

A History of VIEW

Key Milestones 2010–2019

2010–2019

- 2010 -11** Formalised Vision and Mission for VIEW
- Introduction of new VIEW Logo
 - 50th Anniversary Roadshow Celebrations
 - Vice Regal Receptions acknowledging work of VIEW and The Smith Family
 - Produced VIEW 50th Anniversary Envelope and VIEW Beauty Rose
 - Celebrated Birthdays of 18 x 50 year VIEW Clubs in Sydney
 - Promoted 100th Anniversary of International Women’s Day nationally – and launched IWD as a Key National Event for VIEW. Introduced VIEW2 to capture younger members. Opportunity to profile VIEW, to increase members and gain public awareness for VIEW and The Smith Family
 - VIEW Membership Growth - 4% increase
 - Introduced Development Business Plan for establishing new Clubs
 - VIEW Club Inaugurals (Total of 8 in 2 years) – 2010 – 3 in Queensland Robina, Currumbin Elanora, Oxenford Coomera. 2011 – 5 – Cranbourne in Victoria, Golden Grove Evening and Unley in South Australia, Hobart – making VIEW a National organisation. Melville City will open in Western Australia in November.
 - Offered Alternative Club Structures as an option for clubs
 - Increase in Sister Clubs connections
 - Increase in regular nationwide Media articles regarding the work of VIEW and The Smith Family
 - Key Messages, improved Communications from National Office to Clubs/Members
 - Provided Media training for Senior Leadership team
 - Development of new Brochures, Posters, Banners, Publicity Material
 - Introduction of new Committee Pins
 - Streamlined Workstudy and developed Club Handbook
 - Welcome to VIEW Booklet introduced
 - Increased VIEW *Learning for Life* sponsorships - 940
 - Recorded Volunteer hours given by VIEW within Communities
 - Two highly successful Conventions in Canberra and Melbourne
 - Surveyed members re Future of Convention
 - Future of VIEW Working Group formed
 - Encouraged use of electronic correspondence
 - Trained VIEW members in use of technology –VOG very successful

VIEW ACHIEVEMENTS AND HIGHLIGHTS

Streamlined National Council meetings

Participated in Seniors Week at Gala Concerts and Community festivals.

Expos to promote VIEW to others in the community e.g. Travel Expos

Encouraged greater involvement in Smith Family activities – Government House Open Day, Back to School Day, working with schools in communities

VIEW members are involved in much-needed volunteering support – either with The Smith Family’s programs or in local communities

Sought to acquire External Funding – ACCU Lottery in South Australia was successful for gaining funds for The Smith Family

VIEW accepted as member of two of the new Women’s Alliances - Equality Rights Alliance (ERA) and Economic Security for Women (eS4W)

2012 -13

Reached and exceeded target of sponsoring 1000 students Nationally sponsoring 1032 students as at the National Council meeting.

Continued to develop new clubs – opening 4 new Clubs in 4 States: Ocean Grove Evening (VIC), Lennox Head Evening (NSW), Bayswater City (WA) and Onkaparinga (SA). It is anticipated that Gold Coast Breakfast will open in the New Year.

Strengthened alignment with The Smith Family – fundraising and volunteering enabling more young Australians in need to connect with TSF programs in local communities.

Hoped to adopt a VIEW Charter replacing the outdated VIEW Constitution by the end of the National Council meeting.

VIEW Conventions will be held bi-annually.

2014 -15

National President’s theme for 2014/15 - “Connecting Women – Inspiring Futures”.

Club Birthdays - Executive attended many 20th anniversaries of clubs as well as other significant club milestones.

Reinvigoration of Area Galas/Zone Conferences –

International Women’s Day – Held six significant International Women’s Day (IWD) events in New South Wales, Victoria and Queensland in 2014/15, as well as a number of IWD events held in other States and regional areas.

Club Development - Focused on development and reviewing the current health and membership of all clubs. Held a number of regional Development meetings.

Club Maintenance - Developed a club maintenance guide as a tool for the use of both Zone and National Councillors.

Trial of new Area QC for 1 year was completed and National Council confirmed ratification of the new area with effect 2016.

WA Development Team - Held inaugural WA Development Conference in Margaret River. Second Development Conference will be held 26-27 August 2016.

VIEW ACHIEVEMENTS AND HIGHLIGHTS

New Clubs - Three new clubs were formed in 2014/15; two in South Australia and one in Victoria.

Corporate and Community Partnerships - Continued to grow our partnership with Blue Illusion with Styling Workshops and National fundraising days with a percentage of proceeds of sales on the day going to The Smith Family. In total these events raised \$105,644. In 2014 VIEW supported the Dick Smith fundraising promotion. The outcome The Smith Family was one of five charities to receive a donation of \$20,000 from the Dick Smith Foundation. VIEW continued to support the People's Choice Community Lottery which raised \$18,000 (9,000 tickets) in 2014 and \$20,000 (10,000 tickets) in 2015 for the Student2Student reading program. Continued community partnerships with Lions clubs, Petals florist and Treloar roses.

Increasing Voice of VIEW in the Media - Media has also broadened to include social media, Facebook, blogs and newsletters; VIEW Facebook page *now* has 550 Facebook likes. A number of clubs have created their own Facebook pages, groups and newsletters; produced our first YouTube videos to promote VIEW and attract new members (What I like about VIEW and a call to action) of VIEW women explaining what VIEW is, what they gain from their membership and why they are so proud to be a member of our organisation.

Operational Improvements - Introduced Electronic Cashbook in 2014, a comprehensive Treasurers guide for all Club Treasurers, a new petty cash form; Electronic Funds Transfer (EFT) has been trialled in Clubs in SA, WA and Victoria and will be rolled out in QLD and NSW in 2016; new VIEW posters and Banners which include The Smith Family logo to enhance our profile to the general public and link VIEW with The Smith Family; commenced work on a simple "how to Club Development guide"; and VIEW Clubs were introduced to the new *My Smith Family Portal* for online access to information about their sponsored *Learning for Life* students.

VIEW merchandise - Introduced the VIEW Lapel Pin, VIEW glass nail files, produced special National Convention items of a VIEW fan and a green nail file.

VIEW Website Development Project - In August 2014, Isobar - global full service digital marketing agency (who developed The Smith Family refreshed website) agreed to update and refresh the VIEW website (View.org.au) on a pro-bono basis. The project is progressing with the launch of the refreshed VIEW website due in early 2016.

Senior Leadership Training - National Executive and National Councillors have all participated in training sessions at National Council meetings on Conflict Resolution, Presentation Skills, the increased use of media and social media and The Impact of Storytelling.

Learning for Life Sponsorships - As at October 2015, VIEW Clubs nationally support 1150 *Learning for Life* students. 92% of VIEW Clubs support one *Learning for Life* student, with 79% supporting more than one and a significant number of clubs supporting more than two. A number of clubs support more than 15 students.

VIEW ACHIEVEMENTS AND HIGHLIGHTS

Patron for VIEW - Agreed that the appointment of a high-profile woman Patron would assist in the promotion and growth of the organisation by raising our profile in areas which VIEW would not normally be able to access.

National Convention - Biennial National Convention was held in Wollongong from 11-13 September 2015. Attended by more than 650 women.

Membership - Currently 17,000 members in 340 clubs. There was a 5% increase in new membership from 2013 to 2014. 2,616 women have joined VIEW since 1 January 2014.

Connecting with Local/State/Federal MPs - National Councillors have continued to connect with their State, Federal and Local Government representatives to inform them about VIEW, the number of VIEW Club members in their community, the number of *Learning for Life* students they support and how the members support The Smith Family.

Recognition of Service in the Community - VIEW has received recognition for its many years of service in the community. In March 2014 all VIEW members in NSW received an Outstanding Community Service Award (from the Premier of NSW) for their outstanding work in the community supporting disadvantaged children for the past 54 years. In March 2015 Jane Prentice, Federal Member for Ryan spoke in Australian Parliament about highlighting the work of VIEW Clubs and their dedication to improving the educational needs of disadvantaged children. In August 2015 Jonathan O'Dea, Member for Davidson delivered a "Private Member's" statement in NSW Parliament devoted to VIEW Clubs and in particular those in his electorate.

Supporting Smith Family Recycling Operations - VIEW clubs have partnered with The Smith Family Retail Stores in NSW/ACT. The Smith Family Recycling Operations held its first ever Pop-up retail store at Expo on both days of Convention. Members supported National Recycling Week in November 2014.

Supporting Toy and Book Appeals - In 2014 \$63,000 raised for the Toy & Book Appeal which was an 8.6% increase on the previous year \$58,000. Continued to actively support both financially and through the media, The Smith Family Winter and Christmas Appeals.

Advocacy - VIEW nationally joined forces to send an important message about financial disadvantage and educational performance to State and Federal governments during Anti-Poverty Week during 2014. A number of VIEW Clubs held events to mark Anti-Poverty Week.

Promoting VIEW more broadly in the Community - Continued to promote VIEW and its connection with The Smith Family to other community organisations. Commenced work on forming a Speakers Bureau (2016) of trained VIEW women to address other organisations about the work of VIEW and also our connection with, and the work of, The Smith Family initially in the Sydney, Illawarra and Shoalhaven regions and then hopefully to widen the reach across NSW.

VIEW ACHIEVEMENTS AND HIGHLIGHTS

Club Development – Opened 5 new clubs with a pipeline of prospective clubs.
See 3.1 below.

Information Days and Interest Meetings across New South Wales

Restructuring and Rezoning of three Areas - the Riverina, Sydney and Hunter regions of NSW

Making a Difference Awards to 77 unsung heroes of VIEW

Establishment of Speakers Bureau to promote VIEW and The Smith Family in the community to external organisations

Establishing a closer connection with The Smith Family through regular attendance at key Smith Family events, ie Graduation nights, Girls @ the Centre, NSW/ACT Conference, Communities for Children.

2018 – 19

5-year Strategic Review commenced in 2018

3 VIEW Clubs in 2019

In 2018-19 over 2,200 women joined VIEW

1,400 Learning for Life Students now sponsored by VIEW a 14% increase

A significant increase in media coverage.