



July Is Change Over Month

Welcoming RI President DK Lee

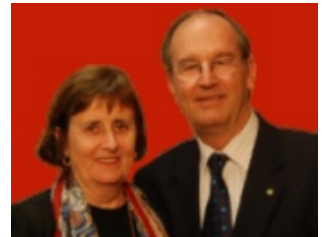
The opportunity to have a Rotary International President visit Australia during their year of office is a rare pleasure. Last week The Presidential Membership Conference in Canberra presented just such an opportunity. Thanks to the foresight of the Rotary Club of Melbourne, R.I. President DK Lee and his wife, Young Ja accepted the Club's invitation to visit our District 9800 en route to the conference in Canberra. Quite a coup... engaging a newly inducted R.I. President to address the Club in his first week of office. Well done, Melbourne!

President DK Lee greatly impressed everyone who attended with his heartfelt concerns and his dreams of making the world a better and safer place. Rotary has been fortunate to have had a long line of visionary leaders who have been prepared to speak out and drive policies of genuine reform. DK Lee is no exception. He spoke candidly about his dream of saving the lives of children who die needlessly from preventable causes and he stressed the need for Rotary to continue with its water, health & humanity and literacy programs. While the impact of all these programs is widespread, their relevance to children is heightened. DK Lee confirmed our contract of responsibility to future generations... to improve the environment and to provide access to increased options for health care. A safe and happy childhood, he said, becomes a safe and happy life. DK Lee firmly believes that the world's children are our children and that we must pursue their survival and wellbeing to the utmost. It is innate and it involves hearts and minds and souls.

The R.I. President challenged the body of International Rotary to increase membership by 10%. He strongly believes that we need to build a younger generation of Rotarians to sustain the organisation, and that to delay this means losing access to a rich vein of inspiration, creativity and expertise. Diversity within clubs, he said, builds a strong core of talent and he encouraged clubs to recruit men and women of different ages, vocations, professions and skills. Everyone has something to offer and there is enormous power in the idea of each individual Rotarian being determined to make a difference... making small changes in small ways can produce magnificent outcomes on a grand scale.

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DG Jim Studebaker & Carol



DK Lee attended a special tree naming in Rotary Park in the South Yarra Domain where a plaque with his name was laid at its base. Rotary Park has many such trees, all named by Rotary International Presidents... including our founder, Paul Harris.

Our District eagerly took the opportunity to host a Presidential Cocktail Reception for President DK Lee at Crown Casino. What a magnificent occasion it was with many of the District 9800 members being able to meet the RI President and his wife. The reception also gave our District the opportunity to showcase a couple of partnering opportunities for our loyal sponsors, Mitre 10 and Officeworks (see over, Partnering To Make Dreams Real) and this developing side of the marketing of Rotary ought not to be underestimated or understated. The positive results from this event and others will continue to define and demonstrate the value of Rotary's teaming with corporate organisations to achieve good and mutually beneficial outcomes.

As Rotary continues to grow, so do its significant spheres of influence. As Rotary continues to evolve we can only marvel at how time changes things. Time and change are the pillars of history. Be very proud of Rotary's history, and particularly the contribution of past individual Rotarians and Clubs who have built an international service organisation without parallel.

RI President DK Lee reminded us last week that *we can do so much more collectively than we can individually*. It follows, therefore, that successful clubs are those who engage all their members. Enjoy Rotary and become involved. Believe me ... it's worth it. ~Jim Studebaker, District Governor



Divas, DK And DGs





Partnering To Make Dreams Real



As Rotary International President D.K. Lee reminded District 9800 Rotarians that we should not be insular in attempting to achieve great change in the world, our partnerships with two major corporate supporters shone out as key examples of how District 9800 is inviting support and involvement beyond its ranks to achieve more.

Officeworks provided tremendous sponsorship of the evening itself, enabling Rotarians from throughout our District to gather and hear the inspirational words of D.K. Lee and the moving performances of Pot Pourri. Without Officeworks' generous support of the event, many dreams and moments of inspiration from the evening may never have reached the consciousness of those fortunate enough to have attended. Doubtlessly, these incendiary sparks will go on to fuel fires of change throughout communities across the world given our willingness to truly fuel them and make dreams real. We thank Officeworks wholeheartedly, and look forward to their ongoing involvement in community partnership with Rotary.

We also gratefully thank Mitre 10 for their partnership of both the event and the tremendous Fix Up Australia Day. Mitre 10's involvement saw the Garden Guru's Trevor Cochrane address those in attendance in regard to the concept of the vertical garden. Aided by Aussie schoolkids, Trevor demonstrated the water and space saving utility and simplicity of a vertical garden. Using just basic means and the enthusiasm of youth, Trevor demonstrated his vision of Australian school children combating the obesity epidemic by growing their own fresh produce at school and at home is one that is readily achievable. Judging by the interest following Trevor's demonstration, we can expect in the near future to see this seed of the Mitre 10 partnership with Rotary grow and blossom into an initiative that changes the face (and waistline!) of Australian generations to come.





New Member

Welcome to the following new member:

- Ken Baxter, RC of Keilor East

Paul Harris Fellow, Val Corva

A Rotary Club can nominate an individual to become a Paul Harris Fellow if it believes that person promotes a better understanding and friendly relations between people of the world. The Club must also donate US\$1000 dollars to the Rotary Foundation, one of the world's greatest providers of humanitarian and education programs in the world today.

RC of Williamstown Awards Val Corva

Val Corva, a former resident of Williamstown who now lives on the Mornington Peninsula, has been honoured by the Rotary Club of Williamstown by being made a Paul Harris Fellow.

Val Corva was a foundation member of the Inner Wheel Club of Williamstown in 1992 and she became the second president of this women's service club the following year. Val served as the Chair of Inner Wheel District A61 in 1997-1998 and was the National President of the organisation in 2006-2007. She has recently been appointed to the 16 member International Board of Directors of Inner Wheel.

Among Val's many achievements as the head of Inner Wheel Australia, she has helped to raise money for Cord Blood Research, toured the country to speak at numerous functions and to learn about and to advise local clubs on their service projects. She charted two new Inner Wheel clubs during her presidential year.

Val has represented Australia at international conferences in Sydney, Berlin, Florence, Christchurch and Mumbai.

As well as her work with Inner Wheel, Val is a member of the Mornington Peninsula Business Women's Group and has been secretary and president of the Mornington Beachside Tourism Association. Val has also been a music teacher at the Naranga Special School in Frankston where she has set up music programs and run concerts for disadvantaged children.

In presenting the Paul Harris Fellow Award to Val, Dr Murray Verso the President of the Rotary Club of Williamstown, commented,

"Val's friendly, outgoing personality and her always positive attitude, endears her to all who meet her. Her enthusiastic approach to life is infectious. Despite living on the other side of Melbourne, and her constant travels around the country and overseas, she has remained a loyal member and a good friend to all in the Inner Wheel Club of Williamstown."



Make Dreams Real: Success Secrets



Michael Mahoney of the Rotary Club of Essendon is currently Managing Director of TJMPO Consultants Asia Pty Ltd. TJMPO is a global sales and marketing organisation that deals in the Entertainment and Amusement industries throughout more than 100 countries worldwide. Michael has provided us with six key tips for success:

- Have a great network around you, particularly those who can influence positive outcomes;
- Keep a firm eye on your cash flow, as 'cash is king';
- Have a creative marketing plan that allows your sales team to succeed;
- Keep things simple;
- Have a great website that your customers can access and understand with ease;&
- Have fun!



The Importance Of PR

The challenge today facing many organisations such as Rotary is how to undertake cost-effective marketing that will provide a return on investment and grow our brand. Done correctly, public relations is the most logical way to market Rotary and our clubs, and can be scaled to fit our objectives and budgets – regardless of how big or small these may be.

Defining Public Relations

PR uses publicity in a wide variety of media that does not necessitate payment and is often placed as news or items of public interest. Because PR communications are placed in this manner, they offer a legitimacy that advertising does not. The practice of PR is about developing relationships. The 'public' can refer to a number of target categories for us: potential members; existing members whose interest and sense of engagement we wish to retain; those who have projects to which we could potentially contribute; potential commercial partners; interest groups; media ... the list goes on.



Selling the Sizzle not the Steak!

Rather than be told by a club that it is undertaking activities worth participating in, it is far more compelling to be informed by an impartial third-party (such as a journalist) of the reasons why our ventures warrant involvement or interest. Even better is if those we have helped share their experiences and stand testimony to the benefits of our club's work. This is PR at its best – not just informing others about our service or qualities, but helping to shape a favourable impression through implied endorsement.

The importance of knowing the best medium to reach the 'public'

If you are trying to publicise your efforts about helping to resolve poverty issues, you might contact a columnist who has recently themed a number of their articles on the need for solutions to poverty. Alternatively, you might even invite a news or current affairs team to accompany you out on a significant project where there is a story that you know will capture the public's imagination.

Purposes of editorial contributions

Contributions to editorial should serve a number of purposes:

- raise the profile of your club
- convey your club's messages (i.e. what you're doing, why it's important, why others should get involved)
- make a distinction between contributing through Rotary and other alternatives such as watching the issues helplessly (i.e. why Rotary offers a unique channel for action and how people can make a decision to be a part of it).

Working with top-level media relations activities

If you are embarking on extensive and top-level media relations activities, proper media training is a must. There are lots of tricks of the trade to help avoid pitfalls and get the most out of media opportunities, but if you're just getting started, there are a few basic rules to keep in mind when communicating through print, broadcast or online media.

1. Understand the magazine, radio show, newspaper etc. and its target audience. Ask yourself what would interest its audience and then get a feel for the style of communication.
2. Don't say anything you don't want existing or potential members of the 'public' to hear from you. This includes avoiding off-topic digressions that dilute the strength of your message or lose people's interest. There is no such thing as "off the record".
3. Don't be scared of journalists. Most of the time, they're not out to trick you. Their main objective is to get an informative and unique angle, and for the most part, their motives are honourable.
4. Don't ask to see the copy/story to check before it is printed - you don't have that right. Journalists face tight deadlines and may not have the time to secure your approval. On rare occasions when you are sent the article for checking, it's a bonus, so review to ensure the facts are correct and respond ASAP.
5. Have an opinion! As long as it's conducive to rule two, remember the more newsworthy and interesting your story, the more chance you will receive coverage, and the more likely that the journalist will want to speak to you again for future articles.

On a final note

Contrary to common misconception about PR and its 'spin' function, honesty, integrity and consistency are always the best ingredients in our dealings with the media. Messages must be rooted in truth.

Source: Adapted from Red Agency, 'Friend to Small Business – The Networker Article'



Notices & Events

French Wine Tasting

The Rotary Wine Appreciation Fellowship's next function will be held on **Sunday, 20 July** at Kutumayo Restaurant, 353 Keilor Road Nth Essendon.



12.30 p.m. - Wine Tasting
1.00 p.m. - The NOT THE BASTILLE CELEBRATIONS

The event will allow us to farewell Rotary Exchange Student, Jean Credoz who is due to return to Lyon, France a few days later. Jean has been a delightful student and we will be sorry to see him leave us. We will taste some of the wines from Jean's homeland including some from the region where he lives.

For more information please contact Leon Lewi on 9336 2033 (Bus) or 9333 1441 (H)

Support Carsons Lounge, Yarraville

Carsons Lounge in Yarraville is supporting local community organisations by donating 10% of their takings on Tuesday's to local community groups. Yarraville Rotary Club will be the organisation for July so if you would like to help the RC of Yarraville help our community please go along to Carsons Lounge for a meal on any Tuesday night in July.

Trivia Night

On **Tuesday, 22 July** join the RC of Yarraville at Carson's Lounge for a night of Trivia

Please book by calling Carson's on (03) 9687 8478 or call Kerry for more information on 0423 297 305

RC of Hawthorn presents the 2008 Grand Concert

When? Sunday, 17 August 2008 at 3pm
Where? James Tatoulis Auditorium at Methodist Ladies College, Kew.
MC: Mr Tony Charlton, AM, Patron CAMCARE

Some of Australia's most celebrated and entertaining performers will give their time for CAMCARE with spectacular and memorable performances.

Artists performing include:

Dimity Shepherd, Mezzo Soprano, has performed at many Rotary functions, is one of the renowned 'divas', has most recently appeared in celebrated performances of 'Through the Looking Glass' for the Victorian Opera as 'Alice'.

Peter Hurley, pianist, organist, cabaret artist, musician extraordinaire. Peter has established himself as a prominent concert artist.

Daniel Tan, pianist. This award-winning young man is extremely talented and is a first class performer. He has performed at the Rotary Club of Hawthorn's Christmas Party.

Gaetano Bonfante tenor, was a finalist on ABC tv's 'Operatunity', and is bright, young, upcoming entertainer who is experienced in opera, musical theatre and cabaret

Nehama Patkin, pianist is one of Australia's foremost performers and music educators. As a soloist she has performed with all the major Australian Symphony Orchestras as well as prestigious overseas orchestras

The Harambee Choir. means "in the spirit of togetherness" in Swahili. Harambee's repertoire is mainly a cappella, and they really enjoy singing music from many cultures around the world. **See Harambee this Sunday evening on Channel 7's 'Battle Of The Choirs' at 7.30pm.**



Dimity Shepherd

The Rotary Grand Concert aims to raise funds for CAMCARE, which provides a number of essential and community support services to the City of Boroondara community. A study has found that Boroondara has one of the highest



Networker

We care. We share. We all gain.



rates of homelessness in Melbourne! Amounts raised will go to aid CAMCARE'S Family Fund, which provides basic items for families. This includes baby respite costs for parents, payment of school camp fees, travel tickets to school, school uniforms and school books. Camcare provides counselling and also addresses abuse and family violence.

Concert Ticket Prices:

Adults \$20, School age children: \$10, Family Ticket of 4 (2 adults & 2 children) \$50.

Please see http://www.hawthornrotary.org.au/news/RCH_Concert_Aug2008.pdf for more information or contact Geoff Dumayne by phone: 0402 862 749 or email: geoff@dumayne.com.au

John Reddish Service Excellence Awards

Reinforcing the Rotary motto of "Service Above Self", the John Reddish Service Excellence Awards recognise service provided which is beyond that which is normally expected. The Rotary Club of Kew on Yarra initiated these awards in 2005 and they have grown from a single retail precinct in Kew East, to now cover all of the 24 neighbourhood retail precincts in the City of Boroondara.

In conjunction with the Council, these awards seek to highlight the importance of exceptional service in the smaller centres, to differentiate them from the strength of the major retail precincts.

The awards will be presented by Mayor Coral Ross, at a dinner on **13 August**, at the Amora Riverwalk Hotel, 649 Bridge Rd, Richmond. The dinner will be held from 6.30pm at a Cost of \$35 per head, plus drinks at bar prices.

There will be 9 finalists and an overall winner and they will welcome the recognition from family, friends and supportive Rotarians. Register your interest by emailing David Shave at david@davidshave.com.au

Happy 20th Anniversary ROMAC

ROMAC is holding its 20th Anniversary Dinner on **Friday, August 29**, at the Moonee Valley Racecourse Function Centre.

Among guests will be the Governor of Victoria, Professor David de Kretser, ROMAC patron, Max Walker, and leading Rotary dignitaries from all 6 districts of Southern Region.

Medical Director of ROMAC, Dr Ric Christie, will talk on some of the remarkable ROMAC stories while many of the world-leading surgeons who provide these incredible medical treatments will be in attendance.

Starting Time: 7pm for 7.30pm

Dress: Lounge Suit

RSVP: Friday August 22

Enquiries: Rtn. Richard Groom 9888 4099

Applications: Download form at <http://www.romac.org.au/news/dinner>

Cost: \$75 per person

Rotary Club Of Melbourne South – incorrect meeting day published

The meeting day for the RC of Melbourne South is incorrectly reported in the D9800 Directory as being on a Wednesday. The RC of Melbourne South meets at 12.45 for 1.00 pm on Fridays.

As there are no other meetings of a Friday in D9800, many may find the RC of Melbourne South convenient for make-ups, including international Rotarians.

**You give but little when you give of your possessions.
It is when you give of yourself that you truly give.**

- Khalil Gibran



Know Someone Who Would Make A **Great** Rotarian?



Your best friend in your area _____

Occupation _____

Telephone _____

People you most admire in your area

Occupation _____

Telephone _____

Most interesting person you know in your area _____

Occupation _____

Telephone _____

Person who is most different to you in your area _____

(In keeping with DK Lee's counsel that a strong Rotary Club is one that is diverse)

Occupation _____

Telephone _____

Person who you would most like to see in your Club _____

(not named above)

Occupation _____

Telephone _____

Others you would like to have in your Club

Name _____

Occupation _____

Telephone _____

Name _____

Occupation _____

Telephone _____

