

District Governor's Message



Well we're almost half way through the Rotary year. We're all looking forward to a restful Christmas with family and friends – it's a good time to reflect on our progress against objectives and focus on the key outcomes we want to achieve in the second half of the year.

As we travel around the District, we're constantly amazed at the fantastic achievements of our clubs and the impact we are having in our local and international communities.

Some of the observations we are making are:

- Clubs are collaborating more and more each year – running joint projects, sharing resources and jointly funding programs. This is a great achievement – leveraging the power of our networks to better serve the community.
- The new grants model of the Rotary Foundation has been actively taken up by our District. It is evident that clubs really do need to have their grant projects identified and logged with the Foundation Committee by May – prior to the start of the Rotary year. While this may appear onerous, it encourages good planning so that we start the year without delay.
- There is an emerging trend of clubs engaging in family violence initiatives – organizing community forums, supporting local agencies and seeking relevant speakers.

I am predicting that we're reaching a tipping point in the wider community on this subject.

More and more people are now showing leadership and standing up to say "enough is enough". I think Rotary is on the crest of a wave here. With our strength in organizing events, our networks and our respected position in the community, I think we are in a position to stand up and be counted here. I strongly encourage clubs to engage in and support this initiative.

The District's annual Foundation Dinner is being held on 8th December, hosted by the Rotary Club of Clayton. I strongly encourage you to come along and hear from our guest, Rotary International President Elect Ravi Ravindran. Ravi is a great speaker with some progressive thoughts on Rotary's future. It's not every day that we can hear first-hand from a future International President.

Kathy and I wish you all a very safe, peaceful and restful Christmas break.

Tony Monley

2014-15 Governor,
Rotary District 9810, Victoria, Australia

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RC GLEN WAVERLEY'S GOLF DRIVER PROJECT

For golfing fans. RC Glen Waverley's 'golf driver' project is close to Nirvana. What members have to do is to pick up golf personalities at the airport, ferry them around while they are here and farewell them at the airport afterwards.

Last Sunday that a dozen or so RCGW members were at the Metropolitan Golf Club for an operational briefing. Plans of campaign were explained. 'Dos' and 'don'ts' were made plain. Uniforms: polo shirts, caps and thingies-to-wear-around-your-neck were bestowed on team members.

Early Tuesday morning the first of the clientele flew in. Kyle Elvy was the first to be found: normally he is on the Channel 10 commentary team; this year he is a caddy. He gave the RCGW 'greeters' a fascinating insight into the work of a tournament caddy as pack-horse, team-member, mentor, shoulder-to-cry-on and coach.

Next cab off the rank (in the most literal sense) was Chris Campbell from Sydney. He was heading straightaway to look at the course.

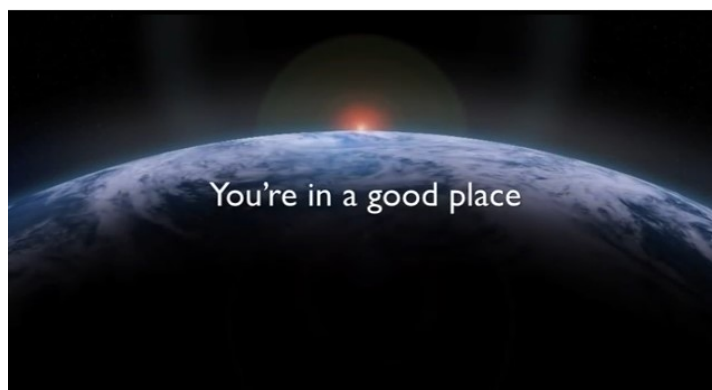
Then came Nick O'Hern, somewhat crumpled, having left Los Angeles 16 hours previously. His first question 'Is Graeme driving me?' 'Yep!' They had met previously some years earlier and were very pleased to be reacquainted.



Pictured above L to R Chris Campbell Masters Tour Participant, Jill Woolacott (RCGW), Kyle Elvy (Channel 10, this year acting as caddy)



Pictured above L to R Graeme Woolacott (RCGW), Jill Woolacott (RCGW), Nick O'Hern Participant).



To view the "ROTARY—MAKE A WORLD OF DIFFERENCE" video click on the blue box above. Note: this will link you to a YouTube website.

THE ROTARY FOUNDATION

WHAT DO YOU KNOW ABOUT IT?

Many Rotarians are unfamiliar or confused by the workings of The Rotary Foundation – here our District Foundation Chair, PDG John Barnes endeavours to simplify the process.....in just 300 words

The Rotary Foundation made simple!

The Rotary Foundation of Rotary International is a large not for profit foundation established in 1917 with the mission of “doing good in the world”. It is funded solely by voluntary contributions from Rotary Clubs, individual Rotarians and friends of Rotary.

This arm of Rotary is responsible for much of Rotary’s international work including PolioPlus, Rotary Grants and Rotary’s Peace Fellowships.

Funds given to the Annual Programs fund are invested for 3 years after which 50% is returned to the contributing District.

These funds are then available for District Grants, Global Grants and donations to such things as PolioPlus and the Peace Centres.

District Grants are for smaller International projects and for projects within Australia. The funds available for District Grants are advised prior to the start of each Rotary year as well as the terms and conditions of these grants. They usually have a maximum amount and are mostly on a \$ for \$ match with Club funds.

Global Grant money is for larger projects satisfying one of the six areas of Foundation focus and having to be both sustainable and measureable.

These Grants are for a minimum of US\$15000 with a project budget of a minimum of US\$30000. Funds utilised in making up these Grants are matched by the Foundation on the basis of 50c per \$ of Club funds and \$ for \$ of District funds.

Again you are advised prior to the start of each Rotary year the amount available from the District for Global Grants, how much per Grant and how your (Club) funds need to be matched.

This is just a “potted” version of The Rotary Foundation, for more information please contact the appropriate people on the District Foundation committee who are there to help you with the detail.

PDG John Barnes

District Foundation Chair.

ROTARY YOUTH EXCHANGE

STUART MCDONALD REPORTS

Ji Woo AHN, a Youth Exchange Student, has been selected by District 9810 to travel to South Korea in January 2015. Ji Woo AHN, pictured below, will be hosted by the Rotary Club of Seochoon in District 3680.

The Australia Korea Foundation (AKF) made a grant to Rotary Youth Exchange Australia. This grant was to foster interest between Rotary Districts in Australia and South Korea to resurrect the exchange program, which had been successful twenty to thirty years ago.

That grant brought a number of South Korean youth exchange officers to Australia for a meeting of Rotary Youth Exchange Australia in 2011. Early this year RYEA put a proposal to the AKF to arrange an exchange and potential candidates were sought from all Australian districts. After contacting the Victorian School of Languages an application was received immediately from Ji Woo AHN.

Ji Woo is a year 11 student at Glen Waverley Secondary College. She was born in Seoul, South Korea. She moved to Australia with her family to start a new life at the age of four years. Now she’s an Australian citizen and studies Korean as a second language. She is very excited and appreciative of this exchange opportunity to both become fluent in the Korean language and to learn about the culture of her birth country. As well as being an excellent student Ji Woo is a very talented musician playing the piano, clarinet and trumpet in the school band. She also sings and has performed the role of Princess Jasmine in the school’s production of ‘Aladdin Jr’ and has recorded a song for the Festival of Music 2012’. We wish her well for her year of opportunity.

In July 2015 District 9810 will welcome our first inbound student from South Korea. The application of You HWAN has already been received. He is a 16year old boy from a small town and the father of a pastor. There is an opportunity for a club to register an interest in hosting him.



BACK TO UNI TO END POLIO

On World Polio Day, Friday, 24th October a group of members from Rotary Club of Monash (District 9810) and Rotaractors from the Rotaract Club of Monash set up a stall for the day in the Monash University Campus Centre, to raise funds for and awareness of polio eradication.

There were crocuses to be sold and pinkies to be painted for a gold coin donation - the crocus flower is purple like the dye put on the fingers of children who have been immunized, and the painting of the finger represents that act.



It was an enjoyable day with the campus busy, it being the last day of lectures for the year and also with a graduation ceremony scheduled - lots of family and friends of graduates present.

So there were plenty of potential donors to provide donations.



Kay Ericson (wife of PDG and Monash Rotarian Merv Ericson) proved to be a fantastic salesperson approaching all and sundry to gain a donation.

President Sandra Pyke and President Elect Alison Evans, who both work at Monash University, were also successful collaring their work colleagues and students as they walked by. Thanks must also go to the rest of the team who gave up their day to assist on the stall.

All told some \$533.00 was raised - a great effort.

Last word for the day appropriately was from Professor Darrell Evans, Vice-Provost (Learning and Teaching) at Monash University: "It's fantastic that the Rotary and Rotaract Clubs of Monash were active on World Polio Day, raising funds for and awareness of Rotary's sustained campaign to eradicate polio.

Well done on the money raised!"

INTERPLAST TREATS GIRL WITH BRIGHT FUTURE

Meet Duyen, a 19 year old girl from Tien Giang province, Vietnam.

Duyen was preparing meals for her family when she accidentally knocked over the gas canister that was sitting on the bench next to her. The accident caused burns and left Duyen disfigured, and as a result, she became very shy and withdrawn.

Our team of volunteers met Duyen on their trip to Vietnam in June this year. This visit heralded a reinvigoration of our Vietnam program after a number of years without a program.

The team performed surgery to release Duyen's burn scar contractures. Duyen spoke with us about her future plans, which now include studying fine arts at university. She is looking forward to being employed, receiving an income, and having the chance to support her family the way they supported her after her accident.

Len Brear





Disaster Aid Australia is a **Rotary Club** project that began in 2010. A company (limited by guarantee with full DGR tax deductibility), it is a member of the overarching body **Disaster Aid International (DAI)**. Other members of DAI are **Rotary Club** projects in **Malaysia, UK & Ireland, USA** and soon, from other countries.



DARTs – Disaster Aid Response Team members – are a vital part of our organisation. We have highly trained Australian volunteers (many are Rotarians) who have worked in Haiti, Sudan, Pakistan, the Philippines and Malaysia delivering aid to those often in desperate need.

They work with locals (including NGOs, government and other agencies, and Rotarians) as they rebuild their lives and communities.

Working in the Philippines with local NGO **Balay Mindanaw Foundation** after two massive Typhoons (preceded by an earthquake), we asked affected local people what they needed most.

Rather than provide them with a box of aid that "we" considered they would need, we found by asking, in the field, that they wanted (for example) tarpaulins ... not tents ... and basic building materials.

So that is exactly what we did, with our DARTs staying on, living in the villages providing direct assistance.

We work closely with the Australian not-for-profit **SkyJuice™ Foundation**, to provide clean, safe water to those in need in developing countries.



The remarkable **SkyHydrant™** water filtration units meet *World Health Organisation (WHO)* requirements.

PURNULULU SCHOOL BUS PROJECT

Australian Rotarians often seek to assist local projects. Our District supported the Purnululu School Bus project.

This Project will assist young indigenous students to get to school . The bus will cost \$35,000.

The Lindsay Couzens Trust has provided \$27486 and 6 District 9810 Rotary Clubs has provided the balance.

The Clubs that provided the funding are:

Box Hill Central, Mount Waverley, MASH, Mordialloc, Noble Park, Oakleigh and Warrandyte Donvale.



Students of Purnululu School

This project arose following a request by the principal of the school, Alex Hunter, who considered a need to bring students to the school from outlying areas.

Alex, along with the students pictured above are most grateful to The Trust and the Rotary clubs that enabled the bus to be purchased.

PP Liz Guiver

Chairman District 9810 Indigenous Committee

ABCD Project at All Angel's School

Senga Bay, Malawi

The ABCD Project at All Angel's School in Senga Bay has been sponsored by the Rotary Club of Montrose and District.

Carol Lawton from RC Montrose and Ken Wall from ABCD were supported by Katey O'Sullivan from the Deakin Study Abroad team and ten students from the Deakin Uni. Global Citizenship Program.



The four aims of the trip were:

Paint all ten rendered classrooms

Set up the Days or Girls sewing centre and teach a selection of women from the village sewing skills and a better understanding of health and hygiene issues.

Ensure the construction of new composting toilets

Consider the possibilities and issues surrounding the building of a new high school and/or making extensions to the primary school to cope with increasing numbers, and building a new sewing centre

The painting of the classroom was a huge success, All ten classrooms are complete, light and bright, and there is a beautiful mural on the outside of one of the classrooms showing an African Flame Tree made up of handprints.



The external mural has become something of an ABCD signature 'trademark' for our school projects.

The Days For Girls sewing centre was also a great success, despite the sewing machines being just a little temperamental in the early stages.

Item three - the construction of the composting toilets, is being completed by local tradespeople experienced with this type of construction. The toilets should be completed within the next week or so.

Once again, by far the most rewarding part of this project was the outstanding evidence of the 'Power of Partnership' in action with the Deakin students making an absolutely outstanding contribution to the success of the project and certainly doing the lions share of the work.

The Deakin students leave Senga Bay on Friday 7 November for a weeks safari and a well deserved rest before flying home to Melbourne.

As far as the fourth item is concerned, there is still a lot of work to be carried out before ABCD could commit to supporting a major building project.

Feasibility studies are critical for successful international projects. At this stage we are unsure on some of the land ownership and land acquisition issues,.

We do not have a local Rotary Club committed to act as the project host club, there are many options and possibilities in terms of what might be built and where to build it, and given the range of options that might be pursued no costing has been possible.

We will continue to work with Carol and Frank Lawton and the RC Montrose, the Rotary Club of Lilongwe and the local contacts in Senga Bay, including the head teacher, the school board, local residents, and a representative of the Ministry of Education, to see what might be possible.

Ken Wall
Chairman ABCD

GUESS WHO'S COMING TO DINNER FOR POLIO

With six hosts busily cooking and preparing dinner for their unknown guests, a fun night was unfolding across the District 9810 on Saturday 18th October.

At 7pm, guests began to arrive at the address they had been emailed at 4.15 that afternoon.

Whose home were they at? Who else is coming to dinner? How will it go?

All perfectly valid questions, but very quickly put at ease as the guests were warmly greeted by their hosts – and a very special thank you to them for offering to host a dinner for a group of people you may not know at all.

Guess Who's Coming To Dinner is not about being a Masterchef, but is about opening your home to those who would love to join in the fun of the night. A diversity of amazing meals were served on the night with DG Tony & Kathy, Tina & Ken from Emerald & District, Stephen & Diane from Templestowe, Wil & Sue from Waverley, Joe & Melissa from Box Hill and DGE David & Alison all hosting. And to the 33 guests who had a great night – thank you! All up we raised \$1,534 for the End Polio Now campaign! Great result simply by getting together.

To quote one of our guests:

"Thank you so much for a wonderful evening last night. The company was great, and the food was fantastic. Gary and I thoroughly enjoyed it. We had no idea whose home we were attending and who would be there – this was all the fun of it. We had not met the others before – but even when you don't know each other, we all share a common thread and Rotarians are great company."

I can thoroughly recommend the event to others, and I hope this is the first of future such dinners."

And another ...

"Thank you for tonight's dinner. It was a night of wonderful company, delicious food and such interesting conversation, with a lot of laughs!"

So, as we head into 2015, would you like to be a part of this fun event in the future? It would be so good to have 100 plus people across the district having a great time!

Jenny Coburn



EAST TIMOR ROOFING AND TRAINING UNIP. LDA

East Timor Roofing is the response by the Rotary Club of Doncaster, quickly joined by the Rotary Clubs of Melbourne and Lilydale, to the destruction of 75% of all buildings in Timor Leste, following the vote for total independence in 1999.

With funding help from many District 9810 Clubs, a rolling mill was installed in Baucau, Timor Leste's second city, to provide shelter, training for the resistance fighters, employment and a start to the defunct economy. It would manufacture corrugated roofing from flat metal rolls for the burnt out houses and other buildings. A second mill produced purlins and rafters for trusses and a curving machine allowed manufacture of water tanks, previously not used in Timor Leste, with its heavy monsoon rains.

A guttering machine and a folder added to the roofing capability with ridge capping, flashing and spouting. Later we acquired an overhead riveter for the tanks and a twin deck mill to produce ribbed roofing iron. The project became financially viable with a government schools contract and a Company was incorporated in Timor Leste in 2009, the constitution stipulating that all surpluses must be used for the benefit of the Timorese.

The Company has endowed scholarships for secondary boarding school, teachers college and university students. It has donated roofs for many schools, orphanages, widow's houses and clinics. Last year the company manufactured and donated 1000 domestic grain silos to help subsistence farmers to store their crops free from vermin. With funds from the Rotary Club of Adelaide and a grant from Shell (UK), a training centre was built to teach basic building skills.

Later, a micro-credit bank and an IT training and repair centre were added. Recently, a twin deck rolling mill was installed for ribbed and corrugated iron and an overhead riveter to increase the range of products. Last month a sales outlet in Dili was opened in premises that are shared with the Rotary Liaison Officer.

All this would not have been possible without the devoted work of the in-country manager, Norm Bruce, who signed on for six weeks in 2002 and who is still there. During his tenure the project has been able to donate goods and service worth more than \$669,000 to the Timorese people.

It is important, in a developing country, that the local people are able to share in management experience and training.

Frank Evans, Rotary Club of Doncaster



10,000 litre Watertank for Kellacai Village



Trusses for a Government School



Making a Domestic Grain Silo

HEROES AND PRINCESSES



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HEROES & PRINCESSES

Jeff Steel Reports

Heroes and Princesses is a family fun day run by the Rotary Clubs of Monash*. Its purpose is for parents and grandparents to have lots of fun with the kids while Rotary earns lots of money. There were superheroes in the form of Iron Man and Captain America. Bat Girl and Spiderman (actually SpiderGIRL) were also in evidence. Hula-hoop girl was a great attraction and how she managed to have two hoops going in opposite directions, simultaneously, was never quite explained.

There were all the old-favourite stalls: the sausages; the face painting and so on. The really big attractions, though, were the rides in the police car (minus handcuffs) and SES emergency vehicle. Young-people-at-heart in the form of a former district governor and a former district governor's wife (not related) found it thrilling, well, er, just for the kids of course!

The rain clattered down and threatened to drench everyone and turn the car park into a rather unpleasant Bolognese sauce. Undeterred, the plucky organisers carried on.

The proceeds are still being counted at the time of writing but, considering the conditions, a very good time was had by all.

* Clayton, Glen Waverley, Huntingdale, Monash, Mt Waverley, Oakleigh, Waverley and Wheeler's Hill



Public Relations and Rotary

Public Relations can be described as *"the professional maintenance of a favourable public image by a company or other organization or a famous person"*.

Companies spend millions of dollars building and maintaining their reputation. Reputation is built on supplying quality products and or services, providing excellent customer relations and demonstrating a commitment to corporate social responsibility.

Reputation is of course a great strength of Rotary but we must constantly spread the word about who we are and what we do.

You would be aware that Rotary in Australia has been running a very effective PR campaign in the past two years mainly using radio and some print advertising. Even though this campaign was commendable the most cost effective Public Relations efforts can be implemented at the local level by a district, a cluster, a Rotary club or an individual Rotarian if simple rules are followed.

A very effective example of this was an article published in the Whitehorse News about the Box Hill Art Show on behalf of the Rotary Club of Box Hill.

Firstly the article is well laid out, uncluttered and it easy to read.

The Headline

I'm not a great advocate of using organisations' "birthdays" as a PR vehicle as I believe the general public couldn't care less if an organisation has been around for say 63 years. But the major milestones of 50, 75 and 100 years are certainly achievements that can be used for good PR promotion as employed in this article.

The photo

The photograph of a beaming Peter Cummins is very appealing and the high quality painting in the background indicates the standard of work that can be purchased at the Box Hill Art Show.

The copy

The second paragraph tells you what the event is, where it and when it will be held and what charity will be supported from the proceeds from the show.

One of the key elements of writing good PR copy is to highlight the BENEFITS to the reader of a particular service, product or activity instead of talking about the FEATURES of an organisation that is providing the service, product or activity. It's good to reinforce the reputation and scale of Rotary with well-written PR copy but never miss an opportunity to also target potential members and project partners.

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14 NOVEMBER 2014

Community news

Art show celebrates 50 years

The Rotary Club of Box Hill's annual art show is reaching a milestone of 50 years this month.

The 50th Anniversary Annual Art Show is on from 13-16 November at Box Hill Town Hall and will raise funds for ALKIRA – a local organisation that assists people with disability.

The art show will feature impressive works from local artists, with selected works also for sale.

A range of awards and more than \$8000 in prizes will be presented as part of the art show, as well as demonstrations sessions on 15 and 16 November from 2pm each day.

This year's exhibition will also feature paintings by winners of the past 21 Best In Show Awards – The Frederick McCubbin Award. This will be the first time since the inaugural presentation of the Frederick McCubbin Award that Box Hill Art Group will have all winners' paintings together in one exhibition. Many of these paintings will be for sale, presenting a wonderful opportunity for buyers to snap up a painting from one of those judged as best in their field during the past two decades.

The club's art show was originally held on the median strip in Box Hill shopping centre – the area currently home to the tram terminus. The show remained at its humble original site for 24 years before being brought

inside the Town Hall in 1990.

Funds from both the 2014 and 2015 shows will go towards ALKIRA, with the club pledging \$40,000 to assist ALKIRA to build a commercial kitchen to train their clients and help them find jobs within the community.

The art show is on from 13-16 November at Box Hill Town Hall, 1022 Whitehorse Road, Box Hill. Entry is \$10 Full; \$5 Conc. For more details, phone 0438 599 285 or visit www.boxhillrotary.com.au

Rotary Club of Box Hill's Peter Cummins with one of the artworks to be exhibited.



Public Relations and Rotary

The next three paragraphs in the left column clearly highlight the benefits to the reader if they attend the show.

Further details about how the donation to Alkira is going to be spent are then outlined with a commitment by the club for a two year period. Finally the contact details and phone number for further information are noted at the end.

What is Rotary?

The most cost effective and efficient method of promoting Rotary is the one-to-one personal contact. What would be your answer if someone comes up to you at a public Rotary event as asks "What is Rotary?" There have been many versions published over the years including:

"Rotary International is a worldwide organisation of business, professional and community leaders, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world."

While this statement is very comprehensive it does not reflect the broader demographic of membership in Rotary in 2014.

I personally use a less complicated statement as follows:

"Rotary is an international network of like-minded people who use their skills and knowledge to improve the lives of others."

I would encourage you to develop your own Rotary statement and give some thought to ideas of why you joined Rotary and why you get involved in projects.

Prospective members or project partners will be moved by your own personal experiences that will demonstrate who we are and what we do.

Your passion and enthusiasm are unique and can form the basis of the most powerful and cost-effective Public Relations campaign available to Rotary.

Brian Martin
District PR Coordinator

DISTRICT 9810 CONFERENCE 2015

13-15 March

This year's conference is already generating enthusiasm. Organisation is forging ahead! Bookings are already ahead of expectations.

Ballarat has 3 great advantages: location, things to do and not too far! The speakers are generating enthusiasm: Rotarians are looking forward, especially, to Ken Lay the Victorian Police Commissioner. Steve Moneghetti requires no introduction or hard sell.

This year's RIPPR is Bill Boyd. The former RI President from New Zealand is particularly popular, although we cannot guarantee he will sing (in-joke for participants at the Bendigo conference).

The Saturday night gala dinner is at Ballarat Lodge: an excellent venue. The theme is 'Beneath the Southern Cross'. We are intrigued to see what clubs' communal ingenuity will make of that! The Friday-night cocktail party is at the new Museum of Australian Democracy, which offers state of the art interactive display. Interestingly it also has the original Eureka Flag.

The main conference centre is at the Federation University, which is a lovely campus in the bush just past Sovereign Hill.

Friday night club dinners are back in vogue. Conference fringe activities include the 'Ride for Research Dollars'; Golf Tournament and Cruise to Conference.

The website for further details is at
<http://2015conference.9810rotary.org.au/>

