

Dear fellow Rotarians, partners and friends of Rotary,

A New Year – But not a new beginning!

We continue to Imagine Rotary as we begin a New Year. While we may have celebrated the end of 2022 and the start of 2023, our resolve to Imagine Rotary

and be people of Action is unaltered.

In 1916, Rotary founder Paul Harris shared his thoughts about Rotary in an article titled "The Future of Rotary", published in the Rotarian.

As we begin this New Year and we consider the Zone 8 Regionalisation Pilot, while keeping in mind the District Expo theme – Proud of our Past – Confident of the Future, I share in part the address by Paul Harris:

- I wish you all of the prosperity which your good deeds merit.
- May your charities rank among your necessary expenditures.
- May you not fall into the popular error of thinking that happiness is to be found in outdoing your neighbours.
- May it always be yours to look beneath the veneer of life to the solid substance which lies beneath.
- May you be builders, not mere climbers.
- May you be able to appraise life's blessings at their real worth.
- May you be free to act in accordance with the dictates of your own conscience and good judgement.
- May you not be slaves to meaningless customs, social or otherwise.
- May you shun the groove followers.
- May you have vision to discern the right and health, strength and will to do it.
- That is to say, I wish you a Happy New Year.

He had an amazing way of expressing his thoughts – what more is there to say than, "Ditto"!

After a somewhat hectic, but enjoyable, festive season with family and friends, it was almost a relief to be back travelling around our District. We continued to be inspired by the work being undertaken by our members and volunteers.





Proud of our Past - Confident of the Future





Long and Short of the Art Show

We travelled back to Victor Harbour for the commencement of their famed Art Show, the 44th award winning event. It was a real pleasure to be afforded the opportunity of a preview of the wonderful exhibition of works. It always amazes me as a lover of art but a person without the talent to be an artist, how a medium and subject is chosen.

It was wonderful to share with the members, partners and helpers the results of their labours. They are professional, from the Home Page of their website, the way the art works are hung and placed to the hospitality offered. I need to confess that temptation forced me to "open the wallet and secure a souvenir for the wall". It was another great Rotary event!



Some that took the eye



Still Life that began at Walkerville Art Show



The Beauty of the Sea

I closed off last year with an inspiring morning at Woodside with the **Rotary Club of Onkaparinga** and Blaze Aid volunteers. A unique partnership that has been forged, doing good in our community in the wake of those devasting Black Summer Bushfires of 2019-2020. Referred to by one recipient,

"We asked you to come help us rebuild our fences but you guys have done way more than that, you have helped us rebuild our broken community".

I certainly witnessed this sentiment first hand, but I also was delighted at the close bond between the work crews, it was a pleasure to be with them, a pleasure to share morning tea break and an experience to try my hand at the power nail gun.

As it has been said before — "I'll be back"!







Its astonishing that within weeks of seeing the recovery work of the bushfires, that we were exposed to

the destruction of flood waters along the River Murray. Visiting the Rotary Club of Loxton and seeing their incredible Opportunity Shop, we were also to see the riverfront area swamped by flood waters. Community infrastructure destroyed, lives interrupted, businesses threatened.

Rotary and Local Government have enjoyed strong partnerships across our District, no more so that the Riverland townships. We appreciated the time that the Council representative took to explain the building of the levy banks and the volume of water that they successfully held back.

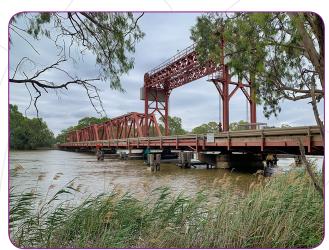


Loxton Caravan Park Road covered

Renmark and Berri townships didn't escape the rising waters. When meeting with Rotarians of the Berri Club, we were provided with an amazing view of the River from the Rotary supported water tower, where it was hard to see where the river started and finished.



Change in River Level



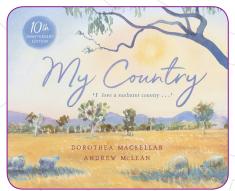
Paringa Bridge

I returned home for Australia Day, remembering that poem by Dorothea Mackellar, My Country, and in particular the second and fifth stanza:

I love a sunburnt country,
A land of sweeping plains,
Of rugged mountain ranges,
Of droughts and flooding rains.
I love her far horizons,
I love her jewel-sea,
Her beauty and her terror —
The wide brown land for me!

Core of my heart, my country!
Land of Rainbow Gold,
For flood and fire and famine,
She pays us back threefold –
Over the thirsty paddocks,
Watch, after many days,
The filmy veil of greenness
That thickens as we gaze.

The Adelaide Hills have seen regrowth and the green has replaced the black, and in time as the waters subside along the River Murray, her beauty will return. It will be then that our Rotary family and network may be called upon for help and support.



Support is what Rotary do, home and abroad. As I write this message, our District under the tenacity of Tim Mee, with the support of the Rotary Club of Northern Yorke Peninsula have registered with RAWCS,

"New Dawn – Rotary – Ukraine Crisis" project.

We have been fielding many queries about what help can we as humanitarians, offer to the Ukraine. This project will provide aid to Ukrainians in Odesa and regional areas of Ukraine affected by the Russian conflict.

The District will have the opportunity of hearing more about this project and the actual needs of the people of Odesa and the regional areas from Maurice O'Connell for New Dawn, before he returns at the end of the month to the Ukraine.



This event will take place at Taylor & Forgie Funeral Home, 98 Adelaide Road, Gawler South Thursday 17th February at 7PM. This venue also provides the ability on live stream. I do urge you to consider attending this forum or watch the live stream. Both the District and Taylor & Forgie websites will provide further information. This is an important and needed relief effort between Rotary D9510 and D2232 in Ukraine.

Paul Harris said: If Rotary is to realise its proper destiny it must be Evolutionary at all times and Revolutionary on occasions. I believe that District 9510 is interpreting this ethos!

I remain Proud of the Past - Confident of the Future!



Flood relief support by Berri Rotary

One of our smaller clubs in the district, RC Berri, has been helping its community in a very big way by providing free sausage sizzles as part of the community's well being program during the floods.

Two events have been held so far in January.

While the town of Berri itself has been largely unaffected apart from being cut off from Loxton, with the main road under water; Barmera, which is in the Council area has had a few scares with the lake having to have a temporary levee because the river was two metres higher than the lake, then blue green algae appearing in the lake and the sewage system for the town also threatened by the high-water levels.



The Rotary Club of Berri cooked a free sausage sizzle with the Our Town Berri Committee as part of the flood well-being project.

Berri Barmera Mayor Ella Winnall also dropped in to say hello and help out for a few minutes.

Rotary Matters introduced three new pages of information and recources, which have been popular and so we will be continuing to include **The Rotary Foundation**, **Membership Matters** and **Public Image**.

The pages will be included each month and cover a different topic or resource, so we hope these pages will keep you informed with useful content. We are making greater use of **QR Codes** for quick access to district website pages and or links to informtion across the Rotary Network.







For information on QR Codes please contact the Public Image team or click on this page link.

District Navigation







The Marda People







With your smart phone, turn the camera on

- > Hold above the QR code
- > You should see a 'frame'
- > Wait as this will open
 - your web browser
- > Allow browser to show
- the (URL) web page.





Send your Rotary Classified to secretary20-22@rotary9510.org by **7th** of the **month**

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Mitcham starts with a bang in 23

The New Year's Eve fireworks had barely completed their display when the **RC Mitcham** burst into action in early January with two major projects.

First the Club assembled 100 back-to-school backpacks for recently arrived migrant children – mainly refugees. They did this with the help of a District Foundation Grant which enabled them to double the

number of backpacks.

At the same time it built on the inaugural backpack project Mitcham itself started this time last year, when it got a request for help from Kylie Staines, a lawyer, whose work with children in the Woomera Detention Centre some years ago, made an indelible impression on her.

As a bonus, Kylie joined the club

as a member, shortly after the 2022 project.



Each child received in the backpack, stationery items, a lunch box, a toiletry bag made by honorary member, Jan Barwick, and a book donated by the Rotary Club's bookshop. Catherine Hutchesson MP for Waite also helped the club members pack the bags.

The packing was done in Community Director Lee Camporeale's lounge room and then trailered in to the Australian Migrant Resource Centre for distribution.



The second project has built on the club's new interest in Brownhill Creek. The club took over a number of projects from the RC Brownhill Creek which handed back its charter in 2021. With the Mitcham Council, it is funding a footbridge over the creek and in January, Lee Camporeale was invited to join a yam daisy (Ngampa) digging project with local first nations people on the banks of the Creek.

Building partnerships adds so much value to Rotary projects.

Not only does it allow larger projects with the extra funds but also builds networks with influential members of the local community and

builds Rotary's public image.



Loud shirt competition

NYE fireworks in not loud enough to bring in 2023 for the RC Regency Park. It held a Loud Shirt competition to mark its first meeting of the year!



Young Friends of Rotary (South Australia)

On Sunday 4th December, **RC St Peters** hosted a barbeque to hopefully kick off a Young Friends of Rotary attached to this club. This concept was started by the RC Unley in 2021.

Any young person of around 16 and upward into the 20's or had a sponsored award with a Rotary Club, could join wanting to give back to Rotary by doing something for the community.

The **RC Unley** has not yet needed to support the group financially - the group itself raised sufficient funds to send a sizable amount of classroom requirements to an overseas school by running 2 Movie Nights.



The thinking is, as it grew around the district, members would be "Young Friends of Rotary Club of ---" that has sponsored them - so not just all belonging or associated with the RC Unley or St Peters.

Other areas of support might be also mentoring them in CVs, job applications and Interviews.

St Peters decided to target 2022 RYLA awardees and invited all to the BBQ. There were 9 in attendance with about 6 or 7 apologies due to work commitments. DG Paul Thomas and Kathryn and PI District Chair



Julie Johnson and partner David were also in attendance and are very supportive of this initiative. There were 3 members from the RC of Unley and 7 from the RC of St Peters as well.

The group resolved to support the concept and set up a Facebook page called Young Friends of Rotary on the spot! The Facebook page has been sent to other RYLA awardees as well as to their friends who may also be interested. They want to join in any event both clubs might have and then, as the group grows, hold subsequent events themselves.

Some helped out at RC Unley Carols night the following week.

A second BBQ is being hosted in February by St Peters at its shed in Linde Reserve Stepney.

National Youth Science Forum

NYSF 23 was again held regionally in mid-January and the University of Adelaide hosted D9510 participants.

The Forum was opened by the Hon Ian Hunter MLC. Ian Hunter began his career as a microbiologist before entering parliament and has kept a keen interest in science and science education.

Science is so important across all our lives, he said. Everything we do relies on good science and good scientists to give advice. Good scientists do the work and communicate to the community what they are doing, what they know and what they have learned because without that we can't progress society. Ian added, you don't have to be a Rhodes Scholar and science doesn't have to be your career for the rest of your life. But if you have a passion for science, if you want to know about the world, and understand the world better; then science is the way to do it.

Whether you do it yourself, or you rely on people who are experts in their field, if you do that you will be making good decisions in whatever field you end up in 40 years' time.



Wentworth Volunteers thank you

Each December the **RC Wentworth** invites volunteers from its community for a meal to thank them for their work during the year. This time volunteers from the Pioneer Museum, Op shop, bowling club, RSL and Historical Society joined with the club to celebrate their volunteer hours to the community.

RC Loxton has a similar Christmas lunch to thank all its volunteers who have worked in its Op Shop during the year.



RC Burnside hosts an annual Christmas lunch for all the elderly citizens in its local government area. This not only includes the cooking and serving the meal but also transporting the elderly to and from the venue. On occasions some elderly attendees forget where they live which can create difficulties for the driver if they didn't pick them up in the first place.

Club members getting together to celebrate Christmas is what we all do but some Rotary clubs take it a step further and turn it into a service project. Again, this shows Rotary as a leader taking the initiative to recognise other volunteer and service organizations in the community.

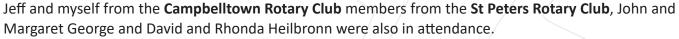
Allkids Learning Centre Prek Trabaek Cambodia Opens District Governor Partner Project 2021-2022

What a surprise it was when IPDG Jeff and myself were notified that the AllKids Prek Trabaek Learning Centre was completed 4 months early and would we be available to attend the opening? With less than 4 weeks notice and no experience travelling in South East Asia we quickly booked flights and rearranged the

calendar.

The project was to raise awareness and funds to build a Learning Centre in the Prek Trabaek region of the Ream Commune Cambodia for children who have no access to education. The Ream Commune is a rural, costal and farming area on the South West Coast of Cambodia and is an area of abject poverty.

The opening of the Prek Trabaek Learning Centre was held on January 6th. Along with





On arrival the children were all seated, we were ushered to our VIP seats and the celebrations began. Speeches were made and Paul Otto, AllKids Founder and Country Director acknowledged and presented certificates for significant contributions. Much of the construction work was undertaken or supported by the AllKids teaching staff in their own time to help keep costs to a minimum. The children performed a number of dance and singing items a highlight of the morning's proceedings. This was followed by a tour of

the facility and an opportunity to visit classrooms.





AllKids Prek Trabaek has the capacity to accommodate 75 Primary students 17 High School Students and a Kindergarten. Currently there are 70 Primary Students and 5 teachers. Of the 4 Learning Centres, Prek Trabaek is the only purpose built facility.

Classes are based on grade level not age and it is expected that there will be a number of students ready to sit the Government Grade 5 standardised testing later in the year.



Since its inception AllKids Learning Centres have not been a replacement for Government schooling, rather they have offered additional resources such as English, IT and the arts. Due to the poor and hazardous road conditions preventing children from attending Government Schools AllKids Prek Trabaek offers a full school curriculum. The Learning Centre services 5 fishing villages on the mainland and has also attracted children from small islands in the bay.

A highlight of our AllKids visit was spending a day with the outreach team. The team consists of 4 staff who work with local families to identify issues that prevent

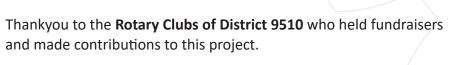
children from attending school.

This saw us out and about visiting the locals, with their less than basic shanty homes lining rubbish filled open drains and water ways to the local rubbish dump.

The AllKids uniform is well recognized by the community. While there were a number of children not in school there were many parents who were only too eager to share the success of their children.









Your support is having a sustainable and positive impact on this community and their families.

Jenny Neale RC Campbelltown



https://www.allkids.org.au/about-us/history/



—— For further information on all Membership Resources scan the QR code

Dannielle Camporeale District 9510 Membership Chair membership@rotary9510.org or 0416 730 678

Membership Matters



How does your Club's culture affect your members?

A Club's culture is made up of the values and beliefs of its members. A positive culture – where members feel appreciated and supported – can help attract members while a negative culture will do just the opposite.

To understand how cultures can gradually emerge within an organisation, read the story of the Five Monkeys.

"There once was a cage that contained five monkeys. Also inside the cage hung a banana on a string with a set of stairs beneath it. Before long, a monkey went

up the stairs towards the banana. As soon as he touched the stairs, the other four monkeys were sprayed with cold water.

After a while, another monkey approached the banana. When he reached the stairs, the other four monkeys were again sprayed with cold water. Pretty soon, when any of the monkeys climbed the stairs, the other monkeys tried to prevent it.

Then the cold water was turned off and one monkey was removed from the cage and replaced with a new one. The new monkey saw the banana and attempted to climb the stairs. To his surprise, all of the other monkeys attacked him. After another attempt and attack, he knew that if he tried to climb the stairs he would be assaulted.

Another of the original five monkeys was replaced with a new one. The newcomer went to the stairs and was attacked. The previous newcomer took part in the punishment with enthusiasm. Again, a third monkey was replaced with a newcomer. The new monkey made it to the stairs but was attacked.

Two of the four monkeys that beat him had no idea why they were not permitted to climb the stairs or why they were participating in the beating of the newest monkey. After the fourth and fifth original

monkeys were replaced, all the monkeys that had been sprayed with cold water had been replaced.

Nevertheless, none of the monkeys approached the stairs ever again. Why not? Because as far as they knew, that's the way it had always been around there."

This story is an excellent example of how negative culture can become intrinsic in Clubs. **Members affect the Club's culture and add character and feeling to a Club**. However not all members uphold the values of the Club. You hear stories of members who are hard to get along with, makes sexist, racist or other demeaning comments, are often/always negative and generally make others feel uneasy. But we also hear stories of members who value teamwork, treat people with respect and openness and enjoy the company of others. It's your choice. **Members are the lifeblood of the club**.



- III. Will it build GOODWILL & BETTER FRIENDSHIPS?
- IV. Will it be BENEFICIAL to all concerned?

Positive culture is attractive and energising and also has a direct impact on Club success. It also increases satisfaction and retention and reduces stress. Culture is not just a "top-down" approach. It is the responsibility of every member. Revisiting the Rotary Code of Conduct is an excellent way to assess how your club is travelling in regards to the culture of your Club. The application of The Four Way Test is a great place to start when aiming to achieve a positive culture. It can help us be more successful in reaching mutually beneficial and sustainable solutions. It guides us to focus on fellowship, empathy, accountability and trust when building relationships. All of these can be used to address conflict and work towards positive transformation in our Clubs and communities. Try using both of these tools to assess how your Club culture is travelling. New members do not want to get assaulted because they tried to get the banana.

Please don't hesitate to reach out with any questions you may have.

Dannielle

District 9510 Membership Chair membership@rotary9510.org or 0416 730 678

Emergency Medical Information Book

"This Book has saved lives"

One of the best 'Community Service projects' that was started in our District is the **Emergency Medical Information Book**. Today the distribution Australia wide is more than 1.5 million.

The benefits and success of the EMIB project attracted Lions Clubs to join us and this partnership has strenthened the distribution channels throughtout Australia.

Please be forewarned that **the price of the books must be increased as of July 1st 2023**, orders for 250 books will increase to \$396, however we have been able to maintain costs for all other levels of order.

Emergency
Medical
Information
Book.

Name
Book started

AMBULANCE

To DOO.

UPDATE YOUR INFORMATION REGULARLY AND KEEP YOUR BOOK ON THE FRIDGE

Increase in transport and printing costs have also hit this great community project, and this is the first price increase for more than 5 years.

To order the books before the price rise visit the website at: https://emib.org.au/shop/





You may consider the 'EMIB Pocket Edition'. These are in packs of 10 and many Clubs use these to promote the full size book.





Public Image

For further information on all Public Image Resources scan the QR code Contact the Public Image team email: publicimage@rotary9510.org

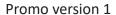
Radio Announcements – Promoting Rotary

After Adelaide's Coast FM 88.7 received a request from the CEO of Probus South Pacific Ltd early last year to air their Membership Recruitment Radio Campaign, it gave me the idea for Rotary District 9510 to produce something similar.

Rob McLennan pitched the idea to Julie Johnson, Public Image Chair 2022-23 who was very enthusiastic and supportive.

Together we created a radio script which was recorded v oluntarily by three Coast FM presenters, two male and one female and produced very professionally by Jim Mortimer, the Coast FM Production Manager at no cost.

The 3 versions can be played or downloaded from the following links:



https://voiceofrotary.org.au/audio/rotary-radio-promo-1/

Promo version 2

https://voiceofrotary.org.au/audio/rotary-radio-promo-2/

Promo version 3

https://voiceofrotary.org.au/audio/rotary-radio-promo-3/

As of Tuesday 17th January, two of these promo's have begun to be aired on Coast FM.

Julie and Rob are preparing a formal Rotary letter that can be sent to approximately 32 community and two regional commercial radio stations that are located mainly within District 9510 requesting that they air the Rotary Promotion as a free to air community announcement.

Rob has done an amazing job organising this opportunity for Rotary and the Public Image team encourage you to tune into Adelaide's 88.7 Coast FM and listen to the three different voice announcements. We would like to say a big thank you to 88.7 Coast FM for all they have done, with no cost, for Rotary with this kind opportunity.

So we can support your Club Projects and Events, we would appreciate you to include us in your mailing list of your Club bulletins and newsletters.

Please send to publicimage@rotary9510.org







The Marda Feople

continued over...

Can you help? Missing?

Do you know where the "Women in Rotary" magnetic car signs are? We would love to be able to use

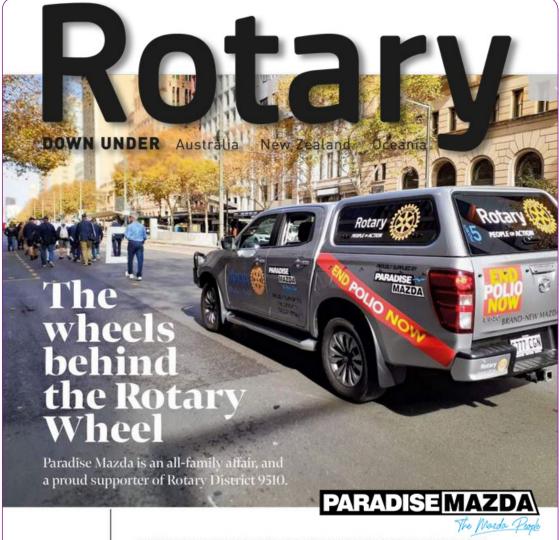
these signs again for the upcoming International Women's Day.

If you know where these are can you please email:

publicimage@rotary9510.org and/or contact Julie on mobile 0475 686 151







last few years, Paradise Mazda has supplied a vehicle for the district governor to drive, which is signed with Rotary branding to help promote Rotary's work in the community."

"Over the

IN 1956, Reg Neale purchased the mechanical repair business he was working at from his boss. Paradise Motors started with just himself and three staff.

In the early 60s, Reg joined the Rotary Club of Campbelltown, SA, as a charter member. In 1978, he took on a Mazda franchise, and his son, PDG Jeff Neale, joined the business as an apprentice motor mechanic. Jeff has worked through all departments at Paradise Motors to the position of dealer principal. Jeff's son Ben is also now working in the business and is the general manager. This makes him the third generation to be involved in the business.

As Reg built his business and came to understand the responsibilities that business has in the community, he realised that although he was in the motor industry, he was also in the people industry - a view that the family still holds today.

Today, they operate as Paradise Mazda, reflecting that they are a single franchise Mazda dealer, employing approximately 90 staff. Their focus is on supplying excellent customer service to their valued clients.

They have strong relationships with the community, supporting the Campbelltown Council, local sporting clubs, community clubs and Rotary District 9510. Over the past few years, Paradise Mazda has supplied a vehicle for the district governor to drive, which is signed with Rotary branding to help promote Rotary's work in the community. They also supply a Mazda BT50 ute to promote the Rotary brand, and this vehicle is available for clubs to use for the many activities they undertake.

Thank you, Paradise Mazda, for your tremendous support of Rotary! •••





For further information on all Rotary Foundation Resources scan the QR code Marie-louise Lees Chair - The Rotary Foundation

Mobile: 0408 134 363 Email: foundationgrantschair@rotary9510.org

FOUNDATIONMOMENTS

Quick insights into your charity—The Rotary Foundation

WHAT IS THE ROTARY FOUNDATION?

The Foundation is the charity of Rotary International.

It's a non-profit supported by contributions from Rotary members and other donors who share our vision of *doing good in the world*. The Foundation's mission is to help Rotary members advance world understanding, goodwill, and peace through local, national, and international humanitarian and educational programs.



Thank you for supporting the Foundation — and the amazing impact it helps deliver.

← Scan the QR code to visit the donate page in My.Rotary.org.





FOUNDATIONMOMENTS

Quick insights into your charity—The Rotary Foundation

WHAT IS ROTARY'S GRANT MODEL DESIGNED TO DO?

Rotary grants fund Rotary projects that produce **sustainable results**, align with Rotary's **causes** and deepen **member engagement**.

Global, district and disaster grants enable Rotary members to deliver:

- significant impact, by addressing real community needs
- innovative projects that address both **local** and **global** goals
- outcomes about which members are passionate
- results that enhance our **public image** and attract new members.



The Rotary Foundation enables Rotary members to truly *make a difference* in our world!

← Scan the QR code to visit the donate page in My.Rotary.org.





Service Clubs Association of SA











The Service Clubs Association of SA invites your club members and guests to attend the **2023 Premier's Awards Luncheon**

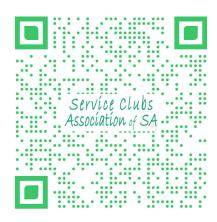
The event will be held at the Glenelg Golf Club James Melrose Road, Novar Gardens Sunday 26th February, 11:30 for a 12 noon start.

For your convenience you can use your visa card and book your reservations by selecting the number of people (in a single booking). *Bookings will close on 17th February.*

Cost is \$47 per person (childrens menu available) and you can directly book on-line from the link in the website

- https://scasa.org.au/ or by the QR Code below
- Why not book a table of 8 or 10!

We consider this a prestige event so encourage you to dress appropriately & please wear your Regalia/medals.





- > With the Club Runner APP, you can look up another Club, contact Club Executives and Members
- > Find and contact District Chairs and Committees
- > See District Stories on District 9510 website
- > See all District Events and be able to register for events

If you have any difficulty in installing this APP - call Graham 0412 694 461 or email CRdata@rotary9510.org



Club Runner Mobile APP - available for Apple and Android

Available for Rotarians via Club Runner with Secure Log In

- 1. Download APP via Apple APP Store or Google Play.
- 2 Install (follow the prompts)
- 3 Log into the APP (same as your login and password for Club Runner)
- 4 Not sure of your Login?
- 5 Contact Webmaster

Contact & Collaborate with Rotarians from any Club.

Contact details for Team Leaders

Access Club list and details Access Club Stories & Events

Link to District Stories and Events

Complete Contact Directory in your hand.



