



NETWORKER



Issue 24, 7th December, 2009

A publication for Rotarians and all community-minded people

December is Family of Rotary Month

NEWSFLASH – Early-Bird Registration Extended



DG Colin Muir and Pauline

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NEWSFLASH - Conference 'Early Bird' Registration Date Extended to 22nd Dec 2009.

Members of our District Conference Committee have just returned from Perth with the news that all is in readiness from our 78th District 9800 Annual Conference. The team have confirmed our keynote speakers Janet Holmes a'Court, Dr Fiona Wood, Fred Chaney, Sam Walshe and Dr Richard Reid.

These speakers have now been joined by the two intrepid adventurers, James Castrission and Justin Jones, who will tell of their story of 'Crossing the Ditch', a story of two men crossing the Tasman Sea in a canoe. Our program chairman has checked out their presentation and assures me that they alone are worth travelling to Perth to hear speak.

Local Western Australian entertainers have now been booked for all the conference Plenary Sessions, Gala Dinner and River Cruise. We have "Bojeme" the very talented trio to open the conference; and we have Steve Armstrong, who is recognised as one of WA's best talents, for the Gala Dinner. Also there are a few surprises for those heading down to Nedlands Yacht Club on the River Cruise. It is really going to be a great conference so please get those registrations in now!

To further assist Rotarians and partners in finalising their conference travel and accommodation we have extended the **Early Bird Registrations** until **22 Dec 2009**. This extension should now give our 'undecided' members plenty of time to put those final arrangements in place.

Networker Final Edition for 2009

At a very exclusive Xmas function in South Yarra I was discussing, with our one and only Clarice, what we should do to make our final Networker for this calendar year a special one. It was agreed that we should make it a bumper 'Networker Festive Season Issue' and include photos from clubs highlighting their end of year activities and functions.

That being decided we are now encouraging Club Bulletin Editors to send in their photos, with an appropriate caption of course, to clarice@rotarydistrict9800.org.au and we will publish some of the best shots for inclusion in our Festive Season Edition.

It's now up to those many unsung Rotary heroes, the Club Bulletin Editors, to stand and be recognised.

The Success of the Networker Final Edition is in Their Hands

Colin Muir

District Governor

The Fight Against Polio

By Antoinette Tuscano
Rotary International News -- 4 December 2009



In a major step forward in the fight to rid the world of polio, the U.S. government and the Organization of the Islamic Conference (OIC) announced that they will be strengthening their collaboration toward eradicating the disease.

Panellists speaking at UNICEF headquarters in New York City on 2 December stressed that the battle against polio may be won or lost depending on how well all sectors of society can work together, including governmental and nongovernmental agencies, and religious organizations. In the areas where polio maintains its last strongholds, misinformation and conflict continue to impede workers' ability to vaccinate children.

Ambassador Abdul Wahab, permanent observer of the OIC to the United Nations, said that vaccinating children against polio is consistent with teachings in the Quran to make every possible effort to take care of children. The OIC has been on the forefront of the fight to eradicate the disease in many Muslim countries.

Wahab also reported that the OIC secretary-general has helped secure funding for polio eradication and contacted the presidents of Afghanistan, Nigeria, and Pakistan to encourage them to strengthen their efforts in support of eradicating the disease. The International Islamic Fiqh Academy has issued an edict, or *fatwa*, about the importance of parents getting their children vaccinated against polio.

Jetstar Supports Bushfire Families

Australia's low fares airline Jetstar and Rotary International have teamed up to provide some respite for families adversely affected in Victoria's bushfires earlier this year.



This Saturday (5 December) twenty six persons in nine family groups from the Kinglake District of Victoria will enjoy a *Stress Relief Tour* in New Zealand in a joint project between Rotary District 9800 in Victoria and their counterparts across the Tasman.

Jetstar Executive Manager Commercial, David Koczkar said Jetstar is proud to be part of the team providing ongoing support to survivors of the bushfires throughout this year.

"We've been very willing to assist families and survivors of the bushfires any way we can, to make their lives easier moving forward," Mr Koczkar said.

"Jetstar has been heavily involved with a number of projects assisting survivors of the Victorian bushfires this year by raising funds and offering flights to the CFA," he said.

Trip organiser and Rotary Chair of Community Service, Ross Butterworth says the trip will provide some much needed relaxation therapy for these families.

"We approached Jetstar in September, hoping to secure flights for this special *Stress Relief Tour* for the bushfire survivors from "Black Saturday". Rotary District 9800 had received an offer from its Rotary counterparts in New Zealand to host families at no cost," Mr Butterworth said

"Both Australian and New Zealand Rotary will use this trip as a pilot exercise to evaluate the benefits for participants and the appropriateness of the operational arrangements," Mr. Butterworth said.

Earlier this year in May, Jetstar, as part of the Qantas Group, raised more than \$100,000 and also provided flights for the Salvation Army organised *Dreamer Trip* escape to the Gold Coast for 57 other families from bushfire affected areas in Victoria.



Marketing Tips

The 6 Laws Of Customer Experience

Law #6: You Can't Fake It

You can fool some people for some of the time, but most people can eventually tell what's real and what's not. This shows up in a couple of areas. First of all, employees can sense if customer experience is not really a top priority with the executive team. The second place this shows up is in marketing efforts. No matter how much money you spend on advertising, you can't convince customers that you provide better experiences than you do.



Here are some implications of this law:

Don't hide behind a 4th priority. While it's possible to come up with a long list of priorities, there's no way that many will get a great deal of attention. A good rule of thumb: Anything below your 3rd priority is not a priority at all. So make customer experience one of your top 3 priorities.

Sometimes it's better not to start. If you're not committed to customer experience, then don't start a major initiative; it's a lot of hard work. And if customer experience isn't a top priority, then the effort will likely fail. The result: Frustrated employees who are increasingly reluctant to re-engage in these types of efforts in the future.

Advertise to reinforce, not create positioning. Since customers ultimately know how you treat them, the best you can do with marketing is to reinforce the truth. If you want to change how you are perceived, then start by treating customers better; and then use advertising to reinforce the new way that they're being treated.

THE BOTTOM LINE: IF YOU'RE NOT COMMITTED TO CUSTOMER EXPERIENCE, YOU CAN ONLY FOOL YOURSELF.

Situations Vacant

VicRelief Foodbank

Urgent help is required to pack 5000 Christmas Hampers at 4/2 Somerville Rd Yarraville in time for distribution across Victoria.

The Christmas hampers consist of staple foods such as pasta as well as some traditional Christmas foods such as ham, custard and Christmas cake.

A few weeks ago the Government asked VicRelief to create a few thousand additional hampers specifically for drought affected families.

We need volunteers (9am-4pm) on the following dates to help put together these hampers: 7th 9th 11th 14th 15th and 16th December.

For more information or to register interest you can contact our volunteer coordinator Laura Buchanan on 9362 8300 or via her email laurab@vrfb.com.au



RAWCS Disaster Relief in Samoa

The Rotary Club of Bendigo will coordinate the re-building process which will be subjected to significant planning on the ground. It is expected that this re-building process will start around March/April next year and extend over a number of years.

While we do not want to be taking jobs from the locals there will be a need to work with local communities and I expect the opportunity for many RAWCS volunteer teams. Rotarians are asked to register individually or as club teams to participate as a RAWCS volunteer.

Garry Gunnell District Disaster Relief and Recovery Coordinator, P.O. Box 807 Strathfieldsaye 3551

Ph: 0448 405709 (m) 03 54393544 (h) Email: gunnell1@bigpond.com



Notices and Events

Early Birds Cocktail Party—Registration Extended

Our major Sponsor Lexus of Blackburn, will be hosting a complimentary Cocktail Function for all delegates who register for the District Conference by **22nd December 2009**.

The function will be held at the Lexus of Blackburn showrooms on Wednesday 10th February 2010.

During the night the early bird registration prizes will be drawn.

For Rotarians who wish to test drive a Lexus, contact Andrew Moore at Lexus of Blackburn on 9877-2788

Conference enquiries Ross Smith - 0418 692 329 e-mail kimd@kimdeneys.com.au
www.rotarydistrict9800.org.au/conference2010



"Sea Of Many Returns" - with Speaker Arnold Zable.

Become immersed in Arnold Zable's unique story telling at this talk and book signing. What a great opportunity to buy Festive Season gifts of Arnold's latest work and some of his other titles.

Ithaca. The island of Homer's Odyssey has beguiled readers for millennia. Master storyteller Arnold Zable takes us to modern-day Ithaca, to its mountains, its villages and its harbours, and into the houses of its people.

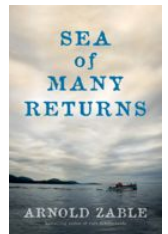
Sea of Many Returns is a profound meditation on displacement, nostalgia and exile—a story that affirms the enduring resonance of the Odyssey for voyagers of all times.

Tuesday **15th December** 6.45 for 7pm

17 Murray Lane. Caulfield South Delicious supper. BYO drinks.

\$35 **Bookings Essential:** 9568-7190

Hosted by the Rotary Club of Caulfield as a fundraiser for the local Festive Season Lunch for the recipients of Meals On Wheels.



Classified Advertisements

POLIO CHALLENGE 1.2kg RICH FRUIT CAKE

This is great value for money at \$20.

Ideal for family consumption, or for those special occasions.

For each Cake sold by Rotary clubs, \$5 per cake will be attributed to their club's contribution towards meeting the \$200 Million Polio Challenge, and every cake sold will help save the lives of over 5 children from this debilitating disease.

Order from 0419 323 011 or e-mail: meltonvalley@rotarydistrict9800.org



Relish 2010 is now available for purchase.

This exciting new edition contains beautiful photos by food photographer, Greg Elms and has over 62 fantastic and delicious recipes.

To purchase your copy visit our website www.relishrecipes.com.au today.

Relish 2010 retails at \$15 making it a great choice for corporate gifts and Chris Kringles - please help St Kilda Rotary Club to raise \$100,000 for charity.



Collingwood RC Christmas Puddings and Cakes.

The Season is just about on us once again, so it is time to start preparing to make some money for your club and for your chosen projects.

Prices are the same as last year which means you can make \$3.00 profit for every Whisky Cake, Plum Pudding and tin of Shortbreads you sell.

Ask your Distributor about this great Fundraising opportunity and the Free Delivery Offer.

For information about the Distributor Club in your District and to download order forms go to www.cakesandpuddings.com.au

All our profits are spent in support of educational programs in Collingwood, Alice Springs and Vietnam. For details go to www.rotarycollingwood.org.au

