

A History of VIEW

Key Milestones 2000-2009

2000 - 2009

2000 President's Theme – "Help Brings Hope".
VIEW Outcomes, Goals and Targets – 2000-2001.
Senior VIEW Clubs proposal
Copies all Club Minutes to National Councillors not National Office
Decade Birthdays – Executive member to attend.

Ruby Year Events -

Vaucluse House 40 Year Celebrations –
Presidents from 19 of the original clubs present, including 13 members attaining 40 years membership. (40 year decade pin struck).
Presentation of 40 Year History of VIEW to National President & CEO The Smith Family.
Volunteer Medal of Distinction awarded to The Smith Family & VIEW by Volunteering NSW. (Only fourth time ever awarded to a group).

Other:

"Life Begins at 40. Why not join VIEW? "
19 of the original clubs formed still active, with 31 inaugural members.
VIEW National Friendship Day.
First Country Convention held in Armidale.
Decade Pins introduced free to members, 10 year member to pay.
Changes to Development Co-Ordinator system.
SA – strategic change made to VIC.
Past Executive, Past National Councillor ribbons designed, including Past Area Directors.
Learning for Life sponsorship opens to Clubs. Prior to this Clubs were not able to sponsor *Learning for Life* students although individual members could do so.
Magazine editorial committee formed.
Logo changed to "a valued part of The Smith Family".
History Record forms introduced.
National and Zone Councillor Terms of Office redefined.
5,500 new members in 2000 – 40% increase on 1999.

2001 Zone Luncheons phased out.

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Club membership lists – amendment by clubs introduced.
OAM – Judy Gittoes, Qld and Margery Smythe.
Vision Statement 2005 released – membership goal set at 60,000.
SA - first zone to be created.
Oath of Office formulated for National and Zone Councillors.
First Club formed in West Australia – First Wave.
Government invitations to attend external meetings & conferences for women's interests. (VIEW unique as a body – does not require any government funding.)
National Council sub-committee reporting minuted.
62 *Learning for Life* students now sponsored by VIEW Clubs.
VIEW Internet site registered.

2000-2001

Introduced a systematic approach for the acknowledgment of club achievements and decade years of service.
Agreed a Vision for 2005 which will extend beyond the current term of office and challenged all members to participate.
Agreed upon a uniform commencement date for all office bearing positions.
Enhanced communication between clubs and National Councillors by re-directing copies of club Minutes every 6 months to National Councillors not National Office.
Increased the number of clubs with Club Banners proudly promoting VIEW in local areas
Introduced a streamlined and consistent approach to club development nationally and ratified a guideline manual
Commenced a process to reframe the submission and action of resolutions
Streamlined meeting procedures for the Executive and National Council meetings
Established a system of mentor support for all members in particular Senior Office Bearers
Held Convention in rural Australia for the first time
Opened 23 new clubs during 2000-01 – including the first two in West Australia
Introduced a system enabling club sponsorship of Learning for Life Scholarships. 100 students now benefit
Gained recognition from the Government through the Office of the Status of Women (OFW)
Convention feedback indicated a change to the resolution process was being asked for by the clubs.

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23 clubs inaugurated

130 *Learning for Life* sponsorships with a value of \$10,583.10

2002

National Manager position restructured – job share between Ann McClintock and Sally MacFarlane for 12 month period

Mentoring system for Zone and National Councillor's introduced

National Councillor support for rural Australia, WA, SA and NT introduced

Zone boundaries and labelling introduced

Internet access via The Smith Family site for club information

Self-Governance reinforced

200 hours of National Office volunteering logged

V.I.E.W. – logo altered to eliminate periods between letters VIEW

International Women's Day and Combined Women's Service Clubs involvement encouraged as promotional opportunities

Changes to resolution voting – Clubs will be invited to vote on resolutions during June, July or August returning their official club ballot results in one of two ways (a) a postal ballot to National Office prior to Convention or (b) submit the ballot paper at National Convention following the debate.

Constitution review – 12–18-month timeframe

Recognition of Past Zone Councillor's with ribbon being introduced

Christie Robinson commenced PhD study of VIEW

Each One Bring One campaign to increase membership

420 Clubs nationally

South Australian clubs hold first Zone Conference and Gala Day

National President Pam Forsyth-Grant outlined details of an application for funding through the office of the Status of Women to survey the VIEW membership. The survey will be designed to provide a better understanding of current VIEW members and future needs and members. A membership survey may also determine the skills of VIEW members and how these can be utilised for the benefit of the organisation

In recognition of VIEW Centenarians, it was agreed that a certificate and letter of recognition should be sent from VIEW National Council

Local co-ordination team for Convention planning introduced – PNC Cheryl Corbett appointed as first co-ordinator

Membership fee raised to \$5

2003

IWD theme "Building Bridges".

Survey – EKAS & QUAY Research - \$50,000 grant.

Budget – Operating Plans – 2003-2004

Bridget Battersby booklet produced.

OAM – June Hadley (Shaw) – 40 year History of VIEW.

Zone/Area renaming system introduced.

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Magazine issues – reduced to 3 per annum.

Membership figures – 25,000 most accurate to date.

Resolution issues – 57 received.

Code of Conduct – wording amended.

National Executive attended the Australian WomenSpeak Conference

Key findings from QUAY Research released

Advised that the launch of the official report from Quay under the OFW (Office of Status of Women) funding grant, “Strengthening of Women’s Participation” may take place at Convention.

Business & Professional Women – VIEW to be a consultative partner.

National Manager Ann McClintock sought agreement for VIEW to be a Primary Consultative Partner for Business Professional Women (BPW) which concerns developing financial security for women. Ann explained the BPW organisation and its possible relationship with VIEW. All agreed that this relationship should be developed with the National President being the liaison.

WIEL – Women in Education Partnership.

National Manager Ann McClintock advised that she also met with a WIEL representative (Women in Educational Leadership), in NSW. WIEL have a charter to see more women leaders in educational institutions and is actively looking at developing possible links with VIEW. Jane Law is the representative from WIEL.

Books & Bootees – The summary Research Brief, “Books and Booties” to be launched by Chief Executive Officer of The Smith Family during Convention and circulated to all clubs in October. This document highlights the outcome of recent focus group discussions with members and telephone survey results with members and non-members of VIEW.

First Evening Gala planned for Sydney.

VIEW currently sponsors 208 students

The Smith Family, VIEW & CWA discuss joint proposal to acquire funding for community project.

Maureen Hartridge reported on a joint meeting of The Smith Family, VIEW (Voice Interests and Education of Women) and CWA (Country Women’s Association). Key aspects of a joint proposal seeking government funding for CWA and VIEW to work on a community initiative together were outlined briefly by National President Maureen.

Ann McClintock, Rebecca Sobczak and Maureen Hartridge had met with a representation of the CWA and The Smith Family and discussed this joint proposal. An agreement in principle was reached to develop this joint proposal for 2004 however expressions of interest in funding will be submitted at the end of 2003.

Secrets of Health Children release.

26,000 members noted.

1000 attendees registered for Convention.

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National President Pamela Forsyth-Grant and National President elect Maureen Hartridge attend The Smith Family Board AGM as ex-officio members.

2004

President's Theme – "Supporting the Future through VIEW".

CEO of The Smith Family Elaine Henry attended the National Council Meeting in part

"VIEW to the Future" – Zone Conferences – 2,000 attendees, 500 issues identified.

26,500 members noted.

Kid's Day initiative – 44 clubs participated - \$160,000.00 raised.

Resolutions issues - 44.

ASCCA membership recommended - The National Manager outlined opportunities for VIEW members to become involved in ASCCA (Australia Senior Computer Clubs Association), especially in NSW. She encouraged VIEW members to participate given the importance of all women increasing their capacity for computer literacy. Guidelines to establish a group can be obtained by interested clubs.

Unlimited Potential program an initiative between The Smith Family, Microsoft and the Australian Seniors Computer Club Association (ASCCA), which endeavours to provide opportunities for seniors to develop computer skills in a shared learning environment.

10-year Decade pin to be issued free of charge. All decade certificates abolished.

First VIEW club, Balgowlah, closed 8 August.

Electronic recording of history introduced.

National Councillor Reports no longer printed in National Minutes due to costs, they will be distributed locally to clubs.

Committee Position Nomination form introduced.

A working subcommittee established to investigate the issue of involving of more women in VIEW aged 18 to 40 years (referred to as Gen XY). They will report back to the February meeting on possible methods of increasing membership.

National Magazine – new format introduced.

Sister Clubs proposed - National Vice President Marilyn Newham reported that the VIEW Clubs located in South Australia had suggested "sister" clubs should be established. National Council noted that some "sister" clubs already exist and discussed the positive benefits of exchanging news, in friendship.

2005

IWD Theme – "Women Making a Difference".

New Handover procedures developed.

National Manager Ann McClintock reported that the Victorian National

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Councillors have received a proposal for engaging with a project called My Connected Community.

The Victorian Government is providing grants for on-line groups in the community e.g. chat rooms, newsletters, story sharing, reports, etc. This could provide a new way to interact with VIEW members. The Victorian National Councillors have been asked to look for VIEW members who might be interested in taking part in a pilot.

The Smith Family has applied, on behalf of VIEW Clubs of Australia, to the Victorian Government for a grant for this project and further information will be provided as it is available.

Associate Membership category abolished.

Resolution issues master list produced.

VIEW to the Future – flexibility in meal format – passed.

Second Kid's Day – 64 clubs involved.

Award – IWD Woman of the Year – Beryl Mullard (Lake Macquarie Electorate).

A trial conducted in Queensland and Northern NSW, where clubs were encouraged to donate items for student kits and, if successful, this could be implemented elsewhere.

mc2 - A grant has been received to look at an electronically connected program for VIEW Clubs in Victoria. The pilot is supported through National Councillor Clare Lamborn, in Victoria.

National Council ratified that South Australia is to be represented on National Council from 1 January 2006

National Council agreed that Novartis Pharmaceutical could conduct an "Opinion survey" amongst VIEW Club presidents. The information sought was on issues affecting Ageing Australians and VIEW Club Presidents were encouraged to use this survey to add the voice of women on a topical issue.

National Executive met with CEO The Smith Family Elaine Henry.

297 Learning for Life students sponsored.

Membership fee increase - \$7.50 pa, joining still \$5.00 – biennial review of fees to be implemented.

Survey of Younger Members in Area AA approved to commence.

Two new Awards for VIEW members commenced

a) The National President's Award for Outstanding Service Within VIEW and

b) The George Forbes" Award for Excellence in Volunteering".

Special Needs clubs – altered to Category B clubs.

Recommended: that the 2005 Executive consider becoming a representative for VIEW on one of the four secretariats. This would, therefore, give VIEW a greater voice within government, which would reinforce our Resolutions process.

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mc2 launched - National Councillor Clare Lamborn reported that VIEW Online Groups is doing very well and is receiving a lot of support from the women involved. Over 150 Victorian VIEW members are currently participating in the project. VIEW Online Groups will be officially launched by The Honorary Marsha Thomson, Victorian Minister for Information and Communication Technology and Minister for Consumer Affairs, at the Victorian Evening Gala

2006

Theme: "Enriching Lives through VIEW"

First National Councillor appointed to SA.

Satisfaction survey from resigned VIEW members introduced to find out why members leave after about 10 years

National Manager position becomes co-share – Ann McClintock, part-time senior role, special projects; Heather Barton, fulltime administration.

Corporate Clubs proposed.

"Assignment of Copyright" –introduced for National Councillors.

300 Learning for Life students sponsored.

mc2 – over 300 members involved in 24 groups

Category B clubs designation abolished.

IWD Theme – "Contemporary Women and Traditional Values"

Book prize awards to Primary Schools proposed - sponsoring Annual Awards at schools is a means of raising awareness of the work that VIEW and The Smith Family does in the community.

Survey's:

- "Why VIEW Women should be involved".
- "Knowing VIEW, Knowing Volunteering".

Centro Shopping Centre Promotion – fundraising activity involving Centro Shopping Centres. The Smith Family and VIEW Clubs of Australia will be given the opportunity to have stalls at Centro Shopping Centres for a week in October. National Council agreed that participation was a wonderful opportunity for VIEW to also gain publicity, canvass new members and for VIEW to be profiled as co-branded with The Smith Family. \$18,000 raised.

AL Zahra – "Women Helping Women" project.

The aim of the Women Helping Women initiative was to create an intimate relationship between Muslim and non-Muslim women in the Arncliffe/St George area, based on English language learning classes. Other objectives of the project were to help Muslim migrant women achieve proficiency in their written and spoken English language so that they could better communicate with different structures of society; improve their chances of employability; and better communicate with non-Muslim-Australian women enabling them to better inform non-Muslim women about their culture and religion, dispel myths about Islam, and build relationships between the two groups.

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National Manager (Relationships) Ann McClintock current chair of the Security4Women Secretariat, which looks at economic lifelong well-being for women, explained why VIEW should be involved with the National Women's Secretariats that because VIEW is about being seen and heard in Government (the Voice of VIEW) the Secretariat is an essential forum in which VIEW should be represented. Sixty other women's groups are represented and VIEW should be involved also. There is a role for VIEW in advising government on policies and issues that affect women.

Photo Library to be formed: to provide photos for future use in marketing material, magazines, etc. These photos will be held electronically at National Office.

VALE – George Forbes, 1 August, 2006 – 91 years.

Statistics for on-line groups:

- 20,500 hits
- 1,266 photos
- 404 events.

Zone Councillor site established on mc2. Australia wide all Zone Councillors now officially invited to join the Group.

2007

The purpose of Convention:

- to facilitate a national gathering of VIEW members,
- to provide a forum to debate resolutions,
- to learn about current initiatives of TSF,
- to celebrate VIEW achievements and recognise VIEW's contributions to TSF.

Essence of VIEW – Five Key Focus Areas.

After reflecting on 2006 events, the National Executive set goals for 2007.

They are:

To address the issues of new Club formation – a necessity if VIEW is to progress

To conduct the Executive elections in a very well planned manner

To measure the performance of the Five Key Focus Areas for VIEW activities

To present the new Rules of VIEW (replacing Constitution) at the 2007 annual VIEW National Convention

To actively support struggling clubs

To distribute the 2008 VIEW calendar

First National Executive meeting held in Melbourne.

50th Anniversary Committee established.

Area Workshops proposal – deferred due to lack of resources.

(retention, recruiting and remodelling).

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Resolution issues – 25 received.

Joining and membership fee raised to \$10.00.

Formation of Sister Clubs proposed

Formation of Development Teams (Area)

National Council sub-committees – new structure.

National President's Award to Mareen Bithrey, and George Forbes Award to Maxine Turnbull

Telstra approached regarding potential funding under the Telstra Connected Seniors program. The proposed funding would enable the VIEW On-Line Groups network to be extended and volunteer trainers (or navigators) would be provided with laptops and other equipment so they could visit and train members at the Club level

2008

President's Theme: "Children Are Our Tomorrow – Let Us Educate Them Today".

Elmore Oil, first sponsor of a Convention

Operating Charter adopted 2008-2009 - National Council agreed to adopt the draft "Operating Charter" which reflects the guiding principles for day-to-day interaction during 2008-2009 as members of the National leadership team

The new structure of Working Sub-Committees of National Council, as approved in 2007, was distributed

NT – Katherine Club formed 1 January 2008.

Winifred Secombe – OAM.

Zone Secretary Position created to address lack of Councillors in isolated areas

VIEW Clubs of Australia received a grant from Telstra through their "Connected Seniors" funding. This grant will be used to train VIEW members to "make the most out of using a mobile phone" and "using the Internet more efficiently". Volunteers are required to assist with passing on knowledge to other VIEW members.

Review of Resolution process commenced

FAQs introduced to National Minutes

Newsletter "Between the Lines" – National Executive will publish and distribute between magazine issues during the year.

Boilerplate wording for footer on email and other correspondence as appropriate

Outsourcing of VIEW merchandise agreed to.

VIEW Resource Library to be created.

Resolution issues – 22 received.

Voting at Zone Conference level altered to 1 only vote per club each Club should be entitled to one vote for a resolution. To give each Club equal opportunity in the resolution process, we propose each Club delegate one person for one vote on the resolution. This will eliminate the unfair advantage

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of Clubs with larger numbers in attendance on the day.

National Executive Reports in National Minutes discontinued

Criteria for both National President's award and the George Forbes Award outlined.

293 VIEW Clubs sponsor 326 Learning for Life students. 16% increase in club involvement since May 2007.

Rev. Ann Burt – to provide member support across Australia.

Publicity Officers' workshop – pilot conducted in SA.

Bridget Battersby Award – discontinued.

IWD theme for 2009-2010 – "Yesterday, Today and Tomorrow, VIEW Women Unite".

Resolutions – database of all resolutions produced to be posted on the website.

Zone Councillors allowed flexibility with arrangements for Zone Conferences, Gala Luncheons and training for Clubs to suit their members.

Gala to be held at least once every two years

To provide flexibility and foster team spirit, National Councillors and Zone Councillors within an Area are encouraged to collaborate to create opportunities that will meet the needs of members

VIEW Points – major change introduced to encourage debate and develop members' confidence in public speaking, and also as a means to stimulate thinking on Resolutions by encouraging members to start thinking on issues of importance.

Sub-committee structure – outline of purpose:

- Provide a comprehensive resource base of experienced VIEW leaders to carry out critical functions
- Share the workload, particularly of National Executive, to enable a more strategic high-level leadership by National Executive members
- Further develop the capacity of VIEW
- Capture the "corporate knowledge" of VIEW members who have played past leadership roles, positively focusing on their skills, knowledge and experience in their area of expertise
- Provide a "training ground" and opportunities to share expertise with less experienced new National Councillors
- Streamline communications to achieve consistent and transparent recording

National Councillor Reports – to be produced locally by each NC as required
National President's Award to PNVP Marilyn Newham; George Forbes Award to PNVP Joyce Anderson

Voice of VIEW – to be used in topical interest issues outside resolution process, i.e. Paid Maternity Leave. First submission to government submitted

How to Run a Successful Mentoring Breakfast – pilot conducted in Ballarat.

Resolution process modified - from 2009 every member of VIEW will be given the opportunity to cast her individual vote at Club level (written/postal) or in

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person on Convention Day.

384 clubs.

2009

Updated Position Descriptions – Club Office Bearers

VIEW Membership Application Form review. The purpose of the review is to protect members and the organisation and provide rigour around the process. Discussion by the Sub-Committee regarding the idea of introducing a George Forbes Oration, to commemorate the founder of VIEW.

Introduction of new website - view.org.au This is not a substitute for the VIEW Online Groups website which contains reference material for VIEW members. The new site includes a list of all clubs and the names of Past Presidents and some articles of interest.

Work in progress on creating “Virtual VIEW Clubs”, which could offer exciting, contemporary and alternative options for VIEW members in the future. A Virtual VIEW Club could provide opportunities for members (for example, isolated and/or rural and remote women) who cannot attend meetings to continue their membership. Information could be circulated electronically to these members.

South Australian Strategic Alliance - for which VIEW is now a signatory, aims to maintain the high level of volunteering in South Australia, increase the number of women on all State Government Boards and achieve greater cooperation and a better future.

A pilot program of the Club Office Bearers learning modules took place in NG02 in late January 2008. Evaluations indicated a positive response to the modules by the participants.

A submission prepared as a VIEW response to the NSW Women’s Health Implementation Plan; referred to The Smith Family’s Research Team before submitting.

A standard e-mail signature for VIEW members to use devised and distributed to National Councillors to use on outgoing messages so that all VIEW e-mail correspondence conforms

50th Anniversary key messages announced by Sub Committee:

1. Acknowledge and honour the past achievements of VIEW
2. Celebrate this milestone in the life of the organisation
3. Promote the alignment of VIEW Clubs with TSF’s activities around children and education
4. Highlight the impact of VIEW’s work in the community through key statistics and stories that demonstrate the impact VIEW Clubs have had over the last 50 years i.e. the number of children who have been helped, the number of communities that have been helped, \$\$ raised for TSF etc.
5. Secure new support for VIEW

Love Living Launch

VIEW successful in obtaining a further \$50,000 grant from Telstra for further twelve months, enabling the Telstra Connected Seniors program to continue.

New Resolution process introduced. A new research arm of the Resolutions Sub-Committee will further allow VIEW to use its voice to put forward submissions to Government on issues affecting women

Heather Barton farewelled as National Manager - Maryanne Maher welcomed to her new role of National Manager of VIEW Clubs of Australia.

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The Smith Family's National Strategic Development Manager Rosie Simpson led a discussion with VIEW Futures Committee to discuss the Future of VIEW Proposed that after consultation with George Forbes' family, that the George Forbes Oration be introduced at Convention 2010 as an annual event. The Inaugural Oration will be 2010

To enhance the Voice of VIEW at Convention Table Topic discussions were trialled.

New voting process for Resolutions implemented

Proposal to fill vacant National and Zone Councillor Positions - only to be considered in exceptional circumstances, where all avenues have been exhausted to find suitable members to take on the roles of Zone Councillor and/or National Councillor.

Following an invitation from the Muslim Women's National Network of Australia, (MWNNA) VIEW will join with the Australian Bosnian Women's Cultural Assoc., (ABWCA) and MWNNA, to participate in a series of social functions in order to facilitate cross-cultural understanding and dialogue. This will be funded with a grant from the Australian Women's Coalition (AWC)

All VIEW members present at Convention were able to cast an individual vote for the first time.

\$5.00 fee reinstated for 10 and 20 year decade pins and that the 30, 40 and 50 year pins remain free.

Joining Fee increased to \$15.00 effective from 1 January 2010.

Zones NO 01 and NO 02 amalgamated into one Zone and Stockton VIEW Club moved from Zone NO 01 to Area NA.

Prepaid envelope to be released 23 March 2010 - recommendations on design and wording submitted to Australia Post together with VIEW photos. Australia Post designed the envelope in close consultation and input from The Smith Family and VIEW

2010 VIEW commemorative rose has been named **VIEW Beauty** and will feature on the front page of Treloar's new releases brochure, available in November/December.

Table Topics, introduced at Convention were received well.