



Administration Office Report 12 April 2021 Waite Campus, Adelaide

I have been with you for just one year now and it's been quite a busy one learning the role. I thank the committee for their help and patience during the time.

Since the last AGM, which is just six months ago, things have really sped up within the Association with their own work on the tour and the conference.

Over the last months I managed to get an article written by AB Bishop and published by Gardening Australia which showcased the work of the volunteers around Australia.

It has been pleasing to get a Rockhampton Friends to join with us and some of the lost gardens Friends groups are now back with us. This usually happens by oversight and changes within committees and I have been working through these.

I am hoping to bring those groups that do not have a web page of their own into taking advantage of the AAFBG page as we provide a service freely to those groups who would like to have something of an online presence. Friends of Gisbourne had taken up the offer this last year which was a great outcome.

Social media use has increased to cross promote all the groups I can when I see their news stories. Primarily using Facebook and Instagram and I am hoping that more promotion will occur to get the word out to members of the public about the great work that is done.

The fortnightly e-newsletter has been full of news and I am hoping that I may be able to get more from the Friends we never hear from. I feel that it is important to share the news to strengthen the community of groups and to know that they are not alone. Click rates for the e-news has been constant at over 60% and while that doesn't sound good to some, it is above the norm. Of course, I'd like it to be higher.

The survey that has been developed is almost ready to send out and we expect to have that on its way within the next meeting cycle. During the year, the Information Kit has also been reworked and is uploaded to the web site ready to be used by Friends groups.

I have experienced two AGM's and the Handbury's which are always highlight to me how important the work is that is done by volunteers.

Chantal de Vere
Administration Officer