

Melbourne Walking Club Inc.

2023 Annual Report



Founded 1894

***For the promotion and encouragement
of recreational walking in congenial
company and to foster the
conservation
of our natural heritage***

President's Annual Report

The Club has had a busy year with a full and varied program of walks and other activities. These include the regular weekday walks, Sunday bush walks, walks followed by lunch and bike rides. The Mt Buller Lodge remains popular during the ski season and there has been an increase in visits to the Walter Briggs Hut at Mt Donna Buang.

Whilst the total membership of the Club has remained fairly constant over the last ten years at approximately 270 members the Committee is continuing to explore ways to increase member participation in walks and at the same time to attract new members and to introduce new activities. The Committee is always looking for members who are willing to lead bushwalks in the country or to organize base camps in other parts of Victoria. We are also keen to find members who are willing to contribute to the Club by joining a subcommittee or the Executive Committee.

As announced last year this is my final year as President of the Club. However I will continue to serve on the Executive Committee in other roles. For the last nine years I have been either the President or the Acting President of the Club. When I joined the Executive Committee in 2013 I never imagined that I would be elected to this position for such a long period of time. It has been a privilege to serve the Club as President and I am grateful to have received the support and encouragement of so many members including all those who have served on the Executive Committee. The position has given me the opportunity to become involved in all aspects of the Club's activities and to fully understand how it operates. I have also met many different and interesting people along the way. I hope I have helped to steer the Club in the right direction during this time.

When I was elected President in 2014 I resolved to work to change the Club's Constitution to allow women to become members of the Club. I saw this as a necessary change and one that would help reinvigorate the Club. At the time this was a controversial issue given that the Club had only allowed men to be members since its founding in 1894. It had been discussed many times before but no steps had been taken to bring about this change. I was encouraged by the support of the Executive Committee and by the feedback of many members to pursue this goal. A lengthy process had to be followed in accordance with the requirements of the Constitution which culminated in the holding of a Special General Meeting of members in December 2015. When the final vote was taken approximately 80% of the members attending voted to support the change.

I consider this achievement to be my lasting legacy for the Club and it has clearly been a change for the better. The Club now has 53 female members including two who have served on the Executive Committee. At present

there are more women applying to join the Club than men.

I thank all the members of the Executive Committee for the work they have done over the last year. They consist of Terry Simpson (Treasurer), Neale Oxley (Secretary), Jenny Hosking (Activities Officer and Convenor of the Mt Buller Lodge), John Rankin (Membership Officer), Charlie Freedman (Circular Editor and Website Administrator), John Gates and Michael Corrigan (General Committee Members) and finally my wife Kim Rosen (Convenor of the Walter Briggs Hut and the Sunday Walks Co-Ordinator). I particularly thank Jenny Hosking who is retiring from the Executive Committee this year and also Michael Corrigan who is also retiring this year. I also thank our new Marketing Officer, David Adams and of course all the walk leaders, walk coordinators and subcommittee members for their ongoing contribution to the running of the Club.

Trevor Rosen
President
Melbourne Walking Club

Activities Officer Report – 1 July 2022 to 30 June 2023

Refer to table on **Page 5**.

The 4-month Activity programs continue to be a strong-point of the Melbourne Walking Club and ensures that many regular and visitor walkers can attend interesting and diverse events. Formal promotion within the club is active and positive word of mouth is very much encouraged. To complement MWC's very strong and frequent mid-week Wednesday metro walks, a once-a-month Sunday peninsula and Sunday metro walk have been added to the country Sunday program. The aim being to ensure Sundays also become a favoured and very strongly frequented day to walk.

To make all of this happen I extend huge thanks to David Watkins and Doug Swinbourne for the Wednesday & Monday Metro and introductory Sunday Metro walks, Ron Anderson for the Peninsula walks, Graeme Barker for the 3rd Wednesday walks, Gordon Proudfoot for the Easy Metro walks, John Rankin for bike rides, Kim Rosen for the Sunday walks and Colleen Simpson for the Sunday Peninsula walks. Special thanks to David Watkins for collecting and preparing all the statistics relating to activity program and included with this report.

During the year 117 events were held.

- Number attending at least one event..... 108
- Number participating in 5 or more events..... 51
- Number participating in 10 or more events..... 32
- Number participating in 20 or more events..... 20

Member participation for the year was 40.3%. The statistics reflect an increase in member participation in the past year of 5.6%. It is interesting to note that the Sunday Country walks (including the Sunday Peninsula walks which have proved to be very popular) attracted 60 different members but only 11 did more than 5 walks and 4 did more than 10 walks.

Another huge thanks to the forty-five (45) MWC members who have led walks in the past year; Alan Manzoori, Alex Hordijenko, Arthur Robertson, Bruce Armstrong, Charlie Freedman, Colin Crook, Colleen Simpson, David Blackwell, David Watkins, Dennis Phillips, Don Ziino, Doug Connell, Doug Swinbourne, Gordon Proudfoot, Graeme Barker, Ian Bell, Ian Tregear, Jenny Hosking, Jim Cone, Jim Smith, John Ackerman, John Gates, John Rankin, Keith Davidson, Keith Tupper, Kim Rosen, Les Littlejohn, Marsha Rankin, Michael Clarke, Miles Pierce, Neale Oxley, Oliver Lucas, Richard Bowen, Richard Jasek, Richard Simpson, Ron Anderson, Simon Shepard, Stephen Pfundt, Stuart Galloway, Susan Crook, Terry Keating, Terry Simpson, Tony Cagney, Tony Rogers, Trevor Rosen and Wayne Hanson.

Many thanks to all for your support and cooperation in enabling me to fulfill my role as the Activities Officer. The past 4 years have been very memorable and enjoyable and I do treasure them.

Jenny Hosking - Activities Officer

Annual Statistics Report

1 July 2022 to 30 June 2023

		Total Attendances		Averages					
Activity	Total Events	Members	Visitors	22/23	21/22	20/21	19/20	18/19	17/18
Wed Metro	40	432	20	11	13	12	12	15	17
Wed Pres Walk	1	17	3	20	-	-	30	36	31
Wed 3 rd	11	96	13	10	10	9	14	16	16
Mon Peninsula	11	67	5	7	9	9	10	10	10
Mon Metro	11	83	11	9	12	13	10	9	11
Mon Easy	10	42	3	7	8	14	10	14	13
Social Lunch	-	-	-	-	4	-	-	-	-
Sunday Country	23	210	109	14	15	11	13	16	13
Combined MWWC	1	9	217	26	42	40	-	11	17
Walter Briggs	3	36	4	13	27	21	6	5	4
Bike Ride	2	7	2	5	6	-	-	-	-
O/Night Pack	-	-	-	-	-	-	-	-	9
Base Tents	-	-	-	-	-	-	-	-	-
Base Undercover **	4	26	22	12	12	12	-	13	13
Extended Mixed Tour	-	-	-	-	-	-	-	-	-
TOTAL	117	1,058	209						

** Includes 2 Goldfields Track base undercover walks held for members of Melbourne Walking club and Bororoondara Walking Club, each signing their club's attendance sheet. The 8 Bororoondara Club members have been recorded as visitors in the above statistics and 2 Mt Buller base undercover walks.

Treasurer's Report

Melbourne Walking Club Inc (Not For Profit Reporting) **June 2023 Annual Financial Statements**

Executive Committee Report for the Year Ended 30 June 2023

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the Australian Charities and Not-for-profits Commission Act 2012 and the significant accounting policies disclosed below.

Your MWC Executive present this report for the financial year ended 30 June 2023.

Executive Committee

The names of each person who has been a office holder during the year and to the date of this report are:

President:	Trevor Rosen
Secretary:	Neale Oxley
Activities Officer:	Jenny Hosking
Membership Officer:	John Rankin
Treasurer:	Terry Simpson
Marketing Officer:	David Adam
General Committee:	Charlie Freedman, Michael Corrigan, Kim Rosen and John Gates

Review of Operations

During the year, the club continued to engage in its principal activity, the results of which are disclosed in the attached.

Financial Statements

The net current year surplus of the club for the financial year ended 30 June 2023 amounted to \$35,284.

Short-term and Long-term Objectives

1. The club's short-term objectives are:

Promotion and encouragement of recreational walking and other activities and conservation.

Promote and encourage the use of the Mt Buller Lodge and The Walter Briggs hut for recreational activities.

2. The company's long-term objectives are:

Continuing promotion of the Club's Activities with the recognition of changing demographics of membership.

Continue to be sustainable and strive for continuous improvement for membership experience.

3. To achieve its stated objectives, the club has adopted the following strategies:

The club strives to attract and retain members and recruit volunteers to work on the various club committees.

The committee members and leaders are essential for the club to continue providing the services that it does, and critical to it achieving all of its short-term and long-term objectives.

The Club establishes and fosters working partnerships with a range of community stakeholders.

MWC Incorporated Profit and Loss Account for the year ended 30 June 2023

<u>1. Mount Buller Account</u>	<u>Notes</u>	<u>2023</u>	<u>2022</u>
Income		\$	\$
- Tariffs Winter		85,558	4,983
- Tariffs Summer		3,505	8,824
- Interest and donations		<u>560</u>	<u>0</u>
Total Income		<u>89,623</u>	<u>13,807</u>
Expenditure.. <u>Fixed costs</u>			
- Site rental		18,475	6,382
- Service charge		7,779	8,036
- Insurance		<u>14,477</u>	<u>13,384</u>
		<u>40,731</u>	<u>27,802</u>
Expenditure.. <u>Variable costs</u>			
- Utilities, gas, electricity, telephone		10,625	5,117
- Repairs and maintenance		2,145	3,410
- Booking System		2,194	3,300
- Sundry		<u>1,093</u>	<u>744</u>
		<u>16,057</u>	<u>12,571</u>
Total expenses		<u>56,788</u>	<u>40,373</u>
Net Surplus (Deficit)		<u>32,835</u>	<u>-26,566</u>

<u>2. MWC general account</u>	<u>Notes</u>	<u>2023</u>	<u>2022</u>
Income			
Subscriptions		12,577	13,004
Donations and bequests o/s		100	406
Visitor fees		784	620
Sundry		<u>174</u>	<u>145</u>
Total income		<u>13,635</u>	<u>14,175</u>
Expenditure			
Affiliation fees	1	3,600	4,752
Circular printing & postage		2,489	2,157
Insurance		2,541	2,632
Walk/tours expenses		120	98
Walter Briggs Hut	2a	185	666
Sundry	2b	<u>2,251</u>	<u>2,188</u>
Total expenses		<u>11,186</u>	<u>12,493</u>
Net Surplus (Deficit)		<u>2,449</u>	<u>1,682</u>

MWC Incorporated Balance Sheet for the year ended 30 June 2023

		<u>2023</u>	<u>2022</u>
		\$	\$
Current Assets	<u>Notes</u>		
<u>Cash and cash equivalents</u>			
MWC Cheque and M Buller general/ business saver		66,527	45,010
MWC fixed deposit		31,039	20,950
Paypal deposits - Mt Buller		<u>60,205</u>	<u>68,199</u>
		157,771	134,159
<u>Debtors & stocks</u>			
Prepayments	2b	300	0
Prepayments - Insurance		<u>11,517</u>	<u>11,948</u>
Total current Assets		169,588	146,107
Current Liabilities			
Advance tariffs - Mt Buller		60,205	68,199
Advance subscriptions MWC		<u>5,524</u>	<u>9,333</u>
Total Current Liabilities		65,729	77,532
<u>Assets</u>			
Net Current Assets		103,859	68,575
<u>Fixed Assets</u>	3	439,210	439,210
Total Net Assets		543,069	507,785
Equity			
Accumulated Funds - General		71,896	69,447
Accumulated Funds - Mt Buller		471,173	438,338
Total Equity		543,069	507,785

Notes to the Accounts

<u>Note 1</u>	<u>2023</u> \$	<u>2022</u> \$
Affiliation fees 2023 were reduced by Covid rebate	3,600	4,752

Notes 2

2a. The increased focus in 2019 on the Walter Briggs Hut was part of a strategy of improving this iconic hut, thus providing members with a special walking experience. Over \$10,000 has been spent over the last 6 years, although only \$185 this year. Considerable volunteer work is carried out by the members of the club in maintain the hut. These costs are not capitalized as the hut is leased for a nominal amount.

2b. Includes prepayments for AGM booking of \$300. 2022 nil - AGM was via Zoom.

<u>Note 3</u> <u>Mt Buller lodge</u>	<u>2023</u> \$	<u>2022</u> \$
Mt Buller lodge cost	263,720	263,720
Mt Buller lodge extensions cost	175,490	175,490
Mt Buller Lodge furniture and fittings at cost	55,516	55,516
<u>Less</u> accumulated depreciation	<u>(55,516)</u>	<u>(55,516)</u>
Net carrying amount	439,210	439,210
Fair Market Value \$2m		

The Mt Buller Sub Committee & The MWC Executive are of the view that current Fair Market Value "FMV" of the Mt Buller Lodge is in excess of \$2m. Based on current market assessments.

Depreciation was previously not charged against cost of the lodge. Changes to New accounting standard AASB 1053 allow 'not for profit entities' to apply *Reduced Disclosure Requirements* from 1 January 2018.

This means Mt Buller Lodge need not be depreciated, but the Fair Value of the Lodge must be noted in The Accounts.

<u>Note 4</u> <u>Lease Commitments</u> Mt Buller Lodge	\$	\$
For one year	24,806	25,622
More than one year increases by CPI		
Other leases not material		

Note 5 Cash Flow

Cash flow from operations <u>Mt Buller</u>	89,063
Receipts from members and visitors <u>MWC</u>	14,078
Payments to Lessors and suppliers	-67,714
Change to net cash position	<u>-35,427</u>
Funded by a net decrease in cash reserves	-23,631
Funded by a net decrease in debtors	431
Funded by a net (decrease) increase in liabilities, largely ski refunds	<u>-12,247</u>
	<u>35,427</u>

NOTES TO THE FINANCIAL STATEMENTS

Summary of significant accounting policies

1. Financial Reporting Framework

- The Financial Statement is a general purpose financial statement that has been prepared in accordance with Accounting Standards and other authoritative pronouncements of the Australian Accounting Standards Board and the requirements of the Associations Incorporation Reform Act.
- AASB 1053 Application of Tiers of Australian Accounting Standards establishes a differential reporting framework consisting of two tiers of reporting requirements for preparing general purpose financial statements:

(a) Tier 1: Australian Accounting Standards; and

(b) Tier 2: Australian Accounting Standards – Reduced Disclosure Requirements. Reduced Disclosure Requirements include a Reporting Entity that does not have 'public accountability. The Melbourne Walking Club inc is considered to be a Tier2 Entity.

- Basis of Preparation

The financial statements have been prepared on an accrual basis and are based on historical costs unless otherwise Stated in the notes.

2. Revenue

- Donations and bequests are recognized as revenue when received unless specific requests require a different treatment.
- Interest revenue is recognized as it accrues.
- Club Membership Subscriptions are payable annually in advance. There is no accrual. Subscriptions paid are either recorded as in advance or as subscriptions received.

3. Property, Plant and Equipment

Plant and equipment

Plant and equipment are measured on the cost or fair value basis less depreciation and any impairment losses.

Buildings

- Depreciation has been applied to buildings or operating leases.
- Changes to New accounting standards AASB 1053 allow not for profit entities to apply *Reduced Disclosure Requirements* from 1 January 2018.

Tier 2: Australian Accounting Standards – Reduced Disclosure Requirements for a Reporting Entity that does not have ‘public accountability. The Melbourne Walking Club inc is considered to be a Tier2 Entity. We have, therefore, merely reported the fair value of buildings.

4. Leases

- Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a monthly basis.
- ASB 16 changes the financial reporting landscape for how lessees account for operating leases. Given MWC Inc is a Tier 2 entity we propose to merely note the terms of our lease liability for the Mt Buller Lodge land.
- Details of lease over The Melbourne Walking Club Inc Mt Buller ski lodge, and description- Lot A site 8 within the Mt Buller Alpine resort.
- Lease between the Alpine resorts Commission and Melbourne Walking Club incorporated for a period of 35 years. Expiry date 31 May 2027.

5. Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Div 50 of the *Income Tax Assessment Act 1997*.

6. Economic Dependence

The Melbourne Walking Club Not For Profit (ACNC Non-reporting) Limited is dependent on the club members subscriptions for the majority of its revenue used to operate the business. This also includes accommodation fees from members and guests at the Mt Buller Lodge. At the date of this report the Executive has no reason to believe the Club will not continue to receive support from its members and guests.

The Financial Statements cover the Melbourne Walking Club Inc. Not For Profit (ACNC Non-reporting) as an individual entity incorporated and domiciled in Australia.

The Financial Statements were authorized for issue on 17 October 2023 by the Executive Committee of the Club.

T. Simpson
Treasurer

T. Rosen
President

TREASURERS REPORT FOR THE YEAR ENDED 30 June 2023

The overall result for the year to 30 June 2023 was a surplus of \$35,427.

Surplus/deficit	2023	2022	2021	2020
MWC	\$2,449	\$1,682	\$3,684	\$1,236
Buller	\$32,835	(\$26,566)	(\$17,009)	\$14,929)
TOTAL	\$35,284	(\$24,884)	(\$13,325)	\$16,165

Melbourne Walking Club General Account

A surplus of \$2,592 for the year, compared to the previous year of a surplus \$1,682 which was due largely to a Covid rebate from Bushwalking Victoria.

Mt Buller Lodge

The Lodge surplus for 2022/2023 of \$32,835 was very good, largely attributable to the opening up of Covid restrictions. Advance bookings for 2023/2024 are considerably down.

The Mt Buller Lodge has sufficient cash reserves for the coming year, but beyond is uncertain. Summer occupation is still poor and strategies are being considered to increase occupation as well as other revenue streams. This is important as running costs continue to increase.

T. Simpson
Treasurer.

REVIEWERS REPORT FOR THE YEAR ENDED 30 June 2022

I have examined the Accounts of the Melbourne Walking Club Incorporated. From the information available and the explanations received I am of the opinion that the accompanying Financial Statements are properly drawn up so as to present a fair view of the operations of the Club for the year ended 30 June 2023 and the financial position at that date.

C R Denovan
Honorary Reviewer.

Annual Report Mt Buller Lodge - 1 July 2022 to 30 June 2023

Mt Buller is proud to be able to offer snow in the Winter ski season. Mobile snow factories operate and assist in bolstering their make-snow-in-any-conditions and move it where necessary. Thus, despite the minimal natural snowfalls in 2023 Winter season, it was possible to ski/snowboard during the 2023 season.

Consequently, the subcommittee is pleased to advise that the Cash balance (Bank & Paypal) at 30 June 2023 was \$114,416.73 vs 30 June 2022, \$89,149. An additional \$25,000 has been able to be saved during the year and will add to the buffer for future repairs & maintenance and poor seasons.

Operating costs of the lodge have increased. In 2023, the major costs were Insurance \$14,000 pa, Site Rental \$18,500 pa, Service Charge \$7,800 pa, Gas \$8,000 pa, Electricity \$2,700 and the booking system costs \$2,194 pa.

The Skiers' walk was held in May 2023. Seven (7) member and Six (6) visitor skiers walked from Baldry Crossing to Cape Schanck, and followed with afternoon tea at RACV Cape Schanck Resort, Mornington Peninsula. All thoroughly enjoyed the walk and vowed to book and stay at Mt Buller during the ski season.

Summer tariffs for 2022/23 and the Exclusive Use of the lodge Offer for \$350 per night with a minimum of two nights, remain unchanged.

Base Undercover Activities at Mt Buller are included in the Club's Activity Program and facilitate individual club members meeting up to enjoy the picturesque walks on the mountain.

Club members and guests are strongly encouraged to visit Mt Buller and stay at the club's lodge.

Look forward to meeting you all at the MWC Lodge and Mt Buller soon.



Jenny Hosking – Convenor Mt Buller Lodge

Walter Briggs Hut Annual Report 2023

The following report covers the period 1 July 2022 to 30 June 2023.

The Hut continues to be maintained in excellent condition and is visited regularly by members of the Subcommittee and other members of the Club on Open Days, Working Bees and visits associated with walks in the Mount Donna Buang Area.

Subcommittee:

The current members of the Walter Briggs Hut Subcommittee are: Kim Rosen (Convenor), Trevor Rosen, Denis Ward, Michael Blackett, Tony Cagney, Barry Revill, Marie Revill, Colleen Simpson, Terry Simpson and John Gates. Sadly, we lost one of our members and close friend, Keith Davidson, when he died suddenly in July this year.

We are pleased to welcome a new member of the Club, Brendon Beattie, to the Subcommittee.

Kim Rosen, who has been the Convenor of the hut for the last 4 years, is stepping down and Trevor Rosen has nominated for this position.

During the year two Subcommittee Meetings were held at the hut on 11.10.22 and 20.3.23.

Maintenance:

The hut is in very good condition but there are always maintenance tasks such as cutting up wood, cleaning the interior and maintaining the tracks in the vicinity of the hut. In the last twelve months we have begun paving the clearing created where we removed the invasive cherry laurel tree (“the weed tree”) with local rocks. We have also replaced most of the duckboards on the access track and we’ve successfully restored the open fireplace.

Activities and Events at the Walter Briggs Hut

Type of Activity	Total number of events	Total number of attendees	Average number of attendees
Open Day – advertised in circular	1	17	17
Subcommittee meetings (at WBH)	2	15	8
Working Bees – advertised in circular	2	23	12
Working Bee – subcommittee & friends of hut	3	15	5
Other visits	1	4	4
Walk including a hut visit	6	52	9
Overnight stays	2	6	3
Total Numbers	17	132	

Some of the highlights of the year were the Open day on 4th December attended by 17 people, two advertised Working Bees attended by 23 people in total and 6 visits to the hut as part of walks at Mt Donna Buang. Recently, a very successful special event was held at the hut, the “Feast In the Forest” which was a sit down gourmet lunch for 15 people.

Expenditure

Description	Amount	Comment
Supplies Open Day 1	\$41.85	
Supplies Open Day 2	\$15.00	
Annual Lease fee - Parks Victoria (Dec 2022)	\$128.54	
Total	\$185.39	

Warburton Mountain Bike Proposal:

There was a positive result to the Inquiry into the Warburton Mountain Bike Proposal. On 1st November 2022 the Planning Minister released her decision, rejecting unequivocally the majority of the of the proposed mountain bike trails through the Yarra Ranges National Park. This was an excellent decision which will protect the pristine environment around the Walter Briggs Hut as well as protecting the endangered fauna and flora of the rainforest area of Mt Donna Buang.

Boobyalla Track Clearing Project:

The Club has also been active in joining with Parks Victoria and inviting two other clubs, MWWC and Boroondara Bushwalkers to help clear the overgrown Boobyalla Track which runs north of Mt Donna Buang to Mt Boobyalla and on to the Knobs. This is a work in progress with 3 more work days planned for this year. All club members are invited to assist.

Future Events:

Another special Open Day and lunch will be held at the hut on Sunday 3rd December. This will be a Club Christmas celebration as well an opportunity to visit the hut, enjoy a gourmet sausage sizzle and join a walk from the hut. All members and their family and friends are welcome.

Thank You

Thank you once again to all the enthusiastic members of the Subcommittee and to all the other members of the Club who have attended walks or working bees at the hut. The Club is very lucky to have exclusive use of this hut in such a pristine area. Do come and visit.

Kim Rosen - Convenor

Membership Report

Membership was stable for the year with a total of 271 at 30 June 2023. Trends for the last eight years are shown in the table below:

2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16
271	271	267	282	280	277	273	270

As at 7 October, Membership was 273, which includes 53 women Members and 15 Life Members.

Since 30 June 2022, we have had 22 new Members and 15 resignations. Five Members have passed away. The number of new Members continues to rise (12 in 2019/20, 9 in 2020/21, 20 in 2021/22, 22 in 2022/23) and is back to pre-COVID numbers.

The median age of Members is 67 years (as it has been for several years), which means that half our Members are 67 or under. There are 82 Members under 60 years of age.

Details of membership changes since 1/7/22 are as follows:

New Members (1/7/22 – 30/9/23): Ingrid David, Elizabeth Cranmer, Ruth West, Jane Bell, Katie Fox, Glenda McIntyre, Glenys Harrison, Carolyn Cranmer, Tim West, Troy Paterson, Scott Levingston, Nathan James, Ian Taylor, Eve Amytage, Anthony Lenaghan, Natalia Orel, Holoise Syme, Kaye Allan, Anna Carlile, Natalie Spilling, Brendon Beattie, Madeleine Geraghty.

Resignations (1/7/22 – 30/9/23): Jennifer Horne, Ian Wilkinson, David Ellis, Lorraine Ellis, Gabrielle Vecchio, Tim Gatehouse, Lachlan Wilson, Kerry Power, Peter Dillon, Bruce Logan, Ron Wickes, Gordon De Navi, David Bell, Tony Edwards, Margaret Silverton.

Deceased (1/7/22 – 30/9/23): John Horan (Life Member, joined 1988), Bill Moran (joined 1996), Keith Davidson (joined 2013), Brian Shimmen (Life Member, joined 1952), Alan Hosking (Life Member, joined 1995).

I would like to again thank all Leaders for sending me their Attendance Sheets promptly, or handing them to me on walks. It is from the Visitors list on the Attendance sheet that we identify potential new members to whom I send information about the Club and, after four walks, an invitation to apply to join the Club.

John Rankin - Membership Officer

Website Report 2023

The Club's website is still attracting interest from both Club members and non-members. Last year, on average each month, about 116 different people viewed the website, with 75% of them being new visitors (i.e. ones who hadn't visited our website before). Each individual on average viewed about 3 different pages per visit.

All old copies of *The Melbourne Walker*, the Club's annual magazine, which was published annually from 1929 to 1991, are available for viewing or download on the Club's website at:

www.melbournewalkingclub.org/photo-gallery/the-melbourne-walker

The McDonald Index, which is *The Melbourne Walker* Index to Volumes 1-40 (1929-1969), was compiled by A. L. G. McDonald for the Melbourne Amateur Walking and Touring Club (as the Club was known then). It is also available on the same web page as above.

The Current Walks page has a listing of all walks for the following few months, along with contact details:

<http://www.melbournewalkingclub.org/activities/walk-status>

It provides quick access to the walks program. More details on each walk are available in the Club's circular.

The monthly circulars and triannual activities programs are available on the website as soon as they are published. Back issues of both printable and viewable formats of the circular and activities program are kept online for one year, and viewable copies of the circular back to 2017 are also available from the Circular website page.

There are links to photos, videos etc. from the Clubs website at:

<http://www.melbournewalkingclub.org/photo-gallery/archives>

Any members with photos, videos or other items related to the Club or bushwalking in general (in digital format, e.g. JPG, MP3, DVD or MP4), who are willing to share them with other Club members, can have them uploaded to the Club's website so that other members may view or download them. Please contact Charlie Freedman on:

Phone **0415 558 249**

or email: webmaster@melbournewalkingclub.org

Charlie Freedman - Webmaster

MWC Marketing Activity Update

The Executive Committee has recognised a need to more thoroughly understand the structure of our membership base so as to:

- Assess members' active involvement with the Club
- Understand members' requirements of their Club and
- Maximise, convey and deliver the benefits of membership to our members.

Earlier this year a paper titled "Melbourne Walking Club, Marketing and Communications Strategies. Observations and Suggestions for Consideration" was prepared for the Committee's consideration. Some key observations were:

- For the 10 month period from June 2022 to April 2023, 75% of our members had been on no Club walks at all or only one (none 64%, one 11%).
- For the Club's approximately 265 members we have accurate age profiles for 249. Only 12% are aged under 50. Including these 29% are aged under 60 whilst 71% are aged 60 and over with 43% aged 70 and well over.

These facts do not come as a surprise but it is very important that they are taken into account when formulating the Club's future marketing and communications activities.

These and other findings led to three suggestions:

1. Identify the large number of "non-active" members and contact them to see if they are capable and can be motivated to participate in some Club walks.
2. Develop and implement strategies to increase Club walk attendance among currently "non-active" members.
3. Consider the desirability of a strategy to recruit new "active" walking members.

The Committee gave approval for the first of these suggestions to be implemented and a telephone survey of "non-active" members was conducted in July and August this year. The comprehensive survey report was presented to the Executive Committee meeting on October 9th.

Its findings are illuminating and the recommendations it makes are in the process of being reviewed by the Committee. Further work is now proceeding on ways several of its recommendations aimed at increasing members' walk attendances can be implemented by the Club.

The Committee also suggested involvement with a Mount Buller lodge project team to work on options to increase revenues earned by the lodge. This project is currently being progressed.

David Adams

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Melbourne Walking Club Inc.

2023 Annual Report

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