

# BUSTER BULLETIN

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## New Website, Twitter and Facebook

The last few months have been extremely challenging yet rewarding. Challenging, in that we have had a computer network meltdown and website drama which put our marketing and web presence off line over this period impacting on the flow of work but we had adequate measures in place so that it did not impact on the delivery of services to clients. Given we seem to have a very high profile name in the grant/tender/job application writing worlds, while we did suffer a small loss of work as a result of not having a website etc we were fortunate that our reputation kept work coming in which has kept our team very busy.

We have completely overhauled our website and we now have a brand new shiny website which we believe is more informative and interactive. We also have decided to go high tech – well high tech for us (!) by having a blog incorporated on our website now and a fully integrated Facebook and Twitter presence. The plan is that when we update the blog, our Facebook page and Twitter pages will also be automatically updated. I strongly suggest that readers 'friend' us on Facebook – Red Tape Busters or follow us on Twitter – RedTapeBusters. I will try and be informative with our blogs and with our information on Facebook and Twitter by letting our friends and followers know about new grants programs, new initiatives, best practice ideas, upcoming tenders and of course our successes. We really would love you to join us on Facebook and Twitter. If you have any ideas about issues you would like more information on or some different story ideas, please let us know.

We try and make these newsletters informative so that they are enjoyable to read, and a real tool for providing information that can assist organisations and not just a marketing blurb about us. So please tell all your friends and contacts to sign up for the FREE Newsletter via our website or see us on Twitter or Facebook – again all free of charge! You can't get better value than that.

Oh and guess who was our very first follower on Twitter.... none other than the Prime Minister soon followed by the Opposition Leader Tony Abbott. We now have a cross section of politicians and journalists following what we say so maybe just maybe we can make a difference!



### Specialists in:

- *Government and Philanthropic Funding*
- *Tender Writing Services*
- *Government & Private Sector Liaison*
- *Town Planning and Land Resumption Advice*
- *Business & Strategic Planning*
- *Job Application Writing Services*
- *Business Support Services*
- *Sponsorship Proposal and Event Management*

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## **Blog - Important**

We are working on having a blog on our website where we will post important news about grant programs, tenders, our successes and other information. We are hopeful of blogging daily so please check the blog regularly. We need your feedback to ensure our website, blog and newsletters hit the mark so feel free to give us your thoughts. We want to make sure that you get the most out of your interaction with us.

## **Lobbying Update - Back with a vengeance!**

I really haven't done much lobbying for the last 6 years given our grant/tender/job application writing has been so hugely successful, however after being asked to be the 4BC Morning Show 'Ombudsman' where I am tasked to assist listeners battle the bureaucracy I have decided to take up the cudgel again and represent battlers, businesses and non profits in battles with Government, Councils and Corporate monoliths.

This week I met with Senator Michael Ronaldson and Wyatt Roy MP to lobbying for my client, Bribie Bayside Cabs. The Department of Veteran Affairs have decided to apply a very incorrect interpretation to a specific tender requirement and allow an opposition company to be granted a contract for the transport of veterans on Bribie. The tender requirement stated that you can only apply for work to transport veterans in an area if you are LICENSED in that area and if you have cars in the area. The opposition company does NOT have a license for the area and do not have cars in the area. The fight is on now to hold DVA to account! They have taken on the wrong person and hopefully I can get some sort of result for my client. Overturning the allocation of a contract however is very very difficult to achieve.

## **Successes**

A great example of an ongoing relationship with one of our major clients comes in the form of our success for the Australian Volunteer Coast Guard Association (AVCGA). We have been working for AVCGA now for about 6 months and to date we have won various Coastguards across Australia approximately \$142,000 in funding. The latest success was winning \$49,000 for the Redland Bay Flotilla to purchase new outboard motors.... a great return of around \$130,000 above the payment made to us to undertake the work!

We recently had two more successes for another of our long term clients – Golf Queensland. In recent funding rounds we were successful in winning clubs a further \$41,000 bringing our total now to around \$300,000 over two and a half years. We are very proud of the successes we achieve for our clients. This doesn't mean we are successful with every grant application, every tender or every job application for clients. That simply is unrealistic. We pride ourselves on quality work and a customer service ethos and try to work in PARTNERSHIP with our clients. To us, it is a real team effort where the client needs to provide us with an insight into their organisation or business and with some input into developing the responses. Our job is to flesh the 'story' out, undertake research and develop any supporting material required to support our clients applications. We are extremely successful and our successes on a long term basis with AVCGA and with Golf Queensland, are both great examples of what we can achieve for our clients.

## More Successes - Gambling Community Benefit Fund

Red Tape Busters were successful in winning the following grants for our clients as announced in the February 2012 round of the GCBF:

- Grow National Office – Upgrade facilities and train staff – \$25,569.89
- Grow Old Residential Facility – Upgrade facility -\$14,295.45
- Hervey Bay Historical Society Museum – Solar Panels – \$4,128.00
- Lake Samsonvale Water Sports Association – Purchase Inflatable Safety Boat – \$29,450.00
- Sunshine Coast and South Burnett District Golf Association – Conduct Coaching Programs and Competitions for Juniors – \$10,181.82
- Tamborine Mountain Golf Club – Purchase Tractor and Top Dresser – \$30,204.54

*A grand total of around \$171,000.*

Another fantastic result from our team – contact Red Tape Busters now at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au) and we can help you win funding for your organisation or business.

## Tenders Successes

Our Consultants at Red Tape Busters have also been successful in winning tenders for one of our ongoing clients – SJD Electrical. We now have won SJD around \$200k in Government and Council work which is helping this fantastic small business grow rapidly. Another fabulous success realised - Well done team!

If your business could use our assistance in winning Government and Council tenders contact Red Tape Busters now at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au).

## Great Website Integral to Success

Most web site owners think it is a case of having a website up and operating and low and behold extra clients will come their way in droves! This is so far from the truth that it isn't funny.

The vast majority of non profit and small business websites really do very little in attracting new clients. Many are poorly designed, don't encourage the viewer to take the next step in making contact and a lot of organisations don't understand the concepts and importance of Search Engine Optimization (SEO) in improving the ranking of the website via internet search engines. It is a waste of money and effort if a non profit or business spends thousands of dollars on developing a website yet viewers find the sight boring, unhelpful and difficult to navigate or worse still don't find you at all because you don't appear in the top rankings of relevant search engines. Everyone wants their website to be seen and receive as much well-targeted visitor traffic as possible.

While SEO is vital, in order to drive more traffic to the website, other strategies can be employed, including off-page activities such as link-building and press release articles, pay-per-click advertising and social media marketing. All of these strategies in addition to on-page optimisation are all recommended for any website to reach its target audience and achieve its objectives. But even with an ambitious and fully unified internet marketing strategy such as this, websites may still not achieve their expected success in terms of sales, leads or conversions. This leaves many website owners scratching their heads in frustration. After all, what more is there that can be done to drive traffic to their website?

Getting visitors to your site is of course important, but if the site is not effective enough to retain those visitors any longer than it takes for them to hit their browser's "back" button, then all of your hard work and investment in driving that traffic to your site is wasted.

Hopefully our website is interesting, informative and easy to navigate. We have canvassed widely in developing the website seeking the views of Consultants, clients, family and friends in order to get the best website possible. We now have developed a partnership with our website designer where we can assist other organisations in building their own fantastic website. While general costs for a website range anywhere between \$3,000 and \$6,000 for a good website we can get a great website built anywhere from \$300 up to \$1,000. Obviously SEO work is extra but we can save organisations many thousands of dollars and we can assist in managing the project to ensure you get a website that gets results.

If you want more information contact Red Tape Busters at [admin@redtapebusters.com.au](mailto:admin@redtapebusters.com.au).

## How to find Volunteers

Every year non profit organisations face the daunting task of finding and retaining enthusiastic and committed volunteers. Many people in our community at some stage give thought to being a volunteer but most don't follow through on the thoughts for one reason or another. Research shows that the majority of volunteers get involved through personal contact with members, former members, supporters, players, their families and friends. People with a keen interest in the organisation generally prove to be more enthusiastic and more willing to get involved. Remember word of mouth is still the best advertisement and the best way of finding the types of people you want. Research also shows that a large number of people have never become volunteers simply because no one has ever asked them!

The following people might prove ideal prospects:

- parents, older siblings or family members
  - former players or players nearing retirement (many players wish to stay involved, but just need to be asked)
- young people completing Physical Education/Human Movement studies or Leadership Programs, and
- retirees and organisations dealing with older people.

With some luck and good management you will have Volunteers lining up to help.

## One of This Month's Testimonials

I was particularly very impressed with the timely and efficient communication. The girls really did listen (right from the get go) and this was reflected in their writings and questions to draw out what they needed from us. They were professional, friendly, efficient, attentive and encouraging. I also didn't feel inundated with questions nor did I have to repeat myself.

Thank you so much. Regardless of whether we are successful or not, I would be more than happy to do business again. And actually, that may happen sooner rather than later.

Cheers!

Vicky Va'a

Centre Coordinator, Nerang Neighbourhood Centre

## How to Recruit the Right Staff

For your business to be successful, you need the best people. There are many important strategies that a business needs to implement in order to attract staff. Each month over the next few months we will canvass some of these strategies. One of the most important issues is to have in place a comprehensive clearly defined job description which outlines the roles, responsibilities and duties of the position. Initially prepare a draft position description that:

- describes the job - not the person in it,
- describes what the job is - not what it was, will be next year, might be or ought to be,
- specifies the duties, responsibilities of the whole job – not a part of the job, and
- is prepared with merit and equity in mind – with no reference to race, gender etc and is solely aimed at the person with the right skills and experience fitting the job.

The position description should contain various components including:

- Organisational Overview – brief description of the organisation/company, history, ethos and an outline of what the business/organisation does,
- Job Purpose - a concise statement that makes clear the overall and broad objective of the job and avoids detail,
- Duties - the major responsibilities and roles required of the position,
- Statistics - measurable statistics such as budgets, volume of work, value of assets controlled and number of staff,
- Reporting Relationships - supervisor's position and positions reporting to the jobholder,
- Primary Accountabilities - all the expected key outputs - end results of the job - not duties or activities (ie. the what - not the 'how'),
- Qualifications Required: minimal educational level or name of qualification, either essential or desirable, required for the job, and
- Selection Criteria or Key skills/qualifications/experience - Issues which will form the basis of selecting the successful applicant.

Once you have a solid draft you are happy with, have someone with an excellent knowledge of the job review the draft and refine as appropriate, then have someone unfamiliar with the job similarly review and provide comment and again refine as appropriate. Once you have a final draft you are ready to advertise. If you need Position Descriptions developed for your organisation or just would like our input and review, contact us at Red Tape Busters now.

## Tune in!

Don't forget to tune into hear Shane Bowering every second Thursday between 10am and 11 am on Brisbane Radio 4BC as he takes listeners calls with Greg Cary and on Saturday mornings with the zany Danny Hoyland on River 94.9FM. Obviously if you are not in Brisbane you will be able to hear Shane live via the internet.

## Grants on offer now

There is good money on offer to organisations right around Australia, here is a snapshot of what is open now.

**Grant:** Small Grants for Small Rural Communities  
**Provider:** Foundation for Rural and Regional Renewal (FRRR)  
**Category:** Community Services & Development  
**Funding:** **Max per grant:** \$5,000 **Total Pool:** \$400,000  
**Closes:** 3 September 2012 **Opens:** 30 July 2012  
**Purpose:** To provide grants to benefit people in rural and remote communities.

**Overview:** The program will offer up to \$400,000 per round in grants up to \$5,000 for projects and activities that offer clear public benefit for communities, with populations of 10,000 or less, living in small rural and remote locations in Australia, contributing to their development in social and community welfare, economic, environmental, health, education or cultural areas.

**Priorities:** Currently, preference will be given to projects that support:

- Activities that support education and youth
- Culture, arts, tourism and community heritage
- Communities from areas that are Natural Disaster Declared
- Community infrastructure such as historic community halls
- Communities in the Benalla area (Victoria), Taree area (NSW) and Berrembed, Matong & Grong Grong area (NSW)



### **Limitations:** What cannot be funded?

Operational and administration costs, travel and accommodation will not be funded

- Previous grant recipients who have not completed final report requirements will not be considered for further funding
- The encouragement or advancement of sport, recreation and social activities is not considered a charitable activity by the Australian Taxation Office. Applications from sporting organisations need to clearly demonstrate a benefit to the wider community.

### **Who can apply:** What can be funded?

- Not-for-profit Organisations can apply for projects and activities that offer clear public benefit for communities living in small rural and remote locations in Australia, contributing to their development in social and community welfare, economic, environmental, health, education or cultural areas.
- Applications from communities with a population of 10,000 or less will receive priority.

Grants will be made in amounts up to \$5,000.

**Grant:** FRRR / ANZ Seeds of Renewal Program

**Provider:** Foundation for Rural and Regional Renewal (FRRR), ANZ

**Category:** Community Services & Development

**Funding:** **Max per grant:** \$10,000 **Total Pool:** \$300,000

**Closes:** 31 August 2012 **Opens:** 2 July 2012

**Purpose:** Aims to contribute to building thriving communities in regional Australia.

**Overview:** Seeds of Renewal is a small grants program, supported by ANZ, which aims to contribute to building thriving communities in regional Australia. In 2012, the program will provide grants of up to \$10,000 to community organisations for projects focused on creating education and employment opportunities. The grants are independently administered by the Foundation for Rural and Regional Renewal (FRRR) which manages a number of grants programs across rural and regional Australia.

### **What can be funded?**

- Projects which focus on creating education and employment opportunities in local communities.

Grants will be made in amounts of up to \$10,000.

### **Who can apply:**

Not-for-profit community based organisations with an ABN or Incorporation Certificate which contribute to the development of education and employment opportunities of communities with a population of 15,000 people or less.

**Grant:** LotteryWest Grants and Community Development  
**Provider:** LotteryWest  
**Category:** Community Services & Development  
**Funding:** Various  
**Closes:** Ongoing  
**Purpose:** Lotterywest's grants are all about helping people make Western Australia a better place to live for us all. Our grants can help you to operate more effectively, help you create better facilities and opportunities for your community and help make a difference to life in Western Australia.

**Overview:** A Lotterywest grant can help your community organisation make a lasting difference. Whatever your vision, mainstream or cutting edge, we encourage you to explore it with us. We provide grants for purposes that are charitable or benevolent (in other words, for public good). We support organisations ranging from small unincorporated groups to large multi-functional organisations. Those we support must either be a not-for-profit organisation or local government authority to be eligible. Government departments and individuals are not eligible for grants. Our broad range of grant types detailed below gives you an idea of what we can support. They range from community services, events and celebrations, buildings, public spaces and facilities, research, organisational development, to addressing disadvantage and conserving heritage.

Examples: Typically a grant can contribute towards the cost of items or activities such as:

- Big Ideas
- Community events
- Community spaces
- Emergency relief
- Furniture and equipment
- Heritage and conservation
- Information technology and web
- Organisational development
- Projects
- Regional performing arts
- Research
- Trails
- Vehicles
- Work places

**Who can apply:** Grants are available to:

- Western Australia based Not-For-Profit Organisations; and
- Western Australia based Local Governments Authorities.



**Provider:** Australian Children's Television Foundation

**Category:** Arts & Culture

**Funding:** Various

**Closes:** 12 October 2012

**Purpose:** To assist with the development of children's projects.

**Overview:** The Australian Children's Television Foundation (ACTF) is a national, non profit organisation. It aims to provide Australian children with entertaining media made especially for them, which makes an enduring contribution to their cultural and educational experience. Australian children deserve to see local stories and their culture on their screens.

The ACTF considers that a healthy children's production industry will help create better programs for the child audience. Accordingly, it provides a multifaceted assistance program for producers and writers including: project development and production funding, industry training, industry networking events, international market representation and recoupment.

**Who can apply:** The ACTF is a national body and applications are accepted from all States and Territories. Applicants must permanently reside in Australia or be an Australian citizen.

**Grant:** **CBOnline Grants - Online Development**

**Provider:** Community Broadcasting Foundation Ltd

**Category:** Arts & Culture

**Funding:** **Max per grant:** \$10,000

**Closes:** 5 October 2012

**Purpose:** To assist the development of innovative online technologies and resources for use across the Australian community broadcasting sector.

**Overview:** Funded projects must produce identifiable outcomes for the community broadcasting sector with results/benefits of the project easily accessible online (such as published on the CBF website).

This category aims to have wide application, so the following are broad but not exclusive examples:

- Development of efficient and cost-effective models of online content distribution including audio
- streaming, sharing and podcasting that can be adopted by other community broadcasters.
- Development of innovative online technologies that will assist with stations engaging with their communities.

**Who can apply:** Who is eligible to apply?

- a community radio station with a long-term or a temporary licence
- a Remote Indigenous Media Organisation, applying on behalf of RIBS stations
- a state, regional or national community broadcasting association

**Sunshine Coast Council** are now accepting grant applications for both their Minor and Major Grants program. Funding of up to \$50,000 is available to fund community projects. Applications close on September 1, 2012.

**Grant:** Training Grants  
**Provider:** Community Broadcasting Foundation Ltd  
**Category:** Arts & Culture  
**Funding:** Various  
**Closes:** 1 October 2012  
**Purpose:** To assist with the development of Australian community broadcasting.

**Overview:**

- Training Grants - Training Delivery

Funds are available to assist the ongoing development of community broadcasting throughout Australia, through grants for training delivery for broadcasters, staff and volunteers at community radio and television stations in broadcasting & media skills, management & leadership skills and trainer training. Closes 1 October 2012

- Training Grants - Training Innovation Projects

Funds are available to assist with the sustainability and development of Australian community broadcasting through grants to support innovative capacity building projects outside the scope of other Training grant categories that result in the effective delivery of broadcast and management training (operations and governance) within the sector.

**Grant:** Transmission Support Grants  
**Provider:** Community Broadcasting Foundation Ltd  
**Category:** Arts & Culture  
**Funding:** Various  
**Closes:** 17 September 2012  
**Purpose:** To subsidise community radio stations for transmission operational costs.  
**Overview:** This is an overview of the Transmission Support Grants. Each grant program has an individual application form

**Transmission Support Grants - Equipment**

Funds are available to help community radio stations purchase necessary transmission equipment. The grants assist with the maintenance and development of general community radio broadcasting throughout Australia. **Applications close Monday 17 September 2012**

**Transmission Support Grants - Operational Subsidy**

Funds are available to subsidise community radio stations for transmission operational costs. These grants are offered once per year, to reimburse stations for their actual transmission costs during the financial year. The grants assist with the maintenance and development of general community radio broadcasting throughout Australia. **Applications close Friday 15 March 2013**

**Grant:** Canon Australia Environmental Grant  
**Provider:** Canon  
**Category:** Environment Conservation & Heritage  
**Funding:** This year there are five grants to the value of \$5000 each available.  
**Closes:** 31 August 2012

**Purpose:** To facilitate projects that will have a positive impact on Australia's natural environment.

**Overview:** This year the grants will be awarded under the following categories:

• AUSTRALIA

- o National Award: An environmental project with national significance and impact;
- o Regional Award: An environmental project with significance to a rural or regional area;
- o School Award: An environmental project being run by a primary or secondary school community;
- o Grassroots Award: A community group with an income of \$25,000 or less;
- o Youth Award: A project led by an individual under 25 years of age.

**Grant:** Queensland Sustainable Energy Innovation Fund (QSEIF)  
**Provider:** Department of Environment and Resource Management  
**Category:** Environment Conservation & Heritage  
**Funding: Max per grant:** \$200,000 **Additional Info:** Various  
**Closes:** Ongoing

**Purpose:** To assist Queensland based organisations to develop innovative technologies that reduce consumption of fossil fuels, greenhouse gas emissions or water consumption.

**Overview:** QSEIF is designed to give Queensland based organisations the kick start needed to move their new technologies to the commercialisation phase. It does this by providing funding support to offset the technical risks associated with developing, adapting or proving new technologies or processes. This helps bring these technologies to fruition faster, providing environmental and economic benefits to Queensland. The program focuses on the development and commercialisation of sustainable technologies, rather than pure research. Grants of up to 80% of project costs (up to \$200,000) are available through a competitive merit based assessment process. Since 1999 QSEIF has committed over \$7 million in funding to over 60 innovative energy and water saving projects in Queensland.

The types of technologies that are eligible for QSEIF funding include but are not limited to those that:

- Reduce energy use and are more energy-efficient than existing options.
- Use renewable energy sources to replace fossil fuels.
- Substitute biomass or waste for fossil fuels.
- Reduce greenhouse gas and other pollution emissions resulting from use of fossil fuels.
- Enable grey water, rainwater, waste water or seawater to be utilised more effectively to reduce consumption of potable water.
- Substitute recycled or lowgrade water for potable water in industrial processes.
- Reduce the energy involved in producing, treating, recycling or utilising water.

**Moreton Bay Regional Council** are calling for applications under the following programs:

Grant Category	Purpose Summary	Amount	Requirements
Community Capacity Building & Development	Increases capacity of the local community and responds to identified community need. Supports the delivery of individual projects, programs and/or activities.	Up to \$5,000	25% of total project costs; either financial and/or in-kind co-contribution required.
Community Facilities Development	Development and improvement of community facilities. Supports capital upgrades and improvements.	Up to \$15,000	25% of total project cost; either financial and/or in-kind co-contribution required.
Interest Free Loans for Community Facilities	Provides interest free loans for development and improvements of community facilities. Supports capital upgrades and improvements.	Between \$15,000 and \$50,000	Ability to repay loan must be demonstrated.
Community Events	Supports new and developing local and regional events.	Local events up to \$3,000 Regional events up to \$10,000	25% of total project cost; either financial and/or in-kind co-contribution required.
Individual Achievement	Recognises and supports individual leadership and achievement. Available to residents representing their field at an accredited and/or high profile national or international event or competition.	National event \$200 International event \$350 Commonwealth Games or equivalent \$500 Olympics or equivalent \$1,000	Written confirmation from a recognised peak body or an invitation to represent are of interest at a high profile national or international

# NEWSFLASH FOR OUR NEW SOUTH WALES READERS - SPORT AND REC NOW OPEN!

## ***Participation and Facility Program***

The focus of this program is to provide increased opportunities for participation in sport and recreation and assist with the funding for the development of local and regional level sport and recreation facilities in NSW.

### ***What are the objectives of this grant?***

- Increase regular and on-going participation opportunities in sport and recreation.
- Assist people that traditionally face barriers to participation to become more active.

There are two distinct project types within the Participation and Facility Program, these being:

**Participation projects** – that deliver a sport or physical activity participation experience to an identified group of people

**Facility development projects** – building new or upgrading sport and recreation facilities.

Applicants will be required to identify upfront the type of project for which they are applying as different information is required for different project types, for example information confirming planning consent and quotes are required for a facility project type.

### ***What are the objectives of the overall program?***

- Increase regular and on-going participation opportunities in sport, recreation or structured physical activity in a sustainable manner.
- Address barriers to participation in sport, recreation and structured physical activity.

Your project must address one or both of these objectives. Additionally, you may wish to address one of the project type specific objectives in order to strengthen your application.

Participation objectives are to:

- Deliver a program or service that will assist people become more active through participation in sport and recreation;
- Build the capacity of the organisation to enhance provision of sport and recreation services;
- Provide accreditation or training to develop the skills of volunteers to enable sport, recreation and structured physical activity programs to be conducted in locations across NSW.

Facility development objectives are to:

- Improve safety at sport and recreation facilities;
- Improve amenities at sport and recreation facilities;
- Develop environmentally sustainable sport and recreation facilities.

### ***What funding is available?***

Grants are capped at \$50,000 for facility projects and \$10,000 for participation projects. Funding is available for projects throughout NSW.

Organisations may apply for multiple projects or project types; however the maximum available to any one organisation is \$50,000 in a financial year. The amount organisations request should reflect the scale of the project.

Organisations must contribute 50% or more to the project. This can include voluntary labour, donated materials and/or equipment or other resources. It is expected that the applicant will cover any administration costs incurred with the project.

Funding should be expended within 18 months of the date of signing the funding agreement.

### ***Who can apply?***

- NSW incorporated, community based not-for-profit organisations
- NSW Local Government Authorities operating under the Local Government Act (1993).

**Our newsletters are provided free of charge and can be directly delivered to your inbox, just visit [www.redtapebusters.com](http://www.redtapebusters.com) and leave your details to subscribe.**

**Alternatively, if your not for profit organisation is in need of some funding and you are not sure where to start, you are welcome get in contact with us via the contact details provided on our website and we can assist you.**