



## January is Rotary Awareness Month

### Welcome Back

Welcome back to Rotary and Happy New Year. I hope that you had the opportunity to spend time with family and friends over the festive season. It is hard to believe where the time has gone as we begin the second half of the Rotary year.

The next six months are traditionally the busiest for most Rotary clubs as well as Rotary districts as we all concentrate on completing the projects we had planned at the beginning of the Rotary year.

Next month we will be celebrating Rotary's 104<sup>th</sup> anniversary and our District marketing committee is working diligently to make sure we celebrate our birthday in style.

It is also a very exciting time of the year as we anticipate our District Conference in Launceston. It is only two months away. If you haven't registered yet, please do so without delay. It is very easy to register online through the District Conference website. My District Conference Committee tells me there is still good accommodation available and the airfares to both Launceston and Hobart are still very competitive.

Because this is a very active period, it is also a good time to invite a friend to join you at one of your weekly meetings. Whilst our membership has grown during the year, we are a long way short of our target of a 10% increase in each club. We are working hard to charter two new clubs before the end of June to meet RI President, DK Lee's challenge to every District throughout the world.

So I hope you have returned to your club refreshed and ready to move forward. Our District Governor Elect Colin Muir and his wife, Pauline, will be in San Diego this month participating in the International Assembly to begin preparations for next year. DGE Colin will be working with his 2009-2010 team and Presidents Elect to ensure the value and good works of Rotary continue seamlessly.



DG Jim Studebaker & Carol

Welcome back.

~Jim Studebaker, District Governor



### Welcoming New Members

The Rotary Club of Brighton Beach is pleased to announce the induction of a new member:

- Malcolm Grey, Telecommunications

Welcome Malcolm.





## New Playground Opens at Point Cook Coastal Park

To the enjoyment of the many children who use the Point Cook Coastal Park, the Rotary Club of Laverton Point Cook playground project was officially opened on 7 December 2008.

This was a major project for the Rotary Club of Laverton Point Cook. The club would like to thank club member John Ray who tabled the idea and who managed the project on the club's behalf.

Support from Parks Victoria and the Wyndham City Council is also appreciated. Overall the project cost \$55,000, with the Rotary Club of Laverton Point Cook contributing \$25,000, Parks Victoria \$20,000 and Wyndham City Council \$10,000.



*The Mayor of Wyndham Cr Kim McKinly cutting the ribbon, Park Victoria Ranger John Argote and the President of Laverton Point Cook Rotary Kay Kearney*



*Rotary Club of Laverton Point Cook member, John Ray who was the instigator of the project and who saw the project through from start to finish.*

### **Blues Festival and the RC of Laverton Point Cook need your help!**

**One of the highlights of the inaugural Laverton Point Cook Rotary Club Homestead Blues Festival in 2008 was the outstanding support and encouragement received from other clubs, particularly within the Point Phillip Cluster.**

**The Blues Festival will be held on Sunday 15th of February and volunteers are needed for the gate, carparks and in a multitude of other positions throughout the day.**

**Please support us in our efforts. Could you please encourage participation in your clubs and reply by Wednesday, 28 of January to enable jobs to be allocated?**

**Volunteer for a couple of hours and then join in for an outstanding day of entertainment - local, national and even an international performer.**

**If you would like to volunteer please email Julie at**  
**[krause.julie.m@edumail.vic.gov.au](mailto:krause.julie.m@edumail.vic.gov.au)**





## Hole In One for the RC of Bendigo

Late last year five new members of the RC of Bendigo took on the challenge of running the Annual Golf Day and what a great success it was! With the tremendous support of local businesses, \$8,000 was raised for Operation Cleft.

Brian Martin, Chairman of the Operation Cleft Australia Foundation was thrilled to attend the RC of Bendigo's Christmas function to receive the donation. The \$8,000 will fund 40 much needed operations in Bangladesh.



## Welcoming the D2380 GSE Team

Home hosting visiting GSE teams is without a doubt one of Rotary's most important responsibilities. It is a really wonderful experience for both hosts & visitors.

Our District's & Host Clubs' endorsement of the GSE program is often clearly established by the support at various dinners.

The Welcome Dinner for GSE team Sweden will be held on Tuesday 17 February, 6.30PM for 7.00PM at The Brighton Baths Restaurant. It will be hosted by The Rotary Club of Chadstone / East Malvern. All Rotary hosts are encouraged to attend with their partners and fellow club members.

A special rate of \$48.00 per head will be charged with a wide range of drinks available at bar prices.

Please come along and welcome our GSE guests.

RSVP: Monday, 9 February.  
For further information please contact Michael Bennett on [michaelbennett@live.com.au](mailto:michaelbennett@live.com.au) or 0412 636 264

Please go to <http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/GSEDinner/nvite.pdf> for the booking form.





## SNAPHOP – Rotary Youth Arts Project 2008

Proudly sponsored by the Rotary Clubs of Richmond and Collingwood, along with Dancehouse, the Centre for Contemporary Photography, the City of Yarra, Motto Fashions, Realestate.com and SAI Private, the Rotary Youth Arts Project, 'SnapHop', recently celebrated its success with a 'SnapHop Mocktail party' at the Centre for Contemporary Photography in Fitzroy. Over 90 people attended this unique showcase of the participants' achievements in the programs of photographic art and dance. To kick-off the formal program for the evening Rotarians and friends, sponsors, tutors and program participants were treated to energetic and enthusiastic displays of marvellous hip-hopping!



Growing the sense of the artist within us all – the story teller, the dancer, the dreamer – by offering opportunities to young people with barriers to access arts programming, 'SnapHop' worked with schools, organisations and professional artists to develop this year's exciting outcome. Young people aged 14 to 24 from Collingwood English Language School, Collingwood College, Collingwood Alternative School, Sydney Road Community School and the Ecumenical Migration Centre, shared their visual stories and vibrant styles through photography and dance in the 'SnapHop' photography exhibition launch. There were approximately 50 young people in the photography program and 60 in the dance during last year.



The evening also launched the photographic series of 9 young talented participants. The photos took the viewer from Thailand to the underground. The students worked with nationally renowned artist Tatjana Plitt for 3 months to develop the work. Opening proceedings included funky performance by young newly arrived dance artists with special guest Andre from 'Nomadic Funk', behind the scenes animation by 3121 media and chats with young photographers, Claire Marley and Pete Williams.



As one of the speakers on the night, Tim Baker, Rotary Club of Richmond, a driving force behind the RYAP project from the beginning, explained the 'Next Step' program that will follow on from 'SnapHop'. 'Next Step' is a unique way of nurturing a young person into employment. Because of the continuous ongoing support of mentors and training support, the chances of the young person completing the traineeship will be improved. A three year program, it will embrace youngsters from 17 to 20 years of age. The present participants in the RYAP programs have been invited to apply for a 'Next Step' place. Two young people who have joined the project attended RYPEN recently.

*\*Partly sourced from information kindly supplied by Dominique Miller co-ordinator 'SnapHop' Program and Rotarian Tim Baker, RYAP Co-ordinator*

*I do believe that it is extremely important that each one of us is a participant in life and what's going on around us rather than being a spectator to it and if you do that, if you participate in the world, in your community, your school, your company, or your country, whatever... you will be useful and hopefully leave the planet a little better."*

*Janet Holmes à Court AC*





## Marketing Tip – Targeting Value For Your Sponsors - Part 1

Marketing professionals agree that the sponsorship landscape has changed. Organisations are increasingly unwilling to provide sponsorship on a "feel-good" basis. - they now, understandably want a return for their investment.

Sponsors need to be looked after. An emotional connection is important –we must always provide the cause – i.e. why we have had such success with our golf day and align ourselves with our community partners. We should not just discuss what we do but the outcomes of those actions.

Corporates now examine sponsorship opportunities rigorously in terms of the:

- commercial value and opportunity they create;
- fit with the brand values;
- match between target markets; and
- return on investment (ROI) they deliver.

The most successful sponsor partnerships **create commercial value and achieve human connections** in exchange for the funding provided by the sponsorship.

This is achieved by:

- A targeted approach;
- Building commercial sponsor value;
- Creating a realistic business case;
- Establishing the emotional connection;
- Matching brand values;
- Pre & post event support; and
- Measuring & demonstrating sponsor ROI.

These principles will stand your club in good stead to generate sponsor support.

### Targeting your sponsor

Different sponsors will have different needs and will seek different sources of value from a sponsorship opportunity.

When seeking sponsorship, take an individual or segmented approach in preparing the sponsorship documentation by considering the sources of value that each target sponsor will find most appealing and customise your club's presentation to each particular sponsor.

You may also wish to speak to the target sponsor about the opportunity to determine what they are looking to achieve from sponsorship activities - branding, direct sales, publicity, an emotional connection. Do this before you prepare the submission.

### Building Commercial Sponsor Value

Ensure that you match the return from the sponsorship to the objectives of the sponsor organisations marketing strategy. The return should match in terms of overall marketing objectives and be consistent with elements of the corporate marketing mix such as brand values, promotional messages and positioning.

*Next week... Tips on how to create a realistic business case, establish an emotional connection, match brand values, pre & post event support and how to measure & demonstrate sponsor ROI.*

Source: <http://www.marketinganswers.com.au/resources/articles08/mjh%20-%20sponsorship%20report%20-%20web%20version%20-%202008.pdf>





## Notices & Events

### Rotary Club of Flemington

The Rotary Clubs of Flemington and Maribyrnong-Highpoint will conduct joint meetings on Wednesdays 21, 28 January at the Quest Apartments, corner of Epsom and Smithfield Roads, Flemington, at 7:30am for 7:45am.

### Rotary Club of Gisborne

The R.C. of Gisborne will not be holding its normal meeting on Tuesday 3rd February 2009 at the Macedon Family Hotel as we will be attending a combined meeting with the R.C. of Woodend at Woodend on Thursday 5th February '09.

### DIK Store Closure over the Festive Season

D9800 DIK reopens **Tues 20 Jan 2009** - Emergency contact-24/7 Bill Dagg

### Dr Greg Chapman, author of The Five Pillars of Guaranteed Business Success

The Rotary Club of Brimbank Central Inc. invites Rotarians and visitors to attend their meeting on **Wednesday, 21 January** to hear Dr Greg Chapman, Australia's Leading Advisor of Emerging Businesses and their Success

The new book "*The Five Pillars of Guaranteed Business Success*" reveals the strategies that have made Dr Greg Chapman's small business clients a success.

Find out more about Dr Greg Chapman here: [www.GregChapman.biz](http://www.GregChapman.biz)

Venue: Starlight Room, Taylors Lakes Hotel, Melton Hwy, Taylors Lakes,  
Time: 6.00pm for 6.30pm start  
Cost: \$20 for a one course meal plus tea or coffee. Drinks available at Bar prices.  
For Bookings: Phone Barbara or John Rafter on 9331 5662 or email: [Barbara@craftbooks.com.au](mailto:Barbara@craftbooks.com.au)

Prepayment would be appreciated. Send cheques to Rotary Club of Brimbank Central, PO Box 81, KEILOR VIC 3036. Please specify any special dietary requirements at the time of booking.

RSVP : 13 January 2009.

### Fun, fellowship & a touch of adventure with the RVFR Southern Zone B 4WD Club

On **Sunday, 1 February** enjoy a day in Lerderderg Gorge / Wombat State Forest  
Trip Leader – Annie McGennissen (RC of Keilor East)

Meeting Place: Carrolls Lane, Bullengarook

Time: 8:30 am - approx 5:00 pm

Lunch and discussion: Firth Park (BYO food & drinks)

Donation: \$10 per vehicle Trip: *Easy / Medium*

- Tracks will be subject to a detailed recce and weather conditions on the day. (Maps of Lerderderg & Werribee Gorges, and Wombat State Forest available from MapWorks, 184 Keilor Road, North Essendon. Telephone (03) 9379 7533 Email: [enquiries@mapworks.com.au](mailto:enquiries@mapworks.com.au))
- Route includes a mix of low range tracks and water crossings, avoiding major mud holes and overgrown tracks.
- Route: Carrolls Lane, Firth Road, Un-named 4WD track to join up with Saltwater Road, Lloyd Track, Burnt Mill Road, Andersons Mill Road, Campaspe Road ending at Firth Road.
- Firth Park for lunch
- Firth Road, Diggers Track, O'Brien's Road, Blue Gum Link Track, Blue Gum Track, Radcliffe Track, Firebreak Track and back to Carrolls Lane



Please note: Trip is open to members, visitors and passengers

Please contact Lewis Bordon on 0412 532 300 or [lewis@eagle-tech.com.au](mailto:lewis@eagle-tech.com.au) for more information.



## A visit from Jennifer, Zambia

We are fortunate to have, Mrs. Jennifer Chiwela, Executive Director of Peoples Action Forum (PAF) from Zambia, visiting us here in Melbourne. She will be arriving the 31<sup>st</sup> January 2009 and will be here for one week. Jennifer was one of the guest speakers at our District Conference in Adelaide in PDG's Don Jago's year.

Our connection with Zambia and Jennifer started in 2000 soon after she first established PAF to bring education to the children and adults in the rural areas of Zambia. PAF has grown to one head office and seven sub-branches, one Grandma Project, 80 schools and 10,500 students and the seven community centres where adult training is taking place. Some of the schools are held in the Community halls with a few having their own school building.

If you would like to meet Jennifer and learn about the work our District is doing in Zambia, this would be an ideal opportunity. While in Melbourne Jennifer will be visiting:

**Rotary Club of Canterbury** - Monday evening 2<sup>nd</sup> February;  
**Rotary Club of Hawthorn**, Tuesday lunch 3<sup>rd</sup> February; and  
**Rotary Club of Keilor**, Tuesday evening 3<sup>rd</sup> February.

For those interested in meeting and hearing Jennifer please contact:

Rotary Club of Keilor	Ted Cunningham	9435 7536
Rotary Club of Hawthorn	Anne Scott	9817 3000



## The Probus Club of Carlton-Parkville

The Rotary Club of Carlton is establishing a local Probus Club to serve the needs of residents of Carlton and Parkville as well as surrounding areas. A Community Interest Meeting which will be held at 10.30 a.m. on **Tuesday, 10 February** at Graduate House, 220 Leicester Street, Carlton.

This is a community service program established by the Rotary Club of Carlton for active retirees to enjoy fellowship through monthly meetings that will attract great speakers on a broad range of topics. Members will also have the opportunity to participate in additional leisure activities if they so desire.



For expressions of interest contact: Ian Jungwirth at [probuscarltonparkville@gmail.com](mailto:probuscarltonparkville@gmail.com) or  
Rotary Club of Carlton  
P.O. Box 14, Parkville 3052

## Homegrown Blues By The Bay

WHERE: POINT COOK HOMESTEAD, Homestead Rd. Point Cook.

WHEN: **Sunday, 15 February**

TIME: Gates open 10am, first act 10:30am. finish at 6pm

COST: \$30 Adult, \$20 Concession & Pensioner, Children 15 and under Free.

Listen to home grown blues by the bay at the Homestead Blues Festival! Featuring Michael Charles, Jimi Hocking, Andrea Marr, Blues Dukes, Cold Snap, The Sweethearts and Mannish Boys. Enjoy magnificent country and city views, gourmet food, wine tasting and free kids activities, or just sit under the Norfolk pines, relax and enjoy some great Blues. The Point Cook Homestead is a magnificent bayside heritage property on 25-acres, with fabulous country and city views, a real hidden gem. [www.bluespointcook.com](http://www.bluespointcook.com)

For more information please contact Michael Nash, Homestead Blues Festival Chairman -

Email: [michaelnash1@bigpond.com](mailto:michaelnash1@bigpond.com) 9886 0055 (W) 9741 4317, 0403373664 (Mob) or 9886 0122(Fax)

Your Rotary club has an opportunity to earn \$5 for every Homestead Blues Festival adult or concession ticket it is able to sell between now and **30 January 2009**. If your club would like to participate in this great fundraising scheme please contact Michael on 9741 4317.

## Welcome Dinner for GSE team Sweden

To be held on Tuesday, 17 February at 6.30PM for 7.00PM at The Brighton Baths Restaurant, to be hosted by The Rotary Club of Chadstone/East Malvern. A special rate of \$47.00 per head with a wide range of drinks available at bar prices. Confirmation of attendance required no later than Monday 9, February.

Please contact Michael Bennett at [michaelbennett@live.com.au](mailto:michaelbennett@live.com.au) or 0412 636 264

Please use this link: <http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/GSEDinnerInvite.pdf> for the booking form.



## How Did Your Club Shape Up In November?

No. of clubs reporting	65
% average attendance of those reported	67%
% of clubs reporting membership	94%

Club	Cluster	No. of meetings	% Attendance	Membership			
				As at June 08	30 Nov 08	End Nov 08	% Change YTD
Melton Valley	Westside	4	87%	16	19	19	18.8%
Woodend	Calder	4	63%	17	19	19	11.8%
Collingwood	Heritage	4	55%	18	20	20	11.1%
Richmond	Heritage	7	79%	37	41	41	10.8%
Hoppers Crossing	Port Phillip	4	73%	28	31	31	10.7%
Melbourne South	Batman	4	64%	30	33	33	10.0%
Brighton North	Beachside	4	66%	47	50	51	8.5%
Wyndham	Port Phillip	4	85%	26	28	28	7.7%
Albert Park	Batman	4	65%	53	57	57	7.5%
Brimbank Central	Westside	4	73%	28	30	30	7.1%
Brunswick	Heritage	4	42%	30	32	32	6.7%
Essendon North	Gateway	4	58%	32	34	34	6.3%
Point Gellibrand	Hobsons Bay	3	79%	34	35	36	5.9%
Keilor	Gateway	4	80%	35	36	37	5.7%
Carlton	Heritage	3	81%	38	40	40	5.3%
Tullamarine	Gateway	4	51%	20	21	21	5.0%
Brighton	Beachside	4	60%	133	139	139	4.5%
Glenferrie	Yarra	3	64%	45	47	47	4.4%
Malvern	Stonnington	4	84%	47	48	49	4.3%
Footscray	Hobsons Bay	4	51%	51	53	53	3.9%
Bendigo Sandhurst	Goldfields	3	72%	52	53	54	3.8%
Echuca-Moama	Goldfields	4	71%	26	27	27	3.8%
Prahran	Stonnington	4	84%	27	27	28	3.7%
Altona City	Port Phillip	3	71%	33	34	34	3.0%
Eaglehawk	Goldfields	3	88%	38	39	39	2.6%
Kyneton	Calder	4	56%	38	39	39	2.6%
Chadstone / East Malvern	Stonnington	4	63%	43	44	44	2.3%
North Balwyn	Eastside	4	82%	89	90	91	2.2%
Bendigo	Goldfields	4	62%	96	98	98	2.1%
Balwyn	Eastside	3	64%	90	91	91	1.1%
Altona	Port Phillip	3	56%	26	26	26	0.0%
Bendigo Strathdale	Goldfields	4	65%	32	32	32	0.0%
Boroondara	Eastside	3	49%	19	19	19	0.0%
Brighton Beach	Beachside	3	69%	18	18	18	0.0%
Camberwell	Eastside	3	80%	63	62	63	0.0%





# Networker

We care. We share. We all gain.



Caulfield	Beachside	4	79%	11	10	11	0.0%
Central Melb. Sunrise	Batman	3	76%	55	55	55	0.0%
Flemington	Hobsons Bay	4	89%	22	21	22	0.0%
Gisborne	Calder	4	57%	26	26	26	0.0%
Kew-on-Yarra	Yarra	4	73%	25	25	25	0.0%
Maribyrnong Highpoint *	Hobsons Bay			16		16	0.0%
Melbourne	Batman	4	51%	268	265	268	0.0%
Moonee Valley	Gateway	4	52%	21	22	21	0.0%
North Melbourne	Gateway	4	61%	26	25	26	0.0%
Werribee	Port Phillip	3	83%	41	42	41	0.0%
West Footscray	Hobsons Bay	4	52%	31	31	31	0.0%
Williamstown *	Hobsons Bay			29		29	0.0%
Yarraville *	Hobsons Bay			19		19	0.0%
Essendon	Gateway	3	51%	80	79	79	-1.3%
Hawthorn	Yarra	3	63%	72	71	71	-1.4%
Bendigo South	Goldfields	4	70%	44	43	43	-2.3%
Melton	Westside	3	79%	44	44	43	-2.3%
Keilor East	Gateway	4	69%	41	40	40	-2.4%
Toorak	Stonnington	4	63%	35	34	34	-2.9%
Daylesford	Calder	4	64%	30	29	29	-3.3%
Fitzroy	Heritage	4	81%	30	29	29	-3.3%
Kangaroo Flat	Goldfields	3	57%	30	29	29	-3.3%
Southbank	Batman	3	57%	26	25	25	-3.8%
Glen Eira	Beachside	3	88%	23	22	22	-4.3%
Sunshine	Westside	3	73%	23	22	22	-4.3%
Bacchus Marsh	Westside	4	76%	40	37	38	-5.0%
Canterbury *	Eastside			44		41	-6.8%
Port Melbourne	Batman	3	48%	35	32	32	-8.6%
Laverton Point Cook	Port Phillip	4	82%	22	20	20	-9.1%
Rochester	Goldfields	?	85%	11	10	10	-9.1%
Kew	Yarra	?	72%	54	47	47	-13.0%
Castlemaine	Calder	4	63%	47	40	40	-14.9%
Elsternwick	Beachside	3	60%	19	16	16	-15.8%
St Kilda	Stonnington	3	92%	12	12	12	0.0%

\* Membership & attendance figures not yet received.



## January Is Rotary Awareness Month

### The Future Is In Your Hands

Rotary International President Elect John Kenny announced his theme for Rotary for the next Rotary Year this week. His theme highlights the importance of building strong and effective Rotary Clubs with strong, effective and knowledgeable Rotarians. The 2009-10 RI theme acknowledges the important role individual Rotary clubs will play in shaping the future of Rotary.

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RI President-elect John Kenny unveiled the theme, *The Future of Rotary Is in Your Hands*, on Monday during the opening plenary session of the International Assembly, an annual training event in San Diego, California, USA, for incoming district governors. "The future of Rotary will not be shaped at RI headquarters -- it will be shaped in each and every Rotary club," Kenny said, "because it is for each of us -- as Rotarians -- to do what is necessary to keep Rotary strong."

Kenny acknowledged the Foundation established by past Rotary leaders and laid the responsibility for building upon that success on every Rotarian. "Each one of us is standing on the shoulders of generations of Rotarians past, and it is our responsibility to determine Rotary's future," Kenny said.

"The goals we set, whatever our action plan, it is in our hands to accomplish or not," said Kazeem Mustapha, governor-elect of District 9125 (Nigeria). "Everybody has to be involved."

Chuck Cicchella, governor-elect of District 6710 (Kentucky, USA), likes the theme's emphasis on the future. "I have always had a strong desire to nurture along young people. It's vital to us."

Kenny emphasized that every Rotary club is and must be autonomous. "Everything begins and ends with our clubs," he said. "Our clubs can and do work together; they work through their own districts, in cooperation with other clubs and districts, and with the support of our Foundation. "But at the end of the day, everything that we accomplish is done through the strength of our clubs. And so each club must have autonomy to serve where and how it can serve best."

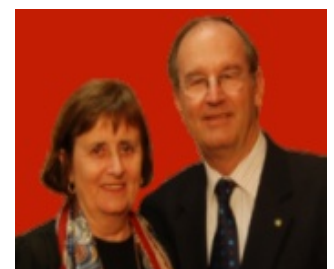
At the same time, Kenny highlighted the importance of the RI Strategic Plan, adopted by the RI Board of Directors, as an essential tool in providing continuity. "The plan is designed to strengthen and proclaim the core values of Rotary: service, fellowship, diversity, integrity, and leadership," Kenny said. The training sessions for incoming governors during the weeklong assembly are all tied to some component of the strategic plan, and a final group discussion on Saturday will seek to tie all the pieces together and show the future district leaders how to take the strategic plan to the club level.

Kenny concluded his remarks by sharing a favourite saying from Scotland, his homeland: "We must look beyond our own parish pump." "It means that we must look beyond our own home and our own community," Kenny said. "We must look beyond our own needs, and we must be aware that ours is only one community, of one country, of the many communities and countries in this world."

In the next six months, let us all work very hard to make our own club stronger through increasing our membership, to make our club more effective by setting down a clear strategic plan for each of our clubs and focus on learning more about the programs, procedures, protocols and projects of Rotary International and The Rotary Foundation.

Now is the time to engage the D9800 Rotary Leadership Institute to get the Rotary knowledge and to engage the D9800 Club Vision Team to assist in developing a long term strategic plan tailored to the personality and needs of your club.

~Jim Studebaker, District Governor



DG Jim Studebaker & Carol



## Kindy Box News From Timor Leste

Kindy Box, the Rotary Club of Richmond Project is supplying desperately needed resources to kindergarten teachers as they undertake professional development in Dili. These resources go back to their villages with them, enhancing the educational experience of the village children.

### News from Timor Leste from Sr Ana Pina

Recently four Kindy Boxes went to her teachers in Dili.

*"We are really grateful for all the supplies and useful materials that you have send us with so much generosity. The teacher are really happy and are now much more motivate to accomplish their mission. Last Saturday we have the first training session in order to explain how that they can use the different supplies. It is important to show them how some of them have multiply functions and are useful for do all sort of activities with the children . . . Many of the Timorese teachers had a somewhat week training and education. Most of them have only finished high school and some have only done primary school. Being creative, have new ideas, making up games and fun activities that will help the children learn and understand, is one of the major problems and, no doubt , what they found more difficult. Although they are motivated to do their best, sometimes they don't go further just because they don't know how."*

Sister Ana the Director of the kindergarten in Bazartete, Liquica



Luciana, a teacher with her Certificate of Sponsorship and support.



Sister Ana Pina



## Can You Help Kindy Box?

The Kindy Box project is in need of wooden toys, jigsaws etc. for sending to the 50 kindergarten teachers being resourced.

As 50 of each item is needed we are looking for woodworkers who can help out or if you know of, a 'Men's Shed enterprise' that could be approached, please contact Barbara Woodberry, RC of Richmond on 0413 05 7879.

Jigsaw and toy plans are available to anyone who would like to get involved.

More information about Kindy Box can be found at  
<http://www.kindyboxes.com/about-kindy-boxes>





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## New Member

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The Rotary Club of Woodend inducted a new member at their end of year Christmas function:

- Donna Cooper - Retail

Donna is already active with overseas projects and is a vibrant and welcome addition to the ranks of the Woodend Rotary Club.



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## The Rotary Leadership Institute

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Whether you want to increase your Rotary knowledge to enhance your experience in the activities of your club or whether you wish to take a leadership role, RLI is for you. Approach your Club President for registration information.

The Rotary Leadership Institute is a series of fast paced, interactive, one –day courses offered to refine a Rotarian's leadership skills and increase their base of knowledge in Rotary.

Class sizes are limited to 15 giving all participants the opportunity to be actively involved.

The venue is the Montague Continuing Education Centre 100 Montague Street, South Melbourne and has been strongly endorsed by class participants in 2008 as an ideal location.

Dates for RLI Courses for 2009 are as follows:

Part 1	Saturday	February 21
	Sunday	March 22 (Regional venue)
	Saturday	April 18
	Sunday	May 31
Part 2	Sunday	February 15
	Sunday	March 1
	Saturday	April 14
	Saturday	May 2 (Regional venue)



For more information please contact John Wigley at: [jawigley@bigpond.com](mailto:jawigley@bigpond.com)

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## The 2004 Tsunami – Rotarians Haven't Forgotten

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At the LA Convention in June 2008 RI President Wilf Wilkinson spoke of what he and Joan had experienced in his year of office as they travelled the world. Noting the many worthwhile projects of Rotary he paid particular attention to the tremendous job Rotary is doing in helping communities recover from the Tsunami of Boxing Day 2004. In RI President Wilf Wilkinson's words "It's been 3½ years since that terrible catastrophe. You don't see it in the news anymore. But Rotarians haven't forgotten because they are still rebuilding."

### The Tsunami's impact in D2980

A joint assessment team of the World Bank, Asian Development Bank and United Nations assessed the cost of destruction and damage of property at around \$1 billion dollars in the state of Tamilnadu and the Union Territory of Pondicherry. With around 10,000 lives lost.

### Recovery

Following the initial rescue phase, the relief phase and the rehabilitation phase District 9800 is now supporting the restitution of livelihoods. This involves tackling the fundamental problems related to health, education, drinking water, sanitation and literacy.

Most of the villages in the coastal area still require certain basic amenities for a better standard of living in order to ensure long-term sustainable development.



## Grants

When the Tsunami struck in 2004 the then District Governor of the day, Judy Nettleton appealed to Rotarians and interested parties in our District to make a special effort to provide funds to assist in the rebuilding of areas in southern India devastated by the Tsunami, this area in the main was part of D2980. Rotarians rallied to the call and a substantial amount of money was raised. It was decided at that early stage that the funds would be used to rebuild housing destroyed by the Tsunami and as a result District 9800 has developed four matching grants with D2980 and The Rotary Foundation, each of these grants is valued at US\$41,750.

Three of the proposed four matching grants have at this time been approved by the Rotary Foundation and work is scheduled to commence in February this year, approval of the fourth matching grant by the Foundation will hopefully be received this February.

The grants are centred on the supply of fresh portable water and sanitation, and the provision of teaching aids and school furniture for school aged children with the aim of overcoming the health-oriented diseases and malnutrition and have been allocated to D2980 as follows:

- **Matching grant 1**  
Toilet Blocks in five coastal villages for school children and the community.
- **Matching grant 2.**  
Computers in 14 high schools in the coastal villages.
- **Matching grant 3.**  
Clean drinking water to at least 12 schools in 12 villages.
- **Matching Grant 4.**  
School furniture to 16 High schools in villages.

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## Marketing Tip: Time For Review

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The New Year is the time that new members look to join Rotary. Asking why new members come on board is important. Sometimes the answer is as simple as simple as 'because a Rotarian asked me to join'.

Coming back from the Christmas break a lot of Clubs are getting back to basics in attracting new members. Use this link: <http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/RCGisbBltm.pdf> to the RC of Gisborne's current newsletter and their article, Membership: Back to Basics. Barry Willis, President of the RC of Gisborne highlights that we just need to 'get out there and do it'.

### WIIFM?

Think of your Club in 10 years time. Let's imagine it is a truly successful club. Your Club's membership will have hopefully grown, while its composition will have changed rather than simply grow another 10 years older.

To introduce the sort of people who will make your club a success – those with drive, passion, ideas, contemporary thinking, networks attached to younger generations and a commitment to Rotary's ideals – these people will need to be attracted to Rotary. There needs to be something in it for them.

With so many other choices out there – including other community groups, social activities and activities, cinemas, pay t.v., internet, spending time with loved ones, etc – Rotary needs to be able to prove itself to be a better choice, a preferred choice for those who will carry our clubs forward. When it comes to Rotary versus other choices, what will make people choose Rotary?

We need to ask ourselves "what's in it for them?" as they will no doubt ask themselves "what's in it for me?" (the WIIFM principle).

### Your Club – The Good, The Bad and The Ugly

From the perspective of new members, there will be things about your club that they find attractive, worthwhile, tolerable or at times tiresome.





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If there are aspects of your club which new members may see as dispensable or replaceable with more meaningful or practical practices, it's time for review. Make no mistake – your club's attractive facets will encourage potential members.

This doesn't mean dispensing with traditions – some practices could be best done away with, but some might best be re-shaped for better effect. Ensure that club officers mix with new members. Could formal meetings be made quicker, more participative or fun? Could Sergeant sessions be re-cast to add good-natured humour, topical quips, Rotary knowledge and segues into a speaker's theme.

Use the test – if you would rather be doing something else – maybe your Club needs to do something else.

Ensure you have plenty of good, get rid of the bad and work to apply a little makeup (or conduct some cosmetic surgery) on the ugly!

## Maximising the Good

Remind potential members that they can:

- get passionate about projects;
- make new friends;
- enjoy the fellowship;
- love doing something different;
- achieve a sense of fulfilment;
- have some serious fun while making a positive contribution to our communities, local, national and international;
- enjoy enlightening and uplifting guest speakers;
- access resources and tap into networks of passionate people they wouldn't otherwise be able to outside of Rotary;
- make a difference and make things actually happen through projects;
- access mentors, self development opportunities and leadership development opportunities;
- start programs that can spread to other clubs and leverage the strength of Rotary (and Rotary's partners) throughout Australia and the world.



## Membership Brochure

Remember if you know of potential members who have decided not to join Rotary, you should invite them to at the very least become a friend of Rotary whom you can keep in the loop and up to date with your Club's projects. Don't forget to invite them to your Club functions and ask if they would like to be involved in projects you that you know would interest them.

## Who do you know?

So going back to your club in 10 years time – who will be the 10 year members that have achieved so much success for your Club with their dynamic approaches that took the club into a new era? Answer... These will be the people you recruit today.

Now is the time to get these people on board. Look at your membership drive and how your targets are looking – are you on track to bring in this new generation of Rotarians? Who do you know outside Rotary who might be one of these people?

Contact [marketing@rotarydistrict9800.org](mailto:marketing@rotarydistrict9800.org) to obtain either some prospective member cards or membership brochures for your Club or use the links below to download them. These will help you identify and reach your target audience and send the message that you want to convey – Rotary is for ordinary people like you and me who strive to do extraordinary things in the community for others.

## Membership Brochure

[http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/Rotary\\_Brochure\\_People\\_Like\\_You\\_and\\_Me.pdf](http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/Rotary_Brochure_People_Like_You_and_Me.pdf)

## Prospective Member card:

<http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/ProspectiveMemberCard.pdf>

## Prospective Member Card







## Notices & Events

### Rotary Club of Port Melbourne

The Rotary Club of Port Melbourne will not be holding their normal meeting on Monday, 26 January due to the Rotary Club's of South Melbourne & Port Melbourne holding the annual catering for Australia Day on 26 January at Government House Open Day.

### Rotary Club of Flemington

The Rotary Clubs of Flemington and Maribyrnong-Highpoint will conduct joint meetings on Wednesdays 21, 28 January at the Quest Apartments, corner of Epsom and Smithfield Roads, Flemington, at 7:30am for 7:45am.

### Rotary Club of Gisborne

The R.C. of Gisborne will not be holding its normal meeting on Tuesday 3rd February 2009 at the Macedon Family Hotel as we will be attending a combined meeting with the R.C. of Woodend at Woodend on Thursday 5th February '09.



### Fun, fellowship & a touch of adventure with the RVFR Southern Zone B 4WD Club

On **Sunday, 1 February** enjoy a day in Lerderderg Gorge / Wombat State Forest

Trip Leader – Annie McGenniskien (RC of Keilor East)

Meeting Place: Carrolls Lane, Bullengarook

Time: 8:30 am - approx 5:00 pm

Lunch and discussion: Firth Park (BYO food & drinks)

Donation: \$10 per vehicle      Trip: *Easy / Medium*

- Tracks will be subject to a detailed recce and weather conditions on the day. (Maps of Lerderderg & Werribee Gorges, and Wombat State Forest available from MapWorks, 184 Keilor Road, North Essendon. Telephone (03) 9379 7533 Email: [enquiries@mapworks.com.au](mailto:enquiries@mapworks.com.au))
- Route includes a mix of low range tracks and water crossings, avoiding major mud holes and overgrown tracks.
- Route: Carrolls Lane, Firth Road, Un-named 4WD track to join up with Saltwater Road, Lloyd Track, Burnt Mill Road, Andersons Mill Road, Campaspe Road ending at Firth Road.
- Firth Park for lunch
- Firth Road, Diggers Track, O'Brien's Road, Blue Gum Link Track, Blue Gum Track, Radcliffe Track, Firebreak Track and back to Carrolls Lane



Please note: Trip is open to members, visitors and passengers

Please contact Lewis Bordon on 0412 532 300 or [lewis@eagle-tech.com.au](mailto:lewis@eagle-tech.com.au) for more information.

### A visit from Jennifer, Zambia

We are fortunate to have, Mrs. Jennifer Chiwela, Executive Director of Peoples Action Forum (PAF) from Zambia, visiting us here in Melbourne. She will be arriving the 31<sup>st</sup> January 2009 and will be here for one week. Jennifer was one of the guest speakers at our District Conference in Adelaide in PDG's Don Jago's year.

Our connection with Zambia and Jennifer started in 2000 soon after she first established PAF to bring education to the children and adults in the rural areas of Zambia. PAF has grown to one head office and seven sub-branches, one Grandma Project, 80 schools and 10,500 students and the seven community centres where adult training is taking place. Some of the schools are held in the Community halls with a few having their own school building.





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If you would like to meet Jennifer and learn about the work our District is doing in Zambia, this would be an ideal opportunity. While in Melbourne Jennifer will be visiting:

**Rotary Club of Canterbury** - Monday evening 2<sup>nd</sup> February;

**Rotary Club of Hawthorn**, Tuesday lunch 3<sup>rd</sup> February; and

**Rotary Club of Keilor**, Tuesday evening 3<sup>rd</sup> February.

For those interested in meeting and hearing Jennifer please contact:

Rotary Club of Keilor      Ted Cunningham      9435 7536

Rotary Club of Hawthorn      Anne Scott      9817 3000

## The Probus Club of Carlton-Parkville

The Rotary Club of Carlton is establishing a local Probus Club to serve the needs of residents of Carlton and Parkville as well as surrounding areas. A Community Interest Meeting which will be held at 10.30 a.m. on **Tuesday, 10 February** at Graduate House, 220 Leicester Street, Carlton.

This is a community service program established by the Rotary Club of Carlton for active retirees to enjoy fellowship through monthly meetings that will attract great speakers on a broad range of topics. Members will also have the opportunity to participate in additional leisure activities if they so desire.



For expressions of interest contact: Ian Jungwirth at [probuscarltonparkville@gmail.com](mailto:probuscarltonparkville@gmail.com) or Rotary Club of Carlton

P.O. Box 14, Parkville 3052

## Homegrown Blues By The Bay

WHERE: POINT COOK HOMESTEAD, Homestead Rd. Point Cook.

WHEN: **Sunday, 15 February**

TIME: Gates open 10am, first act 10:30am. finish at 6pm

COST: \$30 Adult, \$20 Concession & Pensioner, Children 15 and under Free.

Listen to home grown blues by the bay at the Homestead Blues Festival! Featuring Michael Charles, Jimi Hocking, Andrea Marr, Blues Dukes, Cold Snap, The Sweethearts and Mannish Boys. Enjoy magnificent country and city views, gourmet food, wine tasting and free kids activities, or just sit under the Norfolk pines, relax and enjoy some great Blues. The Point Cook Homestead is a magnificent bayside heritage property on 25-acres, with fabulous country and city views, a real hidden gem. [www.bluespointcook.com](http://www.bluespointcook.com)

For more information please contact Michael Nash, Homestead Blues Festival Chairman -

Email: [michaelnash1@bigpond.com](mailto:michaelnash1@bigpond.com) 9886 0055 (W) 9741 4317, 0403373664 (Mob) or 9886 0122(Fax)

Your Rotary club has an opportunity to earn \$5 for every Homestead Blues Festival adult or concession ticket it is able to sell between now and **30 January 2009**. If your club would like to participate in this great fundraising scheme please contact Michael on 9741 4317.

## Banquet Auction Dinner

Support a great project! - All funds raised will support Eyes Wide Open,

**Friday, 27 February** 6:30pm—11:00pm

Royal South Yarra Lawn Tennis Club, Williams Road North, Toorak

Tickets: \$85 or \$850 per table of ten

Includes: Two course meal, beer, wine and soft drink

Entertainment: Bhán Tré Celtic Band MC: Fred Poli

Banquet Auction: Auction items include holiday packages, household goods, wine packages and much more. Tax receipts will be issued for all purchases.



**EYESWIDEOPEN**  
see the world • make a difference

For bookings please use this link:

<http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/EWOFor m.pdf>







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## 60<sup>th</sup> Anniversary Dinner Dance

The Rotary Club of Williamstown was chartered on 11<sup>th</sup> March 1949.

They will celebrate the 60th Anniversary of the granting of our charter on Saturday 28<sup>th</sup> February with a black tie dinner dance in the Williamstown Town Hall. This is the same venue in which our Charter Dinner was held in 1949.

The District Governor, the Mayor of Hobson's Bay and other dignitaries will be attending. All Presidents of District 9800 clubs have been sent invitations asking their clubs to send representatives to help us celebrate this milestone.

Entertainment will be provided by the Williamstown RSL Pipe Band, the Rathdowne Street Big Band and the talented Wendy Stapleton who will do a floor show. The musicians have been selected for their ability to help us reminisce with some of the best music from the last 6 decades.



For more information or to book please contact:  
Chris James on 0412 055 412 [cwjames@sctelco.net.au](mailto:cwjames@sctelco.net.au) or  
Yvonne Moon on 0407 303 255 [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

Tickets - \$100

## Welcome Dinner for GSE team Sweden



To be held on **Tuesday, 17 February** at 6.30PM for 7.00PM at The Brighton Baths Restaurant, to be hosted by The Rotary Club of Chadstone/East Malvern. A special rate of \$47.00 per head with a wide range of drinks available at bar prices. Confirmation of attendance required no later than Monday 9, February.  
Please contact Michael Bennett at [michaelbennett@live.com.au](mailto:michaelbennett@live.com.au) or 0412 636 264  
Please use this link:  
<http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/GSEDinnerInvite.pdf>

for the booking form.

## Annual Wyndham Rotary Fun Run Walk - Take the First Steps



8am, **Saturday, 28 March**

Come for an enjoyable run or walk along the peaceful Werribee River, starting from President's Park (Melways 205 C3) Werribee. For individuals, families, schools, businesses and clubs to promote community health with 3Km, 8Km and 15 Km options.

All welcome including **BEGINNERS, ADVANCED, OLDIES & YOUNGIES.**

This is the second year of the event and organisers are hoping for 600 entrants - with proceeds going to support the Royal Children's Hospital Good Friday Appeal.

For further information please contact Gary Willson on [garywillson@hotmail.com](mailto:garywillson@hotmail.com) or enquire and registration at [www.wyndhamfunrun.org](http://www.wyndhamfunrun.org)





## How's Your Club Shaping Up?

No. of clubs reporting	61
% average attendance of those reported	71%
% of clubs reporting membership	87%

Club	Cluster	No. of meetings	% Attendance	Membership			
				As at June 08	Start Dec 08	End Dec 08	% Change YTD
Melbourne South	Batman	3	74%	30	33	34	13.3%
Melton Valley	Westside	3	92%	16	19	18	12.5%
Woodend	Calder	3	68%	17	19	19	11.8%
Collingwood	Heritage	2	75%	18	20	20	11.1%
Richmond*	Heritage			37		41	10.8%
Hoppers Crossing	Port Phillip	3	81%	28	31	31	10.7%
Brighton North	Beachside	3	74%	47	51	52	10.6%
Albert Park	Batman	3	67%	53	57	58	9.4%
Flemington	Hobsons Bay	2	95%	22	22	24	9.1%
Brighton	Beachside	3	57%	133	139	144	8.3%
Echuca-Moama	Goldfields	3	69%	26	27	28	7.7%
Brimbank Central	Westside	3	83%	28	30	30	7.1%
Brunswick	Heritage	3	48%	30	32	32	6.7%
Point Gellibrand	Hobsons Bay	3	89%	34	36	36	5.9%
Keilor*	Gateway			35		37	5.7%
Brighton Beach	Beachside	2	69%	18	18	19	5.6%
Carlton	Heritage	3	81%	38	40	40	5.3%
Tullamarine	Gateway	2	55%	20	21	21	5.0%
Glenferrie	Yarra	3	71%	45	47	47	4.4%
Malvern	Stonnington	3	77%	47	49	49	4.3%
Footscray	Hobsons Bay	3	66%	51	53	53	3.9%
Gisborne	Calder	3	62%	26	26	27	3.8%
Wyndham	Port Phillip	3	86%	26	28	27	3.8%
Prahran	Stonnington	4	80%	27	28	28	3.7%
Essendon North	Gateway	3	67%	32	34	33	3.1%
Altona City	Port Phillip	3	70%	33	34	34	3.0%
Eaglehawk	Goldfields	3	81%	38	39	39	2.6%
Kyneton	Calder	4	64%	38	39	39	2.6%
Central Melb. Sunrise	Batman	3	76%	55	55	56	1.8%
Melbourne	Batman	3	50%	268	268	272	1.5%
North Balwyn	Eastside	3	79%	89	91	90	1.1%
Balwyn	Eastside	4	57%	90	91	91	1.1%
Altona	Port Phillip	2	83%	26	26	26	0.0%
Bacchus Marsh	Westside	3	86%	40	38	40	0.0%
Bendigo Sandhurst	Goldfields	4	72%	52	54	52	0.0%
Bendigo South	Goldfields	3	72%	44	43	44	0.0%
Bendigo Strathdale	Goldfields	3	83%	32	32	32	0.0%
Boroondara	Eastside	3	48%	19	19	19	0.0%
Camberwell	Eastside	3	65%	63	63	63	0.0%
Hawthorn	Yarra	3	67%	72	71	72	0.0%



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Kew-on-Yarra*	Yarra			25		25	0.0%
Maribyrnong Highpoint*	Hobsons Bay			16		16	0.0%
Moonee Valley	Gateway	3	55%	21	21	21	0.0%
North Melbourne	Gateway	2	67%	26	26	26	0.0%
St Kilda	Stonnington	3	83%	12	10	12	0.0%
Werribee	Port Phillip	3	75%	41	41	41	0.0%
West Footscray	Hobsons Bay	3	58%	31	31	31	0.0%
Williamstown	Hobsons Bay	4	77%	29		29	0.0%
Yarraville	Hobsons Bay	2	74%	19	19	19	0.0%
Bendigo	Goldfields	4	64%	96	98	95	-1.0%
Essendon*	Gateway			80		79	-1.3%
Chadstone / East Malvern	Stonnington	3	89%	43	44	42	-2.3%
Keilor East	Gateway	4	78%	41	40	40	-2.4%
Toorak	Stonnington	4	75%	35	34	34	-2.9%
Daylesford	Calder	3	67%	30	29	29	-3.3%
Fitzroy	Heritage	3	68%	30	29	29	-3.3%
Kangaroo Flat	Goldfields	3	59%	30	29	29	-3.3%
Southbank	Batman	3	65%	26	25	25	-3.8%
Glen Eira	Beachside	3	80%	23	22	22	-4.3%
Sunshine	Westside	3	71%	23	22	22	-4.3%
Melton	Westside	3	78%	44	43	42	-4.5%
Canterbury*	Eastside			44		41	-6.8%
Port Melbourne*	Batman			35		32	-8.6%
Laverton Point Cook	Port Phillip	3	89%	22	20	20	-9.1%
Rochester	Goldfields	?	76%	11	10	10	-9.1%
Kew*	Yarra			54		47	-13.0%
Castlemaine	Calder	3	66%	47	40	40	-14.9%
Elsternwick	Beachside	4	63%	19	16	16	-15.8%
Caulfield	Beachside	3	63%	11	11	9	-18.2%

\* Clubs yet to provide Membership and Attendance figures:





## January Is Rotary Awareness Month

### Let's Finish This Thing Off!

The good works of Rotary stretch worldwide. They embrace large populations and small communities. They set people on courses they couldn't have dreamed about. They repair lives and they inspire actions that truly go 'above and beyond'.

Of all the projects that Rotary has undertaken, the Polio Plus program is the one that continues to draw accolades for its sheer size and the audacity of its implementation.

Polio Plus has been a project of Rotary for 24 years. We are now achingly close to eradicating this condition that afflicts people, especially young people, in the most awful way. Close .... but not quite there. Eager but frustrated Rotarians who are close to the Polio Plus project yearn for a "knockout punch" .... something that will commit the scourge of polio to the history books. We are getting nearer and your Club can be part of it ...

This Rotary Year our RI President 'DK' Lee asked all clubs to contribute US\$1,000 each year, for the next three years. This is designed to match the US\$100 million Challenge Grant presented by the Bill and Melinda Gates Foundation towards the eradication of polio. I received this communication from President DK Lee last week. He restates the importance of winning this protracted engagement with polio.

*"This is another historic day for Rotary. Our organization was honored today to host philanthropist Bill Gates, Jr. at Rotary's International Assembly in San Diego, California, USA.*

*Speaking to 2009-2010 district governors-elect, Bill Gates, Jr. congratulated Rotarians on the success of the partnership between Rotary International and the Bill & Melinda Gates Foundation to raise funds for polio. To date, Rotarians have already committed more than US\$60 million toward the original US\$100 million Gates challenge grant awarded in November 2007.*

*In recognizing Rotary's impressive fundraising success and steadfast commitment to polio eradication, Gates announced today that his foundation has decided to increase its challenge grant by US\$255 million – for a total of US\$355 million. By accepting the increase, Rotary also accepts the challenge to raise an additional US\$100 million in matching funds by 30 June 2012 and drives the combined Rotary and Gates Foundation partnership's commitment to a total of US\$555 million. All of the resulting US\$555 million will be spent in support of immunization activities carried out by the Global Polio Eradication Initiative (GPEI) in polio-affected countries. The initiative is spearheaded by Rotary, the World Health Organization (WHO), the U.S. Centers for Disease Control and Prevention, and UNICEF.*

*In another welcomed development today, the United Kingdom's Department for International Development (DFID) pledged £100 million (US\$150 million) and the German government is giving an additional €100 million (US\$130 million), both to the GPEI. Contributions from the U.K. and Germany are separate and will not count toward Rotary's match of the Gates Foundation challenge grant.*

*The infusion of funds is crucial if the world is to finally be rid of polio, a crippling, sometimes fatal disease that poses the highest risk to children. Although the initiative has reduced the number of polio cases by 99 percent over the past two decades, the wild poliovirus still persists in four countries -- Afghanistan, India, Nigeria, and Pakistan -- and imported cases from these endemic countries threaten other developing nations.*

*Your continued participation in this effort is crucial to making it a success. The Rotary International Board of Directors and the Trustees of The Rotary Foundation have unanimously agreed to accept this challenge grant to ensure the success of the PolioPlus program. Rotary and the Gates Foundation intend for their funding partnership to set an example for the rest of the world. We feel confident that this extraordinary partnership will serve as a catalyst for further donations from others to help us realize the dream of a polio-free world. When Rotary entered the fight against polio in 1985, we promised every child a world free from the threat of polio. We are almost there. This funding agreement between Rotary and the Gates Foundation is a huge step forward, bringing us even closer to our goal. Success is our only option. Together we can End Polio Now" - D.K. Lee, President, Rotary International*

In short ...we started 24 years ago. Let's finish this thing. ~Jim Studebaker, District Governor

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DG Jim Studebaker & Carol





## The Mediterranean Comes To Bendigo

The Mediterranean again comes to the historic Bendigo Pottery on February 28 and March 1, 2009 with the second Bendigo Olive Fiesta.

Last year's inaugural Bendigo Olive Fiesta was a great success, attracting approximately 1,250 people from Regional Victoria, Melbourne and interstate" said Terry Dalwood, Chairman of the organising committee.

Saturday night focuses on the gala dinner, which will be held at the Function Centre at the Bendigo Pottery and will be hosted by award-winning TV producer/presenter and dedicated food explorer, Joanna Savill. Joanna was also the co-creator of the SBS TV series *Food Lovers Guide to Australia*.

"The Fiesta celebrates the role of the Bendigo Goldfields as the central focus of Victoria's emerging Olive Industry. Our warm, dry summers and cool winters mimic the famous Mediterranean climate and provide the basis for ideal growing conditions" said Mr. Dalwood

Sunday is open to the general public. Bring your kids along for a fun-filled day of musical entertainment, bouncing castles and face painting.

Sample olives, olive oil and other olive products, taste local wines and enjoy a variety of Mediterranean foods. Join one of our workshops and find out how to grow, cook and pickle your own olives. Take a tour of the Bendigo Pottery olive press and test your skill at the bocce competition.

"We are very proud that last year's fiesta helped raise \$8,000 for a local charity, the Maureen Considine Fund" said Terry Dalwood

The Fiesta is again being organised by the Rotary Club of Bendigo South with the help of the Central Victorian Olive Growers Association. The event aims to raise funds for local charities and Rotary projects, promote central Victoria as an olive growing region and showcase Bendigo as an attractive tourist destination.

When: Saturday 28 February, 6:30pm – gala dinner  
Sunday 1 March, 10:00am to 4:00pm – public fiesta

Where: Bendigo Pottery, 146 Midland Highway, Epsom

For more information go to

<http://www.bendigoolivefiesta.com.au/>

or email: [contact@bendigoolivefiesta.com.au](mailto:contact@bendigoolivefiesta.com.au)



## 08/09 Global Alumni Service to Humanity Award



The Rotary Foundation Trustees are very pleased to announce the selection of Rotarian Alex Buchanan, Member, Rotary Club of Melbourne as the recipient of the 2008-09 Global Alumni Service to Humanity Award. Dr. Buchanan is best known for developing the Australian High Protein Milk Biscuit in 1965 which continues to be used in disaster areas around the world today. He also served as the editor of ASEAN (Association of South East Asia Nations) Food Journal and was a founding member of the United Nations University World Hunger program.



As a 1959-60 Ambassadorial Scholar, Dr Buchanan studied agriculture and science at Iowa State University in Ames, Iowa, USA. Today he is executive director of the ATSE Crawford Fund which provides for the Royce and Jean Abbey Agricultural Training Program for Ambassadorial Scholars from low-income countries.

Regional Rotary Foundation Coordinator Don Jago and Rotary Foundation Alumni Coordinator Wellington Choy of Zone 8 served as nominators for his award. Trustee Chair Jonathan Majiyagbe will present the Global Alumni Service to Humanity Award to Dr. Buchanan during a plenary session at the 2009 RI Convention in Birmingham, England.



## Interplast - Repairing Bodies and Rebuilding Lives

As Rotarians we are committed to "Service Above Self" which is implemented not only in the power of both the written and spoken word but also by the many life transforming actions undertaken by Rotarians to make a real and visible difference to someone else's life, usually outside our circle of family and friends.



Interplast, a venture founded in 1983 by Rotary District 9800 and the Royal Australasian College of Surgeons, is totally committed to "Repairing Bodies and Rebuilding Lives" of those people less fortunate than ourselves. It is unfortunately one of Rotary Australia's best kept secrets!

Please reflect on the life of relative privilege that we lead here in Australia compared to the standard of living often experienced by our neighbours in nearby developing countries. In a health context, it must lead to unimaginable despair to live in a remote geographic location, to be socially disadvantaged and at the same time be in urgent need of medical or surgical treatment but having to wait years or a lifetime for treatment. Interplast can help some of these surgical case but funds are needed for 2009 programmes.

Each Interplast mission costs \$40,000 to send a team of six medicos overseas to perform in the order of 70 operations over 10 days. Rotarians can help "Make Dreams Real" for patients in need of this life transforming surgery by making a generous donation to support the work of Interplast or by contributing \$700 or more to our District's "Operation 700". Please send your cheques made out to "Interplast Australia & New Zealand", c/o Royal Australasian College of Surgeons, Spring Street, Melbourne 3000 or to Rotary Club of Kew P.O. Box 101, Kew. Vic. 3101.

Please ring Mike McFarlane on 0418 317 418 for more information or to book an Interplast speaker for your Club.

## Shine On In 2009

### Honouring the abilities and achievements of those with a disability

The Shine On Awards recognise outstanding community service by people with disabilities who, by their actions, serve as "Shining Examples" to the community at large. Through their commitment to helping others in the spirit of "Service above Self" they provide a significant contribution to the quality of life of others in the local and wider community.

In Victoria the Awards are presented annually by Rotary Southern Districts (9780, 9790, 9800, 9810 and 9820). Each District takes it in turn to host the Awards Presentation Ceremony. This year the host is District 9800 and the Rotary Club of Richmond.

#### ACT NOW!

You may know of a suitable person with a disability who has achieved beyond expectations in "service beyond self", inspiring us all.

The closing date for nominations is February 25<sup>th</sup>.

#### WHO CAN BE NOMINATED:

There are 2 Categories: 1. Youth - 15 to 20 years old  
2. Adult - 21 years and over

#### WHAT TO DO:

You will need to interview your prospective nominee, obtain his/her consent to the nomination (of course), then complete the information for the Nomination form, and post the original of the Nomination form **signed by both the nominee and the proposer** together with the appropriate references/attachments and small photo by the closing date 25 February 2009. There is no cost to the Club or Nominee.





All nominees receive official Citations and are presented with framed Certificate of Commendation at the official ceremony. In addition, a number of special Shine on Trophies are also awarded to the most outstanding nominees as decided by an independent panel of health professionals.

The awards ceremony will be held at the Hawthorn Reception Centre on Sunday, 3 May 2009.

Nomination Forms are available from D9800 Vocational Services Shine On Awards Committee Chairman Ph: 9337 4710 or email [DawnWatson@yahoo.com](mailto:DawnWatson@yahoo.com)

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## Eyes Wide Open In Cambodia And Vietnam

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The Rotary Club of Melbourne South has successfully launched a new project, Eyes Wide Open. It is proposed it will facilitate opportunities for Australians to visit and participate in Rotary-sponsored humanitarian projects in developing parts of the world so that both Rotarians and non-Rotarians learn about the grassroots work of Rotary through first-hand volunteer experiences. The slogan of Eyes Wide Open is "see the world and make a difference".

A Melbourne South delegation recently travelled to Cambodia and Vietnam to scope out Rotary projects that groups could potentially get involved in through Eyes Wide Open tours. The group was comprised of both Rotarians and non-Rotarians who visited and worked in villages, orphanages, a disabled person's centre, a street children's home, an unwed mother's respite and a hospital – all Rotary sponsored facilities. The group also distributed Rotary-funded wheelchairs and visited museums showing the atrocities of the Khmer Rouge and the enduring impact of the Vietnam War.



The first stop on the research tour was the Green Gecko Project in Siem Reap, Cambodia. Green Gecko provides food, clothing and shelter for 60 children from 3 to 16 years old and receives funds each year from the Rotary Club of Frankston.

The group absorbed Cambodian ancient culture during a tour of the many ancient temples at Angkor Wat and spent a day at the Angkor Children's Hospital. The Hospital is welcoming of future Eyes Wide Open groups and asked that blood is donated and that the group conduct some activities with the siblings of sick children.

A three kilometre walk and a boat ride then took the group to a poor rural village of about 300 houses built on stilts to protect them from the flooding waters below. Future groups visiting this area will also pay a visit to the local school to conduct some art activities with the children.

A trip to the Killing Fields and Genocide Museum in Cambodia's capital, Phnom Penh showed the horrors of the Khmer Rouge regime. The Sunrise Children's Village, an orphanage was visited which cares for more than 130 orphaned children. It is hoped that future "Eyes Wide Open" groups can assist the orphanage with English lessons.

A bus ride of more than six hours took the group to Ho Chi Min City where they learned just crossing the street through hundreds of motor scooters can be dangerous to one's health!



Whilst in Vietnam, the group visited the Saigon Unwed Mothers' home supported by the Rotary Club of California where future Eyes Wide Open tour groups (women only) will be involved in teaching western cooking, an employable skill. This was followed by the delivery of a wheelchair, donated by the Rotary Club of South Melbourne to an elderly woman who had not been out of her house in 20 years. The group distributed eleven other wheelchairs some to locals crippled by agent orange related illness.

All participants were greatly impacted by what they saw on the ten day tour and hope to soon become more involved in humanitarian work through Rotary. Their perceptions of Rotary being a "men's business group" were quickly washed away when they witnessed the life changing work Rotary performs for some of the poorest communities in the world.

Future Eyes Wide Open tours (in which the traveller pays for their own travel and





associated expenses) will be aimed at having Rotarians and non-Rotarians travel to countries to see humanitarian needs with their own 'eyes wide open' in the hope that more awareness will result.

District 9800 Governor Jim Studebaker has been briefed on the results of this tour and has asked Lena Condos to give a presentation on the concept and the results during the 2009 Rotary District Conference in Launceston, Tasmania during March 2009.

You can view the full blog kept by the group at [www.eyeswideopen-rotary.blogspot.com](http://www.eyeswideopen-rotary.blogspot.com) or for more information, email Lena Condos at [eyeswideopen.rotary@gmail.com](mailto:eyeswideopen.rotary@gmail.com).

For details of an auction dinner that will raise funds for Eyes Wide Open please see Notices and Events on page 8.

## International Fellowship of Cricketing Rotarians (IFCR)

IFCR has been able to get permission for a special T20 game at the picturesque Bradman Oval at Bowral in New South Wales on Sunday, February 22. There's also a celebratory dinner on Saturday evening, February 21, with former Australian cricketer, Alan Davidson, speaking of his involvement with Sir Donald as both player and administrator.

The IFCR offers the opportunity to enjoy the game of cricket in company with other Rotarians and also offers the chance to take part in international and national festivals and local games as well.

All interested Rotarians are invited to find out about IFCR at [www.rotarycricket.org](http://www.rotarycricket.org) and check all the details of this Bowral game at [www.rotarycricket.org/index.php?section=16&page=111](http://www.rotarycricket.org/index.php?section=16&page=111). IFCR welcomes anyone to join our fellowship and enjoy the company of like minded Rotarians. All enquiries should be directed to Richard Groom at [rgroom@iinet.net.au](mailto:rgroom@iinet.net.au).

## Making Your Sergeant At Arms Sessions Great

The Sergeant At Arms' role within a club is a pivotal one – do a good job and your Club's mood, energy, humour and sense of enjoyment at meetings will be greatly elevated. More so, outside visitors and prospective Rotarians are likely to take a similar view and see the Club as being a fun and vibrant place to be where plenty of laughs are shared.

A poor Sergeant At Arms session however can drive existing and potential members away. Not to mention creating tension and angst amongst your Club.



### So what is the Sergeant At Arms' role?

1. **Impart Rotary Knowledge** – bit by bit in a way that entertains, intrigues and interests.
2. **Quip on humorous happenings both within the Club and outside it.** This might include recognising achievements, anniversaries and the personalities within your Club as well as current affairs of the day outside the Club.
3. **Promote and initiate fundraising efforts.** A relevant and purposeful fine session that acts as a source of levity and light hearted fun without being bad natured, maleficent or likely to induce guilt, embarrassment or offence can be a good source of fundraising. Remember to remind others what beneficial causes their fines go toward.

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

### Some tips for Sergeants

- Be confident & engaging - own the stage! An innocuous session will feel like you are doing it because you have to do it – people should look forward to a presentation that lights them up!



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

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

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



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## Notices & Events

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### Rotary Club of Gisborne

The R.C. of Gisborne will not be holding its normal meeting on Tuesday 3rd February 2009 at the Macedon Family Hotel as we will be attending a combined meeting with the R.C. of Woodend at Woodend on Thursday 5th February '09.

### Fun, fellowship & a touch of adventure with the RVFR Southern Zone B 4WD Club

On **Sunday, 1 February** enjoy a day in Lerderderg Gorge / Wombat State Forest

Trip Leader – Annie McGennissen (RC of Keilor East)

Meeting Place: Carrolls Lane, Bullengarook

Time: 8:30 am - approx 5:00 pm

Lunch and discussion: Firth Park (BYO food & drinks)

Donation: \$10 per vehicle      Trip: *Easy / Medium*

- Tracks will be subject to a detailed recce and weather conditions on the day. (Maps of Lerderderg & Werribee Gorges, and Wombat State Forest available from MapWorks, 184 Keilor Road, North Essendon. Telephone (03) 9379 7533 Email: [enquiries@mapworks.com.au](mailto:enquiries@mapworks.com.au))
- Route includes a mix of low range tracks and water crossings, avoiding major mud holes and overgrown tracks.
- Route: Carrolls Lane, Firth Road, Un-named 4WD track to join up with Saltwater Road, Lloyd Track, Burnt Mill Road, Andersons Mill Road, Campaspe Road ending at Firth Road.
- Firth Park for lunch
- Firth Road, Diggers Track, O'Brien's Road, Blue Gum Link Track, Blue Gum Track, Radcliffe Track, Firebreak Track and back to Carrolls Lane



Please note: Trip is open to members, visitors and passengers

Please contact Lewis Bordon on 0412 532 300 or [lewis@eagle-tech.com.au](mailto:lewis@eagle-tech.com.au) for more information.



## A visit from Jennifer, Zambia

We are fortunate to have, Mrs. Jennifer Chiwela, Executive Director of Peoples Action Forum (PAF) from Zambia, visiting us here in Melbourne. She will be arriving the 31<sup>st</sup> January 2009 and will be here for one week. Jennifer was one of the guest speakers at our District Conference in Adelaide in PDG's Don Jago's year.

Our connection with Zambia and Jennifer started in 2000 soon after she first established PAF to bring education to the children and adults in the rural areas of Zambia. PAF has grown to one head office and seven sub-branches, one Grandma Project, 80 schools and 10,500 students and the seven community centres where adult training is taking place. Some of the schools are held in the Community halls with a few having their own school building.



If you would like to meet Jennifer and learn about the work our District is doing in Zambia, this would be an ideal opportunity. While in Melbourne Jennifer will be visiting:

**Rotary Club of Canterbury** - Monday evening 2<sup>nd</sup> February;

**Rotary Club of Hawthorn**, Tuesday lunch 3<sup>rd</sup> February; and

**Rotary Club of Keilor**, Tuesday evening 3<sup>rd</sup> February.

For those interested in meeting and hearing Jennifer please contact:

Rotary Club of Keilor      Ted Cunningham      9435 7536

Rotary Club of Hawthorn      Anne Scott      9817 3000

## The Probus Club of Carlton-Parkville



The Rotary Club of Carlton is establishing a local Probus Club to serve the needs of residents of Carlton and Parkville as well as surrounding areas. A Community Interest Meeting which will be held at 10.30 a.m. on **Tuesday, 10 February** at Graduate House, 220 Leicester Street, Carlton.

This is a community service program established by the Rotary Club of Carlton for active retirees to enjoy fellowship through monthly meetings that will attract great speakers on a broad range of topics. Members will also have the opportunity to participate in additional leisure activities if they so desire.

For expressions of interest contact: Ian Jungwirth at [probuscarltonparkville@gmail.com](mailto:probuscarltonparkville@gmail.com) or Rotary Club of Carlton P.O. Box 14, Parkville 3052

## Homegrown Blues By The Bay

WHERE: POINT COOK HOMESTEAD, Homestead Rd. Point Cook.

WHEN: **Sunday, 15 February**

TIME: Gates open 10am, first act 10:30am. finish at 6pm

COST: \$30 Adult, \$20 Concession & Pensioner, Children 15 and under Free.

Listen to home grown blues by the bay at the Homestead Blues Festival! Featuring Michael Charles, Jimi Hocking, Andrea Marr, Blues Dukes, Cold Snap, The Sweethearts and Mannish Boys. Enjoy magnificent country and city views, gourmet food, wine tasting and free kids activities, or just sit under the Norfolk pines, relax and enjoy some great Blues. The Point Cook Homestead is a magnificent bayside heritage property on 25-acres, with fabulous country and city views, a real hidden gem.

[www.bluespointcook.com](http://www.bluespointcook.com)

For more information please contact Michael Nash, Homestead Blues Festival Chairman

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Email: [michaelnash1@bigpond.com](mailto:michaelnash1@bigpond.com) 9886 0055 (W) 9741 4317, 0403373664 (Mob) or 9886 0122(Fax)

Your Rotary club has an opportunity to earn \$5 for every Homestead Blues Festival adult or concession ticket it is able to sell between now and **30 January 2009**. If your club would like to participate in this great fundraising scheme please contact Michael on 9741 4317.







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## Welcome Dinner for GSE team Sweden



To be held on **Tuesday, 17 February** at 6.30PM for 7.00PM at The Brighton Baths Restaurant, to be hosted by The Rotary Club of Chadstone/East Malvern. A special rate of \$48.00 per head with a wide range of drinks available at bar prices. Confirmation of attendance required no later than Monday 9, February. Please contact Michael Bennett at [michaelbennett@live.com.au](mailto:michaelbennett@live.com.au) or 0412 636 264. Please use this link: <http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/GSEDinnerInvite.pdf>

for the booking form.

## The Rotary Wine Appreciation Fellowship of Rotary

The next function of the Rotary Wine Appreciation Fellowship will be held on **Sunday, 22 February**-- Wine tasting 12–12.30 -- Lunch 1.00pm at Kellybrook Winery & Restaurant, Fulford Road, Wonga Park 3115 Telephone 9722 1304 Melway map 24 J8

Kellybrook is a lovely oasis in the old Yarra Valley orchard belt and is the closest Yarra Valley winery to Melbourne. It is set in its own private valley with extensive vineyards, gardens and native bushland.

The award winning restaurant, with its views across the vineyards, serves imaginative menus drawing on local produce. The long-established restaurant opens out onto a decking and vine covered terrace area, providing the perfect indoor/outdoor setting.



Kellybrook make a unique range of still and sparkling wines, ciders and apple brandy.

Tastings are held in the Barrel Room and wine purchases can be made on the day.

- Pinot Noir, Cabernet Merlot
- Cabernet Sauvignon, Shiraz
- Gewurztraminer, Champagne Cider
- Non-sparkling table cider; and...
- many more

Two course meal at a discount price + some exciting wines

For more information please contact Leon Lewi 9333 1441 or email [llewi@connexus.net.au](mailto:llewi@connexus.net.au)

## Banquet Auction Dinner

Support a great project! - All funds raised will support Eyes Wide Open,



**Friday, 27 February** 6:30pm—11:00pm  
Royal South Yarra Lawn Tennis Club, Williams Road North, Toorak  
Tickets: \$85 or \$850 per table of ten  
Includes: Two course meal, beer, wine and soft drink

Entertainment: Bhán Tré Celtic Band MC: Fred Poli

Banquet Auction: Auction items include holiday packages, household goods, wine packages and much more. Tax receipts will be issued for all purchases.

For bookings please use this link:  
[http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/EWOForm.p  
df](http://www.rotarydistrict9800.org.au/uploads/downloads/Events/2009/EWOForm.pdf)





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## 60<sup>th</sup> Anniversary Dinner Dance

The Rotary Club of Williamstown was chartered on 11<sup>th</sup> March 1949.

They will celebrate the 60th Anniversary of the granting of our charter on **Saturday, 28<sup>th</sup> February** with a black tie dinner dance in the Williamstown Town Hall. This is the same venue in which our Charter Dinner was held in 1949.

The District Governor, the Mayor of Hobson's Bay and other dignitaries will be attending. All Presidents of District 9800 clubs have been sent invitations asking their clubs to send representatives to help us celebrate this milestone.

Entertainment will be provided by the Williamstown RSL Pipe Band, the Rathdowne Street Big Band and the talented Wendy Stapleton who will do a floor show. The musicians have been selected for their ability to help us reminisce with some of the best music from the last 6 decades.

For more information or to book please contact:  
Chris James on 0412 055 412 [cwjames@sctelco.net.au](mailto:cwjames@sctelco.net.au) or  
Yvonne Moon on 0407 303 255 [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

Tickets - \$100



## Bendigo Olive Fiesta



When: **Saturday, 28 February**, 6:30pm – gala dinner  
**Sunday 1 March**, 10:00am to 4:00pm – public fiesta

Where: Bendigo Pottery  
146 Midland Highway, Epsom

For more information  
website: [www.bendigoolivefiesta.com](http://www.bendigoolivefiesta.com)  
email: [contact@bendigoolivefiesta.com.au](mailto:contact@bendigoolivefiesta.com.au)

## Annual Wyndham Rotary Fun Run Walk - Take the First Steps

8am, **Saturday, 28 March**

Come for an enjoyable run or walk along the peaceful Werribee River, starting from President's Park (Melways 205 C3) Werribee. For individuals, families, schools, businesses and clubs to promote community health with 3Km, 8Km and 15 Km options.

All welcome including BEGINNERS, ADVANCED, OLDIES & YOUNGIES.

This is the second year of the event and organisers are hoping for 600 entrants - with proceeds going to support the Royal Children's Hospital Good Friday Appeal.

For further information please contact Gary Willson on [garywillson@hotmail.com](mailto:garywillson@hotmail.com)  
or  
enquire and registration at [www.wyndhamfunrun.org](http://www.wyndhamfunrun.org)



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