

# Yarra Bend Rotary

# 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](http://www.yarrabendrotary.com.au) or on our [Facebook page](#).

Bob Lambert  
Acting President

## OUR TEAM

### YARRA BEND EXECUTIVE

President	Edda Williams
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Secretary	Anne Brown
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Treasurer	William Liew
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### CLUB AVENUES OF SERVICE

Community	Bob Lambert
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Club Service	Ken Maher
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Foundation	Ross Ollquist
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International	Matt Pollard
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Vocational	Clint Sceney
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Youth	Edda Williams
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**Next Week's Meeting –  
17<sup>th</sup> October**

**Guest Speaker  
Susie Cole – End Polio**



# Yarra Bend Rotary

## Upcoming Speakers

<b>17 October</b>	<b>Susie Cole – Fighting Polio Fatigue</b>
<b>21 November</b>	<b>Tim Webster – Queen Victoria Market</b>
<b>27 November</b>	<b>Ted Baillieu – John Monash a great Australian</b>

## Upcoming Events for your Diary

<b>24 October</b>	<b>Melbourne Recital Centre</b>
<b>29 October</b>	<b>Chances Golf Day at Box Hill Golf club. Gather your golfing friends to join YBR for this event</b>
<b>30 October</b>	<b>Closing date for early bird registration for multi-district conference on February 15-17th 2019</b>
<b>07 November</b>	<b>Oaks Eve event – Members &amp; Partner - Amora hotel</b>
<b>10 November</b>	<b>Garden Design Festival on 10, 11, 17, 18 November</b>
<b>27 November</b>	<b>Combined Club dinner Canterbury – Speaker Ted Baillieu</b>
<b>05 December</b>	<b>National Reconciliation Action Plan Conference</b>

[Dinner Meeting Roster Click Here](#)

[Market Duty Roster Click here:](#)

## Dinner Meeting – 10<sup>th</sup> October 2018



**Chairman:** William Liew

**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 presented 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

# Yarra Bend Rotary

## 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 of other apps 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 iPhone 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 apps on their phone.



**Peace Through Service** Rotary 2019 Victorian Multi-District Conference

**REGISTRATION \$150**  
or  
**WITH MD Conference \$75**

[www.rotaryconference.org.au](http://www.rotaryconference.org.au)

**Friday February 15th 2019**  
**MELBOURNE CONVENTION CENTRE**  
**THE ROAD TO HARMONY**

The Multi District Conference will bring together 1500 Rotarians, 700 young people between the ages of 18-30 in a Youth Forum and Interactors / Earlyactors in a separate Forum.

A Showcase occupying over 3,000 sq. metres showing Rotarians and the public of Melbourne - "What Rotary Does!"

**REGISTER BEFORE OCTOBER 31ST**  
TO GO IN A DRAW TO WIN FREE REGISTRATION FOR 2 PEOPLE PLUS ACCOMMODATION FOR 2 NIGHTS (UP TO \$500)

**February 16-17th 2019**  
**Melbourne Convention Centre**

**CONFERENCE REGISTRATION**  
Up to November 30th:  
Normal \$175  
Concession \$125  
(New Rotarian (joined after Jan 2017), Rotarian, YEX student)  
after November \$225 Gala Dinner \$110

**Rotary** Victorian Multi District Conference  
Districts 9790, 9800, 9810, 9820  
[www.rotaryconference.org.au](http://www.rotaryconference.org.au)



# Yarra Bend Rotary

## 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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[Yarra Bend Rotary Web Page](#)

