



Rotary Opens Opportunities

R.I. President – Holger Knaack
District Governor – Philip Archer
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Rotary Club of Eaglehawk



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ABN 18279406625
Chartered 8th August 1966
President – Mick Costello 0428 468 298
Secretary – John Jones 0419 113 065
Bulletin – Alison Bacon 0417 562 952

Our Rotary meetings are currently being held online via zoom.

See below for details on the program for each Club meeting.

AUGUST

Birthdays

5th Patricia Brook
5th Joye O'Meara
15th John Gurr
24th Gordon McKern
24th Rod Hanson
26th John Jones
27th Jill Pearce

Inductions

5th John Brook (1970)
8th Roy Parker (1966)
12th Doug Harrison (1992)
15th Geoff Adcock (2007)

Dates and Events for Your Diaries -

August 26 th	Club General Meeting 7pm – Kerry Kornhauser D9800 – 'Why Rotary Needs Women' Zoom – Log in using this link https://us02web.zoom.us/j/88102433477
September 2 nd	Club General Meeting 7pm – Zoom – Log in using this link https://us02web.zoom.us/j/88102433477
September 9 th	Club General Meeting 7pm – Zoom – Log in using this link https://us02web.zoom.us/j/88102433477
September 16 th	Club General Meeting 7pm – Zoom – Log in using this link https://us02web.zoom.us/j/88102433477

Tattslotto Lucky Supplementary Number Draw

The Club's Tattslotto Comp is underway and we will list the winners each week here for you to see who won when you didn't! These numbers are still available if you want to join in the fun – 10, 16, 29, 34, 37, 39, 41.



Round 2 – details of winners –

4/7/2020	#36	David Dolman	8/8/2020	#19	Mick Costello
11/7/2020	#30	John Jones	15/8/2020	#45	Gary Frank
18/7/2020	#10	NO WINNER	22/8/2020	#20	Doug Harrison
25/7/2020	#11	John Jones	29/8/2020		
1/8/2020	#13	Barry Clayton	5/9/2020		

With only two weeks left of this current competition we are now selling for Round 3. Email alison@bendigo.com.au with your number choices – new comp will commence on Saturday 12th September.

President Mick's Report –

Next week's meeting we encourage all partners to join us as we will have Kerry Kornhauser presenting to us, the subject being **'Why Rotary Needs Women'**.

This is a very important subject for us to address as we need to diversify our club to survive.

Quiz Master this week is Geoff Adcock and Invocation is Rita O'Brien

On Saturday night "Scotty's idea" 17 of us had a "ZOOM Dinner party."

Participants were -

Ron & Deb Payne
Lindsay & Marg Walkington
Leon & Ann Scott
Gary & Lola Frank
Doug & Lyn Harrison
Trevor & Marie Lock
Geoff Gallagher
Rita O'Brien
Gordon McKern
Myself & Mandy



To my surprise it worked really well in that we all had a chance to chat away, in my opinion it worked far better that way as it was so much easier to carry on a conversation.

Well Done Scotty for thinking outside the square.

Instead of our weekly meeting this week we had a Board Meeting, a large part of this meeting was dedicated to Membership and how to attract more members.

We are exploring ways to address this problem – more to follow in coming meetings which will involve the whole club.

Mick Costello
President
Rotary Club of Eaglehawk

Mick's Quote of the Week –

"Once you replace negative thoughts with positive ones, you'll start having positive results."

– Willie Nelson

Face Masks –

Face coverings can be ordered by contacting Alison (alison@bendigo.com.au – 0417 562 952) or simply make a direct deposit into our Club's Account

BSB - 633000

Account Number - 131 067 761

Amount \$20.00 (for 4 masks)

Reference – Masks (yourname)

One of our Rotarians will be delivering them directly to your letterbox – social distancing at it's best!

Disclaimer – these are not medical grade face masks – they are made from a double layer of soft high quality cotton fabric of various colours (supply of black has now been exhausted) and are designed to provide a comfortable face covering in accordance with DHHS guidelines.

Fundraising under lockdown



With Bunnings Barbecues and Rotary Golf Days on hold due to Covid-19, most Clubs are finding their ability to support projects has been severely hampered because their regular fundraising activities have either been postponed or cancelled. No money in means no money out!

However, Rotarians are nothing if not

innovative and we are hearing of a number of novel ways that clubs are using to raise money. These are just some that have come to our attention that you might like to consider for your own club:

- Holding an on-line Trivia Night.
- Donating the money that members have saved by not having to pay for the meal they would be having during their usual face-to-face meeting
- Tap to Donate machine—Organise to have a Point of Sale “Tap to Donate” machine at the check-out counter or registration desk of your local Licensed club or Hotel
- Holding an on-line Silent Auction of a donated painting or piece of art (such as the mosaic pot auctioned for ROMAC)
- Holding a Virtual “Pooch Parade” where people pay a small fee to enter their dog in various categories. Contact Brisbane Water for more information. (Jayne Mote: jayne_mote@bigpond.com)
- Setting up a sewing group and sewing Rotary face masks which can be sold/donated (check with the Rotary Brand Centre for design requirements!).

If you have an interesting or innovative way of raising funds during Covid 19 we'd love to hear from you. Send details to gina.growden@bigpond.com



Local identity, Pierce Grenfell - a Charter member of our Club



A Member's Reflections on childhood

Like most returned soldiers my father vary rarely spoke of the war. Very occasionally when with his army mates and having few beers sitting around our kitchen table we kids (as long as we were quiet) were permitted to listen in.

They would only speak of the funny stuff that happened from time to time. For example when Bernie Bourke pinched some lettuce from the mess with the intention of fermenting it to make grog. He didn't realize that the lettuce was treated with a very strong insecticide, and needed to be washed thoroughly prior to consumption. He almost killed himself and a couple of mates who had tried out the moonshine.

Or the time that Dad gave up smoking. One night he had taken some food out to one of his mates who was on lookout duty a little away from their camp, after handing over the meal they decided to have a smoke, very shortly after lighting their smokes the Japs got a bead on the flare of the match and lobbed over a mortar, narrowly missing them.

That was Dads last cigarette, they were far too dangerous for him.

I remember his story about the end of the war. They were on Bougainville north of New Guinea. Dads platoon had received their beer ration, which was a great deal more than they could drink in one sitting.

The CO was apparently a wowser and said that the booze had to be gone by morning. There were blokes having competitions to see how far they could throw full bottles of beer into the ocean. The next day, news came through that the war was over. As you could imagine there were soldiers swimming out and diving down to retrieve the beer, which they sold to grateful mates. I asked Dad what the CO had to say about this, and apparently he was told where to go in no uncertain terms.

A New Year provides many Opportunities

In keeping with our new International Theme: Rotary Opens Opportunities, the start of a new Rotary year is always an opportune time for all of us to re-assess how we do the things we do in Rotary. Covid-19 means that many of us are staying home more, have more time available and can tackle all those issues that have been shelved in the 'when I've got time' basket!

Now is an ideal opportunity for developing a Public Image plan for the 2020-21 Rotary Year. As you all know, without a plan there is little chance of achieving any significant results. Public Image is a vital component of everything we do in Rotary and a plan that is written down and adopted by all members of the club and has clear and achievable goals will ensure that positive outcomes are reached.

An effective public relations plan for your club will:

- Enhance the club's public image
- Gain support and resources for projects
- Build links with other community organisations

- Attract qualified members
- Recognise Rotary members for their contribution to the community
- Correct misconceptions about the club and Rotary.

Now is also an ideal time to look at your club branding and make appropriate changes to ensure that you comply with Rotary International's standard. Regardless of whether or not you 'like' the compliant Rotary logo (it's not 'new' any longer after 7 years! Who calls their 7-year-old car a "new car"?) the decision to change to the logo was made by the Rotary International Board back in 2013, and as Rotarians it is our responsibility to abide by that decision and to make sure that we comply. Does your website display the compliant logo and have all, outdated International themes been replaced by the current 2020-21 theme: Rotary Opens Opportunities? Now is a good time to make those changes.

Now is also the time to do an audit on your club merchandise—are your banners up to date—if not, order new ones; are your club polo shirts and

name badges displaying the correct logo—if not, order new ones—and destroy the old ones—they keep reappearing if you don't!

AND DON'T FORGET THE ROADSIDE SIGNS! An old, rusty, dilapidated roadside sign does nothing to project the public image we want. If these need updating, do it now!

There is also the opportunity now to concentrate on your social media. Get your website and Facebook page up to date and make sure that you regularly maintain them. Ensure they depict your club how you want to be depicted! If you don't have the expertise in your club, talk to a Rotaract club or university student who may be willing to help.

The important thing is to act now! Once Covid restrictions are lifted life will get too busy again, and the changes will never be implemented—and our public image will suffer!



Our club continue to be mindful of the challenges the current situation with restrictions has placed upon our members both financially and socially. With this in mind we have endeavoured to assist our members by splitting our member subs into two instalments for the current year. You will also note that District have also helped by providing a reduction (that has been reflected in your invoices).

The board have worked hard to ensure this revised invoicing is still able to meet our financial commitments but to achieve this relies heavily on all members working with us and ensuring all financial commitments are kept up to date. If you are yet to pay your subs for the current 6 months, please help us out and do so as soon as possible. If you need to discuss this issue then please contact Treasurer Alison who is working very hard at the moment to balance the books.



Why is it important to improve Rotary's public image?

Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved.

When people understand what your club **does** to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors.

Promoting your club's good work in the local news media and on social media can also **engage** current members. Keeping members involved is much easier when they take pride in your club's accomplishments.

People in the community are more likely to **donate** their time and money when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club.

Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved.

As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, you are in the best position to raise awareness and understanding among those who don't know us.

- Your club's interactions with the community greatly influence how people think about Rotary.
- Help your club build a strong public image in your community:
 - Publicize your projects and activities to influence how your club is perceived.
 - Share stories about how your club's projects affect the lives of people in your community.
 - Present your club as vibrant and your members as people of action.
- **Social Media:** Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website.
- **Events:** Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club.
- **Website:** Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently.
- **Partnerships:** Work with local organizations to increase both your visibility and your impact.

One of our members has expressed concern that an incoming President's training is unnecessary, takes too long and costs too much money, adding that the current training requirement isn't producing an improved calibre of President and in fact believes that recent Presidents have been worse than President's of 30 years ago.

It's important for all members to respect and understand the view of our fellow Rotarians so for our club to address this type of member view it is important to consider a much broader picture. The following article, lifted from the Rotary Zone 8 Public Image Newsletter, makes for interesting reading and perhaps may assist all members to acquire a better understanding that some aspects of Rotary in 2020 are nothing like Rotary in 1990.

Are we Training our Members sufficiently?

In my humble opinion, No!

Back in 2000 when my husband was our District's Youth Director and also District Governor Nominee (and hence learning the ropes for his year as Governor), our District Assembly was a three-day residential program for all

(virtual) assemblies this year, the trend over the past few years (at least in my district) has been for a one-day assembly starting at 9am and ending around 3.30pm. With compulsory inclusion of topics such as 'Working with Children' and 'Insurance', along with the address by the incoming governor outlining the plans for the year and giving an overview of the RI President's theme and expectations, the amount of time allocated to training the club portfolio chairs has been reduced significantly.

devote meeting time to allow their Service chairs to present to the club on their plans for the year ahead? Unfortunately, the appropriate information often doesn't filter down to the person who needs it! This is definitely the case with Public Image. For example, whilst the Club President may be aware of the need for Rotary to raise its public image and understand the importance of being diligent about using the RI compliant branding, this information is not always explained clearly to the 'ordinary Rotarian'. In my experience, the importance of compliance—and its vital role in our public image—is not widely understood.

So, what is the answer?

We need to:

- dedicate more time to training.
- have a dedicated trainer in each club.
- have training sessions in the club on locating and using the resources available on the RI website—particularly the Learning Centre and the Brand Centre—there are a number of excellent on-line courses (such as the Building Rotary's Public Image one pictured), and encourage members to take the course.
- Invite the district public image Chair to address the club—preferably in a workshop situation.
- Ensure that all members attend all appropriate in-person and virtual training sessions organized by the District.

Only then will Rotarians' knowledge approach an acceptable level!

PDG Gina Growden RPIC 2018-21



How can you possibly train a Public Image Chair (for example) on the intricacies of branding, telling your Rotary stories, writing publishable press articles, using social media effectively etc etc. in a short 2-hour session?

There is no argument that all the information that club members need in order to carry out their portfolio is available on 'The Web' and is accessible to anyone who wants to find it. The issue is, there is probably too much information available and working out what is accurate and up to date is not always very easy. Nor is finding it! Again, in my humble opinion, it is too easy for our leaders to say 'it's on the web' and to expect the members to firstly locate it, and secondly read and absorb the information. The next issue is how well does the Portfolio Chair train his or her team (and, of course, the rest of the club members) on what was learnt during the district training? How many clubs

incoming club office-bearers in the district. Over 600 attended. The three day agenda allowed for in-depth coverage of all aspects of the various portfolios and enabled presentations, sharing of ideas and stories, and the ability for clubs to get-together to develop joint projects.

Although the world wide web was in existence at that time, its usage was no-where like it is today. Support material was in folders handed out during the sessions for future reference.

Fast forward 20 years and the situation today is vastly different!

Disregarding the fact that Covid forced many districts to conduct on-line