



BULLETIN

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NEXT MEETING 1st MARCH 2016 GUEST SPEAKER TONY JOHNSON CEO EY OCEANIA

TITLE OF PRESENTATION: **FOSTERING AUSTRALIA'S** **ENTREPRENEURIAL CULTURE**

Both locally and globally, entrepreneurial businesses are more important than ever to the long-term sustainability of the economy. Whether it's through better connectivity, ease of doing business or improving quality of life, entrepreneurs challenge our views of what's possible and create new opportunities for progress.

Meeting Responsibilities

Chair
SALVANO, Neil

Presenter

Greeter
ZHANG, Yanpu

Reporter
LEBBOS, Elias

Photographer
FRASER, Paul

Door
MURPHY, Justine

Director Report
CUTHBERT, Greg

Bulletin Editor
DRIVER, Allan

Upcoming Events

Royal Talbot Rehabilitation
Centre Working Bee
Royal Talbot Rehabilitation
Centre
Feb 27, 2016
8:30 AM – 1:00 PM

Catch up with Echuca Moama
Mar 20, 2016

One of the challenges for any entrepreneur is accessing capital to fund their growth plans. The best business plan in the world isn't worth the paper it's written on if there is no investment to support it.

Entrepreneurship should be seen as a viable career choice and a valid alternative to more traditional jobs. We need to remove the stigma of failure and champion entrepreneurship in policy and business environments.



Tony is CEO and Regional Managing Partner for EY Oceania. He is responsible for setting the strategy for the firm across the Oceania region and is focused on building a culture

that supports EY's values and delivers exceptional service to EY's clients.

An EY partner for over 16 years, Tony led the Oceania Assurance practice between 2009 and 2012 and has also been an active member of a number of Australian, Asia-Pacific and Global executive leadership committees within the firm. He was previously the Asia-Pacific Financial Services Managing Partner across eight countries in Asia-Pacific.

MEETING REPORT 23rd FEBRUARY 2016

Our special Business Breakfast with ethicist Dr Simon Longstaff drew an audience of 100 and raised about \$3000 for Victoria Police's Silk Miller Scholarships Program to combat youth suicide.

Fundraising director Greg Cuthbert thanked the many



International Committee Fundraiser

Apr 16, 2016

Speakers

Mar 01, 2016

Tony Johnson

Fostering Australia's entrepreneurial culture

Mar 08, 2016

Prof Michael Buxton

Future Proofing Melbourne

Mar 15, 2016

Daniel Wilksch

Soldier On: WWI Soldier Settler Stories

Mar 22, 2016

DGE Neville John and PP Kevin Love

2017 District 9800 Conference

Apr 05, 2016

Detective Senior Sergeant Stuart Bailey

The Function of the Homicide Squad & Victoria Police / Rotary Mentoring Program Initiative

View entire list





members who contributed to the successful morning - everything from staffing the door, liaising with RACV, arranging the Police & Rotary attendees, bringing friends & colleagues, asking our guests speaker questions, taking photos and managing the large amount of pre-event preparation work.

"It all came together really well," Greg said. "I look forward to the new fundraising director continuing to run these events on an annual basis."

President George Mackey told the meeting that of all the age groups in Australia, young people are the only group whose health has not improved over the past three decades.

Also on the platform were Superintendent Tony Silva, Vicpol Priority Community Portfolio Manager, Dr David Broderick, Royal Children's Hospital adolescent health centre executive Andrea Krelle and Senior



Constable Zac Bull – who drove from 3am from his base at Swan Hill to get to the breakfast. (see separate story). "Apologies if I booked anyone here en

route,” he joked. Tom Callander described the Silk Miller Scholarship’s history since 2000.

Simon Longstaff, executive director of The Ethics Centre, described how the Centre deals with everything on the life and death spectrum, including issues from deployments to asymmetric warfare in Iraq and Afghanistan. “Those who oppose our



forces there know they can’t prevail through arms but they hope to batter us into undermining our moral authority. The atrocities they commit are not acts of mad people but are calculated to provoke us to respond disproportionately or indiscriminately. They know that would create a scandal at home with loss of public support for the war.”

The Centre has hosted top-ranking military staff from 25 nations for complex training. Another example is its work with individuals in hospitals concerning critical points involving life support systems or continuation of medical treatments beyond a certain point. Ethical advice is also provided for groups such as AFL players,

business and professional people.

Australian dodgy entrepreneurs in the 1980s had a poor reputation in the US, along with their unethical advisers such as tax accountants and lawyers. This led senior business people such as James Balderstone (BHP) and Vincent Fairfax (Fairfax) to advocate creation of ethics education here. This was the inspiration for the Centre.

Other points by Simon were:

- # Surveys by Hugh Mackay in the 1990s showed that people did not trust business' professed concern for customers, seeing that as spin. They demanded instead that businesses provide a statement of principles and conform to it. But that was not enough – businesses should also provide a supportive environment internally for their staff.

- # Businesses are now judged on far more than their outputs. In the Third World a big company like Shell would both sell products and be the most powerful actor in that environment, with the community responsibilities involved.

- # Huge organisations like the US military are now hostage to wrong-doings by their most junior members. Whereas once key decisions came from the top – eg Wellington and Napoleon – now a whole military campaign could be undermined when it became public knowledge that a corporal had burnt a copy of the Koran. This required responses and apologies as high as the President. Likewise, the Abu Ghraib prison scandal was perpetrated by low-rankers but with massive strategic blowback.

- # Artificial Intelligence systems are evolving to improve on and replace work of accountants, lawyers and medicos, but he doubted such 'expert systems' could even handle ethical subtleties such as involving rival rights and benefits – situations where there is no "right answer"

- # The public sadly had ceased distinguishing between respect for high political office and contemptuous attitudes towards the incumbent holders. This had come about partly because incumbents had created gaps between what they professed and did, and partly through media playing up the theme of mistrust of politicians.

He amused us with a tale about an overseas taxi driver to the airport who was all for higher business ethics, and who cited a case where a union boss had been getting free home renovations and pool from a construction company. The driver however considered a far worse offence was when someone stole \$20 from his workplace locker. On arrival at the airport, Simon

asked him for a receipt. "How much do you want it for?" the driver asked.

Simon: "What? You want me to rip off my Ethics Centre?"

Driver: "Mate, everyone does it." #

THE NEXT GOLDSBROUGH LANE FARMERS MARKET IS THURSDAY 4th MARCH 2016

THE NEXT GOLDSBROUGH LANE GOURMET FARMERS MARKET IS ON THURSDAY 4 MARCH 2016. REMEMBER THE MARKET NOW OPERATES WEEKLY.



Market



Volunteers Update

We have secured an agreement with Lentara to provide helpers for the market bump in and out.

This means we do not require 4-6 club members to continue to do the bump in and out. Paul Fraser will roster 1 Rotarian on for each bump in and out to supervise the Lentara helpers.



The Rotarian only need assist physically if they are able to do so.

We can still use volunteers to assist with bump in or out – we have a number of Rotary/Rotaract clubs interested in helping.

All volunteer and Rotarian supervision inquiries can be sent to Paul Fraser - pjf3000@bigpond.com

Rotary Stall at the market

We have agreed to provide one stall at each market for the use of any Rotary Clubs to selling Rotary related goods, raise awareness or use as they see fit for a cause of their choice.

All Rotary stall inquires can be sent to Marjorie Gerlinger - marbern@bigpond.net.au

SAVE THE DATE FOR THE WINE EVENT OF THE YEAR 16th APRIL 2016

This Wine Event of the Year is not to be missed and at a venue that could startle you. If you only attend one wine event this year, this could be the one!



**WE NEED
YOU!**

**TO GO TO YOUR
CELLAR AND DONATE**

**ANY WINE THAT WILL
BUILD OUR STOCKS
FOR THE
WINE EVENT
ON
16TH APRIL 2016**

**YOU ONLY NEED TO ADVISE HERB GREENWOOD
BY EMAIL OF THE DETAILS OF YOUR CONTRIBUTION
greenwood@plm.com.au**

**WE WILL ADVISE OF FURTHER
DETAILS AS THE EVENT UNFOLDS**



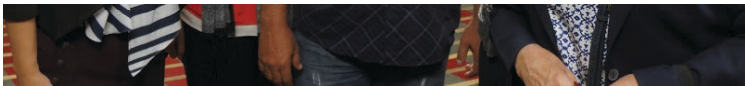
GALLERY

Tom Callandar enlightening guests about the Silk Miller Scholarships successes



DG Julie Mason and guests, including Stella Avramopoulos [left], before the meeting





Neville Taylor with Deputy Commissioner, Andrew Crisp, in deep conversation after the presentation by the guest speaker Dr Simon Longstaff



Serious discussion about life in general or talking wine? Dr Simon Longstaff and Greg Cuthbert, Fundraising Director.



