

30

Celebrate your
members

E NEWS D9650

FEBRUARY 2021

Rotary

Rotary Opens
Opportunities

THIS ISSUE

Roadtripping with the DG
Exciting things happening in
Quirindi
International Assembly update

CALENDAR

February 13 - District
Finance Meeting
 February 20 - District
Management Meeting
 February 21 - District
Management Training
 March 7 - PETS Armidale
 March 12-14 - District
Conference
 March 21 - PETS Port
Macquarie
 March 28 - District
Assembly Port Macquarie
 April 18 - District
Assembly Tamworth
 May 16 - District
Assembly Narrabri
 June 26 - District
Changeover

MUSINGS FROM THE DG

DISTRICT CONFERENCE

We are weeks away from our District Conference, 2021, "Rotary an International Affair", and I would urge everyone to get their registration in asap. Local advertising has begun in Focus magazine and you should have received the conference flier either electronically or hard copy for those clubs not in the coastal area surrounding Port Macquarie. Radio and Community advertising will begin next week onwards, and I will be inviting the public to attend. This will ensure that the message of Rotary and the opportunity to see and hear about our work in our communities and internationally is communicated. It will be a great opportunity for the public to get information on membership of a Rotary Club. Our Arc of Friendship will be in the main Auditorium, so you will not have to walk far to enjoy the stands and presentations. Saturday evening, we are having a grand black-tie dinner and show featuring Tamworth's very own Rob McDougall and Daniel Belle. If you have not heard these two then google them and listen to their amazing voices. We will be celebrating the Centenary of Rotary in Australia, 100 years of Service Above Self. I am hoping to have a slide show featuring the photos from the Centenary Book, compiled by many of our leaders including PDG Harry Durey. The book contains many of our District 9650 projects, so we can be very proud of our achievements over the years.

Remember register now to ensure your seat and avoid the late fee of \$40!

Club Changeovers – Thank you to those clubs who have notified their changeover dates. For those that have not, can you let your AG know when your club changeovers are please. This week I was a participant on a zoom meeting where Dr Ray Hodgson was the speaker. He was speaking about COVID and demystifying the virus. This was a very easy to understand presentation about why we need people vaccinated. He spoke about the different vaccines and how they work. This was an hour worth spending and I am thinking we might put together a zoom for the district so that everyone can listen and ask all those questions that are in their minds that they need a professional medical answer on.

National Rotary Australia Day R100 Event

There were many events throughout Australia to celebrate Australia Day. The day to Reflect, Respect and Celebrate, introduced by Greg Ross. If you would like to view the celebration and enjoy the music, please click on the following link vimeo.com/499557993/c7f57dc663

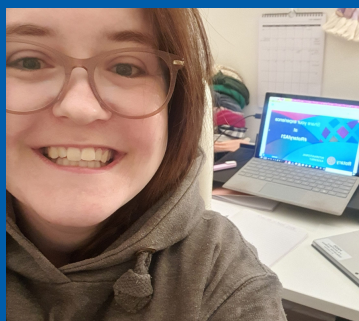
YEP

Thanks to the Youth Exchange Committee, all our students are now home and safe. For those not in the know the last student tested positive for COVID-19 and missed their flight home. The positive reading turned out to be false. The team then had to get the student on to a flight back home. That being so, a flight was found, and the student returned to Australia to begin their 14 days quarantine. 14 days is a very long time on your own in a hotel room. Many clubs have supported their students by keeping in touch, arranging Uber or Coles deliveries to keep the morale up and let them know they were not forgotten. The Danish Rotarians have been amazing going above and beyond to assist and prevent our young people from being alone in a foreign airport whilst they waited very long hours for connecting flights. Well done Bev Bartlett, Allan Brown, Diana Reynolds, Grant Heaton, and Daryl Bartlett. This was not what anyone expected as a committee member. There have been very long days and nights communicating with people who do not speak English and just not aware of the current situation regarding International flights, let alone flights into Australia. Job well done!

MEMBERSHIP MATTERS

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, <https://www.facebook.com/barbara.mifsud>.

1 Engaging prospective members, I recently spoke to a district membership chair who told me a story: There was a young professional in their 30s with a lot of corporate experience who was very interested in joining Rotary. She searched for information online and found a nearby club. The website was out of date and not very appealing. She managed to contact the club and attend a meeting. The club was a traditional club with a demographic that did not really appeal to her.



E-NEWS CONTACT

If you have something
for the E-news please
email editor Laura
Telford at
laura.telford@rotaract.org.au before 5pm on
Friday to make sure it
will appear in the next
edition!

MUSINGS FROM DG DEBBIE CONT.

The young professional attended a few meetings and she expressed interest in joining. The club did not action the request. Persistent, the young professional found a generic membership application herself, filled it in, printed it and took it to the club. The club still took no action. Eventually she was inducted. This is a dream outcome. The point is it is a dream that doesn't come true often. The reality is this enthusiastic younger professional would normally have been lost to Rotary. The worst thing is that this was a 'warm lead': someone that already knew about Rotary and was interested to join. More so, we know that in our region, 60% of terminated members are members that have only been in Rotary for under 3 years. So even if she joined, we cannot guarantee she will stay. Here is how I wish the story went: There was a young professional in their 30s with a lot of corporate experience who was very interested in joining Rotary. She searched for information online and found a nearby club. The website was up to date and appealing. It also had a link to rotary.org/join to find out more. She visited rotary.org and saw all the wonderful things Rotary does as a global organisation. She filled in her details on the online form and was shortly contacted by her District Membership Chair, who asked her about her preferences, interests, and goals. The District Membership suggested visiting several suitable clubs and/or participate in some projects, to find a good fit. She eventually found a club that she felt comfortable in and started attending regularly. The District Membership Chair kept in touch to see how she was doing. The young professional expressed her interest in joining the club and the club made sure she had enough information to decide to commit. The club was eager to have her as a member and she was inducted. She has been a member now for more than 3 years and is considering taking on a district committee role. She is a proud Rotarian!

'MEMBERSHIP AND MARKETING: TWO SIDES OF THE SAME COIN' Article by RI Director-Elect, Jessie Harman

Many of you will associate me with the membership roles I have held in Rotary. Yet in my professional life, outside Rotary, much of my career has focused on marketing and communications. For almost a decade, I taught Marketing Principles to undergraduate and postgraduate students at University. Later, when I moved into University management, I put those principles into practice - marketing the University's programs to business, government, and international students. My marketing experience has centred almost exclusively on services (as distinct from goods) and I have experienced first-hand many of the challenges related to their unique characteristics. The fact that services are intangible experiences makes them challenging to communicate to would-be buyers; the fact that customers are integrally involved in producing the experience means they are difficult to standardise and quality is difficult to control. For all these reasons - and more - it can be difficult to demonstrate value. Rotary 'membership' is a classic example and, like other services, promoting Rotary comes with inherent challenges. Fortunately, there are some tried and true tips which can help us promote our organisation more effectively. Here are five tips for services marketing that have always resonated with me and are directly relevant to Rotary: 1. Connect with your customers on a personal level - to ensure you understand their needs and wants. In the end, members perceive quality and value when their volunteering needs and wants are met through Rotary. We need to really understand our members' needs. 2. Ensure the brand projects confidence and credibility - because a strong brand helps reduce the risk associated with buying an experience. Make sure your internal and external communications reinforce the message that Rotarians are People of Action creating positive change in their communities and themselves. 3. Use people to promote the brand. When it comes to purchasing services, would-be customers prefer recommendations, testimonials, and referrals from trusted sources. Educate and support your members to be great ambassadors for Rotary. 4. Post regular, high quality content to build awareness and understanding. Make sure the content captures Rotary's brand essence, is credible and upbeat. Above all, be consistent. 5. Find ways to continuously improve the customer experience - to enhance perceived value and satisfaction. Like other customers, our members' expectations continue to rise; so too do their options for volunteering. We need to find new ways to increase member engagement, improve retention and build loyalty. This last tip reminds me that membership and marketing/public image are two sides of the same coin when it comes to strengthening Rotary. It may also go some way to explaining why I have held membership, rather than public image roles within the organisation. Despite that, as I prepare for the role of RI Director, I am looking forward to working with our Public Image and Membership leaders throughout our zone. You have an incredibly important role to play in strengthening the present and the future of Rotary - you can count on my support.'

MAKING MEETINGS MEANINGFUL' From the December - January 2020-21 edition of the Rotary District 9550 Governor's (DG Merewyn Wright) Newsletter.

This is how one English Club, which meets weekly, arranges their meeting schedule to keep their members engaged: Week 1 The Club's Business Meeting, renamed 'Our Club Matters'; brief update from all Service chairs, with informal chat to follow.

CONFERENCE

150 of you have registered. Please do not leave it till the last minute. Thank you to the support from my own club, you are leading the registration numbers, closely followed by the Rotary Club of Port Sunrise and with Walcha a close third. Look out for us in Focus magazine and if you don't get it in your area, then go to the online version. I will be sending each club their own copy in the next week. I will be offering seats to the general public in two weeks if Rotarians haven't registered and I have seat available. Conference 2021 would make an excellent membership drive. I would point out that if numbers are restricted then seats will be offered on a first come first served basis. I would urge you to book asap if you are coming and not be disappointed if you leave it too late.

"Rotary an International Affair" 12-14th March 2021
Port Macquarie Panthers
Registrations are Open - please register at <https://www.rotary9650.org.au/>



CONFERENCE TROPHIES

You will have received a letter from PP Glenda Barber recently. If you have a trophy can you, please get it to your AG who will be attending the District Management Training on 21st February 2021.

Submissions for District trophies should be forwarded to PP Glenda Barber
(gbarber@midcoast.com.au by 19 February 2021

MUSINGS FROM DG DEBBIE CONT.

Week 2 An external guest speaker on an interesting topic. Week 3 Fun and Fellowship. Week 4 Speaker from within the Club on hobbies, achievements, career, etc. How do you schedule your Club's meetings to make them meaningful, and to keep your members engaged?

PRESIDENTS AND SECRETARIES – Have you reported your incoming officers to the My Rotary website. If not and you need help, have a look at the attachment on How to Add a Club Officer.

The 2022 Rotary Peace Fellowship application is now available. If you have a person in mind who would make a Rotary Peace Scholar, then read on. Clubs play a critical role in promoting the Rotary Peace Centres programs to potential candidates. These resources can help you and others recruit candidates for 2022 Rotary Peace Fellowships: Take the All About the Rotary Peace Fellowship course to learn about qualification requirements, eligibility restrictions, the application process, and more. Send emails to your contacts with the fellowship announcement attached. Use our referral form to tell us about potential candidates, and we will follow up with them. Candidates have until 15 May to submit applications to their districts. Districts have until 1 July to submit endorsed applications to The Rotary Foundation. Remember, your district can endorse an unlimited number of qualified candidates at no cost.

Why you should care about Rotary Branding!

When a club logo is not used properly, it can create confusion and mistrust. In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when retailers and customers reported being confused. The cans looked too much like Diet Coke cans, and that's not what consumers wanted. This is one example of what happens when a logo is altered. By just changing the can colour, the public was frustrated. They did not trust the product anymore. And that impacts the brand. Now imagine that each Rotary, Rotaract, and Interact club had its own logo. How would the public know which Rotary club to trust, to join, or to donate money to? When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colours – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are. Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary – to be a trusted organization in our communities? Over the next year, we are going to talk a lot more about branding and how to use Rotary's logos properly. We are working with you to build a strong Rotary because a strong Rotary – one that is recognizable, trusted, and united – has a much greater chance of attracting members, donors, volunteers, and partners. Our regional and district leaders will join us in sharing that message. You can help by looking at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary colour palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might time to update it. It's really easy—just visit the Brand Centre to get started.

By Liz Thiam, Rotary brand specialist, Rotary International - reproduced from Rotary Voices, January 2021

And remember...**Opportunities are like sunrises – If you wait too long you miss them!**

INTERNATIONAL ASSEMBLY WITH DGE AND DRR

As many know each year the DGE has training with Rotary International ahead of their year as District Governor. With COVID restrictions this year the International Assembly is being held via zoom and for the first time a Rotaractor from our District is also taking part - DRR Laura Telford.

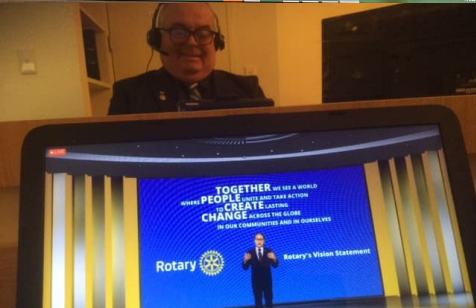
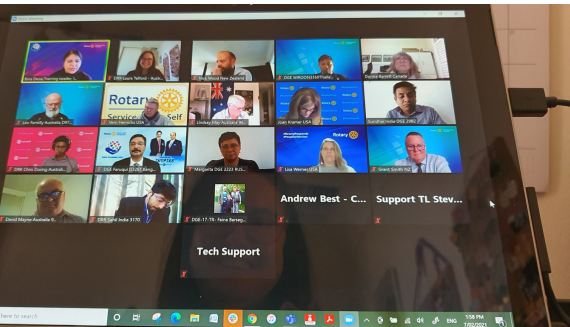
DGE David Mayne and Laura have been up at 1am each night (timezones are not so kind!!) over the last week learning all the important things DGE's need to know about leadership, training and how best to lead a district.

For Laura is it an opportunity to learn on a global scale but to also advocate and share her knowledge about Rotaract to DGE's from around the world.

For most of the last week the pair have been separated in different break out sessions but today (Sunday) was the first time they were put in the same group - needless to say there is a reason Aussies have such a reputation!

Laura said a highlight has been talking to DGE's from across the world and being able to inspire and challenge them to include Rotaractors in every project, committee and cause happening in the District. Rotaractors have so much to give and want to learn!

Both have learned lots but pleasingly have been able to share some of the great things happening right across the District. Stay tuned for a full update at the conclusion of the Assembly next week (or maybe the week after when they have both had some sleep!!)



RI EXCHANGE RATES

Great news on the RI Exchange Rates. During the month of February 1 US\$ costs AUD \$1.30. This is the best rate we have had since April 2018 – in fact in April 2020 it cost AUD \$1.62. Now would be a great time for all Centurions (US\$100 pa) , Paul Harris Society Members (US\$1000 pa) and anyone aiming to move to Major Donor status (US\$10,000 total gifts) to contribute to the Rotary Foundation. At the moment the ANNUAL FUND for Zone 8 is Negative US\$173,348 year to day ending January. As you all know it is the annual fund that contributes to the District Designated Funds that pay for our District 9650 grants and also underpin our Global Grants.. Likewise, this is a great time for clubs to put their contribution in, so that we can gain the advantage of the rate. For this month only De and I will match dollar for dollar any contributions to the fund from individuals or clubs – provided you advise me before the end of the month! Double the bang for your buck whilst we move onto a diet of baked beans...
Maurie Stack Rotary Foundation Director

EXCITING PROJECT IN QUIRINDI

Quirindi Rotary Club has formed a committee to investigate the possibility of featuring art work and a light show on the silos in the middle of Quirindi. We are currently collecting signatures on an ON-LINE PETITION, to submit with a Grant Application to Government to acquire funding for the project. The Petition is on the Quirindi Silo Art Facebook page at: <https://www.facebook.com/Quirindi-Silo-Art-109087644233401>

We would be grateful if members could consider our project and support us by signing the petition.

The concept is to feature a painting on the Silos which would be significant to the community and a major attraction for visitors, together with an evening light show which may change, seasonally to feature significant events e.g. Anzac Day; Indigenous Culture; Settlement of the Area; Heroes; Achievement etc.

There is an increasing interest in visiting towns with silo art and it has created Australian and State Silo Art Trails (<https://www.australiansiloarttrail.com/>).

There are currently 40 Silos across Australia featured on the Australian Silo Trail and publicised in Maps, Brochures, Calendars and Web Sites. Quirindi is on the map, as a proposed site. The project has already attracted significant Media attention from Prime TV, ABC Radio, the Northern Daily Leader and the Quirindi Advocate.



RI CON UPDATE

RI President Holger Knaack has now advised that the RI Conference in Taipei Taiwan from 12-16 June 2021 will be a virtual conference. Anyone who has booked will receive an automatic refund incl for accommodation arranged within Rotary's official housing block. RI Pres Holger says: "While we are disappointed that we could not have a traditional convention, we are excited about the virtual event being planned for all Rotarians worldwide. Last year's convention attracted significant viewership during its weeklong program. This year, we will channel all we have learned about staging the very best in virtual events into a program that promises to open new opportunities for you to be entertained, enlightened and energized. We will share more details about the 2021 Virtual Convention soon."
Maurie Stack
RI Taiwan Conference Co-ordinator for eastern Australia



Rotary Youth Leadership Awards
1st - 8th May 2021
Lake Keepit Sport & Recreation



RYLA needs YOU!!

Please encourage your members to:

- identify** potential participants
- tell** them about the RYLA program
- share** the positive impact it will have on their lives
- encourage** them to apply
- encourage** employers in your Club to sponsor an employee
- invest** in the future of your Club

RYLA is the future of Rotary...
www.rotary9650.org.au/RYLA

The program is brilliant, the results outstanding, the experience is life changing.



Rotary Youth Leadership Awards

SAVE THE DATE
Wednesday 5th May 2021



50 PLUS YEARS

This special celebratory dinner will be held in Tamworth during the RYLA Camp to celebrate 50 Plus Years of RYLA in this Rotary District.

There will be a keynote speaker, past RYLarians, current RYLarians & entertainment to truly celebrate this leading Rotary youth program.

HOWEVER...

Due to COVID 19 we will be guided by NSW Health, Clubs NSW & Rotary D9650 restrictions at the time of the event. More information to follow as we move closer to the date.



A/Prof. Tilman Ruff AO
Nobel Peace Prize Laureate



Emma Leslie AM
Nobel Peace Prize Nominee



Dr José Ramos-Horta AC
Nobel Peace Prize Laureate



Natascha Hryckow
Coordinator UN Panel of
Experts on Somalia



A Peace Symposium to celebrate
Rotary's Centenary Down Under and to
acknowledge Rotary's peacebuilding efforts



The future of PEACE LEADERSHIP

21-22 APRIL 2021

ONLINE SYMPOSIUM

Featuring

- Outstanding world class speakers
- RI President Holger Knaack
- Past RI Presidents
- Rotary Peace Fellows
- Optional sessions:
 - Family Violence
 - Indigenous reconciliation
 - Economics & Peace
 - Humanitarian Action
 - Business & Human Rights Law
 - Peacebuilding projects

More details and registration
information available soon

Conference website:
<https://peaceleadership.org.au/>

Rotary Remembrance



Neville Clarke OAM – PDG – PHF + 7
Died – 15th September 2019
R/C – Port Macquarie West

DISTRICT CONFERENCE – PORT MACQUARIE
12-14th March 2021

SERVICE OF REMEMBRANCE

Following the Ecumenical Church Service on
Sunday 14th March 2021, we will be having a Service of Remembrance,
acknowledging all Rotarians in District 9650 who have died from
31/3/2018 up till the conference in 2021.
(Note - this is for two years, as we were unable to hold this service earlier this year due to Covid.)
Please send the following –
the name of your deceased Rotarian,
the name of your club.
His/her date of death,
PLUS a photo (head-shot) in a jpeg file as an attachment.
Please send to Kerry Medway (R/C of Port Macquarie)
via email - kerry@kerrymedway.org ASAP,
so we can start collating a power point for the service. THANKYOU."

Environment – our new area of focus!

As most of you know by now, The Rotary Foundation Trustees and Rotary International Board of Directors have approved adding a new area of focus: *supporting the environment*.

Supporting the environment joins peacebuilding and conflict prevention; disease prevention and treatment; water, sanitation, and hygiene; maternal and child health; basic education and literacy; and community economic development.

Over the past several years, more than \$18 million in Foundation global grant funding has gone towards environment-based projects. Now with this approved and added area of focus, grant applications for projects will be accepted from 1 July 2021.

From a communications perspective this is a great time to work on proactive story mining.

As Rotary's Sr. Coordinator in Communications and Public Relations I am on the lookout for stories we can promote to an external audience via social media, newspapers, magazines, radio and television.

When the time is right, I'd like to try and assist Rotary members in placing stories in media and hopefully spread the word.

If you've heard about any environment initiative projects in progress (started or starting as a result of the new area of focus) or become aware to please keep me informed of any such projects as they become available.

For further information and to let me know of any stories contact me at angela.stavro@rotary.org



Angela Stavrogiannopoulos
Sr. Coordinator Communications and Public Relations
RISPPD

D9650 Training for 2021-2022 Rotary Year

All Venues are currently being secured and details will be provided once all finalised.

Date	Training	Location & timing
Sunday 21 February 2021	District Management Team 2021-2022 Training	Port Macquarie 8:15am to 4:30pm
Sunday 7 March 2021	Inland Presidents-elect Training For Presidents 2021-2022	Armidale 8:15am to 4:30pm
Sunday 21 March 2021	Coastal Presidents-elect Training For Presidents 2021-2022	Port Macquarie 8:15am to 4:30pm
Sunday 28 March 2021	Coastal Training Assembly For 2021-2022 Club Office bearers	Port Macquarie 8:15am to 4:30pm
Sunday 18 April 2021	Central Training Assembly For 2021-2022 Club Office bearers	Tamworth 8:15am to 4:30pm
Sunday 16 May 2021	Western Training Assembly For 2021-2022 Club Office bearers	Narrabri 8:15am to 4:30pm