



**WHAT'S IN THIS BULLETIN****3rd March 2020**

- **NEXT MEETING**
- **MEETING REPORT Feb 25th**
- **STEPS for Youth Homelessness**
- **STAGE TO SCREEN**
- **INTERNATIONAL WOMEN'S DAY BREAKFAST**
- **GALLERY**

**NEXT MEETING - TUESDAY 3rd March**

Posted by Gerard HOGAN

**Tony Nicholls, Founder and Director of Good Talent Media*****"What's crisis media and why is it on the rise?"***

The digital age has irreversibly changed the media landscape. With a proliferation of media outlets and platforms, and the rise of citizen journalism, there are literally billions of ways that a brand or organisation can be damaged, sometimes irreparably. Crisis media planning has grown in response to this new world of threats and opportunities to help prepare organisations for crises and how to respond. Crisis Media Consultant and former journalist with ABC, SBS, and Ten, will explain how crisis media works.

Tony Nicholls, is an accomplished journalist with more than ten years' experience with the ABC, SBS and Network Ten; covering thousands of news stories across Victoria, Australia and the international media.

Tony has seen the rise of digital media transform communications and the news cycle forever; making new demands of journalists, politicians and media spokespeople. Riding the wave of change, Tony understands old-fashioned news values as well as what drives the new digital media landscape.

Tony has had the privilege of interviewing Australia's movers and shakers – the people who have shaped news bulletins. Most importantly, Tony understands what a story needs to make it to air or print.

As Director of Good Talent Media, Tony conducts all media training personally; he knows what interview questions you'll be asked, what the media wants, and how best to deliver an impactful message.

**Meeting Report February 25th**

Rotary Central Melbourne Report  
25/02/2020

1. Visiting Rotarian – Mary Barry, Rotary club of Melbourne
2. Guest Speaker – Greg Fordham
3. Hugh O'Donnell – friend of Warwick Cavell
4. Lotta Rink – Rotary Exchange student

**Announcements**

Suvam

On **24 March 2020** RCM invites RCM members and guests to join us for a **special breakfast** at the **William Angliss Institute Restaurant** to **celebrate** the diversity that exists within the **Rotary International** family in Australia and around the world.

RCM will host a keynote speaker on the day and have other entertainment for members and guests to enjoy.

**Meeting Responsibilities***Chair*

SEALE, Alan

*Greeter*

JOHN, Neville

*Reporter*

HINRICHS, John

*Photographer*

THORNTON, Roger

*Door*

ZHANG, Yanpu

*Bulletin Editor*

CLIFT, Nick

*Social Media*

LIM, Daniel

**Upcoming Events**

[From Stage to Screen - Fundraiser](#)

Library At The Dock, Docklands  
Mar 07, 2020 7:00 PM

[Stage to Screen](#)

Library at the Dock  
Mar 07, 2020  
7:00 PM – 10:30 PM

[Labour Day](#)

Mar 09, 2020

[Board meeting – zoom](#)

Mar 11, 2020 7:30 PM

[Saint Patrick's Day](#)

Mar 17, 2020

[Roof top drinks 20 March, after the BBQ at Bunnings Port Melbourne](#)

To Be advised  
Mar 20, 2020 6:00 PM

[Rotary D9800 Conference 2020](#)

Mar 27, 2020 – Mar 29, 2020

[School Holidays](#)

Apr 01, 2020 - Apr 19, 2020

[Some time in April, to be confirmed](#)

Parliament house Victoria  
Apr 01, 2020 10:00 AM

[TBC- presidents partners activity day](#)

Apr 03, 2020 12:00 PM

[View entire list](#)



This is a special breakfast and a prior booking for the event is preferable. Members and guests could also register and pay on the morning of the meeting at the venue. Members are encouraged to invite family, friends and colleagues to the event. Please use the following try booking link to make your bookings. Funds raised at this event will go towards **Rotary Central Melbourne Projects**.

**Booking Cost: \$50pp.**

**Try Booking Link:** <https://www.trybooking.com/BIODS>

Neville John

The Engagment survy has an 85% completion rate which is excellent though will be open until the end of the week for those final few (including this reporter! )

Herb

#### STAGE TO SCREEN

A celebration of well-known and loved musical songs, performed by soloists from Opera Australia.

Rotary Central Melbourne is proud to present a special cabaret concert to be held in the Theatre of the Library at the Docks.

Four outstanding soloists will perform an exciting program full of highlights from popular musical theatre and operatic productions, as well as cinematic classics, including selections from classic films such as 'Sound of Music' and 'My Fair Lady', to 'Phantom of the Opera' and 'Les Miserables'.

The night will commence with canapes and champagne on arrival (all included in the price of the ticket), and the performance will commence 7pm.

#### Our Artists

No strangers to the Australian and International musical scene, our artists will include:

Eleanor Blythman - <https://www.facebook.com/EleanorBlythmanSinger/>

Dimity Shepard - <http://www.weaverartistmanagement.com.au/singers/mezzo-sopranos/dimity-shepherd/>

Michael Lapina - <http://www.weaverartistmanagement.com.au/singers/tenors/michael-lapina/>

Raphael Wong - <https://www.raphaelwongmusic.com/bio>

Dean Sky-Lucas - <https://www.bach-cantatas.com/Bio/Sky-Lucas-Dean.htm>

**Date: 7 Mar 2020**

**Time: 7pm**

**Venue: Library At The Dock, Docklands**

**Cost: \$90pp**

**Seats are limited. Secure your seats here** <https://www.trybooking.com/BIECL>

Gerard

Just to flag a few up coming activities

1 - Roof top drinks 20 March, after the BBQ at Bunnings Port Melbourne. Location to be decided

2- Morning tea, Parliament of Victoria \$ 35/ head (\$25 /head for seniors)10 am one Monday or Tuesday morning in April

Bookings are essential

3- If anyone is interested in attending the District conference in Bendigo please register via this link

<https://rotarydistrict9800.org.au/sitepage/conference2020>

Tony

Tony Thomas alerts that the launch for his new book, "Come to think of it — essays to tickle the brain" (Connor Court, Brisbane) will be at 6.30pm on Tuesday March 10 at Il Gamberos Restaurant (upstairs), 166 Lygon St, Carlton. It will be launched by Dr Tom Quirk, nuclear physicist and Fellow of three Colleges at Oxford University. Tony's daughter Ros, like Tony a journalist and author, is coming from Perth to tell a few writer's stories.

It's Tony's third book since 2016, after That's Debatable -60 Years in Print (2016) and The West - An insider's tales (2018). All welcome to the launch, free [entry registration here](#)

Anne

With the new probus club, speak to Anne to enquire about cheaper travel insurance (Sorry, was wrestling apart the packaging of an Iron Man cereal bag at this one and the next two announcements, hence their brief appearance)

Russell Rolls

Thank you to the 11 DIK volunteers last week. It was an excellent day.

Warwick

The Present Elect Training Seminar was held in Ballarat last weekend.

Brett's Inquisition: Ignacio Inchausti

"Knows a little about blood and a lot about retail"

Wine over Beer

BBQ over fine dining

Theatre over Rock n'roll

Unsure whether Ignacio chose rugby over some other inconsequential sport...we'll say he chose the correct answer of Rugby.

This week's guest speaker

Today's guest was Greg Fordham, Managing Director of Airbiz.

Recognised in the top 100 influential engineers and taking Australian expertise in the airport planning field all over the world.

When Greg began, federal government & public servants planned airports. In 1988, this changed when the Federal Airports Corporation was formed, and, in their infinite knowledge, would hire international firms and consultants instead of locally!

Air Biz has ten locations around the world and have worked on such airports as, but not limited to, Hong Kong, Calgary, Brussels, Tokyo (2020 Olympics preparation), JFK Terminal 4, Phoenix Skyhigh, Newark, Dubai, Geneva, Marseille as well as customer experience projects with Delta and QANTAS.

By focusing on customer experience where the staff could get out on the floor and help customers with their check in procedure, increasing effectiveness, and reducing loss of baggage all make for a more pleasant experience to all. It shows that combining modern methods whilst not forgetting about important human centric

indicators vastly increase overall satisfaction for all parties.

Greg spoke about Airbiz's advisory contributions to the Schipol group & Vinci airports.

It was very interesting to hear about airports such as Christchurch and Oslo are focusing on sustainability in their airports. First impressions are everything and if we can see innovative, forward thinking ideas as soon as we touch down in to the country – it sets a precedence.

Airbiz are very proud (and rightly so!) of their team building days which they hold twice a year to help those in need. This including Jesuit Social Services (halfway house), Fire recovery in Strathewen, Christchurch Earthquake Recovery, Yarramat, Vancouver, Auckland, Gold Coast, Children's first (Kilmore), Fiji, Murray Human services in Echuca, Rotarua, Sunshine Coast Cancer Care, and Kew Bush hut.

How could this be summed up? Easy.

"There is a little bit of hope when we all work together, even if it is just for a day". Greg Fordham

Thank you for an amazing talk Greg, best of luck with undoubtedly your hardest task yet on an airport riddled with problems – our very own Melbourne Tullamarine!

Warwick's Closing statements

The exciting prospect of other SME's looking to make a difference and collaborating with Rotary to achieve their aims.

By revisiting "Corporate Service Responsibility" and focusing more on Corporate Shared Value – we can make positive steps in the right direction.

Peace out, I hope you enjoyed reading this!

David

### **STEPS for Youth Homelessness**

Dear Rotary Central Melbourne

Given the long standing partnership that the club has with Concern Australia's STEPS Program, it occurred to me to invite you, your workplace, community group or people you know to support one of our **major fundraisers for our work with young people experiencing homelessness** through joining our Run Melbourne team this year.

Last year we raised \$23,048.41 and our target for 2020 is \$20,000, however we would be thrilled to exceed this.

By way of background, each year Steps Outreach Service has a team of runners and walkers take part in Run Melbourne to raise much needed funds for Steps. Since 1985, Steps has provided long-term relational and practical support to young people who are experiencing homelessness or at-risk of homelessness.

We would love Rotary Central Melbourne to join our team in Run Melbourne 2020! Participants can take part in either a 5km walk/run, 10km run or a half marathon on **Sunday July 26<sup>th</sup> 2020** around Melbourne to help us raise funds so that Steps can continue for another year.

Early bird pricing finishes on April 23<sup>rd</sup> so save on registration by getting in early.

People interested in being part of our 'Steps for Youth Homelessness' team can email [grace.baulch@concernaustralia.org.au](mailto:grace.baulch@concernaustralia.org.au) and she will send you more details on how to register and start a fundraising page.

For more information on Steps Outreach Service, you can visit our website here: <https://www.concernaustralia.org.au/steps/>



Thank you for your ongoing passion for our work and for all you do to invest in making the world a better place for young people.

Much Grace.

Michelle

### **Stage to Screen 7th March**

#### **STAGE TO SCREEN**

A celebration of well-known and loved musical songs, performed by soloists from Opera Australia.

Rotary Central Melbourne is proud to present a special cabaret concert to be held in the Theatre of the Library at the Docks.

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Michael Lapina - <http://www.weaverartistmanagement.com.au/singers/tenors/michael-lapina/>

Raphael Wong - <https://www.raphaelwongmusic.com/bio>

Dean Sky-Lucas - <https://www.bach-cantatas.com/Bio/Sky-Lucas-Dean.htm>

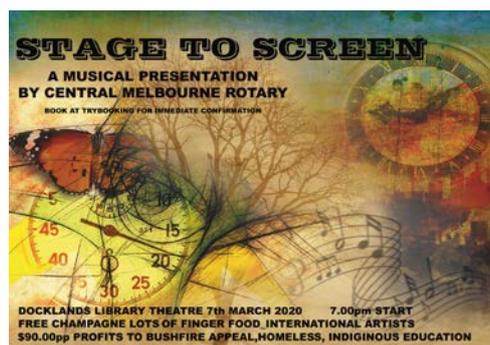
**Date: 7 Mar 2020**

**Time: 7pm**

**Venue: Library At The Dock, Docklands**

**Cost: \$90pp**

**Seats are limited. Secure your seats here <https://www.trybooking.com/BIECL>**



### International Women's Day Breakfast

Thursday March 5<sup>th</sup> the date for the 9<sup>th</sup> International Women's Day Breakfast isn't far away

Also could you add on the page that EARLY BIRD BOOKINGS CLOSE Tuesday February 4<sup>th</sup> and

<https://www.rotaryiwdbreakfast.org.au/>

PRE-ORDER, DON'T MISS OUT! [www.RotaryIWDbreakfast.org.au](http://www.RotaryIWDbreakfast.org.au)

Women of Rotary

**International Women's Day Breakfast**

JOIN US FOR AN INFORMATIVE AND ENTERTAINING PANEL + A DELICIOUS BREAKFAST  
THURSDAY 5 MARCH 2020 | BREAKFAST & PANEL @ THE PALLADIUM CROWN

**A Seat At The Table**

This event brought to you by Rotary Brighton North & Rotary Melbourne

EARLY BIRD TICKETS: TABLE OF 10 ONLY \$685 - SINGLE SEAT ONLY \$70

MC	Moderator						
Businesswoman	TV Broadcaster	Lord Mayor	Chancellor Federation University	Assistant Commissioner AFP	Journalist & Author	CEO C.E.D.A.	

\$900 CORPORATE TABLE OF 10 | \$790 STANDARD TABLE OF 10  
SINGLE TICKET \$80 | STUDENTS: \$55

6.30am for 7.00am start. Finishes promptly at 9am. FREE parking in the multi-deck carpark.  
Limited tickets only, visit our website and book now: [www.RotaryIWDbreakfast.org.au](http://www.RotaryIWDbreakfast.org.au)

Presenting Partner: CLARKE & COMPANY  
Privileged Partner: RYMAN  
Major Sponsors: nab, Cjovance, Pet's etc, PricewaterhouseCoopers, M&G, Bunnings, The Warehouse, Myer, Myer Music Centre  
Event Sponsor: The PALLADIUM CROWN  
Linked Sponsors: The PALLADIUM CROWN, The PALLADIUM CROWN, The PALLADIUM CROWN

Charities: Proceeds go to selected charities and other Rotary Projects

### GALLERY

#### Photo Gallery



**Chair Therese Robinson**



**Guest speaker Greg Fordam**



**Brett Jones with Ignacio Inchausti**



**Pres. Warwick with guest Hugh O'Donnell**



**Kevin Love with Mary Barry, RC Melbourne**

**Pres. Warwick with Greg Fordam & Hugh O'Donnell**

