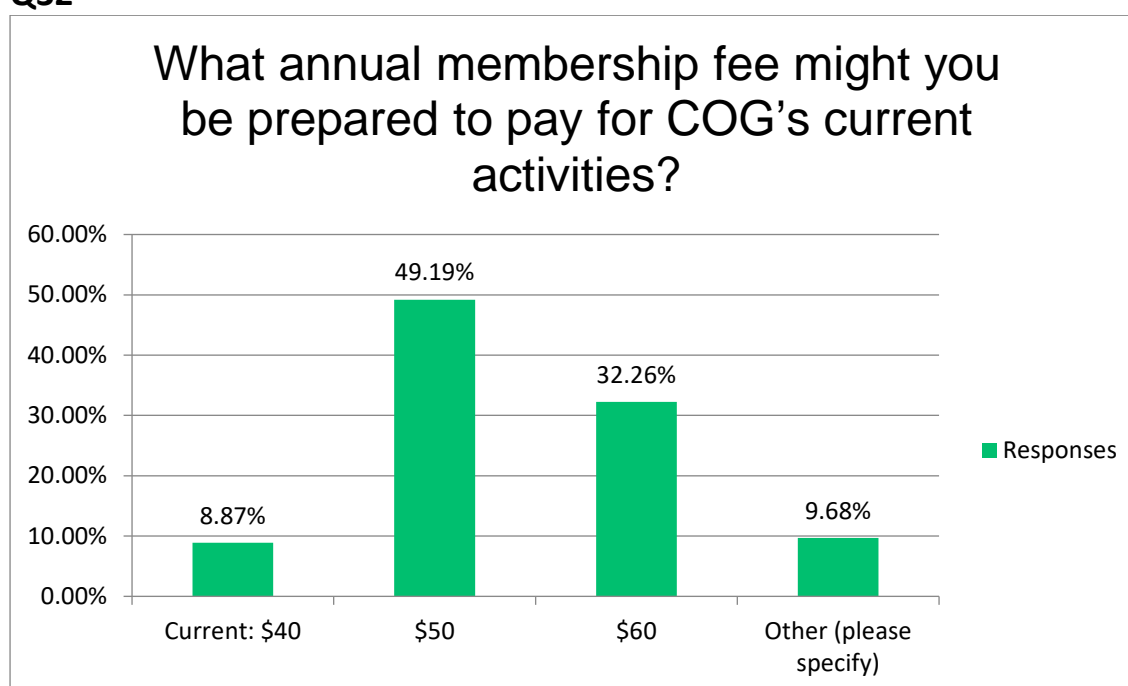


COG 2019 survey results re finances/membership fees

Q31 Would you support COG ...

	YES	NO	UNSURE	TOTAL
Increasing the annual membership fee so that it covers costs?	82.40% 103	8.80% 11	8.80% 11	125
Having separate charges for some services, such as provision of printed copies of Canberra Bird Notes or the Annual Bird Report, or provision of electronic access to these, or access to information sections of the COG website?	50.86% 59	26.72% 31	22.41% 26	116

Q32



Comments:

- cover costs!
- I'd like to see statement of COG's finances before deciding. How big are the reserves and what does COG intend to do with the money?
- The amount needed to ensure costs are covered now and going forward!
- Happy to pay up to \$80 per year.
- 100 for a family
- Single membership should stay at \$40 but increase family membership
- Whatever it takes to cover reasonable operational expenses.
- \$60 or whatever the Committee works out is necessary and the 'market' will bear
- \$45
- Whatever is fair and necessary
- \$60 with pensioner discounts.

**Q33: Do you have other suggestions to increase COG's long-term revenue?
If so, what?**

Summary of categories	
Code	Count
fund raising-external	14
merchandise	11
charges-external	5
financial management	5
donations	4
charges-internal	3
fund-raising-internal	3
membership fees	3
increase member numbers	2
other matters	2

Fund raising-external

- Could you have link to equipment retailers (binoculars, cameras, books) on your website so if people bought equipment from those retailers COG got a commission?
- Perhaps stalls at local events
- bird guessing competitions
- COG could do special events that either have a set fee or gold coin donation. Set events could include photographic exhibitions, silent auctions at some COG activities of special offerings, conducted tours at a set price of Canberra areas to encourage new birders knowledge of our local birds and the importance of their conservation.
- Republish the Birds of CB Gardens book, but generalised to Birds of the Canberra Region, with input from GBS and also general info re bushland and surrounds occurrence of each species
- I think the most successful revenue raisers for COG have been survey consultancies (particularly going back some decades, also Superb Parrot more recently), and the Garden Birds book. Both resource intensive, needing dedicated coordinators with time to commit
- exhibitions
- Perhaps charging a small fee for non-members to attend field trips and/or charging for external bird groups (e.g. from interstate/overseas) to attend local birding excursions
- Maybe conducting a bird course/s for which there is a fee
- Another edition of Birds of Canberra Gardens
- Get an on-going grant from the ACT Government to reflect the enormous value COG provides to the work of the Government.
- Maybe promoting COG at Universities (EG O week at ANU which is coming up on the 18th of February, or UC this coming week) if you are able to participate in that.

Merchandise

- DVD production
- T-shirts were a good idea.
- selling birdnotes, calendars, badges
- merchandise
- T-shirts, mugs, badges, signed photographs & exhibitions.
- Merchandise sales will be unlikely to make a profit (their benefit is in raising awareness of COG and local birds)
- Merchandise in local stores, like ANBG store, Namadgie Visitors Centre, etc
- publish a calendar using your awesome photos
- Sell items
- There was a suggestion above to sell items with logo. i did not support it overall, as things like pins etc are not really useful. However if it is something useful esp. that can prevent waste, like a beautiful strong cloth bag, or a lightweight glass or metal 'keep cup', or a strong canvas full-brimmed hat (ie not synthetic) it might be worth it.
- Selling jumpers, t-shirts and mugs is a good start

Financial management

- A decent look at its current investments and ask if these are appropriate to the current low interest rate environment would be a start
- I don't think anything should be printed. Sustainability is important and the organisation should be supporting all sustainable activities.
- I notified someone years ago that I don't read the bird notes (yellow booklet) and not to post it anymore but it continued arriving.....that would save money if you could find out who really doesn't want it
- I would advise against limiting electronic access to CBN etc as that would directly go against the COG objectives.
- NPA (ACT) has a clever way of raising funds. If you make a donation of \$100 you only have to pay \$11 membership. So they receive \$111 instead of \$44 or \$38.50 subscription. If COG did not hold such large reserves (considerably more than ANY other local conservation-conscious group), I'm sure people would be willing for membership charge to increase. Why do we need to increase revenue? Other than member services we don't seem to know how to spend what we have

Charges

- Maybe we should charge the ACT GOV more for the information which they sometimes used
- Increased charges (say 5% on some of the field trips)
- Gold coin charge for COG outings
- If COG's printed publications incurred an extra charge and if COG's electronic publications like Gang-gang and CBN were password-protected, that would be an incentive for those who currently read them for free, to join COG
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- An intro to birding course with a fee? If you built a half day course with how to identify local species, where to go birding, perhaps followed by a bit of practice at a local reserve, and charged \$20 per person or something for it, I think it would be good for bringing in new people to birding, education (thereby meeting COG objectives) and a bit of revenue.
- charge for tours available to members of the public

- services relevant to birdlife such as gardens advice, assistance and other things - such as things for provision of water and feed for birds
- Ask for donations from casual visitors to the website

Donations

- Donations for tea/coffee at meetings currently are minimum 20c
- Tax-deductible donations
- COG has a HUGE bank balance. I believe it is better to have lots of members at \$40 per year rather than fewer at an increased cost
- Membership fees should cover running costs; donations should cover project and research work

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Fund-raising – internal

- Raffles
- Would being a separate Bird Life Australia be of any use?
- Bequests
- maybe worth looking at bequests, given quite a few of us are getting on in years

Membership matters

- Make opportunities for it to be a friendlier club and not just an old mates club and membership will increase!
- Membership is appropriate means to fund raise

Other matters

- I am unsure about charging elderly people, who either do not have a computer or can't afford one, for printed documents. Others yes.