

# Rotary International Zone 8 Public Image PUBLIC IMAGE NEWSLETTER

*Connecting and Inspiring!*

Volume 1 Issue 5 March 2019

## Seminars a Great Success

***Two all-day Public Image seminars held in February enabled Rotarians to hone their skills in designing personalised club logos, developing People of Action campaign advertisements and writing press releases.***

The Seminars were held in Young on 10th February with Rotarians and partners from Districts 9700 and 9710 attending; and in Sydney on 17th February which had representatives from Districts 9670, 9675 and 9685. In total, over 140 people participated.

Designed to be interactive and hands-on, the seminars covered all aspects of raising public image including roles and responsibilities of the club public image director, relating to the media, taking great photos, using social media successfully and writing press releases. Participants were encouraged to bring their own laptop or i-pad and spent time exploring the Brand Centre in MY Rotary and designing their own personalised club logos and People of Action advertisements.

The success of the seminars has prompted the planning of additional seminars in other states and considerations is being given to scheduling some 'how to' webinars in the new Rotary year. Details later...

*Photos: Seminar participants in Sydney (top) and Young exploring the My Rotary brand centre*



### Video Clip Competition



Entries are now being received for the 2018-19 People of Action Video Clip Competition based on the RI theme "Be the Inspiration". Entries close on 31st May 2019. Full details Page 6.

# ARE WE DOING THE BASICS WELL?

Here are just a few simple (basic) things that you can do to help your club, and Rotary, improve its public image:

- \* Always wear your Rotary lapel pin
- \* Be diligent about branding. Create your own personalised Club logo and ensure that it is used on all club promotional material—newsletters, websites, Facebook pages, club brochures, event flyers etc
- \* Upgrade your club merchandise—Club banners, posters, polo shirts, aprons, caps etc to reflect the correct branding



- Review the status of and if necessary replace (or repair/re-paint) your roadside signs and ensure your meeting / contact details are correct
- \* Ensure that your club's name appears in the title of all your events
- \* (eg Rotary Club of Terrigal's Booksale, Rotary Club of Woy Woy's Opera in the arboretum)
- \* Create a signature block for your emails

## SOCIAL MEDIA



### Building Brand YOU!

The idea of having a personal brand is relatively new, but it's an important thing to develop today, especially when it comes to promoting Rotary. Even more so if you are a community leader like a district governor, because building a personal brand becomes just as important to build trust and credibility with your own audience.

Now, while the good old club brochures or Rotary business cards given out at the sausage sizzles are still used as good promotional tools, people who are looking to join or be affiliated with you or your club

find out a lot more just by googling you.

This means the internet is now all about YOU! In the past few years, the importance of personal branding has grown dramatically as social media sites have enabled anyone to easily express themselves online, so it's important to project a positive image.

Your individual personal brand is created by the personal values you believe in and how you build upon Rotary's professional reputation by your contributions to your communities, both online and offline. Once you've identified your passion, style and message, you're ready to start developing a meaningful conversation.

When defining your own personal Rotary public image online, consider these elements:

ments:

- Your image should be in line with Rotary's culture of tolerance, respectability and peace; your personal brand image must suit the audience you are serving.
- Your smile, gestures, tone of voice and writing style need to be authentic to who you are and support your need to make your audience comfortable in relating to you.
- A positive image and appearance is crucial to acceptance by potential members and the community at large.

Having a personal brand is about differentiating yourself by expressing your own unique view, creativity, opinion and personal style. We all have natural talents and gifts, so let us use them to tell the Rotary story.

**Evan Burrell, Assistant Rotary Public Image Coordinator**



## Are we losing the skills of relating to mainstream media—or the inclination of putting in the effort required?

I'm sure most of you will agree that social media has had a huge impact on public image. The ability to reach a large number of like-minded people through the interwoven networks of our fellow Facebook and Instagram users, simply by clicking on a computer key, has definitely revolutionised the way we promote our events and tell our Rotary stories. But I often wonder if, because of our addiction to social media, we have lost our willingness and ability to foster the relationships needed to maximise our presence in mainstream media. Is social media the easy way out?

There is no denying that those clubs that have a close relationship with the editor of their local newspaper or the regular presenter on the local radio station are the ones that get most coverage of their events. But, of course, this takes time and effort to establish and maintain.

So how do you build that relationship? A good way to start is to set up an appointment to meet with the editor / presenter or invite them out to lunch or coffee and tell them about your Club and the great things you are doing in the local community and internationally. Or invite them to a meeting as your guest speaker. Find out from them what they need from you in regards to type of stories, their preferred format, regularity of articles, and the type of photographs they require. Then develop skills in writing great articles /press releases that are attention grabbing and newsworthy. Be creative and avoid the mundane. Find a new angle for your stories and avoid the cliché shots.

Journalists are busy people. They are interested in our stories, but we need to make it easy for them.

## USING THE CORRECT LOGO

Based on the number of website pages and posts I see on Facebook each week where clubs are promoting their upcoming service projects or fundraising events—with the wrong Rotary logo— it appears that there is confusion about what logo should be used in different circumstances. **This is a quick guide to what logo you should be using.**

Our official logo (introduced in 2013) consists of the emblem (the Rotary wheel) with the word "Rotary" alongside it.

However, all logos used by Clubs and Districts **MUST BE PERSONALISED** with the Club, District or Project name. The name can appear above; below; or above and below the word "Rotary"; or to the right of the wheel. Club logos do not have to have the word "Club" in it.



**The Wheel (our Mark of Excellence) should not be used on it's own as this is used by Rotary international for official documents.**

Logos may also be all black, all white or all blue.

I often see logos with the name of the club in a different font (from the recommended one) beneath the word "Rotary". Enhancing our Public Image is only going to happen if we are consistent in the use of the logo—which means we need to always use the 'standard' type font. Using the template in the Brand Centre of MY Rotary to create all your logos will ensure that consistency.

Refer to the Voice and Visual Identity Guidelines in the Brand Centre for more information, or contact me on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) if you want clarification.



# SHARING OUR ROTARY STORIES

## EMPOWERING WOMEN IN THE SOLOMONS

**Sewaïd** is a program which offers selected women in very poor countries the opportunity learn to sew, and also provide them with the machines, equipment and skills they need to start a small home business in dressmaking and craft. On arriving back in the Central Coast of NSW from the latest Sewaïd program in the Solomon Islands, PDG Tony Castley, the founder of Sewaïd, declared the two-week project held in late February / early March to be extremely successful.

The project was in Noro, a small township on New Georgia Island, 25kms from Munda which is the main town on this Island. The project was requested by, and partly funded by Soltuna, a large tuna processing plant which is the only industry in Noro. All the equipment needed—including 14 new sewing machines, 4 overlockers and large

quantities of fabrics, haberdashery, and craft items—was shipped to Noro last December. Tony, his wife Sandra, and a team of volunteer sewing teachers also carried in about 150kgs of extra supplies with them on the plane.

The aim was to teach 30 women to sew and craft, but on Monday morning at the start of the program about 45 turned up! Eventually, 36 participated in the classes and by the end of the second week over 100 garments adorned the walls, as well as a table of craft items—a truly remarkable result, according to Tony who said it was, “all thanks to the fantastic work of our wonderful teachers”.

Going forward, Tony is fairly confident in the sustainability of the project. He said, “The sewing room will remain es-



tablished in the Soltuna Hostel, so that when the ladies are off-shift they can use this facility to continue their sewing and craft. We have also made arrangements so they will be able to get fabrics and other supplies. Additionally Soltuna will send a young engineer up to check and service the machines every two weeks.”

The Solomons Sewaïd project is a RAWCS project (No 22-2006-07).

For more information about Sewaïd contact PDG Tony Castley on Email [tonyc@sewgroup.com](mailto:tonyc@sewgroup.com) or mob: 0414 801 888. Website: [www.sewaïd.com](http://www.sewaïd.com).

## HELPING HANDS—turning waste into prosthetics



**Helping Hands is a joint initiative between Envision, Wyndham City and the Rotary Club of Wyndham.**

The mission is to create 100 prosthetic hands with 3D printers, which will then be donated *completely free of charge*, to children in war-torn countries who are missing limbs. Inspired by the **Enabling the Future** organisation Helping

Hands will be making and donating 3D printed prosthetic hands/arms for children in need across under-served countries. The major difference is this project will be using recycled plastic from bottle tops, thus also benefiting the environment.

Bottle caps are fully recyclable. Unfortunately, as reported on ABC's 'War on Waste', they aren't being recycled. They get sent to landfill, they fall through machinery, and in worst case scenarios, if attached to a bottle, they can explode and force expensive re-packing issues.

This overlooked waste product is almost entirely made from HDPE 2 (High Density Poly-Ethylene). After considerable experimentation Envision have successfully taken this plastic and ex-

truded it to create functioning filament for 3D printers. Once they have the filament they 3D print all the components that make up the hand. Check out the [Helping Hands](#) page for more information on the project and the [Bottle Top Drop](#) page for more information on collecting tops.



# WE'RE WINNING: Wild Polio virus cornered in one small geographic area!

## **We're winning the fight to eradicate Polio!**

We're more optimistic than ever because we now have the Wild Polio Virus cornered in the smallest geographic area in history.

This was the message from the Chairs of the main independent, advisory and oversight committees of the Global Polio Eradication Committee as they announced a joint statement – 'To Succeed by 2023'.

The message was shared with a meeting of RI END POLIO NOW Coordinators from 34 Zones around the world in Chicago, USA, in February.

This group of special leaders said the Endgame Plan through 2018 has brought the world to the brink of being polio free – and a new strategic plan 2019-2023 aims to build on the lessons learned since 2013.

The joint statement urges everyone to excel in their roles, to use the proven building blocks and tools of eradication that have been established in the parts of the world that have been polio free for years –

- Improved vaccines and cold chains
- Dedicated networks of vaccinators Improved technology and surveillance capacity
- Supportive government policies
- Improved financing and oversight structures as part of an unrelenting focus to tighten management at all levels.

If all of the above falls into place, success will follow. Otherwise, come 2023, the world will find itself exactly where it is today: tantalizing close. Tantalizingly close is not good enough!

Achievements in the last 12 months have been significant –

- Africa has been polio free for almost three years
- A new oral polio vaccine is in development that could eliminate the occurrence of vaccine-derived polio

- A new mobile app has improved acute flaccid paralysis (AFP) surveillance by providing a tool to quickly and accurately detect and



- report suspected AFP cases.
- In Pakistan, 57 environmental poliovirus sampling sites in 31 cities make up the largest surveillance network of its kind in the world.
- Identifying high risk mobile populations and tracking their movements with satellite mapping.
- From July 1, DDF contributions will be matched 1:1 by the World Fund. With the 2:1 Gates Foundation match, contributions to DDF will yield a 6:1 match.

Quality people continue to play a vital role in the Polio Eradication Campaign – from world leaders to grass roots volunteers –

Pakistan's new Prime Minister and cricket great Imran Khan has declared a passion to rid his country of polio and safeguard the children of Pakistan. Rotary International is continually developing new contacts in vital areas and is currently planning to forge new contacts with Taliban leaders in Afghanistan and gain access to areas impossible in the past.

Vaccines and vaccinators were part of a helicopter drop into Madang province in Papua New Guinea to facilitate the vaccination of 12,700 children in three days.

## **THE CALL TO ACTION NOW**

So, the call has now gone out to current District Governors and Governors Elect to intensify support for the END POLIO NOW campaign during the remainder of the 2018/19 Rotary year – and during

planning for the 2019/20 year.

The goals for this year are well promoted :

- Districts to donate 20% of DDF to END POLIO NOW.
- Cash support by way of \$1,500 per Rotary Club.
- Ongoing search for major donors in all Districts – minimum of 10k each.

At January 31, Districts in Region 8 (9675 – 9980) had donated just \$41k in DDF to Polio Plus, with estimated uncommitted DDF funds totalling \$1,441,765. Cash donations from the same Region to date totalled \$353,273.

At the same date, Districts in Regional 9 (9455 – 9670) have donated \$39,528 from DDF, leaving a balance of \$841,410 uncommitted. Cash donations from the region - \$176,149.

District Governors Elect made a DDF pledge at the International Assembly in January and senior leaders look forward to Districts meeting those pledge goals.

Chair of the END POLIO NOW Make History Today Campaign RI Past President John Germ urged District Governors Elect to ensure their clubs do TWO things prior to the commencement of the 2019/20 Rotary year –

Appoint an END POLIO NOW District Chairperson AND set a District goal for Polio giving.

"History shows Clubs that don't set goals, don't donate!" he warned.

## **WISDOM FROM RALPH WALDO EMERSON**

*The philosopher, poet and essayist Ralph Waldo Emerson said: "To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition, to know even one life has breathed easier because you have lived – this is to have succeeded".*

**PDG Bob Aitken AM**

**RI END POLIO NOW Coordinator, Regions 8/9, 2018/20**





# Rotary Zone 8 Public Image Club Video Competition

**Theme: How your Club became “People of Action” in 2018-19**

## Competition Details

Videos are to be a maximum of 2 minutes

Videos are to reflect the 2018-19 RI theme: Be the Inspiration

Clubs should do this as an in-house exercise, not hire out to video professionals. (However, the experts can be approached for tips on creating great videos) We encourage clubs to approach local media to get air-time as Public Service Announcements to get the message out to the general public. Also to post the video on Facebook, website and other social media.

Videos can be produced simply through camera/tablet/phone video facilities.

For inspiration and details of the People of Action campaign visit the brand centre on [rotary.org](http://rotary.org)

**DEADLINE: 31 MAY 2019**



## Judging & Prizes

Videos will be judged on their relevance to the theme (Be the Inspiration), on correct branding, on creativity and on production.

A winner and Runner-up in each category (Rotary / Rotaract / Interact) will be announced via the Rotary Australia website, Facebook Page, Public Image Newsletter, and by email.

All participants will receive a Certificate.

For information on submitting entries contact Zone 8 Rotary Public Image Coordinator for details of the link to the Dropbox which will be established

## Further Information:

Contact Zone 8 Public Image Coordinator, Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or 0412 128 106



# WHAT'S NEW IN THE BRAND CENTRE?

If you haven't visited the Brand Centre on the Rotary International website recently, I urge you to do so as soon as you get a chance. There is a wealth of information, guides and tools to help with every aspect of your Club's Public Image program. And new material is being added all the time!

A new People of Action video (Power in our Connections) is available to download and use at your next publicity event. There are two versions of the video—70 seconds and 30 seconds—and if you want to 'Australianise' it there is a non-voiceover version enabling you to do your own voiceover. The script to use is provided in the Brand Centre. Also new in The Brand Centre are videos based on the six areas of Focus of The Rotary Foundation (see below).

## Power in our Connections Video



## Need a Speaker?

If you have not recently had a presentation on Public Image at your club meeting, my team of Assistant Coordinators and I would be very happy to address your club members about this very important subject.

We can discuss topics such as the need to raise our public image, the importance of branding and how to create your own personalised club logos, using social media effectively, relating to (traditional) media, developing People of Action advertisements, and planning for success.

Interested? Call Gina on 0412 128 106 or email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)



GIVE TO THE CAUSE THAT MEANS THE MOST TO YOU.



Rotary Supports Education



Rotary Supports Mothers and Babies



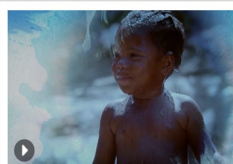
Rotary Supports Local Economies



Rotary Fights Disease



Rotary Promotes Peace



Rotary Provides Water, Sanitation and Hygiene

## BACK ISSUES

### Zone 8 Public Image Newsletter

If you missed previous issues of this newsletter, they are available on-line:

To access Issue 1 (July 2018) [Click here](#)

To access Issue 2 (September 2018) [Click here](#)

To access Issue 3 (November 2018) [Click here](#)

To access Issue 4 (January 2019) [Click here](#)

## Contact us:

This newsletter is produced bi-monthly by the Zone 8 Public Image team.

Please distribute to your friends/colleagues who may be interested in receiving a copy.

**Contributions are welcome** (maximum 300 words) plus photos. Please forward to [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)  
Mob: 0412 128 106