



Rotary Opens Opportunities

R.I. President – Holger Knaack
District Governor – Philip Archer
Assistant Governor – Graeme Lynas

Rotary Club of Eaglehawk



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www.facebook.com/eaglehawkrotaryclub
www.eaglehawkrotary.org.au
Club No 18317
ABN 18279406625
Chartered 8th August 1966
President – Mick Costello 0428 468 298
Secretary – John Jones 0419 113 065
Bulletin – Alison Bacon 0417 562 952



Come Join our first meeting back at the Mechanics facility
this Wednesday 2nd December.
Partners welcome
Complimentary Bubbly on arrival
Numbers to President Mick 0428 468298
by Close of Business
Monday 30th November

Meeting arrangements vary week to week so please see below for details on the program for each Club meeting.

December Birthdays

5th Roy Parker
12th Mandy Costello
14th Gary Frank

Dates and Events for Your Diaries -

December 2 nd	General Meeting 6.00pm for 6.30pm – A celebration of the return to our clubrooms
December 9 th	Club General Meeting 6.00pm for 6.30pm
December 16th	Club General Meeting 6.00pm for 6.30pm – Christmas Meeting to farewell 2020!

President Mick's Report

"Life is what happens when you're busy making other plans."

- John Lennon

Big News: We are able to return to our Clubrooms next week for our first meeting back in the hall.

So to celebrate we are planning big things, we have some Paul Harris Fellowships to be presented to start with and a lot of catching up with each other.

To celebrate we invite all members and their partners along to make it a party.

Please let me know if you are going to be attending and if you are bringing a Guest and importantly if you are going to be an apology, as we have to give the caterers the numbers on Tuesday morning and pay for that number of meals.

So let me know if you are going to join us or not by Monday Evening either by Phone 0428468298 or Email sailawaysunshades@bigpond.com

Hope to see you all there.

This week's meeting we had the AGM in which we accepted Constitution and Bylaws for Rotary and Gary Frank presented his Board for next year.

He is still looking for a President Elect if you feel inclined to take on the challenge.

Remember to let me know either way if you are going to attend or not our meeting next week?

Mick Costello
President 2020-2021

THE GREAT GRANGE RAFFLE

A rare chance to WIN the world's most coveted wine

Only 200 tickets available @ \$200 ea

Enter the draw to win 10 consecutive vintages of Penfolds Grange, from 2007 through to 2016.

Valued at \$8000, you'll have a real chance to win this unique collection with only 200 tickets on sale.

Get your raffle ticket at: <https://www.raffletix.com.au/greatgrange2020>

All proceeds will benefit the Rotary Club of Eaglehawk's local and international projects.

Make up a syndicate or keep this opportunity all to yourself!

Additional information or enquiries to
John Jones (PP/Secretary).
Phone 0419113065 or email
jjones@netcon.net.au

Vic raffle permit no: 10837/20. Raffle to be drawn 16 Dec 2020. Winner notified and result published on www.eaglehawkrotary.org.au and www.facebook.com/eaglehawkrotaryclub. There is an agreement with RaffleTix (also 24623631340) to promote or conduct this raffle for reward.

Rotary
Club of Eaglehawk

Penfolds



Please share this information with your friends and family – the odds are fantastic!

Membership and marketing: Two sides of the same coin

RI Director-Elect, Jessie Harman

Many of you will associate me with the membership roles I've held in Rotary. Yet in my professional life, outside Rotary, much of my career has focused on marketing and communications. For almost a decade, I taught Marketing Principles to undergraduate and postgraduate students at University. Later, when I moved into University management, I put those principles into practice - marketing the University's programs to business, government and international students.

My marketing experience has centred almost exclusively on services (as distinct from goods) and I've experienced first-hand many of the challenges related to their unique characteristics. The fact that services are intangible experiences makes them challenging to communicate to would-be buyers; the fact that customers are integrally involved in producing the experience means they are difficult to standardise and quality is difficult to control. For all these reasons – and more – it can be difficult to demonstrate value.

Rotary 'membership' is a classic example and, like other services, promoting Rotary comes with inherent challenges. Fortunately, there are some tried and true tips which can help us promote our organisation more effectively. Here are five tips for services marketing that have always resonated with me and are directly relevant to Rotary:

Connect with your customers on a personal level - to ensure you understand their needs and wants. In the end, members perceive quality and value when their volunteering needs and wants are met through Rotary. We need to really understand our members' needs.

Ensure the brand projects confidence and credibility - because a strong brand helps reduce the risk associated with buying an experience. Make sure your internal and external communications

reinforce the message that Rotarians are People of Action creating positive change in their communities and themselves.

Use people to promote the brand.

When it comes to purchasing services, would-be customers definitely prefer recommendations, testimonials and referrals from trusted sources. Educate and support your members to be great ambassadors for Rotary.

Post regular, high quality content to build awareness and understanding. Make sure the content captures Rotary's brand essence, is credible and upbeat. Above all, be consistent.

Find ways to continuously improve the customer experience - to enhance perceived value and satisfaction. Like other customers, our members' expectations continue to rise; so too do their options for volunteering. We need to find new ways to increase member engagement, improve retention and build loyalty.

This last tip reminds me that membership and marketing/public image are two sides of the same coin when it comes to promoting Rotary. It may also go some way to explaining why I've held membership, rather than public image roles within the organisation. Despite that, as I prepare for the role of RI Director, I am looking forward to working with our Public Image leaders throughout our zone. You have an incredibly important role to play in strengthening the present and the future of Rotary – you can count on my support.



Face Masks -

New batches being manufactured daily !

These are continuing to sell and raise funds for the club. A recent comment indicated that we should prepare for these to be worn for many months to come.

So, if it's time you changed to a good high quality double thickness cotton face mask then new stock is now available by contacting Alison.

alison@bendigo.com.au
or by calling 0417 562 952



Rotary Club Polo Shirts

We currently have in stock some surplus new club polo shirts. These are available for just \$33.00 each and can be paid for and collected from Alison.

- 1 x 2XL Polo Shirt
- 2 x 3XL Polo Shirt
- 1 x 5XL Polo Shirt



RAFFLE

\$5 per ticket

Thank you for supporting our valuable fundraising for the community

Each year Castlemaine Rotary supports a wide range of community groups and projects. Your continued support to help us raise funds in an extraordinary and challenging year will be gratefully received.



- **\$750 Original 'Big Mac' Painting**
(50x60cm) *donated by Geoff Hocking*
- **\$500 Fuel Voucher**
donated by Maine Civil
- **\$350 Soothing Stones Massage**
(for two x 80 mins) *donated by Endota Spa Complex Daylesford*
- **\$300 Mack Merchandise**
donated by CMV Trucks & Bus
- **\$250 CAT Merchandise**
donated by William Adams

PURCHASE TICKETS

Use the Photo Competition entry form to purchase raffle tickets

OR direct debit to BSB: 633 000 A/C: 1764 91678 Ref: (Your name)
and email details to castlemaine.truck.show@gmail.com

OR call 03 5470-6892 office hours (Mon-Thur) to purchase with your credit card

Purchased Ticket Numbers will be notified by email in lieu of physical tickets

FACEBOOK LIVE RAFFLE DRAW

Sunday 29 November 2020



A Note from Secretary John

Following last night's meeting a couple of important announcement.

- First, we have agreed to host a gathering to farewell PP Bill Slee after his funeral on Monday. His funeral is at 11:30 at Mulqueen's in Miller St with a burial at Eaglehawk to follow. Those attending will then come back to the Mechanics for a reception in accordance with the wishes of his daughter, Ruth. We will require assistance from about 12:30 to set up the hall in preparation and serving. Eaglehawk Hot bake is providing the catering and we will be opening the bar. Given Bill's enormous contribution to the Mechanics it is a fitting tribute so any support from members would be most welcome.
- Next, in preparation for the event we will have a working bee at 10:00 on Sunday for a general tidy up. We have not been there for some months and so some mowing, trimming, cleaning and general tidy up is required. Again, any people available most welcomed.
- And, finally (I think), the good news. **We will be back at the Mechanics for a dinner meeting next Wednesday.** It is a long awaited event. It will be in the Bulletin but advance notice that apologies to President Mick by CoB Monday would be appreciated. We intend to make it a rather special event so look forward to seeing you then (if not on Sunday or Monday).

Stay safe,

PP John P Jones PHF
Secretary,
Rotary Club of Eaglehawk
0419113065

Morning Tea with the DG Dec 2020



***Morning Tea
with the DG***



10.00 am–11.30 am
Saturday 5th December 2020
<https://www.trybooking.com/BKXUJ>

Rotary District 9800  Rotary Opens Opportunities 

A refresher for planning for our meetings –

As a club we are fortunate to have the Mechanics facility for our meetings and club events. This also means that we need to plan and consider all those who help us to ensure our nights run smoothly and everyone is able to enjoy the experience. Additionally, we need to ensure we don't incur unnecessary costs. Some time ago the board decided upon a process to ensure we maintained accurate numbers for catering purposes so here is a reminder for us all as to what we need to do –



1. If you are a member it is presumed that you will be attending the meeting and requiring a meal each week. This means that a meal will be ordered on your behalf and payment for such is required.
2. If you are NOT going to be able to attend the meeting then you will need to advise the President before 5.00pm on the Monday immediately prior to the meeting that you are an apology and will not be requiring a meal.
3. If you are bringing a guest then you need to advise the President as per 2. above.
4. A member is responsible to pay for any meal that has been ordered on your behalf.

It has been so long since we enjoyed the 'normal' meeting experience that we may be out of sorts for a while but if we all work together we can quickly get back into the groove.

This image was in the recently published Rotary Zone 8 Public Image Newsletter under the heading – 'Bunnings BBQ's are back'.

Surely we have a candidate for this gig next time we run a BBQ!

Talking of Bunnings BBQ's – we cleared over \$950 last weekend - well done to the great team who had a blast back on the production line. And our thanks go to Bunning Epsom for the invite to be one of the first groups to kick this community service off since the lifting of the restrictions.



Rotary
Club of Eaglehawk

To be eligible, the person must be older than 25 years on 26th January 2021.

Details of Person Being Nominated	
Surname:	Other names:
Private Address:	
Telephone (BH) :	(M)
Occupation:	Age:
Contribution/s to the Community for which the Person is being Nominated	
Other Significant Contribution/s and Achievements	

(If insufficient room, please provide a separate sheet with details and supporting material)

**AUSTRALIA DAY AWARDS 2021
NOMINATION FORM
CITIZEN OF THE YEAR**

Rotary
Club of Eaglehawk



Past and Present Membership of Community / Sporting / Professional Bodies etc :

Any Other Background Details or Supporting Information

Other Persons Who May Be Contacted for Further Information about the Nominee

Name:	Name:
Position:	Position:
Address:	Address:
Postcode:	Postcode:
Telephone:	Telephone:
Email:	Email:

To Be Completed By Person Submitting Nomination

Surname:	Other names:
Address:	
Suburb:	Postcode:
Telephone (BH) :	(AH) :
Organisation Represented (if Any) :	
Signature:	

Return of Forms

Eaglehawk Australia Day Chairperson PO Box 52 EAGLEHAWK Victoria 3556	
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Completed Forms Must be Returned by Friday 11th December 2020

Rotary
Club of Eaglehawk

To be eligible, the person must be less than 25 years on 26th January 2021.

Details of Person Being Nominated	
Surname:	Other names:
Private Address:	
Telephone (BH) :	(M)
Occupation:	Age:
Contribution/s to the Community for which the Person is being Nominated	
Other Significant Contribution/s and Achievements	

(If insufficient room, please provide a separate sheet with details and supporting material)

**AUSTRALIA DAY AWARDS 2021
NOMINATION FORM
YOUNG CITIZEN OF THE
YEAR**



Past and Present Membership of Community / Sporting / Professional Bodies etc :

Any Other Background Details or Supporting Information

Other Persons Who May Be Contacted for Further Information about the Nominee

Name:	Name:
Position:	Position:
Address:	Address:
Postcode:	Postcode:
Telephone:	Telephone:
Email:	Email:

To Be Completed By Person Submitting Nomination

Surname:	Other names:
Address:	
Suburb:	Postcode:
Telephone (BH) :	(AH) :
Organisation Represented (if Any) :	
Signature:	

Return of Forms

Eaglehawk Australia Day Chairperson PO Box 52 EAGLEHAWK Victoria 3556	
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Completed Forms Must be Returned by Friday 11th December 2020