



PROMOTION AND DEVELOPMENT PRESENTATION – TASMANIA 2017

What an exciting time with a change of name, a new logo, followed by the production of our promotional brochure.

We apologise for a delay, but hopefully the final run can be done soon; after which Dioceses can order additional copies for distributions via our Publication Department.

Following a change in artwork an update pop-up banner is displayed.

My spring newsletter will be sent after this Conference.

So, behind the scenes it has been very busy and now it's time for me especially to be "more visible".

I look forward in learning more about each Branch, including an opportunity to meet members, in their dioceses, around Australia.

While not an expert, feel we can join, sharing thoughts, ideas, even concerns, to find achievable ways of promoting ourselves. As memberships decline we can't undertake all our valuable work on our own, we need to find ways to grow and develop.

Whether we like the term or not, we need to think like a business!

To create a greater awareness of "who we are and what we do" is through advertising and marketing!

But for us as a Christian organization it is simply PROMOTION!

My goal and challenge over the next 12 months, with your help, will be to introduce Anglican Mothers Union Australia to the broader community, through every member in Australia.

Other options:

- Social media – we hear the negatives, but there are lots of positives – it is instant – there are 2 great "closed" Facebook sites. MU Australia and Mothers Union UK both allowing members from all over the world and within Australia to connect with each other.
- Our Australian website – apart from members can be found by everyone who likes to Google!

- EMothersunion – to explore the possibilities of establishing a secured online group allowing members, especially those in isolated areas even Diocesan members, to come together – a chat room facility can be scheduled to allow interaction with each other.
- If not already established to have a Mothers Union link for all local branches through their Parish and Diocesan websites.
- To distribute 50,000 brochures throughout Australia into the public arena.

To help us grow and develop we need to ensure we are “inviting”

We have approximately 6000 financial members!

- Within your Parish and Diocese, the best way to invite and introduce people to AMUA is by word of mouth – the personal touch.
- Over the next year to encourage every member to invite someone (female or male) to attend a Mothers Union event or something you are involved with as a “Friend of AMUA”. Many may show interest by wanting to support or know more about us.

These days people don’t always commit to joining organizations straight away, they like to “check” it out first!

We have gathered to celebrate 125 years of Mothers Union in Australia, what a time to focus on our future.

No-one likes to change and with change come challenge!

We need to move with the times – to incorporate the old with the new to remain relevant to the changing needs of families, family life and how families and maybe marriage will be defined in this Country.

We have inherited a legacy; it is up to each of us as the present to ensure we can pass that legacy on!

Our aged members have much knowledge and experience to share.

Through prayer our work, aims and objects remain our focus.

Mothers Union is represented in every State and Territory, what an amazing foundation of “hope, faith and love” for us to build on.

As a TEAM {Together Everyone Achieves More} if every member in some small way promotes Anglican Mothers Union Australia then look at what could be achieved.

Most importantly more people can come to learn and be helped by the loving hand of God through his son Jesus Christ.

The best way to start “promotion” is to wear your badge!

God bless you all.

Denise