



ANNUAL REPORT 2013/14

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 2013 AGM to fill the positions of members who retired by rotation.

They were:

Northland	Steve Green	(New)
Auckland	Ray McDonald	(Re-elected)
Top of South Island	Paul Hopewell	(Re-elected)
Central North Island	Gwen Harvey	(Re-elected)

Election of Officers:

As required by the Federation Constitution, the following Officers for 2013/2014 were elected by the Management Committee at its first meeting (14th May):

Chairman	Ray McDonald	(New appointment)
Vice Chairman	Steve Green	(New appointment)
Secretary	Gwen Harvey	(New appointment)
Treasurer	Lyndsay Noble	(Re-elected)
Minute Secretary	Duncan Fuller	(Re-elected)

Management Committee Meetings held during 2013/14

- The management committee held face to face meetings at 3.00pm on 14th May 2013 (after the AGM), at 10.00am 8th October 2013 and at 10.00am on 30th January 2014
- The management committee met by teleconference at 9.00am on 18th of June and 16th of December 2013.

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

The Federation Management

Grant Sidaway's contract as Executive Officer continued throughout 2013 and has been confirmed for 2014. 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 phones*
- *Direct liaison with government and commercial funders*
- *Postage, stationery, office consumables, printing etc.*
- *All Accounting services including arranging the annual 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 (TEC)

Again we were required to submit an Investment Plan for 2014. As requested by TEC the Plan was submitted in June 2013.

The Plan was accepted by the Commission on 22 Dec 2013. It is worth noting the late approval of the Investment Plan caused significant concern to the Federation making it difficult to plan budgets for 2014. In previous years Investment Plan approvals for the funding sector the Federation draws on were received during late November/early December.

The TEC approved grant for 2014 was 2.6% higher than in 2013 at \$400,203 +GST

At this point there is no certainty about grants for 2015 and beyond, although it is clear that Government sets a priority on literacy and numeracy, in particular for disadvantaged younger adults. The Federation meets current Adult Education Community (ACE) priorities in the area of digital literacy.

The Federation wrote to TEC in response to the draft 2014-2019 Education Priorities. It highlighted the need to include older people as an education priority in respect to digital literacy and skills based learning as a benefit to the New Zealand economy – the plan in its current form appears to be almost entirely focused on youth.

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. TEC reporting requirements changed late in 2013. The Federation is now required to provide statistical data relating to every course and workshop conducted in every Learning Centre. Previously this was only required on a regional basis. Significant additional work at the National Office was therefore required to meet the 15th Feb 2013 TEC deadline for the report. Minor changes of reporting at Learning Centre level will greatly assist national collation of data in 2014. In past years the TEC focused on learner hours, the focus has now changed to the number of students enrolled. Statistics in this report reflect this change.

There has been no audit by the NZQA this year.

Statistics:

1. Number of Federation Learning Centres and overall membership.

	2011	2012	2013
Learning Centres	84	84	84
Membership	14,980	15,244	17,734

- Marton Closed
- Waikanae/Otaki combined with Kapiti
- Ellesmere combined with Lincoln and renamed Selwyn and Districts
- Foxton combined with Horowhenua
- Auckland Mac an existing non Federation Centre joined.
- TOA Pacific joined (New Centre)
- Taumarunui joined (New Centre)
- North Wellington joined (New Centre)
- 16% increase in overall membership

2. Learning Centre Finances

An analysis of figures in the table below includes GST. These figures were provided by Learning Centres.

- Total income increase by approx. \$10K
- Total expenditure down by approx. \$2K
- Depreciation continues to bring overall accounts into deficit, though by less amount in 2013 than in 2012
- Capital expenditure increased by approx. \$13K a reflection that Centres are investing in new equipment.

	2011	2012	2013
Income from Membership Subscriptions:	\$319,945	\$314,881	\$334,704
Income from Course Fees:	\$296,937	\$282,625	\$283,103
Federation Grants: (inc GST where app.)	\$377,026	\$332,782	\$319,766
Local grants for Operating Exes	\$124,972	\$88,772	\$100,278
Other income	\$ 68,366	\$68,718	\$58,157
TOTALS:	\$1,187,246	\$1,087,778	\$1,096,008
Cost of rents:	\$327,516	\$338,059	\$350,075
Other costs of running learning activities	\$615,282	\$572,407	\$558,415
TOTALS:	\$942,798	\$910,466	908,472
Surplus (Deficit) before Depreciation:	\$244,449	\$177,312	\$187,536
Depreciation:	\$325,106	\$333,892	\$288,008
Surplus (Deficit) after Depreciation:	(\$80,658)	(\$156,580)	(\$100,472)
Capital Expenditure:			
Local Grants for Capital Equipment	\$61,401	\$62,167	\$57,551
Expenditure on Capital Equipment	\$209,250	\$170,196	\$194,920

3. Learning Centre Activity

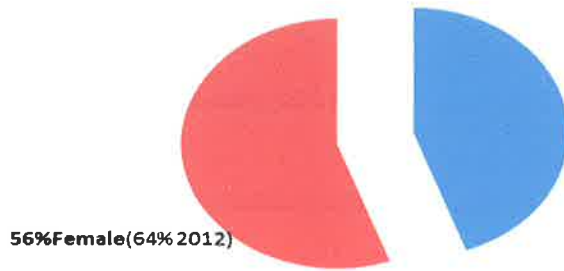
The charts below reflect the combined activity in Centres.



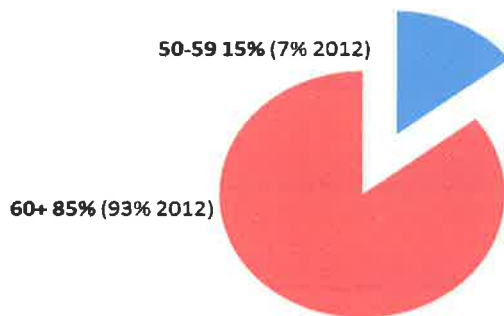
Descriptions for chart above

Ref. & Number of Courses		Broad Content of Courses/Workshops
A	146	Introduction to the Internet, including how to use various web browsers
B	275	Getting started with word processors, including Word pad, Microsoft Word and Mac pages
C	91	Intermediate and advanced use of word processors, including use of tables and graphics
D	435	Getting started with graphics, to uploading digital photos and use photo enhancing apps
E	32	Introduction to emerging technology including uses of Ultra-Fast Broadband (UFB)
F	499	Introduction to computers. Confidence building and knowing your way around a computer
G	366	Introduction to portable touch screen devices, including iPad, Android and Smartphones
H	260	Introduction to Operating Systems, including Windows versions XP - 8.1 and all Mac iOs
I	197	Mastering email, including web-based facilities Gmail and Hotmail etc.
J	22	Making a start with internet banking, including safety and security
K	232	Social Media, may include: Twitter, Skype, TradeMe and basic genealogy apps
L	333	Computer maintenance, files and folders, cloud facilities, Dropbox, technical q&a sessions
M	85	Getting started with either Microsoft Publisher, Keynote or Microsoft PowerPoint
N	125	Making a start with Spread sheets including Microsoft Excel and Mac Numbers
O	28	Desktop Publishing including web design packages

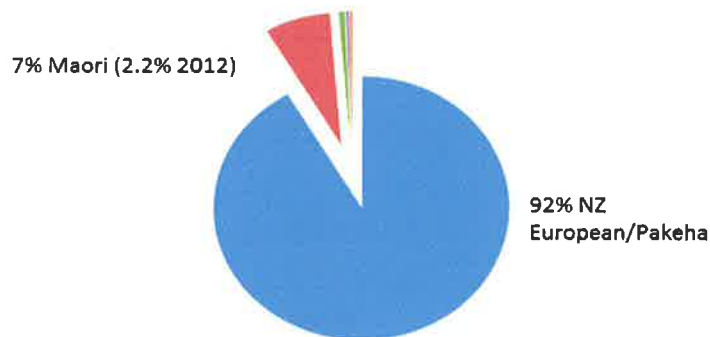
27,757 Enrolments in 2013 (30,400 in 2012)



Age of Enroled



Ethnicity of Enrolments



Acknowledgements

"Finally, I would like to convey my thanks and appreciation to the other members of the Management Committee for their valued input and support. Your collective experiences and views have provided a very positive platform during our deliberations.

To our Executive Officer, Grant Sidaway, your enthusiasm and drive continue to astound. This is evidenced in the significant contributions you make not only in the form of your guidance to the Management Committee, but also in the promotion of SeniorNet nationally, and the encouragement and support given by you to our member Learning Centres. Our deepest gratitude and appreciation.

To Jude Mitchener, who works in the National office with Grant, we acknowledge and appreciate your contribution also. I'm sure it's no mean task in keeping up with Grant, but you do this admirably. Thank you. To the member Learning Centres, yes, you are making a huge difference in your local communities. This is evidenced by the growth we are seeing in overall membership of SeniorNet, and the flexibility you are showing in moving ahead and introducing the newer technologies to your members. It is hard to believe that this is all being done by volunteers. All I can say is well done, and keep up the good work."

Chairman



Date

23-3-2014

The Executive Officer's Report

1. Summary of National Office Activity

Communications – email, phone, website	2011	2012	2013
Inbound calls on 0800 SENIORNET	4,772	4,818	4,545
Inbound call minutes on 0800 SENIORNET	26,918	21,377	25,980
Emails received at the National Office	10,382	12,614	12,653
Emails sent from National Office	12,444	12,955	13,091
Average visits per day on www.seniornet.co.nz	155	172	210
Average visit duration on www.seniornet.co.nz (minutes)	4.51	4.33	4.06
Average page views per day	447	491	571

Out of office visits and presentations	2011	2012	2013
Regional meetings/Tutor Training	10	10	7
Learning Centres	56	49	54
Other presentations e.g. Community Groups	9	16	18

Take-up of Special Offers by individual SeniorNet Members	2011	2012	2013
Software purchases via SeniorNet website (total savings achieved)	\$98.5K	\$97.3K	\$61K
Purchases at Noel Leeming Stores (total savings achieved)	n/a	\$266.9K	\$349K
Group Insurance Scheme (savings achieved by participating Centres)	\$45.6K	\$50K	\$54K
NZSO bookings (total savings achieved)	\$5.9K	n/a	n/a
Total savings achieved by the Federation for participating centres and their members.	\$150K	\$414.2K	\$464K

In addition to the above a small number of members purchased Suzuki motor vehicles in 2013 with varying discounts. In addition 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.

1. Visits to Learning Centres and Presentations

A total of 79 presentations were conducted in 2013(76 in 2012, 75 in 2011) makes it the busiest year since the commencement of the Federation

Presentations at retirement villages continued to be popular with an average audience size of 92, a total of seven such presentations were undertaken in 2013. I am grateful to MetLife Care Ltd who helped to make it possible for me to visit villages and run presentations.

Likewise public presentations at Probus Clubs and U3A groups assist in profiling SeniorNet and to encourage membership growth at neighbouring Learning Centres.

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 new things. It's been encouraging to see most Learning Centres moving at a greater pace to introduce new courses and workshops, in particular teaching with touch screen devices, iPads, smartphones etc. Learning Centres need to continue to match the changes occurring in the IT consumer market and run skill based learning sessions to match these changes.

2. S@vvy Seniors Expo

The Federation worked with a small team from Waikato Learning Centres to host a S@vvy Seniors Expo in Hamilton in November. Pat Van der Mass and her small team from the Hamilton Learning Centre provided me with terrific support (thank you Pat) to run the event over two days.

All our major commercial supporters were in attendance along with 40 other (mostly local) companies and organisations keen to market to the 50 plus age group. Whilst the attendance from the Waikato public was not as strong as the Canterbury event held in 2012 the feedback was tremendous both from exhibitors and the public.

As well as a wide range of exhibits , seminars and demonstrations took place throughout the event. The most popular exhibit was the 3D printer which attracted large audiences during the demonstrations.

Whilst an \$11K (approx.) profit was made from the event and additional profile our brand was given a boost, future S@vvy Senior Expos may be scaled down somewhat, perhaps to a smaller community level, something to test in 2014 perhaps.

3. Gizmoe Newsletter

Six editions were been produced and dispatched in 2013 (four in 2012). Gizmoe continues to be popular with our sponsors. It's an opportunity for them to communicate additional savings to members and to run promotions and competitions.

Feedback from readers has been encouraging. In 2014 six editions will be produced.

It is important that all Learning Centres distribute Gizmoe to all of their members as soon as it is received at the Centre as often date sensitive discounts and competitions are in each edition.

4. TEC – Investment Plan 2014

Our investment Plan (Funding Application) was submitted in June, two months earlier than had been requested in previous years. Considerable effort goes into writing the plan and to ensure it aligns with education priorities in the Adult Community Education sector.

A significant change in reporting requirements occurred late in 2013 which required a large amount of re-work at the national office.

5. Commercial Partnerships/Sponsorships

TelstraClear/Vodafone

- TelstraClear merged with Vodafone on 31 March 2013. I am happy to report the current sponsorship arrangements carried forward with the merger. Vodafone is our largest commercial contributor.
- Contribution in 2013 = **\$65.6K** (2012, \$72.5K. 2011, \$65K) considering we only achieve this through the 3% rebate from SeniorNet/Vodafone customers and with an on-going reduction in telecommunication rates this is a good result – for them and us!
- Vodafone is keen to undertake more promotions with SeniorNet, along with running training sessions at our Centres. Some work in this area was done in 2013 and will continue in 2014.
- Vodafone is happy to contribute to more Expos and specific event as and when they occur, including Learning centre Open Days.

Noel Leeming

- 30% increase to funding the Federation **\$22.4K** for 2013 (2012. \$17K).
- Noel Leeming stores continues its involvement with local SeniorNet Centres, each Centre is encouraged to partner with stores in their community, this is working well with many stores running SeniorNet specific promotions.
- It is important Learning Centres remind members of the significant savings to be made through the discount arrangements in place.

Freeview

- Relationship worked well for both parties.
- Analogue-Digital TV workshops well received by many Learning Centres.
- The unexpected continuance of the sponsorship in 2013 contributed strongly to the over budget advertising revenue.
- The Analogue/Digital cutover was completed in Nov 2013 so Freeview cut back on its promotional activity meaning the advertising relationship also ended. It was valuable while it lasted (3 years).

Suzuki

- Two SeniorNet specific promotions were carried out in 2013
- Continuing to look for additional ways to grow the sponsorship in 2014
- Most grateful to have use of the Suzuki Splash vehicle since February 2012, the vehicle is branded with our SeniorNet logos, making it a travelling advertisement, over 60,000 kms have been driven in the vehicle.

Nestle

- Marketing the Nestle café menu with SeniorNet has worked well.
- Most Learning Centres have enjoyed free samples - a total 20,000 sample sachets were distributed to Centres in 2013
- Additional promotional work is planned for 2014 but it is likely the volume of free samples may be reduced significantly

Westpac Bank

Westpac Bank partnered with SeniorNet in 2013. They have come on-board as a significant sponsor to help fund our activities and to assist with providing teaching resources with banking technology workshops.

The partnership is for an initial period of 12 months during which time Westpac branches will be encouraged to buddy-up with our Learning Centres to help run workshops on such topics as:

- Confidence and Security in banking
- Confidence with cards and shopping online
- Confidence with Internet Banking

In addition Westpac Branches will promote SeniorNet to their customers wanting to learn more about safe and confident use of technology.

SeniorNet will also be invited to Westpac Branch events to help promote banking technology to their customers

IAG Insurance

IAG insurance signed a partnership agreement in June 2013. The agreement is to promote changes in the home insurance market with articles in Gizmoe, on our Website and with brochures in Learning Centres. The revenue from this agreement helped to boost advertising revenues and also helped to fund the Hamilton S@vvy Seniors Expo in November.

Lottery Grant

The Federation applies to the National Lottery Grants Board on an annual basis. In April 2013 an application was made and in November the board approved \$64,000 toward the projects and services to assist funding on a national level. This is an additional \$17K on the previous grant in 2012. A large portion of the grant goes toward funding Regional meetings and the national symposium which is held in conjunction with the Federation's AGM. We are most grateful to the Lottery Grants Board for this funding.

6. Windows 8.1 Teaching Resources

Windows 8.1 was launched late in 2013. Through our relationship 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 January 2014. Whilst the content of this resource is significant and more than most learners would require, it is hoped it will be useful for Tutors in coming to terms with the modified operating system. Other Windows 8.1 resources have been constructed by Learning Centre Tutors throughout the country. Ken Holmes (Hamilton) manual is a terrific example of this.

The Federation encourages Learning Centres to share their resources with each other. Please let the national office know if you have produced a recent manual that would be worthy to share and we will place it on the Federation website.

7. My thanks

In what was an exceptionally busy year I would like to thank Ray McDonald and the National Management Committee for their support and hard work behind the scenes. The co-operative environment in which the team operates ensures a smooth operation.

I would especially like to thank my assistant Jude Mitchener for all the work she does in helping to maintain the Federation's Financial records and statistical information. Jude is a great co-worker, I would be lost without her!

Executive Officer



Date

23-3-2014.

Treasurers Report and Statement of Accounts

The audited accounts are presented to members for their approval.

1. Income

While the income from TEC has remained the same as that for 2012, subscriptions received and income from the group insurance income have increased marginally.

It was also pleasing to note that the income less expenditure of the Savvy seniors Expo in 2013 exceeded the 2012 figure by \$8,576.00 profit. To that profit can also be added the \$1,932.00 registration fee asked of attendees. While this does total an increase in profit of \$10,508.00, I remember a comment made to me that running such an Expo was 'not a job for the faint hearted.'

Both Lottery Grant Board Sponsorships (a New Grant received this year) and Advertising Revenue (additional contracts with Freeview and IAG Insurance) have increased substantially & though there has been a decrease in the Vodafone contribution due to a reduction in telco prices between years that of Noel Leeming has increased.

The new Sponsor is of course Westpac Bank who is relying on SeniorNet to raise the awareness of online banking. Westpac has been responsible for half of the \$90,737 increase in revenue over 2012.

2. Expenditure

Accountancy and Audit fees show minimal increase

Grants to both nonregistered GST Learning centres and to GST registered Learning Centres are down \$11,000 and \$2000 respectively over the previous year - this is as a result of less attendees, and shorter courses.

Start up grants were paid to North Wellington TOA, Pacific, and Taumarunui Centres.

Meeting expense – you will recall a National Symposium and the AGM were held together at the Novotel Auckland. There was of course an expected (and budgeted for) increase in costs.

Travelling Expenses are similar with a decrease in Volunteer reimbursements of \$2,250.00

Over all we have an impressive Net surplus for the year of \$155,659.18 an increase of \$90,677.00 over the previous year.

The committee decided to carry additional surplus from 2013 to 2014 at its meeting in December on the basis that at that time the TEC had not approved our 2014 Investment Plan and therefore we had no certainty of funding for 2014.

The TEC funding approval letter arrived on 22 December, very late and some several days after the last Committee meeting for the year. I guess the committee could have decided to increase the hourly rate payment at its January meeting but after discussion it was decided to retain the \$2.00/hr. rate for the commencement of the new year.

The Analytical Review table which was provided to the Auditors summarizes the main differences between 2012 and 2013.

Federation of NZ SeniorNet Societies Inc			completed by :	Grant Sidaway
Analytical Review	<i>note figures are rounded</i>		date :	18th Feb 2014
Year Ended:	31/12/2013			
	\$	\$	\$	
Account	31/12/2013	31/12/2012	Variance	Explanation
Income				
Vodafone (telstra clear)	65,564.16	72,503.26	- 6,939.10	Reduction in telco prices have resulted in a reduction of the commission received by seniomet
Lottery grant board	64,000.00	47,000.00	17,000.00	New grant received this year
Advertising	44,847.83	29,690.26	15,157.57	Managed to gain additional contracts with Freeview and with IAG Insurance
Merchandise	86.97	-	86.97	Sale of donated Nestle coffee samples
Symposium attendance	1,932.00	-	1,932.00	First time we held a National Symposium it was largely subsidised by the Federation but a registration fee was asked for form each attendee.
Donations	3,290.07	-	3,290.07	Two Learning centres closed & donated some residual funds to the Federation plus Litmus survey donation
Westpac	45,652.17	-	45,652.17	New contract signed to form partnership with Bank to raise awareness of on-line banking
Expenditure				
Advertising and Marketing	2,387.66	5,110.00	- 2,722.34	Some advertising scheduled in 2013 was undertaken by our sponsors so it saved us money
Meeting expenses	10,546.87	1,840.85	8,706.02	We held a National Symposium along with the AGM and subsidised the event
Rent Subsidy	-	1,600.00	- 1,600.00	This is now incorporated into the Executive contract
Executive Contract	172,217.36	161,249.99	10,967.37	See above plus the committee approved a rate increase.

Budget 2014

Income	Actual 2013	Budget 2014
Advertising revenue	\$44,847.83	\$20,000.00
Sale of Group Insurance	\$29,797.57	\$30,000.00
Interest	\$5,573.64	\$4,000.00
Savvy Seniors Expo	\$32,053.29	\$0.00
Subscriptions	\$15,421.80	\$14,500.00
Lottery Grant	\$64,000.00	\$45,000.00
TEC funding	\$390,441.96	\$400,203.00
Vodafone	\$65,564.16	\$65,000.00
Symposium attendance	\$1,932.00	\$2,000.00
Donations	\$3,290.07	\$0.00
Merchandise	\$86.97	\$0.00
Westpac Bank sponsorship	\$45,652.17	\$50,000.00
Miscellaneous	\$749.27	\$0.00
Noel Leeming	\$22,404.66	\$20,000.00
Total Income	\$721,815.39	\$650,703.00

Expenses	Actual 2013	Budget 2014
Accountancy fees	\$1,593.00	\$1,500.00
Administration contract	\$172,217.36	\$180,000.00
Audit fees	\$3,850.00	\$4,000.00
General Expenses	\$90.11	\$0.00
Bank fees & Charges	\$186.00	\$550.00
Advertising & Marketing	\$2,387.66	\$20,000.00
Training Resources	\$1,958.31	\$5,000.00
Grants to L/Centres	\$308,699.33	\$350,000.00
Insurance	\$28,045.54	\$32,000.00
Legal fees	\$250.00	\$50.00
AGM & Meeting Expenses	\$10,546.87	\$10,000.00
Committee Travel & Expenses	\$3,369.90	\$6,500.00
Start-up Grant	\$5,217.39	\$2,000.00
Savvy Seniors Expo	\$21,060.62	\$1,500.00
Volunteer Reimbursements	\$3,151.28	\$5,000.00
Regional Meetings	\$3,532.84	\$7,000.00
Total Expenses	\$566,156.21	\$625,100.00

Operating Profit	\$155,659.18	\$25,603.00
-------------------------	---------------------	--------------------

Treasurer

Lynday L. O'Keefe

Date

23rd March 2014

Plan for 2014/15

The Plan for 2014/15 is consistent with previous annual plans and has some specific objectives for the Executive Officer to achieve.

1. Funding of SeniorNet Nationally

Continue to work toward the agreed national funding model.

- One third funded by government agencies (29.5% 2013, 40% 2012)
- One third funded by commercial companies (23.5% 2013, 14% 2012)
- One third funded by members (47% 2013, 46% 2012)

Grow Commercial Support Sector

- Nurture Vodafone relationship
- Encourage growth with Noel Leeming rebate scheme
- Encourage further involvement with Suzuki
- Manage Westpac relationship and encourage Learning Centre participation
- Develop marketing/sponsorship relationships with at least three other commercial organisations

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 2014 national SeniorNet symposium
- Encourage two participants from each Centre to attend
- Arrange Key Note Speakers including MP(s)

3. S@vvy Seniors Expo

- Help plan and run scaled down versions of the larger event.
- Involve more support from major partners
- Aim to run four such event

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 2014
 - 3% Pacific Island (2013 0.3%)
 - 10% Maori (2013 7%)
- Open additional Pacific Island Learning Centres
- Engage with Iwi to encourage Maori attendance at existing Learning Centres

7. Gizmoe – The Federation Newsletter

- Produce and distribute six newsletters in 2014
- Content to be informative, instructional and to profile supporters
- Run competitions to encourage readership

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 Minister 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

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
- 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 10 in 2014)
 - U3A, Probus, Retirement Villages, Rotary, Lions

Chairman



Date

23-3-2014

Executive Officer



Date

23-3-2014.