

VIEW Key Messaging – 2026

Theme for 2026-27: *Making Connections Makes a Difference*

Background

VIEW (Voice, Interests and Education of Women) is a national women's organisation and support network bringing women together in local communities to enjoy social activities, develop skills, make connections and participate in networking events while supporting and advocating for the education of young Australians in need.

VIEW's 13,000 members share the common purpose of exclusively supporting national children's education charity, The Smith Family.

Founded by The Smith Family in 1960, VIEW women are empowered by the positive difference they make to the lives of Australian children and young people experiencing disadvantage.

VIEW Clubs' long-standing connection with The Smith Family helps it support young Australians experiencing poverty to overcome their circumstances and reach their full potential by providing long-term, wrap-around support for their education.

For over 100 years, The Smith Family has been working to improve the lives of children experiencing poverty. For 65 years VIEW has connected with others in the community, enabling The Smith Family to reach more families in need.

For the last 35 years, it has supported children and young people living with disadvantage to overcome educational inequality caused by poverty – so they can thrive in their schooling and beyond

As part of their commitment to building strong communities, VIEW members warmly embrace new members, welcoming them to their local community and connecting them with the wider VIEW and Smith Family communities.

VIEW Clubs supports the vital work of The Smith Family, providing an important source of volunteers, fundraising and connection in local communities.

Today VIEW is proudly the largest community sponsor of the *Learning for Life* program supporting over 1,800 students.

Talking Points

Elevator statement	VIEW is a supportive network that helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children experiencing disadvantage. It has 13,000 members in close to 270 communities across the country. Founded in 1960, VIEW Clubs have a proud record of 65 years of exclusively supporting The Smith Family by: • advocating for women and children • connecting in community • building friendships • creating lasting connections • making a difference • supporting education • volunteering
Support and friendship through a common purpose	VIEW women are great connectors. Their supportive network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children and young people experiencing disadvantage.
Sponsoring students	VIEW is The Smith Family's largest community sponsor of Learning for Life students. • Members support the educational outcomes of more than 1,800 children and young people experiencing disadvantage. • Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.
Volunteering	VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to: • read to children in schools • help at The Smith Family's after school Learning Clubs • mentor students; and • use their craft skills to make school resources for students in need.
Fundraising	Local and national activities organised by VIEW raise vital funds for The Smith Family. This work contributes more than \$1.2 million every year to The Smith Family's programs for young people experiencing disadvantage.
Advocating	VIEW raises awareness about and advocates for Australian children experiencing poverty. The collective power of the organisation's 13,000-strong national voice helps more Australians to learn about The Smith Family's work. VIEW Members engage with their local media, MPs and Councils to promote VIEW Clubs and their connection with The Smith Family.