



Sat Nov 03, 2012

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Upcoming speakers

Nov 13, 2012

[No regular meeting this week](#)
Paul Harris Breakfast on the 14th
- see events

Nov 20, 2012

[Helga Svendsen](#)
Hotham Mission

Dec 04, 2012

[Stephen Mayne](#)
Pay, profits and performance –
AGM season 2012

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

NO REGULAR MEETING TUESDAY NOV 6 AND NOV 13

Because of Melbourne Cup on Tuesday 6 November and our Paul Harris breakfast Wednesday 14 November, we have no regular meeting on November 6 or 13. For Paul Harris breakfast on Wednesday Nov 14, see below.

PAUL HARRIS BREAKFAST WED NOV 14: SPEAKER KEN LAY



The Paul Harris special breakfast is from 7.15am - 9am on the 17th floor of the usual 2nd Fl). The cost is \$60pp, not the usual \$27. For details contact I Gerlinger, marbern@bigpond.net.au. Speaker details are below.

Chief Commissioner Ken D. Lay APM, Victoria Police

“Contemporary Issues in Policing”

Chief Commissioner Ken Lay APM was appointed on 14 November 2011.

Ken started work with Victoria Police in 1974 and has significant experience in

Dec 11, 2012
[Roy Garrett](#)
 Laotian School Project

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Upcoming events

2012 Rotary Foundation Paul Harris Breakfast
 RACV Club
 Nov 14, 2012 07:15 AM - 09:00 AM

Police Academy Vocational Visit
 Victoria Police Academy
 Nov 23, 2012 10:40 AM - 03:00 PM

DIK Working Bee
 Woolshed 40
 Nov 24, 2012 09:30 AM - 12:30 PM

DIK Working Bee
 Woolshed 40
 May 11, 2013 09:30 AM - 12:30 PM

Photo Albums

[Charity Gala](#)

[Camp Getaway Working Bee](#)

[McAuley House Working Bee](#)

[25th Changeover dinner](#)

[25th Anniversary Lunch](#)

Editor Robin STEVENS
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policing roles, including operational, training and corporate roles, as well as service in both the rural and metropolitan areas. Prior to his appointment as Chief Commissioner, Ken held the roles of Deputy Commissioner (Strategy and Organisational Development), Deputy Commissioner (Road Policing), the Assistant Commissioner with responsibility for Crime and Transit issues, and the Assistant Commissioner in charge of policing the north-west region.

As Chief Commissioner, he sits on numerous professional State and National Committees. Ken is the Chair of the Australia New Zealand Policing Advisory Board, and the Deputy Chair of the Australian Police Professionalisation Scheme (APPSC). He is a member of the Australian Institute of Company Directors, the Association of Police Chiefs and the Australasian College of Road Safety.

As Chief Commissioner, Ken is responsible for the management and operations of over 15,000 employees which will grow to well over 17,000 by the end of 2014. Major priorities will be managing the recruitment and seamless integration of 1,700 protection service officers to the organisation during his tenure as Commissioner.

On to Conference



Mars lander "Curiosity" - topic of one conference talk

District Conference 14-16 March 2013

Enthralling, exciting and great fun!

This year's conference follows the tradition of securing outstanding speakers including international guests from the UK and the US.

Join us in March next year to find out:

- Find out the inside story of the Mars landing by 'Curiosity' and the next manned mission
- Hear from the granddaughter of Australia's greatest cricketer
- Discover how Victoria's industrial might can be reborn
- Learn how to manage 16 outback stations from the Kimberley to south-east Australia and many European countries

More details coming soon!

To find out more about the conference, please feel free to contact me, or send an email to stevenr@clubrunner.com.au

conference website: <http://www.rotary9800conference.org/>

Don't forget to take advantage of the fantastic early bird Conference price !

'On to Conference' Coordinator:

Justine Murphy

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Meeting Report, October 30 2012



Our speaker John Durie

Bulletin Report 30 October 2012

Meeting Chair Russell Rolls, Sergeant Michael Bromby, Reporter Bruce McBain, Thomas, Photographer Alan Seale

The meeting with 32 members and 7 guests opened against a backdrop of Yanp coverage of the Charity Auction. Chair of the Day Russell Rolls proposed a toast International.

Visiting Rotarian: Tony Wells ADG Batman Cluster

Guests: Sally Moon, Valeria Tagliabue, Mike Woodgate, Anna Macdonald, Rolf Tsutalas.

Announcements:

Sergeant Michael promoted a Melbourne Cup Sweep

Justine Murphy (below, waving conference brochures) encouraged members to attend the Conference 14-16 March 2013 in Albury



Tony Thomas reported on his attendance at University High School VCE Valedic and presented a RCCMS \$200 award to a student.

Kevin Walklate promoted the Paul Harris Breakfast and indicated he was looking for bookings to ensure about 250 attendees. Kevin also reminded members he was looking for volunteers for marshalling at the City to Sea Fun Run.

International Committee Update.

Kevin Love presented an update on the International Committee. Matters included the positive outcome of our Philippines project jointly funded with Osaka and a former South Yarra Club which had seen the first graduates of the therapeutic music program. Further projects in Laos where a number of club members including Rick and the Committee were currently on site in Laos putting some finishing touches to a project and a planned similar visit in 2013 concerned with the refurbishment of a High School.

Kevin also promoted hands on projects closer to home, the traditional working bee on 20 November and 21-22 November loading a consignment of beds provided from St Vincent's Hospital.

Presidents Announcements

President Kay acknowledged the great photographs of the Auction and announced that volunteers' hours YTD were 381 and a further 103.5 hours had been provided to the Auction Activities. This was an outstanding result especially as it excludes volunteer hours for community activities.

Sergeant Michael

Michael Bromby after upbraiding the current Bulletin Editor for jokingly dropping a counterfeit note in the Sergeant's bucket the previous week returned to his muscled history of the impact made by Bob Dylan's music and that some including Speaker had ranked Dylan alongside TS Elliot, Keats and Tennyson.

Tony Wells was then unmasked as a Dylan fan who had been inspired by the 9 c by Dylan and the iconic answer *The Answer by Friend is Blowing in the Wind*.

Guest Speaker John Durie

John a 20 year veteran of Fairfax including 13 years as *Chanticleer* (means town *Financial Review* but now employed by the *Australian* looked into the future of print journalism generally.

The print versions of The Age and the Herald (Sydney Morning) would as announced tabloid but in 5 years would cease publishing in print form. This shift to digital in the proprietors would effectively be like swapping a dollar of income traditionally short term 20 cents and ultimately 13 cents which is why the masthead valuation slashed as advertising earnings fell.

Digital enabled greater tracking of the reader audience in terms of who read who would result in greater targeting of the advertising audience but compared to the of print stories such as recent Fairfax exposures, would see more limited short but requiring less journalist input.

Technology change was however not new to newspapers and had commenced its switch from hot metal, compositors and readers, to photographic plates, page make and spell check – B.McB) but social media was reaching greater audiences quickly comparative reach of 38 radio years, 13 TV years, 4 iPod years, 3 internet years Facebook had been achieved by Twitter in 9 months.

John regarded social media as a driver of growth adding \$1.3 Trillion to the globe the phenomenal growth in social media where the equivalent of one working day weekly as evidenced by a staggering 230 million tweets per day.

Social Media was a people power tool which was at the same time shifting wealth from traditional Press Barons to the new media represented by Google.

The effect on journalism was equally dramatic : the smoke filled rooms of clattering journalist after a long lunch raced to beat the 8pm deadline for running the press situation where many journalist working in a more clinical environment and were print story by midday, follow it through the day and online, tweet a story, then be commentate on evening and late night TV.

This change was leading to the "New Journalist" an example being Alan Kohler, former of **The Age** who building on his nightly ABC commentary had remarketed himself built on that brand in new publications such as the Eureka report. It targeted sell funds and the online business paper Business Spectator.

Andrew Jaspan another former editor of *The Age* had created a web based free *Conversation*, papers such as these would in the future be supported by university commercial sponsorship.

Newspapers were not alone, *Newsweek* had recently moved solely to digital pub although there were prolific magazine titles, circulation was dropping and Channel circumstance were attributable to purchasing the ACP stable since acquired by a group. Free local papers which were entirely driven by classifieds (real estate) w online and would slowly disappear. #

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