

# Melbourne Walking Club Inc.

## 2024 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 2024**

I'm pleased to present my first Annual Report as President of the Melbourne Walking Club. I was elected to this position at the last AGM after having served on the Executive Committee in a number of different roles since 2017. I am also honoured to be the first female President of the Club since women were allowed to become members in 2015. During my first term as President two other women have joined the Executive Committee including a new Convenor for the Mt Buller Lodge (Julie Paris) and a new Activities Officer (Sue Cranage).

During the last twelve months there have been a number of significant changes to the administration of the club which have probably gone unnoticed by most members. One has been a restructuring of the way in which club activities are now organized and coordinated. The purpose of this has been to spread the work load between more people and to change the role of the Activities Officer. Apart from the weekday walk coordinators we now have three different coordinators for the Sunday walks. We have coordinators for walks in the West of Melbourne, the East of Melbourne and the Peninsula. We have created a new position of Activities Program Coordinator who collects and collates all of the walk and activity details from the different coordinators and then compiles a four monthly walks and activities program which is then submitted for approval by the Executive Committee. Thank you to Miles Pierce for taking on this role. The Activities Officer's role, as well as supervising the overall Activities Program, will now be to organize a small subcommittee of members to discuss and plan new types of walks and other activities including base under cover trips. The Activities Officer reports to the Executive Committee at its two monthly meetings.

We have also introduced a more detailed presentation and analysis of activity statistics to be provided to the Executive Committee every two months. This type of detailed information was not previously available to the Executive and it will assist in the planning of new activities. We have recently been provided with statistics for the occupancy rates of the Mt Buller Lodge during the winter season which again is an important development.

Many members of the club spend a considerable amount of time organizing walks and other activities and they all deserve our support. I would encourage all members to join walks, bike rides, working bees and base under cover trips whenever they can. Increased participation is always appreciated by the leaders.

The Walter Briggs Hut has been well attended during the year with many walks to and from the hut, an annual Open Day, a social lunch and several working bees. We have also welcomed members of two other walking clubs on visits to the hut. The hut is in very good condition and I thank all the members of the subcommittee for their ongoing support and to all members

who help maintain the hut.

The finances of the Mt Buller Lodge were severely impacted by two years of Covid lockdowns. The overall loss of revenue was the equivalent of about seven year's surplus funds. This continues to limit the ability of the subcommittee to undertake refurbishment work and some maintenance work at the lodge. A poor snow season this year resulted in lower winter income compared to last year. However summer occupancy increased significantly and this will continue to be promoted. Overall a surplus was still returned by the lodge at the end of the financial year. It is essential that occupancy rates throughout the entire year are increased and I encourage more members to stay there and enjoy the facilities that the lodge offers.

The Mt Buller Lodge subcommittee now has three new members: Julie Paris (Convenor), Maria Arturi and Susanna Bevilaqua. At the time of writing, a survey of all members of the club concerning the Mt Buller Lodge is being prepared by the subcommittee. The Executive Committee will work closely with the subcommittee to address the issues currently facing the lodge and to achieve positive outcomes.

It is encouraging that membership of the Club is now higher than it has been for many years. An increasing number of women are also joining the club. I have personally contacted most of the members who have joined in the last twelve months to discuss their experience and to obtain feedback on what the club is doing. I'm pleased to say that all the feedback has been very positive and some useful suggestions have been made.

I also note that the club now has a new Archives Officer, Deb Cox. She is not currently a member of the club but she has had a long association with the club through her late father (Bill Cox). We are very grateful to Deb for her willingness to assist the club in this way.

Finally I'd like to thank all the members of the Executive Committee for the work they have done over the last year. They consist of Neale Oxley (Secretary), Arthur Robertson (Treasurer), John Rankin (Membership Secretary), Julie Paris (Mt Buller Lodge Convenor), Trevor Rosen (Walter Briggs Hut Convenor), Charlie Freedman (Circular Editor and Website Administrator), Susan Cranage (Activities Officer), Terry Simpson (Marketing) and John Gates (General Committee Member).

I also thank all the different walk coordinators, the bike rides coordinator, the Convenors and members of each subcommittee, the walk and activity leaders and the many other members of the club who work behind the scenes, for their ongoing contribution and support.

**Kim Rosen**  
**President**  
**Melbourne Walking Club**

# **Activities Officer Report – 1 July 2023 to 30 June 2024**

Refer to table on **Page 5**.

As the newly appointed Activities Officer, I am greatly impressed by the work of the group of members who have successfully presented another year of walks and activities for the overall membership of the Melbourne Walking Club and visitors.

There were 148 Melbourne Walking Club activities advertised from 1 July 2023 to 30 June 2024 with 139 of these activities successfully undertaken compared to 117 for the 2022 to 2023 year. Looking at the averages of the members and visitors attending the different activities for the 2023 to 2024 year, the Sunday walks, the Walter Briggs Hut activities and Wednesday Metro seem to have had the highest attendances. A total of 1,110 members (1058 last year) and 294 visitors (209 last year) attended these MCW activities throughout the year. It is interesting to note that 76 of these 139 activities (55%) had at least one visitor or more, with 11 activities having more visitors than members attending on the day. Details of these statistics discussed above are on the next page in the Summary Table for July 2023 to June 2024 period. Many thanks to John Rankin and David Watkins for collecting this information, collating it and calculating the Statistics.

There is a big thank you needed for a group of members who work throughout the year to organize activities and leaders for walks in country Victoria and in suburban Melbourne. Miles Pierce for his work as the Activities Program Co-Ordinator, David Watkins and Doug Swinbourne for the Metro Walks, Graeme Barker for the 3rd Wednesday Walks, Trevor Rosen for the Sunday Walks East, Susan and Colin Crook for the Sunday Walks West, Colleen Simpson for the Sunday Peninsula Walks, Ron Anderson for the Peninsula Walks, John Rankin for the Bike Ride Activities, and, Kim and Trevor Rosen for the Walter Briggs Hut Activities.

It must be remembered that these MWC activities happen only because members are willing to give their time to investigate walks and then to lead them for MWC. So, a big, big thank you to the 54 members who were walk or activities leaders for July 2023 to June 2024 as listed: George Baker, Jim Cone, Ingrid David, Doug Swinbourne, Richard Bowen, John Rankin, Colin Cook, Wayne Hansen, Alex Hordijenko, Bruce Armstrong, Jenny Hosking, Les Littlejohn, Gordon Proudfoot, Oliver Lucas, David Blackwell, Miles Pierce, Wayne Hansen, David Blackwell, John Ackerman, David Painter, Don Zino, Ian Bell, Doug Connell, Denis Phillips, Ian Tregear, Sue Cranage, Andy McLean, Daryl Hergt, Kim Rosen, Glenys Harrison, Arthur Robertson, Jill Morison, Terry Simpson, Tony Cagney, Stuart Galloway, Tony Rogers, Neale Oxley, John Gates, Simon Shepherd, Richard Jasek, Charlie Freedman, Trevor Rosen, Denis Ward, Glen McIntyre, Eileen O'Callaghan, David Adams, David Watkins, Marsha Rankin, Greg Taylor, Richard Simpson, Richard Keating, Alan Manzoori, Steven Pfundt and Graeme Barker. Hopefully, I have not missed anyone.

A major mission of the Activities Officer for the year ahead is to put together a subcommittee of interested members to plan and organise at least 3 Base Undercover Activities in 2025. If you feel inspired to join this subcommittee, please contact Sue Cranage.

**Sue Cranage - Activities Officer**

## SUMMARY

Activity	Number of Activities (excluding cancelled)		Members	Visitors	Total
3rd Wed	11	Total:	84	14	98
		Average:	7.6	1.3	8.9
Base U/cover	0	Total:	0	0	0
		Average:			
Bike Ride	3	Total:	16	3	19
		Average:	5.3	1.0	6.3
Easy Metro	10	Total:	75	3	78
		Average:	7.5	0.3	7.8
Monday Metro	12	Total:	96	11	107
		Average:	8.0	0.9	8.9
Monday Peninsula	11	Total:	76	15	91
		Average:	6.9	1.4	8.3
Sunday Peninsula	10	Total:	84	63	147
		Average:	8.4	6.3	14.7
Presidents Walk	1		15	1	16
Sunday Country	20	Total:	154	97	251
		Average:	7.7	4.9	12.6
W.B. Hut Activity	4	Total:	47	11	58
		Average:	11.8	2.8	14.5
W.B. Hut Visit	10	Total:	52	22	74
		Average:	5.2	2.2	7.4
Wednesday Metro	39	Total:	384	22	406
		Average:	9.8	0.6	10.4
Boobyalla Track Clearance	8	Total:	27	32	59
		Average:	3.4	4.0	7.4
<b>TOTALS:</b>	<b>139</b>		<b>1110</b>	<b>294</b>	<b>1404</b>

# **Melbourne Walking Club Inc.**

## **30th June 2024 Annual Financial Statements**

### **Executive Executive Committee Report for the year ended 30th June 2024**

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 30th June 2024.

### **Executive Committee**

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

President:	Kim Rosen
Secretary:	Neale Oxley
Activities Officer:	Susan Carnage
Membership Officer:	John Rankin
Treasurer:	Arthur Robertson
Marketing Officer:	Terry Simpson
General Committee:	Charlie Freedman, Trevor Rosen (past president), John Gates and Julie Paris

### **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 30th June 2024 amounted to \$26,900.

### **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 Water 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 service 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.

**Melbourne Walking Club Inc.**  
**Profit and Loss Account for the year ended 30th June 2024**

<b>1. Mount Buller Account</b>	<b><u>2024</u></b>	<b><u>2023</u></b>
<b>Income</b>	<b>\$</b>	<b>\$</b>
- Tariffs Winter	63,868	85,558
- Tariffs Summer	11,322	3,505
- Interest and donations	655	560
- Sundry	350	0
<b>Total Income</b>	<b>76,205</b>	<b>89,623</b>
<b>Expenditure.. <u>Fixed costs</u></b>		
- Site rental	19,527	18,475
- Service charge	7,240	7,779
- Insurance	14,195	14,477
	<b>40,962</b>	<b>40,731</b>
<b>Expenditure.. <u>Variable costs</u></b>		
- Utilities, gas, electricity, telephone	9,010	10,625
- Repairs and maintenance	252	2,145
- Booking System	1,944	2,194
- Sundry	753	1,093
	<b>11,959</b>	<b>16,057</b>
<b>Total expenses</b>	<b>52,921</b>	<b>56,788</b>
<b>Net Surplus (Deficit)</b>	<b>23,284</b>	<b>32,835</b>
<b>2. MWC general account</b>	<b><u>2024</u></b>	<b><u>2023</u></b>
<b>Income</b>		
Subscriptions	13,949	12,577
Interest	624	-
Visitor fees	961	784
Sundry	0	274
<b>Total income</b>	<b>15,534</b>	<b>13,635</b>
<b>Expenditure</b>		
Affiliation fees	4,629	3,600
Circular printing & postage	1,800	2,489
Insurance	2,746	2,541
Badges & name tags	311	407
Walter Briggs Hut	158	185
Sundry	2,274	1,964
<b>Total expenses</b>	<b>11,918</b>	<b>11,186</b>
<b>Net Surplus (Deficit)</b>	<b>3,616</b>	<b>2,449</b>

**Melbourne Walking Club Inc.**  
**Balance Sheet as at 30th June 2024**

	<b><u>2024</u></b>	<b><u>2023</u></b>
	\$	\$
<b>Current Assets</b>		
Mt Buller - CBA account	728	2,190
Mt Buller - CBA saver account	75,772	52,026
MWC - CBA account	15,204	12,311
MWC - CBA T/Deposit account	31,663	31,039
Paypal deposits - Mt Buller	50,075	60,205
Prepayments - AGM	350	300
Prepayments - Insurance	12,517	11,517
<b>Total current Assets</b>	<b>186,309</b>	<b>169,588</b>
<b>Current Liabilities</b>		
Advance tariffs - Mt Buller	50,075	60,205
Advance subscriptions MWC	5,475	5,524
<b>Total Current Liabilities</b>	<b>55,550</b>	<b>65,729</b>
<b>Net Current Assets</b>	<b>130,759</b>	<b>103,859</b>
<b>Fixed Assets</b>		
Mt Buller Lodge - at cost	263,720	263,720
Mt Buller extensions - at cost	175,490	175,490
Mt Buller furniture & fittings - at cost	55,516	55,516
Less provision for depreciation	(55,516)	(55,516)
<b>Total Fixed Assets</b>	<b>439,210</b>	<b>439,210</b>
<b>Total Net Assets</b>	<b>569,969</b>	<b>543,069</b>
<b>Equity</b>		
Mt Buller - balance beginning of year	471,173	438,338
Add Net surplus (deficit) for year	23,284	32,835
	494,457	471,173
MWC - balance beginning of year	71,896	69,447
Add Net surplus (deficit) for year	3,616	2,449
	75,512	71,896
<b>Total Equity</b>	<b>569,969</b>	<b>543,069</b>



# 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 Tier 2 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 Tier 2 entity. We have, therefore, merely reported the fair value of buildings.

## NOTES TO THE FINANCIAL STATEMENTS - continued

### 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 leasees 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 within the Mt Buller Alpine Resort (includes site rental and service charge).
- Lease between the Alpine resorts Commission and Melbourne Walking Club incorporated for a period of 35 years. Expiry date 31st 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 2nd October 2024 by the Executive Committee of the Club.

### 7. Mt Buller Lodge

The Fair Market Value of the lodge is estimated at \$2m. The Mt Buller Sub Committee & The MWC Executive are presently doing a review of the Fair Market Value based on current market assessments.

### 8. Lease Commitments Mt Buller Lodge

	\$
For one year - 2024	25,815
More than one year increases by CPI	
Other leases not material	

## NOTES TO THE FINANCIAL STATEMENTS - continued

9. <u>Cash Flow</u>	\$
Cash flow from operations Mt Buller	75,205
Receipts from members and visitors MWC	15,534
Payments to Lessors and suppliers	(64,839)
	<hr/>
Change to net cash position	<u>26,900</u>
Funded by a net increase in cash reserves	15,671
Funded by a net increase in debtors	1,050
Funded by a net decrease in liabilities	10,179
	<hr/>
	<u>26,900</u>

**A Robertson**  
**Treasurer**

**K Rosen**  
**President**

## **TREASURERS REPORT FOR THE YEAR ENDED 30 June 2024**

The overall result for the year to 30th June 2024 was a surplus of \$26,900

<b>Surplus / (deficit)</b>	<b>2024 \$</b>	<b>2023 \$</b>	<b>2022 \$</b>	<b>2021 \$</b>
MWC	3,616	2,449	1,682	3,684
Buller	23,284	32,835	(26,566)	(17,009)
<b>Total</b>	<b>26,900</b>	<b>35,284</b>	<b>(24,884)</b>	<b>(13,325)</b>

### Melbourne Walking Club General Account

A surplus of \$3,616 for the year, compared to the previous year of a surplus of \$2,449 reflects increasing membership and walk attendance.

### Mt Buller Lodge

The lodge surplus for 2023/2024 of \$23,284 a good result reflects a marked increase in the summer bookings, however the advance bookings for 2024/2025 are considerably down.

**A Robertson  
Treasurer**

## **REVIEWERS REPORT FOR THE YEAR ENDED 30 June 2024**

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 2024 and the financial position at that date.

**C R Denovan  
Honorary Reviewer.**

## **Annual Report Mt Buller Lodge - 1 July 2023 to 30 June 2024**

The lodge is a wonderful asset for our club. It is ideally located and provides a first rate facility for members who wish to engage in the many recreational options available in the Mt Buller area. MWC offers base undercover activities each year for members to enjoy organised walks on the mountain. All club members are welcome to stay at the lodge all year round, but unfortunately it is underutilised, with a history of reliance on the ski season for income. We need to increase the income from the lodge to enable funding of necessary upgrades.

The last two winter ski seasons were disappointing. In 2023 snow making was able to supplement the minimal natural snowfalls. However, lack of access to water for snow making impacted the 2024 season. We do not have occupancy figures for 2023 but the ski season occupancy rate in 2024 was only 30%, down from 51% in 2022. On the plus side, summer bookings increased this year with associated income being the best recorded.

The cash balance on 30 June 2024 was \$126, 575. While slightly higher than last year, the balance has failed to recover from the financial impact of the COVID-19 pandemic which resulted in a loss of \$70,000. The lodge needs a reserve capital of around \$100,000 to cover critical failures, consequently it is difficult at present to budget for maintenance or refurbishment.

In April 2024 the tariffs at the lodge were reviewed and updated, with winter tariffs being increased. The attractive summer tariffs, with exclusive use of the lodge being available for \$350 per night, contributed to the increase in summer income. This year's operating costs at the lodge have been covered by the revenue.

Since 30th June 2024 three more members have joined the Mt Buller Lodge subcommittee. They are Julie Paris (convenor) and Susannah Bevilacqua and Maria Arturi. The subcommittee and the executive committee are currently working together to address the issues highlighted in this report. We will conduct a survey of all MWC members, work on the lease renewal with Alpine Resorts Victoria, review the current value of the property, review the insurance premium, determine the costs of necessary maintenance and examine options for increasing revenue.

We encourage all MWC members and their families and guests to take advantage of the excellent facilities at the Mt Buller Lodge. Check the club website for booking details.

**Julie Paris – Convenor Mt Buller Lodge**

# Walter Briggs Hut Annual Report 2024

The Hut continues to be maintained in very good 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. We have also welcomed members of the Melbourne Women's Walking Club and Boroondara Bushwalkers Club on visits to the hut.

## **Subcommittee:**

The current members of the Walter Briggs Hut Subcommittee are: Trevor Rosen (Convenor), Kim Rosen, John Gates, Denis Ward, Michael Blackett, Tony Cagney, Colleen Simpson, Terry Simpson, Susan Cranage and Brendan Beatty. I became the Convenor of the Walter Briggs Hut at last year's AGM taking over from my wife Kim Rosen.

After many years of service Barry and Marie Revill retired from the subcommittee but they still have a keen interest in the hut. We thank them for their contribution over a long period of time and look forward to seeing them at the hut again in the future.

During the year four Subcommittee Meetings were held at the hut on 2 July 2023, 22 September 2023, 7 April 2024 and 30 June 2024.

## **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. Apart from the walk from the hut to the summit of Mt Donna Buang and the walk to the Healesville Rd and Ben Cairn we now have a new walk which can include the recently cleared Boobyalla Track. Paving the area near the woodshed is an ongoing project. 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 no. of attendees
Open Day	1	18	18
Subcommittee meetings at WBH	4	28	7
Working Bees	2	25	12
Working Bee (informal) – subcommittee & friends of hut	4	22	5
Social lunch	1	15	15
Other visits	2	8	4
Walk - walks with MWC & Boroondara Walking Club on Boobyalla Track which include a hut visit (to August 2024)	4	54	13
Overnight stays	1	2	2
<b>Total Numbers</b>	<b>19</b>	<b>172</b>	<b>9</b>

Some of the highlights of the year included the Open Day in December 2023, the social lunch ("the Feast in The Forest") in October 2023 and the different walks to and from the hut. It was also a pleasure to invite members of two other walking clubs (Melbourne Women's Walking Club and Boroondara Walking Club) to visit the hut and to explore the natural beauty of the area.

### **Expenditure:**

The club is fortunate that very little expenditure on the hut has been required this year. Apart from incidentals and supplies for the social lunch the only regular expenditure has been the annual lease fee to Parks Victoria in the sum of \$128.54.

### **Boobyalla Track Clearing Project:**

This project commenced in July 2023 and was completed in April 2024. The work was done over eight separate days. It was organized and coordinated by Kim Rosen and involved Parks Victoria, Melbourne Women's Walking Club and Boroondara Bushwalking Club. The track runs north of Mt Donna Buang to Mt Boobyalla and on to the Knobs. A walk on the track can be combined with a visit to the hut. Thank you to everyone who participated in this very successful project.

### **Future Events:**

Another special Open Day and lunch will be held at the hut on Sunday 1st 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.

**Trevor Rosen - Convenor**

## Membership Report

Membership continued to increase during the 2023/24 financial year, with 20 new Members and 6 resignations leaving a total of 285 at 30 June 2024. The trends in Membership for the last nine years are shown in the table below:

Year	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25 YTD
New	14	13	16	24	13	9	20	17	20	9
Resigned / deceased		11	9	15	13	23	12	17	6	1
Total	270	274	277	284	282	267	271	271	285	293

As at 30 September 2024, Membership was 293, which includes 66 women Members and 17 Life Members.

Since 1 July 2023 to 30 September 2024, we have had 29 new Members, 4 resignations and three Members have passed away. We are continuing to attract new Members and our total Membership is slowly increasing. Details of membership changes since 1 July 2023 are as follows.

**New Members (1/7/23 – 30/9/24):** Kaye Allan; Anna Carlile; Natalie Spilling; Brendon Beattie; Madeleine Geraghty; Peta Rawson; Lynette Macartney; Susanna Bevilacqua; Neesha Shimmen; Ines Ros; Daniel Dewhirst; Somnath Ghosh; Souravi Ghosh; Vile Jeremy; Richard Kohinga; Nicole Smyth; Gary Lorden; Robert Neale; Andrew Kennon; Maria Arturi; Tom Corrigan; Miranda Milne; Greg Wambach; Cynthia Lui; John O'Toole; Ann Lewis; Bernadette Pound; Teresa McCann; Astrid Luengen.

**Resignations (1/7/23 – 30/9/24):** Campbell Evans; Emma Coulson; Gary Nielson; John Webb.

Deceased (1/7/23 – 30/9/24): Keith Davidson (joined 2013), Brian Shimmen (Life Member, joined 1952), Alan Hosking (life Member, joined 1995). These Members passed away in the first three months of the 2023/24 financial year and were commemorated at last year's AGM.

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. The Attendance sheets are also used by David Watkins to produce statistical information on walks for the Executive and to identify the yearly winner of the Golden Boot.

**John Rankin - Membership Officer**



## Website Report 2023

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

[www.melbournewalkingclub.org/photo-gallery/the-melbourne-walker](http://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 then known). 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.

Circulars for the most recent 12 months are available at:

<http://www.melbournewalkingclub.org/activities/circular>

Circular copies back to 2016 are available at:

<https://drive.google.com/drive/u/1/folders/1Jg1QIKZuottw3DYTO-nUmKNemVcUhxew>

Even older scanned Circulars from 1980 to 2001 are available at:

<https://drive.google.com/drive/u/1/folders/1qV9GEw6tFtEAzoGZyMq9hgS9Up80qT8u>

Old scanned Tour Programs from 1929 to 2001 are available at:

<https://drive.google.com/drive/u/1/folders/1-pASV9pfx-EgsSjE8-HB5hdLDzIMtNoF>

These old Circulars and Tour Programs were digitised by Mick Meyers, whose father was in the club.

There are links to photos, videos etc. on 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. Please contact me on:

Phone **0415 558 249**

or email: [webmaster@melbournewalkingclub.org](mailto:webmaster@melbournewalkingclub.org)

**Charlie Freedman - Webmaster**

## MWC Marketing Activity Update

Recognising the benefits of having an active marketing function within the Club, the Executive Committee has created a Marketing Sub-Committee and appointed Terry Simpson (Immediate Past Treasurer) as Convenor.

As mentioned in last year's Marketing Activity Update, the Executive Committee approved a telephone survey of "non-active" members (75% of the membership) which was duly conducted and the survey report was presented to the Committee on October 9th 2023.

Several extracts from the "Recommendations" section of that report follow:

*"It is recommended that members are provided in good time with an advance summary listing of forthcoming walks" to "cover the next four months' walk schedules".*

*"It would ... suggest that members use it to plan and block out their diaries well in advance".*

*"Personalising such communications would give recipients a sense of being a valued member ..."*

*The report focussed on increasing walk participation among existing members.*

*It also touched upon the subject of the size and age profile of existing Club membership:*

*" ... a dual strategy could be considered – both increasing member numbers and increasing the frequency of walks attended"*

*"It is suspected that "networking" with existing MWC members (families and friends of members) may be the most important source of new members joining ..."*

Should the Club decide that it is prudent to address membership numbers and the member age profile, appropriate marketing measures can be implemented to assist.

In the 2023/2024 year the Club has developed the capability to send out personalised "Bulletins" to Club members using the newly adopted "MailChimp" software package. This is integral to informing members of membership benefits, forthcoming activities, Club announcements, etc. It is proving to be a most effective communications tool for recently introduced marketing/communications initiatives:

- Circulation of the recently introduced four monthly "Advance Walks Schedule" which has been well received by the membership.
- Promoting October to May use of The Mount Buller Lodge at very reasonable cost. It has been reported by Daryl Hergt that, despite limited exposure of this promotion due to its very recent introduction, it

has had a positive effect on summer occupation of the Lodge.

- Promoting snow season use of the Lodge and notifying members of new season accommodation tariffs. (It is suggested that marketing should address increasing mid-week occupancy during the snow season.)

Our marketing Sub-Committee also arranged the design and production of the new Club business card which was previously non-existent but a requirement expressed by Club office bearers and walk leaders. This was well received by the Executive Committee. Its benefits have not yet been reported.

The Executive Committee recently expressed an interest in obtaining input from new Club members about their initial impressions and attitudes towards the Club and its activities. This may provide some insightful attitudinal feedback to help with our future marketing, communications and activities programmes. Our President has undertaken to speak with new members to obtain this information.

**David Adams / Terry Simpson**

# Melbourne Walking Club Inc.

## 2024 Annual Report

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