

# HORIZONS

## Central Blue Mountains Rotary

*Effective - Energetic - Enterprising - Empowered*

Rotary District 9685 - Australia

Wednesday, November 28, 2018



# Ooops!

Photo: Eric Cantor

# WhatsOn....

## November

**Wednesday 28:** Vocational visit - Alexandra Hotel, Leura

**Friday 30:** Lawson Public School Breakfast Club

## December

**Wednesday 05:** CBM Annual General Meeting

**Thursday 06:** Board meeting

**Friday 07:** Lawson Public School Breakfast Club

**Sunday 09:** Mustangs Roar & Soar - Lilianfels Park, Kat.

**Tuesday 11:** Upper BM Sunrise Christmas function

**Wednesday 12:** Club business/planning meeting

**Friday 14:** Lawson Public School Breakfast Club

**Saturday 15:** Barbecue - Mitre 10, Katoomba

**Sat. 15-Sun, 23** Christmas raffle ticket sales

**Sunday 16:** Carols in the Park - Wilson Park, W. Falls

**Wednesday 19:** CBM Christmas function

**Wednesday 26:** No meeting

## FRONT PAGE

Having been to Food Bank and transported the goods to Katoomba, Central Blue Rotarians Eric Cantor and Tom Hickey were at their destination, Thrive Services, formerly Blue Mountains Family Support, when everything fell apart.

Embarrassing as it was at the time, not a food item or a cherry tomato was lost. Eric Cantor took the photograph.

## Central Blue Mountains Rotary Annual General Meeting 2018

The Annual General Meeting of the Rotary Club of Central Blue Mountains Inc. will be held at 7:45 pm, Wednesday 5th of December 2018 at the Grand View Hotel, Great Western Highway, Wentworth Falls.

Nominations for Club Officers in the 2019-2020 Rotary Year are now called for.

Completed nomination forms are required to be returned to the Secretary by end of the normal Club meeting on the 28th of November 2018.

Expressions of interest for other club positions are also being called for, although they do not need to be submitted for, or ratified by, the AGM. These should be submitted to the Secretary for new Board consideration.

Other business includes the election of office bearers, appointment of Public Officer and Auditor, and delivery of financial reports for the 2017-2018 Rotary Year.

**MHERV** - *The Men's Health Education Rural Van* (image below) started as a Rotary project aimed at getting more men checked by a doctor as a way to prevent serious health problems and has been really well received by all the communities it visits.



The van will be visiting Bunnings, Valley Heights on Sunday, Dec. 2 and the Orient Hotel carpark, Springwood Monday, Dec. 3.... Hours are 10.00am to 4.00pm

## Adopted resolution goes to R.I. Board

The Council on Resolutions for 2018 has been finalised. One of the many items adopted was Resolution 18R-08, filed by Central Blue Mountains Rotary on behalf of the District 9685.

The resolution was:

"To request the RI Board to consider amending its policy on reporting volunteer hours by providing Rotarians and clubs with the option to report on the My Rotary website under Rotary Club Central, volunteer hours spent for project planning, fund raising and club administration".

If the adopted resolution is passed by the Rotary International board, clubs will be able to record all volunteer hours including administration and fund raising.

Currently, Rotarians are only able to report through the My Rotary website under Rotary Club Central, volunteer hours directly related to service. This results in no hours being recorded for administration, fund raising and project planning.

## CBM Rotary

- on your PC

- on your Tablet

- on your Phone

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# CBM ROTARY KNICKER CHALLENGE

## Girls sizes 8 and 10 Bikini Style

Central Blue Rotary members are being challenged, and anyone else who would like to participate, to donate a pack or two of girlie knickers before the year ends.

Contact Rhonda on 0404 335 535 if you need some advice on what to buy and where to send.

**And a note to the blokes who might feel embarrassed about walking into a BIG W or Target store and buying girlie undies, why not donate \$20 to the cause and let Ava or Rhonda buy them for you - Ten to One you would select the wrong type anyway.**

# DAYS FOR GIRLS



*This shows the items in each girl receives in a Days for Girls kit*



Central Blue Mountins Rotarians Justine Murphy and Ray Wiles were kept busy Saturday morning at Woolworths Supermarket, Katoomba, selling Rotary community raffle tickets. At \$2 a ticket for a chance to win either a \$16,000 car or cash, the first prize was an attractive offer many shoppers could not resist.



# What does Rotary and McDonalds have in common?

by Gina Growden  
Past District Governor 9685  
RPIC (Zone 8) 2018-2021



*Reprinted from the RI Zone 8 Public Image Newsletter  
Volume 1 Issue 2, September 2018*

This is a question I ask Rotarians when I address their meetings on public image and the importance of branding. Most respond with the obvious – that apart from both being large multi-nationals they are completely different organisations with little in common.

One provides convenience and fast food, the other provides hope and assistance to those in need around the world. But the biggest difference, I believe, is in their approach to corporate branding.

If you walk into a McDonalds store anywhere in the world you know exactly what to expect. Apart from the easily identifiable golden arches, and the free wifi, the shop fitout is the same, the staff are in identical uniforms, the menu is consistent, you are greeted with the same words of welcome and you are always asked “would you like fries with that” when placing your order.

In contrast, Rotary is much less recognisable. Apart from our logo – the Rotary wheel – we have little to identify us as an international service organisation. Rotary in each country is different.

Our clubs are autonomous which means what we say, what we do and how we look differs from club to club and district to district. We meet at different venues at different times, we run our meetings differently, we carry out different projects and programs and when we are asked “What is Rotary?” we give a variety of different answers.

This results in confusion and misunderstanding in the community – we look like a number of different organisations - and it is not surprising that only about 20% of the population has any reasonable understanding of who we are and what we do.

Why is this important? Because we want people to recognise us and to understand the good we do in the world, so they will connect with us, volunteer on our projects, support us financially, and join us in membership.

The importance of having readily identifiable logo and conveying a clear and consistent message about who we are and what we do cannot be emphasised enough. Fortunately, Rotary International has made this easy for us through the voice and visual identity guidelines and the variety of templates available in the Brand Centre at [www.rotary.org](http://www.rotary.org).

So why are some clubs slow in adopting the ‘new’ branding – now not so new as it was introduced over five years ago? Is it because our training has failed to deliver the message and to stress the ‘how’ and ‘why’ and the importance of consistent branding in promoting our public image.

Or is it because the training doesn’t filter down to those who write the weekly bulletins or prepare the new brochures, flyers, banners and Facebook posts with the old logo; or perhaps it’s because of the view that ‘the old logo has served us well for many years, and I don’t like the new one, so I won’t use it’!

Most probably, the true answer is that each club is autonomous and can basically do what they want (there are no Rotary police!) and the members of these clubs don’t appreciate the importance of consistency and clarity of branding in promoting the image we want.

Would McDonald’s be as successful if each store ‘did their own thing’? Probably not.

It’s time now for Rotary to step up to the mark. I’d dearly love to be able to go to any Rotary club in Australia and be confident that the bulletins, brochures, flyers and banners available at their meetings (not to mention their website and Facebook posts) display the correct logo and promote us as what we are: “People of Action”.

We need to be more like McDonalds!





# Centenary Garden Fountain Gets a Facelift

**CBM Rotary's Centenary Garden at Katoomba Hospital includes a fountain with a sculpture, outdoor furniture and pavers - all needing regular attention.**

The garden, established in 2005, to recognise the 100th anniversary of the foundation of Rotary, provides continuous pleasure for patients in the palliative care and rehabilitation wards.

The fountain, a work of art in stainless steel, was designed and constructed by well-known Blue Mountains sculptor, Terrance Plowright.

Following an assessment of the (unaffordable) cost of replacing the fountain pump, it was decided to fill in the circular pond section with stones as a base and soil on top.

Rotarian Allan Byrnes organised the payment and delivery of half a tonne of stones and one and a half cubic metres of soil.

Well....that certainly produced a few sore limbs and backs as co-Pres. Steve Cookson worked with members of the Volunteer Hospital Garden Group to shovel, shift and spread the stones and soil into the fountain - all volunteers together in community service.

Next step - planting out the former pond - promises to be a lot easier on the bodies than Thursday's effort!

CBM Rotary is meeting the cost from its charity fundraising account.



*Photos: Steve Cookson*

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# Mountain Ghost

At the time of its opening, the Alex was the second best hotel in Leura, the best was the Coffee Palace (later renamed the Ritz, of course, it is Leura) This was at the south end of Leura Mall.

## *Mountain Ghost at the pub again*



## The Alex Hotel, Leura

In the past month the Mountain Ghost has been to some great pubs in the Blue Mountains. Well he could say that he has been to great pubs and restaurants in the last 10 years and he wonders why he can't lose weight.

Anyway he thought he might mention two places that have a lot of history.

Firstly – The Alexandra Hotel at the top of Leura Mall and just off the Highway has a lot of history. It was opened in 1903 and is officially called a Federation Queen Anne hotel building. The views of the Jamison Valley at the time must have been spectacular because they are still pretty good.

At the time of its opening, the Alex was the second best hotel in Leura, the best was the Coffee Palace (later renamed the Ritz, of course, it is Leura) This was at the south end of Leura Mall.

The Alex is the only public house opened in Leura, with a century of service both to the local, the railway and highway trade. It has one of the best restaurants in the Mountains (for a pub) and nice open fires in winter.

Some years ago the Mountain Ghost was celebrating his birthday and was surprised to see everyone leave their tables and rush to the windows. It was snowing quite heavily and looked beautiful.

The other hotel the Ghost would like to mention is the Imperial Hotel at Mount Victoria (on the Highway and Railway). It is even older than the Alex opening in 1878 and claims to be the oldest Tourist Hotel in Australia.

The Ghost has experienced many hotels claiming to be the oldest. He remembers one pub in the Rocks in Sydney that claims to be the oldest but reading the small print this pub burnt down twice and was completely rebuilt twice yet claims to be an original pub. The Ghost is waffling again.

At the time of its opening the Imperial had its own golf course, tennis court, croquet lawn, home farm and horse-drawn coaches to Jenolan Caves. In its heyday the Imperial Hotel hosted prime ministers and royalty.

In February 2017 the Imperial was sold. The new owners are spending a fortune to bring the hotel back to its glory days. When the Ghost visited the Imperial it was only open on weekends. It will be great when it is fully refurbished.

For a fee the Ghost is happy to review any pub or restaurant in the Blue Mountains. It is purely coincidental that the higher the fee the better the review.....



Imperial Hotel at Mount Victoria

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# Mount Victoria Public School 150th anniversary

Left: The original school building which was also the headmaster's residence.

The Upper Mountains Youth Directors Hub believed it was important for Rotary to support the 150th anniversary of Mount Victoria Public School.

The clubs involved were Blackheath, Katoomba, Central Blue Mountains, and Upper Blue Mountains Sunrise.

Rotary provided and cooked the food in an afternoon of celebrations on November 23.

Blackheath butchery and Colless Foods, Katoomba, donated the sausages.

Despite a vicious wind, the afternoon was a great success and the school's community is grateful to Rotary. Thanks to Upper Sunrise club for providing use their food van.



*Photo supplied by John Mannors*

## Oldest School

Mt Victoria Public School is reputedly the oldest public school in the Blue Mountains and has played a vital role in the lives of Mount Victoria's residents. The building was also known as Possum's Patch Child Care Centre.

The school was opened for the education of the children of workmen engaged on the construction of the railway and the Zig Zag. It was originally called One Tree Hill school, as the area was commonly known by that name then. The existing stone building was completed in 1877.

## Too windy for a gazebo, and seemingly too cold for sausage eaters

That's the way it was at Katoomba Mitre 10 hardware store on Saturday morning when the Central Blue Rotary crew set up their sausage sizzle.

Cold, windy, miserable and too few customers.

Oh well...we'll do better next time.

*Eric Cantor was the happy snapper.*



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# Soar and Roar Festival - 2018

Lilianfels Park, Katoomba - Sunday, December 09 - 0630 hours



Photo from the 2017 event

## Be there... and watch the Mustangs roar

Central Blue Mountains, Upper Blue Mountains Sunrise and the e-club of Greater Sydney will be at Lilianfels Park ready to serve breakfast to the riders, drivers and owners of the super Mustangs that will take part.

Cars start leaving Katoomba at around 07.30

The Special Olympics Australia SOAR & ROAR Festival, gives people with an intellectual disability the opportunity to experience the thrill of a "Dream Ride".

The festival at Sydney Motorsport Park on December 09 features luxury car dream rides, motorbike dream rides and fun activities for people of all ages and abilities.

**The Rotary Club of  
Blackheath  
is Celebrating 75 years  
of  
'Service Above Self'**

**Come join us  
at Blackheath Golf Club  
15<sup>th</sup> December 2018**

**7.00pm**

**for a 3 course dinner and great music  
featuring**

**Kate Wolfes Big Bad  
Swing Band!**

**\$50.00 pp**

**RSVP 1<sup>st</sup> December to Barry Taylor  
0448 812 359; [barry\\_taylor@optusnet.com.au](mailto:barry_taylor@optusnet.com.au)**

*...that's all folks*