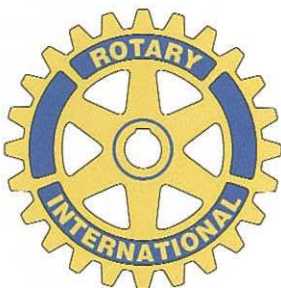


australian **vocational** **AVAC** advisory committee



VOCATIONAL SERVICE
DIRECTORS GUIDE



For Distribution to:
ROTARY CLUBS
ROTARACT CLUBS
DISTRICT VOCATIONAL CHAIRPERSONS
ASSISTANT DISTRICT GOVERNORS

Prepared with the approval of the:
AUSTRALIAN DISTRICT GOVERNORS
By the Vocational Service
ADVISORY COMMITTEE of the
AUSTRALIAN ZONE ROTARY INSTITUTE
Revised March 2008

**What is
Vocational
Service?**

Areas of
responsibility

**Personal
Score
Card**

**Vocational
Service
Chairman**

Your Role
Where do you start
When do you start

**Project
Thought
Starters**

Workplace,
Youth,
Community,
The Elderley

INTRODUCTION

The Philosophy of Rotary Vocational Service

To encourage and foster – High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of their occupation as an opportunity to serve society.

Paul Harris wrote:-

"Each Rotarian is a connecting link between the idealism of Rotary and their trade or profession".

The purpose of this guide is to aid every Vocational Service Director Chairman in the important task of making every Rotarian believe in and to become the connecting link between the idealism of Rotary and their profession or trade.

Paul Harris puts the responsibility on every Rotarian working in their vocation.

There is a part to be played by Club projects, but we fail as individual Rotarians if we do not accept the personal challenge expressed in the maxim, - "Putting Rotary to work where you work". This matter was considered so fundamentally important to Rotary's continuing success in Australia that a special Committee of Past District Governors - working under the direction of the Australian Rotary Institute, has been appointed - for three year terms - ever since 1970, to produce this Guide. This Committee is known as the Australian Vocational Advisory Committee.

ACTION:

1. Order additional copies of this Guide for your Committee members and Club President – see order form on page 15.

POLICY ON VOCATIONAL SERVICE

THE DEFINITION OF VOCATIONAL SERVICE

Vocational Service is the way Rotary fosters and supports the application of the Ideal of Service in the pursuit of all vocations.

INHERENT IN THE VOCATIONAL IDEAL ARE

1. Adherence to and promotion of the highest ethical standards in all vocations, including faithfulness and fidelity to employers, employees and associates, fair treatment of them and of competitors, the public and all those with whom one has any business or professional relationships.
2. The recognition of the worthiness to society of all useful occupations, not just one's own or those which are pursued by Rotarians.
3. The contribution of one's talents to addressing the problems and needs of society.

Vocational Service is both the responsibility of a Rotary Club and of its members. The Club is to implement and encourage the objective by frequent demonstration, by application to its own actions, by example and by the development of projects that help members contribute their vocational talents. The role of the **Members** is to conduct themselves, their businesses and their professions in accordance with Rotary principles and to respond to projects which the Club has developed. Thus, Vocational Service is the shared responsibility of **both the Rotary Club and the individual Rotarian**.

RECOMMENDED VOCATIONAL SERVICE COMMITTEE PLAN

The suggested Committee Plan for a Rotary Club is to provide for the following Sub-Committees:

- Career Development
- Vocation at Work
- Vocational Awareness
- Vocational Awards

VOCATIONAL SERVICE BROCHURE

A brochure (509-EN) Vocational Service in Your Community) was produced by Rotary International. This brochure amplifies the above matters as do the brochures contained in the Club Committee Manual held by the President.

SERVICE THROUGH BUSINESS

THE 4-WAY TEST

Of what we think and say ...

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build Goodwill and better Friendships?
4. Will it be Beneficial to all concerned?

DECLARATION FOR ROTARIANS IN BUSINESS AND PROFESSIONS

As a Rotarian engaged in a business or profession, I am expected to:

- Consider my vocation to be another opportunity to serve;
- Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;
- Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
- Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
- Recognise the honour and respect due to all occupations which are useful to society;
- Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
- Adhere to honesty in my advertising and in all representations to the public concerning my business and profession;
- Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

WHAT IS VOCATIONAL SERVICE?

FIRST AND FOREMOST

- It is the basic foundation on which Rotary membership is built. You are LOANED your classification for the duration of your membership. At induction, every new member is always exhorted to project the Ideals of Rotary in their vocation.

SECONDLY

- It is the Ideal of Rotary to put Rotary to work where you work and into all of your life.

What precisely is your Vocational Service responsibility and how do you discharge it?

- Remember what was said to YOU at your Induction? It would have been something like this - "You have been chosen for membership of the Rotary Club of ' _ _ _ _ _ ' because your fellow members believe you to be a LEADER in your business or profession."

- What does a leader do?

A leader sets, maintains and continually raises the standard of ethics, professionalism and workmanship in their personal performance.

By example, ability to lead and to help others to develop their full potential, they raise the standards of those around them.

- We can discharge our Vocational Service responsibilities in many areas. By setting, maintaining and continually striving to raise our standards of ethics, professionalism and workmanship in the following:

1. in our performance;
2. in the profession and business or area of our respective vocation;
3. in the wider community where each of us lives and works; and
4. in helping others to find vocations in all places where the possibility of additional viable jobs exist or where they can be created.

CLUB VOCATIONAL SERVICE DIRECTOR/CHAIRMAN YOUR ROLE - YOUR CLUB

Congratulations on your appointment and acceptance of the opportunity to further the Object of Rotary in your Club and community.

Vocational Service is even more important now than when Rotary was first established and your contribution through your Committee and Club will be a direct reflection of Rotary's value in today's society.

There are many resources available to assist you in your assignment of this Rotary Year. The foremost of these is the AVAC Manual.

Attend your District Assembly. The District Assembly provides you with the training and tools to do the job. Use them to the full and make your term as Vocational Service Chairperson the rewarding experience it should be for you, your Committee and your Club.

MOTIVATION

The Prime Responsibility of a Club's Vocational Service Committee

As Director/Chairman of Vocational Service and a Member of the Board Committee of your Rotary Club, motivation must start with you, It is a vital key to success,

- Use this Vocational Service Guide as a reference at all Club Vocational Service meetings.
- Support and direct your Committee with good leadership, enthusiasm and confidence.
- Delegate and ensure the co-operation of each Committee Member in the total programme for the year and their acceptance of personal responsibility for their part in that programme.

Your Committee should:

- have an understanding of its purpose;
- be aware of its important role in promoting the Second Part of the Object of Rotary;
- bear in mind the purpose of vocational service when evaluating projects;
- have the confidence to successfully introduce and complete those projects,

Your Club may need to be reminded of the importance of "Vocational Service" as an integral part of each member's responsibility in their role as Rotarians.

- This is one of the most important tasks of your Committee.
- Vocational Service is an obligation accepted by each Rotarian. If each member of your Club has a proper appreciation of "Vocational Service", many other problems, such as membership, could be overcome.

ETHICS - THE CHALLENGE TO ALL ROTARIANS

Rotarians frequently refer to each other as "the leaders in their vocations" and we are all generally ready to accept the title of "leader". Along with that title, if the ethics of a Rotarian are to have any real meaning in the Vocational sense, there must inevitably be the responsibility of setting a good leadership example.

The executives should set the standards 'in the place where we work' .

Any executives who imagine their moral failings - or strengths - to be unknown to their staff, colleagues, clients, suppliers or the unions with whom they deal are simply deluding themselves.

Any fall from grace of 'management' gives co-workers an excuse to do the same. "If it's good enough for him/her, it's good enough for me." That sentiment is an unfortunate human failing. That is a negative viewpoint.

Let us be positive

If each of near 32,000 Australian Rotarians had a positive influence on people, then Rotary's Ideals could impact on a large proportion of the Australian population.

HONESTY

A wise person once said, speaking of justice, "it not only needs to be done, but it needs to be seen to be done". It is just the same with honesty.

Everything we do or say as individuals and the practices of the company or institution in which we exercise our executive powers, must be seen to be honest.

COURTESY

How much does a smile cost? If we truly believe in 'the recognition of the worthiness of all useful occupations' why should we be discourteous to anyone. That doesn't imply subservience or agreeing with everyone. It simply says that 'we can agree to disagree' and be respected for an honest and courteously expressed difference of opinion.

JUSTICE

What was it that aroused the greatest resentment in us as children, and indeed, affects us as adults? A feeling that we had been treated unfairly. Sometimes bad decisions have to be made - but if they are fair, they will gain respect.

If we can send each of our staff home walking a little taller because they feel they are treated in a just and courteous way and respected for their individual qualities, doesn't this give us the chance to influence the whole community for good.

UNDERSTANDING

In exercising executive powers it is a real plus to try to put oneself in the other person's position - to try to understand their point of view - and then ask yourself 'how would I react if I was spoken to or treated in a discourteous or disparaging way?'. One golden rule in this area is never to censure anyone publicly, especially a staff member, in front of their workmates.

One way of helping to keep a 'happy ship' is to use the services of an Industrial Padre, who simply calls around to your place of business at a mutually suitable time and has a word with anyone on your staff who may be seeking a confidant about something which is worrying them. At first sight this personnel service may seem too expensive but how much more expensive might disharmony be. It is a matter of balancing relative values and hopefully coming down on the side of human values. It may well be less costly in the long run, but to a Rotarian, giving the service should be the major consideration. It is a real expansion of vocational service.

PROMOTING VOCATIONAL SERVICE AWARENESS In The Rotary Club

Every Rotarian should exemplify their principles of Rotary to their vocation. Promote vocational awareness to every member of your Club through -

- Rotary information segments of the Club's programme;
- Club Bulletin;
- Your Committee's programmes.

JOB TALKS

Encourage individual members to create an awareness and interest in their own classification by a regular personal information address. "Know your fellow Rotarian."

ETHICS AND PRACTICES FORUM

A club programme to explore changing trends in practices and ethics in commerce, industry and the professions.

TOWARDS 2015 PLUS

A club programme, Rotarians discuss future trends in their business or profession.

MEMBER ADVICE FORUM

A Rotarian, at a normal club meeting, discusses the problems they are experiencing in their vocation and asks for comments and exchange of ideas.

VOCATIONAL SITE VISIT

A regular club meeting is held at an appropriate workplace. A short mealtime is set aside with minimal club business and then an inspection of the work site is carried out.

4-WAY TEST

Conduct a discussion or debate - "Is the 4-Way Test out of date?"

VOCATIONAL SERVICE SCORECARD

Use scorecards as a basis for a club programme which asks members to consider several case studies. Each member completes the scorecard anonymously, followed by a club discussion on vocational responsibility.

CLUB PROGRAMMES

Ensure that the Club Programme Chairperson includes at least six Vocational Service programmes in the Rotary year. Fix firm dates at the start of the year.

Consult your AVAC Manual for other worthwhile programme suggestions which other Clubs have developed.

List other projects/activities you consider appropriate to the needs of your Club/members .

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PROMOTING VOCATIONAL SERVICE AWARENESS In The Workplace

Some Club projects - some personal projects:

VOCATIONAL EXCELLENCE AWARD

Award for Vocational Excellence (top performance).

PRIDE OF WORKMANSHIP

Sponsor Pride of Workmanship in industry and commerce and schools with vocational talks; the presentation of printed awards and plaques; discussions on employer-employee relations.

INDUSTRIAL RELATIONS

Arrange a series of guest speakers on different weeks to cover workers, shop stewards, union officials, management and arbitration.

IS IT FAIR TO ALL CONCERNED

Arrange a Club discussion of current commercial and industrial practices.

BUSINESS RELATIONS

Speakers who challenge Rotarians on the need for better business relations should be programmed regularly. Do not necessarily go beyond your own club members. Remember, always balance an extreme view with a corresponding speaker next week.

BRING A BUSINESS PERSON

Arrange a special day for each member, where possible, to bring a non-Rotarian business person to a regular weekly meeting as their guest.

BRING A COMPETITOR

Rotarians should be encouraged to bring their workplace competitors to develop an understanding of Rotary by the competitor and an understanding by the Rotarian of the competitor's point of view.

ASSISTANCE TO SMALL BUSINESS

Hold a small business seminar in the local community using local Rotarian business people where possible as keynote speakers.

COURTESY CONTESTS

Very worthwhile courtesy contests have been held by various Rotary Clubs selecting 'a courteous police officer', 'a diligent garbage collector', 'an obliging shop assistant' or 'an efficient telephonist', etc.

EMPLOYEES' MEETING

Good relations can be enhanced by setting aside a club meeting for employees of Rotarian members. Particular emphasis for the day should be placed on the selection of the guest speaker.

HI-TECH SEMINAR

Organise a seminar to disseminate and discuss information about future trends in technology.

TRADE AND PROFESSIONAL ASSOCIATIONS

Promote and support the work of such associations.

List other projects/activities you consider appropriate to the needs of your Club/members.

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PROMOTING VOCATIONAL SERVICE AWARENESS For Youth

"Every Rotarian an Example to Youth." - Rotary's commitment to young people.

CLUB VOCATIONAL SERVICE COMMITTEE

This Committee should work closely with the club Youth Committee and established community youth services.

GUESTS AT CLUB MEETINGS

Youth recipients of Rotary awards/scholarships. Students will find a weekly Rotary meeting interesting and create a great deal of awareness in the community.

SUPPORT OF YOUTH SERVICES

In job creation.

In youth employment.

Support by Rotarians in the management and operation of such activities as Skills Share, Work Skill Australia, Skill Olympics, Job Start, Traineeships.

Survey and use Federal, State and Local Government schemes operating in your District.

Consider provision of equipment for activity groups.

ROTARY YOUTH LEADERSHIP AWARDS

These Awards, an Australian initiative, recognise young people taking an active leadership role in their community or workplace. The Award takes the form of sponsorship to attend a residential leadership development seminar. **As an employer, sponsor one of your own staff with paid leave.**

ESSAY COMPETITIONS

Rotary Clubs can invite students at local schools to submit essays on a selected topic, perhaps "Is the 4-Way Test out of date?" or "Should conservation stand in the way of a freeway?". Many topics are available.

CONTACT WITH LOCAL GIRL GUIDE, SCOUT AND COMMUNITY YOUTH GROUP LEADERS

Close liaison with these leaders in the community provides valuable information on the needs of youth.

PUBLIC SPEAKING COMPETITIONS

Sponsor a public speaking competition. Before the competition commences, Rotarians should offer to act as coaches for training in the techniques of public speaking on the topic of the Four Way Test.

Interschool competition in public speaking is another effective way of involving youth in vocational service topics.

Promote a friendly debate on a popular topic between Rotary and school, between Rotary Clubs, between Rotary and an Interact Club, or between Interact and Rotaract Clubs.

TALKS TO YOUTH

Various youth groups and school communities are continually looking for interesting speakers. A talk by a local Rotarian on the ethos of the 4-Way Test on productivity or employer-employee relations could be very appropriate. Talk to schoolleavers on prospective employment,

APPRENTICESHIP AWARDS

Awards for excellence can be made after a selection process by the Rotary Club. Local apprentice training institutions will normally provide appropriate information with the Rotary Club carrying out final screening and selection of the most worthy apprentices.

APPRENTICESHIP EXCHANGE

Clubs arrange exchange of apprentices in allied fields to provide wider experience in the work place. An exchange may be an appropriate prize for an award winning apprentice.

CAREER SEMINARS

Rotarians visit schools to tell of career opportunities, courses of study and prerequisite subjects. Careers 'market places' may be sponsored by a Club or, at least, ensure Rotarians participate in such markets when organised by others.

JOB EXPERIENCE

Rotarians visit final year school students and answer questions on various aspects of their vocation, e.g. a doctor talking about medical and para-medical careers, a builder talking about careers in the construction industry.

"LIVING TODAY" PROGRAMME

Selected Rotarians talk at local high schools - how to buy a car; how to make a will; how to open a bank account.

WORK EXPERIENCE

Students work for a week or so without payment in the actual work environment. Consider city- country exchanges. Look at computer training for blind students. Assist the local high school find work experience places.

SCHOLARSHIPS

Scholarships arranged through the principal of a local secondary school/college to enable gifted students who could otherwise not continue with their schooling to achieve a complete education.

JOB INTERVIEWS

Arrange job interviews for schoolleavers to prepare them in interview techniques and build up self-confidence. You could help a young person get their first job.

4-WAY TEST AWARDS

An annual presentation to senior high school students for achievement in meeting the Ideals expressed in the 4-Way Test, recorded on an honour board presented by Rotary.

YOUNG ACHIEVERS AUSTRALIA

An existing exercise in the local secondary school/college involving starting a business, forming a company, manufacturing and marketing.

PROJECT 2015 PLUS

Prepare young people to meet changes in lifestyle caused by the many technological changes.

NATIONAL YOUTH SCIENCE FORUM

Assist Club Committees to find worthy applicants.

PEER SUPPORT

Support the formulation and operation of peer support in your local secondary school/college.

ADVENTURE CAMP

Organise an adventure camp for young people encouraging confidence, initiative, determination and courage.

ROTARY ADVENTURE IN CITIZENSHIP

A week-long residential programme for Year 11 students held in Canberra. Provides participants with an opportunity to learn about the Australian parliaments intemational affairs, the courts, science and sport.

THE SIEMENS SCIENCE EXPERIENCE

This three day experience is for students about to enter year 10 and provides them with hands on experiences in Universities.

THE SCIENCE AND ENGINEERING CHALLENGE

This program for year 10 students engages teams from schools in a full day of challenging activities related to science, technology and engineering.

ROTARY YOUTH IN AGRICULTURE

This is a four day camp for year 10 and 11 students aimed at providing them with a broad knowledge of the cattle industry.

List other projects/activities you consider appropriate to the needs of your Club/Members

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PROMOTING VOCATIONAL SERVICE AWARENESS In The Community

LOCAL NEWSPAPER LIAISON

It would be impossible to stress too much the value of the 'public image' of the Rotary Club in the community. Close Liaison with local government and the local press can be a very useful way of presenting Rotary projects to the local community. Inviting the editor of the local media to be guest speaker is another useful way of making contact.

LOCAL MAYOR, SHIRE PRESIDENT OR LOCAL GOVERNMENT EXECUTIVE AS GUEST SPEAKER

The mayor or shire president feels honoured and gets to know more about the Rotary movement in the area, and of course, can become a firm friend in time of need.

Rotarians can provide a great deal of expertise and assistance by acting on committees of local government and associated community activities.

LOCAL NATURALISATION CEREMONIES

Attendance by Rotary members at naturalisation ceremonies and presentation of perhaps a small native tree can create lasting and meaningful memories in the minds of the new settlers. Consider a naturalisation ceremony at your weekly meeting. Liaise with your local government body responsible for such ceremonies.

ROAD SAFETY PROGRAMMES

Courtesy driver awards and voluntary vehicle roadworthy tests can be made in co-operation with the police and the National Road Safety Council.

SUPPORT FOR UNDERPRIVILEGED COMMUNITIES

Seek support for volunteer Rotarians to work at their own trade or profession assisting such communities.

SPECIALISED MACHINERY

Purchase woodworking and other machines for the handicapped.

SHELTERED WORKSHOPS

Support Rotarians for local sheltered workshops in management and product marketing and advice. Obtain work orders for sheltered workshops.

INDUSTRIAL TRADE SHOW

Organise a trade display and encourage manufacturers and business people to display their production methods and products.

CRAFT FAIR

Encourage cottage industry by organising art and craft fairs or displays.

CONSUMER RIGHTS SEMINAR

Organise a seminar to familiarise people with their rights as consumers.

ABORIGINAL RECONCILIATION

Investigate opportunities for your Rotary Club to assist in this initiative.

DO IT ONCE DO IT WELL

Promote this concept through a Rotary sponsored publicity campaign.

List other projects/activities you consider appropriate to the needs of your Club/Members

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PROMOTING VOCATIONAL SERVICE AWARENESS
for The Aged

PROBUS CLUB

Form a Probus Club for retired business and professional people in the community. Now many hundreds in Australia - all Rotary sponsored.

RETIREMENT SEMINARS

Hold a retirement seminar for the benefit of those people who are approaching retirement or have already retired. Provide advice about investment, hobbies and travel using Rotarian resources.

ELDERLY OR DISABLED

Create community awareness and solve problems of access for the elderly and disabled in shopping centres and community centres. Provide appropriate walk-ways in parks.

RECREATION FOR THE ELDERLY

Providing opportunities for the elderly to enjoy aerobic exercises, swimming and recreation. Help organise groups at the local aquatic centre.

SERVICES TO THE ELDERLY

Rotarians provide voluntary handyman services, such as replacing a light bulb. Rotarian family members assisting with weekly shopping, etc. Have an elderly neighbour in for an occasional meal.

AGE CONCERN

Involve retired people in training young people in vocational skills and attitudes.

List other projects/activities you consider appropriate to the needs of your Club/Members.

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PROJECT SUMMARY - MEMORY JOGGER

1. Briefly record earlier vocational service programmes undertaken by your Club.

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2. Record current and ongoing vocational service projects with which your Club is involved.

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3. What future projects could your Club realistically consider?

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ACTION PLAN - RECOMMENDED TIMETABLE

Rotary acknowledges you are a busy, able leader in your vocation and bring more than enough experience and leadership qualities to achieve what needs to be done.

The following sequence check will ensure that your aims are achieved.

This is the pattern used by effective communities in successful clubs.

Work closely with your president so that your planning complements Club plans and objectives for the year.

REMEMBER ... OCTOBER IS VOCATIONAL SERVICE MONTH

PRIOR TO JULY 1ST OF THE COMING ROTARY YEAR:

FEBRUARY

The DG and DGN agree on the number of these booklets required to gain the maximum impact in their District.

MARCH

The DGN attends the International Assembly. The DG orders booklets from:

RDU MERCHANDISING & PROMOTIONS
PO Box 9368
HARRIS PARK 2142
Telephone: (02) 9897 3118 Facsimile: (02) 9637 8052
Email supplies@rotarydownunder.com.au

MAY

The DGN holds a President Elect Training Seminar (PETS) Day and later the District Assembly, distributing the booklets at the Assembly to all incoming Club Vocational Service Directors/Chairman and Chairpersons.

JUNE

The Vocational Service teams of all Clubs hold one or more meetings to plan their activities for the year, giving a detailed plan to the President and, where indicated, to the Programme Chairperson and Bulletin Editor.

JULY 1

Ensure your Committee knows what has to be done and when and who has to do it. Put this in writing.

YOU ARE ALL SET FOR A GREAT YEAR

REMEMBER..... monitor your progress

REPORT ON..... your regular Committee meetings

ADVERTISE..... your achievements

