



Patron-in-Chief:-Her-Majesty-the-Queen

NAVAL ASSOCIATION OF AUSTRALIA

National-President-Letter-to-Members-----6/2019

I regularly press the point that Membership is a critical aspect of keeping our Association afloat. Retention of members should be front of mind. At the moment we have over 500 unfinancial members. Office Bearers need to give a gentle reminder to our unfinancial members and reinforce the point that they are important to us.

Bringing new members into the Association is a different challenge. Most if not all organisations are faced with a similar dilemma. To encourage new members we need an effective approach, we must be able to deliver a 'script' that tells our story in a few seconds. We all need to be able to explain our mission, the four pillars and how we give voice to the Navy in the wider community! Whenever you make contact with someone who is eligible to be a member, encourage them to do so! Many in Ship Associations eligible to join us are oblivious to what we do, your passion can make the difference.

Most of us are familiar with one or more Ship Associations, particularly if the Convenor lives within close proximity of your Sub-section. A workable relationship between us and Ship Associations is critical. Give some thought to how you can encourage these champions to affiliate or better still join the team. As mentioned before, each of us should try and bring at least one new member to the table. We often get ahead of ourselves and think we should recruit the entire Ship's Company, the aim is to recruit one person at a time. Our profile in Navy seems virtually non-existent. National are putting notices in Navy News, the intent is to attract serving members. I congratulate Queensland Section for originally instigating this approach.

🔴 **Business Plan.** The National Council approved this year's business plan at last October's meeting. The plan lists three objectives underpinning each of the four Pillars. The purpose of the plan is to frame a range of simple objectives that collectively will improve our standing as a national organisation. Every Office Bearer needs to take action in accordance with the business plan as best they can. Overall we must build on our strengths, overcome known weaknesses. A basic need is for all Sub-sections to communicate, at the very least provide minutes (with agenda if needed) up the line so we appreciate your work.

🔴 **CARE.** The next several years will see many changes at DVA. The relationship between DVA and ESOs will also take a different course. The disposition with Advocates will be much more sophisticated than in the past. How these changes impact or will likely impact on us will be closely tracked as we seek the best way forward.

🔴 **COMMEMORATION.** The Battle of the Coral Sea was a significant anniversary commemoration during the month of May. The event was a turning point during WWII, the first time the Imperial Japanese Navy was stopped, but not defeated. It was a moment when the IJN were to realise that they were not invincible. I am sure all Sections participated at an appropriate service.

🔴 **CADETS.** I appreciate that some Sub-sections are reporting up to their State Section Council and informing others of their work with Cadets. Some of this work is extraordinary and all effort credit to the Sub-section. During last month I witnessed this exchange of support in action at Stanthorpe. TS Kookaburra Cadets supported the Battle of the Coral Sea service in fine style. Accompanied by Ray Sandford, President QLD Section, we participated in the wreath laying service and latter at the dinner/dance event in the Stanthorpe Civic Centre. Congratulations to the Stanthorpe & District Sub-section for their hard work in organising the event. Norm Gale, President Stanthorpe Sub-section managed to have Chief of Navy attend - BZ.

🔴 **CAMARADERIE.** Keeping members informed is vital, particularly as most members do not attend meetings. Office bearers must be aware of this basic requirement and ensure each of their members is in the loop. I am sure all members know that relying on Australia Post has past. To contain costs, keep subscription fees where they are, we all need to have an email address. Just the sheer number of labour hours necessary to communicate in hard copy is beyond most. Every member has access to emails, Office Bearers need to look at how this can be achieved.

🔴 **GENERAL:** We have many things to be thankful for as Veterans, or being the family of a Veteran. The work over many years by the Ex-Service fraternity has delivered a wide range of entitlements to offset the ailments received as a consequence of our service. There are many who need to be reminded of how these entitlements came about. Accessing these entitlements can also be difficult, if need be make use of an Advocate. My last comment is to reinforce the need for Office Bearers to look at unfinancial members and see what can be done to bring them back into the fold. Please do your best. Keep in mind that bank transfers are more efficient: **Branch:** Defence bank, **BSB:** 833-205 **Account number:** 20435110

Your's eyes

Terry Makings

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Once Navy, Always Navy

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