

The Networker



October is Vocational Service Month

Rotary Friends and Friends of Rotary

"The only unique feature of Rotary is vocational service; everything else that we do is repeated by some other organization. If we have a special message or mission in the world that is unique to ourselves, it lies only in the realm of vocational service."

- T.A. Warren, Past RI President 1945-46

Traditionally, Rotarians set aside October as the month to showcase our second avenue of service, Vocational Service. It is possibly the least understood of our five avenues of service and for this reason it is often overlooked as an area of activity within our clubs. In reality, vocational service is an avenue through which we serve so often that we don't always recognise it as service.

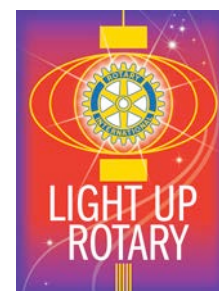
We assume that Paul Harris and his friends created Rotary to promote the noble ideas of humanitarian service, goodwill and world understanding. In the early days of Rotary this was not the case. These worthy pursuits came later. Rotary was started for business and professional purposes.

At the start of the twentieth century, business was aggressively competitive. Professional standards, customer service and business ethics were seldom topics of real concern. Simply making money was the goal. Paul Harris began to wonder if one person from each business and profession could meet as friends perhaps rivalries could be broken down and they could even help each other to achieve business success. Thus, the idea of a club combining friendship and business developed.



Over the decades the value of Vocational Service has evolved greatly. We now "recognise all useful occupations as worthy of respect" and we can use our "work as an opportunity to serve society". Every occupation serves a need. Whether we are serving customers, teaching students or treating patients, whether we're involved in commerce, research, the media, or any one of countless other fields – we are contributing to our communities and our society. As Rotarians, we should take pride in doing our work with competence and integrity.

Vocational Service also encourages us "to hold high ethical standards in our business affairs and our professional practices". During the early meetings of Rotary, the members frequently discussed techniques to improve their business practices. They gave one another wise and friendly counsel on misleading advertising, shoddy products, poor customer relations and so on. Members and their friends soon began to feel that when you did business with a



Rotarian, you were always going to be treated properly, that their word could be counted upon, and that there was an ethical element in all transactions. The word “Rotarian” became a mark of distinction in the business world and remains so today.



The simple philosophy of the 4-Way Test was created by Rotarian Herbert Taylor in 1934, when he was called upon to take charge of a company facing imminent bankruptcy. He turned the company around by creating the test as a measure of the company's fairness, honesty and integrity in all its business transactions. In 1943, the Rotary Board of Directors adopted the “Four Way Test” of the things we think, say and do: Is it the Truth? Is it Fair to All Concerned? Will it build Goodwill and Better Friendships? Will it be Beneficial to All Concerned? The 4-Way Test is a simple and practical guide for all human relationships and has become firmly imbedded in Rotary's Avenue of Vocational Service. It has been displayed in clubs, schools, workplaces and public buildings all over the world.

Rotary's high ethical standards are also demonstrated in The Rotary Code of Conduct, formerly known as The Declaration of Rotarians in Business and Professions. This code defines a set of values that are appropriate for the personal conduct of Rotarians in business, as professionals, as community leaders and in retirement. This code is sadly not as well-known as it used to be but it can be found on page 4 of the 2014-2015 District 9800 Directory. It deserves to be read, discussed and debated during Vocational Service month.

Vocational Service now encompasses a wide variety of Rotary activities. Club members can use their vocational skills working on service projects, providing career guidance for young people, doing mock job interviews, mentoring students, creating vocational award programs and participating in vocational fellowship groups.

Since 1965, one of Rotary's most popular and rewarding programs - combining vocational service and international understanding- has been The Group Study Exchange (GSE) program. It enables young business and professional men and women to observe and learn how their vocation is practised in another country. Next March, District 9800 will send a GSE team to District 6840 in Louisiana and Mississippi. A team from District 6840 has already been selected and includes a lawyer, a meteorologist, a career guidance officer, an office manager and a media executive. Our team will be chosen next month.

More recently the Rotary Foundation has funded Vocational Training Teams (VTT) which consist of groups of professionals traveling abroad to either learn about their profession or teach local professionals about a particular field.

Vocational Service is basic to our organisation. When we join Rotary, our Rotary dinner badge notes our “classification.” Rotary's classification principal assures that each club has among its members a cross section of a community's business and professional population. Each member brings unique skills, knowledge and abilities to their club and its projects. What do you know about the vocations of all of your club members?

Let's celebrate Vocational Service Month by promoting the ethical basis of Rotary and by gaining a better understanding of the diverse vocational talents of our fellow members. We may find untapped talents to enhance our club and our community.

Murray Verso
District Governor 2014-2015

“LIGHT UP ROTARY THROUGH VOCATIONAL SERVICE”

From Rotary Vocational Service July 2014



RI President Gary C.K. Huang challenges us to energize our communities and strengthen our membership, fellowship, and service efforts by lighting up Rotary. Through vocational service initiatives, we can be champions for high ethical standards in our workplaces, use our professional expertise to serve others, and have a positive impact on local and international communities.

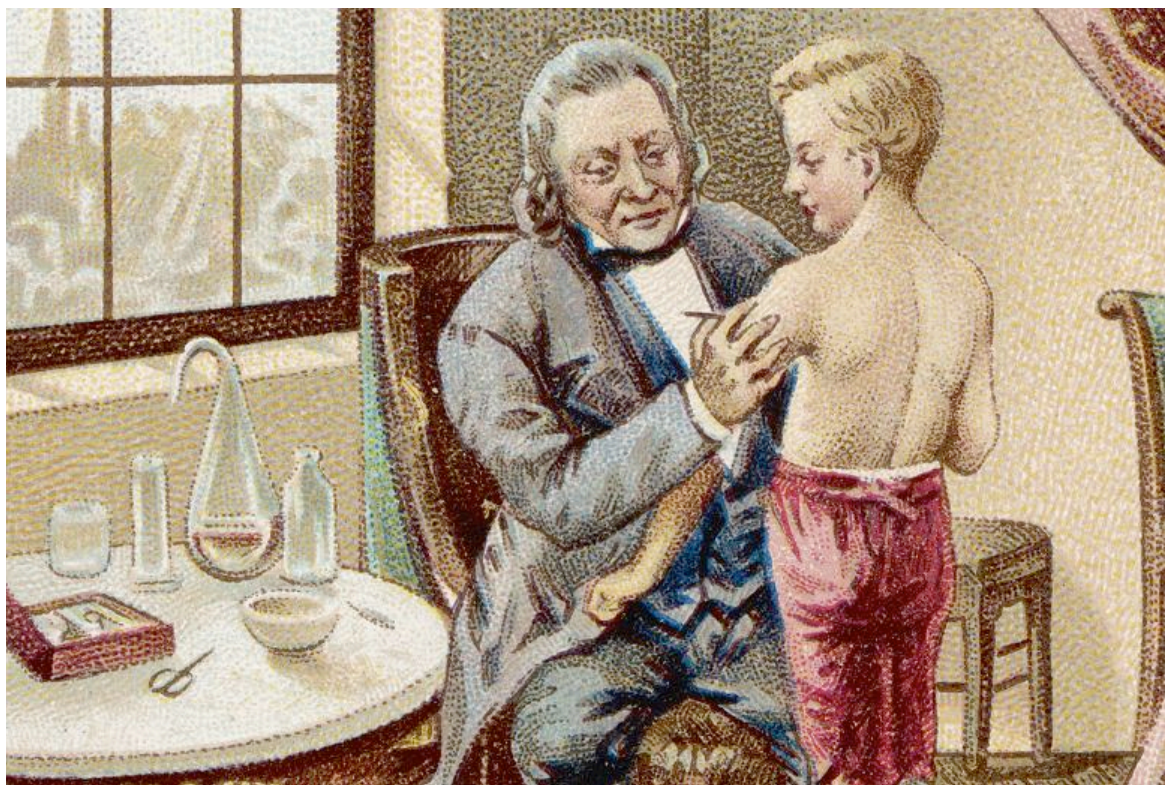
Here are a just a few ideas for activities your club can undertake:

- Start a career counselling or vocational training program and invite non-Rotarian community members to attend.
- Organize a discussion or workshop on workplace ethics and invite local non-Rotarian business leaders to attend.
- Sponsor a career day in which club members bring young people to their places of business.

- Host a Rotary Day celebration to connect with professionals in your community who might be good candidates for Rotary membership. (Completing this activity can help your club qualify for the 2014-15 Presidential Citation.)



What's your Vocation?



When I was putting "The Networker" together, I wondered what "Vocation" meant, so I did a Google, and found assorted suggestions, mainly about religious calling.

The Free Dictionary helped a bit with:

vo·ca·tion -

1. A regular occupation, especially one for which a person is particularly suited or qualified.
2. An inclination, as if in response to a summons, to undertake a certain kind of work, especially a religious career; a calling.

Finally the RI Website gave me the Rotary answer :

"Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society". There was an invitation to learn more at

<https://www.rotary.org/myrotary/en/document/569>

Do you ever give a thought to your Vocation? Is it your calling in life? We all know that the vocation of DG Murray Verso is in Medicine, but how did Edward Jenner, an English country General Practitioner, achieve such fame and recognition?

Edward Jenner was the pioneer of smallpox vaccination and the father of immunology. He was born in Berkeley, Gloucestershire in 1749, the son of the local vicar.



At the age of 14, he was apprenticed to a local surgeon and then trained in London. In 1772, he returned to Berkeley and spent most the rest of his career as a doctor in his native town. Jenner is well known around the world for his innovative contribution to immunization and the ultimate eradication of smallpox.

Jenner's work is widely regarded as the foundation of immunology—despite the fact that he was neither the first to suggest that infection with cowpox conferred specific immunity to smallpox nor the first to attempt cowpox inoculation for this purpose.

http://www.bbc.co.uk/history/historic_figures/jenner_edward.shtml

Justine does D9800 proud

By Tony Thomas, RC Central Melbourne-Sunrise

Justine Murphy, our D9800 Vocational Services Director and fitness fanatic, achieved a personal best – and then some! – in the Surf Coast Century Ultra-Marathon on September 13.

She did the 100km in just over 15 hours, compared with fastest female time of 9 hours 29 minutes, a record. She began the run at 6 am in the dark and finished at 9.01 pm in the dark.

Justine's time was five hours faster than her previous North Face Ultra-Marathon in the Blue Mountains, NSW, last May, three hours faster than her planned time.



She came in 130th overall out of 181 solo finishers, and 12th out of 21 in her category of females aged 40-49. All up, there were 750 runners.

With sponsorings from District colleagues and members of her RC Central Melbourne-Sunrise, she raised \$3000 to go toward club projects.

Justine says, "At the 44km mark I was suffering some health issues and was thinking of pulling out – but I was driven to keep walking in order to maximize my sponsorship earnings. Luckily my health improved so I could start running again and make it to the end."

She gave a finish line interview and got in a great plug for Rotary's charity role.

The course took her along the magnificent beaches under the cliffs between Anglesea and Torquay, then back through the bush back to Anglesea, then up into the hills through Aireys Inlet, Fairhaven and Moggs Creek, then down to the beach and back to the finish.

[see it all at <http://www.youtube.com/watch?v=moY6uIEYgis#t=11>]

Justine, who calls normal marathons a sprint, says, "The scenery at Anglesea was gorgeous – beaches under the towering cliffs, tracks weaving through the hinterland bush, beautiful wild flowers, lighthouses – every step was inspiring."

During the run, she drank approximately 6 litres of water, and ate many high energy snacks and two proper but hastily-eaten meals of mince and rice (thanks to her support crew who had food waiting for her at three check points). Her stops for mealtimes, water top-ups, etc during the race totaled approximately 40 minutes.

Justine, who has been a runner for 15 years, says "I was a bit underdone in my training leading in to this race, I had only run about 80km a week."

For Justine, running is like meditation: "I'm no good at yoga and running is calming for me."

Justine, in her district role, is also working on a plan for what she calls "reinventing Vocational Service" which she'll present to the District Leadership Team shortly – details still secret.

Somehow between running and Rotary, she operates her own business strategy consultancy Justine Murphy & Associates.

ABC Foreign Correspondent

An overview of the medical situation Timor Leste

by David Dippie

The program in August highlighted the medical situation in Timor Leste and focused on the Bairo Pite Clinic in Dili. It was an excellent presentation that provided a great insight into the situation. East Timor is the poorest country in our Region with 45% of the children under 5 undernourished and lack of food is a serious issue. The medical facilities in the whole country are limited and many medical tests that we take for granted are unavailable.

The commonplace life-saving procedures available in Australia are only dreams in this nation. It made it easy to understand why women in the country have a 100 times greater risk of dying as a result of childbirth. It also highlights the remarkable job that the Bairo Pite Clinic is doing with few resources.

When viewing the show it was difficult to comprehend that this is the situation in one of our closest neighbours.

It should not surprise you that Rotary is aware of the situation and making a major contribution in improving health in many areas. The show featured an organization that sponsored a patient for a heart operation in Melbourne. ROMAC is also heavily involved in this area and like many Rotary Projects they are so busy helping people at times they forget to tell us.

Rotary Clubs with help from Donations In Kind are major supporters of the Bairo Pite Clinic and many of the other hospitals in East Timor. When viewing the show I enjoyed spotting the things we shipped. One of the easiest and most effective RC Keilor Projects last year was to provide funds to DIK to ship the goods the hospital needed. It only costs \$205m3 to ship goods worth thousands. We found out about the projects from a Rotarian Jenny Selway from RC Lilydale. Like many nurses she is highly practical and having visited the Clinic knows exactly what is needed. Lidia and Silvia in the children's malnutrition room are sponsored by her Club.



Dan Murphy treats one of hundreds of patients who attend his clinic every day in Dili. Photo: Glenn Campbell

If your Club wants to help an individual, contact ROMAC
Gerry Phillips
gerrypp@iinet.com.au

If you want to support training medical staff, contact Jenny Selway
r_selway@yahoo.com.au

If you are interested in supplying goods contact DIK
David Dippie
solatube@bigpond.com



World Polio Day: 24th October

by DG Murray Verso

World Polio Day on Friday 24 October is a chance for Rotarians, clubs, and districts across the world to come together to fight polio. There are many ways you and your club could mark the day.

Why not get your club to take part in the **World's Greatest Meal (WGM)** initiative. In the week before or after World Polio Day, donate all or part of your weekly meal costs to the End Polio campaign. Alternatively, 'Greatest Meal' events can be small (two people having lunch), a street BBQ, meal time raffles and auctions, large lavish dinner or special collections at frugal meals in place of a Rotary Club's regular meals. Details of how to register your meal and other information about the WGM initiative are available on "The World's Greatest Meal to Help End Polio" website <http://wgmeal.com/>



ENDPOLIONOW



An **End Polio Now: Make History Today Livestream event**, including a global update on the current status of polio eradication, will take place in Chicago on World Polio Day. This can be seen live in Australia on Saturday, 25 October 2014 at 10:30:00 AM AEDT. I encourage your club to have a viewing party of the event. Alternatively, the archived video will be available for viewing at club meetings following the live program. Additional event details may be found at www.endpolionow.org.

Other ways you can highlight World Polio Day include:

- Dedicating your club meeting to focus on Rotary's work to end polio.
- Arrange a community fundraiser on or around World Polio Day to raise awareness of the cause in the eyes of the general public.
- Remind government officials to support the global commitment to a polio free world- Rotary's top priority.
- Wear your End Polio Now pin and encourage your friends and family to do the same.

Please also remember that for as little as US60 cents, a child can be vaccinated against polio for life. From 2013 to 2018, every dollar Rotary commits to polio eradication will become three dollars, thanks to a 2-to-1 match from the Bill & Melinda Gates Foundation

Rotary has made a commitment to eradicate polio, and Rotarians keep their word. We are this close, and getting closer every day. Thanks to you, we will End Polio Now.

Spotlight on Julie Mason

Rebecca Miller of the Wyndham Star interviewed District Governor Elect Julie Mason, the principal of a school with about 1700 students, a local Rotarian and loving grandma, who knows a thing or two about the people of Wyndham.

What's your connection to the local community?

I'm principal of Baden Powell College and have lived in Wyndham for 32 years, including the last four in Sanctuary Lakes. Prior to that I lived in Werribee.

I've been a member of Wyndham Rotary for the past 20 years.

As of July next year I will be the district governor, which means I will be supporting 71 Rotary clubs in Victoria. I will visit each club and provide guidance and support to them.

I love being involved with Rotary. I get to catch up with 25 to 30 friends every Wednesday night.

Being a member is an amazing experience. We provide weekend camps for young people and I am involved in programs including Early Act for primary students and Interact for 12-18 year olds.

Those involved in these programs meet fortnightly and take part in school, community and international projects to improve the community and learn the value of volunteering. Programs include making an anti-bullying DVD for schools, visiting a local preschool and reading books to the children, and fund-raising for a new school in Cambodia to provide uniforms, books and other resources.

What do you love about Wyndham?

The cultural diversity of the people and their food. I'm eating food I wasn't 32 years ago, including Thai, Korean and African.



There's also lots of young families in the area and retirement villages being built, so there's a great range of ages in the community.

What would you like changed in Wyndham?

The traffic. I've spent time on committees for local government and we've been trying to minimise traffic. I have to double my time to get from one side of Wyndham to the other, compared with five years ago.

How do you spend your downtime?

I love taking my two grandsons to the beach at Werribee South and to Point Cook Coastal Park. I also love the history of the [Werribee] mansion.

Where's your favourite place to get coffee or a bite to eat?

Waterstone Café at Sanctuary Lakes. It's peaceful, the food and entertainment is fantastic – the chicken parmigiana is beautiful.

Ferguson Plarre in Sanctuary Lakes makes the best cappuccino.



Julie Mason with Bill Dagg and Sooty, in a light-hearted moment at the Donations-in-Kind store in West Footscray.

Camp Getaway Weekend

By Tony Wells, RC North Balwyn

RC North Balwyn has been active at Camp Getaway with members and wives supporting children and teachers from the Glenallen School in residence at the Camp for a week and a larger group of seventeen undertaking a variety of jobs at the site and enjoying good fellowship across the following weekend.



The Glenallen School is a specialist school for children with a physical disability and/ or significant health impairment which has taken advantage of the excellent facilities available at Camp Getaway on more than one occasion.



The RC North Balwyn work program including garden weeding, laying mulch and planting (with plants donated by a member of the Club), cleaning out gutters and repairing down pipes, fixing and adjusting sliding doors, making-up and painting steps for the camp trampoline (materials donated by RC North Balwyn) plus a variety of other maintenance work, including cleaning bedding.

The Chairman of Camp Getaway Wayne Smith in acknowledging the work described the outcome as a “fabulously productive” weekend.

A highlight was the participation of four members of the Club (Greg Matthews, Peter Elliott, Nino Sofra and Lindsay Pegg) in the ice bucket challenge seeking to support those who live with Motor Neurone Disease.

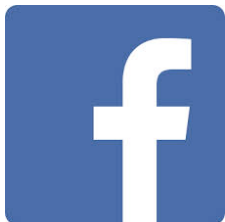


World's first Facebook-based Rotary Club

When a life-threatening illness stripped away many of her professional ambitions, Amanda Wirtz, a former U.S. Navy code breaker and professional violinist, turned to humanitarian service and Facebook to give her life new purpose.

She was in her twenties and pursuing a career as a fitness trainer when a sharp pain in her abdomen sent her to the emergency room. Expecting something manageable like appendicitis, she instead found herself facing a rare tumor disorder that required her to undergo 30 surgeries over the next several years. Forced to rethink her life plans, she began focusing on how to help others, a quest that led her to Rotary.

"I met an older man with a Rotary pin," she recalls, "and I said, 'I love Rotary.' Ten years earlier as a **Rotary Youth Exchange student**, Rotary had helped build a hope and a future for me. Now, I found that through Rotary I could build hope and a future for others. And doing that, I found that I actually received it myself."



Amanda Wirtz launched the world's first **Facebook-based Rotary club** last year, United Services Rotary, after being approached by Rotary leaders who were seeking ways to make membership more convenient for U.S. military personnel. Their

need to travel and relocate frequently can make it difficult for members of the military to commit to the weekly attendance that most Rotary clubs require. The leaders came to her because of her passion for service and her military background.

The club differs from a traditional Rotary club in that members log in to Facebook at any time during the week to view a high-definition video that reproduces many of the elements of a typical meeting: The **Four-Way Test**, sharing of Rotary moments, announcements, and a presentation by a main speaker. If there hasn't been time to record an original program, the weekly presentation may be a TED talk or other video on a Rotary-related topic that's available online. Members keep in touch through Facebook updates and by posting on each other's timelines. She admits that meeting online comes with some drawbacks.

"There is nothing like being in the same room with another person. I don't think anything can replace one-on-one interaction," she concedes. "So it's, 'How can I get a sense of you truly to have the feeling of real fellowship in a remote location?' And honestly, that's something we are continuing to work on."

But she feels social media is too big a phenomenon for Rotary not to embrace it.

"I see a lot of missed opportunities, and my pain reminds me that time is short," she says. "Social media is a powerful tool. But it is more about embracing whatever strategy brings innovation, opportunity, and change. If we are to do anything about the mounting problems in the world, and the problems within Rotary regarding keeping members, we need to do whatever it takes to fully engage our evolution."



<https://www.rotary.org/myrotary/en/member-news>

Hat Day gets Ahead

It's less than a month to [Hat Day](#) on **Friday October 10th, 2014** and organisers Australian Rotary Health couldn't be more excited! Since they launched a new website in July they have been inundated with registrations. Thank you to the large number of Rotary Clubs who have signed up across the country to host a Hat Day event.

Hat Day has received a range of media attention after welcoming Australian actor Elle Dawe back as a Hat Day ambassador for 2014, along with Australian actor Pauly Fenech as a supporter. The new [Hat Day TV ad](#) is also showing across the country on the Seven, TEN, NBN and networks.

[Hat Day on Sunrise](#)

Hat Day Researcher A/Prof Felice Jacka was interviewed on Weekend Sunrise wearing a hat. A/Prof Jacka's research, originally funded by Australian Rotary Health, has uncovered breakthrough links between diet and mood.

[Front Cover of RDU](#)

Hat Day is front and centre of the September edition of RDU magazine. Sam Openshaw from the Rotary Club of Port Macquarie shares her story, being the 2013 top Hat Day fundraiser: "Our Hat Day event made the community aware that mental



ill health is not just my business, but everyone's business."

[The launch of a Hat Day Blog](#)

In the lead up to Friday October 10, Australian Rotary Health funded researchers and special guests have been invited to blog about the national fundraising day! Dr Tonelle Handley has blogged about her research exploring new ways to reduce youth suicide in Australia.

With only four weeks to go, Australian Rotary Health is encouraging everyone to start raising vital funds for mental health research. 100% of donations will go directly to mental health research projects.

You can register and donate to Hat Day online www.hatday.com.au. For more information, please call 02 8837 1900 or email info@hatday.com.au.



How Rotary Strengthened Their Brand

by Laurence Minsky and Colleen Fahey

It's no surprise that simplicity sells. Too many options can overload short-term memory, inhibiting the ability to process information, creating [cognitive overload](#). In addition, excessive options can spark [feelings of remorse](#) after transactions as customers continue to wonder if they had made the right choice.

But creating "[decision simplicity](#)" presents only part of the brand simplicity picture. Sephora, Carrefour, and Amazon are examples of successful simple brands, despite providing a vast range of options to their customers.

Simplicity should be built into the very core of the brand, beginning with the product or service itself and extending through the interactions at each touch point and in all brand communications.



Achieving simplicity at this level is not easy, but the returns can be well worth the effort. The [Siegel+Gale Global Brand Simplicity Index](#), an annual global study of 10,000 consumers (both customers and familiar nonusers) found that three out of four people are more likely to recommend a brand that provides simpler overall experiences and communications, and that people are even willing to pay more for a simpler brand's product or service. In addition, brands that are perceived as being simple in their "products, services, interactions, and communications" outperformed indices on the stock market by as much as 100%.

So how can a brand achieve this form of simplicity? A look at the 2013 rebranding of the nonprofit [Rotary](#) can supply some clues.

Rotary is a highly complex organization, steeped in tradition, with 1.2 million members in 34,000 autonomously run clubs in 530 districts across the globe. Navigating its extensive and varied programming was difficult for members and the public alike, making it hard for the organization to stay relevant. Rotary also discovered, through an internal survey, that members had difficulty explaining the nonprofit's role in the world.

Working with Siegel+Gale, they conducted two additional worldwide studies. [The first one](#) assessed a donor's motivation to give money or time by comparing the nonprofit to 12 international peers and two local charities in each of four global regions to see how people perceived Rotary, as well as the respondent's "brand preferences" among these organizations. This survey found that while some nonprofits were positioned clearly in people's minds, Rotary wasn't. [The second study](#) revealed that neither their members nor their staff could consistently answer the question, "What is Rotary?"

While the results were certainly disappointing, these surveys found two recurring and motivating themes: People join and stay with Rotary because of the connections they make with others and the positive feelings they get by giving back to their communities. Seeing the potential in these themes, Rotary adopted "community and connections" as their brand essence — the core benefit, promise, or purpose of a product, service, or organization.

Rotary organized all of their activities into three core areas aligned with this brand essence: 1) "join leaders" for their club meetings; 2) "exchange ideas" for their work finding solutions to community problems; and, 3) "take action" for their work to create positive change in their local communities and in the world. As a result, Rotary was able to imply the benefits of getting involved with the organization, as well as explain how to do it, through one simple structure.

Finally, Rotary [turned their attention to their website](#). Prior to the rebranding, this site was focused on internal operations, making it nearly incomprehensible to the general public. But with the new brand essence and architecture in place, they were able to simplify their messaging by using the three core areas as part of their navigation. They found they needed two websites: one for the public, helping them to understand Rotary's role, and another for their members, where they could conduct their business. In addition, they [updated their logo and imagery](#) to underscore an experience centered on community and connections.

According to Rotary's General Secretary, John Hewko, this simplification effort is showing positive results.



Laurence Minsky is Associate Professor at Columbia College, Chicago, and **Colleen Fahey** U.S. Managing Director of Sixieme Son, the world's largest audio branding agency.



How to make the News

Every week, you open your copy of *The Networker* and read about people just like you who are working on great service projects just like yours. Occasionally, you say to yourself - Hey, why don't I ever see my club in here?

In any given month, a sizable number of the 1.2 million Rotarians in the more than 32,000 clubs around the world ask the same question.

Despite the hard work that goes into Rotary projects, only a few appear in your magazine.

At *The Networker* we can give you the opportunity to showcase your projects to other clubs in District 9800. Just supply us with the news - I'm sure every club has a wordsmith who can put a newsworthy article together.

What tips the scales in favor of the submissions that end up as magazine articles?

1. Great photos.

Strong photographs greatly increase your chance of receiving coverage. The best photos are compelling action shots - a doctor performing surgery, a polio immunization team at work, villagers pumping water from their new well. We prefer to receive digital photos by e-mail.

-The file format must be either .tif or .jpg. Photos embedded in Word documents, Powerpoint presentations, PDFs, or e-mail are difficult, or not usable.

2. A newsworthy story.

Ask yourself the following questions:

- Is it timely? Keep in mind that we work one week ahead.
- Is it unusual? Point out what makes your project unique or innovative. Everyone holds fundraisers - what makes yours interesting enough to be included in *The Networker*?
- Can other clubs adopt it? Let us know if the project has been, or could be, replicated by other clubs.
- How did you measure the result?
- Who was helped? Is there an inspiring story to be told?

If we decide to cover your story, we may contact you for more information, so don't forget to include the names and phone numbers of the Rotarians who made the project happen.



The fatal five:

To increase the chances of your club's work being featured in *The Networker*, here's what to avoid:

1. Orchestrated group shots or photos of people shaking hands, receiving checks, or otherwise posed and smiling for the camera
2. News of fundraising dinners, check presentations, and dedication ceremonies that didn't involve much action
3. Stories that reveal a strong political bias
4. Accounts of district conferences or other meetings
5. Requests for publicity to help get a project off the ground.

Contact The Editor at

networker@rotarydistrict9800.org.au





Conference Cluster Presentations

The 2014 Conference Cluster presentations are now available on a dedicated District 9800 YouTube Channel. Share your Cluster presentations on your Club or personal Facebook page
For more information contact
webmaster@rotarydistrict9800.com.au
<https://www.youtube.com/user/RotaryDistrict9800/videos>

Welcome New Members

Every week we welcome new people to Rotary, but clubs rarely send us photos of their keen new members. What a nice introduction to Rotary, to have a photo in "The Networker"

Are these two ladies really Maureen Maunders and Phyllis Skehan?



New Member	Rotary Club
Maureen Maunders	Altona City
Phyllis Skehan	Altona City
Dr George Skandalellis	Balwyn
Ken Longford	Bendigo Strathdale
Liz Longford	Bendigo Strathdale
Paul Walton	Brimbank Central
Stuart McMillan	Brighton
Allan Pettit	Carlton
Peter Gray	Camberwell
Sherene Smith	Camberwell
Ian (Peter) Duras	Central Melbourne Sunrise
Jacquie O'Brien	Footscray
Joanna Attard	Footscray
Stuart Bonnington	Gisborne
Jane Watters	Gisborne
Alison Brown	Kangaroo Flat
Luchie Hull	Kangaroo Flat
Roni Wildeboer	Kyneton
Tracey Hammond	Melbourne
Gary Fuhrer	Melbourne
Lorelei Welsh	Melbourne
Nicole Warren	Melbourne Park
Soon Yii Chua	Melbourne Park
Ayman Barbaresco	Melbourne Park
Tiang Cheng	Melbourne Park
Patricia (Trish) Zanos	Melton Valley
Jackie Fristacky	Richmond
Peter Wilmott	Woodend
Jenny Zimmerman	Woodend
Jenni Mayer	Woodend



STEVE BRACKS

Steve Bracks AC is a former Australian politician and the 44th Premier of Victoria.

He first won the electoral district of Williamstown in 1994 for the Australian Labor Party and was party leader and premier from 1999 to 2007.

He will be talking on the topic of Funding Australia's infrastructure needs

The conference committee continues to work hard arranging what we believe will be a fantastic District Conference that will "illuminate Rotary". Keynote Speakers have been agreed on. Exciting entertainment has been arranged; time is available for fellowship with other Rotarians. DG Murray Verso and Irene hope that you and your partner will join them at our District 9800 Conference in Hobart, 12th to 14th March, 2015.

Details of of speakers, entertainment, special events, where to stay, tours and much more are available at:

<http://www.rotary9800conference.org.au>



WHERE'S DG MURRAY IN OCTOBER?

Wednesday 1st	Rotary Club of Brighton North
Thursday 2nd	Charter of the Sanctuary Lakes/Port Cook Combined Probus Club
Thursday 2nd	Rotary Club of North Balwyn
Friday 3rd	Paul Harris Society Luncheon
Sunday 5th	Rotary Leadership Institute
Monday 6th	D9800 Conference Committee
"	Rotary E-Club of Melbourne (<i>dinner</i>)
Tuesday 7th	Rotary Club of Brighton Beach
Wednesday 8th	Rotary Club of West Footscray
"	Rotary Club of Brimbank Central
Thursday 9th	Rotary Club of Tullamarine (<i>breakfast</i>)
"	District Board & Leadership Team Meetings
Friday 10th	Opening of Williamstown High School Centenary celebrations
"	Brimbank-Central Club's Student Art Show
Saturday 11th	Toorak Club's 40th Anniversary
Sunday 12th	GSE Team Leader interviews
Tuesday 14th	Rotary Club of Melbourne Park
Wednesday 15th	Rotary Club of Laverton-Point Cook
Thursday 16th	Rotary Club of Brunswick
Saturday 18th	Toorak's 40th Anniversary
Sunday 19th	RYPEN Camp
Monday 20th	Orientation evening for NYSF recipients
Tuesday 21st	Rotary Club of Balwyn
Wednesday 22nd	Rotary Club of Essendon North
Thursday 23rd	Rotary Club of Woodend
Sunday 26th	Rochester Club's 50th Anniversary
Monday 27th	Rotary Club of Toorak
Tuesday 28th	Point Gellibrand Club's Pink Breakfast
"	Rotary Club of Glen Eira
Wednesday 29th	Yarra Bend Club's Emergency Services Awards



Of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

ROTARY CODE OF CONDUCT

As a Rotarian, I will:

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Not seek special business or professional advantages from other Rotarians



Attendance and Membership

District 9800		Attendance		Membership				
2014/2015 Club	Cluster	August-14		At July 1 per Clubs	August-14		Net gain /loss	% Change
		No. of Mtgs	Month%		Start	End		
Melbourne Park	Heritage	4	54%	29	32	32	3	10.3%
Altona City	Port Phillip	4	71%	21	22	23	2	9.5%
Bendigo-Strathdale	Goldfields	4	71%	22	24	24	2	9.1%
Gisborne	Calder	3	67%	28	30	30	2	7.1%
Kangaroo Flat	Goldfields	4	63%	30	30	32	2	6.7%
Melton Valley	Westside	4	96%	16	16	17	1	6.3%
Woodend	Calder	4	67%	18	19	19	1	5.6%
Yarra Bend	Yarra	4	88%	19	20	20	1	5.3%
Wyndham	Port Phillip	4	89%	32	32	33	1	3.1%
Carlton	Heritage	4	87%	37	37	38	1	2.7%
Kyneton	Calder			42		43	1	2.4%
Melbourne	Batman	4	67%	233	235	234	1	0.4%
Albert Park	Batman	4	58%	59	59	59	0	0.0%
Altona	Port Phillip	4	68%	26	26	26	0	0.0%
Bacchus Marsh	Westside	4	44%	37	37	37	0	0.0%
Balwyn	Eastside	4	69%	59	60	59	0	0.0%
Bendigo Sandhurst	Goldfields			59		59	0	0.0%
Bendigo South	Goldfields			33		33	0	0.0%
Boroondara	Eastside	4	60%	15	15	15	0	0.0%
Brighton	Beachside	2	54%	110	110	110	0	0.0%
Brighton North	Beachside	4	75%	48	48	48	0	0.0%
Brimbank Central	Gateway	4	77%	29	30	29	0	0.0%
Brunswick	Heritage			21		21	0	0.0%
Castlemaine	Calder	4	60%	34	34	34	0	0.0%
Caulfield	Beachside	4	90%	10	10	10	0	0.0%
Central Melb. Sunrise	Batman	4	75%	46	46	46	0	0.0%
Collingwood	Heritage			16		16	0	0.0%
Docklands	Batman	5	83%	7	7	7	0	0.0%
Echuca-Moama	Goldfields	5	70%	23	23	23	0	0.0%
E-Club of Melbourne	Batman	4	64%	13	13	13	0	0.0%
Essendon	Gateway			63		63	0	0.0%
Fitzroy	Heritage	4	56%	22	22	22	0	0.0%
Glen Eira	Beachside			18		18	0	0.0%

Glenferrie	Yarra	4	71%	40	40	40	0	0.0%
Hoppers Crossing	Port Phillip	4	68%	20	20	20	0	0.0%
Keilor East	Gateway	4	86%	41	41	41	0	0.0%
Kew	Yarra			52		52	0	0.0%
Laverton Point Cook	Port Phillip	4	60%	23	23	23	0	0.0%
Melton	Westside	4	59%	25	25	25	0	0.0%
Moonee Valley	Gateway	4	45%	10	10	10	0	0.0%
North Balwyn	Eastside	4	86%	71	71	71	0	0.0%
North Melbourne	Heritage			20		20	0	0.0%
Point Gellibrand	Hobsons B	4	65%	26	26	26	0	0.0%
Port Melbourne	Batman	4	70%	15	15	15	0	0.0%
Prahran	Stonnington	4	53%	26	26	26	0	0.0%
Rochester	Goldfields	4	72%	9	9	9	0	0.0%
Southbank	Batman			23		23	0	0.0%
Sunshine	Westside	4	83%	12	12	12	0	0.0%
Toorak	Stonnington	4	75%	24	24	24	0	0.0%
Williamstown	Hobsons B	4	71%	28	28	28	0	0.0%
Yarraville	Hobsons B	3	76%	14	14	14	0	0.0%
Camberwell	Eastside	4	71%	75	74	74	-1	-1.3%
Bendigo	Goldfields	4	51%	67	67	66	-1	-1.5%
Hawthorn	Yarra	4	80%	47	46	46	-1	-2.1%
Keilor	Gateway	4	54%	38	37	37	-1	-2.6%
Malvern	Stonnington	4	58%	31	30	30	-1	-3.2%
Flemington	Hobsons B	4	74%	29	28	28	-1	-3.4%
Chadstone / EMalv	Stonnington	4	76%	53	51	51	-2	-3.8%
Canterbury	Eastside	4	50%	50	48	48	-2	-4.0%
Essendon North	Gateway	4	70%	25	25	24	-1	-4.0%
Daylesford	Calder	4	82%	24	24	23	-1	-4.2%
Brighton Beach	Beachside	4	60%	22	21	21	-1	-4.5%
West Footscray	Hobsons B	4	65%	22	21	21	-1	-4.5%
Werribee	Port Phillip	4	77%	40	38	38	-2	-5.0%
Bendigo Next Gen	Goldfields	4	80%	18	17	17	-1	-5.6%
Footscray	Hobsons B	4	63%	52	47	49	-3	-5.8%
Richmond	Heritage	4	89%	36	32	33	-3	-8.3%
Eaglehawk	Goldfields	4	81%	40	36	36	-4	-10.0%
Melbourne South	Batman	4	25%	20	19	18	-2	-10.0%
St Kilda	Stonnington	4	64%	13	11	11	-2	-15.4%
Tullamarine	Gateway	4	45%	12	12	10	-2	-16.7%
No. of Clubs Report			61		61			
No. of Members				2468		2453	-15	-0.6%
% Average of Report			68.5%					
% Clubs Report Att			86%					
% Clubs Repo Memb						86%		

Notices and Events

The Jack Holt Inaugural Breakfast - 24th October

This inaugural Charity Breakfast celebrates the life & career of celebrated trainer Jack Holt and will bring all the fun & colour of the Spring Racing Carnival RACV Club, Level 17, Bourke Street, Melbourne. \$80.00 pp Friday 24th October, 7.00am Contact Details: Geoff Bentley 0408 991 641, gbentley@trident.com.au



For more information: www.rotarybrighton.com.au

Bahay Tuluyan Trivia Night - 24th October

The Pavilion, St Bernard's Secondary College 8 Hampton Street, Essendon \$25 each (\$20 concession price for students and pensioners) From 7pm Come along solo (and we'll join you with another group) or book a round table of 10 or 11 with friends - the winning table takes home a prize! To find out more contact Deborah Rickards on 03 9279 2509.



Charity Race Night - 24th October

Tabcorp Park, Ferris Rd. Melton 6.00 for 6.30pm 2014 \$40.00 including buffet dinner RSVP Graham Dempsey: 0412 367 044 or Brian Dobson: 0427 824 780 For more information: rotaryclubofmeltonvalley.org.au



Western Emergency Relief Network is being jointly sponsored by the Rotary Clubs of Bacchus Marsh, Melton Valley, Sunshine and Wyndham with interest and support from a number of other Clubs and organizations. The night is a fun event and always supported well by a number of Rotary Clubs.

Give Back to the Mac - 29 October

beach party supporting the Peter MacCallum Cancer Foundation. Sandbar Beach Cafe in Middle Park, 7.30-11.30pm. There will be a DJ and other entertainment on the night. Earlybird tickets close 30 September and are \$35 per person or \$60 per pair. [Book Online Here](#) and for more information head to [Rotary Melbourne Park's Give Back to the Mac](#)



Boroondara Emergency Service Awards - 29 October

Amora Hotel 649 Bridge Road Richmond, Wednesday 29 October 2014, 6.30pm for 7.00pm Designed to recognise members of our emergency services who exceed the normal demands of their employment and deliver "ServiceAboveSelf", See more at: http://www.rotarydistrict9800.org/notice_and_events_future#sthash.HW98K0W8.dpuf



Vintage and Collectables Fair, - 15th November

Baden Powell College, Baden Powell Drive, Tarneit on Saturday 15th November between 10am -4pm The Rotary club of Hoppers Crossing Fundraising event will be supported by the new Interact club of Baden Powell College. Admittance will be a very low \$5.00 - so all welcome



Garden DesignFest. -15th and 16th November

Some twenty plus spectacular gardens will gain be on show featuring the work of some of Melbourne's most acclaimed garden designers. Info and tickets at <http://www.gardendesignfest.com.au/gardens.html>



ROTARY FOUNDATION PAUL HARRIS BREAKFAST - 18th November

GUEST SPEAKER: The Right Honourable Lord Mayor ROBERT DOYLE

"Melbourne: Safety. Liveability. Planning for Growth." Tickets: \$60.00 per head or \$580 for a table of ten (incl. GST) BOOKINGS: www.trybooking.com/102410 RSVP 11th November. RACV Club, Level 17, 501 Bourke Street, Melbourne TUESDAY 18th November 7.15am for 7.30 till 9.00am





Dates for your diary:

President Elect Training 1, 25 October, 2014

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

District Annual General Meeting 13 November, 2014

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

City2Sea Fun Run 16 November, 2014

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

Paul Harris Fellow Breakfast, RACV Club 18th November

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

Rotary's 110th Birthday 23 February, 2015

District Conference 12-14 March, 2015

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

Multi District PETS Training Saturday 28th – 1st March

http://www.rotarydistrict9800.org/notices_and_events_regular#sthas h.Z3b1knU6.dpuf

Rotary and Friends @ Work Month April 2015

Anzac 2015 Centennial Tour 15th - 29th April

http://www.rotarydistrict9800.org/notices_and_events_future#sthash.nq nibTRr.dpuf

Calendar

25th October, 2014

PETS

13th November

District AGM

16th November

City2Sea

18th November

Paul Harris Fellow Breakfast

28rd February, 2015

Multi-District PETS

23rd Feb- 1st March

Multi-District PETS

12-14th March

District Conference

April, 2015

Rotarians at Work Month

Our Contributors



*District Governor
Dr Murray Verso is
a long-time Rotar-
ian and General
Practitioner.*



*Tony Thomas is a
retired financial
journalist, and is a
regular
contributor to
Quadrant and The
Networker.*



*David Dippie is
most often spotted
at the DIK store.*



*Editor Gordon
Cheyne was once
young and fit.*