



July Is Change Over Month

A Great Partnership... Getting Better

After a chance encounter with a Chinese student at Columbia University, a young YMCA secretary Harry Edmonds was seized by the importance of cross-cultural understanding and mutual respect between people of different races. His vocational experience meant that he was able to identify a significant lack of suitable accommodation for foreign students and he dreamt of improving the situation. He took his vision of founding a multicultural college of American and overseas students to philanthropist John D. Rockefeller and, as a result, the first International House was opened on Riverside Drive, New York in 1924. The success of the New York International House led to similar establishments in Paris (1925), California (1930), Chicago (1932) and Tokyo (1925).

The idea for an International House in Melbourne came initially from three university students – Sam Dimmick, Abinash Jerath and R. Sundarason in 1949. In 1950 the International House committee was formed and two adjoining properties were purchased. The Colombo Plan increased the pressure for overseas student accommodation and after structures were established and reconfigured, the College opened in 1957 with 55 male students.

Rotary International was at the forefront of helping drive through the required administrative and building steps to realise this tangible asset in building international peace and understanding. A significant player in the establishment of our International House was the Rotary Club of Melbourne and other Rotary Clubs in our District who joined in to support International House over the many years.

A visit to International House is very gratifying. There is real buzz and 'feel good' optimism as students move about their daily routines. Rotary is acknowledged in the foyer... both Clubs and individuals. We should feel proud, our contribution has been significant and it is ongoing. To me, the values of International House and the values of Rotary run parallel. Our District is fortunate indeed to have such a valuable and meaningful relationship with this residential college.

Last year, International House hosted over 175 meetings of Rotary Clubs from District 9800 and received donations from clubs towards its programs in intercultural communication training as well as supporting International House's project to help schools in Thailand. In the past two years the funds raised by the annual student event *Cafe International* were donated to Interplast. Many Rotarians attend Cafe International each year and have a wonderful time. Please ensure that you make a point of supporting Cafe International this Rotary Year, it is great fun and wonderful entertainment.

International House is home to 270 undergraduate students, male and female, from Australia and overseas, with about 30 countries represented at the House at any one time. In addition, up to 20 graduate students can be resident in the House with visiting scholars and other guests making a community of over 300 people.

From a Rotary perspective, we can make our relationship with International House even stronger. I urge every Rotarian in D9800 to "get to know International House". Clubs can dine with the students on special nights. It's a great way to meet with the students and learn a little more about International House and what individual Clubs in our District can do to support it.

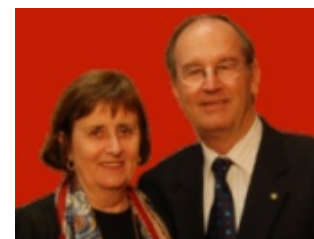
Our District International House Committee, chaired by PP Dennis Shore (RC Hawthorn) will be looking at various ways that we can all contribute to this strong ongoing relationship.

Over 60 years together - Rotary D9800 and International House... a great partnership.

~**Jim Studebaker, District Governor**

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DG Jim Studebaker & Carol



Fun In Retirement Expo

The latter part of the 20th Century ushered in a new age. With improved economic and health conditions we retire earlier and live better and longer. Many of us now look forward to 30 years or more of a good healthy life after work and family commitments are over, and have the financial resources to enjoy it. This means time to travel, study, take up new interests, renovate our bodies, our homes and our gardens. There is time to join new groups and to put something back into our communities.

With this in mind, the Rotary Club of North Balwyn set about running the Fun In Retirement Expo (FIRE). FIRE was run over three days in early July and was an opportunity for both commercial participants and not-for-profit organisations to join together and display how they can contribute to Fun In Retirement.

FIRE was held in Boroondara at the new Sports complex. Appropriately Boroondara has the fastest growing rate of retirees in suburban Melbourne. The Rotary Club of North Balwyn and friends worked hard to ensure that FIRE was a great success, laying 1600 carpet tiles over the basketball courts, directing traffic and helping out with many activities. There was plenty of great feedback from visitors to the Expo particularly in relation to the friendly and efficient contribution that our Rotarians made.

The Expo received over 1500 visitors over the three days and all funds raised will be donated to a local charity.

A crucial part of successful recruiting of members to Rotary is for Rotary to be seen to be present and active in the local community and this was again proven with the Rotary Club of North Balwyn attracting 50 general enquiries in relation to Rotary and receiving another 28 requests from visitors who specifically sought more information about how to join Rotary. The Rotary Club of North Balwyn expects to turn 20 or more of these enquiries into new Rotarians within their own or other clubs.

The Rotary Club of North Balwyn is looking forward to more booths and visitors at next year's Fun In Retirement Expo.



Terry Gretton of RC North Balwyn helps out at FIRE



The contents of a ShelterBox always creates interest



Click the image above for up to date information, including booking information on the 2009 Rotary District 9800 Conference



Kokoda Walk - In The Footsteps of Heroes

Over a nine day period in September a team of 12 RAWCS supporters will be making the extraordinary journey along the Kokoda Trail in Papua New Guinea. The trek will raise funds to set up a foundation for RAWCS and to support projects in Papua New Guinea, perhaps even helping the grandchildren of the original fuzzy wuzzy angels. The walk will also raise funds and awareness for the many programs supported by RAWCS.



Rick is in training for the Kokoda Trail walk

A number of Rotarians will trace the steps of the Australian Forces through the Owen Stanley Range and honour the handful of Militia troops who stood between the enemy onslaught and our homeland. The 96 kilometre walk is aptly named "In the Footsteps of Heroes".

The Rotary Club of North Melbourne's Treasurer Rick Altman will represent D9800 on this epic walk. Rick is a member of the RAWCS Committee and is a keen bushwalker. He is a member of the Melbourne Bush Walkers Club and walks every Sunday.

As part of his training for the Kokoda Trail walk, Rick recently, along with four other Bushwalker club members hiked down to the Wilsons Promontory Lighthouse and South Point, the most southern point of mainland Australia. In addition Rick has been training at the Thousand Steps at the Kokoda Memorial Park in the Dandenong Ranges.

If you or your club wish to sponsor Rick in his great effort, you can contact him on 0417 537 846 or donations can be sent directly to the National Treasurer, using the donation form at http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/KokRAWCS_Sponsor_Form.PDF

Make Dreams Real: Success Secrets

Lyn Gill is the Director of the Banner Lady, a business which provides banners to assist clients maximise their exposure of their brand and image. The Banner Lady has just celebrated its 3rd birthday!



Lyn Gill

Below Lyn has listed 5 secrets to her success:

- Networking and building relationships with like minded people and companies. Lyn believes that if a business is not networking, then they are not working. Business relationships need to be nurtured and they must be a 'win, win' for both parties.
- Establishing and building a brand is exciting, rewarding and crucial to the business. Brand awareness is vital for all companies so that they are always the first in the mind of their customers when required.
- Exceptional customer service is paramount. This philosophy must be trained throughout an organisation. Customers are incredibly important and valuable and a satisfied customer will always come back, and be open minded about new offerings. Listen to clients, don't waste their time, identify what their needs are and do whatever needs to be done to meet their expectations and deliver a premium product on time every time.
- Look for innovative ways to add value to the community.
- Be bright and positive at work and have fun. Passion about what you do, or what your organisation has to offer, equals SUCCESS.

Lyn is a member of the Rotary Club of Southbank and is thrilled to be able to participate in fund raising efforts, particularly for adolescents and children.



Writing For The Web – Part 1

Say all you have to say in the fewest possible words, or your reader will be sure to skip them; and in the plainest possible words or he will certainly misunderstand them.

John Ruskin 1819-1900

The typical online reader:

- is educated
- speaks English to a high standard
- views text online
- is skilled in searching online databases
- is conditioned to expect quick results
- is under pressure to find information

Reading Online

Readers behave differently when viewing information on-screen. They:

- scan text, they do not read it
- skip paragraphs if the first few words do not interest them
- dislike scrolling
- become tired quickly
- read 25% slower than reading from paper

There is no assumed knowledge. There is no guarantee that the reader has seen the preceding pages, particularly if they located the page using a search engine or link.

Writing for Online Readers

Before commencing any type of publishing (on-screen or hard copy), ask the following questions:

- Who is the audience?
- Why will they read this document?
- How will they use this document?
- Will this document require updates?

Answers to these questions will help with the structure and design of the document.

Structure

Always **place key information first**. This is true for sections, paragraphs and sentences. Use navigation tools such as menus or bookmarks to remove background information from the main text and link to it instead.

Enhance brevity, clarity and scanning by:

- Reducing the number of words usually used in printed documents
- Using shorter words
- Avoiding repetition
- Using lists
- Breaking text into manageable chunks
- Limiting paragraphs to one idea
- Stating conclusions first
- Creating meaningful headings
- Highlighting important information
- Using diagrams and tables instead of text

Language

Write in straightforward, simple English. Use the active voice (eg. 'Managers must read this.') rather than the passive voice (eg. 'This must be read by managers.'). It follows that many other writing styles ('academic', 'managerial', etc.)



Writers should strive to make every word, sentence and paragraph

*Clear
+
Concise
+
Correct*



may confuse readers and obscure meaning. The choice and arrangement of words should be made to write clearly, concisely and correctly. This approach should leave the text with a tone best described as 'Positive + Professional'...

More tips on writing for the web next week.

Source: Directorate of Leadership Communications, Version 1.0, August 2007
Australian Government, Department of Defence

Notices & Events

RC of Brimbank Central - Change of meeting for next week

The Rotary Club of Brimbank will NOT meet at Taylors Lakes Hotel next Wednesday – instead, an on-site visit has been arranged as follows:

Wednesday, 6 August – visit to the Seamans Mission, Flinders Street, Docklands

Remembrance Ceremony for the Battle of Amiens – 90th Anniversary



On 8 August 1918 Sir John Monash led the Australian Army to Victory at the Battle of Amiens

At 7.45am on **Friday 8, August 2008** you are invited to gather at Melbourne's Shrine of Remembrance Visitors Centre to honour the detailed planning and marvelous execution of the great battle and victory in the Battle of Amiens - World War I by the Australian Forces united for the first time under Australian Command.

8.00am assemble in the Forecourt of The Shrine for the over flight (weather permitting) by the Sopwith Pup (RAAF Museum) in recognition of the significant new role of the Australian Air Corps in the Battle of Amiens. **8.15am** Remembrance Service in the Sanctuary to commemorate the service and sacrifice of Australian servicemen and women in WW1

- Gather in the Sanctuary with Shrine Senior Custodian and Shrine Guard
- Welcome — Dr Kevin O'Flaherty – Convener 0808
- Wreath Laying – His Excellency, Prof David de Kretser, A.C., Governor of Victoria
- Ode – Michael Bennett (Grandson of General Sir John Monash)
- Last Post and Period of Silence
- Reveille
- The Australian National Anthem

I am a Rotarian because:

- The world is not Polio free... yet. But, Rotary is still in action to eradicate it.
- People in Honduras, Africa, and other underdeveloped countries die every day from unclean water. But, Rotary is helping to provide clean water filtration devices to those people.
- Close to 1 billion people lack the most basic literacy and numeric skills. But, Rotary is helping to educate those through literacy programs.
- Nearly 1.3 billion people live in extreme poverty. But, Rotary is helping to provide those folks with opportunities to enhance their lives.
- Our world is not at peace. But, Rotary is educating young leaders on Mediation Skills and Peace and Conflict Resolution.

When there is a need, Rotary responds. That's why I'm a Rotarian.

*Mike Dennis, Past President
Rotary Club of Orangeburg-Morning*



RC of Port Melbourne – Footy Colours Night

The Rotary Club Of Port Melbourne invites you to attend their Footy Colours Night on **Monday 8, September**.

The evening will raise funds and awareness on behalf of the Rotary Bone Marrow Donor Institute (bmdi)* and will be held at Life Saving Victoria, 200 Boulevard (cnr Todd Rd), Port Melbourne from 6.00pm to 9.30pm

Cost is \$45 per head (tables of 10 available). Includes canapes, main course (choice of 2 dishes), bottle of red & white wine per table & tea/coffee

Guest speakers include mates, **Tom Hafey** and **Kevin Bartlett**. During his career the legendary Tom Hafey coached four teams to Premierships, had ten Grand Final appearances and over 500 AFL Games. Tom is now a leading motivator, while Kevin Bartlett is one of Melbourne's most respected and experienced broadcasters. Kevin played over 400 games for Richmond. He was a member of 5 premierships winning teams, and is a Norm Smith Medallist, also winning five Best and Fairest awards. He is a true leader having both captained and coached Richmond.

So wear your favourite footy team's jumpers, scarves and caps and come along to hear these iconic football figures speak.

There will be lots of fun, including a lucky door prize, raffle, silent auction, footy quiz and auction of several quality sporting memorabilia pieces.

This will be a great night with your fellow Rotarians and friends, with a chance to raise money for a good cause.

Please confirm your attendance, name(s) and credit card to Mark Borchert on 03 9682 2888 or 0438 053 423, or by Email to southmelbourne@packsend.com.au.

*BMDI Major beneficiary on the night – 25% of money raised to support RCPM projects for 2008/2009 year.



Asylum Seekers – Where are they now?



The Rotary Club of Central Melbourne – Sunrise Inc. invites you to a breakfast to hear Petro Georgiou, MP speak on *Asylum Seekers – Where are they now?*

When: **Tuesday, 12 August** at 7:30 am

Where: The RACV Club, 501 Bourke Street, Melbourne.

Full Continental breakfast – including a hot dish – served at the table. Cost: \$40 per person

All proceeds to the Asylum Seekers Project (ASP) based at the Hotham Mission, Melbourne. The ASP works with asylum seekers in the community lawfully, awaiting an outcome on their refugee or humanitarian claim - yet denied the right to work, welfare payments or Medicare. ASP provides support with housing, case work, emergency relief and volunteer support to prevent homelessness.

Mr Petro Georgiou has been the Member for Kooyong in the House of Representatives since 1994. Before that he was State Director, Liberal Party of Australia (Victorian Division) between 1989 and 1994. Well known as a man of principle and an upholder of the ideals of liberalism, he, along with a number of other parliamentarians in the previous Federal Government, was outspoken in the need for Australia to meet its international commitments to provide humane treatment and due process for asylum seekers. Petro is also well known for his key role in multicultural affairs, his current work on Federal Parliament Committees, including Migration, and his ongoing community activities.

Enquiries and credit card bookings can be made to Neil Salvano on 9609 4385 (business hours). Bookings by mail to: RC Central Melbourne-Sunrise, PO Box 437, Collins Street West, Melbourne 8007

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.



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We care. We share. We all gain.



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 **Wednesday, 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

31st Annual Art Exhibition

The RC of Altona invites you to their 31st Annual Art Exhibition at Williamstown, Town Hall. 104 Ferguson Street, Williamstown

Saturday, 16 August AND Sunday, 17 August from 10am to 4pm - Tickets are \$5 or \$3 concession per entry; OR Attend their Gala Preview Evening on **Friday, 15 August** from 6.30pm to 10 pm - Tickets are \$15.00.

Bookings are essential and can be made by calling Peter on 9315 2816.
General enquiries to Therese on 9391 8504.

All proceeds will be used to support local and international Rotary projects.

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.

Dimity Shepherd

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.**

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 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: 0409 862 749 or email: geoff@dumayne.com.au

Happy 20th Anniversary ROMAC

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



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We care. We share. We all gain.



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

Guests will include **Ray Martin**, TV Personality and Friend of ROMAC.
World renowned pianist, Alan Kogosowski, will entertain us while Tony Charlton will be the MC for the evening.

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 www.romac.org.au
Cost: \$75 per person

The Costello Memoirs – Book Launch hosted by RC of Toorak

On **Tuesday, 30 September** the RC of Toorak will be hosting the launch of the Hon. Peter Costello's book *The Costello Memoirs*. The launch will be held at Lincoln of Toorak, Level 2 Trak Centre, 445 Toorak Road, Toorak @ 7pm for 7.30pm.

The cost will be \$135.00 which includes a two course meal, all refreshments AND a hardcover copy of *The Costello Memoirs* (50% OFF) which will be personally signed. Further copies of the book will be available at the special price of \$45.00 each.

Flyers will be sent out in approximately two weeks, however bookings will be accepted now giving Rotarians first option, early bookings would be recommended, and hopefully your Club could take a table.

All profits from the evening will be donated to "VERY SPECIAL KIDS".

For more information please contact Alan Freedman on 9509-9945 or 0419-357-864 or by fax at 9509-7935.

Save the Date for RC of Glen Eira's 21st Birthday Party



When: **Tuesday, 11 November 2008**
Where: Kooyong Tennis Centre

Lots of fun entertainment, memories, reunion with past members, AND our sister Rotary Club from Japan, Ogaki-West
More details soon. For information, call Geoff Asher on 9571-3833 or John Strong on 9836-9165

We all want the same thing.

And the 1.2 million members of Rotary around the world are making it happen.

Rotary's educational programs and scholarships are dedicated solely to promoting peace.

Together we can create a more peaceful world.