

ACFID's Code of Conduct e-bulletin provides updates on changes to the Code, its Guidance Document and the current work of the Code of Conduct Committee. As only one bulletin is sent to each signatory agency, please ensure that it is circulated internally and that staff members are aware of any information relevant to them.

2009/10: 22 October 2009

LATEST DEVELOPMENTS

Asia Pacific Emergency Response

The past few weeks have seen ACFID Signatories respond to Humanitarian Emergencies in Samoa, Philippines, Vietnam, Laos, Cambodia and India.

In response to this emergency situation, the Code Committee's Emergency Response Working Group (ERWG) suggested that the *Emergency Response and Fundraising Checklists* should be distributed to all signatories and known appeal websites should be reviewed.

The Code Review Team found some agencies did not:

- list their ABN (clause 4.2)
- state how excess funds would be used (clause 5.5)
- state how the administration/donation ratios notified in the appeal were determined (clause 5.6)
- clearly state what the funds will be used for (clause 4.2)

Individual agencies were notified of the Team's findings and encouraged to attend a teleconference with the Code team and Committee to facilitate better understanding and implementation of the requirements of the Code.

The teleconference raised important issues regarding the level of detail required by the Code and the disadvantage to the sector generally of using ratios in fundraising appeals (see *The Cost of Fundraising Ratios* below). Further advice will be forthcoming to signatories regarding these issues after the Committee meeting in November.

Responses received from agencies have been very positive and supportive of the feedback provided. Signatories have been very keen to understand how they can improve their adherence to the Code.

Code Resolutions at ACFID Council

Important resolutions on the Code of Conduct are being put to ACFID Council on Friday 29 October 2009. These include:

- Code Review: recommended way forward
- Revised Financial Reporting Requirements (Section 5)
- New Clause: Control & Security of Funds
- Revised Complaints Handling Process

All member and non-member signatories have been advised of these resolutions as required under the ACFID Rules and Objects. If you would like these to be sent to your organisation again, please contact the Code team.



Code of Conduct

Australian Council for International Development



ACFID is an independent association of Australian non-profit aid and development agencies

e-bulletin

Information Sessions on Code Council Resolutions Sydney and Melbourne

35 people representing 32 organisations attended the information and discussion sessions on the Code Council resolutions held in Melbourne and Sydney in October. The majority of the time was spent discussing the Code Review.

There was overall support of the strategic imperatives for reform of the Code and the recommended way forward, with a strong endorsement of the proposed focus on development effectiveness and the importance of the Code in maintaining the credibility of the sector.

Concerns raised included the need to accommodate the diversity of the sector particularly regarding small agencies; a reluctance to adopt too onerous assurance mechanisms; and caution regarding how much "continuous improvement" was planned.

The preamble was applauded for being more outward focused and succinct with some suggestions made for improvement including using more active language, increased mention of human rights and developmental effectiveness.

SIGNATORY RESOURCES

Environmental Impact Reporting

A new Signatory Resource available on the ACFID website provides Signatories with an introduction to *Environmental Impact Reporting*. If you have an example of an environmental reporting policy, and would like to share this with other Signatories, please email it to code@acfid.asn.au.

Coming Soon

New resources designed for Signatories have been developed and will soon be available on the ACFID website under the Code of Conduct section. These include guidelines on the lodgment of annual reports and financial statements, a list of common compliance issues that have been noted by the Code of Conduct Committee when conducting assessments, as well as guidance on a reserves policy.

GET INVOLVED

Identifying the People Priorities: Reviewing HR Practices with People In Aid

The aim of this one-day workshop is to enable participants to review their human resource practices using the People in Aid HR Audit Toolkit and the ACFID Code of Conduct HR requirements.

Melbourne 2 December 2009

Sydney 3 December 2009

Registrations close 25 November 2009

Contact Renata Zanetti, Training Coordinator, for more information on the ACFID Training Program. rzanetti@acfid.asn.au, 02 6281 9229

View the complete ACFID Training Program: <http://www.acfid.asn.au/training/acfid-training>

Australasian Reporting Awards

ARA is a not-for-profit organisation that was established more than 55 years ago to encourage effective communication of financial and business information. The Awards

If you would like to provide feedback to the Code of Conduct Management Team or submit information for inclusion in the ACFID Code e-bulletin please forward it to code@acfid.asn.au.

Access previous issues of the ACFID Code e-bulletin at www.acfid.asn.au



Code of Conduct

Australian Council for International Development



ACFID is an independent association of Australian non-profit aid and development agencies

e-bulletin

are run by Australasian Reporting Awards Inc., an independent not-for-profit organisation supported by volunteer professionals from the business community and professional bodies concerned about the quality of financial and business reporting. Entries for the 2010 Australasian Reporting Awards are now open. Entries will close on 31 January 2010. For more information visit www.arawards.com.au.

SECTOR INSIGHT

Development Effectiveness Research

ACFID's Development Practice Committee (DPC) has recently received a draft report from work commissioned to identify development effectiveness by ACFID members. In undertaking this research, Oxfam's Chris Roche has drawn on a range of experience from ACFID members. He specifically concentrates on identifying practical examples and case studies of how civil society is starting to reframe and redefine accountability and effectiveness. The research also explores the organisational implications and practical steps needed to adopt such ways of working. The report, which makes an important contribution to ongoing DPC research into development effectiveness, will soon be issued for wider distribution.

The Cost of Fundraising Ratios - Fundraising Institute Australia

Do you have questions about the value of using fundraising ratios in your appeals? The Fundraising Institute Australia *Research on key issues in fundraising – September 2004* provides compelling evidence on the disadvantages of using this approach (see page 7 – 12)

<http://www.fia.org.au/Content/NavigationMenu/EventFlyers/FIAPrincipalresearchfindings2004.pdf>

One World Trust – Civil Society Organisation (CSO) Self-Regulation Database

Civil society organisations are facing increasing pressure to demonstrate their accountability, legitimacy and effectiveness. In response, a growing number are coming together at national, regional and international level, to define common standards and promote good practice through codes of conduct, certification schemes, reporting frameworks, directories and awards. This project provides the first comprehensive inventory of such civil society self-regulatory initiatives worldwide. With a total of 309 initiatives identified worldwide, the landscape of CSO self-regulation is more populated than previously thought. For more information visit

<http://www.oneworldtrust.org/csoproject/>

REPORT BACK

Benchmarks for Sector Disbursements – ACFID website

ACFID conducts a statistical survey of ACFID members and Code of Conduct Signatories every year. The information gathered provides an up-to-date overview of the Australian aid and development sector with regard to finances, personnel and the countries and sectors to which organisations are directing their support. The graphs and stats from the ACFID Annual Report 2009 have now been uploaded to the website at <http://www.acfid.asn.au/resources/facts-and-figures>. A new web page has been added this year - *Benchmarks for Sector Disbursements*.

Control & Security of Funds Training Feedback

If you would like to provide feedback to the Code of Conduct Management Team or submit information for inclusion in the ACFID Code e-bulletin please forward it to code@acfid.asn.au.

Access previous issues of the ACFID Code e-bulletin at www.acfid.asn.au

ACFID conducted training sessions on the Proposed Clause 2.8, Control & Security of Funds on 24 & 25 September. Heather Watson (McCulloch Robertson Lawyers), Simon Miller (World Vision), AUSTRAC and AusAID representatives gave presentations. This built on the discussion at the November 2008 Member Information Forum and included discussion of the AGs guidance "Safeguarding your Organisation against Terrorist Financing". A practical session also enabled the participants to work through a checklist and case studies related to this draft new clause. For more information on this issue see www.nationalsecurity.gov.au/npa or for eLearning resources from AUSTRAC on Anti-Money Laundering and Counter Terrorist Financing please see <http://www.austrac.gov.au/courses.html> View the complete ACFID Training Program: <http://www.acfid.asn.au/training/acfid-training>

CODE COMMITTEE MEETING – 19 November 2009

The next quarterly meeting of ACFID's Code of Conduct Committee (CCC) will be held on **Thursday 19 November 2009**.

If you have an area of concern, an idea or a topic that you think should be tabled at the Code of Conduct Committee Meeting, please contact the Code Management Team by Friday 6 November at code@acfid.asn.au, 02 6281 9222.

CODE IN FOCUS – Clause 4.2

Truthful Fundraising

Fundraising solicitations will be truthful, will accurately describe the organisation's identity, purpose, programs, and needs and will only make claims which the organisation can fulfill. There will be no material omissions or exaggerations of fact, no use of misleading photographs, nor any other communication which would tend to create a false impression or misunderstanding.

It is recommended that Code signatories have clear guidelines on fundraising practice to guide staff involved in the organisations fundraising activities.

Signatories and their staff are encouraged to be aware of and comply with the *Fundraising Institute Australia Code of Ethics and Code of Professional Conduct* and any other appropriate professional standards.

Code Requirement	Compliance Indicator
Fundraising solicitations will be truthful and will accurately describe the organisation's:	
<ul style="list-style-type: none"> Identity and purpose 	Solicitations accurately identifying the organisation's name, Australian Business Number (ABN), address and purpose/primary function.
<ul style="list-style-type: none"> Programs and needs and will only make claims which the organisation can fulfill 	Solicitations clearly state why the donations are being collected and what they will be used for.
There will be no:	
<ul style="list-style-type: none"> Material omissions or exaggerations 	Solicitations accurately state what

of fact	donations will be used for. Solicitations must not exaggerate or mislead what a donors response will achieve or the extent of the need.
<ul style="list-style-type: none"> No use of misleading photographs, nor any other communication which would tend to create a false impression or misunderstanding 	Solicitations should accurately portray intended recipients, their situations and the potential solutions. Solicitations should not leave potential donors feeling that their failure to respond to the solicitation will have greater consequences than the reality of the situation.

TIPS

All fundraising solicitations should adhere to state/territory charities/fundraising legislation requirements.

The following website links may be useful when reviewing your organisation's fundraising policies.

[Fundraising Institute Australia Code of Ethics and Code of Professional Conduct](#)

General guidance on the use of images:

- Images of intended recipients should present them in a dignified manner
- Key figures in images should be informed of what the image is being used for and their permission gained
- The origins of images should be known and necessary copyright releases held
- The use of images should not in anyway endanger the people they include

For more guidance on the use of images see the Dochas Code: [Dochas Code for images and messages](#)

CODE MANAGEMENT TEAM

The Code of Conduct Management Team has two principal roles:

- (1) to assist the Code of Conduct Committee in all aspects of its work; and
- (2) to assist Signatories to meet their compliance obligations.

If you need to clarify any issues of concern, would like to provide feedback on issues relating to the Code, or to access Code resources, please feel welcome to contact the Code Management Team.

Code Manager 02 6281 9220

Program Administrator 02 6281 9222

Compliance Officer 02 6281 9234

Cath Blunt

Helen Vogt

Alicia Toohey

Further details at: <http://www.acfid.asn.au/code-of-conduct/contact-the-code-management-team>

There are now **116** ACFID Code of Conduct Signatories.

Cath Blunt
Code of Conduct Manager

If you would like to provide feedback to the Code of Conduct Management Team or submit information for inclusion in the ACFID Code e-bulletin please forward it to code@acfid.asn.au.

Access previous issues of the ACFID Code e-bulletin at www.acfid.asn.au