

Rotary Club of Christchurch South



Doug McSweeney—Marketing and Communication for the Crusaders

On the 14th October we had the privilege of having Doug McSweeney, Marketing and Communications manager for the BNZ Crusaders talk to us. Doug's background in marketing is extensive and he has been the manager for such teams as Otago Rugby Football union, and General Manager for Canterbury Golf and Canterbury Cricket Association. He came to Canterbury rugby union in 2013 and has now been with the Crusaders for seven seasons.

In 2017, the Crusaders management had begun to look at the branding of the Crusaders and make some changes to reflect the region. Due to the terrorist attack on March 15th, 2019 the decision to look at the iconography for the Crusaders was enhanced. To this end, there was much consultation with the community such as fans, past/present players, sponsors, community leaders, and coaches to establish what was to be the essence of their club and the people it represents.

Doug played us a powerpoint that showed past and present players expressing what being a member of this team means to them and what they want to give to the community through rugby. Recognising diversity and being inclusive are also values we will see as the brand progresses. The resounding pillars or values that came through were to be a good person, to value the land, the region and the people. Most of all the people. Being supportive off the field and be progressive in the community also resounded. A great example of this is when the Crusaders wore the West Coast rugby jerseys to honour those affected by the Pike River Mine Disasters. Connection, resilience and identity are also strong characteristics to be valued. Success, however, while achievable was not quite as important as is their belief that trophies take care of themselves. Doug spoke of the meaning of red and black colours that represent the Crusaders and Canterbury, we will go from this place to the world, united by colours.

Mā Pango—with black (infinite potential)

Mā whero—with red (with leadership)

Ka oti te mahi—we will achieve anything

Doug had with him the Super Rugby trophy which many of us relished the chance to get a photo of this iconic gem



Doug McSweeney and President Joey



Alan and the Cup



Alan and the Cup

Thank you Linda for this weeks report and the photos

Upcoming Meetings

21/10	Melissa Ronayne Te Pae, the Christchurch Convention Centre
28/10	Vocational/Social Polio fundraiser Movie "I am a Woman"
04/11	Committee Meetings
11/11	Averil Stevenson Recycling in CHCH

Upcoming Events

Wednesday 28th October

I Am A Woman—Polio Fundraiser

6.30pm, Hoyts Riccarton, \$20pp

Contact Alan McKinnon

Friday 30th October

Pink Ribbon Appeal—CHCH Airport

New Date TBA

Tricky Tray Auction—Polio Fundraiser

5.30 for 6pm start

Sydenham Lounge, Cashmere Club

\$30pp for meal and 12 \$1 auction tickets
(you can purchase more)

Rotary family and friends are welcome

Notices

Rotary District Polio Fundraiser

The Rotary District is running a movie night as a polio fundraiser on Wednesday 28th October. The movie is a pre-release The Helen Reddy story *I am Woman*. It is significant that she died very recently

Details are:

Movie Showing: *I am a Woman* at Hoyt's Riccarton Wed 28th October at 6:30pm.

Ticket Price: \$20 per head.

Tickets available from: Alan McKinnon 337 6202, or 021 142 7668 or alan.barbara.mckinnon@gmail.com

If you haven't already done so, please notify Alan of your intention to attend (or not) as soon as possible

Walking Group

Come join us on our walk and/or for lunch.

Date: Thursday 22 October 2020

Park: Rosebank Estate, 180 Johns Road

Time: 10.30am

Walk: Explore a new walking track from Rosebank to the Groynes.

Lunch: Rosebank Estate

Walk Leader: Vayomi Gunasekara

If you are unable to join the walk, then come and have lunch with us.

Please let David know (by email or 322 1326 or 027 2900 946) if you will be walking and if not, if you are joining us for lunch.

Fundraiser

The Fundraising Committee have asked a member to grow tomato plants. The plants will be ready at club meeting Wed 4 Nov so that gives home gardeners the next couple of weekends to prepare the ground aerate and allow the sunlight to warm the black soil.

There are two varieties:

- standard fruit size, 'Moneymaker' (tagged on Mr Fothergill's seed-packet as "heavy crops of exception flavour" and
- Larger fruit size, 'Grosse Lise' ("Great Flavour—a reliable old favourite")

Packs of 10 plants will have 5 of each variety. An auction of the first pack will set the price, but likely \$1 per plant; \$10 per pack Please support this fundraiser

Pink Ribbon

Pink Ribbon Appeal is Friday 30th October at CHCH Airport, please contact Kim if you can help with the following slots:

8-10 (one slot to fill)

10-12 (one slot to fill)

2 to 4 (two slots to fill)

Duties

Duty	21 Oct	28 Oct
Cash Desk	V Ellis	N/A
Cash Desk	S McLean	N/A
Reception	A McCully	N/A
Speaker Host	G Fowler	N/A
Grace	G Fowler	N/A
International Toast	A McCully	N/A
Thanks to Speaker	S McLean	N/A
Quote	V Ellis	N/A
Speaker Reporter	A Stewart	S McLean
Sergeant	G Dockrill	N/A

Leave

Who	From	To
M Whitehead	09/09/15	TBA
J Wylie		TBA
R McKinney	20/09/20	31/03/21
K Moss	04/07/19	31/12/20
C McCarthy	17/06/20	31/12/20
S Hays	11/08/20	TBA

Don't forget to follow us on our [Facebook](#) and [Website](#)

Reminders

Record your apology by:

- Notifying the Reception Desk
- Email chchsouthrotary@gmail.com before 11am on that Wednesday
- Emergency apologies to Mike Bruce on 022 540 1251

- You will receive an email reminder a couple of days before the meeting re apologising or bringing a guest
- If you are unable to do your allocated duty, it is your responsibility to arrange a substitute and advise the President
- Leave of absence requests (three weeks or more) must be in writing to the Secretary