

How To Find 450 Lost Members

That our Association's 2,200 members included 700 so-called 'lost' members, members for which the Association had no current email address and therefore no modern cost-effective means of communication with those members, was a concern when I first became aware.

At the commencement of my Presidency, I indicated that Members and Money would be important foci for me during my term.

With respect to Members, I introduced a standing item in Committee Meeting Agendas, **Building Membership**, with one of a number of tasks under that topic, **Obtain Email Addresses for the Association's 'Lost' Members**.

In the lead up to the 2025 Annual Dinner, I started searching for 'lost' members, commencing from the earliest 'lost' members in the list.

With the assistance of the internet, using Google, LinkedIn, Facebook and my My Heritage subscription, I was reasonably successful in the initial search for 'lost' members, regrettably however, amongst the earliest 'lost' members I became aware of a number who were deceased, and that had not been known to the Association. It has been the practise of the Association since its inception in 1898 to acknowledge the passing of members when known, so finding 'lost' members who were deceased is enabling that acknowledgment.

The work in the lead up to the 2025 Annual Dinner got as far as the 'lost' 1985 graduates, the featured 40-year graduate group for that Dinner.

That early work indicated that it was possible to find 'lost' members, but finding references to them is one thing, finding the means to contact them, particularly to obtain an email address and/or phone number, was another matter altogether.

Whilst on the subject of email addresses, members personal email addresses are much preferred to work email addresses. For those members still in the workforce and for whom the Association has only a work email address, a move in employment can result in the member becoming 'lost' again. Having the personal mobile number of a member is also helpful in guarding against the member becoming 'lost' again.

The searching in 2025 accounted for about 60 of the 700 'lost' members.

Time and persistence were the keys to success, following every possible lead, until locating the 'lost' member and finding a means to get in contact with them, or conversely reaching a very frustrating dead end.

In early 2026 time was available to re-commence the search. I started by searching afresh those 'lost' members that I could not find in 2025. The second search, due to the learnings from the first search, enabled some of those early still 'lost' members to be found the second time round.

The search then went beyond the 'lost' 1985 members, searching which I found progressively more fruitful as the search moved on to members still in employment, albeit many approaching retirement.

In some cases, places of employment were cooperative in passing on the contact details for recently retired members. Identifying places of current employment enabled an email to be sent to the generic email address of the business, with the **Subject:** *Attn: (Name of 'lost' member) – Re: Roseworthy Campus Association (formerly Roseworthy Old Collegians Association).*

This was generally successful in gaining a positive response, that is, the administration staff receiving the email were cooperative in passing the email onto the 'lost' member.

As each 'lost' member was found their contact details were mailed to Dale Manson, the keeper of our Association's membership records, who added the email address to the membership records and emailed the newly found member the latest ROCA Digest.

The importance of following up every possible lead on a 'lost' member was important to success. Many 'lost' members were found only by following obscure leads. Roseworthy graduates have scattered far and wide, throughout Australia and overseas, and many have had or are currently in careers a long distance from their Roseworthy studies.

Finding each 'lost' member was a cause for brief celebration before moving on to commencing the search for the next.

Some finds have been particularly memorable.

David Cant (Dip App Sc (Nat Res Mgmt) 1981)

Finding that David Cant was living in the Clare Valley but nothing else I made an enquiry on the Clare Valley Community Facebook page, posting: *I am the President of the Roseworthy Campus Association and am attempting to contact one of our members for whom we have no current contact details - David Cant, who I understand lives at Leasingham. Could someone please assist in putting me in contact with David. My email address is andreweastick@outlook.com.*

Almost immediately the following posts started appearing on the page.

You're wanted

You're in trouble

Report to the Principal's office IMMEDIATELY!

David Cant *Oh no! I haven't been in this much trouble since I was at Roseworthy! And that was in 1980!*

Does he need a lawyer?

David Cant *all okay, I'm in custody now...*

Do you need a bail out?

David Cant *I'm out on bail now.*

Susan Powell (B App Sc (Nat Res Mgmt) 1990)

Googling indicated a Susan Powell worked as a Senior Manager with the Department of Climate Change, Energy, and Environment and Water in Canberra. Googling further confirmed that Susan was our 'lost' member and also revealed Susan's outstanding academic and sporting career. On this occasion I took the approach of ringing the Department and, having introduced myself and the reason for ringing, was immediately transferred to Susan.

Philip Tubb (Grad Dip Wine 1990)

Googling indicated the Philip Tubb I was seeking lived in the Southwest of Western Australia. No current email address or phone number revealed itself, but further Googling indicated Philip was a volunteer with Marine Rescue Augusta. As a volunteer Senior Radio Operator with Marine Rescue Fremantle, I emailed the Secretary of Marine Rescue Augusta for help to contact Philip. My email was sent at 7.15 am on 22 February and Philip emailed me in response at 9.07 am that same day.

Melanie Goehr (Ass Dip App Sc (Hrs Husb Mgmt) 1991)

My first research into Melanie revealed a Melanie Goehr who had been a professional firefighter in Darwin, a dead end surely. Then there was a Melanie Goehr who had lived for some time in on Magnetic Island off the coast of Townsville, now lived in Brisbane and was a keen kayaker. Then there was also a Melanie Goehr who'd played for the Wallaroos, Australia's women's rugby union team, and there was a Melanie Goehr on Facebook. Finally, it dawned on me, they were not multiple Melanie Goehr's, there was one Melanie Goehr, our 'lost' member. A message to Melanie via Messenger brought a quick response with an email address and phone number.

Julie Thomas (B App Sc (Nat Res Mgmt) 1991)

LinkedIn indicated a Julie Thomas was Superintendent in the South Australian Police Force (SAPOL) and furthermore the LinkedIn entry indicated Julie's Roseworthy qualification. But how to contact Julie. Would an email to the generic SAPOL email address work? Well, yes, it did. My email was sent at 11.49 am on 19 March and Julie emailed me in response at 5.27 am the following day.

It is important that I acknowledge the valuable assistance received in the search, resulting in a number of finds, through the progressive posting of the names of 'lost' members on the Association's two Facebook pages, its Members page - www.facebook.com/groups/1816673755819158, and its Public page - www.facebook.com/rocagrade. Members and Followers have provided valuable leads, particularly in identifying female 'lost' members with married names not known to the Association.

Generally, 'lost' oenology and wine science, and recent Doctor of Veterinary Medicine members were easier to find. Wine companies and veterinary clinics are very good at promoting their practitioners on the business website.

So, what did 'lost' members think about being found? With just one exception, delighted!

The Association's 'lost' members list also included 120 names where no qualification details were indicated and, in some cases, names were incomplete, with just a letter for

the Christian name. Following the careful consideration of each name it was found that many were not and had not been members of the Association. Only a few were determined to be members, generally because of eligibility resulting from employment at the Campus. Examples are Andrew Polkinghorne (Farm Manager) and Marie Kozulic (Librarian).

As a result of the efforts described above our Association's current list of 'lost' members has now been reduced to 250.

An annual review of the list of 'lost' members will I am sure will reduce the number further.

The experience of finding many of our Association's 'lost' members provides an important guide to another aspect of **Building Membership - Encouraging Past Graduates Not Members - Identifying email addresses for many past graduates not currently members.**

The same search approach can identify and provide contact details for many of the estimated 3,800 Roseworthy graduates who are yet to join our Association, most of whom graduated over the past 30 years, and are still in employment, aiding the search.

In the next Digest I will set out how I think the task of reaching out to those graduates could and should be tackled.