



The Smith
Family

everyone's family

Women creating and leading a
more inclusive Australian society



Highlights from the 50th
National Convention in Coffs Harbour

The Smith Family celebrates 90 years

VIEW Sister Clubs

VIEW Clubs of Australia

Our Vision

Women creating and leading a more inclusive Australian society

Our Mission

As a leading voice and valued support network for women, VIEW creates social capital in Australian communities.

Our purpose

- VIEW empowers women through its voice, interests and education of women.
- VIEW provides support and friendship for women throughout communities nationally.
- VIEW actively raises awareness of and participates in the work of The Smith Family.

Our guiding principles

- Inclusive and welcoming
- Diverse and respecting
- Supportive and caring
- Locally focused while nationally active
- Collaborative and future looking

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Front cover:

Dr Lisa O'Brien, CEO of The Smith Family; Denise Knight, Mayor of Coffs Harbour; Liz Keen, ABC Open Producer, Coffs Coast; Dr Nikki Williams, CEO of the Australian Coal Association and the ACA Low Emission Technology (ACALET) Fund Company and Melinda Pavey MLC, Parliamentary Secretary for Regional Health.



VIEW is a national women's organisation formed in 1960 by The Smith Family as a service to women and the community. Through strong VIEW networks, women are empowered to achieve new skills and confidence and give voice to issues of national concern. Communities benefit through the commitment of the 19,600 women of VIEW to the provision of educational outcomes for Australia's disadvantaged children and their families.

National President: Lorraine Montgomery
National Vice Presidents: Christine Newell, Dawn Byrne, Velda Atkinson
National Councillors: Margaret Gooch (AA), Robin Bosch (NA), Sue Field (NB), Franci Morsink (NC), Madge Doust (ND), Ros Sleeman (NE), Lyn Gerstenberg (NG), Valmai Burnard (NH), Glenda Noble (NI), Joy Gregor (NJ), June Greentree (NK), Cynthia Guyenette (NL) Vivienne Brown (NN), Jean Clarke (QA), Ann McKenna (QB), Erica Kakoschke (SA), Robin Perros (VA), Trish Murphy (VB), Kath Chapman (VC).

National Manager: Maryanne Maher

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The Smith Family believes that every child deserves a chance and that circumstances should never limit the achievement of potential. With research showing that education has the power to transform lives, not just minds, the national charity's *Learning for Life* program enables disadvantaged children and young people to get the opportunities they need to fully participate in their education and create better futures for themselves. For more information please visit thesmithfamily.com.au

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From the Executive



VIEW National Vice President Velda Atkinson

The women of VIEW have put forward issues they feel strongly about since 1966, when the first resolutions were debated.

The voice of VIEW has evolved and grown over the past five decades. More recently, we've modernised VIEW with a new vision and mission statement and logo, developing our public profile and increasing our voice in the community.

We want to make the resolutions as effective as possible:

Firstly, by having quality resolutions focused on and relevant to the key concerns of VIEW and The Smith Family – to speak out for and assist people who are disadvantaged within society.

Members of the National Executive, from left: Christine Newell, Lorraine Montgomery (National President), Dawn Byrne and Velda Atkinson

In 2011 we introduced a resolution related to alleviating childhood poverty. Quality resolutions close to our values are much more likely to be listened to and acted upon. Not only do we get to be heard, but we have a chance to improve the circumstances of children and women.

Secondly, linking them to The Smith Family initiatives gives VIEW more recognition and publicity. The Smith Family is highly recognisable already – let us use this to achieve more recognition for VIEW.

Politicians, stakeholders and the general public will come to see VIEW as a group to listen to and respect – your voice will be heard more broadly and loudly, and more women will come to see VIEW as their Voice.

Our resolutions process is the voice of our organisation. To make the most of this process, I encourage everyone to discuss ideas, start researching and formulating – it's your participation in this process that makes a difference!

Learning for Life students sponsored by VIEW

VIEW currently supports

985

disadvantaged students at these levels:

Primary School

875

Secondary School

94

Tertiary

16



VIEW for all

The 19,600 women of VIEW know their organisation is unique, offering the opportunity to:

- meet regularly with other women of all ages and from all walks of life
- discuss and exchange ideas
- form lasting friendships while learning new skills and developing new interests
- actively support and participate in the work of The Smith Family.

Join VIEW today by calling
VIEW National Office on 1800 805 366
or email: view@thesmithfamily.com.au
We look forward to hearing from you soon!

Message from The Smith Family CEO



Dr Lisa O'Brien

At my first Convention last year, I enjoyed meeting many of you, learning more about VIEW and hearing about your many great achievements. It was a pleasure to be invited again to attend the VIEW 50th National Convention in Coffs Harbour.

I would like to personally thank members for the support you have given The Smith Family over the past year. In 2011 more than \$1 million was raised and VIEW Clubs sponsored 985 children. Congratulations on all your efforts!

The Smith Family is keen to support the growth of VIEW Clubs and to make certain you have the right structures in place, with a sustainable and strategic outlook, and see VIEW attract more members.

Over the next five years, The Smith Family wants to grow the effectiveness of our programs. We aim to double our reach to support more disadvantaged children and young people. In partnership with others, including VIEW, we will:

- substantially increase the number of students whose education is financially supported through sponsorship
- continue to offer our core programs (mentoring and learning clubs, plus reading, digital and financial literacy programs) to students and their families, and expand the number of individuals participating in them
- strengthen and grow our partnerships with families, schools and communities
- increase the number of other organisations we partner with, for example, companies, universities, trusts and foundations.

I also wanted to highlight three of your key achievements this year:

Back 2 School Day

There was an overwhelming response to B2S Day with 84 VIEW Clubs throughout Australia holding luncheons, fetes, picnics and dinners. Thank you for your efforts and the funds you raised.

“On behalf of The Smith Family, I would like to thank you for your ongoing and long-term commitment to the children we support”

Anti-Poverty Week

Your resolution on *Alleviating the impacts of disadvantage for children through education* received very strong local media coverage during Anti-Poverty Week. Well done with this resolution – you really spread your VOICE in the community.

International Women's Day

This has truly become a substantial event for VIEW participation. Chairman of The Smith Family, James Millar AM, and I celebrated International Women's Day at NSW Parliament House with 300 VIEW members. What a fantastic occasion! Receiving this high level of government support is testament to the great work of VIEW.



everyone's family

Anyone for Vintage High Tea?

Did you know that The Smith Family is turning 90 in December 2012? To celebrate this amazing milestone, we're inviting VIEW members to participate by hosting a VIEW Vintage High Tea.

In a nod to The Smith Family's 1922 foundation, members could attend a monthly meeting dressed in 1920s period clothing, complete with long gloves and hats, drink tea from dainty tea cups and enjoy bite-sized morsels. We hope you have fun celebrating this special anniversary!

News briefs

Toy and Book Appeal launched!



Last year VIEW contributed over \$48,000 to the Toy and Book Appeal, allowing 978 disadvantaged children to enjoy gifts under the Christmas tree.

The Smith Family relies on your generosity so children can share in the joys of the festive season. This year, with the help of VIEW members, they're aiming to deliver over 43,500 toys and 29,000 books to children around Australia.

For more information about the Toy and Book Appeal, please call 1800 805 366 or email: view@thesmithfamily.com.au

International Women's Day

International Women's Day is just around the corner on 8 March 2013 and VIEW members are encouraged to get involved and plan an event to help celebrate the economic, political and social achievements of women. VIEW will be holding significant luncheons at New South Wales and Victorian Parliaments next year. Don't miss out on these events! For more information contact your local National Councillor.



From left: Madge Doust, Gail O'Brien, June Dally-Watkins, Lorraine Montgomery and Barb Newman at an International Women's Day luncheon at The Gardens on Forest in Peakhurst

Resolutions for change

VIEW women demonstrated an interest in diverse community concerns at National Convention, voting to pass all four resolutions put forward for debate, in the following priority order:

1. Better education for young people

VIEW Clubs of Australia call on the Australian Government to implement the recommendations in the *Review of Funding for Schooling - Final Report* (chaired by David Gonski, Dec 2011) to achieve real equality in educational opportunity for all Australian children.

2. Women and affordable housing

VIEW Clubs of Australia call on the Federal and State Governments to develop a long-term national housing plan, which is gender-aware and responsive, to combat Australia's housing affordability crisis.

3. Opt out or presumed consent legislation for organ donations

That VIEW Clubs of Australia lobby the Federal and State Governments to initiate an 'opt out' or 'presumed consent' regulation whereby organs may be removed from deceased persons for the purpose of transplantation if they have not expressed an objection to donating their organs.

4. Advance health directive

VIEW Clubs of Australia resolve that the importance of the Advance Health Directive document be promoted and that a nationally-recognised Advance Health Directive form, be made readily available in appropriate public places throughout Australia.

People's Choice Community Lottery

A big thank you to VIEW Club members in Victoria, South Australia and Queensland for helping to raise \$13,600 in the People's Choice Community Lottery in June.

This is a fantastic effort by all involved, with VIEW members winning key prizes. VIEW will again have the chance to participate in the lottery in 2013.



Like

VIEW is now on Facebook and we encourage you all to sign up to our new page - VIEW Clubs of Australia.

Stay connected with all your fellow VIEW members and friends and 'like' us on Facebook today!

VIEW 50th National Convention

The Novotel Pacific Bay Resort at Coffs Harbour offered a perfect tropical backdrop for the 2012 National Convention and the 'Women of Influence' forum proved a highlight with a remarkable panel of women.

Over 650 members from 110 VIEW Clubs nationwide travelled to Coffs Harbour in September to attend Convention.

The first day began with the musical talents of St Patrick's Primary School choir leading VIEW members in the national anthem. Local Indigenous elder Aunty Bea Ballangarry conducted the Welcome to Country ceremony, and Kerrie Fraser, wife of Andrew Fraser MP, State Member for Coffs Harbour, officially opened proceedings for the 50th National Convention.

National President Lorraine Montgomery gave an inspiring speech and paid tribute to the great female visionaries who had come before to help build, drive and improve VIEW as an organisation, and encouraged members to join development teams and to continue to make their voices heard.

Chief Executive Officer of The Smith Family, Dr Lisa O'Brien, thanked VIEW for its contributions over the year and outlined The Smith Family's new five-year strategic plan that will aim to boost its support for disadvantaged children, with the assistance of VIEW.

The 'Women of Influence' forum included an impressive line-up this



Panellists in the 'Women of Influence' forum (from left): Liz Keen (moderator), Melinda Pavey MLC, Dr Nikki Williams, Dr Lisa O'Brien and Denise Knight

year of high-achieving women.

Moderated by Liz Keen, a producer for ABC Coffs Coast, the panellists were: Dr Nikki Williams, CEO of the Australian Coal Association and the ACA Low Emission Technology Fund Company, Melinda Pavey MLC, Parliamentary Secretary for Regional Health, Denise Knight, Mayor of Coffs Harbour, and The Smith Family's Dr Lisa O'Brien.

Each of the panellists spoke of achieving their position of influence and how that influence could be used to inspire and encourage other women.

Melinda Pavey encouraged younger women to volunteer within their local communities. "Women need to come forward and put up their hands. VIEW women need to shout from the rooftops about what they do," she said.

As the first female coal trader in the world, Dr Nikki Williams discussed how women could achieve positive career opportunities in male-dominated industries. "I elected to pave the way," she said, "not just stand in it".

Denise Knight, the final speaker on the panel, highlighted the importance of having a work-life balance in a high profile role. Newly-elected that morning as Mayor of Coffs Harbour, she touched on the more humorous side of being a woman running against a man in the mayoral election and delighted the audience with a witty tale about being on Coffs Harbour time!

Other highlights included the 16 local Coffs Harbour businesses that took part in the VIEW Expo. Stall holders from local Sawtell and Bellingen markets showcased their specialty products for a private and appreciative VIEWing.



St Patrick's Primary School choir perform the national anthem



Members enjoy the VIEW Expo



Helen Conway delivering the George Forbes Oration

The annual George Forbes Oration set the scene for the second day, with members preparing for the much anticipated resolution debate. Delegates were fortunate to hear personal stories from both a local *Learning for Life* Worker and student.

VIEW members were treated to another harmonious start with two talented students from Orara High School, Anna and Kate (the latter who is on the *Learning for Life* program) in a duet performance.

Special guest James Millar AM, Chairman of The Smith Family, highlighted the shared levels of achievement and pride that both VIEW members and The Smith Family volunteers gain through working together for a common purpose.

Helen Conway, Director of Equal Opportunity for Women in the Workplace Agency (EOWA), delivered the George Forbes Oration. Helen addressed the current statistics on gender equality in the workplace and society. She proposed implementing a 'model for change' which aligns gender equality with business strategy, with the support of her agency and the Federal Government. Hopeful for positive results, she said, "I believe we have a legal and moral obligation to accelerate gender equality in Australian organisations."

The much anticipated resolutions debate had members on the edge of their seats with lively and thought-provoking commentary and debate. All four resolutions, including votes received before Convention, were passed by members.

A big thank you to the friendly staff at Novotel Pacific Bay Resort at Coffs Harbour, who contributed to the success of Convention 2012. VIEW thanks everyone involved for producing such a dynamic and engaging event!

Award winners

2012 National President's Award
Barbara Colson, First Wave VIEW Club

Past Zone Councillor 2008-2010

Barbara was instrumental in promoting VIEW Club's initial development in WA and is currently a WA Development Team Leader. She volunteers on a regular basis at The Smith Family office and has worked tirelessly with the launch of the Westminster Primary School community garden and also with organising a mentor program at the school.



Lorraine Montgomery (left) presenting the National President's Award 2012 to Barbara Colson

2012 George Forbes Award
Susan Groenhout, Cooma Day VIEW Club

Past National Vice President 2008-2009

Susan's major focus has been the promotion of the Voice of VIEW through reinvigorating the resolutions process. She is also Chair of the History Sub-Committee, a member of the Future of VIEW Working Group and a conscientious mentor to National Councillor and members alike.



Susan Groenhout

Congratulations Barbara and Susan!



From left: Ransom Lambert with *LfL* Worker Darrin Allen and The Smith Family's Scott Walters

Learning for Life student profile

Ransom Lambert

Coffs Harbour *Learning for Life* student Ransom Lambert gave a heart-warming presentation at Convention and remembers from an early age that he wanted to do the best he could to compete with other kids academically.

After completing his studies at the end of Year 12, he spent time considering his career options and decided to study an Advanced Diploma in Software Development at TAFE, which is where his enthusiasm for information technology was fostered. He was then accepted into Southern Cross University and is now completing a Bachelor of Information in Technology.

Big Banana – Big Entertainment

Members had a boot scootin' good time at National Convention in Coffs Harbour, reliving the summer of 1969 and the spirit and fun of golden years.

The ever-popular social dinners were once again the highlight of Convention. Members had the choice of attending an *Endless Summer Night* where they danced the evening away to Beach Boys classics, or *Midnight at the Oasis* where they learnt how to line dance, much to their delight! It was an unforgettable night with many memories to treasure for years to come.

Surprise act *Singers for Hire* stole the show at the Gala Dinner with performers impersonating Novotel banquet staff and dazzling guests as they performed a number of opera classics. VIEW members waved their white linen napkins in the air, singing along to old favourites.

Dancers from Rivers Ballet Studio performed colourful calypso numbers to set the ambience for the tropical evening, and keynote speaker author Toni Jordan gave a warm presentation and signed copies of her latest book *Nine Days* after the festivities.

The night ended with the Convention raffle and 40 lucky winners claiming great prizes.

To officially conclude the VIEW 50th National Convention, the Grand Celebration was held at Coffs Harbour Racing Club, where local Lay Minister Val Moase led guests in a reflective service.

A special thank you to the musical talents of Bishop Druitt College, as well as National Parks and Wildlife Ranger Mark Flanders for performing a solo on the didgeridoo and his informative talk about local Indigenous culture.



The performances and fun at Convention

VIEW National Convention 2013

The venue for next year's Convention is Jupiters on the Gold Coast. Book early so you don't miss out! The Early Bird Accommodation Booking form is now available at: www.view.org.au

Look out for your Convention Registration Pack in February 2013.

VIEW on the horizon

Exciting progress has been made in club development over the past few months as VIEW continues to grow in Victoria and New South Wales, and extends its reach in Western Australia.

Welcome Ocean Grove VIEW Club!

In June, Barwon Heads in Victoria hosted a 'Black, White & Sparkles' evening to celebrate the inaugural dinner of Ocean Grove Evening VIEW Club.

In front of an audience of 85 attendees, President Janice Nation accepted the VIEW charter on behalf of 39 new members and said the club was proud of its record-breaking achievement, as the fastest-growing VIEW Club ever in Australia.

"Our club focuses on fun and friendship, with some fundraising included," she said. Due to members' efforts, the club can now sponsor a child's education through The Smith Family's *Learning for Life* program. A warm welcome to members of Ocean Grove and congratulations on your great start!



Ocean Grove Committee members sparkle at the inaugural meeting



WA Development Team Leader Barbara Colson with new members. Photo courtesy of the *Community Newspaper Group*.

Zone conference and development in WA

Zone Councillor Judy Hollinshead hosted a Zone Conference at picturesque Hillary's Yacht Club during August, with all five Western Australian VIEW Clubs represented on the day.

National President Lorraine Montgomery and National Manager Maryanne Maher gave presentations, and alongside the 70 members present were two representatives from The Smith Family in Western Australia, General Manager Greg Ryan-Gadsden and Partnership Manager Susan Schofield.

The visit also created a wonderful opportunity to meet with the Development Team led by Past Zone Councillor Barbara Colson.

The status of existing clubs was pronounced to be 'green and growing', and the team agreed that spreading awareness of VIEW via word of mouth was the most effective way to build membership.

Locally, there's been significant interest from the Bayswater area in Perth, with special interest meetings held, support from local politicians and also the local paper showcasing VIEW. Watch this space!



Judy Hollinshead, Zone Councillor WA, with Greg Ryan-Gadsden, The Smith Family's General Manager - Western Australia

Lennox Head Evening Club launches

The first meeting of Lennox Head Evening VIEW Club was held in October, bringing together over 70 enthusiastic women exemplifying the spirit of VIEW.

Thanks to past National Vice President Maureen Boyce and National Councillor Joy Gregor for their tremendous efforts in making this dream a reality!

Making a difference

Olive Westren from Harrington VIEW Club sets the bar high with her dedication to VIEW and The Smith Family. She recently featured in this article in the national newspaper *The Senior*.

“Children are our future”

This month marks two very important birthdays for Olive Westren. Not only is she turning 89, but The Smith Family, which is a big part of her life, celebrates its 90th anniversary.

Olive is one of thousands of loyal VIEW Club members, working behind the scenes to raise funds for The Smith Family's charity programs. Her club, Harrington VIEW Club (on the NSW Mid-North Coast), raises money for The Smith Family's *Learning for Life* program, which supports disadvantaged children and young people throughout their education.

The club has about 100 members and meets every month at the local bowling club. Members also organise other fundraising get-togethers, such as a recent soup-and-damper day where the women cooked and served a delicious selection of soup, sausages, damper and cakes for \$12 a head.

“I can't speak highly enough of The Smith Family and the difference they make to young lives through *Learning for Life*,” said Olive.

In 1981 Olive and husband Reg, 98, retired to Harrington to play bowls and golf. But it wasn't long before Reg found something more for Olive to do with her time. According to Olive, Reg came home one day and said: “You play golf at Forster and Taree, but I've seen this group of women down at Harrington Bowling Club meeting regularly and having a ball together. I think you should go and find out what they are all about.”

“So, I did. It was the VIEW Club and I ended up joining.” Olive is also a volunteer with Meals on Wheels and was treasurer of the Bushland Nursing Home.

It was her idea to collect recycled books, which she sells for \$1 or \$2 each at the monthly VIEW Club dinner meetings and at The Smith Family information stall at the local markets during holidays. Her efforts, and those of a willing band of helpers, raise an incredible amount – almost \$2,000 one year.

As a grandmother of six and great-grandmother of eight, Olive knows the value of intergenerational support.

Article courtesy of *The Senior*, first published 1 September 2012, www.thesenior.com.au



Olive Westren from Harrington VIEW Club

“Children are Australia's future. There are many underprivileged children out there who need help. It is important we give them the opportunity to turn their lives around through education.”

Do you know a VIEW identity making a difference in her community?

Is she worthy of a greater audience? Let us know and we may be able to feature her in *VIEW Matters*!
Email your suggestions to: view@thesmithfamily.com.au

Sister Clubs

The VIEW Sister Club program helps grow VIEW by sharing successes and achievements with other clubs, building lasting connections along the way.

Members share the fun and friendship of VIEW to strengthen all clubs, broaden the national VIEW network, support each other, improve communication and exchange ideas, programs and other success stories.

Sister Act



Lola Shaw from Halekulani VIEW Club (left) with Gwen Wilton from Picton VIEW Club

From the first time they met in 2009, Lola Shaw and Gwen Wilton just clicked. As respective Presidents of Halekulani and Picton VIEW Clubs at the time, Lola and Gwen decided to try to get to each other's functions as often as possible.

One small connection between these two women has developed into a whole network of friendships throughout both clubs. A particular shared interest among members is bowling, and they now travel once a year to compete against each other in a tournament.

Although two hours separate Halekulani on NSW's Central Coast and Picton south of Sydney, lifelong friendships have formed.

Lola and Gwen became Zone Councillors in their respective areas in the same year and remain in close contact, catching up with each other at the Coffs Harbour Convention.

"If the Sister Club program had not been in place, we may have never met these beautiful people and what a shame that would have been," Lola said.

A growing family across two states

Waverley Day VIEW Club in Victoria is in the lucky position of not having just one, but two sister clubs.

Members from Waverley have enjoyed a longstanding connection with members from Malvern Evening VIEW Club in Victoria. They invite each other to National and Zone functions, club birthdays, outings, special events, and also give each other guidance and support in their endeavours. A small club, Malvern is active, friendly and hopeful their numbers will grow in the near future.

A more recent connection in 2011 gave Waverley their second sister club in Hobart VIEW Club. The first VIEW club established in Tasmania, members from Hobart appreciated the sisterly advice from Waverley members about programs and building membership. Both clubs correspond regularly and the members of Waverley have encouraged their new Tasmanian friends to cross Bass Strait for a visit north in 2013.

President Jeanette Elkner of Waverley Day VIEW Club said it was a privilege to be 'sisters' to both clubs. "We love exchanging ideas and seeing friendships blossom," she said.



Members of Waverley Day VIEW Club (above) and members of their sister club Hobart VIEW Club (below)



Want to join in the sisterly fun?

For more information about the Sister Club program, please contact Brenda Harrold at: brendaharrold@bigpond.com.au or speak with your National Councillor.

Around the Clubs

Olympic effort



Kay Benson (left) and Joy Miller share the Olympic spirit

Bribie Island Evening VIEW Club members donned the green and gold to show their Olympic spirit for a dinner meeting at the Bribie Island Hotel.

The highlight of the night was an Olympic Torch 'relay' that used the actual torch carried by local resident and councillor Gary Parsons during the Sydney 2000 Olympics.

Harmonising VIEWTrap singers

Queanbeyan Evening VIEW Club celebrated their 28th birthday in June with a 'Feathers & Fur' themed dinner.

Guests were entertained by the 'VIEWTrap' singers who put on a fabulous floor show and had everyone join in the Chicken Dance – with one member even coming as the chicken!



Members of the 'VIEWTrap' singers enchanting the audience

A cracking good time!

Members of Lithgow VIEW Club enjoyed a fun mystery coach trip to Tobruk Sheep Station, where they were treated to life on a sheep station. The camp kitchen prepared a delicious morning tea of damper, golden syrup and Billy tea, and members watched the working sheep dogs muster sheep, followed by a sheep shearing demonstration.

After a delightful lunch they watched a whip cracking demonstration and tried their hands at boomerang throwing, which provided a perfect end to a day of fun and friendship.



Lithgow VIEW Club members with Tobruk's host Geoff Mason and coach driver Ken Small

Ships ahoy!

Southport Day VIEW Club enjoyed a nautical-themed luncheon at the beautiful waterfront home of member Elizabeth Manns during August and what a great success it was!

The ladies decked out for the occasion, enjoyed sublime weather, superb food and delightful company.

Local store *Mirror Image* displayed their beautiful stock with member Glenda Bramham modelling their jewellery and accessory bags. A big thank you for their very generous donation.



From left: Julie Manning, Elizabeth Manns and Deborah O'Brien of the Southport Day VIEW crew



petals
FLORIST NETWORK

A sweet-smelling offer

VIEW has partnered with Petals Florist, an online florist network, where VIEW members receive 10% discount on the full purchase price and 18% of the purchase amount will be donated to The Smith Family.

To order call 1800 738 257 or visit: www.petals.com.au/view

Safari birthday celebrations

The 38th birthday bash for the Central Coast VIEW Club took on a colourful theme of 'On Safari' with members dressing up in stunning African outfits. Member Deidre Abdy was a guest speaker and gave a wonderful presentation on her recent trip to Kenya.

National Vice President Christine Newell also presented service pins to members Judy Waterhouse (30 years) and Bev Cox (20 years). Congratulations on their long-term commitment to VIEW!



From left: Pamela Ives, Deidre Abdy and Ellen Mawere enjoy the African safari-themed night

Share your fun with all of VIEW

Please send all club news and photos as high resolution jpegs to Carleen Maley at: carleen.maley@bigpond.com

Your club might be the next to feature in *VIEW Matters!*

Growing strong



Members of the growing Currumbin-Elanora Day VIEW Club

The Currumbin-Elanora Day VIEW Club has been going strong for two years. From its original 19 members, it has grown substantially to 92 members. The club now sponsors six *Learning for Life* students in the local area and have provided four computers through the Joyspreaders program.

President Lorna Ewing's enthusiasm has been a major reason for the club's rapidly growing membership, along with a hardworking committee who hope to reach 100 members this year.

Connecting in community

Hunter VIEW Clubs unite



From left: National Councillor Robin Bosch, guest speaker Wendy McCarthy, National Vice President Christine Newell and Gaye Hart at the Gala Day

Nearly 100 members from 15 Hunter VIEW clubs raised money through a raffle and donated prizes at their recent Gala Day to financially support another local student in the *Learning for Life* program. Held at the East Maitland Bowling Club, guest speaker Wendy McCarthy spoke about women's education and the work still needed to see equality in business and in the community.

VIEW Clubs in the Hunter region now support more than 40 children in primary, secondary and tertiary education.

National Councillor Robin Bosch congratulated everyone involved. "The Hunter VIEW Clubs are very passionate and proud of their achievements," she said.

Decorating for students



Sunshine Learning Club students with their colourful pencil holders

Students at the Sunshine Learning Club in Victoria were delighted to receive colourful pencil holders previously used as table decorations at the Area VC Gala. Thanks to National Councillor Kath Chapman who dropped off the donation!

A first for Hobart

In July, the Hobart VIEW Club presented The Smith Family in Tasmania with its first cheque for \$468 towards the *Learning for Life* program.

Club President Yvonne Bottomley said, "Hobart VIEW Club is a relatively new addition to the national women's volunteer organisation and support network. It provides opportunities for women to meet regularly, have fun and work together to support the work of The Smith Family in Tasmania."

"Our club will celebrate its first birthday this month and is planning a grand cocktail party in early December to continue to raise funds for disadvantaged Tasmanian children," she said.



From left: Hobart VIEW Club members Meredith Phillips, Yvonne Bottomley (President), Alison Standen, The Smith Family's General Manager - Tasmania, and Barb Hayes

Leave an education legacy

Your legacy can live on and make a lasting difference with a bequest to The Smith Family. You will be leaving the gift of a better future for disadvantaged Australian children in need.

For more information about making a bequest please visit: www.thesmithfamily.com.au/bequest or call Judy Tanna on (02) 9085 7150.

Elmore Oil inventor leaves a wonderful legacy for those in pain.

In 1998, at the age of 78, Ralph Linford was starting to feel the effects of arthritis in his hands. The pain was getting worse and he needed something that would work fast and for a long period of time. One of his most famous sayings was, "I knew I was in trouble when I could no longer hold my pot of beer".

14 years on he could not have known that the journey he would embark on would bring relief to millions of people around the world. Ralph had a background in manufacturing and a love of nature, which became a key in selecting the ingredients he worked with.

Ralph began to create his own magic potion, a product which has become famous around the world and he named it after the tiny town where he lived (Elmore). He put together 4 simple ingredients: Olive Oil, Tea Tree Oil, Eucalyptus Oil and Vanilla, but the way he blended them was very unique and Elmore Oil was born.

Originally it was a rubbing lotion just for arthritis, but soon the world discovered that Elmore Oil also worked to relieve pain and inflammation associated with back pain, sciatica, neck pain, tension headaches and most other muscular related pain.

Elmore Oil found its way into pharmacies across Australia after it was shown on A Current Affair in 2005, and over the years Ralph's happy face became well known to the Australian public after A Current Affair ran a total of 8 good news stories about Elmore Oil.

Ralph passed away in August 2011, but before that time he had seen his beloved Elmore Oil find its way into 12 different countries around the world and have



an estimated user base of over 3 million people. He watched over the creation of The Elmore Oil Future Champions Program, which became a joint initiative between the Elmore Oil Company and The Smith Family to help under privileged children reach their goals in sport across Australia.

In 2009 the Future Champions Program was placed on hold, however the funds used on that program were diverted to another great cause and Ralph was happy to see the launch of The Elmore Oil Trust Fund for Street Children in the Philippines (later named The Future Kids Program), which provides food and aid to the street children of the Philippines and their families.

The Philippine Trust Fund Program was the brainchild of Ralph's son, Mark, who has been running the company since 2004 and has developed it into a global brand, while still maintaining its family traditions. In 2013 the Future Champions Program will again be revived in Australia in conjunction with The Smith Family.

The Elmore Oil Company has embarked on a massive promotional strategy in 2012/13, offering Australian consumers the opportunity to win a Pacific Island Holiday valued at \$8,000 by simply trying their product.

The company's MD, Mark Linford, says it's an exciting promotion for the company. "We wanted to inject some fun into the brand so we are offering all consumers the chance to win the Pacific Island Holiday of their choice, plus another 6 consolation prizes of \$1,000 each."

It's a great way to get relief from all of your aches and pains and have a chance to win a great prize. And of course every time you buy Elmore Oil you are helping disadvantaged kids in Australia and in the Philippines. What could be more satisfying!



WIN A PACIFIC ISLAND HOLIDAY

Purchase any 250ml or 300ml bottle of Elmore Oil and have a chance to win a trip to a pacific island holiday destination of your choice, valued at \$8,000. Choose from a 7 night flight and accommodation package to either Fiji, Samoa or Hawaii, OR a 10 night Pacific Island cruise.

Available at all participating pharmacies across Australia, or buy online at www.elmoreoil.com.au.



Competition closes March 31st 2013. Winners notified by mail no later than April 30th 2013.



The Smith Family Joysreader Gifts

Spread the joy
and help change
a child's life.



everyone's family

Our Joysreader Charity Gifts are perfect for the person who has everything!

When you purchase one of these gifts, the money is used as a funding contribution towards real programs. You'll be helping a child in need PLUS the person receiving the gift will know they are making a difference to a child's life. It's like giving two gifts in one.



\$25

Fast Tracking Careers

Connects disadvantaged students with a range of business professionals who help with career pathways, so they have a smooth transition from school to the workplace.



\$35

It Takes Two

Helps kids in need who are struggling with their reading by matching them with a reading buddy, who gives them advice and encouragement.



\$65

State of the Art

Helps kids in need discover their creativity through a series of art workshops. This gift helps unlock their potential and builds confidence through learning new skills.

Creative and inspiring gifts for the little people in your life.

Select from a great range of gifts that will entertain, educate and best of all, the proceeds will help Australian children in need to reach their potential. What better gift is there than the hope of a bright future?



\$19.95

Finger Puppet Kit

Make your own finger puppets. Kit includes felt, a theatre and scripts to start your own show.



\$19.95

Teddy Bear - Tully

Irresistibly cute and huggable, Tully will be a winner with little and big kids alike.



\$25.95

Bubble Science

The ultimate bubble kit for hours of fun. Blow giant bubbles, learn tricks and more.

There are more great gifts online at thesmithfamily.com.au/Joysreaders or call 1800 024 069

★ All prices include postage and handling within Australia ★