

viewmatters
November 2020

 celebrating 60 years
of strength & support



60th Anniversary Issue

Our Vision

Women creating and leading a more inclusive society.

Our Mission

As a leading voice and valued support network for women, VIEW actively raises awareness of, and participates in, the work of The Smith Family.

Our Guiding Principles

Inclusive and welcoming
Diverse and respecting
Supportive and caring
Locally focused while nationally active
Collaborative and future looking



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VIEW is a national women's organisation with over 15,000 members in more than 300 communities exclusively supporting the education charity The Smith Family. Members sponsor students, volunteer, fundraise and advocate to improve the life outcomes of disadvantaged Australian children and young people.

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,400 disadvantaged children and young people.

Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.

National President: Anne-Louise O'Connor
National Vice Presidents: Jo Gray and Beryl Pike
National Councillors: ACT: June Weise. NSW: Elizabeth Birch, Sally Cronberger, Rosemary Day, Judith Hemmingway and Gail Tooth.
QLD: Margaret Elliott, Evelyn Berg, Betty

Van Heeswijck. SA: Janice Spraakman, Anne Strangway. VIC: Marg Woodhouse.
Advisors (Past Senior Officers): NSW: Kathie Diskin, Sue Field, Lyn Gerstenberg, Franci Morsink, Jan Roberts. VIC: Lyn Geer, Jennie Wynd.

National Manager: Maryanne Maher

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The Smith Family provides disadvantaged Australian children with tools and support to thrive at school. This help extends to the child's family and community with wrap-around support essential to breaking the cycle of disadvantage. Helping a child to do well in their journey through school brings a life time reward for them and their family. Investing in a child's education today will have a long-term impact that empowers them

into their working life.
For more information please visit thesmithfamily.com.au.

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Front cover: The Governor-General of Australia, His Excellency, General the Honourable David Hurley AC DSC (Retd) and Her Excellency Mrs Linda Hurley (far left) with VIEW representatives at VIEW's 60th Anniversary function at Yarralumla.



L-R: Beryl Pike, Anne-Louise O'Connor (National President), and Jo Gray

From the Executive

Congratulations to all members on achieving this milestone of 60 years of VIEW. What a year this has been.

While it has been a challenging year and not the one we had hoped for to celebrate VIEW's Diamond Jubilee, the strength and support demonstrated by clubs, and the outpouring of generosity by members to ensure that the *Learning for Life* students sponsored by VIEW were not impacted, has been truly amazing.

For 60 years VIEW has provided a place for women to come together to learn, share ideas and give back to their communities. This year, whilst this hasn't been possible in our usual way, VIEW has embraced new ways of staying connected to ensure our traditions of friendship, fun and making a difference have continued to shine. It is hard to believe that six months ago many of us had never heard of Zoom!

Yet, in June we hosted our first Zoom Leadership meeting followed by our National Council meeting in October.

In place of special functions, we've also celebrated our 60th Anniversary online via Zoom with State representatives from The Smith Family.

Despite few meetings or fundraising activities being possible, we are full of pride for the achievements that will be recorded for our 60th year. VIEW Clubs' sponsorship of Smith Family *Learning for Life* students has increased and many clubs, on resumption, have welcomed new members. By October, three new clubs had opened - Ocean Grove Day and Point Lonsdale in Victoria and Wangi Wangi in New South Wales. A fourth new club is set to open in late November in Maryborough,

Queensland. To experience this level of growth in our 60th year, and during a pandemic, is proof of the strength of VIEW. Congratulations to everyone involved!

This year will certainly be a year to remember. Thank you to everyone who has enthusiastically donated their lunch or evening meal money (without leaving their home) or contributed to innovative and creative fundraising ideas ensuring our *Learning for Life* sponsorships have continued. Without your commitment and dedication, VIEW would not be the wonderful organisation it is today. We hope you enjoy this special issue celebrating the marvellous tapestry of VIEW.

VIEW National Executive 2020-21

What is VIEW?

VIEW is a national women's volunteer organisation supporting the education charity, The Smith Family. Connected through a common purpose, VIEW Club's 15,000 plus members:

- make lasting friendships, share ideas and knowledge and enjoy social activities;
- learn and develop new skills, while giving back to their communities; and
- advocate for and support the educational outcomes of disadvantaged Australian students.

Find out more about VIEW by visiting view.org.au, calling 1800 805 366 or emailing view@thesmithfamily.com.au





Message from The Smith Family

As this unusual year draws to an end, it is my great pleasure to congratulate the VIEW National Executive and every VIEW member across the country on your 60th Anniversary year.

Not only have you worked hard to open three, (soon to be four) new clubs and attract new members, despite not being able to hold face-to-face meetings, your creative and innovative fundraising initiatives have enabled more disadvantaged students to benefit from *Learning for Life* support for their education.

We know that our families and students have been doing it especially tough this year. We are extremely grateful to have the continued support of VIEW's 15,000 Australia-wide members to help us provide long-term educational assistance to disadvantaged students during this crisis and into the future. Your sponsorships are making a huge difference – not only to students but also their families.

I have been so impressed by VIEW's approach to this challenging year. Like every organisation, VIEW has adapted

and evolved in response to the COVID-19 crisis. I was delighted to attend VIEW's first Zoom Leadership meeting and to take part in a virtual celebration of your Anniversary. It was good to see that VIEW's traditions of dressing to theme, sharing stories, learning skills and having fun have found their place online. While I know many of you have started to gather together once again, I have no doubt that when the time comes for the remaining clubs to resume, there will be endless stories and laughter as you share good times together, as well as unstoppable enthusiasm to continue supporting your students and The Smith Family.

I know many of you were disappointed at not being able to share in the planned 60th Anniversary celebrations, as was I. However, I understand that a number of functions are planned for next year and that when the time comes to celebrate your Diamond Jubilee, or '60 +1 birthday,

it will be a great celebration with the best of VIEW on display.

Next year I will be stepping down as The Smith Family's CEO after a decade leading this wonderful organisation. I'll have many fond memories of VIEW and hope that I will be able to say some personal goodbyes before I go.

For six decades, the VIEW qualities of support, strength, fun, friendship and fundraising have stood the test of time. You've now also endured a pandemic. The Smith Family is extremely proud of the long partnership we have shared with the many tens of thousands of women involved with VIEW over its 60-year history. Thank you for your ongoing support for our work and disadvantaged students – we look forward to a strong future ahead for VIEW.

Dr Lisa O'Brien
Chief Executive Officer



Stay connected with VIEW online!

We're on Facebook and Instagram! Join the VIEW Clubs of Australia Facebook page or follow @viewclubs on Instagram for all the latest news about VIEW and The Smith Family.

News briefs

VIEW's impact

Learning for Life

sponsorships supported by
VIEW as at November 2020

1,448

disadvantaged students
at these levels:

School	1,117
Senior School	301
Tertiary	30



Toy and Book Appeal

Each year, thousands of children miss out on Christmas gifts because of their family's financial difficulties.

You can ensure a disadvantaged child will experience the joy of receiving a

gift this Christmas by donating to The Smith Family's Toy and Book Appeal. The Smith Family is aiming to deliver 32,550 toys and books to children in need this December.

After a challenging year, your support will help a disadvantaged family end 2020 on a brighter note.

Celebrating 60 years in style

VIEW partnered with Australian women's fashion brand, Black Pepper, to celebrate VIEW's 60th Anniversary, and give life-changing support to disadvantaged Australian students.

Black Pepper designed a beautiful limited edition scarf that was available in its retail stores and website, blackpepper.com.au, throughout October. The stylish scarf was so popular that Black Pepper extended its campaign throughout November, giving more women the chance to support VIEW and contribute to the valuable work of The Smith Family. Thank you Black Pepper!



\$10

from this scarf will be donated to children's education charity
THE SMITH FAMILY



celebrating 60 years
of strength & support

view

A Literary VIEW – now available!

Literary luncheons have become a popular VIEW function in recent years, but did you know that VIEW ran a short story competition from 1964 to 1999. VIEW members were invited to submit their short stories for publication in 'VIEW World'.

VIEW's Historian Susan Groenhout

has compiled these wonderful stories into a collection of four volumes, each containing 20 stories written by VIEW members. The volumes are now available at view.org.au, together with the VIEW Poetry collection. Find them online for a peek into the creative and literary talents of past members!

On the airwaves

Do you live in a regional community and listen to the radio? Maybe you've heard one of VIEW's radio advertisements encouraging women to join VIEW. Our advertisements aired across 120 radio stations throughout October. Thank you TRSN – The Radio Sales Network for supporting VIEW and promoting our clubs to women all over Australia!

How it all began

In January 1960, the *Manly Daily* newspaper carried an advertisement which changed the lives of many women. Housewives were invited to leave their daily activities for a while, develop fresh interests and meet new people by forming a VIEW Club. The club was "designed to give the average woman mental stimulus, outside interests and social companionship, as well as raising money for The Smith Family".

In his report to The Smith Family Board in 1960, Mr George K Forbes, known as Secretary Smith, said: "One of the most significant developments during the past year has been the establishment of V.I.E.W. Clubs; Voice, Interest and Entertainment of Women."

Within its first year however, it had become apparent that VIEW was in fact a club based on informing women who greatly valued education. At the first Combined Luncheon, Professor Harry Messel suggested the change

from 'Entertainment' to 'Education', pointing out that 'Education through Entertainment' might be a more succinct description of activities.

Balgowlah VIEW Club was the first VIEW club formed. It was instrumental in getting the VIEW movement off the ground. The enthusiastic Balgowlah members' activities became the example for new clubs during those formative years. The first VIEW newsletter was also published this year, giving members another avenue to raise their voices. The editorials at this time spoke of the despair of widows and women wanting to join the workforce, the lack of adequate and affordable childcare, and the prejudices surrounding women returning to the workforce.

With Day Clubs flourishing, first mention of forming an Evening Club was made in May 1962 at the first VIEW Clubs' Convention. In this year, The Smith Family made the decision to allow clubs more autonomy. On

29 May, 15 VIEW District Presidents met to form the first State Council and elect the first State President. Growth continued and by 1965, there were 80 VIEW Clubs with some 5,000 members.

By 1970 there were 134 clubs and around 9,000 members. The movement had expanded to the Australian Capital Territory (ACT) and in 1971 the organisation was renamed "V.I.E.W Clubs of Australia". During this period, clubs began putting forward issues for discussion at Convention. Members were encouraged to think about issues of importance to society at large, emphasising that "this is your forum in which your voice can be raised effectively. Let wisdom be your guide and consider the possible results of change."

During the 1980s with the member network firmly established and women's voices being heard, fun and friendship became a strong focus. VIEW's longstanding success



A short history of VIEW

1960 - 2020

lies in its ability to reinvigorate itself and remain relevant through changing times. While many of the early activities were designed to bring women together, around this time activities evolved to reflect the modern member.

By 1990 VIEW had formed a strong presence outside New South Wales (NSW), with clubs in Queensland, Victoria, South Australia and the ACT. The first annual convention held outside of Sydney was in Canberra in 1996. This decade also saw The Smith Family move from welfare towards education to help break the cycle of disadvantage.

For many VIEW members this was an unsettling time. The shift in The Smith Family's focus meant changes to the way VIEW could offer their support. Previously members assisted by collecting and sorting clothes and blankets, and delivering food hampers and toys, particularly at Christmas time, to families in need. Members were informed of

the difference that could be made by sponsoring disadvantaged children through The Smith Family's *Learning for Life* suite of educational programs.

Celebrating 40 years in 2000, 19 original VIEW clubs were still active and 31 inaugural members were still attending meetings regularly. The Smith Family made *Learning for Life* sponsorships available to clubs for the first time to mark the milestone and fundraising activities took centre stage as members worked hard to raise the funds to sponsor students. In this decade, Volunteering NSW recognised VIEW's continued commitment to the community and dedication of members to helping others, awarding The Smith Family and VIEW a 'Volunteer Medal of Distinction'.

For VIEW's 50th Anniversary in 2010, the organisation went through a transformation with a fresh new look and logo. The circle of friendship emblem was chosen to symbolise

VIEW. The points and curves are representative of a circle of women, supporting each other and building their community in a sharing and giving way. Inspired by the colours used by the women's movement, the purple signifies dignity and self-respect, whilst the green signifies hope and new life. For the first time, our visual identity communicated what VIEW stands for – the Voice, the Interests and the Education of Women.

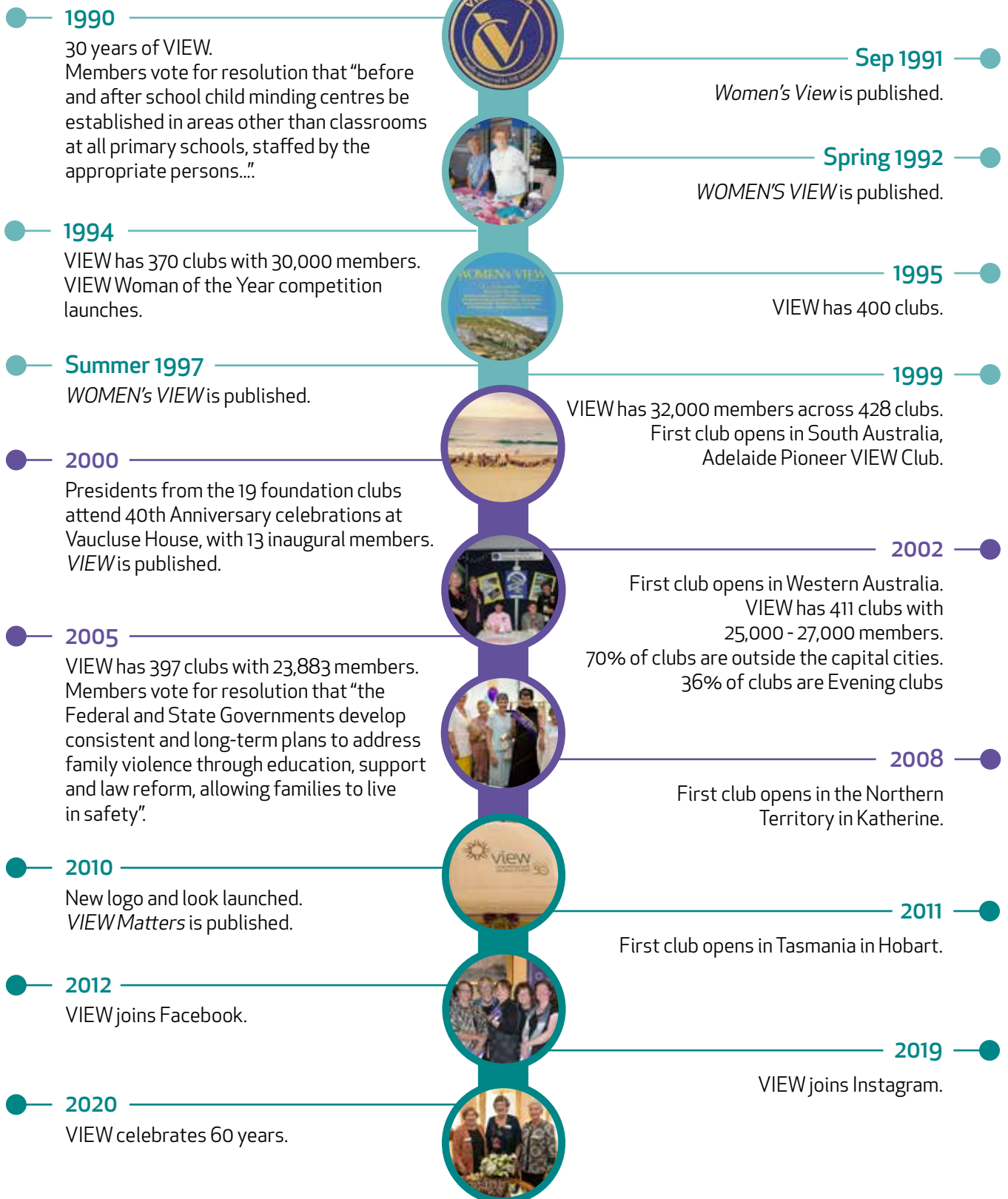
As we celebrate 60 years of Strength and Support, VIEW continues to build on the same foundations of connecting with and supporting others in community and making a difference to the lives of Australian children and young people in need.



Through the



Decades



Surviving lockdown with VIEW

Our activities in a year like no other.

March 17, 2020 will go down in VIEW history as a day to remember – this was the day VIEW National Office advised clubs to consider cancelling meetings, events and outings for the next four months to eliminate the risk of COVID-19

transmission amongst members. It was just two weeks after VIEW's official 60th Anniversary launch – and the first time VIEW activities had been cancelled en masse.

While we are thrilled to have held our

event hosted by Her Excellency, the Honourable Margaret Beazley AC QC, Governor of New South Wales, sadly, many other celebrations across the country were cancelled. Yet, in true VIEW style, members have found different ways to stay connected.

Zoom catch-ups

Members have embraced technology like never before. Zoom meetings quickly became the norm for coffee catch-ups, get-togethers and even National Council meetings. National Vice President Beryl Pike led the charge setting up virtual meetings to encourage connecting online.

"I had never heard of Zoom prior to January, but, after the onset of COVID-19, the possibilities of Zoom became endless. I could connect to more members at

the same time and we could all share ideas and experiences together," Beryl says.

While Beryl admits Zoom meetings can never replace 'normal' monthly meetings, she is pleased to have acquired a new skill.

"It's different to the thrill of preparing my speech and deciding what I will wear to a face-to-face meeting, but we've picked themes, worn hats and wigs...it's certainly made catching up more fun!"



Virtual monthly meetings

With more than 90 members, Maroochydore VIEW Club (QLD) knew they needed a creative way to keep VIEW in the minds of their members during lockdown. "We hit on the idea of 'virtually' returning to normal by sending emails describing our outings, meetings and guest speakers," Sharyn Sherrington, Assistant Secretary explains.

On the day members would normally meet, the committee sent out an email transporting them virtually to the event. The emails described the room and the beautiful table settings, the warm welcome from hosts, the tasty lunch and even included a 'celebrity guest' speaker.



Maroochydore VIEW members

The Club's email adventures didn't stop at meetings. Program Officers also came up with wonderful destinations to visit virtually.

"Members were able to fantasize about snorkelling the aqua blue waters of the Whitsundays, taking a camel sunset

safari along Cable Beach in Broome, and experiencing the ancient lands of the Kimberley," Sharyn explains.

With such creativity, members were never too sure what adventure would land in their inbox next!



Celebration cookbooks!

VIEW members have long celebrated special occasions with delicious meals and baked treats. When Beverley Orgill from Bendigo Evening VIEW Club decided to create a special VIEW 60th cookbook, there was no shortage of submissions.

"60+ recipes from our kitchens" is packed with much-loved recipes from committee members of the seven

VIEW Clubs of Altona, Bendigo Evening, Castlemaine Evening, Keilor Evening, Point Cook, Shepparton and Sunbury-Macedon Ranges in Victoria. It also includes photos from the VIEW archive.

"I wanted VIEW members to be given something memorable and delicious. Some recipes are original, some are not, but all are favourites. Many contributors also sent a 1960

photograph of themselves and this wonderful cookbook is the result.

Members from Heidelberg VIEW Club (VIC) also produced a cookbook during the pandemic. Both cookbooks are fundraising initiatives for the clubs. To purchase copies, please email view@thesmithfamily.com.au



Ilma Lees, from Runaway Bay VIEW Club (QLD), found a creative way to celebrate VIEW's 60th Anniversary. She hand-painted a beautiful commemorative plate and

presented it to VIEW National Office to mark VIEW's Diamond Jubilee. Ilma says she wanted her work to celebrate the wonderful values that bring VIEW members together.



Maree Dyer from Ocean Grove Evening VIEW Craft Group

A fundraising idea for our times

With traditional fundraising activities not possible for most of the year, many members decided to make and sell face-masks – the symbol of 2020.

As Jill Gillet from Ocean Grove Evening VIEW Club says: "When we decided to make face-masks and sell them, little did we know that they would become a vital accessory in our handbags."

Jill and other members from her club's craft group started making masks at the start of the pandemic, using any fabric and elastic they could get their hands on.

"We thought that we might make 50 orders and that would help towards covering the costs of the 14 students

we sponsor, but the orders kept rolling in. We had to stop taking orders at around 180," she says.

Sue Gurney, Secretary of Point Lonsdale VIEW, says making face-masks was a necessity in more ways than one for her club. "As we only opened in March, we had few funds for The Smith Family. Then COVID-19 hit us and everything came to a standstill!"

Point Lonsdale Craft Group sold 230 masks, raising around \$2,300, enabling the club to start sponsoring their first two *Learning for Life* students. Well done to all the VIEW members who took to their sewing machines this year to raise funds!

Diamond Jubilee celebrations...

Festivities for our 60th Anniversary

VIEW members didn't have the opportunity to celebrate the way everyone had planned. However, across the country, VIEW clubs and representatives from The Smith Family made sure to mark this historic milestone in other ways.

Governor-General celebrates with VIEW

When VIEW National Office heard that the postponed 60th Anniversary reception to be hosted by The Governor-General of Australia, His Excellency, General the Honourable David Hurley AC DSC (Retd) could be held in October, a flurry of excitement swept through the office.

On Tuesday 13 October, VIEW members from the ACT and surrounds, together with the National Executive, VIEW National Manager and representatives from The Smith Family, enjoyed a special cocktail hour reception at Government House hosted by Their Excellencies The Governor-General and Mrs Hurley.

There could not have been a more perfect evening or setting. On the balmy night, the Governor-General

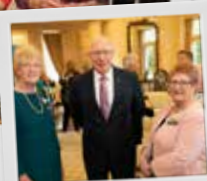
gave a warm welcome to guests, congratulating VIEW on its special 60th Diamond Jubilee. He said that together, Voice, Interests and Education of Women form a powerful mix that produces outstanding results in the community. His Excellency also acknowledged VIEW's support of The Smith Family, saying that VIEW has constantly evolved to meet the changing needs of society, never losing its commitment to women, The Smith Family and disadvantaged young people.

A highlight of the evening was the uplifting musical performance by Mrs Hurley, who had written a special song about VIEW just for the occasion. The lyrics (see below) captured the spirit of VIEW in a heartfelt manner. Joining

with Her Excellency to sing 'You are my sunshine' is something all guests will fondly remember.

"Mrs Hurley's performance certainly lifted the spirits of those who attended this special event," Anne-Louise O'Connor, VIEW National President said.

Canberra VIEW Club was the first VIEW club to open outside NSW in 1970. Today there are 17 VIEW clubs in the ACT and surrounds, with over 600 members sponsoring 46 *Learning for Life* students. VIEW is currently developing a new club in the Gungahlin area, to be known as Yerrabi VIEW Club. If you know women in this area interested in joining, please contact June on 0412 617 085 or june3@inet.net.au.



A song for VIEW

Sixty years ago the VIEW Clubs came alive,
Founded by The Smith Family, they have really thrived.
A service from our women, to The Smith Family
Voice, Interests, Education of Women came to be.

VIEW is a community across Australia now,
A place for building friendships, women are empowered.
They're there to lend support to children and our youth,
The Smith Family is helped by VIEW ladies mighty group.

We're here to celebrate the work that VIEW has done,
They're advocates for children, many victories they've won.
They work across our country in cities and country towns,
You're changing life for students, they're thriving all around.

Thank you for your caring, we love the work you do,
A mighty group of women we give our thanks to you.



during a pandemic



VIEW SA National Councillors with Graham Jaeschke, General Manager, The Smith Family, SA & NT

An online party with The Smith Family

Representatives from The Smith Family are always welcome at significant VIEW Club events. When it became clear that there would be few VIEW celebrations in 2020, Smith Family team members made sure their local clubs didn't miss out on the recognition they deserve by hosting Zoom parties as part of The Smith Family's State conferences.

Members of the VIEW National Council as well as some club representatives were delighted to be included in the online celebrations, which included singing and even cutting 'virtual' cakes. It was great to see VIEW members and Smith Family team members embracing the VIEW tradition of dressing up...even from their own lounge rooms!

Thank you to Australian Community Media (ACM) for celebrating 60 years of VIEW through their Women in Community content series all about VIEW and The Smith Family. Over the course of the year, ACM published five articles featuring different stories about VIEW and its members. VIEW has always maintained a strong relationship with local media. In fact, the Publicity Officer role was one

of the first club committee roles introduced. It was fitting that ACM celebrated VIEW's 60th in this way.

Our thanks also go to members from Mosman VIEW Club who were photographed for print advertisements that appeared in ACM newspapers and online in mid-October, inviting women across Australia to join their local VIEW Club.



LOOKING FOR A DIFFERENT VIEW ON LIFE?

VIEW is a national women's organisation supporting children's education charity The Smith Family.

Women in more than 300 communities connect with each other through VIEW, while helping to change the lives of young Australians in need.

1800 805 366
view.org.au

JOIN A VIEW CLUB NOW!

- Socialise and make new friends
- Participate and volunteer to help others
- Develop new skills and knowledge
- Help Australian children in need so each can fulfil potential through education



Commemorative items

VIEW designed a special Diamond Jubilee logo plus a range of limited edition merchandise to celebrate its 60th Anniversary. These included a 60th pin, as well as retro tea towels and spectacle cleaners incorporating images from an original 1960s VIEW Club brochure.

See page 31 for more about our limited edition merchandise.



Diamond Jubilee Raffle!

We wanted every VIEW member and their friends to be able to participate in our 60th Anniversary celebrations by purchasing a ticket in our Diamond Jubilee online raffle!

This stunning solitaire diamond pendant valued at \$9,950 could be yours. All funds raised through the

purchase of tickets will go towards The Smith Family's *Learning for Life* program, creating opportunities for young Australians in need.

Limited tickets are available (WA and NT residents excluded) until 10 December. Purchase your tickets now at view.org.au.

The women who make up VIEW

VIEW women are from all walks of life.

We profile some of the unique women who have dedicated their time and effort to VIEW and supporting The Smith Family over the past 60 years.

Joan Thornburn

Inaugural member

Joan Thornburn was an inaugural member of Manly VIEW Club, one of the first VIEW Clubs. She later went on to become a councillor on Manly Council and the first female Mayor of Manly in 1978.



Hope Cox & Joy Evison

Twinkle Toes Twins

Tap dancing, choir, tennis, musicals, roving lunches, conferences, conventions and countless fundraising activities. Eighty-five-year-old identical twins, Hope Cox and Joy Evison have a long list of fun times with Nowra Day VIEW Club.

"We tap danced for nearly 10 years and the group was called VIEW Club Twinkle Toes. There were eight of us. The

youngest was 60 and the oldest was 90! We had a teacher. Hope and I used to design and sew the costumes. My dancing years were some of the best years of my life," says Hope.

Joy agrees, "We had a routine for our birthday lunch in July and a routine for the Christmas lunch. We danced at the Convention in Canberra. It was a wonderful part of our life."

When Hope and Joy joined VIEW in the late 60s, it was the thing to do. "Back then, VIEW had a young membership. It was a very social and prestigious club. Anybody who was anybody joined a VIEW Club."

Susan Groenhout

VIEW Historian

Susan joined Cooma Day VIEW Club in 1995 and soon took on committee roles. She then became a Zone Councillor, joined the National Council and in 2008-09, took on the role of National Vice President. With three of her grandchildren, Susan was even featured on the cover of VIEW Matters - see right for the original photo and a re-enactment photographed this year.

Susan has relished her accidental role as VIEW's Historian. She particularly enjoyed the investigative work she did with the late Beryl Haxton in the lead-up to VIEW's 50th Anniversary.

"We interviewed members and wrote to past executive members trying to find out everything about VIEW. We had occasional moments of triumph when we were given memorabilia and photos. The old magazines contained a wealth of information."

Nowadays, Susan is busy collating information, updating databases, archiving club histories and expanding VIEW's digital archive.

"I'm very privileged to have been entrusted with the task of collecting and collating the VIEW history. There is still much to be done and discovered so that all our members realise what an extraordinary and unique organisation they are part of."





Ivy Sweetman

First elected VIEW National President

Ivy Sweetman joined Maroubra VIEW Club around 1966. In 1972, she became the first elected VIEW National President, setting the standard for National Presidents to come. During her term, VIEW expanded significantly in regional areas, and Ivy was VIEW's representative at the opening of the Opera House and a concert at which Queen Elizabeth attended.

Her daughter Helen Smith joined

VIEW in 1973. The pair were in Grafton Evening Club together for many years. Helen has held committee roles since 1983, however never the National President role.

"I have been so proud of what mum achieved. Under her leadership, *The Woman of VIEW* was a great fundraiser and wonderful publicity for VIEW, leading to the formation of 25 new clubs. She would be so proud of what VIEW has achieved in 60 years. The commencement of the *Learning for Life* program was one of her special memories."

Fran Henderson & Kay Webb

Childhood friends

"Kay and I first met at Mayfield East Primary School (NSW). However, our lives were entwined before we were even born. Kay's father-in-law and my mother-in-law went out on a date when they were younger, and then our husbands went to Sunday School and attended the same high school.

"Our friendship really started 54 years ago. We had both married and lived next door to each other. We worked together for 24 years and also played in the same basketball team for many years.

"Kay moved to Hawks Nest in 1999 and then I moved there in 2003. We both joined Myall River VIEW Club in 2007. Being in VIEW means we can go out for lunch together, make new friends, listen to great speakers and support our *Learning for Life* students. Our most memorable time would be at our 8th VIEW birthday party when we were bridesmaids for a wedding sketch, it was hilarious."



Natalie Derri

Working mother

Since 2019, Natalie Derri has been the Inaugural President of Southern Peninsula VIEW Club (VIC). As a single mother with a daughter aged 14 and a son aged 11, Natalie isn't your typical VIEW member.

"I knew of The Smith Family and all the wonderful work they do, but I hadn't heard of VIEW. I loved the idea of women from all walks of life coming together, empowering each other and supporting The Smith Family. I knew from the first meeting that VIEW was the perfect fit for me.

"Being part of VIEW has had a profound

impact on my life. Each woman has her own unique story and wisdom and it's an amazing opportunity to listen and learn whilst supporting the life-changing work that The Smith Family does.

"Our fundraising activities see an absolute flood of support from members volunteering to fill a shift or bake up a storm. We're able to sponsor five *Learning for Life* students!

"In a short time VIEW has afforded me so many opportunities to grow and learn. It has been an honour to be President of my club. I work alongside a proactive, hardworking committee as well as a vibrant, dedicated membership. I encourage all women, regardless of age, to seek out their local VIEW Club and go to a meeting. It can change your life."





WELCOME TO THE WONDELLE WOMEN AT VIEW

view world



view world

View, interests education of women 1967 vol 5 no 4

A VIEW of our clubs

There are currently more than 300 active VIEW clubs across Australia.

While each VIEW club is founded on the same principles, every club is unique. We look at three of the five VIEW clubs formed in 1960 still continuing today and one of the newest clubs inaugurated this year.

Five clubs turn 60

Parramatta, Hornsby, Yagoona, Pennant Hills and Caringbah VIEW Clubs all formed in 1960 and are still with us today. It is a remarkable achievement and proof that VIEW's purpose to support and give a voice to women's needs and interests is as relevant as ever today.

Caringbah VIEW Club's inaugural meeting, held on 9 August 1960, was a great success, with 47 members and guests attending. The wonderful

spirit that has kept the club going all these years was on show at recent 60th birthday celebrations. While the event was scaled back, a bright blue cake symbolised the vibrancy and passion of the club.

VIEW came to Pennant Hills when four inspirational women – Jean Stuart, Olive Brett, Barbara Grimshaw and Maj Headon – approached The Smith Family wanting to start a club in their local

area. At the club's first meeting on 20 October 1960, 46 women signed up as members. Today, Pennant Hills VIEW Club sponsors two *Learning for Life* students and provides a ready supply of beanies, blankets and stationery to children who urgently need them. Members also stepped up during the COVID-19 pandemic, adding face-masks to the list of essentials they provided to those who needed them in their community.

Hornsby VIEW Club was formed on 6 October 1960. Members have enjoyed celebrating their history ever year since. Recently members were lucky to be joined by VIEW National President Anne-Louise O'Connor at a special 60th Anniversary celebration. The club proudly sponsors two *Learning for Life* students.

Congratulations and thank you to all the clubs celebrating 60 years of dedication to making a difference to disadvantaged students and their families through The Smith Family.



Caringbah VIEW President Luncheon, 1970s



Hornsby VIEW members, 2020



Wangi Wangi VIEW Club Committee, with President Lynda Pearson (far left)



New VIEW club for Lake Macquarie

Starting a VIEW club in the middle of a pandemic isn't generally recommended. However, when you have 32 women eager to come together for fun, friendship and fundraising, nothing can stand in your way. That was the attitude of Lynda Pearson, long-time VIEW member and inaugural President of Wangi Wangi VIEW Club (NSW).

Lynda moved to Wangi Wangi, a small town located in the Lake Macquarie area of NSW, in January 2019. "After being in Denman Evening VIEW Club (NSW) for 26 years, I was disappointed there were no clubs in Lake Macquarie as they are such a fantastic way to meet other women," Lynda says.

In May 2019, Lynda approached Anne-Louise O'Connor, National Councillor at

the time, about setting up a new club.

"Wangi Wangi was chosen as the name of the club as the Wangi RSL Club is such a great venue and very appropriate. On the front wall, there is even a sign that says, 'The Club with a View,' she explains.

COVID-19 restrictions put some planning activities on hold, but it didn't stop the committee from organising an inaugural to remember on 14 September 2020.

The founding members and 21 guests attended, along with Margaret Woodhouse, *Learning for Life* Coordinator from The Smith Family, who provided valuable information about The Smith Family's work.

"We had a fancy face-mask and glove competition with most women getting

into the spirit and it was fantastic to hear the history of The Smith Family and VIEW," Lynda says, adding "We're aiming for the three Fs – friendship, fun and fundraising."

Wangi Wangi VIEW Club is the third VIEW club to open this year. Ocean Grove Day VIEW Club and Point Lonsdale VIEW Club – both in Victoria – were opened earlier in the year, however were unfortunately unable to hold inaugural events. As this issue was going to print, a fourth club was planned to open in Maryborough, Queensland. Congratulations to everyone involved in opening these new clubs.

To join Wangi Wangi VIEW Club, please contact Alison Jones on 0417 255 779 or email alison.maree.jones@gmail.com



Wangi Wangi VIEW members and guests at the inauguration

Giving back

Fundraising and volunteering have always been part of VIEW.

When The Smith Family shifted its focus to education, VIEW Clubs followed – sponsoring students, providing much-needed school resources and volunteering with Smith Family Learning Clubs and other programs aimed at helping disadvantaged students get the most from their education.

Today, thousands of disadvantaged students have access to long-term educational support thanks to VIEW's commitment to The Smith Family's *Learning for Life* program. VIEW is The Smith Family's largest community sponsor of *Learning for Life* students, currently sponsoring 1,448 students across primary, secondary and tertiary levels.



Southport VIEW fundraising raffles table



Members from WA West Coast VIEW Club

Sponsoring students to give them a better future

As a major provider of *Learning for Life* sponsorships, VIEW remains one of The Smith Family's most important community partners.

Supporting a child's education requires a significant financial commitment. We spoke to VIEW members from clubs around Australia, to get their secrets to fundraising success.

Anne-Marie Lawlor, President of Southport Day VIEW Club (QLD) says special one-off evenings are key to raising money for her club.

"We've held a sip and paint night, where members were given a blank canvas and encouraged to paint. It was an hilarious night which raised a lot of money. Some of the finished articles were amazing, too."

Jocelyn Cato, from Bendigo Evening VIEW Club (VIC), says her members draw on their creative talents to raise the funds they need to sponsor 15 students.

"We have a very active craft group, which produces some wonderful items that we sell at different stalls. This year, one member even sold horse manure and

raised over \$800 during the pandemic."

For Margaret Gleeson, President of the WA West Coast VIEW Club (WA), big community events bring in the bulk of the money needed to sponsor young people.

"Our biggest and most popular event is International Women's Day. We have high profile keynote speakers, women who perform challenging roles in the community. We also have students share their stories of how, through the help of The Smith Family, they have conquered adversity and are now studying at university."

The JUMBLY sale

"The biggest, brightest jumble sale of all - JUMBLY '80 - is over. What an outstanding success it was!" This was the report following VIEW's first monster charity jumble sale, held at Sydney Town Hall on a weekend in June 1980.

Well before the doors opened, the crowds started gathering outside Sydney Town Hall for the event. By 10.30am it was almost impossible to move.

This memorable VIEW fundraising activity was supported by the Australian Women's Weekly, the Lord Mayor and the City of Sydney Council who donated use of the Sydney Town Hall. An outstanding \$53,045 was raised!

JUMBLY proved how much the combined efforts of VIEW could achieve. Members threw themselves into unpacking, sorting, pricing, displaying, selling and everything necessary to achieve the magnificent result. A famous tie worn by

Australian politician Al Grassby AM was part of a special auction, along with a hat from Queen Elizabeth's milliner.

JUMBLY 1980 raised desperately needed funds for The Smith Family and generated huge interest in the VIEW Club movement. Following this success, a second JUMBLY was held a year later. The same format was adopted driven by VIEW members once again, raising \$43,000 for The Smith Family.



Ita Buttrose at the 1999 VIEW Convention with *Learning for Life* students and National President Myra Armour

Thank you Ita!

Ita Buttrose has been a friend of VIEW and The Smith Family for many years, including being a Smith Family Director from 1998 to 2001. Since her first involvement with VIEW in the late

1970s, she has attended three Conventions and helped members celebrate 50 years of VIEW. She fully supported VIEW's role in the Jumbly sale, and this year was set to appear at our cancelled Diamond Jubilee High Tea 60th Anniversary celebration.



Ocean Grove Day VIEW members

Partnerships with purpose!

Increasingly, clubs are seeking partnerships with other organisations that also want to support disadvantaged students get the most from their education. The latest example is a new partnership between Ocean Grove Day VIEW Club and Ryman Healthcare to sponsor two students on The Smith Family's *Learning for Life* program. Support from Ryman Healthcare means the funds raised by VIEW members can go towards helping even more students!

Giving back (continued)

Fundraising and volunteering have always been part of VIEW.

A bottler of an idea!

When COVID-19 prevented Sandra Harding (pictured below) from attending Caloundra Evening VIEW Club (QLD) in person, she found a sweet way to beat the isolation and raise some much-needed funds for the club from home.

Sandra took donations of fruit and turned them into a delicious range of jams. Her rosella, raspberry, berry, fig and marmalade jams were a big hit – and helped her raise more than \$500 for The Smith Family.



Ann Warren,
Wonthaggi Evening
VIEW Club



Great Lakes Evening VIEW
Committee members



A rewarding role

VIEW members Ann Warren and Carol Dalton provide a vital link between club members and the students they sponsor.

Ann's club, Wonthaggi Evening VIEW Club (VIC), has sponsored seven students, for the last eight years. "On behalf of the club each year I write a welcome back to school and mid-year letter to our students. I also share all the student mail we receive during the year with members."

Ann says that being in regular contact with the students is rewarding and fun.

"I feel that getting to know the students through their correspondence allows me to enthuse our members with their achievements."

Carol's club, Great Lakes Evening VIEW Club (NSW), currently sponsors three students. Carol particularly enjoys sharing the hopes and dreams that students write about in their letters.

"We have been sponsoring one student from primary school through to university. It's a joy for our members to receive feedback from our students."

Being a Learning Club volunteer tutor

Springwood VIEW Club (NSW) member Toni Thomas signed up as a volunteer tutor at a Smith Family Learning Club seven years ago.

"I've grown up thinking education is so important. Being a volunteer tutor is my way to give back," she says.

Toni says she gets much more out of being a volunteer tutor than she ever imagined. Being at the same Learning Club for many years means she has built special connections with students and their families and is still visited by past students.

Toni and her fellow VIEW volunteers help around 12 students who attend the Learning Club. The real reward however is seeing the huge difference a little special attention can have on a struggling student.

"I've seen children who can't read or who struggle with maths improve dramatically as time goes on. It's amazing to see their changes. They become more engaged. They are able to sit, talk and join in. A little bit of extra attention at the Learning Club

makes a big, big difference when a child goes back into the classroom," Toni says.

Very eager to get back into her volunteering role after a quiet year,

Toni urges other VIEW members to consider giving back in this way. "If anyone has the opportunity to join a Learning Club, do it. It's only an hour a week or a fortnight. It really enhances your life!"



Marion Head and Helen Hermans from Nerang VIEW (QLD) with Denise Baumann from Runaway Bay VIEW (QLD)

All wrapped up for Christmas

Christmas has always been a special time in the history of The Smith Family. The organisation was founded when five generous men visited an orphanage on Christmas Eve bearing gifts for the children. VIEW has a Christmas story of its own. Many clubs have a long tradition of wrapping Christmas gifts to raise funds for The Smith Family, forming partnerships with local shopping centres to wrap gifts in return for donations. Each year, tens of thousands of dollars are raised by VIEW through this simple and fun activity.

In 2019, clubs from the Gold Coast (QLD) held their most successful Christmas gift-wrapping fundraiser yet. The annual event, which brings together members from across the area, was the second held at Helensvale Westfield.

National Councillor, Evelyn Berg, says last Christmas, 156 volunteers from the area's clubs wrapped a total of 7,871 gifts and raised a whopping \$12,260. Well done on such an amazing effort!

2019 was the second year the group accepted cashless payments with a Square Reader. Evelyn believes the technology contributed to the success of the fundraiser.

"In 2018 we were asked many times if we had a cashless facility. By introducing 'tap and go', it was easier for people to have their gifts wrapped without needing cash. Square Reader is easy to set up and use. We're becoming a cashless society and in these difficult times, it's definitely something worth thinking about when fundraising."

An enduring friendship

From the very beginning, there has been a special and important bond between VIEW and The Smith Family. Representatives from The Smith Family were asked to share their thoughts on the important role VIEW plays in communities around the country.



Leonie Green

Head of State & Territory Operations

"VIEW is unique to The Smith Family so I feel privileged to have oversight of this wonderful organisation. In my role, I'm lucky to attend significant VIEW events throughout Australia and meet some of the amazing women of VIEW.

Whether it is VIEW National Convention, the opening of a new club, or attending a National Council

meeting, VIEW members are always welcoming, love to have fun, and are passionate about their support of children and young people in need.

VIEW members are generous, always finding new and the innovative ways to raise funds. Their recent face-mask making is a good example – they are not just filling a community need but providing a community service and raising funds at the same time! There is such great strength and energy in this magnificent organisation."



Anton Leschen

General Manager, Victoria

"Working with VIEW is a highlight of my role. VIEW and I go all the way back to Emergency Help, when VIEW members knitted comfort packs for young mums. The packs included cute little booties, beanies and crib rugs. Now VIEW members are our excellent volunteers, stationery pack creators and very generous *Learning for Life* sponsors.

When I think of VIEW, I think of a powerhouse of women, who get

together for fun and, at the same time, roll-up their sleeves and work hard for a very good cause.

The VIEW team works as hard as The Smith Family. We've had a lot of fun together. They often rib me about suffering terrible man-colds, and they've giggled with me while Dr Feelgood encouraged 211 women at a luncheon to enjoy great sex lives. They've also humoured me when I was the only fella in the room at big VIEW events with hundreds of women enjoying a knees-up."



Olga Srborski

**Regional Programs Manager,
Australian Capital Territory/
New South Wales**

"When I think of VIEW, I am amazed at their generosity and willingness to give back. We could not have reached the outcomes we have without their support.

I have a great memory of working with VIEW members who volunteered at Government House Open Day for The Smith Family. VIEW members sold tickets, worked as tour guides in the house and worked on Devonshire Tea stands. VIEW members have also supported our administration team, local *Learning for Life* teams and Learning Clubs. They have also acted as Student2Student supervisors and supported our partner schools with reading and craft activities."

Celebrating our connection to The Smith Family



Anne Walsh

Receptionist, National Office

"When I think of VIEW, I think of a wonderful group of women coming

together to have fun as well as helping disadvantaged children. I love it when the VIEW Executive team come into meetings at National Office. They are so full of life and laughter. It certainly brightens my day."



Pamela Elsmore

Office Manager, Perth

"I am filled with admiration for VIEW's purpose to support women and the work of The Smith Family. They are a valuable contributor to The Smith

Family's national success and have a powerful impact on children living in disadvantage.

I was fortunate to participate in the VIEW 60th celebration for Western Australia via Zoom. I loved hearing the history of VIEW and how it all began. I enjoyed celebrating their long-term efforts with them."



Anthony Pfingst

Team Leader, Learning for Life, Sunshine Coast, Caboolture and Gladstone regions

"When I think of VIEW, I think of many inspirational women doing an awesome job within our communities supporting

the work The Smith Family does with young people and families.

Every year, our local VIEW members support our stationery and Toy and Book appeal. Thanks to them, in 2019 we put together and gave out 500 backpacks and stationery packs to our students. This really did support our families to get back to school in 2020."



Lesley Mackay

General Manager, Tasmania

"Along with other local team members, I enjoy VIEW events ranging from movie groups through to high teas... I was lucky to celebrate VIEW's 60th Anniversary at an intimate reception

hosted by the Governor of Tasmania at Government House in early March. It was a terrific celebration of the contributions of all the Tasmanian VIEW members.

When I think of VIEW, I think of the amazing things that happen when intelligent, passionate women join forces to make a difference in their communities."

The backroom boys

Behind the scenes help can't be forgotten.

A celebration of VIEW would not be complete without mentioning the hard work of those behind the scenes. While VIEW has always been a club for women, many men – mostly dedicated husbands – have played an important role in the organisation's success. To recognise the hardworking men whose loved ones are part of VIEW, we asked some dedicated husbands for their perspectives on VIEW and the part they have played.



John Cannock, husband of Vonda Cannock, Twin Waters VIEW Club

"My role is that of dog's body, providing transport, decorations, barbecues and even blowing up dolphins and palm trees. I do anything to assist - as long as it doesn't clash with my golf.

Vonda's local VIEW members are a good bunch of people including partners, so social outings are always fun. The support given to Australian children is outstanding.

My wife is very passionate about VIEW and, as an inaugural member of Twin Waters, is keen to see VIEW become bigger and better. There are other members who feel the same. For some members the social interaction is very beneficial. 2020 has been a difficult year. Here is hoping 2021 will be much more successful!"



Greg Montgomery, husband of Lorraine Montgomery, former National President 2012-13.

"It gives me great pleasure to provide some words around what VIEW means to me as a dedicated husband of a very passionate member.

My wife Lorraine has been a VIEW member for over 20 years. She joined Shoalhaven Heads VIEW Club when we

John O'Connor, husband of Anne-Louise O'Connor, VIEW National President 2020-21

"VIEW Club to me is like wearing your favourite pair of slippers. You are comfortable and relaxed when you have them on. That is how I feel about VIEW as I always feel comfortable and relaxed when meeting members of VIEW who are always so welcoming and friendly.

VIEW Clubs has been a partnership with my wife Anne-Louise and me - especially when she took on the roles of Zone and National Councillor and had just moved homes to a new area. I was able to accompany her to meetings, either as the driver or navigator. I've assisted with putting up the VIEW Club banner, working at Bunnings fundraisers, chauffeuring the VIP guests from the airport or their hotels for the Tamworth and Sunshine Coast VIEW National Conventions, and generally assisted when required.

Anne-Louise is passionate about VIEW. She loves the friendship, support and strength members have with



one another. During her 19 years as a VIEW member she has made some lifelong friends. And she also loves what VIEW stands for by helping disadvantaged Australian children with their education. As she always says, they are our future. Anne-Louise was very humbled, and proud to have been

elected National President 2020-21.

So, like your favourite pair of slippers that support you, in turn, I support Anne-Louise and draw strength from the endless energy that powers her and allows me to offer assistance when and where needed."

moved to the NSW South Coast. She soon became very involved with the club and made many friends in our new location. This circle of friendship then extended to the husbands who regularly met up for dinner whilst our wives were attending their meetings.

As husbands, we would happily help out when called upon to set up tables or do any heavy lifting. We also helped out with barbecuing and enjoyed the bonus of attending and supporting if there were social fundraising events.

While our wives attended VIEW National Conventions, these friends and I would spend a few days together playing golf or exploring local sights. At the end of the day, we always made sure we listened very attentively to the daily Convention updates. It was always a lot of fun.

When Lorraine became National President for 2012-13, this was an exciting time for both of us. I could then add the title 'National President's Driver' to my CV, taking on the driving role if needed. I also

had to perfect my secretarial skills to ensure that I could correctly take phone messages.

I know that Lorraine and her VIEW friends are passionate about VIEW's support of The Smith Family through volunteering and fundraising. I share their belief that education is the key to making a difference to the lives of disadvantaged Australian children. I am very pleased and proud that Lorraine chose VIEW to devote her energies to and am pleased to support her in any way possible."

V.I.E.W. WORLD

VOICE INTEREST EDUCATION OF WOMEN

September, 1963

Charleston . . .



These members of Eastman give an exhibition of the Christmas party, The Hall, Sylvia Williams, Kath, and Joyce.



BALGOWLAH V.I.E.W. CLUB (SMITH FAMILY)
Annual Dinner Dance and Fashion Parade
Including MALE FASHIONS and FRENCH POODLES
GRACE BROS' CRYSTAL ROOM CHATSWOOD
Friday, 30th July, 1963
7.30 P.M.





Our club's founder (Mrs. Bill Rains) of Eastern K.A.P.F. Club, with the club's former singing group "The Squires" - Barbara Parks, Louise Kain, Ann Thompson and Thelma Whitty.



OFFICIAL OPENING BY HER MAJESTY, THE QUEEN
Saturday, 28th October, 1972





Heading into a bright future

Over six decades, VIEW has evolved to meet the contemporary needs of women and to support The Smith Family. Throughout this time, two enduring qualities have always remained constant. The connections in community VIEW women find through their club, and the value each member gains from the collective power of VIEW's commitment to The Smith Family. These qualities have always been at the heart of VIEW.

This year, notwithstanding the challenges we have all faced through COVID-19, the spirit of VIEW has come

to the fore once again, sustaining members during their isolation. Our members have found innovative ways to keep their connections with each other, while also maintaining their passionate commitment to supporting better futures for young Australians in need - epitomising our 60th Anniversary theme "60 years of Strength & Support".

We have also adopted innovative and modern ways of fundraising, opened new clubs and increased our support for *Learning for Life* students. These achievements confirm that an organisation offering women a network

of support, learning and meaningful purpose remains as relevant today as it was 60 years ago.

Today, the need for women to have the chance to expand their horizons, share their concerns for social justice and their communities, and to simply enjoy the pleasure of each other's company, is as great as ever. With these traits at the centre of VIEW, the organisation will always have a place in the lives of Australian women. VIEW members across Australia can be very proud of the unique organisation to which they belong and support – and excited by the bright future and opportunities ahead.



VIEW 60TH ANNIVERSARY

Limited edition merchandise



60th Anniversary

1. Fan - \$5 | 2. Pen - \$8
3. Tea towel - \$12 | 4. Spectacle cleaner - \$5
5. Pin - \$8 | 6. Shopping bag - \$5

Other merchandise

7. Purple poncho - \$10

All money raised from the sale of VIEW gifts helps children in need to succeed at school

To order any of these VIEW gifts, please email:

view@thesmithfamily.com.au

This year Zack* has fallen so far behind.

1 in 6 Australian children, like Zack, are living in poverty right now.

Many see themselves falling further behind, no matter what they do. Without extra learning support, they risk giving up on their education altogether and could face a lifetime of disadvantage.

Thanks to VIEW Club members around Australia, The Smith Family is able to provide additional out-of-school learning support to help them catch up and keep up.



If ever there was a time to support children like Zack, it's this Christmas.

PLEASE DONATE TODAY.

📞 1800 024 069

🔍 The Smith Family



everyone's family

* Names, location and associated images have been changed to protect the identity of Zack and his family.