Rotary Showcase Ute

(Ute to be used positively for Rotary Public Image)

1. **Responsibility of Rotary Club**

   - To book Ute and ensure that the dates approved by Public Image District are adhered too.
   - A request from a Club needs to explain what event/project they are requesting Ute for.
   - Send all requests to Email: publicimage@rotary9510.org
   - Coordinate the pickup (from where) and return Ute (to where).
   - Must have a contact/driver registered with PI Team/District as to whom is responsible for the Ute within a club.
   - Ensure Ute is kept clean and returned in a clean condition.
   - Return Ute full of fuel when returned (Ute will have full tank when picked up).
   - Fuel expense is responsibility of the Club who has booked vehicle.
   - An accident, or Ute is damaged to be reported asap to PI team – Contact Julie on 0475 686 151 or IPDG Jeff 0418 816 931.
   - If Ute is involved in a police incident (speedy or whatever) then this is responsibility of the Rotary Club to whom was in procession of the Ute at that time.
   - There is a $500 excess incurred if the Ute is involved in an accident and the driver of the Ute is at fault.
   - Log book in vehicle to be used (Driver's licence quoted) – all travel recorded please.
   - **Rotary Showcase Ute** to be used by a Rotary Club for a Rotary promotional activity.
   - To be used in the community as 'Rotary Showcase Ute', not as a working vehicle.
   - Public Image team will have information sheet of signage on the vehicle to assist any enquiries etc and will be in the vehicle in the log book folder.
   - Bookings for the Rotary Showcase Ute to be made only through the Public Image team, via publicimage@rotary9510.org not between Clubs.
   - Ute needs to be booked for a minimum of 3 days at a time.

- Take a couple of photos of Ute at the event, and forwarded to PI team, above email.
- When using the Ute please wear branded Rotary attire i.e. cap, shirt etc. (as this is a golden opportunity for people to be taking photos of the Ute at your event etc.
- Public Image team do not want the Ute to be sitting in a shed during during the day, when the Club has it, we want to see it out and about in the community because it is a walking billboard for Rotary and you never know who may see it.
- There is a document in the car which explains some of the branding on the vehicle, please familiarise yourself with this as members of the public may ask questions relating to it. There is a contact number there for the *'Heart of the Nation/Rotary Club of Strathalbyn project'*, please feel free to give that to anyone enquiring about the project.
- Have FUN promoting Rotary in your community.
- Promote sponsor of the Ute [(Paradise Mazda, 738 Lower North East Road, Paradise)](#), as we are very lucky to have this golden opportunity. (There is information in the book on their business to share with public and/or media opportunities).
- We look forward to seeing the **Rotary Showcase Ute** on some of your Club FB page posts and/or website.
- All the best with your Rotary Public Image event and have fun volunteering.

1. *Responsibility of Public Image team*

- Confirm booking asap.
  Keep a calendar, which will be on the District website, on the Public Image Resources page.
  https://rotary9510.org/sitepage/public-image
- Graham to put a Calendar on District website showing where Ute is, but calendar only to be updated by PI team once accepted email and confirmed booking with a Club. Booking arrangements not to be made between Clubs.
- Public Image team will send a booking confirmation email to the Club, with copy of this document.
- If Public Image team require the Rotary Showcase Ute for a District promotional event etc, then that is first preference – When the Ute not booked Public Image team will ensure vehicle is parked in public area, ie esplanade; carparks; public places – to maximise visibility.
  o Ute not just to be used for transporting things, aim is for the Ute to be used for Rotary projects.
  o Public Image being Ute's main focus – so aligned with requests for Club projects/events that are visible in the community.