

What is a partnership?

- ✓ Partnerships are most commonly collaborative, long-term relationships between businesses and community service organisations.
- ✓ Partnerships can comprise large, medium or small businesses, teamed with large, medium or small community groups.
- ✓ Partnerships involving smaller volunteer organisations can be a one-off association which might involve donated accounting advice or refurbishing an office.
- ✓ Partnerships are innovative and flexible ways to bring mutual benefits to both partners.

Selecting a partner

- ✓ First, be clear about the external 'personality' of your own organisation.
- ✓ Have a clear understanding of the area in which you work and the aspects of society with which you come into contact.
- ✓ After you have assessed your own organisation, do the same for any possible partners.
- ✓ Consult with your organisation's stakeholders (staff, suppliers, customers) and compile a list of several potential partners.
- ✓ Be sure that your potential partners are a good match - that they have corresponding interests, culture and objectives similar to your own organisation.

What do partnerships offer?

- ✓ Businesses can benefit through a raised public profile, access to key markets, staff benefits, brand building, increased media coverage and community contact.
- ✓ Community groups, particularly small volunteer organisations, may want to examine the '7Ps'.

Product	Services or in-kind goods like computers, stationery, and items at end of use by dates.
People	Serving on boards, executive exchange, staff availability.
Premises	Use of boardrooms for events, use of telephones or equipment after hours and rental accommodation.
Purchasing power	To buy the products of your organisation.
Promotions	Marketing expertise, cause-related marketing and advertising space.
Power	The power to open doors for voluntary organisations and community groups; to use their influence with other corporates and government decision-makers and the power of their communication channels.
Profit	Money.

Reaching an agreement

- ✓ Once you know what you want from the partnership it is important that the relationship be approached openly and honestly. This is essential from the beginning.
- ✓ Both partners must be explicit about their expectations of the partnership. This will assist in ensuring that objectives can be achieved from both sides of the partnership.
- ✓ Throughout the relationship both partners should continue to be open with one another.

Maintaining the relationship

- ✓ To ensure that the partnership is developing effectively, treat it as you would a personal relationship - communicate regularly and acknowledge each other's contribution.

The key

- ✓ Reciprocal benefits should be afforded to both partners; this is the key aspect of successful partnerships.
- ✓ These benefits should not be thought of in monetary terms only, as 'capital' goes beyond the financial. See the '7Ps'.
- ✓ Both partners should be rewarded equally and the possibility of these rewards should be considered in the early negotiations between partners.

The Prime Minister's Community Business Partnership is located at:

www.partnership.zip.com.au

The Prime Minister's Community Business Partnership
- With a mission to develop and promote a culture of community/ business
collaboration in Australia



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