



We would like to welcome new member, Naomi McCleary to our Board of Trustees here at the New Zealand Association Resource Centre Trust. Previously arts manager for Waitakere City Council, Naomi has worked within the creative sector for many years. Currently an arts consultant, Naomi brings with her a well-rounded understanding of the non-profit sector and sits on the board of a variety of non-profits.

NZARCT Trustees

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What a difference a name makes!

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One of our subscribing associations has been kind enough to share their success and how changing the name of their Association has invigorated membership. Some of the direct and major benefits of this change have been:

- Increased understanding of what the Association does and who it represents
- Retention of association members
- Renewed memberships
- Restored faith in the association and its ability to engage with members in a collective vision and mission

Originally known as *New Zealand Association of Farm and Home Hosts* (NZAFHH), the association's name was shortened in mid-2000 to *@home NEW ZEALAND*. Although this name change met the objectives of being shorter, and representing the members who predominantly hosted guests in their own homes, the audience just 'didn't get it'. Feedback from association members was that those in the tourism industry and prospective guests were unfamiliar with the name and were confused over what it meant. It is suspected that this contributed to a loss of membership.

This prompted an AGM remit earlier in 2011, and the association renamed themselves '*Bed & Breakfast Association NEW ZEALAND*'. Trevor Knight, CEO of the association states that the new name (and brand) has prompted a positive change in membership with membership retention and renewals. Although the name is new and the association is in the midst of making changes to their brand over

all communications material, Trevor is confident the changes will also reflect well with other advocacy stakeholders including government and local councils in particular.

Thanks for your story Trevor – great to see your association listening to your members and making positive changes accordingly!

We'd really like to hear from other non-profits about issues they've faced and how this has impacted upon decisions they've made. Our subscribers are very interested in your contributions.

NZARCT submission for review of Incorporated Societies Act 1908

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Members of the NZARCT recently attended the Northern Auckland Community Consultative forum for the Law Commission review of the Incorporated Societies Act. The meeting was a valuable opportunity to engage with senior advisors of the Law Commission.

This assisted Ralph Penning develop a submission on behalf of the NZARCT. Ralph is a qualified Chartered Secretary and Charity Trustee with a career spanning over 40 years in Association Management, governance and charity trusteeship.

You are welcome to view our submission as attached.

Membership Restrictions in Charities – check your constitution

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It would appear that entities incorporated with charitable objectives are at a disadvantage where registration with the Charities Commission is concerned. One of the founding principles and requirement for charitable status is the inherent principle of open access without distinction. Therefore paid membership, which has certain benefits and expectations not available to a wider constituency, would not be allowed. Membership contributions also do not qualify as charitable donations.

The same rule applies to corporate sponsorships that are not an 'unqualified donation'. It would be hard to prove that a company would not derive some benefit from being associated with a charity unless its gift in cash or in-kind were given anonymously. In a sense this could be construed as a barrier to corporate social responsibility, which increasingly figures in annual reports, PR and media advertising.

If your charity transferred (with donee status) onto the charities register, it may be a good idea to check your foundation documents. If your trust deed or constitution provides for a membership category, we strongly recommend that you review this clause and your relationship with members to ensure it meets Charities Commission requirements.

For more information around this, email rosemary@associations.org.nz

Managing risk is not just about meeting the requirements of governance standards – it is something that your contributors and key stakeholders are interested in. How risk is linked to performance is where the ‘rubber hits the road’.

As UK Global Risk Consultants Crowe Howarth report, the global financial collapse has highlighted a need for boards to re-evaluate just how good they are at managing risk. They have defined six key principals underpinning ‘risk appetite’:

- Risk appetite can be complex – acknowledge it and deal with it
- Understand how performance drivers are impacted by risk
- There is a range of appetites for different risks
- The risk appetite should be developed according to the organisation’s ability to manage it
- Risk appetite takes into account the different views strategically, tactically and operationally
- Risk appetite needs to be integrated into the control culture of the organisation.

Back to how it is applied – in any situation, it is about identifying what risks to take and what risks are to be avoided. A board’s ability to define the spectrum of risk ensures that the exercise of ‘risk management’ is undertaken and understood within the wider organisation.

Please [click here](#) for a copy of the complete paper around this and:

- Five tests for risk appetite framework
- And questions for your board as a way to have meaningful conversation around risk.

Don’t let your donors miss out on their tax credits

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HAYES KNIGHT

We really like the resource that Hayes Knight has prepared to assist donors understand the 1/3 donation tax credit. Available now and on their website, you can access it by [clicking here](#).

New website for non-profit sector job market

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Australian non-profit HR specialist John Bellamy, launches ‘Non Profit Careers’ for both New Zealand and Australia. As reported on <http://www.newsmaker.com.au/news/11860>

“Typically, organisations find it hard to recruit, develop and retain team members when competing with the government and private sectors. Primarily, the areas of most concern continue to be talent attraction and salary expectations,” said John Bellamy – Managing Director of Not For Profit Recruitment.

“Through our discussions with the sector, we found that while talent

attraction and salary play a vital part in the war for talent, the underlying issue is that there is know centralised website, an online marketplace for both employer and candidate to engage," Mr. Bellamy explained. "Sure there are plenty of job boards, but none have been specialised for the nonprofit sector as a whole... until now."

With the launch of 'Non Profit Careers' on the 1st November 2011, the ten thousand plus not for profit organisations with paid staff in New Zealand will now have a home. Employers and Candidates alike are encouraged to take part in the launch by registering their details at <http://www.nonprofitcareers.co.nz>

Attachments:

NZARC_Law_Submission.pdf

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