

1. Further to the news of the Chief Advocate leaving NSA, I would appreciate the Board providing an update on the “new strategic direction” NSA will be implementing, including the “greater emphasis on government relations” and why these changes have become necessary?
 - NSA has issued a strategic plan covering 2023-2026 and we have recently launched our federal election priorities.
 - The discontinuation of the Chief Advocate role presents us with a fresh opportunity to engage with Canberra differently. As part of this new approach, we plan to actively engage with the Parliamentary Friends of Seniors, an initiative we have already started to explore.

2. Given that the majority of federal funds allocated for the benefit of seniors, excluding various pensions etc., are actually distributed by state and territory governments, will the new NSA strategic direction include a commitment to invest more resources into the state-based policy advisory and advocacy activities of NSA?
 - Yes. The plan is for National Council to engage with their state-based Policy Action Groups on this front.

3. Given that NSA, like all similar organisations, does not have unlimited funds to pursue all possible seniors issues, I would appreciate the Board explaining how NSA “picks its fights” in terms of the limited resources it has at its disposal, who has control of the advocacy agenda and how members can raise issues for consideration?
 - Our policy pursuits are shaped by our annual NSSS, and queries from members via advocacy and membership email queries.

4. Given NSA's desire to remain independent, and I assume member-based, could the Board please provide an update on fund raising strategies and activities to ensure NSA remains financially viable into the future?
 - Insurance funds 55% of our revenue.

1. Membership prices. Why is the single membership higher than the joint membership? E.g., for one year a single pays \$49.50 and joint pay \$40 each. In the past, the Branches were told that it was due to the cost of production and post of the magazine “Our Generation”. This is now only available online.
 - Cost pressures.
 - Single memberships incur more costs than joint memberships due to member and renewal packs.

2. Why can't members opt-in for a hard copy of “Our Generation”. The latest copy is 82 pages and that is a lot to print at home. In the Nanango Branch 60% of members do not have a computer/smart phone. Other members say they do not like to read online and would prefer a hard copy. They like to pick up and read an article then put it down again.
 - It costs \$500k to print the magazine for all members.
 - We are working to reduce costs and have moved to smaller, more ‘fit-for-purpose’ office space to minimize expenses.
 - A printed newsletter “Branching Out” is in production for distribution to branches.

3. When did the membership age change from over 50s to all ages and why?
 - We are considering future intergenerational impacts and the effect of influencers and are now targeting people aged 50+.

4. There has been a major push by businesses to make people pay by card not cash. Many of these businesses are adding a surcharge to the transactions, but not advising the customer before applying it. This is adding to the cost of living especially if there is no other option.
 - NSA continues to campaign for the acceptance of cash via media channels including TV, radio and online. A recent media interview where NSA championed against banks going 'cashless' received over 800k views.