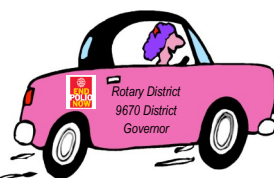




## A VERY BIG THANK YOU

Life continues to be hectic and as such we have notched up the kilometres and really enjoyed our visits. A very big thank you to all the clubs who have offered us hospitality. We are really enjoying our visits and learning how each club is Making a Difference.



Helen and husband Mike

The opportunity to apply for a Presidential Citation is only a click away so I do encourage the Presidents to do that. This Citation recognises the work the club has achieved over a 12 month period and is a great way of Making a Difference both locally and globally.

[https://www.google.com.au/url?](https://www.google.com.au/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwiPtP77neDWAhXCgbwKHR7QC0oQFggoM)

[sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwiPtP77neDWAhXCgbwKHR7QC0oQFggoM&ved=0ahUKEwiPtP77neDWAhXCgbwKHR7QC0oQFggoM&url=https%3A%2F%2Fmy.rotary.org%2Fen%2Fdocument%2Fpresidential-theme-and-rotary-citation-brochure-2017-18&usq=AOvVaw37H4Y\\_VWvIolakCh8xctwf](https://www.google.com.au/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwiPtP77neDWAhXCgbwKHR7QC0oQFggoM&ved=0ahUKEwiPtP77neDWAhXCgbwKHR7QC0oQFggoM&url=https%3A%2F%2Fmy.rotary.org%2Fen%2Fdocument%2Fpresidential-theme-and-rotary-citation-brochure-2017-18&usq=AOvVaw37H4Y_VWvIolakCh8xctwf)

## POLIO

Only 11 new cases of polio caused by wild poliovirus have been reported this year, all in Pakistan and Afghanistan.

This is still a problem and we are in the right space to continue the work of eradication. As you all know, October 24 is the day we are asked to remember our commitment to the War on Polio. Many clubs have planned functions around this time and I thank you for your support; we continue to be very grateful to the Bill and Melinda Gates Foundation for their ongoing contribution and this year the day will be remembered at the Bill and Melinda Gates Headquarters in Seattle.



## MHERV

As I speak about health how can I not mention MHERV! This year MHERV has taken on a new life and with the generous donation of the Royal Freemason Benevolent Institution, the NSW Premier and Mazda, MHERV has been

## DISTRICT DIARY

### September is Basic Education and Literacy Month

Thursday 14/09/2017	DG Visit Greenhills
Friday 15/09/2017	DG Visit Mudgee Sunrise
Monday 18/09/2017	DG Visit Cobar
Tuesday 19/09/2017	DG Visit Rylstone Kandos
Wednesday 20/09/2017	DG Visit Merriwa
Monday 25/09/2017	DG Visit Dubbo
Tuesday 26/09/2017	DG Visit Dubbo Macquarie
Tuesday 26/09/2017	DG Visit Dubbo South
Wednesday 27/09/2017	DG Visit Dubbo West
Thursday 28/09/2017	DG Visit Singleton
Tuesday 03/10/2017	DG Visit Salamander Bay
Wednesday 4/10/2017	DG Visit Morisset
Monday 9/10/2017	DG Visit Rutherford Tealarah
Tuesday 10/10/2017	DG Visit Wellington
Wednesday 11/10/2017	DG Visit Dubbo West
Thursday 12/10/2017	DG Visit Cessnock
Monday 16/10/2017	DG Visit Dungog
Tuesday 17/10/2017	DG Visit Charlestown
Wednesday 18/10/2015	DG Visit Patterson
Thursday 19/10/2017	DG Visit Muswellbrook
Monday 23/10/2017	DG Visit Toronto
Tuesday 24/10/2017	DG Visit Kurri Kurri
Wednesday 25/10/2017	DG Visit Scone and Murrurundi
Monday 30/10/2017	DG Visit Warners Bay
Tuesday 31/10/2107	DG Visit Wallsend Maryland

able to have a registered Nurse, Nicole Page, travel with the van. The restructuring of MHERV has been huge and my sincere thanks to all those involved with MHERV's update. It is an excellent project and has shown its value time and time again in helping with the health of men in rural areas.



*MHERV in action at the Warren Spring Fair on October 14, 2017*

## **ROMAC**

I have spoken about ROMAC previously but did want to remind you that Soieli Moimoi from Tonga, has arrived in Newcastle and will be having surgery next week. Many thanks to those who have supported Soieli for this journey.



## **Presidents and Chairs Meeting**

The next Presidents and Chairs meeting will be on November 10 at Club Maitland City, Rutherford. This meeting will be linked to the western clubs by webinar so we are looking forward to an interesting evening. I encourage all members to attend these meetings as well as the Presidents and Chairs of committees.

## **District Conference and Resolutions**

Part of the District conference is the formality of the Resolution meeting and as such it is important that any club who would like to put forward a resolution to District Secretary Phill Smith please do so by January 31, 2018 if you would like it discussed at the conference. Phill has mentioned this in the Friday newsletter so I am adding this as a reminder.

The District conference Facebook page is now live and I encourage you to like the page and follow the happenings as they unfold. The committee is working very hard to make the conference both informative and entertaining. Don't forget to register by December 31 so as to get your early bird discount!

Visit by Jennifer Jones.

Past Rotary International Director, Jennifer Jones, will be visiting our area in November as the Key note speaker at the Million Dollar dinner to be held at Rydges Hotel, Port Macquarie on November 18. For more information re the Dinner just click on the link.

<http://www.milliondollardinner.org.au/>

Don't forget to get involved in the Australian Rotary Health initiative to Lift the Lid and continue Making a Difference.

## **We take action locally and globally**

Each day, our members pour their passion, integrity, and intelligence into completing projects that have a lasting impact. We persevere until we deliver real, lasting solutions.

16 million volunteer hours each year.



## **OCTOBER IS ECONOMIC AND COMMUNITY DEVELOPMENT MONTH**

The Rotary Foundation enables Rotarians to invest in people by creating sustainable, measurable and long term economic improvements in their communities and livelihoods by:

1. Building the capacity of entrepreneurs, community leaders, local organizations, and community networks to support economic development in impoverished communities;
2. Developing opportunities for productive work;
3. Reducing poverty in under-served communities;
4. Supporting studies for career-minded professionals related to economic and community development.

## **HUMOUR**



## **Public relations**

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign.

By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Whether you're new to PR or a professional, we can help. We encourage you to visit the [Rotary Brand Center](#), where you will find a variety of media-ready materials that can be adapted to your needs.

### **How do I promote my club's project?**

Including a public relations component in your project plan will help ensure your club's projects and events get the attention and support they deserve. The following ideas can help you create a successful campaign.

### **Know your local media**

Before sending stories to a journalist, get to know your audience. Read your local newspaper, listen to the evening news, and follow Facebook and Twitter to identify where a Rotary story might fit. Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see firsthand how your club is improving your community. You could also:

Develop a media list and keep it current.

Get to know local journalists by inviting them to learn more about Rotary, your club, or a specific project.

Contact the media with newsworthy story ideas, being sure to:

Know your story and anticipate questions.

Send background materials immediately following contact.

Be persuasive, persistent, and friendly, but not aggressive.

**Write a press release that journalists want to read**

## **Rotary Friendship Exchange**

As the District Chair for Rotary Friendship Exchange for 9670, I have received a number of requests from International Clubs inviting Rotarians from our District to visit by way of Friendship Exchange

Rotary District 3030 India. A warm invitation is extended to Rotarians from District 9670 to their District 3030 in order to foster Friendships. This visit would take place during the year 2017-18.

Rotary District 3141 Mumbai, India (Four to Six Rotary couples would be welcome for the period of 2 weeks between December 2017 and March 2018). Possible visit would be to popular Indian destinations like Goa, New Delhi, Agra- Taj Mahal and Rajasthan, or elsewhere, they would be glad to guide and assist their visitors. This would be on a reciprocal basis; later on their Rotary team would visit our District.

Rotary District 2430, Turkey. They would be "honoured to host District 9670 Rotarians in our beautiful country during 2017-18).

Rotary District 5610 South Dakota, Minnesota, Iowa & Nebraska (Rotary Friendship Exchange during 2019. Information attached about their District.

Friendship Exchange participants travel as individuals, couples, families or groups and may include Rotary members and non-members. Prospective exchange teams communicate in advance to decide on the purpose, format, timing, logistics and duration of each visit.

### **What an opportunity to:**

Broaden international understanding

Explore a particular profession or job in a different context

Build enduring friendships

Establish a foundation for peace and service

Gain opportunities for active project involvement and support

Learn about a region's people, food, languages, customs and history

Find partners for grants

Experience of staying in the homes of fellow Rotarians

Are there any members in your Club who would be interested in a Friendship Exchange to any of the above countries?

Contact me as soon as possible and I will supply any further details that may be required.

Yours in Rotary

Trish Moore

District Chair for Rotary Friendship Exchange

Tel 4947 7281 Mob 0417 407 130

## **ROTARY SOCIAL MEDIA**

Is Social Media still a mystery to you? Freaked out by Facebook? Can't get the hang of hashtags?

Does your club need to build an online profile visible to your local community?

Rotary Down Under now offers low-cost social media training courses. Delivered by an experienced professional who understands Rotary and the need to increase its social media profile.

Contact: Rotary Down Under



Once you've developed a relationship with your local reporter, help them remember you through regular contact. Share news about your club projects, fundraising events, or the arrival of Youth Exchange students with a press release. You should:

Develop your "news hook," a persuasive reason for the news media to pursue a story

Include the five Ws in the opening paragraph of your press release: who, what, where, when, and why

Keep it concise; limit the press release to one page and paste into the body of your email rather than sending it as an attachment

Decide who will respond to media inquiries and include their contact information

Include visuals when you send to TV stations

#### **More ideas for promoting Rotary**

There are many ways to promote Rotary. You can hold a special event, start a Facebook page, or place a billboard ad.

You could also:

Create a public service announcement

Write op-eds and letters to the editor

Distribute club brochures, media kits, and fact sheets

Post on your club website and social media outlets, including blogs, Facebook, Twitter, YouTube, and more.

**The main thing is – to do something!**

## **Securing Rotary's future**

In his address to the 2017-18 class of district governors, Mr Riseley also urged clubs to improve their gender balance and lower the average age of their members.



*President Ian*

Only 22 percent of Rotary's members are women, up from 13 percent 10 years ago. At that rate, Riseley said, it will take another three decades for Rotary to achieve gender parity.

We know that we can do more together than we could ever hope to do alone.

"Three decades is far too long to wait to achieve a Rotary that reflects the world in which we live. We need to make it a priority now," he said.

Noting that 103 of the 539 incoming governors are women, Riseley said they are the type of women we need in Rotary, "leaders who will help Rotary connect with, and represent, and better serve, all of the members of all our communities."

### **ROTARY DISTRICT 9670 - SEPTEMBER, 2017**

CLUB NAME	MEMBERSHIP NUMBER	ATTENDANCE %	COMMUNITY HOURS
Belmont	25	89.3	120
Cardiff	12	70	62
Cessnock	20	63.75	105
Denman	19	88.8	182
Dubbo	25	80	95
Dubbo Macquarie	22	81	72
Dubbo South	62	73.66	270
Dubbo West	41	89.6	550
East Maitland	32	79.28	134
Kurri Kurri Sunrise	19	75	110
Maitland	38	66	251
Maitland Sunrise	29	75	416
Merriwa	18	65.5	n/a
Mudgee	28	66	92
Myall Coast	20	78	110
Narromine	12	50	26
Nelson Bay	43	78	430
Newcastle Enterprise	28	53	185
Newcastle Harbour	20	71	10
Raymond Terrace	23	67	190
Rutherford Telarah	33	63.55	86
Toronto Sunrise	29	62.9	296
Wallsend Maryland	33	50	216.5
Waratah	21	88.3	120
Williamtown	13	67	260
<b>AUGUST - 2017</b>			
Williamtown	13	66	108

### **SMILE**

