

# viewmatters

November 2022



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**VIEW National Convention wrap-up**  
**New VIEW Clubs!**  
**'Make a Spectacle' winners**

  
**view**  
voice, interests and  
education of women

## Our Vision

Women creating and leading a more inclusive society.

## Our Mission

As a leading voice and valued support network for women, VIEW actively raises awareness of, and participates in, the work of The Smith Family.

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L-R: Elizabeth Birch, Marg Woodhouse and Evelyn Berg.

## From the Executive

It has been a jammed-packed year since the last edition of VIEW Matters in April. Two new VIEW clubs have opened in Queensland, we've increased our *Learning for Life* sponsorships, members from all corners of Australia have helped to celebrate The Smith Family's Centenary with wonderful social events, and...finally, we've come together for our long-awaited VIEW National Convention in Adelaide!

You'll find all the details about National Convention later in the magazine, including the winners of the fabulous 'Make a Spectacle' competition, in which so many of you enthusiastically participated. Thank you for embracing this initiative and joining in the fun of celebrating The Smith Family's amazing milestone of 100 years of commitment to improving the lives of Australian children.

With both our Sydney VIEW 60th Anniversary Diamond Jubilee events and the scheduled 2021 National Convention postponed due to the pandemic, there was a real buzz in the air when over 400 VIEW members descended on Adelaide in September. National Convention is a much-loved part of VIEW, bringing members together to learn more about VIEW and The Smith Family, celebrate our

achievements and of course, have fun. This year, more than ever, there was so much joy and excitement in finally being together and connected!

Marg, Elizabeth and I thoroughly enjoyed every minute – the wonderful speeches by The Smith Family representatives and former *Learning for Life* student Jemma, the many and varied guest speakers including Wendy Harmer (a real highlight!), the videos celebrating VIEW and The Smith Family, and the fun-filled social dinners and fabulous Gala Dinner. It was a truly wonderful event.

At National Convention, Doug Taylor, CEO of The Smith Family, revealed the organisation's new logo and tagline, 'Learn today, change tomorrow' – and outlined their ambitious 2027 target of reaching 100,000 students through the

*Learning for Life* program and 250,000 students with learning and support programs. As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW is committed to supporting The Smith Family to achieve this goal through fundraising, volunteering and spreading awareness about the importance of education on a child's future.

In closing, we extend Season's Greetings to you all and wish you a Happy New Year. Thank you for being part of VIEW – your contributions are helping Australia's most disadvantaged children and young people get the most from their education and change their futures.

Evelyn Berg  
National Vice President

VIEW is a national women's organisation with over 14,000 members in close to 300 communities exclusively supporting the education charity The Smith Family. Members sponsor students, volunteer, raise funds and advocate to improve the life outcomes of Australian children and young people living with disadvantage.

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,550 disadvantaged children and young people.

Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.

National President: Marg Woodhouse  
National Vice Presidents: Evelyn Berg and Elizabeth Birch  
National Councillors: NSW: Brenda Caligeros, Sandra Jankovskis. QLD: Robyn Garard; Jean Jennings, Lorraine Thomson. SA: Joan Coleman, Pauline Glover. VIC: Bev Orgill

Advisors (Past Senior Officers):  
ACT: June Weise.  
NSW: Sally Cronberger, Lyn Gerstenberg, Cynthia Guyenette, Judith Hemmingway, Franci Morsink, Anne-Louise O'Connor.  
VIC: Lyn Geer, Jennie Wynd

National Manager: Maryanne Maher

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The Smith Family supports the education of Australian children experiencing disadvantage by providing them with the tools and mentoring to thrive at school. This help extends to the child's family and community with wrap-around support essential to breaking the cycle of disadvantage. Helping a child to do well in their journey through school brings a life time reward for them and their family. Investing in a child's education today

will have a long-term impact that empowers them into their working life. For more information please visit [thesmithfamily.com.au](http://thesmithfamily.com.au)

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Front cover: Eloise Hall, Sophie Thomson, Stacey Lee and Professor Helen Marshall were guest speakers in our Panel of Inspirational Australians on Day One of VIEW's 55th National Convention held in Adelaide in September.

## What is VIEW?

VIEW is a national women's volunteer organisation supporting the education charity, The Smith Family. Connected through a common purpose, VIEW Club's 14,000 members:

- make lasting friendships, share ideas and knowledge and enjoy social activities;
- learn and develop new skills, while giving back to their communities; and
- advocate for and support the educational outcomes of disadvantaged Australian students.

Find out more about VIEW by visiting [view.org.au](http://view.org.au), calling 1800 805 366 or emailing [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)





## Message from The Smith Family CEO

As a momentous year in the history of The Smith Family draws to a close, I am delighted to have this opportunity to reflect on our organisation's wonderful partnership with VIEW.

Over 62 years, tens of thousands of VIEW members have raised funds, volunteered with The Smith Family and championed our cause within their communities, helping to raise awareness about the important link between education and overcoming disadvantage. We are immensely grateful for this unwavering support.

In September, I was pleased to attend my first VIEW National Convention with several of my colleagues. My congratulations go to the organisers – the two conference days were motivating, heart-warming and great fun! It was clear that the VIEW members in attendance were pleased to once again be together, celebrating the achievements of VIEW and The Smith Family.

During my address, I was able to reveal The Smith Family's new logo and tagline

– as well as our new five-year strategy. As our largest community sponsor of *Learning for Life* students, VIEW will be an essential partner in helping us to achieve our goal to make an even bigger difference to the lives of children and families experiencing poverty through educational support. We have set ourselves a target of having 100,000 Australian children and young people living in poverty on the *Learning for Life* program in the next five years. While this is an ambitious target, we believe – with dedicated partners like VIEW – we can achieve this.

2022 has also been a busy year for VIEW. In June, I was pleased to welcome two new Queensland VIEW clubs to The Smith Family - Bundaberg VIEW Club and Mackay VIEW Club. Although I was unable to attend the inaugural celebrations in person, I sent my best wishes in a video message which was

shared with members. I've heard that both clubs are already fundraising in earnest to sponsor their first *Learning for Life* students – amazing!

I was also extremely impressed to hear that, yet again, VIEW has increased its *Learning for Life* sponsorships, collectively supporting more than 1,560 students! Well done to all members for reaching this milestone. Your support is making a lasting impact on the lives of these sponsored students.

As The Smith Family embarks on its next 100 years, I look forward to continuing to evolve our partnership with VIEW. Together, we are making a life-changing difference to children and families experiencing disadvantage. Thank you for your support.

**Doug Taylor**  
Chief Executive Officer



### Join VIEW's online communities!

We're on Facebook and Instagram! We are growing our social media activity to connect members and promote VIEW to other women. Join the VIEW Clubs of Australia Facebook page or follow @viewclubs on Instagram to join the conversation!

## News briefs

**VIEW's impact**  
*Learning for Life* sponsorships supported by VIEW as of October 2022

# 1,565

disadvantaged students at these levels:

School	1,233
Secondary School	292
Tertiary	40



### New photo competition!

Show us how you can re-purpose, re-use and re-invent VIEW's commemorative 60th tea towel! Purchase our retro-inspired anniversary tea towel for just \$9 and start creating! Submit an entry in one or all of the four categories – *Best Fashion, Most Useful Accessory,*

*Most Innovative Accessory* or *Best Group*. Email your high-resolution photo to [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au) by 31 July 2023. Remember to include the name/s of the designer, your VIEW Club name, category and design name. Check the 'Competitions' page on the VIEW website for details!



### Toy & Book Appeal

The Smith Family's annual Toy and Book Appeal is back again and in celebration of The Smith Family's 100th anniversary we invite you to take part. Your support will help children and families experiencing disadvantage to share in the joys of Christmas by receiving a gift when they might otherwise miss out. You can get involved by making a donation using the VIEW Toy and Book Appeal Information Pack or the VIEW Donation Form 2022. To download a copy, please go to [view.org.au/resources/forms](http://view.org.au/resources/forms)



### Online Raffle now open!

This year's VIEW Online Raffle is celebrating The Smith Family's Centenary – and everyone can be involved! All VIEW members, and their friends and family, can purchase tickets in the raffle until 11.59pm AEDT Tuesday, 6 December 2022. The raffle is drawn on 7 December.

All funds raised will go towards The Smith Family's *Learning for Life* program, creating opportunities for young Australians in need by

providing long-term support for their participation in education. Our prize pool this year has a combined value over \$15,000! First prize is a return flight from Sydney to London, UK with Singapore Airlines!

Scan the QR code now to purchase your ticket!



### Good luck with Christmas wrapping!

We've heard that more clubs will be returning to local shopping centres this Christmas season to promote VIEW locally and raise funds for The Smith Family through gift wrapping stalls. In the past, this has been one of VIEW's most successful fundraising initiatives. We look forward to seeing photos and hearing the success stories! Please email [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)



# VIEW's 55th National Convention - Day One

Hopelessly devoted to VIEW - our wrap-up of Day One of the VIEW National Convention.

On Friday 9th September, more than 400 devoted and excited VIEW members from across Australia came together in Adelaide for three wonderful days of inspirational speakers, VIEW celebrations, learning, socialising and having fun!

Convention began on Friday morning with the sad news of the passing of Her Majesty, Queen Elizabeth II. Unfortunately, our Vice Regal attendees,

Their Excellencies, The Governor General (The Smith Family's Patron) and Mrs Linda Hurley (VIEW's Patron), and Her Excellency Frances Adamson AC Governor of South Australia, regrettably withdrew their attendance to fulfil their duties as required.

After acknowledging with profound sorrow of the Queen's passing, and observing a minute's silence to reflect on Her Majesty's dedicated life of service,

Convention then commenced in full swing – celebrating both VIEW's 60th anniversary from 2020 and The Smith Family's Centenary this year.

Local Indigenous Elder Mickey O'Brien (below, top), a Kaurna man, gave a stirring Welcome to Country before the Hon. Katrine Hildyard MP (below, middle), Minister for Women and Prevention of Domestic and Family Violence and Minister for Recreation, Sport and

Racing, and a former VIEW member of two South Australian VIEW Clubs, officially opened the 55th VIEW National Convention.

Following an entertaining video featuring 60 young children wishing VIEW a Happy 60th Birthday, CEO Doug Taylor congratulated VIEW on 62 years of service and support of The Smith Family and families experiencing disadvantage. He reflected on the great

partnership of the two organisations and how VIEW members are change makers, improving the lives of Australian children. Doug also shared The Smith Family's exciting new five-year strategy, and the organisation's bold ambition to help thousands more young Australians successfully overcome educational inequality caused by poverty.

Doug was delighted to introduce *Learning for Life* alumni, Jemma

Chapman who started on The Smith Family's program 20 years ago. Read about Jemma's speech below.

Following Jemma, VIEW National President, Marg Woodhouse, highlighted VIEW's strong history in connecting women through making a difference. Marg reflected on how VIEW thrived through the COVID-19 pandemic by embracing digital technology so members could stay connected and continue to support The Smith Family.



## 11:00am Cutting the VIEW 60th cake!

Our impressive birthday cake was cut by Jemma Chapman, Doug Taylor, Marg Woodhouse and Graham Jaeschke, The Smith Family General Manager SA. The cake's decoration was inspired by one of the first VIEW brochures from the 1960s and was the exact retro design on the VIEW 60th Anniversary Tea Towel!

## 11:35am VIEW Tea Towel fashion parade!

A comedic VIEW Tea Towel fashion parade modelled by Smith Family team members was enjoyed by all. By cleverly re-purposing the 60th commemorative tea towel, National Office crafted aprons, quilted potholders, a tea cosy, wraparound skirt with matching applique T-shirt, head gear and several different bag ideas. The parade ended with Doug and Graham sporting the new VIEW beanie!

## 1:35pm Panel of Inspirational Australians

We send our thanks to Stacey Lee, Professor Helen Marshall, Eloise Hall and Sophie Thomson (above, bottom) for being part of a most inspiring and entertaining panel. The lively discussion covered the importance of being bold and not accepting being told 'no'! Guests shared wonderful insights from their very different experiences and professions!

## 7pm Dancing the night away!

Guests had the choice of two themed social dinners on Friday night – *Under the Big Top* (above, top) and *Wine, Women and Song* (above, bottom). Both dinners featured superb live entertainment, ensuring attendees were up and dancing.

## Jemma, *Learning for Life* Alumni

One of the highlights was hearing from Jemma, a former *Learning for Life* student (above, top right), now a successful South Australian journalist. Raised by her mother, the financial support Jemma and her siblings received from The Smith Family was a great help. However, it was the Tertiary Mentoring Program during university which was most valuable to

Jemma, helping to launch her career in journalism. Through the program, Jemma was connected with a well-established journalist who mentored and guided her. That connection was so influential for Jemma that she became a mentor with The Smith Family herself many years later.

"It's been lovely to give back in that way and help another ambitious young student journalist with their studies and provide the same kind of support I was given," Jemma said in her speech.

# VIEW's 55th National Convention - Day Two

Media personality, Wendy Harmer, was the highlight of Day Two, delivering the Keynote Address in the morning and bringing her one-of-a-kind humour to the Gala Dinner event.

Day Two commenced with an address by Nicholas Moore, Chairman of The Smith Family, and was followed by the much-anticipated George Forbes Oration by The Hon. Catherine Branson AC KC former Federal Court Judge, President of the Australian Human Rights Commission and currently

Chancellor of The University of Adelaide. Having spoken at VIEW's Convention in 2009, Ms Branson has had a long association with VIEW. It was interesting to hear her reflect on her journey – and VIEW's – over that time. The next guest was the amazing Wendy Harmer, The Smith Family's Centenary

Champion. Her Keynote Address was a definite highlight. She shared her challenging, powerful and moving life story, including career highlights and achievements. Wendy had guests laughing and crying in their seats. She was an inspiration to us all – and an example of how education can help

people overcome the most extraordinary circumstances. We thank Wendy for generously giving her time and sharing her story so openly with VIEW members. It was great to hear that Wendy also had a wonderful time at Convention: "I had a hoot of a time and loved meeting the VIEW clan. So kind, generous and

warm. I felt right at home! I have not laughed like that in ages - it was a real tonic. Thank YOU again for the invite," she wrote after the event. The Writer's Festival session held on Saturday afternoon was thoroughly enjoyable. Authors Professor Elaine Fox, Fiona McIntosh, Professor Alice Gorman

and Katherine Tamiko Arguile were joined by the brilliant facilitator, Lainie Anderson. The comical and sometimes unruly session had attendees in stitches and was extremely entertaining and inspiring!



## 10:35am - More cake!

Wendy Harmer also sang Happy Birthday and cut The Smith Family's Centenary cake with Doug Taylor. The cake featured The Smith Family's new logo.



## 7pm Gala Dinner – Divine Divas!

As Mistress of the Gala Dinner, Wendy charmed the audience with her wonderful wit and wisdom! She then launched into the audience with a microphone in hand inviting members

to regale their firsthand experiences of meeting Queen Elizabeth II with amazing results! The outstanding range of entertainers and musicians had everyone up on their feet, dancing! Venue staff commented, "These ladies certainly know how to have a good time!"



## Sunday 10:00am Community Grand Celebration

Convention concluded on Sunday morning at The Braggs Lecture Theatre, University of Adelaide. Members gathered for the Community Grand Celebration which featured a performance from *The Deadly Nannas*, a group of six very proud Ngarrindjeri women and two white sisters who sang in Ngarrindjeri and English.

## Recognising dedicated members - 2020-21 Awards

At each VIEW National Convention, special awards are presented to two members who have given so much to the organisation, contributing far more than would be expected in their

various positions. As the National Executive 2020-21 were unable to present these awards during their term, immediate past National President Anne-Louise O'Connor was invited to announce recipients.

Past National Vice Presidents Beryl Pike and Jo Gray assisted by presenting the awards.



Past National Councillor Franci Morsink (NSW) received the *National President's Award for Excellence* (left).

Past National Councillor Jennie Wynd (VIC) received the *George Forbes Award* (right).



# Wow! - did VIEW make a spectacle!

Thank you to every VIEW Club member who enthusiastically participated in our 'Make a Spectacle' competition celebrating The Smith Family's Centenary.

There were a staggering 383 fantastic submissions across all the categories. It was fabulous to see the great lengths clubs and members went to for their

entries. We loved all the creativity, colour and fun, and suffice to say, it was extremely difficult to pick the winners!

At Convention, National Vice Presidents Evelyn Berg and Elizabeth Birch were delighted to present the shortlisted entries and announce the winners and special mentions in each category. See the winners below!

Scan this QR code to see all 383 entries as well as the special mentions!



**Best Group** - Carindale VIEW Club (QLD)



**Most Colourful**  
Tricia, Aspley VIEW Club (QLD)



**Most Humorous**  
Jill, Melville City VIEW Club (WA)



**Most Innovative**  
Patricia, Abermain VIEW Club (NSW)



## Two new VIEW Clubs

June was a month of celebrations for VIEW in northern Queensland with not one but two new clubs celebrating their inauguration.

Mackay VIEW Club was officially opened on 15 June, with representatives from the VIEW National Executive and The Smith Family joining the club's inaugural President, Jan Roberts (Past National President) and new members. Member for Whitsunday, Amanda Camm MP was also there to support this wonderful achievement for VIEW.

In 2021, when Jan moved to Mackay, she realised just how much she missed the VIEW community in her life! So she set about making connections with others

in the Mackay community. The Smith Family was already located in Mackay and she quickly realised that there would be keen interest in starting up a new VIEW Club.

Jan started spreading the word about VIEW and its connection with The Smith Family – as well as the many benefits of being a VIEW member. Soon she had 30 local women interested in forming a new club – and Mackay VIEW Club was born!

A week later, on 22 June, Bundaberg VIEW Club was officially opened. Inaugural President of the Club, Coleen Neboraczek worked extremely hard to attract members, with more than 30 local women joining the new club.

VIEW National President, Marg Woodhouse, VIEW National Manager Maryanne Maher and, The Smith Family General Manager Queensland, Alan Le May attended the celebrations along with 80 VIEW members from Sunshine Coast, Fraser Coast, Maryborough and Gympie who travelled to attend this auspicious occasion. Doug Taylor, CEO of The Smith Family was unable to attend either event, however sent a video message of congratulations to the new committees and members.

These new clubs increased the number of VIEW clubs in Queensland to 40! We warmly welcome all new members and wish you all the best in your fundraising initiatives.



# Around the Clubs



## Fundraising calendar!

Working with local businesses in their community, Kempsey VIEW Club (NSW) has produced a 2023 fundraising calendar. Dedicated VIEW member Margaret Haydon came up with the idea. Committee members approached local businesses to help cover the cost of producing the calendar, which

features photographs of the local area. The businesses were also offered the opportunity to advertise in the calendar. With all the photography and production costs covered by local businesses, 100% of the money raised through the sales is going directly to the club's *Learning for Life* students. The calendars are on sale for \$20 each. What a great idea!

## Nepean Evening Art Show

Nepean Evening VIEW Club (NSW) held an art show in September, raising over \$2,000! The idea for the show came

from Garry Kemp, an artist friend of the club's Secretary. VIEW members and their families and friends were invited to create a small-sized artwork, inspired by the 1895 9" x 5" Impressionist

Movement. Ninety artworks on plywood were created by people of all ages. Additionally, Garry donated two fabulous works for a fundraising raffle! How amazing!



## Re-connecting in community

VIEW members and their friends from the lower Mid North Coast of NSW and inland enjoyed a recent Gala event which was a great

opportunity for VIEW to re-connect with prominent figures in the local community. Special guests included Mayor of Port Macquarie-Hastings Council, Petra Pinson, the Hon. Leslie Williams, Member for Port Macquarie, Chief Inspector Manning Great

Lakes district, Christine George, and the Hon. Dr David Gillespie, Federal member for Lyne. Guests also heard from Coleen Martin, who was supported by The Smith Family as a child, but now works as a Smith Family Programs Co-ordinator.



## Down the rabbit hole!

Well done to Drysdale Day VIEW Club (VIC) on their wonderful Mad Hatter's Tea Party. The event was a huge success, raising funds for the club's *Learning for Life* students. Member Gwen Scorgie (White Rabbit) and her team of helpers prepared a delicious afternoon high tea. Guests were entertained by talented students from Matthew Flinders Girls Secondary School, and a competition was held for the 'Best Decorated Hat'!



## Happy Birthday Heidelberg VIEW!

Heidelberg VIEW Club (VIC) celebrated 35 years in October with a butterfly themed luncheon with 74 guests including VIEW members, their friends and local dignitaries.

The club chose the butterfly as their theme to symbolise new life and regrowth for their club after so much disruption during the pandemic. Guests heard from Federal MP for Jagajaga, Kate Thwaites and Mayor of Banyule, Cllr Elizabeth Nealy. The birthday cake was cut by

past Presidents and longstanding members, Valda Barry and Mary Maxfield, supported by Vice President Roz Newis. There was also a fantastic trading table, raffles and a silent auction to help raise funds for the club's sponsored students!

## VIEW in the community!

Look at this fabulous stall created by National Vice President Evelyn Berg and National Councillor Lorraine Thomson (pictured) who attended the Multicultural Families Organisation Festival on the Gold Coast (QLD) in September. Evelyn and Lorraine spoke with many community members, including Member for Southport, Rob Molhoek, about VIEW's work with The Smith Family in their community. The pair also sold VIEW merchandise and craft items to raise vital funds! Well done Evelyn and Lorraine!



# VIEW Convention photos!

A selection of photos from VIEW's National Convention in September!



## Here we come Hobart!

Join in the fun at the 2023 VIEW National Convention in Hobart, Tasmania. Save the dates: 8-10 September 2023. The registration pack is out soon. Book early!



# VIEW Christmas SALE

Pick up some stocking fillers with these great discounts on VIEW merchandise. Available until 16 December 2022!



Key Ring \$5 | Hairbrush \$3  
Backpack \$3 | Shoehorn \$2.50  
Nail file - \$2.50 | Luggage Tag - \$2  
(3 luggage tags & document wallet)

Apron \$15 | Poncho \$7  
Umbrella - \$10 | Pen \$6  
60th Tea Towel \$9 | 60th Fan \$3  
60th Spectacle Cleaner \$3 | 60th Pin \$5

To order VIEW gifts,  
please email  
[view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)

**“Mum says I can be anything I want...  
I just want to be better  
at school.”**

– Sophie\*, aged 8

**Sophie is so determined to learn but  
poverty holds her back every day.**

**1 in 6 Australian children live in poverty.**

Children in Sophie’s position often don’t have what they need for school and fall behind in class. This can mean they may never reach their full potential.

Teachers go the extra mile, but these students need more.

For over 60 years VIEW Club members have helped give children like Sophie the educational support they need to change their life.

**Please donate today**

 **The Smith Family**

 **1800 024 069**



**The Smith  
Family**

Learn today, change tomorrow.

\*Names, location and associated images have been changed to protect the identity of Sophie and her family.