

ZONE 108 REFLECTIONS FROM THE CHAIR – OCTOBER 2019

“To learn about selling, study your customers.”

Everyone in receipt of National Seniors' publications, from *Membership Flyers* to “*Our Generation*” magazine, would have surely noticed the changes to the manner in which they are being documented and presented. It's clear to see that our organisation has stepped up a notch or two, or even three and we now display an aura of professionalism that has long been lacking. The membership team in the Brisbane office have listened to its clientele and we are now reaping the benefits. For so long we have been saying that people in the street don't know who we are or what we do. Thanks to a strong membership team within NSA ranks and the will of administrators to turn the tide, we are now well placed within the market to make a statement that will resonate right across the senior community.

I guess there are some who might say; “*That's a pretty bold statement to make.*” However, if you look further into the NSA website, listen more closely to the radio, watch the television news more intently or study the print media more carefully, you are bound to notice our Chief Advocate making statements on behalf of National Seniors Australia. You will also notice advertisements in community newspapers encouraging new membership through well scripted welcoming messages. It's down to earth stuff that people understand; couched in terms that we comprehend and more importantly, it's substance that affects all seniors to varying degrees. We are being heard, which in turn attracts people to find out more and where better to turn than the local National Seniors Branch. It's up to Branches to capitalise on this through developing eye catching promotional material and carefully worded radio advertisements.

In a recent President's AGM report I made the point that, successful as we are with 210 members, it can all dissipate quickly if we can't attract younger, recently retired people to our midst. We are all growing older together and Branch survival is dependent on people taking our place. What's more to the point; we have worked hard over the past twenty years to achieve the benefits that we enjoy. It's our responsibility to ensure that others may be similarly enthused to carry the baton into the future. I believe our organisational administrators are giving us the best shot to achieve that goal; we need to capitalise on their foresight.

You may be wondering what prompted me to revisit our organisation after writing for many months about matters that recall memories of our younger years and experiences that many of us experience on a day to day basis. It came about due to a couple of reasons; one being my attendance at a recent Zone conference and the other due to NSA material that I found in my event “show bag.” Quite simply the minimal speaking time allotted to a visiting NSA administrator from Brisbane caused me to assess the reasons for staging such an event and the high quality promotional NSA material made available to those present begged the question; “why wasn't this addressed” - insufficient time!

National Seniors Members gather at meetings, conferences and conventions under the umbrella of National Seniors Australia and in my opinion the focus on proceedings should be more about promoting the organisation which brings us together. I accept that the social aspect is hugely important and I accept that host Branches should include some local interest material in the program. However, within this current climate of organisational change and given all the professional material being circulated; members must surely be provided every opportunity to hear first-hand the reasons which makes National Seniors Australia the nation's largest membership organisation for older Australians.

Sound marketing and promotional activities are crucial to the success of any organisation or business. NSA is currently achieving that success in spades and our aim at Branch level should be to capitalise on that initiative to the best of our ability.

Graeme

CARPE DIEM