

National Seniors

AUSTRALIA

2019 Broadbeach President's Report

Hi everyone, welcome to the NSA Broadbeach Branch AGM August 7th, 2019.

I invite Ingrid Millbourn our Branch Treasurer to give the financial report for the branch for the year Sept 2018 to August 2019.

Financial report attached page ()

Committee

Jenny Johnston -	President
Matt Johnston -	Vice President
Glen Ireland -	Secretary
Ingrid Millbourn -	Treasurer
Jenny Dan -	Membership Officer
John Chirio -	Venue and Photo Officer
Pam Vince -	Ancillary CM.



Ingrid

Matt

Glen

Jenny D



John

Pam

Jenny I

Our committee have worked hard this year and have achieved a smooth running branch. We now have functions and duties of each of our roles in case of an emergency handover. This assists in covering all the roles at any

given time. We are working with the new Branch Manual provided by H/O and have made sure that all our documentation and representation of National Seniors Broadbeach is consistent with the image developed by H/O

We are just about to receive a new Constitution from Head Office which in turn we will then lodge with the Dept of Fair Trading to keep us current and Incorporated.

We ensure we are well planned and organised to meet our commitments to our Branch, Head Office and our Members

I would like to thank our committee for all their support, reliability and fortitude to have a go at pretty much anything. I value their friendship and loyalty. I am also pleased to say that all members of our current committee, have re nominated this year.

(Pictured Broadbeach Members and some of our Committee Members)



Membership /Database Management.

Our membership officer Jenny Dan has accomplished accurate records of current and potential members. Recently Jenny & I had a day where we

contacted all attendees either members or non-members who had not attended a meeting for a while. Through this exercise we have been able to retain members that still want to be involved and also highlighted those where circumstances have changed and it is no longer viable for them to attend our meetings and events. We now start the year with an up to date database. At each meeting our MC reminds members to check the dates of their membership to make sure that they are current. We also hand out a National Seniors bag with local discounts, a national seniors pen and all membership information to new people attending our meetings.

Meetings

We now have over 90 people who have attended our individual meetings when available. Our Branch membership has grown through this period. We have 83 on our email database that are all current. The levels of attendance at our meetings has been from 28 to 40 attendees. Achieving these numbers makes the committee feel that our preplanning and speaker selection is working in our members favour. I believe the popularity of our meetings are the guest speakers we have chosen along with our Talented MC'. Many thanks Matt for all your efforts in entertaining us on a monthly basis. I believe our branch is extremely blessed to have the membership base that we enjoy as our members are all positive thinkers, active in the local community and just nice people that we now consider as friends. 80% of attendees at the meeting stay for lunch after the meeting. This is an enjoyable time for all.



(Pictured a members meeting.)

National Seniors

AUSTRALIA

2019 Broadbeach President's Report

Members corner: At our meetings we have incorporated a member's corner, where members have 10 minutes to tell us all about their lives. This has been really successful in getting to know our members. Many thanks for the entertaining stories we have had this year. Our thanks go to all participants



(Pictured our member Neville who spoke twice during our members corner, once on his life as an Air Traffic Controller and secondly his life as a champion Bowler. Neville also is our coach for barefoot bowls along with his mate Norm, lucky aren't we)

Venue

Our venue here at the Kurrawa Surf Club is working well for us, the committee have worked hard to settle us in and build relationships with the staff that look after this area. We find them, helpful, friendly and always happy to take our calls. You have to admit the view here on the second floor is stunning.



(Picture of view from 2nd floor Kurrawa Surf Club)

Raffles.

The support we have received from local businesses has been outstanding. We would not be in our sound financial position without their support. The local restaurants have donated dining vouchers for our raffles and given us discounts when we have our monthly luncheon's (Dollar values will be highlighted in the treasurer's report.) We thank Broadbeach's business supporters and look forward to working with them next year.



(Pictured Carol Pearce one of our loyal members, who has donated her miniature Art for our raffles and also brought her sister to our meeting and Betty spoke about Kumon a teaching program for Mathematics and English)



Oasis Broadbeach shopping centre

(Pictured, Broadbeach Priceline have given us hampers and gifts this year worth \$200.00)

(Pictured is Jan Hailes who won our \$2.00 raffle prize from Broadbeach Priceline valued over \$100.00)



We have incorporated an Appreciation Certificate to give to our generous raffle supporters. This award has a twofold effect, one is to say thank you and we appreciate your generosity and the other is that it is another marketing tool. Displayed in local businesses that highlights National Seniors in the local area.

Events

We have incorporated a variety of social activities for our members, including Luncheons, Breakfasts, Trivia, Musical Theatre, Barefoot Bowls, Christmas in July, Supa Nova Parade, to name but a few.



(Pictured some of our members at barefoot bowls)



Pictured members enjoying one of our monthly lunches

Advertising and Recruitment of New Members

Strategy 1.

The committee decided to be involved in the Cancer Council's biggest morning tea, to raise funds for the CC. We approached our contacts at Kurrawa and formed a subcommittee with representation from both parties to make it all happen. We felt it would be a good strategy to increase our NSA Branch awareness in the local community to recruit new members. The morning tea was very successful as we raised \$3,300 on the day with 80 attendees. We will monitor our efforts as people come to the branch to ascertain if it worked for us.



Strategy 2

We continue to advertise in as many media streams as we can, we do know that the Sun small ad has brought new attendees, the web page "nextdoor" is working in our favour as well.

Strategy 3.

The really good news is that most of our new attendees are coming from recommendations from members or others who have attended our meetings or events. Referral introductions is a cost-effective way to gain new and loyal members. From our experience, individuals that are referred to our branch are much more likely to remain loyal members. We have designed a Broadbeach National Seniors introduction card and have given 10 to each member of the Branch for them to give to people they meet that may have an interest in joining our local branch. As they run out of cards, we provide them with more. Our members were very happy to have their own intro cards.



(Pictured, front and back of introduction card designed for our members)

We are currently designing our Branch banner in line with the principal of the intro card to have displayed at our events and meetings. Also, we now have permission from the Kurrawa Surf Club that they will take 10,000 coasters to be on all tables during the spring and summer. We have chosen this avenue due to the demographics of the club membership and the volume of people that visit the club.

To give us the funds to move forward with these ideas we have obtained a new sponsor for the next 12 months as highlighted in our financial report.

Strategy 4.

Loyalty

What are the characteristics of a loyal person, if you refer to a thesaurus it states the qualities of a loyal person are:

Devoted, Reliable, Dependable, Steadfast, Consistent, Trustworthy. We would like each year to acknowledge these traits in our members, for our inaugural year the committee voted unanimously for Glen Boyd.



Branch Sponsor

Last year our sponsor 5th Avenue Jewellers decided to go with another marketing strategy. We thank them for their support and friendship. It has been wonderful to have such an upmarket and value driven business supporting us.

In selecting the new sponsor, we wanted to ensure it would not conflict with services offered by Head Office, i.e. Insurance, Travel and Financial advice. We contacted the local owner of Priceline Pharmacy in the Oasis shopping Centre. The Owner Zaheer Bassa could see the mutually beneficial opportunities of being associated with our Branch. It has been early days into this 12 month sponsorship, May 2019 to 2020. We will work to give their business as much exposure as we can, in this we may benefit from tenure with our annual sponsor.



(Pictured Zaheer Bassa owner of Oasis Priceline Pharmacy Broadbeach and Anne

Zone

We would like to thank John Worrall our Zone President for his invaluable assistance throughout the year. Our Branch Vice President and I attended two meetings at John's house in the past 12 months to brainstorm on branch issues. It's always good to attend as Lyn is a gracious hostess, thank you Lyn for making us always feel welcome. On both occasions it was a good bonding day and we all learnt a lot from each other.



(Pictured John Worrall and his lovely wife Lyn attending our last year's Christmas Party.)

Head Office feedback

There are times in a National organisation you can be made to feel like a very small cog, we are pleased to say that is not what we have experienced within our National organisation. This year the new initiatives coming from Head Office have been very well received. Extra Marketing material, having our own area for our branch on their web site is fantastic, the new manual is very current and for any new branch opening up, they would have all the tools to move quickly to an organised branch. Well done Head office.

Simplifying the new member introduction system for branches is a lot easier and more rewarding. Obtaining a generic banner for display at events and meetings is also a great marketing initiative. Making the setup of our own web site within the head office site has been made so easy by the simplicity of the manual written, once again well done Head Office and all your staff.

From an advocacy point of view, our retired members thank you for the effort and hard work you put into the Federal Government on the issue of abolishing franking credits, abolishing negative gearing and the worst, death duties to the heirs of the future. The silent majority spoke out loud and clear at election time. I don't think grey power will be overlooked any time soon.

Presidents overview

National Seniors

AUSTRALIA

2019 Broadbeach President's Report

This time last year we were settling into the new venue, that is now behind us and working very well. This venue enables us to go from 40 at a meeting to 80 so will continue to cater for our planned growth.

To enable us to do more advertising and marketing we needed to move to a branch phone and email, so committee members personal details were not broadcast to the wider community, we now have this spring board to start our new strategies. Branch Phone number is 0432 396 300, Branch email is over50broadbeach@gmail.com

With our sponsor and the generosity of some of our members we are in a financial position to really move forward with our branch membership. There are a lot of lonely people on the Gold Coast that are looking for what we have to offer, we just have to reach them, we are now in a position to do that and add value to their social interaction with others.

I would like to encourage our members to consider sitting on the committee for the Branch, we always need new blood that may look at things differently to others, which is healthy and will ensure our growth in the future. If you want to get your feet wet to start with to see what it is all about then take an ancillary role on the committee (one and half hours per month) and work up to where you feel you can make the best contribution to our Branch. Just an idea, please give it some thought. .

Report written by
Jenny Johnston
Current 2019 President
NSA Broadbeach Branch

