



WHAT'S IN THIS BULLETIN

2nd June 2020

- **NEXT MEETING (via ZOOM)**
- **May 26th meeting report**
- **District 9800 awards**
- **D9800 Grants Seminar**
- **GALLERY**

NEXT MEETING (virtual) - TUESDAY 2nd June

Posted by Gerard HOGAN

Maria Pellicano: The voice is the organ of your soul - how a singing teacher empowers human potential ?



Using a blend of voice technique and control with human behaviour strategies and awareness, aligning both voice and emotions, I enable a powerful performance that

Meeting Responsibilities

Chair
TAYLOR, Neville

Reporter
ROLLS, Russell

Photographer
THORNTON, Roger

Door
LANGTON, Martin

Bulletin Editor
CLIFT, Nick

Social Media
LIM, Daniel

Upcoming Events

[Camp Getaway Working Bee](#)
May 31, 2020
9:00 AM – 5:00 PM

[Cancelled Echuca Steam Rally](#)
Jun 06, 2020 - Jun 08, 2020

[Rotary International 2020 Convention](#)
Jun 06, 2020 – Jun 10, 2020

[Board meeting/joint –RACV CLUB](#)
Jun 10, 2020 5:30 PM

[School holidays](#)
Jun 25, 2020 - Jul 12, 2020

[Rotary Central Melbourne 33rd Changeover Dinner](#)
Jun 26, 2020

changes audiences and is memorable. Whether you are singing or speaking the human voice is the organ of the soul and it is there to reach out to people helping them feel the words, to be changed by the passion in the voice.

Over the past 40 years of being a singer and a teacher, having both ups and downs with my own voice, from voice fatigue and strain to complete freedom and access to my full vocal range, I believe I have found a way to help anyone's voice sound amazing.

I am the author of a book called "The Art of Powerful Communication". My passion for voice has led me into coaching and mentoring business leaders, teams, and private clients to communicate with authenticity and power. I believe you can be a powerful communicator when you align your mindset, message and voice with awareness, technique and skill.

A number of my articles have been featured in the International Coaching Guild magazine, women's magazines and on LinkedIn. I am interviewed on podcasts and radio and regularly speak on "Confident Speaking" or "The Engaging Voice" in network meetings and businesses.

May 26th Meeting Report

May 26th Meeting Report

RCM Meeting notes 26th May

President Warwick Cavell opened the meeting and welcomed members and guests

Chairman Herb Greenwood introduces the Guest Speaker, Parmiss Kia

Guest Speaker, Parmiss Kia – What is SEO in Digital Marketing

Parmiss covered aspects of digital marketing strategy plan using SEO to build trust and credibility, to have people returning to the website, target specific audience, and measures success by monitoring traffic, bounce rate, & SEO conversion such as sales & leads.

Methods used to maximise traffic to a website include paying google to be position in opportunity to sell, using google key words in paid search advertising can cost from \$1 to \$50 for key word. Domains for branding are an organic method of advertising with the cost of a team of specialist or agency working on website. The results can cover the cost of tools especially where the website get listed on the first page.

SEO is about analysis and is a long term investment. SEO is a crucial part of marketing mix which includes google ad, facebook, twitter, Instagram to convert user to buy. It is important to target audience, understand your audience, and answer their questions. If you answer question correctly, user convert to buy, and people continue to return to the website.

Brand awareness can be created if advertised on TV and radio. By targeting a segment of the audience, and having relevant website traffic can result in high conversion potential.

6:15 PM – 8:30 PM

[View entire list](#)

Speakers

Jun 02, 2020 7:40 AM

[Maria Pellicano](#)

The voice is the organ of your soul: how a singing teacher empowers human potential

Jun 09, 2020 7:40 AM

[Trish Shilton](#)

Reclaiming your creative power

Jun 16, 2020 7:40 AM

[Charles Kovess](#)

Educating grandchildren: unlocking their passion to live wonder-filled lives

Jun 23, 2020 7:40 AM

[Jane Taylor](#)

Leading with resilience in challenging times

Jun 30, 2020 7:40 AM

[Carol Haslam](#)

French the hard way: my experiences from living in France

Jul 07, 2020 7:40 AM

[Wayne Gladman](#)

How to avoid becoming a victim of fraud in the workplace

Jul 14, 2020 7:40 AM

[President Therese Robinson](#)

Club forum

Jul 21, 2020 7:40 AM

[Paul Guerra](#)

Getting Victoria back to business

Jul 28, 2020 7:40 AM

[Katia Loisel](#)

The Body Language of Trust and Persuasion

[View entire list](#)



An example of what not to do is illustrated. One is “Keyword stuffing“, whereby the key word is used repeatedly. Briefly covered was the topic Black Hat which is using unethical, unapproved, even illegal tactics that can hurt website traffic, even barred from google search engine. Compared to White Hat which is unique for improving search engine.

At the beginning, Parmiss states that Googles mission is to organise the worlds information and make it universally assessable and useful. It provides valuable information and is rated higher on website search results for viewing. SEO turns the spotlight on your sales to be rock star of 1st – 3rd position. SEO helps to build your brand. This brand result of search stays with consumer and creates exposure of awareness which is required to achieving desired business goals.

International Committee

Herb Greenwood presented.

1. Global Grant project in India: in conjunction with Rotary clubs in India and USA. Trained 200 security guards and 140 housekeepers who are now employed and providing financial support to their families. Another 30 security guards scheduled to be trained.
2. Lunag Prabang, Education Projects: Letter of Intent to fit out a library in the Secondary school grounds. The impact of this project has been delayed by Coronavirus but will provide education resource to over 800 school children (books, computer, internet connection for research)
3. Rotary against malaria (RAM): Donated \$500 towards mosquito nets for PNG. Malaria remains the number 1 course of death in the region. These nets make a significant contribution to reducing that toll
4. Donation in Kin (DIK): working bee late last. Pack a container containing school and medical supplies for Eat Timor.
5. Interplast: Donated \$500 towards the cost of sending surgical teams into 17 countries to performing saving surgery.

Committee Service Report – Fundraising

Rob Hines presented.

1. Stage to Screen Event: organised well in advance by 6 members, 60+ person to a Rotary event

Distributed some \$500 to each Youth Project, Indigenous Education programme, East Gippsland bushfire appeal

2. Dementia Australia: Although cancelled for 2019 it developed the contact and details for 2020 event
3. Diversity Breakfast: Cancelled this year
4. Bunnings BBQ: 18 actioned and 6 cancelled due to COVID -19. Raise some \$19,000, \$500 to Rotary East Gippsland Bushfire Appeal. \$500 Bunnings gift vouchers held for future. Involved 33 members in a Rotary event (plus 6 partners)
5. Garden Designfest: Reschedule due to COVID 19

Peter Duras commented of the great fellowship for the BBQ. The amount raised was above the target. \$ 5,200 to Bushfire appeal, another \$1000 gift.
Special Thanks to Frank and Peter for organising BBQ fundraising events.

Allan Driver provided statistics of COVID-19.

As of 19 May 2020, 100 Australians have died from coronavirus.

As many of you are aware, this is a drop in the bucket compared to 92,000 deaths in the USA, UK 35,300, Spain and France, 28000 each and Italy 32,000.

Generally, it can be assumed that up to 4 loved ones per each person dying can be affected.

They're frequently referred to by number rather than by name.

But each of the 100 strokes on Australia's coronavirus fatality count represents a rich life cut short and a family stricken by sorrow.

Their grief has been heightened by the restrictions designed to prevent more pain.

Traditional funerals are all but banned. The collective eulogising, a final rite of passage in most life stories, denied.

Not every family wants their private tragedy in the public spotlight.

But some people share their memories to ensure their loved ones are remembered as more than just a number in a death toll.

This is a sad reflection on the current situation.

Maybe you know of a person or persons affected.

Closer to home, one of our dear members of Rotary Central Melbourne, Gerard Hogan's wife Brenda, has lost her brother-in-law to the coronavirus. He was living in Scotland and is survived by his wife [Brenda's sister] and 4 children.

Gerard's message to all club members and partners is that it is essential that all current and updated health advice is followed at all times.

The latest advice is always found on the Victorian Department of Health and Human Services website:

<https://www.dhhs.vic.gov.au/coronavirus>

Other Announcements:

Rob Hines reminds all to download the COVID safe app.

Tony Thomas has completed his third book "Come think of it" and is available for purchase.

Peter Duras asks for "Warm Clothing" donation for youth project. Please notify him for pick up in two week time.

Warwick mentions next week guest speaker: Maria Pellicano – the voice is the organ of your soul. How a singing teacher empowers human potential.

And reminds member of the:

Virtual Seating arrangement:

He thanks Gerard for this. It is a good way to connect. Each week a seating plan will be sent to members. Members are encouraged to connect with people either side of them on the list. Keep connected in these times of isolation

Warwick thanks member in attendance, and guest, Herb and Rob for the presentation. And closes with "Rotary connects the world in difficult times".

District 9800 Awards



Rotary
District 9800

**AWARD PRESENTATION
CEREMONY**

You are invited to come and join this very special Award Presentation Ceremony.

Jessie Harman, the RI Incoming Zone 8 Director, will present Awards to three of our outstanding Rotarians.

Service Above Self Award
Prestigious award for Rotarians who demonstrate their commitment to helping others by volunteering their time and talents.

Certificate for Meritorious Service
Honours members who have been actively involved in service related to The Rotary Foundation.

The Inaugural Bob Fels District 9800 Peace Award
A new District Award honouring a Rotarian who has demonstrated their ongoing commitment to Peace.

Date: Saturday 6 June 2020
Time: 5pm
Via Zoom: <https://us02web.zoom.us/j/82992036908>

Please have a drink ready to toast Rotary International and the three Awardees.

We look forward to seeing you online on that occasion.

Date: Saturday 6 June 2020

Time: 5pm

Via Zoom: <https://us02web.zoom.us/j/82992036908>

D9800 Grants Seminar



This year's Grants Seminar will be held online with a choice of two optional dates.
Each session will run for 90 minutes.

For your club to qualify for a Rotary Foundation Grant in the 2020-2021 Rotary year, at least one club member must have attended one of the two sessions.



Sunday June 14
at 3.00pm
or
Thursday June 18
at 7.30pm



Who should attend?

This seminar will be useful for Club Presidents, Foundation Chairs, Avenues of Service Chairs, or any member interested in developing a District or Global Grant funded by the Rotary Foundation. A club can register as many participants as desired.

What you will learn:

- How to qualify your club for a Foundation Grant.
- How grants enable your club to benefit from ongoing donations to the Annual Fund
- District Grants: What are they? How to apply?
- Global Grants: How to build a successful Global Grant
- The importance of grant stewardship.
- How to use the resources of the District Foundation Grants committee.

Please register via Trybooking link:

<https://www.trybooking.com/BJUGP>

For more information email:

foundationstewardship@rotarydistrict9800.org.au

NB: Zoom details will be sent to all registered participants



Please register via Trybooking link:

<https://www.trybooking.com/BJUGP>

For more information

email:

foundationstewardship@rotarydistrict9800.org.au

GALLERY

Meeting Photo's from Zoom 16th May 2020



**Guest speaker Parmiss
Kia**



Rob Hines



[Read more...](#)

