

Research Directions

Office of Research Services

Common language for community and corporate

Associate Professor Michael Darcy from Social Justice Social Change Research Centre, Dr Debra Keenahan from the School of Social Science and Dr Maria Varua from the School of Economics and Finance are collaborating with industry partners the Westpac Foundation and Western Sydney Community Forum to explore and develop a common language for communication between corporate philanthropic organisations and community welfare groups.



'Corporate philanthropy and sponsorship are increasing as sources of funding for small community welfare organisations in Australia', says Associate Professor Darcy. 'However, business and community organisations employ different language and approaches to organisational form, planning, evaluation and accountability which are not easily integrated and often appear contradictory. The efforts of small non-profit organisations to meet the expectations of corporate sponsors may compromise essential elements of their culture.'

Working closely with the Westpac Foundation (itself a corporate philanthropist), Western Sydney Community Forum (a community group) and several other corporate and community organisations, the research team will employ the tools of social science and economics to advance the understanding of the corporate-community relationship. This will be done through an action research approach, with focus groups and case studies to identify commonalities and barriers to successful development of these relationships and explore the implications of the relationship for civil society and social capital.

The project will result in the development of an integrated planning and evaluation methodology and tools tailored to community projects supported by business. This will aid in strengthening mutually beneficial cooperation between community organisations and their corporate funders.

Project Title: Finding a Common Language for the Corporate and Community sectors

Funding has been set at: \$49,494.00

Partner Organisations: The Westpac Foundation; Western Sydney Community Forum

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