

Public Relations,
Rotary Down Under
and YOU!

Public relations in Rotary
is the responsibility of
every member
of every club

But what does that mean?

Philip's standing tall now...

Thanks to the Crows Nest Rotary Club

LIKE most 13-year-old boys, Philip Hoggard-Olsen loves playing his Xbox.

He also likes cooking, but both activities were limited because he is suffering from Duchenne Muscular Dystrophy, which affects one in 2000 Australian boys.

This means he is losing his ability to walk and would have required spinal surgery.

But thanks to the Crows Nest Rotary Club, where his father Peter has been a member for 20 years, they raised \$25,000 to buy Philip a standing wheelchair.

The chair will enable the teenager's spine to bear more of a load, preventing any need for surgery.

"Most importantly, he will be able to take part in activities with his friends," Mr Hoggard-Olsen, of Freshwater, said.

"Without the chair, his social mobility was affected. I've done my fair share of fundraising (as a Rotarian) for other people, so I was completely humbled for Philip to be able to benefit from the club's generosity."

Philip, a Year 7 student at Killarney Heights High School, is not expected to grow taller than 135cm, but in his new chair he can face his friends at eye level. One of his favourite subjects is food technology, and the wheelchair en-



Philip Hoggard-Olsen gives his dad a tow using his new stand-up wheelchair.

Picture: DAVID SWIFT - PHILLIPS

ables him to continue to cook as part of his education.

"He had virtually no strength left in his arms, but now he can rest his arms on a table or any surface, giving him more independence," Mr Hoggard-Olsen said. "Philip likes to make barbecues and play his Xbox - and the wheelchair makes this pos-

sible, instead of being confined to home."

Club president Bruce de Graaf said they were delighted to help Philip, a very special boy. "We are trying to encourage the state government to fund these wheelchairs, and not the surgery for all of the other boys with this affliction."

BENEFITS OF STAND-UP CHAIR
Face friends at eye level
Get on with life
Prevents need for surgery
Increases independence
Allows spine to bear weight

Newspaper stories?

Television?

Radio?

Social Media?

Advertising?

Teacher. Mother. Poverty Fighter

Rotary is 1.2 million ordinary men and women working together to accomplish extraordinary things. Join us.

The Rotary Club of Balgowlah

Phone 1300 4 ROTARY



Rotary.
Humanity in Motion

The answer is

Yes ... but

Word of mouth!!!



How would you explain
Rotary to a stranger?

Will you talk about sausages or saving
children's lives?

Will you talk about sergeants sessions or
Ambassadorial Scholars?

Will you talk about attendance statistics or
eradicating polio?

If you don't know what's
going on, how can you be
fair to yourself, your club
and this worldwide
organisation?

So where do you go to
find out?



Crawley's Ransom notes

At just 21, Holly Ransom is one of the youngest upcoming Rotary Club Presidents in Australia.

She is also among her peers – more than a dozen members of her WA-based Rotary Club of Crawley are aged under 30 – and the bulk of the club barely tips the half-century. Holly is part of a club with almost 100 members that has an even 50-50 gender split, setting it aside from many clubs in Australia.

Holly is also part of a special cohort at the club, joining through a



Corporate Sponsorship program for members aged under 25. The program gives her, and 11 other accepted sponsored members, the opportunity to make contacts in Perth's business, not-for-profit and activist communities.

"Through the Rotary Club of Crawley, I've met people I would not have access to in my normal day-to-day life," Holly told *Rotary Down Under*.

The law student has already packed more into her 21 years than many will fit during a lifetime. She is a non-executive director at Global Voices, ambassador for Opportunity International Australia and past chair of the Young UN Women Australia's Perth Committee.

Current President Lindsay McLeod said one of the most frequently-asked questions since he took on the mantle in June was what his club was doing differently that attracted members like Holly.

"We have taken the national and international network of Rotary International and looked for ways we can fine-tune it to appeal to a new generation of people who are keen to give back to their community," Lindsay said.

"One innovation is to create sponsored club positions for people who would not normally join Rotary, like Holly, to give them exposure to the organisation. These sponsored positions come with a responsibility for the members to contribute in a meaningful way to both the club, and Rotary International. This has been one way we've attracted a strong membership base of young members who have brought enthusiasm to the Club."

All sponsored members are involved in the club through teams such as PR, membership, branding and projects.

Lindsay said another strength of the club was appealing to another bracket of membership who were not typical Rotarians.

"We have a strong base of members aged 30 to 50, many of whom are our team leaders. Many people in this demographic are building careers and families and often do not have the time to dedicate to an organisation like Rotary. Ensuring we have succinct, stimulating, interesting meetings and carefully-vetted projects gives these members, many of whom are women, the confidence that their time is being well-spent and invested in sincere community projects."

One of the club's recent successful meetings was a speed-conversation style meeting where Rotarians had just a few minutes to speak to a member, before they moved on to the next conversation. The concept was the brainchild of the club's youth committee.

Lindsay said the meeting was an inspiration as many members did not know each other particularly well and the ideas that came from the networking-based meeting were staggering.

The meeting was the latest innovation from the club, which also holds new-member nights hosted by club members to assist new members make friends in their early days, mentoring and buddy programs to assist retention, regular sundowners, social events, and popular "soap-box" segments where members are given two minutes free rein to spruik a given passion.

"These sorts of ideas do take courage and commitment to implement, but it has resulted in a vibrant community that our club is proud of," Lindsay said.

In its first two years the club has stumbled occasionally – the sheer volume of project ideas has been one of the major hurdles to deal with – but has struck a successful recipe for growth, retention, innovation and enthusiasm.

For more information on the Rotary Club of Crawley and its latest projects and innovations, check it out at www.rotarycrawley.org.au

Peta Rife
Rotary Club of Crawley, WA •

[Ed: Look for next month's feature on Peta, media adviser to Western Australia's Deputy Premier. You'll never be able to say you're too busy for Rotary ever again!]



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February 1, 2012

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Have your say . . .

That's not an honour ... this is an honour

So often we hear of Rotarians being honoured by their club with Paul Harris recognition billed as "Rotary's Highest Honour".

Nothing could be further from the truth.

Bestowing Paul Harris recognition to acknowledge community and club service is commonplace in Australia, New Zealand and many other parts of the Rotary world – and those who get them under such circumstances, understandably treasure them – but in reality, a Paul Harris medal is virtually a receipt from The Rotary Foundation for an important \$US1000 contribution to continue Rotary's good works.

The highest of all Rotary awards, on the other hand, is the Rotary International *Service Above Self* award, and only 150 of the world's 1.2 million Rotarians get one in any given year.

The Rotary International board recently announced this year's recipients, which included 10 names from Zones 7a and 8:



The Rotary Delegation, left, led by then President Ray Klinginsmich, centre, Past RI President Bill Boyd, and PDG Danny Low, of District 9680, meeting with the Vietnamese Government Delegation in March.

Challenge the conventional wisdom

And make people think!

EDITORIAL

Looks like we opened a can of worms



Mark Wallace
Just between us

Looks like we opened a can of worms by publishing a letter from a disgruntled former Rotarian in our July edition.

Entitled *Why I resigned from Rotary*, the letter sparked a response that I haven't seen to anything we've published in more than four years since I've been at *Rotary Down Under*, and to any letter we've published in the past 27 years of Bob Aitken's experience.

It was a calculated provocation to assign it as the lead letter of the Mailbox section, and Rotarians have responded to the provocation.

A number of issues were canvassed in the letter, not the least of which was its anonymity. In deciding to allow an exception to our general rule against anonymous criticisms, we took into account the fact that we'd heard similar criticisms of clubs in the past, the fact that the correspondent bore no grudges against his old club and saw no reason to single it out when the problems he cited were far more widespread than at his club alone.

The lesson for Rotary in what our correspondent had to say is that we are always being assessed against the theories we espouse.



involved was too set in its ways, too clique-y, downright unfriendly and rude.

This, of course, is common in just about any field of human endeavour in which people come together – sporting clubs, service clubs, businesses, schools, universities, even churches and religious communities.

Wherever people are gathered together, you'll find the same challenges. It may well be that the local preacher is a grumpy old so-and-so who doesn't do much of a job reflecting the values of the organisation he is supposed to represent. But he's just one person, and his behaviour does not represent the values of his religion, just as a grumpy boss doesn't necessarily reflect the ethos of his business, or a negligent shop assistant does not reflect the business philosophy of the multi-national retail chain.

We're all entitled to have a bad day once in a while! It doesn't make what we do on

Like any other organisation, Rotary is full of people of different castes, cultures and sometimes, even moods. We'd be horrified if we knew that our entire copybook had been blotted because we weren't in the mood to smile at a particular moment in time.

The lesson for Rotary in what our correspondent had to say is that we are always being assessed against the theories we espouse.

At the same time, it must be said that our correspondent himself served a year as President of his club and still felt powerless to make any real changes.

Is this an indictment of the club or of the man himself? Who can say without knowing the intricate details of the dynamics of that club? It is, however, a question that both the club and its now past President should ask themselves.

I'd like to think that having gone through

Love us or hate us, just don't ignore us!

We also give your club a chance to show off

- Unique activities and projects
- No more than 300 words
- Your two best pictures

Please, no firing squad pix



See what a little creativity can do!



The Good ...





The bad ...





And the ugly!!!!



Oh dear ...!



Anything is salvageable



Which is why they invented Photoshop!

Be mindful of our image



We're not Masons!

Not that there's anything wrong with that!

What's an elevator speech?

It is the conversation you have in an elevator when somebody notices your Rotary pin and asks, "What is Rotary all about?"

Rotary is a worldwide network of inspired individuals who translate their passion into relevant social causes to change lives in their environment.

Stop resisting: face up to facebook, Twitter, etc, etc



But all these social mediums have to be based on your website

So keep it

- bright
- Friendly
- up to date
- and relevant!



Rotary Club of Crows Nest

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Club logo

Rotary Club of
Crows Nest
NCNM

Join us for lunch at Northbridge Golf Club, Sailors Bay Rd,
Northbridge, on Mondays, 12.30pm for 12.50pm.

Welcome to the Rotary Club of Crows Nest

Rotary is a worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in their environment.

At the Rotary Club of Crows Nest, we're looking for inspired individuals like you to join us for lunch on Mondays at the Northbridge Golf Club to bring us your knowledge, expertise and ideas to help us make the world a better place. If you've got an idea, we can help multiply your efforts using the resources of 30 fellow members of our club, almost 2000 Rotarians in our District, 22 Districts around Australia and 1.2 million Rotarians in more than 550 Districts in more than 220 countries across the globe. Many hands make light work!

Over the years The Rotary Club of Crows Nest has helped the Crows Nest Centre, North Sydney Boys and North Sydney Girls High Schools, we've built 19 schools in China, raised thousands of dollars for the global End Polio Now! campaign of Rotary International, and donated many thousands of dollars into organisations such as the Fred Hollows Foundation, Duchenne Muscular Dystrophy, Triple Care Farm, the North Shore Heart Research Foundation and many, many more.

We do this by working on several fundraising projects throughout the year. It's hard work, sometimes, but in the company of our fellow club members, it's also a whole lot of fun.



Every meeting of the Rotary Club of Crows Nest is a public event, so you'll be made more than welcome. Check out our weekly Lookout news bulletin for details on upcoming guest speakers, then contact our President, Warren Bolton (pictured) to let him know you'll be there so we can make sure our caterer looks after you.

For more information on Rotary and Rotary Membership,
contact Mark Wallace on 0408 182436



The only constant is change



If you
don't keep
up . . .

**you're just
waiting
to die**

What's your prognosis?