



## Rotary Club of Central Melbourne Sunrise Inc

### eBulletin

Thursday, August 26, 2010

Club Web Site

**Editor:** Rebecca RIEBELING

If you have any comments or questions, email the editor.

#### Future Speakers

**Aug 31 2010**

DG Iven Mackay

"District Governor's Visit - Building Communities, Bridging Continents"

**Sep 7 2010**

Pat Boyle - Rotary/Police Mentoree  
"Victoria Police and the Rotary Police/Mentor program"

**Sep 14 2010**

Jane-Frances Kelly, Program Director, Cities  
"The Cities We Need."

**Sep 21 2010**

Banu Tulumen  
"Turkish - Australian ANZAC Peace Tour"

#### Upcoming Events

**DIK Working Bee and BBQ**

Sep 19 2010

**Melbourne Marathon**

Oct 10 2010

**Rotary Club of Osaka**

**Hommachi 20th Anniversary**  
Apr 5 2011

#### News

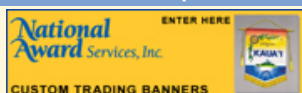
The Introduction of the Recognition of Traditional Owners

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#### This Week's Speaker, Tues August 31st

by RIEBELING, Rebecca

#### District Governor's Visit - Iven Mackay

#### Building Communities, Bridging Continents



These words describe Rotary's current mission and highlight our achievements.

"Yes, we have changed the world, and will continue to change it, in a positive way! Can we do it even better in these financially troubled times? Yes, we can do it! Yes, we will do it — together! The formula is simple. For us to succeed... all we need to do is to focus our best efforts on encouraging our clubs and districts to do what Rotarians are passionate about, and what Rotarians are the best in the world at doing, which is Building Communities — Bridging Continents!"

*Extract RI President Ray Klinginsmith's theme address at the 2010 International Assembly*

#### Duty Roster, Tues August 31st

by Rebecca RIEBELING

**Note:** Duty people are expected to be on duty at RACV at **Zam** as many guests start arriving from this time.

**Please note if unable to attend please arrange to swap your role with another member.**

|                     |                  |
|---------------------|------------------|
| <b>Chairperson</b>  | Justine Murphy   |
| <b>Sergeant</b>     | Mary Voice       |
| <b>Greeter</b>      | Bernie Gerlinger |
| <b>Reporter</b>     | Jen Warner       |
| <b>Door</b>         | Alan Seale       |
| <b>Photographer</b> | Richard Stone    |

#### Meeting Report Tues, 24th Aug

by Doug W ROBERTSON

#### Chairperson:

John Meehan

#### Visiting Rotarians:

Bruce Heron, former RCCMS member.

#### Visitors:

Pat Boyle - Police Mentoring Program

#### Guest Speaker:

Prof. Hans Westerbeek, VictoriaUniversity

#### General Announcements:



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Alan Seale: the COZ Project Team will meet immediately after this meeting.

Paul Maguire: a reminder regarding toys for the Trish Franklin school in Vietnam. Expressions of interest for the trip to our sister Club in Osaka were called for. The Anniversary is 5<sup>th</sup> April 2011.

Allan Driver: reminder the DIK Working Bee is scheduled 9.00am Sunday 19<sup>th</sup> September followed by a BBQ.

Tom Callander: Melbourne Marathon is Sunday 10<sup>th</sup> October. Those interested in participating in shorter distances to contact him to form a Club group. He suggested support for "One in Five" would be a worthy cause.

#### Sergeant Session:

All birthdays and most club anniversary fines were waived due to absences. Noted though that Geoff Fairhall's birthday is 26<sup>th</sup> August and Dick Mitchell will arrange a card. The Sergeant then proceeded to fine everybody in the room through both positive and negative football team results. Finally each table was asked to provide "ideas"! The winning idea delivered by Allan Driver was a suggestion to utilise the RACV Club's coffee machine before the meeting, allowing those requiring a pre-meeting caffeine fix, to satisfy their habit.

#### President's Announcements:

President Anne advised that:

- Next meeting she will summarise the Board meeting of last week. Any photos members have from the month's activities should be forwarded to her.
- A thank you note from the Melbourne Park Club for our Charter donation of \$500 had been received. They meet on Tuesdays at 7.00pm and it would be good if members could support the club.
- She will be attending a footy finals breakfast run by Albert Park on 17<sup>th</sup> September, with guest speaker Matthew Richardson. Any members who wish to attend should advise her. Oktoberfest will be run by Docklands but may clash with our Trivia night. Both clubs will be happy to support our COZ project.
- In regard to Pakistan Relief situation, Rotary International is setting up an appeal and details will be advised. We have sent two "Shelter Boxes" via Disaster Aid Australia.
- The Club Calendar is managed by Bruce McBain who is currently compiling dates and will be posting them on the website. Please advise Bruce of any inclusions.
- The District Governor is attending next weeks meeting.

#### Guest Speaker:

Professor Hans Westerbeek from Victoria presented on the topic: "Is the FIFA World Cup good for business and good for sport?"

He noted that there is now something like 1500 major sporting events world wide each year, with the crown jewels being the Olympics and the FIFA World Cup. Prof Westerbeek showed the progression of sport over the past 150 years or so, from an education, value and morality based approach to spectacles and now to commercialisation through modern communications.

He detailed the reasons given for the support by nations of these events - city or country positioning, coming of age, fast track development and other questionable goals such as economic, social, environmental, tourism and so on. He pointed out that the revenues from media for the Peking Olympics were around US \$ 1.7 billion. This was up dramatically from 1994 when the Los Angeles Games created an awakening in the IOC as to the commercial value of the Games.

He pointed out that Delhi is struggling to be ready for the Commonwealth Games and suggested there is significant reason to question the benefits of holding these types of events in third world countries. Delhi has no strong sporting culture. Short term perspectives will not deliver business or sport success and will not benefit the city in the long term. He did mention that because Melbourne had sporting and other supporting infrastructure rated as world leading, there could be strong arguments that

these events would be beneficial here.

In returning to FIFA, he suggested the same was true for South Africa as for Delhi. A major objective for South Africa was to attract investment capital and that task was left to South Africa. FIFA arrived in South Africa on a fly in, fly out basis, paying for not a thing and leaving for Switzerland with \$3 billion dollars.

Prof Westerbeek pointed out also that the hosting country has to change laws to accommodate FIFA's requirements in regard to branding, legal liability and so on. The Board consists of 26 members and is accountable to no one. They are subject to limited international law requirements. He was of the opinion that FIFA is not a good corporate citizen, did not return enough money to the sport and certainly is not transparent in its operations.

He was also of the view that Australia will probably get the 2022 FIFA World Cup and that the benefits for the country will only be forthcoming if the Government is very strong in its dealing with FIFA.

His position in regard to the other major body, the IOC, was made abundantly clear when your reporter asked the question: "Are your concerns regarding FIFA also applicable to the International Olympic Committee?" The answer being: "Even more so!"

#### **Our Four PHF Partners on Show**

by MEEHAN, John



This recent photo features four of our Club's **Partners** who have received PHF (Paul Harris Fellow) Recognitions over the years for their voluntary community service and/or for their professional achievements. Our Club has always had energetic and dedicated Partners who have worked hard on Club projects or attended many events and activities as non-Rotarians. Without their support and drive we may not be enjoying the reputation and success as one of the strongest Clubs in our District. These four Partners are considered to have made a special contribution and are listed in order of presentations:

1999-2000: Molly Frampton (OAM) for long service to Court Network in providing comfort to victims and families attending the court system and also her interests in child protection issues.

1999-2000: Lorraine Meehan for her plastic & reconstructive nursing on tours to Indonesian Borneo with voluntary teams of surgeons and also setting up archives and memorabilia for our Club.

2005-2006: Leonie Greenwood for regular contribution and support for club activities and voluntary community involvement.


2009-2010: Lyn McBain for clinical nursing services and fundraising for brain injury unit of Royal Talbot Hospital and also donation of raffle prizes, hampers and help for RC Echuca Steam Rally.

< /o:p>

Pictured left to right are Leonie Greenwood, Lyn McBain, Molly Frampton (OAM) and Lorraine Meehan.

#### **White Lion AFL Event - Volunteers Wanted!**

by Michael WELLS

If anyone is interested in being a volunteer, regarding a Whitelion event to be held at the MCG on Thursday 9 September, 2010 for about three hours, please get in contact with Michael Wells or Justine Murphy (see <http://www.whitelion.asn.au> for all the details). Great opportunity for some networking and a nice meal at an excellent venue! 

#### **Rotary Facts - Rotary Mottos**

by Rebecca RIEBELING



Rotary's official mottos date back to the early days of the organisation. The principal motto is Service Above Self. The 2010 Council on Legislation modified the wording of the other motto to One Profits Most Who Serves Best. In 1911, He Profits Most Who Serves Best was approved as the Rotary Motto at the second convention of the National Association of Rotary Clubs of America, in Portland, Oregon. It was adapted from a speech made by Rotarian Arthur Frederick Sheldon to the first convention,

held in Chicago the previous year. Sheldon declared that "only the science of right conduct toward others pays. Business is the science of human services. He profits most who serves his fellows best."

Pictured: Arthur Frederick Sheldon, the Rotarian whose convention speech inspired Rotary's second motto, One Profits Most Who Serves Best.

*Source: Newsletter for District 9800 Community Services - Edition 1 - 2010/2011 - July 2010.*

*Designed and published as a service to Rotary by Dr Barry Mullen*

**Bernie's Commitments**