



VIEW Clubs of Australia

The History of VIEW

Key milestones 1970-1979

1970

- Country clubs are combined into zones and seminars held for the first time
- First National Charter presented to Warringah Evening Club
- Miss VIEW World is established for women aged 18 to 25 and for female relatives of VIEW members
- George Forbes, now Executive Director of The Smith Family, retires due to ill-health

1971

- Quest begins for the 1971 Woman of VIEW
- The organisation is renamed 'VIEW Clubs of Australia'
- First National President's badge presented at Changeover Luncheon

1972

- The first Sydney Art Show is launched by The Smith Family with VIEW members selling the catalogues

1973

- The Smith Family initiated a simple but effective fundraising idea. They distributed small boxes to VIEW Clubs, to be used for the collection of small change at meetings. More than \$5,000 is raised
- Coloured Committee Ribbons introduced

1974

- Murwillumbah flood relief is coordinated by VIEW and The Smith Family. Murwillumbah Chamber of Commerce sends a letter of appreciation to VIEW and The Smith Family
- Camden VIEW Club organises such a successful Flood Relief Clothing Appeal they have to charter a special courier to deliver to The Smith Family headquarters. As ever, in a crisis VIEW members are among the first in the community to respond

1975

- Adults and children from Portuguese Timor are fed, clothed and comforted on arrival with a VIEW Club member acting as interpreter

1977

- For the first time observers are welcomed at Convention, encouraging interaction between members from different clubs
- 200th club opens in Maclean, NSW