are looking to achieve from a relationship.

All relationships want a return on investment (ROI) therefore it is critical for NFP organisations to measure outcomes and meet the reporting needs of the sponsors/partners.

It is also important that there is clear and functional communication between the partner organisations in order to develop and maintain these relationships.

FFV believes that common goals are paramount to relationships, common goals into the future and brand fits.

Jo Scanlon

*Sponsorship and Development
Manager*

Football Federation of Victoria
www.footballfedvic.com.au

SecondBite and Coles

“Linking arms with Coles, SecondBite secured an important national partner. As a result, we will double our output nationally in the coming 12 months, from 2 million perishable meals, to 4 million.”

Russell Shields

SecondBite has been based in Victoria since 2005 and during that time has adapted its model whereby it identifies sources of nutritious surplus fresh food and produce that would otherwise go to waste and facilitates its safe and timely distribution to agencies and people in need.

The organisation relies on strong business ethics and governance with a focus on policy and procedure.

SecondBite believes, when dealing with corporates, NFP organisations need to understand the context of the relationships and the way the two sectors operate.

They initially went to Coles with a very clear process and outline for procedure and a community engagement model. They proposed to reduce their redistribution and waste costs. It was more than a corporate responsibility issue, it was also financially beneficial.

They engaged a number of pro-bono supporters to assist around any legal issues and the design of the pitch for the final presentation.

In 2011 SecondBite signed a two and a half year nationally exclusive agreement with Coles whereby SecondBite collects perishable food from every viable Coles store across the country.

The organisation believes that relationships are about more than just funding. It is about sharing common objectives, identifying aligned values and working toward united outcomes.

Russell Shields

*Head of Program Development
SecondBite*

<http://secondbite.org>

Travellers Aid and V/Line – Keeping it on Track

“Signing an official agreement with V-Line cemented the already strong relationship held between the two groups, and embedded the Emergency Relief program within the operational structure of V-Line.”

Jodie Wilmer, Travellers Aid

“We received mutual benefit in signing on with Travellers Aid and embedding their services within the V-Line operation structure, in alleviating their operational costs and telling the V-Line story to the greater (particularly regional) community. Strong ties with Travellers Aid really addressed the evident needs of two key community groups – the elderly and youth.”

Tiffany Richards, V/Line

Travellers Aid provides support for travellers in need who are using public transport. In 2006 they approached V/Line to be involved in their Emergency Relief Program. They have also been involved in their Medical Companion Project, Pathways to Education Program and their Indigenous Programs.

V/Line and Travellers Aid have a strong on-going relationship.

The Travellers Aid approach to V/Line was to provide key services at Southern Cross and Flinders Street Stations that would significantly assist the operation of V/Line’s business.

V/Line believes that by giving back to NFP organisations it will assist these organisations to become sustainable and also provide them with the resilience to continue their work and to develop further. They believe relationships can be of great value and mutual benefit to both parties. Mutual benefit is the cornerstone of a good working relationship.

When V/Line came back to Travellers Aid to formalise the relationship, Travellers Aid used the information provided in the Federal Government’s Prime Minister and Cabinet Community Corporate Social Responsibility Relationships Guide to develop an agreement. They called it a “community alliance agreement” which was officially signed in 2012.

The development of this agreement was time consuming, but in order for the relationship to move forward the agreement had to be equitable. The agreement includes a preamble, statements of purpose, shared visions and what the objectives were.

This agreement has now become a template for Travellers Aid for use with other relationships.

Travellers Aid pointed out that if a corporate was thinking of approaching a NFP and becoming involved, they must really understand the business environment that the NFPs are working in.

Jodie Wilmer

CEO

Travellers Aid

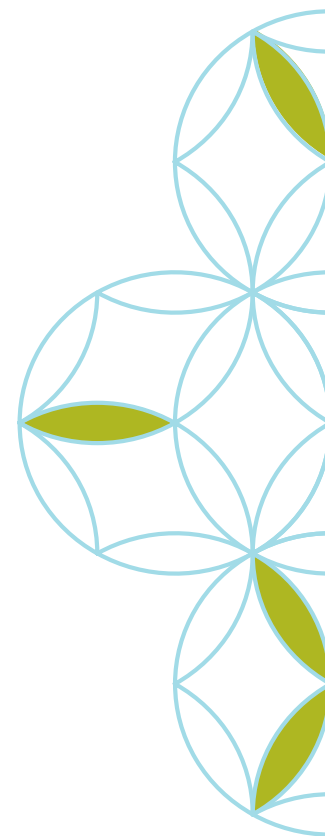
www.travellersaid.org.au

Tiffany Richards

Sponsorship Manager

V/Line

www.vline.com.au



Prahran Mission and AMCOR

“Involvement with AMCOR opened a huge door, engaging with a multinational organisation and being able to oversee a successful job placement program. Also, it gave them a new, admirable story to tell, both to the public and throughout the sector.”

Erica Myers-Davis

Since the 1970's Prahran Mission's core focus has been assisting people in the community with a mental illness. The majority of their programs reflect this need.

In 2007 they secured a solid program partnership with Amcor for their Job Supply Personnel Program. This program is a disability employment service to assist people with a mental illness looking to get back into work.

Amcor are fully committed to the program and provide suitable clients with one day's paid work experience at their plant based in Moorabbin.

This partnership started through a Prahran Mission volunteer, who was also the General Manager of Asia Pacific Amcor. Prahran Mission approached the General Manager about the program stating "Amcor is a great national employer ... we're a job agency and we need some assistance with a partnership from a big company like yourself." The response was positive.

Prahran Mission believes that it is important to know your network and nurture your relationships with partners by staying in close contact with counterparts.

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Full case studies are available on the OCS website under 'NFP Resources':
www.dpcd.vic.gov.au/communitydevelopment/community-sector

