

Public Image Newsletter

Connecting and Inspiring!

Volume 2 Issue 2 September 2019



President Mark Maloney visits Australia

Rotarians and friends had a rare opportunity to meet and dine with, and be inspired by, RI President Mark Daniel Maloney and his wife, Gay in Sydney and Ballarat in September.

A dinner at The Deckhouse on beautiful Sydney Harbour was held on Monday, 23rd September followed by another dinner in Ballarat on the following evening. Also present in Sydney was our RI Director, Raffael Garcia III and his wife, Minda, from the Philippines.

See report on Mark's address Page 2.



President Mark Daniel Maloney and Gay, with four Zone 8 Governors: (Daryl Iseppi, D9600; Kalma McLellan, D9685; Graeme Hooper, D9670; and Di North, D9675) at the Deckhouse on 23 September.

WORLD POLIO DAY

One Day.
One Focus:
Ending Polio
24 October

Get Ready for World Polio Day.

World Polio Day is 24th October. Mark your calendar to tune in for Rotary International's World Polio Date Online Global Update, streamed on Facebook in multiple time zones and languages around the world.

This year's program will highlight the heroes of polio eradication, with stories from polio-endemic and recently impacted areas.

Rotary clubs around the globe are hosting events to celebrate World Polio Day in their community. Get involved, host an event and register it to be counted: endpol.io/regevent.

Join the global celebration on World Polio Day by hosting an event in your community.

What is your club planning?

[Download the World Polio Day Toolkit](#)

[Find an Event](#)

[Register Your Event](#)



President Mark Maloney visits Australia



RI President Mark Maloney, an attorney from the Rotary Club of Decatur, Alabama, and his lawyer wife, Gay, were guests of a Rotary reception at the Deckhouse, Woolwich, on Monday night, 23rd September. They were on an international trip to fulfil Mark’s dream – and theme for his presidential year – of connecting the world.

“Rotary allows us to relate to each other in a meaningful way across our differences,” he said. “It connects us with people we would never have met otherwise who are more like us than we could ever have been aware. It connects us with our communities, with professionals and with people who need our help. When you connect this with the commitment and energy of Rotarians, the results are almost magical. We have the ability to turn inspiration into real and lasting change. We have that ability because of who we are and what Rotary allows us to do.”

Mark said that this year, Rotary was rolling out an action plan that expanded Rotary’s role and would bring Rotarians closer together. This had its roots in Rotary’s historical principles of “fellowship, integrity, diversity, service and leadership”. “It also recognises the value of human connection in a time when technology can actually make it harder to communicate,” he said. The

new generation had different ideas about how they would spend their time and who to spend it with. The new action plan had the capacity to bring new ideas to the forefront. If anyone had any doubts about whether Rotary could live up to its goals, he had only to point to the extraordinary success in the campaign to eradicate polio. Nobody could do that alone. But part of the new plan was to increase Rotary’s impact by returning to the model of service which included education, child care, local economic development and sustainability. There was so much more to do. “Let us seek new ways to translate our expertise to improve communities across the world.” Rotary had to expand its reach with innovations and a compassionate spirit. It was necessary to engage members to create opportunities for the next generation of Rotarians. “By making it larger and more diverse, we give people hope that the world can change for the better.”

Mark said it was necessary for Rotary to be seen and heard. “When they see our dedication, our participants are eager to go the distance with us,” he said. It was necessary at all times to ensure that leadership, for busy professional people, was not a full-time job and to respect young people who were busy building careers. But we needed to open up our conversation to diverse views. “Let us stay true to ourselves and stay ahead of change for our next 114 years.” He said

Rotary needed to connect the world with goals that Rotary shared with the United Nations. There were so many common features in the goals of Rotary and the UN, such as encouraging sustainable development.

“Rotary was there at the beginning of the United Nations,” he said. “It was there when the world pulled itself from the brink of destruction and rebuilt”. To celebrate Rotary’s enduring relationship with the UN Rotary was hosting five events involving the UN, the final celebration being at the next RI convention. Rotary could not do it alone. It could not provide universal clean water or save the entire world from hunger. But in partnership it could do wonders and had a proud legacy on which to build. With 1.2 million Rotarians across the globe, it was a force which, connecting with others could create a modern world.

Malcolm Brown, Rotary Club of Five Dock, D9675

Facebook Post from Gay Maloney

The Cruising Yacht Club of Australia, and the Rotary Club of Sydney Cove jointly sponsor a Yachting regatta each year as a fundraiser for charity. Shown in the photos: Rotary District Governor Dianne North (District 9675), an exchange student from Taiwan, and RI Director Raffy Garcia and Minda, also joined us. The celebrations included a boat tour of Sydney Harbor. September 23.



Public Image - Planning for Success

Video Clip Competition winner recognised at the ANZ Conference in Christchurch

At the recent ANZ Conference in Christchurch, Rotary Public Image Coordinator, Gina Growden congratulated the Rotary Club of Canterbury for their excellent video illustrating how their members were 'People of Action' and were 'The Inspiration' during 2018-19.

The Club's video of the 'For a Meal' project (which provides emergency food for those in need) was selected as the winning entry in the inaugural Public Image Video Clip competition.

The three finalists' videos were shown during the weekend Conference.

Janet Hay from the Rotary Club of Canterbury attended the Conference and was presented with the Winning Certificate by Gina. (pictured below).

Congratulations Rotary club of Canterbury (D9800).



I am sure some of you are familiar with the old Army adage "Plan your Work; Work your Plan; and Your Plan Will Work", but I often wonder how many clubs don't have a detailed plan for their public image activities.

I am a strong believer that Public Image needs to be an integral part of every activity we run in Rotary—at all levels of the organisation: club, district, and beyond. Too often our efforts to raise public image are at best ad hoc and at worst non-existent. **The Public Image plan should be part of the Club's (and District's) strategic plan and should be updated on an annual basis.**

Every event we run—whether it be a fundraising event or service project—presents us with an excellent opportunity to raise our public image, and it's important that we consider when planning that event, how we can maximise the exposure our Club or District receives as a result of the event.

Things to consider include:

- **Promotion of the event:** What methods are you going to use? - eg Social media, promotional flyers, advertisements in the local paper / interviews on local radio, display banners in the community. Is your branding correct? Who is going to create/produce/erect/circulate these? Who will be interviewed by the media to publicise the event? What will they say? Who sends the invitations to VIPs—politicians, District Representatives, supporters of the club/project; local media? Do you have updated information on the Club/event for distribution at the event? Is



the Club's name included in the title of the event (ie the Rotary Club of Terrigal's Annual Book Sale)? Are all Rotarians dressed in identical merchandise (polo shirts/caps/aprons)?

- **During the Event:** Who's going to set up?; who's taking photos?; Who's doing the interviews?; Is there a backdrop (ie pull up banner) with the Club's branding on it for scheduled interviews?; who looks after the VIPs? Are there videos on Rotary that can be shown during the event?
- **After the Event:** Who is writing the press release?; Who distributes them?; Who updates the Website and Facebook pages?

For a sample Rotary Club Public Image plan, contact RPIC Gina Growden on 0412 128 106 or email: gina.growden@bigpond.com

How often do you see projects/events organised by Rotary reported on Television without acknowledgement of our involvement—despite the inclusion of appropriate details of the club/Rotary in the information provided to the media?

To maximise the chance of getting the recognition that Rotary deserves, ensure that any interviews you agree to are carried out in front of a pull-up banner displaying your Club's details (and correct branding—of course!)



Zone 8 2019-20 Public Image Video Clip Competition is now open

The aim of the competition is to increase awareness of the People of Action campaign launched by Rotary International in 2017 to help clubs and districts tell their Rotary stories in a compelling and consistent way. It is hoped that by creating a video, Clubs will consciously think about their whole public image efforts and will then have a vehicle for promoting what they do in the community—through social media, through their local newspaper or television station, or at their community events.

What the Judges are looking for

The judges of the video competition are the Zone 8 Public Image team (ie Rotary Public Image Coordinator & Assistants).

In selecting the winners, the judges take special notice of involvement by club members, and how much enjoyment they have gained through participating in the video; illustration of the RI theme (ie Rotary Connects the world); the use of correct Rotary logos throughout the video; whether or not the video has been produced specifically for the competition, and the length of the video.

We encourage clubs to seek tips from professionals, but to make the video themselves.

The winning video will be shown at the ANZ Conference in Alice Springs in September 2020 and a Certificate will be presented to the successful club (if possible) during the conference.

For more information contact Rotary Public Image Coordinator, Gina Growden on gina.growden@bigpond.com or by mob: 0412 128 106.



competition guidelines

WHO CAN ENTER?

Any Rotary, Rotaract or Interact Club in Zone 8

WHAT & HOW?

Videos must be filmed in-house using i-phone, i-pad or video camera, specifically for the competition

Must be a maximum of 2 minutes

Must depict club members as "People of Action" and illustrate how Rotary 'Connects the World' during 2019-20

Must illustrate use of correct Rotary branding

Closing date for entries is 31 May 2020.

Entries should be saved to a Dropbox and the link forwarded to RPIC PDG Gina Growden via email: gina.growden@bigpond.com by 31 May 2020.

The winning entries will be shown at the 2020 Aust NZ Conference in Alice Springs in September 2020 .

MORE INFORMATION

Contact Rotary Public Image Coordinator:
PDG Gina Growden on Mob: 0412 128 106 or
Email: gina.growden@bigpond.com



Getting Your Stories Published

Why is it that some Clubs seem to always have articles published in the local paper, and others have little or no success at all? Is it because their stories are more interesting, better written or have better photos? Not necessarily—it may be as simple as the Club having a good relationship with the Editor of the local paper. Remember, journalists are busy people and they constantly need new stories to fill their column inches. They are interested in local news and events, so anything you can do to make their life easier will help in getting your story noticed.

Here are some tips to help you get your articles published.

Get to know your editor

Do your research—Invite them out for coffee—or perhaps as a guest speaker at your club, find out what type of articles they like and how they like to be contacted (ie by email or phone). Look at the style of articles published in the newspaper & try to emulate that.

It starts with the photo

- Make sure your photos are good quality, high resolution shots (10 mb is a good size—easy to send and is easy to use—can be cropped to fit available space).
- Should be sharp and colourful, and tell the story
- Show faces bigtime
- Avoid cliché shots (eg big cheque presentations). Be creative!
- Save as a jpeg and send as an attachment, not imbedded in the article

Now the article:

- Grab them with the headline
- Write ‘killer’ copy
- Most important information first followed by the body of the message and then contact details
- Use the 5 pillars: Who What Where When and Why to create your story

PAGE 18 EDUCATION 8 AUGUST 2019 SHARE WWW.COASTCOMMUNITYNEWS.COM.AU

Central Coast Grammar win Science and Engineering Challenge



Central Coast Grammar School has taken out the 2019 Central Coast Science and Engineering Challenge

Central Coast Grammar School has taken out the 2019 Central Coast Science and Engineering Challenge.

The Challenge (SEC) is a nationwide STEM outreach program presented by the University of Newcastle.

Through the SEC, students experience aspects of science and engineering which they would not usually see in their school environment.

The Central Coast SEC is coordinated by various Central Coast Rotary Clubs, with this year's event held

at St Edward's College, East Gosford, from June 25-26.

Fourteen high schools took part in this year's SEC which is open to students in Years 9 and 10.

The SEC featured eight activities designed to put student's STEM knowledge, creativity and problem-solving skills to the test, with each task's real world implications easy to recognise.

Some of the activities students competed in this year included: Confounding Communications, a code based challenge where students were tasked with sending secret messages using fibre optics rods and coloured light

pulses; Grasping at Straws, a challenge where students design and operate a bionic hand from everyday materials and where the finished product is scored on its dexterity; and, Helter Skelter Shelter, a challenge where students are tasked to construct two towers from everyday materials with their constructs put to the test under both static and seismic conditions.

Gosford Rotary Club member and 2019 Central Coast SEC Event Organiser, Barry Henwood, said the local SEC had become one of the largest joint Rotary projects in the region, with over 50 volunteers from Rotary Club's across the

Coast coming together to ensure the success of the event.

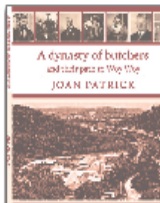
"It was an excellent two days and all Rotarians were impressed with how students applied themselves to their challenges," Henwood said.

"Central Coast Grammar School (CCGS) and Gorokan High School are this year's joint winners with Gorokan taking out day one and CCGS day two.

"Brisbane Water Secondary College and St Edwards placed second on day one and two respectively, and Tuggerah Lakes Secondary College and Terrigal High School each placed third.

CCGS had the overall better score so will move on to represent the Central Coast region at the next leg of the SEC.

Source: Media release, Jul 11 Barry Henwood, Rotary Club of Gosford Website, Jul 10 University of Newcastle, Science and Engineering Challenge



A dynasty of butchers and their path to Woy Woy

This is the story of the men and women who worked on farms, in abattoirs, and in retail butcher shops to bring meat to our tables. About early slaughterhouses, pollution of waterways, government regulations, wartime meat rations, trade union disputes and changes in slaughtering techniques and equipment - 172 pages, RRP \$50.00

ENQUIRIES AND ORDERS: www.joanpatrick.net

Follow up

- Follow up you article with an email or phone call—be persistent, but not pushy.
- Don't forget to say "Thank You" when the articles I published and give feedback—not only does this help build the relationship with the paper, but it provides valuable information that the paper is giving their readers what they want.

LET US KNOW YOUR SUCCESSES

We are interested in learning more about the articles that you have recently had published.

Send scans of published articles with the name of the newspaper, and the date published to gina.growden@bigpond.com or newspaper clippings to PO Box 296 Avoca Beach NSW 2251.

V A S L Comm Lisar on Jul challer Studen the Writ challeng write, il entira ci
 S 20 W T Hi sl shortli What compe What I writing challeng a piece what ma Henry Nguyen were l exceptio This is row Hen

TELLING YOUR STORY

The People of Action ad template is an easy way to highlight a club or district activity, but how do you develop the story to complement the image? The [Telling Your Story: 5 Questions to Answer](#) flyer can help.

When telling your story, consider:

1. What are you trying to accomplish?
2. Who is your audience?
3. How did you take action?
4. What was your impact?

What do you want your audience to do?

In addition to helping you develop your People of Action story, the flyer includes tips for creating powerful images. You can find the flyer, along with all of our People of Action materials, in the [Brand Center](#).

Write to us at rpic@rotary.org with questions.

Rotary  **PEOPLE OF ACTION**

TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

- 1 WHAT ARE YOU TRYING TO ACCOMPLISH?**
Describe the problem or challenge in your community that your club is helping to solve. How did you know it was an issue in your community?
- 2 WHO IS YOUR AUDIENCE?**
Who is your audience beyond Rotary members? What do they know about us? What do they think and feel about us? What do we want them to think and feel?
- 3 HOW DID YOU TAKE ACTION?**
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)
- 4 WHAT WAS YOUR IMPACT?**
What changes resulted from the project? How did you touch the lives of people in your community? Provide specific examples and, if possible, statistics.
- 5 WHAT DO YOU WANT YOUR AUDIENCE TO DO?**
Learn more? Support your cause? Join you at an upcoming event?

For more information download the People of Action Campaign and Style Guidelines from the Brand Center at rotary.org/brandcenter.

How to delete a doppelganger

Has someone pretended to be you or a friend of yours on Facebook? It can be a horrible experience when you realise, can't it?

But how can someone just impersonate you on Facebook, I hear you ask?

It's easier than you might think. Setting up a new Facebook account with a name the same as yours, or a very similar name, is pretty straightforward. Then, all they need to do is find a profile picture of you, go through your friends online and start posting to them or the world at large.

Of course, your close friends and family will usually spot that something isn't quite right and call out the ruse. It can be a bit of a distressing experience, though, especially if the imposter posts deliberately nasty content.

Thankfully, there are steps that can be taken to have these evil doppelgangers removed and to protect your online reputation.

Facebook provides a quick way to report accounts that you think are impersonating your own. To start the process, go to the imposter's account and click on the three dots to the right of the message box in the cover photo section at the top of their page.

A drop-down menu will appear, from which you'll need to select "Report".

A new window will appear with three options. Select "Report this Profile" and follow the onscreen instructions. Facebook will then investigate the imposter's behaviour and hopefully remove their account very quickly. It is also a good idea to change your own profile picture and check the

security settings on your account.

If you've been a victim of account impersonation on Facebook or any other social media site, then be sure to report it as quickly as possible. Let your online friends know what's happening, and not to add or interact with this new account, as it is probably a fake.

Fear not, though, these social media giants like Facebook do have safeguards against this sort of identity fakery, so don't let this turn you off from your own enjoyable experience of using social media.

The safety measures to report these fakes are there for your protection, so don't be afraid to use them.

Evan Burrell, Assistant Public Image Coordinator

Rotary's message flies on JetStar Airlines



Rotary District 9640 launched their latest Public Image campaign on 1st September with a full-page advertorial in the Jetstar Airline inflight magazine.

"This was a well planned innovative strategy to expand Rotary's reach to attract young people who are 35% of the 1.4 Million a month Jetstar passengers," said DGE Andy Rajapakse, the District 9640 Public Image Chairman. This inflight magazine was on all 2500 flights a week on JetStar Airline travelling to 14 countries in the Asia Pacific region and 34 cities across Australia during the month of September.

The editorial was written by a young professional from the newly chartered Gold Coast Passport Rotary Club, in a language that was appealing to young people. It was a catchy pitch that led to over 200 leads so far from people who had never previously heard of Rotary.

David Alexander the Chief Communications Officer of Rotary International Evanston office, who was at the Governors' Elect Training in Christchurch New Zealand last month, praised this initiative and strategy as most innovative.

ADVERTISEMENT

THIS JUST IN



Far East fusion
 > The love child of celebrated chefs Chase Kojima and Victor Liang, new restaurant Chuuka offers a confluence of Chinese and Japanese flavours in a hip industrial space on a historic wharf in Sydney's Pyrmont. Expect creative dishes such as bang bang chicken with yuzu kosho and Wagyu short rib with carrot kimchi. Wash it down with cocktails and end with innovative desserts – Japanese purple yam ice-cream, anyone? chuuka.com.au



Up, up and...
 > Away is the luggage brand you never knew you needed. Designed for the modern traveller, the range of suitcases, duffel bags, backpacks and travel accessories combines functional features – think hidden laundry bags and an ejectable battery for on-the-go phone charging – with sleek, stylish finishes. Some pieces come with a lifetime guarantee too. awaytravel.com

7

THINGS YOU DIDN'T KNOW

about the world's largest travel society...



JACOB KAY (AGE: 25)
MEMBERSHIP CHAIR

12 countries travelled
 It's a place to land. You'll connect with the brilliant social network that is Rotary as soon as you hit the ground, making it easy to talk to the kinds of people you want to talk to about the things you want to talk about.

100%
chance of creating positive impact



Rotary is in **more countries than McDonald's**



CANDICE OLIVIER (AGE: 28)
CLUB PRESIDENT

19 countries travelled
 Gold Coast Passport Rotary Club connects the heart-centred travellers of the world with like-minded people and projects globally. We're giving people the chance to create change and to do so easily.

Just like your pet rock IT DEMANDS VERY LITTLE OF YOU

With **1.2M members**
 it's the world's largest non-political, non-religious organisation (aka family)

Wherever you go, for however long, carry the passport that connects you to the world.
www.passportrotarygc.club

INCLUDES FULLY COMPREHENSIVE TRAVEL INSURANCE
for you & your partner (seriously)



The Rotary App offers more opportunities for collective good than your nan's winter soup



JAYDE PURNELL (AGE: 27)
CREATIVE CONTENT

26 countries travelled
 Remember that disaster relief work you whole-heartedly intended to do? Or that school you planned on helping to build? Well, Rotary is how you do it without the legwork and price tag.

35,930 destinations across **200+ countries**
 Drop by & help out whenever it suits you



JOIN THE FAMILY GOLD COAST PASSPORT ROTARY CLUB

TIPS TO CORRECTLY USE ROTARY LOGOS

Full Color Masterbrand Signature Logo
for light & white backgrounds



Use a **Monochromatic Version of Masterbrand Logo** when needed
(Azure - White -Black)

Download the **.png files for TRANSPARENT versions (no backgrounds)**



Mark Of Excellence Rules

- Must also use the Masterbrand Signature Logo nearby
- Do Not Use it Alone
- Use it whole not cropped
- Mark of Excellence should be at least 4 times the size of the wheel in the nearby Masterbrand Signature Logo.
- Avoid Overuse - Use for Impact



Created by: 5870 Central Texas PR Team

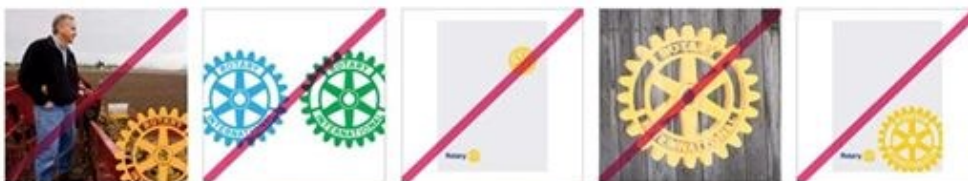
INCORRECT LOGO USE

Masterbrand signature



Use the masterbrand signature on a background that has sufficient contrast. Use a two-color masterbrand signature when printing in full color. Keep the masterbrand signature clear of outlines, special effects, or other graphic elements. Keep the masterbrand signature free of a holding shape and use the correct spacing. Keep all elements undistorted and in the right order.

Mark of excellence



Keep the mark of excellence whole -- never cropped. Use Rotary colors specified on page 15 for the mark of excellence. Size the mark of excellence correctly when using it with the logo, as shown on page 13. Make sure the mark of excellence is completely legible. Place the mark of excellence away from the logo.

INCORRECT LOGOS



Making the Most of our Opportunities to Promote Rotary

Does your Rotary Club's signature project bear your Club name?

How often do you see advertising flyers for events run by Rotary Clubs that have no recognition of the Club's name in the title of the event? Here on the Central Coast (where I live) we have The Century Challenge, Opera in the Arboretum, SOKS (Save our Kids from Suicide) - to name just three—all highly successful events involving many people outside of Rotary which all fall short on one important thing that would help raise our public image—naming Rotary as the prime organiser of the event.

Each of these events is widely promoted before, during and after it is held via social media, traditional media and strategically place banners. Think how much more effective it would be if the event name was changed to include the Club's

name and Rotary's logo (personalised, of course) was displayed prominently alongside the event name.

A supporter (and participant) of a fun run organised by another Rotary Club in my District (which didn't include the Club's name in it's title) was asked at the end of the event how he enjoyed it. He was very enthusiastic about the race and very complimentary about the organisation of it, but when asked if he knew who organised it, **didn't have a clue!**

Just think of the major sporting events run in Australia: The Emeritus Melbourne Cup, The Huawei Australian Open, The Hyundai A-League, The Telstra Premiership of the Australia Rugby League. Each of these events promotes the sponsor's name (and logo) at every opportunity.

It's time Rotary followed suit!

Spotted recently..... Are your banners in need of updating? This one may be a template for you to consider.



If it's good enough for Royalty ...

Notice the Rotary pin on Prince Charles?



Be like Prince Charles and wear your Rotary lapel pin!

TRAIN RIDE TO END POLIO - OCTOBER 24

This is a great opportunity for all Rotarians to ride together on the train for a time of their own determination as a fellowship activity and mix with Rotarians from other Clubs in the Greater Sydney area.



TOGETHER, WE

END POLIO

Rotary PEOPLE OF ACTION

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 (approx. 300 words) plus photos. Please forward to: gina.growden@bigpond.com

Mob: 0412 128 106