



Sat Apr 13, 2013

[Home](#)

### Sponsors



Interested in being a sponsor?

[Download the website sponsorship guide](#)

### Upcoming speakers

Apr 16, 2013  
[Gary Liddle, CEO VicRoads](#)  
 VicRoads Centenary

Apr 23, 2013  
[Squadron Leader Hugh Dolan](#)  
 Gallipoli From Above

Apr 30, 2013  
[Philip Mayers](#)  
 How a young man's wish changed the world for thousands of children

[View entire list...](#)

### Upcoming events

[Working Bee at Royal Talbot Rehabilitation Centre](#)  
 Royal Talbot Rehabilitation Centre  
 Apr 21, 2013 09:00 AM - 01:00 PM

[DIK Working Bee](#)  
 Woolshed 40  
 May 11, 2013 09:30 AM - 12:30 PM

[Know Your Numbers – National Stroke Foundation](#)  
 RACV City Club  
 May 14, 2013 - May 15, 2013

[Rotary Engaged – the 2013 Assembly](#)  
 Tabcorp Park  
 May 19, 2013 09:15 AM

Club meetings: 7.15 for 7.40 am at the RACV Club  
 501 Bourke Street, Melbourne

#### DUTY ROSTER - 16 APRIL 2013

Chairperson	Yanpu Zhang
Sergeant	Micheal Bromby
Greeter	Russell Rolls
Reporter	Bruce Heron
Photographer	Allan Driver
Door	Tom Callander
Director Report	Kevin Walklate

#### NEXT WEEK'S SPEAKER

**Mr. Gary Liddle, CEO of VicRoads talking on the VicRoads Centenary.**

In 2013 VicRoads will celebrate its 100th birthday with a range of activities being run across Victoria.

VicRoads supports Victoria's liveability and economic prosperity by planning, developing and managing the arterial road network and delivering registration and licensing services. Its key role is to help provide Victorians with safe and easy connections to the people and places that matter most to them.

VicRoads manages over 22,000 kilometres of roads and 3,133 bridges and processes more than 22 million transactions a year for 3.7 million licensed drivers and 4.9 million registered vehicles. These road and registration and licensing services are delivered by around 3,000 staff through a network of more than 50 offices located across the state.

Gary Liddle started his career as a civil engineering cadet with the Country Roads Board (now VicRoads). He was appointed Chief Executive in 2007 and has over 40 years of experience with the organisation.

Under Gary's leadership, VicRoads is tackling the challenges of an ever changing transport landscape head on, moving people around Victoria in ways which are socially, environmentally and economically sustainable.

#### PRESIDENT'S PARAS

## Photo Albums

<a href="#">District Conference Albury</a>
<a href="#">Fundraising Sizzles</a>
<a href="#">Picnic In The Park</a>
<a href="#">Christmas Breakfast</a>
<a href="#">Paul Harris Breakfast</a>
<a href="#">Vocational Visit Police College</a>
<a href="#">Laos school project</a>
<a href="#">Charity Gala</a>
<a href="#">Camp Getaway Working Bee</a>
<a href="#">McAuley House Working Bee</a>
<a href="#">25th Changeover dinner</a>
<a href="#">25th Anniversary Lunch</a>

*Editor Robin STEVENS  
If you have any comments or questions, please contact the editor.*



Please visit our Sponsors.

[Click here to place your ad](#)

# Eleven people (including one visiting Rotarian from Hicksville, Ohio and one guest) attended the informal breakfast meeting on Easter Tuesday at the RACV bistro.

# Neil Salvano's mother passed away on April 6 and the funeral was on Thursday April 11. Several RCCMS members attended.

# Richard Mitchell is now out of hospital after three operations on his leg in the last couple of weeks. Kay is stand-in almoner.

# Peripatetic Members:

(a) Roy Garrett is in Vietnam for three weeks

(b) Alan Seale is in New York for a month

(c) Mary Voice is overseas for a month and when in Munich will redeem her golfing prize won at the Charity Auction

(d) Another RCCMS article has been successfully published in Networker on our RYPEN camp achievement: [RYPEN ARTICLE](#)

### MCAULEY HOUSE GETS OUTDOOR FURNITURE



Roger Thornton (left) and Alan Seale with their handiwork

Four outdoor chairs made by our members and a second-hand outdoor table were delivered to McAuley House for women on August 5 by Alan Seale and Kevin Walklate. This was a big project led by Alan, who put in more than 100 hours work (pic below). Roger Thornton (23 hours) and Gerard Hogan assisted. The job was done between end-January and end-March.

"Delivery was hard going, we got the table into the grounds at North Melbourne with only centimetres to spare," Alan says.

A follow-up club working bee has been arranged for Saturday May 25 from 9am to noon to spruce up the grounds.

President Kay congratulated the team – especially the indefatigable Alan – on their big furniture effort, which is greatly appreciated by McAuley House. #



**REPORT ON EMINENT SPEAKER BREAKFAST**



Our Rotary Club's Special Breakfast on April 9 saw 53 people enjoying a great speech by Alan Attwood, Editor of The Big Issue.

The event raised \$1515, including more than \$500 from the raffle, which had Neville John (Penfolds Bin 389), Leonie Greenwood (zoo tickets) and Pip Thornton (chocs) as skilful winners.

District Governor Dennis Shore and President Kay welcomed guests. An arrangement of Help by the Beatles was the Sgt's choice.

Alan Attwood thanked Rotary for its long-standing help to the Big Issue. He said that after leaving The Age, he now feels he is mixing with a better class of people, than Lord Black for example,

one-time Fairfax chairman, recently out of prison. He likes being independent and unfettered.

The Big Issue started in Melbourne in 1996 and while most newspapers are dying, has thrived and gone national.

He gets frank feedback from vendors, including from vendor Kim who told him that an issue was bloody boring. Next time he saw Kim he said, "You know what is really bloody boring? The edition that doesn't come out at all!"

Originally people bought it but didn't necessarily read it. He began by writing a column for it, then went to meet the woman editor in the premises at Wesley Church, Lonsdale Street. She wasn't there to meet him and he heard a lot of banging upstairs – she had got herself locked in the toilet after the latch fell off. It was a perfect introduction to the mag's world; it was not mainstream media.

He initially helped with fortnightly proofing and was drawn to the mag's world and took over when the editor left in 2006.

Sellers gave him good tips – one told him the cover was fine as long as it was not blue. The previous two covers were blue and although the topics were great, buyers walked past thinking they had already bought that issue.

One inspiration was his "Cute Kitty edition – oh no! It's come to this". The point was that any cute animal on a cover sells the product. His best selling issue ever was after sending the photographer to the zoo for "anything cute as buggery" and she came back with a cover snap of Snow Leopard kittens. Sales went through the roof.

He wants contributors with personal stories, not experts writing about various things. Academics especially are the most boring in the universe, and experts on mental illness are a dime a dozen. He wants true stories from people with or living amongst mental illness, for example.

One carer began her story, "I am the one going mad here". A young woman with terminal breast cancer wrote a series about her journey, and about "Bob", her nickname for her prosthetic breast. He was worried about her self-disclosure but she said, "It's therapy for me and you pay me".

Another woman wrote about her night at an eating disorder clinic, and he encouraged her to do a longer piece. It touches a remarkable number of people and educated many. Her latest piece said she was better but not cured, still fighting a very big monster with a very small sword. "That's the kind of world we are trying to introduce to the magazine," he said.

Asked about any pangs of taking a lower salary than the Age provided, Alan said mainstream media was full of very unhappy and whinging people not wanting to be there, despite great pay and not very onerous work. Morale around the Big Issue was a lot better because people weren't there for dollars and had chosen to be there anyway. He didn't want to become yet another bitter and angry person on a Melbourne newspaper.

The Big Issue sells 30,000 a fortnight and half the \$6 price goes to the vendor. The recent rise from \$5 caused a bit of a dip. The magazine is not dependent on government or private subsidy: if you are propped up and the prop walks away, you're in trouble.

Vendors push him to take the magazine weekly but he has only a tiny team and contributors.

Readers range from teenagers to little old ladies and this makes it hard to pitch articles – old ladies don't want hip-hop music reviews. One lady contributor on the Gold Coast is 85 and her band of scrabble players was quite anti-John-Howard, showing people can't be type-cast.

A would-be vendor can walk into the Lonsdale Street office and walk out in 30 minutes with a trainee badge and start selling The Big Issue. Not many vendors are young – youths think selling it is a bit daggy. Some vendors only sell a few hours a day, or each second day. Deb, a vendor who came as Alan's guest, starts at 6am and finishes at 9pm.

Alan has been at some crucial world events. He was sent to Little Rock in 1996 to do a color story on Bill Clinton's Presidential acceptance speech. The crowd was cheering so much he had to ring his wife in New York and ask her to pick up from the TV what Clinton was saying on CNN. #