



Welcome to 2025



Dear VIEW Members

This year we proudly celebrate *VIEW Clubs 65th Anniversary* but more about that shortly.

Firstly, let's focus on last year's significant achievements. In 2024, due to the ongoing commitment and dedication of our members, VIEW nationally supported **over 1,785 students on the *Learning for Life* program**. Yes, we are close and will soon breakthrough the 1,800 milestone. Your wonderful fundraising is assisting more children experiencing disadvantage with their education.

[A shout out to all those Christmas Wrappers](#)

Well done to everyone who was involved in Christmas Wrapping in December. Almost \$50,000 was raised at local shopping centres across Australia. That's a lot of wrapping! Thank you for your amazing effort and significant contribution. These "*Wrap and Chat*" occasions are more than just fundraising events, they foster friendships between VIEW members from different clubs and are very successful promotional opportunities connecting with locals in the community and showcasing VIEW and The Smith Family working together to support the education of children experiencing disadvantage.

We would like to share all of Christmas Wrapping events and ask you to notify view@thesmithfamily.com.au of the details and results of your activities. In this way we are able to acknowledge and track the great contribution all Areas and Zones have made.

Upcoming Major 2025 Events

[65th Anniversary- 65 years of connecting in the community](#)

VIEW's 65th Blue Sapphire Anniversary! VIEW Clubs are encouraged to hold their own celebration if they wish during the year; whether that be a combined Zone, or a special birthday event or an extra special Morning/Afternoon tea event, etc. Share your ideas, invite women from other local organisations, friends and family.

During the year the VIEW Facebook page will highlight accomplishments of VIEW over the 65 years, celebrate VIEW members and share events happening across the VIEW national network. Look out for a few other surprises. To share your stories please send to view@thesmithfamily.com.au

[Celebrate International Women's Day \(IWD\) throughout Australia](#)

Individual Clubs, Zones/Areas are encouraged to plan their own International Women's Day events for **8 March 2025**. Make this a part of your Area/Zone 65th Anniversary celebrations, invite community organisations/members to join you. It is a great time to connect with others. This year's IWD 2025 campaign theme is "**Accelerate Action**".

[VIEW Governance and Leadership Project](#)

Thank you to members who contributed their time and energy by being involved in and sharing ideas and information with the Geographic Boundaries Project Teams in all VIEW Areas. We are still working through the information and will be reporting on its many phases leading up to the implementation throughout the year and beyond.

[Blue Sapphire Awards – share your most impactful contribution](#)

As part of VIEW's 65th Anniversary celebrations we would like to ***Shine a Light On Your Brilliance!*** We want you to share the **most impactful contribution** to VIEW and The Smith Family during 2023 or 2024, or 2025. For more details on how to enter please visit <http://www.view.org.au/events/national/blue-sapphire-awards>.

Competition Closes: 1 August 2025

[VIEW National Convention– 5-7 September 2025 – Brisbane is the place to be](#)

It is the highlight of the VIEW calendar and is always an exciting event. Brisbane 2025 will be one not to miss. It is a memorable time to connect with VIEW friends from around Australia and share in the fun and friendship.

We encourage all members to attend at least one VIEW National Convention in their lifetime... to experience the excitement, and the special camaraderie. While we encourage members to attend all events...you may like to choose – a day or an event that appeals to you. Book early... so you don't miss out!

For more information, or to register online go to our website -

<https://www.view.org.au/events/national/convention-2025>.

Welcome New Members

We encourage all Clubs to be thinking of ways to welcome new members. There are sure to be women in your area looking to connect with like-minded women, keen to join an organisation offering a network of support, friendship and meaningful purpose – helping young Australians to reach their potential through education. Consider giving personal invitations to women in your local community to come along to your VIEW Club!

Other ways to encourage new members to your Club are to:

- Customise VIEW's Media Release – "*65 years of connecting local women while supporting Children in need*") and place in your local, media (see VIEW website <http://www.view.org.au/resources/mailouts>)
- Use social media such as Facebook to promote your club's upcoming events/activities; and
- Keep your VIEW Club's webpage up to date with your correct contact details.

Best wishes

Elizabeth Birch
National President 2024-25
on behalf of VIEW National Executive