

Is the message getting through?

Twelve months ago, in preparation for my role as Rotary Public Image Coordinator I decided to do some research to get some basic understanding of “where we were at” as far public image is concerned. I thought that looking at Club websites would be a good way to start and to that end I looked at the websites of all 72 clubs in my own district, 9685. The results were interesting—they showed that 53% of clubs in District 9685 had website that had:

- The wrong Rotary branding—either old logos or logos that weren’t personalised with the Club name

- Old Rotary themes (some dating from 2014-15)
- Out of date information (lead storied from 12 months or more ago)
- Links that didn’t work.

My assistant coordinators advised that these results were similar in their districts

I revisited the District 9685 websites last month to see what, if anything, had changed in the past 12 months. To my pleasant surprise I found that

68% of clubs now have the correct branding on their Website home page

—a significant improvement, I believe. And only 45% of clubs needed to work on updating information within the website.

As the home pages of our websites and Facebook pages are our ‘shop fronts’ and the first port of call for many people wanting to know about our Clubs and what we do, it’s critical that the information portrayed on those pages depicts us in the manner we want to be depicted.

So, it seems that the message of the importance of correct branding is having an impact. Congratulations to all!

WALK TO END POLIO

At the District 9685 Conference held in March in Newcastle, District Governor Susan Wakefield led a group of 300 Rotarians on a 3 km walk along the Newcastle foreshore to raise awareness of Rotary’s fight to rid the world of polio.



What does your roadside sign say about your Rotary Club?



Is your Roadside sign looking worse for wear or displaying the wrong meeting information?

Then its time to replace it.

Making sure our roadside signs are in good condition and use the correct branding is an important, and easy, step we can take to help create the right impression about our Clubs, and our organisation.

The Rotary Club of Raymond Terrace's new sign (below) is a great template for Clubs to use.

If you can only afford to do one thing to raise your Club's public image this year, updating your roadside signs is the way to go!



RAISING OUR PUBLIC IMAGE

Raising our Public Image is all about Consistency and Clarity of our actions and our message.

Be diligent about BRANDING

Always use the correct Rotary logo. Our 'new' logo is simple and contemporary and with the word 'Rotary' alongside the emblem (the Rotary Wheel) it is easy for people outside of Rotary to recognise it and to begin to associate the great work we do both locally and around the world with Rotary. This is critical for our future growth.

It's important to update club merchandise to reflect the correct branding—ie roadside banners, event banners, pull-up banners, event flyers, our newsletters, our club polo shirts (should we have a Rotary uniform in Australia??) and most importantly our website and Facebook pages. Again, it's consistency and Clarity of our message!

Tell our ROTARY STORIES.

Until recently, Rotarians rarely talked about what we do—we didn't 'blow our own trumpets' (so to speak) and Rotary was often considered a well-kept secret. However with stagnating membership, but demands for our services continuing to rise, it became obvious that we needed to tell the world about the incredible work we do. This would encourage people to join us as members, support our projects either financially or through volunteering, and by financially support The Rotary Foundation—our Charity! Fortunately Rotary International has provided us with the resources to help us tell our stories in a clear and consistent way. The Brand Centre in My Rotary (www.rotary.org) has a wealth of information that clubs can access to help with telling our stories.

PLAN, PLAN, PLAN!

You all know the old adage: if you fail to plan, you plan to fail! Having a well-developed plan is critical if we are going to be successful in raising our public image. This involves having the right people with the right skills in place, and training them well. Public Image needs to be an **integral part of every event** that we run, so when we sit down to plan our events we need to also plan how we are going to maximise the public image impact of that event.

POLIO UPDATE

Polio drive suspended across country after spike in attacks & Polio tragedy- DAWN - 26-Apr-19 & DAWN Editorial " POLIO TRAGEDY"

Friends,

The events of the past week have presented enormous challenges for our END POLIO NOW campaign and I attach the following release from our campaign chairman RI Past Vice President Mike McGovern to ensure you all have full details of this most disturbing chain of events.

The news of the resignation of RI President Nominee Sushil Gupta is sad in itself and we all join in wishing Sushil a speedy return to good health.

However, news that the number of polio cases has gone from 9 to 12 – with two further known cases to be confirmed in Pakistan this week – is most disturbing in the face of recent events.

Please take time to read the lengthy but vital details within the attachment. It is obvious that the END POLIO NOW campaign is now under serious attack in Pakistan and Afghanistan by opponents who will stop at nothing to create unrest based on lies and fake news.

We will overcome these obstacles – as we have in the past – but we need support from Rotary leaders, Districts and clubs at the highest level.

Bob Aitken AM JP

RI END POLIO NOW Coordinator, Region 9, 2018/20.



Dear IPPC and Senior Rotary Officers:

This has been a tough week for Rotary and polio has also had many challenges.

Pakistan in the last two weeks has seen four polio workers killed, the federal health minister sacked, the head of the federal polio emergency operating center replaced and a propaganda campaign against the program that involved fake illnesses to fake polio vaccines that led to a hysteria that led 10s of thousands of children to needlessly go to hospitals. As the week's NID was wrapping up, the follow up quality assessments and other activities were suspended due to concern about worker safety and the general instability especially in Khyber Pakhtunkhwa (KPK). Much of this may be in the context of local elections that are due to occur next month and which always lead to troublemakers trying to show that the current government is incompetent.

Aziz has spent much of the week in Peshawar and along the border with Afghanistan. He has met with key officials, with families of the slain and has inaugurated expanded facilities on the border at Torkham to accommodate all age vaccinations. I spoke

to him an hour ago and he continues to do all that is humanly possible to help address the many situations that are ongoing.

There are conflicting reports in the media regarding a decision to suspend the NID related activities. I encourage you to google Pakistan polio and to read some of the news accounts.

There are also two new polio cases in the lab in Pakistan which will be in the official count next week. We had three new cases in Afghanistan last week which are in the official count. Thus we have gone from 9 to 12 officially with two more now known.

The next rounds are not due until after Ramadan which gives us a couple of months to regroup and strategize.

I always like to also mention some positive points but it is difficult. We did have one important environmental site this week evolve from positive to no evidence of polio. Second, Dr. Tedros will announce shortly a new polio leader in the EMRO region to replace Chris Maher who is retiring. The person he will announce has been a great leader in polio eradication who has longstanding appre-

ciation for Rotary's role.

Afghanistan also is at a bad point this week. The Taliban shut down all immunizations in their area of control. They had earlier banned house to house and now have evolved to all immunizations. Tremendous effort is now underway to reverse this action.

All is good in the AFRO region with no new wild polio cases. We do have some vaccine derived cases and they are being addressed.

So my message to Rotarians this week is to emphasize our long term progress, to highlight African progress, to indicate that we have some current challenges in Pakistan and Afghanistan which are being addressed by our Rotary leaders there and to indicate that support is needed to bring us over the finish line.

Please let me know if you have any questions.

Best regards,

Mike

Michael K. McGovern
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Think about the last time someone gave you a “word-of-mouth referral” that influenced your decision in doing something.

Maybe a friend shared their love of a new restaurant over Facebook, or your neighbour recommended their plumber of choice. Or maybe it was as simple as a friendly suggestion to come along to a Rotary club meeting all that time ago. Regardless, you probably acted on the referral, in part, because it came from someone you trust!

So, with that in mind, are you interested in helping showcase Rotary and your club, but you don’t know how?

Well, if you are passionate about Rotary like I am, I encourage you to become an ambassador for your own club and, more importantly, for Rotary.

Stand up: Be a Rotary club ambassador

Here are a few things you can do.

- Be active online and offline. Being active online means posting, commenting and sharing positive Rotary stories via social media. Being active offline means you’ll need to be able to have meaningful conversations about Rotary to anyone and everyone.
- Wear the Rotary brand. Wear the Rotary logo on your hat, or your club shirt out in public. You never know the conversations that may be sparked.
- Tweet. Share information about your club’s upcoming events; retweet Rotary International and *Rotary Down Under* tweets; and tweet about your own personal involvement with Rotary.
- Invite a friend. Next time you volunteer at one of your club service

projects or attend your club meeting, invite a friend along and/or invite them to like your club Facebook page.

- Share on Facebook. Go beyond just liking your club’s Facebook page and share posts, enabling your friends to learn about Rotary.
- Tell people. Tell your family, your work colleagues, your Facebook friends, or anyone you meet, about your involvement with Rotary.

Your support as an ambassador helps not only your club, but Rotary itself to maximise the reach and increase awareness of all the good we are doing in the world!

So, STAND UP and make yourself a Rotary ambassador.

Evan Burrell, Assistant Rotary Public Image Coordinator

SOCIAL MEDIA POINTERS FOR SUCCESS

- Use Social media to tell your Rotary Stories
- Keep Websites and Facebook pages up to date
- Be active
- Be persistent – if you haven’t posted something for weeks/months it doesn’t give a good impression of the club as an active, vibrant one
- Post little & often rather than a lot infrequently
- Schedule when your posts go ‘live’
- Engage with your audience – build up a relationship with them
- Encourage your friends to share your posts
- Respond to comments, SHARE!
- Share posts from RI and other Clubs
- Consider paying to extend your reach – your advertising dollar goes much further on social media
- Never post just text – always include a photo or video clip
- Use Facebook to promote upcoming guest speakers & club events
- Consider making a short (1 minute) video wrap-up of the guest speaker’s address and post on Facebook
- Use compelling photos
- Time your posts to maximise your exposure – typically meal times is best: 6-8am, 1-3pm, 6-8pm
- Avoid being over-zealous in tagging. Nobody likes being tagged in a post that has nothing to do with them.
- Be mindful of what you post. Does it pass the Four Way Test?

SHARING OUR ROTARY STORIES

Recognising a Local Hero



President Halyna Koscharsky, PHF Chris Lee, Mayor Carolyn Corrigan, PP Clare Stockdale who introduced Chris to the Club.

The Rotary Club of Mosman (D9685) recognised local hero, Chris Lee, with a Paul Harris Recognition at their Christmas Party last year.

Chris Lee is an engineer and economist. He has worked on construction projects in Peru, Hong Kong, Holland,

Brunei, Malaysia, Korea and New Zealand. After retiring in 2001 he trained as a volunteer for RedR – the Register of Engineers for Disaster Relief. He has undertaken a series of short humanitarian missions as an engineer and logistician - in 2009 in Kenya and Darfur; Air Transport Officer with the UN's Humanitarian Air Service in Somalia; Logistics Coordinator with Oxfam after Typhoon Ketsana in Laos in 2011; Camp Logistics Officer with UNHCR at Zaatari Syrian refugee camp in Jordan in 2013; Humanitarian Officer with the British ebola task force to Sierra Leone for 4 months in 2015; worked on a hospital in Liberia with Médecins Sans Frontières in 2017; and did water and sanitation for migrant detention centres in Libya in 2018. He also helps run courses for humanitarian workers in water and sani-

tation with RedR Australia.

In Mosman, Chris does a lot of volunteer work including the establishment and expansion of the Mosman Community Garden in Mackie Lane. He supported Geoff Cameron of Beyond Zero Emissions by making a large scale model of a thermal solar farm to show how it works. He also worked with Warren Yates of Clean Energy for Eternity. He has helped our Rotary Club set up and promote the Wheelchairs For Kids Wheelathons. He is also an active member of Impact100 which makes large donations to local charities.

In summary Chris Lee has given his time and expertise to a large number of worthy causes.

*PP Clare Stockdale
Rotary Club of Mosman D9685*

BOOKS4OUTBACK

Several years ago I was attending a RAWCS regional meeting and lamenting to someone that it was a pity Ranfurly library had closed as our club, Erina, had been collecting books and sending them overseas for many years. My colleague said he had read an article in the Newcastle newspaper re a group of volunteers from Lifeline who was collecting books and taking them to outback NSW where there were no books in most of the schools, be it pre-school, primary or secondary! I made contact with this group and a wonderful new relationship was formed.

I had been collecting books from numerous schools on the Central Coast, both primary and secondary, when I found out that most of the schools refurbished their libraries annually and threw out books no longer required. Could this be really happening when there was a need both overseas and locally?!

The Newcastle "boys" as I like to call

them decided to collect books and were given a storage shed by a local businessman and thus began Books4Outback, a non-profit organisation. The books are then sorted, boxed and transported by the group to far reaching corners of NSW and often take time out to read to the children, much to the delight of

parents and teachers. The men pay for their own fuel and accommodation and much research goes into just where and when their deliveries will take place, as the summer months are much too hot to travel long distances in the outback.

So for the last two years Erina Rotary has been collecting books from Central Coast schools, storing them and liaising with the "boys" who make regular pickups



Erina club members Monica Hart (left) and Annona Pearse with Bill from Lifeline

from our storage unit at West Gosford. Our schools are well trained in the art of choosing appropriate books and packing them in uniform boxes for easy handling and each box is marked re either Primary or Secondary. The schools in turn, receive feedback re their donation so it is definitely a "win win" situation!

*PP Monica Hart
Rotary Club of Erina D9685*

PUBLIC IMAGE—WHOSE RESPONSIBILITY IS IT?

When addressing Rotary Clubs and Districts on raising Rotary’s public image, I always state that I believe Public Image is every Rotarian’s responsibility. It’s not my responsibility as the Rotary Public Image Coordinator, or the Club’s Public Image Chair’s responsibility to raise our public image, it’s the actions of every single Rotarian that will influence how Rotary is perceived in the community. How we behave, what we say, what we do and even how we dress all determine how well we live up to our reputation as an organisation of business & professional leaders. Basic stuff - and common sense! Unfortunately, common sense is not always as common as we’d like to think. Hence the need to keep reminding all Rotarians of their responsibilities!

But what happens in the Club situation? Who is responsible for the Public Image of the Club?

This week on Facebook I noticed two posts from the same Club—both appearing on the same day. Both posts promoted activities that the Club is organising in the near future—one a fundraiser and the other a service project. The two posts had different Club logos—one the old, outdated, blue and gold Rotary wheel and the other the ‘new’ logo (**our official logo**) correctly

personalised to reflect the Club’s identity. This raised the question in my mind about whose responsibility it is to ensure that the Club’s public image is up to an acceptable standard. I realise that not all Clubs have a Public Image Director and often the person taking on the task of organising a Club event is the person who prepares the promotional material and arranges circulation. But ultimately, I believe, it is the Club President who is responsible for the information that emanates from his or her Club. **It is the President’s responsibility to ensure that the correct Rotary branding is used at all times.** Being Club President is a time-consuming role and it is not possible to personally oversee everything the Club is involved in. However, it is essential that all Rotarians in the club are aware of the need to raise our public image, how to go about it, and the importance of using the correct logo. And it is critical that the President ensures that those Rotarians who promote Club activities are familiar with the correct branding. As I keep saying, it’s **CONSISTENCY AND CLARITY** of our message that is important and that means using the correct logo at all times!

WINDOW DISPLAY IN BEECROFT SHOPPING CENTRE PROMOTES ROTARY



Three times a year Rotary Club of Beecroft gets the window in front of Woolworths in the Beecroft shopping Centre to communicate what they are doing as Rotary. Displays last for 6 weeks at a time.

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

Mob: 0412 128 106



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

DEADLINE: 31 MAY 2019



ENDING 31 MAY

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 or 0412 128 106

