

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 59 (1993)
Heft: [7]

Rubrik: [Impressum]

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 09.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

EDITORIAL

At the Annual General Meeting of the Swiss Society on June 6 in Hamilton, your Helvetia magazine suffered a definite setback. Although it was generally agreed that the magazine was of good value, interesting to read and eagerly awaited each month, the delegates voted for its production to be reduced from 12 to 8 issues per year. This paradox is difficult to understand but can best be explained as follows:

The fundamental problem was that until now, the cost of membership to the

Swiss Society, which also includes the subscription to the Helvetia magazine, was, at \$10.00 a year per individual member or per family, totally unrealistic. It should have been adjusted quite some time ago in line with the ever increasing costs of living. As this had not been done, the increase required (from \$10.00 to \$36.00 per individual or family, of which \$12.00 would have been paid by the Clubs and \$24.00 by the subscriber) was deemed to be too high. Fear was expressed by the Clubs that they might lose some of their members. Accordingly the delegates at the AGM voted for a new membership fee to the Swiss Society of \$20.00 only.

Up to that point, your Editor could sympathise with the various Swiss Clubs and accept their views. But from then on, the events became bizarre to say the least. After having repeatedly assured the Swiss Society Committee that everyone enjoyed the Helvetia magazine and looked forward to each new issue, the delegates then decided almost unanimously that they did not want to receive any more than 8 times a year. Some delegates even advocated a reduction to 6 issues a year.

Although the Committee asked the various Clubs for some more active support for the magazine and a few members proposed some good ideas on how to increase the revenue for the magazine through sponsorships from large Swiss firms and through more local advertisers instead of reducing the number of issues, the final decision was simply for a reduction to 8 issues a year.

Now, it is a well known fact in the publishing industry that the surest way to emasculate a publication is to reduce its number of issues. Reduce a weekly publication to a fortnightly one or a monthly magazine to a 2 monthly one and your publication immediately loses most of its appeal. A magazine that appears at irregular intervals or with too much time between issues becomes rapidly ineffective. It loses the attention of its readers, its reports on past events become so old that nobody is interested in them anymore and soon no one cares anymore whether the magazine appears or not. This was one of the problems faced by the previous Helvetia magazine and the new look Helvetia will not escape that trend either.

What the AGM overlooked was the basic aims of the Swiss Society which stipulate amongst others:

- To publish a regular issue of a bulletin of the Society, and

- To support the social and cultural contact among people of Swiss origin.

In a land like New Zealand, where Swiss people are spread far apart all over the country, the only logical means of communication to "support the social and cultural contact among people of Swiss origin" is by a regular newspaper or magazine.

Accordingly your new Swiss Society Committee had given top priority to these two matters. Up to the last AGM, it looked as though the above aims could finally be achieved with the Christchurch Swiss Club also joining the Swiss Society. At long last it seemed that the whole Swiss Community in New Zealand could be united and that the Helvetia magazine would become the vehicle for the social and cultural contact amongst all Clubs and all Swiss people in New Zealand. Unfortunately, the decision taken at the last AGM will undoubtedly set this aim back for one or, more likely, for several years.

Swiss people are not immune against Murphy's law. With only 8 issues a year, the Helvetia magazine will invariably be

SWISS SOCIETY OF NEW ZEALAND

PATRON: Dr. Michael von Schenck, Ambassador of Switzerland (in retirement)

PRESIDENT: Hans Fitz, 12 Darwin Lane, Auckland, Phone: 524-8899

VICE-PRESIDENT: Peter Schüpbach, 30 Penfold Place, Auckland, Phone: 836-0493

SECRETARY/TREASURER: Carmen Gordon, 122A Waipuna Rd. East, Mt. Wellington, Auckland, Phone: 527-6249

DELEGATES TO THE SWISS ABROAD CONFERENCE IN SWITZERLAND

DELEGATE: Jürg Stucki, 46 The Crescent, Roseneath, Wellington

DEPUTY DELEGATE: Marie-Therese Melville-Schöpfer, P.O. Box 69-123, Glendene, Auckland, Phone 836-1488

EDITOR: Henry Sigerist, Travelair, P.O. Box 37-335, Parnell, Auckland, Phone: 377-3285 (bus.) or 473-9011 (home), FAX 302-1099 (bus.)

CLUB REPRESENTATIVES

AUCKLAND

PRESIDENT: Chris Hochuli, 30 Mawney Rd, Henderson, Phone: 838-9894

VICE-PRESIDENT: Edi Brändli, P.O. Box 40-152, Glenfield, Phone: 444-3020

SECRETARY: Annegret Wolf, 14 Ruarangi Road, Mt. Albert, Phone: 846-0736

TREASURER: Marie-Therese Melville-Schöpfer, P.O. Box 69-123, Glendene, Phone: 836-1488

CHRISTCHURCH

PRESIDENT: Johanna Cunningham, 34 Panorama Rd. Christchurch 8, Phone: 326-6277

VICE-PRESIDENT: John Kradolfer, 11 Kinggrove St. Christchurch 5, Phone: 359-9262

SECRETARY: Jürg Hoenger, 58 Hackthorn Rd. Christchurch 2, Phone: 332-6211

TREASURER: Werner Schibli, 72 Hawford St. Christchurch 2, Phone: 332-5525

HAMILTON

PRESIDENT: Herbert Stäheli, P.O. Box 5253, Frankton, Phone: 847-8335

VICE-PRESIDENT: Doris Worth, c/- P. E. Rust, R.D.3, Te Awamutu, Phone: 872-2636

SECRETARY: Erica Clarkin, R.D.4, Eureka, Hamilton, Phone: 824-1870

TREASURER: Beatrice Leuenberger, 44 Montgomery Cres., Hamilton, Phone: 843-7971

TARANAKI

PRESIDENT: Ruedi Dudli, Eltham Rd. R.D.29, Kaponga, Phone: 06/274-5624

VICE-PRESIDENT: Walter Seifert, Maata Rd. R.D.18, Eltham, Phone: 764-8701

SECRETARY: Doreen Schuler, Palmer Rd. P.O. Box 33, Kaponga, Phone: 764-6533

TREASURER: Ruedi Kull, Little Oeo Rd. R.D.28, Manaia, Phone: 06/274-5703

WELLINGTON

PRESIDENT: Walter Hartmann, 131 Dimock St. Titahi Bay, Phone: 236-6754

VICE-PRESIDENT: Monika Sörensen, 10 Stephen Street, Johnsonville, Phone 478-5649

SECRETARY: Christine Alderdice, 9 St. Edmunds Cres., Redwood, Tawa, Phone 232-6139

TREASURER: Ruth Messmer, 15 Fortification Rd., Seatoun, Phone: 388-6249

RIFLEMASTERS

SWISS SOCIETY: H. Scherrer, Whitemans Valley Rd. Upper Hutt, Phone: 527-9180

AUCKLAND SWISS CLUB: Roy Spillman, 40 Ellis Ave. Mt. Roskill, Auckland, Phone: 626-5147 (home) or 634-4600 (bus.)

Auckland Shooting Section Secretary: Virginia Amstutz, Phone: 631-5243

HAMILTON SWISS CLUB: John Unternährer, 21 Carey St. Hamilton, Phone: 07/847-7450

TARANAKI SWISS CLUB: Karabiner: R. Dudli, R.D.29. Kaponga, Phone: 06/274-5624

Smallbore: W. Seifert, Maata Rd. R.D.18. Eltham, Phone: 764-8701

WELLINGTON SWISS CLUB: John Jordan, P.O. Box 40-999, Upper Hutt, Phone 528-8679