



Working together

Developing our clubs

Shopping for a good cause

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

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 18,000 women of VIEW to the provision of educational outcomes for Australia's disadvantaged children and families.

National President: Robin Perros.

National Vice Presidents: Sue Field, Lyn Gerstenberg, June Greentree.

National Councillors: NSW: Robyn Bursill, Beverley Giglio, Marian Kingham, Laura O'Brien, Dawn Sage, Lola Shaw, Toni Thomas, Gloria Walter, Gwen Wilton. QLD: Maggy Hickey. SA: Marjorie Schultz. Vic: Diane Daly, Jennie Wynd.

Caretaker National Councillors:
ACT: Margaret Gooch.

NSW: Madge Doust, Glenda Noble, Cynthia Guyenette.

QLD: Lyndsay Basford, Jean Clarke.

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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everyone's family

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Front cover: VIEW members at the Blue Illusion store in Williamstown, Victoria on the national styling workshop and shopping day where 10% of the day's proceeds went to The Smith Family: (from left) Diane Daly, National Councillor, with Dianne Doig and Karen Hawkey from Point Cook VIEW Club.

From the Executive

Sue Field
National Vice President



“There are women who make things better, simply by showing up. There are women who make things happen. There are women who make their way. There are women who make a difference, and women who make us smile. There are women who do not make excuses, women who cannot be replaced and there are women of wit and wisdom who, through strength and courage, make it through. There are women who change the world every day. . . women like you.”

These are the words of Ashley Rice, author of *Girls Rule*, and to me, they are the essence of the VIEW woman.

VIEW holds a unique place in our society as the only national women's organisation focused on supporting and advocating for young disadvantaged Australians. We now sponsor 1,114 *Learning for Life* students and are proud to be The Smith Family's single largest community sponsor of *Learning for Life* students – what an incredible achievement!

The last six months have been a busy time for the Executive. We have particularly enjoyed attending Area Galas, Zone Conferences and significant birthdays in many regions. For a recap of a recent Zone Conference, see page 8.

We have been pleased to see an increase in your support of our partnership with The Smith Family retail stores in NSW and the ACT, which sees the promotion, in all 20 stores, of VIEW Clubs and its work with The Smith Family. The partnership aims to raise awareness amongst members of The Smith Family's clothing recycling operation, and help us to attract new members interested in making a valuable social contribution as well as reducing their impact on the environment.

Plans are well underway for the 2015 VIEW National Convention to be held in Wollongong, NSW. Registrations are now open and a superb program of events is being organised. For more information visit the VIEW website, and remember to book early as spaces are limited.

Robin, Lyn, June and I wish you, and your families, a safe and happy festive season and look forward to meeting many of you next year during our travels.

Above: 2014-15 National Executive (from left):
Lyn Gerstenberg, June Greentree, Robin Perros and Sue Field

VIEW for all

18,000 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; and
- 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

In September, I was delighted to learn that VIEW, with its fashion partner Blue Illusion, had raised just over \$41,000 for The Smith Family in a single day of styling workshops and shopping. This follows the tremendous effort made by VIEW members earlier in the year, when taking part in the Dick Smith Foods Foundation '\$1 million to Charity' campaign, in support of The Smith Family.



Learning for Life sponsorships supported by VIEW

As at 1 October 2014

1,114

disadvantaged students at these levels:

969 Primary school

119 Secondary school

26 Tertiary /TAFE

Thanks to VIEW members' enthusiasm in buying Dick Smith products, photographing them and voting for The Smith Family, we were one of five charities to receive a donation of \$20,000 from the Dick Smith Foods Foundation. These funds, and the money raised from the Blue Illusion event, will go towards supporting the education of young Australians in need. Thank you to all VIEW members who supported both these initiatives.

The energy with which VIEW members approach every fundraising or volunteering activity for The Smith Family, whether it is a fashion parade, a community market stall, BBQ, or volunteering is a quality I admire. I also have great respect for VIEW's ability to connect like-minded women in local communities and to build meaningful and effective relationships.

I recently had the pleasure of meeting Mrs Margie Abbott (the wife of the Prime Minister of Australia, The Hon Tony Abbott MP) and briefing her about the work of The Smith Family. The meeting followed Mrs Abbott's address to VIEW members at the Stockton VIEW Club's 50th birthday celebration. There she learnt about the wonderful work of VIEW and its connection to The Smith Family from VIEW National Vice President, Sue

Field. When we met in July, and knowing her interest in early childhood issues, I introduced her to the programs we have for young children, *Let's Count* and *Let's Read*, which help build their skills and school readiness. Since then, Mrs Abbott has continued to show interest in our work, visiting The Smith Family Burwood retail store during *National Op Shop Week* to meet and thank volunteers.

Thank you VIEW members for your ongoing fundraising efforts and advocacy for disadvantaged young Australians to get the best education they can. You are all making a big difference to the lives of thousands of students and their families across Australia.



Arana VIEW Club (Queensland) members holding products for the Dick Smith campaign.



Join Facebook

Keep up-to-date with the latest VIEW news by joining the VIEW Clubs of Australia Facebook page. Post comments about your club's activities and comment on posts on The Smith Family's Facebook page.

News briefs

Congratulations NSW VIEW Clubs

In March, all VIEW Clubs in NSW were recognised by NSW Parliament for their outstanding community work over the past 54 years in supporting disadvantaged children. VIEW National Manager, Maryanne Maher attended a ceremony at NSW Parliament House to accept the Outstanding Community Service Award, presented by the Parliamentary Secretary to the Premier of NSW. Congratulations to all NSW members for this well deserved recognition.



VIEW National Manager, Maryanne Maher, with Dr Lisa O'Brien, The Smith Family CEO.

Conversation starters

Our VIEW lapel pins have proven to be so popular that we have had to order more! The pins are a great way to start a conversation about what VIEW stands for and what we do, and to meet other VIEW members. See page 15 for ordering details.



Christmas wrapping

Each year, VIEW members raise funds by participating in Christmas wrapping at local shopping centres. This is not only a good way to raise significant funds, but it is also an opportunity for members to be seen in the community, raising the profile of VIEW and The Smith Family. If your club hasn't been involved in Christmas wrapping activities, why not approach your local shopping centre and become involved this year! Contact the National Office if you need any advice.



Toy and Book Appeal 2014

For many of the disadvantaged children supported by The Smith Family today, financial hardship also means they may not receive a gift at Christmas. To ensure these children can share in the joy of the season, once again we are calling on members to support The Smith Family's Annual Toy and Book Appeal. Last year, VIEW raised \$58,000 for these gifts. To find out how to contribute to the Toy and Book Appeal, please call 1800 805 366 or email view@thesmithfamily.com.au.

**people's
choice
CREDIT UNION**

Amazing result!

Well done and thank you to all VIEW members who sold raffle tickets in this year's People's Choice Community Lottery. Together you raised \$18,000 from the sale of 9,000 tickets - our best result ever! VIEW funds raised from the Community Lottery go towards The Smith Family's *student2student* reading program, supporting students who are behind in their reading skills.

Working together

We asked The Smith Family's General Managers about how VIEW and The Smith Family come together in their communities.

From Greg Ryan-Gadsden, Western Australia (WA)

VIEW members in WA are a lively, innovative, high performing and fun group of women. With one of the highest sponsorships per club in Australia, I am constantly amazed and impressed with the number of students sponsored by the six WA clubs. The Smith Family enjoys a particularly strong relationship with the women of VIEW. Many staff attend meetings as guests or speakers on a regular basis and I feel privileged to be invited to share in their important work. Some particular highlights for me have been the rapid growth of clubs, members and sponsorships. Additionally, each club supports The Smith Family through partner schools, with committed and dedicated VIEW women providing assistance with student reading, making library bags and donating books. This year's Development Conference in WA, with the theme of business development, was another innovative idea to encourage the establishment of more clubs in WA. (For more details about this event see page 10.) Thank you VIEW for all you do to support the work of The Smith Family. I look forward to growing with you for the benefit of Australian children living in financial disadvantage.



From Alan Le May, Queensland

In Queensland, at our recent Smith Family State Planning Day, I was delighted that a number of VIEW Senior Office Bearers were able to attend. I was particularly pleased they could hear about some of the practical ways that our staff in Queensland are working with local VIEW members in their communities to support children and education. For example, Desley Affleck, *Let's Read* project officer from the Gold Coast, spoke about how she has connected with reliable and willing VIEW members in her area who now volunteer with the Let's Read program. VIEW member and volunteer, Vicki Dark from Oxenford/Coomera VIEW Club, also shared what she likes about the *Let's Read* program and volunteering. Marion Allan, *Learning for Life* Program Coordinator in Maroochydore, shared high praise about how she has engaged with VIEW Clubs on the Sunshine Coast by offering to be a guest speaker at their club meetings. This has led to VIEW members from Buderim, Caboolture, Caloundra Evening, Kawana Waters, Noosaville and Twin Waters collecting stationery all year round to fill library bags given to *Learning for Life* students of all ages. Kay Turley-Gros, Partnership Broker, Gold Coast gave a wonderful presentation about how she connected with her local VIEW Clubs, Currumbin/Elanora, Nerang and Southport Day by providing the members with a bolt of yellow material from which they produced 700 aprons, plus napkins and tablecloths, for students participating in the Stephanie Alexander Kitchen Garden program. Queensland VIEW Clubs are to be commended - it is always a pleasure to work together with them to help disadvantaged children.



Queensland VIEW Club member assisting with distribution of food at a *Let's Read* community event.



From Anton Leschen, Victoria

The first ever VIEW Club in Victoria, located in Doncaster, recently celebrated its birthday. This milestone highlights 30 years of VIEW support across the state. We are grateful, not only for the financial assistance VIEW provides, but also for the unique support each club provides to disadvantaged students and their families in their local communities. For example, over the last five years VIEW members have organised library bags and stationery for students in Dandenong. In Greensborough, VIEW women provide literacy support to over 60 students at Thomastown Language School and Primary School.

In Ballarat, VIEW members knit gorgeous finger puppets, which are added to book packs for vulnerable families. Since the start of the year, members of the Keilor VIEW Club have been volunteering regularly at St Alban's Primary School in both the *Learning Club* and the daily *Breakfast Club*, while members from Heidelberg VIEW Club volunteer at the *Breakfast Club* at Charles La Trobe College. The support of VIEW in providing this assistance to disadvantaged young people is invaluable, however VIEW doesn't just reach out to vulnerable communities. In Collingwood, where The Smith Family's Victorian head office is based, and at other *Learning for Life* offices across Victoria, we are proud to have a number of VIEW members co-located with Smith Family team members, all working together to support the delivery of programs across the state.



From left:
National Councillors
Jennie Wynd and Diane Daly
with National President Robin Perros
and Anton Leschen
from The Smith Family.

From Steve Macready, New South Wales (NSW) and the Australian Capital Territory (ACT)



With VIEW Clubs and The Smith Family having their origins in NSW, there are a large number of clubs and Smith Family supported communities in NSW and the ACT, leading to many opportunities for events and meetings where both come together. Recent examples include a sector celebration with Partnership Brokers in Wollongong attended by VIEW members and Smith Family team members, and several VIEW Zone Conferences and Gala events, where our team members have shared stories of their work with VIEW members. We are also appreciative of the ongoing support from VIEW in assisting with *Learning Clubs*, supplying material and books to our students and helping our *Learning for Life* teams, such as the team in Woden, ACT, with many and varied tasks. It was also pleasing to see VIEW members come along to present 120 lunch boxes, together with a cap and a flag from the St George Illawarra Dragons, to our *Learning Club* students in Airds, Claymore, the Illawarra, Macquarie Fields, Miller and Nowra. It is these little things that help to make learning fun and special. Thank you VIEW for making a difference and recognising that every child deserves a chance.

From Alison Standen, Tasmania

The VIEW Club of Hobart, Tasmania's only VIEW Club, was officially established in August 2011. Though it is small in members, the club 'punches well above its weight' when it comes to fundraising. Their pre-Christmas Cocktail Party has now become the major fundraiser of the year, with last year's silent auction raising significant funds enabling the club to now sponsor four *Learning for Life* students. The club has also held several successful fashion parades with Blue Illusion and members make regular contributions to Christmas activities through donations and assistance with packing. I'm excited about the club's goals to grow VIEW membership in Hobart and establish a new club in Launceston.



Alison Standen, General Manager, Tasmania, The Smith Family.



Anne Strangway from Adelaide West VIEW Club (SA) with Graham Jaeschke, General Manager, at The Vines Evening VIEW Club inaugural.

From Graham Jaeschke, South Australia (SA) and Northern Territory (NT)

We began linking each South Australian VIEW Club directly to a Smith Family *Learning for Life* community in 2013, and since then, we have seen an even greater level of engagement with SA VIEW members. Many women volunteer their time to support our work and programs within their matched community. This linkage also allows our *Learning for Life* Program Coordinators to liaise directly with VIEW members about the specific needs of their community, and provide updates specific to the work they support. A great example of this relationship working at its best was the generous donation last year from Gawler VIEW Club to support *Learning Clubs* in their matched community of Smithfield Plains. The fantastic support we get from clubs in SA is so important to our work and we are incredibly humbled by their ongoing generosity. A highlight this year was the large number of VIEW members who were able to attend our *Learning for Life* Graduation ceremony for Year 12 students - a truly inspiring event.



Barbara Purcell from Adelaide Pioneer VIEW Club and Jeremy Head, Smith Family Program Coordinator, at a club meeting.



From left: Marlene Powell (Secretary for Southern Vales VIEW Club) and Pat Beaumont (Blackwood Hills VIEW Club).



Working tirelessly behind the scenes to support all VIEW Clubs and their members around the country, is the VIEW National Office team, located in The Smith Family's Sydney office. Our thanks go to Maryanne Maher, VIEW National Manager (front), Linda Custer (back left) and Olga Shkuropatova who provide invaluable support and administrative assistance to 18,000 VIEW members.

Developing our clubs

Zone Conferences are a great way for VIEW members from different clubs in nearby areas to get together to learn new skills, share ideas about fundraising events, outings and activities and learn more about their local communities. They also provide the opportunity to hear from The Smith Family and students and families receiving support. This year, several Zone Conferences were held around the country, with the VIEW National Executive attending many to meet and talk with members.

At the AA01 Zone Conference in the ACT in July, members representing nine clubs within the Zone heard from two senior Smith Family team members, Leonie Green, Head of State and Territory

Operations and Steve Maccready, General Manager, NSW & ACT. Additionally, immediate Past National President of VIEW, Lorraine Montgomery presented on the Future of VIEW Working Group. The information shared about the local area's *Learning for Life* students, the impact of The Smith Family's support in their community, and the volunteering opportunities for members was invaluable for all conference attendees. There were endless ideas shared for getting to know each other better, potential guest speakers, new and exciting fundraising opportunities, advertising ideas and suggestions on growing VIEW in the area and attracting new members.

"I would like to personally thank everyone for contributing to the day, and for your support in making our first Zone Conference in many years a huge success!" said Jan Roberts, Zone Councillor, AA01.



From left: Jan Roberts, ZC Zone AA01; Margaret Gooch, Acting National Councillor; Leonie Green, Head of State and Territory Operations for The Smith Family; Lorraine Montgomery, immediate Past National President and Steve Maccready, NSW & ACT General Manager for The Smith Family.

Connecting in community

Shopping for a good cause

VIEW and fashion boutique Blue Illusion joined forces recently to raise funds for The Smith Family.

VIEW Clubs partnered with Blue Illusion nationally in September for a Styling Workshop and Shopping Day where 10% of the day's proceeds were donated to The Smith Family. With many VIEW Clubs already working in partnership with their local Blue Illusion store to run fashion parades and other fundraising events, this nationwide initiative took the collaboration to a larger scale with great success.

The shopping enthusiasm of VIEW members and their families and friends on the day saw the initiative raise \$41,342.40 for The Smith Family. The event also helped to spread the word about VIEW's role with The Smith Family in supporting the education of disadvantaged Australian children.

Developed with assistance from The Smith Family Partnership Manager, Irene Ryder, the national shopping day took place in over 100 Blue Illusion stores in Australia, with VIEW Clubs involved in promoting and organising the event and, in some cases, modelling the clothes. VIEW members and their friends were invited to join in Styling Workshops and watch shows of the latest fashion before purchasing new clothes and accessories. VIEW members also promoted their work with The Smith Family and handed out VIEW brochures to attract new members and build awareness in the wider community.

"It's very much a win-win feel-good scenario," said Donna Guest, Co-founder of Blue Illusion. "We call it 'purchase for purpose' as customers get that personalised styling session and runway show for their summer wardrobe whilst The Smith Family benefits too."



Zone Councillor Kathie Diskin (left) and Past National Councillor Patricia Rogers (right) from Twin Towns Day VIEW Club with Rhonda, Blue Illusion store manager in Pacific Fair Shopping Centre.



Margaret Hayes, President of Mordialloc/Chelsea VIEW Club (left) with Margaret Shields, Vice President.

With children and community always playing a significant part in Donna's life, it's not surprising community involvement is an important part of Blue Illusion's strategy. According to Donna, the French-inspired boutique raised more than \$670,000 for charities last year.

"All charities inspire me. The work they do, and the difference they make within the community, the change we see is wonderful. To work in partnership with The Smith Family and VIEW Clubs is a positive experience on both sides," she said.

"Our Australian boutiques had a great day of sales [on September 18]. We hope that the donation will be able to make a real difference to the fantastic work that both The Smith Family and VIEW Clubs are doing," Donna said.

VIEW National Convention 2015: Registrations now open

Planning is well underway for next year's VIEW National Convention in Wollongong, NSW. Members can expect their favourite events including the Women of Inspiration panel, *Learning for Life* presentation, George Forbes Oration, Resolution Debate, Gala Dinner and the Grand Celebration, plus an exciting new addition - a Writer's Festival. Get ready to dust off your dancing shoes with a choice of two themed Friday night social events - 'Midnight in Paris' or 'Let's Go Cruising'. Visit www.view.org.au for more information on planned events.

When: 11-13 September 2015

Where: Novotel Northbeach, Wollongong

Spaces are limited so register today by emailing ozacomm@ozacomm.com.au or phoning 1800 814 611.

Community in profile

Spotlight on Western Australia (WA)

VIEW in WA
As at 15 September 2014

269
members

6 VIEW
Clubs

44 *Learning for Life*
students sponsored

Women of the West champion new conference

In August, VIEW in Western Australia (WA) held the organisation's first Development Conference with 40 VIEW members and interested guests attending. With a focus on business development ideas to grow VIEW in WA, the aim of the conference was to spread the word about VIEW to a wider audience and give those new to VIEW an experience to entice them to attend the National Convention in the future.

The two-day event was organised by the WA Development Conference Team comprising Ann Breen, Barbara Colson, Vera Daddow, Dawn Gillis, Marlene Gordon, Beverley Lawson, Joan Newnham, Monica O'Donoghue and Charmaine Sherman. Held in Margaret River, in the South West region where VIEW hopes to open its next WA club, the conference included interactive workshops as well as presentations and informative talks from the VIEW Executive, The Smith Family's General Manager for WA, Greg Ryan-Gadsden, The Hon. Barry House MP MLC and a number of inspiring local women.

Highlights included the creative workshop exploring "What is VIEW?" and the Resolution Workshop, demonstrating the value of the resolution debate. During this workshop, there was lively discussion among speakers about the need to extend the pedestrian crossing time at busy intersections for the elderly, people with disabilities and

mothers with young children and prams, with attendees learning the power of expressing their opinion.

A range of special guests also spoke at the conference, including local author Lynne Leonhardt (*Finding Jasper*), Councillor Felicity Haynes, from Margaret River Council, who spoke about her journey to become a Councillor in Margaret River, and the Western Australian 2014 Rural Woman of the Year, Jackie Jarvis, who delivered an informative and amusing account of her work and achievements. All these women now have a much better understanding of VIEW and our values, the work we do and the fellowship we share. They will assist in spreading the word about VIEW in the local community whenever they can.

Inspired to hold your own Development Conference in your state or territory? Contact VIEW National Office for advice on how to get started. Development Conferences are a great way to stay connected with VIEW members, learn new skills, share ideas and spread the word about VIEW, particularly in alternate years to the VIEW National Convention.

Bayswater City VIEW Club

In August, Bayswater City VIEW Club, WA's newest club, celebrated its first birthday. Over the past year, the club's committee has been very active, organising activities for members, arranging speakers at meetings and running fundraising events. The club's first major fundraiser in March was a Postie Party fashion parade. It was a great success raising enough funds to put the club in a healthy financial position and enable members to sponsor their first *Learning for Life* student—a great achievement in its first year! For the year ahead, the committee hopes to grow its membership numbers.

Rockingham Sound Day VIEW Club



Delegate, Kaye Rickard, from Rockingham Sound Day VIEW Club, manning their stand at Rockingham Beach Primary Campus Community Expo.

Rockingham Sound Day VIEW Club, located south of Fremantle, recently celebrated its 11th anniversary. The club has 55 members and supports 10 *Learning for Life* students. Members raise funds in a variety of ways including friendship lunches, morning teas, IT/social media workshops, community market stalls, friendship fetes, raffles, book sales, bring'n'buy and a 5c collection. This year, to help promote VIEW to the wider community, members of the club manned a display at the Rockingham Beach Primary Campus Community Expo to talk with teachers, parents and students about how VIEW and The Smith Family support financially disadvantaged students with their education. The expo provided a good opportunity to meet other women in the school community interested in becoming members.



Bayswater City VIEW Club members, Linda Migro, President (left) with Alicia Taylor, Assistant Secretary.



Inaugural Committee members of The Vines Evening VIEW Club.

The Vines Evening VIEW Club - our newest club

We are always excited to welcome new members and new clubs to the VIEW family. In August, The Vines Evening VIEW Club, South Australia's (SA) 16th club was established. Located in Reynella in Adelaide, the club celebrated its inaugural meeting at St Francis Winery with 90 attendees including VIEW members from other SA clubs and special guests.

Thanks to the hard work of the South Australian Development Team, under the guidance of Anne Strangway, the new club has had a great beginning. Inaugural members of the club include Katrine Hildyard, Member of Parliament for Reynell, who spoke at the celebration. Other speakers at the event included Robin Perros, VIEW National President, Marjorie Schultz, National Councillor, Graham Jaeschke, General Manager, SA and NT, The Smith Family and Maryanne Maher, VIEW National Manager.

"It was really gratifying to see the support for their newest club from the other clubs in South Australia on the night of the inaugural meeting. Each SA club gave a practical gift to help The Vines Evening VIEW Club get off to the best possible start. I was also delighted to meet so many of our South Australian members. It is always a joy to be among VIEW friends and I appreciate your warmth and hospitality. I wish the club every success and a long and happy future," said Robin Perros.

The Vines Evening VIEW Club meets at 6pm on the 4th Tuesday of each month at the St Francis Winery, Reynella.

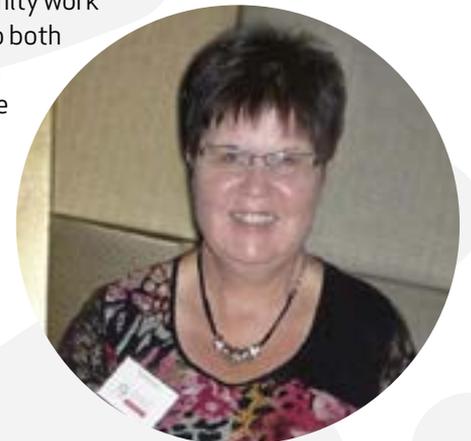
Members of The Vines Evening VIEW Club with Zone Councillor Jan MacFarlane and National President, Robin Perros.



Recognition for our members

The commitment, dedication and enthusiasm of every VIEW member is greatly valued by The Smith Family and the communities supported by our clubs. That's why we love to see our members recognised by the wider community for their hard work and efforts. Recently we were delighted to learn that several VIEW members were recognised in the fifth edition of the Hidden Treasures Honour Roll, a joint project between the Rural Women's Network (NSW Department of Primary Industries) and The Centre for Volunteering, NSW. This Honour Roll recognises women who volunteer in rural, remote and regional communities throughout NSW, with 153 women named in 2014. Congratulations to the following current and past VIEW members: Yvonne Forsyth (Cootamundra Day VIEW Club), Ruth Gorton (Cessnock VIEW Club), Catherine Thompson (Temora VIEW Club), Jan Tobin (formerly Twin Towns Evening VIEW Club) and Judith Wright (Cessnock VIEW Club).

Congratulations also to VIEW member Sue Brown from Bendigo Evening VIEW Club. Sue was one of six recipients recognised at the recent Loddon Bendigo Rural Women's Network Tribute to Rural Women event. Sue was acknowledged for her exceptional community work and contributions to both VIEW and the Zonta Club of Bendigo. Sue has been a member of Bendigo Evening VIEW Club for several decades and is an inspiring member for her farming community having fostered over 100 children and helped many other women and families affected by floods in her region.



Sue Brown from Bendigo Evening VIEW Club.

With 18,000 VIEW members across Australia, we do our best to keep track of the achievements of our members. Please let us know of any VIEW members recognised in your community by emailing view@thesmithfamily.com.au.

Around the Clubs



From left: Cheryl Corbett, Jeanie Clark and Ruth Dragos with VIEW Club President Barbara Gaylard.

Handmade banner says it all

A VIEW banner is an excellent advertising tool for any activity or event and this banner (below) created by Sunnybank Evening VIEW Club in Queensland is one of the best we've seen! Inspired by the VIEW tea towel, the banner was handmade by a local dressmaker.



50th anniversary

A hearty congratulations to Port Macquarie Evening VIEW Club (NSW) member, Jeanie Clark (left), who recently celebrated her 50th year as a VIEW member. Jeanie first joined VIEW in Blakehurst, but has been a valued member of Port Macquarie Evening VIEW Club since moving to the area in 1988. Jeanie's daughter, Cheryl Corbett, is also a VIEW member and celebrated 20 years with Port Macquarie Evening VIEW Club, along with Ruth Dragos who reached her 10-year milestone.



Colac Evening VIEW Club 2014 birthday celebrations - Allyson Willis (left), Jennie Bowker and Robyn Barrand

Colac's success story

With 52 members, sponsorship of three *Learning for Life* students and a full calendar of social events and fundraising activities, it's hard to imagine that Colac Evening VIEW Club in Victoria was once on the brink of closure. Ten years ago the club's membership had fallen to less than seven members. However, thanks to the support of the then VC National and Zone Councillors and a flexible approach to growth, membership has grown and the club is now thriving. Companionship, a sense of fun and interesting activities are the three key pillars to the club's success. 'Word of mouth' invitations have brought new members to meetings and a well-planned social calendar has helped build strong friendships. For VC03 Zone Councillor, Catriona Ebeling, the final turnaround factor was an enthusiastic committee fostering friendships and lots of laughs. The threat of closure is now a distant memory for the club.

Supporting Smith Family stores

Thanks to a new initiative with The Smith Family Recycling Operation many clubs in NSW are actively getting involved with their local Smith Family retail store. Southern Highlands Evening VIEW Club has linked up with The Smith Family store in Bowral, NSW, to be the store's local champions and encourage residents and visitors to the area to shop at the outlet where proceeds from all sales go back to The Smith Family. Lugarno Evening VIEW Club and Moorebank District Evening VIEW Club have also embraced this initiative, participating in *National Op Shop Week* in August by encouraging locals to donate good clean wearable clothing.



VIEW members at The Smith Family store in Bowral.



Walk with a VIEW

Several clubs including Maroochydore VIEW Club in Queensland and Nambucca Evening VIEW Club and Narooma VIEW Club, both in New South Wales, stepped out in support of The Smith Family, by participating in a *Walk with a VIEW* event with family and friends. Aiming to raise the awareness of VIEW and The Smith Family, *Walk with a VIEW* is a national event that all clubs are encouraged to hold in their area. This year, Maroochydore VIEW Club members walked from Alex Surf Club to Mooloolaba Surf Club and back to raise funds for the *Learning for Life* sponsorship program. Members from Nambucca Evening VIEW Club walked between Nambucca Plaza and Kingsworth Estate and sold lunches to raise funds, while Narooma VIEW Club's event attracted 15 walkers promoting the VIEW brand.

SA Gala

With the appropriate theme of 'Let's Celebrate', 140 VIEW members from 15 South Australian (SA) clubs came together recently for the SA Gala at Belair Country Club. The lunch featured a performance by Year 9 and Year 10 students from the St Ignatius School Band, harpist Jeannie Kelso and friends, as well as speeches by *Learning for Life* tertiary student Ben and his mentor, Laura. The pair spoke about the positive impact The Smith Family's *Tertiary Mentoring* program has had for them. Attendees also heard from The Smith Family's SA Event Coordinator Alana Grimaldi and from Rose Morris, a VIEW member from Adelaide Pioneer VIEW Club, who regularly volunteers with The Smith Family. Gala awards were presented to Development Team leader Anne Strangway for her work in launching two new clubs in the state, and to Rose Morris in recognition of her volunteer work and endless ideas for promoting the VIEW brand.



Above: Winner of the National Councillor Award, Rose Morris (Adelaide Pioneer VIEW Club Secretary) with Past National Vice President Velda Atkinson.

Left to right: Narooma VIEW Club members at their *Walk with a VIEW*: Margaret Taylor, Glen Pisanos, Una Hollier, Thelma Colling, Patricia Eaton, Cathy Coventry, Bev Brown and Gloria Yeaman.

Point Cook's membership drive

An information stall at The Sanctuary Lakes Health and Wellbeing Expo in March this year has proven successful at attracting membership enquiries for Point Cook Evening VIEW Club in Victoria.

National Councillor and Point Cook Evening VIEW Club member Diane Daly, together with Club President Catherine Cronin and members Lynne Scott and Betty Seah were among those handing out information to women in the local area. VIEW's message of friendship and fun fitted easily into the theme of 'Health and Wellbeing', as members spruiked the healthy benefits of chatting and laughing with VIEW friends. Brochures promoting VIEW and The Smith Family were distributed and several membership enquiries have resulted from the day's efforts. The club now plans to make this a regular event in their annual calendar.



Lynne Scott at the Health and Wellbeing Expo.

A family affair

The recent 20th birthday celebration for Victoria's Oakleigh Evening VIEW Club was also a family celebration for three generations of the one family. Club President, Marna Sandford is mother to VIEW member, Jane Eddebuttel, whose two daughters, Lauren and Kate have also joined the club. Oakleigh Evening VIEW Club, which sponsors five *Learning for Life* students, has members aged from 26 years old and holds regular cake stalls to raise funds for its student sponsorships.



Club President Marna Sandford (second from left), with her daughter, Jane Eddebuttel (far right) and granddaughters, Lauren and Kate Eddebuttel, who are also VIEW members.

Survey uncovers great ideas from members

A survey of 120 VIEW Clubs has revealed some of the creative measures members go to in order to attract new members, raise funds, promote VIEW and support their local communities. With the aim of learning from strong performing clubs, the Future of VIEW Working Group conducted the survey to understand challenges faced by clubs and the activities that work well to strengthen membership.

"The survey has been an extremely valuable exercise," said Maryanne Maher, VIEW National Manager and member of the Working Group. "Club Secretaries, and in some cases Presidents, have highly valued the engagement, each providing excellent examples of what actions and activities are working well and what can be improved. We are keen to share the success stories with all members."

Interim findings from the survey revealed ideas in four key areas.

Membership

Similar to other longstanding volunteer organisations, VIEW is experiencing increasing resignations, resulting from an ageing population, emphasising the need for ongoing attraction of younger members. Clubs are encouraged to develop innovative ideas for attracting new, younger women to the organisation. Personal 'word of mouth' invitations to meetings continue to be successful at converting guests to members, and many clubs expressed the importance of making prospective members feel welcome at their first meeting, offering welcome packs and using assigned hostesses.

Promotion

Generally, the most successful promotion of VIEW occurs when clubs are directly linked to The Smith Family. Clubs are encouraged to use both VIEW and Smith Family banners and marketing collateral where possible. Involvement in the community, by attending events such as ANZAC Day services or Christmas Carols as a VIEW Club, or advertising on local community noticeboards, are other popular ways to promote VIEW to the wider community.

Fundraising

Fundraising success varies depending on the age and demographic of members and the local community. Raffles, trading tables, outings, Bunnings BBQs, fashion parades and giant garage sales are popular methods of fundraising, while innovative ideas such as helping at local triathlons or holding theatre days also achieve healthy returns. For clubs with working women, an optional annual membership levy is a good way to cover the cost of *Learning for Life* sponsorships and donations.

Advocacy and volunteering

Often, VIEW's best relationships exist when a club is located near a Smith Family office, or where the club has formed a strong bond with the local Smith Family *Learning for Life* Program Coordinator. For some clubs, supporting local schools by volunteering at *Breakfast Clubs* and *Learning Clubs* is a good way to increase awareness and connect with the local community.

Maryanne reported that many more inspiring ideas, as well as common hurdles, were uncovered in the survey, and more consultation on the successes and challenges is planned with other clubs in the coming months.

Look out for more ideas and suggestions in the October 2014 National Council Minutes.

Members from the Nambucca Evening VIEW Club recently made 32 aprons for students from Macksville Public School, who are participating in the Stephanie Alexander Kitchen Garden program. Wendy Hunter, Joan Hosking, Phoebe Peacock and Jan Ewington (pictured from left) made the aprons at the request of teachers. Ruth Welsh and Claire Bradley (absent) also assisted. Jan Ewington also volunteers each week at the school to help students in the kitchen.



All money raised from the sale of VIEW merchandise goes towards helping to change the lives of disadvantaged young Australians through education.



VIEW Merchandise

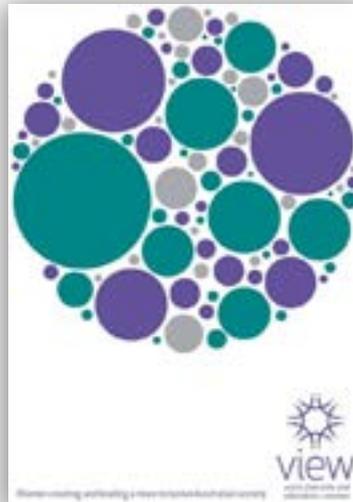
VIEW Lapel Pin \$5
Brushed silver lapel pin featuring the VIEW logo. Available from your National Councillor (11mm).



VIEW Apron \$22
Purple Drill w/-White Logo
(86cm l x 70cm)
Multi-use pocket.



VIEW Christmas Cards \$15
Each box consists of 2 cards x 5 designs, packaged with envelopes.



VIEW Tea Towel \$10
Great for gifts. Very limited numbers, 100% white cotton (50cm x 70cm).



Spectacle Cleaning Cloths \$5 each or both for \$8
2 designs, sold separately or together, (microfibre, 16x16cm, sawtooth edge).



VIEW Pen \$8
Elegance in writing. Black barrel with silver engraved VIEW logo.



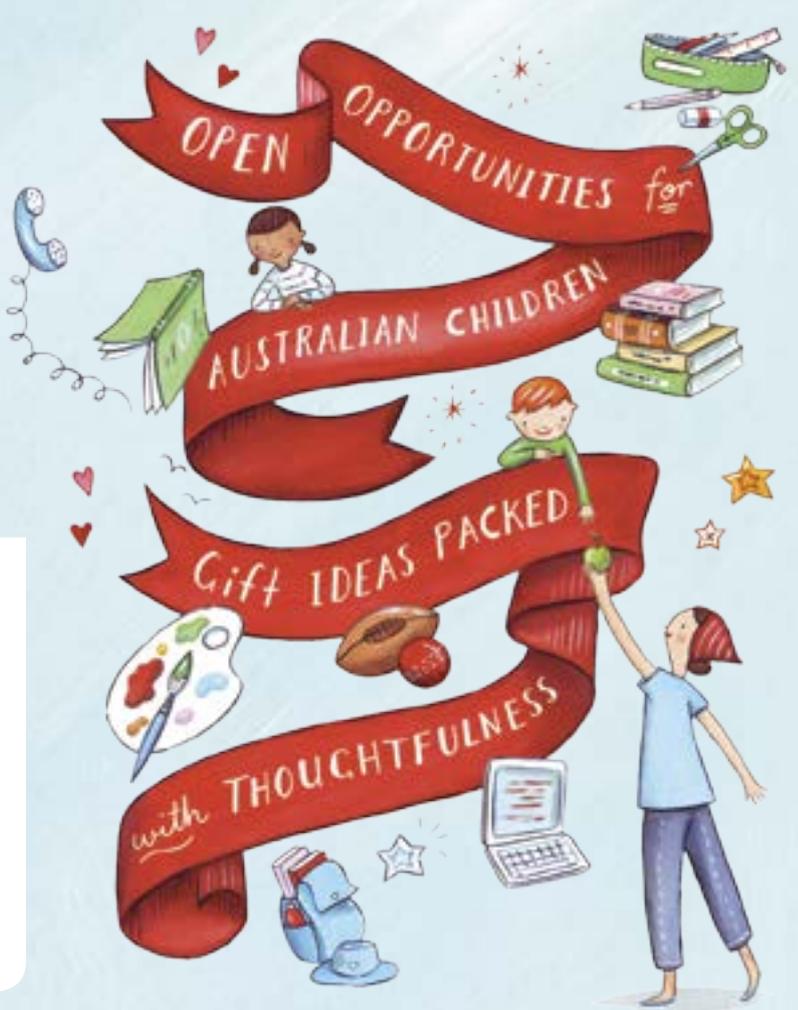
VIEW Note Cards \$20
Each box consists of 10 beautifully designed cards in five different styles, A6 size, packaged with envelopes.

To order any of this VIEW Merchandise contact National Office via email: view@thesmithfamily.com.au

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Our Joyspreader Charity Gifts help disadvantaged children directly. By purchasing a gift from this range, you will help to fund life-changing learning and mentoring programs that help children make the most of their education and their future. You'll receive an attractive printed card to include your own message.

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Without numeracy, children are lost in a sea of meaningless numbers, lacking the ability to make sense of their world. This gift enables children to become problem solvers and helps parents foster numeracy skills in 3 to 5 year olds.

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State of the Art

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Licence to Mentor

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For a disadvantaged student, there's nothing like a mentor who can pass on the benefit of their own know-how on the difficult terrain of study and career. Help match a student with a positive role model to help build their future aspirations.

The best gift is the hope of a better future.

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