



NETWORKER



Issue 2, 6 July 2009

A publication for Rotarians and all community-minded people

July is Changeover Month

This Year

Changeovers are one of the best occasions in the Rotary calendar. Not only are they great social and fellowship occasions, but they give members and guests the opportunity to reflect on our wonderful organisation of Rotary, its goal of achieving world understanding and peace, and most importantly, the achievements we have made in our local communities and across the world.

Changeovers also give us a time to recognise and thank the outgoing President, his/her team, and all those who helped to "Make Dreams Real." It also gives us time to recognise and encourage those who have put their hands up to ensure the future success of our clubs, the District and our wider international organisation.

I have been amazed at the range and diversity of programs and activities supported by the clubs throughout the year just completed. We have certainly had a great impact and have made dreams real for many. It has been a great year for clubs and members of our district and we look forward to continuing the good work in 2009-10.

This year we hope you will continue to give your full support to our wonderful organisation and in particular, to our new World President, John Kenny, and his focus on Water and Sanitation, Health and Hunger and Literacy. Also, we hope you will take up the challenge to support our Foundation, the Rotary Foundation, as it pushes forward, with the help of the Bill and Melinda Gates Foundation, to rid the world of the polio virus.

I want to extend a big 'thank you' to all the Presidents and the "Clan of 2009-10." To all incoming officers and members of District 9800, I wish you good luck for the new Rotary year ... we really appreciate your support!

Please remember our theme for 2009-10 as you go about your Rotary endeavours:

The future of Rotary is in your Hands

~Colin Muir, District Governor

Table of Contents

This Year	1
New Member	1
Bushfire Recovery: Fence Removal at Kinglake	2
Rotary Leadership Institute.....	2
Eyes Wide Open in Nepal	3
Marketing Tip.....	3
Notices & Events	4



DG Colin Muir and Pauline

New Member

What a great way to start a New Year, the RC of Keilor has its first new member.

President Kevin Nolan's first official role was one of the most pleasant in Rotary, to induct a New Member, Trevor Taylor classification Electrician.

Trevor is a local and the second Essendon Tech boy in a row.

Trevor is looking forward to getting involved and it is good to have another tradesman on the team.



Invite a potential member along!! -
Why not ask a friend to join you at your Club's next Rotary meeting?



Bushfire Recovery: Fence Removal at Kinglake

Last weekend Rotarians and family members from Canterbury, Glenferrie, Hawthorn and North Balwyn assisted in clearing the many damaged fences just out of Kinglake – Though it was a bit hard to make out just who was there as everyone was rugged up to keep out the wind and rain, as well as wearing safety glasses, gloves and head protection. But it was an excellent roll up.

About 10km of damaged fencing was cleared with help from the Toyota Land cruiser 4WD Club members.

The pastures are looking quite promising; all they need is some decent fencing. It's going to be a long slow road to recovery but one we are keen to help with.



Rotary Leadership Institute



At the start of a new Rotary year why not improve your Rotary knowledge and make new Rotary friends.
How?

By enrolling now for the Part 1 training day to be held on Sunday 26th July at the Montague Continuing Education Centre, 100 Montague Street, Sth Melbourne.

Contact: Vicki Teschke on 0412 525 055 or email her at vicki.t@tacobill.com.au

Places are limited so act now!





Eyes Wide Open in Nepal

Eyes Wide Open is a project of the RC Melbourne South, supported by District 9800. Its aim is to provide opportunities for more people to get involved in Rotary by taking them to developing regions of the world to volunteer in existing Rotary projects.

Eyes Wide Open is running an 18 day humanitarian trip to beautiful Nepal from 30 Sept - 19 Oct 2009. See attached!

Highlights include: Volunteer experiences in six Rotary humanitarian projects, Kopan Monastery, Nagakot, the monasteries and rich cultural heritage of the Kathmandu Valley, a 4 day trek of the foothills of the Annapurna mountain range, Phewa Lake and Devi's Fall (Pokhara) and the breathtaking views of Nepal's Himalayan ranges.



Inclusions:

- return airfares with Thai airways
- accommodation
- meals as listed
- travel insurance
- an easy 4 day trek around the foothills of Annapurna range
- transport and transfers
- guides and interpreters
- a group tour manager



\$3299 if you book before 17 July, \$3650 after!!!!

For more information please visit:
www.eyeswideopen.org.au

Marketing Strategy: Does Your Club Have One?

Formal planning can yield many benefits for your club; it will lead to clearer performance goals and a better co-ordination of your club's efforts!

The Selling Concept is a marketing tool used within the commercial world, by organisations that recognise that they need to undertake a large-scale selling and promotion effort in order to sell their product. This tool should also be practised by not-for-profit organisations and as such, Rotary clubs need to undertake large-scale selling to promote what we do.

Like any organisation your club should consider its game plan for long-run survival, a strategic marketing plan. Basic marketing strategies can provide the key to your club's sustained growth and effectiveness.

Marketing should not just be viewed as a fund raising mechanism but as a tool that can drive the success of your club and Rotary. It should focus on advertising, promotion and increasing membership.



Pick the best team from your club to get your marketing strategy right!

Building a marketing function

A marketing plan can operate at two levels:

1. **Strategic marketing plan** - sets out the broad marketing objectives and strategy based on analysis of your club's current situation and opportunities. Start at the beginning, what is your club's vision then define your club's mission and objectives. It will specify marketing actions that will assist in achieving your club's objectives.



Marketing your club starts with a strategic plan, defining your club's mission and objectives. It will specify marketing actions that will assist in achieving your club's objectives. Objectives must be specific, measurable and realistic.

Objectives play a dual role, they:

- provide clear goals for your club ; and
- provide a standard by which actual performance is measured.

Once your objectives have been settled, determine:

- What will be done to meet them;
- When it will be done;
- Who will do it; and
- Your budget, if required (getting the word out in the absence of a huge budget, can be achieved with persistence and application)



2. Tactical marketing plan - outlines specific marketing tactics, including advertising and promotion.

Get educated about marketing. Ask questions; take notes, share ideas and the tactics that work. Consider corraling a club member who has experience in marketing from the for-profit world to assist in preparing your marketing plan.

Remember that planning is a continual process and if results do not meet expectations then the plan can be adjusted and your marketing strategy revised.

Notices & Events

Rotary Club of Melton Valley

From July 2009 the RC of Melton Valley will meet on **Thursdays at 6.30pm for 7 pm start at the Melton Valley Golf Club, Melton Valley Drive, Melton** - enquiries phone **03 9747 0054 or 0407 556 178.**

Invitation to Presidents and Community Service Chairs

District Community Service Forum at Camp Getaway, Axedale - 10.30am to 2.30pm on **12 July.**

As part of District 9800's Club and Programme Support the District Community Service Committee would like to invite you to Camp Getaway to join us in sharing in the Club and District Projects planned for 2009-2010.

Community Service is where Rotary service started and we wish to extend the invitation to all Club Presidents, Community Service Committee Chairs, Members and Partners to discover what Community Service can offer your Club and importantly your Community. Selected New Programmes for the coming year will be rolled out with an opportunity to engage with the District Committee and Programme Representatives.

You will also have a personally escorted tour of the new facilities at Rotary International's D9800 Camp Getaway (a major Community Service Project all D9800 members can be proud of), Networking with your Cluster Clubs in Community Service and a fabulous Rotary BBQ all provided, just bring your own drinks (tea and coffee provided).

RSVP: 7th July 2009 to Ross Butterworth, Email: butterworth@smartchat.net.au or phone: 0411 228311

Everything Old is New Again – An insight into the new Federal Workplace Relations legislation

Over a sumptuous breakfast at Crown Casino's Garden Room on **Thursday, 16 July**, Julian Riekert from Landers and Rogers Lawyers will share valuable insights into Australia's new workplace relations legislation presently being introduced in Federal Parliament.

- How will unfair dismissal laws now be applied?
- What will happen to previous agreements and AWA's?
- How much power will unions have to enter workplaces?
- What procedures and processes will our business need to change?

For more information [click here.](#)

