



HORIZONS



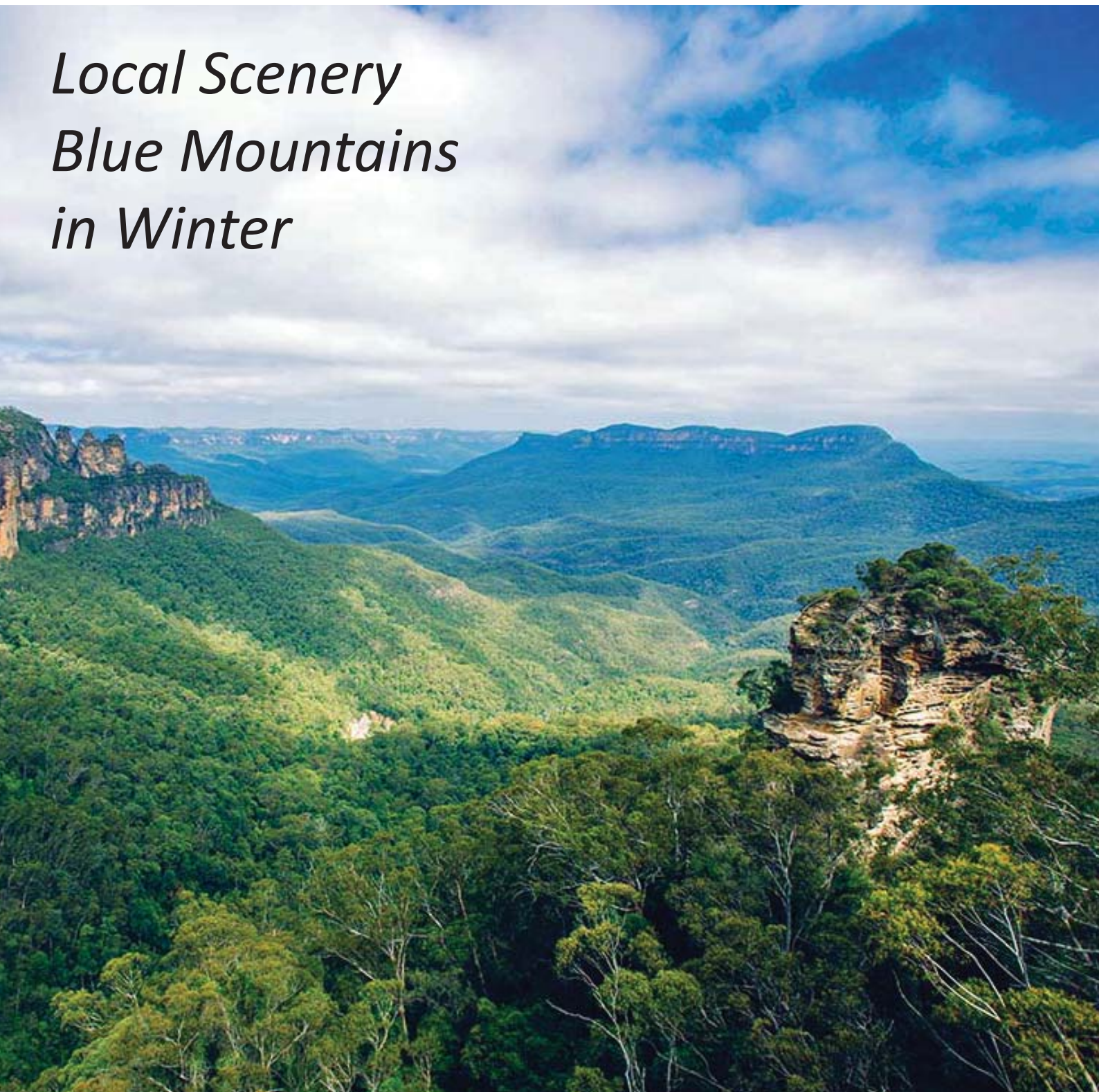
Rotary - Central Blue Mountains

Effective - Energetic - Enterprising - Empowered

Rotary District 9685 - Australia

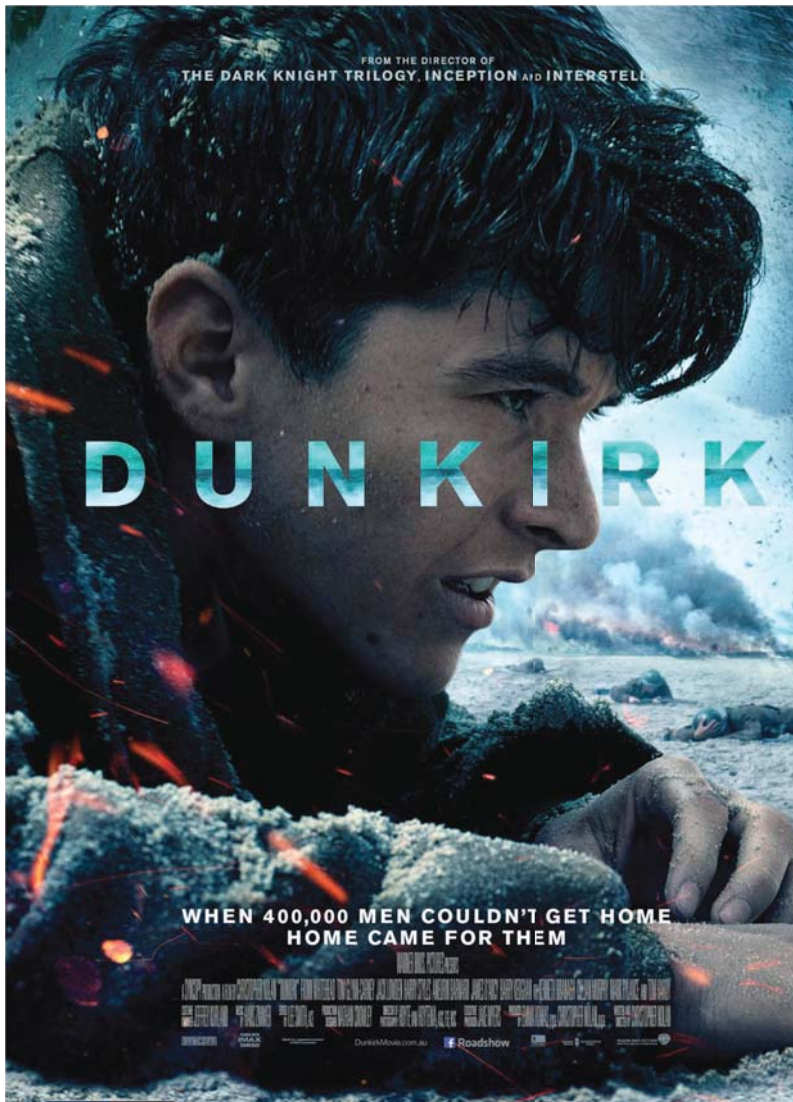
Wednesday, July 19, 2017

*Local Scenery
Blue Mountains
in Winter*



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Community Charity Movie Premiere



Lower Blue Mountains Rotary and Glenbrook Cinema are proud to announce the next community charity movie premiere will feature the blockbuster war time story of 'Dunkirk' on Sunday, July 23.


The charity evenings have become very popular in recent years and offer a delicious array of finger food, liquid refreshments and the movie ticket for the all inclusive price of \$25 per head.

Seating is limited so interested patrons are urged to ring Rotarian Gaye Van Der Meer on 0430 433 717 immediately to avoid disappointment.

Always a fun filled evening featuring a special theme, the Dunkirk charity premiere will be no exception with special prizes on offer for theatre goers dressed in war time camouflage clothing.


Plans are underway regarding food and decorations for this event. Please give some thought to how you can assist by providing finger food and design of your camouflage outfits.

Credit: "Spoke" - Lower Blue Mountains Rotary





END POLIO NOW

Established in 1917 with a donation of \$26.50, The Rotary Foundation is dedicated to advancing world understanding, goodwill, and peace. Through grants and other resources, Rotary members develop sustainable projects that promote peace, fight disease, provide clean water, support education, save mothers and children and grow local economies.




Fighting disease






Rotary




THE ROTARY FOUNDATION


YEARS OF DOING GOOD IN THE WORLD



000/500



Funding medical and dental programs



Providing clean water

BUY NOW!

You can direct deposit to CBM's charity account: BSB: 802-084 - A/c 731641 - but please tell us who you are when making a deposit, then send an email to stampsheet@scottadr.com telling us what you have done.

The sheets are A4-sized and individually numbered with eight \$1 stamps embedded.

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Three tips for using social media to create a buzz

By Evan Burrell, Rotary Club of Turramurra
Credit: Rotary Voices



Evan Burrell using social media to create a buzz

I'm sure your club puts a lot of effort into planning events like fundraising dinners, charity golf days, car shows, and changeovers ceremonies. You probably focus right down to the smallest detail. So why not put that much effort into promoting your event on social media?

Social media is a powerful tool for gaining exposure. But just like all the other necessary arrangements, getting good results takes a bit of preparation. Here are three tips for developing a social media strategy for your next event.

1. Create one unified hashtag for use across all social channels

By using an event-specific hashtag, you'll make it easy for people to find not only what you're sharing, but what other people are saying, too!

Recently, at the 2017 Rotary International Convention in Atlanta, Georgia, USA, the hashtag #Rotary17 allowed attendees to participate in an engaging conversation with fellow attendees and to see what everyone else was up to just by clicking the hashtag.

2. Share visual content

A lot of work goes into pulling off a fantastic event. Capture that effort with photos and share it, so people can see how you're pulling everything together. Posting photos and videos is a great way to generate some buzz and boost engagement.

3. Get everyone involved with it

Think about all the people who will be there as part of the event and pull them into the conversation. For example, if you're running a food and wine festival, include the stallholders and vendors in your posts and get them to post. If it's a district conference, engage the speakers and sponsors, and even event staff.

Tell attendees to tweet and post about the event using your event-specific hashtag. Every little bit helps when it comes to getting the exposure your event deserves.

The beauty of social media is that it is a conversation, so let's keep talking about Rotary!



Mountain Ghost

The Mountain Ghost travelled to Parkes to visit the “Dish” which is the 64m radio telescope 20km out of Parkes at the Observatory. The telescope was completed in 1961.

The dish was the largest in the world at the time and even today it is the second largest in the Southern Hemisphere.



PARKES, NSW

The Mountain Ghost recently visited Parkes, west of Orange as a weekend away. What an interesting place. The Ghost was very surprised how green everything was. On his last visit many years ago Parkes was experiencing a drought. Talking about droughts the Ghost must search for a pub and a refreshing ale.

Parkes is a large town of 15,000 (except during the Elvis Festival – more later.) It was founded in 1853 as Currajong but unofficially known as Bushman’s. In 1837 Henry Parkes left his Falconbridge home and visited the area. The town was renamed Parkes in his honour in December 1873.

The railway from Molong to Forbes arrived in 1893. During the 1870s there was a gold rush in the area and also at nearby Peak Hill. There are still many mining sites in the area mainly gold and copper.

Parkes is a rich mining area. Birdseye had a factory there for 50 years, although today the main activity is sheep, wheat and tourism.

The real reason the Mountain Ghost came to Parkes was to visit the “Dish” which is the 64m radio telescope 20km out of Parkes at the Observatory. The telescope was completed in 1961. The dish was the largest in the world at the time and even today it is the second largest in the

Southern Hemisphere. It has made many scientific discoveries in its history. If that great film “The Dish” is to be believed it also was instrumental in helping the Apollo 11 moon landing.

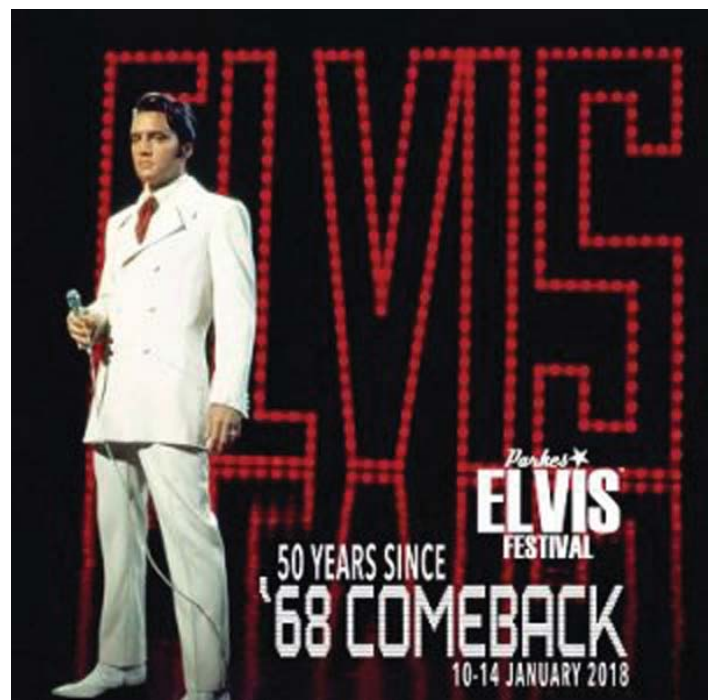
The Dish is a great place to visit. There are exhibits about the history of the telescope, astronomy and space science and a 3D movie theatre. Kids will love this.

The Ghost was pleasantly surprised to find there are other great attractions in Parkes. The War Memorial Hill Lookout is terrific. There is a 33m tower commemorating the fallen and was opened in 1953. It is surrounded by a nice park with great views over the Parkes landscape. The Ghost was impressed.

There was also the Parkes Aviation Museum, the Parkes Motor Museum and the King’s Castle. What King are we talking about? Elvis of course. All this is at the Henry Parkes Centre.

What about this Elvis Presley Festival? This started 20 years ago when a few people thought an Elvis Presley festival might bring in a few tourists. It has grown every year and last year 18,000 visitors came to the Festival (Parkes population is only 15,000) It is on for 5 days in January (must be hot dressed as Elvis, wig and all). The Ghost has booked for next January.

If you are ever in the area the Ghost recommends a visit to Parkes. You will not be disappointed.





LIFT THE LID ON MENTAL ILLNESS

Celebrating Hat Day

October 10, 2017 - which happens
to be World Mental Health Day

The direction of Australian Rotary Health research into mental health, is of vital importance to us all, particularly since statistics clearly demonstrate the staggering fact that the age when problems start is dropping alarmingly and youth suicides are on the increase. We owe it to the children of our country to help NOW.