Australian subscriptions – proposal for 2013 and thereafter

As a result of including both the Roycean and also the 1960s DVD of “Ghosts in Cheshire”, the cost of servicing our Australian colleagues considerably exceeded the income which we receive from their subscription/dues. I have looked carefully at the make-up of how the costs for 2012 worked out and have arrived at the conclusion that either we cut back on what we send them or we ask them to pay significantly more to us on an annual basis.

In short, the marginal costs incurred in 2012 were a few pennies in excess of £32 per member. We received in return £2250 in total, spread across 124 Australian members. This works out at a little over £18 per person – not the end of the world but unfair that our UK members should effectively subsidise their Australian counterparts on a regular basis.

The main items of cost have been the Roycean, plus postage thereon, totalling together £7, plus the DVD referred to above which cost another £2. The net result, even if we stopped sending the Roycean and regard the DVD as a one off, is that we would still be £5 per person short on what is needed just to “break even”. I propose therefore that we drop the Roycean entirely (not just for Australia) and ask them to increase their subs to the Australian dollar equivalent of £25 per person, the small extra amount being needed to cover the current and future significant increase in postage costs. Bearing in mind that they also get a 10% discount on purchases from the Club shop for regalia and badges, I think this is a fair and reasonable expectation for them to accommodate.

It should be noted that all of these figures are on the basis of only the extra costs incurred by having the Australian members as part of the club. Even with an increase to £25, they are making no contribution whatsoever to the standing costs of running the club such as web site, accounting and general admin, quite apart from insurance. Not to make any adjustment to what they currently pay seems to me rather unfair.