



ALCOHOLICS ANONYMOUS
AOTEAROA / NEW ZEALAND

Newsletter to Fellowship (June 2025)

Kia ora koutou

Founder's Day 2025

AA Founder's Day is celebrated on 10 June each year. This year marks an incredible 90 years since AA was founded. Founder's Day commemorates the anniversary of the founding of Alcoholics Anonymous. It marks the day Dr. Bob had his last drink. AA was founded by Bill Wilson and Dr. Bob in 1935. You can find information about local events that have been organised to celebrate Founder's Day [here](#).

Next year marks 80 years since AA was founded in New Zealand.

AA in the Press

A great article about AA was published in May.



'Just one drunk talking to another': 90 years of Alcoholics Anonymous in the eyes of those it saved

['Just one drunk talking to another': 90 years of Alcoholics Anonymous in the eyes of those it saved | The Press](#)

Theme for this Year's Gratitude Month (August 2025)

Funds we collect from this year's Gratitude Month will be used to support carrying the message of recovery to Māori and Pasifika. Details about this will be uploaded to our website soon.

Website Refresh

We are looking at refreshing our website. The focus will be on the navigation and content of the site. We are seeking feedback from the fellowship on navigation, accuracy of information, and

missing content and have a survey form that members can complete here to help us: [AA Website Refresh](#)

The feedback we collect will be used to make informed decisions on what changes the fellowship wants us to implement. If you have skills in this area and would like to be part of the committee making the changes, please contact our webmaster website@aa.org.nz as we would love to hear from you.

GSO

A reminder that if you are planning to visit our GSO office in Lower Hutt to call ahead to let Susan our Office Manager know you are coming and to arrange a time. Our standard opening hours are 9am to 3pm on Monday, Wednesday and Thursday. Contact the office on 04 472 4250.

The **New Zealand Service Manual** is available to download on our shop website [here](#).

Groups are reminded to use their Group IDs when placing orders.

Membership Survey

Volunteers are needed to help with the national membership survey we are planning to run during the 1st week of May 2026. Lots of people are needed who are:

- able to use and help others use phones, tablets
- able to travel to and attend up to five meetings in survey week

Please email your name, phone, home group, to:

surveynorthern@aa.org.nz

surveycentral@aa.org.nz

surveysouthern@aa.org.nz

The survey is an exciting opportunity for us to discover in our 80th year how our Fellowship in New Zealand looks compared to the many years ago since we first started our surveys.

Te Reo Translation Project

Chapter 11 and Appendix II are the only remaining sections to be completed. The translation of the Mihi/Forward will be completed once all the translations have been fully agreed on.

Once the completed translation has been approved by Conference, we will submit the full manuscript to AA World Services who will issue us with a licence to reproduce and distribute it. We will continue to update the fellowship on this exciting and historic project as it progresses.

Parliament Public Meeting Coming in October

We will be running a public meeting in the Grand Hall at Parliament during Awareness Week in October. This will be hosted by the Minister for Mental Health and Associate Minister for Health

Matt Doocey with guest speakers from the professional community. The theme of the public meeting will be “Bridging the gap between intervention and long-term recovery from alcoholism”.

63rd Annual Convention

The 63rd annual Convention will be held 16 – 18 January 2026 in Dunedin. Details about the Convention can be found on our Events page [here](#). Early bird discounts are available until 1 January 2026 (\$95). Bookings can be made online now.

Guidelines on conventions, conferences and roundups can be found [here](#).

Health TV Campaign

We ran a trial advertising campaign with Health TV during April. Health TV have 150 screens in 122 medical centres and emergency waiting rooms throughout the country. We provided Health TV with a 15 second ad and a 4 minute video about AA which were aired during April. The 15 second ad was played 112,500 times and reached 700,000 people.

Our local PI and CPC groups supported this campaign by visiting the locations and supplied information about AA that could be provided to professionals working at these places and to the public in waiting rooms that might like more information about us.

Based on the success of the campaign we will be running it again in July.

Social Media Advertising

We have been running advertising on Facebook and Instagram monthly since February. This continues to be a cost effective way to reach people and raise awareness about AA. We have developed a number of different campaigns targeting different audiences. These include a general campaign (all geographies and demographics), a campaign targeting young people, a campaign asking “Am I an Alcoholic?”, a campaign targeting people in rural communities, and a campaign targeting Māori. The April campaign asking “Am I an Alcoholic?” reached 76,355 people with 7,154 people clicking through to our website for more information.

We are currently working on developing a YouTube channel to host AA content. First up we will be uploading copies of AA meetings that have been broadcast on radio throughout New Zealand.

Board Vacancies

Due to new legislation for incorporated societies, we need to update our constitution and reregister before April 2026. To submit a new constitution, we need to have additional Board members join the Board as we need a minimum of 10 Board members. We have received 3 Class B Board Member applications and 1 Class A Board Member application.

We always need a range of Conference experience and professional expertise, especially in the areas of media, legal, and finance. We are keen to hear from you if are considering applying for the Board. Applications can be found [here](#) and are due by 31 July 2025.

TCF Vacancy

The Treatment & Corrections Facilities Standing Committee is seeking someone to fill the vacancy of Corrections Correspondence Co-ordinator (CCC). If you are interested in serving in this area, please contact Tcfchair@aa.org.nz.