

A History of VIEW

Key Milestones 2020–present

2020 – present

- 2020 - 21** 60th Diamond Jubilee Anniversary began with a reception hosted by the Governor of New South Wales the Honourable Margaret Beazley AO QC, at Government House, followed by Vice Regal events in Queensland, South Australia and Tasmania, we were also able to attend a reception, in October 2020, hosted by the Their Excellencies the Honourable David Hurley AC DSC (Retd) Governor-General of the Commonwealth of Australia and Mrs Linda Hurley at Government House, Canberra.
- Covid 19 caused club meetings, birthdays, Inaugurals, Galas and numerous VIEW events and activities nationwide to be cancelled as many States went into lockdown for several months.
- VIEW's first ever Patron, Her Excellency Mrs Linda Hurley, was announced, five new clubs were opened – one in New South Wales, Queensland, South Australia and two in Victoria.
- Social media helped raise increased awareness, to the wider community, both on the VIEW Facebook and Instagram pages, not just for VIEW but also The Smith Family.
- Although the 2021 VIEW National Convention, to be held in Adelaide, was postponed to September 2022 the Convention raffle went ahead, for the first time online, which allowed our members to participate and engage – it was a great success.
- Another first was the voting for the Resolutions online for the Clubs, again due to the postponement of the National Convention.
- VIEW reached a milestone of 1,500 Learning for Life students despite the challenges faced.
- VIEW Members embraced new ways of communicating and staying connected.
- The Executive were each given individual Smith Family laptops with access to Zoom and quickly became Zoom experts – a great way of staying connected.
- National Council meetings were held via Zoom with the Executive holding weekly Zoom meetings with VIEW National Manager Maryanne Maher and National Office. Zoom meetings were also held with General Managers of The Smith Family who hosted special 60th Celebrations for VIEW members. Regular newsletters were sent from the Executive to all clubs keeping them connected and informed.
- In 2020 Black Pepper designed a commemorative VIEW 60th Anniversary scarf which was available in their stores and online. This was such a success that they designed another scarf in 2021 with \$10 from each sale going to The Smith Family.

VIEW ACHIEVEMENTS AND HIGHLIGHTS

In 2021 The Smith Family gained a new CEO, Doug Taylor, following the resignation of Dr Lisa O'Brien after ten excellent years as CEO.

2022 – 23

Strengthened member engagement and support across VIEW Clubs.

Successfully encouraged members to return post-pandemic, leading to increased participation and membership growth.

Established five new VIEW Clubs, with additional clubs in progress and planned for the future.

Expanded student sponsorships from 1,528 to 1,720, reinforcing VIEW's position as the largest community sponsor.

Encouraged local business partnerships to support student sponsorships in 2024.

Raised over \$100,000 for Digital Essential Packs through member generosity.

Launched key initiatives, including the VIEW Governance and Leadership project, brand refresh, E-Newsletter, and new website.

Strengthened partnership with The Smith Family, hosting well-received Lunch and Learn sessions for team members.

Built valuable relationships with The Smith Family CEO Doug Taylor and State General Managers.

2024-2025

(last updated 28/3/2025)