



CHARTERED 16TH AUGUST 1928. CLUB NO. 18035, DISTRICT 9685.

Meeting Thursdays 12.30 for 12.50pm at North Leagues Club, Abbot St Cammeray.

(Please Note: No meeting on the last Thursday of each month). ISSUE NO 3951 Thursday 29th March 2018



Board Members for Rotary year 2017-2018

President: Silvio Gmur **Secretary & Administration:** Ross Waugh
Community Service: Jenny Thomas **International Service:** Samantha Lee & Jiji Lee, Co-Directors,
Youth Service: Peter Lulic **Membership & Public Relations:** Jenny Thomas
Rotary Foundation: John Taylor **Treasurer:** Doug Garner
Guest Speakers: Geoff Pritchard **Vocational Service:**
District Conference & Verification Officer: Denis Booth **Bulletin Editor:** Mal Sharpe

PRESIDENT'S MESSAGE:

Social Media Marketing – Our most recent Speaker

We were very fortunate to have Martijn Timmer of Timmer Marketing give us a present-day snapshot of Facebook, Social Media and Digital Marketing.

It is staggering how much time the average Australian spends every day on Social Media and how powerful it is in swaying our consumer preferences.

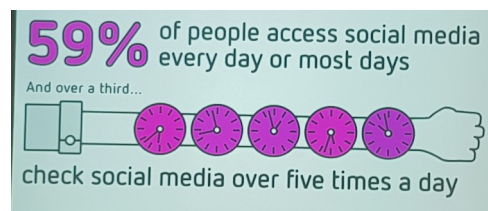
Usage by age has also changed dramatically over the years with the younger generation flocking to Instagram (also owned by Facebook) in response to their parents checking out what they are doing on Facebook!

Remarkably, one of the fastest growing users by age are the 65+ years old! - Are our club members catching up?

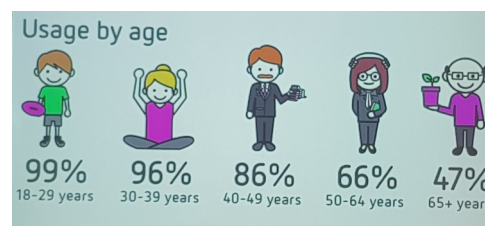
Facebook has changed their business model in recent times and has curbed how many of your contacts will see your posts.

Users need to pay for "boosting" their posts to reach their target audience. Posts marked as 'Sponsored' are the ones that have been 'boosted' and are reaping Facebook huge revenues.

Martijn's presentation was greatly appreciated and had many questions which was indicative of the interest shown by all.

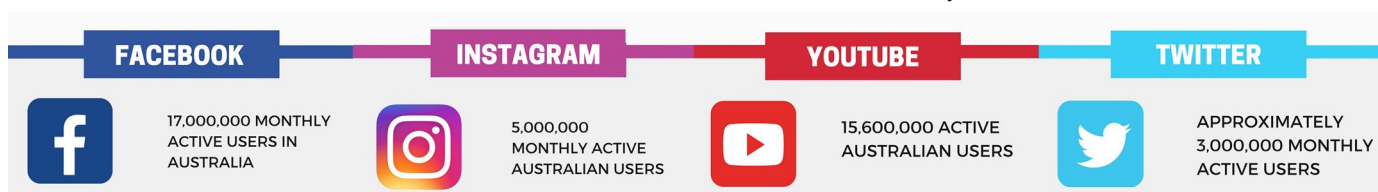


The addiction to Social Media of present day society



Social Media usage by age of population

SOCIAL MEDIA USERS IN AUSTRALIA, 2017



This WEEK'S SPEAKER

Robert Giltinan, Senior Policy & Public Affairs Advisor, NRMA

A lot of attention has been given to the looming rise of self-driving cars, to the extent that the method of their propulsion has been obscured as a result.

But if the future is driverless, then it is also electric. The NRMA published a paper in October 2017 titled "The Future is Electric".

It covers many interesting aspects on past and future motoring.

"The move to an electric vehicle future"?

"Is the age of the internal combustion engine coming to an end"?

"Battery provision and technology"

Robert will give an overview and explanation on the above and other developments on the subject of electric cars.



Next WEEK'S SPEAKER:

PP David Field will hold our attention on the topic of 'RADIO REMINISCENCES'.

We look forward to a most interesting address by David in his usual eloquent way!



National Youth
Science Forum

Celebrating 35 Years in 2018

Applications are now open to students in year 11 to submit applications for participation in The National Youth Science Forum to be held at **The Australian National University in Canberra, Wed 2 to Sunday 13, January 2019.**

All NYSF applicants must submit their application through a sponsoring Rotary Club who will facilitate the process. The responsibility to pay for the program fee is for the student's family unless a club is willing to provide some assistance.

There is now also a NYSF Equity Scholarship Fund which provides up to 30 scholarships valued at \$1000 each.

Check out all information on: www.nysf.edu.au

Youth Service Director Peter Lulic is looking forward to receiving applications.



www.facebook.com/rotarynorthsydney/



"For Good Food, Good Fellowship and the Opportunity to serve through Rotary, we give thanks".



**ROTARY:
MAKING A
DIFFERENCE**

Club Meetings & Events

Date	Speaker	Subject
05-April-18	David Field	Radio Reminiscences
12-April-18	TBA	
19-April-18	Club Forum/Board Meeting	
21-April-18	Crows Nest Markets	Come along and check out our Club's Community Fund Raiser activity.
26-April-18	No Meeting	Last Thursday in the month
3-May-18	TBA	
10-May-18	TBA	
27-May-18	Red Shield Appeal	



Date	Birthdays	Date	Anniversaries
5th April	Susie Martin	6th April	Denis & Jan Booth
14th April	Tony d'Arbon	6th April	Jiji Lee & Darjee
21st April	Geoff Pritchard	27th April	Wilfred & Lily Chee
28th April	Philip Brook		

Date	Front Desk & Room Set Up Attendance Required from 12:00pm
29 th March	Jeff McDougall & Tony d'Arbon
5th April	Peter Lulic & Geoff Pritchard
12th April	Philip Brook & John Taylor
19th April	Jeff McDougall & Tony d'Arbon
26th April	NO MEETING



Support Our Troops

ANZAC Day Care Packages
Coordinated by Trent Zimmerman MP
Member for North Sydney



As a way of supporting our deployed men and woman for ANZAC Day 2018, Trent Zimmerman is asking local community groups, businesses, schools and residents to consider donating care packages for our soldiers, sailors, airman and airwoman. The packages will be sent to troops serving overseas by the Department of Defence.

Bound together through mateship and love of country, men and woman of all ages have served our country with dignity and pride. That's why each year - as we have done every year for a century - we come together on ANZAC Day to remember those men and women who served Australia in times of war and, in recent decades, to uphold peace. This year I am supporting the Department of Defence by arranging care packages to support and thank our troops who are currently deployed overseas. I'd be grateful if you would consider donating. - Trent Zimmerman MP

What to donate....

(Trent is suggesting residents and groups donate either a male or female care package. Care packages should weigh no more than 2kg and clearly identify if they're for a male or female recipient)

Toiletries:

- Deodorant (non-aerosol)
- Shaving cream (non-aerosol)
- Small bottle of talcum powder
- Disposable razors (men and woman)
- Shower Gel
- Soaps
- 2 in 1 shampoo and conditioner
- Lip Balm

Food:

- Instant Noodles
- Biscuits
- Lollies
- Small tinned consumables
- Non-perishable foods (packet foods)
- Tim-Tams

Other Ideas:

- Magazines
- Puzzle books and cross words
- DVDs
- Socks

Please do not include:

- Pork products
- Alcohol
- Clothing
- Cigarettes

Please drop or send to Trent Zimmerman's Office, Level 10, 2 Elizabeth Plaza, North Sydney by Monday, 9 April 2018.

We can also arrange for goods to be collected by a member of Trent's team - please call the office on 9929 9822 to arrange.



**TRENT
ZIMMERMAN MP**
Federal Member for North Sydney

Level 10, 2 Elizabeth Plaza, North Sydney NSW 2060
Phone 9929 9822
Email trent.zimmerman.mp@aph.gov.au
Web trentzimmerman.com.au

Assembled and printed by Trent Zimmerman MP, Liberal Party of Australia, Level 10, 2 Elizabeth Plaza, North Sydney NSW 2060.

Jenny would like any parcel to be brought to the Rotary Meeting this Thursday or Thursday 5th April which she volunteers to take to Trent Zimmerman's office.



Please join the Rotary Club of North Sydney Sunrise for Breakfast at the Kirribilli Club with the Hon Victor Dominello

The Kirribilli Club is the perfect place to listen to and ask questions of our politicians whilst having a superb breakfast.

TOPIC: The Digital Revolution and the NSW Economy

The Hon Victor Dominello is the Minister for Finance, Services and Property in New South Wales. He entered the NSW parliament after a by-election for the Labor held seat of Ryde following the retirement of Labor Deputy Premier John Watkins. Dominello won the seat in a landslide with a 25 per cent swing against Labor.

As Minister for Finance, Victor Dominello has led a three-step digital transformation in the NSW government.

The aim is transformation towards a truly digital government requiring a mindset shift and cultural change in the public sector to provide customer-centric services.



The Hon Victor Dominello

In 2017, ABS figures to December showed that in the previous 12 months the NSW economy grew by 2.8 per cent. Minister Dominello says that "driven by strong business investment and an unprecedented public investment program, the diverse and dynamic NSW economy continues to outpace the nation."

BOOKING FORM

Breakfast

Tuesday 24 April 2018 at 7am for 7.30am \$80 per person

The Kirribilli Club 11 Harbourview Crescent, Lavender Bay, NSW 2060

Name: _____ Company: _____

Email: _____ Phone: _____

Please book me: _____ tickets @ \$80 ea. Please book me a table 10 (\$800)

Enclosed is my cheque for: \$ _____ (Payable to the Rotary Club of North Sydney Sunrise).

OR Please debit my credit card: ☐ Visa ☐ Mastercard ☐ Amex ☐ Diners Club

Card No:

NB: This is a GST input tax event. No GST is payable or claimable.

CVC

Expiry date: ____/____/____ Signature _____

Please send receipt to: _____

Please return this completed form plus the names of your guests to: The Sydney Institute, 41 Phillip Street Sydney 2000. Or fax to (02) 9252 3360

Enquiries: contact Moira de Vos: 0410 425 955
or anne.henderson@thesydneyinstitute.com.au phone: 0417 252 336

Visitors & Apologies for 15th March 2018

Visitors

Martijn Timmer – Guest Speaker

Mory Hossaini – Guest of Wilfred Chee

Leave of Absence:

Robert Lau

Apologies

Doug Garner

Lily Lee

Jeff McDougall

Ken Pratt

Brendan Walsh

Rotary Club of North Sydney Supporters

We are grateful to:



Kennards Self Storage - Artarmon

PHONE +61 2 9413 3377

ADDRESS 452-458 Pacific Hwy, ARTARMON NSW 2064

Entrance via: Norton Lane

EMAIL artarmon@kss.com.au WEB <http://www.kss.com.au>

**‘Keep It At Kennards,
The People Who Care’**



Humour by Geoff Pritchard

Sitting by the window of her convent, Sister Judy opened a letter from home one evening. Inside the letter was a \$100 bill her parents had sent. Sister Judy smiled at the gesture.

As she read the letter by the window, she noticed a shabbily dressed stranger leaning against the lamp post below. Quickly, she wrote, "Don't despair. - Sister Judy," on a piece of paper, wrapped the \$100 bill in it, got the man's attention and tossed it out the window to him.

The stranger picked it up, and with a puzzled expression and a tip of his hat, went off down the street.

The next day, Sister Judy was told that a man was at her door, insisting on seeing her. She went down, and found the stranger waiting. Without a word, he handed her a huge wad of \$100 bills. "What's this?" she asked. "That's the \$8,000 you have coming Sister," he replied. "Don't Despair paid 80-to-1."

