



ANNUAL REPORT 2012/13

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 2012 AGM to fill the positions of members who retired by rotation.

They were:

Waikato	Lyndsay Noble	(Re-elected)
Wellington	Colin Young	(Re-elected)
Canterbury	Paul Hopewell	(New)
Otago Southland	Bruce Smart	(Re-elected)

Election of Officers:

As required by the Federation Constitution, the following Officers for 2012/2013 were elected by the Management Committee at its first meeting (15th 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 15th May 2012 (after the AGM) and at 10.00 30th January 2013.
- The management committee met by teleconference at 9.00 am on 2nd of November and 19th of December 2012

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

Development Plan:

The January/February committee meeting is always one when the Annual Plan presented at the previous AGM is considered and further developed.

Some of the matters discussed were:

- Succession Planning.
- Support for class materials (Disks have been distributed to all Learning Centres with files of Manuals for courses in Windows 8, Apple computers, iPads and Android devices, plus some others.)
- Special assistance for Centres in the Canterbury region.
- Advertising and distribution of the Federation Newsletter.
- The 10 “Must Haves”: a list of basic characteristics of Learning Centres.
- Grant’s Contract.

The Federation Management

Grant Sidaway’s contract as Executive Officer continued throughout 2012 and has been confirmed for 2013. 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.

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 2013.

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.

The TEC approved a grant for 2013 at the same level as for 2012.

At this point there is no certainty about grants for 2014 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 as he is required to audit the quality of educational provision. His visits have continued to do this.

There has been no audit by the NZQA this year.

Statistics:

Number of Learning Centres in 2012 = 84 (Katikati closed, Lincoln opened)

Activity Levels	2010		2011		2012	
Membership:	16664		14980		15244	
Enrolments:						
Learner Hours claimed for grants	141,854		131724		136,155	
No of enrolments in all activities	25,068		28,395		30,400	
Number of Learning Centre members enrolling in courses	9,547		9,554		10,558	
Average enrolments per enrolling member	2.63		2.97		2.88	
Average Learner Hours attended by each enrolling member	14.86		13.8		12.89	
Percentage of members enrolling in at least one course	58.1%		72.8%		69.3%	
Demographics:						
Number of Males enrolling in courses	3,311	35%	3318	35%	3832	36.3%
Number of Females enrolling in courses	6,236	65%	6236	65%	6726	63.7%
Number under the age of 50	0		0		0	
Number age 50 and under 60	696	7%	567	6%	693	6.6%
Number age 60 or over	8,851	93%	8560	94%	9865	93.4%
Number of New Zealanders and Europeans	9,174	96%	9181	96%	10173	96.4%
Number of Pacifica	27	0.3%	32	0.3%	34	0.3%
Number of Asian	98	0.4%	102	1%	86	0.8%
Number of Maori	215	2.3%	202	2.1%	229	2.2%
Number of other nationality	33	0.4%	37	0.4%	36	0.3%

(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.)

We note a pleasing increase in total membership, but we have not managed to get back to the level of 2010 yet.

Membership rises and falls as most members do not renew their membership once they have taken the courses of their choice. Some 20% of members cease to be member each year for that reason. It is thus quite an achievement to have an increased membership as the number of new members will be much greater than that shown in the total.

Enrolments by Region	2011	2012
Region A: North of the Auckland Harbour Bridge	1,733	1,718
Region B: Auckland City south of the Harbour Bridge	1,381	1,430
Region C: Waikato and BoP	1,335	1,457
Region D: Central North Island	1,312	1,830
Region E: Wellington	1,372	1,238
Region F: Top of the South Island	821	790
Region G: Canterbury	1,203	1,688
Region H: Otago and Southland	397	427
Total	9,554	10,558

Federation Finances:

The Federation audited accounts for the year ended 31st December 2012 are attached.

The Budget for 2013, recommended by the Management Committee, will be presented at the meeting.

The income for the year shows a pleasing increase over that received for 2011. As was expected and predicted less was received from the Tertiary Education Commission.

While subscriptions remain about the same, the Telstra Clear, Noel Leeming sponsorships and the Advertising Revenue all showed healthy increases over the previous year. Please note the first Savvy Seniors Expo income must be offset by the expenditure cost.

No new lottery grant money was received in 2012 - we needed to use all the funding granted in 2011. A further grant will be applied for in 2013. A further grant from the Ministry of Senior Citizens is unlikely to be available.

In spite of the Savvy Seniors Expo expenses (which 'mopped' up the reduction in the advertising budget), the increase in the Executive contract and the rent subsidy (given to meet the increased costs of the new Federation office) the total expenditure was less than the previous year.

The Federation has a principle of distributing the maximum funding possible to Learning Centres. The grants to Learning Centres are also down as less learner hours were earned and claimed. Fewer skills based training by Learning Centres and a tightening of the funding criteria has meant that some activities undertaken by Centres were unable to be funded by grants.

Finally there has been an increase in volunteer reimbursements during 2012 because more regional meetings were held and more partial reimbursements for travel costs to those meetings were claimed.

Recording of 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 purposes.)

Learning Centres received 82.3 % (2011: 87.4%) of the TEC grant.

Learning Centre Finances:

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

	2010	2011	2012
Income from Membership Subscriptions:	\$278,668	\$319,945	\$314,881
Income from Course Fees:	\$270,985	\$296,937	\$282,625
Federation Grants: (inc GST where app.)	\$347,636	\$377,026	\$332,782
Local grants for Operating Exes	\$149,075	\$124,972	\$88,772
Other income	\$ 70,702	\$ 68,366	\$68,718
TOTALS:	<u>\$1,117,066</u>	<u>\$1,187,246</u>	<u>\$1,087,778</u>
Cost of rents:	\$319,827	\$327,516	\$338,059
Other costs of running learning activities	\$584,946	\$615,282	\$572,407
TOTALS:	<u>\$904,773</u>	<u>\$942,798</u>	<u>\$910,466</u>
Surplus (Deficit) before Depreciation:	\$212,293	\$244,449	\$177,312
Depreciation:	\$352,727	\$325,106	\$333,892
Surplus (Deficit) after Depreciation:	(\$140,434)	(\$80,658)	(\$156,580)
Capital Expenditure:			
Local Grants for Capital Equipment	\$ 70,702	\$61,401	\$62,167
Expenditure on Capital Equipment	\$256,537	\$209,250	\$170,196

Notes to the Learning Centre Finances:

- Total income decreased by approx. \$100K, but expenses were held so that the margin before depreciation was only approx. \$32K less than in 2011.
- Depreciation continues to bring the accounts into deficit, unfortunately by a larger amount this year,
- Expenditure on Capital Equipment continues to decline, perhaps reflecting the cheaper cost of computer equipment.

National Office Activity – Report by the Executive Officer:

1. Visits to Learning Centres and Presentations

As busy as ever with more demand for Public Presentations which is an excellent way to promote SeniorNet and to grow membership. The theme of most presentations (public and at Learning Centres) continues to be “Technology Trends” – a collection of emerging trends to watch out for in the next 12-18 months, it’s a presentation I keep updating each month. I have presented at a total of 75 events in 2012 (76 in 2011)

Presentations at retirement villages, a total of six, have been largely devised as “appetisers” to get attendees of the presentations to join SeniorNet; all sessions have been very well attended.

Visits to Learning Centres always include presentations to members but opportunity is taken to encourage each Centre to grasp new technologies and to commence teaching the “new stuff” as soon as possible. Better progress is being made in this area, where before there was widespread reluctance to embrace new technologies now there is stronger willingness to see the need to keep pace with change. Smaller Centres struggle more to adapt.

2. S@vvy Seniors Expo

We have hit upon a concept that has huge potential to grow and to showcase SeniorNet. The event held at CBS Canterbury Arena in May 2012 required significant planning, energy and a gamble, but it was well worth it.

I have successfully trademarked “S@vvy” and “SAVVY” on the understanding we could move forward with additional Expos in 2013. As was the case in Christchurch the national office can manage the majority of the organising but having a local team to help is essential.

The team assembled in Canterbury, made up of people from the local Learning Centres were a huge help and very much the reason for its success, thank you to all concerned.

Support came from major sponsors Noel Leeming, TelstraClear, Freeview, Suzuki, Nestlé, plus in addition to these well-known brands, many local companies also exhibited their products and services with special promotions. As well as a wide range of exhibits to look at, seminars and demonstrations took place throughout the event. In many ways the seminars stole the show.

3. Gizmoe Newsletter

Four editions have been produced and dispatched in 2012. It was optimistic to think the original target of six editions could be undertaken however the national office is committed to having six editions in 2013. Feedback to date has been very encouraging. Ideally we would like more contributing articles from Centres however it's a good start to a national newsletter, and seen as an ideal supplement to the Local newsletters produced by individual Learning centres.

Gizmoe is proving popular with our sponsors – as a vehicle to promote their alignment with SeniorNet.

4. TEC – Investment Plan 2013

Our investment Plan (Funding Application) was submitted in August - thank you Ian for all your help with this. Detail and alignment with ACE priorities remained much the same as for the current year. Increased pressure from TEC is expected in future years to lift Maori and Pacific Island participation at our Learning Centres.

5. Meeting with Senior Citizen Minister

Hon Jo Goodhew is the current minister for Senior Citizens.

I met with the minister in June at her Parliament Office.

The purpose of the meeting was to reinforce the value of what we do and the importance of the TEC grant. As with all ministers prior to her she has a positive view toward SeniorNet and supports what we do and how we do it.

Minister Goodhew is from Ashburton and is well aware of the good work SeniorNet does in the Ashburton community. The Minister has also visited TOA Pacific in Otahuhu. We are working with TOA Pacific to establish the first Pacific Island SeniorNet Learning Centre in New Zealand.

6. Commercial Partnerships/Sponsorships

TelstraClear

- Keen as ever to partner with SeniorNet – our largest commercial contributor.
- Contribution in 2012 **\$72.5K** (2011, \$65K. 2010, \$47.5K) considering we only achieve this through the 3% rebate from SeniorNet/TelstraClear customers and with an average 15% drop in telecommunication rates in 2012 this is a spectacular result – for them and us!
- Merger with Vodafone on-going and will be complete on 31 March 2013 likely positive outturn for SeniorNet with the merger
- Happy to contribute to more Expos and specific event as and when they occur, including Learning centre Open Days

Noel Leeming

- Significant contribution to funding the Federation **\$17K** for 2013 (2011. \$12K).
- Good to see local Noel Leeming stores getting involved with local SeniorNet Centres, each Centre is encouraged to partner with stores in their community.
- Keen to be involved with more Expos

Freeview

- Relationship works well for both parties
- Analogue-Digital TV workshops well received by many Learning Centres
- Happy to continue the partnership
- May look to ramp-up involvement in 2013
- Keen for more Expos

Suzuki

- Partnership has been slow to kick off and gain momentum
- Take-up of SeniorNet specific offers has been rather disappointing
- So far – they are keen to “do more” with us in 2013
- Most grateful to have use of the Suzuki Splash vehicle in 2012, the vehicle was branded with our SeniorNet logos, making it a travelling advertisement.

Nestle

- Marketing the Nestle café menu with SeniorNet has worked well for them. Learning Centres have enjoyed free samples - a total 40,000 sample sachets were distributed to Centres
- Good chance the relationship could grow in 2013
- Happy to support more Expos.

7. Windows 8 Teaching Resources

Windows 8 launched on 26th October. Through our relationship we have with the UK based training company (Top-Windows-Tutorials.com) we produced a set of audio/visual teaching resources. This comprised 66 lessons on a DVD. The DVD was distributed to Learning Centres in the first week of November 2012. Whilst the content of this resource is significant and more than most learners would require it was positively received as a Tutor training guide. The Federation will continue to fund more teaching resources in 2013.

8. iPad courses stimulate growth

There is no doubt – Learning Centres offering iPad and Tablet courses lead the way with new members enrolling, to the extent some Centres are finding it difficult to keep up with demand. Learning Centres that have chosen not to adopt new technologies are suffering. The Federation needs to do more to encourage the Centres that are lagging to move forward and teach with new devices. The Fundamental Standards Charter distributed to all Learning Centres early in 2012 specifically asks **All** Learning Centres to maintain a positive attitude to introducing new technologies. The Federation may need to consider raising the bar and enforce the Fundamental Standards list as a way to ensure centres stay current with course offering to their communities.

9. The National Management Committee

The eight members of your National Management Committee work hard behind the scenes, they are dedicated in representing their regions and a huge support to me and the National Office. Thank you “team” with all the help you have given me throughout 2012.

Ian Turner, your chairman, is retiring at this AGM.

Ian has been a terrific guiding hand to me right from the commencement of this Federation. His knowledge of the education system and processes has been invaluable. Congratulations on your second retirement Ian (the first being from paid employment), thank you so much for all the work you have done in helping to make this Federation a success.

10. Activity summary of the National Office

Communications – email, phone, website	2011	2012
Inbound calls on 0800 SENIORNET	4,772	4,818
Inbound call minutes on 0800 SENIORNET	26,918	21,377
Emails received at the National Office	10,382	12,614
Emails sent from National Office	12,444	12,955
Average visits per day on www.senior.net.co.nz	155	172
Average visit duration on www.senior.net.co.nz	4.51	4.33
Average page views per day	447	491

Out of office visits and presentations	2011	2012
Regional meetings/Tutor Training	10	10
Learning Centres	56	49
Other presentations e.g. Community Groups	9	16

Take-up of Special Offers by individual SeniorNet Members	2011	2012
Software purchases via SeniorNet website (total savings achieved)	\$98,421	\$97,320
Purchases at Noel Leeming Stores (total savings achieved)	n/a	\$266,837
Group Insurance Scheme (savings achieved by participating Centres)	\$45,653	\$50,050
NZSO bookings (total savings achieved)	\$5,811	n/a
Total savings achieved by the Federation for participating centres and their members.	\$149,885	\$414,207

In addition to the above a small number of members purchased Suzuki motor vehicles in 2012 with varying discounts. Plus a significant number of purchases were made through discount arrangements the Federation has with, Need-a-Nerd, Capital Travel Ltd, Nestle, Wholesale Toners Ltd, ACP Magazines Ltd and PB Technologies Ltd. No data is available on the transactions from these suppliers.

Chairman Date

Executive Officer Date