

# The VIEW National Convention 2005



A valued part of  
The Smith Family

**Thomas Feeny**

Senior Research Officer  
The Smith Family

Presentation to  
The VIEW National Council  
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# VIEW National Convention 2005

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## KEY RECOMMENDATIONS FROM THE 2004 EVALUATION:

The 2005 Evaluation Survey should:

- Examine day club / evening club membership profiles
  - 2005 > *Cross-checked characteristics*
- Explore member understandings and experiences of various 'Learning for Life' priorities (and link to VIEW Online Groups)
  - 2005 > *What members understand by 'disadvantage'*
    - > *Their experiences of Financial & Computer Literacy*
- The VIEW / TSF relationship (communication of key messages)
  - 2005 > *True or False statements*

# Club Membership Profiles



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<u>Delegate responses:</u>	(324 surveys)	(327 surveys)
	2004 (%)	2005 (%)
Day club	64.4	60.4
Evening club	27.4	33.3
Both	8.2	6.2

## Actual memberships:

Day club	70%
Evening club	30%
Both	3-4%

# Evening Club Membership

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- Play host to the majority (46%) of members with university degrees
- Least satisfied with the Convention (over 5x more likely than others to say it had not met expectations at all)
- Most likely to want to improve their computer skills (92%), compared to 82% of Day and just 70% of Both.
- 55% of Evening members have used computers at work in the last year, compared to 19% of Day members, indicative of a work / retirement division.
- Least likely (35%) to agree that if you are born poor, you stay poor.

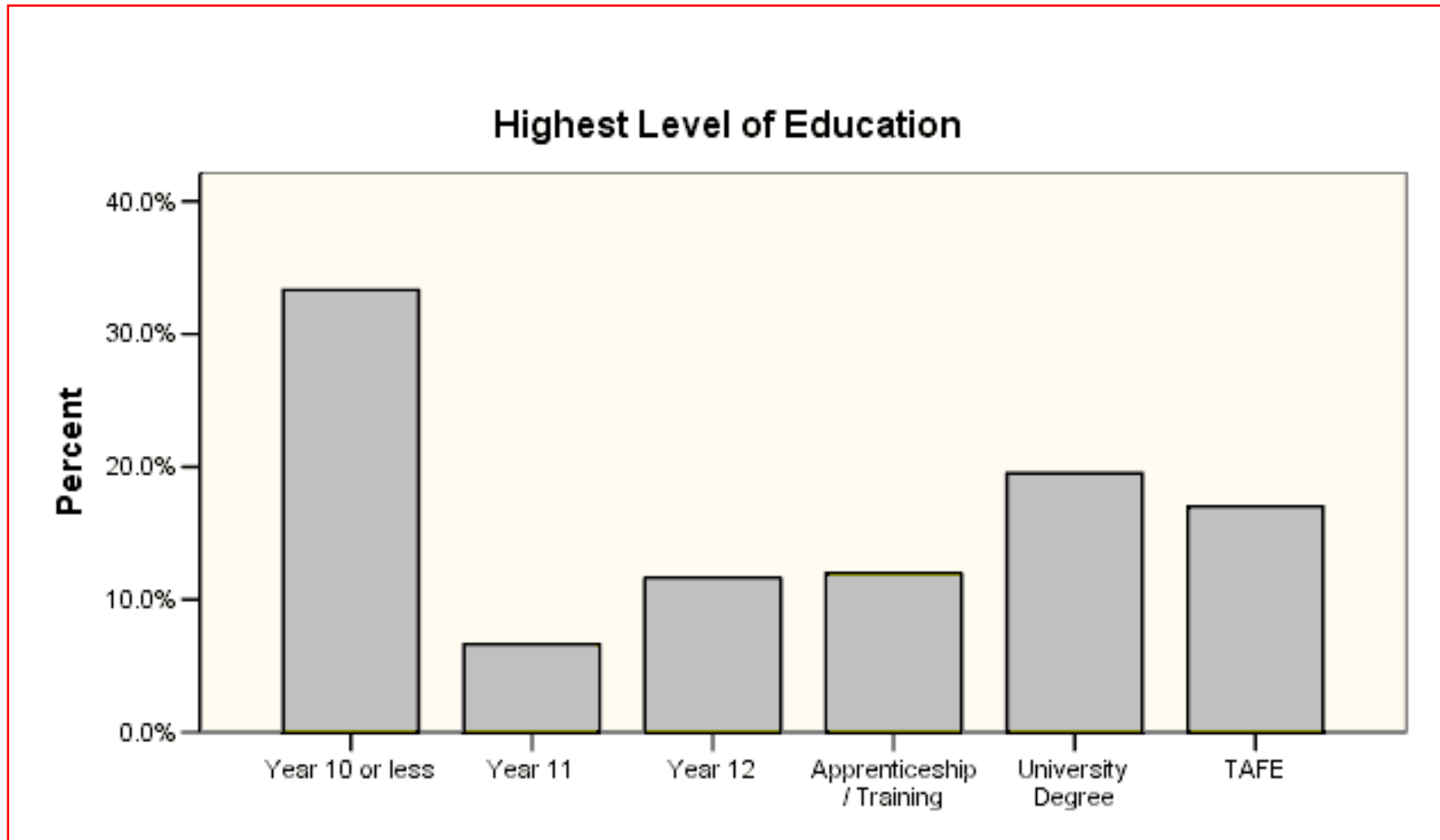
# Both Day & Evening Membership

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- 100% expressed interested in attending 2006 Convention (compared to 86% of Day and 92% of Evening)
- 44% have used computers at work in the last year. This suggests many are working at least part-time.
- Most likely (over 1/3) *not* to use computers if they didn't have to, although this does not indicate fear, because they were also the most likely (86%) to disagree that computers made them nervous.
- The most independent group in terms of shopping for groceries; depositing/withdrawing money; and paying for VIEW related costs.
- The most accurate group in answering the 'True/False' questions about The Smith Family

# Education levels of VIEW members



# The Convention



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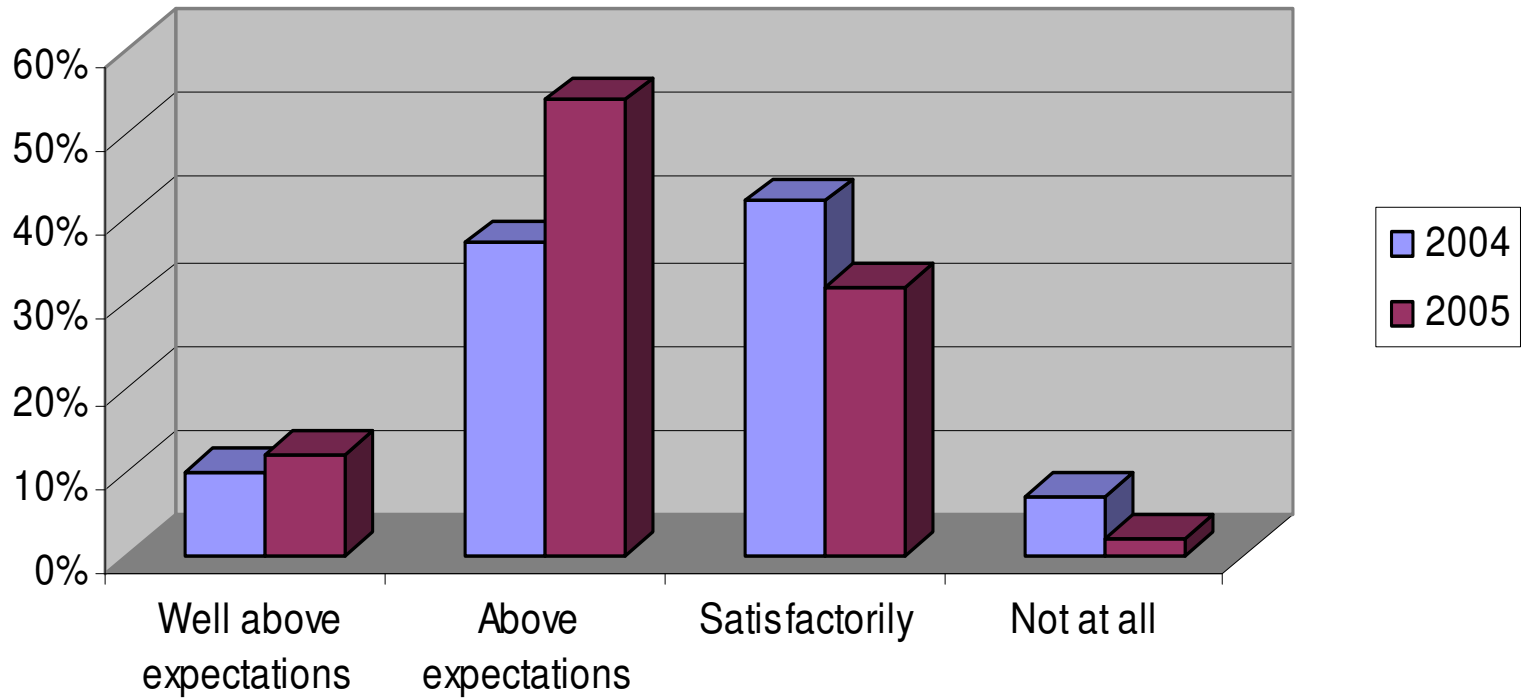
Top Four Reasons for attending (2004)	2005 Satisfaction (%)
Meeting new women / Making new friends	81.4
Learning more about The Smith Family	92.8
Learning from Guest Speakers	98.4
Participate in field excursions	96.5
Logistics	
Good entertainment	99.0
Suitable venue	96.7
Good organisation	98.1

# The Convention



everyone's family

### How well did the Convention meet your Expectations?



# Computer Literacy

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Lower response rate to these Qs – confusion as to purpose for inclusion

- 80% have access to a computer at home
- Of these, 45% use it 4 or more times a week, but 20% never use it.
- A public library is the most common access point outside home / work
- 85% would like to improve their ability to use computers
- Close to 25% agree that using computers makes them nervous
- Over 1/3 felt that computers were not relevant to their daily life
- Over 2/3 felt that their club would benefit from more computer use among members
- Close to 1/3 would not use computers if they didn't have to.

# Computer Literacy - Quotes

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*“What has this got to do with being a member of VIEW?”*

*“My husband and I share a home computer. Why is like asking why did we replace the quill pen with the fountain pen followed by a biro. Because its easier to work with and aids communication... I make personal Christmas and birthday cards, decorated documents, invitations etc. There is always something new to learn... the uses are endless. Luv that Bill Gates!”*

# Financial Literacy

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These Q's were seen as 'intensely private' and 'irrelevant' to evaluation

*“ABSOLUTELY NONE OF YOUR BUSINESS and an intrusion of personal matters.”*

*“I find this an invasion of privacy, and what is N.O. [National Office] going to achieve from this question?”*

*“Intrusive questions – what use will such info be put to? Is this info to be made available to other organisations? Will it be for sale?”*

Difficult to assess the extent of info that was withheld by respondents, so these statistics are likely to be slightly higher in reality.

- Vast majority personally possess a Credit Card (83%); a Chequebook (67%); a Personal Bank Account (66%) and a Joint Account (56%).

# Financial Responsibilities

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- One in five respondents depend on family members or another person to shop for their household groceries.
- However, over 95% are personally responsible for
  - depositing and withdrawing money
  - paying costs associated with VIEW membership

*“Financial literacy is critical to independence. After my husband’s death I was left alone. I had to learn to budget, to manage my needs and those of our children. He had always looked after these concerns before, so these new circumstances changed my life. This is why it is imperative women are able to manage their own finances.”*

# Understanding Disadvantage

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The most common responses:

1. **Financial** – a lack of money (80%)
2. **Educational** – having insufficient skills / knowledge (75%)
3. **Social** – a lack of opportunities / resources (13%)

Almost 80% agreed that if you were born poor, you stay poor.

Most popular reason put forward for this was **poor parenting**...

*“Parents are poor role models. Children often don’t see the need to read, study, get a job. Parents often can’t read themselves, so cannot give children the support they need.”*

*“Parents are not able to guide their children due to drugs, gambling, etc.”*

# Understanding Disadvantage

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...closely followed by a belief in an Australian ‘welfare culture’:

*“Some families feel welfare is owed to them, therefore why work? Many young people feel the same. The circle repeats itself.”*

*“Too many families are living off government payments and are not working for their living – dole is easier and more lucrative in some cases.”*

...and the idea that disadvantage is a matter of ‘choice’:

*“Some children learn to be losers from their family so accept that, while others use the experience to work hard to rise above to higher expectations.”*

*“Some people have enough motivation to better themselves.”*

*“Everyone should remember the adage “The Lord helps those who help themselves”.*

# Understanding The Smith Family



- 3 out of 4 respondents INCORRECTLY believe that TSF help disadvantaged families in every state / territory in Australia. Not yet Tasmania!
- 95% agreed that TSF's main focus is now on children and education.
- Just over 75% suggested that TSF was well-known in their community.
- 2 out of 3 respondents INCORRECTLY believe that TSF does not provide assistance for children beyond the age of 18, which suggests they are not very aware of the LFL Tertiary Scholarships Program.
- Over 1/3 feel TSF does not provide VIEW with enough info about its programs.
- 83% agreed that TSF now needs financial rather than material donations.
- 97% understand TSF to be an evidence-based organisation.
- 95% believe that TSF sees VIEW as an essential part of its future.

# Final thoughts...

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*“I have been to many conventions and this one has to rate as one of the best. Congratulations, well done!”*

*“Newcastle’s Convention 2005 was the most enjoyable convention I have been to. All events were of a high standard. Congratulations to Ann and her team!”*

*“Congratulations on another fabulous convention. Many old friendships were renewed and new ones formed.”*



# Thank you

[Thomas.Feeny@smithfamily.com.au](mailto:Thomas.Feeny@smithfamily.com.au)

[www.smithfamily.com.au](http://www.smithfamily.com.au)