

**ADDRESS VOLUNTEERS AND CUT THE BIRTHDAY CAKE
CELEBRATING THE 70th ANNIVERSARY OF THE COUNTRY
WOMEN'S ASSOCIATION'S SHOP
CWA SHOP ELIZABETH STREET HOBART
BY MRS FRANCES UNDERWOOD
WIFE OF THE GOVERNOR OF TASMANIA
Wednesday 10 October 2012**

Good Morning Everyone.

I am thrilled to be with you today and honoured to be asked as your proud patron to cut the Country Women's Association shop's 70th birthday cake.

In 1948, having survived the war and partition in India where my father was a colonel in the 16th Punjab regiment, my mother emigrated to a farm on the North West coast and morphed from a memsahib into a country woman. Waste not want not was her war-induced motto. Everything was handmade and surplus produce sold. So when, as a young mother myself, I discovered the CWA shop I was in heaven. It felt like coming home. On the one side my mother's dry store bursting with homemade produce, on the other her sewing room full of handmade garments, and behind the counter wonderful spirited women writing everything down in pencil in an exercise book, just like my mother.

Over forty years in various stages of my life I have looked to the CWA shop for clothes for my children, cakes and flowers for special family occasions and later as Head of Friends Junior School I would walk up here for special treats for afternoon teas to revive teachers at the end of a long day before getting the best out of them for staff meetings. As a working Mum Christmas cakes would always be ordered from the CWA shop and shortbread. And yes we did have our favourite numbers. My husband, who shares your birthday today, although he is 5 years older, always insisted on marmalade from the CWA shop.

Times have changed and now we live in a big house with its own dry store and home grown produce but when we move on we will be back as CWA very satisfied customers.

Everyone likes homemade. I think it is the concept of the care and love that goes into it that makes you feel special. For 70 years CWA has made the people of Tasmania feel special by keeping them in contact with what really matters: an empathy with and gratitude to those on the land and others who provide for our needs.

So I say a big thank you to the CWA for being such a constant in our lives and personally in my life, in rapidly changing times and a frantically paced 21st century. Other businesses have a lot to learn from you; so onwards and upwards for the next 70 years.

Congratulations and the happiest of birthdays.