



# CONVERSATIONS TO ACTIONS

A presentation on the RI Zone 8 PR campaign  
Philip Archer  
March 2014

Rotary...there's nothing else like it!  
It's where conversations turn into actions.

## Our vision & objective

### Our vision...

- To be one across Australia
- To be united
- To collaborate

*For the first time we are sending one message across Australia!*

### Our objective...

- Not just to attract a new, younger and diverse range of people to Rotary, but to attract the ***right*** people.
- Enhance brand recognition, understanding and trust.

What has been achieved...

*A game-changing PR campaign  
developed in line with the  
Zone Membership Development Plan  
is up and going.*

# How we are doing it...Rotary Ambassadors Program

## How we are doing it...

- **We have identified some amazing ambassadors who are promoting Rotary, membership and our activities:**
- Dr Jonathon Welch
- Bev Brock
- Peter Jones
- Rob Pennicott
- Nathan Ashdown



# Rotary? "I can't sing their praises highly enough."

— Dr Jonathon Welch AM

Jonathon Welch AM is the founder of The Choir of Hard Knocks, the Choir of Hope and Inspiration and Social Inclusion Week. As a Rotary ambassador and club member Jonathon says, "Rotary is a great way to apply the skills you've developed in your personal and working life to community-based causes. It's also a lot like a choir – half the fun is joining in and having fun."

There's a club near you.  
Join the conversation by  
visiting [rotaryaustralia.org.au](http://rotaryaustralia.org.au)

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Design: RCS B&B



Design: RCS B&Z 6

# “Hands up who wants to be hands-on.”

— Bev Brock

Rotary members love the fact that they can be 'hands-on' in the work they do for the community. Bev Brock's experience with Rotary is a great example. As a Rotary Club member, Bev with her fellow Rotarians, collects surplus quality fresh foods from Melbourne's busy Prahran Market for redistribution. It's a hands-on task getting the food to various community groups. Bev says, "The smiles of the stall owners, the friendships formed, the knowledge that we are all helping to feed those in need and reduce wastage is a bonus."

Like Bev, you can join Rotary to make a difference.

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A man with short blonde hair, wearing a brown jacket over a plaid shirt, is sitting on a motorcycle. He is smiling at the camera. The motorcycle has a large headlight and a side mirror. The background is a blurred outdoor scene with trees and a blue sky.

# "Rotary is humanity in motion. Literally."

— Peter Jones

Vintage motorcycle enthusiast joined his local Rotary Club because he wanted to meet a group of young, community-minded people. "I knew this is where I'd find them. It was through Rotary I learnt and became inspired about Interplast and the story of a little boy in Indonesia who suffered from a bilateral cleft palate. He'd been ostracised by his community, believed to be 'kissed by the devil.' Interplast intervened with a very simple operation, and here was a different kid, smiling and bursting with confidence."

So Peter created Miles for Smiles, a motorcycle charity ride that will take him through Nepal, India and Southeast Asia to raise funds for Interplast.

"The great thing is, I'll be helped along the way by Rotary Clubs in all of those countries."

Like Peter, you can join Rotary to make a difference. Join the conversation by visiting [rotaryaustralia.org.au](http://rotaryaustralia.org.au)

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# How we are doing it...Zone Website & Facebook Page promoting the great work of our Members & Clubs



Rotary *A Gateway to Rotary Clubs in Australia*

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Want to be part of the action! Volunteer to help at the Rotary International Convention in Sydney 2014. Image Destination NSW: James Horan

### *Community Minded People Like You and Me*

If you like talking and tweeting about issues that matter in both your local community and communities abroad, come and see how you can **join the conversation** at Rotary and **do something to make a real difference** in the lives of others.

[Find out more about Rotary in Australia](#)

### *Join the Conversation*



### Next Major Event



### Projects

[Rotary - the greatest gift you can give a country](#)

[In search of the Rotary Woman](#)

[Rotary aids Timor-Leste's leaders of tomorrow](#)

[Rotary Youth Exchange](#)

[Australian Rotary Health](#)

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Rotary Down Under  
is on Facebook.

To connect with Rotary Down Under, sign up for Facebook today.

Sign Up

Log In



## Rotary Down Under



1,236 likes · 110 talking about this · 35 were here

Community Organization

Level 3, 43 Hunter Street, Parramatta, New South Wal...

(02) 9633 4888



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Highlights



Rotary Down Under shared End Polio Now's photo.

23 hours ago

Recent Posts by Others on Rotary Down Under

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Rotary Club of Karachi Garden

Dear Rotarians, Please like & share our club page https://

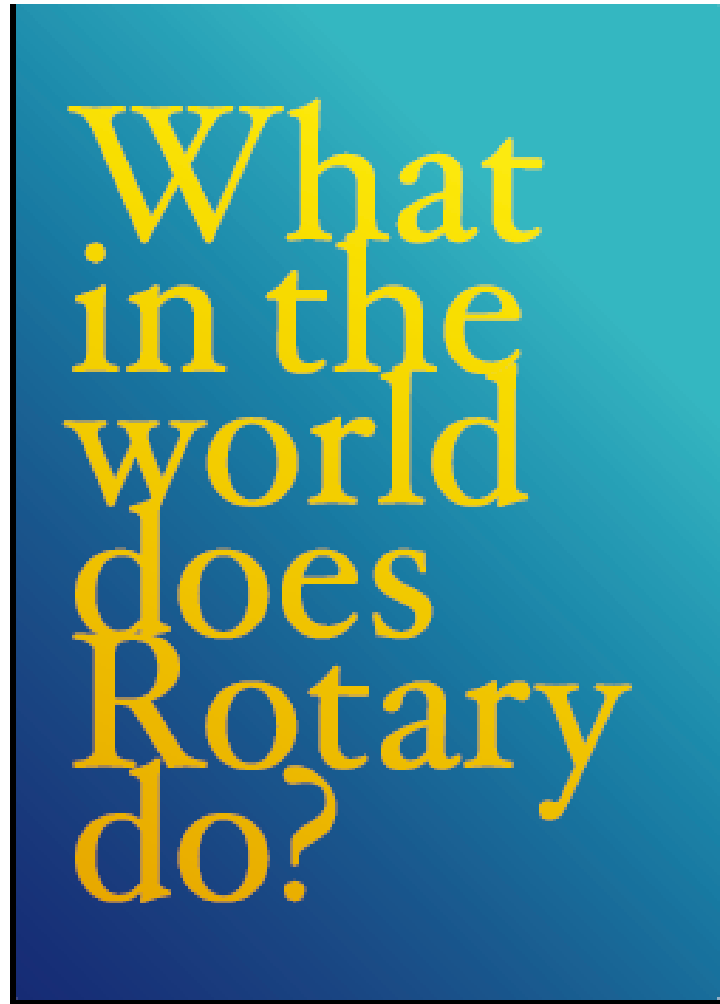
Rotary



[www.facebook.com/rotarydownunder](http://www.facebook.com/rotarydownunder)

# How we are doing it...Membership Brochure

Membership Brochure—a clever, simply story that unfolds, one that non-Rotarians get what we do



# How?

Simply by turning conversations into actions. Once a week groups of people like you get together and help others in the community. It's life changing. It's exciting. It's knowing you are really making a difference.

## And we're probably around the corner from your place.

### Rotary's commitment to Service Above Self is channelled through five Avenues of Service, which form the foundation of club activity.

**Community Service** focuses on change starting with our local community. Activities that our clubs undertake to improve life in their community include Bowelscan, SecondBite, Air Rescue, Emergency Medical Information Booklets, and rebuilding flood and/or fire affected communities. Community Service also includes Australian Rotary Health, a registered charitable organisation that supports health research projects and research scholarships in Australia.



**Youth Service** recognises the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding. Programs include Rotary Youth Leadership Awards (RYLA), Rotary Youth Program of Enrichment (RYPEN), Rotary Youth Exchange, the National Youth Science Forum, the Science and Engineering Challenge, Model United Nations Assembly, and youth driver awareness.



Rotary... where people help people and achieve extraordinary things.

For over one hundred years, motivated people around the world have come together as Rotarians to unite the power of one with the power of many to bring about exceptional change in the world. Made up of men and women across all vocations and cultures, Rotary is a non-political, non-religious global organisation focused on improving the wellbeing of local and international communities and bringing about world peace and understanding.

To be a Rotarian is simply to have a desire to do something to help others. To be a Rotarian is to develop your skills, broaden your networks, grow your understanding and knowledge, enjoy the camaraderie of like-minded people and build life-long friendships. With 34,000 Rotarians in 1164 clubs in Australia and 1,210,047 Rotarians in 32,774 clubs overall around the world, that's a powerful lot of people making a difference.

#### Diversity and Women in Rotary

Rotary International recognises the value of diversity and encourages club membership to reflect individual communities with regard to professional and business classification, gender, age, religion, and ethnicity as the key to the future. Rotary is also dedicated to achieving equality for women around the world by helping local and global communities, to improve health and education standards, achieve economic independence, and provide better education for all.

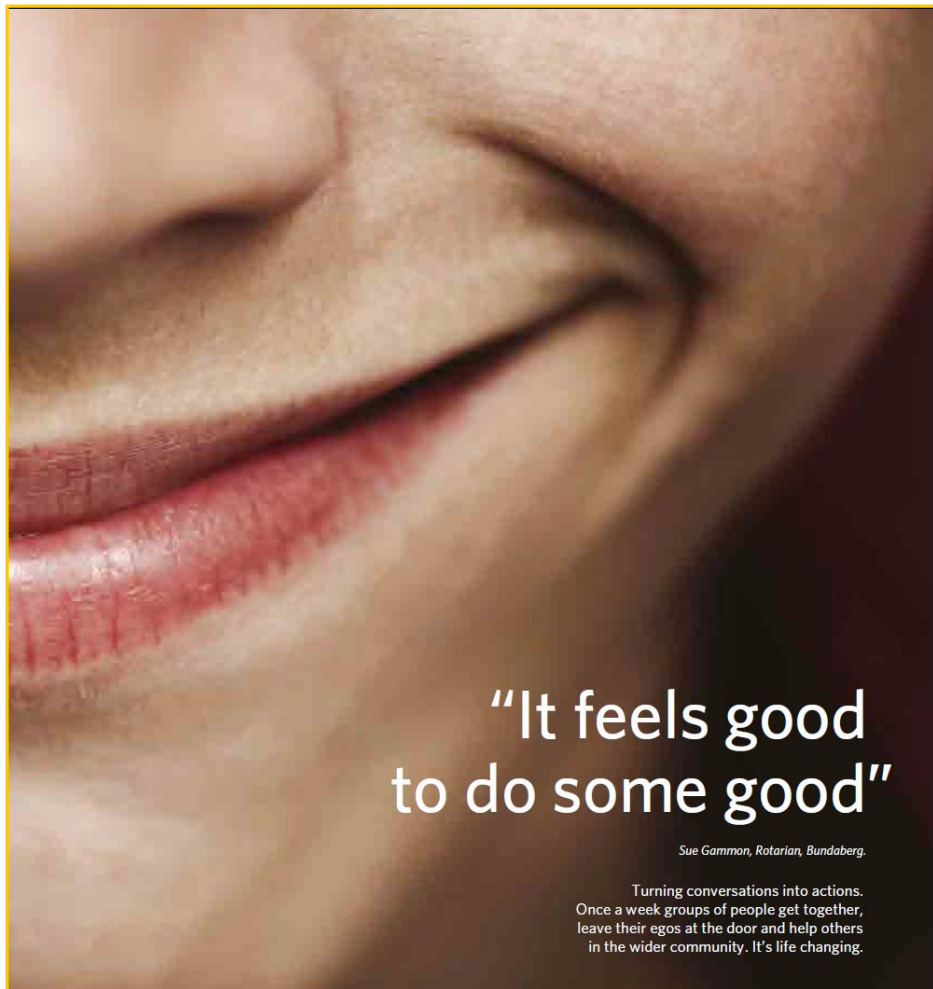
#### The Rotary Foundation

The Rotary Foundation's mission is to enable Rotarians to advance world understanding, goodwill and peace through the improvement of health, the support of education and the alleviation of poverty. It is a not-for-profit corporation supported solely by voluntary contributions from Rotarians and friends of the Foundation who share its vision of a better world by funding its humanitarian programs in 215 countries. Programs include Polio Plus, and vocational and cultural exchanges through Group Study Exchanges, Peace Fellowships and Ambassadorial Scholarships.



Rotary

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## "It feels good to do some good"

Sue Gammon, Rotarian, Bundaberg.

Turning conversations into actions. Once a week groups of people get together, leave their egos at the door and help others in the wider community. It's life changing.

## What in the world does Rotary do?

We're helping to eradicate polio worldwide, we're providing disaster relief, improving literacy locally and globally, and we're doing so much more...



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# How we are doing it...Pull-Up and Tear Drop Banners



Using our materials from the campaign to create pull-up and tear drop banners to help give us presence at major events. Each District has been sent its own kit to help shout out our message.



# How we are doing it...Partnering with Rotary Down Under

## Partnering with Rotary Down Under

- **Strong partnership with RDU that allows us to promote the campaign internally:**
  - The December issue had an article covering the Conversations to Action campaign featured on the front cover; the February issue which has just been released, details the Zone Membership Development Plan via an insert flyer – this is great communication of our major campaign for all members..
  - Elissa Nolan from RDU tracks and promotes stories daily through social media, particularly Zone Facebook: over 7,000 visits to the new website launched 24 September, 87% being new visitors to Rotary

# How we are doing it...Whole-of-Club Programs

## Whole-of-Club Programs

- **Social Inclusion Week – Nov-Dec 2013**
- **Rotary Birthday – 23 Feb 2014**
- **International Women's Day Celebrations – March 2014**
- **Rotarians & Friends @ Work – April 2014**

# How we measure it

## How we measure it

### **Who's viewing our ads?**

- Tracked using software 'Meltwater'

### **Who's visiting our website?**

- Tracked through Google Analytics

### **How many free ads have we received (Community Service Ads and filler ads)?**

- Reported by Mitchell Media

**District Governors receive simple to read dashboard format reports on results.**

# Getting fit for conversation...



### **We are now working to make sure our Members and Clubs are encouraged to:**

- Embrace the Zone Membership Development Plan
- Undertake a Club Visioning exercise
- Share their stories through our Zone Facebook page so that we can promote their wonderful work
- Know how to use the marketing collateral
- Promote Rotary PR real estate
- Be actively involved in Whole-of-Club programs
- Work together to engage Rotary and change lives
- Focus on what we are doing well and not on the past
- Get ready to welcome like-minded people.



# "What does an eight year old, a gorilla and Rotary have in common?"

— Nathan Ashdown

Eight year old Nathan Ashdown loves gorillas. So after learning of the destruction of the gorillas' habitat in the Democratic Republic of Congo and despite his young age, he set out to do something about it. The gorillas' habitat is being mined for Coltan, a metallic ore found in all mobile phones. Coltan can be recycled from old mobile phones thus reducing the need for mining and helping save this beautiful endangered species and their habitat.

It was with the help of his parents' family Rotary Club, that Nathan was able to begin a major mobile phone recycling drive. Now his love for gorillas has become a nation-wide cause. This is just one of the many stories which highlights how Rotary is there to support a positive cause.

You can join a Rotary Club and make a difference too. Join the conversation by visiting [rotaryaustralia.org.au](http://rotaryaustralia.org.au)

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