On Wednesday 18 January the Stanthorpe Rotary Club began a new chapter in its evolution with the chartering of the Rotary Satellite Club of Stanthorpe Flexitime.

The Satellite Club is a group of people who want to be involved in the activities of the Rotary Club, but are unable to make a commitment to weekly dinner meetings, a regular part of Stanthorpe Rotary since its beginnings in 1953.

The group of ten new members are Rotarians in every aspect, but they will have flexible meeting time and will only meet twice a month rather than every week.

The Satellite Club's inaugural chairperson, Kylie Linton, says she enjoys being involved with Rotary's many activities and has wanted to be a member of the Club for some time, but is unable to attend meetings every Monday night due to family and other commitments, so this is an ideal solution for her.

Stanthorpe Club President, Stephen Tancred, is excited about the new group as it "provides an opportunity for more community minded Stanthorpe people to participate in the range of local, national and international projects that Rotary is involved in." READ MORE...as follows

'SATELLITE' SANDY DOUMANY

Sandy was the driving force behind many Club and District projects, and is a well-known identity to Clubs in the District.

After joining Rotary in 2003, Sandy has been a District Governor, instrumental in chartering a club, sponsoring three satellite clubs...and a whole lot more.

READ MORE...as follows
NEW SATELLITE CLUB TAKES OFF

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Stanthorpe Club President, Stephen Tancred, is excited about the new group as it “provides an opportunity for more community minded Stanthorpe people to participate in the range of local, national and international projects that Rotary is involved in.” Mr Tancred also maintains that more members, many of them younger, add zest to the Club profile.

Satellite Club members will be welcome at Monday dinners and Stanthorpe Club members will be welcome at Satellite meetings should they wish to do so depending on members’ changing demands on their time. It is designed to be a partnership where members can retain traditions and also embrace new ways of doing things so that all people can have the opportunity to be a part of Rotary.

Stanthorpe Club President Elect, Morwenna Harslett, said that good communication between the two groups will be key to the success of this venture and that members of the parent Club are working hard to learn to use electronic and social media, even though for some this can be a daunting prospect. “For me, being a Rotarian is not just about community service, it is also an avenue for personal and professional growth, and learning new skills with regard to technology is an essential part of this”, said Miss Harslett.

The Satellite Club will assist and participate in current Club activities and fundraisers such as Australia Day BBQ catering and Opera in the Vineyard and they hope to also initiate new projects to benefit the community.

If anyone is interested to learn more about the new Satellite group or the Rotary Club of Stanthorpe in general, please go to the website www.stanthoprerotary.org or look out for Rotarians in their green shirts on Australia Day and at the Stanthorpe Show and have a chat with them.
STORY FROM PAGE 1

Information you may not know: Sandy was born in Sydney and a genuine Bondi Beach girl.

She moved to Brisbane with her family at the age of 7. Sandy had four children with her first husband, sadly one passed away at age of 9 with a heart condition. Together they worked in their Pharmacies for over 30 years, Sandy also owned a large beauty salon.

When their children had left home they relocated to Sanctuary Cove for a more relaxing lifestyle, but sadly Barry passed away with cancer. Sandy herself is a cancer survivor.

As life sometimes does, a new man called Sam, a former Attorney General of Queensland came into her life and she is the first to say how blessed she is to have two such wonderful husbands. Between them they have 10 children and 11 grandchildren and a great grandchild on the way. Sam is also a Rotarian and all who know him realise he is very active and committed, and has been a wonderful support to Sandy on her journey.

Sandy’s Rotary life started in 2003 as a charter member of the Rotary Club of Hope Island. She has had several positions on the Board over the years and was President in 2006-2007. The following three years were as an Assistant Governor and the following year was selected for District Governor for 2012-2013.

Sam & Sandy are very involved in the Human Brain Research Project and the Malaria Vaccine Research at Griffith University, both of these Projects are supported by our District. Sandy is a member of the Bequest Society and is a three ruby Paul Harris Fellow.

Since then she has had several District positions, but in the last few years her position as Extension Officer has developed a passion to see District 9640 grow and remain vibrant. Rotary International in 2013 introduced the concept of satellite clubs, and this is what excites Sandy when talking to Club Presidents at cluster meetings, and as a guest speaker talking to clubs.

Glen Innes, Southport and just recently Stanthorpe have proved they have had the vision for their clubs and successfully sponsored satellite clubs, which are doing well and members of these new clubs have unlimited enthusiasm in their role of new Rotarians. This has increased Club membership and most importantly the District also.

The message to all clubs no matter what your membership level is, it can be increased, think outside the square and realise the potential in your area is there for you to welcome more new Rotarians into the District 9640 family.

For any further information or help kindly contact Sandy srmd@bigpond.net.au or 0418 150240
Rotary’s Anniversary and World Peace and Understanding Day

On 25 February 1905, Paul Harris, Gustavus Loehr, Silvester Schiele and Hiram Shorey convened for the first meeting of Rotary. The term Rotary was used as the four Rotarians rotated their meeting locations.

Rotary has now grown to have over 1.2m members and its achievements over the last 112 years are truly legendary. What is not well known is Rotary’s role in promoting world peace and understanding.

February’s is Rotary’s Peace and Conflict Prevention/Resolution month and 25 February has been retitled World Peace and Understanding Day, in recognition of Rotary’s commitment to world peace. At the 1921 Rotary convention in Edinburgh, Scotland, Rotarians unanimously agreed to incorporate peace making into Rotary’s constitution and bylaws.

At the 1940 Rotary International Convention in Havana Cuba, Rotarians adopted a resolution calling for “freedom, justice, truth, sanctity of the pledged word and respect for human rights”. This resolution became the framework for the UN Universal Declaration of Human Rights.

In 1942, British Rotarians convened a conference to plan for a world at peace. This conference was attended by Ministers of Education from around the world, and led to the establishment of UNESCO in 1946. In 1945, 49 Rotarians served in 29 delegations to the United Nations Charter Conference, and each year there is a Rotary Day at the United Nations in New York to celebrate this partnership.

Rotary has established educational programs to encourage understanding of other cultures. In 1947, Ambassadorial Scholarships were the first of these programs, followed in 1965 by Group Study Exchange, Youth Exchanges in 1974 and in more recent times the establishment of Rotary Peace Centres.

To view the work of the Peace Fellows, you are invited to attend the Rotary Peace Fellows Seminar at the University of Queensland on Saturday 8 April.

However, our challenge is to educate all peoples, so programs enabling women to receive an education, programs providing safe
drinking water and school buildings, programs such as Days for Girls that prevents the marginalization of adolescent female students are all geared to helping us to achieve our Fourth Avenue of Service “to expand Rotary’s humanitarian reach around the globe and to promote world understanding and peace”

So, as you celebrate 112 years of Rotary doing good in the world, reflect on the many Rotary programs that facilitate world understanding and peace.

You can read more about Rotary and promoting peace HERE

<table>
<thead>
<tr>
<th>FACTS ABOUT ROTARY AND PROMOTING PEACE</th>
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<tbody>
<tr>
<td>✅ 100 peace fellowships are offered each year at Rotary Peace Centers around the world</td>
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<td>✅ 65 million people are currently displaced by armed conflict or persecution</td>
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<td>✅ $142 million has been raised by Rotary to support peace</td>
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<td>✅ 1,000 students have graduated from Rotary’s Peace Centers program</td>
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WEB LINK TO ROTARY AND PROMOTING PEACE: https://www.rotary.org/en/our-causes/promoting-peace
Rotary Theme for 2017-18

Rotary International President-elect Ian Risely, announced at the International Assembly at San Diego that the theme for the 2017-18 Rotary year would be: "Rotary. Making a Difference."

He seeks better gender balance in Rotary and encourages us to all to plant a tree for every Rotarian to reduce atmospheric carbon dioxide.

More from DGE Darrell Brown at the District Assembly on Sunday 12 March.

RI President-elect Ian H.S. Riseley’s says about his theme, "Rotary: Making a Difference": “Whether we’re building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people’s lives — in ways large and small — for the better.”

Here’s a link to the Presidential Theme and Citation brochure: BROCHURE

You can watch his ‘Theme Reveal’ speech (3 minutes) VIDEO

These links are at https://www.rotary.org/en/2017-18-ri-president-ian-hs-riseley-announces-his-presidential-theme
Some years ago, a new acquaintance asked me what should have been a simple question: “What is Rotary?” I opened my mouth to reply and then stopped short with the realization that I simply did not know where to begin. The problem wasn’t that I didn’t know what Rotary was. The problem was that Rotary was — and is — too large and complex to easily define. We are a member-based organization, a club-based organization, and a service-based organization; we are local, regional, and international; we are community members, businesspeople and professionals, working and retired, active in nearly every country in the world. Every one of our 1.2 million members has a unique set of goals, experiences, and priorities; every one of us has a unique understanding of Rotary.

To me, Rotary is defined not by who we are, but by what we do — by the potential that Rotary gives us, and the ways we realize that potential in meaningful and lasting service. Rotary has been around for a long time: 112 years. In some ways, we’ve changed tremendously, as we’ve grown, matured, and adapted to the changing needs of our members and communities. In our fundamentals, however, we remain the same: an organization of people with the desire — and through Rotary, the ability — to make a difference in our communities, and the world.

In 2017-18, we will answer the question “What is Rotary?” with the theme Rotary: Making a Difference. However each of us chooses to serve, we do it because we know our service makes a difference in the lives of others. Whether we are building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people’s lives — in ways large and small — for the better. Whatever motivation each of us had for joining Rotary, it is the satisfaction we find in Rotary that causes us to remain, the satisfaction of knowing that week by week, year by year, we are part of Rotary: Making a Difference.

Ian H.S. Riseley
President, Rotary International, 2017-18

HOW TO QUALIFY FOR THE CITATION

Clubs that are strong and making a positive difference in our communities achieve goals related to Rotary’s three strategic priorities to support and strengthen clubs, focus and increase humanitarian service, and enhance Rotary’s public image and awareness.

This year’s Rotary Citation will recognize clubs that complete activities that support these priorities. Clubs will have the entire Rotary year — 1 July 2017 to 30 June 2018 — to achieve the citation’s goals.

Rotary will be able to verify your club’s completion of most of the goals using our database. For others, we’ll confirm your club’s achievements through information you enter in Rotary Club Central, Rotary Showcase, and Rotary Ideas.

District governors can also track their clubs’ progress online. I’m asking each of them to talk with clubs regularly and support them in achieving these goals and Making a Difference.

Find more information at www.rotary.org/presidential-citation. If you have questions, write to riawards@rotary.org.
District Conference News

Things are hotting up in preparation for our District Conference at Ballina 5-8 May. We have an impressive list of speakers lined up including Ita Buttrose, Kerry O’Brien and Noel Pearson. Read the full list of speakers HERE

Past RI President Bill Boyd from New Zealand will be attending our District Conference as the Rotary International President’s Representative.

Bill is an inspiring speaker who is a Rotary Foundation Trustee, and is passionate about the WASH programs for schools. Find more about the WASH (Water And Sanitation Hygiene) program HERE

Ballina’s super-star performer Rachael Beck will also entertain us. Rachael has starred in many musicals including Les Miserable, Cats, Beauty and The Beast, as well as performing regularly in plays and television series. Read about Rachael HERE

For information about the conference: http://www.rotary9640conference.org.au

To see the conference program, HERE

So, it’s time to register HERE

• All the above links are on our District webpage: http://www.rotary9640conference.org.au/
Ken Barker: Glen Innes Citizen of the Year: The Glen Innes Examiner ran this story about Ken:

Citizen of the Year: Ken Barker has been named Glen Innes’ Citizen of the Year at the Australia Day celebrations on Thursday. Ken Barker was humbled to be named Glen Innes’ Citizen of the Year for his contribution to youth programs in the community.

For many years Mr Barker has been a member of Rotary, dedicating much of his time to his interest in youth work. Mr Barker and his wife Joyce have also fostered children over the past 26 years and has dropped everything on many occasions and left town to help out young people in need.

“Joyce and I came here in 1975 and all the things that we’ve been involved with, Joyce has supported me all the way,” he said. “It’s been great and Glen Innes is a fantastic town, I think it’s one of the best kept secrets around. You only get out what you put in. My advice is if you find you’re not getting much out of life you probably need to find a little secret ingredient and the secret ingredient to getting the most out of life is you’ve got to get off your backside.”

Congratulations to Ken for being recognised for this life-long contribution to assisting youth in your community.

Jimboomba Rotary’s David Kenny – Citizen of the Year

Great to see David recognised for his tireless work on community projects. City of Logan mayor said that he was proud of the work he has done to make Logan a safer place for all. “Being nominated for the award was an award in itself, he said. “I do the things I do without expecting something in return.”

Watch a video about David HERE

Jazz gets feet tapping in Tenterfield

Tenterfield Rotary Club's Jazzy Garden Party was named Community Event of the Year at the Tenterfield Australia Day awards.
The big news for the Malaria Vaccine Project is that it will be officially launched by the Governor General of Australia, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd) on March 27.

The launch will be by invitation but will be extended widely within our district and beyond.

We are honoured and privileged to have the support of the Governor-General in this project as I have no doubt it will give us a compelling national appeal.

I am indebted to DG Michael Irving and his conference committee for donating the proceeds of the District Conference Raffle to the Malaria Vaccine Project. The raffle will have some wonderful prizes and I am sure this will assist all the clubs in selling tickets for the raffle. It will be drawn at the District Conference in May and everyone's help is greatly appreciated. There will more about the raffle very soon.

In a further act of great generosity Gold Coast BENJI who you all know as our district colleague and friend at various Rotary training days and events has generously donated 50,000 bottles of “Benji Water” for purchase and sale by clubs and event organizers. You can purchase Benji Water at $1.50 per bottle and sell it or distribute it as you wish. The $1.50 per bottle will be donated to the Malaria Vaccine Project and we just thank the Benji team for this wonderful gesture. To purchase Benji Water for your club or an event please contact PDG Sandra Doumany: srmd@bigpond.net.au

We are also putting together a team of “malaria vaccine ambassadors” who are prepared to make a short visit to your club to talk about the project and how your club and members can support it. They will be equipped with various collateral including flyers that can be left with members. We should all remember that this project is being supported by the National RAM Committee and is probably the only Rotary project in the world that is intent on the elimination of malaria as distinct from control through bed nets and spraying.

Please check out our Malaria Vaccine Project website for more information: http://rotary9640.org/page/malaria-vaccine-project/
You can donate via the website. Just click DONATE HERE and it will provide direct access for electronic donations or donations by cheque.

We would be delighted if you would also “like” or write a “post” on our Facebook page: https://www.facebook.com/malariavaccineproject/

By the time this reaches you we will have raised $40,000 out of a target of $500,000. Just imagine $500,000 could eventually save nearly 500,000 malaria deaths per year, mostly children. Thanks to everyone who has donated so far.

PDG Graham Jones, Project Manager (M) 0406 040 038; Email: graham.a.g.jones@gmail.com
BENJI THE HARD WORKING, MULTI-MEDIA FUNDRAISER

Benji, the Ambassador for the Malaria Vaccine Project is a social butterfly and was recently seen enjoying the movie *Hidden Figures* as part of a fundraiser for PolioPlus.

Benji belong to Rotary Club of Hope Island and his big role is to promote the ‘Drop of Life Water’ bottles, which are great to use as fundraisers. If you’d like to order some water bottles for an event, contact Sandra on 0418 150240
Have you done the survey?

As part of a review of District 9640 communications platforms, we are asking Rotarians in our District to complete a survey.

FOUR HUNDRED Rotarians have completed the survey, a big thank you to these members.

The survey will conclude on Wednesday 8 February at midday.

If you are going to participate, but just have not got around to it, PLEASE DO IT before Wednesday. It only takes ten minutes and will help decisions about future directions in this area. Here is the link

https://docs.google.com/forms/d/e/1FAIpQLSfgF1Hul6Fqz35w-2MUqBm7-r6xCQumgKMiEl_tUxaeTUajVQ/viewform

Thank you for your assistance.
SOCIAL MEDIA...there’s no escaping it

It’s all around us. Whether it’s Twitter, Facebook, Meetup or YouTube. These days social media is the number one way to get your message out, whether that message is general PR, an upcoming event, a pat on the back after an event, or simply communicating a message to your followers.

Clubs across our District are saying they need to get younger people into their Club, yet scratching their heads trying to work out how. The answer is social media.

These days young people, in fact all age groups, use social media as their primary communications tool, with websites less and less the go-to place for information. The graph below shows the demographic breakdown of our District Facebook page. Best of all, with social media all communications are seen the moment they are posted/uploaded, so your followers see your message in real-time.

So, if your Club can show it uses and communicates via social media, then that’s a big incentive for a young person who may be considering joining your club or Rotary – it could even be the deal breaker. It shows you are in step with the times, rather than stuck in a timewarp.

The good news is that social media isn’t the demon it’s made out to be and it doesn’t need to take up a lot of time. That being said, it does need a dedicated person, or better still a couple of people, to be working on the site/page and monitoring comments. Sites must be set up correctly and security protocols put into place. But once set up, it is only perhaps 5 or 10 minutes a day to keep it ticking over.

Social media is not difficult to learn...anyone can get up to speed on the various platforms by simply creating an account and having a ‘play’ with it. However, it’s still a powerful media tool and those who are posting/uploading need to make sure that they apply the principles of PR to what they are putting out to their followers. And, if you find you are struggling, there are heaps of websites offering tips as well as YouTube videos showing you how it’s all done. Here’s some information about using FACEBOOK.

Rotary has embraced social media with a vengeance and this link lists the various social media platforms and pages used by Rotary. WEB LINK Some clubs and fellowships operate entirely via social media.

If your Club isn’t into social media, perhaps it’s time you gave it a go.

Rhonda Whitton
Southport Rotary

WEB LINK to RI site: https://www.rotary.org/news-features/social-media
Tips to make your Club’s Facebook page your most powerful PR/marketing tool…and it’s free

Around three-quarters of the clubs in our District have Facebook pages. Here are some tips for creating strategic and powerful Facebook posts that will connect with your followers and showcase your club.

Facebook is simply an online newsfeed where you get to tell your followers what’s happening at your Club. Facebook is not the demon it is sometimes made out to be, but you must set it up with the relevant privacy and access restrictions.

TIPS:

1. Remember, your Facebook page is pitched at those outside your Club who are interested in what you are doing, rather than your members. This means no birthday wishes, no vague comments that won’t be understood by non-Club members, no in-house jokes, no photos without words, no cut/paste of entire Board minutes or rambling meeting notes. Your content should be light, bright and tight and pitched squarely at your audience. You should communicate information to your members via email or a Facebook ‘closed group’.

2. SHARING may be a quick and easy way to post content, but it’s best to avoid doing this as it’s seen as a lazy and unprofessional approach to posting. Rather than sharing, recreate the content and adapt it to your target audience as a stand-alone post. Avoid emojis – leave these to the kids.

3. Encouraging COMMENTS is a great way to involve others in your Facebook page. Create interesting posts that will entice followers to comment/share, rather than posting bland posts with little opportunity for comment. Too many bland or irrelevant posts and you will lose followers.

4. FOLLOW OTHERS. You need to work hard at getting followers for your page. Take the time to LIKE/COMMENT on the pages your target demographic might follow, eg local sports club/school/charities. But make sure your comments reflect those of your Club, rather than your personal views.

5. Develop a STRATEGY for your Facebook. Aim to post regularly, say twice a week, and try to keep posts looking similar so that your followers identify with your posts. It’s a good idea to have two people who can post, but make sure the posters adopt a similar ‘look’ for the posts and don’t post over the top of each other – especially similar content.

6. Facebook posts should be short, direct and pithy, with a call-to-action if possible. That being said, you can inject some lighthearted comment.

Examples:
Newtown Rotary is kicking goals with its latest PolioPlus Footy Challenge for school kids. Find out more and enrol your aspiring footy champs at www.polioplusfootychallenge.com.au

Hear Bob Smith talk about his work with Afghani refugees at our meetng this Thursday at 7pm. Everyone’s welcome to hear this inspirational civic leader. Confirm your attendance to: newtownrotary@gmail.com

7. Post word length is ideally between 15-30 words…anymore and you risk losing readers.
3. Every post MUST have a photo that will entice readers into reading the post. These don’t have to be top quality photographic images – just colourful and with good composition showing people doing something. No grip-n-grabs or speakers at the podium with a microphone up their nose.

4. Always write an enticing headline for your post. Your headline should be a snapshot of what’s contained in your post.

SUE’S ON TOP OF THE WORLD. Local mountain climber Sue Brown is our guest speaker this week to talk about her second Mt Everest ascent. Everyone is welcome on Thursday at 7pm at Newtown Surf Club. Email to confirm your attendance: newtownrotary@gmail.com

5. Write posts to converse with your followers at their level. This means no corporate-speak (eg ‘whilst’, ‘whom’ or Rotary jargon), literary prose, complex wording or excessive use of exclamation marks!!!!!

6. Keep your posts simple and get used to using hash tags (#....), as these will increase the reach of your posts.

This simple post about actor Matthew McConaughey being a Rotary exchange student in Australia was shared an incredible 200 times (incl by Rotary France). It was seen by 30,000 people across the world.

MATTHEW’S LIFE CHANGING MOMENT
Actor Matthew McConaughey was asked what was the best thing that shaped his life. His reply? Travelling to Australia for a year as a Rotary Exchange Student. #rotaryouthexchange #rotary9640 #matthewmcconaughey.

8. BOOSTING. If you want to advertise an event, you can do this cheaply and target a very specific audience via Facebook. Facebook offers much more bang for your advertising buck.

9. GROUP PAGES. Consider creating a group Facebook page for your Club members only, where members can exchange information without the whole world seeing the content.

10. VIDEOS. Experiment with short videos and post to your Facebook. Videos should be targeted in content and are best uploaded to YouTube (it’s very easy) as the file size is too big to be uploaded. Again, these should be light, bright and tight and targeted at your followers to get your message out. Aim to keep videos at under 30 seconds. Any longer and people simply won’t watch.