

PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 3 Issue 4, January 2021



Happy Centenary Year!

Welcome to the New Year—2021: the year we celebrate the centenary of Rotary in Australia and New Zealand! In 1921 four Rotary Clubs were created in Melbourne, Auckland, Wellington and Sydney. From there, Rotary and Rotaract clubs were created everywhere across Australia and New Zealand.

What a wonderful achievement for our organisation: an epic milestone and now districts, clubs and Rotarians from across our region have a once-in-a-lifetime opportunity to commemorate 100 years of doing good in the community, both at home and abroad, and to lay the groundwork for a new era for Rotary 'down under' into the future.

The Centenary provides an ideal opportunity for us to raise our

profile in the community. With clubs planning exciting projects and activities to commemorate this occasion as well as participating in the projects planned by the R100 team, there are plenty of items to share with Rotarians, family and friends through Facebook, Instagram and Twitter.

But don't overlook **mainstream media**! Journalists will be very interested in your stories—the key is to provide the information in a clear and concise manner. And remember—a picture paints a thousand words—so take special care in selecting the ideal photograph(s) to accompany your media article.

Fortunately, the R100 team have developed the material you need to assist you publicise your special project or activity.

Check out the R100 toolkit under the [Resources tab](#) and download what you need.

Join our Rotary Network in Celebration!

FREE ONLINE EVENT!

For 100 years Rotary in Australia has been bringing communities together through service, goodwill and friendship. Come and join us on Australia Day as we **Reflect, Respect, Celebrate**

Gather your family, friends and community partners for a live ZOOM event being streamed across Australia from 12.30 pm to 2.00 pm Tuesday, 26th January 2021

Messages from:
Rotary International President Holger Knaack
His Excellency General The Honourable David Hurley AC DSC (Ret'd)
Professor Patrick McGorry AM
Past Rotary International President Ian Riseley
Rotary International Director-elect Dr Jessie Harman
Rotary Foundation Australia Chairman Laurie Slack

Performances from:
Marina Prior
Mike Brady
Josh Piterman
John Foreman OAM

MCs:
PDG Greg Ross & David Mann AM

R100 Project Presentations:

Join in this jam-packed afternoon of free online festivities for the whole family by booking now at:
https://events.humanitix.com/rotarydownunder_100_national_australia_day_event
In collaboration with the National Australia Day Council

We're all part of the story.

SPECIAL MESSAGE FROM
RI President Holger Knaack for Australia Day
[2020-21 RI President Holger Knaack Australia Day](#)

On January 26th 12.30 to 2pm, join in this jam-packed afternoon of free online festivities for the whole family by booking now at:

http://events.humanitix.com/rotarydownunder_100_national_australia_day_event

Why you should care about Rotary branding

As a Rotary brand specialist, I see Rotary signs everywhere. I guess you could say it's an occupational hazard. Even my children spot Rotary signs wherever we go. So when I attended a local Rotary event in my hometown last year, I couldn't help but notice how Rotary's logo was being used.

At first, I was thrilled to see the club's logo featured on a banner welcoming attendees. But then, I spotted another banner featuring the Rotary wheel as a pancake. Inside the tent, the club hung up a huge banner displaying the old, retired Rotary wheel. Club members who greeted us were all wearing polo shirts with the old wheel on them, but they were handing out brochures that included their newer club logo. Here were five different opportunities to promote the club, and each used different Rotary logos. It was bewildering.

So what?

When a club logo isn't used properly, it can create confusion and mistrust. In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when retailers and customers reported being confused. The cans looked too much like Diet Coke cans, and that's not what consumers wanted.

This is one example of what happens when a logo is altered. By just changing the can color, the public was frustrated. They didn't trust the product anymore. And that impacts the brand.

Now imagine that each Rotary, Rotaract, and Interact club had its own logo. How would the public know which Rotary club to trust, to join, or to donate money to?

When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colors – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are.

Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary — to be a trusted organization in our communities?



Over the next year, we are going to talk a lot more about branding and how to use Rotary's logos properly. We

are working with you to build a strong Rotary because a strong Rotary – one that is recognizable, trusted, and united – has a much greater chance of attracting members, donors, volunteers, and partners. Our regional and district leaders will join us in sharing that message.

You can help by taking a look at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary color palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might time to update it. It's really easy—just visit the [Brand Center](#) to get started.

By Liz Thiam, Rotary brand specialist, Rotary International - reproduced from Rotary Voices, January 2021

Environment – our new area of focus!

As most of you know by now, The Rotary Foundation Trustees and Rotary International Board of Directors have approved adding a new area of focus: *supporting the environment*.

Supporting the environment joins peacebuilding and conflict prevention; disease prevention and treatment; water, sanitation, and hygiene; maternal and child health; basic education and literacy; and community economic development.

Over the past several years, more than \$18 million in Foundation global grant funding has gone towards environment-based projects. Now with this approved and added area of focus, grant applications for projects will be accepted from 1 July 2021.

From a communications perspective this is a great time to work on proactive story mining.

As Rotary's Sr. Coordinator in Communications and Public Relations I am on the lookout for stories we can promote to an external audience via social media, newspapers, magazines, radio and television.

When the time is right, I'd like to try and assist Rotary members in placing stories in media and hopefully spread the word.

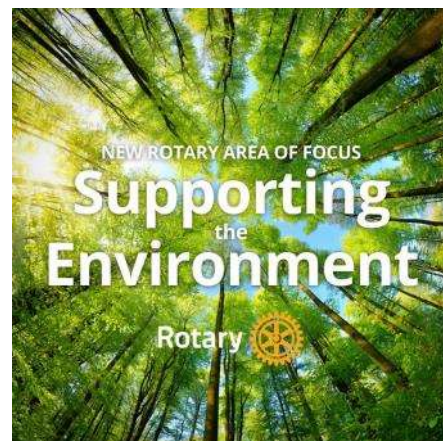
If you've heard about any environment initiative projects in progress (started or starting as a result of the new area of focus) or become aware to please keep me informed of any such projects as they become available.

For further information and to let me know of any stories contact me at angela.stavro@rotary.org

Angela Stavrogiannopoulos

Sr. Coordinator Communications and Public Relations

RISPP0



RYDE ROTARY—PEOPLE OF ACTION

Ryde Rotary appreciates and recognises the efforts and dedication of all frontline healthcare workers in our community, particularly during 2020.

We also value and appreciate the support of Woolworths and Coles in West Ryde, in making the project possible.

Recently members of Ryde Rotary had the opportunity to thank workers at Ryde Hospital and Ryde Ambulance Service for their tireless efforts and commitment to serve, protect and care for our community by giving each worker (nearly 1,000) a small token of appreciation to acknowledge their efforts.



Social Media: The Rules of Engagement

Evan Burrell

Assistant Rotary Public Image Coordinator

Social Media can be a tricky place to navigate and find what sort of content works for you and your Rotary club. Here are a few simple rules of engagement that you should follow to get the best out of what you're doing on social media.

1. Be Consistent

I know, you've heard it before and sure it isn't the first time we have talked about consistency in these pages, but that's because it's true. You must consistently create good quality social media content for people to want to engage with you and your Rotary club. I'm afraid posting the photos of the big cheque presentation just doesn't cut it anymore.

Creating a habit with your audience is the key to success. Don't just post content about what your club or members are up to at any old time of the day or night. Be strategic, post consistently about what your club is doing for the week on a Monday morning at 9am. This way your followers will know to check your Rotary club Facebook page on that day to know what your club will be up to.

2. Ask Questions

If you are wanting engagement and hoping people will comment on what you have posted you will need to be super-specific with your request for comments otherwise the chances are they won't.

So, if you post a photo or article and put something in the post description like, "Let me know what you think about that," it's not going to engage much comment action.



Instead, you want to put, "Do you think I'm right or wrong about this? Leave a comment right now and tell me, let's discuss it!"

3. The Element of Fun

It's time to ditch the stiffness. I'm all for having a professional look about what we share and post about Rotary and our club, but we need to avoid the stiff, old-school tie business way of talking and being. That's so 1905.

What works in today's social media world is personality!

A sense of fun and showing you and your clubs unique personality is what will drive engagement more than anything else. People don't engage unless they enjoy the content or feel something about it.

4. Triggered

To get the kind of engagement that comes naturally you want to tap into audience triggers.

Triggers tap into personal likes/dislikes of your audience and they can turn your content into a conversation piece.

For example a great audience trigger you can use is to feature pets or babies in your posts. See, everyone loves dogs or cats, right? Same for babies. It triggers an "awwww" response from your audience. Maybe one of your members has a new grandchild or your club helps someone in the community who has an assistance dog?

Sure it might not have anything to do with Rotary perse, but it will get people to say something and engage and that is the point!

One of the biggest mistakes people make when it comes to getting engagement on social media is they stop a potential conversation before it gets started. So instead of cutting the conversation off, with putting these new tips in practise you're now encouraging conversation. You're engaging with people so they'll be more likely to engage with you in the future because they feel like you actually care.



Polio Update

Dear friends,

Welcome to 2021 and the task of maintaining the impetus of our END POLIO NOW campaign – in the face of the ongoing struggle with COVID-19.

To this end, I thought there was no better way to get our thoughts and plans in unison then to invite RI Past Vice President Mike McGovern, Chair of RI's Polio Plus Committee, to provide a special message ([click here to access](#)) to inspire us all to renew our commitment to the demise of Polio by way of focus on promotion and fund raising within our Rotary clubs and districts – and the public arena – between now and June 30.

Mike highlights the fact that our PolioPlus network has been fully engaged in providing surveillance to keep the coronavirus pandemic in check during 2020 but never once took our eyes off the task of eradicating polio! Please take time to read the message – you will be inspired!

During the festive season break, positive reports from Polio Day and Month (October) continued to be received from all parts of our Zone, so thank you all again for what was surely one of our best ever promotions and fund raisers.

Let's look at the focus points for the final six months of 2020/21 Rotary year –

- The task of raising US\$50 million to ensure Rotary's full benefit from the Gates Foundation subsidy must be our primary focus, based on goals of:
- US\$1,500 from every club;
- Districts to donate every spare cent of DDF to END POLIO NOW

and take advantage of the bonus 5:1 payments from the Gates Foundation and the Rotary Foundation World Fund;

- Every District to continue the search for TRF Major Donors at US\$10k or more;
- To take our promotion of END POLIO NOW to a new level in all Zones. Our leaders in Taiwan, the Philippines, New Zealand and Australia mounted impressive campaigns in many capital cities last October and this must continue – with special emphasis on schools and the education of children.
- Urge Rotarians and families to make an effort to wear the red END POLIO NOW shirts and caps. Utilise the caps as prizes for Rotary and school promotions, ie: Walkathons and Bicycle marathons. Plenty of stock available from RDU Supplies.
- Addressing the impact of circulating vaccine-derived poliovirus Cvdvpv and the value of the new vaccine to slow the incidence in many countries.

I am happy to share the news that RI Past President and TRF Chair Elect 2021/22 John Germ has invited me to continue as END POLIO NOW Coordinator, Zone 8, for a further two years July 1, 2021, through June 30, 2023.

Finally, it has been pleasing to note little change in Polio case numbers during the festive season – December 30, 2020 – 139 cases (Pakistan 83, Afghanistan 56. These are slight improvement on total



PDG Bob Aitken AM

numbers for 2019 – 176, with 147 in Pakistan and 29 in Afghanistan.

Please understand that these figures may be impacted by the border conflict on the Pakistan/Afghan border and of course the ongoing COVID campaign.

PDG Bob Aitken AM

RI END POLIO NOW Coordinator, Zone 8, 2020/23

STOP PRESS!!

ADVANCE ORDERS ARE NOW BEING RECEIVED FOR THE SOON TO BE PUBLISHED 'HUMANITY IN ACTION – Celebrating 100 years of Rotary clubs in Australia and its near island neighbours'.

THIS IS A 400 PAGE HARD COVER BOOK TO MARK THE CENTENARY OF ROTARY IN AUSTRALIA. NUMBERS ARE LIMITED AND PRE ORDERS SHOULD BE ADDRESSED TO PDG HARRY DUREY – hdurey@bigpond.com – telephone 0407 005 910. COST IS \$25 PLUS POSTAGE.

PUBLIC IMAGE, PUBLIC RELATIONS and MARKETING

Assistant Rotary Public Image Coordinator 2020-21, PDG Darryl Iseppi

When I first saw the change to having Districts having Public Image Chairs and not Public Relations Chairs, I was against it, however, as a Rotarian I accepted same. When an organization I belong to makes such a change be they Logos or attendance requirements etc, you accept all of the changes, because that is what being a member is about. (You may question the change but to the public at large you accept them)

Now I can look at this change with a clearer mind and not a closed one, because that was how we always had it. It has been a Positive Change for Rotary.

If we are not all talking from the same songbook then we are not a collective group of members of the one organization but, 35000 or 1.2 million different groups doing our own thing each on our own. The strength of Rotary is being one collective doing many things with the combined force of over 2 million people, when we include all of our members from primary school to Probus and our Alumni.

To be one collective - we must be able to be recognized as one. "The Rotary Logo and The People of Action Campaign." Whether you like it or not this is what identifies us as one. A check of clubs in my own District's websites has left me in amazement: seven (7) clubs do not even have a Rotary Logo on their webpage. Is it that hard to go to the "Brand Centre" and download the correct logo and update your media? Obviously not, many do and have the correct Logo and Branding in place. Your District Public Image Chair or any one of the Zone committee are all here to help you.

Public Image is about ensuring we use correct **Branding** and the People of Action materials to use the power of our Collective to promote our endeavours be those endeavours at a level of District, Club or Events etc.

Public Relations is taking that Public Image and establishing a relationship between the Organization (District/ Club/ Program) and the public. Sometimes the public is our own members, however, to ensure the longevity of our Organization we must look past our members to a wider audience. This is the art of Public Relations – **Relationships** – use our Collective Organization's Image and Story add our own symbiotic story to that and make a Relationship where people connect to us positively.

Marketing is the art and business of taking **Action** to promote and sell our services as an Organization taking Action in helping others by doing Service above Self.

Therefore, Take Action in your own clubs and Market what you do and what the wider world of Rotary does, establish your Relationships of Public Relations and promote the correct Branding of Rotary as a group of individuals operating as a Collective and Taking Action.



Centenary Stamp

Australia Post has announced that we will have a special stamp in 2021 for our centenary. There will be several "products" including first day covers, stamp packs and inclusion in the annual collection. Ideal for collections, gifts, thankyou's for speakers, Rotary archives, memorabilia and more.

BRAND AID: Four Questions

Promoting Rotary calls for consistent messaging says Tommie Buscemi, and it starts with the art.

The Rotary brand, with its trademark wheel and Service Above Self motto, was identifiable to many people long before the term "branding" became widely used. Today, technology presents opportunities as well as challenges for organizations to establish and maintain their identity, so it is more important than ever that Rotary clubs throughout the world work to pro-mote and protect the Rotary brand with consistent messaging.

Tommie Buscemi and her husband, Charlie, co-chair the public image committee for District 5890 (Texas). A charter member of the Rotary Club of Kingwood, Tommie Buscemi found success close to home with her promotion of Rotary: Daughter Jenna started in Interact, graduated to Rotaract, and now serves as president of the Rotary Club of Houston Energy Corridor.

1. What is branding?

A brand communicates who you are as an organization. It begins with the logo but goes beyond that. The brand of Rotary is the message of what we stand for - our knowledge, our commitment to the community, our expertise in solving social issues. It identifies us to the local community and connects us with our local and global partners. They want to be associated with Rotary because of our brand.

2. What should Rotary Members know about the value of the Rotary brand?

Rotary's brand is our most valuable asset, because it represents our reputation. To maintain our brand, we need to use the correct Rotary logo consistently. All Rotary clubs benefit from what other clubs are doing, because the good work is done under one unified Rotary brand. The brand drives membership, membership drives donations to The Rotary Foundation, the Foundation funds projects that create and strengthen interest in Rotary. It's all connected.

3. How can Rotary members use branding more effectively?

Every Rotary member is a brand ambassador - from our Rotary pin to our Rotary apparel to the bumper stickers on our vehicles. I encourage clubs to visit the Rotary Brand Center online: That should be your first stop. It's an incredibly useful resource, with free, professionally designed and customiz-able materials to help any Rotary club tell their story to their community. You can download photos, banners, videos, PowerPoint templates, backgrounds for virtual meetings, and broadcast-quality public service announcements.

We have a responsibility to maintain the integrity of our brand, and that begins with properly using the Rotary logo on all printed materials, websites, and social media platforms. I love the fact that the logos for Interact, Rotaract, Rotary Youth Exchange, and RYLA include the Rotary wheel. It helps Rotarians cross-brand and connect to these young leaders.

"The brand of Rotary is the message of what we stand for - our knowledge, our commitment to the community, our expertise in solving social issues."

4. What branding mistakes have you seen?

The heritage Rotary logo was retired in 2013 and replaced with the new mas-ter brand. It's important to mention that some Rotarians were upset about that and thought the Board of Directors was imposing the change. But clubs were asked to give their input, and that's how we came up with the current logo. Some clubs are still hanging on to the old logo, mistakenly thinking they're preserving Rotary's identity. Other clubs have adorned the logo with artwork, adding fish, palm trees, sunsets. I know that they're trying to be creative and that they believe it adds to their club's identity. But it confuses the public. They can keep the artwork, but they should place it some distance from the logo, which shouldn't be altered in any way. We've had the new logo for seven years - more than enough time for each club and district to be compliant with the brand guidelines. Using the correct logo unites all Rotary clubs and districts across the globe.

- PAUL ENGLEMAN

Visit the Rotary Brand Center at:
rotary.org/brandcentre.

Reproduced from "Rotary", December 2020

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

Gina Growden (NSW & ACT) Mob: 0412 128 106, Email: gina.growden@bigpond.com

Melodie Kevan (WA & SA) Mob: 0417 930 660, Email: melodie.kevan@iinet.net.au

Julie Mason (Vic & Tas) Mob: 0402 324 093, Email: Mason.Julie.M@edumail.vic.gov.au

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

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

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

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

ZONE 8 VIDEO CLIP COMPETITION 2020-21

THE 2020-21 VIDEO CLIP COMPETITION FOR ZONE 8 IS NOW OPEN

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)

MORE INFORMATION:

MOBILE: 0412 128 106

