

October 15, 2009

RE: Linking enrolments for Glenys Mann's event, *Fibres Geelong 2010* to subscriptions to Textile Fibre Forum magazine

This communication, generated by Janet De Boer, Executive Director (employee) of TAFTA is provided to:

- Glenys Mann and the members of her staffing team for Fibres Geelong 2010, dates of September 26 – Oct 2, 2010: Deb McArdle, Belinda Gonsalves, Mags Nixon, Joss Farmar-Bower, Prue Barridge, Janice Appleton and Alicen Kaye
- To The TAFTA Board of Directors, currently comprising President, Leonie McNally; Vice-President Sue Mears; Hon Secretary Donna Toussaint; Directors Kay Faulkner; Sue Ford; Jude Skeers; Svenja; Martien van Zuilen; Sheila Virgo
- To Paul Sugden, the Honorary Solicitor of TAFTA
- To Geelong Grammar School via Marina Oman; Matt Bouma and Steve Radojevic, Manager of Finance and Administration

ERRATA: Apologies for an error I made in yesterday's group email. I indicated there would be a TAFTA Board meeting on 12th December, 2010. The correct date is in fact 13th December, 2010 and I thank Leonie McNally for reminding me of this. To reconfirm: the next opportunities for the TAFTA Board to discuss FORUM policy will be the meetings of 1st November and 13th December, 2010. *Janet De Boer*

Linking subscriptions to Textile Fibre Forum magazine to enrolling for *Fibres Geelong 2010*: In return for TAFTA's endorsing Glenys Mann to run her event in 2010, in what has for ten years been the traditional spring 'slot' for TAFTA's *Geelong FORUM*, Janet De Boer was asked by Leonie McNally to put it to Glenys Mann that in return, TAFTA requests that the price of attending *Fibres Geelong 2010* be linked, for one year only (2010) to being a subscriber to Textile Fibre Forum magazine.

This was discussed by Glenys Mann and Janet De Boer in early September and Glenys Mann agreed, and was provided with the sample wording currently used by TAFTA for its own enrolment forms (see below).

Subsequently, the attached document, distributed by Janet De Boer to all classrooms at the 2009 Geelong FORUM, carried wording to that effect. Moreover, the wording on back page of the November Subscriber-Only Newsletter for 2009 confirms the following editorial content from Janet De Boer, found on on page 7 of issue #96, the November issue.

GEELONG: Those who are used to getting the first news on the NEXT 'Geelong FORUM' in their November magazine won't find it here this time. Janet De Boer, co-ordinator of that FORUM on behalf of TAFTA (The Australian Forum for Textile Arts Ltd) has decided that she must have some Leave in spring of 2010 so while she WILL be in full song in April in Orange, she will be with another kind of Family for the latter part of 2010. The Board of Directors of TAFTA has asked **Glenys Mann** to run a forum-like event at Geelong Grammar from September 26 – Oct 2 in 2010, as part of her own business and she has agreed – see her ad on page 59 of this issue – full details to be released on her website at the end of November 2009. Glenys has agreed to offer her event for two different prices, a lower price applies for subscribers to this magazine, Textile Fibre Forum. We thank her for helping us to continue this momentum as subscriptions remain vital to TAFTA's publishing efforts.

Before proceeding with details about handling the above, I want to thank Glenys Mann once again for her efforts in **promoting Textile Fibre Forum magazine** at all her events. Through Jude Skeers, I have been able to see she is provided with back issues of the magazine, to give out as free copies, which she always arranges to have happen. She also offers one-year subscriptions as raffle prizes, up to three per event. And her communications to her participants include a sentence urging them to seriously consider subscribing to the magazine.

The Results: we average a couple of letters a year comprising subscriptions taken out by people as a result of this urging, approximate annual revenue of \$150.00. A number of the raffle "Subscription Winners" are subscribers anyway and would have renewed – but we are still pleased about the money – it just doesn't necessarily increase revenue.

It is very hard to know what subscriptions result from people being given the free back issues, but an educated guess suggests another \$150 per year, tops.

This provides an estimated total of around \$450.00. While these efforts don't generate a lot of subscription income, they are very welcome, and they are important in keeping the magazine in front of people, and should never be undervalued.

The real subscription boost for TAFTA, in terms of its FORUMs, has been to see that the enrolment form carries what you read below:

****Only members of TAFTA (subscribers to Textile Fibre Forum magazine) qualify for the tuition fees stated here***

- I am a subscriber to the magazine and therefore a member of TAFTA
- I am not a subscriber/member but would like to be and have **added \$38.50** to my total to pay for a 4-issue subscription to *TFF* magazine
- I am not a subscriber/member and do not wish to be, and therefore authorize that a **\$55 surcharge** be applied to my cost of enrolment

The wording may of course be changed; in particular, the provision for Box #2) which could read:

"I am not a subscriber/member but would like to be and have **added \$38.50** to my total to pay for a 4-issue subscription to *TFF* magazine and authorize Glenys Mann to provide my postal details to TAFTA (The Australian Forum for Textile Arts, Ltd), publisher of Textile Fibre Forum magazine."

It has been my experience that no one refuses to enroll for a FORUM because of this condition, so it does not in fact cost the organizers anything to comply with it. It has also been my experience that 2-3 will choose to pay the surcharge, which then becomes additional revenue for the event coordinator (that money does not come to TAFTA). It has also been my experience that this simple procedure guaranteed at least \$2000 in subscription revenue, per Geelong FORUM, that might not be received otherwise.

Again, this condition of endorsement applies only to the 2010 event referred to here. This email is sent to confirm the arrangement.

Yours Sincerely,

Janet De Boer, O.A.M.