



**National Minutes
and
Information from
National Leadership Team**

February 2025

MINUTES AND INFORMATION FROM NATIONAL LEADERSHIP TEAM MEETING

Wednesday/Thursday 19-20 February 2025

Attendees: **National Executive:** National President Elizabeth Birch, National Vice Presidents Sandra Jankovskis and Lorraine Thomson

National Councillors:

Lyall Aldridge Brisbane and Surrounds ; **Hazel Austin** Central & Eastern Metropolitan Melbourne; **Kris Behets** Perth and Surrounds; **Angela Carrol** Hunter/Central Coast Region; **Pam Evans** Sydney North Shore & Northern Beaches; **Dianne Fiddes** Lower Mid North Coast of NSW and Inland; **Pat McRae** NSW South Coast Berry to Eden; **Bernie McSwain** Metropolitan Adelaide and Surrounds including Sunraysia; **Jill Mason** NSW Northern Rivers; **Aletia Norman** New England and North Central NSW; **Janet Park** North and Western Metropolitan Melbourne & North and Western Country; **Elizabeth Terry** Central and Southern Sydney

VIEW National Office National Manager Maryanne Maher, and Office Coordinator Linda Custer

Apology: **Jean Jennings** The Sunshine and Fraser Coast;

The Smith Family: **Doug Taylor** Chief Executive Officer
Lisa Allan Head of State and Territory Operations
Reid Jermyn Media Advisor
Tracy Unwin Company Secretary

Other Guests **Jasraj Pannu** AON
Luisa Bustos VIEW Social Media Editor
Susan Groenhout PNVP

1	WELCOME
	<p>National President welcomed all to the first National Leadership Team meeting for 2025 and began the meeting by acknowledging the traditional owners and custodians of the land.</p> <p>Elizabeth commented that we are looking forward to an exciting year for VIEW as we celebrate our 65th 'Blue Sapphire' Anniversary with many events and activities planned. Elizabeth acknowledged that VIEW National Office have had a couple of challenging months, being short staffed, increased workloads and illness. Elizabeth also noted and thanked Olga Shkuropatova for stepping in to assist National Office and VIEW volunteers who came into National Office on two occasions to assist with a number of administrative tasks including the Mailout.</p> <p>Elizabeth shared some news from the end of 2024 and early 2025:</p> <p><u>November 2024</u></p> <p>VIEW opened a new Club – in SA. The Adelaide East VIEW Club Inauguration was held on 14 November 2024. Special mention of Zone Councillor Barbara Young (SA02) who was an excellent MC on the day and thanked all SA VIEW Club members who contributed to make it a special day.</p> <p><u>December 2024</u></p> <p>Following our written submission in October to NSW Parliamentary Standing Committee on Social Issues regarding the Prevalence, Causes, and impacts of Loneliness in New South Wales VIEW was invited to give evidence at a hearing for the inquiry in NSW Parliament House. National Manager Maryanne Maher attended in</p>

	<p>person and National President Elizabeth Birch attended via video link from Yamba. We appeared alongside: <i>Country Women's Association of NSW</i> and <i>The Rural Woman Cooperative</i>. We were pleased to have a "seat at the table" and have our opinions heard and asked questions. It was a great experience.</p> <p>VIEW was also invited by the Standing Committee on Loneliness Round Table meeting in Orange NSW where two (2) VIEW Committee members from Orange Evening VIEW Club attended.</p> <p>January 2025</p> <p>Finally, Elizabeth made special mention of the 9 VIEW Clubs who were invited to attend their local Officeworks stores in (<i>Bundaberg, Hervey Bay, Braddon, Albury, Bathurst, Wodonga, Bayswater, Mildura and Warnambool</i>) in January to thank Officeworks team members and help promote the Back to School partnership with The Smith Family.</p>
2	MINUTES AND BUSINESS ARISING
	<p>Minutes - National Council ratified the minutes of the October 2024 meeting.</p> <p>Moved Dianne Fiddes Seconded Janet Park</p> <p>Accepted Unanimously</p>
Welcome – Kris Behets	<p>Elizabeth welcomed Kris Behets who is the National Councillor for WA to National Leadership Team.</p> <p>Kris shared a brief overview of herself and her time with VIEW.</p> <p><i>...In November 2011 I joined VIEW as an inaugural member of Melville City VIEW club. I became the Publicity Officer after our first club meeting, and have been on the committee as President, Treasurer, Secretary, Vice President, or Delegate up until I became Zone Councillor in 2020 for 3 years. I have been part of the Development Team that has organised three fantastic State Conferences in WA...</i></p> <p><i>I look forward to working with you all in 2025...</i></p> <p><i>For Kris Behets' full speech see attached.</i></p> <p>Kris was warmly welcomed by all members of the NLT and Elizabeth Birch presented her with her National Councillor badge.</p>
3	SUB-COMMITTEES AND WORKING GROUPS - REPORTS
3.1 External Relations	<p>National Manager Maryanne Maher spoke to a paper circulated prior to the meeting.</p> <p>Working with Women's Alliance</p> <p>In November 2024, the Federal Government informed us that the successful tenderer for the National Women's Alliances was YWCA Canberra and that the alliance would be known as - Working with Women's Alliance) (WWA).</p> <p>YWCA Canberra had secured funding to champion key priorities, including addressing gender-based violence, promoting women's</p>

	<p>economic equality, and advancing leadership opportunities for women.</p> <p>As a former member of Equality Rights Alliance (ERA), VIEW Clubs of Australia were invited to join the membership of the Working with Women Alliance.</p> <p>We await further information and will update as it becomes available.</p>
<p>3.2</p> <p>Resolutions</p>	<p>Office Coordinator Linda Custer spoke to a paper circulated prior to the meeting.</p> <p>There was an overwhelming response from clubs, with 47 submissions received for consideration at the February National Leadership Team (NLT) meeting.</p> <p>These submissions were discussed and voted on with three (3) motions/resolutions selected by National Councillors.</p> <p>These three resolutions will be forwarded to clubs in March together with voting papers including the full title and wording of each, with its rationale, together with arguments for and against, for members to debate in their club (or at National Convention) and vote in the usual manner.</p> <p>The three selected resolutions include issues of national importance involving women, children and education. Briefly the topics are:</p> <ul style="list-style-type: none"> • Addressing Loneliness and Social Isolation VIEW Clubs of Australia call on the State and Federal Governments to create sustainable, evidence-based programs that effectively address loneliness and social isolation. We urge the integration of loneliness prevention strategies into existing health, social, and urban planning policies to foster a holistic approach to community well-being. • National Education Standards VIEW Clubs of Australia call on the State and Federal Governments to ensure funding and resources are sufficient to address the education needs of children who fall below the National Educational Standards for their year level in numeracy and literacy and provide program and resources to meet the educational needs of children failing to attain the National Standards in numeracy and literacy as indicated by NAPLAN. • Funding for Mental Health Programs for Children in Schools VIEW Clubs of Australia call on the State and Federal Governments to allocate additional Commonwealth funding to all Primary and Secondary Schools to enable them to employ Mental Health professionals to be based in each school to improve Children's mental health outcomes. <p>All clubs that submitted proposals will be notified of the deliberation results as soon as possible.</p>

	<p>The resolutions will also be available on the VIEW website (http://view.org.au/resources/forms/) or through your Zone or National Councillor.</p> <p><u>Clubs are asked to return their Tally Sheets to National Office by Friday 29th August 2025.</u> Individual voting papers <u>do not need</u> to be forwarded.</p> <p>Members are reminded that the Resolution Debate is a significant part of the Voice of VIEW.</p> <p>Clubs are encouraged to set aside one or two meetings to enable informed discussion and/or debate. Members are encouraged to vote responsibly with a “yes” or “no” vote.</p> <p>Some Clubs invite a local school debating team to attend their meeting to debate one of the resolutions which is a good way to involve members in the resolution process while encouraging children to learn the art of debating.</p> <p>The resolution’s debate also takes place on Conference Day 2 of National Convention, Saturday 6 September in Brisbane, Queensland, giving attending members (who have not already voted) the opportunity to vote after hearing the informed debate on each resolution.</p> <p>The Sub-committee will soon be calling for volunteers to assist at National Convention Brisbane – on Saturday 6 September 2025 (Convention Day 2) when we Debate the final resolutions - Tasks will include counting and collating votes, collecting ballot papers, and potentially participating in the debate.</p>
<p>3.3 Community Grants</p>	<p>Maryanne Maher spoke to a paper circulated prior to the meeting.</p> <p>All VIEW Clubs are encouraged, where possible, to investigate and apply for community grants especially from banks or local councils. These funds can be used to support a range of VIEW Club activities from promotional events encouraging local women to join VIEW, through to the purchase of equipment for use at your Club e.g. microphones, laptop computers, banners, etc.</p> <p>Clubs are reminded that:</p> <ul style="list-style-type: none"> • Approval for a grant application must be sought from National Office allowing at least 10 working days to review and approve. • Once approval is received, the Club should complete their application and provide a final draft copy of the application to VIEW National Office – as most grants are online applications, login details can be easily emailed for this purpose. Clubs should not submit final applications until National Office approves the application. • When applying for a Grant using The Smith Family as the auspicing organisation it is recommended that the amount is at least \$1,000. Clubs may wish to include items such as a Square Reader, and a mobile phone for the Reader to operate from, in order to meet that amount. Smaller amounts can be obtained from other organisations without being auspiced e.g. local Football Clubs.

	<ul style="list-style-type: none"> • Refer to Club Handbook 2024-25 page 21 for more information about applying for grants. <p>Clubs and members are also encouraged to keep a look out for any local and Federal Community Grants for 2025-26 which will be allocated in the following financial year – from 1 July 25 onwards.</p> <p>Clubs are also reminded that Venue Hire can also qualify for a grant application. Therefore, if your Club is currently paying for venue hire, please consider approaching the venue and asking them to waive the cost. The Room Hire Waiver Request form is available on the VIEW website www.thsmithfamily.com.au/view-clubs/resources/forms .</p> <p>If assistance is required, the Grants Committee can be contacted by emailing june3@inet.net.au or phoning 0412 617 085.</p>
<p>3.4</p> <p>History Working Group</p>	<p>Linda Custer spoke to a paper circulated prior to the meeting.</p> <p>Why We Compile the History:</p> <ul style="list-style-type: none"> • As VIEW celebrates its 65th anniversary, members are reminded that we are not just celebrating a milestone — we are taking a moment to reflect on the journey that has shaped who we are today. • Documenting our achievements, struggles, and milestones is a way to honour all the hard work that has brought us here and ensure that our story continues to inspire future generations. It's also about remembering and honouring the pioneers and key figures who laid the foundation and worked tirelessly to build what VIEW is today. Their invaluable contributions remind us of the power of dedication and vision. • By capturing this history, we hope to inspire women to step into leadership roles and become advocates for change, just as those before them. As we look back, we also evaluate how far we've come in fulfilling our mission and recognise the challenges that still lie ahead. • Celebrating our history reinforces our identity and strengthens our community, reminding members of the collective impact we have made in amplifying women's voices and expanding opportunities. • Our history is more than a reflection of where we have been—it is the foundation upon which we continue to build a stronger future together. • Our 65th anniversary is a testament to the impact we've had, and the work we will continue to do together. <p>Calling interested archivists or historians.</p> <p>Scope: Compile VIEW archival information to provide an enduring record for future reference. Respond to search requests for information about members, past events, and milestones in the history of the organisation. Creating a digital archive.</p>

	<p>Looking for: Councillors/members with a passion for historical record keeping. All Members with knowledge of digital record keeping are welcome.</p> <p>If you would like to join the History Working Group. Please contact view@thesmithfamily.com.au.</p>
<p>3.5</p> <p>VIEW in the Community</p> <p>– Raising Awareness including promoting VIEW</p>	<p>National Vice President Lorraine Thomson spoke to a paper circulated prior to the meeting.</p> <p>Clubs promoting VIEW to their communities:</p> <p>Congratulations to clubs, committees, members and visitors for their support with fundraising and promoting VIEW to local communities during 2024.</p> <p>VIEW were invited to participate in The Good Food & Wine Show Christmas Markets (GF&WS) - Christmas wrapping events in Sydney (22-24 Nov) and Melbourne (6-8 Dec) Thank you to all members who participated in these events showcasing VIEW and The Smith Family and providing information to thousands of patrons indulging in Christmas shopping during these days.</p> <p>CHRISTMAS ‘WRAP AND CHAT’ EVENTS:</p> <p>During December 2024, almost \$50,000 was raised at local shopping centres across Australia. Thank you for your amazing effort and significant contribution. These “<i>Wrap and Chat</i>” occasions are more than just fundraising events, they foster friendships between VIEW members from different clubs and are very successful promotional opportunities connecting with locals in the community and showcasing VIEW and The Smith Family working together to support the education of children experiencing disadvantage.</p> <p>Following are some amazing results:-</p> <ul style="list-style-type: none"> • NSW: Bega Village Shopping Mall with 38 VIEW members from 5 VIEW clubs volunteered for 13 days; Nowra Centre Plaza with 24 members from 4 VIEW Clubs volunteered for 7 days; Toormina Gardens Shopping Centre with 32 members from 3 VIEW Clubs volunteered for 15 days • QLD: Mirvac Springfield Orion Shopping Centre with Centenary Evening VIEW Club members and friends volunteered for 15 days as well as a ‘drop and shop’ initiative by Mirvac with supervision of children ‘at the movies’ whilst parents shopped. • QLD: Westfield Shopping Centre at Helensvale with 101 VIEW members and friends from 8 VIEW Clubs volunteered for 18 days • VIC: Corio Village Shopping Centre with 30 VIEW members from Geelong Day VIEW Club volunteered for 9 days. • Wendouree Village Shopping Centre with Ballarat VIEW Club provided 32 VIEW members, 9 non-VIEW and 4 staff from The Smith Family Ballarat Office, they volunteered 21 days

- **Bendigo Market Place** with 27 VIEW members and friends volunteered 8 days and at **Lansall Plaza** with 29 VIEW Members volunteered for 13 days

Congratulations...

We would like to share all of Christmas Wrapping events and ask you to notify view@thesmithfamily.com.au of the details and results of your activities. In this way we are able to acknowledge and track the great contribution all Areas and Zones have made.

INTERNATIONAL WOMEN'S DAY (IWD) – 8TH MARCH 2025:

THEME for 2025 is 'ACCELERATE ACTION

Individual Clubs, Zones/Areas are encouraged to plan their own International Women's Day events for **8 March 2025**. Make this a part of your Area/Zone or 65th Anniversary celebrations, invite community organisations/members to join you. It is a great time to connect with others. This year's IWD 2025 campaign theme is "**Accelerate Action**".

Accelerate Action is a compelling theme for International Women's Day (IWD) 2025 because it emphasizes the urgency of making faster, more effective strides toward gender equality.

VIEW Clubs across Australia are encouraged to host celebratory IWD events – and invite other local women's groups to join you as well as local Councilors and MPs

Please remember to share Information and photos and post on Facebook so we can share nationally on the VIEW website

Decade Birthday and 65th Anniversary Celebrations 2025:

Congratulations in advance to all clubs and members who will celebrate significant milestone birthdays during our exciting VIEW 65th Anniversary celebratory year.

NSW: Three VIEW Clubs are turning 65 in 2025, aligning with our VIEW 65th Anniversary year: **Caringbah, Parramatta and Pennant Hills** VIEW Clubs.

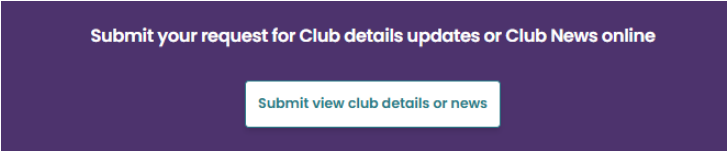
VIEW's 65th Blue Sapphire Anniversary! VIEW Clubs are encouraged to hold their own celebration if they wish during the year; whether that be a combined Zone, or a special birthday event or an extra special Morning/Afternoon tea event, etc. Share your ideas, invite women from other local organisations, friends and family.

During the year the VIEW Facebook page will highlight accomplishments of VIEW over the 65 years, celebrate VIEW members and share events happening across the VIEW national network. Look out for a few other surprises. To share your stories please send to view@thesmithfamily.com.au

Area Galas and/or Zone Workshops (Conferences):

Informative workshops and conferences will be held for members to exchange ideas, learn new skills, share knowledge and promote friendships during an exciting 2025 with Zone Conferences and/or Gala celebrations.

	<p>REMINDER for 'REQUESTS FOR SPEAKERS' AT EVENTS:</p> <p>VIEW National Executive try to attend VIEW Club events where possible – to request VIEW National Executive to speak at a club event, please send your invitation to view@thesmithfamily.com.au - all invitations are reviewed and considered at their regular Executive meetings.</p> <p>Requests for The Smith Family Team Leaders/<i>LfL</i> Speakers –need to follow the online process for requesting Smith Family Team Leaders and/or <i>LfL</i> Alumni</p> <p>Please note:</p> <ul style="list-style-type: none"> • TSF Team members and <i>LfL</i> Students/Alumni will only be attending significant VIEW events-see individual State information. • Submitting a 'Request for Speakers Form' does not guarantee the attendance-subject to availability • TSF Team Members or <i>LfL</i> Students may not be available for evening or weekend events. <p><i>LfL</i> students may not be available for early year events (Jan-March) due to school scheduling.</p>
<p>3.6</p> <p>VIEW in the Community promoting VIEW and The Smith Family – Speaker's Bureau</p>	<p>National Vice President Sandra Jankovskis spoke to a paper circulated prior to the meeting.</p> <p>There were a couple of speaking engagements at the end of last year and the reports are included below.</p> <p>This year as VIEW celebrates its 65th anniversary members are encouraged to look for opportunities in your community to present to an external audience such as Lions, CWA, Rotary, Probus etc to inform them about VIEW and perhaps offer an alternative to their members who might want to become involved in our work.</p> <p>The speech has been updated for 2025 version and can be sent to existing or new speakers. The kit also includes VIEW Key Messaging, to assist in answering questions from the audience.</p> <p>Reports:</p> <p>Jeanette Cassidy, PNC NSW</p> <p>On 19 November 2024, Jeanette presented to the Castle Hill Lions Club with an audience of around 20 members, both men and women. From previous experience, Jeanette focused strongly on The Smith Family and our work with them and it was very well received. <i>Real People, Real Stories brochures</i> were distributed as well as information brochures and copies of VIEW Matters magazines.</p> <p>Janet Park, NC, Area VC Victoria</p> <p>On 26 October 2024, Janet presented to Molongo Old Collegians in The Geelong College. Janet provided an overview of The Smith Family and VIEW and spoke to several attendees who were current sponsors with more indicating they would think seriously about becoming a sponsor. One attendee was to attend VIEW as a guest speaker.</p>

	<p>Please contact PNP Gwen Wilton if there is an opportunity to promote VIEW and The Smith Family to an external audience or for advice on either a speaker in the area or an updated USB with current facts and figures so that audiences are fully engaged and informed.</p> <p>PNP Gwen Wilton, gwenwilton@outlook.com. (12 Antill Street Picton NSW 2571)</p>
<p>3.7</p> <p>VIEW in Community – Promoting VIEW via Website and Social Media</p>	<p>Linda Custer spoke to a paper circulated prior to the meeting.</p> <p>Website - Photos for your Club webpage or updating contact details</p> <p>VIEW National Office and Website Working Group continue to update the VIEW Website.</p> <p>VIEW Club individual webpages are a great promotional tool. These pages let potential members know who you are, what you do and most importantly how to contact you.</p> <p>It is important to update your page on a regular basis. Not only does this keep members informed but can be of interest to and attract new members.</p> <p>Have you seen the purple button on the website (https://www.thesmithfamily.com.au/view-clubs/find-a-club) - for any Club website updates clubs/members can easily complete an online form on the website, this information goes straight to the Website Working Group for them to make the updates or add your photos of a recent event.</p> <div data-bbox="644 1128 1374 1279" style="text-align: center;">  <p>Submit your request for Club details updates or Club News online</p> <p>Submit view club details or news</p> </div> <p>Alternatively, Clubs can email viewwebsite@thesmithfamily.com.au. Please note this change as admin@view.org.au no longer exists.</p> <p>Club Pages Changes and Updates (notify National Office as well)</p> <p><i>Clubs are reminded that updates for venues, meeting dates/times, and contact details are required to be notified to VIEW National Office (view@thesmithfamily.com.au) before advising the Website Working Group.</i></p> <p>Social Media</p> <p>Social media update – Oct 2024-Jan 2025</p> <p>The VIEW Clubs Facebook page now has 2,640 followers, up from 2,571 at the end of September. We try to post 4-5 times a week, in the morning. We also engage a lot with the VIEW Clubs we follow on Facebook, liking and commenting on their posts to grow their reach.</p> <p>We have 346 followers on Instagram and have made 504 posts. We don't post as much on Instagram and we try to make sure the photos are very good quality, with VIEW branding. We try to use hashtags on Instagram posts.</p>

See below for some of the best performing posts.

How you can help

We are always looking for members to profile in our popular "Meet a Member" series. If you know a member with a lovely VIEW story, please send her details (email and phone) to Luisa or view@thesmithfamily.com.au. Luisa will contact the member and see if she is happy to participate.

Best Facebook posts



Join VIEW post

6 January 2025

108 reactions

52 shares

7,836 reach - accounts

15,556 views – time content was on screen

This simple post encouraged members to think to about inviting other women they know to join VIEW in 2025 performed significantly better than other posts this quarter.

Notably, the url link to the FIND A CLUB page on the website was clicked 39 times.

Based on the comments, people seemed to like seeing Elizabeth's face, they liked the tips and also the appropriate timing of the post.

VIEW Clubs of Australia - Voice, Interests and Education of Women
 Published by Luisa Bustos
 October 10, 2024

Today National President Elizabeth Birch, Leonie Green from The Smith Family and Maryanne Maher, VIEW National Manager met with Her Excellency Sam Mostyn AC Governor General of Australia to discuss VIEW, what we do in communities across the country and how we could work with the Governor General in the future.

She was such a warm and welcoming woman with a genuine commitment to engaging with women in community. We are looking forward to our next opportunity.



VIEW CLUBS OF AUSTRALIA - VOICE, INTERESTS AND EDUCATION OF WOMEN
 Published by Luisa Bustos
 November 18, 2024

Exciting news! 🎉
 We are so delighted to let VIEW members know that the **Governor-General of Australia**, Her Excellency the Honourable Ms Sam Mostyn AC is our new Patron!
 Following a meeting in October with VIEW National President, Elizabeth Birch, Maryanne Maher, VIEW National Manager and Leonie Green, The Smith Family's Head of State and Territory Operations, her Excellency has accepted our invitation to become our Patron. She has also agreed to be **The Smith Family's** Patron.
 Last week, VIEW Zone Councillor in WA, Mary Deakin was lucky to attend Her Excellency's first official event as Patron of VIEW and The Smith Family.
 This was at the 10th anniversary event for Perth's Child and Parent Centre – Roseworth, which is managed by wonderful staff from The Smith Family. At the event, Her Excellency announced the patronages.
 Mary said this of the day:
 "A wonderful day yesterday meeting our new Patron. What a gorgeous and talented woman! I was overwhelmed by the Child and Parent Centre in Ghirraween, run by the marvellous Helen Burgess"
 Pics:
 1. Julie Walker, General Manager, The Smith Family WA, Helen Burgess, manager of the Child and Parent Centre, Governor-General of Australia and Mary Deakin, VIEW
 2. Julie, Governor-General and Mary.
 A huge thank you to Her Excellency for accepting this patronage. At VIEW, we look forward to many more occasions and opportunities to work with you.



91 12 comments 16 shares

Meeting Her Excellency Sam Mostyn AC to discuss working together

10 OCTOBER 2024

144 reactions
 19 comments
 24 shares

105 reactions
 2,757 reach – account


5,934 impressions – content seen on screen of which 63% were non-followers.

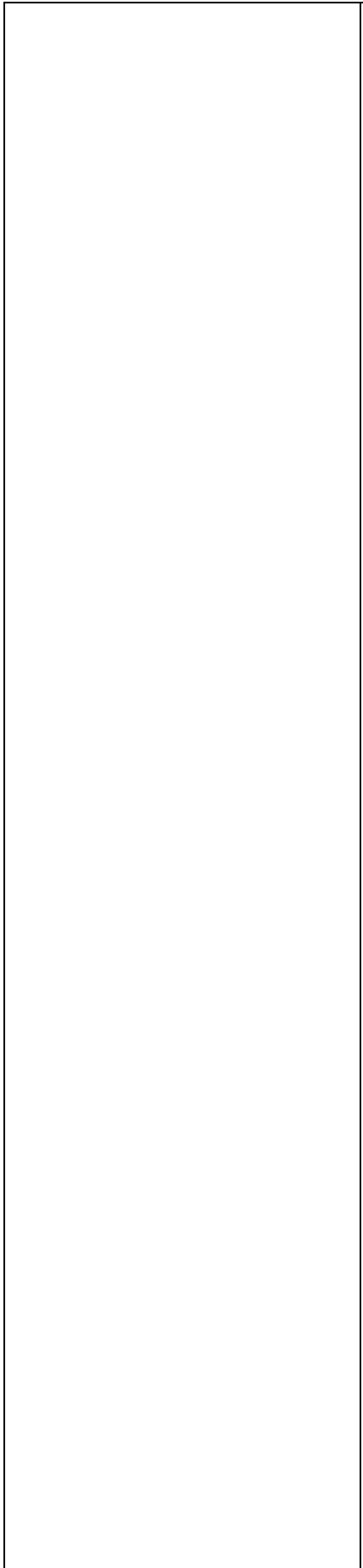
This was the second most successful post of the quarter. Our followers – and non-followers – were excited about the possibility of VIEW Clubs working with the new Governor General.

Notably, this post was seen by more non-followers (63%), perhaps because of the number of shares and reactions.

Our follow-up post announcing that Her Excellency had accepted to be VIEW's Patron reached 1,138 accounts.

118 reactions

		<p>2,654 views 12 comments 15 shares</p>
	<div data-bbox="587 353 1098 1227"> <p>VIEW Clubs of Australia - Voice, Interests and Education of Women Published by Luisa Bustos January 1 · 🌐</p> <p>Happy New Year to all our wonderful VIEW members. 2025 is going to be a great year for VIEW. ❤️</p> <p>We'll be celebrating 65 years of making a difference. Members will gather for the VIEW National Convention in Brisbane and we'll have new clubs and new members join us for fun, friendship and fundraising to support The Smith Family.</p> <p>Now is a great time to encourage your friends and networks to think about joining VIEW for something new in 2025. For more information, visit view.org.au</p>  <p>See insights and ads Boost post</p> <p>👍❤️ 82 2 comments 45 shares</p> </div>	<p>Happy New Year post 1 JANUARY 2025</p> <p>129 reactions 45 shares</p> <p>1,902 reach - accounts 4,765 views – seen on screen 3 link clicks to view.org.au</p> <p><i>In this post, we highlighted VIEW's milestone anniversary of 65 years and hinted at some of the activities happening in 2025.</i></p>



VIEW Clubs of Australia - Voice, Interests and Education of Women
 Published by Luisa Bustos
 · December 17, 2024 ·

Last week, VIEW National President Elizabeth Birch (online) and VIEW National Manager, Maryanne Maher (in person) joined the Country Women's Association of NSW and The Rural Woman Cooperative to speak at the NSW Parliamentary Inquiry into the prevalence, causes and impacts of loneliness in New South Wales.



Elizabeth gave an opening address via digital link-up, talking the critical issue of loneliness, its devastating effects on individuals, particularly women, across NSW, and how organisations like VIEW and CWA are so important in decreasing loneliness and social isolation.

Elizabeth talked about how, for 65 years, VIEW has been working to combat loneliness through connection, support and service. These are some of the points she made:

- ♥ We offer a sense of belonging to women, many of whom experience isolation in their personal lives.
- ♥ Our volunteer opportunities allow women to feel valued and contribute to meaningful causes, enhancing their sense of purpose.
- ♥ We create spaces where women can form long-lasting friendships and provide mutual support.
- ♥ Loneliness doesn't just affect individuals; it weakens communities. VIEW is proud to be part of the solution, fostering social connection, emotional wellbeing, and community resilience.

By helping women connect with each other, VIEW is building stronger communities.

Comment with a VIEW purple heart if you agree that VIEW is helping to combat loneliness!

[See insights and ads](#) [Boost post](#)

👍👍 Nepean-Evening VIEW Club and 73 others · 51 comments · 29 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Author
VIEW Clubs of Australia - Voice, Interests and Education of Women
 Wonderful to see so many VIEW purple hearts here! ♥

6w Like Reply

Melville City VIEW Club
 ♥♥♥♥

6w Like Reply Hide

Nepean-Evening VIEW Club
 ♥

6w Like Reply Hide

Moree Day VIEW Club
 ♥

6w Like Reply Hide

👤 Top fan

Lorraine Wilson
 ♥♥ there have been some lovely friendships formed in my club **Hamilton VIEW Club VC03**

6w Like Reply Hide

Lorraine Thomson
 ♥♥♥ VIEW, an amazing network of Women, supporting friendship to combat loneliness and creating a difference..♥♥♥

6w Like Reply Hide

Mary Hodgson
 ♥♥ I have made so many wonderful friendships as a member of **First Wave VIEW Club in Perth** ♥♥

6w Like Reply Hide

Gaynor Hooper
 Well said, Elizabeth. ♥♥

Parliamentary Inquiry into prevalence, cause and impacts of loneliness in NSW

17 DECEMBER 2024

74 reactions

52 comments – mostly the purple VIEW Heart

29 shares

1,541 reach

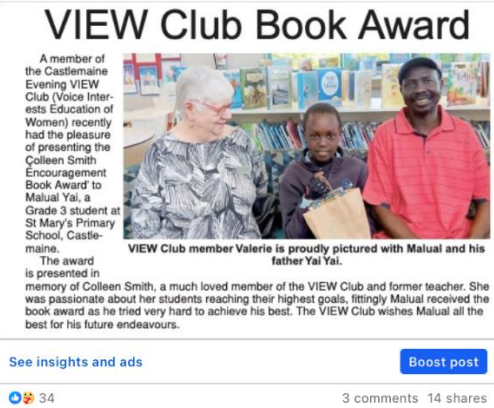
3,751 impressions

152 interactions

In this post, we asked followers to comment with the purple VIEW heart if they agree VIEW is helping to combat loneliness and this received a great response.

It is the first time a high number of followers have responded to a call out like this on Facebook.

It was terrific to see the reactions growing!.

	<p>VIEW Clubs of Australia - Voice, Interests and Education of Women Published by Luisa Bustos November 12, 2024</p> <p>Connecting in community is one of the strengths of VIEW Club, and it is extra special when a club connects with students from their local schools. We love this initiative by Castlemaine VIEW Club, in memory of a much loved member who was a former teacher.</p> <p>Each year Castlemaine VIEW Club gives a \$50 book voucher and the Colleen Smith Book Award to a student chosen by one of their local primary schools. There are seven state primary schools and one Catholic Primary School in their area and each year, the award is presented to a different school. This year it was St Mary's Catholic Primary School's turn!</p> <p>The student and his family, from South Sudan, settled in Castlemaine some years ago. The local newspaper covered the story with this lovely photo of Valerie, penultimate President of Castlemaine VIEW Club, with the student and his father.</p>  <p>VIEW Club Book Award</p> <p>A member of the Castlemaine Evening VIEW Club (Voice Interests Education of Women) recently had the pleasure of presenting the Colleen Smith Encouragement Book Award to Malual Yai, a Grade 3 student at St Mary's Primary School, Castlemaine. The award is presented in memory of Colleen Smith, a much loved member of the VIEW Club and former teacher. She was passionate about her students reaching their highest goals, fittingly Malual received the book award as he tried very hard to achieve his best. The VIEW Club wishes Malual all the best for his future endeavours.</p> <p>See insights and ads Boost post</p> <p>👍❤️ 34 3 comments 14 shares</p>	<p>MEDIA STORY SHOWING CONNECTING IN COMMUNITY</p> <p>12 NOVEMBER 2024</p> <p>34 reactions 15 shares 52 interactions</p> <p>2,480 reach 4,447 impressions – seen on screen</p> <p><i>This was an interesting post to perform well as usually media stories don't go above the average.</i></p> <p><i>Perhaps because we related this back to Connecting in Community, it resonated with followers.</i></p> <p><i>It also gave other clubs an idea of something to do in their community.</i></p>
<p>4</p>	<p>PROJECTS AND REGULAR UPDATES</p>	
<p>4.1 Learning for Life Student Update</p>	<p>National Councillor Dianne Fiddes shared the news that Jessica had come off the program and that a new student had been allocated. Dianne will share more information about the new <i>Learning for Life</i> student supported by the National Leadership Team.</p>	
<p>4.2 National Office Update</p>	<p>VIEW Clubs Celebrates 65th– (Blue Sapphire) Anniversary</p> <p>NSW Vice Regal Event - Official Launch of VIEW's 65th Anniversary will be on 17 March 2025. NSW Governor Her Excellency the Hon. Mrs. Margaret Beazley AC KC will host an afternoon tea at NSW Government House for 100 VIEW members.</p> <p>SA Vice Regal Event – SA Governor Her Excellency, the Honourable Frances Adamson AC will be hosting a Cocktail Reception for 100 SA VIEW members on 23 April 2025 for more information contact Bernie at bernicherry@yahoo.com.au / 0401 984 776.</p> <p>During the year the VIEW Facebook page will highlight accomplishments of VIEW over the 65 years, celebrate VIEW members and share events happening across the VIEW national</p>	

	<p>network. Look out for a few other surprises. To share your stories please send to view@thesmithfamily.com.au.</p> <p>Please remember to use social media (Facebook) to promote your club's upcoming events/activities; and Keep your VIEW Club's webpage up to date with your correct contact details.</p> <p>Stay tuned for VIEW 65th Anniversary – merchandise</p> <p>We will be launching our limited-edition anniversary “Twist and fold pop up fan” which will be available to order from National Office during 2025.</p> <p>Other merchandise will be announced later in the year.</p>
<p>Blue Sapphire Awards</p>	<p>To celebrate, VIEW's 65th Anniversary, we would like to <i>Shine A Light On Your Brilliance!</i> We want you to share the most impactful contribution to VIEW and The Smith Family during 2023 or 2024, or 2025.</p> <p>To enter choose one of the categories below and follow the instructions on the Website</p> <p>Awarded to an Area, Zone, Club or Member who has demonstrated...</p> <p>VOICE: key advocacy raised awareness about VIEW and advocated for Australian children experiencing disadvantage.</p> <p>INTERESTS: the most innovative, clever or creative way to attract women to their Club through a local or national initiative.</p> <p>EDUCATION: an impactful way of connecting with students on the <i>Learning for Life</i> program or The Smith Family staff in their local area.</p> <p>WOMEN: an impactful and or innovative volunteering or fundraising activity that supports The Smith Family providing educational outcomes for Australian students experiencing disadvantage</p> <p>For more details on how to enter please visit www.thesmithfamily.com.au/view-clubs.</p> <p>Competition Open now and Closes: 1 August 2025</p>
<p>Promote VIEW locally with the Media Release</p>	<p>We encourage all club's publicity officers to customise VIEW's latest Media Release - 65 years of connecting local women while supporting Children in need and place it with your local, media together with a great photo of a group of you. (see VIEW website https://www.thesmithfamily.com.au/view-clubs/resources/media-releases).</p>
<p>Reached 1,800 Learning for Life sponsorship – another significant milestone to celebrate this year*.</p>	<p>We are proud to announce that nationally VIEW Clubs now sponsor over 1,800 students on the <i>Learning for Life</i> program – a significant milestone. The wonderful fundraising by Clubs and members is assisting more children experiencing disadvantage with their education.</p> <p>*This number will fluctuate as clubs close.</p>
<p>VIEW National Convention 5-7 September 2025</p>	<p>Registration is open. Clubs have received two hard copies of the registration pack and these can also be accessed on the VIEW</p>

	<p>website at https://www.thesmithfamily.com.au/view-clubs/events/national/convention-2025.</p> <p>Clubs are encouraged to share the latest Convention Blast sent to Clubs in the January mailout, with information about the exciting speakers and entertainers who have accepted our invitations to date.</p> <p>We encourage all members to attend at least one VIEW National Convention in their lifetime... to experience the excitement, and the special camaraderie. While we encourage members to attend all events...you may like to choose – a day or an event that appeals to you. Book early... so you don't miss out! National Convention is a terrific way to introduce new and potential members and friends to VIEW especially to all those living in Brisbane and Queensland!</p> <p>VIEW National Convention Brisbane 5-7 September 2025 will be popular - loads of fun and full of surprises. Over 250 women have booked so far. Members are encouraged to Book tickets now, so they don't miss out.</p> <p>For more information, or to register online go to our website - https://www.view.org.au/events/national/convention-2025.</p>
<p>Club Development – Help us build new VIEW Clubs</p>	<p>Victoria – Kyneton –VIEW Club to inaugurate in April</p> <p>The Vic. Development Team have held a series of interest meetings with the members as Kyneton VIEW continues to grow. The date of the inauguration is Monday 28 April at Kyneton Bowls Club.</p> <p>If you would like to attend the inaugural luncheon or if you have friends who may like to join Kyneton VIEW Club contact: Lyn Geer 0409 145 073 / lyngeer@bigpond.com</p> <p>NSW – Murrumbateman</p> <p>The last interest meeting was held on 11th February 18 members had shown interest and taken forms and they are expecting a large number at the next interest meeting.</p> <p>Contact: Tina 0418 691 195</p> <p>Queensland – Rockhampton/Capricornia</p> <p>PNP Jan Roberts is working with TSF Team Leader Elizabeth Shaw to open a VIEW Club in Rockhampton - Capricornia area incorporating Yeppoon and other nearby towns. Promotion and catch ups continue with a number of new members already signed up.</p> <p>Contact: Jan Roberts 0438 405 986 / DevelopmentQLDVIEW@gmail.com</p> <p>Western Australia</p> <p>Potential opportunities Bunbury, Margaret River, Mandurah</p> <p>Bunbury, Margaret River and Mandurah – Also Interest in setting up a Club in the North Kalamunda.</p> <p>If you have friends in any of these areas who may like to join or assist with the development of a WA VIEW Club Contact: Mary Deakin 0427 335 158 / zonec.wa@gmail.com.</p>

	<p>If members have friends or relatives living in the above mentioned areas, please encourage them to consider joining VIEW. Alternatively, if any members know of an area that would benefit from a VIEW Club, please contact your local Development Team, National Councillor or Contact view@thesmithfamily.com.au.</p>
VIEW Matters Magazine – April 2025 Edition	<p>The April edition of the VIEW Matters magazine is in production. VIEW Clubs are invited to submit an article for consideration. Submissions close early March 2025.</p> <p>Please send your article with a couple of high-resolution photos to view@thesmithfamily.com.au.</p>
Making a Difference Awards 2024-25	<p>VIEW Clubs are encouraged to nominate deserving members for a “Making a Difference Award”. Relevant information and details are available on the website (http://view.org.au/resources/forms/). The current quarter closes on 31 March. Winners will be part of the Honour Roll at National Convention 2025 in Brisbane.</p>
2026-27 Zone and National Councillor nominations	<p>The process for Nominations for Zone, National Councillor and National Executive for the term of 2026-27 was discussed. Interested eligible members are encouraged to speak to their Zone/National Councillors to find out more.</p> <p>Nomination forms will be available on the website https://www.thesmithfamily.com.au/view-clubs/resources/forms.</p>
2025 Back to School Appeal - update	<p><i>The Smith Family’s Back to School campaign runs until 31 March 2025. Currently The Smith Family is at 42% of the campaign target of \$4.9m.</i></p> <p><i>To date they have received 3593 donations and have acquired 668 new donors. This an encouraging sign and likely to result in a high performing digital campaign.</i></p>
January Mailout – Delayed	<p>Due to unforeseen circumstances, staff illness followed by a technical glitch, the January Mailout was sent in early February.</p> <p>The VIEW mailbox has a number of outstanding requests which we are working through.</p> <p>As we are already short staffed, any VIEW enquiries are to be directed to view@thesmithfamily.com.au which is being monitored. We will respond to all emails and enquiries in due course.</p> <p>We ask that National and Zone Councilors inform all Clubs of the delays at this time.</p>
4.3 Governance Geographic Boundaries Project:	<p>Maryanne Maher shared the following paper at the meeting.</p> <p>The Governance and Leadership project is one of the most important projects we have undertaken.</p> <p>2024 –Geographic Boundaries project</p> <p>We embarked on an ambitious project to review the location of and distance between VIEW clubs across Australia to investigate ways to promote and grow VIEW within each geographical region.</p> <p>Each Area formed a project team made up of Past Senior Officers /Current Councillors and interested members.</p>

	<p>The project commenced with each Area Project Team leader attending an online briefing from the National Manager on the overall project, timeline and plan.</p> <p>After reviewing the Area's Historical and Current information including the latest Area Health Update Survey information, the Project Teams were asked to complete seven (7) templates, collate the information and forward it to National Office by the end of 2024. Information collected was around boundaries and distances between clubs, ways to promote and grow VIEW Clubs, connections with local/regional councils, other service organisations in the area (how are they faring), local businesses that could help, collaboration with The Smith Family (if able) and review and collation of all data.</p> <p>This was a mammoth task, and we would like to thank members who contributed their time and energy by being involved in and sharing ideas and information with the Project Teams in the VIEW Areas and thank you to all Area Project Team members who volunteered to assist with this project and willingly submitted their research, findings and recommendations on time by November 2024.</p> <p>2025 - Review and beginning of phased Implementation</p> <p>The Governance Project Working Group independently reviewed the Area documentation and have had an opportunity to meet and discuss the documentation with the National Manager.</p> <p>Whilst the Working Group has discussed the documentation they are still working through the broad range of comments and information provided by each Area.</p> <p>These are the initial findings in the process.</p> <p>We have prioritised ideas and identified proposals to be considered by the National Leadership Team for implementation as soon as practicable. Items for consideration and approval are:</p> <ol style="list-style-type: none"> 1. To address the lack of club members taking on Committee positions it is proposed that Members are able to be a Club committee member in their home club as well as their second club <p>A number of submissions included a suggestion/request that members have the option to be a committee member in two clubs at the same time. (see attached Draft guidelines) Trial effective 1 April and reviewed in March 2026. (copy of draft policy attached)</p> <ol style="list-style-type: none"> 2. To address the lack of Committee members taking on the Zone Councillor role it is proposed that members have the option to be a Club committee member and Zone Councillor at the same time <p>It is recommended that Club members can be a Club committee member and a Zone Councillor in their Zone at the same time. (see attached Draft guidelines) Trial effective 1 April and reviewed in March 2026. (copy of draft policy attached)</p> <ol style="list-style-type: none"> 3. To help members and assist with the VIEW National Office workload we propose the creation of a specific gmail address enabling members to send specific questions and receive a
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	<p>response from a VIEW member with the skills and knowledge to respond.</p> <p>As you are aware, and reflected in some submissions, the workload in National Office is significant and clubs are concerned it is taking too long to receive responses to their enquiries for items such as VIEW policy and processes, stationery, merchandise, etc.</p> <p>In an attempt to alleviate some of the workload, the email Helpline process will commence in the next few months and will be trialed, monitored and reviewed for three months.</p> <p>4. Due to the closure of a number of clubs in some Zones /Areas there is a need to redistribute the number of clubs in those Zones.</p> <p>Where changes to Zones and Areas have been proposed and recommended by the Area project teams we will work with Areas/Zones/Clubs and members over the next several months to process these proposed changes. Implementation of these changes will come into effect in 2026.</p> <p>The National Executive will contact the relevant National /Zone Councillors to discuss the proposed recommendation/s for their specific Area/Zones.</p> <p>5. The lack of information to members was raised throughout the Area Project Team documentation.</p> <p>Many clubs ensure that communication from National Office to clubs and members is promptly circulated to members, however we are aware that some club committees filter the emails they think members “need to receive” resulting in some information not getting through.</p> <p>National and Zone Councillors are asked to reinforce with clubs the importance of forwarding National Office information to members.</p> <p>Next steps:</p> <p>The Project Working Group will continue to work through the submissions and identify areas for change and/or improvement.</p> <p>Some further areas to be addressed include the Governance structure, training, leadership and guidelines for clubs.</p> <p>NLT agreed to the commencement of trials noted in points 1 and 2 and look forward to more information for point 3 when available. These trials will commence from 1 April.</p>
5	GENERAL BUSINESS
5.1 Name Change Request	<p>National Vice President Lorraine Thomson advised that requests had been received (accompanied by a copy of Club Minutes evidencing agreement of majority of members) for the following VIEW Club name changes:</p> <p>Ballina Evening - Ballina</p> <p>Lugarno – Georges River</p> <p>Plenty Valley – Epping Plenty Valley</p>

	Carried Unanimously
5.2 Club Closures	<p>National Vice President Sandra Jankovskis informed the NLT with regret that the following Clubs had closed since the October 2024 National Leadership Team meeting:</p> <p>Cooma Evening (Canberra and Surrounds)</p> <p>Dubbo (NSW Central Tablelands, Central and Western Slopes and Western Plains)</p>
5.3 2024-25 National and Zone Councillor Update	<p>National President Elizabeth Birch advised that</p> <p>National Councillor Rosemary Coleman (South Eastern Metropolitan Melbourne to the Mornington Peninsula & Gippsland) resigned from her position due to ill health.</p> <p>Zone Councillor Barbara Gaylard (Lower Mid North Coast of NSW and Inland) resigned from her position due to family commitments.</p> <p>Elizabeth thanked both Rosemary and Barbara for their contributions as National and Zone Councillor (respectively) during their terms.</p> <p>NLT unanimously ratified the appointment of Zone Councillor Diane Lutze Zone NJ02 2025.</p>
5.4 Club Health Survey discussion	<p>As a Health Survey of all Areas and Clubs was conducted in 2024, and Councillors had the results to work with, National Leadership team were asked to consider whether they conduct a Club Health Survey in 2025. After a short discussion about the survey information from 2024 continuing to be relevant in 2025, it was agreed that the Health survey could be biennial and conducted at the start of the new term for Councillors (the next in 2026) as it was a great way to get to the know their clubs and understand if there were any issues.</p>
5.5 MP Letters	<p>National Councillors provided a verbal update on their contact with their Local, State and Federal representatives.</p> <p>Many advised that their representatives were well aware of VIEW and many of their VIEW Clubs had good relationships with their local councils.</p> <p>A few noted that there were changes to be made as some of their representatives had changed due to bi-elections.</p> <p>Those NCs who had not been in contact with the representatives advised that they would do so.</p>
5.6 Succession Planning	<p>Office Coordinator Linda Custer shared the process on electing the National Executive Leadership Team. Linda reminded the NLT that they also needed to encourage VIEW Members to stand for Club Committee and National/Zone Councillor.</p>

LEARNING AND DEVELOPMENT	
Lisa Allan Head of State and Territory Operations	Lisa Allan introduced herself to the NLT providing a short bio on her personal and work background. She also said how excited she is to be working with VIEW and especially meeting VIEW Members at VIEW National Convention and celebrating VIEW's 65 th anniversary.
Doug Taylor - Chief Executive Officer	Doug also thanked the NLT on behalf of VIEW Members for their continued support especially reaching the new milestone of sponsoring 1800 <i>Learning for Life</i> students. Doug also mentioned how important Digital connections are for students today, and The Smith Family appreciate that VIEW has supported the campaign for Digital Learning Essentials allowing students access to a laptop, internet and tech support. .
Communications/VIEW Media	The Smith Family Media Adviser, Reid Jermyn presented to the NLT regarding media and messaging especially for VIEW's 65 th Anniversary. He provided a comprehensive PowerPoint and also provided a quick reference handout for all National Councillors.
The Smith Family Volunteer Insurance - VIEW	Jasraj Pannu (Jas) our insurance broker from Aon, spoke to a short presentation and expanded on the key elements of the volunteer insurance coverage. She also answered various questions from the NLT about the scope of the insurance for VIEW members. A short discussion was held to help clarify a few points regarding some specific examples and following those discussions, it was agreed the following will be reviewed: <ol style="list-style-type: none"> 1. The meaning of 'fundraising' as distinct to 'donations', 2. Scope of the 'authorised volunteer activity' and those social activities that likely fall outside the scope of the volunteer insurance, and 3. Reflecting on any resulting updates or changes to the Club Handbook and Event Notification Form. <p>In relation to insurance coverage, it's helpful to remember that each situation is different and often circumstantial.</p> <ul style="list-style-type: none"> - AON encouraged all Clubs and VIEW Members to continue to complete the VIEW Event & Personal Residence Event Form in relation to upcoming Club activities and events. This does not guarantee coverage as noted below. - Please note on the form (referred to above) under the heading 'Important notes', the following statement - <i>"Insurance coverage will only relate to the VIEW Club meetings/activities/events. Insurance cover will not extend to non-VIEW activities, e.g. does not cover after meeting lunch, afternoon tea etc., unless this activity is arranged by VIEW for the purposes of fundraising".</i> - In all instances, insurers will consider - <i>What is the primary reason or the intention for getting together?</i> - A social activity such as bike riding – this of itself is <u>not</u> an 'authorised volunteer activity' because you are riding a bike, rather than volunteering to fundraise.

	<ul style="list-style-type: none"> - Venues will usually have their own public liability insurance. This would cover any visitors or guests to the event who are not VIEW Members. <p>Tracy Unwin, The Smith Family Company Secretary praised NLT for VIEW Members' awareness of the need to promptly notify VIEW National Office of any incident or accident that occurs involving a VIEW member by completing the Accident and Injury Report – VIEW Form on the website (https://www.thesmithfamily.com.au/view-clubs/resources/forms), and encouraged members to continue to take steps to maintain safe environments.</p>
6	OTHER BUSINESS
	National Councillors shared highlights/success stories from their area.
	Luisa Bustos, VIEW Social Media Editor attended the meeting to record NLT members for some social media messages that will be shared during the coming year
FREQUENTLY ASKED QUESTIONS	
Q1. As VIEW is a non-political body, could our resolution process be considered political?	<p>Being non-political generally means that an organisation or group does not align itself with any political party or endorse specific political candidates.</p> <p>However, this does not preclude members of the organisation from engaging in lobbying for social change.</p>
Q2. Why do we continue to advocate for issues that are perceived to have been addressed:	<p>Advocacy doesn't stop at policy creation - it ensures policies work effectively, reach those in need, and continue evolving to meet real-world challenges. Often we need to continue to advocate and "shine the light" on topics – such as reducing violence against women, or homelessness as an issue for women and children. These significant and complex issues require us to maintain constant vigilance to ensure that change for the better happens and continues in the future.</p>

Summary of Decision at National Leadership Team Meeting
February 2025

Agenda Reference	Area of Work	Decision, Policy and/or Procedure
3.1	Sub-Committees and Working Groups - Reports	External Relations
3.2	Sub-Committees and Working Groups - Reports	Resolutions
3.3	Sub-Committees and Working Groups - Reports	Community Grants
3.4	Sub-Committees and Working Groups - Reports	History Working Group
3.5	Sub-Committees and Working Groups - Reports	VIEW in the Community – Raising Awareness including promoting VIEW
3.6	Sub-Committees and Working Groups - Reports	VIEW in the Community promoting VIEW and The Smith Family – Speaker’s Bureau
3.7	Sub-Committees and Working Groups - Reports	VIEW in Community – Promoting VIEW via Website and Social Media
4.1	Projects and Regular Updates	<i>Learning for Life</i> Student Update
4.2	Projects and Regular Updates	National Office Update
4.3	Projects and Regular Updates	Governance Project: Geographic Boundaries
5.1	General Business	Name Change Request
5.2	General Business	Club Closures
5.3	General Business	2024-25 National and Zone Councillor Update
5.4	General Business	Club Health Survey discussion
5.5	General Business	MP Letters
5.6	General Business	Succession Planning
	Learning and Development	
	Other Business	
	FAQs	