



THE GOOD GLOBAL

US Public Policy Deconstructed

A perspective from a Californian Public Policy lawyer on the introduction of super laws of the 1970s, Title 9 and what's next.

The Power of the PAF

Discover this lesser-known tax acronym and its meaning to Australian families from philanthropic advisor and an unlikely PAF owner.

Accent in the Australian workplace

The subtle forms of discrimination, the cost to creativity and economic growth, and what you and your organisation can do about it.

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Letter from the editor

Dear Readers

Welcome to the debut issue of The Good Global.

In March 2022, I flew from Sydney, Australia to Los Angeles, California for my first international trip in, like many of us, around two and a half years. On the plane I found peace. I reflected, consolidated my thoughts and listened in the silence and gentle hum of the engines, relaxed into the darkness that was scheduled on my behalf, for a good 12 hours of the flight. Within the constraints of my mask, I found solitude, rhythm and connection to my breath.

As I've done a million times before, I picked up my pen and turned to a clean, white page on my journal. The ink of the ballpoint met the stock of the page, and I began to record the "blurts" that seemed to urgently flow through the pen to the page.

"The gooooo.. the gooo ... the gooooood...." it began.

In an El Nino year, Sydney had not seen sun for about 4 months, and nor had I. I sat under palm fraungs and sparse ozone joyfully by the rendered orange walls of LA Downtown train station, soaking in vitamin D. I took the Surfrider train to Encinitas and met my good friend, an environmental lawyer. I stayed in her casita for a few nights.

I quickly learned from my Californian friends and those I encountered as I reconnected with the community that the perception of Australia had changed from two years earlier. I heard that some now knew us as repressed, some considered our governments as aggressive and unethical. I was actually quite taken aback how the narrative about Australia had changed.

Through the days I wandered the national parks and coastline, looking back over the Pacific Ocean towards Australia. The distance, in both kilometers and time, these enormous two and a half years, and a decade since being in California, allowed me a perspective that was quite profound. In the evenings, I took solitude in the casita through the San Diego winter. In the casita was a world globe, which I pondered each evening as I organised my thoughts.

".... global."

The Good Global was born.

I had come to the US to attend South by South West. Enroute I visited San Fran, where I met with a Public Policy lawyer, which

you'll read about in this issue. They gave me a view from the 70s to current times on the "Super Laws" of then, the industry trends in law and policy and what direction it's heading. Then of course, came SXSW.

SXSW in my eyes is a progressive, cutting edge event. It attracts around 100,000 creatives and professionals of that same quality to Austin, Texas; and proudly expresses a pride in self that the world feels but not often tells. Its curation is exquisitely defined, both in music and its various streams, which for TGG it dubs civic engagement.

Much like when you explore Japan for the first time, expecting nothing but cement, strobe lights, buildings and billions of people, you quickly come to the realisation that this is just one opinion that was fed to us as fact, but Japan is more rolling green mountains, countryside, thousands of kilometers of sparse coastline and in fact a buddhist culture that are often centralised around nature and what it offers their communities, ancient and like an art layered stocks, exquisite food gifts to the world and are not only the cities and crowds you were told about.

I think that Austin, Texas is much the same. Some may know or hear of Texas as a repressed, unfair landscape, moving backwards instead of forwards, and it may well be, but SXSW juxtaposes this and is an event, like a change-agent, embedded smack bang in the centre of Austin, and it is enormous.

SXSW in Austin, Texas I adored because it does in a way what some do when they join the public service. "You've got to work inside it if you want to fix it." I heard one fellow conference attendee at SXSW say. I first became interested in SXSW when I was 20 and worked in events, and I did so because of the curators of the event.

What surprised me about it was that in this questionable moral landscape of Texas, SXSW "waved a flag", the biggest one I'd ever seen, with a hundred thousand people, creative, progressive, successful and intelligent individuals from all around the world, educating and telling stories about how they are changing their communities, and owning the direction of their societies. And there were certainly some themes that I wanted to explore with fellow writers.

When you put art and creatives alongside professional corporate life, I think something magic happens.

Something magic, like The Good Global.

Kristy Theissling



We need to look at each other differently. We don't see ourselves as part of a community anymore ... We need to start meeting the social needs.

THE POLICY PROPHECY – THE PAST, THE PRESENT AND THE PUBLIC POLICIES THAT SHAPED AMERICA.

An interview with Californian Public
Policy lawyer John Aarons.
By Kristy Theissling



In San Francisco's early spring, TGG met with seasoned Californian public policy lawyer John Aarons,* who graduated with legal credentials from both Stanford and Berkeley in the early 1970s and has been practicing law ever since. We discussed the introduction of the 'Super Laws' of the 1970s, *Title IX*, equality in gender, disability rights and advocacy, the "deconstructing of those laws", who's accountable and what's next.

If the government isn't making people accountable, it just encourages more abuse.

What has changed in your profession since you first started practising law?

'Lawyers are not as civil to each other as when I first started practising. They are predatory, in terms of clients. I attribute that to the consolidation of the smaller firms into the larger.

Clients need someone who can listen to them and explore their options: a personalised service. The larger companies ask those lawyers to bill more hours — make more money.'

Aarons considers how this takes away from the service that the client needs, and becomes an opportunity to build income for a few large agencies in a monopolised industry.

What are the big legal changes you've seen in your career in the industry?

'The major social policies ... the release of *Title IX*, a federal law. It basically said that all students had equal access to education and facilities. It was monumental, a "Super Law."

{*Title IX* is a landmark US federal civil rights law, passed as part of the Education Amendments of 1972. It prohibits gender-based exclusion or discrimination under any activity or education program that receives federal government funding.}

'This cascaded into the *ADA Disability Act*, which had a phenomenal impact. It meant there were access ramps, and buses became accessible for the disabled. There was also the *ID Education Act*, a federal law that required equal access to education for disabled students.'

{The *Americans with Disabilities Act (ADA)* became law in 1990. It is a civil rights law that prohibits discrimination based on disability in all areas of public life, including employment, access to government services, transportation, public accommodations and schools. The act gives civil rights protections to people with disabilities in line with those provided on the basis of race, colour, sex, nationality, religion and age.}

{The *Individuals with Disabilities Education Act (IDEA)* ensures that children and youths with disabilities are supported with special education and individualised related services. *IDEA* was formerly known as the *Education of Handicapped Children Act (EHA)* from 1975 to until it was amended and renamed in 1990. *IDEA* aims to provide children with disabilities with the same educational opportunities as non-disabled students.}

What 'Super Laws' can you see coming into effect in the future?

'We don't pass laws now — we are gutting the laws that we had in effect. For example, the *Voting Rights Act*, the *Federal Election Campaign Act* — gutted so that now funds can be obtained.'

{The *Voting Rights Act* of 1965 is one of the most significant pieces of civil rights legislation in US history. Signed into law by President Lyndon B. Johnson, and subsequently amended five times to expand its protections, the act prohibits racial discrimination and voter suppression. In particular, the act sought to secure voting rights for racial minorities, especially in the South.}

{The *Tillman Act* of 1907 was the first attempt to regulate election campaign finance, banning corporations from financially influencing a federal election. Numerous other regulations were enacted over subsequent decades, including the *Federal Election Campaign Act (FECA)* of 1971. *FECA* has been amended and challenged numerous times, and campaign financing remains a topic of great debate.}

{The *Bipartisan Campaign Reform Act (BCRA)* of 2002 was enacted to prohibit so-called 'soft money' being channelled to federal candidates from state parties, which were governed by different regulations. States allowed large, sometimes unlimited donations, which could be transferred to national party committees and candidates, thus circumventing *FECA* regulations.}

'At the beginning of my career, monumental, important social laws were implemented. In the second part of my career, they are being destroyed. Federal law has a role to play in holding the state governments accountable. If we are undercutting laws, where is the accountability?

Somebody's not being held accountable.'

How do we achieve accountability?

'We need a radical restructuring. What needs to change is equal access — all people should have access based on their merit, not on who they know or what community they grew up in.'



How could we achieve restructure, what are some examples of that?

'Some examples would be the tax code that was in the USA post-World War II.'

Aarons explains that the wealthy were taxed at 70-80 percent after the government introduced steeply graduated income tax rates.

{In 1944 and 1945 the top marginal tax rate was 94%, applying to a taxable income over USD\$200,000 (about USD\$2.2 million in today's dollars).}

'If the Government isn't making people accountable, it just encourages more abuse.'

On a personable accountability level, what restructure needs to happen there?

'We need to look at each other differently. We don't see ourselves as part of a community anymore. We are too bartherised in terms of our philosophies. People are so wed to their own groups and philosophies. We need to start meeting the social needs.

The [various parties] need to come together for the social need, and in passing laws.

There's a reason Portugal is clean, and you come here (to California) and there is rubbish everywhere on the highway. The reason is man-made.' ■

Note from the editor: At the South by Southwest (SXSW) conference a week later, that's exactly what Governor of Rio Grande do Sul, Eduardo Leite outlined in his session, "ESG: Pathway to Inclusive Economic Development": a bipartisan approach to running government. He discussed the robust conversations and prioritisations of their state's needs across parties and groups that were needed to successfully move economic markers.

Historical federal individual income tax rates & brackets, 1862–2021 (2021) Tax Foundation. Tax Foundation. Available at: <https://taxfoundation.org/historical-income-tax-rates-brackets/>

ACCENT IN THE AUSTRALIAN WORKPLACE

By Ali Bahnasawy
SBS News Anchor, Arabic News Bulletin

[Leaders] should also be educated on the subtle forms of discrimination that come with hiring people with accent: undervaluation, fewer opportunities to grow for them and a perceived lack of competency.

Before moving to Australia, I used to live and work as a journalist in Germany. In 2018, I was given the opportunity to come and work in Sydney for a leading media organisation because of my unique mix of skills; speaking multiple languages and having solid digital skills. Nearly 170,000 migrants do the same every year and move to Australia.

Workplaces in Australia are becoming increasingly diverse. The shortage of skills in the Australian market and a migration program focused on filling that shortage means that more non-native speakers are hired in Australian organisations.



أود أن أقر بأن السكان الأصليين هم أصحاب الأرض التي نلتقي عليها اليوم.
كما أود أن أقدم احترامي لكبارهم في الماضي والحاضر والمستقبل.

When I first arrived in Australia, my manager asked me to read an Acknowledgement of Country in my native language: Arabic. I can't tell you how happy that made me feel.

Accent Discrimination

Migrant workers face a big challenge when joining Australian organisations. English, for many of them, is a second language. Statistically, accent speakers are less likely to be hired or promoted and more likely to earn less than native speakers (Gluszek and Dovidio, 2010). But the impact of accent doesn't stop there. Speakers with accents usually complain that they weren't given an opportunity to express their ideas, which has an impact on the organisation's profitability and the ability to fulfil its mission.

Lack of diversity in the workplace can impact organisations financially by missing out on productivity and growth. A recent study (Deloitte Access Economics, 2019) carried out in Australia found out that 'approximately \$5 billion represents higher productivity from more creative and innovative workplaces where employees experience greater inclusion.'

So what can companies do to be more inclusive to non-native speakers?

Before hiring

Building a more inclusive workplace culture starts from leadership. Leaders should be educated on the benefits of having employees from diverse backgrounds. They should also be educated on the subtle forms of discrimination that come with hiring people with accent: undervaluation, fewer opportunities to grow for them and a perceived lack of competence.

Statistics and numbers on employees' languages spoken at home can help draw an objective picture for the number of non-native speakers in entry and managerial roles and how their salaries and responsibilities compare to native speakers.

Leaders in Australian organisations can do the same: create opportunities where non-accent speakers can speak fearlessly and celebrate their languages.

A process for hiring non-native speakers should also be put in place. Non-native speakers, for example, may need to have a longer time to break the ice with interviewers before getting to the technical issues and they may take more time to answer interview questions.

Training interviewers on how to conduct an interview with non-native speakers can help increase an organisation's diversity and ensuring that new workers with an accent are equally financially compensated to native speakers is key.

Organisations can also provide tests in an applicant's native language to evaluate their understanding of the job when any language barrier is removed.

After hiring

In my opinion, companies can support people with an accent in many ways. Empowering them to speak publicly in company events, encouraging their development of communication and listening to them emphatically are all good options.

When I first arrived in Australia, my manager asked me to read an Acknowledgment of Country in my native language: Arabic. I can't tell you how happy that made me feel. People listened carefully and were fully engaged trying to match the Arabic version of the acknowledgment to the English one. It was a great moment and since then, whenever I am asked to MC an event, I do an Acknowledgment of Country in English and in Arabic. Leaders in Australian organisations can do the same: create opportunities where non-native speakers can speak fearlessly and celebrate their languages.

Another issue that occurs in myself and other people with an accent is that some of us are slower in expressing our ideas. We

need more time to contribute to the discussion. Here, listening empathically is crucial. If you are a people leader running a meeting, start the discussion and go in a circle. Give everyone enough time to express their views within reason. Encourage everyone to write their ideas and be ready when they have their turn. Emphasise the importance of avoiding interrupting each other — a nightmare for non-native speakers.

Do you have an accent?

If you are like me, a non-native speaker, I strongly encourage you to avoid accent reduction courses unless you are in a communication related field and you need to speak with a local accent (actors and singers for example).

I work as a TV Presenter and I train executives on improving their communication skills. My advice to you is similar to them: focus on being clear and on being well-heard. Make sure to pronounce the letters of your words as clearly as you can. You shouldn't worry about saying the word in an Australian, American or a British accent. Just emphasise clear pronunciation. If you are asked what you mean, define the word to your audience. Listeners should make an effort to understand you.

Also speak in a way that people can hear you. Non-native speakers like you and I can be shy sometimes and resort to mumbling or speaking in a low voice. If someone corrects you, don't be upset and be patient. Take it with a positive energy. You are already speaking in a foreign language to you. Be proud! ■

 Ali Bahnasawy  Ali_Bahnasawy  AliBahnasawy

¹Gluszek, A. and Dovidio, J., 2010. *The Way They Speak: A Social Psychological Perspective on the Stigma of Nonnative Accents in Communication*. [online] SAGE Journals. Available at: <<https://journals.sagepub.com/doi/10.1177/1088868309359288>> [Accessed 30 August 2022].

²Deloitte Australia. 2019. *The economic benefits of improving social inclusion* | Deloitte Australia | Deloitte Access Economics, Diversity, TMT. [online] Available at: <<https://www2.deloitte.com/au/en/pages/economics/articles/economic-benefits-improving-social-inclusion.html>>

ECONOMY PHILANTHROPIC

The Good Global column that explores the change impact, challenges and methods of local and global philanthropic contribution.

By Kristy Theissling

The PAF - Private Ancillary Fund

There are myriad ways in which Australians can make charitable donations. One of the lesser-known methods is via a Private Ancillary Fund (PAF). The Australian Charities and Not-for-profits Commission defines ancillary funds as ‘... funds that provide a link between people who want to donate and organisations that can receive tax deductible donations (deductible gift recipients, or DGRs).’

Surely, these are for billionaires, right? Wrong. There is a misconception that PAFs are for the rich and that people create them for tax reasons.

‘They don’t,’ says philanthropic advisor Sally Masters*, who has over 30 years of finance and philanthropic experience with high-net-worth Australian families. ‘I just think generally there are good people in the world who have empathy and they want other people to have a better life than they’ve currently got, and it’s pretty much as simple as that.’

A PAF is a philanthropic trust fund overseen by a fund board, which usually includes a family member and any individual the initiator selects. It could incorporate a solicitor, an accountant, or an advisor, like Sally. Introduced in 2001, PAFs have changed the trajectory of Australian philanthropy. Once contributed, funds deposited into the PAF are non-refundable. The PAF must distribute \$11,000 annually or 5% of the balance, whichever

is greater, to DGR status charities registered in Australia. All contributions to the PAF are tax deductible as the PAF itself holds DGR status.

‘All a PAF can do is give money to other charities to do stuff,’ says Sally. ‘We can’t go and buy books out of the PAF for kids. We have to give it to someone to go and buy the books. It’s philanthropy, versus charity.’

Does the charity who accepts funds from the PAF have to report back to the board?

‘When I give a grant, I’ll give them a payment schedule with a reporting schedule, and depending on how comfortable I’m feeling, I’ll go anywhere from every two months to once a year. Some of the families, they go, “well, it’s only A\$3,000” and don’t worry about it, but I find that really hard. I want to be responsible enough to know that [the charity] are doing what they said they were going to do. Or if they’re not, they at least tell us. They have to report.’

Where do you think philanthropy in itself is moving in Australia?

‘I think it’s so far behind. There’s all this talk about impact investing and shared value. [Some of the Foundations] have almost turned into a corporate in their own right — we’ve created

When I give a grant, I’ll give them a payment schedule with a reporting schedule and depending on how comfortable I’m feeling, I’ll go anywhere from every two months to once a year. I want to be responsible enough to know that [the charity] are doing what they said they were going to do. Or if they’re not, they at least tell us ... They have to report.

'I just think generally there are good people in the world who have empathy and they want other people to have a better life than they've currently got, and it's pretty much as simple as that.'

a competitive environment for charities. I think that there should be more collaborative funding. If you get the right people at the table, it works for everybody.'

What are some of the reasons a PAF is set up?

'Often a PAF is created as a parenting decision. It's a way for young adult or adult children to learn about social issues that they otherwise would not have exposure to. Imagine teaching an adult child, "You've had a pretty good life — did you know that the biggest group of homeless people are women aged 50-55?"'

TGG learns that some families utilise the PAF as a vessel for education, giving their kids the opportunity to sit on a board of management, be a director, make decisions collaboratively with their siblings and other family members, and learn how to manage a company. It also continues to expose them to and educate them on social issues and ensures that they make conscious decisions on how they will influence change.

'Most of what I do is psychology,' says Sally, who utilises empathy to help bring down barriers between PAF members. Despite their potential differences, PAF members need to come to a decision on how the PAF funds are spent every single year, building their skills in empathetic listening, leadership, collaboration and collective problem solving.

What are some of the sorts of causes or charitable efforts you see PAF money being donated towards?

'There is one family I work with who focus on rebuilding an Indonesian village. Some of the stuff we deal with is we ran out of mud to build the buildings, we've had floods, we've had major infections, we've had mothers dying in labour. It's up to the family managing the PAF what they would like to do.'

How much does it cost per year to setup and maintain a PAF?

'It costs about A\$4,000–\$5,000 per annum. These are the costs of maintaining the company, filing and management fees of the Pty that sits atop of the trust. You may also consider the banking fees.'

What can we do as individuals to help the causes we care about?

'My own kids go, "what do you do, Mum?" And I say, "Well, I do what I can. I cook for the homeless sometimes. I consider that if (the PAF owner) was me, and I was in a position to do something, I would do it too.' ■



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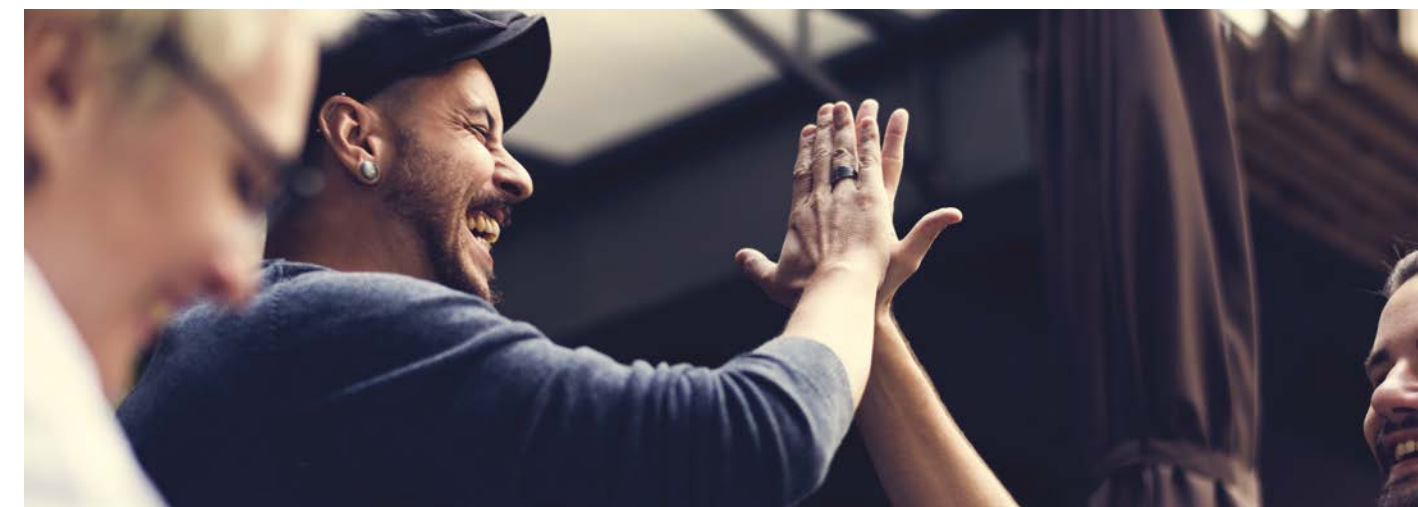


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DEAR VIVIAN



A few people close to my age or younger have died in the last few years. When I thought about what was really important to me, say, as an old woman, I thought to myself, well philanthropy would be cool when I'm an old lady. So I looked into it. I started asking myself, why not now?

We'd like to introduce you to our regular columnist, Vivian. Vivian has broad commercial and philanthropic experience and makes values based decisions around the best use of her money and time.

You can post your questions to Vivian at vivian@thegoodglobal.com or on our LinkedIn community pages at: <https://www.linkedin.com/company/the-good-global-publication/>

Following on from our story with philanthropic advisor Sally Masters, TGG's Vivian decided to run an experiment. She has started a PAF and will discuss how the process went.

Australia's tax system is one of the most complex tax systems in the world and it takes time to familiarise yourself with the various acronyms and terminology. Some people follow the guidance of their accountant, peers, well-intentioned family members or their own research. Here at The Good Global, we thought we'd learn by doing.

Dear Vivian,

We hear you are just a normal person who has started a PAF. What's the story? Why?

'Yes, I recently started a PAF, and I did it for lots of reasons.

A few people close to my age or younger have died in the last few years. That's confronting. When I thought about what was really important to me when I imagined myself as an elderly woman, I thought that philanthropy would be cool when I'm an old lady. I thought about it a lot.

There was a woman in my cycling group that told me about PAFs. I thought they were the coolest thing ever, but for the uber-rich, and I assumed you needed a million dollars or something. But she said anyone can start one. So I looked into it. I started asking myself, why not now? Why not me? What can I do now instead of waiting 40 years, and what am I waiting for? Then, I gave myself permission.

Another reason is because I see the PAF as a sandbox. I enjoy seeing if I can make things tick, and I enjoy the PAF and what I learn from it, too. I've done university subjects and finance courses but found that they were quite theoretical and took up a lot of my time. I learn a lot more by putting things into practice and going through things — immersive type learning.

From a legacy planning perspective, it also made sense to me. I know that the dollars that are in the PAF or that will land in the PAF will stay there. I like this for my kids. They're little right now but I like that there's this ongoing gift for them to distribute as adults at age 18, 20 — whenever they would join the board, if that's what they decide to do.

Parenting and living my values is a big part of it. I want us to advocate and make decisions as a family for what we think is important in society while I'm raising them. That's a cool way to parent, I think.

I also thought that it could add quality of life to my year, every year, because I would be forced to open my eyes and look around for where to use the PAF. I make financial decisions with intention, and feel that putting my focus outside of myself and our family unit and contributing is a good practice. And there are also really interesting types of people you are exposed to — passionate people who are committed to their cause.

It feels kind of like I've just bought a mini-van and I think of all the adventures I can have in it with my kids through philanthropy. It's got that "new car feeling" because I have an entity to play with, and it's also like an Aladdin's lamp to influence and have an impact positively in the world. And I made it myself. That's a good purchase in my opinion.'

Was it scary?

'Yes. It did feel like a leap, but it felt like the right thing to do. I didn't find anyone else that was thinking about it. It was hard yakka, as even though PAFs have been around since 2001, there are only about 1400 PAFs in Australia, I think, so not everyone knows what they are — even some accountants or solicitors. I found the right people and just kept pushing it to the finish line. I kept showing up and asking questions. I'm happy to run the experiment and sometimes you have to bush-bash your way through to make the path clear for those coming later.'

How do people react?

'I did try and tell a couple of the other mums but it's not something I really feel comfortable talking about at pickup or on tuckshop duty. 'How was your weekend?' 'Good, I just set my kids up a philanthropic trust.' If I come across others that I think would be into it, I am happy to talk about it at length.

I think there's a misconception that it's for bazillionaires. I was and am very surprised that they aren't more common knowledge. PAFs need some more press. I started to think about it in lots of ways — for example, 2 or 3 university subjects a year after work is A\$4000 per annum, but I learn a lot through the PAF. Lots of other basic expenses that the average Sydneysider might use, like a cleaner for a year or a few meals out at the RSL a month, over a year could be A\$4000. An extra car rego and servicing, paying for parking in the city — those sorts of things I weighed up, versus the value of what having the PAF meant for my family in the long term and what it meant to me. What we could achieve for others, versus our existing quality of life. I just asked myself, what do we value more?

I don't have a bazillion dollars, but I think I can make decisions with intention within the PAF and keep it self-sufficient and still give the 5% every year. I will enjoy playing with it and I look forward to seeing how its first year goes. ■

It's like an Aladdin's lamp to influence and have an impact positively in the world. And I made it myself.



READING OPENS DOORS, BOOK BY BOOK IN REMOTE AUSTRALIA

Pre-schoolers in remote communities can often speak two or more languages before they start school. English may or may not be one of them.

lnd Australia is vast. Dirt roads weave across plains, rivers and ranges to small Indigenous communities. For others, boats and small planes are the access points to island communities. Some communities are small enough to only have a school, a shop and a cluster of homes.

These remote Aboriginal and Torres Strait Islander communities share a common challenge. They have limited access to services that people living in regional and metropolitan Australia often take for granted.

Access to books is one of them. A library or bookstore may be a 9-hour drive away or a 40-minute flight by a small plane. Internet services can be intermittent and online shopping is only possible if you possess a credit card and are willing to fork out for postage.

What does this mean for children growing up in remote communities? It means access to something as simple as books is limited.

This can directly impact a child's reading success, future opportunities and choices. The Indigenous Literacy Foundation (ILF) aims to address that.



The ILF empower[s] communities and families to lead the entire process to ensure leadership, ownership, and authenticity is held with Community Elders and residents.

The role of the Indigenous Literacy Foundation (ILF)

Established 11 years ago as a charity of the Australian Book Industry, the ILF's goal was to ensure Aboriginal and Torres Strait Islander children living in remote communities across Australia have access to books.

The ILF takes a community-led approach and works on building long-term and trusted relationships with Elders, educators, linguists and organisations within communities. A key strategy is to invest in Aboriginal and Torres Strait Islander communities to provide the tools and resources they request to help shape the direction of their children's literacy future.

'Our communities and families are strong. They are the backbone of our culture and our first educators. My aim is for remote communities to drive our process; to anchor the ILF's literacy programs into the family and community structures. It is a powerful thing that can change the world for us.'

– Ben Bowen, CEO, Indigenous Literacy Foundation.

ILF's three programs, 'Book Supply', 'Book Buzz' and 'Community Publishing Projects' focus on ensuring access to quality resources such as books in first languages, and publishing community stories. This empowers communities and families to lead the entire process to ensure leadership, ownership, and authenticity is held with community Elders and residents.

Book Buzz

Book Buzz focuses on early literacy and supports remote playgroups with board books, books with language translations, complementary learning resources such as puppets, puzzles and toys, and books in first languages.

'It's hard to imagine a playgroup without these books and learning resources. The value of getting mums, dads and bubs into a space to read to their little ones, to teach them how to hold a book, turn the pages, and guess what happens next, is vital for early literacy development and future reading success.'

– Zoe Cassim, Program Manager, Indigenous Literacy Foundation.

Recently, the ILF worked with Elders and linguists to translate a well-loved nursery rhyme in five different communities into five different languages, and the children in each community illustrated the book. The books are published with QR codes linked

to a recording of the story to assist reading and pronunciation. Some books even have QR codes linked to an animation of the story. Children are very engaged with these books. They can see themselves, their language, Country and culture reflected in the books. All of which helps to build a stronger sense of self, confidence and pride for them and their community.

Pre-schoolers in remote communities can often speak two or more languages before they start school. English may or may not be one of them. There is abundant research to show that if you learn to read in your first language, you will have far more success learning to read in a second, third or fourth language, such as English.

The value of having books in first languages to support early literacy development in remote communities is indisputable.

Community Publishing Projects

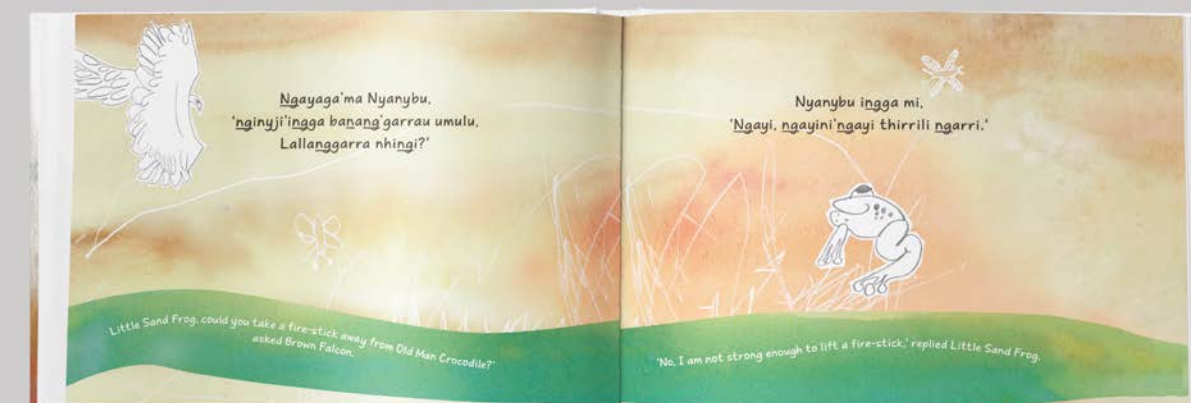
The ILF's Community Publishing Projects (CPP) support communities to write and illustrate their own stories in languages of their choice. To date, ILF has published 143 books reflecting up to 26 Indigenous languages: from Walmajarri in the Kimberley region to Arabana in South Australia, Kriol in the Katherine region, and Tiwi in the Tiwi Islands.

Marshia Cook, author of the recently published bilingual book, *Jarrampa*, shares why local stories are important.

'I wrote this book to encourage kids to read more books and to sit with the Elders... while they're around. To know who they are, where they come from, to know the language and to speak it.'

Another current project at ILF is the translation of several well-known titles such as *The Very Hungry Caterpillar* and *Where is the Green Sheep?* into up to 10 first languages. It is heart-warming to see the thrill of children when they open a book, and it is written in the language they speak at home.

The Community Publishing Projects program is growing. As remote communities learn more about the opportunity to share their stories in books in first languages, the publishing team is working hard to meet requests. But it is not just ILF amplifying the value of books in first languages. UNESCO has declared 2022-2032, the International Decade of Indigenous Languages to draw attention to the critical status of many Indigenous languages and encourage action for their preservation, revitalisation and promotion.



Book Supply

The Book Supply program provides culturally relevant and safe books to remote schools, community, health, and women's centres. These hubs ensure the books are put into the hands and homes of children and families. More than 40% of books feature Indigenous authors and illustrators. This is important as it allows kids to see themselves and their cultures reflected in the many stories in each pack.

This year, over 100,000 books have been distributed to children and families across remote Australia.

How can philanthropy help?

The ILF receives no government funding. It relies solely on individual and corporate donors, foundations and grants.

Individual philanthropy is the backbone of ILF. Many regular donors have travelled or worked in remote Australia. A large donor segment is educators — people who know the value of having meaningful and relevant books and other literacy resources to support a child's reading journey.

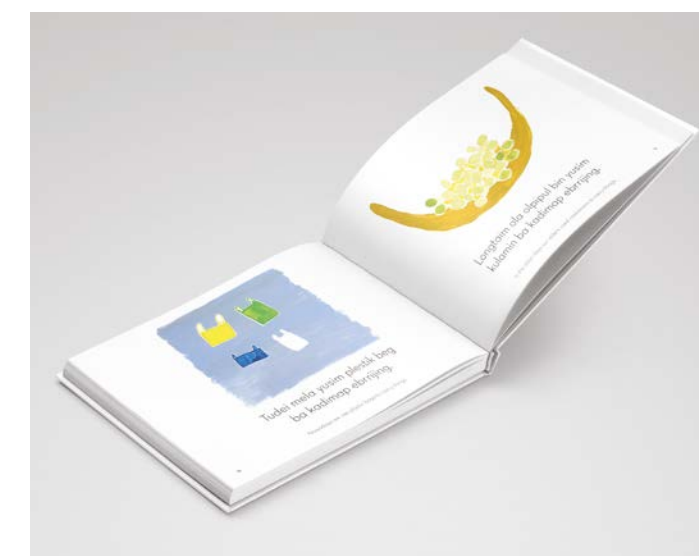
David Stewart, ILF's Relationship Manager, welcomes monthly or annual donations. Funds can be untied and support the organisation where it is needed or they can sponsor one of the specific programs or projects.

'A number of our philanthropists like to remain anonymous,' says David. 'They are motivated by stories we share of kids writing and illustrating their own stories. Literacy is personal for some people. They know how it changes lives.'

ILF philanthropists want more than a tax deduction. They are a part of the ILF's journey. They value transparency, storytelling, and education. They support the ILF's community-led, long-term approach. They share a desire to improve the well-being of others. And they support a vision that reading opens doors to opportunities and choices ... book by book. ■

For more information about the ILF visit ilf.org.au. If you would like to learn more about donating to the ILF, contact David Stewart: (02) 9549 3059 or david@ilf.org.au.

The ILF has published 143 books reflecting up to 26 Indigenous languages: from Walmajarri in the Kimberley region to Arabana in South Australia, Kriol in the Katherine region, and Tiwi in the Tiwi Islands.



BALANCING PROFIT AND PURPOSE: THE POWER OF CORPORATE KINDNESS

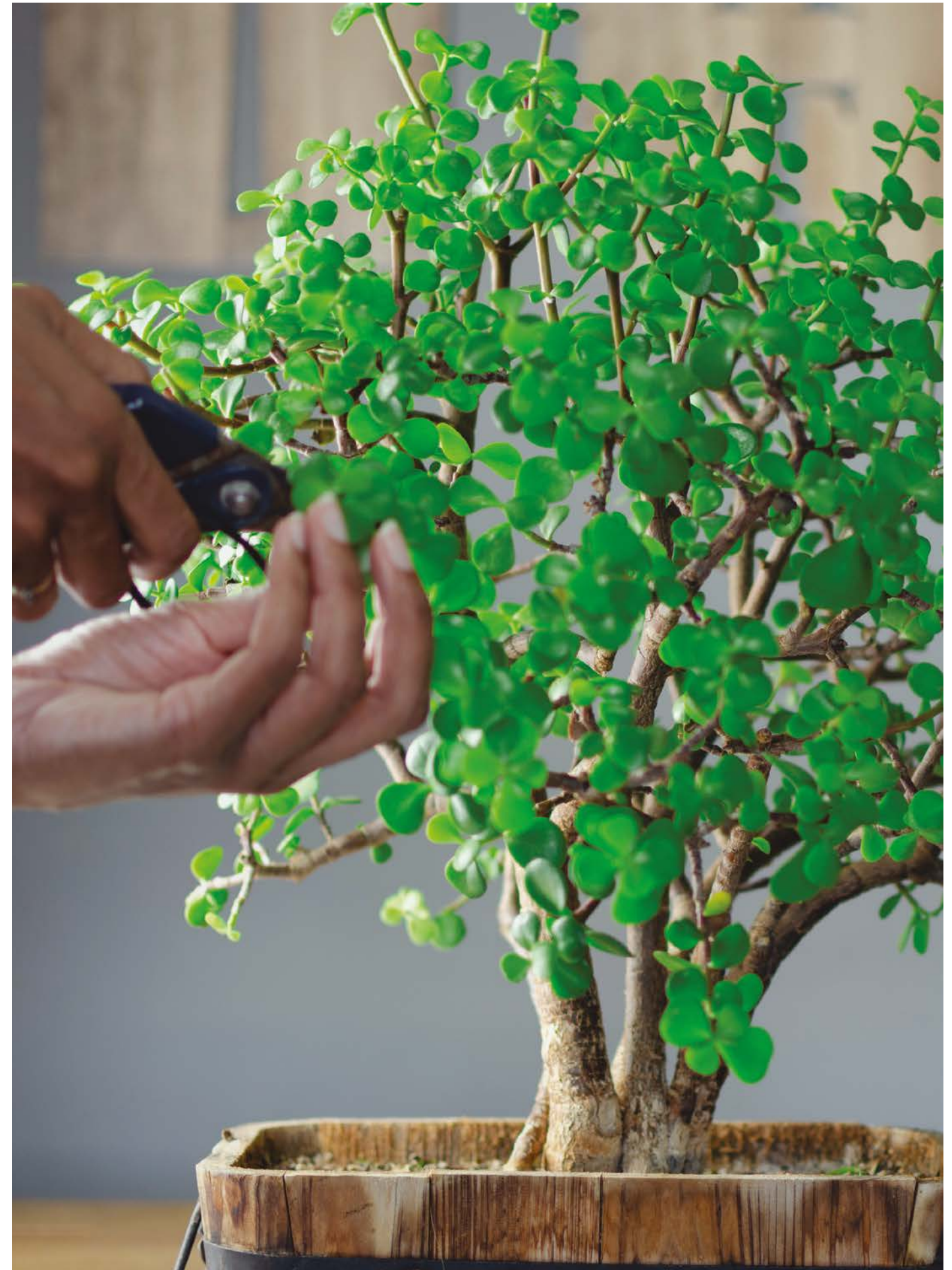
With this new mindset shift, businesses must master the fine balance between purpose, profit and people.

By Anna Sheppard
CEO and Founder of Bambuddha Group

In this post-lockdown era and considering the 'Great Resignation' taking place across Australia, the way organisations action purpose-driven values and drive social change has never been more important.

This is reflected in the spending habits of Australians. An increasing number of consumers are making themselves heard by carefully choosing where to spend their hard-earned dollars. A recent study by CouriersPlease found that 9 in 10 Aussie shoppers are more likely to purchase from ethical and sustainable companies. With this new mindset shift, businesses must master the fine balance between purpose, profit and people to sustain their operations, and ultimately, thrive.

Further, as we collectively pick up the pieces from the pandemic, employees are looking to find the 'why' in everything they do, and that includes their workplace. More people are judging their businesses on their values and purpose, rather than their bottom line. As a result, companies need to be authentic and impactful to attract great talent.





A more data-driven and rigorous approach to corporate philanthropy has seen small businesses succeed, given their agility and flexibility to pave the way for impactful change..



Business will never go back to usual, but is that a bad thing?

The community, customers and clients have spoken and have identified some key areas that many businesses and industries are struggling with right now — from lack of connection and a sense of belonging at work to challenges with consistency and mental health. The fight to attract and retain talent has intensified and is peppered with a healthy dose of investor pressure, ESG targets, and increased changes in consumer habits.

How do we create value through purpose?

Australia is the land of mateship and of community, yet sometimes this value stops when it comes to doing business. However, the pandemic has shown us the best in humanity, and the businesses who did the right thing will be the ones that stand the test of time. Confronted with the challenges of Covid-19, individual and institutional philanthropy needed to be responsive, engaged, and nimble. Corporate accountability, or the act of holding companies accountable for their non-financial impact on people and the planet, was prioritised as businesses stepped up to support the

community and their people while others struggled through the challenges that came with COVID-19. Some leaders used the opportunity to look at their business and innovate in ways they had never done before. The focus on people and community is more important than ever to stay relevant as a brand. Businesses embedding social responsibility models in their practices, such as sustainable development goals as frameworks for strategy, see returns not just on the bottom line, but also through staff retention and stakeholder engagement. Further, a more data-driven and rigorous approach to corporate philanthropy has seen small businesses succeed, given their agility and flexibility to pave the way for impactful change.

The key is understanding how your business or service can have a positive impact on its stakeholders, then clarifying and making decisions about the world you want to create. When this is executed correctly, profit will take care of itself.

The future of business is a hard thing to get our heads around at the moment and leadership skills need to adapt to this ever-changing landscape and paradigm shift. ■

Contributors



Editor

Kristy Theissling is a consultant, a strategist and a coach for organisations and individuals. She is dedicated in life and work to change at scale, an active philanthropist, Board member, global thinker and collaborator.

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Louise Booker is on every page of The Good Global through her exceptional skills in language, communication, grammar, punctuation and editorial excellence. An empathetic and inclusive professional, Louise actively utilises her strengths to contribute to community and demonstrate rational and practical thought.

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Brad Hunter is a photographer and Director at 'Salty Dingo'. Brad has sixteen years professional experience in political, media and news imagery, specialising in high profile and highly sensitive news and political engagements.

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Anna Sheppard - Contributor

Anna Sheppard is a social entrepreneur, inspirational keynote speaker, and the CEO and Founder of Bambuddha Group: a social enterprise providing leadership using evidence-informed programs to bridge brand, people and ESG; and the Corporate Kindness Awards, fostering ethical change and sustainability.

Lisa Flower - Contributor

Lisa Flower is the Marketing & Communications Manager at the Indigenous Literacy Foundation. She is an advocate for an inclusive, collaborative and healthier future through her work in the purpose sector.

A more extensive Contributors list for digital platforms is available at thegoodglobal.com

Partner

Is your organisation, event or group committed to accountability, growth, sustainability and giving back, not only to your customers, but your community and the areas of the globe your business impacts?

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Role: Bipartisan Policy Writer
Company: State Government
Division: Public Policy Development
Location: Remote

Role: Consultant
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