BULLETIN

PRESIDENT'S MESSAGE

In President Edda's absence, Matt Pollard and I have stepped in to "fill the breach"

The "business end" of the meeting centred on continuing the focus on our vision for the future and, in particular, the need to expand our membership base.

Every club member is taking up the responsibility for contributing to the process that has been developed lending their skills and experience to one or more aspects of the plan.

We all agree that, having started the process, we need to keep the momentum going in order to realize this vision.

We were also pleased to welcome Nikki Williams as our guest speaker. She provided us with insights as to how to get the best out of our cameras. Nikki is Edda's daughter so she was able to both entertain our members and report back to Edda that we are keeping our "noses to the grindstone".

Racing season is upon us once more but it is also travelling season. With smaller numbers we will have our Oaks Eve meeting at the Amora with a sweep and other entertainment in lieu of the traditional Calcutta. Friends and partners are, of course, most welcome.

That's about all from me for now so let's stay focused on our task of delivering our vision for our great Club

If you would like to talk to one of us about joining our Rotary activities, we'd love to hear from you. You can connect with us through our web page at www.yarrabendrotary.com.au or on our Facebook page.

Bob Lambert Acting President

OUR TEAM

YARRA BEND EXECUTIVE

President Edda Williams

Secretary Anne Brown
Treasurer William Liew

CLUB AVENUES OF SERVICE

Community Bob Lambert
Club Service Ken Maher
Foundation Ross Ollquist
International Matt Pollard

Vocational Clint Sceney

Youth Edda Williams

Next Week's Meeting – 17th October

Guest Speaker
Susie Cole – End Polio





Upcoming Speakers	
17 October	Susie Cole – Fighting Polio Fatigue
21 November	Tim Webster – Queen Victoria Market
27 November	Ted Baillieu – John Monash a great Australian
Upcoming Events for your Diary	
24 October	Melbourne Recital Centre
29 October	Chances Golf Day at Box Hill Golf club. Gather your golfing
	friends to join YBR for this event
30 October	Closing date for early bird registration for multi-district
	conference on February 15-17th 2019
07 November	Oaks Eve event – Members & Partner - Amora hotel
10 November	Garden Design Festival on 10, 11, 17, 18 November
27 November	Combined Club dinner Canterbury – Speaker Ted Bailleau
05 December	National Reconciliation Action Plan Conference
	Dinner Meeting Roster Click Here
	Market Duty Roster Click here:

Dinner Meeting – 10th October 2018



Chairman: William Lieu

Guest: Nikki Williams

Thought: Matt Pollard: "Kites rise highest against the wind, not with it". Winston Churchill

Directors Reports: Matt Pollard: Clint Sceney has resigned from the club due to ongoing family commitments that will keep him very busy in the immediate future. After 25 years' service to Rotary, Clint thought now was the right time to move on to focus on other priorities. We all wish Clint the very best and look forward to him remaining a friend of our club. On another matter, YBR might consider a sizeable donation to the victims of the recent earth quake and Tsunami in Indonesia.

Anne Brown: An Oaks Eve fellowship dinner and sweep will be held here at the Amora for members and partners on the Wednesday following the Melbourne Cup.

John Pocock: Please advise me if you and your partners will be joining us at the Recital Evening on 24 October

Ed Brown: Currently looking at a fund raising opportunity for weekend work required at an office in Richmond.



Door Prize: Chairman William Liew presnted this weeks door prize to guest speaker Nikki Williams



Members Moment with Matt Pollard



A Desired State for our Club and Developing a clear "Member Value Proposition"

Matt summarised the outcomes of the recent workshop concerning the future direction of Yarra Bend Rotary

Our Club needs to renew its focus and move to a position that might make it more attractive to potential members and more engaging for existing members. We had a facilitated workshop which generated a "desired state" for our Club and since then, members have ranked the priority areas for action. The attributes of people we want to attract/retain might include those who want to make a difference to the lives of others – a sense of social responsibility/service to others. Attributes might include:

- Those whose values align with Rotary
- > People with capacity
- People with capability
- People with initiative who want/need to be engaged people with vitality
- > People who want to be part of something bigger than themselves
- > Team players/collegiate
- People who want to keep learning and developing

Value Proposition

It is considered helpful for the Club to develop and commit to a "unique selling proposition" or "client value proposition". This will help ensure we have a shared view of the type of Club we wish to become and hence clarify our target audience for membership growth.

A list of possible actions has been developed by a sub-committee but these ideas need to be assessed by members for their practicality and again to ensure we have a broadly held view of the changes we need to implement before we take action. To this end some working groups have been formed to progress these ideas and recommend back to a full meeting of the Club within the next two weeks.

John Pocock will schedule a workshop session to enable Ken Maher to lead us in developing a clear "member value proposition".

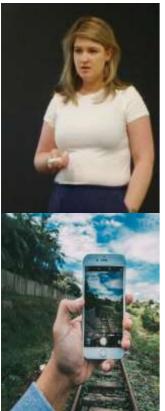
President Edda has asked that we give this work a priority as we must take some early decisions to secure the future for our Club.

The Four Action Groups include:

- Hands-on-Projects
- Varied meeting content and style
- > Gender, cultural, age, and skills diversity
- Yarra Bend Rotary visibility



Guest Speaker - Nikki Williams



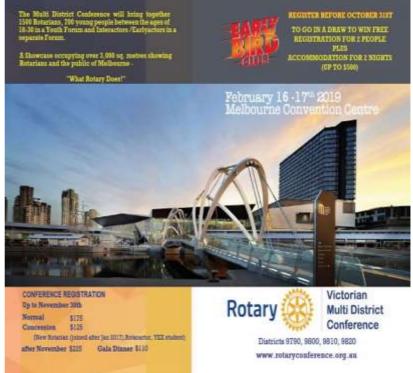
Content Creation for Social Media Taking better pictures on your smart phone

Nikki is a professional photographer, marketer, and public relations consultant in the hospitality and lifestyle field. She also specialises in social media management.

She gave YB members a rundown on how to make better pictures and add interesting content to social media products like Facebook, Tumblr, Snapchat, and a host other aps accessible on smart phones. Nikki took us through the fundamentals of how to capture good photos including the effects of natural light conditions, and using the capabilities of the I Phone like any other digital camera by varying the depth of field through adjustments to aperture and speed settings in order to get interesting and dramatic pictures. Nikki said a good balance of the chosen scene and moving around to capture different angles was just one of the ways of getting the best possible photo image.

Nikki said when considering what may attract attention on social media programs like Facebook, images might need some extra elements like props and a bit of theatre to make them interesting. She said adding audio, or video to social media will almost always get attention as people are attracted to sound and movement and invariably will pause and take a look when scrolling through aps on their phone.







Learn more about what we do

Would you would like to know more about Yarra Bend Rotary, please call Club Secretary Anne Brown on 0404029165

You might like to join us for dinner. We meet every Wednesday over dinner at the Amora Hotel 649 Bridge Road Richmond at 6:30 p.m. for 7:00p.m.

If you would like to come along and find out more about what we do or have a particular interest in hearing one of our guest speakers, please first contact the Club Secretary to make arrangements.

Our Mailing Address is P.O.Box 241, Kew East, Victoria, 3102 or e-mail: Yarrabendrotary@gmail.com





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