



## DG Highlights, April, 2015

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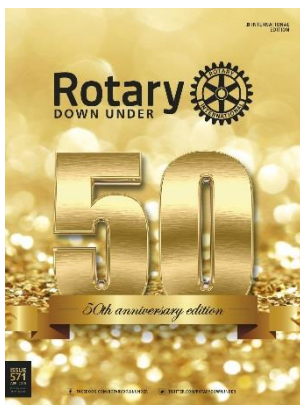
[Karen McCarthy](#) (If you have any comments or questions, please contact the editor)

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### Upcoming Events



From next Rotary year, April will be celebrated as "Maternal and Child Welfare" month, but this year, for the last time, we'll celebrate April as "Magazine Month" - a time to focus on the importance of the tools we use to get our message out to our members as well as to the general public. This month also coincides with the fiftieth Anniversary issue of "Rotary Down Under", our official

Australian Rotary members magazine that first came out in 1965, and I expect that most of you will have already seen the impressive "gold themed" front cover. Inside that magazine, you will find a number of interesting articles on the early history of RDU, but if you want a shorter article on how it came into being, try this:

<http://www.rotarydistrict9800.org.au/news/3250/rotary-magazine-month>

Magazines and traditional bulletins are still key communication tools for Rotary, but some would argue that their days are numbered. Only a few Districts and clubs still print newsletters, preferring to use the cheaper and more environmentally friendly method of email delivery. But even emailed newsletters are being replaced. A number of clubs are using Facebook as the main vehicle for communication with members. Others are exploring tools like Twitter, Instagram and text messages to keep members informed. Whatever the method of delivery, research seems to suggest that only a relatively small percentage of members actually take the time to read a District magazine like this, and only a slightly larger percentage read club bulletins. And it is understandable. Almost all of us can appreciate what it is like to feel overwhelmed by the sheer volume of information that demands our attention in today's world. In days gone by, we might get three or four letters on a busy day. And we might write two or three replies. It would take us some time to gather the writing materials for those replies, and then find the stamps and get the envelopes down to the nearest post box - and we wouldn't expect a reply to those letters for a week or so. Now, we might get dozens of contacts in a day, and most of them expect a response in an hour or two! So, of course we feel overwhelmed and our Rotary magazines, newsletters and bulletins can easily get ignored. And yet, as an organization, we must persevere because we absolutely rely on our communication tools to mobilize and motivate our members to continue to do

[Ride the Bellarine](#)

Eastern Gardens

Apr 19, 2015

[Learn, Plan, Lead - District  
L&D Assembly](#)

Stawell Secondary College

May 03, 2015

9:30 AM – 3:30 PM

[Southern District Shine on  
Awards](#)

The Highland Society

May 24, 2015

good in the world, and to publicly express our appreciation for the work that is done. What I suspect we must do as an organization is to get smarter with the way we communicate. Administration bodies of clubs, committees and districts could form a "pact" with their members and agree to make limited contact at limited times with only information that is deemed essential. The members, for their part of "the pact", would agree to look out for, check and read those limited contacts when they arrived. What do you think? How can Rotary best communicate with its members?

Finally, we are continuing to adjust to this new format of our District newsletter - in this issue, we're exploring the use of the "Read More" links. We present the basics of each story here, and then provide an online link for more detail. This reduces the overall size of the newsletter whilst providing a way for those who are interested to get more information. How does it work for you?

## Conference 2015 Report



Well, after two and a half years of planning, our 2015 District Conference has been and gone. 390 people registered for the event, with around 340 people attending the "Touch of Tartan" Dinner on the Saturday night. As members of the Conference Planning team, we were delighted that almost everything went "as planned" over the week-end, and we have been very encouraged by many positive responses received by email and snail mail since then. We would like to thank every District Rotarian who made the effort to "Take the Journey" to Maryborough, and we trust that participants have gone home feeling informed and inspired, and savoring many moments of fun. We especially congratulate and thank



members of Maryborough Rotary and other Group 7 clubs for their significant efforts over many months and particularly in the days leading up to the event in setting up the two halls in readiness for the Conference. We also express our appreciation to the large number of local sponsors that enabled us to keep costs to a reasonable level whilst procuring top rate speakers, good food and effective audio visual support for the event. Finally, we thank each and every person from speakers, caterers, registration clerks, comperes, ushers, aides, AV operators, House of Friendship stall organizers, car park attendants, to toilet cleaners etc. etc. for their great efforts in ensuring that the event went well. Check out the great video by PP Tony Stewart on our District website and click the "Read more" link for some photographs and a special DVD offer! (District 9780 Conference Committee) Thanks to the efforts of PP Tony Stewart, we now have a collection of eight well produced DVD's of the key speakers and events of the conference. We are happy to make



these discs available to members of the District for the cost of their production (and postage) and maybe a donation to the Rotary Foundation. However, before we decide on a suggested cost, we need to know how many people would be interested in this package. If it is less than ten, we can produce them ourselves, but if we have a demand for 20 or more, we would need to get them commercially produced and that could affect the price we charge. If you would be prepared to pay around \$60 for the complete set of videos sent to your home, please send an email to Secretary Derrick by the end of April and we'll decide which way to go.



## Just For Fun Ideas - April



This month, we continue our series of possible ideas for "fun events" on or close to the special days coming up in the next month or so. Remember that we would like to see photos of your fun events so we can share them with others in this segment. To the right is one fun event close to our hearts as the members of the Rotary Club of Casterton enjoy their Rock Dance at the Casterton hall.

On another matter, since the hilariously memorable session by Patricia Cameron Hill and Dr Shayne Yates at our Conference, the District

has been subscribing to their "Friday Funnies" - a mail-out of jokes suitable for mixed company at Rotary meetings. If you want a huge source of great jokes, visit their website at:

<http://www.chy.com.au/instant.html#funnies>

Go to [www.daysoftheyear.com](http://www.daysoftheyear.com) to find a complete list of special days. Here's a sample collection with some ideas for fun events in May. May 4th - Star Wars Day: See how many members can remember a quote from one of the original Star Wars movies, maybe watch a very short segment of the movie, freeze the DVD and members have to guess what happens next, have members share if and when they saw the movies and who they were with May 7th - Leg of Lamb Day: A great opportunity for a Lamb Roast meal with Mint sauce May 8th - Iris Day: Present an Iris to a female member or a partner for their contribution to the club May 12th - Limerick Day: A limerick competition? May 21st - One Day without Shoes Day: Well maybe not a day, but how about a meeting with no shoes? Maybe provide some air deodorant?! May 23rd - Turtle Day: Can any member bring a turtle to Rotary and share the vale of turtles to the balance of nature - if the age group is right, maybe some music from the "Turtles" e.g. "Happy Together" May 26th - Blueberry Cheesecake Day: There's your sweets taken care of, and/or maybe a voting competition for the member who can make the most popular Blueberry Cheesecake May 27th - Cellophane Tape Day: How about a competition for the most unusual use of Cellophane tape, or members share moment when stick tape got them out of a fix May 28th - Amnesty Day: Have someone to speak about Amnesty and maybe the club could make a donation May 30th - Neighbour Day: Have members share stories of the most unusual neighbour they ever had, or the most neighbourly act they've ever experienced.

## Working Smarter Not Harder April

This seems to be the season of planning for our next Rotary year, so we thought we would share with you a "quick and dirty" system for preparing some working strategic plans for your Rotary club. This method doesn't require experts in planning, but it does require at least one person to drive the process in your club, one person to "MC" the planning event (who can be the same person) and a couple of people to collate information and type up the plans and goals at the end (one of whom can also do the other two jobs). This system is not recommended over any of the existing options available to clubs such as "Club Visioning", but it is a simplified option for those clubs that want to do some planning and don't know where to start. Templates are available for all the stages of this process. The system culminates in a planning event that could take between two and three hours of participants' time.

**STEP ONE - REVIEW OF ANY PREVIOUS PLANS:** If the club has already been involved in a planning process that has produced some goals, a report needs to be produced and distributed to all club members that outlines the goals that **HAVE BEEN ACHIEVED**, the goals that have been **PARTLY ACHIEVED**, those goals that are **YET TO BE ADDRESSED** but which are still deemed to be worthwhile, and those goals that have been **ABANDONED** because they are no longer deemed to

be relevant or worth the effort. If this is the first planning exercise of the club, this first step can be omitted.

**STEP TWO - ESTABLISH THE FOCUS AREAS OF THE PLANNING PROCESS:** A small group needs to establish what areas of club life are to be addressed in the plan. These should ideally relate to priorities of Rotary in general and to the current structure of your club committees. Here is a suggested list of Focus Areas that should work for most Rotary clubs. 1. Board Issues: Vision, Mission, Philosophy, Planning, Club Structure, Communication to/between members / 2. Membership: Retention, Morale, Learning & Development and Leadership Goals / 3. Rotary Foundation: Planned giving, Polio, Grants Goals / 4. Public Relations: Web Site, Facebook Goals / 5. Club administration: club service, fun activities, member duties, program, procedures / 6. International Service Projects Goals / 7. Vocational Service Projects Goals / 8. Youth Service Projects Goals / 9. Community Service Projects Goals / 10. Fund Raising Activities.

**STEP THREE - SURVEY OF MEMBERS ABOUT WHAT HAS OR HAS NOT BEEN WORKING WELL:** If members are going to "own" the club plans, they need to have some direct input, and a survey is a key tool to enable this input. The simplest and easiest to understand survey is simply to ask members what they believe has been working well in the club in each of the Focus areas and should be retained, and what needs some modifications or should be let go. The survey instructions could simply say: "In all or some of the following Focus areas, list BRIEFLY what has been working well, and any things you believe need to be changed." Such a survey form is easy to make, but the collating might take a little time - although it's not hard to do. The collating team reads the survey sheets and lists each of the issues mentioned in a summarized form. They place ticks above ideas that have already been mentioned in previous forms, so at the end, they can write a report that says things like: "12 members (30%) want the club to have more social activities" and 6 more want "more fun" etc. etc. In their collating, the team must, of course, not mention any names of members, or phrases that imply a pointed criticism of particular individuals. This survey needs to be completed and collated in time for a report to go to members at least a fortnight before the planning event and a week before the Invitation letter goes to members.

**STEP FOUR - INVITATION LETTER WITH PRIOR PREPARATION FOR PARTICIPANTS:** To keep the Planning event as brief as possible, and to enable members to do some private thinking about the issues, an email or letter is sent/given to members inviting them to attend a planning event and to do some reading and thinking beforehand. The reading might include Rotary International's latest Strategic goals summary (available on the web), the incoming RI President's "Presidential Citation" sheet which is always a summary of current best practice in Rotary, the Report on any previous Strategic plans in the club - if applicable, and the summary of the club survey results. The letter would also include an invitation for each member to complete a "vision" statement for the club in all or some of the Focus areas and have it returned a week before the planning event. The form would simply ask:

**As I reflect on how/where I would like our Club to be in three years' time, in the area of...**

**1. Board Issues, Vision, Mission, Philosophy, Planning, Club Structure, Communication to/between members I see...**

To assist the format, some sample answers would be provided e.g. I see the club providing regular reports of Board decisions to members soon after each Board meeting etc.

Once collected, these responses would then be summarized onto butcher's paper by the collating team with separate sheets being used for each Focus area. These summaries would be displayed around the wall as participants entered the planning event.

**STEP FIVE - THE PLANNING EVENT:**

**Session Part 1: Reminder of Input**

A brief reminder of the journey so far including the input sent to participants as prior preparation, and the results of the Participation Reflection Activity displayed around the room (15mins)

**Session Part 2: Quick Group Brainstorm**

Participants to quickly add items to the existing sheets through group brainstorming - 3 mins per focus area (30mins)

**Session Part 3: Voting with Dots**

Participants are given 20 sticky dots to stick beside their two most important vision statements on the butcher's paper sheets in each of the ten areas (20mins)

**Session Part 4: Groups Produce General Aims**

Participants then move into ten separate groups. Each group is given the butcher's paper vision statements in one of the key areas – complete with their sticky dots. The group is asked to frame a set of general Club

aims for their allocated focus area to be in place in three years, and based on the dot priorities and group members' understanding of the prior preparation documents (50 mins)

**Session Part 5: Plenary Reports**

Each group is given four minutes to present their set of general aims to the whole group. (45mins)

**Session Part 6: Conclusion**

The event concludes with general discussion to fine tune or clarify any of the aims, and thanks to all for their participation. (15mins)

**STEP SIX - THE REPORTING PROCESS**

The sets of goals are documented as, for example, "Club Strategic Plans for 2015-2017" and circulated to all Club Members. Club Committees are charged to use relevant aims as a starting point for their own more specific annual goals before the start of the next Rotary year. After one year, the goals are reviewed at the Board meeting and updated for the coming year. After three years the process starts again.

**Suggested Format for the Reports**

**CLUB STRATEGIC PLANS FOR 2015-2017 Ver. 1.00 (2015-04-13)**

(COLOUR KEY: Green - Goal completed/ Orange - Goal underway/ partly completed/ No colour – Not underway yet)

What (do we want to do)	How (to do it) - Steps	Who (Drives it)	When (we aim to do it)
<b>Public Relations, Web Site, Facebook Goals</b>			
1. Set up a club Facebook page with at least 3 to 4 posts per week	<ul style="list-style-type: none"> <li>Ask Tom's daughter, Suzanne to set up page</li> <li>Ask Suzanne and Ali to monitor page each week</li> </ul>	PR Chair PR Chair	Set up By July 2015 and 3 -4 posts every week so far
2. Educate club members to effectively use information on the Club website	<ul style="list-style-type: none"> <li>articles in club bulletin</li> <li>workshop at club</li> </ul>	PR Chair District PR Rep.	Workshop planned for August 26th meeting

**Aquabox Update - April**

Aquabox has been busy over the last month deploying boxes to Vanuatu. Your generous donations have been very much appreciated. My thanks to those clubs that have informed me that they are still intending to donate before the end of this Rotary year. (Meryl James)

**Ride the Bellarine - Sunday April 19**



The inaugural Ride The Bellarine Cycling event is on Sunday April 19. It will cover the beautiful Bellarine Peninsula through rolling hills, past wineries & alongside pristine beaches. Everyone is welcome to join in the fun, so Register now at [www.ridethebellarine.com](http://www.ridethebellarine.com). Your pedal power will help our District Clubs to raise much needed funds to support The Rotary Foundation's End Polio Now Campaign. These funds will be matched 3 to 1 for every dollar raised, by The Bill & Melinda Gates Foundation. If you are not able to join in the Ride, but would like to sponsor

others who are riding please contact your local Rotary Club or email [rotarydistrict9780@gmail.com](mailto:rotarydistrict9780@gmail.com)

## District Website Update

Very soon, the clubrunner URL or address of the District web site will be changed. Therefore if you have it saved anywhere in your computer shortcuts or contacts, you will need to change it to this address based on our District domain name: [www.rotary9780.org](http://www.rotary9780.org)

Please save this version of our address in your contacts or as a favorite for future use.

## Youth Exchange Students On the Move



Our Youth Exchange students have been On the Move - Our Inbound students have just set off on their much anticipated "Safari" and by now are well into the Centre of Australia. As I write, we have just learned that most of them got to climb Uluru before the weather prevented further access. The photo shows them at Horsham, just before they set off on their journey. The other photo shows one of our Outbound students "on the move" up the Rotary hierarchy - Sami Gravener is shown having a chat with International President, Gary Huang, and presenting him with the Ocean Grove Club banner.



She was at the (very fancy) Hotel Imperial in Annecy in the Alps region of France on April 7th. The function included a dinner with some music and the President gave a speech. Sami was most interested in what the President had to say. She said that he was a great speaker and that his main focus was on youth development, making rotary meetings fun (something Sami believes Australia is very good at) and the hope that rotary would become more inclusive of families and women...and not so male dominated.

## Public Relation Pointers



### GRABBING AN EDITOR'S ATTENTION

Media releases are an important way of getting your message out to your community. However, newspapers receive many more media releases than they can ever publish so yours must catch the editor's attention. Make sure your media release subject matter is timely and will resonate with the readership. For example, a media release about polio vaccinations in Africa has little chance of publication in your local paper. If your story features a polio survivor in your community with his/her photo, and you submitted it in time to be published on World Polio Day, then it has more chance of publication.

Here's a few tips to give your media release the best possible chance of being published.

1. Clearly mark it MEDIA RELEASE, and include your Club name and a contact person.
2. Keep it short – never, ever more than one page. Between 100 and 200 words has a good chance of getting published.
3. Always submit one or two quality digital images to enhance your story
4. Write in the style of the newspaper, rather than a corporate or fiction style.
5. Make your first paragraph light and bright, and a summary of your entire story.
6. Structure your story in descending order of importance – to the reader.
7. Keep your sentence length to 25 words or less.
8. One sentence per paragraph.

9. Always include a short quote, at the fourth paragraph, that supports your story. It's OK to email your media release and digital images to the newspaper.

### Rotary Success Conference - September 5-6



Register now at: <http://www.rotaryd9710.org.au/success-conference/registration.html>

Rotary Success Conference is ready. Are you?

Everything is in place for the Rotary Success Conference on 5 – 6 September 2015.

Who should be attending? All Rotary Leaders, Presidents and Presidents Elect, PR Chairs, Membership Chairs and Future Rotary Leaders and Rotarians who want to be involved in the continuing success of Rotary in Australia. At this conference you will be able to participate in breakout sessions on various topics such as Membership Retention, Membership Recruitment and Extension, Diversity in Rotary, Flexibility and Innovative Clubs in the Future, Leadership, Public Image and Media, and more.

### May - Australian Rotary Health Month



Australian Rotary Health month is fast approaching in May. ARH Media and Communications manager has sent us some helpful links and "Did you know?" that were written by Colin Thorniley (ARH Director)...

Australian Rotary Health (formerly Australian Rotary Health Research Fund) was established by Rotary in Victoria in 1981 after a Rotary member, Ian Scott (a member of the Rotary Club of Mornington), heard a plea on the radio for help to research Cot Death. It quickly became a project supported by all Rotary Districts throughout Australia with 90% of clubs throughout Australia making a contribution. By 1985 funds were made available for a number of research projects into Cot Death (also known as SIDS) and as a result of this research it was found that one of the contributing factors was sleeping babies in the prone position. After a great deal of publicity of the findings of this research mothers changed the sleeping position of their babies and the number of Cot Deaths in

Australia had reduced from 500 per year prior to the research to just over 100 in the late 90's.



## Disaster Aid Australia - News Update



Disaster Aid Australia has been working tirelessly in Vanuatu along with local Rotary Clubs and an NGO (ProMedical). Their team consists of 2 members who are rotated to keep them fresh. This team consists of one from Australia and one from the USA. Information on the aid given and donations are inside, so come and take a peek...



Pictured left from Left to Right are Wayne Beaumier, former PM Barak Sope and Dianne Holland. Barak has been invaluable with providing local knowledge and contacts since Cyclone Pam. Whilst Dianne and Wayne return home in April, Barak will be there to provide the same help to the new DART's when they arrive. DART's provide vital assistance with providing Disaster Aid boxes, providing potable drinking water and helping with the disbursements of donated funds. Working alongside Local Rotarians, and NGO (ProMedical) and others they will be there for the long haul, helping rebuild communities ... and lives.

**AN IMPORTANT NOTE ABOUT DONATIONS TO DISASTER AID AUSTRALIA** Donations that will provide aid following the devastation caused by Cyclone Pam will be transferred to ProMedical, overseen by the Rotary Club of Port Vila, and disbursed only with the approval of Disaster Aid International. We are using Facebook increasingly for updates etc. so please, find us on Facebook to learn more about what we are doing and where, and our needs. Please go to: <https://www.facebook.com/disasteraidaustralia>.

## Mother's Day Classic - RC of Wendouree Breakfast & Alfredton



On Wednesday the 25th of March, the Rotary Clubs of Wendouree Breakfast and Alfredton were encouraged to wear a touch of pink after deciding to get behind this year's Mother's Day Classic. This year it is being held on the 10th of May. The Rotary Clubs of Wendouree Breakfast and Alfredton are getting behind this year's Mother's Day Classic which will be held in over 90 regions nationally. Ballarat will feature as a major event this year. The event has been held in Ballarat since 2009 with over \$200,000 being raised for Breast Cancer Research. Last year over 2400 participated in the 6km or 12m fun run/walk. The Clubs have formed a committee and are working closely

with the Breast Cancer Research team to ensure the event runs smoothly and continues to be successful. This morning, the Rotary Club of Wendouree Breakfast welcomed Allyce Taylor, Regional



Events Coordinator, Women in Super Mother's Day Classic to their meeting. All members were encouraged to wear a touch of pink, and they did. Eight members of the Alfredton Club also attended. Allyce advised that she was very pleased to have the support of Rotary for this year's event in Ballarat. The committee are working tirelessly to ensure it comes together. Both clubs are promoting the event through their Rotary Facebook pages, websites, and individual social media contacts. This will ensure the message is getting out to as many people as possible. The media are also assisting with articles. Registrations and donations are

now being taken through the website at [www.mothersdayclassic.com.au](http://www.mothersdayclassic.com.au)

## Rotary Foundation Scholarships

The Rotary Foundation and UNESCO-IWE (Institute for Water Education) are working together to tackle the world's water and sanitation crisis.

Scholarships are being offered for graduate students. This brings a greater working relationship between both Rotarians and professionals in this valuable area. The partnership aims to increase the number of trained professionals who can devise, plan, and implement water and sanitation solutions in developing areas. The scholarships also are designed to promote long-term productive relationships between Rotarians and skilled water and sanitation professionals in their communities. Scholarship applications, for studies in 2015-17, can be submitted online.

Please go to [www.rotary.org](http://www.rotary.org) for an overview and more details. Search for Rotary Foundation Scholarships. Additional information also is available in the application tool kit, the club/district application and scholarship terms and conditions. Applications are due by **15 June** (an extension from the original deadline of 15 May). If you have questions or concerns, please contact [grants@rotary.org](mailto:grants@rotary.org).

## RED 25 Challenge



Sign up to Red25 and make your donation of blood count towards your our District 9780 tally. Red25 is a movement supported by many businesses, schools, community groups and government departments. The more donations, the greater the opportunity for our District members to be recognised for their support and lifesaving contribution towards 25% of Australia's blood supply. Any Rotarian that is donating blood, plasma or platelets can join this challenge. Those who are not already donors can still join - they just need to pop into a donor centre or ring 131495 to find out if they are eligible to become a donor. Some medications do not necessarily exclude you from donating, but please ring the Blood Bank to enquire if your medications allow you to join in. Below is the link to join in the challenge if you are a registered donor because you need your donor ID for the form.

<http://www.donateblood.com.au/who-can-give/red25>

Not only do you help someone else when you donate, but you also keep an eye on your own health with vital information recorded for both the bloodbank and a record for yourself to keep.

## District Directory- Change of Details

Please note the following Changes to our Directory:

Anton Van Doornik, new email address: [doornik16@gmail.com](mailto:doornik16@gmail.com)

AG Marg Robinson - new email address: [marg.213@bigpond.com](mailto:marg.213@bigpond.com)

Change of Venue:

Rotary Club of Queenscliff have changed their meeting place to:

Queenscliff Bowling Club (downstairs)

King St, Queenscliff.

and have a new website address: [www.queenscliffrotary.org.au](http://www.queenscliffrotary.org.au)

