



Networker

Rotary District 9800

A publication for
Rotarians and
all community
minded people

DG Weekly Message

*Two big events to attract
new members in the 2011-
2012 Rotary year.*

With so much on this membership month, I'd like to take a little time to draw your attention to two events in our 2011-2012 Rotary Calendar that I would like all to save a date in your diary for.

The first date is our District Conference in Melbourne on the 9th - 12th of March, 2012. It's a great opportunity to meet new friends, socialise and enjoy the fellowship of your fellow Rotarian whilst learning from fabulous world class speakers in an inspiring setting. Please visit the Conference website to find out more: www.2012melbourne.com.au

The second is the 2012 RI Convention in Bangkok, Thailand, held on the 6th - 9th of May, 2012. Just as the weather is starting to cool off over here, you have the perfect opportunity to getaway to the warmth and wonders of Thailand where the Rotary world will converge. If you have never been to an RI Convention, this is your big opportunity with it being held in



District Governor Keith Ryall and Gabrielle

our neighbourhood. Imagine the feeling of being in a city gripped by the good will of thousands upon thousands of people from all nations and walks of life who are just like you – they are committed to spreading good will, peace and community service across borders. Please have a look at the website at: www.rotary.org/convention and consider if Thailand might just be the perfect place for your next overseas holiday.

Both these events are amazing opportunities to learn from the good in the world that Rotary creates. If you ever wanted to see just what your participation in Rotary means in the world around you, these events will show you what the power of an idea backed by action can achieve. Rotary in action is really something to behold and something every Rotarian should take some time to share a little pride and joy in – you deserve to reflect upon the

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Contact the Editor



Clarice Caricare

Do you have a letter for Clarice? Is something on your mind?

Send Clarice an mail at clarice@rotarydistrict9800.org.au



August is Membership Month



Reach Within to Embrace Humanity



smiles you bring to others and in turn smile yourselves when you look at what you've helped to do.

This Membership Development and Extension Month, I encourage you all to get out there and invite someone else in to Rotary and allow them to experience how Rotary can change lives – not only their own, but the lives of others too.

What a gift you can give that has so many recipients and can bring so many smiles.

So please, share the gift of Rotary this August.

Yours in Rotary service,

Keith Ryall
District 9800 Governor
2011-2012

2011 District 9800 Membership & Marketing Seminar

Saturday 6th August 2011

9:30AM - 1:30PM

**Trinity Grammar School
Kew Victoria 3101**

Cost \$20 per person

**Seminar is TOMORROW and seats
are still available.**



Book your seat ASAP!!

Membership Director, Murray Verso at:
membership@rotarydistrict9800.org

Marketing Director, Philip Archer at:
marketing@rotarydistrict9800.org

>> [CLICK HERE TO BOOK YOUR SEAT](#)



Salut to David!

Congratulations to David Pisterman of the Rotary Club of Hawthorn who wins 6 bottles of Chandon for his terrific response to last week's challenge: What do you tell people when they ask "What's Rotary All About?"

David answered: "Rotary; It changes your life - It is the entrée to any Rotary Club anywhere in the world where great fellowship awaits and the opportunity to see the amazing projects that Clubs do to improve the circumstances of those less fortunate than ourselves."

What's Your Great Membership Development & Retention Idea?

This week, we'd love to hear what your great idea is to help your Club develop and retain new membership. The best idea every week throughout our Membership Month of August, as judged by District Governor Keith Ryall, District Membership Director Murray Verso and District Marketing and External Relations Director Philip Archer will win half a dozen bottles of Chandon (to toast your new members with!)

Send your suggestions to our Networker Editor Clarice at clarice@rotarydistrict9800.org.au



VECCI

Business Tips

How to be a great communicator

Effective communication is a critical part of doing business, whether you're trying to get your message across to colleagues or clients. It can make all the difference when striving to secure that tender, project or promotion. Here are a few tips to help ensure your point is heard – every time.

>> Trust the old adage 'Think before you speak'

Even if you were one of the lucky few blessed with the ability to think on your feet, preparing will always improve your performance. Whether you need to deliver a presentation, host a conference call or even just send a simple email, take the time to consider what you really want to say. There is no excuse for 'winging it' in formal meetings, and a hastily typed email or garbled phone call will likely confuse the recipient. Your communication shouldn't require a translator.

>> Don't forget the value of meeting face-to-face

Sure emails, text messages and internal messaging systems are easy, fast and let you stay comfortably parked in your desk chair. But because of context, and occasionally literacy or language barriers, written communication can also be misconstrued. Meeting in person, where possible, can save time later because you can clarify meaning, ask questions and read body language – which can sometimes tell you more than words!

>> Explain yourself

It is important to be able to say 'yes' and 'no' with confidence, or assertively request changes are made to a project, plan, or work situation. But it is also important to explain your decisions. Your colleagues aren't mind readers, and they can't learn if you take the 'because I



said so' approach. This will also likely foster resentment.

>> Keep your cool

If you're locking horns with a colleague or client, remember to debate the issue, not the person. As health experts advise, take an "us versus the problem" approach, rather than "me versus you". Working with difficult people is a day-to-day reality for many, so always stay professional, calm and constructive.

>> Remember it's a two-way street

We've all come across someone who thinks that being a great communicator is all about talking. It's not. Depending on the situation, listening – really listening – can be even more important. Yes, you need to ensure your point gets across, but you must also hear other people's messages. To make the most out of interactions, take the time to clarify what the other person is telling you. Summarise their point back to them ("So what you're saying is..."). This step is a simple way to boost productivity because it addresses any confusion straight away, saving time and effort later.

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For further information, please click here:

http://www.vecci.org.au/news/Pages/Business_tips_How_to_be_great_communicator.aspx

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CATCHING MORE ROTARIANS WITH HONEY

Membership Tip

ian colleagues with a great spirit, what's in it for most Rotarians is being able to feel good about participating in Rotary, being able to feel good when they go home from Rotary and being able to feel good when talk about Rotary with others.

We all at times get down or have to deal with the harsh realities of the world. Indeed, right now there will be Rotarians who are doing it hard, whether physically, financially, emotionally or otherwise. Plenty in the community will also be dealing with similar feelings and situations.

For them, as well as for the rest of us, it is important to ensure that we each do our little bit to make our Rotary Clubs welcoming, positive and optimistic places, where possibility isn't impeded by negativity or pessimism.

It starts with our attitude as soon as we greet our fellow Rotarians, prospective Rotarians, community partners or the public – particularly if we hold a position of

representation. How we project ourselves will influence others' perceptions.

Are we:

- Warm?
- Welcoming?
- Friendly and complimentary to others?
- Energetic?
- Enthusiastic?
- Optimistic?
- Positive?
- Inclusive?
- Engaging?
- Caring?

Sometimes we can't always be "up", but the more we can take a leadership position to help lift others up simply by bringing out our best selves and adding a vibrant attitude to our Club's meetings and activities, the more we make that positivity the norm within our Clubs.

...and that can't be bad!

What Rotary provides to our members is a feel good factor that money can't buy – it's a feeling of doing something positive, of making the world better, of uplifting beneficence. When it comes down to it, the reason many of us have joined Rotary is to feel good about our contribution to the world, which in turn makes us feel good about our selves.

Whether that's by doing something positive in local or international communities, by seeing young people develop thanks to our youth programs or simply by being around other Rotar-

TWINS DISCOVER A SEPARATE PEACE

Identical twins Eaustina and Eaustocia Bosin always wondered why they were the only children in their village who went to school. Two weeks ago, they learned why - they were born as conjoined twins.

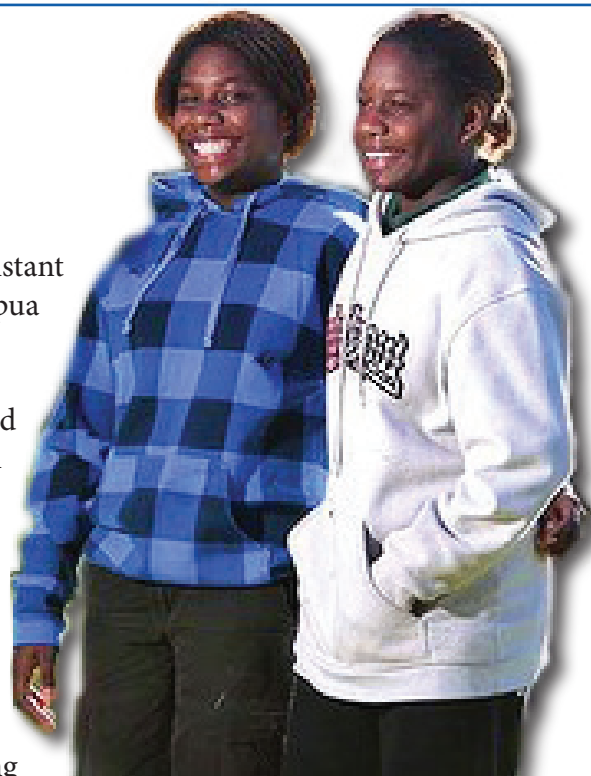
In a hotel room in Sydney, the 15-year-old sisters watched a DVD that told the story of their birth, by emergency caesarean, in a hospital on a tiny tropical island near Bougainville. They arrived in a locked embrace, joined at the chest. Together, they weighed two kilograms.

Two weeks later, with the help of Rotary Oceania Medical Aid for Children, they were on an operating table at Melbourne's Royal Children's Hospital, surrounded by an elite squadron of surgeons led by paediatric specialist Mr Alex Auld.

The tiny sisters became instant celebrities here and in Papua New Guinea, but their father, Henry Bosin, was determined his girls would grow up leading a normal life.

"I thought maybe they should grow up in an environment like a normal family," said Mr Bosin, who works with his village collective selling copra. They could learn why they were special when they were older, he said.

Asked how she felt about being born a conjoined twin, Eaustina said she was happy, because the operation had gone so well. Eaustocia said: "I felt sad because I always ask myself questions. What makes us really special? A lot of people are always talking about us."



Henry and his wife Magdalene returned to Melbourne with the twins to film a reunion special for A Current Affair. The family also enjoyed a reunion with members of the ROMAC Team at Hawthorn Rotary Club.

Along for the ride is their 11-year-old son, Barrie, named for Barrie Cooper, a Bendigo Rotarian who organised the girls' medical evacuation 15 years ago.

Mr Cooper, now 75, has remained a part of the family's lives, organising trips back to Australia for medical checks when the twins turned one and then two, organising food parcels for their village during a drought, and working with other Rotary members to raise funds to send the girls to a private school 30 kilometres away. His job now is to raise a final \$30,000 to cover the costs of senior school and university.

>> [Read More](#)



THE BOSIN FAMILY WITH MEMBERS OF THE ORIGINAL ROAC TEAM AT A REUNION AT HAWTHORN ROTARY CLUB **REAR:** BARRY COOPER, HENRY BOSIN, GAD KOSKY, PAUL FITZ, DAVID PISTERMAN, MAGDALENE BOSIN, CAROL THOMPSON, PDG DAVID ROSBACK, **FRONT:** BARRIE, EUSTOCIA AND EUSTINA BOSIN



Meditation

HEALTH TIP

Meditation involves deliberately holding one's attention on a subject, object or process. It may also involve clearing the mind. Results can include feeling more 'alive', enhanced feelings of calm and heightened awareness. Meditation offers many health benefits, such as reducing stress, and supporting healing and recovery from accidents.

Meditation of one style or another can be found in most of the major religions, including Christianity, Judaism, Buddhism, Hinduism and Islam. Generally, Eastern religions have tended to concentrate on meditation as a means of realising spiritual enlightenment. This has usually also included many health-promoting practices.

In the West, meditation has been embraced for both reasons, too, although many Westerners these days know

it most as a self-help tool for promoting good health and managing stress.

Many forms of meditation result in clearing one's mind which promotes a sense of calm and heightened awareness. During meditation, the brain's activity alters significantly, as mapped by a device called an electroencephalograph (EEG) and magnetic resonance imaging (MRI).

Scientific studies show that the regular practice of meditation

can be a powerful healing tool. In fact, there is now clear evidence from studies of long-term meditators that meditation produces profound changes in the brain, and that recovery from some physical and emotional illnesses is assisted by the practice of meditation.

Read more:

<http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Meditation?open>

Fun Run Supports School

By Robert Botwood, President, Rotary Club of Gisborne

On the night of the Rotary Club of Gisborne Changeover, 28th June, 2011, a fire broke out in the Art Room of the New Gisborne Primary School. Although the structure is insured, the contents of the room were supplied by parents and donations from the community.

The Rotary Club of Gisborne was asked to support a Kid's Fun Run on the 24th July, with a BBQ and

any other equipment, to assist in raising funds to replace the lost accoutrements. The Rotary Club of Gisborne donated all food and resources free of charge including an inflatable arch for the start and finish of the run. In terrible weather, over 400 kids and parents turned up to support the school.

The Rotary Club of Gisborne was able to donate \$1,000 to the school.

This is what Rotary is all about; recognising the needs and responding to the community. Reaching Within to Enhance Humanity.



Keilor Market, from a Rotaract Viewpoint



By Loredana Calipari, Rotaract Club of Tullamarine

Taking part in the set up and running of Keilor Sunday Market was an unexpected pleasure and overall enjoyable experience.

Early Sunday morning, cold weather, stalls still being set up and the people within the local community were friendly, open, interested in what the Market could offer them and welcoming. Keilor Rotary members were warm, friendly and a joy to work with as our small group from Rotaract walked up to one of them and introduced ourselves. We were shown where, how and what we could set up, supplied with the 'trash and treasures' as well as the marquee, and other supplies for the market, introduced to about 10 other people in the process, shared a laugh with them all in about 10 minutes. We all found bits and pieces to buy for ourselves, and even run into friends who were at the market.

Responsibilities between the Rotaract members changed throughout the day, between jobs like trash and treasure and gate duty, where we collected gold coin entry fee, having a chat to the locals and catching up with those we'd already met that morning.

The local community was also as accommodating to us, considering the contrast they must have perceived between us (People in



their mid 20's, the Rotaract of Tullamarine, casual clothes) to the people running the rest of the stalls (members of the Keilor Rotary club). All through the morning, families, couples, individuals and kids came around and we felt comfortable speaking with and joking with them.

By around midday, activities were winding up and we began to pack up, this sounded like an arduous task to your truly, but actually had more fun than running the stall – Rotary and Rotaract members

alike, who had a spare hand helped the other and in turn, helped pack up (or tear down to be more accurate) the rest of the Rotary stalls. By the end, the large group of us were taking down the last and largest marquee, all sharing a laugh and poking fun at each other. We discussed interesting things we had seen on past Sunday Markets, plans for future ones and of course things we had seen that day.

Over all, the only thing I didn't enjoy that morning was waking up before 9am on a Sunday.

Crawley Rotary Club: Truly Innovative

Contributed by Peta Rule and Tony Thomas

At just 21, Holly Ransom is one of the youngest upcoming Rotary Club Presidents in Australia.

She is also amongst her peers - more than a dozen members of her WA-based club, the Rotary Club of Crawley - are aged under 30, and the bulk of the club barely tips the half-century. Holly is part of a club with almost 100 members which has an even 50-50 gender split, setting it aside from many clubs in Australia.

Holly is also part of a special cohort at the club, joining through a Corporate Sponsorship program for members aged under 25. The program gives her, and 11 other accepted sponsored members, the opportunity to make contacts in Perth's business, not-for-profit and activist communities.

"Through the Rotary Club of Crawley, I've met people I would not have access to in my normal day-to-day life," Holly says.

The law student has already packed more into her 21 years than many will fit during a lifetime. She is a non-executive

director at Global Voices, ambassador for Opportunity International Australia and past chair of the Young UN Women Australia's Perth Committee.

Current President, Lindsay McLeod, said one of the most frequently-asked questions he has fielded since taking on the mantle in June is what his club is doing differently that attracts members like Holly Ransom, the club's President-Elect at age 21 years.

"We have taken the national and international network of Rotary International and looked for ways we can fine-tune it to appeal to a new generation of people who are keen to give back to their community," Lindsay said.

"One innovation is to create sponsored club positions for people who would not normally join Rotary, like Holly, to give them exposure to the organisation. These sponsored positions come with a responsibility for the members to contribute in a meaningful way to both the club, and Rotary International. This has been one way we've attracted a strong membership



HOLLY RANSOM, UPCOMING ROTARY CLUB PRESIDENT OF THE ROTARY CLUB OF CRAWLEY

base of young members who have brought enthusiasm to the Club."

All sponsored members are involved in Club through teams such as PR, membership, branding and projects.

Our club was surprised to learn this month that the RC of Crawley, Perth, had raised \$330,000-plus as a result of a charity auction night in April.

For more information

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

To be continued next issue.



Notices & Events

Sportsman's Night: Rotary Club of Laverton Point Cook

6 August, 2011

Experience a terrific night's entertainment with former Australian Fast Bowler Rodney Hogg and Bulldogs' Champion Doug Hawkins. [Read More](#)

Rotaract Club Monash University Interest Meeting

8 August, 2011

A interest meeting will be held for a Monash Rotaract Club. Do you know someone that is a prospective Rotaracter? [Read More](#)

Australian Rotary Health - Birthday Dinner Dance

13 August, 2011

Australian Rotary Health started 30 years ago and is now one of Australia's largest non- government funding bodies for mental health research. [Read More](#)

Farm and Road Safety Exposition

16 August, 2011

Rotary Club of Rochester will be conducting the annual Farm and Road Safety Exposition at the Rochester Recreation Reserve Rochester. [Read More](#)

NEW Women's Health Expo

4 September, 2011

The Women's Health Expo will have information providers from BreastScreen Victoria, Diabetes Australia, the Asthma Foundation. [Read More](#)

NEW Australian Rotaract Conference

24 and 25 September, 2011

Melbourne is the proud host of the 2011 Australian Rotaract Conference! [Read More](#)

Membership & Marketing Seminar

6 August, 2011

A marketing seminar held at Trinity Grammar School focusing on membership, marketing, PR, and website development. A lite lunch will be served. [Read More](#)

The Rotary Club of Elsternwick - Celebrating 14 Years of Service

9 August, 2011

Cocktail style function with finger food and an open bar the celebration will be held at the Pitchfork Restaurant. [Read More](#)

Quilt Exhibition

12 - 14 August, 2011

Discover new ideas and easy ways to make quilts yourself. Get tips from the experts and BE INSPIRED. [Read More](#)

NEW Women's Health Forum

28 August, 2011

The forum will feature segments on the 5 most significant women's health issues: Depression, Heart Disease, Type 2 Diabetes, Breast Cancer and Domestic Violence. [Read More](#)

NEW Rotaract Club of Tullamarine Masquerade Ball

23 September, 2011

We are less than 2 months away from our highly anticipated annual themed event by the Rotaract Club of Tullamarine – The Masquerade Ball! [Read More](#)

NEW Business Person's Breakfast

12 October, 2011

The Rotary Club of Chadstone/East Malvern is having an exciting and informative Business Persons Breakfast. [Read More](#)

Notices & Events

2012 Melbourne Conference for District 9800

March, 2012

The 80th annual Rotary District 9800 Conference is being held in Melbourne.

NEW

Rotary Adventure in Citizenship

May, 2012

The next Rotary Adventure in Citizenship program will be held in the Federal Parliament's budget session.

[Read More](#)

Welcome New Members

The Rotary Club of Bendigo South has three new members:

L-R: Craig Wright, Ros Chenery, President Ruth O'Connell and Matthew Scott.



The Rotary Club of Hawthorn inducted Dr Gordon Cheyne. Classification Medical Practice: Anaesthesia, seen here with his wife Sheila.





Networker

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DG Weekly Message

Being a Leader

Last Saturday our District held our annual Membership and Marketing Seminar at Trinity Grammar College to provide clubs with new ideas on how to boost club membership and profile.

For those fortunate enough to attend, we heard some terrific insights to equip Clubs to tackle membership and marketing challenges.

A Guest Speaker on Leadership

We were fortunate to hear from Trinity Grammar's Headmaster, Rick Tudor, who spoke to us about authenticity in leadership. Rick conveyed a philosophy on leadership that was centred on providing real and genuine leadership rather than going through the motions. Leadership, Rick suggested, is a force grounded in a consistent code of morals and values, articulated and communicated regularly in everything a leader says and does, and is demonstrated not only in the leader's own words and actions, but in how it inspires and compels others to also "walk the talk".

The Servant Leader

Rick further spoke of the concept of the "servant leader", the leader who looks to the needs of his or her team and walks with them



District Governor Keith Ryall and Gabrielle

guiding and developing them so that they can take the lead effectively. This is particularly relevant to leadership in Rotary – each year we change our club leadership positions, so it makes sense to place leadership emphasis on empowering and developing the leadership of all within a club to engage in taking the club forward.

Fixing The Holes in Our Buckets

We heard about the reality of membership from District Membership Director Murray Verso. Murray presented the hard facts of Rotary membership - yes we are attracting new members, but we're also losing members through a process of attrition – be that retirement, ill health and death, resignations or otherwise. It's these "holes in the bucket" that we need to fix to lift membership numbers. So how do we do it?

Murray encouraged the audience to challenge ourselves to think about the attractiveness of our Clubs. What do people think

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Clarice Caricare

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Reach Within to Embrace Humanity



of Rotary? What attracts them to Rotary? What puts them off Rotary? What vibrant new initiatives can we create to bring people in? How will our plans reflect strategies drawn from our understanding of these questions?

Murray further compelled us to think about how we can innovate and move with the times to become more relevant and embrace new technologies like social media which can help attract more Rotarians.

Figure of 8 Leadership

The Seminar also heard from District Marketing and External Relations Director Philip Archer. Philip spoke of the concept of “figure of 8” leadership, whereby upon arrival into a leadership position, a leader first checks that all is ok with the club’s situation, then checks in that all is ok with the club’s individuals. The “walk-through” process is then repeated, with the leader informed by continually monitoring and evaluating the club’s climate and efficacy. The feedback mechanism keeps a finger on the pulse of the club for the leader, ensuring that attention can be paid to its most pressing needs. The functional, happy and active club is then one of the best marketing tools possible – an attractive club attracts members.

Philip also spoke of making use of our 4 Way Test in leadership when it comes to marketing and membership. He explained how the 4-Way Test is a brilliant leadership tool. It asks us to act with integrity, it prompts us to check in with others affected by our actions and words, it asks us to consider whether an action will benefit everyone concerned and asks us to question whether what we do will help broaden positive connections. When it comes

to marketing and membership, each of the four questions of the 4-Way Test is relevant in determining our strategy and can help us plan more effectively with our entire audience (including prospective and existing members) in mind.

Embracing New and Different Membership

Albert Park President Kerry Kornhauser gave a fantastic talk on diversity in Rotary. She illustrated convincingly that reaching out to those different from ourselves, whether that be in terms of gender, ethnicity, age or otherwise, brings skills, ideas and opportunities which would otherwise be unattainable. Similarly, that first step opens up new channels through which to further recruit membership and enhance club prosperity, allowing us to reach whole new audiences who share a common passion of helping the community.

Partnering For Success

Engaging corporates in innovative ways was the focus of Past President of the Rotary Club of Malvern, Lucia Cardamone. Lucia explained that the sky was the limit in terms of how we can come up with imaginative initiatives in collaboration with corporates who are keen to show they are playing their part in the community too. We only have to get out there and talk to them to realise what’s possible.

The Take Home Messages

The “take home” messages from the seminar were:

- Plan strategies to succeed
- Be out and about in the local community
- Make sure everyone “walks the talk”
- Make sure that Club Service is leading to a vibrant club
- Consider using the Figure of 8 test

- Embrace social media

And finally...The Yellow Boat Road

Before I finish this weekly message, I wanted to draw your attention to the “Follow The Yellow Boat Road” event that our District is supporting. Robert Pennicott has circumnavigated Australia for Polio eradication and conservation and arrives in Melbourne on Saturday 20th of August. The Batman Cluster Group will be supporting the celebrations of Rob’s arrival in Melbourne at Docklands, with the Rotary Club of Docklands organising a flotilla to escort Rob in and the Rotary Club of Albert Park hosting a BBQ on shore. Rob will also be joined from disabled and abled bodied sailors from Sailability, an initiative that many Rotary Clubs in our District have helped support. I urge you all to get down to Docklands on the 20th – details can be found on the District 9800 website.

Leading by example is what we’re all about and I hope that each of you will truly step up to take the leadership reins in hand this year rather than go through the motions – make your year something special, make your Rotary Club somewhere special, make your leadership something special. With August Rotary’s Membership Extension Month, I encourage you to think how you can do something special as a leader to develop your Club’s membership.

Yours in Rotary service,

Keith Ryall

District 9800 Governor
2011-2012



VECCI

Business Tips

Work-related health problems and how to avoid them

When rushing to meet a deadline or finalising a critical project, many workers make the mistake of putting their health on the backburner. But the regular routine of your daily work can also lead to bad habits, such as slumping over a desk for hours on end. Here are some of the common workplace health issues and how you can start to tackle them.

>> Arching back

If you're desk-bound and sitting in your chair incorrectly, sooner or later this common mistake will catch up with you. Save money on massages and trips to the physio by taking the initiative and contacting your OHS representative for an ergonomic assessment of your workstation. Learn how to set up your chair correctly to avoid strain. Experts advise that your hips should be as far back in your seat as possible, your seat should be adjusted so your feet are flat on the floor and your back should be at a 100 to 110-degree reclined angle.

>> Neck pain

Anyone who's ever had to work a phone (and, hey, that's most of us) is likely guilty of cradling the receiver between their ear and shoulder and crunching the neck to one side, sometimes for long periods. This is an easy trap to fall into but avoid it. Request a hands-free headset and save yourself the pain (it also frees up your hands to type). Another neck no-no includes having your computer screen too far away, so you force your chin out – pigeon style – to see it clearly. Ensure your screen is the right distance away from you by checking ergonomic guidelines with your OHS representative.



>> Sore eyes

A recent survey of Australian workers found sore/dry eyes was one of the top five work-related health issues suffered. For employees whose work is mostly screen-based, strained eyes are frustrating, cause tiredness and affect productivity. Again, making sure your computer screen is correctly positioned is critical. You shouldn't have to strain to see it. Check the lighting around your desk – is it adequate? Finally, take regular breaks away from the screen, even for just a few minutes.

>> Wrist Strain

Constant computer use can cause wrist/hand/arm strain. Take the time to learn hand stretches you can complete whenever you take a break. Also stretch your arms, neck and back. If you work in a 'hot desk' or shared desk environment, make sure you change the keyboard, mouse, monitor and desk chair settings to suit your personal requirements at the start of each shift.

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For further information, please click here:

http://www.vecci.org.au/news/Pages/Business_Tips_Work_related_health_problems.aspx

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Membership & Marketing Competition

What's Your Great Membership Development & Retention Idea?

This week, we'd love to hear what your great idea is to help your Club develop and retain new membership. The best idea every week throughout our Membership Month of August, as judged by District Governor Keith Ryall, District Membership Director Murray Verso and District Marketing and External Relations Director Philip Archer will win half a dozen bottles of Chandon (to toast your new members with!)

Send your suggestions to our Networker Editor Clarice at clarice@rotarydistrict9800.org.au



Capturing the Public's Attention

Membership Tip

We all know that for Rotary to achieve, membership is critical. Every Club's survival is based on retaining its existing members and attracting new members. Both require having the right tools and systems in place to ensure the right level of communication for each target audience. Tip #5 will focus on new member marketing.

Taking the perspective of your audience is critical when formulating communications. Even though we might know the message we wish to convey, we need to adjust our delivery to suit the understanding of our audience. Just as we might subtly adjust our communications when conversing with a young child, a busy CEO or someone who has only a limited understanding of English, so too must we understand that the general public may not immediately understand Rotary's language or be captivated by anything we, as Rotarians, may find significant.

Why Should They Look?

Capturing the public's attention in the first place is often the biggest issue – people can derive value when you provide them



with information presented as something attractive, something previously unknown or something novel they don't expect. Presenting an image of Rotary that does just these things provides us with a head start t getting people to listen.

Assess Where The Audience Sees Us

- What comes to mind when people think of Rotary?
- Does the public know our mission or core purpose?
- Who is a Rotarian?
- Are we attractive?
- Currently, what would make you want to join us, and what would make you not want to join us?
- Where would you expect to see us?

“If you always do what you've always done, you'll almost always get what you've always got.”

How We Want To Appear

- Relevant – not ‘for someone else,’ ‘somewhere else,’ or ‘some other time’
- Attractive to join – the benefits are palpable
- A channel for action on values of wanting to ‘do good’ or ‘give something back’
- An excellent networking opportunity
- An opportunity to make and influence ‘real difference’ on ‘real issues.’

The Message We Want To Convey

What do we need to accentuate in order to reduce the difference between the actual and desired perceptions of Rotary?

- People can easily get involved now in doing the sort of things they've wanted to do
- Our members gain while giving
- Our members and guest speakers include people like...
- We make a difference where it counts, when it counts, on issues that require someone to act
- ‘We're doing,’ not just ‘we have done’
- ‘Did you know?’ – What are we doing / who is participating that people wouldn't expect?
- Breaking down misconceptions about who we are and what we do...

THE BOSIN TWINS: ROTARY CLUB OF HAWTHORN'S VITAL ROLE

By Lawrence Reddaway, who talked with PDG David Rosback

Back in 1994-95 I had a lot to do with converting the Regional Overseas Medical Aid for Children (a project of the Rotary Club of Bendigo) into Rotary Oceania Medical Aid for Children (a District 9800 project). So that's a bit of the background to what eventuated with the Bosin twins.

Anyhow, one day in 1996, I was in the office of Sir Peter Derham, who was a member of the Rotary Club of Melbourne, and a bit of a mentor to me. The phone rang and it was Barry Cooper, another Rotarian heavily involved in ROMAC, saying that these conjoined twins were in an air ambulance flying from Townsville to

Melbourne so that they could be treated by surgeon Alex Auldist. The problem was that the air ambulance was costing \$10,000 and no-one yet had the money to pay for it. (The twins, together with their parents, had been flown from Bougainville to Townsville, free of charge, by Air New Guinea.)

Sir Peter suggested that I should get in my car and go to Tullamarine airport to meet the plane, whilst he tried to raise the money. As I approached the airport, my car phone rang, and Sir Peter told me that he had contacted yet another Rotarian, David Jones, of RC



Melbourne. He was a trustee of the Tattersalls charitable trust, and he immediately pledged the money.

So, the twins were successfully separated by Alex Auldist, and they thrived thereafter. However, and I don't think that this has ever been made public before, at the same time that the twins were thriving in the Royal Childrens Hospital, their mother Magdalene was fighting for her life in the Royal Womens Hospital, as a result of septicaemia. But she survived, and it was great to see her at lunch today.



THE BOSIN TWINS WITH BARRY COOPER AND PDG DAVID ROSBACK (TOP RIGHT)

Vision Loss

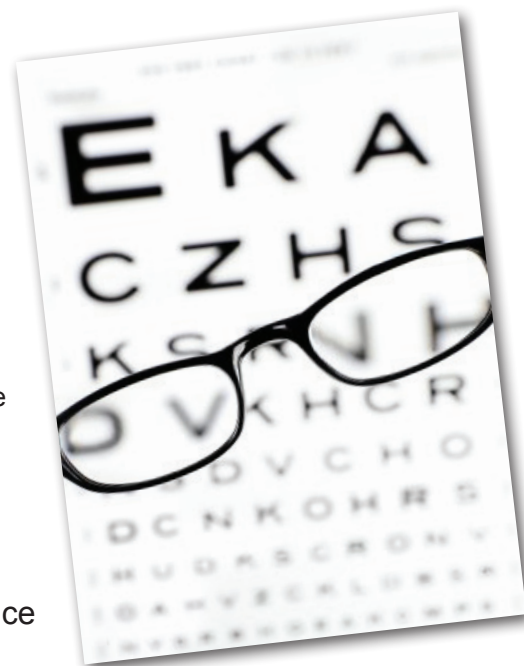
HEALTH TIP

Simple tasks around the home, like making a cup of coffee or negotiating stairs, can be hazardous if your vision is deteriorating. However, there are many ways to improve general safety.

General safety tips

Suggestions include:

- Experiment with general and local lighting to see which combination works best for you.
- Remove rugs, since they can curl or slip.
- Get rid of any unwanted items to reduce clutter.
- If possible, don't have patterned carpets.
- Fix extension leads along skirting boards.
- Use a telephone with large numbers.
- Keep emergency numbers in large print next to the telephone, or store them alphabetically in the telephone's memory buttons.
- Make it a habit to keep internal doors completely open or completely shut.



Professional advice

Organisations such as Vision Australia can offer valuable advice and information on adapting the home to make it safer for a person who is blind or has low vision. An occupational therapist can also assist. Pamphlets with further information are also available from Vision Australia's ADAPT Centres in Kooyong and Brighton, Victoria. >> **Read the whole article**

Rugby Fever & Rotary

The Rugby World Cup event and many Rotarians are opening their homes throughout New Zealand to Rotarians from over seas – and raising valuable Foundation Funds for Polio. This is a great Rotary initiative.

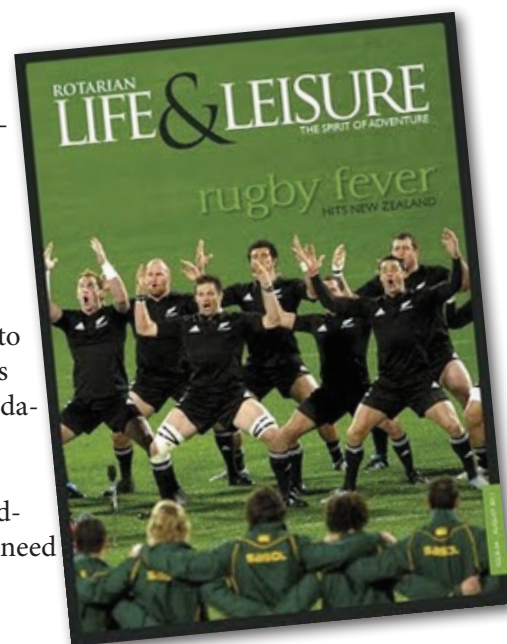
Here is a chance to get those Rotarians coming on over but with nowhere to stay!

A chance to visit New Zealand, watch a game (perhaps) and enjoy the opportunity to share the occasion with fellow Rotarians. In short, Rotarians staying with Rotarians for NZ\$150/night for bed and breakfast. \$50 goes to the host and \$100 to the Foundation.

Let's get this information into Club Bulletins, to promote in the community as an advantage with being a member of an international organisation. Bulletins, web sites need to have the links so members can get to the information. See the links below.

This is a high profile event as the accommodation of our visitors is of interest to the media here in NZ and I believe this particular approach could be adopted world wide!

Check out the [website](#) and the [PI Blog](#) for more details.



Investing in Children's Cancer Research

By Jeff Taylor, Brighton North RC

ImmEDIATE Past President of the Rotary Club of Brighton North, Ross Rice presented a cheque for \$19,000 to Professor Terry Dwyer, Director of the Murdoch Children's Research Institute.

The monies raised contribute to the area of ongoing research into preventable causes of children's cancer, primarily leukaemia. The Institute can now leverage another \$5 for every dollar donated.

On 3rd August the Institute hosted a tour of the research facilities for members of the club where some of the dedicated researchers

showed the ways they investigate various diseases and conditions that affect children, ranging from individual cases to hundreds of thousands of cases in the largest international cohort.

The internationally renowned Institute has more than 1300 researchers dedicated to finding ways to prevent and treat health conditions affecting babies, children and adolescents.

RC Brighton North has raised more than \$250,000 over 14 years to support programs in: Adolescent Health – 'Youth Suicide

Awareness and Prevention', Friedreich Ataxia, a rare degenerative disease in children and this latest donation for research into cancer in children.

We thank our local community for their generous support so we in turn can support these most vital research programs.



Distinguished Service Awards

Past District Governor Vance Hilton has been honored for his work with Rotary Down Under with a Distinguished Service Award.

Rotary Down Under Executive Director PDG Bob Aitken presented the award, a wooden shield engraved with the details of the citation when he addressed the Rotary Club of Flemington last week. Presenting the award, Bob spoke of Vance's dedication to Rotary and to his years of service to Rotary Down Under.



AWARDED BY RESOLUTION OF THE BOARD OF DIRECTORS OF ROTARY DOWN UNDER INC AT ROTARY DOWN UNDER HOUSE PARRAMATTA, NSW 29 JULY 2010. PDG DES LAWSON CHAIRMAN AND PDG BOB AITKEN AM SECRETARY

The citation reads:

"In recognition of outstanding service to the Rotary Down Under organisation: First as a member of the Council of Governors 199-2000; then as a member of the Board of Directors of Rotary Down Under Inc. 2004-10.

Vance served as Chairman of the RDU Board of Directors 2008-10 and was responsible for the consolidation of the organisation immediately following the crucial restructure period. His strong leadership and vast experience in marketing, media and administration proved invaluable during his service on the RU Police and Procedures sub committee."

Congratulations Vance and thanks for all your work.



Powered Medical Aids made available to District 9800 Community Service



TAC has recently made available to D9800 a large amount of previously owned medical equipment which includes some powered and manual items. Much of the equipment is suitable for use overseas and is being managed by D9800 International Director Ross Butterworth.

The good news is that some of the equipment is being made available to Community Service and all items will be fully serviced and operational prior to collection.

The equipment available includes

- 15 Floor hoists
- 9 powered scooters
- 17 powered wheelchairs
- 1 stair climber
- 11 lifting chairs (1 bariatric size)

The proposal is for clubs or preferably clusters to make an application for various items listed. The items will then be donated to a community health centre, nursing home or other suitable location that will then be

responsible for the ongoing responsibility for maintenance and use of the equipment. (Clubs or clusters may alter this arrangement as desired) Approximately 4 items per cluster or items for clubs may be available. The final distribution is obviously dependant on total interest from clubs or clusters.

Initial contact with local councils, community health centres, nursing homes or other suitable places should be made prior to application to ensure requirement for the various items. An initial contact with one council led to immediate interest in equipment and referral to several other locations also interested in the equipment.

The timeline for applications is within the next three weeks (by August 26th).

The equipment will become available from the end of August 2011 and will be delivered to DIK.

As space is a premium at DIK it is beneficial to have an almost immediate turnaround and clubs/ clusters will be expected to assist with unloading and pickup of the equipment on or near to the day of delivery.

It would also be appreciated if clubs/ clusters could support DIK with some funds to assist with transport and storage costs.

This will provide a much needed boost for health facilities and also a PR opportunity for Rotary (media or donation badges may be an option).

Assistant Governors have been briefed on the proposal for the equipment and will be available to assist Clusters and Presidents as required.

Please send applications indicating preferences for equipment to Director Community Service via community@rotarydistrict9800.org by 26th August.

FOLLOW THE YELLOW BOAT ROAD

Robert Pennicott's circumnavigation of Australia for Polio eradication and conservation [READ MORE](#)



Crawley Rotary Club: Truly Innovative (Part 2)

Contributed by Peta Rule

Crawley (Perth) RC President Lindsay McLeod says another strength of the club is appealing to another bracket of membership who are not typical Rotarians.

He says, *"We have a strong base of members aged 30 to 50, many of whom are our team leaders. Many people in this demographic are building careers and families and often do not have the time to dedicate to an organisation like Rotary. Ensuring we have succinct, stimulating interesting meetings and carefully-vetted projects gives these members, many of whom are women, the confidence that their time is being well-spent and invested in sincere community projects."*

One member in this group is Rebecca Moore, who at 39 has already been in Rotary for 10 years but was a member when the club was chartered in April last year.

"What appealed to me about this club was the commitment to stick to true Rotary values of community service, but re-invent some of the traditions that have given Rotarians a staid reputation in the broader community," Rebecca says. Rebecca is also a talented community and Rotary leader in WA. She is Chair GSE committee, representative for the 2012 conference and District representative on the Australian committee for

women in Rotary.

Rebecca has brought her enthusiasm to the club by heading up the "fun" team, which runs regular social engagements that do not necessarily have a fundraising or targeted purposes.

"Fundraising and community support does not always need to be a hard slog. We've fostered a social culture that encourages us to meet and make friends beyond just the purpose of community service," Rebecca says.

One recent hugely-successful meeting was a speed-conversation style meeting where Rotarians had just a few minutes to speak to a member, before they moved on to the next conversation. The concept was the brain—child of the club's Youth committee.

Lindsay says the meeting was an inspiration as many members did not know each other particularly well and the ideas which came from the networking-based meeting was staggering.

The meeting, held during July, was the latest innovation from the club, which also holds new-member nights hosted by club members to assist new members make friends in their early days, mentoring and buddy programs to assist retention, regular sundowners,



SENIOR ROTARIAN REBECCA MOORE SAYS FUNDRAISING NEED NOT BE A HARD SLOG

social events, and popular "soap-box" segments where members are given two-minutes free reign to spruik a given passion.

"These sorts of ideas do take courage and commitment to implement, but it has resulted in a vibrant community that our club is proud of," Lindsay said.

In its first two years, the Club has stumbled occasionally - the sheer volume of project ideas has been one of the major hurdles to deal with - but has struck a successful recipe for growth, retention, innovation and enthusiasm.

For more information
<http://www.rotarycrawley.org.au>



Notices & Events

NOTICE**Change of Venue for the Rotary Club of Bacchus Marsh**

The Rotary Club of Bacchus Marsh is now meeting at "Burkes on Main" 147 Main Street, Bacchus Marsh, same time and day. 6.30 for 7pm Wednesdays.

Australian Rotary Health - Birthday Dinner Dance

13 August, 2011

Australian Rotary Health started 30 years ago and is now one of Australia's largest non- government funding bodies for mental health research. [Read More](#)

Quilt Exhibition

12 - 14 August, 2011

Discover new ideas and easy ways to make quilts yourself. Get tips from the experts and BE INSPIRED. [Read More](#)

Farm and Road Safety Exposition

16 August, 2011

Rotary Club of Rochester will be conducting the annual Farm and Road Safety Exposition at the Rochester Recreation Reserve Rochester. [Read More](#)

NEW**Follow the Yellow Boat Road in Melbourne**

20 August, 2011

The Rotary Club of Docklands will host Robert Pennicott on the Melbourne leg of his circumnavigation of Australia for Polio and Conservation. [Read More](#)

Women's Health Forum

28 August, 2011

The forum will feature segments on the 5 most significant women's health issues: Depression, Heart Disease, Type 2 Diabetes, Breast Cancer and Domestic Violence. [Read More](#)

Women's Health Expo

4 September, 2011

The Women's Health Expo will have information providers from BreastScreen Victoria, Diabetes Australia, the Asthma Foundation. [Read More](#)

Rotaract Club of Tullamarine Masquerade Ball

23 September, 2011

We are less than 2 months away from our highly anticipated annual themed event by the Rotaract Club of Tullamarine – The Masquerade Ball! [Read More](#)

Australian Rotaract Conference

24 and 25 September, 2011

Melbourne is the proud host of the 2011 Australian Rotaract Conference! [Read More](#)

Business Person's Breakfast

12 October, 2011

The Rotary Club of Chadstone/East Malvern is having an exciting and informative Business Persons Breakfast. [Read More](#)

2012 Melbourne Conference for District 9800

March, 2012

The 80th annual Rotary District 9800 Conference is being held in Melbourne.

Rotary Adventure in Citizenship

May, 2012

The next Rotary Adventure in Citizenship program will be held in the Federal Parliament's budget session. [Read More](#)

Readers Letters

Ask Clarice...

Dear Clarice,

I have just received the Schedule of Donations received for ARH from D9800 clubs for the 12 months to 30/6/2011.

Our district was the highest fund raiser for Australia for the year at \$180,654 which was some \$24,000 above last years result... and pleasing to note that our total donations have now passed the \$2 million markwe still rank No 3 in Australia in total fund raising.....

Williamstown was the major contributor for the year with \$68,491 of which \$67,538 was raised for Funding Partner commitments and included \$708. for Hat day ...

Other clubs that raised valuable funds for us were:

| | |
|---|--|
| Balwyn \$2035, | Glenferrie \$2,500, |
| Bendigo \$5775, plus \$500 for Cancer Aus- | Hawthorn \$1,250, |
| tralia | Keilor East \$1,450, |
| Brighton \$18,072, which included a number | Kyneton \$2,300 which includes \$1,500 for |
| of new Friends of the Fund | Cancer Australia |
| Brighton North \$14,870 for their Friedrich's | Laverton Point Cook \$2,500, |
| Ataxia project, | Melbourne \$5,000 for Indigenous Scholar- |
| Carlton \$2,350, | ships, |
| Castlemaine \$2,000, | Melbourne South \$2,763, |
| Central Melbourne Sunrise \$2,000, | Melton \$1,100, |
| Eaglehawk \$1,150, | North Balwyn \$2,300 |
| Essendon \$1,765, | Richmond \$15,000, donation from Premier |
| Fitzroy \$1,780 for Indigenous scholarship, | Trading |
| Glen Eira \$5,829, which included \$5,000 for | West Footscray \$2,825 of which \$725 was |
| the Businessmen's Breakfast and \$829 for | for Hat Day |
| Hat Day | Wyndham \$3288 from their Fashion Parade |

A good spread.....

Best wishes,

Ron Adams

ARH Chairman D9800

Dear Clarice,

I have attached a picture of a Green House that the Rotary Club of Boroondara donated. It is in Minyag, Kham prefecture, eastern Tibet. We have just extended it and it services 3 schools. We provide a hot meal daily to every child in our schools, (we have around 1,200 schoolchildren in a number of schools who we supply books, school supplies, clothing and sporting equipment).

Don Cullen,

Tibetan Village Project.

<http://www.tibetanvillageproject.org/>

Do you have a letter for Clarice?

Contact the Editor

Do you have a letter for Clarice? Is something on on your mind?

Send your thoughts to her email address at clarice@rotarydistrict9800.org.au





Networker

Rotary District 9800

A publication for
Rotarians and
all community
minded people

DG Weekly Message

Rotary's Group Study Exchange

Every Rotary District Conference, one of the highlights is inevitably seeing the impact of the Group Study Exchange (GSE) on its international participants. The spirit of learning, friendship and cross cultural understanding on show is always one to delight and remind Rotarians that what we do really does help bridge continents and foster good will across borders.

For those uninitiated, the GSE is a program of the Rotary Foundation providing young business and professional men and women between the ages of 25 and 40 with a unique cultural and vocational exchange opportunity to see how their own vocation is practiced abroad whilst living, participating in and learning about another culture.

This year our District will send off two Group Study Exchange (GSE) teams to Rotary Districts on opposite sides of the world, District 3030 in Maharashtra, India and District 5230 in California, USA.

District 3030 in India is situated in a region with well developed industry, part of the richest state in the nation. The exotic region offers a wide variety of tourist attractions for those interested in history and culture, including hill stations, forts, wild life sanctuaries, cave temples, carvings and historical monuments



District Governor Keith Ryall and Gabrielle

including world heritage sites like Ajanta and Ellora caves. The region is known to culinary experts for its delicious Varhadi or Saoji Cuisine whilst cricket aficionados will recognise the Vidarbha Cricket Association Ground (VCA) in Nagpur where the cricket-mad locals flock to see international test matches. Set within an emerging economic powerhouse, the District encompasses a range of industries, including thermal power generation, paper, food, cement, steel and other manufacturing industries, as well as engineering, IT, aviation, scientific, pharmaceuticals, digital marketing, agriculture, agricultural processing industries and viticulture. The region is a peaceful one and a model of religious and multicultural tolerance, with large communities of Hindus, Buddhists and Muslims living together and languages including Marathi, Hindi and English being spoken commonly.

District 5230 in California is located in the centre of the San Joaquin Valley and runs from the Sierra Nevada Mountains to the cool ocean breeze of the Monterey Peninsula, including

In this Issue



- 05 Group Study Exchange
- 07 Celebrating 14 Years of Service at the Rotary Club of Elsternwick
- 08 Royce Abbey Award
- 09 Smiling with the Eyes
- 10 The Edge of Joy
- 11 Marketing & Membership Seminar

Contact the Editor



Clarice Caricare

Do you have a letter for Clarice? Is something on your mind?

Send Clarice an mail at clarice@rotarydistrict9800.org.au



August is Membership Month



Reach Within to Embrace Humanity



the urban centre of Fresno. This region includes vast agricultural industries, oil and petroleum, military installations, correctional facilities and a range of other industries associated with urban enterprise.

With applications closing on September 19, 2011 and Team Member Interviews taking place on October 23rd, I encourage every Club to get out there and find a young professional who you would be willing to support and nominate for this life-changing exchange. As you will have seen from recent years, the caliber of recent candidates has been very strong, with the District sending away a number of fine individuals with Rotary Team leaders who together have represented our District with aplomb.

Several of these GSE Team Members have even since gone on to become Rotarians themselves – I urge you to look for high quality individuals outside of Rotary who work or live within your Club's area and who exemplify the qualities of Rotary in their professional and personal lives. GSE team members should be articulate, confident in presenting in public, community minded, excellent representatives of their vocation and fine ambassadors of their country and culture. If

you know someone like this who meets the criteria, be on the front foot in having them nominate for the GSE through your Club. Give particular thought to the industries in these regions – is there someone you know who could particularly benefit from seeing their vocations in these regions?

The GSE Teams will also require Rotarian Team Leaders with similar qualities who are able to guide and lead teams of young professionals to these destinations. Applications for Team Leaders close September 9 – if you think you have what it takes or know someone who does, please visit the District website to find out more and download application forms.

There is nothing like the experience of living with local families and learning a culture whilst participating in it to promote understanding and friendship. Many a lifelong friendship has been made through the GSE.

Finally, I would like to leave you with a thought about the Essence of Rotary.

The Essence of Rotary is that our organisation is a worldwide network of inspired individuals who translate their passions into relevant social causes to change

lives in communities.

I hope that in the coming week, your inspiration to change lives in your own community and others shines through – the opportunity is there – reach out and take it!

Yours in Rotary service,

Keith Ryall
District 9800 Governor
2011-2012

Condolences to Norway from Rotary District 9800

As a reminder, for any of you who have not signed the condolence page on Facebook sending our support to Norway following their recent national tragedy, you can do so until Friday this week when we will be sending the page to Rotarians in District 2310. You can sign the page by visiting facebook.com/RotaryD9800ThoughtsWithNorway and pressing like to allow you to write on the wall or if you do not have a Facebook account, you can send your message to clarice@rotarydistrict9800.org who can put it up as a message from our District. Again, you have til Friday, so please be part of this show of solidarity and support to our Norwegian friends.

UPDATE:
Now coming to Melbourne on Tuesday at 10:30AM.

FOLLOW THE YELLOW BOAT ROAD

Robert Pennicott's circumnavigation of Australia for Polio eradication and conservation [READ MORE](#)





VECCI

Business Tips

How to earn respect at work?

Gaining respect in the workplace is not just about being liked. Sure, you might tell the funniest jokes, bring the best contribution for afternoon tea or be the star of the office Christmas party, but it's integrity and professionalism that really boosts your value to a business. Here's five ways to enhance your credibility.



>> Don't oversell and under deliver

In all your dealings with clients, customers or colleagues, give an honest and realistic assessment of your capabilities (and those of your business). Promising to finish a project in record time or on too tight a budget may sound impressive but generate disappointment and frustration – and damage people's trust in you – when things fall through.

>> Be accountable

Take responsibility for your own work and actions. If you've made a mistake, acknowledge it and learn from the experience. Honesty and sincerity is much more appealing than a tendency to 'handball' blame onto others. Also, stick with projects from beginning to end. Bailing out or taking a back seat when work gets tricky paints you as someone who can't follow through.

>> Show respect and earn respect - it goes hand-in-hand

Treat everyone you interact with – from the work experience student to the CEO – with courtesy, dignity and professionalism and you'll get the same treatment in return.

>> Don't be a slacker

Habitually running late, leaving early and stretching out your lunch break demonstrate a lack of care for your work, organisation or business. This sort of behaviour won't earn you standing with anyone.

>> Avoid office politics

Gossiping at work is one of the least professional things you can do. Not only is tawdry talk tacky, but it will harm, not help, your reputation and potentially put the brakes on your advance up the career ladder.

© VECCI 2010

For further information, please click here:

http://www.vecci.org.au/news/Pages/Business_tips_how_to_earn_respect.aspx

This article is sourced from VECCI's weekly RADAR newsletter, which circulates to approximately 40,000 unique email addresses. [Subscribe to RADAR for free, please click here.](#)

Membership & Marketing Competition

The Five Ways We Can and Do Earn Respect in the Community?

As mentioned in the VECCI Business Tip for the week, "How to earn respect at work?" we can certainly earn the respect of potential Rotarians. Send us in what you think are the 5 best ways we can and do earn the respect of our communities, giving a brief explanation for each.

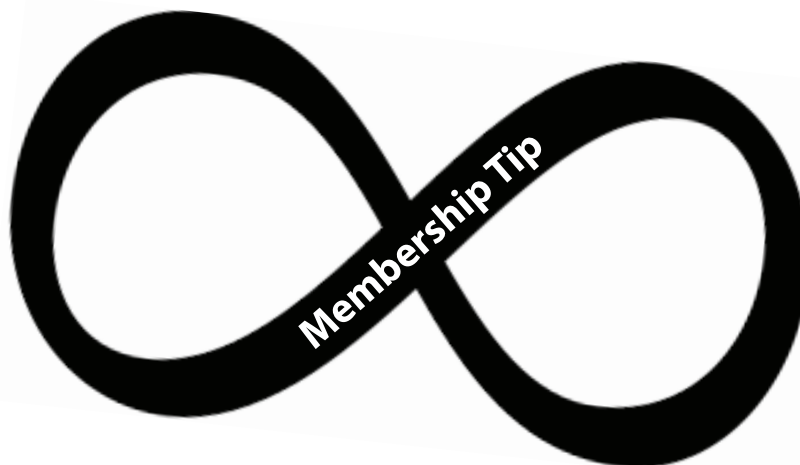
Send your suggestions to our Networker Editor Clarice at clarice@rotarydistrict9800.org.au

Our Winners

All of our winners will be highlighted in the next edition of Networker.



The Figure of Eight Leadership



The idea behind “Figure of 8 Leadership” is that a leader should be constantly involved in monitoring and facilitating people as well as “process” within the team or organisation that they lead.

A leader cannot attend to either just people or just process. Without good processes, good people are often lost. Without contented people, all the processes in the world cannot succeed.

Within our Clubs, it is important for us to “stock-take” regularly both our processes and the contentedness (and enthusiasm) of our people:

Are People:

- Happy?
- Consumed by Club politics?
- Having their expectations fulfilled?
- Willing to recommend the Club to others?
- Feeling passionate about Rotary?
- Utilising their passions and involving them in their service?
- Getting on well with each other?
- Inclusive in attitude, resisting the formation of cliques?
- Proud of Rotary?
- Bringing friends or prospective Rotarians to meetings?
- Able to balance time commitments related to Rotary?
- Feeling value from Club meetings?
- Excited about future Rotary events or projects?
- Engaged in making a difference?
- Receiving recognition and intrinsic rewards?
- Invested in Rotary International’s objectives?

In terms of your Processes, does your Club have:

- A great, entertaining and informative Sergeant-at-Arms session free of inappropriate humour?
- Entertaining, intriguing and educational speakers?
- A friendly atmosphere?
- A welcoming attitude to outsiders, including a way of acknowledging, welcoming and including visitors that would make them want to come back?
- A front desk greeter at meetings who sets the mood for a positive Club meeting?
- Events and projects that inspire and lead people to say they “want to be there” instead of “have to be there”?
- Project champions who can drive projects forward and report back in a succinct and informative way to the Club in a dedicated segment?
- Processes to prevent exclusive cliques forming and ensure everyone feels an important part of the Club?
- Reward and recognition mechanisms to ensure everyone’s efforts are recognised?
- A plan to make the Club better with people responsible for actions to ensure it happens?
- Ways of linking Club activity to Rotary International activity and results?

The “walk-through” process never stops – a good leader continually monitors and evaluates how the club is tracking in terms of climate and effectiveness and uses feedback to make the Club better. So, walk the figure of eight, connect with your people and check good processes are in place – an even better club awaits if you do!

GROUP STUDY EXCHANGE

Group Study Exchange, a program of The Rotary Foundation of Rotary International involves an exchange of teams between two districts from different countries.

- A GSE team consists of a Rotarian Team Leader and four business and professional persons between 25 and 40 years of age.
- The team members cannot be a Rotarian or closely related to a Rotarian.
- The exchange period of four weeks has a cultural and vocational focus, thus increasing international understanding, peace and goodwill.
- GSE presents a unique opportunity to develop professional and leadership skills amongst young people to better prepare them to address the needs of their communities and an increasingly global workplace.

Team Leader applications for both D3030 India and D5230 California USA will be received until Friday, September 9th, 2011.

Interviews for both teams will be held on Sunday, September 25 at International House, Parkville at a time to be advised to applicants.

Team Member applications
District 3030 India:

Close on Friday, September 19
Interviews on Sunday, October 9th
Duration of Exchange – January 14 – February 14 2012



LAST YEAR'S GSE TEAM FROM TEXAS

Team Member applications
District 5230 California USA:

Close on Friday, November 14
Interviews on Sunday, December 4
Duration of Exchange April 22 – May 22 2012

*Applications to District GSE Chair,
Anne Peace 1A River Street, Echuca
3564*

Applications forms are available from the District Website and are also in the GSE Information packs with the Foundation Chair of your club.

District 3030 India has the following:
Mineral resources, Institute of Cricket, National Parks and historic sites, Hospitals and healthcare, Education, Policing and Law Enforcement, The professions such as law and accounting, agriculture and wineries and industrial units – mills and plants.

District 5230 mid California (as much as is known at this stage) 2 weeks inland in an agricultural region, health and education, the professions 2 weeks on the coast – tourism, hospitality, historic sites

Thank you to all clubs who offered to host the team, to nominate team leaders and team members, your support has been appreciated.

The clubs who offered to be involved in hosting the team or an event have all been accommodated in some way and once final confirmation has been received from each the itineraries and event details will be published.



Podiatry

HEALTH TIP

Podiatrists treat foot conditions. Healthy feet are important for babies, children, adults and the elderly. Foot care is especially important for people with specific conditions like diabetes. Common foot problems include skin problems, calluses and corns, nail disorders like ingrown toenails, foot injuries and infections. Treatment includes prevention, diagnosis, treatment and rehabilitation. Podiatrists sometimes prescribe orthoses, which are custom-made shoe inserts.

Some of the more common foot problems that podiatrists treat include:

- Skin problems
- Calluses and corns
- Nail disorders, like ingrown toenails
- Foot injuries
- Foot infections.

People with diabetes are more likely to develop serious foot problems because the condition may lead to:

- Reduced blood flow to the feet, which makes cuts and abrasions slow to heal.
- Damaged nerves in the foot, which results in a reduced ability to feel minor trauma.



Podiatrists can help older people stay active by keeping their feet healthy. Some older people are unable to look after their feet because they have poor vision and limited flexibility. Some common problems treated by podiatrists include:

- Skin problems.
- Nail problems, such as thickened or deformed nails that are difficult to cut.
- Soft tissue disorders, like sore arches.
- Arthritis.

More about Podiatry and where too get help:

http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Foot_care_podiatrists?open



Celebration of Elsternwick Rotary Club's 14 Years of Service

On 9th August 2011 the Elsternwick Rotary Club and 50 of its closest friends celebrated 14 years of service to Rotary International and its local community by recognising three new Paul Harris Fellows and distributing nearly \$16,000 to Rotary Foundation and international and local community groups.

The Rotary Club of Elsternwick was chartered on 28 May 1997 and the Charter Presentation Dinner was held on 12 June 1997 in the committee room of the VATC Caulfield welcomed by Gary Fabian, President of the sponsoring Club Caulfield with 29 charter members, eight of whom were still members when the club closed on 30 June 2011.

Over its 14 years the club had 62 members who provided significant support to Rotary International and the local community. For example: ARDOCH Foundation, Bethlehem Hospital, RYLA, RYPEN, MUNA, Hospital beds, dental equipment and

maternity kits for East Timor, Shelter Boxes, Cambodian Kids Foundation, Alfred Hospital Burns Unit, Shelves for the DIK store.

During the night a slide show of photos of people and events ran continuously on the wall. Paul Ross conducted an animated auction of Elsternwick's banners and other paraphernalia, and resulting funds will go towards the District Midwifery Vocational Training Program in Timor. Like a real wake those present told tales and shared reminiscences, the initial meetings at McDonald's in Elsternwick, the BBQs, the days loading containers at the DIK store and much more...

Three Elsternwick Past Presidents were recognised as Paul Harris Fellows:

- Veronica Smetona
- Marion Lau, OAM, JP
- Norman Kennedy

And the following donations were made to representatives from:

- Rotary Foundation; \$ 2,478
- Ardoch Youth Foundation; \$4,720
- Cambodian Kids Foundation; \$ 4,720
- St Kilda Police & Citizens Youth Club; \$2,697
- Bethlehem Hospital; \$1,348

Guests included:

- District Governor Elect Dennis Shore and Lynda
- Assistant Governor Dr Gordon Cheyne and Sheila
- David Southwick, Member of the Legislative Assembly for Caulfield
- Several members from the Rotary Club of Caulfield who sponsored Elsternwick
- Many former members of Elsternwick Rotary
- Representatives of community group



PHIL IS A WORTHY RECIPIENT OF THE ROYCE ABBEY AWARD.

Royce Abbey Award

By Robert Botwood, President - Rotary Club of Gisborne

Last week the Rotary Club of Gisborne presented its first Royce Abbey Award.

Since the inception of the Royce Abbey Award in 2003, 163 Rotarians have received recognition across eight Districts.

The purpose of the award is to encourage new members to enjoy the benefit of using their talents in furthering the object of Rotary at Club, District and International level.

The recipient is recognised in his or her early days of

membership as a willing participant in club activities.

The Rotary Club of Gisborne presented the award to President Elect Phil Yarwood for his infectious enthusiasm and optimism in everything he put his mind and body into.

He has been with the Club for 2 years and there is not one Club project he hasn't been part of. He has completed the Rotary Leadership Institute course, which he encourages other members to attend.





Smiling with the Eyes

By Mike McFarlane, RC Kew

A Melbourne based volunteer team of Ophthalmologists, Surgical Nurses and Optometrists recently provided the gift of sight to over 800 people from Waikabubak and the surrounding villages on the Island of Sumba in Indonesia. Supported by four self-funded volunteers, the Sumba Eye Program team tested the eyesight of 832 persons, provided 701 sets of glasses and completed an amazing 98 eye operations over the 5 days, all pro bono.

This was the fourth annual trip to West Sumba by the “SEP” team to conduct an eye camp at the local Waikabubak hospital in cooperation with the Sumba Foundation, the Rotary Clubs of Glenferrie and Kew together with the Royal Australasian College of Surgeons and Optometry Giving Sight.

The Sumba Foundation staff had effectively been able to get the message out to and screen the villagers for eye disease. Their ability to screen properly was a credit to the team’s past visits, where both the training given and eye care teaching has helped.

Dr Mark Ellis, the team leader commented “We were also able to get more of the needy villages in for operations rather than be operating solely on the town people. At Waikabubak public hospital, the

new theatres were open for use and we were consigned to one of them for our exclusive use, which was simply wonderful”.

A remarkable outcome for the recipients was achieved based on the team’s heavy workload.

Surgery

Totaling 98 operations comprising:

| | |
|--------------------------|----|
| • Cataract Extractions | 79 |
| • Pterygium Removals | 11 |
| • Yag Laser procedures | 06 |
| • Peripheral Iridotomies | 01 |
| • Vitreolysis | 01 |

Optometry clinic

Totaling 832 patients screened:

| | |
|------------------------------|-----|
| • Referred for assessment | 117 |
| • Spectacles dispensed | 701 |
| • Sunglasses to the patients | 100 |

The Buparti (the Governor of West Sumba) together with all his senior government ministers and senior Hospital staff officially received and welcomed the team ; he gave a very warm reception, recognizing for the first time to all present , that the “SEP” team members offered their time, funding and specialist skills free of charge to his people.

On the last night the team members were the official guests of the Buparti in his private residence and treated to a traditional Sumbaneese banquet.

Many speeches were made by the Buparti and responded to by Dr Ellis thanking him and his staff for their cooperation plus promising to come back again next year. This degree of official “thank you” and the dinner had never been undertaken before on a scale like this.

After a week of constant work, the team was rewarded with a relaxing lunch and afternoon at Nihiwatu Resort, owned by the cofounder of the Sumba Foundation, which was a very much-appreciated break from the full on endeavors of the week.

Jetstar waived the excess luggage fee, allowing 35 boxes comprising some 278 kg of equipment and supplies as well as a dismantled slit lamp donated by the Royal Children’s Hospital to be carried to Sumba.

As a Rotary volunteer on this year’s “SEP” team, this is one of the most heartwarming experiences of my life; however, I find it difficult to adequately convey in words the enormous generosity of spirit, love, care, and skill exercised by the Surgeons, Nurses and Optometrists in providing true “Service Above Self” by giving the gift of sight to the poorest of the poor.

Read more about the Sumba Foundation:

<http://www.sumbafoundation.org.au/index.asp?menuid=010>



“THE EDGE OF JOY”

At the Rotary International Convention in New Orleans, RFPD announced that Dawn Sinclair Shapiro is this year’s recipient of the Nafis Sadik Award for Courage. Dawn has worked as a Producer, Writer, and Online Editor for Tribune Broadcasting, CNBC, MSNBC, Dateline NBC, and Chicago Public Radio. Her new film, “The Edge of Joy”, about maternal mortality in Nigeria, was called “eye-opening” by Global Health magazine.

“The Edge of Joy” is a documentary that follows a cast of Nigerian doctors, midwives and families to the frontlines of maternal care. Inside a maternity ward in Kano, Northern Nigeria, the film chronicles distressed labors, deaths, and miraculous survival. Outside, lack of blood supply transportation and family planning are examined as causes of the cycle that kills more than 36,000 Nigerian women each year. While filming this documentary, Dawn discovered that there was a Rotary project in the same area tackling exactly the problems and causes she was capturing in pictures. Thus, the film and Rotary

become directly linked, helping to raise the needed awareness for these defects and providing an effective solution for them. Dawn’s latest documentary comes at a perfect time with the announcement of Rotary’s Area of Focus “Maternal and Child Health”.

The Rotary Action Group for Population Growth and Sustainable Development supports this new area of focus by establishing projects with the primary focus of improving Maternal and Child Health. RFPD has assisted with many projects in this area, from our main project, Maternal and Child Health in Nigeria, providing prevention and treatment of Obstetric Fistula, to building a Maternity Wing in a hospital in Nepal, to the Saheli Centers in India providing vocational training and reproductive health education for women, to many more.

Go to <http://www.rifpd.org/Projects/ServiceProjects.shtml>



for more information on RFPD projects, or contact Dr Gordon Cheyne on 03 9500 2359

Dawn has produced a 20 minute version of the documentary for distribution to Rotary Clubs. Contact Lori Arnold , larnold@rifpd.org or 770-407-5633, to obtain a copy. You can also find the trailer for the film on YouTube.



Marketing and Membership Seminar



PHOTO 1: A GROUP SHOT OF SOME OF THE ATTENDEES PHOTO 2: KERRY KORNSHAUSER PHOTO 3: MURRAY VERSO PHOTO 4: PHILIP ARCHER

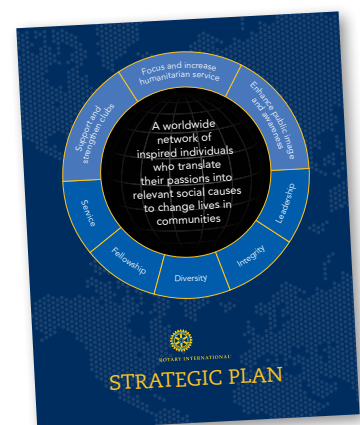
Seventy-odd Rotarians were welcomed by Headmaster Rick Tudor and DG Keith Ryall, before presentations by the team of Murray Verso, Philip Archer, Kerry Kornhauser and Lucia Cardamone on a “can-do” approach to membership development and retention, and diversity in Rotary membership.

The group split up into four workshops, which reported

back to the assembly on:

1. Membership development
2. Public Relations
3. Increasing diversity
4. Making your club “fit for purpose”

After the final session on Public Relations and Marketing and a Q and A session, the group broke for lunch, informal discussion and networking.



View Rotary International's Strategic Planning



Notices & Events

NOTICE**Venue Change for the Rotary Club of North Melbourne**

Now meeting at The Metropolitan Hotel on the corner of Courtney & Blackwood Streets for their Friday breakfast meetings at 7:30AM.

UPDATE**Follow the Yellow Boat Road in Melbourne**

23 August, 2011

The Rotary Club of Docklands will host Robert Pennicott on the Melbourne leg of his circumnavigation of Australia for Polio and Conservation. [Read More](#)

Women's Health Forum

28 August, 2011

The forum will feature segments on the 5 most significant women's health issues: Depression, Heart Disease, Type 2 Diabetes, Breast Cancer and Domestic Violence. [Read More](#)

Women's Health Expo

4 September, 2011

The Women's Health Expo will have information providers from BreastScreen Victoria, Diabetes Australia, the Asthma Foundation. [Read More](#)

NEW**A Night with John Elliot**

21 September, 2011

The night will be a partners and new membership drive night. All are encouraged to attend this special event. [Read More](#)

Rotaract Club of Tullamarine Masquerade Ball

23 September, 2011

We are less than 2 months away from our highly anticipated annual themed event by the Rotaract Club of Tullamarine – The Masquerade Ball! [Read More](#)

Australian Rotaract Conference

24 and 25 September, 2011

Melbourne is the proud host of the 2011 Australian Rotaract Conference! [Read More](#)

Business Person's Breakfast

12 October, 2011

The Rotary Club of Chadstone/East Malvern is having an exciting and informative Business Persons Breakfast. [Read More](#)

NEW**Phonse Tobin Community Awards**

12 October, 2011

The Rotary Club of North Melbourne welcomes you for the annual award night. [Read More](#)

NEW**RYPEN Camp**

23 August, 2011

The cut off for applications will be September 19th. [Read More](#)

2012 Melbourne Conference for District 9800

March, 2012

The 80th annual Rotary District 9800 Conference is being held in Melbourne.

Rotary Adventure in Citizenship

May, 2012

The next Rotary Adventure in Citizenship program will be held in the Federal Parliament's budget session. [Read More](#)

Readers Letters

Ask Clarice...

Dear Clarice,

I attended the D9800 Membership and Marketing Seminar held at Trinity Grammar College on Saturday 6 August

The Seminar was opened by DG Keith Ryall and then co-chaired by District Directors Murray Verso and Phillip Archer. They did an excellent job.

The morning had been set alight by the introductory address given to the delegates by Rick Tudor, Headmaster of Trinity Grammar. He spoke about "authentic leadership" being the real deal. He implored us to "walk the talk" and reminded us that maintaining a strong code of values was a key factor for success. Mr Tudor was indeed, the real deal himself.

Phillip Archer spoke about clubs using the "Figure of 8" test – essentially continuous monitoring and evaluation and the Four-Way Test as a moral compass.

Murray Verso was both instructive and challenging. He informed us his ambitious District goals for 2011/2012 included raising net membership in each club by at least one member, raising the level of women in Rotary and establishing one new club.

He threw the challenge to the delegates with such questions as: How is Rotary perceived? What attracts people to Rotary? Why do people leave Rotary? We must emphasise the social aspects of Rotary. We must allow diversity. Beware the "old guard" (mentioned recently in RDU as the Purple Circle). We must welcome change. We must be organised. We must connect with social media. We need to be vibrant.

Kerry Kornhauser built on the "diversity" theme, making a call for women to be brought into the organisation to redress gender imbalance and Lucia Cardamoane made a short presentation calling for innovative thinking with clubs developing projects in collaboration or partnership with corporations.

The Roundtable conversations proved to be a great way for delegates to get their teeth into the subject matter. Many ideas were raised and some real gems were unearthed.

I particularly liked the idea of the local Rotary Club Police Award, Ambulance Award, Fire Brigade Award, Trades Award, as a means for extending our community influence. and regular Business Breakfasts.

Other ideas included developing Friends of Rotary organisations, chasing Apexians and providing new members with a Rotary cap and T shirt on induction.

The "take home" messages from the seminar were:

- *Plan strategies to succeed*
- *Be out and about in the local community*
- *Make sure everyone "walks the talk"*
- *Make sure that Club Service is leading to a vibrant club*
- *Consider using the Figure of 8 test*
- *Embrace social media*

Personally, I thought it was a lively and instructive seminar, full of facts and useful tips. It was a confidence booster for the troops.

Geoff Tighe
RC Williamstown

Do you have a letter for Clarice?

Contact the Editor

Do you have a letter for Clarice? Is something on your mind?

Send your thoughts to her email address at clarice@rotarydistrict9800.org.au

