

# PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 3 Issue 5, March 2021



## Close, but not there yet!

With just over three months remaining before I hand over the Public Image Coordinator (RPIC) reins to PDG Sarita McLean I've begun to reflect on my role as the Zone 8 RPIC and to try to determine what, if anything, I have achieved over the past (almost) three years. It has been an honour and a privilege to have served as a Rotary International Regional Leader in our Zone, and despite my husband referring to me as the 'most despised person in Rotary in Australia' due to my pushing of compliant branding at every opportunity, I have immensely enjoyed the experience and am sincerely grateful to everyone who has taken on board my suggestions and recommendations.

I have always believed that the role of the Public Image Coordinator team has been to support and inform—not to run public image events (even if we had the budget to do so!)—but to assist clubs in whatever way we can if and when they needed help in establishing and Public Image Plan, or running an event in their local community.

My approach has always been a 'back to basics' one with the view that we first fix the easy (and less-costly) things before attempting the larger, more expensive ones. Hence my emphasis on getting our branding right. Creating a compliant logo for a website, Social media page or event flyer costs nothing and is very easy to do, but goes a long way towards

creating the public image we desire. I'm delighted that eight years after the introduction of the 'new' logo most clubs now use the gold wheel on their publicity material—even if not all use it in a 100% compliant way! It's a step in the right direction—close, but not there yet!

However, I am disappointed that it has taken so long for some clubs to replace old, outdated banners and other club merchandise (polo shirts?)—particularly when those clubs are the large ones in capital cities!. I often see (as recently as last week) photos on Facebook or Blogs with Rotarians and friends gathering around a pull-up banner displaying the old blue and gold logo. Is it too much to ask the club invests \$145.00 for a new one? Surely after 8 years, the information on them is out of date anyway! And is the Conference Chair unaware that signage displayed at his/her event is not quite correct (as I've noticed on a couple of occasions)? Or has the Governor failed in ensuring that everything is as it should be?

I've always said that raising our public image is dependant on all clubs 'speaking in one voice' - ie being clear and consistent in how they market themselves—displaying the correct logo at all times is vital for us to achieve this.

It's also imperative that District and Club leaders take a stance on branding and

commit to refusing to Comment, Like, Share (on social media) or publish in their club and district newsletters any photo or graphic that does not display a compliant logo. It is only through doing this that the message that 'near enough is good enough' doesn't jell anymore will get through. I was very pleased to learn this week from the Chair of RDU, PRID Noel Trevaskis, that the Board of RDU **has passed a resolution to not publish in future editions of the magazine any photo or article from any Rotary Club or Rotarian that does not display a compliant logo.** I ask that all District and Club leaders do likewise. After all, having a strong public image benefits all of us, so it's important that we all contribute to this.

I know Rotarians are volunteers and many clubs have limited resources as far as computer design skills or available funds are concerned, but I find it hard to accept that many Rotarians don't know - or don't care— that their branding is not 100% compliant. After all, there are plenty of resources available, about how to do it correctly, and all you need to do is ASK!

With three months to go, I ask that all Rotarians make a concerted effort to ensure we have 100% compliancy by the time Sarita takes over on 1st July.

**PDG Gina Growden Zone 8 RPIC 2018-2021**

# Happy Anniversary!



Thanks to the generosity of Fantastic Aussie Tours in Katoomba, Rotary District 9685 now has a moving billboard to help promote the Centenary of Rotary in Australia and New Zealand.

The Big Red Bus will be moving around the District soon and will be available for Clubs wishing to promote their centenary celebratory project(s). It is a 'working unit' and will be on the road between mid March and the end of June when not on school runs or group tours. Clubs in District 9685 and 9675 wanting the bus to visit their Centenary project should contact Lucien Keegel from the Rotary E-Club of Greater Sydney on [lskeegel@bigpond.com](mailto:lskeegel@bigpond.com).



## Centenary of Rotary—Make Sure your Branding is Correct!



With the wonderful milestone of the Centenary of Rotary in Australia and New

Zealand fast approaching it is important that we all pay close attention to how we are branding our special events to commemorate this momentous occasion.

The Centenary of Rotary presents a great opportunity for us to raise our public image as there are numerous exciting events being planned which will create huge media and public interest. By branding our events in a clear and consistent (and compliant) way we will have the greatest chance of achieving this goal.

This is particularly important as clubs are erecting plaques, peace poles, Rotary gardens, and many other permanent fixtures in their local communities to signify the huge impact that Rotary has made 'Down Under' over the past 100 years. It would be very unfortunate if the signage attached to such

fixtures was not compliant with Rotary International's guidelines – not only because of the missed opportunity of strengthening our brand, but because it would be a permanent reminder that we 'got it wrong'.

I was recently dismayed to learn of a club that erected a climbing structure in a local children's playground and proudly adorned it with the old blue and gold Rotary wheel – seven years after the 'new' Rotary logo was introduced! What a wasted opportunity to give a consistent and clear message to the community!

The only way we are going to be a strong, vibrant organisation in another hundred years is by working together to ensure we brand all our events correctly. Raising our public image and maintaining it at a desired level benefits all of us and is vital for our ongoing survival.

The Public Image team is here to help. Please ASK if you need assistance in designing a club logo or ensuring your branding is correct.

# Commemorating a Centenary of Rotary in Australia

It's official. The book to mark the centenary of Rotary in Australia - 'HUMANITY IN ACTION: Celebrating 100 years of Rotary clubs in Australia and island neighbours' - is now complete.

Five hundred and twelve pages of historical text, stories of

Rotary achievements through the various eras, dozens of pages of club, district and personal data - along with an amazing gallery of dated and modern images went to the printer during the first week in March.

The Centenary book project was initiated by the RI Zone 8 Institute in 2012 but

commenced organised planning and work in 2014. Seven long years of research, requesting information and photographs, writing, endless emails and meetings followed for the duly appointed RI Zone 8 History and Archives Committee.

Colour page proofs were approved as this magazine goes to press. Delivery of the finished product is scheduled for the first week in April – in time for the official launch by Australia's Governor General, the Honourable General David Hurley AC DSC FTSE, in Government House, Canberra, at 5 pm on Thursday, April 8, 2021.

Whilst many Rotarians and supporters have worked on the project since the beginning, those on the History and Archives Committee in the last two years have really borne the brunt of the 'action'. PDG Paul Henningham OAM – author of 'Seventy Five Years of Service' to mark the 75<sup>th</sup> anniversary of Rotary in Australia in 1996 – was the guiding light until his passing in 2018, when leadership passed to former RDU Managing Editor Bob Aitken AM. Secretary PDG Harry Durey, PDG Marilyn Barton, PDG Ted Richey and PDG Susan Wakefield OAM made up the remainder of the hard working team.

As pressure mounted and other tasks surfaced, several other dedicated Rotarians and partners were coopted to the Committee to ease the load – PDG Jennifer Scott, Janet Lawrence (deceased), Dennis Chellingsworth and his partner PDG Lorraine Coffey, PDG James Wilcox and PDG Bruce Allen.

RI Past Director Noel Trevaskis lent invaluable support and guidance once funds were allocated by Institute to complete the project in 2017. Funding was granted on condition that every Club in Australia receives one complimentary copy.

Four thousand copies of 'Humanity in Action' have been ordered and two thousand are already accounted for in pre orders.

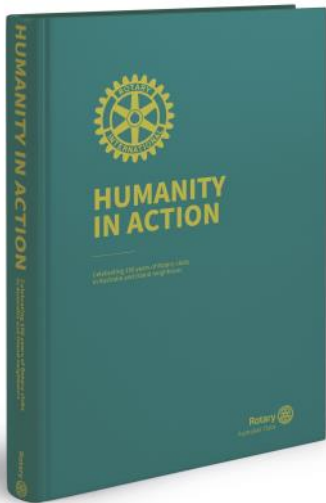
Committee chair Bob Aitken has urged Clubs to pre order their copies now and arrange special presentation functions with local Government Councils, Libraries and Schools to promote Rotary's Centenary which officially falls on April 21, 2021.

'The book is the perfect gift for guests at special events and District Conferences. After the official launch in Canberra we have plans in hand to continue promotion of Rotary's Centenary using the book as a resource for unique on line blog presentations,' he said.

Concluding his comments, Bob Aitken heaped praise on the many individuals and Rotary organisations to lend support to this vital historical project – Gay Kiddle and the staff at RDU, Grace Ramiriz and the staff at RISPPPO, Graphic artists Rhys and Meagan Martin of iMedia Corp (AU/NZ), Geoff Wright of printing contractors The Wright Stuff NSW Pty Ltd.

**ORDER YOUR COPY OF 'HUMANITY IN ACTION' FROM – \$25 plus postage -**

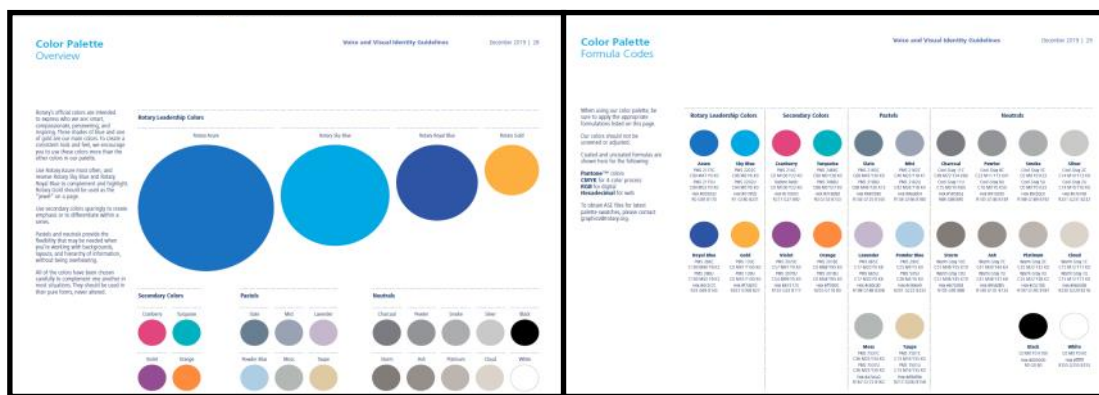
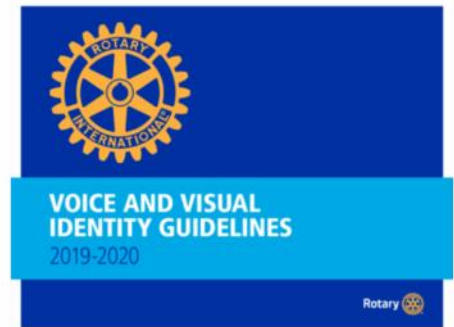
PDG Harry Durey – Phone: 0407 005 910; email: [hdurey@bigpond.com](mailto:hdurey@bigpond.com)





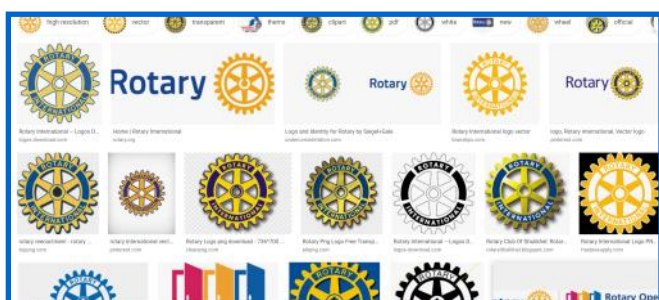
# Know your Rotary colours

One of the most common questions I am asked by Rotarians is “What are the correct Rotary colours and where do I find them in the Brand Centre?” Most are unaware that the Voice and Visual Identity Guidelines (your Rotary Bible!) which can be downloaded from the Brand Centre ([click here](#)) not only outlines the recommended colours to be used in logos and other Rotary signage, but also details the recommended fonts to be used in all publicity material. The Rotary colours are outlined on pages 28 & 29 of the guidelines. The guidelines cover all the things you need to know to promote Rotary effectively, so if you are not familiar with them, it is highly recommended that you download the guide and study it before preparing any publicity material for your club.



## Beware of unofficial websites

Recently, a friend from my District contacted me seeking help in designing a new logo for RYLA (Rotary Youth Leadership Awards). She is on the district RYLA committee and was well aware that the creating of a new logo for the program in our district was long overdue, and had taken on the task of rectifying this. She had searched the internet and had found a website which contained literally hundreds of Rotary logos available for downloading. She forwarded the selected RYLA logo to me for approval. However, it was not compliant and when I explained that to her (and why), she was confused, believing the website she had accessed was an official Rotary site. Unfortunately, this happens far too often in Rotary, especially with Rotarians who are new to Rotary or are not aware of the Brand Centre or of the need for clubs to use a personalised logo. The picture below shows just a few examples of what comes up through a simple Google search of “Rotary International logos”. Most of these are out-of-date or not compliant. My strong



recommendation to you is to **ALWAYS USE THE TEMPLATES IN THE BRAND CENTRE TO CREATE YOUR LOGO.** [Click here](#) for the template.

If you need help designing a compliant logo, or need confirmation that the one you have designed is correct, contact me on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or 0412 128 106 and I will be happy to assist. As I often say, “if you can’t create it in the brand centre it’s not compliant!”

# Be an Ambassador for Rotary



**Evan Burrell Assistant Public Image Coordinator**

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.

Here are a few things you can do.

- 1. 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.
- 2. 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.
- 3. Post, Share & Tweet.** Share information about your club’s upcoming events; retweet or share content from Rotary International and tweet about your own personal involvement with Rotary.
- 4. 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.

**5. Share on Facebook.** Go beyond just liking your club’s Facebook page and share posts, enabling your friends to learn about Rotary.

**6. Tell people.** Tell your family, your work colleagues, your Facebook friends, or anyone you meet, about your involvement with Rotary.

**7. Have a focused Rotary account on social media.** Recently I set up a Facebook page for my incoming District Governor as a well for him to share his Rotary journey and thoughts in a strategic way. This page is publicly focused and has all the elements on how we as Rotarians can tell our authentic Rotary stories to the general public. Think about doing something similar if you’re moving more into a leadership role in 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.

## ***Learning Topic - Australia & New Zealand's Centenary: tools for a successful campaign***

**Learning Topics allow Learning Center users to share new ideas and useful resources and there is a new one created for everything related to membership and public image for the Centenary year.**

**In the new Learning Topic called ‘Australia & New Zealand's Centenary’ you’ll find tools for a successful campaign including PR Guides, membership tools, People of Action videos and more.**

**As Rotary members in Australia and New Zealand are celebrating the 100<sup>th</sup> anniversary this year, it is the perfect time to increase public awareness and understanding of Rotary.**

**You can view the Learning Topic [here](#).**

**If you have any questions please contact Communications and Public Relations Sr. Coordinator, Angela Stavrogiannopoulos at [angela.stavro@rotary.org](mailto:angela.stavro@rotary.org)**



# Making Rotary visible in the community

By Philip Maxwell, Rotary Mordialloc

With the demise of the mainstream print media and the emasculation of local papers Rotary has lost valuable means of promotion. It is difficult to “cut through” with social media and to show people that Rotary does good in the world. Rotary has become one of the best kept secrets in our community.

Mordialloc Rotary has a sign at Parkdale railway station showing where and when we meet. The sign is years out of date and is among derelict signs for Lions, Apex and St John Ambulance. It was decided to update the sign and bring it into the electronic age.

Changes were:

- Size was increased from 400\*300mm to 600\*500mm to give more visual impact.
- The logo was changed to the new version in blue for impact.
- QR codes for our Facebook page and website replaced fixed meeting place and time.
- The vacant position below the sign was used to promote the Trachoma project.
- We also wanted to put signs at Mentone, Mordialloc and Aspendale stations.

It took a long time to find out that Metrotrains was responsible for the frame that held the signs. Their initial response was that they no longer allowed service group signs at stations.

A submission was made in August to the local member of the Victorian parliament and in December we were advised that we could go ahead with all the signs that we had requested. Installation was completed by a Metrotrains subcontractor in

late January 2021.

All signs are back to back so that they can be viewed going to and from the stations. The position of the signs was agreed with

Metrotrains and had to meet their strict guidelines for safety and clearance from services.

When we decided to use QR codes their use was not widespread in the community. We wanted to project a “younger” image and lead people to our Facebook page or website for our meeting details. The club was wrestling with meeting frequency/venue issues so there was the practical issue of having to replace signs if we changed these details. QR codes have become mainstream due to their use at venues for check in to comply with COVID regulations.

The lower signs tell the public what we do. Trachoma, Polio and Interplast are currently promoted. Signs for The four Way Speaking Test and NYSF are planned as soon as approved photos are available. The plan is to rotate the signs around so that they show different projects.

When we started the project to upgrade the station signs we faced hurdles including Covid to get the end result. However with perseverance and the goodwill that Rotary has in the community we achieved what we wanted, a visible presence in the community.



# GRAFFITI REMOVAL

## A GREAT PUBLIC IMAGE PROJECT

### GRAFFITI REMOVAL DAY – LOVE WHERE YOU LIVE

On Sunday, March 28, people throughout NSW are being encouraged to show they love not just their own home but also their local community by volunteering a couple of hours to remove graffiti.

Graffiti Removal Australia Chair PDG Bob Aitken AM of Lower Blue Mountains Rotary said Graffiti Removal Day provides a great opportunity for people to go beyond their front fence and reconnect after the impacts of COVID-19.

“We are encouraging people to reconnect by not only removing ugly graffiti but also working together to come up with ways to prevent graffiti.

“Ideas such as murals, planting trees and educating people to report graffiti are all great ways to prevent graffiti coming back. To help inspire people the Graffiti Removal Day organisers are running a competition to find the best mural in NSW with a \$1000 first prize.

“Community spirit is a wonderful thing and Rotary clubs from the north coast, though the western districts and down to the Victorian border are identifying sites and challenging other people to get involved”, he concluded.

Some 3,000 volunteers from various groups including Scouts NSW, Girl Guides NSW&ACT, Air Force Cadets, PCYC, NSW Police, Lions, church and cultural groups, high schools and councils will join Rotarians and remove graffiti from over 500 sites across NSW on Sunday, March 28.



All material and equipment required for Graffiti Removal Day is supplied to volunteers for free by sponsors Dulux, NSW Government and Southern Cleaning Supplies.

People can volunteer, suggest an idea, find out more about the mural competition or nominate a clean-up site by going to the website [www.graffitiremovalday.org.au](http://www.graffitiremovalday.org.au).

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## World Immunisation Week is April 20-25



With decades of experience from working to eradicate polio, Rotary members can play a key role in publicising the power of vaccines. **World Immunization Week, 24-30 April**, is an opportunity for Rotary clubs to raise awareness of the importance of vaccines in saving lives — and the critical need to continue supporting polio vaccinations even while protecting people against the coronavirus.

Click here to access the [‘Debunking Five Vaccine Myths’](#) document



# Join the Club

You are all aware of the struggle we have to raise Rotary's US\$50 million each year to ensure we gain access to the generous Gates Foundation US\$100 million. As is the case with many other vital Rotary programs, COVID-19 has had huge impact on Rotary fundraising.

Senior leaders in Evanston report that **only some 10% of Rotarians donate PERSONALLY to END POLIO NOW each year.**

So, the challenge was to find new, softer fundraising methods to ensure the eradication program continues to be funded until our battle is won!

The result has been the proposed introduction of the 'Clem Renouf END POLIO NOW Club' for Rotary clubs in Australia.

The concept is very simple.

Each Club is requested to set up a branch of the 'Clem Renouf END POLIO NOW Club' within their club and ALL members are requested to donate \$10 each per year.

When the task is complete (for as many members who agree to take part and

there must be NO compulsion), the Club deposits the funds directly into the Sir Clem Renouf Centenary Year Appeal – set up at the beginning of the Rotary year as a tribute to one of Rotary's great leaders, generally acknowledged as the founder of the Polio campaign.

We believe this fund raiser is achievable, given most Rotarians will donate \$10 to become a member of such a club – as the donation process is simple and well organised!

Imagine the impact ... With more than 30,000 Rotarians in New Zealand and Australia, if just half our numbers joined the club we would collect more than \$150,000 and change the course of personal giving forever.

There are no hard fast rules. The concept might be more inspirational for Kiwis if Districts in that country set up 'The Bill Boyd Club'. Similarly, 'The MAT Caparas Club' would have great appeal in the Philippines.

The concept has been widely accepted by District Leaders in both Australia and New Zealand and it is hoped that it will be supported by all Rotarians within our

Zone. It is suggested everyone participates in this new concept as an annual event to celebrate Rotary's birthday – February 23!

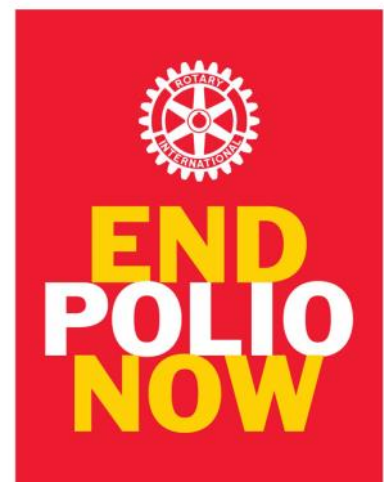
Thank you for your patience and ongoing support.



Keep up the great work,

**Bob**

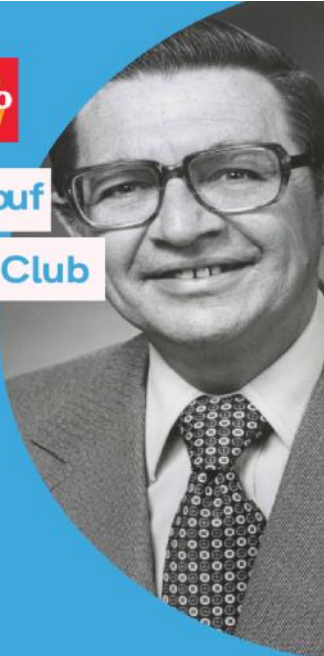
**PDG Bob Aitken AM**

RI END POLIO NOW Coordinator, Zone 8, 2018/21





## The Clem Renouf End Polio Now Club





**Sir Clem Renouf  
Centenary Year Appeal**

Join today  
to honour our great  
Rotary leader and help  
change personal Polio  
giving forever!


*"Rotary takes ordinary  
men and women and  
gives them extraordinary  
opportunities  
to do more with their lives  
than they ever dreamed  
possible".*

**Donate \$10 to become a member**

Join today  
[Bank account details or website](#)



## The Bill Boyd End Polio Now Club



**Bill Boyd  
Centenary Year Appeal**

Join today,  
honour a great New  
Zealand Rotarian and  
change the status of  
personal giving in our  
country

*"What I do you cannot do; but  
what you do, I cannot do. The  
needs are great, and none of  
us, including me, ever do great  
things. But we can all do small  
things, with great love, and  
together we can do something  
wonderful."*  
Mother Teresa

**Donate \$10 to become a member**

Join today  
[Bank account details or website](#)



## New Areas of Focus logos available from the Brand Centre

*The long-awaited new logos on the seven areas of focus of the Foundation's support are now available in the Brand Centre.*

*For the brand centre*

[\(click here\)](#)

**HOW TO DOWNLOAD AREAS OF FOCUS ICONS**

**ROTARY.ORG > MY ROTARY > BRAND CENTER** Baskets Tools Help English Search Keywords

**Rotary** Our Image Matters Guidelines Logos Materials Ads Images & Video

**ROTARY LOGOS** LOGO TEMPLATES FOUNDATION LOGOS THEME LOGOS

**#1** Go to Brand Center and select "ROTARY LOGOS" in the "LOGOS" menu.

**Brand Center | Logos | Rotary Logos**  
**LOGO ROTARY**

**FILTERS**  
LANGUAGE (37)  
FRENCH (6)  
GERMAN (6)  
ITALIAN (6)  
JAPANESE (6)  
KOREAN (6)

**SEARCH RESULTS**  
Areas of Focus

**SELECTED FILTERS**  
ENGLISH ROTARY LOGOS LOGOS

Select All | Deselect All

**#2** Type "Areas of Focus" in the search box.

**#3** Select "Areas of Focus Icons" zip file.

**AREAS OF FOCUS ICONS**  
ZIP

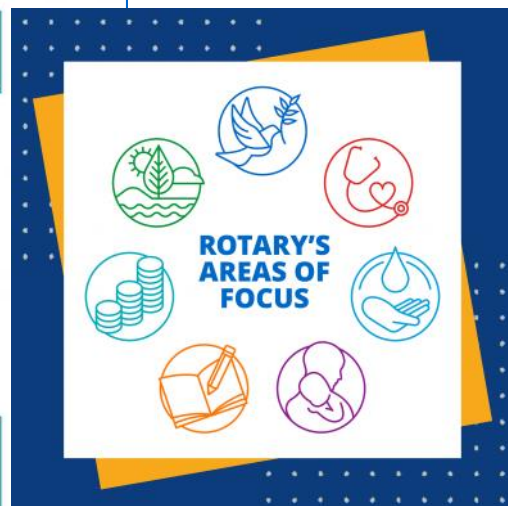
**DESCRIPTION**  
Download this folder to find different variations of the icons for Rotary's Areas of Focus, as well as guidelines on how to use them.

**#4** Select "DOWNLOAD"  
Note: Guidelines are included in each zip download.

**DOWNLOAD**

**SIMILAR ASSETS**

**Rotary**



### Contact Details for Zone 8 Rotary Public Image Coordinator Team members:

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**Mike Woods** (Qld & NT) Mob: 0402110341, Email: [mike@officefurniture.com.au](mailto:mike@officefurniture.com.au)

**Darryl Iseppi** (Qld & NT) Mob: 0408 198 211, Email: [darryl@epdi.com.au](mailto:darryl@epdi.com.au)

**Evan Burrell** (social media) Mob: 0404 061 981, Email: [evanburrell@bigpond.com](mailto:evanburrell@bigpond.com)

**Liz Courtney** (NZ & Pacific Islands) +64 2 1407 870, Email: [lizcourtney.lc@gmail.com](mailto:lizcourtney.lc@gmail.com)

# ZONE 8 VIDEO CLIP COMPETITION

## 2020-21

## 31st May

THE 2020-21 VIDEO CLIP

COMPETITION FOR ZONE 8 IS

### AIM OF

### COMPETITION

THE AIM OF THE COMPETITION IS TO ENCOURAGE CLUBS TO CONSIDER USING VIDEO AS A MEANS OF TELLING THEIR ROTARY STORIES, AND TO BECOME FAMILIAR WITH THE ROTARY:

'PEOPLE OF ACTION' CAMPAIGN

TO DEVELOP A TOOL WHICH COULD BE USED TO PROMOTE THE CLUB THROUGH LOCAL MEDIA, SOCIAL MEDIA AND AT CLUB EVENTS

### WHO CAN ENTER?

ALL ROTARY, ROTARACT AND INTERACT CLUBS IN ZONE 8 (AUSTRALIA AND NEW ZEALAND + PACIFIC ISLANDS) CAN ENTER.

DISTRICT ENTRIES ARE WELCOME!

### CONDITIONS:

VIDEOS MUST BE NO MORE THAN 2 MINUTES IN LENGTH

MUST DEPICT CLUB MEMBERS AS "PEOPLE OF ACTION"

MUST ILLUSTRATE HOW ROTARY OPENS OPPORTUNITIES IN 2020-21

MUST DISPLAY CORRECT ROTARY BRANDING

MUST BE PRODUCED 'IN-HOUSE' USING A I-PAD, I-PHONE (OR SIMILAR) OR VIDEO CAMERA

MUST NOT BE PROFESSIONALLY PRODUCED

### CLOSING DATE

VIDEOS ARE TO BE SUBMITTED TO ROTARY PUBLIC IMAGE COORDINATOR, GINA GROWDEN BY 31ST MAY 2021. (EMAIL LINK TO [GINA.GROWDEN@BIGPOND.COM](mailto:GINA.GROWDEN@BIGPOND.COM))

### MORE INFORMATION:

MOBILE: 0412 128 106

