

FAQ – MODERNISING VIEW'S MESSAGE

WHY DOES VIEW NEED TO MODERNISE ITS MESSAGING?

Whilst acknowledging that the VIEW Pledge and Grace have been part of our history and tradition over the past 59 years, and **in order to arrest the decline in membership and help ensure VIEW is relevant in future**, the Executive and National Council determined that the eve of our 60th Anniversary is the right time to modernise our message.

WHAT ARE VIEW CLUBS BEING ASKED TO DO?

From 1 July 2019, VIEW Club members are **not required** to, and are asked to discontinue from, reciting the VIEW Pledge and Grace and singing the National Anthem at the commencement of their monthly meetings.

WHY ARE VIEW CLUBS BEING ASKED TO DISCONTINUE SAYING THE PLEDGE, GRACE AND SINGING THE NATIONAL ANTHEM AT CLUB MEETINGS?

The Pledge reflects our values and the way we do things and has generally been recited at the beginning of VIEW monthly meetings.

Some members have expressed the view that people are disinclined to join a club where they are required and/or requested to regularly recite pledges and sing the National Anthem in meetings.

VIEW could be 'turning away' potential members before they even find out the full extent of the organisation.

The reciting of the pledge does not necessarily mean that the words of the pledge are practised.

The importance of being inclusive and welcoming to new members is critical to increasing club membership.

The recitation of the VIEW Pledge and Grace at VIEW meetings makes the organisation look "old fashioned" and detracts from the diverse welcoming organisation we strive to be.

Members can live the values of our pledge, add/include them to their newsletter and demonstrate the values - not just "parrot" these words without meaning or thought.

The recitation of a pledge before meetings could be seen as a throwback to last century.

While some members feel that the pledge evokes pride, belonging and inclusivity. It can also be seen as exclusive, with potential new members and guests often feeling left out. We aim to be inclusive to all, yet by these actions, may be seen to be excluding others. Our aim must be to unify, not separate people.

Feedback from younger committee members and potential members in relation to VIEW clubs who sing the National Anthem, and/or say the Pledge and Grace is that “my friends won’t come and join the club while members are still reciting pledges”.

WHY SHOULD WE NO LONGER RECITE VIEW’S GRACE?

The Grace is a Christian prayer, adopted from other Service Club traditions, and its inclusion in the meeting has always been at the discretion of Club members.

The saying of Grace in a secular society may be a deterrent for women having different beliefs and from different cultures.

The women we wish to attract may have another religion or none.

CAN WE STILL SING THE NATIONAL ANTHEM AT LARGER GATHERINGS?

Yes, at events and ceremonies the National Anthem could be sung as part of the standard agenda along with Welcome/Acknowledgement of Country, if appropriate.

THE PRESENT VIEW CLUB HANDBOOK SAYS THAT MEMBERS MUST RECITE THE PLEDGE AT THE BEGINNING OF EACH MEETING. VIEW GRACE & THE SINGING OF THE NATIONAL ANTHEM IS OPTIONAL.

The handbook is currently being updated for 2020-21 and as we look towards our 60th Anniversary now is the time to make changes to modernise our organisation and continue to attract new members.

WHAT ABOUT VIEW’S TRADITIONS? IF WE STOP RECITING THE VIEW PLEDGE WE WILL LOSE PART OF OUR HISTORY.

The Club President can begin the meeting by reminding the members of extending friendship to all through their welcoming words and demonstrating how they are living the VIEW values.

The recent member survey highlighted that one of the key priorities for clubs over the next five years is to increase membership and welcome women from a variety of different backgrounds.

All members are encouraged to think about how they like to be welcomed and treated and ensure that guests and new members are given a very positive experience of VIEW on each and every contact. We need younger women to visit and then join VIEW. Outdated practices, even cherished ones, sometimes need to give way to modern, more informal practice.

Members are encouraged to demonstrate and live the values of our pledge and add/include them in the club newsletter.

WHAT IS THE REVISED VIEW CODE OF CONDUCT?

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VIEW members are expected to:

- Demonstrate flexibility and willingness to be welcoming and openly friendly to new and visiting members
- Behave in a manner that enhances the reputation and public understanding of VIEW and The Smith Family
- Demonstrate support to The Smith Family through engagement in volunteering and/or fundraising activities.
- Support the fun and friendship purpose of VIEW – demonstrating courtesy and avoiding rude and aggressive behaviour
- Support the elected members on the Club committee or other form of Club governing structure.
- Abide by the guidelines as set out in the organisation handbooks
- Always conduct activities within the law
- Demonstrate loyalty by following majority decisions.

WHY HAS IT BEEN UPDATED?

The Code of Conduct has been updated to remove duplication and shorten statements.

WHY DO WE NEED TO READ THE CODE OF CONDUCT AT CLUB ELECTION/ANNUAL GENERAL MEETINGS?

VIEW adopts the Code of Conduct as a standard of behaviour for members. By reading it at the Club Election/Annual General Meetings members are reminded of these standards.