



## August Is Membership Development & Extension Month

### Different And Amazing

As every PDG will attest, "This is really different". I'm already amazed at the immense diversity of the role and... believe me, every day is different. With so many clubs to visit and new people to meet, I have to confess to a daily sense of anticipation and excitement. There are large, impressive projects and statements, but also small endearing touches that seem to separate individual clubs and Rotary as an organisation that really cares for people.

It's early days, I know... but as I move around the District, I have found that three things really stand out.

First, are the strong and enduring friendships that are formed through Rotary membership. In many cases, Rotary seems to be a vehicle that 'fast tracks' friendship. Trust and a sense of involvement are encouraged and people of vastly different personalities become firm friends. Rotary seems to provide that opportunity better than anyone.

Secondly, Rotary really does provide some opportunities that are not readily available or take many years to establish. Connections - social and business are encouraged and accessed between members. Mentoring - one of Rotary's great by-products - has undoubtedly changed and improved the lives of many members who have reached beyond perceived boundaries.

Thirdly, I am truly inspired by the genuine pride that Rotarians take in completing projects... both local and international. Seeing things through and rejoicing in some magnificent outcomes. Even better, doing it with other Rotarians and sharing the warmth of contributing and achieving as a team.

No one expresses these and other thoughts better than our International President, D.K. Lee who has taken on his 'Let's Make Dreams Real' as a personal crusade. It is worth taking the time to ponder his thoughts...

*This year we have set ourselves an ambitious goal: to Make Dreams Real for the world's children by reducing child mortality.*

*I believe we can achieve this goal if we focus our efforts and work together. But I also know that at the end of this year, there will be a great deal left for us to do to bring health and hope to all of the world's children.*

*If we are to reduce child mortality, in this Rotary year and for many years to come, we need to have Rotarians to do it.*

*Every project we do in water, health and hunger, and literacy helps create a better world. Every project helps change the world, a little bit at a time, and every project needs caring and capable Rotarians.*

*Each new Rotarian we bring into our club helps to Make Dreams Real.*

*That is why, this year, I am asking Rotarians everywhere to meet bold membership goals: first, to increase membership by 10 per cent and, second, to create two new clubs in every District.*

*Like the goal of reducing child mortality, these are ambitious goals that we can achieve - if we set our minds to them. If we look for new Rotarians only among our friends and family, we may not be able to find enough qualified new members, but if we reach out to community leaders who are of a different profession, or a different generation, we will find many potential Rotarians.*

*It is natural to want to invite people into our clubs who are like ourselves, but that limits the talent and diversity of each club. We must welcome younger members to our clubs, or we will have not only lost an important*

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DG Jim Studebaker & Carol



# Networker

We care. We share. We all gain.



source of energy and expertise but also failed in our duty to our organisation to train the next generation of club presidents, District Governors, and senior Rotary International leaders.

*Remember: Membership is the responsibility of each of us. Every one of us has an obligation to keep Rotary strong, active, and growing.*

*If we hope to Make Dreams Real for the world's children in a meaningful and lasting way, we must ensure a new generation of Rotarians to continue our work. ~ Dong Kurn (D.K.) Lee, Rotary International President*

August is Rotary Membership Month. For many of us, when we consider the joy and memories of our own membership, it seems almost over protective to deny this to other potential members. Let's get really involved in recruiting new members.

More Rotarians means more fellowship, more achievements and a bolder tilt at Making Dreams Real.

*~Jim Studebaker, District Governor*

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## Frequently Asked Questions About Membership

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### 1. Why bring on board new members?

New members =

- New talents and skills
- New potential
- New ideas
- New solutions to obstacles which previously lacked resources
- New connections to potential partners/sponsors
- New passion
- Greater resources, revenue and financial contributions to take on bigger and more meaningful projects
- Further connections to more prospective members
- More active Club nights
- More diversity, interest and learning opportunities in Clubs
- More networking opportunities
- Next generation successors to existing members (who will be your legacy to Rotary?)
- More hands to make lighter work!
- New people who might initiate the next BIG Rotary project (e.g. ShelterBox, R.A.M, an end to Polio, etc)
- More people benefiting from Rotary (i.e. professional development, leadership, fellowship, networking, giving back to the community, etc)
- More people doing good for our community and other communities.

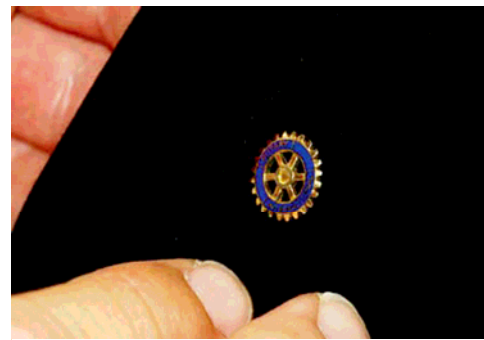
The list is endless – New members are the future of your Club – will you eventually leave your Club (and your community) in safe hands for the future?

### 2. Why should we advertise for new members?

How will new members find your Club? Remember if you always do what you've always done, you'll always get what you've always got...

Advertising allows you to "talk" about your Club even when you're not present, a 24/7 positive mouthpiece which familiarises the public with what we do, breaks down misconceptions and most importantly invites them to find out more about what we do.

Advertising is often provided at little or no cost to community service organisations such as Rotary. Local papers, radio stations, real estate agents, schools, advertising agencies, and many more organisations are often happy to host advertisements for a group they know give back to the community.



**Our badge represents a great brand!  
Wear it with pride!**



Just the simple act of providing brochures to shop keepers in places where a wait is often inevitable (fish and chip shops, doctors surgeries, etc) might prompt the interest of a new member.

Remember too, that your Club's activities serve as one of the best advertisements for Rotary that you can ask for – make sure people can see the great work you do and know it's Rotary behind it – remember to promote yourselves!

### **3. Is minimum attendance of 50% a must and should we tell prospective members about this?**

The aim of the 50% attendance target is to promote activity within Clubs – not to be an arbitrary, authoritarian measure to uphold a regime of bureaucracy.

While we strongly encourage Members to maintain an attendance rate of at least 50%, Clubs should endeavour to make this an achievable target.

Offering plenty of “makeup” sessions via projects, activities and initiatives is a perfect way to ensure that those with busy schedules are able to maintain an active participation in their Rotary Club.

Have you thought of the following as potential makeup sessions?

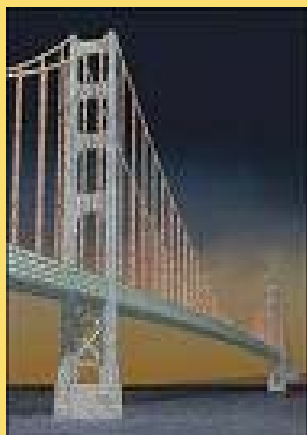
- Participating in a Club project
- Meeting with or speaking to prospective members about the benefits of joining Rotary
- Contributing an article to the Club newsletter or website or the District 9800 Networker publication
- A planning session for a new initiative
- An exchange night with another Club
- A speaking engagement with a school or youth group explaining what Rotary does or how a program like the Rotary Youth Exchange works
- Research on a prospective project and a report back to the Club on its viability
- Meeting with a prospective partner or sponsor about a Club project
- Meeting with Rotaract members to discuss how your Club could support their projects or initiatives
- Participating in a Rotary Fellowship event or meeting
- Participating in an online makeup session via <http://www.rotaryclubone.org/> (requiring just 30 minutes, available 24/7!)

### **4. Is there a category ‘Friends of Rotary’ and should we promote this?**

‘Friends of Rotary’ is not a formal categorisation, but instead one that we use to denote those who support us, work with us, have an interest in our work, or partner us in our efforts. Friends of Rotary could be individuals or organisations and represent fantastic advocates for our efforts in the community.

By building strong relationships with Friends of Rotary, we strengthen the likelihood that they will partner, support, assist, promote and in some cases even join us in the future.

Recognise, include and thank those that help us wherever you can – the more they see the great things we do, the more inclined they will be to join us in doing them.



### **Building A Bridge to New Members**

Keep in mind our RI President, DK Lee's words compelling us to look toward people different to ourselves as well as younger people as prospective new members. Remember younger members can be introduced to Rotaract as a stepping-stone to our Clubs as well; it's important that younger members be introduced to a contemporary, attractive and relevant atmosphere in order to keep them engaged. Using age as an example, a 27-year old amongst a Club composed solely of 60 year olds might feel uncomfortable, however as a Club of 60 year olds gains more 50-something members, it becomes more accessible and relevant to 40-something members, in turn opening it up to 30-something members, in turn making it more attractive to those starting out in the professional world...build the bridges to the members you want to attract and you'll find more people attracted to your Club.



## Responsibilities of Club Membership

The club is the cornerstone of Rotary, where the most meaningful work is carried out. All effective Rotary clubs are responsible for four key elements: sustaining or increasing the membership base, participating in service projects that benefit their own community and those in other countries, supporting The Rotary Foundation of RI financially and through program participation, and developing leaders capable of serving in Rotary beyond club level.

What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to help members more fully participate in and enjoy their Rotary experience.

**Attendance** Attending weekly club meetings allows members to enjoy their club's fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community. Club meeting times vary to accommodate members' family and professional commitments. Some clubs meet during the traditional time of the lunch hour, while others meet in the early morning, after work, or in the evening.

If members miss their own club's meeting, they're encouraged to expand their Rotary horizons by attending make-up meetings at any Rotary club in the world – a practice that guarantees Rotarians a warm welcome in communities around the globe. Find meeting places and times in the Official Directory or through the Club Locator at [www.rotary.org](http://www.rotary.org).

Rotarians can make up meetings by participating in a club service project or attending a club board meeting or a Rotaract or Interact club meeting. Members can also make up online at one of several Rotary e-clubs.

**Service** All Rotary clubs share a key mission: to serve their community and those in need throughout the world. By participating in club service projects, members learn about their club's involvement in local and international projects and can volunteer their time and talents where they are most needed.

**Membership Recruitment and retention** To keep clubs strong every Rotarian must share the responsibility of bringing new people into Rotary. Even new members can bring guests to meetings or invite them to participate in service projects - two of the best ways to sustain the club's membership.

The ideal composition of a Rotary club reflects the community's demographics, including professions, gender, age and ethnicity. Such diversity enriches every aspect of the club's fellowship and service.

*Source Rotary Down Under, Issue no. 498, August 2008*

**Rotary is a completely new angle of friendship,  
one that's not private and one that's not strictly business.**

***Susanne Prhl-Landzo, Bosnia-Herzegovina***

## Writing For The Web – Part 2

The tone of writing on the web should be Positive + Professional, keeping in mind:

**Vocabulary:** Should be as simple and limited as accuracy permits. Avoid overused and meaningless words such as 'overarching' and 'underpinning'. Such words encourage readers to scan past them to search for particular, useful information.

**Jargon and Acronyms:** These are substitutes for long, technical, and complex matters but may represent lazy communication. All acronyms should be spelled out at least once in each section. Online conventions dictate that acronyms should only be used if they are universally recognised or appear many times.

**Language is the  
source of  
misunderstandings**

*Antoine de  
Saint-Exupery  
1900-1944*



**Legalese:** Understand it, translate it, but do not use it. Although it is a set of rules, resist the urge to use legislative conventions. The writing styles used in legal opinions and reporting judgements are inappropriate for an online audience.

**Spelling:** Get this ~~write~~ right! Use computer spellcheckers, but be aware that the default language may need to be changed to Australian English. Spellcheckers will not pick up on misused but correctly spelt words.

**Grammar:** Grammar is too large a topic to be covered here, but it is important to get this right. Source an appropriate guide from any reputable bookstore.

**Punctuation:** If a sentence looks too complex, it probably is, even if it is grammatically correct. Use the active voice, short sentences and bulleted lists to remove the need for complex punctuation.

## Style

**Simplicity:** The content should be succinct and accurate. Where possible, communicate using:

- Bulleted lists
- Tables and charts
- Diagrams
- Pictures

These provide clarity, increase reading speed and improve comprehension:

**Bulleted Lists:** These are especially useful for:

- Shortening text
- Listing items
- Sequencing content
- Highlighting information

**Titles or Headings:** Create meaningful titles. Readers depend on these signposts to find the information they need. Bland or misleading headings hinder readers.

**Pacing and Spacing:** Use paragraphing, titles, lists and 'white space' to interest readers. Don't expect tired readers to mine unbroken tracts of text for key information. Text in a regular pattern encourages readers to scan past important information. Format text with single-line spacing, a blank line (ie. One return) between headings, paragraphs and any object (eg. A table).

**Sentences:** Short and varied sentence lengths make reading easier. Sentences should average 8 to 15 words (or perhaps 6 to 7 words for procedures and instructions). Using very short or very long sentences can make meanings unclear; but a variety of sentence lengths can counter boredom and irritating, abrupt rhythms. If in doubt, be succinct.

**Names and Numbers:** Use with care as names and numbers will frequently change and where these are used, regular reviews should be scheduled.

## Bolding, Italics, Underlining, Capitalising

**Bolding:** Bold Text should be used for headings and to (sparingly) highlight words within the text. It should be used instead of colour, if only because it is easier to read in printed form.

**Italics:** Are more difficult to read than plain text, and should be used when necessary and not to highlight text. Some common uses are:

- Citing Acts of legislation
- Titles of books, periodicals, plays, poems, music, films, and artworks
- Foreign words or phrases
- Scientific names of plants and animals
- Where quoted text contains it

**Simplicity is not the goal.  
It is the by-product of a  
good idea and modest  
expectations.**  
*Paul Rand, 1997*

**Underlining:** Should not be used as it makes text difficult to read and, as the online protocol is to underline hyperlinks, it may confuse the reader.

**Capitals:** Capitalise headings, proper nouns and where quoted text contains capitalised words. Don't use blocks of uppercase text unless your intention is to:

- ADD EMPHASIS WITH BOLD TEXT THAT SLOWS READING





## Colour and Graphics

**Colour:** Colours should be easy to read, both on the screen and when printed in black and white. Very pale or very bright colours should be avoided.

**Tables, Diagrams and Pictures:** 'Objects' should be used to improve communication, not for decoration. Use an appropriate title to identify them.

## Footnotes

Do **not** use footnotes. All important information should be in the body of text or referenced by an appropriate citation or hyperlink. If people need to know, tell them.

## Reviewing

Always review and rewrite. Ensure at least one reviewer looks for technical flaws (grammar, spelling, layout, etc), and opportunities to improve the structure and content. Try to involve reviewers who are both familiar and unfamiliar with your subject. Allow time between writing and reviewing. Don't seek comments, approval, or publishing without first reviewing.

Source: Directorate of Leadership Communications, Version 1.0, August 2007, Australian Government, Department of Defence

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## Notices & Events

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### RC Woodend – Change of Venue

The RC of Woodend has changed its meeting venue and now meets at the Victoria Hotel, 67 High Street, Woodend, phone: 03 5427 2721 or fax: 03 5427 3716

It continues to meet on Thursdays at 6.30pm for 7.00pm

### Remembrance Ceremony for the Battle of Amiens – 90th Anniversary



On 8 August 1918 Sir John Monash led the Australian Army to Victory at the Battle of Amiens

At 7.45am on **Friday 8, August 2008** you are invited to gather at Melbourne's Shrine of Remembrance Visitors Centre to honour the detailed planning and marvelous execution of the great battle and victory in the Battle of Amiens - World War I by the Australian Forces united for the first time under Australian Command.

**8.00am** assemble in the Forecourt of The Shrine for the over flight (weather permitting) by the Sopwith Pup (RAAF Museum) in recognition of the significant new role of the Australian Air Corps in the Battle of Amiens. **8.15am** Remembrance Service in the Sanctuary to commemorate the service and sacrifice of Australian servicemen and women in WW1

- Gather in the Sanctuary with Shrine Senior Custodian and Shrine Guard
- Welcome — Dr Kevin O'Flaherty – Convener 0808
- Wreath Laying – His Excellency, Prof David de Kretser, A.C., Governor of Victoria
- Ode – Michael Bennett (Grandson of General Sir John Monash)
- Last Post and Period of Silence
- Reveille
- The Australian National Anthem

### RC of Port Melbourne – Footy Colours Night

The Rotary Club Of Port Melbourne invites you to attend their Footy Colours Night on **Monday 8, September**.

The evening will raise funds and awareness on behalf of the Rotary Bone Marrow Donor Institute (bmdi)\* and will be held at Life Saving Victoria, 200 Boulevard (cnr Todd Rd), Port Melbourne from **6.00pm to 9.30pm**



Cost is \$45 per head (tables of 10 available). Includes canapes, main course (choice of 2 dishes), bottle of red & white wine per table & tea/coffee

Guest speakers include mates, **Tom Hafey** and **Kevin Bartlett**. During his career the legendary Tom Hafey coached four teams to Premierships, had ten Grand Final appearances and over 500 AFL Games. Tom is now a leading motivator, while Kevin Bartlett is one of Melbourne's most respected and experienced broadcasters. Kevin played over 400 games for Richmond. He was a member of 5 premiership winning teams, and is a Norm Smith Medallist, also winning five Best and Fairest awards. He is a true leader having both captained and coached Richmond.

So wear your favourite footy team's jumpers, scarves and caps and come along to hear these iconic football figures speak.

There will be lots of fun, including a lucky door prize, raffle, silent auction, footy quiz and auction of several quality sporting memorabilia pieces.

This will be a great night with your fellow Rotarians and friends, with a chance to raise money for a good cause.

Please confirm your attendance, name(s) and credit card to Mark Borchert on 03 9682 2888 or 0438 053 423, or by Email to [southmelbourne@packsend.com.au](mailto:southmelbourne@packsend.com.au).

\*BMDI Major beneficiary on the night – 25% of money raised to support RCPM projects for 2008/2009 year.



## Asylum Seekers – Where are they now?



The Rotary Club of Central Melbourne – Sunrise Inc. invites you to a breakfast to hear Petro Georgiou, MP speak on *Asylum Seekers – Where are they now?*

When: **Tuesday, 12 August** at 7:30 am

Where: The RACV Club, 501 Bourke Street, Melbourne.

Full Continental breakfast – including a hot dish – served at the table. Cost: \$40 per person

All proceeds to the Asylum Seekers Project (ASP) based at the Hotham Mission, Melbourne. The ASP works with asylum seekers in the community lawfully, awaiting an outcome on their refugee or humanitarian claim - yet denied the right to work, welfare payments or Medicare. ASP provides support with housing, case work, emergency relief and volunteer support to prevent homelessness.

Mr Petro Georgiou has been the Member for Kooyong in the House of Representatives since 1994. Before that he was State Director, Liberal Party of Australia (Victorian Division) between 1989 and 1994. Well known as a man of principle and an upholder of the ideals of liberalism, he, along with a number of other parliamentarians in the previous Federal Government, was outspoken in the need for Australia to meet its international commitments to provide humane treatment and due process for asylum seekers. Petro is also well known for his key role in multicultural affairs, his current work on Federal Parliament Committees, including Migration, and his ongoing community activities.

Enquiries and credit card bookings can be made to Neil Salvano on 9609 4385 (business hours). Bookings by mail to: RC Central Melbourne-Sunrise, PO Box 437, Collins Street West, Melbourne 8007

## John Reddish Service Excellence Awards

Reinforcing the Rotary motto of "Service Above Self", the John Reddish Service Excellence Awards recognise service provided which is beyond that which is normally expected. The Rotary Club of Kew on Yarra initiated these awards in 2005 and they have grown from a single retail precinct in Kew East, to now cover all of the 24 neighbourhood retail precincts in the City of Boroondara.

In conjunction with the Council, these awards seek to highlight the importance of exceptional service in the smaller centres, to differentiate them from the strength of the major retail precincts.

The awards will be presented by Mayor Coral Ross, at a dinner on **Wednesday, 13 August**, at the Amora Riverwalk Hotel, 649 Bridge Rd, Richmond. The dinner will be held from 6.30pm at a Cost of \$35 per head, plus drinks at bar



prices. There will be 9 finalists and an overall winner and they will welcome the recognition from family, friends and supportive Rotarians. Register your interest by emailing David Shave at [david@davidshave.com.au](mailto:david@davidshave.com.au)

## 31st Annual Art Exhibition

The RC of Altona invites you to their 31<sup>st</sup> Annual Art Exhibition at Williamstown, Town Hall. 104 Ferguson Street, Williamstown

**Saturday, 16 August AND Sunday, 17 August** from 10am to 4pm - Tickets are \$5 or \$3 concession per entry; OR Attend their Gala Preview Evening on **Friday, 15 August** from 6.30pm to 10 pm - Tickets are \$15.00.

Bookings are essential and can be made by calling Peter on 9315 2816.  
General enquiries to Therese on 9391 8504.

All proceeds will be used to support local and international Rotary projects.

## RC of Hawthorn presents the 2008 Grand Concert



Dimity Shepherd

**When?:** Sunday, 17 August 2008 at 3pm  
**Where?:** James Tatoulis Auditorium at Methodist Ladies College, Kew.  
**MC:** Mr Tony Charlton, AM, Patron CAMCARE

Some of Australia's most celebrated and entertaining performers will give their time for CAMCARE with spectacular and memorable performances.

### Artists performing include:

*Dimity Shepherd*, Mezzo Soprano, has performed at many Rotary functions, is one of the renowned 'divas', has most recently appeared in celebrated performances of 'Through the Looking Glass' for the Victorian Opera as 'Alice'.

*Peter Hurley*, pianist, organist, cabaret artist, musician extraordinaire. Peter has established himself as a prominent concert artist.

*Daniel Tan*, pianist. This award-winning young man is extremely talented and is a first class performer. He has performed at the Rotary Club of Hawthorn's Christmas Party.

*Gaetano Bonfante* tenor, was a finalist on ABC tv's 'Operatunity', and is bright, young, upcoming entertainer who is experienced in opera, musical theatre and cabaret

*Nehama Patkin*, pianist is one of Australia's foremost performers and music educators. As a soloist she has performed with all the major Australian Symphony Orchestras as well as prestigious overseas orchestras

*The Harambee Choir*. means "in the spirit of togetherness" in Swahili. Harambee's repertoire is mainly a cappella, and they really enjoy singing music from many cultures around the world. \*\*See Harambee this Sunday evening on Channel 7's 'Battle Of The Choirs' at 7.30pm.\*\*

The Rotary Grand Concert aims to raise funds for CAMCARE, which provides a number of essential and community support services to the City of Boroondara community. A study has found that Boroondara has one of the highest rates of homelessness in Melbourne! Amounts raised will go to aid CAMCARE'S Family Fund, which provides basic items for families. This includes baby respite costs for parents, payment of school camp fees, travel tickets to school, school uniforms and school books. Camcare provides counselling and also addresses abuse and family violence.

### Concert Ticket Prices:

Adults \$20, School age children: \$10, Family Ticket of 4 (2 adults & 2 children ) \$50.

Please see [http://www.hawthornrotary.org/news/Latest2008\\_concert.pdf](http://www.hawthornrotary.org/news/Latest2008_concert.pdf) for more information or contact Geoff Dumayne by phone: 0409 862 749 or email: [geoff@dumayne.com.au](mailto:geoff@dumayne.com.au)

## Happy 20<sup>th</sup> Anniversary ROMAC

ROMAC is holding its 20<sup>th</sup> Anniversary Dinner on Friday, August 29, at the Moonee Valley Racecourse Function Centre.

The **Governor of Victoria**, Professor David de Kretser, ROMAC patron, **Max Walker**, and leading Rotary dignitaries from all 6 districts of the Southern Region, will be in attendance.

Guests will include **Ray Martin**, TV Personality and Friend of ROMAC.

World renowned pianist, Alan Kogosowski, will entertain us while Tony Charlton will be the MC for the evening.





Medical Director of ROMAC, Dr Ric Christie, will talk on some of the remarkable ROMAC stories while many of the world-leading surgeons who provide these incredible medical treatments will be in attendance.

*Starting Time:* 7pm for 7.30pm

*Dress:* Lounge Suit

*RSVP:* Friday August 22

*Enquiries:* Rtn. Richard Groom 9888 4099

*Applications:* Download form at [www.romac.org.au](http://www.romac.org.au)

*Cost:* \$75 per person

## **The Costello Memoirs – Book Launch hosted by RC of Toorak**

On **Tuesday, 30 September** the RC of Toorak will be hosting the launch of the Hon. Peter Costello's book *The Costello Memoirs*. The launch will be held at Lincoln of Toorak, Level 2 Trak Centre, 445 Toorak Road, Toorak @ 7pm for 7.30pm.

The cost will be \$135.00 which includes a two course meal, all refreshments AND a hardcover copy of *The Costello Memoirs* (50% OFF) which will be personally signed. Further copies of the book will be available at the special price of \$45.00 each.

Flyers will be sent out in approximately two weeks, however bookings will be accepted now giving Rotarians first option, early bookings would be recommended, and hopefully your Club could take a table.

All profits from the evening will be donated to "VERY SPECIAL KIDS".

For more information please contact Alan Freedman on 9509-9945 or 0419-357-864 or by fax at 9509-7935.

## **Save the Date for RC of Glen Eira's 21st Birthday Party**



When: **Tuesday, 11 November** 2008

Where: Kooyong Tennis Centre

Lots of fun entertainment, memories, reunion with past members, AND our sister Rotary Club from Japan, Ogaki-West

More details soon. For information, call Geoff Asher on 9571-3833 or John Strong on 9836-9165

## **Save the Date for RC of Melton Valley's Annual Auction Night**



The RC of Melton Valley will be holding their Annual Auction to raise funds for their Tibetan Village Project on **Friday 14 November** 2008. The auction will be held at the Melton Valley Golf Club at 6pm for a 6.30pm start.

**Tamdin Wangdu** will be the guest speaker on the evening, Tamdin is an exiled Tibetan living in Colorado and he is the founder of the Tibetan Village Project

Tickets are \$35.00 per head **this includes a 2 course meal, tea and coffee with all other drinks at bar prices.**

Tables of 10 can be booked by clubs or single tickets are available.

Numerable rare and exquisite Tibetan Artefacts will be auctioned and many other items will also be listed. Limited Spaces – Get in early and don't miss out!

Bookings can be made by contacting Renee Jerram on 0419 933 068 or by email [renee.48@optusnet.com.au](mailto:renee.48@optusnet.com.au) or contact Chris McCormack on 9747 9930 email [chelmwaysecurity@bigpond.com](mailto:chelmwaysecurity@bigpond.com)



## August Is Membership Development & Extension Month

### Rock Star Status?

At this year's D9800 conference at Shepparton, you could not fail to be impressed by the quality of the Group Study Exchange teams.... ours, ably led by PP Ann Peace of the Rotary Club of Echuca/Moama ... and theirs, a delightful group from Nebraska, who charmed everyone they met. Every year, this district sponsors a Group Study Exchange – every year it is an outstanding success and ranks as one of the (...forgive me) 'jewels in the 9800 crown'.

Certainly, one of the most visible educational programs of The Rotary Foundation is the Group Study Exchange (GSE) program. Every year The Rotary Foundation provides funds for a Group Study Exchange Team for every Rotary District. The GSE Team comprises a Team Leader (a Rotarian nominated by a Club and then selected by the GSE Selection Panel) and four Team Members (young men and women who are developing their career and could benefit from a five week vocational and cultural visit to another country).

Both the Team Leader and Team Members are selected on a number of criteria including their aptitude to work effectively within a team and their suitability to act as an effective ambassador for Rotary and our country.

Aside from the very constructive, cultural and vocational benefits there is a 'feel good' atmosphere that seems to grip the hosting District. It appears that the hosts just can't get enough of the wonderful teams that grace this outstanding Rotary program. Our outbound teams report the same response. "I felt like a rock star", said one as she reported the overwhelming response to their visit.

Aside, from the involvement with individual Rotary Clubs within the visited District, there is a magnificent opportunity for the delegates to engage people within their own vocation... learning about different approaches and contributing a new perspective for their hosts to consider.

Without doubt, Group Study Exchange seems to 'fire up' the Clubs involved and I would urge every Club in our District to share some of the wonderful moments that this fantastic Rotary program provides.

This Rotary Year, our District is conducting two Group Study Exchanges ...one to D2420 Turkey and one to D2380 Sweden. Both exchanges will be conducted in March/April 2009.

The GSE with D2420 Turkey is a single vocation exchange for Secondary School Teachers while the GSE with D2380 Sweden is a mixed vocation exchange.

And now the good news ...

The reason I am writing about this marvellous program at this time is because **NOW** is when we are accepting nominations for all positions. Our District GSE Committee is seeking nominations from D9800 Clubs for:

- One Rotarian Team Leader to lead the Team to Turkey ideally with a career background in education.
- Four Team Members, engaged in Secondary School Education
- One Rotarian Team Leader to lead the Team to Sweden
- Four Team Members from any vocation.

I would like to encourage you to nominate suitable candidates for any of these positions.

The District won't promise 'rock star' status, but we can report that those who have been involved with this wonderful program, will tell you that it's one component of Rotary that 'absolutely delivers'.

*~Jim Studebaker, District Governor*

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DG Jim Studebaker & Carol



## One More Container Of Care

### VOW to buy a ShelterBox

'Shelter Skelter Burma Aid' read the article headline in the local Boroondara area paper, May 2008. It caught the eye and the heart of the Friends of the Rotary Club of Richmond's Co-ordinator, Jenny List, PHF. It told of the willing efforts of the Rotary Club of North Balwyn to raise money for ShelterBoxes to assist the people of Burma devastated by Cyclone Nargis, which hit Burma's south-west on 2 May, 2008. Jenny was inspired! She knew that the Friends of RC Richmond could be called on to purchase a ShelterBox in their name, to be sent to those in need of urgent shelter. The main aim of the Friends group is to provide opportunities for fellowship, support and social interaction with everyone associated with the Rotary Club of Richmond and to support and assist Rotary functions/events. Friends also conduct some small-scale fundraising for chosen community charities and causes, separate to the Rotary Club of Richmond. A ShelterBox fitted the bill!



RC of Richmond's Annie Wysham & Friends of RC of Richmond's Co-ordinator, Jenny List help raise funds to purchase a ShelterBox

### HOW to buy a ShelterBox

Set aside 4-5 hours, a private home, a roomful of ladies (25 guests), treat them to a \*Kouture Knitwear parade, ply them with a delicious home-style morning tea; tempt them with a variety of quality raffle prizes and affordable, classic and fashion-style original knitwear; stir in loads of laughter, the smiles 'n gurgles of one cute baby, plus fun and fellowship. A recipe for success! The Friends of the Rotary Club of Richmond held a morning tea at the home of Sue and PP Barry Roberts on Thursday, 12 June, 2008, their aim being to raise enough money to buy a complete ShelterBox that can deliver aid, relief, shelter and warmth. The 25 guests and the six knitwear designers present gave generously to assist the Friends' goal in the purchase and delivery of one more ShelterBox; one more container of care. Copies of the ShelterBox Australia pamphlets were also provided to attendees to take away and to share with family and friends. The grand total raised on the morning was \$860 with the balance being topped up from late donations by those unable to attend and from the Friends' account.

### NOW to buy a ShelterBox

A cheque for the sum of \$1,200 was forwarded on behalf of the Friends to Roger Fasken, Rotary Club of Kew, International Director and District 9800's ShelterBox Australia representative.



**WOW! We bought a ShelterBox!** Confirmation was received from ShelterBox Australia acknowledging the Friends of the Rotary Club of Richmond for their donation, and yes! Friends are now also listed on the Roll of Honour on the ShelterBox website, under District 9800!

**VOW to buy another ShelterBox:** On Sunday, 24 August the Friends of the Rotary Club of Richmond are organising a guided tour of the unique Jewish Museum of Australia with an optional lunch, all proceeds will go towards the purchase of another ShelterBox. For further information, please see the Notices and Events section, below

#### **\*Fundraising friends:**

*Kouture Knitwear help you raise funds for your special project, small or large. They provide unique knitwear parades of classic and fashion-style original knitwear garments and accessories, including baby wear. 10% off all sales to your fundraiser. For metropolitan and country enquiries or bookings, contact Libby at (03) 9836 3213.*





## More Frequently Asked Questions About Membership

### 1. Who should we try to attract as new members?

Some obvious people to target might include:

- Those who share similar values
  - Those who are involved in projects of value where we already share an affinity
  - Those who would join us but don't know how
  - Those who would join us but don't know who we are
  - Those who are passionate about 'dreaming, believing, creating and succeeding'
  - Those looking for business networking opportunities but who want to share with the community as well (young professionals, people who have moved from interstate, people with new businesses, etc.)
  - Those without a productive outlet for their social conscience
  - Those who may have lapsed because of previous perceptions of lack of value
  - Those who would join us but for their misconceptions about who we are
  - People of different backgrounds to ourselves yet that share commonalities
- WHO ELSE?**

### 2. What promotional material can we obtain to attract / provide information to prospective members?

A brochure themed "People like you and me" has been developed to attract the interest of new members.

Highlighting Rotary as a vehicle for everyday people to make a difference in the community whilst explaining what Rotary is about, what's in it for them, and how they can get involved, the brochure can be personalised with your club's contact details.

To obtain these brochures, please send a request to [membership@rotarydistrict9800.org](mailto:membership@rotarydistrict9800.org)



### 3. Our Club is struggling to attract members. What can we do?

Have you already done the following?

- Tried checking the process a prospective new member would go through to contact you (e.g. contact numbers / emails on your Club website, literature, billboards, etc) to see if information is correct, up to date and attractive
- Getting all members in the Club to fill out a prospective member card
- Offering to speak at a local traders / chamber of commerce meeting
- Approaching local real estate agents for advertising space on billboards
- Adding a message about Rotary to your email messages
- Leaving a copy of Networker or Rotary Down Under as reading material within your business
- Inviting a great speaker to your Rotary Club and inviting other friends to come and hear them speak
- Dreaming up and starting a BIG project that the wider community would want to be part of, not just contribute money to
- Reconnecting with those who your Club has supported (i.e. Rotary Youth Leadership Awards, Shine On Awards, Rotary Youth Exchange, etc)
- Approached partner / sponsor organisations
- Asked the Clubs most successful at attracting membership what they are doing right
- Asked the District Membership Director to come and talk about boosting membership at your Club



# WANTED

The RC of Bendigo South is proposing to build a school at Lekati in East Timor this year. To complete this project they need both skilled tradespeople and unskilled people. There will be 3 teams involved of between 5 to 7 people. We need both males and females, with skills in concreting, building, walling, plumbing and labouring. The approximate dates for each 2 week stint at Lekati are 14 Sept to 28 September and 28 September to 14 October. A fourth team, if sufficient people can be found, will go from approximately 15 October to 29 October.

A current Australian passport is required.

If you are available to be part of one of these teams or if you know someone who could be interested Please call Gary Pinner on 0408 507 868 or IPP Greg Noonan on 0419 546 739 if you are available or know someone who may be interested.

## The Importance Of Branding

Rotary's (and your Club's) brand is the way the outside world perceives what Rotary does, so it is imperative to create the right impression. After all, promoting yourself in the right light will lead to a positive image, create interest, entice new members, generate goodwill, and even bring financial support.

### 7 Rules of Effective Brand Management

1. **Always be noticed** – because if you aren't, who will know you exist?
2. **Excite your audience (potential members and supporters) and engage them...** they deserve to be enthused and motivated by your messages.
3. **Challenge the status quo.** All Clubs, no matter how accomplished, should think like 'challengers' who are looking to achieve their next major goal, and constantly seeking to do things better.
4. **Watch your brand's progress** like a hawk. A brand is never still – its position in the public's consciousness changes constantly.
5. **Be aware that the influences on a brand are sometimes beyond your control.** You need to revise your brand strategy and tactics constantly, or risk losing sight of your intended direction.
6. **The whole Club must be aligned to both its own marketing messages as well as those of Rotary International.** The passion for alignment starts at the very top of the Club, with the Club President.
7. **Great brand management has a major influence on how the world views you – it can even influence change in the world.** It increases (and retains) membership, grows financial support, provides channels for action within the community and provides the resources to make a real difference on issues locally and internationally. You and your Club members should aim for nothing less!



*Source: Adapted from '7 Rules of Effective Advertising & Brand Management' by Steve Yolland, the well-known Melbourne-based strategic thinker, writer, ad man and public speaker.*





## Make Dreams Real – Success Secrets

Pike Peters of the Rotary Club of Prahran is currently Group Marketing Manager BMW and MINI at the family owned Stillwell Motor Group. Pike has provided us with five key tips for success:

- Be passionate about what you do in business and in life
- Think about the outcomes before you design any process
- Look at everything from the customers perspective
- Aim for a relationship, not a transaction
- Consistent excellence is a valuable point of difference.



## Notices & Events

### RC Williamstown – Change of time for meetings – Oct to Dec

For the three months from 6 October to 29 December the Rotary Club of Williamstown will be holding evening meetings. The meetings will still be held on a Monday at the same venue but will be at 6:30pm for 7:00pm start.

### RC Woodend – Change of Venue

The RC of Woodend has changed its meeting venue and now meets at the Victoria Hotel, 67 High Street, Woodend, phone: 03 5427 2721 or fax: 03 5427 3716

It continues to meet on Thursdays at 6.30pm for 7.00pm

### 31st Annual Art Exhibition

The RC of Altona invites you to their 31<sup>st</sup> Annual Art Exhibition at Williamstown, Town Hall, 104 Ferguson Street, Williamstown

**Saturday, 16 August AND Sunday, 17 August** from 10am to 4pm - Tickets are \$5 or \$3 concession per entry; OR Attend their Gala Preview Evening on **Friday, 15 August** from 6.30pm to 10 pm - Tickets are \$15.00.

Bookings are essential and can be made by calling Peter on 9315 2816.  
General enquiries to Therese on 9391 8504.

All proceeds will be used to support local and international Rotary projects.

### RC of Hawthorn presents the 2008 Grand Concert



Dimity Shepherd

**When?:** Sunday, 17 August 2008 at 3pm  
**Where?:** James Tatoulis Auditorium at Methodist Ladies College, Kew.  
**MC:** Mr Tony Charlton, AM, Patron CAMCARE

Some of Australia's most celebrated and entertaining performers will give their time for CAMCARE with spectacular and memorable performances.

#### Artists performing include:

*Dimity Shepherd*, Mezzo Soprano, has performed at many Rotary functions, is one of the renowned 'divas', has most recently appeared in celebrated performances of 'Through the Looking Glass' for the Victorian Opera as 'Alice'.

*Peter Hurley*, pianist, organist, cabaret artist, musician extraordinaire. Peter has established himself as a prominent concert artist.

*Daniel Tan*, pianist. This award-winning young man is extremely talented and is a first class performer. He has performed at the Rotary Club of Hawthorn's Christmas Party.

*Gaetano Bonfante* tenor, was a finalist on ABC tv's 'Operatunity', and is bright, young, upcoming entertainer



who is experienced in opera, musical theatre and cabaret

*Nehama Patkin*, pianist is one of Australia's foremost performers and music educators. As a soloist she has performed with all the major Australian Symphony Orchestras as well as prestigious overseas orchestras. *The Harambee Choir* means "in the spirit of togetherness" in Swahili. Harambee's repertoire is mainly a cappella, and they really enjoy singing music from many cultures around the world. \*\*See Harambee this Sunday evening on Channel 7's 'Battle Of The Choirs' at 7.30pm.\*\*

The Rotary Grand Concert aims to raise funds for CAMCARE, which provides a number of essential and community support services to the City of Boroondara community. A study has found that Boroondara has one of the highest rates of homelessness in Melbourne! Amounts raised will go to aid CAMCARE'S Family Fund, which provides basic items for families. This includes baby respite costs for parents, payment of school camp fees, travel tickets to school, school uniforms and school books. Camcare provides counselling and also addresses abuse and family violence.

#### Concert Ticket Prices:

Adults \$20, School age children: \$10, Family Ticket of 4 (2 adults & 2 children ) \$50.

Please see [http://www.hawthornrotary.org/news/Latest2008\\_concert.pdf](http://www.hawthornrotary.org/news/Latest2008_concert.pdf) for more information or contact Geoff Dumayne by phone: 0409 862 749 or email: [geoff@dumayne.com.au](mailto:geoff@dumayne.com.au)

### VOW to buy another ShelterBox

On **Sunday, 24 August** the Friends of the Rotary Club of Richmond are holding a guided tour of the unique Jewish Museum of Australia, 26 Alma Road, St Kilda, 1.30pm – 3.30pm. The tour includes a visit to the Synagogue. The Jewish Museum of Australia is committed to being a respected and innovative cultural centre, recognised nationally for its excellence in exhibitions, education programs and collection management.

Optional lunch prior at Leo's Spaghetti Bar, 55 Fitzroy Street, St Kilda, 12 midday, at own cost.

Tour cost is \$15.00 per person.

Bookings essential. Call Annie on 9897 1276 or email: [annie.c.w@bigpond.com](mailto:annie.c.w@bigpond.com)

All proceeds towards the cost of another much-needed ShelterBox.

### Happy 20<sup>th</sup> Anniversary ROMAC

ROMAC is holding its 20<sup>th</sup> Anniversary Dinner on **Friday, August 29**, at the Moonee Valley Racecourse Function Centre.

The **Governor of Victoria**, Professor David de Kretser, ROMAC patron, **Max Walker**, and leading Rotary dignitaries from all 6 districts of the Southern Region, will be in attendance.

Guests will include **Ray Martin**, TV Personality and Friend of ROMAC.

World renowned pianist, Alan Kogosowski, will entertain us while Tony Charlton will be the MC for the evening.

Medical Director of ROMAC, Dr Ric Christie, will talk on some of the remarkable ROMAC stories while many of the world-leading surgeons who provide these incredible medical treatments will be in attendance.

*Starting Time:* 7pm for 7.30pm

*Dress:* Lounge Suit

*RSVP:* Friday August 22

*Enquiries:* Rtn. Richard Groom 9888 4099

*Applications:* Download form at [www.romac.org.au](http://www.romac.org.au)

*Cost:* \$75 per person

### RC of Port Melbourne – Footy Colours Night

The Rotary Club Of Port Melbourne invites you to attend their Footy Colours Night on **Monday 8, September**.

The evening will raise funds and awareness on behalf of the Rotary Bone Marrow Donor Institute (bmdi)\* and will be held at Life Saving Victoria, 200 Boulevard (cnr Todd Rd), Port Melbourne from 6.00pm to 9.30pm

Cost is \$45 per head (tables of 10 available). Includes canapes, main course (choice of 2 dishes), bottle of red & white wine per table & tea/coffee

Guest speakers include mates, **Tom Hafey** and **Kevin Bartlett**. During his career the legendary Tom Hafey coached four teams to Premierships, had ten Grand Final appearances and over 500 AFL Games. Tom is now a leading motivator, while Kevin Bartlett is one of Melbourne's most respected and experienced broadcasters. Kevin played



# Networker

We care. We share. We all gain.



over 400 games for Richmond. He was a member of 5 premiership winning teams, and is a Norm Smith Medallist, also winning five Best and Fairest awards. He is a true leader having both captained and coached Richmond.

So wear your favourite footy team's jumpers, scarves and caps and come along to hear these iconic football figures speak.

There will be lots of fun, including a lucky door prize, raffle, silent auction, footy quiz and auction of several quality sporting memorabilia pieces.

This will be a great night with your fellow Rotarians and friends, with a chance to raise money for a good cause.

Please confirm your attendance, name(s) and credit card to Mark Borchert on 03 9682 2888 or 0438 053 423, or by Email to [southmelbourne@packsend.com.au](mailto:southmelbourne@packsend.com.au).

\*BMDI Major beneficiary on the night – 25% of money raised to support RCPM projects for 2008/2009 year.

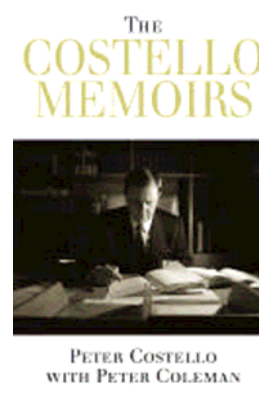


## **The Costello Memoirs – Book Launch hosted by RC of Toorak**

On **Tuesday, 30 September** the RC of Toorak will be hosting the launch of the Hon. Peter Costello's book *The Costello Memoirs*. The launch will be held at Lincoln of Toorak, Level 2 Trak Centre, 445 Toorak Road, Toorak @ 7pm for 7.30pm.

The cost will be \$135.00 which includes a two course meal, all refreshments AND a hardcover copy of *The Costello Memoirs* (50% OFF) which will be personally signed. Further copies of the book will be available at the special price of \$45.00 each.

Flyers will be sent out in approximately two weeks, however bookings will be accepted now giving Rotarians first option, early bookings would be recommended, and hopefully your Club could take a table.



All profits from the evening will be donated to "VERY SPECIAL KIDS".

For more information please contact Alan Freedman on 9509-9945 or 0419-357-864 or by fax at 9509-7935.

## **Save the Date for RC of Glen Eira's 21st Birthday Party**



When: **Tuesday, 11 November 2008**  
Where: Kooyong Tennis Centre

Lots of fun entertainment, memories, reunion with past members, AND our sister Rotary Club from Japan, Ogaki-West  
More details soon. For information, call Geoff Asher on 9571-3833 or John Strong on 9836-9165

## **Save the Date for RC of Melton Valley's Annual Auction Night**

The RC of Melton Valley will be holding their Annual Auction to raise funds for their Tibetan Village Project on **Friday 14 November 2008**. The auction will be held at the Melton Valley Golf Club at 6pm for a 6.30pm start.

**Tamdin Wangdu** will be the guest speaker on the evening, Tamdin is an exiled Tibetan living in Colorado and he is the founder of the Tibetan Village Project

Tickets are \$35.00 per head **this includes a 2 course meal, tea and coffee with all other drinks at bar prices**. Tables of 10 can be booked by clubs or single tickets are available.

Numerable rare and exquisite Tibetan Artefacts will be auctioned and many other items will also be listed.  
Limited Spaces – Get in early and don't miss out!

Bookings can be made by contacting Renee Jerram on 0419 933 068 or by email [renee.48@optusnet.com.au](mailto:renee.48@optusnet.com.au) or contact Chris McCormack on 9747 9930 email [chelmwaysecurity@bigpond.com](mailto:chelmwaysecurity@bigpond.com)



## August Is Membership Development & Extension Month

### At The Very Core

Membership is at the very core of Rotary – how it operates and how it delivers its messages and good works to individuals and communities throughout the world. The original concept of membership in Rotary is very special... a very simple vocation-based design which sought to draw on the breadth and diversity of thought from individuals representing many different occupations, trades and professions.

Paul Harris understood the enormous potential of providing a forum for committed individuals who could identify community needs and who were prepared to address them. He also recognised the power of the individual... how great ideas can emanate from one person and how they can be harnessed, expanded and fulfilled by an organisation dedicated to the task.

We... as individual Rotary clubs, as Rotary Districts or as the worldwide association of Rotary International... are the sum of our parts. We need quality in our membership and strength in our numbers. We need good people and we need more of them. And so Membership Month is important. During August we consider the significance of membership per se and seek to emphasise the advantages of increasing our membership and establishing new Rotary Clubs.

The first occasion that our 23 Australian District Governors met with our Rotary International President DK Lee was at the Rotary Institute in November last year. During one of our meetings, a question was posed by one of our incoming District Governors – “What is more important, Club projects or member attendance?” said the novice. RI President DK Lee thought for a brief moment and then replied: “I think attendance is more important – because it is through Rotarians meeting frequently together that they are much more effective and prepared to do Rotary’s good works.”

The subject of membership attendance rates has always been a hot topic of debate for Rotarians. Speaking personally, I have always felt that it would be very difficult to fully participate in the activities of my Rotary Club if I attended less frequently. Having said that, I certainly understand that there are many valid reasons for Rotarians not being able to attend meetings regularly. I, like many before me, have always thought that the hierarchy of Rotarian priorities should be firstly on family, secondly on work and thirdly on Rotary. I also believe that any alternate prioritising can, in time, present great difficulty for the individual Rotarian.

As more demands are placed on our time, particularly on the time of our younger men and women who are establishing their families and career, it is just not possible to make every meeting. It is important that we make allowances and consider the circumstances of our members. We are not in the business of ‘burning’ potentially great members by unreasonably citing the dictates of a bygone era. Rotary needs all the members it can get to undertake the important service work it does.

No matter what level of involvement each Rotarian achieves, it is the responsibility of us all to make sure every member of our club is made to feel welcome and a valued member of our Club. That said, it also must also be reported that increased membership has been closely linked with increased levels of attendance. In recent years the requirement for member attendance at club meetings has reduced from 90% in the early 1990’s to 60% just a few years ago. At present it is 50%. No question... this has been a statement of Rotary adjusting (as we must) to a changing world. It is important, therefore that we look to our club structure and environment. Let’s give them reasons to come. Let’s provide the atmosphere that made them join with fellowship and inspirational programs and, dare I say it... fun. Never underestimate ‘fun’ as powerful tool in the structure of Rotary clubs.

And as to attendance... certainly, it is a measure of commitment but it isn’t necessarily a measure of contribution. Make Dreams Real.

~Jim Studebaker, District Governor

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DG Jim Studebaker & Carol





## RYLA – A Great Investment



The 2008 International Rotary Youth Leadership Awards (IRYLA) were held in June 2008 at the beautiful Mount St Mary's College Chalon Campus, a small Catholic girls' university situated in the hills of Los Angeles, not far from Beverly Hills. With spectacular views, manicured gardens and exquisite architecture it was a great setting for the annual IRYLA.

District 9800 supported Emma Broughton, our District's RYLA Co-ordinator's attendance and Emma praised the event and reported that she met people from all over the world and made some amazing friends.

IRYLA consisted of a series of informative and entertaining lectures. Most sessions were held in a large lecture theatre but occasionally participants broke off into classrooms for small group discussions and activities. Many interesting and varied formal and non-formal sessions were held. Alan Frumkin, a PDG from California spoke to the group, Andrei Danilenko, a PDG from the Western Russian District spoke of 'The Keystones of Leadership' and perhaps the highlight was RI President (07/08), Wilf Wilkinson's attendance, he was described as being 'almost like a rock-star' and participants felt honoured to meet him. Other sessions included discussions about the meaning of leadership, the worldwide literacy problem and there was a group session envisioning what the year 2030 would look like when IRYLA participants would be 'in charge'.

Displays relating to each represented country were a highlight of the event, it was an opportunity for representatives to sing the praises of their Rotary Districts and the work they do. The stalls were fascinating, each country's unique culture was displayed along with details of their spectacular projects. With ten Australians at the conference, the Australian stall was rather large and got a lot of attention. Emma contributed a history of Indigenous Australia and for a bit of fun, a guide to Aussie slang. Others brought along Vegemite, Tim Tams, and AFL footballs.

Throughout the conference Emma ensured that she cheerfully explained how fabulous District 9800 is in allowing RYLA to be run by young people, encouraging other participants to speak to her if they wished to find out more information on this.

The last lecture of IRYLA 2008 was given by Kimra Perkins, an American Rotarian and past Club President. Kimra spoke extensively to attendees about maintaining their enthusiasm, committing to Rotary for life, and how no-one would benefit by Rotary Youth members playing it small'. By the end of Kimra's lecture Emma reported that everyone was cheering and punching the air. A great note to end on!



*Emma & 07/08 RIP, Wilf Wilkinson*

## Klinginsmith Is Choice For 2010-11 RI President

Ray Klinginsmith of the Rotary Club of Kirksville, Missouri, USA, is the selection of the Nominating Committee for President of Rotary International in 2010-11.

Ray Klinginsmith of the Rotary Club of Kirksville, Missouri, USA, is the selection of the Nominating Committee for President of Rotary International in 2010-11. Klinginsmith will become the president-nominee on 1 October if there are no challenging candidates.

Klinginsmith earned degrees in business and law at the University of Missouri and completed graduate studies at the University of CapeTown, South Africa, as a Rotary Foundation Ambassadorial Scholar. He was general counsel and professor of business at Northeast Missouri State University in Kirksville (now Truman State University) from 1973 until his retirement in 1995, and also held the



*Ray Klinginsmith -  
Photo by Alyce Henson/Rotary Images*





post of dean of administration for five years.

Klinginsmith, who now operates a law office, served as an elected county commissioner from 2001 to 2004. He has been a director of the Macon Atlanta State Bank since 1971 and president of the Chariton Valley Association for Handicapped Citizens since 1982. He and his wife, Judie, have two children and three grandchildren.

A Rotarian since 1961, Klinginsmith has served Rotary as district governor and as chair of the 1998 Council on Legislation in New Delhi and the 2008 Los Angeles Convention Committee. He was a member of the RI Board of Directors for 1985-87 and chaired its executive committee in 1986-87. Klinginsmith joined The Rotary Foundation Trustees in 2002, serving as vice chair in 2005-06, and was a member of the Future Vision Committee from 2005 to 2008. Klinginsmith, a Major Donor, is a recipient of the Foundation's Citation for Meritorious Service and Distinguished Service Award.

In addition, Klinginsmith has earned many honors in his community, including the Parent/Caretaker Award from the Missouri Planning Council for Developmental Disabilities; the Thomas D. Cochran Award for Community Service, an annual statewide award by the Young Lawyers Section of the Missouri Bar; and the Silver Beaver Award from the Great Rivers Council of the Boy Scouts of America, of which he is a former member of the executive board.

Klinginsmith believes that Rotary's best days are still ahead. "The reputation and ability of Rotarians to impact the world positively is better than ever, and the future of Rotary is bright," he says. "The RI Strategic Plan and The Rotary Foundation Future Vision Plan are good roadmaps to the future. However, the decisions about the selection of strategic partners, the recruitment of younger members, and the facilitation of district change to enable younger leaders to serve as district governors will continue to require leaders of uncommon vision and wisdom."

*By Jennifer Lee Atkin Source: Rotary International News -- 13 August 2008*

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## Support Rick - In The Footsteps of Heroes

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A reminder that The Rotary Club of North Melbourne's Treasurer Rick Altman will represent D9800 during the Kokoda Trail walk in Papua New Guinea in September. The trek will raise funds and awareness for the many programs supported by RAWCS and raise funds to set up a foundation for RAWCS to support projects in Papua New Guinea. The 96 kilometre walk is aptly named "In the Footsteps of Heroes".

If you or your club wish to sponsor Rick in his great effort, you can contact him on 0417 537 846 or donations can be sent directly to the National Treasurer, using the donation form at

[http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/KokRAWCS\\_Sponsor\\_Form.PDF](http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/KokRAWCS_Sponsor_Form.PDF)



*Goldie River Crossing Source: Kokoda Foundation Website*



*Rick in training for the Kokoda Trail walk*



## Spreading The Word

A big thank you to John Mollison of the RC of North Balwyn. Through John we have been able to get billboard space at railway stations throughout Melbourne. Six posters are currently on display around various stations and more are to come. Thanks for your support John!



## Make Dreams Real – Success Secrets

Colin Crum is a new member of the Rotary Club of Bendigo, Colin is an accomplished commercial manager with a strong operations background in the agri and service sector and local government.

Colin's five tips for success are:

- Work hard, with enthusiasm
- Work with those around you, not against them
- Have a good strategic plan
- Have an open door policy, be approachable
- Laugh – don't take yourself too seriously.



## Effective Advertising

Advertising is the most widespread method of bringing a message to the attention of our public.

Types of advertising mediums include:

- Brochures or flyers
- Direct mail
- E-mail messages
- Magazines and publications
- Newsletters
- Newspapers (major/national and local)
- Online discussion groups and chat groups
- Posters, signs, displays and bulletin boards
- Radio announcements
- Telemarketing





- Television ads
- Web pages
- Yellow Pages and community directories

## Ensuring your ads are effective

1. For advertising to be effective, it must have enough repetition to establish retention in the mind of the public. Better to reach 10% of the people and persuade them 100% of the way, than reaching 100% of the people and persuade them only 10% percent of the way. The cost is the same, but the results are very different.
2. We've all seen advertising that claims a lot, but fails to provide the evidence. Prove what you say in every ad, and give your audience new information and a new perspective.
3. Non-intrusive media, such as Yellow Pages and community directories, tend to reach only those who are actively looking for information about Rotary. They are poor at reaching prospective new members and our other audiences. The patient, consistent use of intrusive media, such as radio, TV, billboards, signs etc will strike a chord with the passive potential member long before they are actively looking to join.
4. A single ad can never tell the entire story. The most effective, persuasive and memorable ads are those that make a single point, powerfully.
5. An ad doesn't have to look and sound like an ad - think about the message you really want to get across.
6. For event-driven advertising, remember that if 1% of the people who hear/see your ad for a special event choose to come, you will be inundated, but your real investment will be in the 99% who didn't come! What did your ad say to them?
7. Ads that are too creative (slick, clever, funny) without being persuasive are poor substitutes for informative, believable, memorable and persuasive ads.
8. The goal of our advertising should be to create a clear awareness of Rotary and its unique benefits in joining. Clever and sometimes overly creative ads might generate comments, but may not the get results we want in new membership, etc. It's important not to confuse response with results in creating attention-getting ads that say absolutely nothing.

Source: "Debug Your Ad Campaign," by [Roy H. Williams](#), the author of [The Wizard of Ads](#), [Secret Formulas of the Wizard of Ads](#), [Magical Worlds of the Wizard of Ads](#), [Accidental Magic](#) and [Free the Beagle](#).

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## Notices & Events

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### RC Bendigo South building a school in East Timor

The RC of Bendigo South is proposing to build a school at Lekati in East Timor this year. To complete this project they need both skilled tradespeople and unskilled people. There will be 3 teams involved of between 5 to 7 people. We need both males and females, with skills in concreting, building, walling, plumbing and labouring. The approximate dates for each 2 week stint at Lekati are 14 Sept to 28 September and 28 September to 14 October. A fourth team, if sufficient people can be found, will go from approximately 15 October to 29 October.

A current Australian passport is required.

If you are available to be part of one of these teams or if you know someone who could be interested Please call Gary Pinner on 0408 507 868 or IPP Greg Noonan on 0419 546 739 if you are available or know someone who may be interested.

### RC Williamstown – Change of time for meetings – Oct to Dec

For the three months from 6 October to 29 December the Rotary Club of Williamstown will be holding evening meetings. The meetings will still be held on a Monday at the same venue but will be at 6:30pm for 7:00pm start.

### RC Woodend – Change of Venue

The RC of Woodend has changed its meeting venue and now meets at the Victoria Hotel, 67 High Street, Woodend, phone: 03 5427 2721 or fax: 03 5427 3716  
It continues to meet on Thursdays at 6.30pm for 7.00pm





## VOW to buy another ShelterBox

On **Sunday, 24 August** the Friends of the Rotary Club of Richmond are holding a guided tour of the unique Jewish Museum of Australia, 26 Alma Road, St Kilda, 1.30pm – 3.30pm. The tour includes a visit to the Synagogue. The Jewish Museum of Australia is committed to being a respected and innovative cultural centre, recognised nationally for its excellence in exhibitions, education programs and collection management.

Optional lunch prior at Leo's Spaghetti Bar, 55 Fitzroy Street, St Kilda, 12 midday, at own cost.

Tour cost is \$15.00 per person.

Bookings essential. Call Annie on 9897 1276 or email: [annie.c.w@bigpond.com](mailto:annie.c.w@bigpond.com)

All proceeds towards the cost of another much-needed ShelterBox.

## Happy 20<sup>th</sup> Anniversary ROMAC

ROMAC is holding its 20<sup>th</sup> Anniversary Dinner on **Friday, August 29**, at the Moonee Valley Racecourse Function Centre.

The **Governor of Victoria**, Professor David de Kretser, ROMAC patron, **Max Walker**, and leading Rotary dignitaries from all 6 districts of the Southern Region, will be in attendance.

Guests will include **Ray Martin**, TV Personality and Friend of ROMAC.

World renowned pianist, Alan Kogosowski, will entertain us while Tony Charlton will be the MC for the evening.

Medical Director of ROMAC, Dr Ric Christie, will talk on some of the remarkable ROMAC stories while many of the world-leading surgeons who provide these incredible medical treatments will be in attendance.

*Starting Time:* 7pm for 7.30pm

*Dress:* Lounge Suit

*RSVP:* Friday August 22

*Enquiries:* Rtn. Richard Groom 9888 4099

*Applications:* Download form at [www.romac.org.au](http://www.romac.org.au)

*Cost:* \$75 per person

## RC of Port Melbourne – Footy Colours Night

The Rotary Club Of Port Melbourne invites you to attend their Footy Colours Night on **Monday 8, September**.

The evening will raise funds and awareness on behalf of the Rotary Bone Marrow Donor Institute (bmdi)\* and will be held at Life Saving Victoria, 200 Boulevard (cnr Todd Rd), Port Melbourne from **6.00pm to 9.30pm**

Cost is \$45 per head (tables of 10 available). Includes canapes, main course (choice of 2 dishes), bottle of red & white wine per table & tea/coffee

Guest speakers include mates, **Tom Hafey** and **Kevin Bartlett**. During his career the legendary Tom Hafey coached four teams to Premierships, had ten Grand Final appearances and over 500 AFL Games. Tom is now a leading motivator, while Kevin Bartlett is one of Melbourne's most respected and experienced broadcasters. Kevin played over 400 games for Richmond. He was a member of 5 premiership winning teams, and is a Norm Smith Medallist, also winning five Best and Fairest awards. He is a true leader having both captained and coached Richmond.

So wear your favourite footy team's jumpers, scarves and caps and come along to hear these iconic football figures speak.

There will be lots of fun, including a lucky door prize, raffle, silent auction, footy quiz and auction of several quality sporting memorabilia pieces.

This will be a great night with your fellow Rotarians and friends, with a chance to raise money for a good cause.

Please confirm your attendance, name(s) and credit card to Mark Borchert on 03 9682 2888 or 0438 053 423, or by Email to [southmelbourne@packsend.com.au](mailto:southmelbourne@packsend.com.au).

\*BMDI Major beneficiary on the night – 25% of money raised to support RCPM projects for 2008/2009 year.





## **The Costello Memoirs – Book Launch hosted by RC of Toorak**

On **Tuesday, 30 September** the RC of Toorak will be hosting the launch of the Hon. Peter Costello's book *The Costello Memoirs*. The launch will be held at Lincoln of Toorak, Level 2 Trak Centre, 445 Toorak Road, Toorak @ 7pm for 7.30pm.

The cost will be \$135.00 which includes a two course meal, all refreshments AND a hardcover copy of *The Costello Memoirs* (50% OFF) which will be personally signed. Further copies of the book will be available at the special price of \$45.00 each.

Flyers will be sent out in approximately two weeks, however bookings will be accepted now giving Rotarians first option, early bookings would be recommended, and hopefully your Club could take a table.



All profits from the evening will be donated to "VERY SPECIAL KIDS".

For more information please contact Alan Freedman on 9509-9945 or 0419-357-864 or by fax at 9509-7935.

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When: **Tuesday, 11 November** 2008  
Where: Kooyong Tennis Centre

Lots of fun entertainment, memories, reunion with past members, AND our sister Rotary Club from Japan, Ogaki-West  
More details soon. For information, call Geoff Asher on 9571-3833 or John Strong on 9836-9165

## **RC of Melton Valley's Annual Auction Night**

The RC of Melton Valley will be holding their Annual Auction to raise funds for their Tibetan Village Project on **Friday 14 November** 2008. The auction will be held at the Melton Valley Golf Club at 6pm for a 6.30pm start.

**Tamdin Wangdu** will be the guest speaker on the evening, Tamdin is an exiled Tibetan living in Colorado and he is the founder of the Tibetan Village Project

Tickets are \$35.00 per head **this includes a 2 course meal, tea and coffee with all other drinks at bar prices.**  
Tables of 10 can be booked by clubs or single tickets are available.

Numerable rare and exquisite Tibetan Artefacts will be auctioned and many other items will also be listed.  
Limited Spaces – Get in early and don't miss out!

Bookings can be made by contacting Renee Jerram on 0419 933 068 or by email [renee.48@optusnet.com.au](mailto:renee.48@optusnet.com.au) or contact Chris McCormack on 9747 9930 email [chelmwaysecurity@bigpond.com](mailto:chelmwaysecurity@bigpond.com)

## **Save the Date for RC of Essendon's inaugural Royce Abbey Rotary Celebration**



This inaugural dinner, hosted by the RC of Essendon will be a celebration of enthusiasm and commitment to the ideals of Rotary.

All attending clubs will be encouraged to nominate a member or members to receive their Royce Abbey Award, whom will be presented with the award by Rotary International Past President Royce Abbey.

The dinner will be held on **Wednesday, 3 December** at Moonee Valley Racecourse.  
Key note speaker & special guest Past President Rotary International, Mr. Bill Boyd.  
More details soon.





## August Is Membership Development & Extension Month

### Dreams & Gold

The Olympic Games are very special. It seems that it is a time when nations can put their rancour 'on hold' and compete in an environment where the measure of excellence is universal and obvious.

I acknowledge that the Olympic Games are not everyone's ideal measure of 'what's good in the world' or even what's desirable as a spectacle.

But those people are in the minority. Most of us eagerly anticipate this wonderful gathering of 'the best'... watching how the participants ply their craft, how they overcome obstacles and how they conquer adversity. We also agonise over the near misses, the frustrations and the devastation of Olympic 'plans gone wrong'.

The motto of the Olympic Games is 'Citius, Altius, Fortius' ... 'swifter, higher, stronger'. It's a simple, yet powerful message and encapsulates the aura of the honourable competitor. An Olympic champion is acknowledged forever. One can win world championships in all manner of pursuits... none will rival a gold medal awarded at the Olympic Games.

But the underlying philosophy of the Games is not solely about winning. It is primarily about competing... competing with honour and doing your best. Most Olympians don't win medals... but they are united in a glorious struggle as they represent their countries to the utmost of their ability.

Stories and legends abound as over two hundred individual nations gather to pit their talents, their techniques and their strengths against the very best in the world. Just think of it... over two hundred nations!! Granted, some have as few as one competitor in their team and some have no chance of winning. It matters little. What does matter is that they are part of an international federation that values the role of the Olympic Games as a forum for people and nations to compete and to interact as equals.

Like many of you, I was privileged to watch Usain Bolt, I marvelled at the achievements of Michael Phelps and I willed Steve Hooker to clear the bar in that last mighty leap for gold. I'm not a sports 'tragic', but I defy anyone not to be moved by something at the Olympic Games.

For most competitors, Olympic hopes are not realised. Years of training, expense and sacrifice don't return the ultimate reward. Yet ... something else prevails... they are Olympians, and will always be Olympians.

Certainly, we saw high exaltation, but we also saw wonderful grace in defeat – none more so than Anna Meares in the cycling and Libby Trickett in the 100 metres freestyle. Two different stories which showed me how true champions can lose a race but, in reality, they never lose. These were silver medals that were truly inspirational.

So why does a Rotary District Governor devote a page to the Olympic Games?...

There's no complete answer. I know that there are parallels between the Olympic Games and Rotary International, but it is beyond my literary skill to draw them adequately. I think that it's important to acknowledge those athletes who govern our emotions and aspirations once every four years. Like many, I was held captive by the sight of people proudly representing their countries, many of whom had no chance of succeeding. They had trained, they had sacrificed, they were certainly engaging in the reality of *pursuing their dreams*.

And surely it is the competing and the pursuit that is the essence of the Olympic spirit... and, on a bigger stage... the essence of life. Make Dreams Real.

~Jim Studebaker, District Governor

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DG Jim Studebaker & Carol



## A Sensory Garden – Peaceful Oasis



Smells, sounds and colours often evoke memories of pleasant past events, triggering happy memories.

A Sensory Garden is a setting that utilizes smells, sounds and images to create a sanctuary from the harsh realities of everyday life.

The Caulfield Rotary Club is currently supporting the creation of a Sensory Garden at the Bethlehem Hospital in Caulfield.

The plans for the Garden include secluded corners for quiet reflection, water features, a range of sensory plants, a children's play area, and family facilities.

It is hoped that this Sensory Garden will provide a haven for privacy, reflection and tranquillity for Bethlehem Hospital patients and their families.

## 40th Anniversary Of Werribee Club Charter

The Rotary Club of Werribee celebrated its 40th anniversary recently with a party that attracted many notable guests including Deputy Prime Minister Julia Gillard, Past RI President, Royce Abbey, DG Jim Studebaker, 7 PDGs, DG Elect Colin Muir and Kim McAliney, the Mayor of the City of Wyndham. Other Clubs including Bacchus Marsh, Wyndham and Laverton Pt Cook also joined in the celebrations.

The evening included vocal entertainment and a light opera number gained the attention of all present. DG Jim Studebaker opened proceedings and PP John Nicol summed up some of the great achievements of the Club over its 40 year history.

Particular mention was made of:

- Kelly Park, once a piece of neglected council land on the end of the Werribee retail precinct was turned into a park;
- The 1983 floods that had Werribee isolated for a time and the work that the Rotary Club of Werribee did helping residents to overcome the difficulties presented by the floods;
- A 'Country Fair' that was a huge success (despite the down pour that threatened the fair, luckily it managed to hold off until later in the afternoon);
- The retention of some local history in the construction of the spirit of Ison House;
- PDG Ian Knight's District Conference in Albury;
- Hosting the District's celebration of 100 years of Rotary at Werribee Park; and
- Organising a number of DGs' changeovers.

Three PHF sapphires presentations were made to Genny Knight, wife of PDG Ian, and PPs John Nicol and Tino Ballan.

The final formal activity of the evening was the cutting of a birthday cake by current members who had 30 or more years in the Club.

Dancing to Soul Sister Swing, fellowship and fun were a fine way to finish off a fantastic evening!



DGE Colin Muir, Deputy PM & President of RC Werribee  
Philip Purdy enjoy the celebrations

**ROTARY CLUB OF  
WERRIBEE  
CHARTERED  
16TH AUGUST 1968**



The cutting of the cake



## Telling Literary Tales

Guest speaker at the Rotary Club of Richmond's Slade Literary Award 2008 for an original essay by secondary students is James Phelan, a Melbourne-based freelance writer who writes for a variety of publications, including *The Age*. He holds a Master of Arts in Writing and is currently working on his PhD. He teaches in the Swinburne University Master of Arts Writing program. James also runs James Phelan Literary Services. His third book in the Lachlan Fox thriller series, *Blood Oil*, has just been published by Hachett Livre Australia.



James Phelan

The Slade Literary Award is named after the late Henry Slade, a Richmond Rotarian for over 25 years. It has been managed since its inception in 1993 by a committee within the Rotary Club of Richmond and continues into its fifteenth year with the ongoing support of the Slade family.

Aimed at year 9 and 10 state secondary school students, the Award draws on creative writing pieces from within local schools. The teachers forward the best efforts to the committee. Independent judges then select the winners and the prizes are presented at a special dinner of the Club.

Guest speakers in the past have included many well-known, award-winning authors and playwrights - John Marsden, Hannie Rayson, Joanna Murray Smith and Jane Burke, winner of the 2006 Children's Book Award for Older Children; Claire Saxby, a Melbourne-based writer of fiction, non-fiction and poetry for children, along with the well-known ABC Radio broadcaster and television presenter, Virginia Trioli.

Because many of the schools in Richmond and surrounding areas have a very high population of newly arrived migrants and indeed, Henry Slade was himself a migrant, the Committee has in recent years included a prize for the best entry by a student with English as their second language. Entries have recently been sought from schools outside the Richmond area among similar state secondary colleges.

All visitors are welcome to The Rotary Club of Richmond's Slade Literary Award 2008 will be held on Monday 8 September at The Amora Riverwalk Hotel, Richmond, where the winners will be presented with their prizes and the winning entries read. This wonderful evening will showcase not only the students' literary creativity but the professional writing skills and experience of guest speaker James Phelan.



Slade Literary Award Winners 2007:

Pictured with (L) Mark Slade, nephew of the late Henry Slade and (far R) Rotarian John Liddell, Chair of the Slade Literary Award





## Make Dreams Real – Success Secrets



Jenny Hunter is a Past President of RC of Albert Park and charter member of RC of Port Melbourne. Jenny was joint co-ordinator with Bill Dagg (RC Pt Gellibrand) on the Commonwealth Games Athletes Village Cleaning Project raising just under \$1Million for Rotary and is currently co-ordinating the volunteers for the Homeless World Cup.

Jenny has a Lighting Design and Architectural Practice specialising in supply and fabrication of light fittings, energy saving and environmental lighting, residential, commercial, landscape and garden lighting.

Jenny's five tips for success are:

- Set goals, work hard, measure & know what you are trying to achieve - be flexible
- Love what you do - Enjoy life , be positive
- Have confidence in yourself & your ability to succeed
- Give without expecting anything back
- Have integrity - always do what you say you will do.

## Getting Photos Published

When taking photos to promote your Rotary Club or to send to the media (or to Networker!), it's worth keeping a few things in mind if you want to see your work published and gain publicity for your club's efforts.

### **Make The Photo Newsworthy!**

First and foremost, the photo needs to be interesting! The photo should sell the story – the photo should not require the accompanying story to give it relevance or interest.

A picture of just a group of people, or someone behind a lectern, or someone holding a certificate, or someone standing in front of something – each may hold relevance or importance to the subject or the to those in attendance, but to the uninitiated reader (or editor), it holds little interest.

Instead, make the photo *remarkable*! It should be something people don't see everyday, something that makes them open their eyes. Involve the person viewing it!

Show interaction. Show emotion. Show action. Show smiles. Show expression. Show something unusual and attention grabbing. Show humour!

A photo that evokes an emotion is more likely to get published than one that merely shows what went on.

For example:

- ❑ If you were displaying a steam engine, try having someone lie in front of it mocking fear as someone else jokingly looks to run over them. Or maybe try taking the photo from the perspective of someone about to be run over? Be creative.
- ❑ If showing off a baking stall, try posing someone with a mouthful looking confused over the choices of what to eat next.
- ❑ If showing something you've constructed, maybe show one person holding a nail looking away apprehensively while another person lines the nail up with their hammer (maybe even blindfolded?).

While some of these ideas might sound cheesy, they are attention grabbing and are more likely to get your photo and story published. They make for great headlines and at the same time they show that Rotary can be FUN!





# Networker

We care. We share. We all gain.



## **The Subject/s In the Photo**

Who are you showing in the photo? Do they look like interesting people we would like to get to know? Do they look warm, fun, interesting or attractive by way of personality? Or are they blank, expressionless, glum and boring? Be attractive, be prepared to exaggerate expressions and be a little theatrical – have fun!

Think also of the people you want to attract to your club – if you are after a younger demographic, maybe include younger members in the photo. If you would like to attract more females, promote those already in your club – build a bridge to new members!

## **Photo Size, Resolution and Format**

Use the best camera and photographer available – ask someone within your club who has an interest in photography to capture the moment. Pictures should always be in high resolution (i.e. large size) and in focus – it's amazing how many pictures are submitted that meet neither of these criteria! A picture with bad lighting, clear signs of camera flash reflection, graininess, uneven colour, red-eye, or motion blur is unlikely to be published.



When sending your photos to a media publication, try to limit the amount of pictures to just a few of your best shots. Editors are there to select rather than sort your best photos.



Remember that full resolution photos are of a large file size in emails, so be cautious not to bombard editors with heaps of pictures. Maybe send one or two notable photographs, or create lower resolution thumbnails (smaller file sized photos) for previews, noting to the recipient that you can send through the original sized pictures.

Avoid sending through pictures in MS Word or Adobe pdf documents – they can be hard to obtain pictures from, and will deteriorate the picture quality in many instances. In most instances, a jpg file should be fine.

## **Some Things to Avoid:**

- ☐ Having anyone in shot with their backs to camera or looking uninterested.
- ☐ Showing / holding objects that can't be discerned in the picture or leaving items in shot that ruin the picture (empty drink cans, buckets, car number plates which can't be shown, etc).
- ☐ Speeches – even the most impressive words rarely look impressive in a photo unless accompanied by great non-verbal expression. Similarly, people just standing or posing and doing nothing else rarely have a strong impact - don't just stand there, do something!

## **Some Things to Include:**

- ☐ Photograph a verb rather than a noun - Put the focus on doing something, placing any key objects, themes or people at the forefront.
- ☐ Faces full of expression – get your audience to share an emotion or leave intrigued.
- ☐ Get together - try to keep people together in tight so more focus and clarity can be put on the people in the picture and any objects featured.
- ☐ Activities and personalities that will attract others to your club.
- ☐ Fun and humour!



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## Notices & Events

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### **RC Flemington change of meeting**

The Rotary Club of Flemington will replace its weekly meeting scheduled for Wednesday 17 September with a Business Networking Function to be held on Tuesday 16 September at the Quest Apartments, corner Epsom and Smithfield Roads, Flemington commencing at 5.30pm.

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For bookings and enquires, contact Rotarian John Liddell on 0407 979 233 or Rotarian Sue Bolton, email: [secretary@rotaryrichmond.org.au](mailto:secretary@rotaryrichmond.org.au)



*James Phelan*

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The dinner will be held on **Wednesday, 3 December** at Moonee Valley Racecourse. Key note speaker & special guest Past President Rotary International, Mr. Bill Boyd. More details soon.



## How Is Your Club Shaping Up?

<b>No. of Clubs Reporting</b>	<b>69</b>
<b>% Average Attendance of Those Reported</b>	<b>69</b>
<b>% of Clubs Reporting Membership</b>	<b>100</b>

Club	Cluster	No. of meetings	% Attendance	Membership			
				As at 30 June 08	Start July 08	End July 08	% Change YTD
Melton Valley	Westside	5	79%	16	16	20	25.0%
St Kilda	Stonnington	5	80%	11	11	12	9.1%
Woodend	Calder	5	67%	18	18	19	5.6%
Tullamarine	Gateway	5	65%	21	21	22	4.8%
Footscray	Hobsons Bay	5	60%	51	51	53	3.9%
Bendigo Strathdale	Goldfields	5	66%	31	31	32	3.2%
Melbourne South	Batman	4	65%	32	32	33	3.1%
Altona City	Port Phillip	4	76%	33	33	34	3.0%
Essendon North	Gateway	5	73%	34	34	35	2.9%
Toorak	Stonnington	4	70%	34	34	35	2.9%
Chadstone / East Malvern	Stonnington	5	56%	43	43	44	2.3%
Glenferrie	Yarra	5	75%	45	45	46	2.2%
Albert Park	Batman	5	60%	53	53	53	0.0%
Altona	Port Phillip	5	62%	26	26	26	0.0%
Bacchus Marsh	Westside	5	70%	39	39	39	0.0%
Balwyn	Eastside	5	59%	90	90	90	0.0%
Bendigo	Goldfields	5	64%	96	96	96	0.0%
Bendigo South	Goldfields	5	72%	44	44	44	0.0%
Boroondara	Eastside	4	49%	19	19	19	0.0%
Brighton	Beachside	4	45%	145	145	145	0.0%
Brighton Beach	Beachside	5	67%	18	18	18	0.0%
Brighton North	Beachside	5	70%	47	47	47	0.0%
Brimbank Central	Westside	5	78%	28	28	28	0.0%
Brunswick	Heritage	5	46%	31	31	31	0.0%
Camberwell	Eastside	5	68%	66	66	66	0.0%
Carlton	Heritage	4	78%	39	39	39	0.0%
Castlemaine	Calder	5	64%	41	41	41	0.0%
Caulfield	Beachside	5	64%	11	11	11	0.0%
Central Melb. Sunrise	Batman	5	72%	55	55	55	0.0%
Collingwood	Heritage	5	77%	19	19	19	0.0%
Daylesford	Calder	5	64%	30	30	30	0.0%
Eaglehawk	Goldfields	5	74%	38	38	38	0.0%
Echuca-Moama	Goldfields	5	79%	26	26	0	0.0%
Elsternwick	Beachside	5	71%	16	16	16	0.0%
Fitzroy	Heritage	4	67%	29	29	29	0.0%



# Networker

We care. We share. We all gain.



Club	Cluster	No. of meetings	% Attendance	Membership			
				As at 30 June 08	Start July 08	End July 08	% Change YTD
Flemington	Hobsons Bay	5	86%	22	22	22	0.0%
Gisborne	Calder	5	70%	26	26	26	0.0%
Glen Eira	Beachside	5	69%	23	23	23	0.0%
Hawthorn	Yarra	5	62%	73	73	73	0.0%
Hoppers Crossing	Port Phillip	5	71%	28	28	28	0.0%
Kangaroo Flat	Goldfields	4	59%	31	30	31	0.0%
Keilor East	Gateway	4	81%	41	41	41	0.0%
Kyneton	Calder	4	76%	38	38	38	0.0%
Malvern	Stonnington	5	73%	47	47	47	0.0%
Maribyrnong Highpoint	Hobsons Bay	4	62%	16	16	16	0.0%
Melton	Westside	5	84%	44	44	44	0.0%
Moonee Valley	Gateway	5	66%	22	22	22	0.0%
North Balwyn	Eastside	5	82%	89	89	89	0.0%
Point Gellibrand	Hobsons Bay	3	83%	35	35	35	0.0%
Prahran	Stonnington	4	61%	27	27	27	0.0%
Sunshine	Westside	5	70%	23	23	23	0.0%
Werribee	Port Phillip	4	84%	41	41	41	0.0%
Williamstown	Hobsons Bay	4	68%	29	29	29	0.0%
Wyndham	Port Phillip	5	86%	25	25	25	0.0%
Yarraville	Hobsons Bay	5	81%	19	19	19	0.0%
Essendon	Gateway	5	55%	81	81	80	-1.2%
Bendigo Sandhurst	Goldfields	5	85%	53	53	52	-1.9%
Kew	Yarra	5	70%	53	53	52	-1.9%
Canterbury	Eastside	4	86%	42	42	41	-2.4%
Keilor	Gateway	5	78%	36	36	35	-2.8%
Melbourne	Batman	5	49%	276	276	268	-2.9%
West Footscray	Hobsons Bay	5	54%	32	32	31	-3.1%
Southbank	Batman	5	66%	26	26	25	-3.8%
Kew-on-Yarra	Yarra	5	79%	25	25	24	-4.0%
North Melbourne	Gateway	4	68%	25	25	24	-4.0%
Laverton Point Cook	Port Phillip	5	66%	22	22	20	-9.1%
Rochester	Goldfields	4	74%	11	10	10	-9.1%
Port Melbourne	Batman	3	46%	40	40	36	-10.0%
Richmond	Heritage	3	73%	43	43	38	-11.6%

**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.**