



Club Information

Welcome



Peace Through Service

501 Bourke Street
Melbourne, VIC 3000
Australia

Stories

[NEXT WEEK'S SPEAKER: 20 August 2013](#)

LACHLAN QUICK: THE IMPORTANCE OF THE SES IN VICTORIAN'S LIVES

The State Emergency Service began in 1950. More than 5,500 volunteers from all ages, professions and backgrounds serve in both operational and administrative roles across the state. Every one of the volunteers receives comprehensive training to enable them to respond to emergencies.

Many Victorians will be familiar with the voice of Lachlan Quick. He is often heard on the radio delivering emergency information in his role as Manager of Media and Communication Information at the State Emergency Service.

Lachlan is responsible for all SES media coverage and community warnings and he is often heard on the radio delivering emergency information. Whether it's providing assistance in the face of natural disasters or rescues from motor vehicle crashes, the SES seems to be always present in Victorians' lives.

Lachlan has a family association with Rotary through his father who is a member of the Rotary Club of Mordialloc.



Upcoming Events

[Rotary Foundation Multi District Dinner](#)

Moonee Valley Racecourse

Aug 17, 2013 at 07:00 PM – 11:00 PM

[Board Meeting](#)

RACV City Club

Aug 21, 2013 at 06:00 PM – 07:30 PM

[Board Meeting](#)

RACV City Club

Sep 18, 2013 at 06:00 PM – 07:30 PM

[Board Meeting](#)

RACV City Club

Oct 16, 2013 at 06:00 PM – 07:30 PM

Speakers

DUTY ROSTER FOR 20 August

Chair	Jill Cavanagh
Sergeant	Michael Bromby
Greeter	Alan Seale
Reporter	Tony Thomas
Photographer	Allan Driver
Door	Neil Salvano
Director Report	Robin Stevens
Bulletin Editor	Tony Thomas

CLUB MEMBERSHIP: DO YOUR MONKEY-WORK NOW!

Posted by Roger Thornton

The Focus Group's task is to stimulate re-building of our membership after the gradual decline from 60 to 47 in the past few years.

As part of this strategy development, members will be asked to complete a 10-item questionnaire, via the on-line "Survey Monkey", between August 16 and 23. The output will provide ideas on how we can best understand and tackle the membership issues. The plan is to consolidate all the replies in time to make recommendations to the September Board meeting. Thanks everyone for your cooperation!

MEETING REPORT, AUGUST 13, 2013

RCCMS Meeting 13 August 2013

Chairman

Doug Robertson

Visiting Rotarians

DG Ross Butterworth and Annette

AG Tony Wells

Guest

Pamela Robertson

Reporter:

Roger Thornton

Toast

DG Ross Butterworth gave the toast to Rotary International.



From left: Tony Wells, Pam and Doug Robertson, Annette and Ross

Aug 20, 2013

LACHLAN QUICK

The importance of the SES in Victorians' lives

Nov 05, 2013

NO MEETING THIS WEEK **(Melbourne Cup Holiday)**

Nov 12, 2013

NO REGULAR MEETING TODAY

Paul Harris breakfast tomorrow

Nov 13, 2013

Chief Justice Chris Maxwell

Dec 17, 2013

CHRISTMAS PARTY

Dec 24, 2013

NO REGULAR MEETING THIS WEEK **(Christmas Eve)**

Dec 31, 2013

NO REGULAR MEETING THIS WEEK **(New Years Eve)**

Jun 17, 2014

Police Mentoring Program 2014 **Graduation Breakfast**

Jun 24, 2014

NO REGULAR MEETING THIS WEEK

[View entire list](#)

Bulletin Editor

[Tony THOMAS](#) (If you have any comments or questions, please contact the editor)

Sponsors

Interested in being a sponsor?

[Download the website sponsorship guide](#)



Butterworth **Announcements**

Herb Greenwood announced that Yanpu Zhang is organising a fund raising social function at the Dragon Boat Palace on Friday,

September 6th at 7:30pm. Cost: \$55 per head or \$200 for 4 people. Roger Thornton advised members that very shortly they would be asked to complete a questionnaire on membership via Survey Monkey. He emphasised the importance of obtaining feedback from all members and asked that members respond quickly so that consolidated results can be presented to the September Board meeting.

President's announcements

President Doug, on behalf of Greg Cuthbert (in Hong Kong on his buck's week), confirmed that RCCMS will be putting on a play at the Melbourne Town Hall on the afternoon of Sunday, October 20th. Doug said that this has been made possible by donations, in cash and kind, totalling \$10,500 from the City of Melbourne.

Doug said that RCCMS has also received this Rotary year \$2000 from Victoria Police for Community Village and a \$5000 District grant in support of Roy's international project number 4.

Moments in Rotary

Roy Garrett said that over the years he has come to appreciate the enormous good done by Rotary International. He has been a member of Rotary for a long time – initially in another city in another State, where he was looking for business and social contacts. However, after he joined RCCMS over 9 years ago and became involved with international projects, he developed a growing awareness that people with good hearts, when joined together, can do great things.

Sergeant's session



Sergeant Michael Bromby played Honorary Member Keith Frampton's two choices – *Cheek* and *Baby, It's Cold Outside*.

Anne King contributed the following two lines to Michael's epic poem:

But her ghost arose forthwith, and said with a frown

My murderers you must seek, and shoot them down!

Guest Speaker

President Doug introduced DG Ross Butterworth, saying he has been a Rotarian since 1994, is a member of RC Melton Valley and is now retired, after a distinguished career in hospitality. Doug invited Ross to speak on the RI theme for 2013-14 of "*Engage Rotary Change Lives*".

Ross returned to the theme of a Rotary Moment, which for him came in 1999. By then he had been a Rotarian for 5 years but was occupied with business and a young family and was not really involved in Rotary. However, he was asked to become International Service Director for his club and attended District Assembly for ideas. This inspired him to organise for RC Melton Valley to develop a partnership with a Rotary club

in southern India to conduct cataract operations. With the help of the Rotary Foundation, the club raised \$35,000 and funded over 1500 operations. The ripple effect was even more extensive with, for example, young girls now freed to attend school.

Ross referred to his DG training in San Diego, where he heard the latest statistics on the polio eradication program. In 1998 there were 350,000 cases, mostly of children under 5. So far this year, there have been only 165 cases, of which 105 came from outbreaks in the non-endemic countries of Somalia and Kenya, amongst nomadic people.

Membership was another topic of discussion in San Diego. 120,000 people join Rotary each year but 120,000 also leave and most of these do so within the first 5 years of their membership. Ross emphasised that we need to listen and give respect to new members. And we need to engage with them more effectively – “give members ownership and they’ll stay”. Furthermore, to be attractive to new members Rotary needs to update its brand, particularly to meet the digital age. Members can expect to see a lot more advertising of Rotary in Australia, once the election is over, because all 21 Divisions have combined their advertising budgets, totalling \$440,000.

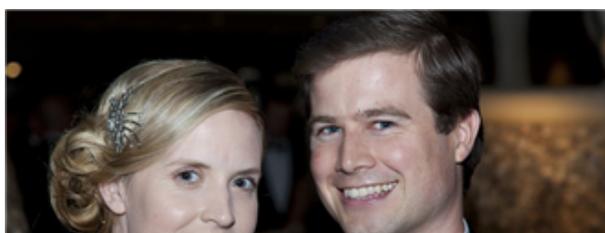
Ross listed three key District goals for 2013-14. These are:

- Engagement – essential to improve retention;
- Rotary Foundation, the engine room of Rotary – it’s the responsibility of clubs to support the Foundation; and
- New Generations – RI President Ron Burton is placing special emphasis on attracting the young.

Ross stated that he is most impressed with RCCMS’ future plans and said that we are a great example to other clubs in the District. He commended the following four members for their contributions at Division level: Justine Murphy, Anne King, Neville John and Alan Seale.

In closing, Ross said that Rotary is like going to the movies. It’s up to you to come out of the cinema and either talk about how great was the movie or complain that your icecream was soft. #

NOTES FROM A VISIT TO CRAWLEY ROTARY CLUB



Crawley Rotary Club President James McLeod and his wife Katherine at the club's fundraising Night to Remember Ball last



May.

Across Australia, Rotary clubs are struggling to halt declines in their membership. Except one club, which is so confident about its model that it expects to add further 20 members by the end of the Rotary year. That's the style of the Rotary Club of Crawley (ROC), chartered in February 2010, which operates out of the University Club of Western Australia.

ROC is moving into a consolidation phase. It has had a spectacular first three years' growth, which has included raising well over \$1m for its charities.

Membership is now 95, after the peak of 110 a year or so ago. It is WA's second largest Rotary club.

Says President James McLeod, aged 29: "I am confident we will have membership of 120 by June 2014 and we will keep that level by ensuring all members' energies are harnessed. We have seven inductees next week and jumps in membership like that are not uncommon."

A pitfall to quick growth is that you attract some people who are enthusiastic at first, however later find they don't have the capacity to be a committed Rotarian, he says. "We have taken a view on what sort of people we want in our club, and are now focusing on attracting, engaging and retaining the right members."

The youngest member today is 20 and the oldest 78. Roughly, 30 members are under 30 years; 25 are aged 30-50, and 40 are over 50 years. McLeod believes the age profile of the club is 20 years lower than the Australian norm.

Its estimated over a third of members have links to UWA as students, staff, alumni or managers.

McLeod: "We give our members the flexibility to choose how they want to participate in the club. If they are active on projects or club administration, we don't mind if they choose not to have 100% attendance at meetings. Most of our current and prospective members have family and employment commitments that makes it difficult for them to get to every meeting."

At the August 8 breakfast meeting (which I attended) there were 48, with the recent average being around 50.

McLeod says, "We'd be happy with 50% attendance by anyone who is involved in project work or assisting to run the club behind the scenes. My goal is to increase our attendance level to 60%, or even 75% so we can consistently have 60 members attend each meeting."

Asked why young people are attracted to the club, he says, "To be mentored and learn from senior members who can help them in their careers or personal lives. It's a motive that all Australian Rotary clubs could use to attract the younger generation. Younger generations tend not to feel comfortable with things like Sergeant sessions, Grace and toasting the Queen. We've selected not to include those aspects of Rotary to give time for our members to build relationships with each other. We

just have the hour from 7.30am to 8.30am, so we are very deliberate on how we use our available time.”

The club offers two-year scholarships to young people – generally of university age – to join the club and be given a mentor. Currently there are 17 of these scholarship holders. (see breakout, Kristine Ong). In the first year Rotary fees, breakfast costs and incidentals are covered. In the second year the fees are covered but only half the breakfast costs. The program is considered a success with at least half a dozen scholarship awardees continuing on with regular club membership after the end of their scholarship duration. “Others have travelled from Perth to further their careers, and we see that also as a good outcome and hope they will maintain Rotary connections.”

To be continued next week.

Logging in to On-Line DISTRICT Directory

HOW TO LOG IN TO DISTRICT DIRECTORY

From David Bennett, District 9800 Secretary 2013-14.

The District Directory is now both in hard copy and an on-line version. The beauty of the on-line version is that it can be updated whenever someone’s details, e.g. club position, phone or address, are changed. However, many members are unsure how to access the on-line version. Here’s how:

Go to

http://www.rotarydistrict9800.org.au/rotary_membership_and_login

Your login name is your individual email address

Enter your password. If you don’t know it, use the ‘Forgotten your password?’ option to get it via email.

You can also change your password along with your contact details once you log in.

If a password exists, you will receive an email with the password. If not, or for any other queries about the district directory please contact: webmaster@rotarydistrict9800.org.au.

Note that all this applies to DISTRICT level details. To access CLUB directory, just log in to your club website and look up members via the Admin tab as usual.

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