

Meridian

Volume 2 Issue 5

President's Report

Dear Members,

Thank you for your tremendous contributions in making Woden Wool 2000 such a resounding success.

The event had four significant features:

- (1) the high level of support and cooperation demonstrated across the Club;
- (2) the importance of the event as a very positive public relations exercise;
- (3) our ability to attract media attention; and
- (4) the excellent financial outcome.

Ray Murray's report as convenor of Woden Wool 2000 is included for your perusal.

The Committee endorsed Ray's recommendation to hold Woden Wool 2001 on the first weekend in May 2001. It was decided that a traditional mini fete would be held in early summer 2000. The stallholders would have the opportunity to sell quality products at a separate event to Woden Wool 2001, although the craft stall would be linked with the Boorowa Co-operative on the verandah in May.

When the precise financial outcome is known, members will be given the opportunity to identify priorities for expenditure, and group leaders will also be given the opportunity to identify priorities. The Committee will ultimately decide how funds raised at Woden Wool 2000 will be spent to benefit the Club's membership.

You will have noted that Pat Cummins (Community Worker) resigned from her position on Monday and commenced leave immediately. Her resignation takes effect on May 30. Pat did not accept our invitation to afternoon tea but we are seeking donations to be made to Audrey Williams or myself before Tuesday 30 May to demonstrate our appreciation; we plan to purchase a book voucher.

The Committee will need to decide what is appropriate for the Club in terms of a replacement Community Worker. Information about the issue is available on the notice board and in the office.

Best wishes,

Anne

From the Secretary

Dear Members,

I thought the Woden Wool 2000 was great. It was very rewarding to see so many people coming to our club, especially on the Saturday.

I enjoyed the entertainment as well and chatted with so many nice people. The time simply flew by and I didn't realise just how tired I was until I got home.

Thank you to all you lovely people who made preserves for my stall. They looked and tasted delicious.

I hope you all enjoyed yourselves too.

My best wishes to you all.

Pat Summersby (Secretary)

FUNDRAISING 1999 - 2000

The planned fundraising activities of the Club concluded on Sunday May 7, and although a final figure is not yet available, it is clear that our target of \$10,000 has been passed. The original estimates, made in October last year, were for \$1000 from a raffle, \$1500 from a concert (which was replaced by a dinner-dance) and \$7500 from fete income. The final profit figures are likely to be : about \$5000 from the raffle, \$1800 from the dinner-dance and \$4000+ from Woden Wool 2000 Expo. A brief report on each of the projects follows:

Woden Wool 2000 Expo

Although the income from the two day event is going to be much less than was estimated, there was a good attendance and much public interest in our promotion of wool. Two factors that affected both attendances and income were

- (1) poor attendance at the Southern Cross Club dinner-dance, at which it was hoped to make many raffle ticket sales and to promote the Expo to a captive audience of 200+.
- (2) the failure of the Australian Wool Research and Promotion Corp to deliver their stated support of a schools essay competition, and the forced cancellation of the event, which would have generated interest in school children and young parents.

Income from the Club's traditional fete stalls was greater than that from the 1999 fete, and will also exceed the income from WW2000 stalls. Had the wool stalls been in the main hall and the traditional stalls in the "back room", the incomes may have been much closer.

Most of the interstate visitors were happy with the organisation of the Expo and said that they would participate again. A letter of thanks for support will be sent to visitors and their suggestions on possible improvements sought.

Woden Wool 2000 Raffle

Thanks to the donation of four magnificent pieces of wool craft from members and seven other contributions from businesses, there was an impressive prize list. This allowed the printing of 6000 tickets, 90% of which were sold. The great result was brought about as a result of the efforts of many Club members, but special mention must be made of the organisers and keepers of the master register and the Woden Plaza selling teams.

Woden Wool Dinner-dance

There was an unfortunate delay on the part of the Southern Cross Club in promoting this event, and as a result, the 60 tickets sold by our Club made up about 90% of the sales. However the Southern Cross Club generously guaranteed our Club \$1800, and this is the net profit from the event.

RECOMMENDATIONS

1 Woden Wool 2001

I believe that the overall response to WW2000 was encouraging enough to warrant staging of WW2001. To allow consideration to possible changes to this year's format, followed by planning etc, an early decision needs to be made. The combination of our traditional stalls with the wool expo placed considerable strain on staffing, on furniture and equipment, and on floor space. Also a number of members expressed disappointment at the quality and quantity of the stock at some of our stalls. Therefore it may be desirable to hold our normal fete at another time (spring, early summer) to overcome these difficulties.

For a number of reasons, the extension is the only suitable location for the wool stalls. There is scope for improvement in the design of the actual stalls and we need to consider making standard table cloths (perhaps with our logo) and providing attractive backboards at the rear of the stalls (could we sponsor a backboard design competition for industrial design students at Canberra Institute of Technology?).

The entertainment at WW2000 was very popular and might well justify allocation of the entire front half of the main hall. The rear of the hall could be set aside for a display of entries in a schools' poster competition, to be judged during the expo. A fuller program of entertainment plus a school competition with attractive prizes should draw better attendances (particularly from young families) than those at WW2000.

2 Woden Wool Raffle

This was an exciting success, and needs to be repeated! There are a host of wool-related prizes which could be used next year (e g farm stay for two on a sheep property, woollen rugs, blankets / doonas, car seat covers, hats etc) and these again could be supplemented with non-wool prizes. We have set up very good procedures for running a large raffle, and some valuable lessons were learnt - the main one being that books issued to members must be returned before public selling at the Woden Plaza commences. It is safe to say that the majority of the trauma and anxiety connected with WW2000 was due to delays in return of raffle books. Apart from that, many of those who assisted with the raffle enjoyed the fun of selling to the public. A similar raffle in 2001 could be just as enjoyable, a much smoother operation, and perhaps even more rewarding financially.

3 Dinner-dance / Other Social Event

While the dinner-dance was a financial success, it was not a popular event with members, possibly because so many were committed to WW2000 work in the following two days. There are at least two other alternatives to a dinner- dance - either a joint concert (WSSC Choir / Woden Valley Youth Choir / Canberra Chords is a possibility) or a wool fashion parade. Our Club has good facilities for a fashion parade (parade in main hall, food and drink in the extension) and it would combine well with the following expo.

There are endless combinations of possible events and attractions at a wool expo, and the recommendations made here are only some of the possible events. However, the main thing is that we have shown that we can successfully stage an attractive event, and we should press on with confidence.