



Issue 1, 1 July 2008

Networker

We care. We share. We all gain.



A publication for Rotarians and all community-minded people

July Is Change Over Month

Rising To The Challenge

The philosophy that “the whole is greater than the sum of its parts” is no truer than in Rotary International ... an organisation whose success has come about by doing more together than as individuals. However, without individuals, Rotary could not exist as a “whole” and it could not play such an important role on the world stage.

As we move into a new Rotary year, rising to the challenge that our Rotary International President, DK Lee, has set for every Club to increase its membership by 10% must be a major focus. Each club must have sufficient members so that the Club as a “whole” can have a more powerful impact on the communities it serves through critically needed projects and activities.

We have a great story to tell. It is an exciting and impelling one – and one that I know will inspire others to join in our efforts to bring about peace, harmony and wellbeing to the world through “Service Above Self.”

The ‘internationality’ of Rotary sets our great organisation apart. And through this, Rotarians can be involved at so many levels. They can support our Rotary Foundation; they can counsel an Ambassadorial Scholar; they can host a Group Study Exchange team member or a Youth Exchange Student; or they can become involved in a Rotary Australia World Community Service project in a neighbouring country. We are across projects involving the aged, environment, youth, welfare, health, poverty and vocational development. And, it’s not just at a global level that Rotarians can be involved. Just as important are the local projects in these areas that aid our communities in so many wonderful ways. The opportunities are there – we just need to seize them, talk about them and encourage others to become a part of our ever-increasing momentum to really make a difference in and to our world. Added to this, is the fantastic fellowship we enjoy and enduring friendships we form.

I appeal to every Rotarian in District 9800 to “spread the word,” to be a friend to all other Rotarians; to make new members feel welcome; to involve new members quickly in your club projects; and to treat them as if they have long been an important member of your club.

Your District Leadership Team is there to help you with every aspect of your club’s administrative and service activities - each one of us is eager to support the success of your club as together and as a “whole”, ‘we make dreams real.’

~Jim Studebaker, District Governor



DG Jim Studebaker & Carol

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Join RI President Elect D K Lee Making Dreams Real For Children

5:30 to 7:30 pm, **Wednesday, 9th July 2008**
At the Crown Casino Paladium Room ‘C’
8 Whiteman Street
Southbank VIC 3006

Tickets are \$45 and include entertainment, Finger food, wine, champagne, beer and soft drinks.

For more information about this fantastic event, please email: leereception@bigpond.com or contact **Dennis Shore** on **0412 332 226**.

Please ensure that you send your booking through no later than noon on Monday 7 July



Change Over Celebrations

Held at Leonda in Hawthorn, the District Governor's Change Over luncheon was extremely well attended, and as always, left everyone inspired for the new year ahead.

Outgoing DG John Davis summarised the 2007-2008 year as one of significant achievements for District 9800 including a range of projects and marketing initiatives that have further lifted Rotary's public profile. A significant highlight of the year was the increase by 7% in membership for the District, the highest across Australia and New Zealand. PDG John paid particular tribute to each of his District Board Members as well as the significant support he continues to receive from his wife, Joan. He also reinforced his belief that achievements come from a true team effort and ensuring the strengths of team members are both utilised and trusted.

Incoming DG Jim Studebaker gave recognition to the successful 2007-2008 year under PDG John Davis, and highlighted the need to continue the progress made through Membership, The Rotary Foundation, Public Awareness and Avenues of Service. He spoke with passion of the Rotary Theme for this year, "Make Dreams Real" as every Rotarian works towards making our world a better one. DG Jim emphasised that the role of every member of the District Leadership Team, district committee and sub-committee is to support and encourage all clubs in our District to achieve their goals. He spoke too of the need for improvement in Rotary knowledge and the introduction of the Rotary Leadership Institute to provide the avenue through which this can be achieved. Taking up the mantle laid down by World President, D.K. Lee, DG Jim highlighted his goal to support District membership growth of 10% in the coming year and encouraged every Rotarian to foster ways in which this can be achieved.

With the introduction of the District Leadership Team for 2008-2009 and the formalities concluded, we were all treated to wonderful entertainment provided by singer, Debra Byrne. A very proud supporter of, and believer in the ideals of Rotary, it was announced that Debra had given her performance on the day free of charge. Added to this, her wonderful rendition of "Memories" left everyone deeply moved, if not reminded of the reach Rotary has, and its powerful, positive influence on so many lives.





Rotary Camp Getaway

Rotary Camp Getaway now has a fabulous new all weather cover over the paved area adjacent to the recreation hall. This is thanks to the very big weekend of work from the RC Werribee and a D9800 grant contribution. This structure will certainly enable people of all abilities to get maximum all weather use out of this area. Sincere thanks to the team from Werribee who toiled long and hard over the weekend.



Registration Reminder – Homeless World Cup

Volunteer registration for the Homeless World Cup is now well underway with additional forms and information available from the District web site at

[http://www.rotarydistrict9800.org.au/HomelessWorldCupAPACEinitiative?searchTerms\[\]=homeless](http://www.rotarydistrict9800.org.au/HomelessWorldCupAPACEinitiative?searchTerms[]=homeless).

You are encouraged to recruit family, friends and potential future members of Rotary to be part of this unique event. Rotary has first choice of the available volunteer roles but we must act before the public call for volunteers is made at the end of July. Due to Club handovers taking place during June we have been able to negotiate an extension of the final date for Registration by two weeks – Registration forms for the rotary priority registration must now be returned no later than Friday, July 18 2008

Completed forms should be handed to your Club Liaison Officer or returned to:

Jenny Hunter at jenny@sbalighting.com.au Fax:9696 4989 Ph:9690 5477 Mail:PO Box 1185 South Melbourne 3205.

If you have any queries or would like a speaker to address your Club contact either Jenny or James Pullar at jjpullar@netspace.net.au or phone: 0417 574941



**Federation Square
and Birrarang Mar
Melbourne**

30 Nov - 7 Dec 2008

An initiative of Rotary District 9800 PACE Program

New Members

Welcome to the following new members:

- Steve Burgess, RC of Gisborne
- Clare Kaczowski, RC of Laverton Point Cook, Education
- Kevin Trimble, RC of Laverton Point Cook, Electronics
- Timothy Browne, RC of Melbourne
- Timothy Goonan, RC of Melbourne
- Shane Fogarty, RC of Richmond



Congratulations To Don!

The Rotary Club of Richmond was delighted when Don Kinsey, was awarded an Order of Australia in the recent Queen's Birthday Honours, 2008. Don became a Member (AM) in the General Division.

Don Kinsey has given outstanding service to the Rotary Club of Richmond through his involvement in the Ern Ainger Public Speaking Award. The Club was proud to support his nomination.

Don has been adjudicator for this effective speaking contest since its inception in 1990 and has seen it grow from a competition involving two schools in Richmond to one that is open to secondary school students in the Melbourne metropolitan area. Each year Don gives his time and expertise to adjudicate the five preliminary heats as well as the final.

In addition to his adjudication duties Don Kinsey also passes on valuable professional advice on communication skills to the student participants. Don has also made himself available to speak to participating schools about the art of effective speaking.

The Ern Ainger Award won the Rotary District 9800 Significant Achievement Award in 2002/3 and whilst it was a club project award it would have been achievable without the contribution of Don Kinsey.

Don Kinsey, although not a Rotarian, was also honoured in 1993 by the Richmond Club awarding him a Paul Harris Fellowship.

He was awarded the Order of Australia for service to the community through the public speaking programs and a range of executive roles with charitable, child health care and educational support organisations.

In addition Don Kinsey has been recognised for his contribution to many diverse organisations including the Mazda Foundation, Royal Children's Hospital Good Friday Appeal - including the Uncle Bobs Club, Freemasons, Vintage Car Racing, the Shrine of Remembrance, Legacy and the Royal South Street Society.

Don Kinsey said he was surprised but very honoured to be awarded the Order of Australia. He stated that he considers that he has been lucky to have been invited to join with a number of organisations that are so community minded.



Don Kinsey addressing the student finalists and audience at the Rotary Club of Richmond's recent Ern Ainger Public Speaking Award, 2008, watched by his wife and assistant, Margo Kinsey.



Samoa And Timor Receive School Uniforms



Bialik College in Hawthorn have recently upgraded their uniforms and were faced with the dilemma of getting rid of their existing stock. A member of the College Council approached Ted Frank of the RC Flemington with the view to possibly assisting in distributing the uniforms to children in need. As a result approximately 35 boxes containing boys and girls, trousers, shirts and pullovers have been donated to Donations in Kind and The School has promised to continue giving more uniforms in the coming months. All the uniforms given to Bill Dagg at Donations in Kind are destined for schools in Samoa and Timor. The RC of Flemington has pledged its continued support of Donations in Kind and the Uniform Project by presenting Bill Dagg with a cheque of \$1,000 ensuring that he and his team's hard work is ongoing.

Paul Harris Society Newsletter

The first edition of the Paul Harris Society Newsletter which will be published quarterly was released last month and can be downloaded from

http://www.rotarydistrict9800.org.au/uploads/downloads/News/PHS_Newsletter/PHSJune08.pdf

For further information in relation to the Paul Harris Society please contact The Foundation Chairman, Chris Don at chrisd9@bigpond.com.



Marketing Tips

Things to consider in attracting new members...

We all know that for Rotary to achieve, membership is critical. Every Club's survival is based on retaining its existing members and attracting new members. Both require having the right tools and systems in place to ensure the right level of communication for each target audience.

From the Outside Looking In - Assessing How We Are Currently Seen By The Public

Taking the perspective of your audience is critical when formulating communications. Even though we might know the message we wish to convey, we need to adjust our delivery to suit the understanding of our audience. Just as we might subtly adjust our communications when conversing with a young child, a busy CEO or someone who has only a limited understanding of English, so too must we understand that the general public may not immediately understand Rotary's language or be captivated by anything we, as Rotarians, may find significant.



Why Should They Look? The "What's in it for me?" Principle (WIIFM)

Capturing the public's attention in the first place is often the biggest issue – people can derive value when you provide them with information presented as something **attractive**, something previously **unknown** or **something novel they don't expect**. Presenting an image of Rotary that does just these things provides us with a head start at getting people to listen.

Assess Where The Audience Sees Us

- What comes to mind when people think of Rotary?
- Does the public know our mission or core purpose?
- Who is a Rotarian?
- Are we attractive?
- Currently, what would make you want to join us, and what would make you *not* want to join us?
- Where would you expect to see us?

Remember: "If you always do what you've always done, you'll almost always get what you've always got."



From the Inside Looking Out – Focusing Our Message To Our Audience

How We Want To Appear

- Relevant – not ‘for someone else,’ ‘somewhere else,’ or ‘some other time’
- Attractive to join – the benefits are palpable
- A channel for action on values of wanting to ‘do good’ or ‘give something back’
- An excellent networking opportunity
- An opportunity to make and influence ‘real difference’ on ‘real issues.’

The Message We Want To Convey

What do we need to accentuate in order to reduce the difference between the actual and desired perceptions of Rotary?

- People can easily get involved *now* in doing the sort of things they’ve wanted to do
- Our members gain while giving
- Our members and guest speakers include people like...
- We make a difference where it counts, when it counts, on issues that require someone to act
- ‘We’re doing,’ not just ‘we have done’
- ‘Did you know?’ – What are we doing / who is participating that people wouldn’t expect?
- Breaking down misconceptions about who we are and what we do...

Who Do We Want To Target?

- Those who share similar values
- Those with projects of value where we could assist
- Those who are passionate about dreaming, believing, creating and succeeding
- Those looking for business networking opportunities
- Those without a productive outlet for their social conscience
- Those who can assist us through partnership or financial support
- Those who may have lapsed because of previous perceptions of lack of value
- Those who would join us but don’t know how
- Those who would join us but don’t know who we are
- Those who would join us but for their misconceptions about who we are

Who else?

- Who are you targeting?
- How are you targeting them?
- Have you revised your tools for target marketing?
- Have you a marketing letter for potential business houses?
- Have you a brochure for potential members?

Do you have a system of follow-up to engage, welcome and retain their interest?

Make Dreams Real: Success Secrets

This week we caught up with Gabrielle Morgan from the Rotary Club of West Footscray, Gabrielle is a Partner in a successful law firm, Loft and Morgan and we asked her for her success secrets in business. Her reply, ‘I simply believe in following 7 simple tips that I have picked up over the years, they involve:

1. Honesty;
2. Don’t promise things on which you may not be able to deliver;
3. Effective communication;
4. Efficient friendly and dedicated personnel;
5. Hard work;
6. Friendly environment where clients feel welcome and relaxed.
7. Adopt a balance between work and life outside of work.’



Gabrielle Morgan from the RC West Footscray

Thanks Gabrielle, for putting forward your tips.



Notices & Events

Rotary Club Of Melbourne South – incorrect meeting day published

The meeting day for the RC of Melbourne South is wrongly 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.

Rotary Club Of Richmond

The RC Richmond has cancelled its normal meetings on:

- **Monday, 30 June**, because of the District Changeover on **Sunday, 29 June**.
- **Monday, 7 July**, because they will be welcoming RI President DK Lee on **Wednesday, 9 July**.

The Rotary Club of Richmond's next meeting at Amora Riverwalk Hotel will be on **Monday, 14 July**, 6.30 for 7 pm.

All future Rotary Club of Richmond meetings will be at Amora Riverwalk Hotel, on Monday evenings 6.30 for 7 pm, except for Public Holidays or special Events.

The Rotary Club of Richmond will no longer have lunch time meetings.

Fun In Retirement Expo

The Rotary Club of North Balwyn, in conjunction with the City of Boroondara will be staging the inaugural Fun In Retirement Expo (FIRE) at the Boroondara Sports Complex from **5-7 July 2008**. FIRE will showcase the huge variety of businesses and community groups catering for the rapidly growing number of Boroondara citizens in 'The Third Age'. Our aim is to show the 50+ members of our community what is available to them, and to encourage them to become more involved in the life of the community, putting more richness and variety into their lives. You are invited to take a booth at FIRE to show your wares to this age group who have both the money and the time to take up new hobbies; to develop themselves mentally and physically; to become more involved in their community; or to just indulge themselves! Visit www.funinretirement.com.au for more details.



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. The Yarraville Rotary Club will be holding two special Tuesday events at Carsons Lounge - stay tuned for more information. Carsons Lounge 22 Ballarat St, Yarraville, (03) 9687 8478

French Wine Tasting

The Rotary Wine Appreciation Fellowship's next function will 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 Credo 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)



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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

"It's nice to be great, but it's greater to be nice"
- Roger Federer

Know someone who would
make a
great Rotarian?



Bring them along to your next
meeting.



?



Issue 2, 7 July 2008

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July Is Change Over Month

Excitement, Anticipation & Purpose

As we get closer to the excitement of the Beijing Olympic Games, I guess that Confucious' well worked saying ... "A journey of a thousand miles begins with a single step" is not inappropriate. But as I look around our District and feel the enormous support, my first steps have been strides.

As the newly installed District Governor, I am very conscious of the history of our magnificent Rotary District 9800 – the largest in Australia. I think of the people who have occupied this position... their various contributions and the legacy they have passed on. With Carol, I would like to again pay tribute to John and Joan Davis for their enormous contribution to the 'life and times' of our District.

All our new presidents have been inducted and I am sure that they are looking forward to this year with a sense of excitement, anticipation and purpose. Change Over is one of the superb pillars of Rotary. By design, it ensures that Clubs and their office bearers are reinvigorated. It is a time for renewal when we all have the opportunity to review our past efforts and to project our level of contribution to our individual Clubs and their projects.

Rotary is an organisation of mutual support... It is Club Presidents calling on members to participate in their club projects and initiatives and members accepting the challenge to fulfil the plans and objectives laid down for the year. Rotary's greatest asset is the individual Rotarian. Each of us comes to this organisation with a personality and a series of skills. The sheer number of people, their characters and the wide diversity of the abilities they offer makes Rotary a powerful force for good in our world.

But, as for the individual Rotarian?... we need more of them. I am keen that we make a concerted effort to increase our District's overall membership. The need for Rotary and Rotarians has never been greater. As we are about to witness the massive movement of baby boomers to the ranks of 'the retired', two conclusions stand out. Firstly, that the larger ageing population will require greater care and Rotary will be asked to increase its involvement. Secondly, that amongst the ranks of the retirees there will be some excellent potential members – men and women who have led involved working lives and who are seeking an outlet for their abilities and base for contribution to their communities.

The consideration of new members should also extend to attending our District Conference. There is no greater learning curve or experience for the new Rotarian than to be at a conference. Our Conference is in Launceston in March 2009 and I can assure you that it will be a fabulous event. Think about attending as early signs indicate that the accommodation will be fully subscribed well before March.

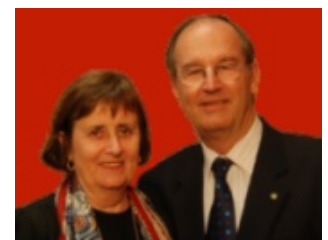
I am looking forward to the successful outcomes that will evolve from the continued role so capably filled by our Assistant Governors. The relationship of the AGs and the Club Presidents is at the heart of all Rotary districts and I know that in 9800, the important role in helping Club Presidents achieve their goals will continue unabated. In turn, individual Presidents and members can actively support their Assistant Governor by responding to their queries and keeping them fully informed on the Club's progress throughout the year.

I am eagerly anticipating the first reports that come back to me from my Assistant Governors following their club visits this month. Please share your hopes and concerns with them to enable all of the District Leadership Team to assist you and your clubs **Make Dreams Real** this year.

~Jim Studebaker, District Governor

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DG Jim Studebaker & Carol

Udo, Heiwa, Paz, Frieden, Salam, Pace, He ping, Fred, Shalom, Paix, Shanti, **Peace**



Essendon North Join Forces With Mitre 10 Niddrie

Essendon North joined together with Mitre 10 Niddrie and completed a project at Caroline Chisholm Society, a Pregnancy and Family Support Service for single parent and two parent families at Moonee Ponds. The Project consisted of removal and re-roofing of outbuildings as well as removal and replacement of a paling fence. Some 12 Rotarians and families were involved for 3 days to complete the project, which was professionally led by 2 tradesmen, Rotarians of Essendon North. The support received from the Niddrie Mitre 10 Store was enormous and very much appreciated. Without their support it would have been a huge job to arrange suitable fundraising activities to raise the required funds to enable the project to take place.



Before



After

Tonga Thanks ROMAC

'Once again, I am writing to express my sincere gratitude and appreciation to all the ROMAC members for their continuous generous assistance in recently treating four Tonga children with rheumatic heart disease.

Four more children from Tonga, Ms Nanuma He'ehau, Ms Hola Takapu Hau, Ms Elisi Halafuka and Ms Lu'isa Mafi, were very fortunate to benefit from the generosity of ROMAC. Ms Nanuma He'ehau and Ms Hola Takapu Hau got treated in Starship, New Zealand while Ms Elisi Halafuka and Ms Lu'isa Mafi were treated at the Royal Children's Hospital, Melbourne, Australia. All had returned and in very good health.

In our attempt to meet the needs for cardiac surgery especially for Valvular surgery, we are inviting the Operation Open Heart Program from Australia to make a regular visit to Tonga starting this year. I am sure this will allow ROMAC to treat children with other medical needs.

Once again, I thank ROMAC and all its members for their goodwill, donation of funds and the support shown to the children and carers during their stay in Australia and New Zealand. May God continue to bless ROMAC members and your mission, give you all the strengths and means to continue this noble work in trying to meet the medical needs of children throughout the world.

Yours sincerely,

Dr Viliami Ta'uTangi, Hon. Deputy Prime Minister and Minister of Health, Tonga'

New Members

Welcome to the following new members:

- Robert Redpath, RC of Albert Park
- Grieg McEwan, RC of Albert Park
- Sue Foley, RC of Melbourne Suth
- Julia Topliss, RC of St Kilda
- Andreas Keller, RC of St Kilda



Australian ShelterBox Donations Exceed \$2.4M In 07/08

Australian donations have more than doubled this year to an astonishing **\$2.4 million**, after a record \$1.14 million in 2006-07. Donations to ShelterBox Australia are approaching \$5 million – in only 4 years.

ShelterBox Australia will have provided some 2,000 boxes ... just this year! And that of course means we will provide vital humanitarian assistance to more than 20,000 people in desperate need in our world.

ShelterBox has just received extraordinary photography and exclusive information from ShelterBox Response Team member Mark Pearson in Labutta, Myanmar. The picture below depicts how the swift operations and clear cut decision making from early May has helped hundreds of innocent people in times of disaster.



Through the sheer persistence and hard work of ShelterBox the delivery and distribution of vital aid continues. Mark Pearson comments from Labutta, "I have been in Labutta Division in the Irrawaddy where I found 'three mile camp' which is home to 5,250 survivors of the Cyclone. There are around 700 ShelterBox tents there all arranged perfectly there is camp security, hospital, clean water, food and schools all run by the Government. There are no international NGOs present as the Government is doing such a good job at it. The tents were in a good position above sea level and there was a cool breeze all day and most importantly shelter from the heavy monsoon downpours which occur most days and nights. The survivors have set up shops in our tents and all sorts of little industries inside 'three mile camp'.

It is a remarkable achievement made possible not only by the generosity of Australian Rotarians, friends, businesses and other organisations but also the dedicated and selfless work done by our representatives in Australia's 23 Rotary Districts.

Making Dreams Real...PP Des Watts To Ride Around Australia

Des Watts (right) a member of the Rotary Club of Berri in SA, will leave the ShelterBox office in Doveton, Melbourne on Monday 14 July to travel around Australia on his 1996 BMW R100LT motorcycle raising awareness and funds for ShelterBox. He will travel some 20,000 km and visit many Rotary Clubs on this journey which will conclude in Melbourne on AFL Grand Final Day, 27 September.

You can donate to ShelterBox using this link:
<http://www.shelterboxaustralia.com.au/index.php?id=79>





Get The Message Out There!

Ever heard the saying “nothing draws a crowd like a crowd itself”?

Promoting your Club's recruitment of new members is a fantastic way of attracting further new members – it demonstrates first hand the link between “I'd like to help the community in some way” and “I'd like to help the community in some way, *so I joined Rotary*”. It allows prospective members to see that Rotary members don't belong to a secret society, but indeed are people just like them with similar ideals.

The messages that new members impart have the added advantage of:

- Enabling others to picture themselves in the same shoes as the new recruit
- Being fresh and relevant
- Dispelling myths that might otherwise be a disincentive to join
- Showing why Rotary is a great vehicle for following passions that many people harbour
- Providing potential reasons to join
- Showing that there ARE new people and ideas in Rotary



Get the message out there!

By now we know all about the WIIFM principle, we know the audience we're trying to reach, we know the message we're trying to impart, we've got a good story, and we've even got a great front person (the new recruit) who can provide legitimate expert testimony on the worth of joining Rotary. The only thing left to do is make sure you convey all this in a way that piques the interest of others. **Tell the world you have a new member and how mutually beneficial the arrangement will be!**

A press release needn't be boring.

Think of what you would want to read and what you wouldn't if you were a member of the audience you were targeting. Even more so, think as if you were an editor of a local newspaper and were confronted by a 4-page press release that rambled on and on. Chances are you might put it aside.

Just like a good novel, a good press release should:

- Tell a good story, not just recall events dryly
- Contain the pertinent facts, dates, people involved etc
- Develop a sense of the characters involved rather than just share their biography – who are they?
- Give some insight into the motivations of the central character
- Involve the reader – help put them in the central character's shoes
- Provide neat transitions that tie the story together where possible
- Alternate between describing situations and referring to direct quotes
- Challenge the reader by exploring a twist or misconception, making them think
- Leave the reader with a taste for more
- Strike with big news early, and elaborate as the story goes on – a creative headline or great picture / caption to cover the story will win you attention - so be creative!

Just Do It!

Give it a go! Put it out there. Write it up and send it on - the biggest barrier to press coverage for Rotary Clubs is often lack of attempt to gain press coverage.

The link <http://www.rotarydistrict9800.org.au/uploads/downloads/MarketingTips/RotaryNewMemberPressRelease.xls> (found on the District 9800 website) contains simple Microsoft Excel resource to help you generate a good story for a press release when you have new members join your club. The text will tell the story of WHY they got involved – the very story likely to interest and subsequently influence others.

But the most important parts are up to you:

- **DO** add a high quality picture (if possible with some novelty or humour to it!)
- **DO** add a caption describing the picture and who is in it!
- **DO** add excitement, novelty, passion or intrigue to the story!
- **DO** link the story with a basic message of “hey, you can join us too – and here's how!”
- **DO** feel free to contact District Marketing & Club Service for help or advice!
- **DO** send it in!
- **DO** follow up with editors (without hounding them!)



Make Dreams Real: Success Secrets



This week's success secrets come from Jill Weeks, a Director of Lifestyle Matters, a financial planning company and a member of the Rotary Club of Hawthorn, you will know Jill's fantastic work as the Chair of our District's Speakers Bank.

Jill has given us quotes that she likes to live by, they are:

'Watch, listen, and learn. You can't know it all yourself.. anyone who thinks they do is destined for mediocrity', Richard Branson

'Musicians retire when the music stops.', Louis Armstrong

Jill's financial planning company specialises in researching and disseminating information about retirement lifestyle, locations and business. Lifestyle Matters helps financial services companies attract and retain new clients and members and deepen existing relationships via seminars and publications.

Jill is the author of 21 Ways To Retire and the co-author of Where To Retire In Australia and Retire Bizzi, and is a regular contributor to various publications and media.

To view Jill's fabulous work with District 9800 Speakers Bank please use this link:

<http://www.rotarydistrict9800.org.au/Members/SpeakersBank>

Notices & Events

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Rotary Club Of Richmond

The Rotary Club of Richmond's next meeting at Amora Riverwalk Hotel will be on **Monday, 14 July**, 6.30 for 7 pm.

All future Rotary Club of Richmond meetings will be at Amora Riverwalk Hotel, on Monday evenings 6.30 for 7 pm, except for Public Holidays or special Events.

The Rotary Club of Richmond will no longer have lunch time meetings.

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.

The Yarraville Rotary Club will be holding the following two special events at Carsons Lounge, 22 Ballarat St, Yarraville, in the coming weeks:

Meet the members of the Rotary Club of Yarraville and find out how you can help the local community
Join them Carson's Lounge at 6.30pm on **Tuesday, 15 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



French Wine Tasting

The Rotary Wine Appreciation Fellowship's next function will 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)

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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





July Is Change Over Month

Welcoming RI President DK Lee

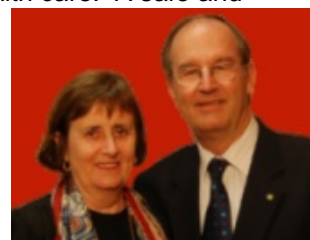
The opportunity to have a Rotary International President visit Australia during their year of office is a rare pleasure. Last week The Presidential Membership Conference in Canberra presented just such an opportunity. Thanks to the foresight of the Rotary Club of Melbourne, R.I. President DK Lee and 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

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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

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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 _____



?





July Is Change Over Month

Fundraising & Leadership

In the parlance of a recently elected politician or first season AFL coach.... 'the honeymoon is over and it's time to get to work'.

The many good projects of Rotary certainly emanate from inspiration, planning fellowship and organisation. But in many cases the ultimate dreams can't be met without an organised program of acquiring and distributing funds. Fundraising is often the "real" part of Making Dreams Real'.

In the general community, Rotary is primarily viewed as a fundraising organisation. Is that a fair or unfair perception? I guess it doesn't really matter. Fundraising has always been a key part of our Rotary activities. The commitments that we take on are wide and varied. They can be local or international. And the decisions about distribution are always difficult. There are any number of deserving causes and charities who seeking our fundraised dollars and all Rotary clubs receive financial requests from many charities, all very deserving of support.

However, when deciding where your hard won fundraised dollar should be allocated, I ask that you first consider the many extremely worthwhile Rotary programs which rely heavily on financial support from Rotary Clubs. There are so many Rotary causes, both locally and abroad which deserve our support. The Australian Rotary Health Research Fund (ARHRF), Rotary Oceania Medical Aid for Children (ROMAC), Rotary Australia World Community Service (RAWCS), Rotary Support to the Development of Timor Leste, ShelterBox and, of course, our very own Rotary Foundation. And naturally there are many local community projects which involve your own club's direct participation.

Many clubs have some quite inventive ways of raising money, from the small 'sausage sizzle' to the large suburban markets. Rotarians have always worked together to make sure there are sufficient funds to meet their service goals and the fellowship that these events produce is another excellent outcome.

When looking at ways to raise funds, I urge all clubs to look outside 'internal funding'. Internal funding is where we have a great product or fundraising event but rely largely upon other Rotarians and Rotary clubs to support it. We need to raise funds from outside our immediate Rotary community. If the majority of fundraising activities rely upon 'internal funding', we find ourselves continually dipping into the same pool. Not only that, but the rolled eyes, and the 'not another one' comments will ultimately kill off good intentions because the fundraising plan is fatally flawed. You cannot continue to draw from one source. The disenchantment can be palpable. So, if I could ask you to consider two things....

- When considering a fundraising event, look outside the Rotary pool; and
- When allocating funds, look to our own Rotary projects first.

On Leadership...

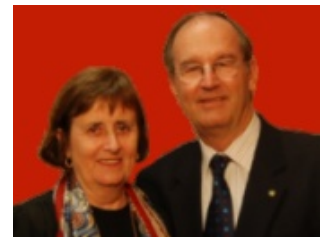
Recently, through your presidents, I requested that each club submit two nominations for enrolment in the training program of the Rotary Leadership Institute Committee or RLI...(there you go, my first Rotary acronym. Stand by for hundreds to follow). At the recent District Assembly, PDG Ann White outlined the content of this 3 part, interactive series of courses which can be taken at the candidate's own pace.

Club leadership changes every year and the ongoing success of individual Clubs depends very largely on the quality of the leadership pool. The RLI courses reinforce the pillars Rotary and brings together Rotary members who are similarly imbued by the concept of Service Above Self. It is interesting to note that many overseas Clubs insist on completion of the RLI course as a prerequisite to future leadership.

RLI is a very important area of District 9800's organisation and we are delighted to have a team with vast experience under the chairmanship of PDG John Wigley. Please take the time to read the article below for further information, and support this exciting new training initiative. ~Jim Studebaker, District Governor

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DG Jim Studebaker & Carol



The Leadership Institute

Success in clubs depends on the quality of the leadership pool and with Club leadership changing every year the Rotary Leadership Institute Committee is working to ensure that key future club leaders are ready to take on the challenges ahead. The Institute Committee is therefore seeking nominations for enrolment in their exciting new Institute training program.

The program is a fun, interactive, hands-on series of courses designed to provide Rotary knowledge and to develop leadership skills. It is an opportunity for future leaders to be exposed to new ideas, meet like minded Rotarians, and learn and bring back the excitement of Rotary service. It is only through excellent education in Rotary and leadership skills that we can develop the quality leadership we need to keep Rotary in the fore front of world service organisations.

There are 3 full day parts to the program, that may be taken at the candidates own pace. The first session is to be held on Sunday, 17 August with other sessions following on Saturday, 11 and Sunday, 19 October, Saturday, 29 November and Sunday, 14 December.

Please complete the registration form below if you are interested in joining or nominating a fellow Rotarian for the program



Registration Form

Email - Fax - Mail
To: PDG Des Hosking.
68 Peel Street. Newport 3015
Email: deshoskg@bigpond.net.au Fax: 9391 4337

Rotary International District 9800



PLEASE PRINT CAREFULLY

Rotary Club: _____ **District:** _____

Name: _____ **Badge Name.** _____

Address: _____

City: _____ **State:** _____ **Post Code** _____

Telephone: (H) _____

Telephone: (B) _____

Fax: _____

E-mail address: _____

Preferred date: _____

Number of Years in Rotary: _____

Highest Position in Rotary Served: _____

Signature: _____ **Date,** _____

President – Signature: _____



The Woman Next To The Man

*Getting to know Young Ja,
Rotary International President DK Lee's Wife*

Philip Archer and Barbara Adams of the Rotary Club of Southbank caught up with Young Ja at the recent Canberra Membership Conference...

Global travel, high level meetings, speech preparation and delivery, entertaining, diplomatic engagements, Rotary leadership, business management, family time – these have been constants in Rotary International President DK Lee's life for many years, and will be even more so as his year at the helm of Rotary International begins. And quietly yet efficiently supporting his hectic schedule is Young Ja, a genteel, highly intelligent woman devoted to her family.

Young, as she prefers to be called, met DK as a student and soon after completing her Applied Fine Arts degree, they married in 1968. Putting aside her own career, Young vigorously immersed herself in supporting DK whilst he managed the family's textile business. Living in a large home in the centre of Seoul, Young became actively involved in managing the household affairs. With DKs' grandmother, mother, father and extended family sharing the same home and with the birth of her own children (she has 2 sons and 2 daughters and now 5 grandchildren) Young was certainly never idle. At the same time, the family textile business was flourishing. Their own fashion label was launched and international contacts were developed through sourcing machinery from Italy. Such was DKs' success in business, he was appointed Honorary Counsel for Italy.

As DK continued to develop his business, government and diplomatic relationships (DK has a particularly close relationship with Ban Ki-Moon, the UN Secretary-General) DK became increasingly involved with Rotary International. This meant that Young too had the opportunity to support not only his business interests, but also DKs' humanitarian efforts. As DKs' presence on the world stage gathered momentum, he recognised the need to improve his English to ensure his message would be well understood. He still spends 2 hours everyday studying the language and recording his presentations to improve his pronunciation in the strong belief that mastering the nuances of the English language will ensure the clarity and meaning of his messages. Young has been his 'sounding board' during these sessions and has also been able to develop her language skills, English being her second language and Japanese her third.

With Rotary becoming a greater part of their lives, Young has been taken with the plight of children in the world, especially learning that research has revealed that up to 30,000 children die every day around the globe from preventable causes. The time she and DK have spent in India and Africa, particularly, has touched her deeply and highlighted the contrasts between those who have and those who have not. Staying at a six star hotel where nearby children were living on the streets and having to beg brought this into stark focus for both Young and DK - the result being Rotary International's theme for this year, 'Make Dreams Real.'



Young is looking forward to the busy year ahead with Rotary. She enjoyed her recent trip to Australia to attend the membership conference in Canberra and functions in Melbourne, remarking how free Australians are to go about their everyday lives without the high level of security so visible in other countries. She is in awe of our wide open spaces, our bird and animal life, and our wonderful works of art in the National Gallery of Australia, giving enthusiastic mention to Tom Roberts' *In a corner on the Macintyre* painted in 1895. She also made mention of our low level of pollution – coming from a city of twelve million people where pollution means cleaning the house everyday, she could not help but think how lucky we truly are in Australia. Young was also deeply moved when visiting the War Memorial -



the poignancy of the statue of the Unknown Soldier made her reflect heavily on the sacrifice Australians made whilst serving in Korea.

It is obvious when talking to Young that she is very proud of her family and devoted to DK and his work. She is a remarkable mother and nurturer who has tirelessly supported the needs and interests of a very large family, putting aside her own career. When asked about time for herself, she said she loves to play golf – but it would seem this is more for the opportunity of experiencing the serenity that comes with walking the magnificent mountainous courses of South Korea where Young has time to appreciate the beauty of the botanical garden settings and, more importantly, the peace it brings her.

New Member

Welcome to the following new member:

- Robert Redpath, RC of Albert Park

Communicating The Message

Using email signatures and websites

We have a great opportunity to share our pride in Rotary through our vocation. Imagine having a signature on every email you or your business sends that invites the recipient to visit Rotary District 9800's website or a Rotary project website - or, having a 'community support' section on your company website. Communicating our message this way will reach a massive audience, which in turn will create interest and even attract potential new members.

Below are examples of how an email signature and/or 'Community Support' section might read. However, remember that it is important to ensure approval is gained from your company if you are not self-employed. However a number of us are self employed, so it should be a straight forward process to send out this positive message to new audiences.



Example email signature:

Our business proudly supports Rotary and its activities in our community, both locally and worldwide. For information on Rotary locally, visit www.rotarydistrict9800.org

Example website - Community Support Section:

COMMUNITY SUPPORT

Involving ourselves in the support of others

Our business proudly supports Rotary International and its activities in our community, both locally and worldwide. Rotary International is a global network of community volunteers. Rotary International members are business and professional leaders who provide humanitarian service, encourage high ethical standards and help build goodwill and peace in the world. Some 31,000 Rotary clubs in more than 165 countries carry out service projects in their local communities and abroad to address such critical issues as poverty, health, hunger, illiteracy and the environment.

For more information on Rotary locally, visit www.rotarydistrict9800.org

Rotary International is involved in hundreds of humanitarian projects. A particular project that our business is proud to promote is The First Steps program, developed by Rotary to assist young Australians in preparing for and finding their first job. The program helps not only to point young jobseekers in the right direction, but also assists them to develop the self-awareness, goals, realism, confidence and savvy that is required both in getting a job and succeeding in it. The First Steps program has been developed into an interactive, contemporary web portal aimed at the 16-25 year old demographic who are the ones most likely to be looking for their first opportunities in their professional life.

The pilot First Steps web portal is currently located online at <http://www.job-first-steps.net/>



Notices & Events

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.

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

People like
you and me...



rotary



...and who else?

enquiries@rotarydistrict9800.org



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

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

Know someone who would make a **great** Rotarian?

If you know someone who is community spirited, has a passion for sharing and helping, or would enjoy what Rotary has to offer, why not refer them to your Rotary Club?

List them down!

Your best friend in your area _____

Occupation _____ Telephone _____

Person you admire most in your area _____

Occupation _____ Telephone _____

Most interesting person you know in your area _____

Occupation _____ Telephone _____

A person who contrasts from you in your area _____

Occupation _____ Telephone _____

Others you would like to have in your Club

Name _____

Occupation _____ Telephone _____

Name _____

Occupation _____ Telephone _____

Enquiries

Telephone (03) 9654 5872

enquiries@rotarydistrict9800.org



When you start with Rotary, good things happen.



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 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.

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.

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



How Did Your Club Shape Up In 07/08?

No. of Clubs Reporting	69
% Average of Those Reported	68
% of Clubs Reporting Membership	100

Club	Cluster	No. of meetings	% Attendance	Membership			
				As at 1 July 07	Start June 08	End June 08	07/08 % Change
Tullamarine	Gateway	4	70%	14	23	23	64.3%
Woodend	Calder	4	62%	13	18	18	38.5%
Bendigo	Goldfields	4	58%	78	97	98	25.6%
Melton Valley	Westside	4	91%	13	16	16	23.1%
Essendon North	Gateway	4	69%	27	33	33	22.2%
Moonee Valley	Gateway	4	58%	18	21	22	22.2%
Melbourne North	Gateway	4	66%	21	25	25	19.0%
Albert Park	Batman	4	61%	43	51	51	18.6%
Kew-on-Yarra	Yarra	4	73%	22	25	26	18.2%
Altona City	Port Phillip	2	63%	28	34	33	17.9%
Malvern	Monash	4	75%	40	47	47	17.5%
Balwyn	Eastside	4	70%	77	89	90	16.9%
Daylesford	Calder	4	59%	26	28	30	15.4%
Brunswick	Heritage	4	44%	29	33	33	13.8%
Brighton	Beachside	4	54%	125	142	142	13.6%
Southbank	Batman	4	56%	23	27	26	13.0%
Echuca-Moama	Goldfields	4	80%	24	27	27	12.5%
Maribyrnong Highpoint	Hobsons Bay	4	65%	16	18	18	12.5%
Caulfield	Beachside	4	71%	10	11	11	10.0%
Flemington	Hobsons Bay	4	86%	20	22	22	10.0%
Laverton Point Cook	Port Phillip	4	78%	20	20	22	10.0%
St Kilda	Monash	4	75%	11	11	12	9.1%
Camberwell	Eastside	4	65%	61	68	66	8.2%
Gisborne	Calder	4	69%	25	26	27	8.0%
Keilor East	Gateway	4	77%	38	41	41	7.9%
Bendigo South	Goldfields	4	75%	41	43	44	7.3%
Melbourne	Batman	4	47%	257	274	275	7.0%
Brighton North	Beachside	4	61%	44	45	47	6.8%
Fitzroy	Heritage	4	89%	30	29	32	6.7%
Toorak	Monash	4	74%	35	37	37	5.7%
Boroondara	Eastside	4	71%	18	16	19	5.6%
Hawthorn	Yarra	4	58%	70	74	73	4.3%
Bendigo Sandhurst	Goldfields	4	71%	51	53	53	3.9%
Brimbank Central	Westside	4	83%	27	28	28	3.7%
Port Melbourne	Batman	4	36%		52	40	3.7%
Bendigo Strathdale	Goldfields	4	78%	30	30	31	3.3%
West Footscray	Hobsons Bay	4	64%	31	32	32	3.2%
Keilor	Gateway	4	82%	36	36	37	2.8%
Canterbury	Eastside	4	70%	43	45	44	2.3%
Kew	Yarra	4	80%	53	54	54	1.9%
Central Melb. Sunrise	Batman	4	66%	55	64	56	1.8%



Networker

We care. We share. We all gain.



Club	Cluster	No. of meetings	% Attendance	Membership			
				As at 1 July 07	Start June 08	End June 08	07/08 % Change
Bacchus Marsh	Westside	4	66%	39	38	39	0.0%
Chadstone / East Malvern	Monash	4	65%	44	43	44	0.0%
Collingwood	Heritage	4	70%	21	21	21	0.0%
Eaglehawk	Goldfields	4	81%	38	38	38	0.0%
Essendon	Gateway	4	61%	81	81	81	0.0%
Glen Eira	Beachside	3	66%	25	25	25	0.0%
Kangaroo Flat	Goldfields	4	54%	31	31	31	0.0%
Kyneton	Calder	4	78%	38	36	38	0.0%
Melton	Westside	4	83%	44	48	44	0.0%
North Balwyn	Eastside	4	77%	89	94	89	0.0%
Williamstown	Hobsons Bay	4	66%	29	29	29	0.0%
Yarraville	Hobsons Bay	4	78%	19	19	19	0.0%
Richmond	Heritage	3	72%	47	46	46	-2.1%
Melbourne South	Batman	4	68%	37	36	36	-2.7%
Point Gellibrand	Hobsons Bay	4	71%	36	34	35	-2.8%
Prahran	Monash	4	72%	30	29	29	-3.3%
Altona	Port Phillip	4	75%	27	26	26	-3.7%
Castlemaine	Calder	4	80%	52	49	50	-3.8%
Sunshine	Westside	4	76%	24	23	23	-4.2%
Carlton	Heritage	4	79%	41	41	39	-4.9%
Glenferrie	Yarra	4	60%	48	45	45	-6.3%
Hoppers Crossing	Port Phillip	4	71%	30	28	28	-6.7%
Rochester	Goldfields	4	65%	12	11	11	-8.3%
Werribee	Port Phillip	4	75%	46	42	42	-8.7%
Footscray	Hobsons Bay	4	60%	56	58	51	-8.9%
Brighton Beach	Beachside	4	65%	22	20	20	-9.1%
Elsternwick	Beachside	3	55%	19	16	16	-15.8%
Wyndham	Port Phillip	4	85%	30	26	25	-16.7%



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!

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 Gill

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 premiership 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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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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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.