

# PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 2 Issue 1 July 2019

## It's time to get our branding right

*Happy New Rotary Year!*

The start of a new Rotary year presents the opportunity for clubs to implement new projects and programs and to put in place the strategies for achieving some of those things that have sat in the 'too hard' or 'too expensive' basket for some time.

To me, the new Rotary year is an ideal time for clubs to make raising our public image the number one priority for the club during the next 12 months.

How? My suggestion is to start with getting our branding right. Branding is so important in creating the image that we want in our community, so it is essential that we brand our clubs and projects in a **consistent and correct way**.

Branding is much more than a logo and it is something that organisations protect vigorously. Just think of the number of sportsmen who when involved in a scandal are very quickly sacked by their sponsors! Brands promote significant messages about the organisation and generate respect and trust.

Rotary's brand denotes an organisation that is trustworthy, has high integrity, is community minded and fosters fun and fellowship.

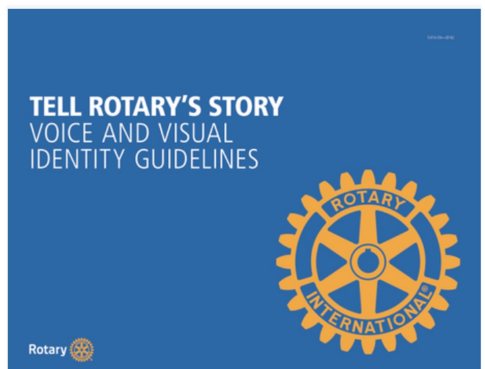
Rotary International has devoted an incredible amount of time, effort and money in developing our brand so it's important we understand the rationale

behind it, and closely follow the guidelines they set for the use of the logo. Remember, if you were working for a business you would need to strictly adhere to the protocols surrounding use of the corporate logo and altering it in any way would result in severe reprimands from management. The same should apply to Rotary. It is important that all Rotarians understand this. Rotary International have produced a guide for our voice and visual identity which is available in the Brand Centre at [rotary.org](http://rotary.org)—and it's something that we should all be familiar with.

I'm amazed that six years after its introduction, there still appears to be confusion over the correct use of the Rotary logo (often by Clubs or Districts who should know better!) Some clubs have been very creative in developing a new club logo incorporating the Rotary wheel within the design which contravene the established guidelines. Fortunately, most are sent to me (or their District Public Image Chair) for approval before publishing. My advice is to consider whether a major bank or pharmacy (for example) would allow use of their logo in such a way. If not, then neither would Rotary! The voice and visual identity guide provides some do's and don'ts and best practices in using the logo.

**Rule of thumb:** The Rotary wheel on its own (our Mark of Excellence) should not

**be used** by Clubs/Districts at all, and the official logo (our Masterbrand Signature) which consists of the wheel with the word "Rotary" along side it, should **always be personalised** with the Club, District or project name.



[Click here](#)

### Implementing the correct logo.

Concentrate initially on those things that are more easily implemented and don't cost a lot, (eg social media sites— websites and Facebook pages and club promotional material & update your club merchandise) and then develop a three to five year plan (make sure it's incorporated in the Club's Plan!) to accomplish those things that require allocation of some serious money in order to achieve them—such as replacing banners and road side signs.

**If you are only able to do one thing to raise your public image this year, let it be adopting the correct Rotary Branding.**

# Video Competition

## A resounding success



*Winner of the inaugural Zone 8 Video Clip Competition was Rotary Club of Canterbury for their "For a Meal—Packaging Day" project.*

After a slow start the inaugural Zone 8 Public Image Video Clip Competition was declared a resounding success. Entries were received from Rotary and Interact clubs from around Australia and featured a wide variety of projects - clearly illustrating that we are indeed, PEOPLE OF ACTION. The most gratifying aspect of the competition was the obvious enjoyment the Club members got from participating in the making of the video.

Entries had to illustrate how their club members were People of Action during 2019 and were 'being the inspiration'. The videos were to be produced 'in-house' and were to be prepared especially for the competition. Use of correct Rotary branding and innovation and professionalism of production were taking into consideration in selecting the winners.

Congratulations to the clubs who were judged as winners. First Prize was awarded to the Rotary Club of Canterbury, District 9800 for their video showing their 'For a Meal' Packing Day program. Runners-up were the Rotary Club of South Launceston (District 9830) and Rotary Club of Bendigo (District 9800). All three videos will be shown during the upcoming Rotary Zone 8 Conference in Christchurch in September. You can view the winning videos here: <https://vimeo.com/user16025018>

The success of the competition has ensured that it will be held again in 2019-20.

Watch this space for details!

## NEW PEOPLE OF ACTION VIDEO NOW AVAILABLE WITH AUSTRALIAN VOICE-OVER

The Rotary International Video "Power in Our Connections" is now available with an Australian Voice Over. The video is in two lengths: a 70 second and a 30 second version.

One of the common complaints I get from Rotarians is the "American Centric" nature of the promotional material produced by Rotary International. Thanks to Sjaak Kusters from D9820, by 'lending his voice' - that has now changed!.

To download the videos: [click here 70 seconds](#) [click here 30 seconds](#) version.



## WHAT IS THIS FONT + WHERE CAN I GET IT?

I am often asked the name of the font used for the verbs in the People of Action advertisements produced by Rotary International and how can Rotarians get hold of it.

The font is **PERMANENT MARKER PRO** and is available for purchase from MyFonts for a small fee.

# RI President Mark Maloney to Visit Australia

We are delighted that 2019-20 Rotary International President Mark Daniel Maloney and his wife, Gay will be visiting Australia briefly following the Christchurch Zone 8 Conference in September. President Mark and Gay will visit Sydney on Monday, 23rd September before flying to Melbourne on Tuesday 24th.

Most members in Australia have never met an incumbent World President of Rotary International, so this is a great opportunity for Rotarians and friends in Districts in and around Sydney, and in Victoria to meet and be inspired by our current leader. President Mark is keen to meet as many Rotarians as possible during his visit, so to that end a special dinner is being organised for Monday evening, 23rd September in Sydney and another will be held on Tuesday 24th in Ballarat. Mark will address the dinners and answer questions about his vision for the year and the direction that Rotary is heading in the future.



For more information about the Sydney dinner contact PDG Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or 0412 128 106, and for the Ballarat dinner contact PDG Jessie Harman on [jessie.harman@gmail.com](mailto:jessie.harman@gmail.com) or 0407 835 954.

Please note that seating for the Sydney dinner, which is being held at The Deckhouse, Woolwich (on beautiful Sydney Harbour—pictured at left) is restricted to 300, so book early to avoid disappointment.

## Regeneration - Zone 8 Rotary Conference Christchurch NZ



G'day,

In September the Zone 8 Rotary Conference will be held in Christchurch, New Zealand from 20<sup>th</sup> – 22<sup>nd</sup> September 2019. Previously known as the Zone Institute this Zone 8 Conference is open to all Rotarians to attend and participate in. You will be able to meet and make new friends, and learn more about the amazing work of Rotary. This will also be an opportunity show your support for the people of Christchurch especially after the earthquake and the recent tragic events that impacted so many people. It will be a time to see how Christchurch has been reinvigorated and what it is continuing to do after the earthquake.

The Organising Committee have done an

excellent job in getting together a fantastic programme of presenters who you will find inspiring and challenging. The breakout groups on Saturday afternoon will also be very special. The then President of Rotary International Mark Maloney and his wife Gay will be present and Mark will be talking about his vision for the future of Rotary.

It promises to be a great weekend. I would urge you to attend, below are the links to register. By attending you are supporting not just Rotary but the people of Christchurch who have had some challenging time over the last few years.

[Rotary Zone 8 Conference](http://www.rotaryoceania.zone/page/rotaryzone8conference)  
or [www.rotaryoceania.zone/page/rotaryzone8conference](http://www.rotaryoceania.zone/page/rotaryzone8conference).

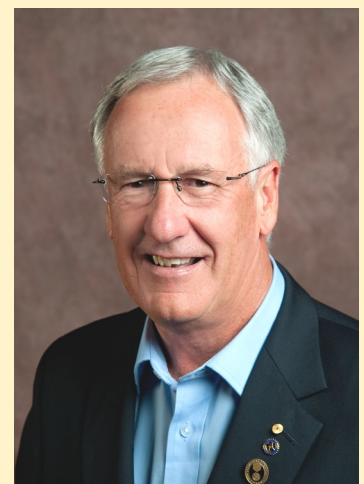
I, along with the Organising Committee,

look forward to welcoming you to Christchurch in September.

Kind regards,

Noel

**Past RI Director Noel Trevaskis**





# SHARING OUR ROTARY STORIES

## RVFR

### Recreational Vehicle Fellowship of Rotarians (Aust) Inc.

RVFR is one of the many fellowships within Rotary created by members with common interests.

In the case of the RVFR it's the love of the outdoors whilst travelling throughout our beautiful country in a variety of recreational vehicles, visiting various scenic locations learning about the areas, often with the involvement of local Rotarians.



The Australian Recreational Vehicle Fellowship of Rotarians was formed based on the US version, and there are several gatherings (musters) in different areas of Australia through the year, generally led by a Rotarian (Boss Drover).

We discover fellowship and places of interest not always known to other travellers. Sometimes we host RVFR members from overseas - such as at the Sydney International Convention in 2014, and in turn are hosted by members in other countries such as in Canada, in 2018 at the Toronto Rotary International Convention.

If you own an RV such as a caravan, motorhome, campervan, camper trailer, or prefer to stay in a cabin, you will be welcome to join the adventure. You will enjoy a wonderful time exploring and sharing fellowship with other like-minded Rotarians.

For more information contact Robert Meyer, RVFR membership officer at [membership@rvfr-aus.org.au](mailto:membership@rvfr-aus.org.au) or call 0429 632 200.

## Rotary Club of Greenhills Maitland

### A great example of Rotarians as PEOPLE OF ACTION

#### Smiles all round!

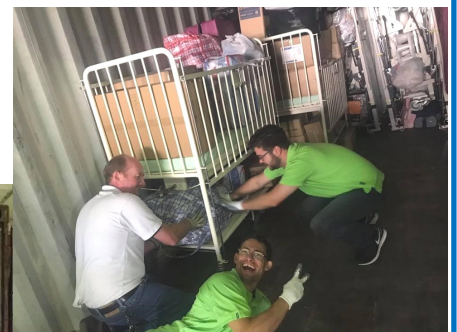
Greenhills Maitland (D9670) member, Christine Roach's Facebook post says it all: "What a wonderful day packing a shipping container full of health and educational equipment for the people of PNG!"

Amazing to see first hand how much rotary helps developing countries and the donations in kind we are able to send. What a great organisation to be a part of!"

[#rotary](#) [#volunteer](#) [#helpothers](#)



*Members of the Rotary Club of Greenhills Maitland having fun and ultimately changing lives—packing a container bound for Papua New Guinea*





Does your Rotary club put on events like fundraising dinners, charity golf days, car shows and changeovers?

Of course it does!

I'm sure your club puts a lot of effort into planning an event right down to the smallest of details, so why not put that much effort into promoting the event on social media?

Social media is a very powerful tool for exposure, whether you're hosting or attending a conference, convention or any other type of event.

These club events are great opportunities to drive engagement between those who attend and developing your online community, but just like arranging an event, it takes a little bit of preparation

## Use social media to create some buzz

Evan Burrell—Assistant Public Image Coordinator

for social media engagement to succeed. Begin developing your social strategy early by using these three tips when you start planning to promote your next event on social media.

1. **Create one unified hashtag** for use across all social channels  
By using an event-specific hashtag, you'll make it easy for people to find not only what you're sharing, but what other people are saying, too!  
Recently, at the Rotary International Convention in Hamburg, the hashtag #Rotary19 was used effectively and it was a great way to participate in an engaging conversation with fellow convention attendees and to see what everyone else was up to at the convention just by clicking the hashtag.

2. **Share visual content**  
A lot of work goes into pulling off a fantastic event, so share stories of how you're pulling everything

together. Posting photos and videos is a great way to generate some buzz and boost engagement.

3. **Get everyone involved** with it  
Before your event even starts, think about all the people who are already there, primed and ready to interact with your club. If you're running a food and wine festival, engage with the stallholders/vendors. At a District Conference? Engage with the speakers and sponsors, and even the event staff.

Recommend to those who attend the event to include your event-specific hashtag in any tweets or posts they write at your event. Every little bit helps when it comes to getting your event the exposure it needs.

The beauty of social media is that it is a conversation, so let's keep talking about Rotary!

## Five Steps for Becoming a People of Action Club

1. **Pick a Headline**  
Choose a People of Action Verb that best describes how your club makes an impact in the community.
2. **Tell your Rotary Story—Publicise a recent project on social media**  
Use the templates in the Brand Centre to create a post for social media on one of your club's recent service projects. Simply select a verb that most accurately describes your project, add an action photo and click create
3. **Create a Print Ad**  
Don't forget traditional media. The Brand Centre has ready-made ads that you can send to your community's newspaper or magazine. Many newspapers offer discounts for not-for-profit organisations like Rotary
4. **Refresh Your Club's Website**  
Need new content? Visit the Brand Centre at Ro-

tary.org for new videos. Post one of the recently updated videos called "Power in our Connections" to your page and direct visitors there using social media.

5. **Keep Sharing**  
It's how you can generate community partners and gather support to make your project a success.

**MENTOR CONNECT EMPOWER**

**INSPIRE SAVE LIVES**

**TRANSFORM LEARN END POLIO**

**PROMOTE PEACE FIGHT HUNGER**

Acknowledgement: Rotary District 6870 Public Image Team

# Centenary of Rotary– Down Under 2021

In 2021 we will celebrate 100 years of Rotary 'Down Under'.

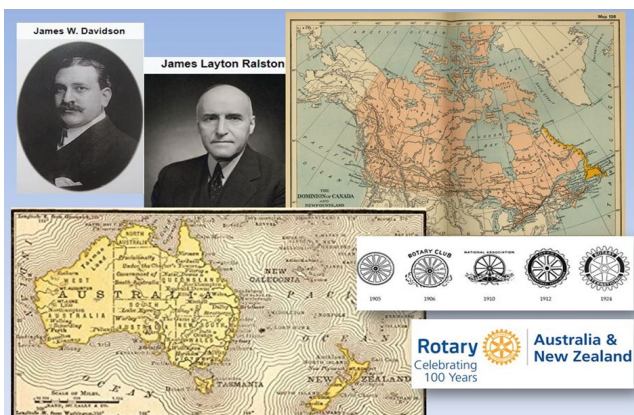
This is a fabulous opportunity to raise awareness of Rotary in this region and to showcase the incredible work we do in our local communities and around the world.

Now is the time to start planning what you can do to celebrate this important milestone.

The campaign is underway to Raise Awareness, Inspire Engagement and create a Call to Action. For an easy introduction, please watch our short video <https://youtu.be/32TmluuZXmA>

There have been many items in the "pipeline" over the past five years laying the foundations for a bigger program. Excitingly these are now coming to fruition:

1. One in 16 children die before the age of 5 in 9 Pacific nations. Rotary is going to stop that! The vaccination program "Give Every Child A Future" has been launched and initiated by 4 Centenary Clubs, RC Melbourne, Wellington, Auckland and Sydney along with UNICEF.
2. Have you heard? The Canadians are coming? Charter Clubs, Calgary and Halifax have been invited to celebrate the Centenary and participate in inaugural Ralston-Davidson Golf Challenge, honouring the two Canadians who got the ball rolling for us!
3. A commemorative Stamp will be issued in 2021 by Australia Post. What an exciting way to present the Rotary brand across the nation in 2021!
4. How good will it be to create a legacy by stamping out Trachoma? A campaign to stop this scourge on indigenous health unique to Australia.
5. New Zealand have launched their centenary program with a special event at Government House.



## Rotary's first headlines

The Argus, Melbourne 29<sup>th</sup> Saturday 26<sup>th</sup> March 1921:

*"Lieut.-Colonel J L Ralston, CMG, DSO, KC, and Mr. James W Davidson are visiting Australia as commissioners for the extension among professional and business men of the 'Rotary Club' movement which claims about 80,000 members in Canada, the British Isles and the United States. The Rotary Club movement had its beginning in 1905 and has for its slogan 'He profits most who serves best'. In each club there can only be one representative of each line of business and each profession. Its aim is to encourage and foster high ethical standards in business and profession."*

Ralston and Davidson only met in Los Angeles on their trip to Australia and New Zealand. But from their endeavours, within weeks, the first Rotary meetings were conducted in Melbourne, Sydney, Wellington and Auckland.

From there, our history Down Under began!!

Save The Date! **Wednesday, 21 April, 2021.** A Grand Event at a world class venue attended by dignitaries and vice-regal representatives, participants from anywhere across Australia/ NZ and a rolling program of face to face events in multiple locations!

Audacious? Yes, but our history is big and bold when we combine our energies! We are not only celebrating the Centenary of 4 Rotary Clubs but the Centenary of Rotary in Australia and New Zealand. This will create a platform for the next 100 years of Rotary Community Service!

## What is now on the horizon?

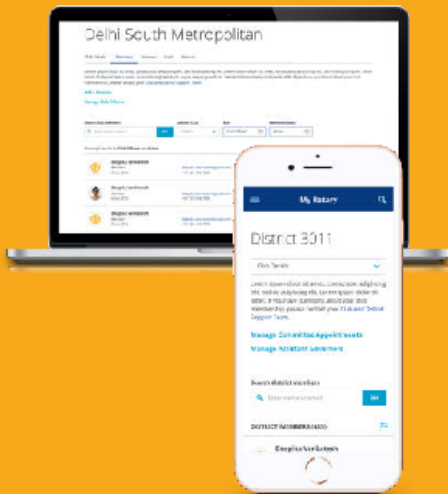
Activity is happening on both sides of the Tasman. Some Big Ideas being developed include:

- A million trees planted across New Zealand;
- An International Peace Building Symposium that is both compelling and focuses on achievable action;
- Facebook is going gangbusters with updates, stories and videos; <https://www.facebook.com/Rotary100downunder/>
- A Baton relay! This will reach multiple Clubs finishing at a combined celebration in 2021;
- One Hundred "Peace Poles" planted by 100 Primary Schools who visit the Canberra Peace Bell;
- Documentation of our Centenary via books and stories;
- Friendship Exchanges with international Clubs celebrating Centenaries in 2021;
- An awareness campaign that encourages all Clubs to create their own action.

**More information—contact R100 Team Leader, Hugh Bucknall: [hbucknal@bigpond.net.au](mailto:hbucknal@bigpond.net.au), Ph 03 9819 3309**



## TECH TOOLS



## COMING SOON: A NEW MY ROTARY

Get ready for a new My Rotary experience, coming to you later this year. The My Rotary platform will have a brand-new look and lots of enhanced features, such as a faster search function. You'll also be able to use My Rotary on most mobile devices.

Making connections with other Rotarians will be easier than ever. Perhaps you met a fellow member at the Rotary International Convention but didn't exchange contact information. You'll be able to search My Rotary to find members and Rotary clubs and contact them instantly.

You'll be able to choose how your personal information is displayed on the new My Rotary. You can make some of your personal details visible to members of your club and others visible to Rotarians around the world.

More My Rotary improvements are planned for 2020, including ones that will make it easier for district officers to find resources and conduct Rotary business. There will be enhancements for Rotaractors, too, including the ability to search for other Rotaractors.

Keeping your My Rotary profile up-to-date will allow you to use the digital tools you need, like Rotary's Brand Center, Rotary Ideas, Rotary Showcase, Rotary Club Central, and more.

Improving My Rotary is a part of an ongoing initiative to enhance all of Rotary's digital tools. This project is made possible by the support of our members and your dues.

## WHAT'S NEW

Download the updated **Rotaract Handbook** for tools and resources to help you organize, certify, and manage the Rotaract club you sponsor.

Rotary and the Institute for Economics and Peace have developed presentations you can use to help your club or district conduct a Positive Peace workshop in your community. Download a **club** or **district** presentation and a **club** or **district** facilitator's guide to assist you in leading a discussion on Positive Peace.

**Register** for the 2020 Rotary International Convention, which will be held 6-10 June in Honolulu, Hawaii, USA, and save.

## WHAT'S NEXT

### JULY

Beginning of Rotary year

- 1 New Rotary officers begin their year of service
- 1 Nominations are open for the **Rotary Alumni Global Service Award**. The award honors an outstanding Rotary alumnus or alumna whose humanitarian service and professional achievements illustrate the impact of Rotary's programs.
- 1 Nominations are open for the **Rotary Alumni Association of the Year Award**. The award honors an outstanding alumni association that displays awareness of the significant role alumni play in Rotary and demonstrates the impact of Rotary programs.
- 31 Last day for 2018-19 district governors to submit governor funding expense reports

### AUGUST

Membership and New Club Development Month

- 1 Nominations are open for the **Rotaract Outstanding Project Award**. The award recognizes Rotaract clubs that are making a sustainable impact in one of Rotary's areas of focus through their innovative community or international service projects.
- 15 Last day to report **Rotary Citation** achievements for Interact clubs

## Tips for Raising Public Image

- **Be diligent about branding**
- **Tell Your Rotary Stories**
- **Make use of resources/templates in the Brand Centre**
- **Don't ignore traditional media**  
— develop a relationship with your local newspaper editor / community radio
- **Select the right team**  
(more than one person)
- **Train them well**
- **Make Public Image an integral part of each project**
- **Plan, plan, plan**

## Avoiding Pitfalls



Having only one person on your Public Image Team is fraught with danger. To avoid the hassles associated with gaining administration rights to Websites and Facebook pages when the person who has been handling this for your club suddenly leaves—for whatever reason—make sure you have at least one other person in the club who also has the ability to update these sites.

Pre-warned is pre-armed!

## Contact us:

This newsletter is produced bi-monthly by the Zone 8 Public Image team.

Please distribute to your friends/colleagues who may be interested in receiving a copy.

**Contributions are welcome** (approx. 300 words) plus photos.

Please forward to [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)

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