

May 2020 | Vol. 16 | Rotary News

# DISTRICT 9600 NEWS

*The official newsletter of the District Governor*

**Rotary**  
District 9600



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**Together, We**

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# Together, We

## Stay Committed

We now move to a point under Covid19 where we look at when and how we get back to working together doing projects, fundraising and meetings. That is not forgetting how to do changeover. At a District level it will be a zoom changeover, date yet to be set.

I sincerely hope that when we get back to being able to do all these things in person that at least one thing will have changed so that Rotary can look a little different to their communities and invite many people to join our wonderful organization. Details re the Virtual International Convention has been sent to all clubs and this is your opportunity to attend a Convention for free and without having to travel

I would like to commend the Rotary Club of Caboolture amongst other clubs who have taken the last two months to upgrade their signage in their local communities. See separate story.

The Rotaract Club of Brisbane RiverCity continues to collect Bread Tags 4 Wheelchairs and welcomes your contribution to this worthy cause combining recycling by way of up grade in the recycle process and charity work of providing wheelchairs to those in need.

Early in this Rotary Year we were accosted by the threat and reality of effect of Bushfires. The Queensland Appeal is still receiving money as well as asking for expressions of interest on where we can support our Rural Fire Services and others who suffered loss. To date whilst we have had applications for help from families we have not received any applications for community infrastructure or for help for our fire services. Applications are still open and should be sent to DG Darryl.

Please remember to have your club's list of BlueCards etc with Mary Kearney asap

During this month we congratulated our inaugural person to be so chosen and also to be given recognition (PHF) as part of the "Janet Lawrence Peace Prize "to our Peace fellow Erika Isabel Yague. Erika's mum formed Rotary Club of Solana Moonlight, because of the generosity of Rotary's Peace Program towards her daughter. See separate story.

The General Meeting of the District to approve next year's budget for the District will occur on 12 June and your appointment of elector or proxy forms needs to be with Secretary Ian Hope by 9 June

Looking forward to catching up with everyone soon



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## Janet Lawrence Peace Prize

As Rotary Peace Fellows, we find inspiration when we take time to remember and recognize the people who support and motivate us in our work of pursuing a sustainable peace. For me, the principal person is my mom, the first woman that inspired me to live life in a way that would give back to the community. And given that May is the month of Mother's Day, I felt it doubly fitting to talk about my mom as we honor the amazing mothers or mother figures we have in our lives.

My mother lived a provincial life in the Cagayan Valley region of the Philippines. Our family had moved to the capital, Manila, because there were more opportunities for education and work. She was a full-time housewife and dedicated her life to taking care of my brother and me. She was a cook, a tutor, a friend, and gave all the support we needed as kids.

She would also do a lot of volunteer work, like serving as president of the neighborhood association and as a community-mediator in the village. She inspired my brother and me to become leaders and community-servants – which is the reason I chose the path of peacebuilding. My brother is seeking a degree in medicine to become a doctor.

### Overcoming Challenges

Of course, life wasn't always perfect. We had economic troubles as part of the struggling lower-middle-class in the Philippines. Our parents really didn't see eye-to-eye, which caused a lot of heartbreak on both sides.



**Left:** Lea Yague leads an activity with the newly formed Rotary Club of Solana Moonlight. **Right:** Erika Isabel Yague

The situation was particularly challenging for my mom, who had given up her career and didn't know where to begin again when she needed to find a job. I worked a lot with women and gender-based violence, but it was difficult seeing it in my own family. Yet, despite everything that happened, my mom continued to persevere and look for other ways to keep busy.

My mom moved back to her hometown, Solana, Cagayan, a small municipality in the Cagayan Valley Region. Among other reasons, she decided to go back to take care of her ageing mother. She initially worked in agriculture and farming, but the toll on her physically prompted her to start a small business making handicrafts and woodcarvings. I helped her with a little seed money to set up stores that she could rent out and manage. The income supported my family when I went back to school to pursue my masters in the Rotary Peace Fellowship program at the University of Queensland, Brisbane, Australia.

I would always share with my mom my experiences with my host club, the Rotary Club of Paddington, and talk about my host counselors. My mom was so interested and happy hearing about the initiatives of the club, especially the support I was getting from my counselors, who took care of me like I was their own daughter. She was so inspired that she decided to start a Rotary club in her municipality. She told me that since she had no means to support my studies, and because she was so grateful for the opportunity Rotary was providing, she felt the least she could do was give back to her community and provide opportunities for the marginalized and vulnerable.



## Chartering a new Club

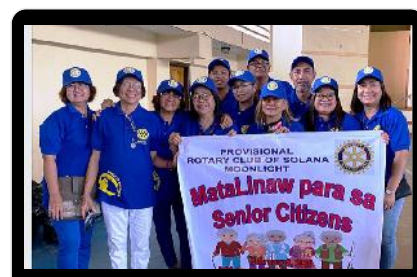
My mom established good networks in Solana, and reconnected with family and friends she had missed during her years in Manila. She was already connected with a few members of Rotary Club Citadel and gained their support to start a club in the municipality of Solana. The Rotary Club of Solana Moonlight began with 30 members and chartered in 2020

I'm proud to see what the club has accomplished so far. They have donated more than 1,000 reading glasses for senior citizens in their first month. They also initiated a COVID-19 Relief Drive for people who have lost their jobs, particularly focusing on farming communities, senior citizens, and persons living with disability. They are currently looking for more funding to do a second-round of relief operations and possibly reach out to all those affected by COVID-19 and the resulting quarantines.

The reason why I am really proud of my mom is that she showed resilience in channeling her negative feelings and experiences in her personal life into positive action by organizing the Rotary Club of Solana Moonlight. My mom's heart found healing in community work, and my now Aussie Mums have also dedicated part of their lives to support their community. All three of them have found Rotary as an avenue to give back. I'm grateful to have such inspirational and supportive mothers in my life.

## About the Author

Erika Yague is a Rotary Peace Fellow at the University of Queensland, Brisbane, Australia. She was awarded the 2020 Janet Lawrence Peace Award and a Paul Harris Fellowship in recognition of the service and commitment she has made to her classmates and community.







## Rotary Road Signage

Setting the example, our Rotary Club of Caboolture undertook during the lockdown period to update all their signage in their community.

We hope more and more Clubs realise the importance of accurate Public Relations.



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## District Directory

With "Connecting the World" coming to an end, and "Opens Opportunities" on its way, District 9600 is preparing the infamous Directory.

As you may already know, this is vital document containing the contact details of fellow Rotarians in our District.

Laura Iseppi has sent an e-mail for all upcoming presidents and secretaries as well as anyone holding a District position in 2020-21. The attachment is for you to read, sign and return to [rotarydistrict9600@gmail.com](mailto:rotarydistrict9600@gmail.com). If for some reason you have not received this e-mail, please contact Laura and let her know so that you can receive your form as well.

When submitting the form, it would be very helpful if you can return it as a single file PDF document.

In addition, District Positions and Presidents usually appear with a photo in the Directory, if you wish to share a photo of yourself with fellow Rotarians, please also attach it to the e-mail in either a PGN or JPEG format of minimum 800x600 pixels.



We are aiming to have the Directory ready by the time of Changeover in June, therefore, we require everyone's efforts to submit their forms and pictures by June 1st the latest. This is a deadline and exceptions will not be accepted as the printing will commence shortly after.

Thank you in advance for your collaboration with this matter. This will ensure we have a great communication tool for the upcoming year.

If you have ideas or suggestions on how the District Directory can be improved, this is also the moment to let Laura know.

## Our Image Matters

Continuing with RC Caboolture's PR efforts, I'd like to call attention to our Club's Facebook presence.

Most District 9600 Clubs are on Facebook. However, there are some still displaying the old, incorrect logo.

For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities.



## Rotary is a Brand

Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerningly low. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.

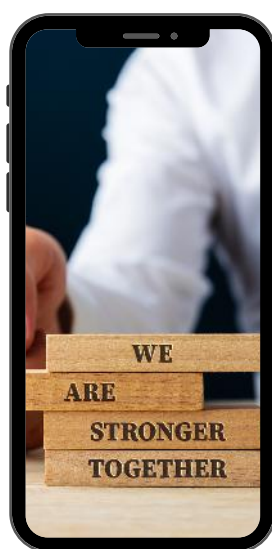
No other organization is quite like Rotary. By using our unique voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are. Together, we can show the world that we're people of action.

A brand is more than a logo. Rotary's brand is much bigger than its wheel. It's a perception: it's how others think about us, not just how we see ourselves.

When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts – it's what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications – together with a great experience – can strengthen our brand and help us engage and attract more members, donors, and partners.







**COVID-19 may have affected the way Rotaract Club's meetings occur, but not their ability to engage and service their communities!**

The Rotaract Club of Sunshine Coast ran a Bunnings Sausage sizzle and attended the ROMAC trivia prior to restrictions and continue to work towards sending technology and education to those in need through the Teacher in a Box Project. The Rotaract Club of Brisbane Rivercity helped clean up Australia and host the MND swim-a-thon prior to restrictions, and also held their Professional Development Series which had Toastmasters and Rotarians share their knowledge with the club. The club is now continuing to collect for 'Breadtags for Wheelchairs'. Honiara SI Rotaract Club helped clean up their community recently and also held a vigil for those who lost their lives at sea in Solomon Islands during Cyclone Harold. The night helped bring the community together to pay their respects.



A number of Rotaractors across the district attended the District Conference and Australian Rotaract Conference earlier this year - both fantastic opportunities to learn and network with the larger Rotary family. Róisín O'Neill - for her extensive work on the District Conference committee - was rewarded a Paul Harris Fellow by DG Darryl which was an amazing honour for not only Róisín, but the Rotaract community around her; fantastic work! If you or your club would like any information on what Rotaract is or how you might begin exploring sponsoring a club or sending young people you know to meet a club, please get in contact with me on [9600@rotaract.org.au](mailto:9600@rotaract.org.au) or 0488232151.Kim (Rotaract District Representative).



SAVE  
THE  
DATE

**NOW MORE THAN EVER,  
ROTARY CONNECTS THE WORLD:**

# **THE 2020 ROTARY VIRTUAL CONVENTION**

20-26 June 2020 | Learn more at [riconvention.org](https://riconvention.org)



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# Social Media

keeps us together while being apart



FOLLOW 'ROTARY DISTRICT 9600'  
ON FACEBOOK AND ALWAYS ADD  
#PEOPLEOFACION IN YOUR COMMENTS



Follow @district9600 on instagram  
FOR ROTARY INSPIRATION, IMAGES AND  
VIDEOS



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