



ENHANCE BRAND RECOGNITION, UNDERSTANDING & TRUST, and STRATEGIC PARTNERSHIPS

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February 2014

ENHANCE BRAND RECOGNITION, UNDERSTANDING & TRUST

- 1. Identify Ambassadors to promote membership of Rotary**
- 2. Promote Rotary week and Rotary's achievements**
- 3. Rejuvenate website, social media and public image assets**
- 4. Establish and publicise whole-of-club projects**
- 5. Support non-Rotarians to attend District Conferences and RI Convention**
- 6. Implement game-changing external PR campaign to engage and attract prospective members.**

STRATEGIC PARTNERSHIPS

- 1. Provide resources and support for clubs and districts to enable development of corporate and community partnerships**
- 2. Develop strategic partnerships at a national level.**

ENHANCE BRAND RECOGNITION, UNDERSTANDING & TRUST

1. ROTARY AMBASSADORS' PROGRAM

We have identified some amazing ambassadors who are promoting Rotary, membership and our activities:

- Dr Jonathon Welch AM
- Bev Brock
- Peter Jones
- Robert Pennicott
- Nathan Ashdown

and soon to be part of the program

- Michael McQueen– Speaker, Social Researcher & Author

Ambassadors take part in:

- Radio advertising
- Print advertising
- Banner advertising
- Speaking on our behalf at Club level



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

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Rotary



1300 4 ROTARY rotaryaustralia.org.au

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

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Design: RCS B&B 26



"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



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2. PROMOTE ROTARY WEEK & ROTARY'S ACHIEVEMENTS

Clubs around the country have been encouraged to celebrate Rotary's birthday and promote Rotary's achievements by having a picnic in the park or any one of a hundred other ideas shared with them.

Photo and social media opportunities, particularly on Facebook, are encouraged, as well as the day's activities shared with Rotary Down Under.

Rotary's birthday celebrations are also a great way to promote Rotary Foundation.

3. REJUVENATE WEBSITE, SOCIAL MEDIA & PUBLIC IMAGE ASSETS

www.rotaryaustralia.org.au



Rotary

A Gateway to Rotary Clubs in Australia

HomeLatest News ▾About Us ▾Events ▾Projects ▾Members LoginDownloadsJoin a Rotary ClubContact



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

Community Organization
Level 3, 43 Hunter Street, Parramatta, New South Wal...
(02) 9633 4868

About



Rotary Down Under is on Facebook.

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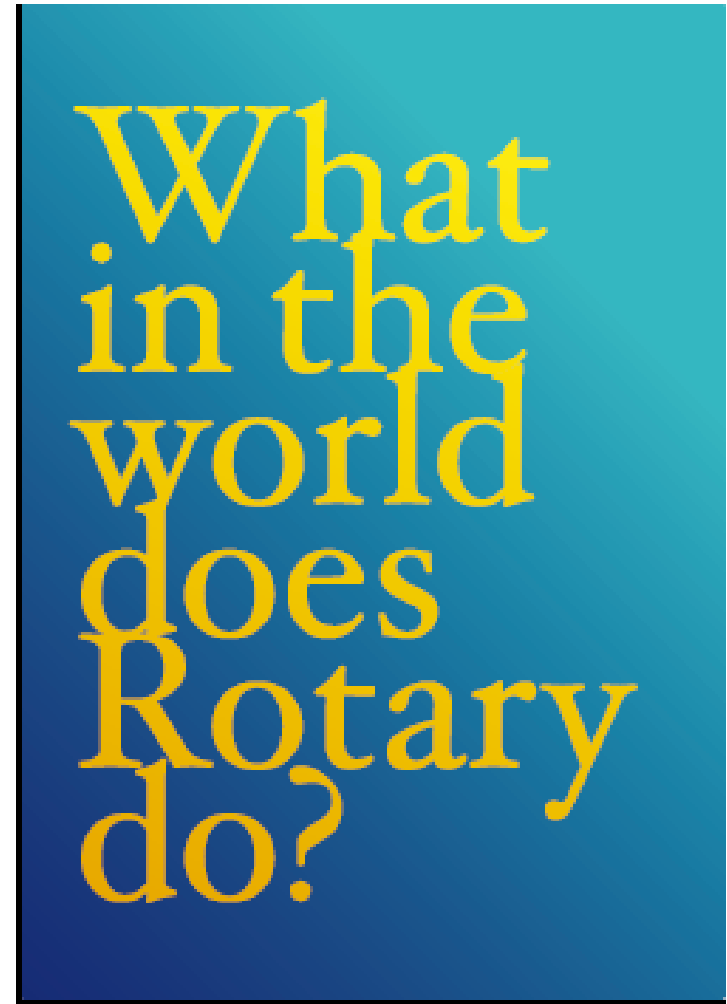
Rotary Down Under shared End Polio Now's photo.
23 hours ago

Recent Posts by Others on Rotary Down Under



Rotary Club of Karachi Garden
Hi Dear Rotarians. Please like & share our club page https://

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 
Rotary. Humanity in motion.



"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...

Rotary 

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rotaryaustralia.org.au

These are available from
RDU.



4. ESTABLISH & PUBLICISE WHOLE-OF-CLUB PROJECTS

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

5. SUPPORT NON-ROTARIANS TO ATTEND DISTRICT CONFERENCES & RI CONVENTION

We are making it easier for people to join the conversation by arranging special ticketing for them to attend sessions.

6. IMPLEMENTING GAME-CHANGING EXTERNAL PR CAMPAIGN TO ENGAGE & ATTRACT PROSPECTIVE MEMBERS

Australian Rotary Website Launched September 2013

Membership Brochure November 2013 (3 per every Rotary member given out)

Pull-Up Banners November 2013

Social Media Platform/Facebook November 2013

Rotary Ambassadors' Program launched November 2013

First Flight of National Radio Advertising November 2013

Rotary Down Under Front Page December 2013

Second Flight of National Radio Advertising February 2014

Rotary Down Under Campaign Insert February 2014

Whole-of-Club Programs

Other Opportunities:

Rotary International Convention, Sydney, June—Public Awareness

District Conferences, PETS, District Assemblies—Member Engagement

**Our next year's campaign will lead us into a bigger, bolder second phase of
“Conversations to Actions”...stay tuned!**

Strategic Partnerships

STRATEGIC PARTNERSHIPS

We have developed partnerships with:

- Mitchell Media
- Fairfax Radio
- Bunnings
- Officeworks
- Transport Accident Commission, Victoria
- Others at a national level

We are encouraging Clubs to share their own best practice successful proposals with other Clubs and Districts. An example of this is the work done by the Rotary Club of Huon Valley with the Bendigo/Community Bank in bringing RYDA to their community through a strong partnership, which has endured for four years (see over).

These partnerships can help us identify the numerous social entrepreneurs who are ready to join the conversation.

RYDA Australia

ROTARY YOUTH DRIVER AWARENESS PROGRAM

Proposal presented to:

Bendigo Bank

Geeveston & Dover Community Bank®

Proposal presented by:

Rotary Club of Huon Valley Inc

February 2010

RYDA Australia

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RYDA Australia

ABOUT RYDA

The RYDA (Rotary Youth Driver Awareness) Program is a road safety education program aimed at reducing death and injury amongst young people on Australian roads. The Program targets 16 to 17 year olds who are at the stage of their lives where they start to drive or ride in a vehicle driven by their peers.

RYDA is a community-based initiative of Rotary Clubs, partnering those organisations in our community that have a responsibility for, or interest in, road safety for youth. It has been developed in consultation with relevant Government Departments and is designed to complement and supplement the school curriculum and government road safety messages.

RYDA focuses on attitude and awareness with the aim of helping young adults become better people on the road. The program highlights the privilege and responsibilities of owning and driving a motor vehicle and also illustrates their rights and responsibilities as passengers and pedestrians.

It is a one-day event held at a non-school site which co-ordinates the efforts of local road safety experts, driving instructors, the Police, recovering survivors of road crashes, drug & alcohol educators and financial services personnel.

Students are divided into 6 groups with approximately 25 people in each group and move through the 6 session program. Each session lasts for approximately 30 minutes.

RYDA Australia

PROGRAM DEVELOPMENT & DELIVERY

The RYDA Program is developed by experts in the field of road safety and education of young people and is:

- Kept up to date by professionals
- Presented by professionals

The delivery of the RYDA Program is managed by Rotary Clubs. Rotary Clubs have many links with their communities in Australia and the RYDA Program forms a part of its community service to youth.

As a community based volunteer organisation, Rotary Clubs are supported by many sectors of society including governments, local councils, and the business and philanthropic community.

RYDA Australia

HUON VALLEY – THE FIRST SATELLITE RYDA PROGRAM IN TASMANIA

The first satellite/rural RYDA program in Tasmania will be held in Huonville on Friday, 30th April 2010. The venue is the Huon Valley PCYC and approximately 170 year 10 students will be attending from the Huon Valley including some educated students. The schools that have committed to the program are:

- Dover District High School
- Geeveston District High School
- Woodbridge School
- Huonville High School
- St James Catholic College

RYDA Australia

SUPPORTING HUON VALLEY'S RYDA PROGRAM

In partnering with the Rotary Club of Huon Valley, we are seeking sponsorship support from the Geeveston & Dover Community Bank® Bendigo Bank that will provide maximum benefit to participants in the RYDA program and your involvement.

To do so, the support we ask is a financial investment of \$2,000 in return for the benefits as listed on the following page.

RYDA Australia

BENEFITS TO GEEVESTON & DOVER COMMUNITY BANK® BENDIGO BANK

In return for sponsorship support, the Bendigo Bank will be that Geeveston & Dover Community Bank® Bendigo Bank will be the major sponsor and will receive:

- The opportunity to display banners for the day at the PCYC
- Acknowledgement on the RYDA Australia website as the major sponsor for the Huon Valley's RYDA program
- Acknowledgement on all printed materials and correspondence in relation to the Huon Valley's RYDA program
- The opportunity to provide promotional material kits to all students attending on the day, particularly in the Finance & Insurance session
- A follow-up competition for all students ie students will be asked to fill out a Geeveston & Dover Community Bank® Bendigo Bank / Huon Valley RYDA form asking them to describe the most valuable aspect gained from the Program. This will help to reinforce the RYDA Program. Entries will be judged with the best from each school to win a \$100 Bendigo Bank passbook.

Media

As this is the first satellite program being held in Tasmania, we anticipate considerable media interest both locally and state-wide. The RYDA Committee is actively working towards strong media coverage on the day, which may include television. We also anticipate the presence of politicians and other dignitaries, which will create further media interest. With any media coverage, every endeavour will be made to ensure Geeveston & Dover Community Bank® Bendigo Bank has a presence.

RYDA Australia

SOBERING FACTS

Five deaths and forty serious injury crashes occur every day on Australian roads. Twenty percent of all fatal and serious injury crashes involve provisional drivers and two of these drivers die each week.

According to the Australian Bureau of Statistics, Tasmania's rate of deaths as a result of crashes is thirteen per 100,000 people – the national average is eight.

People aged 16-24 have a high representation in fatal and serious crashes and male drivers in this age group are five times more likely to be involved in a crash than females.

Source: RACT Motor News Journey Aug/Sept 09

RYDA Australia

CONTACT

For more information, please contact:

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www.ryda.org.au

The Public Image Strategy...P.O.E.M.

Public Image Strategy: P.O.E.M.

P.O.E.M.

The strategy for the Public Image campaign, “Conversations to Actions”, is best summed up as follows:

P: Paid Media

O: Owned Marketing Real Estate

E: Earned Promotion & Advertising

M: Measured Momentum

We have paid for:

- A new Australian Zone website
- A social media platform
- Marketing collateral including the Rotary Ambassadors' campaign, banner ads (can be downloaded from the Australian Rotary website) and social media images, radio advertisements
- Pull-up banners for all Districts
- Membership PR marketing flyer
- Three flights of national radio ads

O: Owned Marketing Real Estate

Rotary has always owned great marketing PR real estate—we just haven't promoted it enough!

Our members and clubs are inspirational—we need to capture and share these stories through our social media and media contacts.

Examples of Rotary “Owned” Marketing Real Estate:

- Polio Plus
- Rotary Youth Leadership Awards
- Youth Exchange
- Interplast & ROMAC
- Shelter Box & Disaster Aid
- Ambassadorial Scholars & Peace Fellows
- Group Study Exchange
- Street Swags and numerous other local Club initiatives and programs

E: Earned Promotion & Advertising

Achievement of:

- Free community service announcements (radio)
- Free media publicity
- Sponsorship dollars from corporates and government supporting our activities

What we have Earned so far:

- A minimum of one free radio advertisement per paid advertisement
- Hundreds of Community Service Announcements from radio stations that have come to our support
- In Perth (Western Australia) we have been given 248 X 30 second radio ads at no cost – we have paid for 48 X 30 second radio ads
- Our social media investment has resulted in reaching 617,000 plus on Twitter; over one million impressions/circulation numbers through our Australian Rotary website; over 20,000 pages viewed on the website; 2,300 views of Rotary Clubs around the country; 1,060 plus views of our “Contact Us” page
- From September to December, our Facebook followers grew from 1,263 to 1,347 and 50% of our Facebook followers are women.

M: Measured Momentum

Over coming months, the more we collectively work towards P.O.E. (Paid, Owned, Earned), the more we will achieve in Momentum.

This will give us a great platform to achieve the Zone Membership Development Plan and create awareness of Rotary's work in the Zone.

In May, District Membership Chairs and Public Image Chairs will be invited to a seminar to assess the campaign and share further ideas on moving it forward.

QUESTIONS?

Email Philip Archer on: parcher@archwaygroup.com.au