

# Editorial

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## EDITORIAL

**RESULTS OF QUESTIONNAIRE** concerning the Helvetia Magazine (see April issue page 3). In total 22 families sent in their views on the subject. This represents around 5% of the total number of subscribers. Whether a clear picture can be obtained from such a small percentage is debatable, but it is all we have to go by, so here are the results based on these replies: 85% of the readers are happy with the magazine, 15% are reasonably happy. A com-

forting thought for your Editor is that no one said they hated it. As to the frequency of issue, 44% would like to see more than 8 issues a year (11 or 12 a year), 22% would like the number reduced to 6 issues per year and 34% are happy with the present 8 issues. Concerning the size of the magazine, 79% favour the present size, 11% have no opinion and 10% would like a return to the previous format (half the size of the present magazine). The question of magazine versus newsletter received a

clear cut answer: 67% prefer a magazine, 22% have no opinion and 11% would like a newsletter instead. It must of course be remembered that with a newsletter, run off a photocopy machine, you practically have to kiss goodbye to any photographs, the absence of which making a publication look plain, drab and rather unattractive to the eye. A certain number of suggestions have been provided in the returned questionnaires. They range from: - Printing stories of early Swiss immigrants. - Printing the list of Club officials (see this page) only in every 2nd issue. - Doing away with the present front page and using this space for some more articles and news items. - Advertising functions of other clubs such as the German and Austrian clubs. - Printing in black and white only instead of colour. - Using a cheaper paper. - All clubs to hold during one of their main gatherings an annual raffle in support of the Society. As they are already subsidising a good cause in the form of "Erst August Abzeichen", why not a support to the Society? - Do away with all present meaningless articles and concentrate on more in-depth and cultural articles (a tall order for your Editor who has to work for his living and does the magazine free of charge during his spare time. In-depth reporting unfortunately involves additional research work and therefore requires time and money, two commodities which are not available to your Editor). So here you are, the dice are cast. No doubt the next AGM of the Society to be held in Taranaki on June 5 will sort all this out and come up with a clear cut decision that will win the approval of all Swiss in New Zealand! It would be a miracle of course, but who knows, miracles have happened before, whilst not necessarily yet within the Swiss community in New Zealand.

### SWISS SOCIETY OF NEW ZEALAND

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**For members unable to attend the AGM in Taranaki postal votes will be accepted. If you wish to vote by post please fill out the form below and return it to the Secretary to be received no later than 3 June 1994.**

#### Motion

**The number of Helvetia magazine issues to be increased to 12 per year and subscription to be \$25.00 per year per family or single member.**

**I accept (do not accept) the above motion  
(Cross out which does not apply)**

**NAME (Please print)** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_

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