

# District Governor's Newsletter



D9670

[www.rotary9670.org.au](http://www.rotary9670.org.au)



## ROTARY DISTRICT 9670 ADMINSTRATION 2010-2011

### DISTRICT GOVERNOR

Don Stephens (Marjorie) – RC of Dubbo West  
10 Baird Street, Dubbo NSW 2830  
Tel: H 02 6882 5226 Fax 02 6884 4273  
Mob: 0418 219 185  
E-mail [donjstephens@bigpond.com](mailto:donjstephens@bigpond.com)

### DISTRICT GOVERNOR ELECT

Janette Jackson (Steve) RC of Cessnock  
310 Lovedale Rd. Lovedale NSW 2320  
Tel: 02 4990 3964 Mob: 0419 421 154  
E-mail [jj4211@bigpond.com](mailto:jj4211@bigpond.com)

### DISTRICT GOVERNOR NOMINEE

Greg Bowen (Ilse) RC of Toronto  
162 Coal Point Road, Toronto NSW 2322  
Tel: 02 4959 4066  
E-mail: [fambow@tpg.com.au](mailto:fambow@tpg.com.au)

### DISTRICT SECRETARY

Malcolm Cockrum (Lyn) RC Dubbo West  
154 Bunglegumbie Road, Dubbo NSW 2830  
Tel: 02 6882 3437 Mob: 0407 710 454  
E-mail [malclyn@tpg.com.au](mailto:malclyn@tpg.com.au)

### DISTRICT TREASURER

Gareth Howells (Barbara) RC Dubbo West  
13 Langford Drive, Dubbo NSW 2830  
Tel: 02 6884 1468 Mob: 0488 598 256  
E-mail: [mastaeq@bigpond.com](mailto:mastaeq@bigpond.com)

### DISTRICT PUBLIC OFFICER

Steve Jackson (Janette) – RC Cessnock  
Tel: 02 4990 3964 Mob: 0419 421 154  
E-mail: [jacksonsj@bigpond.com](mailto:jacksonsj@bigpond.com)

### DISTRICT LEGAL OFFICER

Ray Nolan RC Dubbo  
7/2-4 Diane Street, Dubbo NSW 2830  
Tel: 02 6884 7500 Mob: 0407 243 942  
E-mail [rjnolan@bigpond.com](mailto:rjnolan@bigpond.com)

### DISTRICT ATTENDANCE OFFICER

Tim Holmes (Sylvia) – RC of Cessnock  
27 Burnett St , Cessnock 2325  
Tel: 0404 019 878  
E-mail: [timholmes50@yahoo.com.au](mailto:timholmes50@yahoo.com.au)

### DISTRICT BULLETIN ASSESSMENT OFFICER

Bal Dohnt ( Beres) RC Dubbo West  
25 Stonehaven Avenue, Dubbo NSW 2830  
Tel: 02 6882 5169 Mob: 0419 681 931  
E-mail : [rotarybulletin967@yahoo.com.au](mailto:rotarybulletin967@yahoo.com.au) (note  
967 is correct)

### DISTRICT TRAINER

PDG Ted Atchison (Louise) RC Charlestown  
67 Ocean View Parade, Charlestown 2290  
Tel: 02 4943 3699  
E-mail : [eatch@bigpond.com](mailto:eatch@bigpond.com)

### DISTRICT PROPERTY CUSTODIANS

Alan McLean (Barbara) – RC of Maitland  
66 Hilldale Drive, Bolwarra Heights, 2320  
Tel: 02 4930 1546  
E-mail: [springridge@cnn.net.au](mailto:springridge@cnn.net.au)

Kevin Parker (Jennylee) – RC of Dubbo Macquarie  
"Ellimatta" Eulomogo Road, MS7, Dubbo 2830  
Tel: 02 6841 2600 Mob: 0400 626 005  
E-mail: [kevin.parker@boq.com.au](mailto:kevin.parker@boq.com.au)

## Message from the DG

### Welcome to Membership Month

First the good news. Our District had a net gain of 29 members from 30/06/2009 to 30/06/2010. We are one of only 6 districts in Australia to show a net gain. Well done to those clubs who managed an increase and well done to our District Membership Committee under the guidance of Wilma Simmons. This years Membership Committee chaired by Wendy Hawthorne is also determined to assist clubs grow. Thanks to those clubs who returned their membership goals which when achieved should see us gain another 50+ members this year . We can do it.

Globally membership numbers sit at 1.2 million. In year 2000 they were also 1.2 million. In that ten years 1.1 million members have been inducted into Rotary. The mathematics then tells us we have lost 1.1 million members in the last ten years. There would be some natural attrition but where have the rest gone?

Retaining our members is an obvious priority. We cannot assume members will stay. We all need to be working at it all the time.

Some things to consider to make your club the place members want to be:

1. **First Impressions** (you only get one chance): Best Meeting Day and Time, Good Venue, Meet & Greet, Room Layout & appearance, Badges, Appropriate speaker welcome and gift.
2. **Meeting Format:** Structured- Run on Time- Quality Speakers-Variety- Short Topical Sergeants Session
3. **Quality Projects:** Both fundraising and Donating to Causes.
4. **Communications:** Bulletin informative and educational-, Website, -Board Reports-, structured PR Plan.
5. **Social Content:** Friendship Program Beyond Club Meetings.
6. **Community Links:** Strong Connection with the Community.

I look forward to catching up with many of you at the Canberra Conference on 21<sup>st</sup> & 22 August. The feedback I am getting as I travel around the clubs is that we will be well represented from this district. I am sure you will return with many ideas to build **Bigger Better Bolder** Rotary Clubs in District 9670.

Your Friend in Rotary

Don Stephens  
DG 2010-11



*Spirit of the Bush Conference*

18, 19 and 20 March 2011



## ROMAC is Alive in D9670 Bridging Continents



The Rotary Oceania Medical Aid for Children's Mission Statement" to provide medical treatment for children from developing countries and/or dignity restoring surgery not accessible to them in their home country " will be full filled here at the John Hunter Hospital Newcastle in September.

Dr Robert Sillar retired general surgeon on his annual volunteer medical aid mission to West Timor identified 2 teenage girls both presenting with a massive tumour in their jaws. No treatment would eventually mean a life threatening situation and a bleak outlook for Martin 15 and Inosensia 17. On Dr Sillar's returned to Newcastle in March this year he approached me to see what Rotary could offer. His previous contact with the John Hunter Hospital allowed him to access surgical assistance from 2 Facio-maxillary Surgeons and the hospital's surgical department.

ROMAC's Director Bob Richards was contacted and he was pleased to be involved. The John Hunter Hospital will be providing all surgical skills and needs and the surgeons Dr Rob Eisenberg and Dr Gary Hoffman will head the surgical team free of charge. The procedures to excise these tumours from the girl's jaws and to rebuild the jaw from bone grafts from their legs are very lengthy and this will take place on 19th September 2010.



ROMAC is hoping that this will be the first of many ROMAC good news stories in District 9670 however will be needing the support of the district to "Make Dreams Real".

Lyn Thorpe OAM  
Rotary club of Newcastle Sunrise  
[dkthorpe@bigpond.com](mailto:dkthorpe@bigpond.com)  
02 4942 5559

### PAG Peter English writes about a wonderful project involving the Men's Educational Rural Van (MERV)

I write on behalf of Immediate Past District Governor (PDG) Greg Bevan and his wife Lorraine with regard to the implementation of the District Governors Wife's project. Last year Lorraine chose the Men's Educational Rural Van (MERV) as the project she wished to conduct, as this was successfully run through the Western communities of District 9670 in 2008.

MERV is a specially designed caravan which Greater Western Area Health Service (GWAHS) utilise to offer free general health check-up to men including blood pressure, glucose and cholesterol checks, as well as general information and advice. MERV was initiated because men's health services, especially in rural and remote areas can be a barrier for men seeking health care and advice.

In May of 2008, Rotary District 9670 partnered with GWAHS and conducted a very successful tour with 197 men utilising this service from the 8 communities of Cobar, Bourke, Brewarrina, Nyngan, Warren, Narromine, Dubbo and Wellington that the van visited.

Andrew Whale, the male nurse who accompanied the van in 2008, said that the men who availed of the service, were most appreciative that our District took the initiative to visit their community to provide education and advice on men's health issues. This appreciation was more profound in the more remote communities. Immediate Past District Governor Greg Bevan is pleased to advise that, negotiations by our wonderful coordinator Peter English, with GWAHS has realised another tour of MERV across 8 western communities in late September. Past District Governor Tony Mackenzie has volunteered his time to tow MERV around the west and provide support for the GWAHS staff that will provide advice and perform routine medical checks in the van.

Your Friend in Rotary

Peter English  
Rotary Dubbo Macquarie



It is planned that the van will tour the western area of our District for the 2 weeks commencing Monday 20 September 2010. The draft itinerary is below with suggested venues and times for your Clubs information and comment.

#### Week 1

1. Monday (20 September 2010) drive to Cobar and attend Rotary meeting that evening.
2. Tuesday (21 September 2010) am Cobar (outside the Shire Council Chambers between 9am and 3pm) and late pm drive to Bourke.
3. Wednesday (22 September 2010) am Bourke (at the Bourke Wharf between 9am and 3pm) and late pm drive to Brewarrina.
4. Thursday (23 September 2010) am Brewarrina (Visitor Information Centre Carpark between 9am and 3pm) and late pm drive to Nyngan.
5. Friday (24 September 2010) am Nyngan (in the car park near the helicopter between 9am and 3pm) and late pm drive to Warren and leave MERV for weekend.

#### Week 2

1. Monday (27 September 2010) am Warren (main street between 9am and 3pm) and late pm drive Narromine.
2. Tuesday (28 September 2010) am Narromine (at Cenotaph in the middle of town between 9am and 3pm) and attend Rotary meeting that evening.
3. Wednesday (29 September 2010) am drive to Gilgandra (Town Hall next to Council Chambers between 9am and 3pm) and late pm drive to Wellington.
4. Thursday (30 September 2010) am Wellington (at Library Carpark or old Aspley Club between 9am and 3pm).
5. Friday (1 October 2010) Tow MERV back to Mudgee.

This is a great occasion to promote Rotary with a free and much needed service within The community.



**ROTARY DISTRICT 9670 FOUNDATION COMMITTEE Inc.**  
INC9881998



Governor: 2010-11 Don Stephens, RC of Dubbo West Inc.  
Chairman: PP Gerard McMillan, RC of Singleton Inc.  
Secretary: PP Bob Thomas, RC of Mudgee Sunrise Inc.

The annual General meeting of the District 9670 Rotary Foundation Committee was held on Sunday 18 July 2010. At the meeting the following targets were set for the 2010-2011 Rotary year.

**2010-2011 Targets for participation in the Rotary Foundation**

1. Total giving to the Rotary Foundation greater than US\$100,000
  2. Every Rotarian Every Year (EREY) – District to have greater than 25% of Rotarians in District recognized as EREY members.
  3. Rotary Foundation Sustaining Member (RFSM) – District to have greater than 10% of Rotarians in District recognized as RFSM members.
  4. District 9670 Immortal – District to have greater than 10% of Rotarians recognized as being D9670 Immortal. Recognition is for a member who makes a ‘one of’ donation of \$100 (au) to the Permanent Fund or is registered as a Rotary Foundation Benefactor.
  5. District TRF Raffle – greater than 75% of Clubs are actively involved in promoting the District raffle.
- Paul Harris Society Members – The PHS has 10 members by end of year.

**Giving Results for 2009-2010**

Total Giving to Rotary Foundation Programs;	US\$ 110,976
Giving to Annual Programs Fund;	US\$ 72,254
Giving to PolioPlus;	US\$ 29,562
Other Giving;	US\$ 9,160

The District TRF Committee matched the giving to PolioPlus with US\$25,000 from District Designated Funds.

Top three Clubs in per-capita giving to the TRF are, Cessnock, Singleton on Hunter and Toronto.

The top three Clubs in per-capita giving to the Annual Programs Fund are, Dubbo South, Singleton on Hunter and Narromine.

The District TRF Committee has developed information sheets explaining how Rotarians can participate in giving to the Foundation’s Annual Programs Fund through, Every Rotarian Every Year (EREY) and to the Permanent fund through the District 9670 Immortals. This information is available by contacting a member of the District TRF Committee or your Assistant Governor.

If you need someone to assist with explaining the programs of the Rotary Foundation to your members please contact a member of the District Rotary Foundation Committee.

PDG Alex McHarg, Grants & Giving Chair  
1 Sister Luke Place, Singleton NSW 2330.  
Tel: 6573 1647, Mob: 0409 321 403,  
Email; - alexander.mcharg@bigpond.com



**SUPPORT NEEDED FOR AUSTRALIAN ROTARY HEALTH**  
**BY DISTRICT 9670 CLUBS**

The District’s Australian Rotary Health (ARH) Committee is calling on all Clubs to consider contributing needed funds this year to our own Rotary organisation working to improve the health of our local communities.

ARH was commenced by Rotary Clubs in Australia in 1981 to research the then alarming number of cot deaths occurring in our community. Following good success, ARH then became national and went on to become one of the largest independent health research funds in the country.

ARH is controlled entirely by Rotarians and while the headquarters are at Parramatta, it has strong local ties to our district. We have PDG Don Whatham from the Rotary Club of Nelson Bay on the Board of Directors and Professor Vaughan Carr of the University of Newcastle, a member of the Research Committee. A number of researchers and scholarship recipients are also from our local University.

ARH offers a range of different opportunities for funding and is involved in many other health related activities besides pure research. Members of the District Committee are happy to speak to club meetings to explain these opportunities in more detail.

Contact can be made through the Committee Chair, **Jeff Jansson** by emailing [jansson@exemail.com.au](mailto:jansson@exemail.com.au) (note change from District Directory) or by telephoning 0418210873.

From the desk of the Tim Holmes our District Attendance Officer, comes the figures from July.

CLUB	Current M'ship	July %	July RANK
ADAMSTOWN/NEW LAMBTON	30	82.00	6
BELMONT	25	0.00	Not Available
BENNETTS GREEN	0	0.00	Not Available
BOURKE	11	48.00	24
CARDIFF	10	85.00	5
CESSNOCK	28	69.25	14
CESSNOCK WINE COUNTRY	0	0.00	Not Available
CHARLESTOWN	36	72.73	12
COBAR	11	62.50	19
DENMAN	16	0.00	Not Available
DUBBO	24	80.21	8
DUBBO MACQUARIE	21	63.10	18
DUBBO SOUTH	43	85.47	4
DUBBO WEST	44	0.00	Not Available
DUNGOG	0	0.00	Not Available
EAST MAITLAND	45	0.00	Not Available
KURRI KURRI	15	57.35	23
MAITLAND	35	0.00	Not Available
MAITLAND SUNRISE	0	0.00	Not Available
MERRIWA	19	81.42	7
MORISSET	26	0.00	Not Available
MUDGEES	24	65.89	16
MUDGEES SUNRISE	21	78.00	10
MURRURUNDI	5	90.00	1
MUSWELLBROOK	22	0.00	Not Available
MYALL COAST	24	58.75	22
NARROMINE	0	0.00	Not Available
NELSON BAY	62	0.00	Not Available
NEWCASTLE	61	61.29	21
NEWCASTLE ENTERPRISE	31	77.00	11
NEWCASTLE SUNRISE	21	0.00	Not Available
NEWCASTLE HARBOUR	26	62.00	20
NYNGAN	0	0.00	Not Available
PATERSON	20	66.00	15
RAYMOND TERRACE	19	70.83	13
RUTHERFORD / TELARAH	31	79.99	9
RYLSTONE / KANDOS	14	0.00	Not Available
SALAMANDER BAY	28	0.00	Not Available
SCONE	9	0.00	Not Available
SINGLETON	44	0.00	Not Available
SINGLETON ON HUNTER	23	0.00	Not Available
TORONTO	39	63.63	17
TORONTO SUNRISE	27	0.00	Not Available
WALLSEND / MARYLAND	26	0.00	Not Available
WARATAH	17	87.50	2
WARNERS BAY	18	86.00	3
WARREN	0	0.00	Not Available
WELLINGTON	0	0.00	Not Available
WILLIAMTOWN	17	0.00	Not Available

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WARATAH	17	87.50	2
WARNERS BAY	18	86.00	3
DUBBO SOUTH	43	85.47	4
CARDIFF	10	85.00	5
ADAMSTOWN/NEW LAMBTON	30	82.00	6
MERRIWA	19	81.42	7
DUBBO	24	80.21	8
RUTHERFORD / TELARAH	31	79.99	9
MUDGEES SUNRISE	21	78.00	10
NEWCASTLE ENTERPRISE	31	77.00	11
CHARLESTOWN	36	72.73	12
RAYMOND TERRACE	19	70.83	13
CESSNOCK	28	69.25	14
PATERSON	20	66.00	15
MUDGEES	24	65.89	16
TORONTO	39	63.63	17
DUBBO MACQUARIE	21	63.10	18
COBAR	11	62.50	19
NEWCASTLE HARBOUR	26	62.00	20
NEWCASTLE	61	61.29	21
MYALL COAST	24	58.75	22
KURRI KURRI	15	57.35	23
BOURKE	11	48.00	24
BELMONT	25	0.00	Not Available
BENNETTS GREEN	0	0.00	Not Available
CESSNOCK WINE COUNTRY	0	0.00	Not Available
DENMAN	16	0.00	Not Available
DUBBO WEST	44	0.00	Not Available
DUNGOG	0	0.00	Not Available
EAST MAITLAND	45	0.00	Not Available
MAITLAND	35	0.00	Not Available
MAITLAND SUNRISE	0	0.00	Not Available
MORISSET	26	0.00	Not Available
MUSWELLBROOK	22	0.00	Not Available
NARROMINE	0	0.00	Not Available
NELSON BAY	62	0.00	Not Available
NEWCASTLE SUNRISE	21	0.00	Not Available
NYNGAN	0	0.00	Not Available
RYLSTONE / KANDOS	14	0.00	Not Available
SALAMANDER BAY	28	0.00	Not Available
SCONE	9	0.00	Not Available
SINGLETON	44	0.00	Not Available
SINGLETON ON HUNTER	23	0.00	Not Available
TORONTO SUNRISE	27	0.00	Not Available
WALLSEND / MARYLAND	26	0.00	Not Available
WARREN	0	0.00	Not Available
WELLINGTON	0	0.00	Not Available
WILLIAMTOWN	17	0.00	Not Available

## From the Editor's Keyboard

Welcome to the 2nd (August) edition of the District Governor's Newsletter for 2010—2011.

We have a slightly larger newsletter than normal this time around to a couple of flyers, both of which have a centralised theme as mentioned by DG Don Stephens, in his inaugural speech at the Changeover Dinner. This related to the combined Public Relations Initiative from Rotary International. The 2nd flyer relates to the PR Workshop to be held at Singleton on the 13th of November. All clubs are encouraged to send a delegate or two to learn how to best promote their club's activities.

As you can see from the attendance figures above, our clubs have been very busy, so busy that some clubs have not passed on their July attendance figures to Tim Holmes, our District Attendance Officer. Could all club secretaries, especially those who have a "NOT AVAILABLE" next to their club's name, please ensure these figures are forwarded to this desk as Tim will be away for some time next month. Well done Murrurundi!!

Finally, please read the good news story regarding Shelterbox in Australia, and the wonderful work they are doing to help the flood ravaged areas of Pakistan. The photos are directly off their website and give some indication of the misery that has been alleviated by Shelterbox.

**Peter Judd**  
 Editor  
 RC of Dubbo West  
 pjudd@yahoo.com.au  
 Mob 0437 847 263

Please remember that publishing deadline is by the 7th of each month.

If you have any articles or reports for publishing, they make a more interesting read if there are photos or sketches included.



Scott Jarman, our District's Shelterbox Australia representative has submitted this letter for publishing.

## To all Rotary Clubs District 9670

The following message has been received from ShelterBox Australia and as the District Representative alongside Peter Croft of the Rotary Club of Dubbo Macquarie I forward this correspondence to all Clubs.

Regards

Scott Jarman  
Rotary Club of Nelson Bay

To all Australian District Governors, Club Presidents and Rotarians

Dear Fellow Rotarians

I am writing to you to advise you of the action Shelterbox has taken over the last few days in response to the Pakistani floods and seek your support and financial assistance to help us expand on the work we have commenced to respond to one of the most catastrophic natural disasters in recent times.

The floods in Pakistan have resulted in massive flooding in the Punjab and Sindh regions of Pakistan. Although the death toll has been mercifully low and estimated at 1600 people the United Nations has indicated that up to 14.5 million people will potentially be displaced as a result of this disaster.

Susan Schneider, International Programs Coordinator for Rotary International has indicated that RI will direct Rotarians seeking to help with immediate short term Disaster relief to Shelterbox's website for up to date information and options for donating funds.

Our web site can be accessed at [www.shelterboxaustralia.com.au](http://www.shelterboxaustralia.com.au) and is being updated as rapidly as possible as we respond to advise of steps we are taking.

Our initial response was to release 1000 boxes that had been prepositioned in the north of the Country on the advice of our partner organisation in Pakistan, the National Rural Support Program as a severe monsoon had been predicted and we had prepared for such a possible emergency. A further 400 boxes have been distributed from the South of the country in conjunction with Karachi Rotary clubs and the National Disaster Management Agency of the Pakistani Government. Assistance was received from the French military to fly a further 240 boxes in from Europe free of any cost to Shelterbox and boxes are being packed for further deployment from Cornwall as rapidly as possible.

John Leach, Operations Manager of SB headquarters in the UK has advised me overnight that Vango, our tent suppliers are making arrangements to ship 6000 tents directly to Pakistan for us for immediate use and related components of the box will be shipped separately according to demand.

As you can see a massive demand exists and Shelterbox is again in the forefront as a major International Disaster Relief Organisation. As such we now face an unprecedented demand for funds. This disaster probably will need more support than either the Asian Tsunami or Haiti but after Haiti and the recent Floods in Brazil and Earthquake in Chile our URGENT need is for funds to supply essential emergency aid.

Any donations are welcome. Although a Donation of \$1000 will fund a box any amounts will be gratefully received on behalf of the displaced in Pakistan. If you have any queries please feel free to contact me or any of the Directors of Shelterbox in Australia. Our phone numbers are available on our website.

Yours in Rotary Service.

Tim Klar.  
Chairman  
ShelterBox in Australia

PO Box 122  
Rundle Mall  
South Australia 5000  
0488 996 640  
timklar@xentech.com.au



## Districts Join to Promote Rotary across Australia

Article supplied by Dick Garner (PDG)  
Rotary International Zone 8 Australia  
Public Image Coordinator  
Vic 3187

Each year RI offers each of our 22 Districts the opportunity to apply for a grant up to US\$10,000 to help promote Public Relation. This Rotary year 17 Districts have agreed to pool a portion of their potential PR Grants, to create a larger combined PR initiative. Each participating District plans to allocate US\$2,930.00 of their possible grant together with an additional US\$1,463.00 of District funds for this combined project.



The Districts coloured dark green are the ones that have applied for the joint PR Grant.

The joint PR initiative will focus on two areas. First, a new compact multi-fold membership brochure called "Rotary in Your Pocket". As the name suggests it will fit in your top pocket or purse so that Rotarians can easily carry a couple of promotional Rotary brochures with them. There will be space on the brochure to put your own Club details. Each participating District will receive 14,500 of these brochures so all their Clubs should be able to get a good supply. The brochures will also be made available for any District not in the joint PR project to purchase for their Clubs.

The second area of focus for the project is the promotion of Rotary by using Social Media. We will be using the services of Think Tank Media, an agency that specialises in Social Media. It is a young, energetic and well established agency with major clients such as Toyota and the AFL.

Looking at the bottom line, with the possibility of a generous contribution from RI, this entire joint PR project will only cost about \$1.08 per Rotarian in the 17 participating Districts. Rotary in Australia will experience a new level of multi-district PR cooperation and move to assess the effectiveness of Social Media.

RI's PR Grants applications closed on the 15 July so we now have to wait to see if RI gives the joint project the thumbs-up.

## Strengthening your Rotary Clubs

This subject will be firmly on the agenda for the national seminar to be in Canberra 21<sup>st</sup> & 22<sup>nd</sup> of August. Please attend, its going to be a great time to learn about new membership developments and share ideas. Improving the Image of Your Club is a key topic.

All Rotarians are welcome ask your Club President for information.

## Rotary Club Image

*How Does your Club Travel*

*Have you Upgraded your Vehicle Recently*



*Or are you still driving a last Century Model*

## Rotary Club Change

- **First Impressions:** Good Venue – Best Meeting Day & Time
- **Club Image:** Meet & Greet – Room Layout & Appearance - Badges – Appropriate Speaker Gifts
- **Meeting Format:** Structured – Run on Time – Quality Speakers - Variety – Short Topical Sergeant's Sessions
- **Quality Projects:** Both Fund Raising & Donating to Causes
- **Communications:** Bulletin – Website – Board Reports - PR
- **Social Content:** Friendship Program Beyond Club Meetings
- **Community Links:** Strongly Connect with Your Community

The Priorities of Rotary International  
"Support and Strengthen Clubs"  
"Focus and Increase Humanitarian Service"  
"Enhance Public Image and Awareness"



# Get your club in the news!

## District 9670 Public Relations Workshop and Seminar Saturday 13 November 2010

By popular request, this public relations seminar and workshop follows on from our previous event held in Newcastle last year.

*Do you want to know how to promote your club's activities?  
Would you like to find out how to obtain media coverage?  
Are you looking for some new PR ideas?*

**If so, this workshop is for you!**

To support club PR officers, committee members and presidents in publicising your great club projects and to help your membership development ideas, this one-day hands-on public relations workshop has been organised by the District 9670 PR Committee.

It will be led by communications professionals who will equip you with an understanding of what journalists look for in a story as well as some tools to launch a PR strategy and obtain media coverage.

### Lead presenter:- Gina Gray ...

Gina is a qualified, experienced and published PR specialist, and a Member of the Public Relations Institute of Australia. As Director of Clarity Press, a corporate communications service, she has worked on many print, audio and online projects for all sized businesses in many industries such as health, finance, engineering, service and not-for-profit. Gina will show you how you can effectively promote your Club—despite a limited budget—to attract media, sponsors, new members and supporters for your fundraising events and projects.

### Public Relations Workshop and Seminar for District 9670 Rotarians

**Saturday 13 November 2010**

Venue: Returned Servicemen's Club  
Alroy Park  
9 Dorsman Drive  
Singleton Heights

Time: 9 am to 4 pm  
(register from 9 am)

Cost: \$20.00 payable on the day  
(includes lunch)

Further information:  
Alan Barr  
4981 5225  
alanbarr@tpg.com.au

**Why not get your club to fund up to two places? Guaranteed \$40.00 well invested!**

**Because of the nature of the instruction places are limited,  
so to register, email Ian Skilton by 1 November 2010  
[mbbibs@hunterlink.net.au](mailto:mbbibs@hunterlink.net.au)**

