

We care. We share. We all gain.



Issue 41, 4 May 2009

A publication for Rotarians and all community-minded people

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The Perception of Rotary

I recently read a report of the findings for a focus group of non-Rotarians who were in the demographic groups of professional women aged 30+ and professional men aged 30 to 45 years.

I know that all of us at some time or another have been asked by our friends, work colleagues and acquaintances "What is Rotary?" and "What do you do?". This is a very difficult question to answer, as Rotary does so much and Rotary means different things to different Rotarians depending on our Rotary passions and experience. One of the great strengths of Rotary is that we are involved in so many diverse projects and initiatives that allow all of our members to identify an area of service, or multiple areas of service to which they can contribute. The downside of this is that with so many local and international community service

projects it is difficult to describe what Rotary is and what it does in clear and concise terms.

When the focus group was asked about groups providing humanitarian and volunteer service, the organisations mentioned were: Doctors Without Borders, Salvation Army, Red Cross, Amnesty International, UNICEF, Habitat for Humanity, Oxfam, GreenPeace, World Vision, Make A Wish and St. Vincent's De Paul.



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DG Jim Studebaker & Carol

When asked about Rotary International, most respondents in the focus group did recall hearing about Rotary International, Rotary fundraising events or local Rotary clubs. There was a general

positive impression that Rotary did good work. When asked about Rotary clubs, the following functions were mentioned: fundraising to purchase hospital equipment; community activities with youth; ShelterBoxes in Burma; provision of scholarships; exchange programs; well set up; they compete with Lions. Some indicated: "They have that wheel.: "With Rotary, they do a bit of this, a bit of that, you don't really know what drives them."

When asked about their perceptions of Rotary, the following words were used to characterise Rotary and Rotarians: businessmen; elite; secretive; older; wealthy; largely based on formal rules; not 'sexy'; not 'trendy'; inflexible; not sure that women are allowed into local clubs; associated with Freemasons.

Overall, there is a significant lack of knowledge on what Rotary actually does, what Rotary accomplishes within the community or internationally, or how one would become involved or engaged with Rotary's efforts. As Rotary has found in previous focus groups, there continues to be a connection with the Freemasons. Often local media show pictures of Rotarians handing over cheques rather than actual action-oriented projects. Today, individuals interested in volunteering are interested in action and accomplishments.

People have a difficult time obtaining information about Rotary. In several instances, individuals mentioned they were interested in the organisation and had attempted to contact a club but there was no follow-up on the club's behalf, or that they had attempted to locate a website but could not find one.

We have been working very hard in our District to change the perceptions of Rotary. Our District Marketing Team, under the Leadership of Philip Archer, has strongly advanced the image of Rotary locally over the past three years. The marketing initiatives have included the development of a comprehensive communications and marketing strategy with tactical elements such as media, government and corporate communication initiatives, billboards, semi-trailer skins, an up-to-date District website and website support to clubs. The club banners for all clubs have been modernised and updated and the District now has modern pull-up banners for every service area. Brochures have been produced to assist us in telling the Rotary story and encouraging prospective members to join. A strong communication flow to clubs has been implemented, providing marketing and PR tips, as well as a range of other support mechanisms. Over the past two years, our marketing team has visited many clubs and supported them in their marketing and public relations endeavours. And of course, there is much, much more that has been developed in this area.

Whilst the marketing effort has certainly increased awareness, changing the perception is every Rotarian's responsibility. When asked about Rotary, take the time to explain and relate what Rotary means to you, it is your personal Rotary experience that will deliver the most convincing message.

Be an Ambassador for Rotary!

~Jim Studebaker, District Governor



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ARHRF: From the Noosa Journal, 30 April 2009, Page:12

Pedal power is helping Roberta live the dream

By Nathan Evans

NOOSA cycling dynamo Roberta Gordon is powering through her mammoth 18,000km, seven-month ride across Australia in aid of mental health research.

The sexagenarian cyclist who beat depression through physical activity told The Noosa Journal she'd covered an average of 100km daily, becoming known as the Matriarch of the ride between Victoria and Sydney, with fellow mature

rider Tom Brown, 71, being crowned Patriarch.

"Tasmania was a whirlwind of eight days riding 100km every day with 65 riders," Roberta said. The retired school teacher told The Noosa Journal she battled cold to freezing temperatures through the southern leg of the ride.

"There was driving rain to Hobart

and up the centre of Tasmania where the hills were so steep and the crosswinds freezing so we had the winter gear on," Roberta said. "We lost several riders on a railway

line in wet conditions where an 80-year-old fractured his femur."

The trip, which kicked off in March, has passed through a host of scenic spots including Lake St Clair. Tarraleah and Oatlands. "I loved Oatlands, our halfway stopover out of Hobart, with my billet at Carlington mill. It's an old sandstone Dutch mill with the original

piggery and stables with timber shingles. That was a highlight," Roberta said.

Arriving in Melbourne on March 29, the trek took the cyclists through fire-devastated rural Victoria.

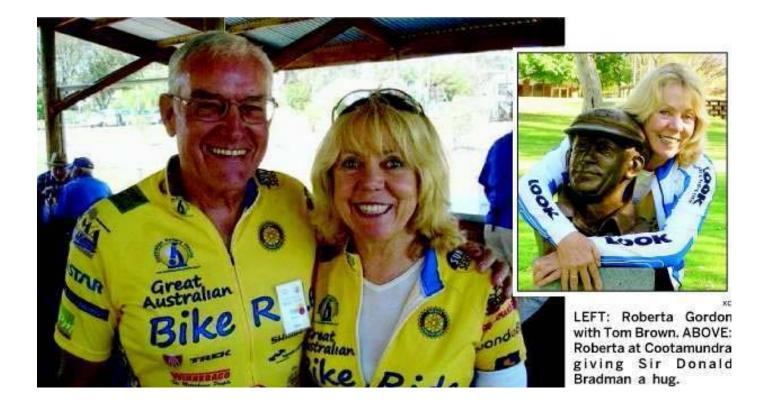
"The soil is still ashen grey ...
only the open areas and grass trees
are sprouting life," she said.
The Great Australian Bike Ride

is a nine-stage ride around the country that began in Melbourne on March 21 and will finish back there on October 10. It raises funds for research into mental illness being supported by Australian Rotary

Health.

Roberta. who fought her own way back from depression after friends pushed her to take up physical exercise, went on to win a host of triathlons in what has become an empowering way of life for the Noosa seachanger.

She said she had collected more than \$30,000 in sponsorship with local Rotary groups along the way proving exceptionally generous.







Margaret Roberts Motor Neurone Scholarship Research

The Rotary Club of Bendigo South is holding its annual **Margaret Roberts Motor Neurone Scholarship Research** report on 14 May at The Monash School of Rural Medicine, Mercy St, Bendigo at 6.45 pm. The cost is \$15.

Rebecca Sheean a PHD student at The Howard Florey Institute will give a presentation on the work she is involved in finding the causes of MND.



Margaret Roberts was a well known Bendigo lady very involved in numerous community activities when she became ill in 2002. She passed away in 2005 after a three year fight against MND of which there is no known cure.

Margaret was associated with The Rotary Club of Bendigo South and this club decided in late 2005 that her community work should be honoured by setting up a research scholarship in her name to find the cause and a cure for MND. The aim was to raise \$10,000 a year for three years, which combined with funds from Melbourne University and Australian Rotary Health would create a \$25000 a year scholarship for 3 years.

Great support from local Rotary, The Inner Wheel Clubs (of which Margaret was National President in 1993) and many Bendigo citizens and clubs meant that sufficient funds were raised in one year to meet the costs of a three year scholarship. Adam Walker of Howard Florey Institute began study in 2006 and finishes in 2009. With such great support The Rotary Club of Bendigo South decided to meet the challenge of funding a second scholar and Rebecca Sheean began her research in 2008 and will finish in 2010.

An easy way to think of the importance of medical research is for all of us on any form of medication to remember that the pill we take today was created as a result of research undertaken yesterday or more likely yesteryear. So the research being undertaken today will provide the answers for the medical problems of our children and grandchildren.

The Rotary Club of Bendigo South is currently considering steps to finance a permanent research scholarship into the causes of MND and the cures.

Everyone is welcome to attend the presentation on 14 May to learn more about this vital Australian medical research program. Light refreshments are available after the event so **please call David Cotton on 54430347 by 10 May to book in**.

Don't forget to book for District 9800's Assembly 2009

The District Assembly gives all Rotarians the opportunity to hear firsthand the vision, goals and emphases of our RI PE John Kenny for 2009-10, together with information and updates on our District's activities including the Rotary Foundation's. There will be presentations on new District initiatives in which you and your club can participate.



Who should attend?

Everyone is welcome to attend. It is particularly important that all incoming office bearers, including directors and committee chairs attend and bring with them new club members. Everyone, regardless of their service or experience will find something new and interesting.

When is it?

The Assembly commences with Registration from 8.30am, Sunday 31th May 2009 with the first plenary session commencing at 9.30am- sharp.

Where is it?

The Assembly will be held at Wilson Hall, Melbourne University, Grattan Street, Carlton (Melway Ref: 2B D8). Ample underground parking available (cost \$5.00). Please enter via Grattan Street entrance. Rotary 'Marshals' will be at all the university complex entrance to assist and direct attendees to Wilson Hall.

How much will it cost?

FREE - Nothing to Members wearing their Rotary Dinner Badge. (The Registration Fee is \$30.00 and will be paid for by your club. This includes all materials, morning teas and a light lunch).

How do I register my interest?

Talk with your President Elect or current Secretary - Clubs can CLICK HERE to register.



Make Dreams Real

The Shine On Awards 2009 - They Literally Shone!

"Our disabilities are not always on display, but our abilities are", stated Nerissa Mapes, Awardee, responding on behalf of the Shine On recipients at the 2009 Shine On Awards. Held at Hawthorn Receptions, Sunday 3rd May, they were proudly hosted by the Richmond Rotary Club (RCR). Nerissa was diagnosed in late 2006 with Parkinson's disease and was nominated by the Rotary Club of Brighton Beach.



The Shine on Awards were presented to 39 achievers who, despite a disability, make a significant and positive contribution to their community. The nominees were supported by Rotarians, family, friends and carers, along with visiting DGs.

Kath Kneebone, Chairperson of the Southern District Shine On Awards, in her welcome address, said that the Awards are Rotary's way of saying thank you to the nominees for 'making dreams real' through their efforts, sacrifices and commitments.

The ceremony and occasion had many fun moments; when the guest guitarist didn't show, there was an impromptu rendition of the National Anthem by the instantly-formed '3 Rotary Tenors' of the RC of Maryborough.

The guest speaker, John Barnett - whose work in the public service focuses on many facets of disability support - stated 1981, the International Year of Disabled People, was a key year for people with disabilities with many changes in attitude and application, helping them lead fuller lives. He said that disabled people are much better off today than they were 50 years ago and it is really encouraging for the older disabled to see the young disabled achieving so much.

The oratory skills and mellifluous tones of RCR Rotarians Ross Telfer and John Liddell, who alternated in reading the individual nominations brought to life the nominees' stories.

Inspiring words were shared, such as those made by Megan Drinken, diagnosed in 2005 with Acute Fibromyalgia and Chronic Fatique and then wheelchair bound – "No matter what, you have the chance to have fun and not let (illness) beat you." Megan was nominated by the RC of Morwell.

Young Ahmed Mustafa Kelly, nominated by the RC of Southern Mitchell – was born in Iraq with severe congenital abnormalities of his forearms and lower legs. He was adopted by Moira Kelly of the Children First Foundation. Despite the removal of his two dysfunctional feet and being fitted with new prosthetic legs, he received the Victorian Sport Achiever 2005 Award. He is currently trialling in swimming to make the next Paralympics.

The Youth Award trophy went to Matthew Furphy, nominated by the RC of Bairnsdale Sunrise. In 2005, in his first year of secondary school, Matt was diagnosed with a rare form of cancer which required long periods away from home and friends for surgery, chemotherapy and radiation at the Royal Children's Hospital. Despite a setback in 2008 he is now in remission. His courage, positive attitude, experiences, selflessness and inspired leadership have helped other young people in many ways. Matt was the East Gippsland Youth of the Year in the 2009 Australia Day Awards.

Amongst the adult awardees to receive a Shine On Award trophy was Hank Wyllie, wheelchair dependant and a member for 10 years of Communication Rights Australia 'for people who have little speech but plenty to say!' A severe asthma attack resulted in Hank suffering hypoxic brain damage. Although he has a significant disability with speech, he has made a huge contribution to society. Hank was nominated by the RC of Corio.

Dawn Watson, PP RC of Brimbank Central and a Shine On Awards organising committee member since its inception in 1997, spoke on behalf of the Shine On Awards sponsors, Goldman Sachs JBWere congratulating District 9800, the Rotary Club of Richmond and the award and certificate winners. Premier Trading, Bridge Road Florists and Ascot Trophies were also sponsors.

The Southern Districts - Shine On Awards 2009 literally shone with talent, inspiration, warmth, sincerity and pride! The event theme could perhaps be summed up by the words of Pamela Haigh, a totally blind active Awardee who lost her sight 10 years ago, and who was nominated by the RC of Trafalgar: '...when a door closes, a window opens'.





Developing a Key Message

Before presenting your latest project to a local business ensure your message is comprehensive and consistent.

It should include:

- Your club's goals and strategies to achieve them;
- Ways your club and the business can work together;
- Examples of how the project will benefit your club's target business.

In developing a key message, consider these steps:

- Develop a general outline;
- Modify the outline and message to reflect the target business.

Review the message:

- Does the message provide the business with the information they need to find out more about your project and its relevance to them;
- What main points would the target business remember at your message;
- What points should be emphasised or modified;
- Does the presentation provide ideas about how they can increase their involvement with Rotary;
- Does the presentation outline the projects goals and strategies;
- Does the message give examples of past projects the club has completed and their positive impact on the community;
- Is the presentation too complex or too simple?
 - o Can you improve the introduction to encourage immediate interest in the project?;
 - What additional information should be included; and
 - o What additional information should be removed?
- Can the flow of the presentation be improved?
- Does the message include contact information or additional resources?

Importantly...

don't forget to think about who the best person is in your club to present your project.

DONATIONS IN KIND NEED YOUR HELP!

Can you spare a few hours any Tues, Wed or Thurs between 10- & 2-30pm?
Your D9800 DIK has 12 Club International projects loading their containers in the next two months. Whether it be goods for the Bushfire Relief, Samoa, Fiji, PNG, Zambia or even a little one for Collingwood come along and help.

There are books and clothes to be sorted & packed.

No heavy lifting.

BYO sandwich, DIK supply the rest..... Parking & fellowship!

Rear of Shed 40 @ 400 Sommerville Rd,West Footscray.

Melway 41 E7.Enter GATE 1, between Geelong & Paramount Roads

Lost-ring Bill on 0425 741 045

"Volunteers live longer, happier lives."







Notices & Events

RC of Prahran

The Rotary Club of Prahran will not be having a regular lunchtime meeting on **Monday, May 25** but will be encouraging members to attend the 50th anniversary of RC Malvern on **Wednesday, May 27**

Annual Margaret Roberts Motor Neurone Scholarship Research report

The Rotary Club of Bendigo South is holding its annual Margaret Roberts Motor Neurone Scholarship Research report on **Thursday**, **14 May** at The Monash School of Rural Medicine, Mercy St, Bendigo at 6.45 pm. The cost is \$15.

Rebecca Sheean a PHD student at The Howard Florey Institute will give a presentation on the work she is involved in finding the causes of MND.

Margaret Roberts was a well known Bendigo lady very involved in numerous community activities when she became ill in 2002. She passed away in 2005 after a three year fight against MND of which there is no known cure.

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The Governor of Victoria comes to Boroondara

The Governor of Victoria, Professor David de Kretser, AC will be the guest speaker at the 2009 Boroondara Paper.

Most people will be aware of Prof. de Kretser's eminent career in the field of Biotechnology, particularly male reproductive health. He is ideally placed to continue the theme, established last year, of emphasising the importance of science, especially as a career for our youth. This year's topic will be: "THE IMPORTANCE OF SCIENTIFIC KNOWLEDGE TO AUSTRALIA'S FUTURE". Don't miss this rare opportunity to be stimulated by one of our most respected Scientists. Come and hear Prof. de Kretser for breakfast on **Friday, 15 May**.

Location: Leonda, 4 Wallen Rd, Hawthorn

Time: 6.45am for 7.00am start. Concluded by 8.30am

Cost: \$40 per adult, \$30 per student.

Register with Ian Hamilton at ian@hamiltonsci.com.au or on 0412 312 521

This prestigious event is sponsored by the Yarra Cluster clubs of Glenferrie, Hawthorn, Kew and Kew on Yarra, with any proceeds directed to "Boroondara Cares" an initiative to support the citizens of the drought ravaged Moira Shire.

Raising Funds For Heart Kids with the RC of Tullamarine

Join in a great night of entertainment - **Friday**, **15 May** at Reggio Calabria... with goody bags, lucky spots, a silent auction, public auction... great entertainment from Johnny Memphis and the Thankyou Very Much Orchestra... Wow!! What a night.

Book a table or help our by donating goods and services for use at the auctions. To Enquire, book or donate please call Dr. Kaylene J Evers on 9309 1854 or 0416 226 906.

City Meets Country Tour - A Heritage Cluster Project

As a D9800 initiative DG Jim Studebaker suggested that each City Cluster connect with a country town in our District to see how we could assist our country cousins during this prolonged drought. The Heritage Cluster Presidents unanimously & immediately took up the challenge with Rochester & the Campaspe Shire allocated to the Heritage Cluster.

As outlined by the Hon Secretary Rotary Club of Rochester & Allannah Jenkins, a local social worker the drastic situation in the District is a result of 12 years of drought & farmers hit with falling prices for their produce. From being one of the foodbowls of Victoria the Campaspe District is becoming a dustbowl! Allannah mentioned that it would be great if city

Having trouble finding for the perfect gift for your mother this Mother's Day?

Purchase a copy of Relish 2009 for Mother's Day

Visit www.relishrecipes.com.au today to purchase one of the last remaining copies of Relish 2009.

Proceeds from sales go to Sacred Heart Mission and ShelterBox.

A Rotary Club of St Kilda Inc. project



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people could see first-hand the plight in the country and thereby have a far better understanding of the dire situation. Allannah mentioned that last year the Rotary Club of Melbourne provided IGA Food Vouchers which were greatly appreciated by the community. Not only was there a great need for the vouchers by local families but also the vouchers were spent in Rochester at the local IGA Supermarket.

The Heritage Cluster Clubs has designed a "City meets the Country" Tour with all proceeds used to purchase IGA Food Vouchers.

Details: "City meets the Country" Tour

Date: Saturday, 16 May 2009 to Sunday, 17 May 2009

Host: The Rotary Club of Rochester

Tour Cost: \$50.00 per attendee

Contact: AG Chris Wang cwi@labyrinth.net.au

Luncheon and Raffle - RC Woodend

Following on from the previous successful fundraising luncheons, the Rotary club of Woodend will again be hosting another event of sumptuous treats.

Friday, 22 May from 12 -3 pm at 142 Washington Lane, Woodend

Cost is \$20 which includes a light lunch & champagne on arrival RSVP and payment by 15 May by phoning Melissa on 5427 1578 Funds raised for Drought Relief



Angels and Demons, a Night at the Movies with RC Yarraville

Join Yarraville on **Tuesday**, **26 May** at the Sun Theatre, 8 Ballarat St, Yarraville for a screening of Dan Brown's Angels and Demons

6.15pm for drinks & nibblies. The movie starts at 7.00pm

Tickets Adults:\$16

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

Ticket includes nibblies before movie. Drinks are at bar prices.

Starring: Tom Hanks, Ewan McGregor & Ayelet Zurer Director: Ron Howard

When Langdon discovers evidence of the resurgence of an ancient secret brotherhood known as the Illuminati - the most powerful underground organization in history - he also faces a deadly threat to the existence of the secret organization's most despised enemy: the Catholic Church.

When Langdon learns that the clock is ticking on an unstoppable Illuminati time bomb, he jets to Rome, where he joins forces with Vittoria Vetra, a beautiful and enigmatic Italian scientist.

Embarking on a nonstop, action-packed hunt through sealed crypts, dangerous catacombs, deserted cathedrals, and even to the heart of the most secretive vault on earth, Langdon and Vetra will follow a 400-year-old trail of ancient symbols that mark the Vatican's only hope for survival.



50th Anniversary – RC Malvern

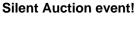
A Gala Dinner will be held at the Malvern Town Hall, the same venue of their charter meeting 50 years ago on **Wednesday**, **27 May** at 7pm for 7.30pm. The tickets are \$70 a head. A four course formal dinner will be served including refreshments Guest speaker will be Dr. Alan Gregory the Club's first Ambassadorial scholar who attended Bombay University 49 years ago.

Bookings and further information, contact Peter Milburn on 9801 6180 or email milburnp@yahoo.com.au

Yassou, A flavour of Greece – Dinner and Dance

At Emmanuel College (formerly St Paul's) enter from Chambers Rd, Altona North on Saturday, 30 May at 7pm

Cost: \$20 per head, BYO Drinks





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Make your Bid: *signed* Footscray FC Jumper, Football. *signed* Football Club Posters *framed* Original Paintings, Prints.

Memorabilia - Gifts - House, Garden, Sporting goods. There are lots of items, so grab a bargain come to this very enjoyable evening.

Get ready to Zorba!

RSVP: 25 May 2009 to Therese: 9391 8504 or 0412 315 450 or Peter: 9315 2816

District Assembly - Reminder To All Incoming Club Officers And New Members

This year's District Assembly (originally scheduled for 24 May) will be held at Wilson Hall, Melbourne University commencing at 9:30AM on **Sunday**, **31 May**.

Heritage Cluster will be the host Club and any Rotarian seeking further information should contact AG Chris Wang at cwi@labyrinth.net.au or President Victor Sullivan of RC Carlton at V.Sullivan@unicol.unimelb.edu.au or watch 'Networker' for details.

DG's ChangeOver - Book Now!

This year's ChangeOver dinner will be held on **Saturday**, **27 June** from 7pm at the Melbourne Park Function Centre beside the Rod Laver Stadium.

Hosted by the Rotary Club of Hawthorn it is the "must attend function of 2009. A fond farewell to Jim Studebaker and a big welcome to Colin Muir

Please contact David Pisterman on 0418 345 607 for further information. Bookings by <u>Club</u> only, \$75.00 per head. **Click here** to book.









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Issue 42, 11 May 2009

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Let's Welcome Home Our GSE Teams

May is Australian Rotary Health Research Month

Continuing to Support Bushfire Recovery

It is important to bring our clubs and members up to date with what has been happening with our involvement in the bushfire recovery program and where we are heading.

Earlier this week, our D9800 Bushfire Recovery Chairman Mev Connell, PP Greg Matthews of the RC North Balwyn and I visited the townships of Marysville and Kinglake and met with volunteer organisations in both towns to discuss ways in which our Rotary District may assist with helping the recovery efforts in those two badly affected areas. The following are extracts of a report written by Mev Connell last week.

"The Rotary Bushfire Recovery Program is now operating on a number of fronts with significant progress although it is really still at the very beginning of the operations phase.

To date the D9800 Bushfire Recovery Fund has accumulated just under \$500,000. The greatest proportion of the donations has originated from overseas and interstate Rotary Clubs, Rotary Districts and Rotarians.



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DG Jim Studebaker & Carol

Other Rotary Districts in Victoria have also raised significant Recovery Funds, but none is presently as large as the D9800 Fund. Our Rotary colleagues from Tasmania have offered an exceptional contribution of more than \$560,000.

Analysis of damage and loss in fire affected areas shows that D9790 is by far the most seriously affected, with D9820 having also experienced very significant impacts. The following crude comparative assessment by districts is quite illuminating:

District	Proporation Damage & Loss	
D9790	86.42%	D9790 is adjacent to D9800 and includes the area between Whittlesea and Kinglake, the corridors between Yea and Yarra
D9820	10.33%	Glen and Alexandra and Healesville. These areas are not
D9800	2.37%	from our District's Clubs and Rotarians are encouraged to offer
D9780	0.83%	their assistance.
D9810	0.00%	

A picture is said to be worth more than a thousand words, but believe me a real life visit to these areas is far more revealing ... there is devastation and hardship to be seen all round and as winter approaches the circumstances for the survivors will become more trying.

Work Done:

I know that some clubs have been working on relief and recovery projects on their own initiative. Fence reconstruction, property clean-up, and humanitarian assistance has been delivered and well received.

If you are working on projects in the area, please keep me informed of what you are doing so that I can report back on your initiatives through regular updates. We would like to add the work you might be doing to our data base of projects.

The Rotary Club of Carlton continues to distribute sewing machines and overlockers donated by Janome across the needlest areas.



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D9800 has provided financial support for the K.I.D.S. Foundation – Burns Survivors' Network, to assist with the activities to be provided to bushfire burns victims and their immediate families. The community of burns victims is one of the most severely impacted by the fires and they need and deserve support during the period of their recovery from injury. That support will take into account both the physical and psychological impacts resulting from burns. The Rotary Club of Southbank submitted the original request from the K.I.D.S. Foundation and has volunteered to continue to work with them, monitoring their activities and assist where possible to deliver a positive outcome.



D9800 has also agreed to provide to Global Care a range of equipment to assist that body to operate more effectively. Global Care is a Christian Organisation that is dedicated to providing assistance wherever it might be needed. It usually operates in developing countries but has now established a base at Kinglake and intends to extend its bushfire recovery operations into Gippsland. Global Care has an abundance of young, fit volunteers and expertise in the form of *occupational health and safety* and *arborist operations* but lacks tools and equipment such as chainsaws, log splitters, and fence construction equipment. D9800 has agreed to purchase and loan to Global Care a kit of chainsaws, log splitters, and a tractor equipped for fence post driving. This equipment is to be used to make safe burnt trees on private property that endanger life, limb, and property (such a caravans, sheds, and surviving houses). Local Government will not do such work and the commercial solution would be prohibitively expensive for the landowners. Internal fence reconstruction work will also be undertaken. It is desirable that a Rotary Club or Cluster take responsibility for routine liaison with Global Care and the Batman Cluster has been invited to take on that task.

The "Donations In Kind" Store, under the capable direction of Bill Dagg, has been very helpful in sourcing and supplying goods and clothing needed by fire survivors in D9820 (Gippsland) and D9790. The innovative and cooperative approach taken has been very much appreciated by all of the Rotarians who have used this assistance and by the recipients of the goods and clothing.

Clubs in the Goldfields Cluster continue to assist with the Recovery Program in the Eaglehawk and Redesdale areas. They have established very effective operational linkages with funding agencies and other participants in the recovery work. Such networking is very important to maximising success.

Tools of varied description continue to be in demand and are still being supplied by clubs and individual Rotarians.

Where To From Here?

The D9800 Bushfire Recovery Committee has certainly not been inundated with proposals for projects. We need to have suggestions as to what might best deserve support such as down to earth tasks / works / projects that are not being addressed properly or at all by others. It also has to be constantly borne in mind that availability of funds is reasonably limited; therefore projects have to be prioritised and some will not be approved, but that is not a reason to refrain from proposing a project.

The humanitarian needs are great and I urge Rotarians and clubs to do whatever they can to demonstrate to the bushfire survivors that Rotarians are continuing to think about their predicament and offer support, particularly as winter sets in. There are many despondent people living out there in the bush in tin sheds, caravans, and even tents. If someone can just talk with them, hold their hands, or socialise with them, that is worth a lot. Some of us have done these things and the benefits are very evident."

By Mev Connell, Chairman of the *Unified Rotary Districts in Victoria and Tasmania Bushfire Recovery Committee* and the D9800 Bushfire Recovery Committee.

Mev and his team are doing a great job ... congratulations Mev! Let's keep supporting them, as there is a job to be done in assisting our fellow Victorians.

~Jim Studebaker, District Governor





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How Can Your Club Help In The Bushfire Recovery?

Some ideas...

Rebuilding work

Assistance in rebuilding community halls, facilities, monuments, etc., as well as private residences - this will be an extensive task. Building materials, water tanks, fencing, hardware, excavation and clearing equipment, etc will all be required.

Assisting members of the public in rebuilding their homes and assisting in rebuilding infrastructure such as sports grounds, playgrounds, schools, toilets, picnic and/or tourist facilities.

Replanting

Replanting of community and residential gardens. Equipment, seedlings and manpower will be required.

- 1. Private gardens/vegetable gardens
- 2. Public street and park planting
- 3. Farm and rural planting

DIK

Involve and utilise existing DIK centres and expertise.

R&R relief for affected people

- 1. City holidays.
- 2. Buying expeditions.
- 3. Private one-on-one or group activities.
- 4. Day trips, weekend or extended timeframe.
- 5. Support for country people needing medical care in the city and/or their relatives who need to be close for visiting.

Assistance with business recovery

- 1. Mentoring business re-establishment.
- 2. Community tourism re-establishment support, marketing and promotion.

Plant raising

- Tree and shrub growing.
- Seedlings for vegetable gardens.
- Fruit trees.

Give Blood

Giving blood via the Red Cross is a tangible way to provide support that can save lives.

Dont forget that rural communities are already badly affected by the poor economic conditions so please ensure that the well intentioned work done by volunteers does not take away work opportunities in the affected communities.

Asking What Is Required

We cannot presume what is required entirely – it is important that we ask how we can be of assistance at all times.

TWO OUTSTANDING ROTARIANS NEEDED

D9800's Community Service Committee needs

PROGRAMME REPRESENTATIVES for MENTAL HEALTH SUPPORT and BOWELSCAN

For more information or to register your interest please contact Ross Butterworth by email at butterworth@smartchat.net.au or phone: 0411 228 311.



Make Dreams Real

Andy's Story Told To RC Laverton Point Cook

The Rotary Club of Laverton Point Cook recently received one of its most <u>inspirational presentations ever</u> when Andy Harrison spoke to the club about how he defied all odds to recover from a shocking road accident where he suffered major injuries including a major brain injury.

Andy is pictured above with club president Kay Kearney showing the club what was left of his bike helmet after the accident.

Andy was a keen marathon runner and triathlete when in 1993 he was hit by a car at over 100kph when training on his bicycle.

Andy was in a coma for three days and his shocking injuries included a mid brain haemorrhage and subdural haematoma,

broken hands and legs, a broken shoulder blade and ankle. Andy suffered paralysis down the left hand side of his body. He also suffered from post traumatic amnesia for three months.

Initially not expected to live and certainly was not expected to ever walk again, Andy proved all the experts wrong. After 18 months of painstaking hospital care and rehabilitation where he had to re-learn how to feed himself and all the other basics he walked out of the rehabilitation centre to once again lead a normal life.

Today Andy is married with two daughters and competes in disabled body building competitions where he recently won a silver medal in the United States at the Disabled Body Building Olympia.

This is just one of the amazing speakers that you can access through our District's Speakers Bank. Use this link to go directly to the Speakers Bank on our website.





Two full days of displays and working history of Australian exhibits limited to 1959 cut off. A true 50 years old.

Working Displays: Steam traction engines, military vehicles, vintage tractors, vintage cars and bikes, trucks, small collectables and working horses.

Activities/features include: Burning of the Dunny - extinguished by the Melbourne Fire Museum,
Shand Mason steam pumper, Grand Parades, daily tractor pull competitions.

Full onsite catering including country kitchen and camp cooking.

Entertainment for children. All vintage engine, machinery clubs and car clubs welcome.

All exhibitors welcome.

Great family weekend of entertainment for everyone

Enquiries and registrations to
Helen Britnell - Event Manager
Phone: 0438-576639 Email: steamrally@impulse.net.au
www.steamrally.com.au





Let's Welcome Home Our GSE Teams

Then I realise something I've always known, I still call Australia home.

In April this year our outbound GSE Teams left for Turkey and Sweden and you have a great opportunity to hear their stories and welcome them home in June...

Tuesday, June 16

Join the RC of Keilor at the East Keilor RSL to welcome the Turkish GSE Team home. Contact Keilor@rotarydistrict9800.org for more information.

Wednesday, June 17

The RC of Albert Park will be hosting the welcome home dinner for the Swedish GSE Team Contact albertpark@rotarydistrict9800.org for more information.



Marketing Tip: Great Speeches

A great speech does not just inspire or capture the truth it allows us to get our wonderful message across.

Since 1905 Rotary has encouraged members to become inspirational leaders and allowed them to practice the power of speech at meetings, community events and in the media.

Not all of us are born great orators and indeed a number of worthy Rotarians have had years of practice in order to develop into charismatic public speakers.



Through opportunities at club meetings and at District level you too can become proficient in the art of public speaking.

Here are some tips to ensure that you get a strong message to your audience:

DO...

- o Ensure you have done your homework and researched your topic thoroughly.
- o Speak clearly, and adjust your voice so that everyone can hear you.
- o Be passionate and well intentioned this way the subject of your speech will sell itself.
- o Use language that your audience understands.
- Effectively use pauses in your speech. Pauses can help to emphasise a point, or to allow the audience to react to a fact, anecdote or joke.
- Make eye contact with your audience. This helps to build trust and a relationship between you and the listeners.
- Be yourself, allow your own personality to shine in your speech.

DON'T...

- Talk in monotone. Intonation is important a monotone voice loses the audience's attention.
- Be political.
- Talk about yourself.
- Speak too fast. It is common to speak rapidly when nervous, try to take your time speaking
- o Talk for too long. Ensure that you stick to the time period allocated to you.



Page 5





Notices & Events

Donations in kind need your help!

Can you spare a few hours any Tues, Wed or Thurs between 10- & 2-30pm? Your D9800 DIK has 12 Club International projects loading their containers in the next two months. Whether it be goods for the Bushfire Relief, Samoa, Fiji, PNG, Zambia or even a little one for Collingwood come along and help.

There are books and clothes to be sorted & packed. No heavy lifting.

BYO sandwich, DIK supply the rest..... Parking & fellowship!

Rear of Shed 40 @ 400 Sommerville Rd, West Footscray. Melway 41 E7.Enter GATE 1, between Geelong & Paramount Roads Lost-ring Bill on 0425 741 045.



RC of Prahran

The Rotary Club of Prahran will not be having a regular lunchtime meeting on **Monday**, **May 25** but will be encouraging members to attend the 50th anniversary of RC Malvern on **Wednesday**, **May 27**

Luncheon and Raffle - RC Woodend

Following on from the previous successful fundraising luncheons, the Rotary club of Woodend will again be hosting another event of sumptuous treats.

Friday, 22 May from 12 -3 pm at 142 Washington Lane, Woodend

Cost is \$20 which includes a light lunch & champagne on arrival RSVP and payment by 15 May by phoning Melissa on 5427 1578 Funds raised for Drought Relief



Trivia Night

Q: What challenges the mind, is fun, has games, great prizes, drinks and delicious desserts?

A: The Rotary Club of Richmond's fundraising Trivia Night to be held at the Richmond Town Hall on **Monday**, **25 May**, 6.30pm for 7.00pm!

Cost: \$20 per person.

Your 'Trivia Compere Extraordinaire' is the masterful Andrew Biggin!

- We encourage you to make up a table of 10 or to come along and join another group
- To help maximise the funds raised and make it an inexpensive evening for all we are asking guests to BYO plates of food to share and BYO plates and cutlery
- Drinks wine and soft drinks for sale by the bottle or the glass
- Delicious desserts plus tea & coffee will be provided

This 'manic Monday' evening is being held to raise funds for community projects in the City of Yarra. Your attendance and support will be warmly welcomed. Enquiries: Judy Nettleton - (Mob) 0402 083848 or (Bus) 9428 1000 or click here to book.

Angels and Demons, a Night at the Movies with RC Yarraville

Join Yarraville on **Tuesday**, **26 May** at the Sun Theatre, 8 Ballarat St, Yarraville for a screening of Dan Brown's Angels and Demons

6.15 pm for drinks & nibblies. The movie starts at 7.00 pm

Tickets Adults:\$16

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

Ticket includes nibblies before movie. Drinks are at bar prices.







Starring: Tom Hanks, Ewan McGregor & Ayelet Zurer Director: Ron Howard

When Langdon discovers evidence of the resurgence of an ancient secret brotherhood known as the Illuminati - the most powerful underground organization in history - he also faces a deadly threat to the existence of the secret organization's most despised enemy: the Catholic Church.

When Langdon learns that the clock is ticking on an unstoppable Illuminati time bomb, he jets to Rome, where he joins forces with Vittoria Vetra, a beautiful and enigmatic Italian scientist. Embarking on a nonstop, action-packed hunt through sealed crypts, dangerous catacombs, deserted cathedrals, and even to the heart of the most secretive vault on earth, Langdon and Vetra will follow a 400-year-old trail of ancient symbols that mark the Vatican's only hope for survival.



50th Anniversary – RC Malvern

A Gala Dinner will be held at the Malvern Town Hall, the same venue of their charter meeting 50 years ago on **Wednesday**, **27 May** at 7pm for 7.30pm. The tickets are \$70 a head. A four course formal dinner will be served including refreshments Guest speaker will be Dr. Alan Gregory the Club's first Ambassadorial scholar who attended Bombay University 49 years ago.

Bookings and further information, contact Peter Milburn on 9801 6180 or email milburnp@yahoo.com.au

Yassou, A flavour of Greece – Dinner and Dance

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Cost: \$20 per head, BYO Drinks



Silent Auction event!

Make your Bid: *signed* Footscray FC Jumper, Football. *signed* Football Club Posters *framed* Original Paintings, Prints.

Memorabilia - Gifts - House, Garden, Sporting goods. There are lots of items, so grab a bargain come to this very enjoyable evening.

Get ready to Zorba!

RSVP: 25 May 2009 to Therese: 9391 8504 or 0412 315 450 or Peter: 9315 2816

District Assembly - Reminder To All Incoming Club Officers And New Members

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Heritage Cluster will be the host Club and any Rotarian seeking further information should contact AG Chris Wang at cwi@labyrinth.net.au or President Victor Sullivan of RC Carlton at V.Sullivan@unicol.unimelb.edu.au or watch 'Networker' for details.

Dr Philip Nitschke, Chairman of Exit International - presented by RC of Essendon North - Euthanasia and its future in modern society

Venue: Fredricks Restaurant, 980 Mt Alexander Road, Essendon 3040

Date: Wednesday, 17 June 2009

Time: 6.30pm for 7.00pm

3 course dinner and drinks at bar prices

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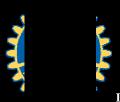
Price: \$60 per person, phone bookings 9379 3247 - Credit card payments accepted Limited places available

DG's ChangeOver – Book Now!

This year's ChangeOver dinner will be held on **Saturday**, **27 June** from 7pm at the Melbourne Park Function Centre beside the Rod Laver Stadium.

Hosted by the Rotary Club of Hawthorn it is the "must attend function of 2009. A fond farewell to Jim Studebaker and a big welcome to Colin Muir.

Please contact David Pisterman on 0418 345 607 for further information. Bookings by <u>Club</u> only, \$75.00 per head. <u>Click here</u> to book.



We care. We share. We all gain.



Issue 43, 18 May 2009

A publication for Rotarians and all community-minded people

May is Australian Rotary Health Research Month

Can We Improve The Gender Balance In Our Rotary Clubs?

At the 2008 Rotary Convention in Los Angeles, the RI Membership Development Division conducted focus groups of Rotarians for the purpose of gathering information to better encourage women to become Rotarians.



DG Jim Studebaker & Carol

Rotary International reports that 85% of Rotarians are male and 15% female and whilst there are understandable historic reasons for the higher male

understandable historic reasons for the higher male participation rate, it is important that we do everything we can to improve our gender mix and improve the gender balance.

The focus group's findings are quite illuminating. When asked "What are the strengths associated with having women in Rotary clubs?", both men and women stated the commonly communicated gender based reasons:

- Women bring a certain decorum and formality to the club
- The presence of women brings a different perspective on community needs, i.e., children and literacy, and women relate to children more easily than men (can get men back in touch)
- Women are more nurturing
- Women have a finer attention to detail than men (men = ideas; women = details)
- Women excel at event planning
- Women "can lead us in new directions"
- A more equal presence of women is more representative of the community.

When asked "What are Rotary's current weaknesses in attracting women?", the following most common responses were given:

- Women in Rotary sometimes do not feel respected there are no women RI Board members
- Men behave in such a fashion as to exclude or offend women by making sexist comments, jokes, etc.
- The women that are in the clubs are "doing everything" which leads to 'burn out', which is absorbed by other women in the club, with that perception being transmitted to women outside of the club
- Spouses of male members express concern about a mixed club in which they are not involved
- The perception of women not in Rotary is that it is a "men's club," there is too much "ritual" and it is difficult to be the lone woman in a club

Remember to finalise and submit your club's

Rotary Foundation contributions by 15 June 2009

Send them to:
The Rotary Foundation,
Rotary International
Southwest Pacific and
Philippines Office
Box 1415
Parramatta, NSW 2124

Please send a copy of your contributions to PDG Ian Knight, Joint Chairman Rotary Foundation Annual Program Giving, 17 Henderson Street, South Melbourne, 3205 or isknight@westnet.com.au

Please do not send your contribution to PDG John Wigley as he is now in transit to the RI Convention in Birmingham



- Women often bring new ideas and want to change things, but are told by the men "we don't do it that way" and their ideas for change are shot down or dismissed, which can be very alienating and de-motivating
- Many participants remarked that the "old vanguards" of the club threatened to quit (and many did) if the club admitted women.

These findings from the focus group raise a number of issues that we as Rotarians should take seriously and address, so that we can attract more women as members. Next week I will report on how the focus group suggested we can improve the gender balance in our clubs.

On an separate yet urgent note could I ask Club Presidents and Treasurers from *Clubs* who haven't as yet submitted their *Rotary Foundation contributions* to please do so directly to the Rotary Foundation with a copy to PDG Ian Knight as indicated above. *~Jim Studebaker, District Governor*





Camp Getaway

Last weekend the Rotary Club of Point Gellibrand hosted their annual weekend for young people from the Open Family organisation at Camp Getaway (Rotary D9800). Club members mentored young people in the fresh air at Axedale, achieving many working bee tasks to assist in the continued development of the camp.







Fighting Poverty Through Education

The School of St Jude

In 2002 a young lady, Gemma Rice (now Gemma Sisia), from a sheep farm in Australia, opened a small school, St Jude's in Northern Tanzania with the help of her family, friends and local Rotary Club. What started with only a handful of children and one teacher is now a thriving school of over 1150 children, 130 teachers and 200 staff.

Over 90% of the children at the school receive a totally free education as local and international sponsors individually cover the costs of not only the educational fees but also the uniform, stationery, transport and meals of each child. What makes this school even more special is the fact that this success comes about due to the group effort of thousands of ordinary people from all over the world coming together to do something quite extraordinary.

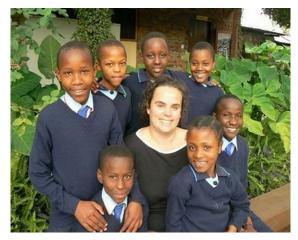
As the school receives no support from any government body, it relies totally on sponsors for its running costs. Every child has a sponsor whose name they know and with whom they correspond. Foreign staff are all volunteers, but it takes 10 sponsors, each contributing \$500 a year, to pay the salaries of local teachers. Even the school buses are sponsored.

Every day staff and students work hard to fulfil the school's philosophy of "Fighting Poverty through Education" helping our students break the cycle of poverty that has gripped their families for generations. If this is what such a team effort can achieve in six short years, then imagine what could be achieved in ten years!

Radio Praise for Rotary

774 ABC Melbourne broadcaster, Jon Faine, was joined on-air last Tuesday morning by, Gemma. Gemma told Faine her story about how she came to found the School of St Jude with the support of Rotary and her family and friends, following a holiday to Africa. Gemma is now married to Richard, a Tanzanian and they have a family of their own.









We care. We share. We all gain.



Praising Rotary, Gemma said she first approached the Rotary Club of Armidale in NSW at the suggestion of her father who advised, "Let Rotary know what you are planning as they are business people with 'nouse' and have a wonderful community spirit"! She said that her idea was simple: to fight poverty through education. The plan was to establish a school for the brightest of the poorest kids to release them from the cycle of poverty and illiteracy. The RC of Armidale quickly involved other Clubs in the area to help fundraise. Gemma commented that through these Club contacts she discovered what a socially orientated and extraordinary institution Rotary is. Gemma is now assisted by a number of Rotary Clubs Australia-wide, along with Members and their families who individually sponsor a student. She added, "So many lives have

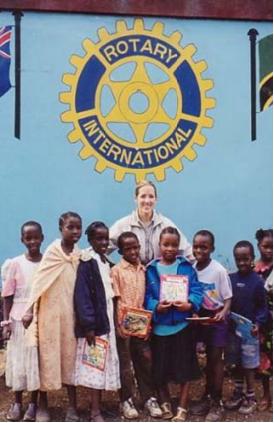
been positively changed by Rotary Clubs 'having a go' and by not 'stamping on enthusiasm'."

How You Can Help

The global financial crisis is hurting The School of St Jude. International donations - the school's livelihood have tumbled by about a quarter and Gemma has revealed that that she has had to cut jobs and cut pay for staffers, including herself.

If you or your club can help or would like more information about the





wonderful School of St Jude, go to www.schoolofstjude.co.tz or to contact them click here.



QUEENS BIRTHDAY

6th & 7th June 2009

Two full days of displays and working history of Australian exhibits limited to 1959 cut off. A true 50 years old. Working Displays: Steam traction engines, military vehicles, vintage tractors, vintage cars and bikes,

trucks, small collectables and working horses.

Activities/features include: Burning of the Dunny - extinguished by the Melbourne Fire Museum,

Shand Mason steam pumper, Grand Parades, daily tractor pull competitions.

Full onsite catering including country kitchen and camp cooking. Entertainment for children. All vintage engine, machinery clubs and car clubs welcome.

All exhibitors welcome.

Great family weekend of entertainment for everyone

Enquiries and registrations to

Helen Britnell - Event Manager Phone: 0438-576639 Email: steamrally@impulse.net.au www.steamrally.com.au



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20th Annual Ainger Public Speaking Awards

"Can you make them listen? If you haven't got them in the palm of your hand then the audience are not listening. That's why they put Parliament on television at 2.00am – no-one's listening!" So stated Don Kinsey in his preliminary comments to the 10 finalists in the Ainger Public Speaking Award, a project of the Rotary Club of Richmond.

Don Kinsey AM has been principal adjudicator for the Ainger Award since its inception in 1990, assisted by his wife Margot, a co-adjudicator for 14 years. Named in memory of Ern Ainger, an endearing Past President of Richmond Rotary and a Charter member, Ern was a renowned speaker and a professional auctioneer. He had a love of the spoken word and an enthusiasm for assisting young people. The Ainger Award was a joint initiative of the Rotary Club of Richmond and the Ainger family.



L to R: Bridget Bourke, MacRobertson Girls' High School, Ella Tucker, Melbourne Girls' College, Caitlin McInnes, MacRobertson Girls' High School, James Waugh, Wesley College and David Ainger

70 students from 30 secondary schools spoke at the 2009 heats held at the NHP Conference Centre, Richmond. Rotarian

Nigel Peck makes this wonderful facility available for the heats, as well as generously donating the prize money for the place getters. In addition, heats were held at Melbourne Girls' College, Richmond, with students competing for the Richmond Schools' Ainger Trophy. The finals were held at the Amora Hotel, Richmond on Monday, 11 May and attended by 110 people.

The first prize winner received a cheque for \$350, an inscribed Winner's Medallion and their name on the Perpetual Trophy. The runner-up received \$250, third place-getter \$175 and the Encouragement Award was \$100.

President Trevor welcomed the guests. Along with AG Chris Wang and his wife Janet, Rotarian Nigel Peck, Chairman of NHP, and his wife Patricia, members of the RC of Fitzroy plus parents and teachers of the contestants, the Club were proud to host the Ainger family – Nancye Ainger, David and Jenny Ainger, John and Wendy Ainger and Sue Ainger.

Rotarian Ben Hosking, the committed and able chairman since its inception, gave a potted history of the Ainger Awards and thanked all the sponsors. Over the years the competition has involved more than 1,000 secondary students who are (now) drawn from across the Melbourne Metropolitan area. The first event in 1990 involved 12 students from only 2 Richmond secondary schools – Vaucluse College and Richmond Girls' Secondary College – both now closed!

In celebration of the 20th Ainger Awards, the 1997 winner, George Liakatos (ex Melbourne High School) sent a message to the Club: 'Happy Anniversary to all involved with the Ern Ainger Public Speaking Award and congratulations for continuing the support of public speaking in our schools.'

The Award gives contestants the right to speak on any matter they choose, inside four minutes. Preparation, personality, projection and individuality are to be emphasised, rather than quick-witted debating skills. Each year, Don Kinsey has made himself available on request to speak to participating schools about this vital topic. "In the words of Cicero," quoted Don, "Oft an argument of greater merit will be defeated by an argument of lesser merit which is better presented."

A lesson in public speaking was also afforded the audience with the printed program including 10- point guidelines, extracts from the contestants' briefing notes. The scoring system was explained and a chance to 'be the judge' offered. Didn't this cause some hearty discussion at each table! Opinions varied, as did scores and placings! This was heightened when the winners were finally announced. It's the same every year! Everyone has their favourites but, as always, just had to concede...the adjudicators' decisions were final!

After Don and Margot had delivered their verdicts, David Ainger thanked the Richmond Rotary Club on behalf of the Ainger family; He then made the presentations to the 2009 Ainger Public Speaking Award winners,







warmly congratulating them all.

First Prize Winner: James Waugh, Wesley College

Runner-Up: Caitlin McInnes, MacRobertson Girls' High School

Third Place-getter Ella Tucker, Melbourne Girls' College

Encouragement Award: Bridget Bourke, MacRobertson Girls' High School

Taking Fundraising Action For Your Club

Great ideas and boundless enthusiasm are wonderful resources to have, but your project won't be effective if it doesn't have the money to make it viable. Fundraising requires a plan that spells out what your club wants to accomplish through the project and how the club expects to get the money to make it work. You might be able to finance a project completely through fundraising events, such as a charity dinner, celebrity auction, walkathons, arts and crafts sale, sausage sizzles, or car wash. Other times you need to turn to outside funding sources.

Typical sources of funding include:

- Individuals
- Businesses
- Foundations
- Nonprofit or nongovernmental organisations
- Government agencies

Creating a fundraising plan

Most successful fundraising campaigns are carefully planned and implemented. The service projects committee should coordinate their fundraising activities with the club's treasurer and Foundation committee. Consider what types of fundraising events will be most effective for your community and take care to develop a clear and concise message that effectively communicates your club's service goals and plans to potential donors.

The following steps outline the typical process that your club should take in creating a fundraising plan:

1. Determine fundraising needs.

- ✓ What's the purpose of the possible fundraising activity?
- ✓ What type of event will meet the club's funding needs?

2. Establish a budget

- ✓ What funding is available in the club budget?
- ✓ What expenses are required to conduct the fundraiser?
- ✓ What are the anticipated revenues?
- ✓ What's our fundraising goal?

3. Identify the resources available

- ✓ How many people will we need to plan and carry out the fundraiser
- ✓ Do we have any donated goods or services?

4. Determine the logistics of the fundraiser

- ✓ When and where?
- What arrangements do we need to make beforehand do we need to make any reservations?
- ✓ What's the timetable for each step involved?

5. Organise volunteers

- ✓ What roles and tasks will volunteers have?
 ✓ How will we involved:
- How will we involve the community, friends, family and business associates?

6. Publicise the event

- ✓ What promotional strategies will we use?
- What's the most effective way to publicise the event?
- ✓ Who is the target audience?

7. Implement the fundraiser

Who will monitor the activity while it is being carried out?

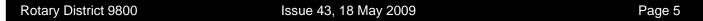
8. Manage funds in a businesslike manner

How will the income and expenses from the fundraiser be recorded and reported?

9. Recognise volunteers appropriately

10. Evaluate the effort with the fundraising organising committee, club president and other club leaders What lessons were learned that can be applied to future fundraisers? Can the lessons be shared with other clubs?

Cont...









Compose a summary of your fundraising project including:

- The needs being addressed;
- Your club's solution;
- Resources required;
- Budget;
- Timline
- Anticipated result of the effort
- Contact information for the service project organiser

Next week....
How to approach donors

TWO OUTSTANDING ROTARIANS NEEDED

D9800's Community Service Committee needs

PROGRAMME REPRESENTATIVES for MENTAL HEALTH SUPPORT and BOWELSCAN

For more information or to register your interest please contact Ross Butterworth by email at butterworth@smartchat.net.au or phone: 0411 228 311.

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Date: Wednesday, 17 June 2009

Time: 6.30pm for 7.00pm

3 course dinner and drinks at bar prices

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How's Your Club Shaping Up?

No. of clubs reporting	64		
% average attendance of those reported	68%		
% of clubs reporting membership	93%		

		No. of	%	Membership			
Club	Cluster	meetings	Attendance	As at	Start	End	% Change
		meetings	Attendance	30 June 08	Apr 09	Apr 09	YTD
Richmond	Heritage	3	82%	37	43	44	18.9%
Brighton Beach	Beachside	4	85%	18	20	21	16.7%
Yarraville	Hobsons Bay	4	73%	19	19	22	15.8%
Melbourne South	Batman	3	73%	30	33	34	13.3%
Albert Park	Batman	5	57%	53	60	60	13.2%
Melton Valley	Westside	5	84%	16	17	18	12.5%
Brimbank Central	Westside	5	82%	28	30	31	10.7%
Hoppers Crossing	Port Phillip	4	79%	28	31	31	10.7%
Flemington	Hobsons Bay	5	82%	22	24	24	9.1%
Brighton North	Beachside	5	70%	47	50	50	6.4%
Footscray	Hobsons Bay	5	60%	51	54	54	5.9%
Point Gellibrand	Hobsons Bay	4	78%	34	36	36	5.9%
Woodend	Calder	4	68%	17	18	18	5.9%
Keilor	Gateway	4	82%	35	38	37	5.7%
Toorak	Stonnington	3	78%	35	37	37	5.7%
Collingwood	Heritage	4	61%	18	19	19	5.6%
Carlton	Heritage	3	80%	38	40	40	5.3%
Tullamarine	Gateway	5	52%	20	21	21	5.0%
Bendigo South	Goldfields	5	60%	44	45	46	4.5%
Glenferrie	Yarra	4	66%	45	46	47	4.4%
Echuca-Moama	Goldfields	5	72%	26	27	27	3.8%
Gisborne	Calder	4	65%	26	27	27	3.8%
North Melbourne	Gateway	3	63%	26	27	27	3.8%
Wyndham	Port Phillip	4	87%	26	27	27	3.8%
Prahran	Stonnington	4	0170	27	21	28	3.7%
Central Melb. Sunrise	Batman	4	62%	55	56	57	
Melbourne	Batman			268			3.6%
	Eastside	5	46%		277	277	3.4%
Balwyn Brunswick		4	64%	90	92	93	3.3%
	Heritage Goldfields	4	43%	30	31	31	3.3%
Bendigo Strathdale		3	65%	32	33	33	3.1%
Canterbury	Eastside	4	66%	44	45	45	2.3%
Altona City	Port Phillip	3	67%	33	33	33	0.0%
Bendigo Sandhurst	Goldfields	5	76%	52	52	52	0.0%
Boroondara	Eastside	4	56%	19	19	19	0.0%
Eaglehawk	Goldfields	5	88%	38	38	38	0.0%
Essendon North	Gateway	5	60%	32	31	32	0.0%
Malvern	Stonnington	5	80%	47	47	47	0.0%
Maribyrnong Highpoint	Hobsons Bay			16		16	0.0%
North Balwyn	Eastside	5	80%	89	88	89	0.0%
Southbank	Batman	4	67%	26	25	26	0.0%
St Kilda	Stonnington			12		12	0.0%
Williamstown	Hobsons Bay	2	59%	29	29	29	0.0%
Hawthorn	Yarra	4	57%	72	71	71	-1.4%
Bendigo	Goldfields	4	50%	96	94	94	-2.1%
Keilor East	Gateway	3	82%	41	40	40	-2.4%



Membership and attendance figures not reported

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Make Breams Real

Bacchus Marsh	Westside	5	74%	40	40	39	-2.5%
Kyneton	Calder	3	69%	38	38	37	-2.6%
Camberwell	Eastside	5	75%	63	61	61	-3.2%
West Footscray	Hobsons Bay	4	55%	31	30	30	-3.2%
Fitzroy	Heritage	3	80%	30	29	29	-3.3%
Kangaroo Flat	Goldfields	3	63%	30	30	29	-3.3%
Essendon	Gateway	4	48%	80	78	77	-3.8%
Sunshine	Westside	4	63%	23	22	22	-4.3%
Brighton	Beachside	5	57%	133	143	127	-4.5%
Chadstone / East Malvern	Stonnington	5	76%	43	42	41	-4.7%
Moonee Valley	Gateway	5	52%	21	21	20	-4.8%
Werribee	Port Phillip	4	76%	41	40	39	-4.9%
Altona	Port Phillip	4	72%	26	26	24	-7.7%
Kew-on-Yarra	Yarra	5	70%	25	23	23	-8.0%
Port Melbourne	Batman			35		32	-8.6%
Glen Eira	Beachside	4	96%	23	21	21	-8.7%
Laverton Point Cook	Port Phillip	5	84%	22	18	20	-9.1%
Rochester	Goldfields	?	72%	11	10	10	-9.1%
Kew	Yarra			54		48	-11.1%
Daylesford	Calder	5	61%	30	27	26	-13.3%
Elsternwick	Beachside	3	54%	19	16	16	-15.8%
Melton	Westside	4	80%	44	40	37	-15.9%
Caulfield	Beachside	5	67%	11	9	9	-18.2%
Castlemaine	Calder	4	65%	47	38	38	-19.1%

People like you and me...







We care. We share. We all gain.



Issue 44, 25 May 2009

A publication for Rotarians and all community-minded people

May is Australian Rotary Health Research Month

How Can We Improve The Gender Balance In Our Clubs?

In my message last week, I reported on the findings of the RI Membership Development Division following focus group studies of Rotarians for the purpose of gathering information to better encourage women to become Rotarians.

Rotary International reported that 85% of Rotarians DG Jim Studebaker & Carol are male and 15% female so it is important that we do everything we can to improve our gender mix. This week we look at ways we can improve the gender balance in all of our clubs.



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The focus group participants were asked to consider the opportunities available to clubs as a result of increasing women's participation and best practices for recruiting women. Responses ranged from:

- Rescheduling club meetings to meet in the evenings after women have "left work and [before they] then go home to work again".
- Add flexibility to meetings to accommodate busy schedules and tight finances (for example, emphasise the RI policy of 50% attendance instead of 100% attendance, add more options for make-ups, have meals as optional).
- "Aim high, look for women of the highest calibre that men in the club couldn't help but accept." However, even this practice met with resistance as some participants pointed out that this is exactly the trouble sometimes; the women are more accomplished / successful than the men and in some cases "more" qualified for membership than they, which can be threatening.
- Encourage men to recruit women rather than only relying on women to recruit women.
- Look to Rotary alumni such as RYLA participants, GSE team members, and scholars many of whom are women and have gone through an extensive screening process.
- Wait until women are empty nesters.
- Create an atmosphere in the club that fosters "Rotary without guilt. This is supposed to be what we're doing in our spare time ... make it clear that all members are welcome to participate in any way at any time".
- Explain to women how Rotary club membership addresses their individual purpose for joining.
- Keep existing women visible and use them as PR to market to other women how Rotary will meet their needs.
- Follow-up with women who have left the club to find out why.
- Seed the club with both men and women from other high profile civic organisations.
- Build a leadership development program within the club.
- Charter new clubs with a better gender balance to begin with.

One particular recommendation neither garnered completely positive nor negative support and that is the concept of

bringing women in groups. Some participants remarked that this can sometimes lead to an automatic clique or influential sub group. Others (often the women participants themselves) indicated they preferred to be brought in one at a time so as to establish their own personal identity within the club apart from that of a larger women's group. The most surprising revelation of these groups was the consistent mention of sexist male behaviour. Even when they were unaware of it, men in Rotary clubs frequently address the club members as "guys" or attach the word "fellow" to Rotarian, which is not perceived as referring to the fellowship principle of Rotary, but rather is old fashioned and gender biased. And while these were, according to the participants, admittedly innocuous statements, other remarks and stories told during the focus groups revealed behaviour that bordered on (and may possibly have crossed) what could be considered appropriate behaviour. In order for Rotary to continue to grow we must continue to develop and remain relevant. As our Founder,

This week we are proud to announce that District 9800 has been selected as a Pilot District for

The Rotary Foundation **Future Vision Plan**

We look forward to taking on this important and exciting challenge.

Congratulations to D9800 and all of those involved!

More information will follow in the coming weeks.



We care. We share. We all gain.



Paul Harris said "This is a changing world; we must be prepared to change with it. The story of Rotary will have to be rewritten again and again"

Can you help in changing the gender balance of Rotary?

. ~Jim Studebaker, District Governor

\$6 Could Save Your Life In Rotary Health Research Month

Cancer of the bowel is the most common internal cancer to affect men and women in western society. Over 9,000 Australians will be diagnosed as having bowel cancer this year and over 4,500 will die of the disease. However, early detection of bowel cancer gives you a 90% chance of being cured.

Developed in 1982 and now nationwide, Bowelscan is a program conducted by over 250 Rotary Clubs across Australia, and supported by the Australian Rotary Health Research Fund (ARHRF). The program aims to ensure the early detection of bowel cancer and increase public awareness and community knowledge of bowel cancer and its symptoms.

The project involves the distribution to the public, particularly to men and women 40 years and over, of a simple test kit.

Each year during the annual Screening Program approximately 150,000 kits are issued and, it is estimated that more than 1,000 people with bowel cancer and 5,000 with polyps have been detected and treated as a result of the Bowelscan program.

Bowel cancer can be beaten through early detection... Test kits are available in District 9800 from:

ALTONA

- Amcal Max Chemist, Shop 15, Central Square, Altona Meadows (9315 7900)
- Blackshaws Road Night Chemist, 310A Blackshaws Road, Altona North (9391 3257)
- Borrack Square Pharmacy, 25 Borrack Square, Altona (9391 3387)
- Martin Didzys Pharmacy, 8 Harrington Square, Altona (9398 1309)
- Tom Sarros Pharmacy, 88 Pier Street, Altona (9398 1133)

BALWYN

- Amcal North Balwyn 81 Doncaster Rd Balwyn North (9859 3127)
- Balwyn East Pharmacy, 395 Belmore Road, Balwyn (9857 7999)
- Casey's Pharmacy 1052 Burke Rd Balwyn (9817 2200)
- Mid Town Pharmacy 397 Whitehorse Rd Balwyn (9836 4786)
- Nova Pharmacy Balwyn North, 12 Doncaster Road, North Balwyn (Near Burke Rd 9859 1083)
- Priceline Balwyn Pharmacy, 431 Whitehorse Road, Balwyn (Opp McDonalds 9836 6777
- Terry White Chemists 310 Whitehorse RdBalwyn 3103 Brian 9836 3245

CAMBERWELL

Pulse Pharmacy, 624 Burke Road, Camberwell (9882 4125)

CANTERBURY

Pulse Pharmacy Mailing Road 131 Mailing Rd Canterbury (9836 4039)

GREYTHORN

• Greythorn Amcal, 297-301 Doncaster Rd, Greythorn (9857 7532)

HAWTHORN

• Pulse Pharmacy Hawthorn, 745 Glenferrie Road, Hawthorn (9819 2966)

KEW EAST

- Harp Village Pharmacy 637 High St Kew East 3102
 William 9859 1837
- Pulse Pharmacy Kew Junction, 127 High Street Kew (9853 5017)
- Pulse Pharmacy Kew Village, 181 High Street, Kew (9853 8007)

NEWPORT

- Kofoeds Pharmacy 7 Hall Street Newport 9391 1570
- Newport Pharmacy 33 Mason Street, Newport 9391 1630

BENDIGO

- Toni Riley Pharmacies, 288 Hargreaves Mall, Bendigo (5443-5233)
- Toni Riley Pharmacies, Shop 11 Bendigo Marketplace, 116-120 Mitchell Street, Bendigo (5443-3319)
- Kevin de VRIES Pharmacy, 279 Hargreaves Mall, Bendigo
- B.U.F.S. Dispensary, 10 KING Street, Bendigo (5443-6430)
- B.U.F.S. Dispensary, cnr View & Barnard Streets, Bendigo (5443-4610)
- Healthwise Pharmacy, 63-65 Bridge Street, Bendigo (5442-5055)

TEST FOR

VICTORIAN Rotarians have launched their annual bid to beat bowel cancer.

Until the end of May, do-it-yourself testing kits will be available at pharmacies for \$6.

Rotary's BowelScan program — funded by more than 250 Rotary clubs — is in its seventh year in Victoria and has been operating interstate for almost three decades.

It is estimated more than 1000 cases of bowel cancer have been detected since the program began.

More than 3400 Victorians are diagnosed with the disease each year.

More: www.rotary manningham.org

From the Sunday Herald Sun, 24 May 2009



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- Matthew Webb Pharmacy, 40 Bridge Street, Bendigo (5444-1988)
- The Arnold Street Pharmacy, 150 Arnold Street, Bendigo (5443-4514) Castlemaine
- Mckenzie's Pharmacy Amcal Chemist, 195 Barker Street, Castlemaine (5472 1019)
- Thomas and Chong Pharmacies, 31 Mostyn Street, Castlemaine (5472 1003)

EAGLEHAWK

- Healthwise Pharmacy, 89 Victoria Street, Eaglehawk (5446-1020)
- Eaglehawk United Friendly Society (E.U.F.S.) Dispensary, 52 High Street, Eaglehawk (5446-8203)
- Toni Riley Pharmacies, 30 High Street, Eaglehawk (5446-8219)

ECHUCA

- Echuca Amcal Pharmacy, 191 Hare Street, Echuca 5482 6666
- Echuca Square Pharmacy, Shop 7, 30 Nish Street, Echuca 5482 3777
- Barlow, Godfrey & Weller Pharmacy, Shop 11-12 Fountain Plaza, Nish Street, Echuca (03 5480 6011)
- Rich River Pharmacy, 214 Ogilvie Avenue, Echuca 5482 3456

ECHUCA-MOAMA

Moama Village Pharmacy, Moama Village Shopping Centre, Moama, NSW

KYNETON

• Kennedys Amcal Pharmacy, 97 Mollison Street, Kyneton (03 5422 1641)

WHITE HILLS

• White Hills Amcal Pharmacy, 499 Napier St, White Hills (5442-4244)

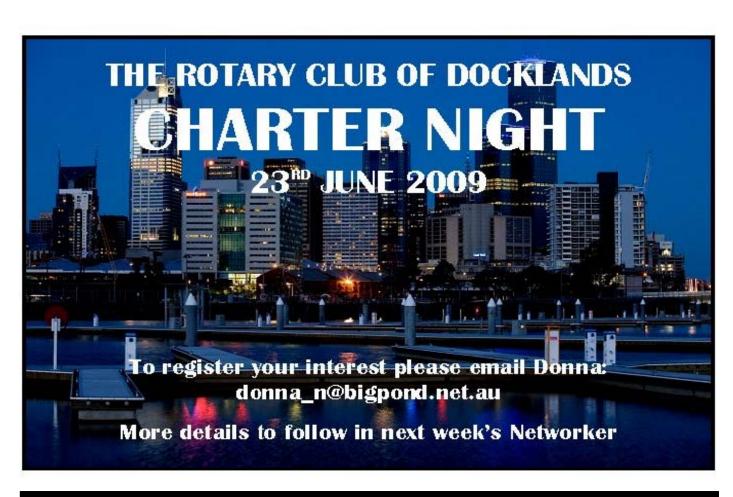
COMPLETED KITS NEED TO BE RETURNED BY 12 JUNE 2009.

New Member

The Rotary Club of Brimbank Central last week inducted Mr David Moss-Bennett (Classification Business Consulting).



David was a former member of the RC of Redcliffe City 2002 to Dec 2008 and has now re-located to Melbourne.

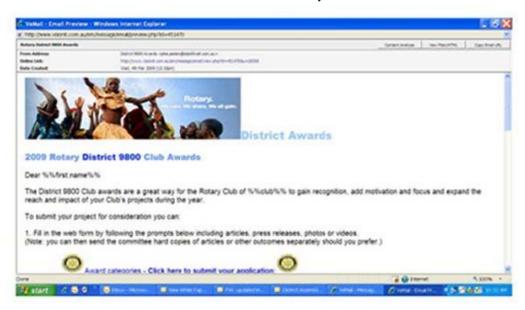






2009 District Awards

Submissions for the 2009 District Awards are due by 14th June 2009.



You can now submit your project for recognition for a District Award using a web-based form that will be emailed to all members in the District shortly.



Each award criteria is explained in the email – all you need to do is send us a summary and any supporting material from your project.

The award winning entries will form a 'best practice' reference for other Rotarians and Clubs in planning their future projects. The winners will be recognized at the DG Change over.

Thanks in anticipation of an avalanche of submissions!

Clubs that received awards last year should return trophies, cups and shields either to District Assembly OR

Make arrangements to deliver to Awards Chair, Lyndon Joss, 1 Harold Avenue, Glen Iris To allow engraving of this year's winners Deadline for return is Friday 14th June.

For more information: Pike Peters, Phone: 0414 426 090, Email: pike.peters@bibstillwell.com.au





Fundraising: Approaching Donors

Does your Club have a system in place for tracking project donations and gifts?

These records of donor giving are useful in anticipating what future donations to projects might be and can help to ensure that the same groups or individuals are not asked for contributions too frequently.

Research donors in advance to help determine how much money your club can reasonably request without shocking or offending the donor. Making an informed request increases your change of receiving a donation at or near the requested amount. Donors are less likely to respond to requests that are vague.



Great ideas and boundless enthusiasm are wonderful resources to have, but your project won't be effective if it doesn't have the money to make it viable. Fundraising requires a plan that spells out what your club wants to accomplish through the project and how the club expects to get the money to make it work. You might be able to finance a project completely through fundraising events, such as a charity dinner, celebrity auction, walkathons, sausage sizzles or a car wash but at other times you need to turn to outside funding sources.

Individuals

Give donors a clear picture of how much money needs to be raised, their role in the effort and the amount of money you suggest they give. Make your requests in a thoughtful and courteous manner.

Businesses

Research a business' giving history including the appropriate contact person and customise your club's message to each particular company by emphasising the benefits of sponsorship, especially opportunities for positive publicity in the community.

Remember that companies have much larger budgets for **marketing** than they do for **charitable donations** so if your project will draw the business a lot of exposure it could draw the fund from its marketing budget rather than its limited charitable budget.

If a company is interested in your club's work but not in a sponsorship suggest some other type of donation, such as labour, supplies or equipment; Donations in Kind promote a positive image.

Foundations

To research funding available from foundations, check public records in libraries. Once you've identified a potential source of funding, designate one person in your club to act as the main contact to help develop your club's relationship with the organisation.

Most foundations will ask clubs to apply for project funding. Presentation is important; poorly written and badly presented applications are less likely to receive funding. As you fill out the application remember to:

- Follow instructions exactly;
- Type or prepare the application electronically, where possible:
- · Check carefully for missing information;
- Check for spelling and grammar errors;
- Submit the application by the deadline; and
- Follow up to make sure the application was received and to offer extra information.

Remember when you receive donations, sponsorship or funding send a letter of thanks and ensure that you keep the donor updated on the progress of the project

If you do not receive funding find out why and check what can be done to try and gain it in the future.





We care. We share. We all gain.



Notices & Events

Donations in Kind need your help!

Can you spare a few hours any Tues, Wed or Thurs between 10- & 2-30pm?

Your D9800 DIK has 12 Club International projects loading their containers in the next two months. Whether it be goods for the Bushfire Relief, Samoa, Fiji, PNG, Zambia or even a little one for Collingwood come along and help. There are books and clothes to be sorted & packed. No heavy lifting.

BYO sandwich, DIK supply the rest..... Parking & fellowship!

Rear of Shed 40 @ 400 Sommerville Rd, West Footscray.

Melway 41 E7.Enter GATE 1, between Geelong & Paramount Roads

Lost-ring Bill on 0425 741 045.

The RC of Altona's - Yassou, A flavour of Greece – Dinner and Dance

At Emmanuel College (formerly St Paul's) enter from Chambers Rd, Altona North on **Saturday**, **30 May** at 7pm Cost: \$20 per head, BYO Drinks Congratulations to Jocelyn Williams and the team at Bacchus March and Melton for their continued work on the Chartering of the

Rotary Club of Caroline Springs

Show your support by attending a Business Breakfast on Wednesday 24 June at Pipes Cafe, Leisure Centre, Caroline Springs 7:30 am to 8:45 am

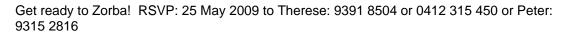
Tickets are \$30(a full buffet breakfast will be provided)

Neville Smith, CEO of Melton Shire Council will speak on the future direction of the area, including the emerging role for the Shire in relation to business and residents.

For further information and attendance, please contact Andrew Antipas at Stockdale and Leggo, Caroline Springs on 9449 5444 or call Jocelyn Williams on 0438 900 182.

Silent Auction event!

Make your Bid: signed Footscray FC Jumper, Football. signed Football Club Posters framed Original Paintings, Prints. Memorabilia - Gifts - House, Garden, Sporting goods. There are lots of items, so grab a bargain come to this very enjoyable evening.





District Assembly - Reminder To All Incoming Club Officers And New Members

This year's District Assembly (originally scheduled for 24 May) will be held at Wilson Hall, Melbourne University commencing at 9:30AM on **Sunday**, **31 May**. Heritage Cluster will be the host Club and any Rotarian seeking further information should contact AG Chris Wang at cwi@labyrinth.net.au or President Victor Sullivan of RC Carlton at V.Sullivan@unicol.unimelb.edu.au or watch 'Networker' for details.

Grade 6 Student Art Show 2009 - Rotary Club of Hawthorn

Exhibition & Awards Evening on **Tuesday**, **2nd June** at the Chandelier Room, Hawthorn Town Hall, 358 Burwood Road, Hawthorn.

The Rotary Club of Hawthorn conducts an annual art show for Grade 6 students in the Boroondara district. Students can use any medium to portray the theme "Make Dreams Real" – a subject that is consistent with Rotary International's 2008-2009 theme.

A panel of judges will select the award winning entries between 4.00pm and 6.00pm on Tuesday, 2 June, 2009, and the winning prizes will be awarded at a special Rotary Club of Hawthorn Exhibition & Awards function to be held at 6.00pm, Tuesday 2 June, 2009, at the Chandelier Room, Hawthorn Town Hall.

You are invited to attend this function and encourage these budding artists from our community.

4.00pm - 6.00pm Exhibition & Judging

6.00pm - 6.30pm Awards

6.30pm - 7.30pm Exhibition Continues





An evening with Robert Doyle and the RC of Albert Park

Wednesday, 3 June, 6.00pm (for 6.30pm start)

Lifesaving Victoria, 200, The Boulevard, Port Melbourne.

Tickets \$25.00 (including dinner). Tables of 10 available.

Robert Doyle was elected Lord Mayor of Melbourne in December 2008 by popular mandate of the City of Melbourne. He campaigned on the issues of city safety, youth homelessness, economic development and traffic management issues. Mr Doyle has and still is involved with many groups and organisations within our society.



For tickets please contact Kerry Kornhauser, Director of Club Services on 0411 597 690.

Dr Philip Nitschke, Chairman of Exit International - presented by RC of Essendon North - Euthanasia and its future in modern society

Venue: Fredricks Restaurant, 980 Mt Alexander Road, Essendon 3040

Date: Wednesday, 17 June 2009

Time: 6.30pm for 7.00pm

3 course dinner and drinks at bar prices

Price: \$60 per person, phone bookings 9379 3247 - Credit card payments accepted - Limited places

available.



Welcome Home Dinner for the D9800 GSE Team - Sweden

Wednesday 24 June 2009 at the Rotary Club of Albert Park Dinner. Lifesaving Victoria HeadQuarters, 200 The Blvd, Port Melbourne

6.00pm for a 6.30 start - \$35.00 two course meal

All welcome, bookings preferred. Contact Kerry at kerry@travelinn.net.au or 0411 597 690.

DG's ChangeOver - Book Now!

This year's ChangeOver dinner will be held on **Saturday, 27 June** from 7pm at the Melbourne Park Function Centre beside the Rod Laver Stadium.

Hosted by the Rotary Club of Hawthorn it is the "must attend function of 2009. A fond farewell to Jim Studebaker and a big welcome to Colin Muir.

Please contact David Pisterman on 0418 345 607 for further information. Bookings by <u>Club</u> only, \$75.00 per head. <u>Click here</u> to book.

