



ANNUAL REPORT 2011/12

Purpose of the Federation

The purpose of the Federation is entirely to support and serve the SeniorNet Learning Centres, each of which maintain their full independence, except for their commitment to meet the Federation's Quality Assurance requirements, which are as required by the Tertiary Education Commission.

Election of Management Committee:

Four committee members were elected at the 2011 AGM to fill the positions of members who retired by rotation.

They were:

Northern	Ian Turner	(Re-elected)
Auckland	Ray McDonald	(Re-elected)
Waikato	Lyndsay Noble	(Re-elected)
Top of South	Duncan Fuller.	(Re-elected)

Election of Officers:

As required by the Federation Constitution, the following Officers for 2011/2012 were elected by the Management Committee at its first meeting (10th May):

Chairman	Ian Turner.	(Re-elected)
Vice Chairman	Colin Young	(New appointment)
Secretary	Ray McDonald	(Re-elected)
Treasurer	Lyndsay Noble	(Re-elected)
Minute Secretary	Duncan Fuller.	(Re-elected)

Management Committee Meetings held during 2009/10:

- The management committee held face to face meetings at 1.00 pm on 10th May 2011 (after the AGM) and at 10.00 am 2nd Feb 2012.
- The management committee met by teleconference at 9.00 am on 14th of November and 14th of December 2011

In addition to these meetings, communication between committee members took place by email.

Development Plan:

At the meeting on 2nd February, the committee considered priorities for 2012.

Special items considered were:

- The establishment of a national newsletter
- Further development of Teaching Resources
- Development of a list of “Fundamental Standards” for Centres as assistance for their development.

The national newsletter has been established on a bi-monthly basis.

The introduction of courses for Tablet computers (principally the iPad) is picking up momentum. Presentations have been made to regional tutor training meetings. Lesson material has been devised and made available to Centres. Further iPad material is in the planning stages. The use of Tablet computers is likely to profoundly change the way we do SeniorNet.

A list of 10 Fundamental Standards is being discussed with Centres to assist their development.

The Federation Management

Grant Sidaway’s contract as Executive Officer continued throughout 2011 and has been confirmed for 2012. Grant provides all national office services and national quality assurance monitoring. This arrangement saves the Management Committee much administration detail and the need to own any equipment.

He maintains an office in Wellington and employs such support staff as he requires.

Unfortunately he had to move in late March and had a gap of some weeks until the new office was ready.

His contract, for which he receives one all-inclusive monthly payment, covers all costs necessary to run the National Office and includes:

- *National Office accommodation*
- *All office fixtures including computers, printers etc*
- *Presentation equipment – data projectors, laptops, screen, sound equipment etc.*
- *Communication – Telephone, 0800, Internet, mobile phone*
- *Postage, stationery, office consumables, printing etc.*
- *All Accounting services including arranging audit.*
- *Website hosting, development and maintenance*
- *Executive Officer salary*
- *Administration Officer salary (part-time position)*
- *Travel to Learning Centres for presentations and QA purposes*
- *Travel to Regional Meetings*

- *Travel to Tutor Training Sessions*
- *National advertising, display banners etc.*
- *All incidental costs*

A more detailed report on these activities is included below.

Negotiations with the Tertiary Education Commission:

Again we were required to submit an Investment Plan for 2012.

The Plan was accepted by the Commission. Once again, in view of the financial outlook we requested no funding for new initiatives in the Plan.

A grant was approved that is 6% less than the grant for 2011. Grants to all organisations in the ACE category were reduced by the same proportion.

At this point there is no certainty about grants for 2013 and beyond, although it is clear that Government sets a priority on computer literacy.

Quality Assurance:

The Federation maintains procedures to meet TEC requirements to ensure that the quality of teaching and learning in the Learning Centres is maintained. This is a central feature of the visits by the Executive Officer to the Centres.

There has been no audit by the NZQA this year.

Statistics:

Number of Learning Centres in 2010

84

Activity Levels:

Enrolments:	2009	2010	2011
Learner Hours claimed for grants	138,960	141,854	131,724 -7%
No of enrolments in all activities	23,788	25,068	28,395 13.3%
Number of Learning Centre members enrolling in courses	9,203	9,547	9,554 0 %
Average enrolments per enrolling member	2.58	2.63	2.97
Average Learner Hours attended by each enrolling member	15.1	14.86	13.8
Percentage of members enrolling in at least one course	64%	58.1%	72.8% (A drop in overall membership increased this ratio.)
Demographics:			
Number of Males enrolling in courses	3,242 35%	3,311 35%	3,318 35%
Number of Females enrolling in courses	5,961 65%	6,236 65%	6,236 65%
Number under the age of 50	0	0	0
Number age 50 and under 60	660 7%	696 7%	567 6%
Number age 60 or over	8,543 93%	8,851 93%	8,560 94%

Number of New Zealanders and Europeans	8,872	96%	9,174	96%	9181	96%
Number of Pacifica	37	0.4%	27	0.3%	32	0.3%
Number of Asian	75	0.8%	98	0.4%	102	1%
Number of Maori	185	2%	215	2.3%	202	2.1%
Number of other nationality	34	0.4%	33	0.4%	37	0.4%

(Note: A number of Learning Centres did not request funding, so that the total Learner Hours worked by all Federation Learning Centres was higher than noted above.)

While there has been a 7% decline in Learner Hours for which grants were paid, there has been quite an increase in enrolments, indicating that members are enrolling in more courses that on average must have been shorter.

Financial:

The Federation audited Annual Accounts are attached.

The Budget for 2012, as recommended by the Management Committee, will be presented to the Annual Meeting.

The income for the year showed a very pleasing increase over that received for 2010 (3.9%). While the income from T.E.C remained the same and subscriptions were down there was a healthy increase in sponsorships from Telstra Clear, Group Insurance, Lottery Grants Board, Ministry of Senior Citizens - and the latest sponsor to come on board Noel Leeming. As always and as expected expenses did rise in most areas with Insurance leaping ahead by almost \$10,000 - doubtless a sign of things to come for us all.

But please note:

- (1) That of the total Expenses for the year of \$577,864.05, \$362,201.17 was paid out to Learning Centres. The Federation has a principle of distributing the maximum funding possible to Learning Centres.
- (2) The Executive contract did not increase. (This matter was attended to at the January Meeting of the Federation Regional Representatives— see 2012 Budget.)

Grants to Learning Centres

In accordance with accounting practice the Profit and Loss statements in the Annual Accounts are GST excluded.

(The “Non GST” and “GST” entries in the Annual Accounts are both ex GST amounts and indicate that the amounts were paid to Centres that are, or are not, registered for GST.)

Learning Centres received 87.4% (2010: 71%) of the TEC grant.

Learning Centre Finances:

An analysis of figures (which in this case include GST) provided by Learning Centres is as follows:

	2009	2010	2011
Income from Membership Subscriptions:	\$320,076	\$278,668	\$319,945
Income from Course Fees:	\$316,519	\$270,985	\$296,937
Federation Grants: (inc GST where	\$391,535	\$347,636	\$377,026

app.)			
Local grants for Operating Exes	\$191,904	\$149,075	\$124,972
Other income	\$ 67,057	\$ 70,702	\$ 68,366
TOTALS:	\$1,287,091	\$1,117,066	\$1,187,246
Cost of rents:	\$327,059	\$319,827	\$327,516
Other costs of running learning activities	\$685,388	\$584,946	\$615,282
TOTALS:	\$1,012,44	\$904,773	\$942,798
Surplus (Deficit) before Depreciation:	\$274,644	\$212,293	\$244,449
Depreciation:	\$370,404	\$352,727	\$325,106
Surplus (Deficit) after Depreciation:	(\$95,760)	(\$140,434)	(\$80,658)
Capital Expenditure:			
Local Grants for Capital Equipment	Unknown	\$ 70,702	\$61,401
Expenditure on Capital Equipment	Unknown	\$256,537	\$209,250

Notes:

1. Income increased by 6% while expenditure also increased by 6%.
2. Overall, the surplus before depreciation rose by 15%.
3. Depreciation continues to bring the accounts into deficit, but fortunately by a much smaller amount in 2011, the deficit being 57% of the 2010 amount.

National Office Activity – Report by the Executive Officer:

1. Visits to Learning Centres and Presentations

A significant part of my activity is occupied with visiting Learning Centres, preparing and delivering presentations – it's also one of the most satisfying aspects (lucky that!!)
Good to see willingness for Regions to conduct Regional Meetings and for the most part these have been well attended with positive feedback.

One aspect of commonality arising from these meetings is the need for many Centres to be more active with succession planning. Their committees often lack freshness which is reflected in resistance to trying new concepts and running new courses almost invariably resulting in a decline of membership.

Many of my 2011 presentations to Learning Centres have been dual sessions: Freeview and Smartphones. Feedback has been very good suggesting a strong demand for new and topical information to be provided to SeniorNet members.

In addition to the other community presentations listed on the tables I have undertaken a number of talks to members of retirement villages. These presentations attract very large audiences. Approximately two thirds of the attendees at each session had not heard of SeniorNet!! I will be intending to work with more villages to raise our profile, but Learning Centres should be reminded to market directly to villages in their community –vast numbers of

untapped members!!! Our aim should be to have all Retirement Villages in the country displaying our brochures and posters by the end of 2012.

2. Marketing and Advertising

New brochures and posters were produced in 2011 these were well received by Learning Centres, some Learning Centres have used the brochures as letterbox drops and achieved good results with attracting more members. I suspect many Learning Centres may not have used the brochures or Posters to market their Centre within the community as often they seem only to be displayed in the Learning Centre.

The Federation funded a Public Relations company to assist with writing and placing number editorials in Community Newspapers, resulting in excellent flow-on with additional positive media activity. If we had more funds we would do more of this.

Ten local radio interviews have been undertaken during 2011. Some have coincided with my visits to Learning Centres where general positioning and brand awareness of SeniorNet is the theme. Other interviews are more specifically relating to how older people cope with technology and the introduction of new devices.

Research has shown that the adverts placed in Community Newspapers had some effect on lifting awareness, calls to 0800SENIORNET increased by approximately 74% during the period of the advertisements. Our limited budget meant that we could only achieve one or two adverts per selected community newspaper for the year. I suspect if we are to see marked increases in memberships we may need to increase to monthly insertions.

Articles continue to be written for GrownUps and I have regular columns in two national magazines at no cost to the Federation – feedback has been good, they are fun to write though a bit time consuming!

4. Website

At the commencement of 2011 the Federation launched a new look website to match the rebranding that was undertaken late in 2010. Websites are of course an evolving process; however feedback about the new design has been positive from visitors and supporters alike. Activity on our site is fairly consistent, soon after re-launching with the new look we were averaging 550 hits per week, it's slipped slightly to just under 500 unique visits. We are getting most arrivals from searches and a fair number from overseas, which reinforces the growing number of enquiries from all parts of the world wanting to know if a SeniorNet Learning Centre is in their country!

Contributions to the site from Learning Centres with success stories has grown, which is great – we need more!

Interest from companies wishing to advertise on the site has grown, however we turn more away than we accept - there needs to be some degree of commonality with their products and services and with our brand. We are also mindful not to turn the site into a hotchpotch of adverts.

The website now has a link to a Federation Facebook site which has been established largely as a facility for Learning Centres to use as a discussion board for technical and management issues.

5. Management Concept Workshops.

Pat and Duncan Fuller from SeniorNet Nelson completed visits to 12 North Island Learning Centres as part of the 2011 Year of Revitalisation Program. In March Learning Centres were asked if they would like Pat and Duncan to visit on the basis of learning and sharing administration concepts.

25 Centres responded and 12 were selected.

The feedback from participating Centres was excellent. All saying they benefited from sharing ideas, and that they gained an understanding on a range of new concepts. When asked “as a result of the session would they work differently” most said they would consider some changes but may find it difficult to convince “others” to change. The Federation will consider further sessions in 2012 but will be limited by the funding it has.

6. Teaching Resources – Evaluation and Review

A review panel was appointed in 2011. The panel was made up from experienced tutors from six different Learning Centres. Checklists and terms of reference were set and the first sets of resources made available via Google Docs for the panel to review. The review process has taken longer than anticipated, however at the commencement of 2012 the panel has agreed on a list of recommendations outlining what an ideal SeniorNet Teaching resource should contain. This will be published on www.seniornet.co.nz along with a list of recommended resources.

It would be fair to say, many Learning Centres have strong preferences for their own tried and proven resource thus making standardisation very difficult.

7. Canterbury Region Earthquake

The September 2010 and February 2011 earthquakes had significant impact on Learning Centres in the Canterbury Region. To the best of our understanding none of our SeniorNet members lost their life in either incident; however SeniorNet people suffered significant damage with some losing their homes and others deciding to leave the region.

The largest Learning Centre in New Zealand with a membership of approximately 1,250 people relocated from Shirley to Ferrymead. Prior to the relocation the Garden City Learning Centre, which had been unaffected by the earthquakes were able to offer their facility on a shared basis.

The Mac SeniorNet Learning Centre located in the “Red Zone” remained out of bounds for most of 2011 however learning continued in a reduced form from members’ homes.

North Canterbury Learning Centre, closed after the September 2010 quake, reopened again in 2011 for a short time but then was told to evacuate the building late in 2011 due to severe damage. They have done a sterling job to keep members and interest alive during this period.

Ellesmere SeniorNet were badly effected by the first quake and went through a period of uncertainty throughout 2011, however like North Canterbury they kept positive and started 2012 back in their Centre.

New Brighton SeniorNet needed to close for the entire year since the February quake, their building suffered badly however with the building now repaired they look forward to re-establishing in 2012.

Aside from the major damage and relocation requirements two other aspects have been apparent:

- A significant number of SeniorNet people left the region either on a temporary basis or for good.
- Less willingness for this age group to venture away from their homes for anything but the basics e.g. shopping

In December 2011 the Federation resolved to provide additional advertising and marketing assistance for the Canterbury Learning Centres to attract new members to the Learning Centres.

8. Office for Senior Citizens

Several meetings were held with Natalie Lavery – Director, largely to ensure our profile remains high through her contacts with Government Ministers. Two significant outcomes have occurred:

- The SeniorNet Federation has official status on the MSD site under positive aging here is the link <http://www.msd.govt.nz/what-we-can-do/seniorcitizens/positive-ageing/initiatives/seniornet-new-technology-training-for-older-people.html>
- Invited to speak at the Volunteer Community Coordinators (VCCs) annual conference in December.

The MSD has also agreed to pay SeniorNet subscription fees for all 70 VCCs, enabling them to attend a Learning Centre in their region. The VCCs tend to be “well connected” in their communities so hopefully they will become ambassadors for us in 2012, every little helps!

9. Insurance

A very lengthy process needed to be undertaken to achieve the best possible Group Insurance Scheme for participating Learning Centres in 2011. The additional time and effort however was worth it as participating Centres have saved at least \$100 pa on the Group Scheme and if they needed to arrange individual insurance cover the cost would be almost double on a like with like basis.

Most insurance claims resulting from the quakes have been settled with favourable outcomes. The Canterbury Learning Centre had the greatest number of claims.

10. Our Supporters

- a) **TelstraClear** commitment to SeniorNet is as strong as ever and our monthly commission rebate is continuing to grow by approximately \$150 per month. The value of the rebate has grown in five years from \$15K pa to almost \$60K pa in 2011.
- b) The **Noel Leeming** membership discount and rebate system appears to be strongly supported by members throughout the country with high awareness levels being reported. Rebates to the Federation grew significantly in 2011. The positive aspect is Learning Centres are promoting this scheme as a “value added” benefit to belong to SeniorNet.
- c) **Freeview** presentations to Learning Centres and collateral provided in the Centres is driving the partnership, it is working well. We have provided feedback on advertising and marketing concepts.
- d) **NZTA** (New Zealand Transport Agency) – came on board in September. We assist with delivering a yearlong programme to promote NZTA’s Senior Road User resources to Learning Centres and to encourage Learning Centres to run Staying Safe workshops. The program has started well, more to encourage the facilitation of the workshops.

We have many other supporters helping to fund SeniorNet by way of advertising on our website, which provides a small income.

SeniorNet members are therefore encouraged to view the site to take advantage of the generous discounts.

11. Apple learning in Centres

Throughout the year it has been encouraging to see many Learning Centres now offer learning with Apple products. The growing market share that Apple now enjoys (close to 30% of all consumer computer purchases) means our Learning Centres are being requested by potential clients to be trained on a Mac or iPad device.

Clearly this represents a challenge to Centres both to find tutors and the financial commitment to purchase new “gear”.

There has been astounding success reported from Centres where Apple products are being offered for tuition such as Nelson, Hibiscus Coast, and Eden/Roskill to name a few where sharp increases in membership have occurred. Ideally it would be good to have all Learning Centres with a dual Windows/Apple platform in operation by the end of 2012.

Thanks to the Mac SeniorNet Learning Centre in providing encouragement and resources to Learning Centres, helping them make a start with Apple products.

12. A “pat on the back”

None of us need to be reminded that SeniorNet is only successful because of the hardworking volunteers who tirelessly give so much of their time to run Centres and help their peers grasp technology. My personal thanks to the 700 (approximately) who daily give so much to SeniorNet. Thank you for welcoming me to your Centres, it’s always a pleasure visiting and especially presenting new concepts of technology to your members. The enthusiasm from members to learn new things is “electric”.

I consider myself privileged to be working with a bunch of dedicated volunteers who represent the eight geographical regions of SeniorNet – The National Management Committee. The support and guidance they give me is tremendous, without their help my job would be considerably harder if not impossible.

Thank you team!

The following tables represent a summary of the National Office and Executive Officer’s activities for 2011.

2010	2011	Communications (email, phone, website)
4,017	4,772	Inbound calls on 0800 SENIORNET
19,713	26,918	Inbound call minutes on 0800 SENIORNET
7,222	10,382	Emails received

10,319	12,444	Emails sent
119	155	Average visits per day on www.seniornet.co.nz
4.62	4.51	Average visit duration on www.seniornet.co.nz
368	447	Average page views per day

2010	2011	Out of Office Visit & Presentations
9	10	Regional Meetings
0	1	Tutor Training Sessions
59	56	Learning Centre Visits
15	9	Other Community Groups

2010	2011	Take-up of Special Offers
971	989	Software items purchased (77% MS Home and student 2007)
\$87,250	\$98,421	Total saving over retail price of software
187	127	Seats booked with NZSO concerts
\$6,731	\$5,811	Total savings with NZSO bookings
73	75	Learning Centres included with Group Insurance Scheme
\$32,850	\$45,653	Total savings for Learning Centre partaking in the Group Insurance Scheme (\$608.70 per Centre)
\$134,526	\$149,885	Total Savings achieved by the Federation for participating Learning Centres and their members.

The figures above do not include the growing number of SeniorNet members signed with TelstraClear or the significant savings they achieve. Likewise the savings achieved by members from purchases made at Noel Leemings.

Chairman Date

Executive Officer Date