



Hello Bernie! This email has been generated just for you as a member of our club. We hope you enjoy receiving this newsletter!

Editor: Rebecca RIEBELING
If you have any comments or questions, email the editor.

Future Speakers

May 17 2011

Paul Maguire
"Club Visit to Japan"

May 24 2011

John Ilott
"The National Health Practitioner Registration and Accreditation Scheme"

May 31 2011

Andrew MacLeod
"Melbourne's Future as Seen by The Committee for Melbourne"

Jun 7 2011

Professor John Reeder
"Can we eliminate malaria?"

Jun 14 2011

President Anne King
"Police mentoring program graduation"

Jun 21 2011

No meeting this Tuesday
"Club Changeover Friday evening"

Jul 5 2011

Presentation on Plans for 2011-2012
"By President Kevin and Committee Directors"

Upcoming Events

This Week's Meeting, Tues May 17th

by RIEBELING, Rebecca



Paul Maguire

"Club Visit to Japan"

Paul will talk about the recent visit to our sister club's 20th anniversary.

Note: A reminder that this week's meeting will include a Special General Meeting at which you will be asked to vote on changes to the club's Rules, Constitution and By-Laws.

Duty Roster, Tues May 17th

by Rebecca RIEBELING

Note: Duty people are expected to be on duty at RACV at 7am as many guests start arriving from this time.

Please note if unable to attend please arrange to swap your role with another member.

Chairperson	Scott Munro
Sergeant	Herb Greenwood
Reporter	Greg Michener
Door	Kevin Love
Photographer	Edward Stockdale
Greeter	Inez Dussuyer

Movie and Dinner Evening
May 14 2011

**Working Bee Royal Talbot
Rehabilitation Centre**
May 21 2011

**Vocational Visit - Garrett
Enterprises**
May 29 2011

Echuca Moama Steam Rally
Jun 11 2011 - Jun 12 2011

Vocational Visit
Nov 18 2011 - Nov 18 2011

News

Inside Story - One night only -
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Meeting Report, Tues May 10th by Gillian FARRELL

Welcome

Chair Brian welcomed 11 members of the Rotary Club of Melbourne who were on an official club visit.



Announcements

Phil Endersbee, President of the Rotary Club of Melbourne, invited members to a dinner at the MCG Dining Room on 23rd May to celebrate the 90th anniversary of this club.

Allan Driver presented the club with a banner from the Rotary Club of Vancouver, which had come via Istanbul as part of Allan's recent travels. Allan also reminded members of our club's commitment to assist the Echuca-Moama Rotary Club on the Queen's Birthday weekend, 11-12th June. Volunteers are welcome.

President Anne King highlighted the Special General Meeting to be held on Tuesday 17th May at which changes to the constitution are to be recommended. She also noted that it was the club's 24th birthday on 1st May and significantly, the Charter President, Terry Cocks, was in attendance to hear this announcement.

Michael Wells announced with pleasure that Dianne, his partner of 8 years, recently accepted his proposal of marriage. He received many congratulations from club members.

Guest speaker - Stephen Gough

"The People's Ground - The MCG"

Stephen Gough took up the position of CEO of the Melbourne Cricket Club (MCC) in 2000, after a long career at the Carlton Football Club where he had worked under John Elliott. He sees the MCC and the MCG as inextricably linked. The club was formed in 1883 and the ground was built in 1853. The club is private, but has a close connection with the State Government, which has given the MCG Trust responsibility for all of Yarra Park to be used as a public environment. The Trust is legally bound to consult with the government over any major deals.

The MCC has over 100,000 members, with 205,000 on the waiting list, 40% of whom are under 14. It is significant that 28% of the MCC members do not attend any function in a particular year and 14% attend one only event. Annual membership costs \$570 and is open to all who apply. Each year there is an attrition rate of about 2,500 people. The club has a reserve of 22,000 seats and this is rarely fully utilised, with the club having to sell visitors' tickets to members to even get it half full. The benefit is highly valued by the members. A Melbourne-Collingwood AFL match attracts the greatest attendance.

The redevelopment of the Northern Stand has put the club \$251 million in debt, but the club is confident of being able to meet its financial obligations due to the highly popular sporting events the stadium attracts. It has contracts with the AFL until 2037 and with Cricket Australia and Cricket Victoria until 2019 and receives over \$100 million in annual revenue. Membership fees and late fines bring in about \$41 million annually. This latter source of income is necessary to fund commitments.

The club has a good relationship with the football and cricket authorities, but these are proactive about increasing their respective shares of revenue. The AFL argues that over 3 million people visit the MCG annually for a football match, with the average attendance at a home game being 53,000. There is pressure to revenue share from the codes, the individual teams and the MCG.

The AAMI Stadium, which received \$251 million from the government, is actively competing with the MCG for the public's support.

Each game \$10,000 goes back to the respective AFL clubs, in return for the use and control of Yarra Park, a multi-use public area.

The Southern Stand upgrade of the MCG was funded with a \$30 million government loan and a further \$25 million loan privately obtained. Some income is gained from the rental of the 120 private suites, with more from gaming, gambling and advertising. Gambling is controversial. Stephen's view is that we should live with it and control it.

Live television coverage of football matches is a contentious subject as the main goal of the AFL is to maximise attendance at the ground and to increase the popularity of the game.

Stephen's view is that the MCC has put \$41 million back into the ground and that this continuous improvement guarantees the ground. As a result seats should be available for members, but managing this, especially for popular Friday night football matches, is a logistical nightmare. The club aims to keep 60% of its area for allocated member tickets with the remaining 40% for 'walk in' members.

The club is well known on the international stage with visitors marveling at the mix of heritage and tradition with modern conveniences, like heating and air conditioning. The MCG is considered the most successful stadium in the world, especially for managing the quick change-over from winter to summer, with 'drop-in' pitches for cricket. This flexibility is critical for meeting Melbourne's sporting needs.

Questions were asked about the possibility of holding concerts at the ground. These are hard to fit into the sporting schedule and the MCC does not need the additional income, but does need flexibility. Would the ground be roofed one day? This would be good to have, but was expensive and there was not enough physical support.

Free parking

A recent change could be useful for Rotarians who drive into the city. Free parking is available at the Victoria Market if one leaves before 10am. Enter west of the roundabout at the end of Queen Street.

Echuca Steam Rally

by DRIVER, Allan

Continuing our tradition of supporting the sister club of RCCM-S, the RC Echuca-Moama, at the annual Steam Rally, club members plus partners and kids have the opportunity to experience some real 'hands-on' and satisfying work, while also having the benefit of observing a wide range of large to small steam and diesel engines on the Queen's Birthday weekend, 11th and 12th June 2011, helping the 'Country Kitchen'.

Last year RC Central Melbourne-Sunrise volunteers helped Anne Peace and Echuca-Moama members make over 3,000 scones and gallons of billy tea and soup, all on the warm wood fires and ovens.

This year the opportunity exists to assist in other areas as well such as the ticket box area.

Taking time out to wander through Rotary Park and the vast array of steam engines, classic cars, trucks and tractors is also a wonderful feature of the weekend.

Mind you, one of the most satisfying parts of the weekend is the fellowship between RCCM-S members and RC Echuca-Moama members.

It would be appreciated if members could contact Allan Driver and indicate their availability on a particular day (Saturday and/or Sunday or whether they would like to work on a half day only). Some people may prefer to work a half day and visit the wonderful Echuca sights for the rest of the day. Alternatively, register on the RCCM-S website as some people have done already.

Rotary ANZAC Peace Tour (RAPT) 2011

by DRIVER, Allan

Many Rotarians and their partners have found out first hand in past years what it must have been like many years ago when the Australian and New Zealand soldiers landed at Anzac Cove on the Gallipoli Peninsular in the early hours of the morning of the 25th April 1915.



Rotarians and partners, from various clubs in District 9800, in 2011 again experienced the freezing conditions seated at the Anzac Commemorative area just north of Anzac Cove while waiting for 4 hours for the dawn service to commence at 5:30am to commemorate the 96th year.

I must say it was worth the wait. While a chill was in the air, a chilling sensation went through us when the dawn service began.

Attendance at the dawn service and then the service at the Lone Pine memorial was the culmination of a great adventure for the RAPT 2011 group.

This adventure commenced with sightseeing around some magical tourist spots in Istanbul as well as meeting members of the RC Goksu, their partners and some of their children at a lovely brunch, at the official RC Goku meeting and a lovely trip along the Bosphorus. New friends were made with a number of wonderful Rotarians and catching up with some old friends was very special.

The RAPT 2011 group of 8 people managed to raise around 3300TL in order to assist 2 schools in the town of Gelibolu (Turkish version of Gallipoli), one for the visually impaired and one school for the hearing impaired.

Various essential pieces of equipment were provided as suggested by the schools, including: 36 braille tablets, 2 sets of audio books, satellite dish, vacuum cleaners and DVD player. The RC Goksu provided stationery goods and textiles.

The RAPT group was welcomed by the Mayor of Gelibolu who was pleased to see us and was keenly interested in what we were doing for the schools. We were also very fortunate to obtain front row seats for the

Children's Day celebrations held on the local soccer field on the 23rd April.

The tour finished in the group touring many of the Australian, New Zealand, Turkish and British war memorials around the Gallipoli peninsular.

Planning is now underway for the last RAPT tour in 2015 when 100 years of the Anzac landing will be commemorated.

I was very privileged to be able to lead the group.