



SKAL INTERNATIONAL AUSTRALIA PRESIDENT REPORT MARCH 2015

Dear Australian Skalleagues

It has been a great pleasure to serve as the Skal International Australia President over the past 12 months. It has been an interesting journey over the past year and has not been without the occasional issue, but the positive side of Skal international Australia and our future journey more than out-weighs anything negative.

Skal International celebrated their 80th Birthday last year in Paris – where it all began! Skal International Australia celebrates 55 years this year and we have gathered here to celebrate 20 very successful years with the Broome Club.

Our past Presidents worked hard to ensure Skal International Australia is in a stable position with good protocols and guidelines in place. I have said on many occasions that we thank Immediate Past President Russell Butler and those who held the position before him for their good governance.

At this point I would like to thank my executive - everyone of the exec has a specific role and carries that role out with dedication and a real passion for the organisation. We have tried to get around to each club in the past year and where we can as we move around with our own jobs. In some cases we do have expenses from the National account and we will discuss that during our Finance report.

I would also like to thank all those Presidents and Committees that volunteer their time for Skal - and at times find themselves in controversial positions. I would particularly like to thank those clubs that have worked hard to give us successful and fun National Assemblies. I am always amazed at the great work our club committees do all year round in organizing interesting and fun meetings and the amazing fund raising that occurs for charity.

Your National Executive focus this year has been concentrated on ensuring Skal Australia is relevant in today's industry and that relevance suits the industry direction into the future.

Our history is a proud one and we spend a lot of time talking about it, however whilst the past needs to be respected and celebrated, we need to focus on the now and future, to ensure we are here and vibrant in another 80 years.

Skal International Australia has also been very instrumental in shaping the direction for Skal International and now we continue to strive to have a very successful SIA and assist where we can in working with our fellow Skal Nations

- ✓ SIA Australia has had 3 World Presidents – Jimmy James - Melbourne, Max Kingston - Sydney and Tony Boyle from Townsville





- ✓ We have held 3 International Congresses – Adelaide, Cairns and Sydney
- ✓ We have had great input to the International Council – in fact Bernard Whewell – is the first Australian to be President of the International Council – giving him input to the future direction of Skal. This has also given Bernard a non-voting seat at the Skal International Board
- ✓ Russell Butler was awarded with the very prestigious Membre d'Honneur of SKAL International in Mexico last October for his outstanding contribution to Skal Globally
- ✓ Russell has also been appointed to Chair the new **Skal International 2020 Project**. Fiona McFarlane has also appointed to this committee along with Skalleagues from Turkey, Canada and USA. This committee is responsible for Skal's growth into the future ensuring we are up to date with technology, communication and all areas to keep us relevant
- ✓ Skalleagues from Australia attend the Congresses on mass and have had a healthy impact on showing the world that Skal is not just European or American – in fact these days the Asia Pacific region is the fastest growing area within Skal.
- ✓ In fact last month I received an email from VP Nigel Pilkington, International President Salih Cene and Past President Mok Singh to say well-done Australia. – SIA is now the second largest membership in the world overtaking Turkey and Germany and only second to the USA. Of course if it were based on population – Australia would lead the world by far! Of course the challenge is to retain and grow membership!
- ✓ Skal International Asia has invited me to be their guest at the Skal International Asia Congress in June in Manila. This gives Australia the opportunity to present to the Asian Development Meeting. Asia is a strong partner to Australia and so it makes perfect sense to get more involved in this region with Skal.
- ✓ We also work hand in hand with our New Zealand National team and their clubs. We support each other where possible and attend each others National Assemblies. In fact Bob Lunnon, Bernard Whewell and myself all attended the SI New Zealand AGM in Wellington 13-15 March and they have reciprocated by attending Broome.

Today our focus is - Skal into the future





It is not good enough for us to look at Skal and accept it as a Social Networking organisation. Today's industry is very different and so - it is our responsibility to ensure that Skal is in good shape in another 80 years.

The biggest challenge we have today is to balance the old, current and future and ensure we deliver in all areas.

- ✓ The old is the retirees that come along to Skal to reminisce and catch up with old and current friends – a very important part of the Skal structure.
- ✓ The current are those members that still work, catch up with friends and also need to have some form of Business Development to ensure their time is being spent wisely.
- ✓ The new is the future and we must cater to those needs. We must set up a commercial environment, recognise what we need to ensure Skal's relevance into the future – and mold the organisation to ensure the success of Skal going forward.

The past year has been about implementing the tools to ensure we look and act professionally

- ✓ Fiona McFarlane has been working closely with all clubs to ensure the implementation of our new website and social media strategy. Fiona will give a presentation on the new website during our National Assembly and it is important that you all use this new marketing tool for all aspects of your clubs.
- ✓ Our Forward Planning Doc. was approved by all clubs and is our road map to our future – this document is a moving target. It includes issues such as a social media strategy, a public relations strategy and very importantly a communications strategy.
- ✓ Quality membership is at the heart of everything we do. With Quality membership will come success. We have nominated areas where we believe we can establish new clubs
- ✓ We have put together a strategy that we have taken to the Australian industry showcasing the global size – some 16,800 members in 86 countries' and 395 clubs. Skal not only brings large numbers to the industry table, but we are the only organisation that also has massive country representation and vast industry segments including Buyers and Sellers in our most important global markets. The impressive make up of the Skal Global membership gives us a real commercial edge. We will be





discussing this further during the National Assembly.

There is a lot to be done, but Skal is at the cross roads and the direction we take now – will forge the future direction of the organisation

Thank you

Denise Scrafton
President
Skal International Australia

