



While the role of women has changed significantly since 1960 VIEW Clubs of Australia is just as relevant in today's society.

For more information about VIEW Clubs of Australia call 1800 805 366

VIEW and The Smith Family

A partnership with a purpose

VIEW was originally established by The Smith Family to bring together women outside the home, breaking down their isolation and giving them the opportunity to make a contribution to their local community. By extending fun and friendship to women who were once isolated, VIEW has grown in strength and numbers, becoming an organisation of almost 24,000 women who not only help each other, but the wider community.

VIEW has maintained its close links with The Smith Family and has been one of its largest contributors in terms of fundraising and donation of goods. In addition VIEW now sponsors almost 400 students who are taking part in the *Learning for Life* program.

Working together

Some years ago The Smith Family recognised that in order to have a real impact it needed to significantly expand its programs into rural and regional Australia.

The heart of The Smith Family's approach and that of VIEW as well – is working with and through local communities.

VIEW has always been about bringing people together and extending support and friendship. It is VIEW's ability to get involved and build networks in the local area that helps The Smith Family reach more disadvantaged children, making a greater impact on the incidence of hardship in Australia.

A presence in 400 Australian communities

With an ever-growing presence in more than 400 communities, The Smith Family relies on VIEW to be its eyes and ears where it doesn't have a physical presence of its own.

The members' connections and networks can help answer questions such as: what existing programs are operating particularly well? Who are the individuals or organisations The Smith Family should be talking to if we think there may be a need for one of its programs in that location? What are the big issues in members' towns or cities and is there an opportunity for The Smith Family to play a supporting role?

The future

The Smith Family and VIEW are collaborating with all sorts of individuals and organisations to deliver a real impact in our local communities.

So, as the partnership between VIEW and The Smith Family approaches 50 years, it is worth taking time to reflect on the achievements and good times and to look forward to an exciting future ahead.