



Hello Bernie! This email has been generated just for you as a member of our club. We hope you enjoy receiving this newsletter!

Editor: Rebecca RIEBELING
If you have any comments or questions, email the editor.

Future Speakers

Sep 20 2011

Ed Stockdale et al
"From Keats to Banjo"

Nov 8 2011

Dr Peter Ewer
"Storm over Kokoda - remembering the Air Force heroes of 1942"

Upcoming Events

WORKING BEE Donations in Kind 17th September
Sep 17 2011

Melbourne Marathon
Oct 9 2011

Vocational Visit
Nov 18 2011 - Nov 18 2011

Club Christmas Party
Dec 20 2011

Steam Rally with Rotary Club of Echuca Moama
Jun 9 2012 - Jun 11 2012

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Next Tuesday's Breakfast Meeting

by RIEBELING, Rebecca

Ed Stockdale et al

"From Keats to Banjo"



Sergeant Ed Stockdale will take us on a tour of 100 years of poetry, from one of the great English romantic poets to our great Banjo.

Terry Cocks will present Keats. He will be followed by Paddy Brady who can best be described as a laconic Aussie and an expert in Henry Lawson, Banjo Patterson and other Aussie 'bush poets'.

Duty Roster 20th September 2011

by STEVENS, Kay

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.

Chairperson	Edward Stockdale
Sergeant	Edward Stockdale
Reporter	Tony Thomas

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Door	Doug W Robertson Anne King
Photographer	John Meehan
Greeter	Barrie Tassell

RCCM-S Special Breakfast Report for 13 Sept 2011

by *Allan DRIVER*

This breakfast was well attended and mention was made that the CEO of the "Principles for Social Investment" Secretariat, Shaun Cannon; Austen Burleigh, President of RC Melbourne; and Anastasia Driver, Vice-President of RC Melbourne Park were in attendance.



Guest Speaker: Andrew MacLeod

Andrew spoke in his capacity as Foundation Chair of the Principles for Social Investment Secretariat which is to be formed in Melbourne.

Andrew explained that the **Principles for Social Investment (PSI)** is an initiative of the United Nations Global Compact to provide an ethical foundation and guidelines for social investment by companies and their foundations, community foundations and private foundations and thereby encourage an integrated, strategic and sustainable approach to improve the long-term 'returns' to key stakeholders - including populations benefiting from social investment and the investors.

Social investment is the practice of making voluntary financial and non-financial contributions that demonstrably help local communities and broader societies to address the societal priorities of both developed and developing countries. Leaders of corporations and grant-making institutions increasingly recognize the importance of responsible social investment, ensuring not only the optimal impact of their contributions, but also their alignment with broader societal goals.

The United Nations Global Impact PSI promote contributions that are purposeful, accountable, respectful and ethical. By distilling best practices into a set of voluntary principles that guide the ongoing practice of social investment by organizations, the PSI seek to increase the positive impact and scalability of such contributions for the advancement of societies. Forthcoming measurement guidance on the PSI will enable companies and other grant-making institutions to track improvement in their adherence to these principles over time.

Andrew also explained that the Committee for Melbourne was formed in 1985 and the Committee is an apolitical organisation that looks strategically at issues that impact beyond the short term electoral cycles. The Committee brings together Melbourne's most influential businesses and organisations to work collaboratively to enhance Melbourne - economically, socially and environmentally. This being around 150 organisations.

In the past, this Committee was successful in restarting Melbourne which lead to the creation of Docklands, Infrastructure bonds for the development of the road tunnels and the City Circe tram.

Andrew mentioned the current work plan for the Committee for Melbourne, including a 50 year plan, long term infrastructure planning, medium density growth leading to social cohesion and making Melbourne a Knowledge Centre, particularly for international education.

He explained that the private sector expenditure for social investment is very effective and overall is very significant.

He also raised the question as to whether Social Investment was regarded as aid or development and whether overseas aid was working well enough. He explained that, while the post Millennium Development Goals across the world appear to be not meeting targets, countries that took the development investment track, rather than the aid track, were doing well on behalf of their people and were empowering those communities. He stressed that, for example, BHP spent 1% of their pretax profit on community investment and that the private sector outstrips the public sector in development investment.

Andrew pointed out that Australia appears to understand the changes towards the need for employees, particularly Gen Y, to question the global and/or carbon footprint of businesses before accepting employment more so than people in Europe, USA or Asia. He also pointed out that businesses can make their social investment pay off from a business sense and contribute to the overall bottom line profit.

Many questions were asked covering the origins of social investment, the effectiveness of foreign aid, the background to the UN PSI Secretariat being located in Melbourne and strategies for communicating the PSI's work throughout Australia and the rest of the world.

Raffle:

The winners of the raffle prizes were drawn by Andrew and were gratefully accepted by the winners. Overall around \$500 was raised from the raffle to go toward the successful completion of the plans and objectives of RCCM-S.

Further Information:

Further information about the Committee for Melbourne and Andrew MacLeod can found at the following [website link](#)

Further information about the UN Principles for Social Investment initiatives can be found at the following [website link](#)

Royal Talbot Trivia Music Night

by LOVE, Kevin

Our club supports Royal Talbot Rehabilitation Centre through our working bees in the Sensory Garden. Here is another chance to support it by coming along to the fundraiser being organised by the Rotary Club of Boroondarra on October 23rd.

View a copy of the promotional brochure at the following [LINK](#)

It looks like a great night. Anyone interested in forming a table from the club is requested to contact Kevin Love.

Disaster Aid Australia Update

by DRIVER, Allan

As RCCM-S members may be aware, our club has donated \$1,600 to DAA for the supply of 2 Family Survival Kits.



Disaster Aid Australia continues to assist those refugees in the Horn of Africa especially the most at risk at a new camp site in Kambioos.

Ed Cox, Disaster Aid International Head of Training and Deployment, reports that our Family Survival boxes are the highest quality tents available within the region.

"The new Kambioos camp site is 16 square kilometers - another mammoth site with refugees waiting to be allocated their new home", Ed reports. The magnitude and complexity of creating these camps is enormous as everything from shelter, water systems, sanitation, food, security, medical and everything else 500,000 people need to survive must be built in this barren land. With tents being erected, our NFI (non-food items) being handed out and more container loads on the way, Disaster Aid Australia and its international partners continue to respond to the world's most desperate in true Rotarian spirit.

With your continued support we as Australian Rotarians and friends of Disaster Aid Australia will continue to turn despair into hope, around the world."

To view the DAA September News Update please select the following [LINK](#)

RCCM-S International Service Committee - Abundant Water Project Laos

by DRIVER, Allan



Last Rotary year, the RCCM-S donated \$500 toward the development of a water purifying project in Laos. The latest newsletter from Abundant water indicates that as at the end of August they have trial filters in 11 villages. The list of villages and the provinces in which they have been active over the past few months are:

Vientiane Province: Ban Tam; Ban Nam Suang; Ban Pa Lai; and Ban Som Samai.

Oudomxay Province: Ban Houay Ta

Bolikamxay Province: Ban Pa Dai; Ban Pa Meuang; and Ban Na Long.

Xiengkhuang Province: Ban Yong; Ban Mieng; and Ponsavahn Neua.

To view the complete newsletter select the following [LINK](#)