

# PUBLIC IMAGE

PDG Bob Aitken  
Public Image Director 2018/19



Bob Aitken and Fiona McCulloch  
District Public Image Co-Directors

Support members to be named

***“Public relations: the management function that creates, develops, and carries out policies and programs to influence public opinion and reaction”***



# GOAL:

To enhance and grow the public image of Rotarians and Rotary Clubs throughout District 9685

- Essence Statement:
  - Join leaders
  - Exchange ideas
  - Take action



# GOAL:

- Core Values –
  - Fellowship - we build lifelong relationships
  - Integrity - we honour our commitments
  - Diversity - we connect diverse perspectives
  - Service and Leadership - ability to change our world



**YOUR ROTARY CLUB  
NEEDS YOU**



**ENLIST HERE**



# METHOD

- All club presidents to appoint a responsible and, if possible, experienced Public Relations Chairperson.
- All clubs to focus on TRADITIONAL media partnerships (press, radio) alongside ALL social media outlets and other promotional resources.
- All clubs to commence year with club forum on what can be done to bolster their internal and external public image,  
ie: club premises, meeting procedures.
- Club Board to set annual advertising budget.  
Suggest \$2k to \$5k for clubs less than 25 members and \$20k for clubs more than 25 members.





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
- Moorambilla Voices Workshop for Regional High Students
- National Youth Science Forum
- Primary School Awards
- RYLA
- RYPEN
- Springwood High School
- Young Americans Workshop Scholarships

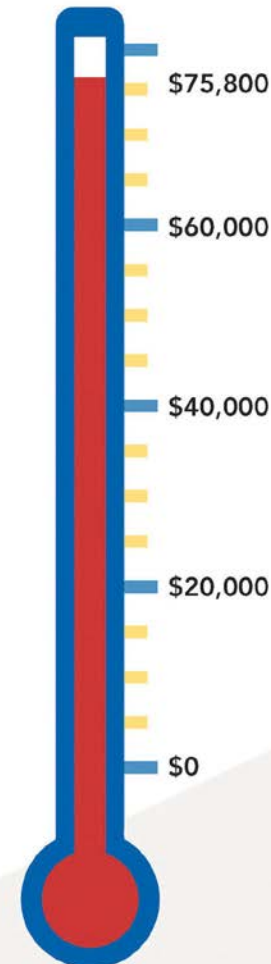
### LOCAL & AUSTRALIAN PROJECTS

- 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**



# RESOURCES:

- Effective club communication – soft and hard copy weekly newsletter (brevity is key to success), web site, brief information session at all club meetings, promote content of RDU magazine for member education.
- Regular updates to members by email, twitter, texting and other modern resources.
- Attractive flyers, posters for distribution at community events, and for club guests at regular meetings.
- Prepare professional quality annual report for distribution to corporate/civic leaders, potential sponsors/new members – and Rotarian families.





# 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.

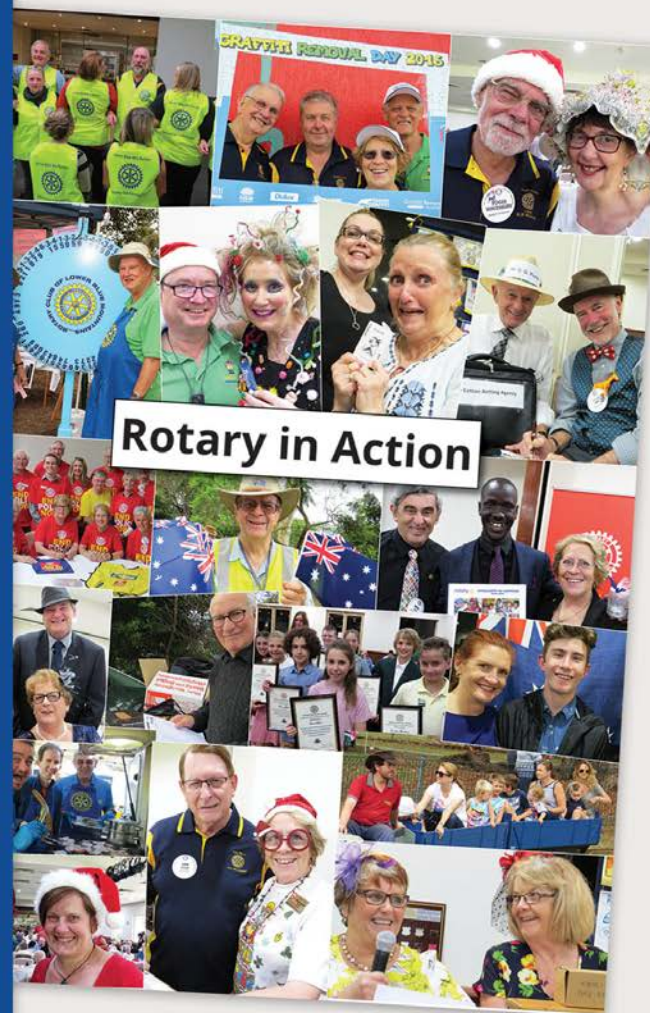
President: Rennie Schmid (0407 745 616)

Immediate Past President: Pamela Noal (0418 416 471)

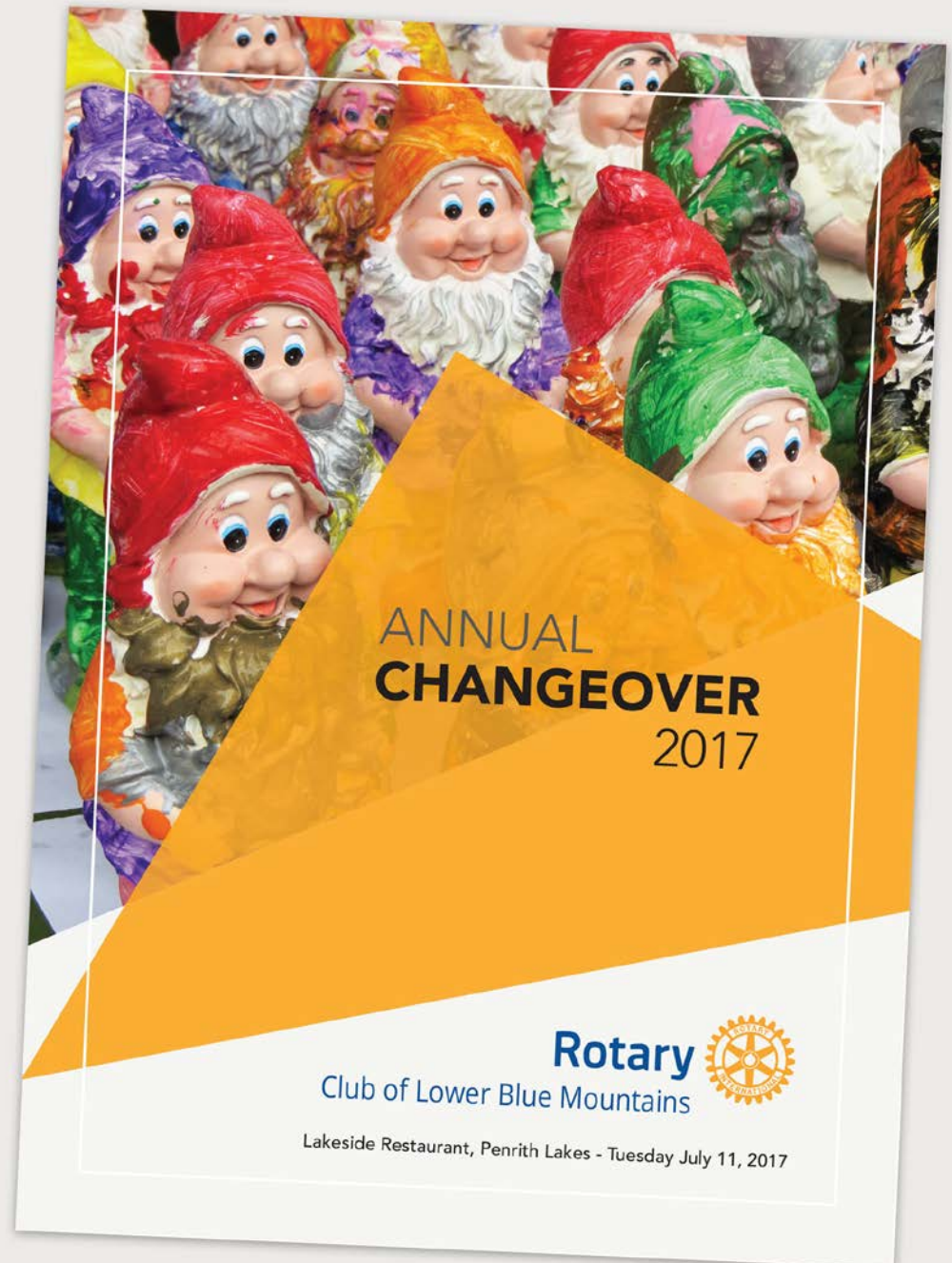
## MORE INFORMATION

PH 0400 698 828

[www.lowerbluemountainsrotary.org.au](http://www.lowerbluemountainsrotary.org.au)



Such reports can pay for  
themselves via  
community advertising





Every year, 1 in 5 Australians will experience some form of **MENTAL ILLNESS**



One of the most significant barriers to improving Mental Illness prevention and treatment is the low priority given to Mental Health research.



Help Improve the Health of All Australians. Become a Friend or Companion

## AUSTRALIAN ROTARY HEALTH

- Ensure Australians of all ages, from all walks of life, will lead healthier lives.
- Receive Australian Rotary Health updates.
- All donations are fully tax deductible and cumulative.

**Rotary**  
Districts of Australia

[www.australianrotaryhealth.org.au](http://www.australianrotaryhealth.org.au)

FRIENDSHIP: INDIVIDUALS	
Friend	\$100
Bronze Friend	\$500
Silver Friend	\$1,000
Platinum Friend	\$2,000
Diamond Friend	\$2,500

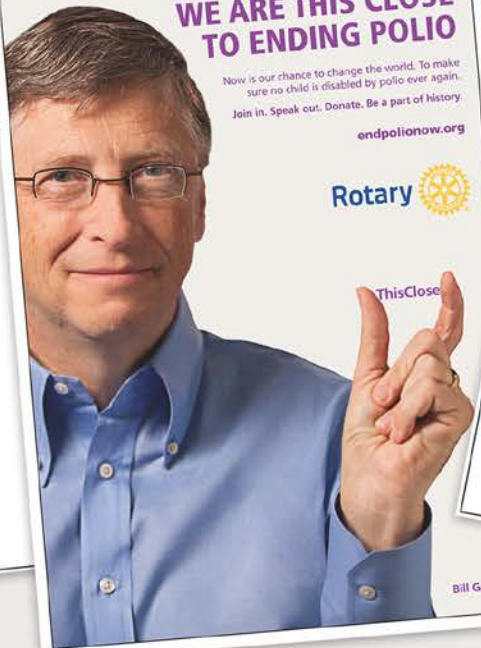
COMPANIONS: INDIVIDUALS, A CLUB OR CORPORATION	
Companion	\$5,000
Gold Companion	\$10,000
Ruby Companion	\$20,000
Emerald Companion	\$50,000
Diamond Companion	\$100,000

LOWER BLUE MOUNTAINS ROTARY  
ACKNOWLEDGES THE LONG TERM, INVALUABLE SUPPORT  
OF

**Jim Aitken**  
Partners

FINANCIAL SUPPORT OF THIS MARKET LEADING  
PROPERTY ORGANISATION MAKES IT POSSIBLE FOR  
LOWER BLUE MOUNTAINS ROTARY TO EASE THE  
BENEFIT OF INTERNAL ADMINISTRATIVE COSTS  
TO GET ON WITH THE IMPORTANT TASK OF  
SUPPORTING ROTARY PROJECTS AND VARIOUS  
COMMUNITY ORGANISATIONS...

## WE ARE THIS CLOSE TO ENDING POLIO



Now is our chance to change the world. To make sure no child is disabled by polio ever again.  
Join in. Speak out. Donate. Be a part of history.

[endpolionow.org](http://endpolionow.org)  
**Rotary**

This Close

Bill Gates



Your local independent cinema is proud to support the charitable works of Lower Blue Mountains Rotary

Glenbrook Cinema: bringing the world to our community since 1968.

View trailers and movie information at  
[www.glenbrookcinema.com.au](http://www.glenbrookcinema.com.au)



## There simply isn't enough time ....



Some children in our busy local schools need extra reading, one-on-one, with someone who can give a little time to listen, chat and mentor.

The Rotary "Book Buddy" process introduced in the Lower Mountains is based on:

- Attentive, active listening
  - Appreciation of efforts with frank feedback
  - Developing mutual intergenerational respect & friendships
- As parents, carers and senior citizens we can really make a difference ... in only 1 hour per week.

Contact Geoff  
Ph: 4739 7321 Mob: 0405 161 478



PROUD PARTNERS OF  
**LOWER BLUE MOUNTAINS ROTARY**



## GLENBROOK BUTCHERY

WHERE QUALITY AND SERVICE MEETS THE MOUNTAINS...

OFFICIAL MEAT SUPPLIERS TO  
**LOWER BLUE MOUNTAINS ROTARY AND  
PROUD PARTNERS IN COMMUNITY SERVICE!**

39 Park Street, Glenbrook, NSW 2773  
Telephone 47 39 5795

# RESOURCES CONT:

- Invest in collection of Rotary pull up banners to promote popular projects, Rotary's six areas of focus, Polio Eradication, ARH, RAWCS, ROMAC, your club name and current contact details (male and female), benefits of membership, Youth Exchange and display all at every public event.
- Download copies of every possible Public Image document from the RI website 'My Rotary'.



# KNOW YOUR LOCAL MEDIA

- 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.



# HOW TO HANDLE A MEDIA CRISIS

- Every club must have a Media Crisis plan.
- Politely point enquiry to appointed media crisis person.
- Be honest and forthcoming if a reporter calls. If you are not the appropriate person, politely inform the reporter you will get Joe Smith or Mary Jones to return the call as soon as possible – and make CERTAIN such happens.
- Do not speculate and do not be drawn into casual conversation before or after the interview. There is no such thing as ‘off the record’.
- Obtain copies of RI’s Media Crisis Handbook for club leaders.



# CONNECT WITH YOUR COMMUNITY

- Nothing builds public image better than a positive program to ensure your Rotary Club 'connects' with its community:
- Awards nights – vocational, volunteer, primary school citizenship, police, etc



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](http://www.lowerbluemountainsrotary.org.au)

Further enquiries phone John Keogh 0416213460





# CONNECT WITH COMMUNITY CONT:

- Street carnivals – Australia Day, pre Christmas,
- Christmas Party for house bound seniors.
- Celebrity guest speaker nights – open to the public.
- Charity movie nights.
- Quick response to disasters, ie: collections for bushfires, floods.
- Billboards to identify clubs, promote community events – tagged efficiently.



BOOK NOW

# DENG ADUT

## NSW AUSTRALIAN OF THE YEAR

Emu Plains Sports Club  
December 6, 2016



**CHILD SOLDIER, REFUGEE, STUDENT, DEFENCE LAWYER,  
WINNER OF THE NSW LAW SOCIETY PRESIDENT'S MEDAL  
- one of the great success stories of modern times.**

**Deng Adut will be special guest speaker at a meeting of  
Lower Blue Mountains Rotary Club**

Tuesday, December 6 – 6.30 for 7 pm

A general invitation is extended to all interested members of  
the Lower Mountains and Penrith communities to attend.  
From students to pensioners, everyone is welcome.

Bookings: Rotarian Heather Chourlianis – 0424 002 314

Cost: \$25 each

RSVP: Friday, December 2 at 12 noon.

RI ZONES 7B/8 COMBINED INSTITUTE

# INDIGENOUS ARTraffle



Artist: Hilary  
Tjapaltjarri


TICKETS  
\$5

**PRIZE: One classic piece of Indigenous art  
by PapunyaTula artist Hilary Tjapaltjarri**

**All proceeds to support Sue Trevaskis' Purple House Fund**

Drawn at Morning Tea on Saturday, September 3, 2016

FROM THE ACCLAIMED DIRECTOR OF  
*'THE QUEEN' AND 'PHILOMENA'*



ACADEMY AWARD WINNER  
**JUDI DENCH**    **ALI FAZAL**

**VICTORIA & ABDUL**  
BASED ON AN EXTRAORDINARY TRUE STORY

**LOWER BLUE MOUNTAINS ROTARY  
CHARITY MOVIE PREMIERE**  
**THURSDAY, SEPTEMBER 14, GLENBROOK**

6:30pm finger food and drinks;    7:30pm cinema seating;    7:45pm movie  
Special movie theme: Indian/British royalty. Prizes for best dressed individuals & couples  
Total cost: \$25pp    Bookings: Rotarian Gaye Van Der Meer - 0430 433 717  
Proceeds to benefit Rotary's local youth programs and The Rotary Foundation

FROM THE DIRECTOR OF  
*THE DARK KNIGHT TRILOGY, INCEPTION AND INTERSTELLAR*



**DUNKIRK**

WHEN 400,000 MEN COULDN'T GET HOME  
HOME CAME FOR THEM

**LOWER BLUE MOUNTAINS ROTARY  
CHARITY MOVIE PREMIERE**  
**SUNDAY, JULY 23, GLENBROOK CINEMA**

6pm finger food and drinks; 7pm cinema seating; 7:15pm movie  
Special movie theme: Wartime camouflage - best dressed prizes  
Total cost: \$25pp    Bookings: Rotarian Gaye Van Der Meer - 0430 433 717  
Proceeds to benefit Rotary's local youth programs and The Rotary Foundation

ACADEMY AWARD NOMINEE    ACADEMY AWARD WINNER    ACADEMY AWARD NOMINEE  
**KENNETH BRANAGH**    **PENÉLOPE CRUZ**    **WILLEM DAFÖE**

ACADEMY AWARD WINNER    ACADEMY AWARD NOMINEE    JOSH GAD  
**JUDI DENCH**    **JOHNNY DEPP**

LESLIE ODOM, JR.    ACADEMY AWARD NOMINEE    **DAISY RIDLEY**  
**MICHELLE PFEIFFER**



**MURDER ON THE ORIENT EXPRESS**

EVERYONE IS A SUSPECT

**LOWER BLUE MOUNTAINS ROTARY  
CHARITY MOVIE PREMIERE**  
**WEDNESDAY, NOVEMBER 8, GLENBROOK CINEMA**

7:15pm movie. Entry via main Cinema doors from 6.45 pm.  
Supper boxes provided for all patrons. Total cost: \$20pp.  
Bookings: Rotarian Gaye Van Der Meer - 0430 433 717 - please advise of any special dietary requirements.  
Proceeds to benefit The Rotary Foundation projects - peace, fresh water, maternal health, education, disease prevention and economic growth in developing countries ...