### July is Changeover Month

#### **Consider the Future of Rotary**

Moving into a new Rotary year, it is vital that we do so with the challenges we face in a rapidly changing world firmly in mind. Our role as Rotarians has never been more important; and the difference we can make never more evident.

more	Notices & Events

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When	Rotary	International	President	John	Kenny	opened	the	International	Assembly	in
San D	iego las	t January he	said:							

"Ninety-six years ago, Paul Harris told those at the 1913 Rotary Convention in Buffalo, New York:

It is a far greater undertaking to be a good Rotarian today than it was yesterday; it will be a far greater undertaking tomorrow than it was today."

President John went on to say: "You are the Rotarians and the Rotary leaders of tomorrow so Paul Harris' challenge to the Rotarians of 1913 is now your own."

Every year, the baton of Rotary leadership passes to a new group of Rotary leaders. And it is the role of that new group to continue to inspire, guide and encourage all Rotarians to make a difference. It is also the role of that new group to ensure the District and our clubs



3

DG Colin Muir and Pauline

remain strong through growth and being relevant to the communities in which they serve, as well as the world at large. So, in accepting the baton from Past District Governor Jim and his leadership team, it is my duty and that of my leadership team, to ensure our District and clubs keep building in strength for those that follow us.

With his introduction of the 2009-10 theme RI President John acknowledged the important role that individual Rotary Clubs will play in the future of Rotary, and that everything begins and ends with our clubs. He said. "Each club must have autonomy to serve where and how it can serve best."

I repeat his words: "At the end of the day everything we accomplish is done through the strength of our clubs."

We all must do what is necessary to keep Rotary strong ... the future of Rotary is in OUR hands!

Our new theme and logo must serve to inspire us to do all we can do to make Rotary strong. How we get our District, our clubs and our members to ensure our future and implement the necessary changes to make it happen will require

fully engaging our members. It will require open dialogue; participation in activities and projects, and recognising that we must be open minded and flexible, particularly to those with diverse ideas. Rotary's strength has come from embracing new thinking and teamwork.

Rotary International has developed a strategic plan with seven priorities that sets the course for a strong future. The plan establishes our mission, vision, priorities and goals and has identified five core values that represent our identity as an organisation. They are service, fellowship, diversity, integrity and leadership.

Each of these core values are reflected in the Objects of Rotary and the Four Way Test, which we all use in our daily lives. These goals



Rotary District 9800 Issue 1, 1 July 2009 Page 1



#### We care. We share. We all gain.



inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

On the program for next year President John has indicated that it will be business as usual at headquarters with polio eradication the major focus of Rotary International. Until that job is done there will be no new announcements.

"I am a Rotarian and I belong to one big Rotary family" Maureen Bond, Zimbabwe

President John has also highlighted an additional five areas of emphasis for this year: water, sanitation, health, hunger and literacy.

You will probably be familiar with most of these areas perhaps with the exception of sanitation, but without proper sanitation, the value added by the introduction of safe water will be diminished or lost.

This year I will support this increased focus on sanitation and encourage clubs to work this into your existing international programs and activities.

There are three additional areas I would also like our District to focus on: Youth Services, Public Image and the repositioning of Vocational Service as our first avenue of service.

Achieving this simply requires dedicated Rotarians at club and District level; and I know we have this. It is now up to each of us to ensure our future.

I'm looking forward to visiting all clubs and seeing the great work you are doing in an environment of tremendous fellowship. **~Colin Muir, District Governor** 







#### **RIBI help with Bushfire Recovery**

PDG Don Jago had a very pleasant, surprise duty when he attended the Rotary International Convention in Birmingham, England, last week. On behalf of District 9800, he was presented with a cheque for £34,127 by Rotary International in Great Britain and Ireland (RIBI) on behalf of its 29 Districts. This wonderful donation has been made to assist the Victorian Bushfire Recovery and adds to donations of \$14,664 already received by the District 9800 Bushfire Recovery Fund from British Rotary Clubs, making a grand total of \$84,476. This support from Rotarians in a geographic region with which Victoria has always had a close association is greatly appreciated.

The photograph below shows RIBI President Ian Thomas and his colleagues handing the cheque to Don in the "down-under" position (upside-down). The photo includes Don's wife Margery, RIBI Treasurer Howard Griffith, RIBI Secretary PDG Tony Parrini, and RIBI Finance Director Judy Smith.



The 'Down-under' cheque presentation in Birmingham

#### \$52K Boost for Camp Getaway

Last week Paul Kirkpatrick and Ken Maxfield and had the great pleasure of meeting with ANZ Trustees and Mr Allan Fisher of the (former) Victorian Disabled Citizens Association, VDCA, to receive a cheque for \$52,000 to assist development at Camp Getaway. The second dormitory at the camp is in its final stages of redevelopment and this funding boost from ANZ Trustees will enable the final touches to the dormitory to be completed such as entry ramps and access paths. Some funding may also be able to be allocated to the forthcoming kitchen replacement project.

ANZ Trustees distributed the grant on behalf of the disbanded VDCA. In allocating the funds the Association requested that ANZ Trustees select recipients that promote good fellowship among adults with a physical disability and provide facilities for accommodation and recreation where people may meet to assist one another.

ANZ Trustees' Managing Director, Mr Roberto Scenna said "ANZ Trustees is extremely pleased to provide this grant and help Rotary and Camp Getaway achieve its vision of creating a highly accessible and quality recreational facility."



#### We care. We share. We all gain.



To ensure Camp Getaway meets the needs of people with disabilities beyond the physical design and construction, funding of \$17,695 was also allocated to Yooralla Recreation Services. Camp Getaway has engaged Yooralla Recreation Services to develop a customised recreational plan which fits in with the campsite facilities, location and potential client base.



### **Saving Joyce**

On Sunday the *Sunday Herald Sun* reported on PNG's Joyce Raymond and the generosity of Victorians and ROMAC in helping her regain her life.

One year ago eleven year old Joyce Raymond suffered life threatening burns to 40 per cent of her body when she fell into a fire while wearing a grass skirt. Without western medical treatment Joyce spent almost a year lying on her front having to have her dressings changed daily. Joyce, one of six girls was kept company by her family throughout this ordeal and it was this that kept her alive, along with the kindness of a group of Australians visiting the island...

After much red tape Joyce was sponsored to come to Australia for proper medical treatment. With ROMAC's help Joyce arrived in Melbourne last Monday with her mum, Lucia. Joyce is now a patient at The Monash Medical Centre, Clayton.

Joyce has been made comfortable and is being 'built up' for





#### We care. We share. We all gain.



her operation, as she was underweight on arrival. In the meantime she has mastered the use of the remote control in her hospital room (something she did within minutes of checking in). It is expected that Joyce will be here for three months and volunteers have helped make her stay here more comfortable with warm clothes and new joggers that she does not want to take off!

The Sunday Herald Sun highlighted the great work of ROMAC in coordinating the Australian leg of Joyce's journey, particularly in arranging passports and visas. They quoted ROMAC's John Benger who said "Our job is to do whatever is necessary to help make them comfortable" John said that Lucia was currently, at her request staying with Joyce in the hospital but would soon move to Ronald McDonald House, walking distance from the Monash Medical Centre.



#### Join Richmond's OXYGENS for some tree planting

To help reduce salinity the RC of Richmond's X and Y generations are visiting the Glenaroura-Broadford on Sunday 19th July to help plant 8000-10000 small trees. They will be working in the Sugarloaf Catchment, as part of a ten year program.

If you are interested, read the attached or just say 'yes' and be a part of it. Morning tea and BBQ lunch is included for those who register, supplied by the Rotary Club of Manningham. Too easy!

The plan is to arrive at 8:30am, tree planting starts around 9am. Wear warm clothes, bring gloves and a raincoat. Everything else needed for planting is supplied! It's going to be a great day. A group of us will depart together from Melbourne.

Teams of 3-4 will plant trees, place tree guards and organise the stakes and tube guards.

For more information click here or register by calling Krissy on 0421 068 611.









#### **Marketing Tip:**

Now the new Rotary year is upon us, how will your club go about planning its events?

#### Remember to...

- Prepare an event profile
- Prepare media releases and send them to:
  - Local & Major Newspapers
  - TV & Radio Stations
  - Web relevant websites you can promote to (including your own Club's website of course!)
  - Supply photos and a great story
  - Invite media to pre-event promo or the event itself.
- **Shout it out** more voices = greater volume!
  - Inform everyone in your club, and encourage them to tell others about your message.
- Attract partners & sponsorship
  - Direct approaches to business for sponsorship
  - Proposals for sponsorship.
- Get people involved.
- Talk about what you plan to do involve business groups, schools etc.
- Have marketing / membership material developed for use.
- Wear Rotary on your sleeve literally make Rotary visible through uniforms or promo materials.
- Take photos they can be used for future promotion look for something eye catching!
- Tell others about your event.
  - At the end of your (personal) emails, sign off with:

This month I am supporting my Rotary Club's event... if you can help out or would like to attend please let me know or go to our website at... for more information.



#### Think outside the square...

How else could you make the event bigger, more exciting or more successful? Ask for others' ideas and input. The event may be yours, but the ideas don't have to come from you alone - ask other clubs - advertise what you are doing in advance and see if anyone else wants to be involved – more hands and minds will make for lighter work and greater success!

You give but little when you give of your possessions. It is when you give of yourself that you truly give. - Khalil Gibran













#### **Notices & Events**

#### **Rotary Club of Melton Valley**

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

#### **Christmas in July**

The Lord Mayor's Charitable Foundation and The Rotary Club of Southbank would like you to join them to celebrate a little yuletide spirit in the middle of Melbourne's blustery winter.

The lunchtime event on **Thursday 9 July** (12pm for 12:30pm) will cater for around 1500 guests from aged care and homeless charities across Melbourne. at the Melbourne Convention and Exhibition Centre (2 Clarendon St., South Melbourne).

Click here for more information.

### **Invitation to Presidents and Community Service Chairs**

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

As part of District 9800's Club and Programme Support

the District Community Service Committee would like to invite you to Camp Getaway to join us in sharing in the Club and District Projects planned for 2009-2010.

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

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

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

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

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

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

For more information click here.

#### 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

outhbank

#### 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.

### July is Changeover Month

#### This Year

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

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

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

This year we hope you will continue to give your full support to our wonderful organisation and in particular, to our new World President, John Kenny, and his focus on Water and Sanitation, Health and Hunger and Literacy. Also, we

hope you will take up the challenge to support our Foundation, the Rotary Foundation, as it pushes forward, with the help of the Bill and Melinda Gates Foundation, to rid the world of the polio virus.

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

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

#### The future of Rotary is in your Hands

~Colin Muir, District Governor



DG Colin Muir and Pauline

#### **New Member**

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

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

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

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



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

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# METWORKER

We care. We share. We all gain.



#### **Bushfire Recovery: Fence Removal at Kinglake**

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

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

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







### **Rotary Leadership Institute**



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

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

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

Places are limited so act now!

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

Peace

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#### We care. We share. We all gain.



#### **Eyes Wide Open in Nepal**

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

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

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



#### Inclusions:

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



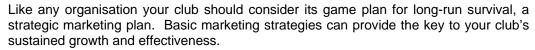
#### \$3299 if you book before 17 July, \$3650 after!!!!

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

#### Marketing Strategy: Does Your Club Have One?

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

The Selling Concept is a marketing tool used within the commercial world, by organisations that recognise that they need to undertake a large-scale selling and promotion effort in order to sell their product. This tool should also be practised by notfor-profit organisations and as such, Rotary clubs need to undertake large-scale selling to promote what we do.



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



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

#### **Building a marketing function**

A marketing plan can operate at two levels:

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



#### We care. We share. We all gain.



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

Objectives play a dual role, they:

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

measured.

Once your objectives have been settled, determine:

- What will be done to meet them;
- When it will be done;
- Who will do it; and
- Your budget, if required (getting the word out in the absence of a huge budget, can be achieved with persistence and application)
- **2. Tactical marketing plan** outlines specific marketing tactics, including advertising and promotion.

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

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

#### **Notices & Events**

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- What procedures and processes will our business need to change?

For more information <u>click here</u>.



## July is Changeover Month

#### **Down to Business**

I am pleased to report that all Club Changeovers have now been completed and that the incoming Presidents are ready to go. Starting early with a Changeover at the Rotary Club of Caulfield on the 4<sup>th</sup> June, and finishing with Footscray at a wonderful evening at the Medway Golf Club on 15<sup>th</sup> July. Each and every changeover has been a great occasion and everyone involved in presenting these very special events is to be congratulated. However, the celebrations are over and it is now down to the business of *Doing Good* in the world.

The District Community Service Committee, lead by Chairman PP Ross Butterworth, opened this year's proceedings with a very successful and well attended District Community Service Forum at Camp Getaway. Over 75 Rotarians from 40 clubs enjoyed a great day of presentations and fellowship, by the open fire, at our District's "Jewel in the Crown" Camp Getaway.

I believe Forums, Seminars and Workshops such as these are extremely important in providing our members with information on, and the opportunity to become involved in, the wide range of programs, projects and activities supported by this district. District Assembly is a great place to introduce the Rotary Year but unfortunately the short time available in the workshop sessions does not permit the presenters sufficient opportunity to deliver their message as they would like. A recent survey of Rotarians attending this year's District Assembly confirmed that more time was required if we were to maximise these opportunities.

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DG Colin Muir and Pauline

As a direct result of the survey and also to lift the profile, increase awareness, and to provide an opportunity for members to have a greater involvement in those programs, this year I have asked all District Chairs to present at least one event to "showcase" their portfolio. I have asked that they be held as early as possible in the Rotary year to allow sufficient time for club leaders to introduce new programs, adapt or change their current programs and activities, or perhaps change the way they currently do business in their clubs.

I am very pleased to announce that a **Membership and Marketing Seminar** will be held on the 15<sup>th</sup> August at Cato Hall, Wesley College with special guest speaker the former ABC radio journalist Helen Razor followed by the **Vocational Service Day** at the Glen Erin Winery at Lancefield on the 4<sup>th</sup> October 2009. You will receive more details on both events shortly. Please put those dates in your diary as they are events not to be missed.

By increasing member awareness of our programs and activities we can ensure an even brighter future for our Clubs, this District and Rotary International - The Future of Rotary is in Our hands. **Colin Muir, District Governor** 

#### A message from Pauline Muir

On behalf of Colin and myself, I would like to thank all of the Clubs who invited us to their Changeovers. Unfortunately we were unable to attend all of them as many fell on the same day. However, at the ones we were able to attend the members made us very welcome. We had a most enjoyable time together.

Each changeover was special with each Club doing something a little different, which added to the enjoyment. Thank you so much for those memories.

I personally have been extremely impressed with our Presidents for 2009-2010, each showing great enthusiasm, planning and a desire to make a difference, I believe the future of Rotary in 2009-2010 is in fact in WONDERFUL Hands.

~ Pauline Muir





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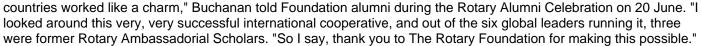


#### District 9800's Alex Buchanan awarded at RI Convention

You may have heard of Alex Buchanan, member of the RC of Melbourne and former Rotary Foundation Ambassadorial Scholar whether it be for his creation of the high-protein milk biscuit and highenergy biscuit, which are staples of Australia's international food aid program; or his development of an affordable infant food made from rice and soy flour that is commercially produced in Thailand; or perhaps because this year he was appointed a Member of the Order of Australia for his service to food science and technology and to the community.

Most recently The Rotary Foundation presented Buchanan with its 2008-09 Global Alumni Service to Humanity Award at the 2009 RI Convention in Birmingham, England.

Buchanan realised Rotary's power to influence the world when he was working on a cooperative food research project between Australia and countries in Southeast Asia. "The level of cooperation between





Buchanan's connection with Rotary began when he was a 1959-60 Ambassadorial Scholar studying agriculture and science at Iowa State University in the United States. He has since helped obtain Foundation Matching Grants on behalf of the Melbourne club for service projects in Cambodia, the Democratic Republic of Timor-Leste, and India. A Paul Harris Fellow, he has also worked closely with Past RI President Royce Abbey in establishing the Royce and Jean Abbey Endowment Fund through the Foundation. The fund has provided scholarships to 10 students from developing countries for agricultural training in Australia since 2001.

"I was drawn to Rotary because it changed my life with the opportunity to work, travel, and study," Buchanan said before the convention.

In addition to professional honours, Buchanan has received Rotary district awards for providing nourishment in underprivileged countries suffering from famine, as well as other service efforts. One other recognition is also especially precious.

"My father was a dairy factory manager in our small village and the outstanding community leader," Buchanan said. "As a boy, I always felt that I was in his shadow. Later, I worked in Melbourne. I travelled extensively and became well known in the dairy industry throughout the state. One day, at a dairy industry conference, my dad was introduced as 'Alex Buchanan's father.' The pride on his face was a revelation to me and a joy to behold."

#### A Stimulating Membership and Marketing Seminar

Saturday 15th August in MELBOURNE or Saturday 29th August in BENDIGO 15 August at Cato Hall, Wesley College, 577 St Kilda Road, Melbourne 9 am - 3.30 pm. Light Lunch will be provided

Country Membership Seminar to be held in Bendigo on 29 August - details to follow

Exciting Speakers so far are: Helen Razer former ABC radio journalist (and The Age Contributor) who has done wonders for the Country Women's Association and PDG Ann White who will discuss the resuscitation of clubs whose membership is falling behind... more stimulating speakers to be advised.

All Rotarians interested in Marketing and Membership are invited to attend.

Please RSVP as soon as possible: VIA EMAIL membership@rotarydistrict9800.org

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### **Community Services Seminar held at Camp Getaway**

District 9800 Community Services Director, Ross Butterworth and his Team did some terrific work in getting around 80 club Community Services Directors and new Presidents together with DG Colin Muir for a 3 hour session of valuable project updates. Those attending also took the opportunity to inspect recent developments at the Camp Getaway site, and hopefully plan for future working bee assistance and fellowship activities.





### Perth Perspective.

Rotarians are by nature outward looking people. What better place for us all to get together from the 5<sup>th</sup> until the 7<sup>th</sup> of March 2010? Known as the remotest city on Earth, Perth has been the launching pad for holidays into the Asian region like Hong Kong, Singapore, Bali and other destinations in Thailand and Malaysia. Perth is also nice and close to Margaret River and Broome, both fabulous holiday destinations.

For those of us who have attended a Rotary District 9800 Conference, we know what an inspirational and invigorating experience a conference can be. For you who are new - there is no better way to gain some perspective on what makes Rotary great - and to share that experience with your fellow Club members and with new District friends.

Perth will be the perfect setting for our conference.

Learn more and register today:

http://www.rotarydistrict9800.org.au/Members/Conference2010





#### Marketing Tip: Does Your Club Have A Vision Statement?

A Strategic Vision describes the route your club intends to take in developing and strengthening its great work. It lays out your club's strategic course in preparing for the future.

#### **Characteristics of an Effectively Worded Vision Statement:**

#### **Graphic**

The statement paints a picture of the kind of club that your members are trying to create and the position the club is trying to stake out within your community.

# Description of the Control of the Co

#### **Directional**

Your statement is forward looking; it describes the strategic course that your club has charted and the kinds of projects that will help your club prepare for the future.

#### **Focused**

The statement is specific enough to provide guidance for Board members when making decisions about future projects and growth.

#### **Flexible**

The vision statement needs to be flexible – it should not be a once-and-for-all-statement – the directional course that your club has chosen may have to be adjusted as times change.

#### **Feasible**

The statement needs to be within the realm of what your club can achieve in due time.

#### **Desirable**

Your club's statement needs to Indicate why it makes good sense for your club, its members and the community as a while in the short and long-term.

#### Easy to communicate

Is explainable in a few minutes and ideally can be reduced to a simple slogan. Remember Henry Ford's vision of 'a car in every garage'?

Your club's Vision statement should be specific, forward looking, distinctive, inspiring and motivational!



#### **Notices & Events**

#### Harry Potter & The Half Blood Prince

The Rotary Club of YARRAVILLE invites you to a night at the movies to see Harry Potter & The Half Blood Prince

Tuesday 21st July 2009 6.15pm – drinks & nibblies 7.00pm – Movie Starts Tickets Adults:\$20

Children: \$10 (Children 14yrs or less)

Ticket price includes nibblies and chocolate box before movie and drinks at bar prices

Sun Theatre, 8 Ballarat St, Yarraville Tickets enquiries contact: Ross Longhurst via email: rlonghurst@anfvic.asn.au or phone 0417 388 281





#### We care. We share. We all gain.



#### **Rotary Leadership Institute**

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

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

Contact: Vicki Teschke on 0412 525 055 or email her at <a href="wicki.t@tacobill.com.au">wicki.t@tacobill.com.au</a> Places are limited so act now!



#### **Group Study Exchange 2009-10**

Do not miss this opportunity for your Club to participate in this exciting exchange! But time is flying—applications close soon:

Team Leaders: 17 July 2009TeamMembers: 24 July 2009

Click here for more information.

#### The Rotary Wine Appreciation Fellowship of Rotary

Their next function will be at ROSE CREEK WINERY, 2 Craig St- East Keilor (Melway 27 J 1) Phone: 03 9337 5471

On **Sunday 9 August** 2009 -- Wine tasting 12.00 p.m.-- Lunch 1.00pm will be catered by members of our Fellowship

COST - aim for \$ 20 p/person FINISH - Whenever you like!

Rose Creek Estate has been described as "Tuscany in East Keilor", with the house and vineyard surrounded by 300 olive trees, fresh fruit and vegetables all just a step from the back door. The Sicilianos established Rose Creek Estate based on their home town Varapodio in Italy. The views and family atmosphere around Rose Creek Estate and their passion for traditional Italian cuisine and living give the property in the suburbs a mediterranean ambience.

Bring family and friends, but numbers need to be confirmed for catering purposes. For more information contact Leon Lewi 9333 1441 - or email <a href="mailto:lewi@connexus.net.au">lewi@connexus.net.au</a>

#### A Dinner with His Excellency Ambassador YUVAL ROTEM Ambassador of Israel



The Rotary Club of Toorak Inc.invites you to attend dinner on **Monday 24 August**, 6.30pm for 7.00pm at Royal South Yarra Lawn Tennis Club, Williams Road North, Toorak

Please advise of any special dietary requirements when booking - RSVP: 19/08/09

\$60.00 per person - \$600 per table of 10. Pre dinner arrival cocktails. First bottles of wine on table. Additional drinks at bar prices

Enquiries: Alan Freedman 0419 357 864 - alan.l.freedman@bigpond.com Fax: 03

9509 7935

#### **Eyes Wide Open in Nepal**

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

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

Sept - 19 Oct 2009. See attached!

Highlights include: Volunteer experiences in six Rotary humanitarian projects, Kopan Monastery, Nagakot, the monasteries and rich cultural heritage of the Kathmandu Valley, a 4 day trek of the foothills of the Annapurna mountain





#### We care. We share. We all gain.



range, Phewa Lake and Devi's Fall (Pokhara) and the breathtaking views of Nepal's Himalayan ranges.

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

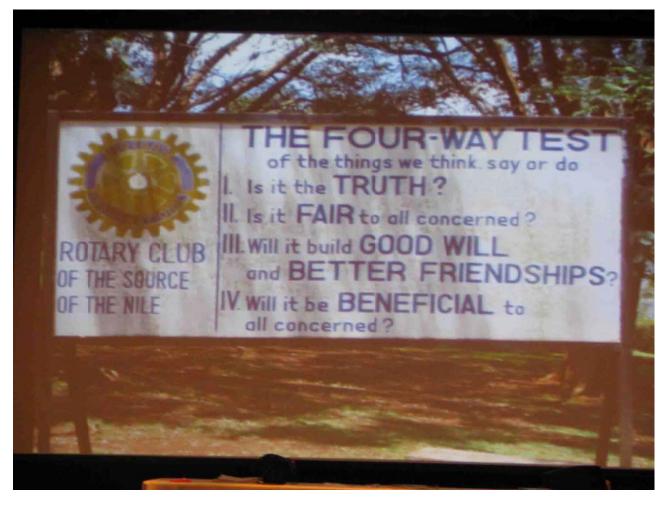
For more information please visit: www.eyeswideopen.org.au

#### Fun in Retirement Expo & Garden Show 2009

The Rotary Club of North Balwyn is staging this year's Fun In Retirement Expo at the Boroondara Sports Complex on **Saturday 19 and Sunday 20 September**. It is shaping up to be a massive event. Designed for the over 50s who are planning for, or are already in retirement, the event will cater for those interested in travel, hobbies, personal development, renovation, relocation, health & community.

For more information visit the website www.funinretirement.com.au





The Four Way Test – A sign on the roadside in Uganda

### July is Changeover Month

#### Leading by example

As I visit each club in our District, as part of my DG visits program, I have been quoting the words of Paul Harris when he addressed the 1913 Rotary Convention. He said "It is far greater undertaking to be a good Rotarian today than it was yesterday; it will be a far greater undertaking tomorrow than it was today. You are the Rotarians and the Rotary leaders of tomorrow so Paul Harris' challenge, to the Rotarians of 1913, is now your own". As Rotary leaders of the future we must be ever mindful of our organisation and what we need to do to keep Rotary strong. Your leadership is key to our future as the Future of Rotary is in Your Hands.

Rotary is a unique organisation. We are all volunteers. We don't earn wages from our efforts and the reward that drives each of us is intrinsic – something we feel deep within. It is not the desire for a dollar or the need to put food on our table that makes us was to be part of Rotary. We don't *have to be* Rotarians – we *choose to be* because of the feelings we get from the service we render, the fellowship we experience and the knowledge that we have made the world a better place.

In leading within Rotary it is important that we recognise that the motivation which drives each of us is one that is driven from good intentions, from a desire to help, from a desire to be part of a group that work together to achieve amazing things. Unlike other organisations where a leader commands and others obey in order to obtain reward, Rotarians as volunteers don't need commanding – the leadership they need is practical support from alongside rather than commands from above.



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PHF recognitions and Club

DG Colin Muir and Pauline

Successful leaders in Rotary are the ones that facilitate the efforts of others. They look for and find the resources their fellow members need to thrive and involve others in the management of their Club's future. They don't elevate themselves above – they put themselves behind the efforts of others and encourage Club members to serve. They foster enthusiasm. They bring out the best in those around them. This is leading in Rotary.

We're all leaders in Rotary from time to time – it's just not the Club Presidents or office bearers who lead in Rotary. At times we are all involved in leading – whether it's as a project coordinator, whether it's contributing new ideas or even leading the direction of the Club by introducing a new member.

We can all play a part in supporting others in Rotary – in taking another's idea and investigating how it can be done. In suggesting someone's passion could be utilised in a project which would give them intrinsic reward. In being there for each other as we serve our community. That's what Rotary is about.

Leading by example.

~ Colin Muir, District Governor

The first great virtue of those who seek the spiritual path is courage. - The Valkyries

#### **New Members**

Nigel Slater was inducted into the Rotary Club of Bendigo South on the 16 July 2009.

Nigel had previously been a member of the Rotary Club of Port Headland, Western Australia.



Rotary District 9800 Issue 4, 20 July 2009 Page 1





# Bushfire Recovery – A Situation Report

The most devastating civil catastrophe in Australian history commenced on 7 February 2009 - the "Black Saturday" fires. Rotary in Victoria and Tasmania responded to the need for assistance and formed a *Unified Rotary Districts of Victoria and Tasmania Bushfire Recovery Committee* (the *Unified Committee*).

Immediately after the fires were extinguished, reconstruction and recovery agencies were faced with "battlefield conditions". It was agreed that while Rotary Clubs became involved in immediate relief work, districts would not rush in to adopt Recovery Projects without ascertaining that they were not duplicating what others were doing. The aim has been to identify "gaps" in recovery activities.

Major matters addressed by Rotary to date have been:

- Reconstruction of fences on rural properties.
- Removal of dangerous trees on private properties.
- Re-survey of property boundaries where markers have been lost.
- Assistance with temporary housing of displaced persons.
- Provision of tools and other equipment to survivors to assist with clean up, recovery, and business activities.
- Cooperation with other agencies on the basis of partnerships advancing community engagement.
- Support for burns survivors and their families.
- Support for work related to treatment of post-traumatic stress being experienced in the survivor communities and education of people in contact with stressed survivors.

Lines of communication have been established with State and Local Government, the Victorian Bushfire Reconstruction and Recovery Authority (VBRRA), and communities in the affected areas. Rotary Clubs located outside bushfire affected areas have been encouraged to establish contacts with Clubs in or near to these areas and has commenced to establish the longer term needs of the affected communities that Rotary has the capacity to address.

A major project for Marysville is being developed which is aimed at supporting recovery of business in the Marysville Community which will improve confidence, create jobs, and provide services to residents living in and around the township. It will involve a Rotary contribution of about \$300,000 for the purchase of one of the very few useful buildings (previously an auto museum) remaining in Marysville after the fire and its conversion into a business centre. The required funding is likely to come from districts in Victoria and Tasmania with additional amounts required for fit-out and other related works.



The building at Marysville to be converted into a Business Centre

#### District 9800

As a result of the District's somewhat *Melbourne-centric* nature, we have excellent access to Government and other key agencies. Our Donations In Kind Store has been a very useful tool in bushfire recovery work.

Fundraising for the D9800 Bushfire Recovery was arranged to permit receipt of donations into either a tax deductible account or a non tax deductible account. The tax deductible account is established as a "division" of the Lord Mayor's Charitable Foundation entitled the *Rotary International and Lord Mayor's Charitable Foundation Bush Fire Appeal* (known as *Rotary Emergency Relief Fund*). The non tax deductible element is held in a designated D9800 account known as the *RI D9800 Bushfire Recovery Fund*. Donations can be made to these Funds in the following ways:

- Transferred to the "Rotary International D 9800 Bushfire Recovery Fund", BSB Number 013 345, Account Number 2521 12703 (Swift code ANZBAU3M); or
- Cheques mailed to District Treasurer Bernie Gerlinger, 5 Ipydene Court, Chadstone, Victoria 3148, Australia. Letters should be sent to the District Treasurer in cases where Tax Invoices are requested.

The District has concentrated its attention mainly on recovery projects at Eaglehawk and Redesdale, Kinglake / Kinglake West, Marysville, Upper Plenty, Churchill and Callignee. It has also provided support for trauma recovery of



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bushfire burns survivors and their families through the Burns Survivors' Network (a division of the K.I.D.S. Foundation).

The work at Eaglehawk has been undertaken by Clubs in the Bendigo area. That work has been concerned with coordination and execution of plot surveys in the Eaglehawk Township which was devastated by fire. Other assistance has been provided in the form of vouchers distributed to needy survivors who required hand tools to assist in personal recovery work (the local purchase of these tools also assisted businesses in the fire affected area).

At Kinglake, the District has entered into an arrangement with *Global Care* who have established a base at Kinglake. D9800 has supplied *Global Care* with chainsaws, wood splitters, and fence construction equipment to assist with clearance and reconstruction. A tipper truck has been secure from a Rotary donor for use in conjunction with these tasks. The following two photographs provide some indication of the quality of the equipment provided.

At Upper Plenty, the RC of North Balwyn has carried out fence reconstruction work with the support of Rotarians from Port Lincoln, SA. This cooperation reflected an established bond that originated when the Eyre Peninsula experienced fires some years ago. Other clubs have also been involved in fence construction work.

The Bushfire Recovery Program will not be fully completed within two years of the "Black Saturday" event; it may take four or five years. There will certainly be need for post-traumatic stress related activities for a considerable period of time to come. Funds are still available for application to Rotary supported projects but will be used fairly quickly once major projects get under way.





Additional donations to the *RI D9800 Bushfire Recovery Fund* will be received with gratitude and an absolute assurance that every cent will be spent to the advantage of bushfire survivors and their communities.









### Roberta updates us from WA

#### **Great Australian Bike Ride Update** from Roberta Gordon, 15 July, 2009

#### Stage 7, Darwin to Perth, 28 June to 13 August

I am motivated to finish the ride and to raise an additional \$3,000 which just puts me over my goal of \$40,000 which I am thrilled to bits with. I hope to catch up with supporting Clubs either before Christmas or after depending on the arrival of a new grandchild.

We have completed 9,500kms at Fitzroy Crossing now, just over halfway and have already had a preliminary celebration at Pee Wee's in Darwin on Fanny Bay - shouted by a keen supporter of my trip!



I actually had my favourite 'mille feuille' or thousand pastries vanilla-type-slice at a patisserie on Cahill's Crossing at the Border General Store in Kakadu. So called as it crosses the East Alligator River into Arnhem Land... such a wonderful surprise!

I enjoyed a short cruise on the Fitzroy River at Geki Gorge this morning with its fresh water crocs sunning themselves in luxury on the stunning limestone river-worn cliffs or sandy banks. The General Store burnt down two days before we arrived, so luckily the supply van arrived and the local service station has taken the supplies and the queue was almost out the door.

I finally got onto a computer and resized a picture out of my camera. On our day off here as we combined a couple of days riding 150kms each day to create more days off - as each day is a new camp site and some are a bit primitive...just a patch of grass and dirt just off the road. I'm over the red dust and can't believe how dirty the laundry water gets. Have to rinse twice! I love it when we get an eco toilet with a tank of water and shade, a luxury which seems to be happening at a few roadside stops.

These better stops are necessary with literally thousands of people; and not just nomads, going North. I have met several young families in their buses, home-schooling and using School of the Air. You wouldn't believe the luxury

vans and rigs that fill the caravan parks and toot as they go past. And the road trains...100 tons on wheels flying down the road. The gusts of air moving us riders across the road is actually nice when going the same way as almost pulls us along. This is a great help up the surprisingly many hills out here!

The Victoria River is stunning and the Boab trees and termite mounds continually fascinate me as each one is so different. I love the changing roadside desert gardens. The Ngumpan Cliffs were stunning and a burnt orange, with Grand Canyon shapes. I didn't realise how hilly it is out here around Warmun to Turkey Creek. There is also a turkey bush which the locals crush and rub on insect bites. Rather a pretty mauve bush which seems out of place in the dry with the gum trees.

We get another day off in Derby then Broome (home billet and a real bed) and a chance to sight-see.

Hope this finds you all well,

Yours in cycling for Mental Health Around Oz - Roberta Gordon.







#### Paul Harris Fellow Recognitions & Club Recognitions

#### **RC Gisborne**

The recognition of a Paul Harris Fellow was presented to PP Barbara Fletcher, for her contribution to Club life, Club and Committee service, and service to District and Rotary International; as well as her sustained personal contribution to a number of community and international endeavours.

#### **RC Essendon North**

Barry Coleman, Director Community Service Committee 2008-09, Rotary Club of Essendon North, Victoria in recognition of his untiring service to the club in various pursuits ranging from youth in residential care, to major fundraising projects.

#### The Fred Barnett Rotary Award – RC Gisborne

This award, in honour of Charter President, Fred Barnett, was presented to Kay Jones, for her contribution to Club life, her conduct as a Rotarian, her enthusiasm and personal service in the Club, her fellowship to all, and her dedication to Rotary ideals and commitments. The Award was presented by Hon. Life Member Mrs. Val Barnett.



Assistant Governor Philip Rowell (Eastside) was greeted with a glass of bubbly, when he participated in Christmas in July at the Rotary Club or Canterbury recently.

Monday 20 July was a night of Christmas ties, earrings, scarves, reindeer antlers, red noses and Elf hats. All this was accompanied by Christmas fare including, a glass of bubbly, ham, turkey, roast veg with gravy and Christmas pudding. A really fun night was had by all in attendance.

AG Philip Rowell and President Brian Bloomer lit up the night sky with their reindeer antlers, so let's hope the Sergeant at Bright North takes note for when Philip is next at his home Club.



### Kinglake Bushfire Fences

RC Hawthorn has a pool of members and friends who are assisting with dismantling damaged wire fences in Kinglake.

If you would like to get involved in this worthwhile hands on project please contact Gerald Swinnerton on 0425 777 851 by 9pm on any Thursday to arrange to assist on the following Saturday.







#### Are we listening? Responding to Rotary emails

When we receive an email request regarding Rotary from either a non-Rotarian or even a fellow Rotarian, how we respond in our reply will build an image in that person's head about what sort of organisation we are.

While emails are often seen as quick, easy and disposable, the impression that they give others can be distinct and long lasting ... so it's particularly important we leave a good impression given that our first encounters with outsiders will often be via email.

#### What do your emails say about Rotary?

Given that every email sends a message – what's the message you are sending about Rotary?



"Wow - Rotary really is a great organisation to be connected with!"

- Emails showing the true spirit of Service Above Self and helping those who would like to make a difference alongside yourself in the world.
- Responding helpfully straight away with relevant information and then making a call to follow up to see if further assistance is required.
- Emails that have a signature linking to specific Rotary information on a particular theme whether it be the website or donations page for a current project or a page where prospective members can find out about Rotary.
- Having frequently asked information at hand so you can respond straight away
- Helpful emails that finish with a Rotary themed signature telling people about your Club and linking to your website.

"That was easy, Rotarians are good to deal with"

- Warm, succinct responses that answer all enquiries or acknowledge enquiries that can't be answered, provide additional sources of information (e.g. websites) and invite the person to contact you or another person if more information is needed.
- Responses that answer all enquiries or acknowledge enquiries that can't be answered.
- Responding to an email straight away, even if it's to say you will need to get back to the person with more information once you have found the relevant material.
- Overly long responses that don't address the enquirer's needs but make the person search
- Overly long responses that don't address the enquirer's needs but make the person search for the information they need.
- Responses that don't answer the person's actual question but instead what it is assumed they want.
- Responding to an email a week after it's sent.
- Short, blunt, no pleasantries.
- Emails that do not help or serve others or provide assistance to those trying to serve others.
- Saying "I'll do it later" and failing to eventually respond.

- Emails that show an indifference to Rotary's ideals or the 4 way test.

Emails that have the potential to frustrate, hurt, anger or embarrass others.

can be a bit difficult!"

"Sometimes these people

"ARRGHHGH!!"





# 

#### We care. We share. We all gain.



#### **Notices & Events**

#### **Prof Neville Norman on the Australian Economy**

Join the RC Brighton Beach to hear Associate Professor Neville Norman on Tuesday 4 August . Prof. Norman will be giving his forecast and advice on the future path of the Australian economy – not to be missed!

Bring friends and family! Bookings contact President Ruth Carlos-Martinez, 0407 566 079 ruthcarlos888@bigpond.com.

#### **Operation Cleft**

The RC of Woodend will have The Hon. Alastair Nicholson, AO, QC and Former Chief Justice - Australian Family Law Court speaking on Operation Cleft on Thursday 6 August, 6.30 pm for 7 pm, at the Victoria Hotel.

Bookings contact Charlie Bender, 0409 439 046 or benderfam@bigpond.com.

#### **The Rotary Wine Appreciation** Fellowship of Rotary

Their next function will be at ROSE CREEK WINERY, 2 Craig St- East Keilor (Melway 27 J 1) Phone: 03 9337 5471

On Sunday 9 August 2009 -- Wine tasting 12.00 p.m.-- Lunch 1.00pm will be catered by members of our Fellowship

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\$60.00 per person - \$600 per table of 10. Pre dinner arrival cocktails. First bottles of wine on table. Additional drinks at bar prices

#### A note from the Rotary Club of Richmond's **OXYGens**

Hi everyone!

OXYGens' Tree (Planting) Change -

The Richmond Rotary OXYGens tree planting in Glenaroura-Broadford has been postponed by three weeks to Sunday 9th August.

Apologies to all of you who had agreed to participate on July 19th - but don't despair, it's still going ahead!

The reason it's been postponed is that the property owner(s) must put 'rip lines' in the soil to make planting the baby trees much easier. Due to a lack of moisture, the rip lines were not able to be done until the 7th July, so the tree planting 'tomfoolery' has been postponed until August 9th. The ambition is to plant 10, 000 trees that day; so your help is much

The response so far has been fantastic - with more time to get people involved, we will undoubtedly achieve the 10, 000 tree target on the day! Be sure to pass on the details of the tree planting to your friends and colleagues and get back to me with numbers.

We will keep you in the loop for transport arrangements, departure times and other relevant details (nearest pub etc!).

Hope to see you on the 9th August.

Krissy O'Reilly & Nick Cowling OXYGens (Our X & Y Generations) Rotary Club of Richmond K: 0421 068 611





#### We care. We share. We all gain.



Enquiries: Alan Freedman 0419 357 864 - alan.l.freedman@bigpond.com Fax: 03 9509 7935

#### **Eyes Wide Open in Nepal**

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Monastery, Nagakot, the monasteries and rich cultural heritage of the Kathmandu Valley, a 4 day trek of the foothills of the Annapurna mountain range, Phewa Lake and Devi's Fall (Pokhara) and the breathtaking views of Nepal's Himalayan ranges.

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



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retirement, the event will cater for those interested in travel, hobbies, personal development, renovation, relocation, health & community.

For more information visit the website www.funinretirement.com.au

# 50th Birthday Celebration Dinner for RC Collingwood

\$80.00 per person
Saturday 3rd October 2009 at 7.00 for 7.30 PM
Collingwood Town Hall
Email collingwood@rotarydistrict9800.org or phone
John Taylor 0419 363 101



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#### A Stimulating Membership and Marketing Seminar

**Saturday 15th August in MELBOURNE** or **Saturday 29th August in BENDIGO** 15 August at Cato Hall, Wesley College,

577 St Kilda Road, Melbourne 9 am - 3.30 pm. Light Lunch will be provided

Country Membership Seminar to be held in Bendigo on 29 August - details to follow

**Exciting Speakers so far are:** Helen Razer former ABC radio journalist (and *The Age* Contributor) who has done wonders for the Country Women's Association and PDG Ann White who will discuss the resuscitation of clubs whose membership is falling behind... more stimulating speakers to be advised.

All Rotarians interested in Marketing and Membership are invited to attend.

Please RSVP as soon as possible: VIA EMAIL membership@rotarydistrict9800.org





## How did your club shape up last Rotary Year?

No. of clubs reporting	68
% average attendance of those reported	69%
% of clubs reporting membership	97%

			% Attendance	Membership			
Club	Cluster	No. of meetings		As at 30 June 08	Start June 09	End June 09	% Change YTD
Brighton Beach	Beachside	5	79%	18	23	23	27.8%
Albert Park	Batman	4	67%	53	62	63	18.9%
Collingwood	Heritage	4	72%	18	20	21	16.7%
Yarraville	Hobsons Bay	5	63%	19	22	22	15.8%
Richmond	Heritage	4	89%	37	44	42	13.5%
Melbourne South	Batman	4	69%	33	33	33	0.0%
Melton Valley	Westside	4	81%	16	18	18	12.5%
Southbank	Batman	5	74%	26	27	29	11.5%
Prahran	Stonnington	5	58%	27	30	30	11.1%
Brimbank Central	Westside	4	82%	28	31	31	10.7%
Hoppers Crossing	Port Phillip	4	80%	28	31	31	10.7%
Williamstown	Hobsons Bay	4	62%	29	30	32	10.3%
Flemington	Hobsons Bay	4	83%	22	24	24	9.1%
Keilor	Gateway	5	80%	35	37	38	8.6%
Brighton North	Beachside	4	79%	47	51	51	8.5%
Carlton	Heritage	5	79%	38	40	41	7.9%
North Melbourne	Gateway	4	58%	26	27	28	7.7%
Footscray	Hobsons Bay	4	66%	51	54	54	5.9%
Toorak	Stonnington	3	57%	35	37	37	5.7%
Tullamarine	Gateway	4	52%	20	21	21	5.0%
Bendigo South	Goldfields	4	69%	44	45	46	4.5%
Echuca-Moama	Goldfields	4	84%	26	27	27	3.8%
Wyndham	Port Phillip	4	86%	26	27	27	3.8%
Melbourne	Batman	4	47%	268	277	277	3.4%
Brunswick	Heritage	4	41%	30	31	31	3.3%
Eaglehawk	Goldfields	4	88%	38	38	39	2.6%
Bacchus Marsh	Westside	4	73%	40	41	41	2.5%
Canterbury	Eastside	4	69%	44	47	45	2.3%
Balwyn	Eastside	5	60%	90	93	92	2.2%
Central Melb. Sunrise	Batman	5	79%	55	55	56	1.8%
Altona	Port Phillip	5	71%	26	26	26	0.0%
Altona City	Port Phillip	4	69%	33	33	33	0.0%
Bendigo Strathdale	Goldfields	155ue 4, 20 5	July 2009 64%	32	33	32	7aye 9 0.0%



# THE FUTURE OF ROTARY IS IN YOUR HANDS

#### We care. We share. We all gain.

		No. of	%	Membership			
Club	Cluster	meetings	Attendance	As at 30 June 08	Start June 09	End June 09	% Change YTD
Gisborne	Calder	5	71%	26	27	26	0.0%
Glen Eira	Beachside	5	67%	23	21	23	0.0%
Glenferrie	Yarra	5	63%	45	47	45	0.0%
Keilor East	Gateway	3	85%	41	41	41	0.0%
Kyneton	Calder	4	73%	38	37	38	0.0%
Point Gellibrand	Hobsons Bay	5	82%	34	34	34	0.0%
St Kilda	Stonnington	4	71%	12	12	12	0.0%
North Balwyn	Eastside	4	81%	89	89	88	-1.1%
Hawthorn	Yarra	5	64%	72	71	71	-1.4%
Bendigo Sandhurst	Goldfields	4	75%	52	52	51	-1.9%
Werribee	Port Phillip	5	82%	41	41	40	-2.4%
Essendon North	Gateway	4	86%	32	33	31	-3.1%
Camberwell	Eastside	4	78%	63	60	61	-3.2%
Fitzroy	Heritage	4	67%	30	29	29	-3.3%
Essendon	Gateway	5	54%	80	77	77	-3.8%
Brighton	Beachside	4	63%	133	127	127	-4.5%
Chadstone / East Malvern	Stonnington	4	72%	43	41	41	-4.7%
Moonee Valley	Gateway	4	51%	21	20	20	-4.8%
Boroondara	Eastside	4	58%	19	19	18	-5.3%
Woodend	Calder	4	52%	17	18	16	-5.9%
Bendigo	Goldfields	5	59%	96	93	90	-6.3%
Malvern	Stonnington	4	75%	47	47	44	-6.4%
West Footscray	Hobsons Bay	4	52%	31	30	29	-6.5%
Kew-on-Yarra	Yarra	4	70%	25	23	23	-8.0%
Sunshine	Westside	5	70%	23	22	21	-8.7%
Kangaroo Flat	Goldfields	4	67%	30	28	27	-10.0%
Daylesford	Calder	4	64%	30	25	26	-13.3%
Laverton Point Cook	Port Phillip	4	87%	22	19	19	-13.6%
Elsternwick	Beachside			19		16	-15.8%
Rochester	Goldfields	4	80%	11	10	9	-18.2%
Kew	Yarra	4	66%	54	48	44	-18.5%
Melton	Westside	5	84%	44	34	34	-22.7%
Castlemaine	Calder	4	75%	47	37	36	-23.4%
Port Melbourne	Batman			35	24	24	-31.4%
Caulfield	Beachside	4	66%	11	9	7	-36.4%

Membership and attendance figures not reported

### July is Changeover Month

#### The True Internationality of Rotary

In this week's 'Message from the DG' I would like to focus our attention on the Mission of Rotary International and our desire to advance world understanding and peace. Briefly that mission is:

- To support our member clubs in fulfilling the objects of Rotary,
- To globally promote the concept of service as a worthy endeavour,
- To strengthen and expand Rotary to communities around the world,
- To foster unity among member clubs of the association.

Over the past month or so I have been given many opportunities at our club Changeovers and DG visits to propose the Toast to Rotary International or to speak on the RI theme and emphases for the year ahead. I have also used those speaking opportunities to advance world understanding and peace by acknowledging a District, selected at random, from around the world. I have written to the Governors of those Districts selected and indicated that, at my club visits, I would be acknowledging him / her and their members.



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3

DG Colin Muir and Pauline

So far I have recognised 23 very diverse Districts including, D1360 Iceland, D4110 Northern Mexico, District 9920 Madagascar, Mauritius and the Seychelles, and even the City of Metropolis, Illinois USA, the home of Superman. Many of those Governors' contacted have been thrilled with the recognition and have responded with a return greeting and 'Thank You for Thinking of Us' email.

Not only have the recipient Districts responded well we also have several of our own clubs interested in the idea of making a simple toast at their weekly meeting to another club or District across the other side of the world.

Can I suggest there are many ways to celebrate the internationality of Rotary. One way is by programming an 'International Goodwill' segment at your meeting and to talk about the 'Toasted Club' in greater detail with information on their location, makeup of their members, projects and activities? A follow up email and bingo a club to club relationship has developed. The possibilities are endless; all it takes is a little thought and effort without a dollar being spent. How good is that!

So, in an effort to play my part in advancing world understanding and peace I would like, during my year of office, at every formal visit to every Rotary Club in our District, to have the opportunity to recognise and acknowledge the true internationality of our organisation by offering an International toast or recognition. I have the International Directory open at District 3170 and we are ready to go!

Who will be toasted at your club when next the DG visits? It could be quite a surprise.

Until then remember the Future of Rotary is in Our Hands. ~ Colin Muir, District Governor

#### **New Members**

**Rotary Club of Caulfield** 

- Deidre Colbert
- Brian Miller, PP Rotary Club of Fitzroy

Rotary Club of Central Melbourne - Sunrise

- Doug O. Robertson
- · Greg Michener







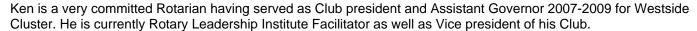
#### Viva El Nuevo Jefe Ken Vasquez!

#### A Leader for our GSE Team to Exchange with D2203 Spain

The selection of the Team Leader to lead the Group Study Exchange team to D2203 in Spain was finalised on Sunday 26 June from a very strong field of candidates and once again the clubs in the District who nominated candidates should be proud of them.

The calibre of all candidates was exceptional, making the task of choosing the Leader a difficult one for the selection committee.

District Governor Colin Muir and the GSE selection committee are pleased to announce the successful candidate is Ken Vazquez of the Rotary Club of Altona City.



For More Information on this year's GSE:

http://www.rotarydistrict9800.org.au/uploads/downloads/Members/group study exchange 2009 10.pdf



### **Marketing & Membership Seminar**

#### **Keynote Speakers attract Rotarians!**

Seats are filling fast, so please register today for the Membership and Marketing seminar on 15 August at Cato Hall, Wesley College, 577 St Kilda Road, Melbourne 9 am - 3.30 pm.

A light lunch will be provided.



#### You will enjoy an outstanding program including:

**HELEN RAZER** former ABC radio journalist (and The Age Contributor) who has done wonders for the Country Women's Association. Helen will talk about Rotary's relevance in the new millennium.

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**BRYCE IVES** is a freelance Theatre Director and Media Producer. He is currently employed as the Coordinator of the Heywire Program; flagship community project of the ABC which engages young media makers across Australia. Heywire produces stories for ABC Radio, ABC TV and online, and stages a yearly youth issues forum

At this seminar you will be part of a <u>worldwide launch</u> of a new media promotion - bring your mobile phone!

Register online: http://www.rotaryaustralia.org.au/mmsignup.php

For further information: e: membership@rotarydistrict9800.org Phone: 0418 390 334 (call or text)





#### **Boroondara Kindergarten Project**

# **GIVING VULNERABLE RICHMOND CHILDREN A FLYING START** . . . with the support of Richmond Rotary

'When we look back on the past three years at the support of Boroondara Kindergarten by the Rotary Club of Richmond, it is quite breathtaking to see the positive impact this support has had.

'When our committee approached Rotary back in 2006 for support with our renovation, we never envisaged the extent to which this support would stretch.'



... 'Rotary's idea of offering sponsorship for these fees has opened up this program to the very children and families that we want and need to engage. This has allowed strong relationships to be built that have seen an improvement in children's regular attendance at kindergarten and school, as well as opportunities for these families to be linked up to other services such as community health, financial counselling and interpreting services.

This initiative has allowed us to establish a second three year old kindergarten group, as well as filling up the existing group which we often struggled to maintain with low enrolments. We have been able to give our staff additional hours of employment and have managed to maintain the employment of two experienced staff as a result.'

The Boroondara Kindergarten Project.

For more information please contact the Rotary Club of Richmond's Community Service Director, Tim Barker on 0412 568 531 or go to <a href="https://www.rotaryrichmond.org.au">www.rotaryrichmond.org.au</a>.

#### Kai Saldaneri a Paul Harris Fellow

On June 18th, The Rotary Club of Woodend bestowed a Paul Harris Fellowship to one of our most well loved & dedicated Rotarians - Kai Saldaneri.

Kai is famous for her weekly "Chook Egg Auctions". Her "girls" as they are affectionately known, provide a dozen of the best eggs on the planet which are auctioned every Thursday night at meetings. How it works is that every bid must pay. The record stands at around \$330 for a dozen of the finest at last changeover - must be a world record for a dozen eggs. All funds go to Operation Cleft.

Kai's girls raise enough money each year for 5 - 6 cleft palate operations. The sad news is that Kai is off to China in a few weeks for 12 months - she will be sadly missed but the egg auction goes on and her girls will be well taken care of.



Anyone visiting the Rotary Club of Woodend on Thursday nights - bring plenty of spare change - the eggs are worth every cent.

#### **Rotary International**

#### New Rotary International membership slogan unveiled

The RI Board of Directors adopted a new membership slogan, "Each Rotarian: Reach One, Keep One," at its June meeting.

The slogan emphasises the need for Rotarians to focus on both recruitment and retention in their membership growth efforts.





# METWORKER





#### Montreal 2010 – Rotary International Convention.

With only 47 weeks to go until conference, the Montreal team welcomes your registrations for RI Convention. http://www.conventiongoers.org/download.htm

#### Paul Harris Society – Membership Incentive

The District 9800 Paul Harris Society has just signed up its 38th Member. An incentive prize for our 40th member to join, the prize and conditions are as follows.

The prize offered is two books donated by Craft Book Wholesalers They are The home guide to Cake Decorating, by Jane Price, Published by Murdoch Books.

and You don't have to be famous:- How to write your life story, by Steve Zousmer, Published by Writers Digest Books

To win this incentive prize, the person needs to have completed a Paul Harris Society Membership Application form, which is a commitment to contribute US\$1000.00 each year that you are able to, you also need to be the 40th application received by John Rafter or Trevor Mackey.

This offer is open to current D9800 members of the Paul Harris Society who might wish to entice their partners to join. and to any person not necessary a member of a club but must be associated with a club in D9800 in some way.

As a consolation prize to the person that joins as the 39th Member there is a promise of a book or two for you as well. Click here for more information.



#### **ROTARY DISTRICT 9800**

#### **VOCATIONAL DAY**

SUNDAY 4TH OCTOBER 2009 GLEN ERIN WINERY, ROCHFORD ROAD, LANCEFIELD

#### Includes:

- Vocational tour of winery
- Special guest Vocational speakers
- 2 course lunch, red & white wine, plus tea & coffee
- Centrally located for city and country clubs
- Local accommodation available
- Great fellowship opportunity for your members
- Cellar door sales

LIMITED to 170, SO BOOK EARLY!!! For more information or to book click here





#### **Making Your Sergeant At Arms Sessions Great**

#### What is the Sergeant At Arms role?

#### **Impart Rotary Knowledge**

Bit by bit in a way that entertains, intrigues and interests.

#### Quip on humourous happenings both within the Club and outside it

This might include recognising achievements, anniversaries and the personalities within your Club as well as current affairs of the day outside the Club.

#### Promote and initiate fundraising efforts

A relevant and purposeful fine session that acts as a source of levity and light hearted fun without being bad natured or likely to induce guilt, embarrassment or offence can be a good source of fundraising. Remember to remind others what beneficial causes their fines go toward.



#### Some Tips...

- Be confident & engaging own the stage! An innocuous session will feel like you are doing it because you have to do it people should look forward to a presentation that lights them up!
- Avoid smutty, sexist, racist, offensive, highly embarrassing or personally insulting comments. When
  quipping on personalities within the Club, keep comments limited to behaviours rather than making fun
  of something a person does not have control over (i.e. their background, looks, etc.)
- Be prepared and be topical read the paper for notes of interest which could entertain. Can you relate a story to Rotary happenings in a funny or ironic way?
- Deliver a message segue from humourous anecdotes into your message keep them linked.
- Make your speeches interesting and appropriate for outside guests even for Rotarians the message should relate to 'outside of Rotary concepts' (OORC's). Don't overload on Rotary terminology (RYLA, DG, RAWCS, R-O-T-A-R-Y-A-B-C-D-E-F-G...)!
- Spread fines around rather than refer to the same people week after week. Be reasonable and be aware if
  money is a sensitivity for any Club members.

Above all though the Sergeant At Arms should be entertaining and engaging while avoiding offensive, smutty, sexist, racist, denigrating or otherwise off-putting material or remarks.

As a guide - an observer from outside Rotary should walk away entertained after seeing a session that was fun and a great way of light-heartedly raising a few dollars for a good cause rather than saying "What the hell was that?!"

Have fun, keep it purposeful and make sure everyone finishes the session with a little more Rotary knowledge and a smile on their face!

#### **Notices & Events**

#### Kinglake Bushfire Fences

RC Hawthorn has a pool of members and friends who are assisting with dismantling damaged wire fences in Kinglake.

If you would like to get involved in this worthwhile hands on project please contact Gerald Swinnerton on 0425 777 851 by 9pm on any Thursday to arrange to assist on the following Saturday.

#### **Prof Neville Norman on the Australian Economy**

Join the RC Brighton Beach to hear Associate Professor Neville Norman on **Tuesday 4 August**. Prof. Norman will be giving his forecast and advice on the future path of the Australian economy – not to be missed! Bring friends and family! Bookings contact President Ruth Carlos-Martinez, 0407 566 079 <a href="mailto:ruthcarlos888@bigpond.com">ruthcarlos888@bigpond.com</a>.



#### We care. We share. We all gain.



#### **Operation Cleft**

The RC of Woodend will have The Hon. Alastair Nicholson, AO, QC and Former Chief Justice - Australian Family Law Court – speaking on Operation Cleft on **Thursday 6 August**, 6.30 pm for 7 pm, at the Victoria Hotel. Bookings contact Charlie Bender, 0409 439 046 or benderfam@bigpond.com.

#### Rotary Club of Melbourne South invite you to their Charter Anniversary Luncheon

Friday 7 August at Club Tivoli, Dandenong Road, Windsor 12.30 p.m. for 1.00 p.m.

We would like as many as possible of our members, partners, friends and former members to join with us in celebrating our 57th Charter Anniversary. It is a Partners & Friends Day, and we have arranged an enjoyable programme featuring our own "first lady in Rotary", Past President Joan Daniels.Contact: Warren Parker, Fellowship Chairman Phone: 9592 4644 Email:president@melbsouthrotary.com.au

#### **OXYGens' Tree (Planting) Change**

The Richmond Rotary OXYGens tree planting in Glenaroura-Broadford has been postponed to **Sunday 9 August**. If you are interested please contact Krissy O'Reilly - Rotary Club of Richmond - K: 0421 068 611

#### The Rotary Wine Appreciation Fellowship of Rotary

Their next function will be at ROSE CREEK WINERY, 2 Craig St- East Keilor (Melway 27 J 1) Phone: 03 9337 5471 on **Sunday 9 August** 2009 -- Wine tasting 12.00 p.m.-- Lunch 1.00pm will be catered by members of our Fellowship

COST - aim for \$20 p/person FINISH - Whenever you like!

Bring family and friends, but numbers need to be confirmed for catering purposes.

For more information contact Leon Lewi 9333 1441 - or email llewi@connexus.net.au

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A light lunch will be provided.

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For further information: e: membership@rotarydistrict9800.org Phone: 0418 390 334 (call or text)

#### RI Exchange rates

Below please find the RI exchange rates that take effect from 1<sup>st</sup> August. The New Zealand dollar has changed.

The Australian currency exchange rate is the same as July 2009.

	Monetary	Currency	U.S. Dollar
Country	Unit	Per US \$1.00	Equivalent
Australia	AUD	1.26	0.79365079
* New Zealand	NZD	1.56	0.66666667
Philippines	PHP	48.00	0.02083333



#### We care. We share. We all gain.



**THE 2009** 

#### The Rotary Club of Hawthorn presents the 2009 Grand Concert

Sunday 16 August at 2.30pm Compered by Tony Charlton AM STARRING:

Blackburn High School Senior Stage Band -

Conductor—Andy O'Connell and Senior Stage Band Director - Fresh from their success at the Monterey Jazz

Festival

Tian Tian Lan, pianist - 9 year old 'Young Musicians of Excellence' performer

**Suzanne Johnston**, mezzo soprano - One of Australia's most versatile artists, acclaimed for her performances on the opera, musical theatre and concert stages

Peter Hurley, musician extraordinaire - "Witty and original." The Age

Joshua Hu, violinist - Outstanding teenage violinist

Cameron Roberts, pianist

"High-calibre playing. He is a significant talent." The Age

**Plus Surprise Guests** 

Afternoon tea will be available after the performance for a donation.

Concert ticket prices: Adults \$25, school age children \$15, Family ticket of 4 (2 adults & 2 children) \$60.

Enquiries: Geoff Dumayne 0409 862 749



The Rotary Club of Toorak Inc.invites you to attend dinner on

**Monday 24 August**, 6.30pm for 7.00pm at Royal South Yarra Lawn Tennis Club, Williams Road North, Toorak. Please advise of any special dietary requirements when booking - RSVP: 19/08/09

\$60.00 per person - \$600 per table of 10. Pre dinner arrival cocktails. First bottles of wine on table. Additional drinks at bar prices

Enquiries: Alan Freedman 0419 357 864 - alan.l.freedman@bigpond.com Fax: 03 9509 7935



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

Eyes Wide Open is running an 18 day humanitarian trip to beautiful Nepal from 30 Sept - 19 Oct 2009. Highlights include: Volunteer experiences in six Rotary humanitarian projects, Kopan Monastery, Nagakot, the monasteries and rich cultural heritage of the Kathmandu Valley, a 4 day trek of the foothills of the Annapurna mountain range, Phewa Lake and Devi's Fall (Pokhara) and the breathtaking views of Nepal's Himalayan ranges.

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

#### Fun in Retirement Expo & Garden Show 2009

The Rotary Club of North Balwyn is staging this year's Fun In Retirement Expo at the Boroondara Sports Complex on **Saturday 19 and Sunday 20 September**. It is shaping up to be a massive event. Designed for the over 50s who are planning for, or are already in retirement, the event will cater for those interested in travel, hobbies, personal development, renovation, relocation, health & community.



For more information visit the website www.funinretirement.com.au

# **50th Birthday Celebration Dinner for RC Collingwood**

\$80.00 per person - Collingwood Town Hall **Saturday 3 October** at 7.00 for 7.30 PM

Email <a href="mailto:collingwood@rotarydistrict9800.org">collingwood@rotarydistrict9800.org</a> or phone John

Taylor 0419 363 101



