



VIEW National Leadership Team meeting REPORT

From: Social Media update
Date: June 2026
Subject: VIEW in the Community – Promoting
VIEW via Social Media

Social media update: November 2025 - May 2026

The VIEW Clubs Facebook page now has **3,260 followers** (1 June 2026), up from 2,962 followers at the end of October 2025.

Our Instagram account has **402 followers**, and is growing slowly. Instagram is not as important/relevant to VIEW members as Facebook.

Reminder: If you are on Facebook but you are not following the National Facebook Page, please do so. Also encourage the clubs you visit and their members to follow this page and like our posts.

Our Facebook page – it looks like this currently (Thanks Christine, Lorraine and Sandra!)

<https://www.facebook.com/profile.php?id=100064765296835>



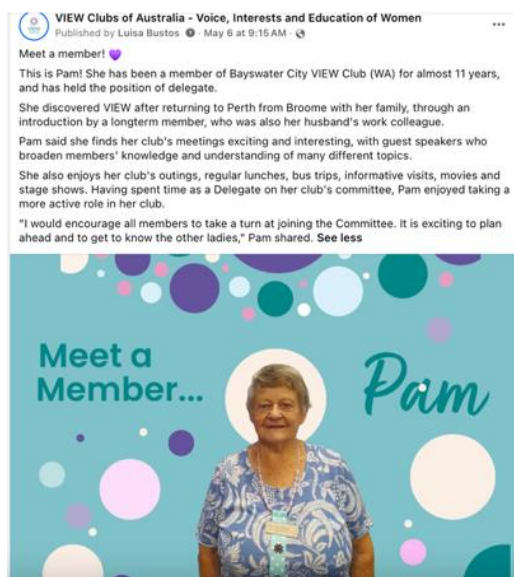
What's been happening on our social media accounts

On Facebook, we have a number of regular weekly posts that are popular.

For example, **on Mondays**, we do Media Monday – which is a post sharing images of recent media articles. The purpose of this post is to encourage publicity officers to reach out to local media and to also show the breadth of activities VIEW Clubs get up to.



On Wednesdays, we like to do “Meet a Member.” This post shares a VIEW member’s story and photo.



For the remainder of the week, during 2026, we have been trying to promote the benefits of VIEW to non-members. Our posts have showcased VIEW members fundraising, socialising, building friendships, supporting each other and being part of their club committees, etc.

We have also connected VIEW members with current campaigns, including:

VIEW Clubs supporting Officeworks

VIEW Clubs of Australia - Voice, Interests and Education of ...
Published by Luisa Bustos · January 19 ·

Thank you to all the wonderful VIEW members across Australia who participated in the "Say Thanks to Officeworks" campaign last week! 🤍

We've heard so many great stories of the visits and how appreciative Officeworks staff have been to receive the heartfelt thanks.

Officeworks is The Smith Family's largest corporate sponsor of Learning for Life students. Their Smith Family Back to School Appeal is aiming to raise funds to support 1,436 students for one year of the Learning for Life program.

While Officeworks staff have enjoyed the visits, stores are now very busy with customers so we ask VIEW Club members not to visit anymore.

Thank you! [See less](#)




84 6 7

VIEW Clubs of Australia - Voice, Interests and Education of ...
Published by Luisa Bustos · January 6 ·

The Smith Family needs VIEW! 🤍

The Officeworks/Smith Family Back to School Appeal is now on and the wonderful team at The Smith Family is calling on VIEW members to help say THANK YOU to Officeworks.

How you can help:

From Monday 12 January to Sunday 18 January, pop into your local Officeworks store to say "Hi and Thank you" on behalf of The Smith Family.

Things to remember:

- Please only visit next week (12-18th January). It's the store's busiest time of the year so Officeworks staff are extremely busy after this date.
- There's no need to call ahead or book your visit. When you arrive, head to the Store Greeter or Customer Counter, introduce yourself as a member of VIEW Clubs, a valued partner of The Smith Family, and ask to speak with the Store Manager or Community Rep. If no-one is available, ask when a more convenient time would be.
- Be patient – staff might be busy serving customers.

Officeworks is The Smith Family's largest corporate sponsor of Learning for Life students. The target for this year's Officeworks Back to School Appeal is \$1 million, which will be enough funds to support 1,436 students for one year of Learning for Life.

Let VIEW National Office know which store you visit – if the Officeworks team consents, take a photo and send it to view@thesmithfamily.com.au

Doing things like this is just one of the many ways VIEW members support The Smith Family and make a difference to students experiencing disadvantage! [See less](#)



43 3 24

The Smith Family's All I Can Be Podcast

VIEW Clubs of Australia - Voice, Interests and Education of ...
Published by Luisa Bustos · February 2 ·

Out today - All I Can Be podcast - Listen, Share, Rate! 🤍

Listen at <https://linktr.ee/thesmithfamilyaus#537380113>

The Smith Family has launched a fantastic new podcast series narrated by respected journalist and former ABC radio presenter Sarah Macdonald. In it, you'll hear personal stories that reveal the reality of poverty and educational inequality in Australia today — and how a single moment or simple action can change everything.


Across six episodes, meet three former Learning for Life students, Faith Kayrooz (you may remember her from National Convention in Brisbane last September), Tabitha and Josh. They are joined by other prominent Australians who have also had tough starts but, with grit, determination and support when it mattered most, have gone on to thrive — achieving goals they once thought were out of reach.

Their stories are great examples of the impact that VIEW's support, through The Smith Family, can have on students.

We are asking VIEW members to help The Smith Family spread these stories through three simple steps:

1. Listen via the link above – and click 'follow' so that you won't miss an episode
2. Share – pass on the details to friends and family (share this post or email to your network)
3. Rate – if you like what you're hearing, please leave a five-star rating and review

Not sure how to listen? Find out here <https://www.thesmithfamily.com.au/2026-all-i-can-be...> [See less](#)



30 2 30

VIEW Clubs of Australia - Voice, Interests and Education of ...
Published by Luisa Bustos · March 9 ·

Have you listened to the series finale of The Smith Family's podcast 'All I Can Be'?

In this episode, Sarah reconnects with her past guests, including former Learning for Life students, Faith, Tabitha and Josh.

Tune in today!

And remember to like the podcast and share the link with family and friends!

Listen here: <https://open.spotify.com/episode/5YeoHExzEdaTi8KdCOLgQc>

Go to view.org.au for instructions on how to listen to a podcast! [See less](#)



32 1 6

The Smith Family and ANZ Free Financial Wellbeing Workshops

VIEW Clubs of Australia - Voice, Interests and Education of ...
 Published by Luisa Bustos · May 15 at 9:00 AM ·

👉 Calling VIEW members in and around Southport, Queensland! 🇺🇲

The Smith Family's free Financial Wellbeing Workshop presented in partnership with ANZ is coming to your community!

Register today for the in-person workshop on Tuesday 26 May, 10.30am in Southport!

The workshop will cover topics including scam protection, digital banking and support in times of need.

Details 📌

Where: Southport Community Centre 6 Lawson Street Southport QLD 4215

When: 10.30am – 11:30am Tuesday 26th May, followed by light refreshments

Please register your attendance using this link:
<https://events.thesmithfamily.com.au/event/fwbsouthport>

If you have any questions or need further information, please don't hesitate to get in touch with Lisa Gissing, National Financial Wellbeing Facilitator, The Smith Family on 0413 161 686. [See less](#)

Free Financial Wellbeing Workshop

- Scam protection
- Digital banking
- Support in times of need

[Register now](#)

The Smith Family | MoneyMinded | Brought to you by ANZ

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VIEW's online Learning and Development Month - April

VIEW Clubs of Australia - Voice, Interests and Education of ...
 Published by Luisa Bustos · March 24 ·

April is Learning and Development Month for VIEW! 🇺🇲

We are very excited to launch a series of free online tutorials for all VIEW members.

The 1-hour tutorials are open to all current VIEW members and will cover:

- 👉 Treasurer role and Finance
- 👉 Promotion and Social Media
- 👉 Grant Applications

Find out more on view.org.au and register to be part of this useful learning opportunity!

Register here:
<https://forms.office.com/r/jjqX3xPkXr8>

Remember the "E" in VIEW is for "Education"! [See less](#)

VIEW Learning and Development Month

April 2026

48 likes, 12 comments, 23 shares

VIEW Clubs of Australia - Voice, Interests and Education of ...
 Published by Luisa Bustos · March 30 ·

VIEW Learning and Development Month starts this week!

On Wednesday, we kick off our free online tutorials for current VIEW members with a session on the Treasurer Role and Finance tasks.

Throughout April, we'll be running these workshops on three topics that VIEW members have told us they want to learn more about:

1. Treasurer and Finance
2. Promotion and Social Media
3. Grant Applications

Register here to get involved:
<https://forms.office.com/r/jjqX3xPkXr8> [See less](#)

VIEW Learning and Development Month

Treasurer and Finance Training

What will be covered during the sessions?

- How to use the electronic cashbook
- Keeping accurate financial records
- Preparing your club financial records for audit
- Available resources and supports
- Receipting Income & recording receipts
- My Smith Family Portal

Date	Time (Sydney time)
Wednesday 1 April 2026	10:00am – 11:00am
Tuesday 7 April 2026	5:30pm – 6:30pm
Thursday 16 April 2026	1:00pm – 2:00pm
Wednesday 29 April 2026	8:00am – 9:00am

25 likes, 2 comments, 4 shares

National Volunteer Week - May

VIEW Clubs of Australia - Voice, Interests and Education of ...
 Published by Luisa Bustos · May 18 at 9:00 AM ·

It's National Volunteer Week (NVW) – Australia's nationwide celebration of volunteering! 🍷

For VIEW, this week is a time to say thank you to all our wonderful members for being part of our organisation and volunteering to support the work of The Smith Family.

VIEW is one of Australia's largest and longest running women's volunteer organisations. We have clubs across Australia, made up of like-minded women who volunteer their time to raise funds and awareness of The Smith Family while enriching the lives of others through friendships and social connection.

The theme of NVW this year is "Your Year to Volunteer". This recognises everyone who gives their time, care and skills to support communities, while inviting more people to find a volunteer opportunity that feels right for them.

We are delighted that around 13,000 women across Australia have chosen to volunteer with VIEW!

If you are looking for a way to have fun, make friends and give back to your community while making a difference to children experiencing disadvantage, find out more about VIEW.

Make 2026 your year to volunteer...with VIEW!

www.view.org.au
 #NVW2026
 #VolunteerYear
 #VIEWClubs See less



102 6 55

VIEW Clubs of Australia - Voice, Interests and Education of ...
 Published by Luisa Bustos · May 19 at 9:15 AM ·

To celebrate National Volunteer Week, we asked some of our volunteer National Councilors for their thoughts on VIEW and what they would say to women thinking of volunteering. 🍷

First up is Bernie from South Australia!

"For me, the most meaningful aspect of volunteering with VIEW is hearing the impact of the Learning for Life program for students and how much can be achieved in just one generation. I am proud to be part of that and contributing to such a fabulous program that really does change lives.

My message to women thinking about joining volunteering with VIEW is: Just do it! You'll meet with like-minded women in a fun and friendly environment, fundraise with purpose and see the impact!"

Make 2026 your year to volunteer...with VIEW! 🍷

www.view.org.au
 #NVW2026
 #VolunteerYear
 #VIEWClubs See less

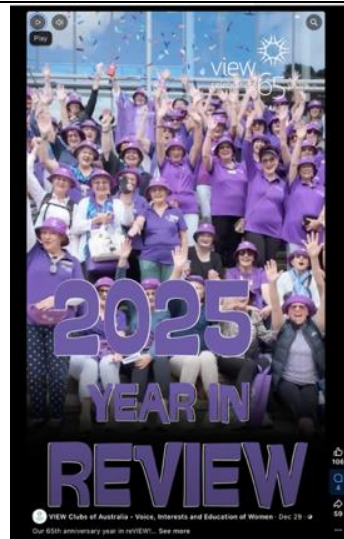




81 16 10

VIDEOS

Since National Convention in 2025, we have been posting more videos and reels created with VIEW photos. These have been popular as posts to share. Some examples are:

2025 Year in Review video:




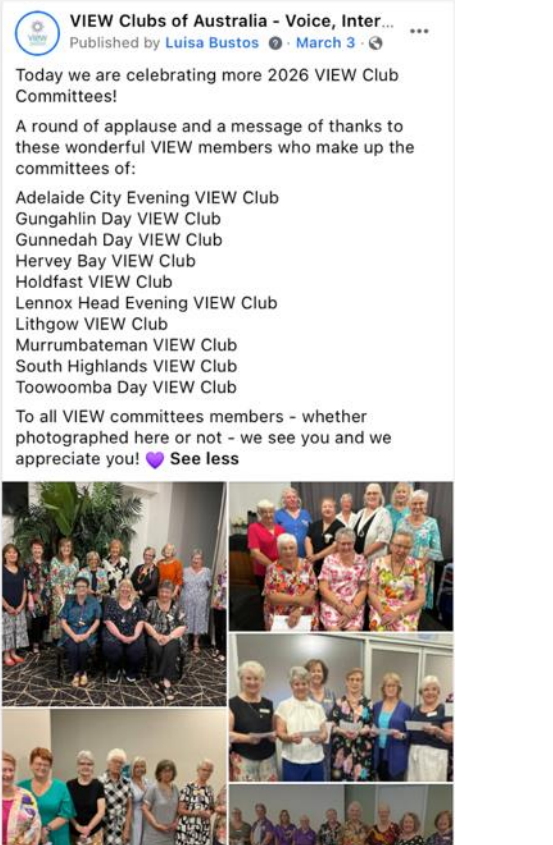
<p>VIEW Convention stories</p>	
<p>VIEW Leadership Team</p>	

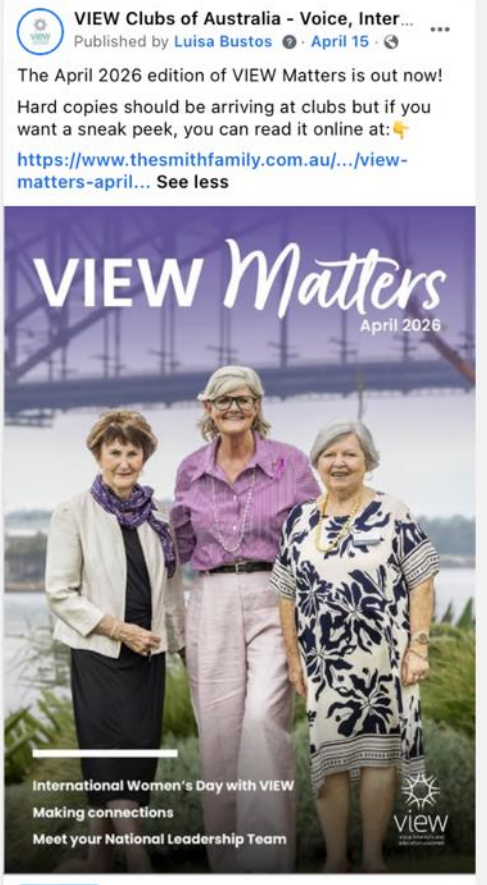

What’s coming up and how you can help


To help our posts reach non-followers and other women who may be looking for a community group to join and give back to their community, please like, share and comment on our posts. This helps us reach other people not already in the VIEW Community. Our upcoming campaigns include:

- **The Smith Family Return and Earn.** We’ll be posting about this to help raise awareness so more people collect and return eligible containers for The Smith Family. Please share our posts. If you return containers, please share a selfie photo so we can use that in our posts. This campaign goes until September so we want lots of photos to share!
- **VIEW Executive goes on the road.** We’ll be doing special content from WA and SA at the end of June and early July. Please like and comment on these posts.
- **Meet a member series.** We are always looking for women to profile. Send me the names and email addresses of any VIEW members who you think have an interesting and inspiring VIEW story to share.

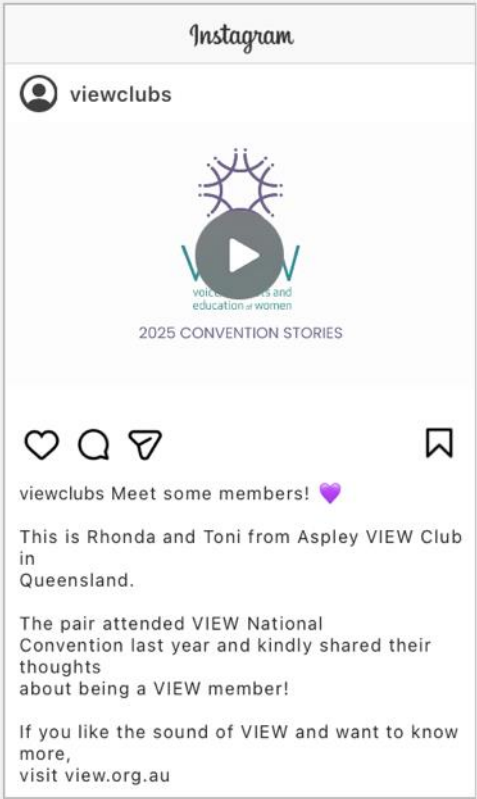
Popular Facebook posts


 <p>VIEW Clubs of Australia - Voice, Inter... Published by Luisa Bustos · April 14 ·</p> <p>In 2025, collectively VIEW Clubs raised \$1.6 million for The Smith Family and their programs supporting children and young people in need.... See more</p> <p>183 11 31</p>	<p>Informative post about VIEW’s fundraising efforts in 2025, featuring photos of VIEW members hosting Bunnings BBQs.</p> <p>14 April 2026</p> <p>225 reactions 31 shares 11 comments</p> <p>6,909 accounts reached 11,058 views – time content displayed</p> <p><i>We think this post did so well because it was shared 31 times, which is a great number of shares.</i></p>
 <p>VIEW Clubs of Australia - Voice, Inter... Published by Luisa Bustos · March 3 ·</p> <p>Today we are celebrating more 2026 VIEW Club Committees!</p> <p>A round of applause and a message of thanks to these wonderful VIEW members who make up the committees of:</p> <ul style="list-style-type: none"> Adelaide City Evening VIEW Club Gungahlin Day VIEW Club Gunnedah Day VIEW Club Hervey Bay VIEW Club Holdfast VIEW Club Lennox Head Evening VIEW Club Lithgow VIEW Club Murrumbateman VIEW Club South Highlands VIEW Club Toowoomba Day VIEW Club <p>To all VIEW committees members - whether photographed here or not - we see you and we appreciate you! See less</p>	<p>Celebrating 2026 Committee</p> <p>3 March 2026</p> <p>212 reactions 8 comments 11 shares</p> <p>10,495 accounts reached 4,769 views</p> <p><i>We ran a series of 2026 Committee posts, featuring pictures of new committees. These were popular because members enjoy seeing other members.</i></p>

 <p>VIEW Clubs of Australia - Voice, Inter... Published by Luisa Bustos · April 15 ·</p> <p>The April 2026 edition of VIEW Matters is out now! Hard copies should be arriving at clubs but if you want a sneak peek, you can read it online at: 📄 https://www.thesmithfamily.com.au/.../view-matters-april... See less</p> <p>VIEW Matters April 2026</p> <p>International Women's Day with VIEW Making connections Meet your National Leadership Team</p>	<p>VIEW Matters April 2026 promo post</p> <p>15 April 2026</p> <p>167 reactions 11 comments 20 shares</p> <p>6,289 reach - accounts 9,847 views – times displayed on screen</p> <p><i>The link to view the magazine online was clicked on 47 times, which was a good result.</i></p>
 <p>VIEW Clubs of Australia - Voice, Inter... Published by Luisa Bustos · May 18 at 9:00 AM ·</p> <p>It's National Volunteer Week (NVW) – Australia's nationwide celebration of volunteering! ❤️... See more</p> <p>view The Smith Family voice interests and education – women. Learn today, change tomorrow.</p> <p>Thank you to each and every VIEW member for all you do for VIEW and The Smith Family.</p> <p>Every contribution makes a difference!</p> <p>National Volunteer Week 10-14 MAY 2026 YOUR WAY TO VOLUNTEER Week</p> <p>Boost</p> <p>102 6 55</p>	<p>High number of shares</p> <p>18 May 2026</p> <p>55 shares!</p> <p>3,138 accounts reached 6,418 views</p> <p><i>This was the opening post for a week of celebrating VIEW members are volunteers in their communities.</i></p>

 <p>VIEW Clubs of Australia - Voice, Inter... Published by Luisa Bustos · April 28</p> <p>VIEW Clubs means a lot of different things to a lot of different women. ❤️</p> <p>We asked the VIEW National Leadership team to help us out with explaining some of what VIEW offers! See less</p> <p>0:10 / 0:31</p> <p>Boost</p> <p>76 4 60</p>	<p>Best reel</p> <p><i>This video featured the National Leadership team saying words that represent what VIEW means to different women.</i></p> <p><i>It was short at 30 seconds and had catchy up beat music.</i></p> <p>2,477 accounts reached 4,771 views</p> <p>76 reactions 4 comments 60 shares</p>
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Popular Instagram posts

 <p>Instagram</p> <p>viewclubs</p> <p>2025 CONVENTION STORIES</p> <p>viewclubs Meet some members! ❤️</p> <p>This is Rhonda and Toni from Aspley VIEW Club in Queensland.</p> <p>The pair attended VIEW National Convention last year and kindly shared their thoughts about being a VIEW member!</p> <p>If you like the sound of VIEW and want to know more, visit view.org.au</p>	<p>Videos from Convention</p> <p>Rhonda and Toni</p> <p>39 reactions 3 shares</p> <p>1,747 views 75 accounts reached</p>
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 <p>Bathurst VIEW Club 2026 Committee</p> <p>viewclubs Look at all these well-stacked VIEW Club committees. 💜</p> <p>Thank you for the work you all do to keep VIEW strong, effective and meaningful!</p> <p>Today's committees are representing the following clubs:</p> <ul style="list-style-type: none"> Asquith VIEW Club Bathurst VIEW Club East Hills VIEW Club Gawler VIEW Club Georges River VIEW Club Inverloch VIEW Club Orange Evening VIEW Club Raymond Terrace VIEW Club Southern Valee VIEW Club 	<p>Committees</p> <p>13 reactions 304 views</p> <p>120 accounts reached</p> <p><i>The photos in this post attracted engaged from followers.</i></p>
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Get in touch with Luisa

We are always looking for club content to share that has great quality photos of VIEW members having fun, socialising and fundraising for The Smith Family. We like photos that are in focus, bright (using natural light) and not too far away.

Please send photos and reports to Luisa at luisa@manyanacreative.com or view@thesmithfamily.com.au.