

SeniorNet Federation Plan for 2013

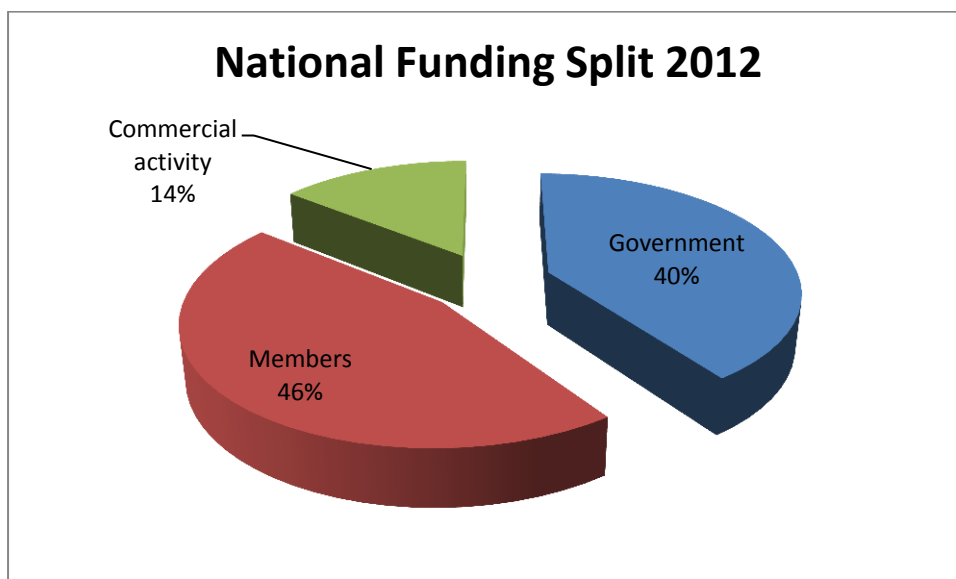
1. Funding of SeniorNet Nationally

Continue to move toward the targeted funding model:

- One third funded by government agencies
- One third funded by commercial companies
- One third funded by members

Grow the Commercial contribution to represent 20% by 31 Dec 2013.

Situation as at 31 Dec 2012



Grow Commercial Support Sector

- Nurture TelstraClear/Vodafone relationship
- Encourage growth with Noel Leeming rebate scheme
- Kick start Suzuki sponsorship
- Maintain relationship with Freeview
- Develop marketing/sponsorship relationships with at least three other commercial organisations
- Grow profits from S@vvy Seniors Expo(s)

Have less reliance on Government Sector

- Be better prepared for less funding via TEC

Maintain member contribution

- Consider Federation subscription rate increase
- Grow SeniorNet membership

2. National Symposium and combined AGM

- Plan and run the first national SeniorNet symposium
- Encourage two participants from each Centre to attend
- Encourage sponsorship from supporters

3. S@vvy Seniors Expo

- Undertake 2013 Expo in Hamilton
- Plan Expos in 2014, Maybe Auckland/North Shore(?)
- Aim to make modest \$5K profit

4. Regional Gatherings

- Hold at least 8 Regional Meetings for administrators (1 per region)
- Hold at least 8 Regional Tutor Training Days (1 per region)
- Encourage participation from every centre at each gathering
- Maintain a balance of consistency of content plus local input

5. National Lottery Grants Board

- Redevelop our funding application rather than apply on the same basis as past three years.
- Better understand the funding criteria
- Look to incorporate funding of national objectives

6. Pacific Island and Maori participation

- Grow participation to match population statistics
 - 7% Pacific Island
 - 13% Maori
- Achieve in 2013
 - 3% Pacific Island (2011 0.3%)
 - 5% Maori (2011 2.1%)
- Open TOA Pacific Centre in South Auckland
- Open Pacific Island Centre in Porirua
- Engage with Maori agencies to encourage Maori attendance at existing Learning Centres
- If practical open Maori Centre in Central North Island

7. Gizmoe – The Federation Newsletter

- Produce and distribute six newsletters
 - 15 February, 18 April, 7 June, 15 August, 10 October, 6 December
- Content to be informative, instructional and to profile supporters
- Run competitions to encourage readership where possible

8. Learning Centre presentations

- Undertake at least 50 presentations to Learning Centres
- Topics to be current and to introduce new technology
- Timing of visits to be mutually agreed
- Centres to market presentations to wider community to gain new members

9. Liaison with Stakeholders

- Maintain relationship with Minster Senior Citizens (currently Jo Goodhew)
 - Continue to encourage Minister to be our champion in government
- Grow relationship with
 - National office of CAB
 - Grey Power
 - Volunteer New Zealand Inc.
 - GrownUps website
- Comply with TEC reporting requirements

10. Federation Budget

- Manage budget and keep within agreed parameters
- Provide accurate reports and commentary
- Reduce costs through sponsorship and support structures

11. Advertising and Marketing

More needs to be done to promote SeniorNet especially to capture those in the late 50's- late 60's age bracket

- Local community newspapers
 - Editorial – good news articles
 - Paid advertising – develop template advertisement for Centres to use
 - Consider 50% cost share Federation/Centres for local adverts
- Grow Social media activities
 - Lift the game on our Facebook site
 - Get active with Twitter
- Refresh SeniorNet Federation site
 - Improve photography – better and more!
 - Encourage more success stories
- Articles in national magazines
 - Continue with bi-monthly articles for “Home and Country”
 - Seek to have editorial in
 - Listener
 - New Zealand Women’s Weekly
 - Metro

- Undertake Community presentations (minimum 15 in 2013)
 - U3A, Probus, Retirement Villages, Rotary, Lions

12. Teaching Resources

Continue to seek suitable training resources for all Learning Centres to use. These may be:

- Professionally and especially written for SeniorNet use
- Existing books but able to be purchased at discounted prices
- Course notes written by SeniorNet members
- Video and audio based teaching aids

Where possible the Federation shall fund national teaching resources and encourage uniformity of resources.