

C O N T A C T

Club meeting 04 FEBRUARY 2025 WINDY HILL VENUE, NAPIER ST, ESSENDON 3040

“Our club has been active in pursuing its mission of PROUD, PROGRESSIVE and ENGAGED while promoting service above self, fostering community engagement, and contributing to both local and global initiatives.”
President Tony DeFazio

Welcome to 2025!

This is a very important year for all of us in the Rotary Club of Essendon.

Why? I hear you ask! Well it's the 90th anniversary of the charter of our club in 1935. That's why! And celebrate we shall!

A fabulous event is promised so keep a look out for details to be publicised soon.



At our meeting this week Tuesday 4th February 2025, President Tony introduced himself and did a very fine job at the first attempt! He welcomed all attendees to our first meeting for 2025, especially Tim Anderson on his return from China. Tony trusted we all had a well-deserved break and returned refreshed for the remainder of the Rotary year.

- Emailed Presidential Communiques which he hoped members were reading to stay up to date with Club events
- Recent birthdays, although these can only be accessed through ClubRunner. Please login and update your details to receive a special mention on your big day!
- Moonee Valley Festival at which we will be selling ducks for our Great Essendon Rotary Duck Race – more to come later from Steve Chandler.
- Greg Barake's arrival from Kenya - thank you to all who have volunteered to assist during his stay in Australia, especially Shirley Kukku for her great work and persistence! Please contact Shirley or Vera if you can support the program.

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As we enter the new year refreshed from our Summer holidays we can reflect on what it means to be a Rotarian.

Rotary has the key service areas of;

- Community Service * International Service * Club Service * Youth Service
- and the service of the month of January, * Vocational Service.

From the District 9800 website is some information about what Vocational Service means.

Benjamin Harrington, Rotary Activate **District Vocational Service Chair 2024-25**

Email: benjamin.harrington@rotary9800.org

Introduction to Vocational Service

Vocational Service is the essence of Rotary and the foundation from which Rotary began – *the application of one's vocational skills to serve others.*

It is rooted in the second Object of Rotary which calls on Rotarians to encourage and foster:

1. *High ethical standards in business and the professions.*
2. *The recognition of the worthiness of all occupations.*
3. *The dignifying of each Rotarian's occupation as an opportunity to serve society.*

We also see Rotary providing a unique opportunity for those on the way up in their careers to enhance their leadership and management skills, such as project management and mentoring, to name but two. Combined with the networking opportunities that Rotary provides this positions Rotary as a good career move for younger ambitious members of our communities.

Having said that, Vocational Service is probably the most misunderstood avenue of service in Rotary. It is not as clearly defined as the other avenues of service, often overlapping them, particularly Youth and Community. Partly because of this, many clubs do not currently have a Vocational Service chair.

Vocational Service Champions

Some years ago, we developed a small but active Vocational Service Champions team for people who are interested in furthering Vocational Service projects, whether those projects be under the banner of Youth, Community, or any other avenue of service. Membership of this team is open to anyone in Rotary District 9800 who is interested in being involved in identifying, making accessible, and encouraging clubs to embrace impactful Vocational Service Projects.

The role of the Champions Team is to...

- Identify successful scalable projects.
- Ensure the projects are appropriately templated or codified so they can be picked up easily by other clubs in the district.
- Promote/share templated projects with clubs.
- Measure the achievements and impacts these projects are having.

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A key outcome of this work has been the production of the Project Ideas Bank (PIB). The PIB lists a variety of projects that clubs can embrace, together with ideas on how to implement these projects at the club level (including access to templates for doing so).

The Project Ideas Bank can be found at: [Vocational Service Project Ideas Bank](#)

If you would like to join the Vocational Service Champions Team or would like to find out more please don't hesitate to contact me.

The Vocational Service Plan

The Vocational Service plan focuses on four main areas. These areas were identified by clubs as being the areas where they most see opportunities for Vocational Service and where they most want to be engaged.

- **Mentoring**

Our Goal: *To encourage the development of a variety of accessible projects of best practice mentoring opportunities with appropriate support for Rotarians.*

Due to their life experiences, Mentoring is a unique standout capability for Rotarians. It is also a potentially convenient project for Rotarians to engage with given the growing use of online forums.

- **Schools**

Our Goal: *To encourage the development of a variety of accessible projects to support schools in the development and recognition of teachers and students.*

There are a number of Vocational Service Programs aimed at working with schools, including...

- Public Speaking competitions – WYNSPEAK, BAYSPEAK, and AINGER PECK. These have been highly successful projects and are constantly evolving and growing.
- Teacher Awards.
- Mock Interviews.
- Reading Coaches.
- Year 6 Writing Competition.

Not only do these projects provide great value to the students, and teachers but they also raise the awareness and profile of Rotary in a vital part of our community.

[Rotary Programs for Schools](#) gives a concise summary of all these programs in one document which can be given to a local school to show them what Rotary offers for students.

- **Job Ready**

Our Goal: *To encourage the development of a variety of accessible projects that assist younger people (generally beyond schools age) develop the attributes necessary to successfully secure employment and make their contribution to community.*

The types of programs we promote here include...

- L2P learn to drive program.
- Employment of people with intellectual disability.

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- Resume completion.
- Job-ready training.
- Mock interviews.
- Community Leadership Awards.
- NGSE – New Generation Service Exchange.

Business Partnerships

Our Goal: *To encourage clubs build mutually beneficial partnerships with small to medium businesses in their communities, that help further the objects of Rotary.*

While this is an area offers significant potential to create impactful community projects and raise the profile of Rotary it is largely untapped.

As a result, it is a space that is rapidly evolving as we learn.

Some examples of projects fit under this banner include...

- Victoria Police – Leadership Mentoring Program.
- Ambulance Victoria – Leadership Mentoring Program.
- Mentor Match – international student mentoring program.
- Belonging Matters – Community Employment Program, seeking employment for those with intellectual disabilities.
- Business Breakfasts.
- Business Awards.
- Developing the relationship with Toastmasters.

Vocational Visits.



With that in mind our president Tony has been keen to engage with our local business community. Last year we had Michael Wilson, President Moonee Ponds Traders Association speak to us. This week we welcomed **Anna Henderson** as our guest speaker.

Anna is a seasoned marketing professional and dynamic business leader with over 20 years of extensive experience in strategic marketing, business development, and project management. Currently serving as the Director of **X2 Marketing**, a boutique business consulting firm, Anna specialises in helping small businesses grow through innovative marketing strategies, brand development, and effective client engagement.

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Anna now works across **seven traders' associations**, managing their marketing strategies and campaigns. This role provides her with exposure to over **1,000 businesses**, allowing her to develop and implement diverse marketing initiatives that support business growth, community engagement, and economic development. Through these partnerships, Anna has successfully increased community engagement, driven foot traffic to local businesses, and launched several high-impact promotional campaigns that have strengthened the economic vitality of the regions she supports.

Anna's career spans both corporate and government sectors, having contributed her expertise to prominent organizations such as **Hewlett Packard**, the **Department for Victorian Communities**, the **Department of Human Services**, and **Moonee Valley City Council**. These roles allowed her to navigate complex political environments, manage high-profile projects, secure government grants, and execute large-scale events, including those with over 3,000 attendees.

Anna's leadership extends beyond her business, having served as the **President of the Western Region Women in Business Network** and running for local council in 2020.

With a passion for community engagement, cultural projects, and supporting local businesses, Anna Henderson continues to make a significant impact in the marketing and business consulting landscape.

Anna's presentation centred on 'Doing Business in Moonee Valley':

We heard about we can meet mutual objectives i.e. how can we as Rotary collaborate with business and be involved in joint activities which support the advocacy and economic sustainability of business in our local area, while in turn how can business assist Rotary and our club in increasing membership, promoting our image and assisting with fundraising of projects both locally and globally.

Anna is already associated with RC Eltham and RC Diamond Creek and explained that it is all about building connections, local foot traffic and on-line promotion and sales.

Activities are funded through the Moonee Ponds Traders' Association and the Flemington Traders' Association via a local council levy.

The 'Call to Action' on the last PPT slide lead to several comments/question about the way forward, including:

- That we should integrate with the Traders' Associations to cement a relationship rather than just telling them what we do
- Can any benefits to traders be quantified from year to year



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- Only half of the 520 local businesses have websites and the MPTA assists all traders with an on-line presence/contact

Anna was keen to follow up with us about collaborative activity in 2025-26.

To see what Anna discussed at our meeting open the attachment to this email for her PowerPoint presentation.

INTRODUCING: GREGORY (GREG) BARAKE ROTARY CLUB OF ESSENDON VOCATIONAL SCHOLARSHIP RECIPIENT

The Rotary Club of Essendon applied for a Royce and Jean Abbey Vocational Scholarship for Gregory (Greg Barake), Ruben Centre, Kenyan. Unfortunately, Rotary International advised his application could not be supported as Greg is a member of the Rotary Club of Utawala, and Rotarians are ineligible to receive foundation funding.

Rotary Club of Essendon to the rescue! The Board approved funding up to \$11,000 to support Greg's visit hosted by our club. Funding has been obtained from the Edmund Rice Foundation to support Greg's visit, this will reduce the amount the club has to contribute.

Background: Greg is 28 years old and is employed as Communications Officer and Youth Mental Health Project Co-ordinator at Ruben Centre, Nairobi, Kenya. He will be undertaking a vocational program commencing 18 March – 18 May, 2025.

Greg's objectives while in Australia are:

Improve my skills in advocating for youth mental health: Utilize the scholarship to empower Kenyan youth and enhance their mental well-being through sustainable initiatives.

Improve my skills in engaging with local communities: Connect with stakeholders to address pressing mental health challenges faced by young people in Kenya.

Explore collaboration opportunities with Rotary: Connect with fellow Rotarians to expand understanding of Rotary's mission and values, exploring collaboration opportunities for Rotaract and Interact.

Expand knowledge, skills, and network: Actively participate in Rotary networks to broaden capacity for meaningful change in the community.

Foster philanthropic partnerships: Forge connections with philanthropists and benefactors to support initiatives aimed at improving youth mental health, aligning with my role as coordinator for MSYH.

Itinerary:



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Greg's itinerary is in the process of being finalized. A few of his experiences are listed below:
Men's Shed, Strathmore

Guest speaker – RCE; RC Ivanhoe; 500 supporters group lunch;

Visits to St Bernard's College; St Joseph's Nudgee College; Kangan Institute; Scope; Open House Youth Program & social enterprise; 3D hands social enterprise; Hope Springs Mental Health Program Youth Projects, Glenroy and Hosier Lane

Positive Wellness Centre Kalkallo and Orygen

Attending a Rotaract meeting

RCE volunteers:

Several club members have volunteered to assist with weekend hosting, transportation; dinner etc – thank you to all those members. (If you can assist with Greg's visit please contact us.) We will be in touch when the itinerary has been confirmed to finalise your involvement.

Clothing:

If you can assist with donating the following clothing items for Greg that would be appreciated.

Near new, washed and ironed – **Shirts size L; shoes and runners' size 42; pants size 36; windcheater/hoodie size L**

Greg will be the guest speaker at our club meeting on Tuesday 1 April, please come along and hear Greg's story: Venue: Windy Hill - Cnr Napier & Brewster Streets, Essendon.

For further information on Greg's program etc. please contact – Shirley Kukk; Vera Maljevac; Michael Portelli

- Myanmar Project – great article in Networker. Congratulations to Richard, Nola and Tim for their efforts. Proud achievement on behalf of the club in supporting those in need. Please see the link <https://rotarydistrict9800.org.au/Stories/vocational-training-leads-to-jobs-for-young-adults-in-myanmar> for the full story

- Multi District Conference Adelaide 16 to 18 May 2025. Some of us are going earlier on the 13 May. We have to date 21 from our club registered for some fun and learning. Please join us! These conferences are a great way to get to know your fellow Rotarians better in a relaxed and friendly environment. Contact Kerry Roe who will be happy to assist. For more information about the conference go to <https://rotarydistrict9800.org.au/>



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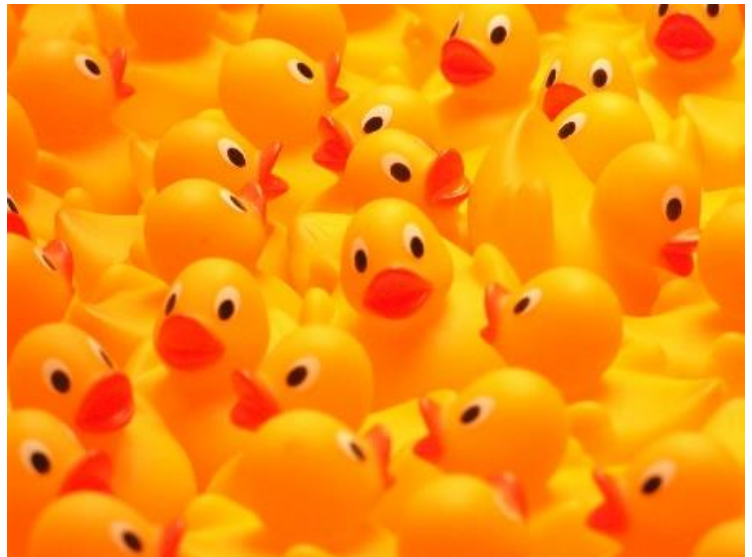
The Marketing and Public Image Committee has been very very very busy!

Plans are well under way for the very first of what we hope will be many **Great Rotary Essendon**

Duck Race!

All necessary permits have been secured for our club to hold an event which will put our brand out there in a big big big and fun way. If we can sell all 1000 ducks there will be thousands of people coming to watch the great race.

We will need **all members** to contribute on the day as well as a few for a working bee to be held soon to put together the barriers and hats for the event.



The race is to be held on Sunday 02 March 2025 at the Maribyrnong River starting at the Boathouse Restaurant, 7 The Boulevard, and finishing at the Essendon Rowing Club cnr The Boulevard and Holmes Rd. Tickets for a duck in the race are \$12 each. Prizes; 1st Prize is a whopping \$2000.00! 2nd prize is still pretty impressive at \$700.00 and 3rd prize is \$300.00.

Racing Duck tickets will be sold at the Moonee Valley Festival on Saturday 22 February 2025 in Queens Park Moonee Ponds. We will have a marquee and need members to volunteer to be in attendance to publicise the event.

Tickets will also be able to be purchased online at our website and via a QR code on our advertising brochures.

Other clubs who hold rubber duck races raise upwards of \$18K – as per the Peninsula 2.0 club which held their race on the 8th Feb 2025.

The Marketing and Public Image committee have worked very hard to have an event which puts our club out there in the local community. This is what the club asked for in recent club reviews. To survive and thrive we

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need the community to support us in our fundraising efforts as well as finding out what we do with the funds raised with a view to gaining more members. If you have any questions please contact Steve Chandler.

Next meeting – Tuesday 18 February 2025

Myles McKenzie – Norm Mollica Mental Health Scholarship Student

Myles will be joining us via skype and will update us on his studies.

To learn a little about Myles before you meet him go to <https://australianrotaryhealth.org.au/myles-mckenzie/>

Tuesday 04 March 2025

Entrepreneurship

Tuesday 18 March 2025

Monica from Myanmar – a Royce and Jean Abbey Scholar

Tuesday 01 April 2025 – Don't be an April Fool! Get to our meeting and meet Greg Barake, an RCE Scholar, from Kenya.



January 2025

BTPA UPDATES

www.btpa.org.au
clare@btpa.org.au

MOVIE NIGHT

If you live in Melbourne, consider joining us for our first BTPA Movie Night of 2025.

The movie, Sing Sing, will screen on Friday February 21st at Cinema Nova in Carlton. Approximate starting time: 6.30pm

'Based on the real-life Rehabilitation Through the Arts program at Sing Sing Maximum Security Prison, the film centers on a group of incarcerated men involved in the creation of theatrical stage shows through the program. It stars professional actors Colman Domingo and Paul Raci, alongside many real-life formerly incarcerated men who were themselves alumni of the program during their incarceration...'

Tickets through our Shout For Good platform:
<https://shoutforgood.com/event-ticketings/movie>



BTPA's February Movie Night!

Sing Sing
Friday 21
February · 6.30pm
Cinema Nova
380 Lygon St.
Carlton

KIDSVIEW 2025

Good luck to all the staff and students returning to school this week.

KidsView Social Justice Conferences and Incursions will be running from May 26 - June 17.

We have locked in Friday June 13, 2025 for our Melbourne dinner. Our Sydney date is yet to be confirmed.

If you would like to email Anne - anne@btpa.org.au - we can secure you a date. The official booking form is not up and running just yet.

Tuesday 15 April 2025 – Rotary Safe Families is a Rotary 100 Year Project created by Dorothy Gilmore and Mary Barry, Rotary Melbourne. Come along to find out what it does and learn how you can be part of the solution to family violence.

Tuesday 06 May 2025 – Club workshop

Wednesday 21 May 2025 – Charter Night – Be a part of our 90th Birthday Celebrations!

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Tuesday 03 June 2025 – General Club meeting

Friday 27 June 2025 – President’s Night

You and your family and friends are invited to visit us at an upcoming meeting

<https://www.rce.org.au/Events>

We would like to thank our official sponsors;
Interested in being a sponsor?

[Download the website sponsorship guide](#)

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Here is why English is so much fun:

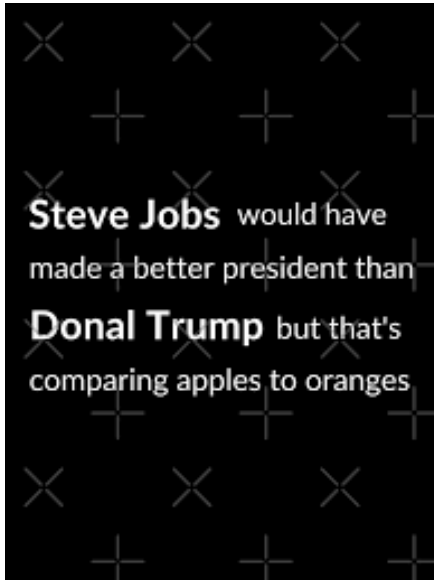
The faith he had had had had no effect on the outcome of his life.

This sentence makes perfect sense.

the adjective for metal is metallic, but not so for iron, which is ironic.



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Once Ishwarchandra Vidyasagar jokingly asked Michael Madhusudhan Dutt, "As you are a master in English, can you make a sentence without using 'E'?"

He wrote this...

"I doubt I can. It's a major part of many many words. Omitting it is as hard as making muffins without flour. It's as hard as spitting without saliva, napping without a pillow, driving a train without tracks, sailing to Russia without a boat, washing your hands without soap. And, anyway, what would I gain? An award? A cash bonus? Bragging rights? Why should I strain my brain? It's not worth doing."

“Whatever Rotary may mean to us, to the world it will be known by the results it achieves.”
Paul Harris

