

# Who or What is the APA?

By Michelle Sloane, President

## Who We Are

Despite our significant age (!), many people do not know who or what the Artarmon Progress Association (APA) is. So for those of you who don't know, are not sure or think... "of course I know" ....please keep reading... this article is for all of you!

The APA has a long history .....in fact 94 years long! Established in 1914, we are one of the oldest progress associations in NSW. Like most community based not-for-profit organisations we rely on the goodwill and support of the residents and businesses of Artarmon.

The mission of the APA is "...to promote the welfare, physical and intellectual advancement of the suburb of Artarmon and the City of Willoughby, to protect the interests of the residents and to encourage a keener spirit of citizenship and mutual help among such residents."

## What We Do

Over the last 10 years the APA has developed substantially in terms of the range of activities and events we produce and organise to support this mission. Each year, we run a comprehensive calendar of events that fall into a number of key categories:

- **Advocacy:** Representation of the interests of residents specifically in relation to development applications; roads and traffic; and public space utilisation and availability
- **Heritage:** Communication of the Conservation Area requirements; promotion of the benefits of maintaining our heritage streetscape and architectural features; development of the historical record of Artarmon
- **Community Information and Engagement:** Events aimed at building community engagement and networks such as the Community Fair and Public Information Meetings such as "Meet the Candidates".
- **Youth:** Our youth group "ARTY" which organises Star Search, our local talent quest; music events; the "youth garden" and a number of parties aimed at those under 25.
- **Communications:** The Artarmon Gazette and Artarmon Immediate

So with all this in mind, the APA Committee spent some time reviewing our mission and objectives – specifically this ever-growing calendar of events!

In reviewing our work we examined our income and expenditure. See the chart, which will give you some idea of where our money goes. **Remember, we receive no recurrent government funding.** As you can see the Gazette and the Community Fair are our two major annual events. The Gazette makes a small surplus; while the Fair is a very enjoyable but costly event to run. It would be impossible for the APA to produce the Gazette or to organise the Community Fair if it was not for the regular support of some local businesses and Willoughby City Council.

## The Challenges

At this stage the APA plans to continue to

run a fairly comprehensive range of events and activities each year. However we face a number of challenges in doing so, including:

- Increasing costs
- Limited sources of income
- Lack of membership especially on the west side of the railway
- Lack of awareness about who we are and what we do!
- Limited involvement of local business and little engagement from businesses in the industrial area
- Dwindling committee numbers
- Few "friends" or volunteers outside the core committee members

## The Future – Can you help?

All of these challenges clearly present many opportunities.

Our plans for 2009 will see:

- A similar calendar of events but with a focus on holding smaller events more frequently
- No Community Fair in 2009; the Fair will now be held on a biennial basis with the next Fair being held in 2010
- Increased cooperation and joint activities with Neighbourhood Watch and other com-

munity based groups

- A major membership recruitment drive
- A focus on fundraising through strengthening our Local Business Heroes Sponsorship Program and specific events

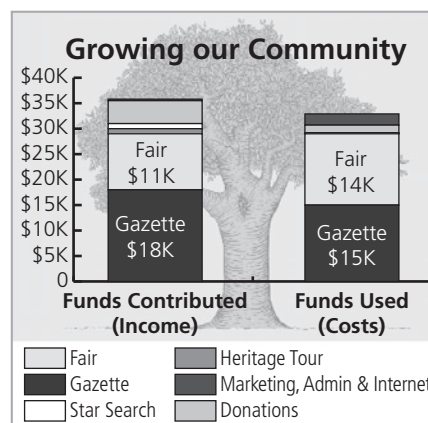
Can we keep going? Unless we grow our income stream, membership, committee/s and our group of "volunteer friends" probably not! So ...we need your help.

Perhaps you may be thinking I would like to help but I don't want to go to meetings!!! Well there are ways you can help without going to meetings.....here are some suggestions.....

- **Join up if you are not a member...** annual membership is currently \$10.00 per person and \$20 for two or more people in a (2064) household. Members have the right to vote, get discounts on APA activities; and receive Artarmon Immediate
- **Give us feedback** - If you have ideas or suggestions about anything let us know
- **Become a "volunteer friend"**- if you are able to help with any of our events let us know
- **Help us fundraise** – maybe you can donate a prize for fundraising or have a great fundraising idea or your business might be interested in becoming a Local Business Hero
- **Pursue your passion!.....**if we don't do something you think we should **OR** you would like to help us with one particular event or activity that you just love ....please contact us.

And finally **come to our Christmas Celebration and AGM on SUNDAY 30 NOVEMBER, at the Bowling Club, Burra Rd, Artarmon from 6.00pm till 9.00pm.** Get to know us better while you enjoy some Christmas cheer, a great supper and fun activities for the kids!

Artarmon is a great place to live...why not be an active part of its future!



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