

PUBLIC IMAGE

Fiona McCulloch & PDG Bob Aitken AM
District Public Image Co-Chairs 2018-19



YOUR DISTRICT TEAM

- **Fiona McCulloch**
(Lower Blue)
Co-Chairperson
- **Bob Aitken**
(Lower Blue)
Co-Chairperson
- **Roger Norman**
(Turramurra)
- **Anne Wright**
(Beecroft)
- **Evan Burrell**
(Turramurra)



PUBIC IMAGE – WHAT IS IT?



The Public Image Portfolio, formerly Public Relations, encompasses even more than previously.

You, as PI leaders of your Club, are responsible for the image the general public has of your Club, and in turn Rotary.

RI has launched an initiative to strengthen our image, expand public understanding of what we do, and engage and inspire current and prospective members, donors, and partners.

PUBIC IMAGE – WHAT IS IT?



As part of that effort, an internal definition of our brand was established, confirming Rotary as the organisation that joins leaders from all continents, cultures, and occupations, who exchange ideas on solving some of the world's toughest problems, and then take action to bring lasting change to communities around the world.

We as Rotarians have been working hard, to tell the story of our impact in these communities, whether they be our own or abroad, now we can utilise the Brand Centre in My Rotary to create personalised images for use by our clubs.

PUBIC IMAGE – WHAT IS IT?



Unfortunately, a lot of public still doesn't have a true understanding of what Rotary stands for.

How we're different

Why we matter,

or the impact we make!

They don't know what we do in local, or international communities, or what role we've played in the effort to end polio.

PUBIC IMAGE – WHAT IS IT?



And nearly 60 percent of those surveyed said they were unaware that a Rotary club exists in their own community.

The People of Action campaign brings the Rotary story to life in a way that narrows the gap between public awareness and understanding. It communicates the essence of Rotary and reflects our values, such as:

- **We build lifelong relationships.**
- **We honour our commitments.**
- **We connect diverse perspectives.**
- **We apply our leadership and expertise to solve social issues.**

PUBIC IMAGE – WHAT IS IT?



This wonderful portfolio tells our story in our own voice, which is:

Smart — we are insightful and discerning.

Compassionate — we tackle community challenges with empathy and understanding.

Persevering — we find lasting solutions to systemic problems.

Inspiring — we encourage others to take action, conveying hope, enthusiasm, and passion.

As Rotarians, we are also brand ambassadors.

**You can tell the story of Rotary,
and how we are
people of action
in communities worldwide.**

PUBIC IMAGE – WHAT IS IT?



To spread this narrative, in a clear, consistent, and compelling way, the **People of Action** campaign materials are easily accessible in the Brand Centre, and cover print, digital, and outdoor advertisements.

As well as, videos and other marketing resources. All Rotarians can now support the effort to enhance awareness and understanding of Rotary.

Our story hasn't changed. But how we share it with the world is, and vital to our future.

Through a unified Rotary image and a clear, compelling voice, we are enhancing our legacy as one of the most respected organisations in the world.

OUR GOALS



Welcome to the Upper Northern Beaches Rotary Club

Doing good in the world.
Serving our community.

Our goals this year:

Enhance the reputation of your Rotary clubs, and Rotary in general.

Ensure your clubs are interacting and connecting with your communities in every possible way.

As Public Image Officers you must connect and work with all members of your Club Board to promote all local and international Rotary programs, without information from them, the PI role doesn't exist!

OUR GOALS



All Public Image to be reviewed, utilising **the Rotary Club Health Checks** given to the Presidents at PETS.

Image is features on pages 8/9 (Handout copy)

We do so many wonderful things, we want to enhance what is already out there and make sure that everything is modern and up to date! It needs to make sense to prospective members.

Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.



ACHIEVING OUR GOALS



As your District PI team, we are planning an **effective program** of Public Image **seminars/social media workshops** across our District – Central Coast, Parramatta and Blue Mountains, we are building on the great work of Ian Cameron and the previous PI team

Your clubs need to implement a **sensible PI Budget** – suggested: \$2,000 for S/M clubs; \$5,000 for M/L clubs.

Your budgets should be utilised to promote **high profile events**, and **fund resources** such as **modern club brochures** and **colourful pull up banners**, ensuring the correct logo and wheel are used. Utilising **newspaper & social media** advertising to support projects and events.

MOVING FORWARD TOGETHER



Our year will have more impact if we agree to do the **‘big’ events together**, in cluster groups—

World Polio Day – October 24

Rotary’s Birthday – February 23

MOVING FORWARD TOGETHER



Clubs to do one **major community connect event**, i.e.: Australia Day, Breakup concert for School leavers, Free Barbecue at local Railway Station/Shopping Plaza, International Women's Day celebration, Youth Programs, Community Volunteers Awards Night – the list is endless...

Make such an event a priority for your Community Service Chair, this then links with the Membership Chair.

CLUB RESOURCES



Rotary 

**COMMUNITY
VOLUNTEER
AWARDS 2017**

Nominations close 21 April

**NOMINATION
FORMS
AVAILABLE
HERE**

Rotary 
Club of Lower Blue Mountains

Forms also available at our website:
www.lowerbluemountainsrotary.org.au
Further enquiries phone John Keogh 0416213460

CLUB RESOURCES



Club of Lower Blue Mountains

SUPPORTING OUR COMMUNITY WITH

ANNUAL DISBURSEMENTS - 2016/2017

YOUTH PROJECTS

- Books in Homes
- Community Service Awards for Primary Schools
- Conocophillips Science Experience
- Exchange Students
- Glenbrook Primary School
- Model United Nations Assembly MUNA, Western Sydney
- Moomabilla Voices Workshop for Regional High Students
- National Youth Science Forum
- Primary School Awards
- RYLA
- RYPEN
- Springwood High School
- Young Americans Workshop Scholarships

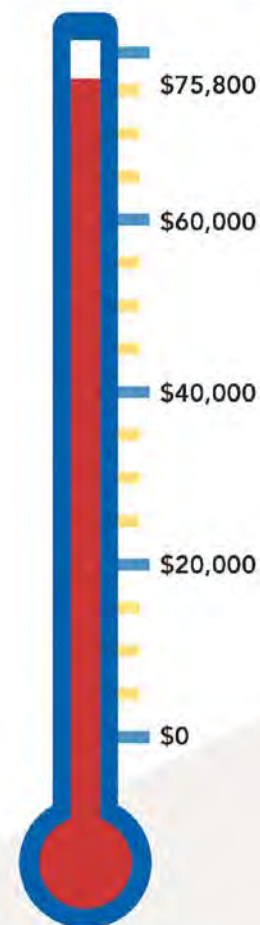
LOCAL & AUSTRALIAN PROJECTS

- Australian Rotary Health
- Bear Cottage
- Community Volunteer Awards
- Gateway Family Services
- Glenbrook Flag Precinct
- Immune Deficiencies Foundation Australia
- Lapstone Early Intervention Pre-School
- Luke Priddis Foundation: Autism Spectrum Disorder Centre
- Motor Neurone and Hodgkinson's Disease "Swing Band Fundraiser"
- Nepean Therapy Dogs
- Odyssey House
- Pride of Workmanship Community Awards
- Riding for the Disabled RDA Nepean
- Rural Fire Service supporting four Brigades
- State Emergency Services Blue Mountains
- Young at Heart Christmas Party for the Elderly

INTERNATIONAL PROJECTS

- Days for Girls Emu Plains Chapter
- Destiny Rescue - children at risk in Asia
- India National Immunisation Day
- Interplast
- John Mac Foundation - NSW Australian of the Year Deng Adut
- PolioPlus - END POLIO NOW
- RAWCS Cyclone Debbie
- RAWCS Mando High School, Papua New Guinea
- RAWCS Timor - Leste Community Centre
- RAWCS Umoja Orphanage in Kenya
- Samraong School Cambodia
- The Rotary Foundation

TOTAL: \$75,800



CLUB BROCHURES

LOWER BLUE MOUNTAINS ROTARY AND YOUR COMMUNITY NEEDS YOU...



WHAT ARE THE PERSONAL BENEFITS OF ROTARY MEMBERSHIP?

- Professional networking
- Vocational development
- Service opportunities
- International awareness
- Youth mentoring
- Friendship
- Good citizenship
- Family values
- Entertainment
- Ethical environment
- Leadership skills
- Diversity in membership

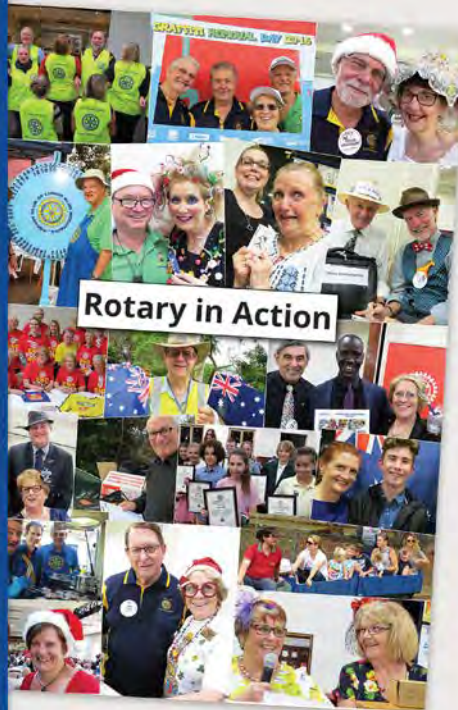
Visitors are welcome to our club meetings
every Tuesday Night 6.30 for 7pm
at Emu Sports Club.

President: Rennie Schmid (0407 745 616)
Immediate Past President: Pamela Noal (0418 416 471)

MORE INFORMATION

PH 0400 698 828

www.lowerbluemountainsrotary.org.au



YOUR ROTARY CLUB NEEDS YOU



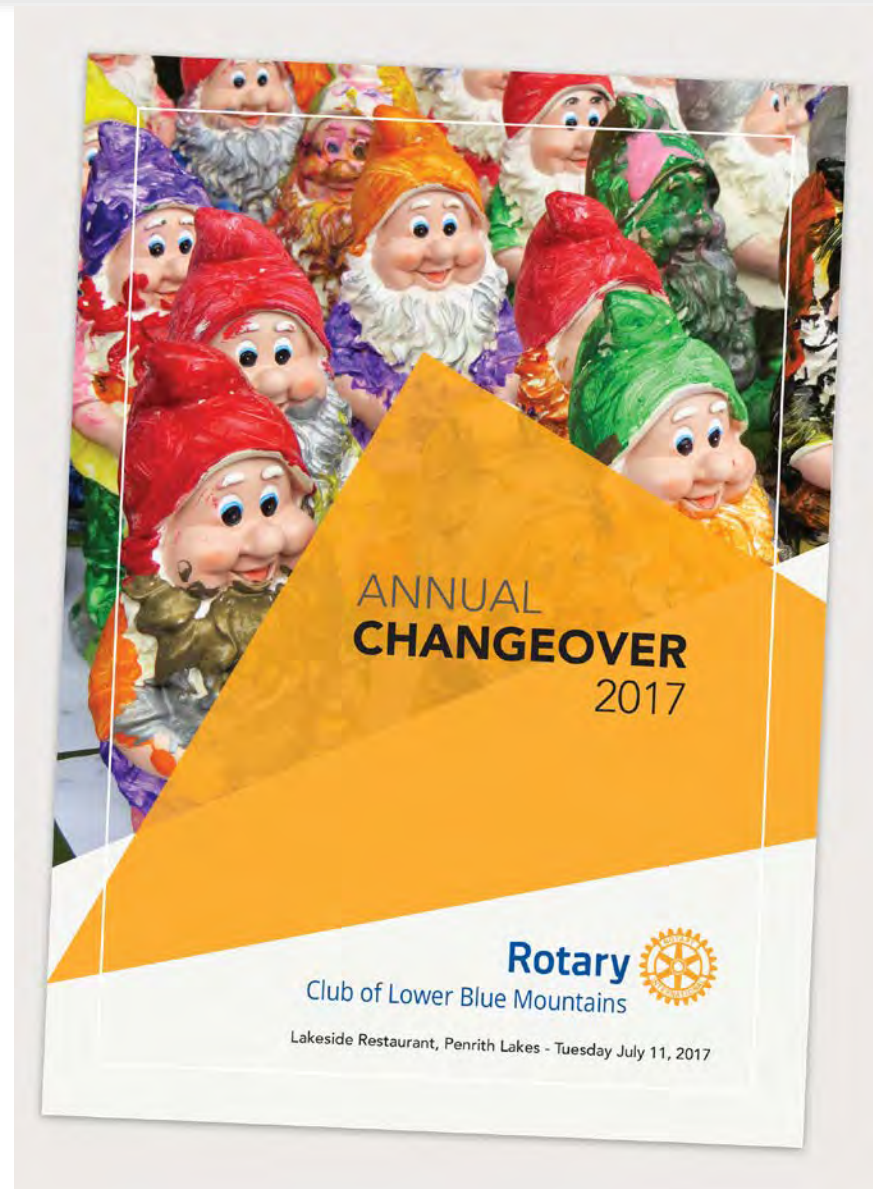
ENLIST HERE



ANNUAL REPORTS

Prepare a **professional and quality** Annual Report for distribution to corporate & civic leaders, potential sponsors/new members – and Rotarian families.

Such reports can pay for themselves via community advertising



ANNUAL REPORTS



PRESS RELEASES

BLUE MOUNTAIN GAZETTE: Wednesday August 29, 2012
NEWS

Rotary takes up battle for Joel

Have a heart for the Harts

BY N.C. LEWIS

HE HAS some talents beyond his looks. But 13-year-old Joel Hart of Westmeath Falls also has some challenges, which means he needs a generous schoolbag to get around comfortably.

The National Disability Insurance Scheme has paid for his vital chair, but the family car is too old to be modified, limiting their options.

"We cannot afford a new car on our own as my mum has multiple sclerosis and it just isn't in our budget," Joel said.

His condition has worsened in the past year, requiring the government chair. "The NDIS will pay for the modifications, if the family purchase a suitable vehicle," he said.

"Having a car that my whole family can sit in is really important to me because I can see my friends and go to school."

In 2010 the Hart family got Joel's diagnosis. A year later, when he was 11, he was told he had a heart condition.

"I was like, 'I'm not going to let this stop me from doing what I love,'" Joel said.



WANTS TO PARTICIPATE: Joel Hart with his sisters, Eve, 8 and Tilly, 8.

Joel's condition has worsened in the past year, requiring the government chair.

The NDIS will pay for the modifications, if the family purchase a suitable vehicle.

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"I was like, 'I'm not going to let this stop me from doing what I love,'" Joel said.

It was like someone hit me with a baseball bat.

Dad, Steve Hart

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TALENTED ARTIST: The family of 13-year-old Joel Hart need a new car to transport his heavy chair. Photo: Michael Smith

Take time to meet editor, senior staff, station manager and others personally.
Invite media people to attend club meetings.

Contain press releases to ONE page (200 to 300 words) delivered with quality, hi-res images. Be sure to tag with contact details – phone and email.

Be sure to tightly pose content of images – close as possible.

Know publication deadlines and deliver press releases immediately afterwards.

Television stations appreciate good visuals.

PRESIDENTIAL CITATION 2018/19 – ENHANCE PUBLIC IMAGE AND AWARENESS

PRESIDENTIAL THEME & CITATION



**BE THE
INSPIRATION**

BARRY RASSIN
2018-19 President
Rotary International



ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 3 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Sponsor a Youth Exchange student or RYLA participant



ROTARY CLUB HEALTH CHECK - IMAGE

IMAGE



Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your club's relationship with your community and prospective members. Make sure your club is getting the credit for the service you provide. Demonstrating that your club meets real needs confirms your value to your community.

- ☐ We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
- ☐ Our club has members dedicated to public image and outreach.
- ☐ Our club appeared in the local media multiple times last year.
- ☐ We promote our club and Rotary through various media in the community.
- ☐ Our club invites members of the media to cover our service work.
- ☐ Our club materials follow Rotary's updated branding guidelines.
- ☐ We use branded materials and templates from Rotary's Brand Center.
- ☐ We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- ☐ We display Rotary signs and banners at our meeting place.
- ☐ Our club's presence is known in our community.
- ☐ We have a customized brochure that we give to community members and prospects.
- ☐ We use Rotary Showcase to promote our finished projects.

PROGNOSIS



Clubs that don't have a visible presence in their community are at risk of minimizing their impact or being perceived as irrelevant. Rotary has resources that can help. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Community awareness	<ul style="list-style-type: none"> ➤ Use the resources in Rotary's Media Center and use them in your community's media. ➤ Plan events to raise community awareness of Rotary. Use the events guide in Rotary's Brand Center.
Outdated materials	<ul style="list-style-type: none"> ➤ Find customizable club brochures and membership materials on Rotary's Brand Center. ➤ Follow the Voice and Visual Identity Guidelines in any materials your club creates. ➤ Use Rotary Images and Rotary videos, as well as images of your members, in your materials.
Online presence	<ul style="list-style-type: none"> ➤ Find a tech-savvy member to create and manage your club website and social media pages. ➤ Take the social media course in the Learning Center. ➤ Use Rotary Images and Rotary videos, as well as images and videos of your own members. ➤ Share your projects on Rotary Showcase.
Marketing expertise	<ul style="list-style-type: none"> ➤ Find tips in Lead Your Club: Public Relations Committee and put members with public relations expertise on the committee. ➤ Recruit professionals with marketing expertise using ideas from Finding New Club Members: A Prospective Member Exercise. ➤ Build your own social media expertise using the Social Media Toolkit in Rotary's Brand Center.



BRAND CENTER DEMONSTRATION

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help

English

Search Brand Center



Our Story

Guidelines

Logos

Materials

Ads

Images & Video

Brand Center | Create Your Own

Templates

My Templates

FILTERS

ASSET TYPE (7)

AD TYPES (4)

TOPICS (2)

CREATE YOUR OWN

i No filters

1 - 7 of 7

View per page 20

< Previous page 1 Next page >



People of Action - Digital
Banner template 1600 x
350 pixels



People of Action - Digital
Banner template 1600 x
550 pixels



Logo Template



Promotional Cards:
Rotary's Programs for
Young Leaders

QUESTIONS

