

## To the members of VANA

My name is Trevor Mason. At 63 years of age, and contrary to popular opinion, I am not looking for a new career.

I have been accused of being a snake oil salesman and trying to get my fingers on the coffers of VANA.

None of this is true!

I simply believe that change is needed in this industry.

Change is a wonderful thing but it unfortunately creates fear of the unknown.

Those that know me treat me as a rational thinker with many years experience.

Let me ask some simple questions

1. Has the value of your BUSINESS grown in the last 10 years?
2. Has your working live improved or got easier?
3. Do you see a way forward coming from your leaders at VANA?

Several years ago I was asked by VANA to review the retail component of the industry and look for a way forward. I did that work and it met with positive responses from several VANA board members. It contained a fully costed business plan and that plan was audited by VANA's auditors. The board later rejected funding due to adverse risk on VANA's investments. In that year VANA had a massive write-off of its investment portfolio.

My question is:

"Have other projects and expenditure had the same scrutiny as this project?"

The industry needs to own its own strategic assets. Assets needed to negotiate with major suppliers. Assets that provide advantages over our key competitors. Assets that will assist in the survival of the industry itself.

Spending "your" money must be done carefully. Let's say we spent \$100,000. That's \$212 per members. Will your business suffer by more or less than that amount? Could it have contributed to lowering your overheads or improving your workload or heaven forbid improving your profitability?

Remember VANA's reserves are your money.

Let's keep this debate and election where it should be.

I am opposing a board member for the only position I can contest. I am not opposing him for who he is. However the choice for VANA members is simple: a vote for change and fight for a better future, OR a vote to keep the status quo.

### **Are you happy with the direction VANA is taking you?**

Ask yourself

1. What are the plans of VANA and the current directors to solve the problems of the industry?
2. Have they got any plans?
3. What are their solutions being put forward?
4. Are the current directors looking after your interests effectively?



## Or do you want more of the same?

I am not after the money. I am not after the fame. I am out to protect newsagents and help them grow and prosper.

Ask your current board members

“What is your plan for the future?”

And

“What is in it for the members?”

Finally let me answer the critics.

1. Yes I am part of First Advantage Newsagents. BUT as an advisor. First Advantage Newsagents is a cooperative of newsagents. The members see the benefits and wanted it to continue.
2. First Advantage Newsagents is a Not-For-Profit organisation owned and run by Newsagents for the benefit of members. Only Newsagents can become shareholders.
3. My task is to give back a model that helps the industry survive. That contract is for 5 year of which 1 year has passed.
4. First Advantage Newsagents is NOT a marketing or buying group. Anyone can join. It is a “shared service” business giving the tools to newsagents they have never had before.

What is the game plan?

It's simple. Stay as we are OR add value to the industry.

Our wish is to involve the industry and let the industry “OWN” the assets. If members choose to stay with the old - life will go on and I will get on with helping members who wish to be part of the modern world.

I am not a marketing or buying group as the industry thinks.

I am not looking for funds other than for assets for the industry.

I agree with a statement made by one member who is anti change:

“What is the role of VANA going forward?”

I asked that question of the VANA board 2 years ago. Today's world is moving fast. I hope current VANA directors can provide the answers that every member should have.

**Without change there will be no tomorrow**  
**If you wish to communicate with me use my email**  
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Sincerely,

**Trevor Mason**

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