



# Networker

We care. We share. We all gain.



A publication for Rotarians and all community-minded people

Issue 10, 1 September 2008

## September Is New Generations Month

### Our District – Our Responsibility

While District 9800 is small in geographical terms when compared to the geographical areas covered by most Australian Rotary Districts, numerically we are Australia's largest district boasting 69 clubs and almost 3,000 members.

Large District... large responsibility. But even more than that, District 9800 is comprised largely of metropolitan clubs. This is unlike many other Rotary districts, such as D9790, where the concentration of rural clubs is greater. Our rural clubs stretch from the north-western metropolitan border of Melbourne to the Murray River at Echuca Moama. The most 'outer' of these are those clubs in the Goldfields.

Together with Carol, I recently spent a number of days in the Goldfields cluster area, talking to Rotarians and trying to understand the issues and concerns that confront their communities. And so it is the rural area of our District I would like to write about this week.

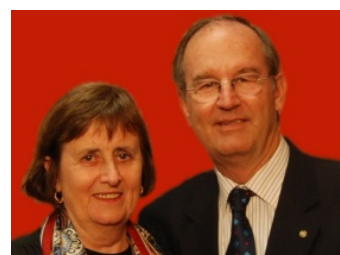
Rural Victoria and particularly areas in our Goldfields cluster have been in the grip of a severe and unprecedented drought. Not only has there been obvious material damage to farms and stock but there is the financial and emotional fallout which has, and still is, impacting hugely on the lives of rural residents within our District. Our people.

The stories are heartbreaking. Within our District there is a crisis that demands our attention... farming families and small rural businesses need our help. We are, after all, a predominantly metropolitan-based District. Most of our Club members are not directly affected by the drought and, I believe, that most would wish to help if a structure for assistance was implemented.

There has already been a start, some far-sighted Rotary clubs in District 9800 have already established partnerships with rural areas in Victoria. The "Boroondara Cares" program is a partnership between the City of Boroondara and the Rotary Club residents in the City of Boroondara and the rural shire of Moira together with the Rotary Clubs in that shire. This has proved to be a wonderful alliance that has provided a conduit for our metropolitan clubs to work with clubs and municipalities in the Moira shire in the delivery of support and assistance. Likewise, the "Stonnington Cares" partnership is being established to replicate this city-rural support program with the rural shire of Benalla.

These are magnificent and sorely needed support partnerships but, as District Governor, I would like to see every club address the task of confronting the rural crisis facing the communities located on the north western city fringe, through Bendigo and Campaspe Shires to the Murray River... Just think of the impact if every club in District 9800 takes up the challenge and makes a concerted effort to initiate community support programs specifically aimed at helping and supporting the rural communities in our Rotary District.

I have asked our Assistant Governor for the Goldfields Cluster, Hugh Wheeler, to establish a Rural Recovery Team to coordinate and direct the efforts of our metropolitan Clubs' rural support initiatives for the next year. This involves significant detail and we will advise you soon of the directions and initiatives being planned.



DG Jim Studebaker & Carol

Please make the support of our rural communities a priority. There's so much to be done and, for many in the rural areas of D9800, only a small window of opportunity to make a real difference.

This is our Rotary District. Our rural areas need our help. The time to act is now.  
~Jim Studebaker, District Governor

Table of Contents	
Our District – Our Responsibility ....	1
Don & Tamdin Leave For Tibet .....	2
Happy International Literacy Day! ..	3
Stacey Storms The Stage for	
RC Altona .....	4
Rochester's Farm & Road Safety Expo	4
Adopt A Country .....	5
New Members .....	5
Marketing Tip: Events .....	6
Notices & Events.....	6





## Don & Tamdin Leave For Tibet



Don Cullen of the RC of Brighton North and Tamdin Wangdu of the Tibetan Village Project (TVP) are getting ready to leave for Tibet in support of the TVP. The TVP is a non-profit, non-political organisation dedicated to promoting sustainable development while preserving the rich cultural heritage of Tibet. The organisation was founded in 2001 by exiled Tibetan couple, Tamdin Wangdu and his wife, Tseyang Wangdu. Tamdin and Tseyang now live in the USA.

During their time in Tibet Don and Tamdin will be visiting the Pa Lhakang Orphanage in Kham that has 46 children, two teachers and one cook. Don and Tamdin will distribute school supplies and assess the orphanages future needs. Don will be returning to Melbourne in late September while Tamdin will remain in Tibet until mid October. Tamdin will be visiting more project sites including the greenhouses and will do some more strategic work in the field.

TVP are undertaking a number of exciting projects including training to assist villagers in encouraging tourists, through workshops involving lessons in sanitation and western cultural etiquette. Further, a sanitation project is also underway including educating villagers and assisting in building a waste management system.

You can find out more information about TVP and their projects at <http://www.tibetanvillageproject.org/projects/project.htm> or you may like to attend one of our clubs' special events as follows:



<p>Wednesday, November 12<sup>th</sup></p> <p><b>Brighton North Rotary Club</b> Kyatt's Hotel, 25 Wilson's Street, Brighton. 6:15 for 6:30 m start</p> <p>Special Guest, Tamdin Wangdu from Tibetan Village Project.</p> <p>Entry \$25.00, includes meal. Drinks at bar prices. Bookings essential.</p> <p>Call Don Cullen, 0421 088 576</p>	<p>Friday, November 14<sup>th</sup>.</p> <p><b>Melton Valley Rotary Club</b> Melton Valley Golf Club, Melton Valley Drive, Melton 6:00 pm for 6:30 pm start.</p> <p>Tibetan Auction Night, with special guest, Tamdin Wangdu from Tibetan Village Project. Silent and special Auction</p> <p>Entry \$35.00 includes meal. Drinks at bar prices.</p> <p>Call Renee Jerram on 0419 933 068</p>	<p>Wednesday, November 19<sup>th</sup>.</p> <p><b>Rotary Club of Albert Park</b> Lifesaving Victoria, Cnr Todd Road &amp; The Boulevard, Port Melbourne.</p> <p>6:15 pm for 6:30 pm. Special Guest, Tamdin Wangdu from Tibetan Village Project.</p> <p>Entry \$25.00, includes meal, drinks at bar prices.</p> <p>Call Don Cullen, 0421 088 576</p>
--	--	---

Source: Tibetan Village Project Newsletter, August 2008





## Happy International Literacy Day, 8 September!

### Literacy is the best remedy!

International Literacy Day is an occasion to celebrate the literacy of over 4.8 billion people in the world but at the same time, it is an occasion for reflection on, and planning for work yet to be done in the world to achieve literacy for all. This is especially important for women and girls in economically developing nations - more than 780 million of the world's adults (nearly two-thirds of whom are women) do not know how to read or write, and between 94 and 115 million children lack access to education.

This year's International Literacy Day theme, "Literacy is the best remedy", emphasises the relationship between literacy and health. This theme resonates with RI President D.K. Lee's dream to reduce child mortality, with literacy being a tool that can assist with this.

For more information on the partnership between Rotary and the International Reading Association assisting in the fight to increase literacy see [www.reading.org/publications/reading\\_today/samples/RTY-0602-rotary.html](http://www.reading.org/publications/reading_today/samples/RTY-0602-rotary.html)

### Partnering with the State Library of Victoria

A great resource within District 9800 is the State Library of Victoria. The library is committed to supporting lifelong learning for all Victorians and offers regular structured learning programs, inspired talks, forums, workshops and other activities, for families and children AND most programs are free of charge.

The Library runs educational programs for primary and secondary school students (see <http://www.slv.vic.gov.au/programs/schools/>) and has a centre for youth literature, promoting reading for young people (see <http://www.slv.vic.gov.au/about/centreforyouthliterature/youthlit.html>)

For more information on the Library's general learning programs go to <http://www.slv.vic.gov.au/programs/learning/> or telephone 03 8664 7555.

In partnership with the State Library, District 9800 will again be celebrating Rotary Day on Sunday, 22 February on the lawns of the Victorian State Library. The day will be filled with fine food, wine, music & family fun - more details to follow.

In March, District 9800 will take the opportunity to launch and promote Rotary's World Literacy Month, highlighting literacy and education issues around the world. This will be an excellent opportunity for our clubs to raise awareness about literacy, launch new literacy initiatives and projects, and recognise literacy accomplishments from the past year.





---

## Stacee Storms The Stage For RC Altona

---



The Rotary Club of Altona's Storm the Stage entrant, Stacee Lourse Camilleri won the Victorian Storm the Stage challenge and is off to WA for the National this September!!

Stacee is over the moon and so excited to be representing us in WA.

Stacee has a great performance resume that includes lots of success in singing, dancing and acting and she has performed in some classic musicals such as 'My Fair Lady' and Grease and plays including 'Romeo and Juliet'. Her many awards include Victorian Music Theatre Guild Commendations for:

- Best Junior Actress – Lilli/Katherine – '*Kiss Me, Kate*' and
- Best Junior Actress – The Witch – '*Into the Woods*'

We wish Stacee well and look forward to hearing about her performance at the National competition in WA.

---

## Rochester's Farm And Road Safety Expo

---

The RC of Rochester staged their annual FARSE (Farm And Road Safety Expo) on the 19 August. It was the 10<sup>th</sup> year that they had run this event and it was again a great success.

With fantastic attendance the 30 exhibitions involved interaction with over 1200 children and 200 adults.

Everyone who attended was given lunch and as always the children loved the show bag that they received full of great information and goods on safety.

The RC of Rochester hope to keep FARSE going for another 10 years!



**If you don't think about the future, how can you have one?**  
**Wes Truscott**



## Adopt A Country!

The Homeless World Cup (HWC) is an annual, international street soccer tournament, uniting teams of people who are homeless. It is an opportunity for participants to take part in a once-in-a-lifetime opportunity to represent their country and change their lives forever.

The 2008 HWC is to be held in Melbourne in later November, early December at Birrarang Mar and Federation Square. Over 50 teams, from all over the world will participate.



### Get your club involved...

Do you have an affiliation with a particular nation? Do you have a partnership with a particular overseas club? Are you helping to build a school in Timor-Leste? Are you hosting an exchange student? Have you sent GSE representatives overseas or are any overseas GSE students currently staying with you? Would you like to continue your relationship or perhaps start a relationship with a particular nation, here is your chance... Adopt a country!

### Participating countries include:

Afghanistan	Czech Republic	Ivory Coast	Paraguay	Timor-Leste
Argentina	England	Kazakhstan	Philippines	Uganda
Australia	Finland	Kenya	Poland	Ukraine
Austria	France	Krgyzstan	Portugal	USA
Belgium	Germany	Lithuania	Romania	Zambia
Brazil	Ghana	Malawi	Russia	Zimbabwe
Cambodia	Greece	Mexico	Scotland	
Cameroon	Hong Kong	Namibia	Sierra Leone	
Canada	Hungary	Netherlands	Slovenia	
Chile	India	New Zealand	South Africa	
Colombia	Ireland	Nigeria	Sweden	
Croatia	Italy	Norway	Switzerland	

As North Balwyn are currently hosting an exchange student from Poland, they have chosen to 'adopt' Poland. North Balwyn also plan to contact the local Polish community and get them involved.

Adopting a team involves:

- Welcoming your team at the airport and accompanying them to the village;
- Accompanying and supporting your team at a Team Welcome function and at the Opening Ceremony;
- Support your team during the competition and during the closing ceremony;
- Accompanying your team to the airport for farewell; and
- Other Social Activities such as inviting them to attend your club meeting or taking them site seeing.

If your Club would like to adopt a team please contact James Pullar on 0417 574 941 or email him at [jjpullar@netspace.net.au](mailto:jjpullar@netspace.net.au)

## New Members

The Rotary Club Of Rochester have had a great start to the year and this week the club inducted a new member:

- Bryan Griffiths, Classification – Transport.

Welcome Bryan!







---

## Events

---

Help to make your next Rotary event a great success by following some of these marketing tips...

### BEFORE THE EVENT

#### Supply media releases to:

- Local & Major Newspapers
- TV & Radio Stations
- Web – relevant websites you can promote to (including your own Club's website of course!)
- Supply photos and a great story
- Invite media to pre-event promo or the event itself

#### Shout it out – more voices = greater volume!

- Inform everyone in your club, and encourage them to tell others about your message

#### Request & attract partners & sponsorship – raise awareness

- Direct approaches to business for sponsorship
- Proposals for sponsorship

#### Plan events in the community

- Get involved in community events
- Talks about what you plan to do – involve business groups, schools etc.

#### Prepare for the day

- Have marketing / membership material developed for use

### DURING THE EVENT

- **Promote Rotary** in person while doing your service – talk to people around you!
- **Wear Rotary on your sleeve** – literally – make Rotary visible through uniforms or promo materials
- **Have membership material on hand**
- **Take photos** – they can be used for future promotion – look for something eye catching!
- **Deliver your Public Image message at the same time** – what do you want others to go away thinking?

### AFTER THE EVENT

#### Immediately compile a report

- Provide it to media as a release – remember the photos – these sell the story
- Put it on your website
- Use it to promote future initiatives
- Tell others about it incidentally: e.g. At the end of your (personal) emails, sign off with a line: "Last month I helped Bali rebuild, I helped establish technical training in Timor-Leste and I helped assist Melbourne's homeless – if you want to join me next month, visit <http://rotary.to>"



---

## Notices & Events

---

### Slade Literary Award

The Rotary Club of Richmond's Slade Literary Award 2008 will be held on **Monday, 8 September** at The Amora Riverwalk Hotel, 649 Bridge Road Richmond, 6.30pm for 7.00pm, where the winners will be presented with their prizes and the winning entries read. For further details, please see new and events below.

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



## RC of Port Melbourne – Footy Colours Night

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

## RC of Echuca Moama Celebrating its 60<sup>th</sup> Anniversary

The Rotary Club of Echuca Moama is celebrating its 60<sup>th</sup> Anniversary on **Saturday, 11 October** at Radcliffe's Restaurant in Echuca. Any former members of the Rotary Club of Echuca Moama, or indeed any Rotarians interested in attending, are invited to contact Rick Reid on 0419 470 661 or Jeni Clift on 0418 107 407, or email the Rotary Club of Echuca Moama at [echucamoama@rotaryd9800.org.au](mailto:echucamoama@rotaryd9800.org.au).

## RC of Glen Eira's 21st Birthday Party



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

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



## RC of Melton Valley's Annual Auction Night

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

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

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

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

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

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

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

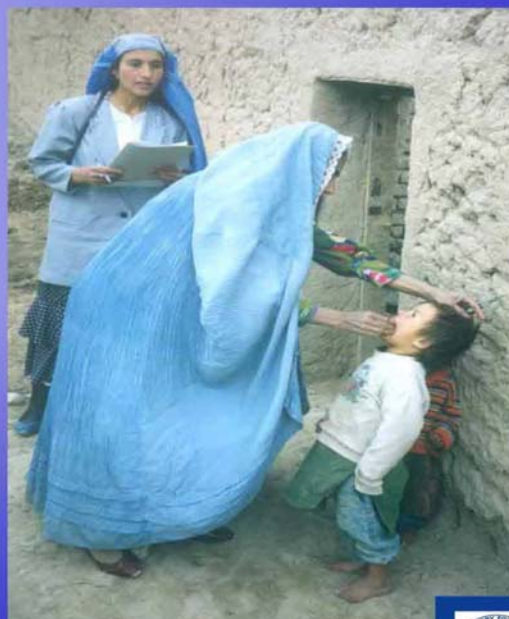
All attending clubs will be encouraged to nominate a member or members to receive their Royce Abbey Award, whom will be presented with the award by Rotary International Past President Royce Abbey.

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

## RC Flemington change of meeting

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

## ROTARY CHANGES LIVES



*The Rotary Foundation of Rotary International*







## September Is New Generations Month

### More Than An Acronym

I defy any organisation to outdo Rotary in producing acronyms, we are undoubtedly world leaders in this most necessary pursuit.

But are the Rotary whiz kids and 'think tankers' going too far? You know... when you think of it... we could even have one for our own District. How about "9800 Is The Way Inspiration Translates" or NITWIT? I jest, of course, but alluding to acronyms gives me a perfect 'lead in' for one this District's great statements of Rotary contribution. I speak, of course, of the confronting 'never forgotten' acronym 'DIK'.

DIK stands for Donations In Kind and our District is one of the few Rotary Districts which operates a DIK Store. Our DIK Store, located in West Footscray, is managed by affable, popular and audible PP Bill Dagg and is staffed by many Rotarians and Friends of Rotary.

The DIK Store is an integral piece of our Rotary Australia World Community Service (RAWCS, of course) platform. It facilitates the shipping of container loads of computers, educational materials, furniture, clothes, equipment, hospital supplies and building materials to developing counties in need. Papua New Guinea (PNG... sorry), the Solomon Islands, Vanuatu, Zambia and Timor Leste are among the countries where our container loads of goods and supplies have been shipped in the past year. Rotarians in these receiving areas report wonderful outcomes and enormous gratitude for the very significant and worthwhile contributions that are distributed by DIK.

The people who work at DIK are selfless and continuing contributors in one of this District's excellent programs, but the operation of a DIK store requires more than people power. It requires the donation of useful and needed goods and shouldn't be seen as a repository for all cast off equipment. Before delivering goods to the DIK Store... call them. It's important to ensure that there's a requirement for such goods.

As well as willing workers and goods, the operation of the DIK Store requires money. Money is mainly to pay for the rent of the DIK store and importantly, for the shipping of the 20' x 40' containers to their intended destinations.

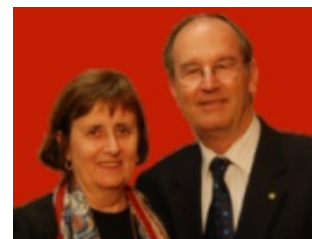
I recently appealed to clubs to assist in funding the rental of the new DIK premises until sponsors could be found. I am most heartened by the good initial response from clubs and it would appear that our tenancy at the store is assured... at least in the short term.

Our new DIK Store is opening on 4<sup>th</sup> October. I would like to invite all Rotarians and families to this opening to see first hand the operations of the store and to share in a BBQ (... that's barbeque) and fellowship to celebrate this occasion and to commit to the ongoing operation of this magnificent D9800 facility.

~Jim Studebaker, District Governor

#### Table of Contents

More Than An Acronym .....	1
WOW! – Check It Out, Rotary Friendship Exchange .....	2
Scholarships Awarded .....	3
A Novel Method of Converting Books into Community Assets .....	4
Marketing Tip – Facebook?.....	5
Notices & Events.....	6



DG Jim Studebaker & Carol





## WOW! Check It Out - Rotary Friendship Exchange -

### Live like the locals? Eat like the locals? Do you want to really experience another culture?

One of the hidden gems in District 9800 activity is the Rotary Friendship Exchange (RFE). It's simple, a group of D9800 Rotarians and their partners or family – visit a district overseas in say, Sweden, the UK or US. There, they live with overseas host families for a day or two rotating through a number of Rotary homes over a period of a week or so. In the same way, a party from an overseas district will come to District 9800 and be allocated among our homes – Our local hosts give the visitors a good time in terms of touring, outings, and socialising.

The visitors pay for out of pockets such as transport to or among districts, tour fees, admission prices, and meals out. Members often additionally pay for their host's costs and dinners out. Traditionally, visitors also provide each host with a small thank you gift.

It's a win-win for everyone. Instead of a soul-less trip involving hotels and no 'meeting the locals', you get a low-cost overseas trip, the warmth of new Rotary friendships, and the expertise of locals to display to you the best of their surroundings. It's like a magic carpet on both sides of the exchange.

RFE involves like minded people enjoying the company of like minded hosts and although 'reciprocal', this is not strict. Many host families here choose not to go overseas; clubs can send or receive but not necessarily on a one-for-one basis.

### Jeanette can help you...

Our District's Friendship Exchange has been run with huge enthusiasm and commitment by Jeanette Lynch of the RC of Keilor since 2001. Jeanette loves meeting people and she has been on five trips, and hosted innumerable couples. Jeanette says this is almost a substitute for not having a large extended family for her to mingle with. Jeanette has organised eight outgoing visits to places such as Nebraska, New Brunswick and Nova Scotia and nine incoming ones. This year alone Jeanette has organised three outgoing parties – to Bristol, Sweden and Iowa. For coming trips Jeanette has New York, Turkey, Canada and the UK in mind. But if you prefer, say, Ireland or Denmark, just let her know! Jeanette will circulate a notice by email to all district clubs asking for members who want to go overseas to put up their hand.



It is generally no problem lining up host families within District 9800, one reason is the enthusiasm of our country clubs to host overseas visitors. Generally visitors from overseas spend a few days with hosts from Melbourne clubs, then head for the countryside, and return to Melbourne for a couple of days at the end of their trip. But Jeanette would love for more Rotary families in Melbourne to volunteer. Remember you can host, even if you don't want to travel overseas.

Jeanette says hosts get quite a buzz out of their exotic visitors – one group from Turkey, loved being shown the sights, and their somewhat school-book English was no barrier to 'getting-to-know-you'.

Jeannette says that it is thanks to her partner Michael that she can manage the huge volume of communications, itineraries etc involved (especially) with incoming parties. Michael not only acts as gofer and frequent transporter, but will do the cooking and vacuuming at home to free her for all the exchange chores.

Interested? Contact Jeanette Lynch, at  
Jeanette.michael@bigpond.com or call on 9390 5400 or 0419 568 639.  
Source: Tony Thomas, RC Central Melbourne Sunrise.

To see the full story go to:  
<http://www.rotarydistrict9800.org.au/uploads/downloads/Downloads/Misc/RFE.pdf>



D9800 Friendship Exchange visitors to Bristol UK last May gather with hosts by the famed Brunel-designed Clifton Suspension Bridge over the Avon Gorge.





## Scholarships Awarded

### District Foundation Scholarship Committees Have Been Active

The District Scholarship Committees have been busy over the past few months interviewing candidates nominated by Clubs for 3 scholarships. This week we report on the Rotary World Peace Fellowship for which Balwyn, Camberwell, Chadstone/East Malvern and Melbourne Clubs nominated candidates.

Julia Watson who was nominated by Melbourne and is working for and with the Solicitor General for Victoria on human rights matters, was selected. Julia goes forward for the world competitive selection in October in Evanston when 60 Fellows will be chosen. Julia who originally hailed from Castlemaine has both Law and Arts degrees from The University of Melbourne, she has also worked in Timor Leste. She has a particular interest in newly created countries where legislation is effectively non-existent. She said; "Citizens have to see that laws and law enforcement help them, in contrast to a military power, police or dictatorship oppressing them in the interests of the powerful maintaining power."



Julia also lectures in Constitutional law at The University of Melbourne. Julia has just returned from Chile where she is photographed in front of Inca stone. She thought a photo of her covered in mud from wrestling with an anaconda was too messy for publication!

The runner up candidate from Balwyn was so strong that we arranged for a neighbouring District to nominate him.

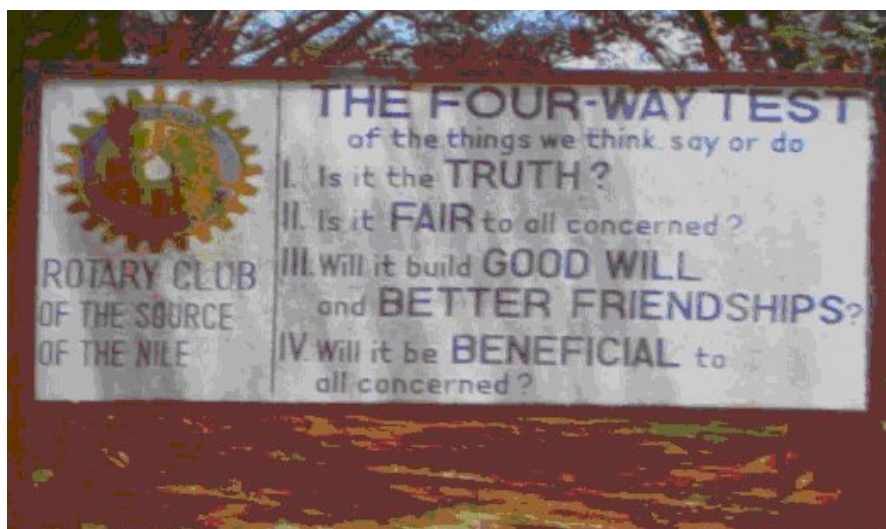
### Ambassadorial Scholarship Decided



The District Scholarships Committee was pleased to interview six candidates put forward by Clubs for the Rotary Ambassadorial Scholarship which provides US\$24,000 for one year postgraduate study overseas in 2009-10.

Angelo Capuano from Altona, nominated by Altona City was selected. Angelo, the eldest son of Italian migrants, was educated at under resourced schools but went on to get First Class honours in Law at Victoria University of Technology and was a top graduating student among 1,301 graduands from the Faculty of Business and Law. Angelo has suffered from a severe eye disability and knows what it is like to suffer disadvantage. Wanting to help others he is involved in providing legal aid especially for the Disability Discrimination Legal Service. Angelo is truly a well rounded person who has successfully overcome adversity and given extensive community service.

Angelo wants to study international human rights law at Oxford which reflects his strong social conscience. He has just taken up a position as Associate to Justice Gray of the Federal Court



The four way test – A roadside sign in Rotary District 9200, Uganda





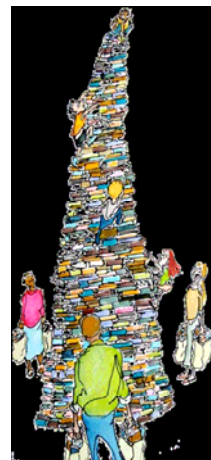
## A Novel Method of Converting Books Into Community Assets

When Rotary Albert Park considered recycling books as a funding mechanism, the club had no idea that the community's generosity and passion for reading would generate over \$30,000 for the community's needy. Now, the community is set to benefit once again.

Five years ago, the Rotary Club of Albert Park floated an idea to the Mayor of Port Phillip, wheelie-bins would be distributed to the St Kilda, Albert Park and Port Melbourne libraries and the local community would be encouraged to donate their pre-loved books. The books would be sold at an annual Book Fair, with the proceeds going to local projects. The libraries agreed and the first Book Fair raised \$5,000.

Each subsequent Book Fair was marked by a 50% increase in takings and in 2007, \$26,000 was raised. This windfall resulted in Rotary Albert Park's provision of:

- \$5,748 Payment for half Scholarship for Graduate Diploma in Adolescent Health & Welfare (prevention of youth suicide) 2 year course
- \$3,292 to support St Kilda Youth Kitchen Garden Program
- \$3,600 in total St Kilda youth for transition scholarships to the Albert Park, Port Melbourne and Middle Park Primary Schools;
- \$5,000 for a literacy program at Albert Park Primary School;
- \$6,185 over the past 12 months to Inner South Community Health Services assisting over 20 individuals with items ranging from beds, wheelchairs to industrial cleaning, cooking utensils, shoes and even underwear. All of these items have made a huge difference to those in need;
- \$2,400 for Prahran Mission Stables Art Studio & Gallery;
- \$3,000 towards kitchen equipment at the new premises of HEAT - Hospitality Employment and Training - a Port Melbourne training program in hospitality skills for unemployed and disengaged young people;
- \$3,341 to purchase chairs in the St Silas Anglican Church hall for regular usage by Autism Australia; and
- \$2,000 for Steps Outreach (consisting of 200 x \$20 Food voucher) for the homeless people who meet on the steps of Flinders Street Station



This year's Book Fair will be held at the Albert Park Primary School corner of Victoria and Bridport Streets on the 11<sup>th</sup> and 12<sup>th</sup> October.

Pre-loved books, CD'S & DVD'S can be left in the collection bins at Albert Park, Port Melbourne or St Kilda libraries. It's a novel way to help our community.

### D9800 Donations in Kind (D.I.K.)

Invite you to the informal opening and tour of our NEW D.I.K store,  
Sat 4 Oct 2008 at 10:30am for 11am.

ROTARY 9800 District Governor Jim Studebaker & Carol  
will be opening the store at 11am, followed by a BBQ at 11:30am (byo food/drinks.)

LOCATION:- Rear of woolshed 40 @ 400 Sommerville Rd ,West Footscray (Melway 41. E. 7)  
Between Paramount & Geelong Rds. Enter Gate No1. (There is ample parking)

ROTARY Club representatives are requested to wear name badges, bring your Club bannerette & any brochures promoting YOUR Club projects, local or International, for permanent display @ D.I.K.

D9800 D.I.K operates every Tues & Thurs, 48 weeks a year & is one of a few ROTARY permanent locations, with visitors averaging 50 per week. D9800 D.I.K has shipped, with your support, 237 containers of requested goods to 8 countries, with a conservative value of A\$13M, since Jan 2001. Club storage is available.

For further information please call Bill Dagg on 0425 741 045.

RSVP. Tel-(leave msg machine) 93185313. OR Mobile 0425741045 OR Email - [bdagg@tpg.com.au](mailto:bdagg@tpg.com.au)

### Can you help??

D.I.K. have a need for packing tape & roles of bubble wrap, if you can help please contact Bill (details above)



## Marketing Tip: Facebook?

### Post your projects

### Post your events

### Post your news

With 100 million users who can potentially access your club's profile, Facebook can be a useful tool for networking and marketing your Club.

If your club isn't on Facebook, here's how it works... you set up a profile page with details about your club meetings, projects etc and then invite other members of Facebook to join your club's group so they can be kept up to date with what your club is doing. You can share news and events, display photos, or team up on projects with other clubs all through your club's Facebook Group.

Many not-for-profit organisations already have Facebook accounts and are reaping the benefits for their organisation and their cause. One reason why Facebook is so popular is because it's very easy to use. Updating your club's profile – adding articles or photos, takes just minutes. Most importantly when you update your club's profile by adding something new to your page, all members of your group will receive automatic notification of the new addition, whether it be a photo, a newsletter or a new club project.

A quick search of Facebook reveals that District 9800's Rotary Clubs of Collingwood, Flemington and Glen Eira are already taking advantage of the networking that Facebook offers. As are District 9800's Vocational Service team, RYLA9800 Alumni and Rotary Youth Exchange. Even the upcoming Rotary District 9800 Conference in Launceston is listed as an event on Facebook.

### Create a Group for your Club

There are a growing number of service organisations joining Facebook to spread their word. Creating a group for your club will allow you to access potential members. Remember it is not just members of your club who can join your group on Facebook, it is also your other club contacts, whether they be family, friends, or students your club may have supported through the Youth Exchange or Group Study Exchange Programs.

With the fastest growing users of Facebook being those aged 25 years and older, it is an ideal opportunity to market Rotary and your clubs to potential younger members.

Be aware, when creating a group, that there are two kinds of groups on Facebook - open and closed. Be sure to create open groups so that people can find it and your members can invite others to join.

### Promote your Club's...

#### ▣ Meetings

Your Club's weekly meetings can be advertised on Facebook, with any changes to them sent immediately to members of your group.

#### ▣ Newsletters

Facebook allows you to promote your Club's newsletter. Put up links to your newsletter or articles you've written, you can also put links to any articles that have been written about you or members of your Club.

#### ▣ Projects

If your Club has a project that needs more exposure, why not promote it on your Club's Facebook page? Remember all of your group's members will receive notification of a new posting on your page.

#### ▣ Events

Your Club can promote its events on Facebook. Facebook allows you to promote full details of your upcoming events, including times and location and it has the ability to record RSVPs. For example the District 9800 Conference is being promoted at <http://www.facebook.com/s.php?q=9800+conference&init=q>.

Facebook is a great marketing tool, by encouraging members to join your Facebook group you are enabling your Club to reach a huge audience. Facebook is a great way to share your club's goals and achievements with the world and highlights to potential members the good that Rotary does both locally and internationally.

A great website to help you start a profile for your Club can be found at:

<http://www.wildapricot.com/blogs/newsblog/archive/2007/05/23/put-your-non-profit-on-facebook.aspx>





## Notices & Events

### Paul Harris Society – Newsletter now available



The second edition of the Paul Harris Society Quarterley Newsletter has now been published.

This edition welcomes new members and includes information on the Paul Harris Breakfast to be held in November. All Paul Harris Society Members are encouraged to attend.

The Newsletter is available at

### RC of Essendon dinner – The uncertainty facing the rural community

The Rotary Club of Essendon North announces their Dinner on **Wednesday, 24 September** at Fredricks, 980 Mt Alexander Rd, Essendon North 6.30 for 7.00.

Alexandra Gartmann, CEO Birchip Cropping Group will speak on the uncertainty facing the rural community. Recently featured on Four Corners "Winds of Change" and the August edition of Royalauto, Alexandra Gartmann promises to be a most informative and engaging speaker for those wanting to inform themselves of rural issues.

Please ring 9374 1255 or 9376 9276 by Monday, 22 September to confirm your attendance.



### Rotary Wine Appreciation Fellowship of Rotary

The next wine appreciation function will be held at Galli Estate Rockbank, 1507 Melton Highway Rockbank – Ph 9747 1444 (Melway map 353 A9) On **Sunday, 28 September** - Wine tasting 12 – 12.30. Lunch 1.00pm

Established in 1997 the Galli Estate Rockbank vineyard occupies 50 hectares just 40 minutes northwest of Melbourne CBD. Along with the vineyard, there is a state of the art winery, cellar door and restaurant. The region offers a generally cool climate with a relatively cool and dry growing season. Vintage takes place from late March through April to early May.

Galli Estate at Rockbank features rich red volcanic soil over clay loam, interspersed with rocky outcrops. The vineyard is on a north-south axis and the vine trellising uses vertical shoot positioning to increase exposure to sunlight.

The Rockbank area is best known for its Shiraz, and Galli Estate Sunbury Shiraz shows the hallmark regional characters of spicy mineral blackberry fruit, cracked black pepper, and bitter chocolate. Other grapes such as Chardonnay, Pinot Grigio, and Sauvignon Blanc grow beautifully here, along with elegant Cabernet Sauvignon. Further development is continuing with plantings of some exciting new Italian varietals.



2 course - Meal at a discount price + some exciting wines

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

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

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

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

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

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





## Donations in Kind – New Store Opening

The informal opening and tour of our new D.I.K store, will take place on **Saturday, 4 October** at 10:30am for 11am. by Rotary 9800 DG Jim & Carol Studebaker.

The opening and tour at 11am will be completed by 11:30am and those who can remain are invited to a BBQ (byo food/drinks).

Rotary Club representatives are requested to wear name badges, bring your Club bannerette & any brochures promoting your Club projects, local or International, for permanent display @ D.I.K.

Location:- Rear of woolshed 40 @ 400 Sommerville Rd ,West Footscray. Melway 41. E. 7  
Between Paramount & Geelong Rds. Enter Gate No1. Lost?? ring Bill Dagg on 0425 741 045. RSVP. Tel-(leave msg machine) 9318 5313. OR Mobile 0425 741 045 OR Email – [bdagg@tpg.com.au](mailto:bdagg@tpg.com.au)

## RC of Echuca Moama Celebrating its 60th Anniversary

The Rotary Club of Echuca Moama is celebrating its 60<sup>th</sup> Anniversary on **Saturday, 11 October** at Radcliffe's Restaurant in Echuca.

Any former members of the Rotary Club of Echuca Moama, or indeed any Rotarians interested in attending, are invited to contact Rick Reid on 0419 470 661 or Jeni Clift on 0418 107 407, or email the Rotary Club of Echuca Moama at [echucamoama@rotaryd9800.org.au](mailto:echucamoama@rotaryd9800.org.au).

## RC of Albert Park's Annual Book Fair

This year's Book Fair will be held at the Albert Park Primary School corner of Victoria and Bridport Streets on the **11 & 12 October**.

Pre-loved books, CD'S & DVD'S can be left in the collection bins at Albert Park, Port Melbourne or St Kilda libraries. It's a novel way to help our community.

For more information please contact Deb Renshaw-Jones on 0438 250 908

## Business Breakfast

The Rotary Club of Williamstown, in partnership with Victoria Police, are raising funds to send a group of troubled teens, both male and female on a positive life changing experience — walking the Kokoda Trail. These young people have been identified as having low self esteem, as being disenfranchised in the community, lacking goals and direction in life and who are at risk of not completing school.

The RC of Williamstown are holding a breakfast at 7:00am for 7:15am on **Friday, 17 October** at the Royal Victorian Motor Yacht Club, Nelson Place, Williamstown to help these troubled teens.

Proceeds from this breakfast will go to support KOKODA 2009. Guest speaker, Bill Shorten will share his recent experience of walking the Kokoda Track.



\$35 per head, for bookings or more information please contact Yvonne Moon at [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

## RC of Glen Eira's 21st Birthday Party



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

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



**Networker**  
We care. We share. We all gain.



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

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

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

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

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

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

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

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

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

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

### RC Flemington change of meeting

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

People like  
you and me...



rotary





...and who else?

[enquiries@rotarydistrict9800.org](mailto:enquiries@rotarydistrict9800.org)



## September Is New Generations Month

### Get Out There – It's Important

The formation of Rotary is a great story... an initial association of four community-spirited men in Chicago who saw service to others as a calling and the possibilities as endless. It is inspiring to reflect on our great organisation and how it has grown from the first meeting gathered by our founder Paul Harris and three of his business associates 105 years ago. The first Rotary Club... and now they number tens of thousands. When I was inducted into Rotary, a mere 17 years ago, my Club President told me that my Rotary lapel badge was my entree to every Rotary Club throughout the world. It wasn't until some time later that I was able to fully appreciate what this meant.

It is a magnificent component of Rotary's structure that all Rotarians are able... indeed, they are encouraged to attend meetings of clubs other than their own, striking out of your comfort zone is exciting – it could be on the other side of Melbourne, or in north-west Australia or a tiny rural club in Hungary. There are options everywhere. All these options present new people, new perspectives, new projects and a fellowship that is second to none.

Before accepting the role of District Governor, I was able to visit many Rotary clubs as part of my involvement with the District RYLA team in the 1990's. I soon learnt that each club has its own unique personality and that no two clubs are the same. Large clubs, small clubs and 'in between' clubs all incorporated their own style in addressing and serving the needs of their local and international communities.

Therefore, to me, it seems odd that the majority of Rotarians seem disinclined to visit other Rotary Clubs, even though the opportunities to do so are many and various. One of the reasons could be that they are worried that they may not be made to feel welcome ... brought on by a sense of 'not belonging'.

Unfortunately, these feelings are sometimes not unfounded. I have certainly had the occasion to visit clubs where I wasn't acknowledged. In some Rotary clubs it can be a repeating scene, the cadre of special friends seen regularly each week – absolutely precluding an invader who may disrupt their 'special fellowship time'. I have to say that it's very lonely having no one talk to you when you're waiting for the meeting to begin.

But there's always a balance. I have, on the other hand, been to many clubs where the experience was wonderful. I have been greeted at the registration desk, introduced to a club member and that club member has, in turn, introduced me to a group. This new circle of friends have stayed with me throughout the entire meeting before bidding me a fond farewell at the close of the meeting. What a difference!!

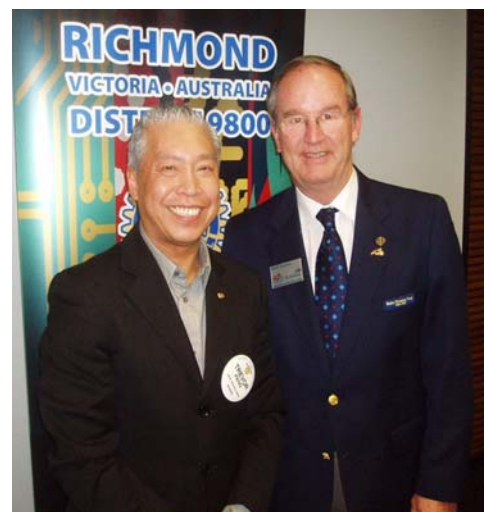
What sort of club do you belong to? Do you heartily welcome visiting Rotarians and strive to include them in your fellowship and meeting activities? Do you have special club 'greeters' on the desk to make sure visiting Rotarians are made to feel at home? As Rotarians, we can all learn from each other and *a good way to do that is to visit with other clubs*. Having an intrepid nature in Rotary can often mean that the whole Rotary experience is refreshed. New ideas are addressed and the opportunities for widening our acquaintances are multiplied.

Visiting Rotarians won't bite... in fact, it's far easier to grab the initiative and be welcoming than it is to play some anti-social, shoe shuffling, skyward gazing game of avoidance. Please welcome and treat visiting Rotarians as you would like to be treated when you visit another Rotary Club. Remember, your Rotary lapel badge....it's very special. It is the badge that entitles you to visit 33,118 Rotary Clubs worldwide. What a wonderful privilege. How often have you used yours?

~Jim Studebaker, District Governor

#### Table of Contents

Get Out There – It's Important .....	1
Boroondara Cares .....	2
The Visitor .....	2
Help Keep "Shine On" Shining .....	3
Maternity Packs For East Timor .....	3
Make Dreams Real: Success Secrets .....	3
Marketing Tip – The Rotary Brand .....	4
Pentium IV PCs – Submit Your Requests Now .....	5
Notices & Events .....	5



DG Jim Studebaker & the President of RC of Richmond, Trevor Panq during Jim's visit on 1





## Boroondara Cares

Boroondara Cares is a Rotary-led community partnership between the City of Boroondara and the Moira Shire in the Murray Valley. It exists to provide on-going support for the residents of Moira Shire as they seek to deal with the severe economic and social challenges caused by the ongoing drought. This innovative and exciting program brings together the resources of the two municipalities and the volunteer resources of twelve Rotary Clubs – eight in Boroondara and four in Moira Shire. Together we aim to demonstrate in practical and supportive ways that “Boroondara Cares”.

To date “Boroondara Cares” have completed many great projects including:

- Delivering 2,000 Christmas cakes and puddings to farms in the Moira Shire;
- Organising 2 tonnes of rice per month for Moira Food Share;
- Arranging a children’s bus trip and visit to the Melbourne Zoo;
- Arranging a father and son bus trip to see the Hawks play the Kangaroos.

The RC of Camberwell have been asked by the Boroondara Cares Committee to arrange a combined meeting of all Rotary Clubs within our City for the purpose of:

- 1) Reviewing progress in meeting targets;
- 2) Announcing new initiatives; and
- 3) Raising awareness of the project among Rotarians and the public.

This meeting will be a unique chance to hear from all the key stakeholders about one of the many worthwhile community service projects that D9800 has been involved in. Representatives from State Government, City of Boroondara and Shire of Moira will be present.

Camberwell & North Balwyn Clubs have already agreed to transfer their normal weekly meeting to this evening. And while it is short notice, we would appreciate you considering arranging your Club to transfer their meeting also or at least consider sending some representatives so its success is assured.

Venue: The main ballroom of the Camberwell Centre has been booked for this event, it is on the corner of Camberwell Rd & Inglesby Rd.

Date: Tuesday October 21

Time: 6.15 for 6.30PM ,

Cost: \$30

Format: Light finger-food and soft drink supplied with bar service available - followed by normal Rotary-style business meeting, seated – with necessary time for Club announcements.

RSVP: Please indicate approximate numbers attending from your club by 24 September. Partners and friends are welcome.

Enquiries and bookings to Don Fotheringham, email [doneff@people.net.au](mailto:doneff@people.net.au) or Ph: 9857 6639 Mob: 0401 561 624

In the words of PDG Don Jago, Chairman of the Boroondara Cares Committee, “*Boroondara Cares is Rotary at its Best* “. We believe this cause warrants our unconditional support.

### ***THE VISITOR*** ***By Annie Wysham***

**The new DG’s coming to visit!  
Best Rotary-behaviour please.**

**I felt like a kid at school  
When the inspectors had to be pleased.**

**Email reminders sent out,  
The President summoned the Board,  
Reports from all the Chairs,  
Nothing to be ignored.**

**The Club to muster in force,  
Plus prospective members and friends,  
The Secretary sent the Agenda  
Reminding them all to attend.**

**Rotary badges with spit ‘n polish,  
The AG’s visiting too!  
Nothing is overlooked  
For the ‘meet ‘n greet’ annual review.**

**‘What to wear’ is such a worry!  
Trousers? A jacket? A dress?  
Casual, corporate or cocktail,  
One should dress to impress!**

**Our diligent DG’s just arriving,  
With Mrs DG by his side,  
So caring, warm and friendly;  
A couple who’ll have you inspired!**

**They’ve listened to all our reports.  
Praised us ‘n said they were proud.  
‘This Club is one of the best!’  
(You can say that again OUT LOUD!)**

**‘Cos we knew this all along,  
We’re a Rotary family who share  
In fellowship and fundraising too,  
In community and in care.**

**But the DG’s visits reminded us  
Of the pride that we have in our Club.  
So, like kids with an elephant stamp,  
Richmond Rotary’s a Club feeling smug!**



## Help Keep “Shine On” Shining

### Rotary Southern Districts “Shine On” Awards 2009 - Honouring the abilities of those with a disability

The Rotary Shine on Awards honour the abilities and service of people with a disability for their outstanding achievements in the community. The Award is rotated annually among the five Rotary Southern Districts 9780, 9790, 9800, 9810 and 9820. In May 2009 the prestigious ceremony will be hosted by Rotary District 9800's RC of Richmond.

Nominations for the awards are in two categories: Youths (15-20 year olds) and Adults (21 years and over).

So start thinking now about a wonderful person your club would like to nominate for the Awards as nominations are now officially open.

For further information, additional forms or to have a Guest Speaker come and talk to your club about “Shine On” please contact our District's Shine On Awards Committee or Dr. Dawn Watson, the Awards Secretary on Ph. 9337 4710 or email [DawnWatson@yahoo.com](mailto:DawnWatson@yahoo.com).

Nominations can be sent to: The Secretary, Rotary Southern Districts Shine On Awards Committee, Rotary Southern Districts Shine On Awards, P.O. Box 1037, Niddrie, VIC 3042.



## Maternity Packs for East Timor

East Timor has one of the highest maternal and child mortality rates in the world.

The Maternity Packs project aims to contribute to a reduction in these extremely high rates by taking away one of the reasons a woman doesn't go to a health facility to give birth, which is shame at not having basic supplies for either themselves or their new baby. Health facilities give access to skilled birth attendants, who can intervene when complications occur. Many of the birthing complications are as a result of the mother suffering from conditions such as malnutrition, malaria and TB, which are prevalent in Timor-Leste. Currently, only 10% of pregnant women give birth under skilled care. With around 40% of the population living on less than 55c per day the purchase of birthing needs is impossible. This project is our endeavour to encourage women to give birth in a health facility, in safety and with dignity.



Kirsty Sword Gusmao

A Maternity Pack, to the value of US\$20, provides a woman who gives birth in either Dili or Baucau hospital with supplies including, cotton sarongs, a baby outfit, a towel, nappies, baby soap, plus literature and postnatal care. Further, this project helps the local community providing much needed employment for local women, in the manufacture of some of the Pack items.

The project is supported by Kirsty Sword Gusmao, the wife of East-Timor's Prime Minister Xanana Gusmao. For more information on how you can help go to [www.crmrotary.org.au/docs/Things\\_You\\_Can\\_Do.pdf](http://www.crmrotary.org.au/docs/Things_You_Can_Do.pdf)

## Make Dreams Real: Success Secrets

This week we would like to thank John Cunningham from the Rotary Club of Echuca-Moama. John is the Membership Chair of his club and is a Director of Echuca Toyota. John has provided us with the following success tips:

- Mentor staff and challenge them to be the best at what they do.
- A positive attitude is essential and with enthusiasm provides a competitive edge.
- Lead by example.
- Maintain a business culture of customer first and an understanding that "the customer is the only reason for any business to exist."
- Above all retain a sense of humour.





## Marketing Tip: The Rotary Brand

Did you know that all of these Rotary emblems along with many others are registered as trademarks and service marks in over 40 countries? Rotary has created a strong brand that is easily remembered.

We have a proud history and it is our brand that has helped us create and maintain our image as the world's oldest and best service organisation.

Preserving our brand is important and in order to do this we need to remember to promote our image and ensure our logo is used to our advantage. Please be aware of our responsibility to protect RI's intellectual property...



### Publications

Remember that whenever you use the name "Rotary," or use the Rotary Emblem or any other of the Rotary Marks, in for example, your newsletter or website, you should also identify your club to ensure that it is your club that receives credit for its initiative. For example.....

Also please remember that the word Rotary should not be abbreviated in anyway.



The Rotary Club of  
Southbank Inc

### Merchandise

If your Club is arranging merchandise for any of your fundraising events simply make sure you follow the RI guidelines in relation to the production of any merchandise. This involves including:

- the name of your club;
- the name of the fundraising project; and
- the date or duration of the fundraising event.

Keep in mind, that in order to ensure the consistency and quality of the Rotary brand, RI asks that clubs interested in purchasing merchandise bearing the Rotary Emblem or other Rotary Marks, only buy merchandise from individuals or firms that are licensed by RI. A list of these can found at <http://shop.rotary.org/catalog/>.

### Corporate Sponsorship

The RI Board has made a commitment to the careful development of sponsorship opportunities and cooperative relationships for RI and recognises the benefit these opportunities have for our clubs. The Board has adopted three sets of guidelines regarding sponsors and cooperating organisations. The guidelines are available at the link below and will help to ensure the proper use of the Rotary Marks for sponsorship purposes, helping to protect your club and the integrity of the Rotary Marks.

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

### More Information?

The Rotary Emblem or other Rotary Marks can be downloaded from [www.rotary.org](http://www.rotary.org) or contact [marketing@rotarydistrict9800.org](mailto:marketing@rotarydistrict9800.org).

If your club is arranging a project and would like to ensure it is using RI's image effectively and within the guidelines, then you can find further information at <http://www.rotary.org/en/Members/PoliciesAndProcedures/RotaryNameAndMarks/Pages/ridefault.aspx> or complete the 'New Project Naming Application' form found at this link.....  
And return it to RI for assistance.



**One of Rotary's most valuable assets is its name and associated intellectual property,  
let's all help to protect and grow our brand!!**





## Pentium IV PCs – Submit Your Request Now

We are pleased to announce the availability of a number of sets of PENTIUM IV desktop DELLs with colour monitor, mouse, keyboard, connection leads etc.

Applications are now being received for sets of Pentium 4 desktop computers with equipment. The desktops include a choice between two programs : -

**1. UBUNTU** - Linux-based operating system, Firefox for the internet and Open Office software installed, free of charge, and very popular with the slightly more experienced users .

**2. MICROSOFT WINDOWS XP** with **MICROSOFT OFFICE 2003** (at a nominal fee per computer).

This is enabled through granting of a MicroSoft Approved Refurbisher licence to our Rotary C4K&C program.

Please submit your detailed project request NOW. Allocation will be made in order of receipt of requests.

Please include: Your Club's contact details; Title of your project; Destination, (can be used for local or overseas projects); Quantity needed; operating system (specify either Ubuntu or Microsoft); and any other equipment required (where available). Approximate date requested for you to arrange pick up - Tuesdays or Thursdays, between 10 am and 4 pm - or by other special arrangement.

For further information, please contact Dawn Watson D9800 Vocational Services Computers4Kids & Community email [DawnWatson@yahoo.com](mailto:DawnWatson@yahoo.com) or ph 9337 4710 .



## Notices & Events

### RC of Essendon dinner – The uncertainty facing the rural community

The Rotary Club of Essendon North announces their Dinner on **Wednesday, 24 September** at Fredricks, 980 Mt Alexander Rd, Essendon North 6.30 for 7.00.

Alexandra Gartmann, CEO Birchip Cropping Group will speak on the uncertainty facing the rural community. Recently featured on Four Corners "Winds of Change" and the August edition of Royalauto, Alexandra Gartmann promises to be a most informative and engaging speaker for those wanting to inform themselves of rural issues.

Please ring 9374 1255 or 9376 9276 by Monday, 22 September to confirm your attendance.



### Rotary Wine Appreciation Fellowship of Rotary

The next wine appreciation function will be held at Galli Estate Rockbank, 1507 Melton Highway Rockbank – Ph 9747 1444 (Melway map 353 A9) On **Sunday, 28 September** - Wine tasting 12 – 12.30. Lunch 1.00pm

Established in 1997 the Galli Estate Rockbank vineyard occupies 50 hectares just 40 minutes northwest of Melbourne CBD. Along with the vineyard, there is a state of the art winery, cellar door and restaurant. The region offers a generally cool climate with a relatively cool and dry growing season. Vintage takes place from late March through April to early May.

Galli Estate at Rockbank features rich red volcanic soil over clay loam, interspersed with rocky outcrops. The vineyard is on a north-south axis and the vine trellising uses vertical shoot positioning to increase exposure to sunlight.

The Rockbank area is best known for its Shiraz, and Galli Estate Sunbury Shiraz shows the hallmark regional characters of spicy mineral blackberry fruit, cracked black pepper, and bitter chocolate. Other grapes such as Chardonnay, Pinot Grigio, and Sauvignon Blanc grow beautifully here, along with elegant Cabernet Sauvignon. Further development is continuing with plantings of some exciting new Italian varieties.

2 course - Meal at a discount price + some exciting wines

For more information please contact: Leon Lewi Home 9333 1441 - pager 9625 1622





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

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

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

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

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

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

## Donations in Kind – New Store Opening

The informal opening and tour of our new D.I.K store, will take place on **Saturday, 4 October** at 10:30am for 11am. by Rotary 9800 DG Jim & Carol Studebaker.

The opening and tour at 11am will be completed by 11:30am and those who can remain are invited to a BBQ (byo food/drinks).

Rotary Club representatives are requested to wear name badges, bring your Club bannerette & any brochures promoting your Club projects, local or International, for permanent display @ D.I.K.

Location:- Rear of woolshed 40 @ 400 Sommerville Rd ,West Footscray. Melway 41. E. 7  
Between Paramount & Geelong Rds. Enter Gate No1. Lost?? ring Bill Dagg on 0425 741 045. RSVP. Tel-(leave msg machine) 9318 5313. OR Mobile 0425 741 045 OR Email – [bdagg@tpg.com.au](mailto:bdagg@tpg.com.au)

## RC of Echuca Moama Celebrating its 60th Anniversary

The Rotary Club of Echuca Moama is celebrating its 60<sup>th</sup> Anniversary on **Saturday, 11 October** at Radcliffe's Restaurant in Echuca.

Any former members of the Rotary Club of Echuca Moama, or indeed any Rotarians interested in attending, are invited to contact Rick Reid on 0419 470 661 or Jeni Clift on 0418 107 407, or email the Rotary Club of Echuca Moama at [echucamoama@rotaryd9800.org.au](mailto:echucamoama@rotaryd9800.org.au).

## Join the Vietnamese Community Dinner to support ROMAC.



Lead by Thu Lam, and with the generous support of Mr and Mrs Chang of Happy Receptions, the Vietnamese Community is running a dinner to support ROMAC. ROMAC is a part of Rotary and brings in children from our region for life saving or dignity restoring operations. Meet Kim and hear her story.

When? 6.30 PM – 10.30 PM, Sunday, 12 October  
Where? HAPPY RECEPTIONS, 199-203 Union Road,  
Ascot Vale 3032 PH 9370 2795. Cost? \$45

Tickets. Margret Longden 5/ 333 Beach Road Black Rock  
3193 Ph 0418 365 477



Kim – Before and After

## RC of Albert Park's Annual Book Fair

This year's Book Fair will be held at the Albert Park Primary School corner of Victoria and Bridport Streets on the **11 & 12 October**.

Pre-loved books, CD'S & DVD'S can be left in the collection bins at Albert Park, Port Melbourne or St Kilda libraries. It's a novel way to help our community.

For more information please contact Deb Renshaw-Jones on 0438 250 908



# Networker

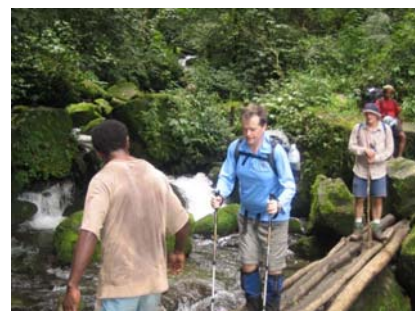
We care. We share. We all gain.



## Business Breakfast

The Rotary Club of Williamstown, in partnership with Victoria Police, are raising funds to send a group of troubled teens, both male and female on a positive life changing experience — walking the Kokoda Trail. These young people have been identified as having low self esteem, as being disenfranchised in the community, lacking goals and direction in life and who are at risk of not completing school.

The RC of Williamstown are holding a breakfast at 7:00am for 7:15am on **Friday, 17 October** at the Royal Victorian Motor Yacht Club, Nelson Place, Williamstown to help these troubled teens.



Proceeds from this breakfast will go to support KOKODA 2009. Guest speaker, Bill Shorten will share his recent experience of walking the Kokoda Track.

\$35 per head, for bookings or more information please contact Yvonne Moon at [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

## RC of Glen Eira's 21st Birthday Party



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

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

## RC of Melton Valley's Annual Auction Night

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

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

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

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

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

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

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

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

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







## September Is New Generations Month

### Foundation Humanitarian Grants

We often talk about our Rotary Foundation and the wonderful humanitarian projects which can be initiated by any Rotary Club. The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

A very effective way of increasing the effectiveness of your projects is to apply for a humanitarian grant from our Rotary Foundation. I have noticed that in our District, Matching Grant applications are made by just a handful of clubs.

Rotarians worldwide are harnessing the power of our Foundation to achieve amazing outcomes. For example, Rotarians used humanitarian grants to turn the Gobi desert green, planting 58,000 locally grown trees to build a forest windbreak. The Keep Mongolia Green effort, will help protect parts of Korea and Mongolia from the health and environmental hazards of the Gobi's annual sandstorms. Rotarians and Rotaractors from all 17 Korean districts have travelled to the Gobi desert to participate in the project.

Humanitarian grants enable Rotarians to support service projects that provide water wells, medical care, literacy classes, and other essentials to people in need. Rotarian participation is key to the projects' success. Through the Humanitarian Grants Program, Rotarians have received **US\$1.6 billion** in grant awards since 1947.

Grants are available in the following areas:

- **District Simplified Grants** enable districts to support service activities or humanitarian endeavours that benefit local or international communities. Requests may be submitted between 1 July and 31 March, and funds are available the following July.
- **Health, Hunger and Humanity (3-H) Grants** are awarded to fund large long-term international self-help and grassroots development projects that use an integrative approach to address humanitarian needs. Proposals are accepted from 1 July to 31 March.
- **Matching Grants** help Rotary clubs and districts carry out humanitarian projects with clubs and districts in other countries. The Rotary Foundation provides a one-to-one match for each US\$1 District Designated Fund/SHARE contribution and a \$0.50 match for each new \$1 cash contribution. Applications are accepted from 1 July to 31 March.
- **Volunteer Service Grants** support qualified Rotarians and their spouses travelling abroad to plan needed projects or provide essential services in a community. This flat grant program offers \$3,000 for an individual or \$6,000 for a team of up to five. Applications are accepted throughout the year. Grant funds may also be used for capital on revolving loans, also called microcredit or village banking, which allow low-income earners, usually women, to borrow money, animals, or equipment to facilitate small businesses.

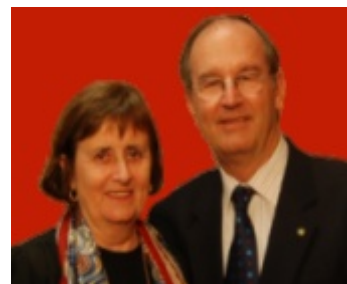
Also, don't forget that funds are available for **Disaster Recovery** and are collected on a temporary, restricted basis to support Rotary club and district disaster recovery efforts, focusing on long-term reconstruction.

Please email [foundation@rotarydistrict9800.org](mailto:foundation@rotarydistrict9800.org) if you would like further information on matching grants or work with our District Foundation Committee and its Matching Grant coordinator to increase the funding of your next ambitious humanitarian project and help to make your club's big dreams real!

~Jim Studebaker

#### Table of Contents

Foundation Humanitarian Grants ...	1
Help in Sri Lanka – The RC of Bendigo Sandhurst.....	2
Camp Getaway - Update.....	3
Candidate for Peace & Studies Program in Thailand.....	3
Speakers Bank Helps Out RYPEN	4
Make Dreams Real: Success Secrets	4
RLI, Training District 9800.....	5
Marketing Tip – Does your Club Have A Marketing Strategy? .....	6
Notices & Events.....	7
How's Your Club Shaping Up?.....	10



DG Jim Studebaker & Carol



## Help In Sri Lanka – The RC of Bendigo Sandhurst

A team from Bendigo will travel to Sri Lanka this week to launch a travelling dental service and inspect a long-term housing project that has been completed.

Both projects were initiated by the Rotary Club of Bendigo Sandhurst following the devastating tsunami which lashed Sri Lanka on December 26, 2004. Sri Lanka received strong support from the Bendigo community, Bendigo organisations and Rotary International.

### Housing

Sri Lanka recorded the second highest death toll of any country with 31,000 fatalities and a million people displaced.

After seeing the trauma caused by the Tsunami, Sri-Lankan born Dr Ajith Polonowita, a former president of the RC Bendigo Sandhurst, developed the projects.

As a result of the work of the RC Bendigo Sandhurst, in conjunction with the RC of Colombo Fort, Loddon Mallee Housing and the Community Enterprise Foundation (Bendigo Bank's charitable arm) in the past four years, 63 houses have been built.

Dr Polonowita is returning to Sri Lanka with another PP of the club, Martin Ruffell, Mr James Thompson (formerly of Rotary), Dr Asoka Polonowita (Psychiatrist of Melbourne) and Lena Tricarico (Dental Manager of Mooroopna) to inspect the housing project, and formally launch the dental project.

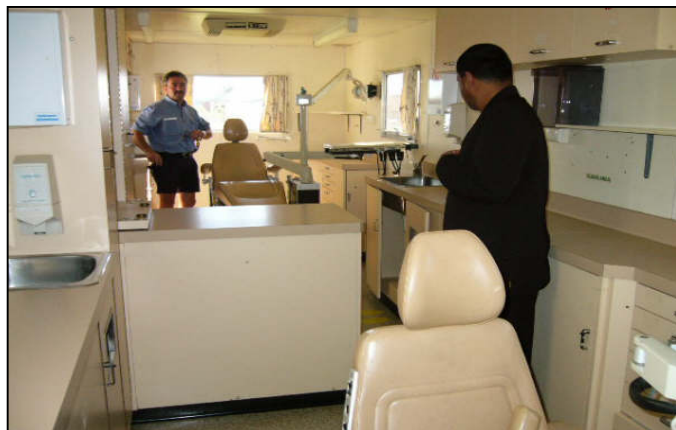


### Dental project

Dr Polonowita said the dental project was based on a decommissioned two-surgery van, formerly used to travel to Victorian schools. The State Government donated it to the project, and it was refurbished and then transported to Sri Lanka.

"We plan to have the project continue long-term with a full time dental nurse, and the help of volunteer dentists, from Australia, New Zealand as well as Sri Lanka, and possibly some dental scholarships. This has the potential to provide valuable dental care to a large number of people who are unable to travel to dental surgeries."

The team will also carry a message of thanks and goodwill from the Rotary Club of Bendigo Sandhurst. Club president Linda Barrow said the projects had been among the largest and most rewarding the club had been involved in. "It gave our members a much greater understanding of the problems faced in Sri Lanka after the tsunami. We were humbled by the generosity of the Bendigo community in helping people who faced these horrific circumstances," she said. "We are proud of our club and community's achievements - in particular, the club members who worked so hard on this committee and have given up countless hours of their own time and energy to help the people who were left with nothing after this overwhelming disaster."







## Camp Getaway - Update

Another tremendous effort on the weekend from RC Essendon North saw more finishing touches put to the refurbishment of the caretaker's cottage, and replacement of the dividing fence adjacent to the cottage at Camp Getaway.

Alan Pettitt lead a sterling crew who worked hard, but also found time to enjoy some legendary fellowship, something the camp is renowned for!



## Candidate for Peace & Studies Program in Thailand

We are delighted that Snr Detective Simon Artz, Security Intelligence Group, Victoria Police has been selected for the January 2009 Rotary Peace & Conflict Studies Program at Chulalongkorn University. Selection was world competitive with only 26 being selected.

Simon was nominated by Canterbury RC – its 3<sup>rd</sup> successful Peace Fellow nomination. Congratulations Canterbury.

Simon has a particular responsibility for the Africa Desk and works with those communities in the Springvale – Dandenong area where he is called upon to assist with tribal and ethnic based conflicts, political and religious differences.

Simon has had to develop “non traditional policing” methods to gain their trust and be effective in resolving conflict in these communities, many of whom have come from war-torn countries where they have lived under tough conditions often in refugee camps.

**Congratulations Simon!**







## Speakers Bank Helps Out RYPEN

Thanks to Speakers Bank the RYPEN dinner on Saturday 18 October will be towards being a great success. Finding a motivational speaker who is both available on the Saturday evening and can capture the students' attention is sometimes a challenge for the organisers. This year our Districts Speakers Bank were pleased to help out, recommending Andrew Derbyshire.

Andrew Derbyshire FAICD is a successful Melbourne-born businessman, with an incredibly inspiring story to share. He founded his software business, PacSoft, in the mid-80's and now has staff and offices in Australia, New Zealand and the US, with multi-million dollar turnover.



Andrew's success however did not come easily; and through his speaking, he shares with people all over Australia why "You Don't Have to Be Extraordinary to Have an Extraordinary Life".

Andrew overcame a difficult time at school, battling learning difficulties and bullies alike, to become a qualified pilot and self-made success. Perhaps most appealing to audiences is the fact that Andrew now spends about one hour a week on his business and dedicates the rest of his time and all of his earnings from speaking, to charitable concerns. Some of those include; Melbourne Cares, The Song Room, Caitlin's Fund at the Florey and Caitlin House, the latter having special meaning to Andrew, being named after his first daughter Caitlin, who the family lost, in 2006, after a long struggle with illness.

This challenge has galvanised Andrew to speak to as many people as he can on the importance of finding purpose and meaning in an often-challenging world. His public speaking is a way of honouring the loss that his family have experienced, whilst providing others with an inspirational and uplifting insight into the value of living life to the full.



Andrew will touch on themes such as positivity, purpose, determination and the path to success and will move and motivate our RYPEN participants.

Clubs who have invited Andrew to speak have given fantastic feedback, commenting that he has 'a very poignant story (that is) told with love'.

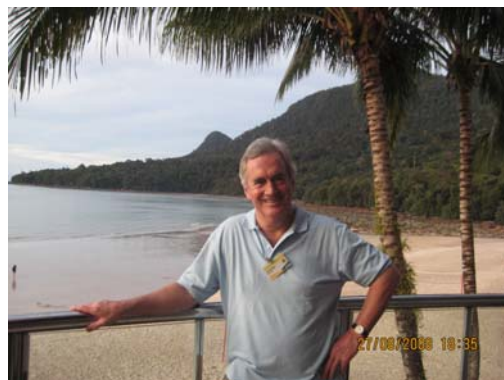
If you need great club speakers or have had a great speaker that you would like to 'deposit' into speakers bank, then please contact our Speakers Bank Co-ordinator Jill Weeks at [jill.weeks@where2now.net](mailto:jill.weeks@where2now.net) or go to this link on our District website [http://www.rotarydistrict9800.org.au/Members/SpeakersBank?searchTerms\[\]=speaker](http://www.rotarydistrict9800.org.au/Members/SpeakersBank?searchTerms[]=speaker)

## Make Dreams Real: Success Secrets

Keith Ryall is a Past President of the Rotary Club of Carlton, is currently Assistant Governor, Eastside Cluster and has been a member of Rotary for around 10 years. Keith is an experienced Human Resources professional with just over 20 years as an internal HR practitioner in the corporate world and he has spent the last 15 years as an external HR Adviser focussing on Executive Recruitment and Leadership Development.

Keith's five tips for success are:

- Do what you love; love what you do and deliver more than you promise;
- Have a vision of where you want to go in life, what you want to do, the goal, and the path to get there;
- Maintain focus; ensure your energy is directed to that goal (professional and personal); the main thing is to keep the main thing the main thing;
- Be resilient and prepared to change; resiliency rests on balance so maintain balance and perspective in your life; change is a combination of "Danger" and "Opportunity"; and
- Follow the Rotary Four-Way Test.





## RLI, Training District 9800



On 18 August 2008 I had the chance to attend Session 1 of the new Rotary Leadership Institute Training. Together with 13 other Rotary Members from 12 different Clubs in District 9800 I learnt about the structure of RI, its understanding of leadership, membership retention and some basics about the Rotary Foundation. Participants were a good mix of males and females with Rotary membership ranging from 6 month up to 11 years. This meant that there was a great variety of ideas, experience and fun in discussions and group sessions.

We worked on Virtual Service Projects such as maintaining a school building, helping elderly citizens of a local nursing home to reconnect with local society and engaging with young families in a new suburb to put some leisure spots in place.

It was indicated by some students that red wine seems to have a key role in their Rotary Clubs – for example: Fundraising for a School was achieved by organising a wine bottling and selling event with the major sponsors being Penfolds. Considering the risk that most of the potential "funds" could have been consumed by Committee members during the process we had some discussion about appropriate measures. We may not have taken the contents of this project too seriously but we definitely learned a lot about good and bad leaders, the new Rotary Club Leadership Plan and recommended structures for committees and projects.

Excellent presentations and training material combined with inspiring and passionate discussions provided us with many good ideas to take back to our Clubs.

The location, the Montague Continuing Education Centre in South Melbourne was great and offered all facilities needed to make this event pleasant... a sun flooded training room with big walls to cover with working paper, a gigantic kitchen for all the delicious snacks provided between sessions and a TV room to watch the Olympics during lunch break... well it turned out that we couldn't get the right channel configured to watch Hackett's race but radio and mobile phones solved that problem!

I would like to thank everybody who organised and facilitated this training session: Trainers PDG Anne White, AG Ross Butterworth and AG Keith Ryall, PP David Pisterman for excellent catering and PDG's John Wigley and Des Hoskings for their assistance also.

I very much appreciate that my club, Southbank nominated me. I had a great time!

*By Bettina Harlos, RC Southbank*



**"Every project we do in water, health and hunger, and literacy helps create a better world. Every project helps change the world, a little bit at a time."**  
RI President, D K Lee



## Marketing Strategy: Does Your Club Have One?

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

The Selling Concept is a marketing tool used within the commercial world, by organisations that recognise that they need to undertake a large-scale selling and promotion effort in order to sell their product. This tool should also be practised by not-for-profit organisations and as such, Rotary clubs need to undertake large-scale selling to promote what we do.

Like any organisation your club should consider its game plan for long-run survival, a strategic marketing plan. Basic marketing strategies can provide the key to your club's sustained growth and effectiveness.

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



### Building a marketing function

A marketing plan can operate at two levels:

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

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

Objectives play a dual role, they:

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

Once your objectives have been settled, determine:

- What will be done to meet them;
- When it will be done;
- Who will do it; and
- Your budget, if required (getting the word out in the absence of a huge budget, can be achieved with persistence and application)

2. **Tactical marketing plan** - outlines specific marketing tactics, including advertising and promotion.

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

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

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

**"If you don't know where you're going,  
any road will get you there"**  
**Anonymous**

Analyse  
↓  
Plan  
↓  
Implement  
↓  
Control





## Notices & Events

### RC of Flemington's cancels meeting next week

The Rotary Club of Flemington has cancelled its weekly breakfast meeting on Wednesday 1<sup>st</sup> October in lieu of the Annual AFL Football Tipping Awards Function which will be held on Tuesday 2<sup>nd</sup> October at the Royal Park Golf Club, Parkville at 6.30pm.

### Rotary Wine Appreciation Fellowship of Rotary

The next wine appreciation function will be held at Galli Estate Rockbank, 1507 Melton Highway Rockbank – Ph 9747 1444 (Melway map 353 A9) On **Sunday, 28 September** - Wine tasting 12 – 12.30. Lunch 1.00pm

Established in 1997 the Galli Estate Rockbank vineyard occupies 50 hectares just 40 minutes northwest of Melbourne CBD. Along with the vineyard, there is a state of the art winery, cellar door and restaurant. The region offers a generally cool climate with a relatively cool and dry growing season. Vintage takes place from late March through April to early May.



Galli Estate at Rockbank features rich red volcanic soil over clay loam, interspersed with rocky outcrops. The vineyard is on a north-south axis and the vine trellising uses vertical shoot positioning to increase exposure to sunlight.

The Rockbank area is best known for its Shiraz, and Galli Estate Sunbury Shiraz shows the hallmark regional characters of spicy minerally blackberry fruit, cracked black pepper, and bitter chocolate. Other grapes such as Chardonnay, Pinot Grigio, and Sauvignon Blanc grow beautifully here, along with elegant Cabernet Sauvignon. Further development is continuing with plantings of some exciting new Italian varietals.

2 course - Meal at a discount price + some exciting wines

For more information please contact: Leon Lewi Home 9333 1441 - pager 9625 1622

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

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

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

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

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

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

### Rotary Golf Day

On **Wednesday, 1 October** there will be a Rotary Golf Day held at the Castlemaine Golf Club. It will feature a Mens and Ladies 4 BBBB. The cost of entering will be \$5.00 per head. There will be novelty events and a Pre hit off Sausage Sizzle. An assembly will be held at 11.30am.

A Rotary meeting at the Golf Club will follow at 6.15pm. RSVP by 29 September.

### Donations in Kind – New Store Opening

The informal opening and tour of our new D.I.K store, will take place on **Saturday, 4 October** at 10:30am for 11am. by Rotary 9800 DG Jim & Carol Studebaker.

The opening and tour at 11am will be completed by 11:30am and those who can remain are invited to a BBQ (byo food/drinks).



# Networker

We care. We share. We all gain.



Rotary Club representatives are requested to wear name badges, bring your Club bannerette & any brochures promoting your Club projects, local or International, for permanent display @ D.I.K.

Location:- Rear of woolshed 40 @ 400 Sommerville Rd ,West Footscray. Melway 41. E. 7  
Between Paramount & Geelong Rds. Enter Gate No1. Lost?? ring Bill Dagg on 0425 741 045. RSVP. Tel-(leave msg machine) 9318 5313. OR Mobile 0425 741 045 OR Email – [bdagg@tpg.com.au](mailto:bdagg@tpg.com.au)

## Dr Jamie Robertson's Night for Vietnam

Member of RC Footscray Dr Jamie Robertson has lead a dental/medical team to do voluntary work in Vietnam every year since 1991.

His team members pay their own fares, but considerable money is needed to provide for equipment, interpreters, transport for children, etc.

A major fundraiser for this cause is a dinner which, this year is being held on Friday, 10 October at 7.00pm

Venue: 501 Receptions, 501 Barkly Street, West Footscray, 3012

Ticket: \$50 per person.

Contact: Dr Jamie Robertson, 9391 5174 (P) or 9391 2695 (Fax) or Suong Robertson 9687 2339 (H) or 0418 687 233 (Mob)



## RC of Echuca Moama Celebrating its 60th Anniversary

The Rotary Club of Echuca Moama is celebrating its 60<sup>th</sup> Anniversary on **Saturday, 11 October** at Radcliffe's Restaurant in Echuca.

Any former members of the Rotary Club of Echuca Moama, or indeed any Rotarians interested in attending, are invited to contact Rick Reid on 0419 470 661 or Jeni Clift on 0418 107 407, or email the Rotary Club of Echuca Moama at [echucamoama@rotaryd9800.org.au](mailto:echucamoama@rotaryd9800.org.au).

## Join the Vietnamese Community Dinner to support ROMAC.

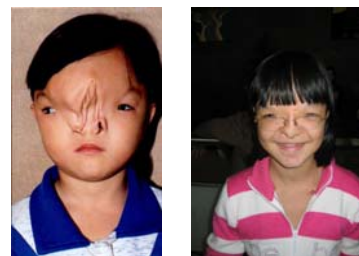


Lead by Thu Lam, and with the generous support of Mr and Mrs Chang of Happy Receptions, the Vietnamese Community is running a dinner to support ROMAC. ROMAC is a part of Rotary and brings in children from our region for life saving or dignity restoring operations. Meet Kim and hear her story.

When? 6.30 PM – 10.30 PM, **Sunday, 12 October**

Where? HAPPY RECEPTIONS, 199-203 Union Road, Ascot Vale 3032 PH 9370 2795. Cost? \$45

Tickets. Margret Longden 5/ 333 Beach Road Black Rock 3193 Ph 0418 365 477



Kim – Before and After

## RC of Albert Park's Annual Book Fair

This year's Book Fair will be held at the Albert Park Primary School corner of Victoria and Bridport Streets on the **11 & 12 October**.

Pre-loved books, CD'S & DVD'S can be left in the collection bins at Albert Park, Port Melbourne or St Kilda libraries. It's a novel way to help our community.

For more information please contact Deb Renshaw-Jones on 0438 250 908

## Business Breakfast

The Rotary Club of Williamstown, in partnership with Victoria Police, are raising funds to send a group of troubled teens, both male and female on a positive life changing experience — walking the Kokoda Trail. These young people have been identified as having low self esteem, as being disenfranchised in the community, lacking goals and direction in life and who are at risk of not completing school.

The RC of Williamstown are holding a breakfast at 7:00am for 7:15am on **Friday, 17 October** at the Royal Victorian Motor Yacht Club, Nelson Place, Williamstown to help these troubled teens.



# Networker

We care. We share. We all gain.



Proceeds from this breakfast will go to support KOKODA 2009. Guest speaker, Bill Shorten will share his recent experience of walking the Kokoda Track.

\$35 per head, for bookings or more information please contact Yvonne Moon at [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

## A Night at Parkville

The RC of Carlton invites you to a night at one of Parkville's finest residences at 30 Bayles Street, it was The Lord Mayor's home built in 1888. During World War II it was a brothel serving the needs of servicemen camped in Royal Park. Later it became a boarding house and was purchased by the Church in 1957. Now extended and restored to its Victorian magnificence, it is a great place for a party. Drinks, music, books and food make for a gala night on **Friday 24 October**, 8pm onwards Price: \$50.00 per head – all included. If you would like to attend, please contact PP Michael Elligate, 9347 2493. Email [stcarthages@bigpond.com](mailto:stcarthages@bigpond.com) or John Elligate 9953 3286(W) 9827 0397(H) Email: [jelligate@patrick.acu.edu.au](mailto:jelligate@patrick.acu.edu.au)

## RC of Glen Eira's 21st Birthday Party



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

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

## RC of Melton Valley's Annual Auction Night

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

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

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

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

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

## Garden DesignFest



The RC of Kew's major biennial fundraising event, Garden DesignFest 2008 will open 23 private gardens, all designed by professional landscape designers, on **Saturday 15 & Sunday 16 November**. All of the gardens but one are in the Melbourne. The one garden not in Melbourne is near Daylesford. The RC of Kew is joining forces with the RC of Daylesford who will be managing this garden, the private property of renowned designer Paul Bangay, over the weekend. More detail as we get nearer the event but in the meantime those interested can visit our dedicated website at [www.gardendesignfest.com](http://www.gardendesignfest.com).

## The RC of Castlemaine Inc presents the 20<sup>th</sup> Anniversary Truck & Music Show

On **Saturday 22 & Sunday 23 November** the Rotary Club of Castlemaine will host the 20<sup>th</sup> Anniversary Truck & Music Show. It will be held at the Campbells Creek Sports Ground and will feature food, drinks and heaps of entertainment.

On Saturday 22<sup>nd</sup> November the show will commence at 12.00 noon. It will feature the "Sweetrock" Show Band, the Rig of the Day \$500, Trade Exhibits, the Beat Ute Competition and lots of delicious food and drinks. The day will end with a sensational "Ruckus" Country Music Spectacular, commencing at 6.00pm.

On Sunday 23<sup>rd</sup> November the show will take place between 9.00am and 3.00pm. The program will include a Truck Street Parade, Rock and Country Music by "Sweetrock" & "Ruckus", Trade Exhibits, the Rig of the Show \$1,000, "Truckin' Life", Transport and General Goods Action and loads more!





Be sure not to miss this Great Weekend of Family Entertainment! For enquiries please contact Keith Thompson on Mob: 0407 490 602, Ph: 5472 2400 or Fax: 5470 6766.

## RC of Essendon's inaugural Royce Abbey Rotary Celebration

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

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

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

## How's Your Club Shaping Up?

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

Club	Cluster	No. of meetings	% Attendance	Membership			
				As at 30 June 08	Start Aug 08	End Aug 08	% Change YTD
Melton Valley	Westside	4	85%	16	20	20	25.0%
Melbourne South	Batman	5	58%	32	33	34	6.3%
Toorak	Stonnington	4	72%	34	35	36	5.9%
Woodend	Calder	4	52%	18	19	19	5.6%
Tullamarine	Gateway	4	69%	21	22	22	4.8%
Wyndham	Port Phillip	4	86%	25	25	26	4.0%
Footscray	Hobsons Bay	4	54%	51	53	53	3.9%
Brimbank Central	Westside	4	78%	28	28	29	3.6%
Bendigo Strathdale	Goldfields	4	72%	31	32	32	3.2%
Brunswick	Heritage	4	48%	31	31	32	3.2%
Altona City	Port Phillip	4	79%	33	34	34	3.0%
Essendon North	Gateway	4	75%	34	35	35	2.9%
Eaglehawk	Goldfields	4	78%	38	39	39	2.6%
Kyneton	Calder	4	80%	38	38	39	2.6%
Werribee	Port Phillip	4	87%	41	41	42	2.4%
Chadstone / East Malvern	Stonnington	4	60%	43	44	44	2.3%
Glenferrie	Yarra	4	76%	45	46	46	2.2%
Malvern	Stonnington	5	76%	47	47	48	2.1%
Bendigo	Goldfields	4	59%	96	96	98	2.1%
Brighton	Beachside	4	61%	145	145	147	1.4%
Albert Park	Batman	4	69%	53	53	53	0.0%
Altona	Port Phillip	4	61%	26	26	26	0.0%
Bacchus Marsh	Westside	3	76%	39	39	39	0.0%
Bendigo South	Goldfields	4	63%	44	44	44	0.0%
Boroondara	Eastside	4	47%	19	19	19	0.0%



# Networker

We care. We share. We all gain.



Brighton Beach	Beachside	3	44%	18	18	18	0.0%
Brighton North	Beachside	4	67%	47	47	47	0.0%
Carlton	Heritage	4	87%	39	39	39	0.0%
Castlemaine*	Calder	5	64%	41	41	41	0.0%
Caulfield	Beachside	4	59%	11	11	11	0.0%
Central Melb. Sunrise	Batman	4	72%	55	55	55	0.0%
Collingwood	Heritage	4	71%	19	19	19	0.0%
Daylesford	Calder	4	49%	30	30	30	0.0%
Echuca-Moama	Goldfields	4	64%	26	26	26	0.0%
Flemington	Hobsons Bay	4	71%	22	22	22	0.0%
Gisborne	Calder	4	56%	26	26	26	0.0%
Hoppers Crossing	Port Phillip	4	71%	28	28	28	0.0%
Keilor East	Gateway	4	79%	41	41	41	0.0%
Maribyrning Highpoint	Hobsons Bay	4	49%	16	16	16	0.0%
Melton	Westside	4	83%	44	44	44	0.0%
North Balwyn	Eastside	4	82%	89	89	89	0.0%
North Melbourne	Gateway	5	60%	25	25	25	0.0%
Point Gellibrand	Hobsons Bay	4	80%	35	35	35	0.0%
Prahran	Stonnington	4	64%	27	27	27	0.0%
Sunshine	Westside	3	65%	23	23	23	0.0%
Williamstown	Hobsons Bay	4	68%	29	29	29	0.0%
Yarraville	Hobsons Bay	3	75%	19	19	19	0.0%
Balwyn	Eastside	4	61%	90	90	89	-1.1%
Hawthorn	Yarra	4	60%	73	73	72	-1.4%
Bendigo Sandhurst	Goldfields	4	76%	53	52	52	-1.9%
Kew	Yarra	4	54%	53	52	52	-1.9%
Canterbury*	Eastside	4	86%	42	42	41	-2.4%
Essendon	Gateway	4	57%	81	79	79	-2.5%
Melbourne	Batman	4	51%	276	268	269	-2.5%
Keilor	Gateway	4	78%	36	35	35	-2.8%
West Footscray	Hobsons Bay	4	48%	32	31	31	-3.1%
Kangaroo Flat	Goldfields	3	67%	31	30	30	-3.2%
Fitzroy	Heritage	4	79%	29	29	28	-3.4%
Southbank	Batman	4	61%	26	25	25	-3.8%
Kew-on-Yarra	Yarra	4	74%	25	24	24	-4.0%
Glen Eira	Beachside	4	80%	23	23	22	-4.3%
Camberwell	Eastside	4	63%	66	63	63	-4.5%
Moonee Valley	Gateway	4	58%	22	22	21	-4.5%
Laverton Point Cook	Port Phillip	4	79%	22	20	20	-9.1%
Rochester	Goldfields	4	72%	11	9	10	-9.1%
St Kilda	Stonnington	4	73%	11	10	10	-9.1%
Richmond	Heritage	4	71%	43	38	38	-11.6%
Elsternwick	Beachside	4	73%	16	14	14	-12.5%
Port Melbourne	Batman	4	39%	40	36	34	-15.0%

\* August figures not provided, July figures have been used



## September Is New Generations Month

### Looking To The Future

Clubs are changing in so many positive ways, after my first 3 months as DG, this is very evident. There has been a change in club strategy ... Clubs of District 9800 have acknowledged that the Club of the future needs to have a good balance of members. Clubs need to work closely with the public, corporate partners, government authorities and community organisations within the not-for-profit sector.

Soon clubs will be assisted on this journey by the Club Vision Facilitation Program. I strongly recommend the Vision Facilitation Program to you. Our District is fortunate to host the first of the 'train the trainer' sessions in Southern Australia.

Vision Facilitation helps a Rotary club design its own VISION, and then sets out the steps necessary to achieve that vision. The result is not a vision decided by the Rotary District or by Rotary International, it is a vision designed and endorsed by the Club's own members that will help to ensure continuity and consistency in its leadership & programming, to set the stage for future progress.

Vision Facilitation was developed in the USA, refined over the past 6 years, and currently in use across 45 Rotary Districts in the USA and Canada. We are extremely lucky that the Founder of the program, PDG Steve Wilcox will be conducting the training along with PP Joe Kovarik, both from D5960 in the USA. Joe and Steve will train the participants from ours and surrounding Districts on 24 November and Philip Archer and his team will deliver this program to District 9800 in the following weeks, months and years.

Also on the horizon is our District's RYLA camp, held from 7 to 12 December at the Haven in Wonga Park. RYLA gives young people a chance to come together in a supportive environment to gain a better understanding of their own strengths and the unique qualities and abilities of others. It is a great opportunity for Rotary to demonstrate its commitment to young people. If your club doesn't already support RYLA by sponsoring a young person to attend the camp, please give it some thought. Most attendees come back as adults to support Rotary, either as members or friends of Rotary.

District 9800 is doing more to ensure that we stay in touch with our RYLArrians and develop an ongoing relationship post RYLA. Rachael Holt, was a RYLA attendee in 2006 and was recently a guest speaker at the Rotary Club of Toorak. Rachael spoke of her experiences at RYLA, and her subsequent trip to South Africa, and then to the land-locked Kingdom of Swaziland, where she has been a primary school teacher for the past two years. Rachel uses and modifies games she learned at RYLA, especially in teaching dance and drama. Rachael described the unfortunate state of the people of Swaziland with life expectancy being little over 30 years. Despite these disadvantages, Rachael described the joy of the children she met, and how she has learned humility, to love, and to respect cultural differences. Rachael's passionate and moving address was evidence of the enthusiasm of our younger Australians, and of the value of Rotary Youth Programs.



DG Jim Studebaker & Carol

Young RYLArrians are an important part of our future, RYLA is a great thing.

~Jim Studebaker, District Governor

#### Table of Contents

Looking To The Future .....	1
Dr Jamie Robertson's Night For Vietnam2	
Nominations For GSE To Turkey ...	2
Eight ShelterBoxes Purchased .....	3
Rotary Action Group MS Awareness	3
We're A Happy Team At Rotary .....	4
Marketing Tip – Talking To Potential Rotarians .....	5
Notices & Events .....	6

#### ROTARY AT A GLANCE

**Rotarians:** 1,210,040 in 32,738 clubs in 529 Districts in 207 countries and geographical regions.

**Rotaractors:** 167,187 in 7269 clubs in 157 countries.

**Interactors:** 251,965 in 10,955 clubs in 120 countries.

**Down Under** there are 33,527 Rotarians in 1163 clubs in Australia





## Dr Jamie Robertson's Night For Vietnam

Each year the Rotary Club of Footscray organises a fundraising dinner to support the Rotary Australia Vietnam Dental Health Project. This year the dinner will be held on **Friday, 10 October**.

The Vietnam Dental Health Project began in 1991 and has been directed by Dr. Jamie Robertson since then. The project involves a team of professionals made up of general dentists, specialists, dental assistants and allied personnel spending two to three weeks doing voluntary work in the countryside. At first, the project offered simple dental care for rural primary school children. Later on an oral health and prevention program was introduced. Both of these programs were designed to help existing dental health services as often there were not enough dentists to operate on patients and the quality of existing services was poor. The program was also designed to encourage dental personnel to stay in rural locations.



Since 1998 the program has expanded. As well as providing continuing professional education and general dental services including health promotion, the program now has a multidisciplinary surgical team. This team possess the skills to repair facial defects, especially cleft palates, and injuries in children who would not otherwise have the opportunity to be treated. Speech Pathology has also been added to the post-operative recovery program.

One of the main aims of the project is for the Australian volunteers to share their knowledge and skills with local professionals to promote self-sufficiency. This has been the main reason for the project's recognised success. Other reasons include the infectious enthusiasm of the volunteers, their dedicated skill, and a willingness to share the rural deprivations which local people endure all year. Team members are volunteers who pay their own expenses. Without exception they feel their lives are enriched by the experience of working in rural Vietnam and offering a better future to disadvantaged children with dental diseases, birth defects or facial injury.

All money raised by the dinner will go towards materials and equipment, children's transport, interpreters, and repairs for the equipment.

You can help in three ways:

1. By attending the annual fundraising dinner – Please see News & Events for further information
2. By sending a donation to Dr. Jamie Robertson, Rotary Australia – Vietnam Dental Health Project, 173 Millers Road, Altona North VIC 3205 or
3. By donating a Raffle prize. Please contact Jamie on Ph: 9391 5174 or Suong Robertson on Ph: 9687 2339 for pick-up.



## Nominations For GSE To Turkey – April 09

### Nominations close this weekend!

Nominations are still being sought for the GSE to Turkey. It is a fully paid six week exchange. Ideally, applicants for Team Members to Istanbul, Turkey should be educators, preferably teachers. The outbound team will have a wonderful exchange which will incorporate the ANZAC Dawn Service at Gallipoli and the Turkey National Youth Day.

Please speak with your club members have them encourage teachers who they believe would benefit from a vocational exchange to Turkey to apply this week.

Apply directly to D9800 GSE Chair, Dennis Shore - email: [djshore@bigpond.net.au](mailto:djshore@bigpond.net.au)



## Eight ShelterBoxes Purchased

The Wyndham Rotary Club recently held a celebratory dinner for donors to ShelterBox with Rotarians, family and friends invited. Donors to ShelterBox included Baden Powell College, Werribee Secondary College, Wyndham Health Care and of course, the Rotary Club of Wyndham.

With a ShelterBox tent set up in the function room, along with the ShelterBox, Club banners and spotlights - the atmosphere was set for a great evening.

Following an address from Bob Crozier from the Rotary Club of Kew - representing ShelterBox Australia - donors of funds for ShelterBox came forward to present their cheques to Bob.

Students of Baden Powell College collected 75 kilograms of five cent coins to raise funds for two ShelterBoxes which was matched by a supportive family who donated funds for a third box.

Students of Werribee Secondary College held various fundraising activities, including an out-of-uniform day to raise funds for two boxes.

In addition to the students' donations, Wyndham Health Care provided funds for one ShelterBox and the Rotary Club of Wyndham provided funds for a further two boxes.

The night was a great success, in total raising enough money to purchase eight ShelterBoxes. Congratulations to the Rotary Club of Wyndham.



Principal and students Werribee Secondary College



Students from Baden Powell College

## Rotarian Action Group Multiple Sclerosis Awareness (RAGMSA)



PP Jacob Taurins of RC of Essendon North was initially diagnosed with MS in 1988 at the age of 20. Parents PHF Diana and PP, PHF Martin Taurins of RC of Gisborne knew nothing about Multiple Sclerosis and in a quest to help Jacob developed a passion to learn as much as possible about the disease and to help find a cure for MS and help Jacob and People with MS (PwMS).

In 1992 with the help of DG Jeffery Bird and Community & Health team of Don Jago, Des Hosking and Vanda Mullen (then first female President at the RC of Gisborne) a brainstorming session was organised at the MS Society of Victoria with CEO Lindsay McMillan to develop a plan how Rotarians could help prevent and find a cure for MS. And RAGMSA commenced as the D9800 MS Awareness Committee.

### RAGMSA objectives:

- Rotarians can help prevent and find a cure for MS
- Promote MS Awareness





# Networker

We care. We share. We all gain.



- Encourage Rotarians and MS Societies to work together.
- Where there is an MS Society there is a Rotary Club. MS Societies exist in 41 countries. [Multiple Sclerosis International Federation \(MSIF\)](#) can provide contacts.
- Rotarians to contact nearest MS Society and work together to identify and develop a suitable project. Implement project and publicize your success to improve RAGMSA profile.
- Identify a suitable MS Research Project to help prevent and find a cure for MS. This can be done by contacting your nearest MS Society or University.
- Assist fundraising for facilities to help People with Multiple Sclerosis (PwMS) manage their daily routine. This can be done by improving accommodation and facilitate care.
- Help us develop and implement 24/7 Intensive Care for Young people with Neurological diseases

For more information on RAGMSA visit [www.rotary-rfmsa.org](http://www.rotary-rfmsa.org)

---

## We're A Happy Team At Rotary

---

**The Rotary Clubs of Camberwell, Hawthorn, Kew and Kew on Yarra to name but a few, joined forces on Sunday to help the Hawks celebrate, and to promote Rotary to the some 5,000 Hawks fans who packed into Glenferrie Oval on Sunday.**







## Marketing Tip: Talking To Potential Rotarians

The people you approach will find numerous benefits to membership - as you well know - and here are just a few of them:

- Gaining a global understanding of humanitarian issues that impact on us all. Promoting peace is one of Rotary's foremost objectives.
- Weekly Rotary club programs keep members informed about what is taking place in the community, nation and the world. Rotary's expansive network of clubs and programs provides extensive opportunities for service and cross-cultural exchange.
- Today, with more than 31,000 Rotary clubs in some 165 countries, Rotarians have friends wherever they go. Rotary helps to build a sense of community as well as enduring individual friendships.
- The founding principle of Rotary was to provide a forum for professional and business leaders. Today's membership includes leaders in business, industry, the professions, the arts, government, sports, military and religion who make critical decisions and influence policy. Rotary is a great source for networking and professional development.

When we are talking to someone about Rotary, we are trying to promote the benefits of Rotary to them. We need to listen to them and find out what they are really interested in. Are they interested in youth and if they are we can talk to them about our great youth programmes such as RYPEN or RYLA. Rotary gives members a chance to be actively involved through RAWCS. People won't know what we do unless we tell them.

### Convince them by talking about your passion

I am sure there is a programme of Rotary that every potential Rotarian would want to be involved with if given the opportunity. Through Rotary people can become involved with not just their own local community but the international community as well.

Tell potential members about the benefits of Rotary and our programmes, find out what they are interested in, then tell them how they can become involved, tell them about the friendships and fellowship that we all enjoy. We need to show our passion and enthusiasm for Rotary when we are telling other people about what we get out of being involved in Rotary. By seeing and hearing our enthusiasm they will want to be a part of this great organisation. Potential members will be denied the opportunity to be a part of our organisation unless members ask them to join.

### Remember to:

- give potential members our promotional brochure "People like you and me", this highlights Rotary as a vehicle for everyday people to make a difference in the community whilst explaining what Rotary is about, what's in it for them, and how they can get involved, the brochure can be personalised with your club's contact details;
- invite potential members along to one of your club meetings and show them your club's great projects first hand.



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

***Making a difference in communities locally and worldwide means we need new members - so please keep up the good work for the rest of the year and help turn potential members into members!***



## Notices & Events

### RC of Prahran

The Rotary Club of Prahran has cancelled its lunchtime meeting on October 6 but will meet instead on October 7 at 7 pm at its usual venue, the Mt Erica Hotel at the corner of Williams Road and High Street Prahran

### RC of Williamstown

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

### Donations in Kind – New Store Opening

The informal opening and tour of our new D.I.K store, will take place on **Saturday, 4 October** at 10:30am for 11am. by Rotary 9800 DG Jim & Carol Studebaker.

The opening and tour at 11am will be completed by 11:30am and those who can remain are invited to a BBQ (byo food/drinks).

Rotary Club representatives are requested to wear name badges, bring your Club bannerette & any brochures promoting your Club projects, local or International, for permanent display @ D.I.K.

Location:- Rear of woolshed 40 @ 400 Sommerville Rd ,West Footscray. Melway 41. E. 7  
Between Paramount & Geelong Rds. Enter Gate No1. Lost?? ring Bill Dagg on 0425 741 045. RSVP. Tel-(leave msg machine) 9318 5313. OR Mobile 0425 741 045 OR Email – [bdagg@tpg.com.au](mailto:bdagg@tpg.com.au)

### Dr Jamie Robertson's Night for Vietnam

Member of RC Footscray Dr Jamie Robertson has lead a dental/medical team to do voluntary work in Vietnam every year since 1991.

His team members pay their own fares, but considerable money is needed to provide for equipment, interpreters, transport for children, etc.

A major fundraiser for this cause is a dinner which, this year is being held on **Friday, 10 October** at 7.00pm

Venue: 501 Receptions, 501 Barkly Street, West Footscray, 3012

Ticket: \$50 per person.

Contact: Dr Jamie Robertson, 9391 5174 (P) or 9391 2695 (Fax) or Suong Robertson 9687 2339 (H) or 0418 687 233 (Mob)

### RC of Echuca Moama Celebrating its 60th Anniversary

The Rotary Club of Echuca Moama is celebrating its 60<sup>th</sup> Anniversary on **Saturday, 11 October** at Radcliffe's Restaurant in Echuca.

Any former members of the Rotary Club of Echuca Moama, or indeed any Rotarians interested in attending, are invited to contact Rick Reid on 0419 470 661 or Jeni Clift on 0418 107 407, or email the Rotary Club of Echuca Moama at [echucamoama@rotaryd9800.org.au](mailto:echucamoama@rotaryd9800.org.au).

### Join the Vietnamese Community Dinner to support ROMAC.

Lead by Thu Lam, and with the generous support of Mr and Mrs Chang of Happy Receptions, the Vietnamese Community is running a dinner to support ROMAC. ROMAC is a part of Rotary and brings in children from our region for life saving or dignity restoring operations. Meet Kim and hear her story.

When? 6.30 PM – 10.30 PM, **Sunday, 12**

**October**

Where? HAPPY RECEPTIONS, 199-203 Union Road, Ascot Vale 3032 PH 9370 2795. Cost?

\$45

Tickets. Margret Longden 5/ 333 Beach Road Black Rock 3193 Ph 0418 365 477



Kim – Before and After



## RC of Albert Park's Annual Book Fair

This year's Book Fair will be held at the Albert Park Primary School corner of Victoria and Bridport Streets on the **11 & 12 October**.

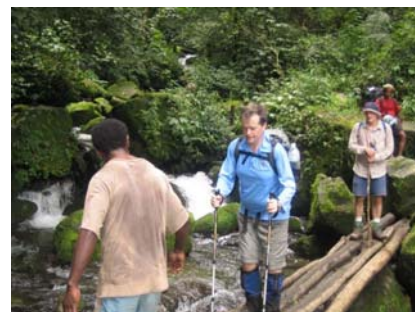
Pre-loved books, CD'S & DVD'S can be left in the collection bins at Albert Park, Port Melbourne or St Kilda libraries. It's a novel way to help our community.

For more information please contact Deb Renshaw-Jones on 0438 250 908

## Business Breakfast

The Rotary Club of Williamstown, in partnership with Victoria Police, are raising funds to send a group of troubled teens, both male and female on a positive life changing experience — walking the Kokoda Trail. These young people have been identified as having low self esteem, as being disenfranchised in the community, lacking goals and direction in life and who are at risk of not completing school.

The RC of Williamstown are holding a breakfast at 7:00am for 7:15am on **Friday, 17 October** at the Royal Victorian Motor Yacht Club, Nelson Place, Williamstown to help these troubled teens.



Proceeds from this breakfast will go to support KOKODA 2009. Guest speaker, Bill Shorten will share his recent experience of walking the Kokoda Track.

\$35 per head, for bookings or more information please contact Yvonne Moon at [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com)

## A Night at Parkville

The RC of Carlton invites you to a night at one of Parkville's finest residences at 30 Bayles Street, it was The Lord Mayor's home built in 1888. During World War II it was a brothel serving the needs of servicemen camped in Royal Park. Later it became a boarding house and was purchased by the Church in 1957. Now extended and restored to its Victorian magnificence, it is a great place for a party. Drinks, music, books and food make for a gala night on **Friday 24 October**, 8pm onwards Price: \$50.00 per head – all included. If you would like to attend, please contact PP Michael Elligate, 9347 2493. Email [stcarthages@bigpond.com](mailto:stcarthages@bigpond.com) or John Elligate 9953 3286(W) 9827 0397(H) Email: [jelligate@patrick.acu.edu.au](mailto:jelligate@patrick.acu.edu.au)

## RC of Glen Eira's 21st Birthday Party



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

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

## RC of Melton Valley's Annual Auction Night

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

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

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

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





# Networker

We care. We share. We all gain.



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

## Garden DesignFest



The RC of Kew's major biennial fundraising event, Garden DesignFest 2008 will open 23 private gardens, all designed by professional landscape designers, on **Saturday 15 & Sunday 16 November**. All of the gardens but one are in the Melbourne. The one garden not in Melbourne is near Daylesford. The RC of Kew is joining forces with the RC of Daylesford who will be managing this garden, the private property of renowned designer Paul Bangay, over the weekend. More detail as we get nearer the event but in the meantime those interested can visit our dedicated website at [www.gardendesignfest.com](http://www.gardendesignfest.com).

## The RC of Castlemaine Inc presents the 20<sup>th</sup> Anniversary Truck & Music Show

On **Saturday 22 & Sunday 23 November** the Rotary Club of Castlemaine will host the 20<sup>th</sup> Anniversary Truck & Music Show. It will be held at the Campbells Creek Sports Ground and will feature food, drinks and heaps of entertainment.

On Saturday 22<sup>nd</sup> November the show will commence at 12.00 noon. It will feature the "Sweetrock" Show Band, the Rig of the Day \$500, Trade Exhibits, the Beat Ute Competition and lots of delicious food and drinks. The day will end with a sensational "Ruckus" Country Music Spectacular, commencing at 6.00pm.

On Sunday 23<sup>rd</sup> November the show will take place between 9.00am and 3.00pm. The program will include a Truck Street Parade, Rock and Country Music by "Sweetrock" & "Ruckus", Trade Exhibits, the Rig of the Show \$1,000, "Truckin' Life", Transport and General Goods Action and loads more!

Be sure not to miss this Great Weekend of Family Entertainment! For enquiries please contact Keith Thompson on Mob: 0407 490 602, Ph: 5472 2400 or Fax: 5470 6766.

## RC of Essendon's inaugural Royce Abbey Rotary Celebration

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

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

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

Join Rotary and help  
Mae Li live long enough to  
have children of her own.

Rotary membership enquiries 9654 5872.

We care. We give. We all gain.