



Edition 5

APRIL 2015

District Governor's Message

District Conference 2015

Well what an outstanding event this year's District Conference was! My heartfelt thanks go to our Conference Committee, led by Trevor Dawson, our army of volunteers, my club members and partners all of whom contributed to the design and execution of a very professional event. We've had a great deal of feedback, including from many of the speakers, attesting to the quality of the event.



Three years ago we started with a concept to design a District Conference around the Foundation's six areas of focus and ensure that there were key messages that could be taken away to inspire action. Ballarat was the perfect setting. We encouraged attendees to embrace the history of Ballarat and engage in the symbolism of the Eureka rebellion as an act of fighting for human rights. We asked speakers and attendees to identify "Eureka moments" – those gems of ideas to take back to Clubs. Finally, we asked attendees to respond to the call to action – to ensure their engagement in the Conference was mindful – tuned towards taking away ideas that could be implemented in Rotary's quest for humanitarian action. Our cast of highly capable and respected speakers delivered, talking about their own Eureka moments.

Our subject matter champions summed up each session, showcasing current activities across the District and identifying opportunities for action. Our Project Expo was bursting at the seams with 30 booths displaying a range of project opportunities. Finally, our RIPPR, past RI President Bill Boyd spoke passionately about the background to the six areas of focus and Rotary's part on the global stage.

Entertainment also played a key feature in the Conference. In lieu of the traditional flag ceremony, the opening sequence saw a troupe of ballroom dance champions perform a suite of dances showcasing the internationality of Rotary. The closing ceremony included a stunning performance by 70 voices from Australia's leading gospel choir, the Melbourne Singers of Gospel. Saturday night's gala dinner, themed "Beneath the Southern Cross" presented some fabulous entertainment, coupled with a dazzling display of imaginative costumes.

Our bike riders embarked on their annual mission on the last day of Conference. Next year we fully expect their cumulative total fund raising effort for Australian Rotary Health to reach one million dollars!

In closing the Conference, it was a pleasure to have PRIP Bill Boyd present PDG David Alexander with a *Service Above Self Award*. This is a prestigious recognition, limited to only 150 per year across the Rotary world, acknowledging continuous and outstanding humanitarian service.

On the day prior to the Conference, we held a *Future Leaders Seminar*, with some leading speakers and workshop opportunities to explore concepts and challenges in leading volunteers and engaging with our communities.

It was a very full week for all concerned and again, I thank everyone involved in presenting such a professional, meaningful and engaging event.

TONY

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CLUB MEMBERSHIP

How is your club progressing with new members?

Don't be caught out!

One Club is inducting 3 members in February!

With 5 months of the Rotary Year remaining would you like to be the only Club that didn't induct one or two new members.

Remember the words of Hawthorn Coach John Kennedy SNR.

DON'T THINK-DO!

KOORIE ACADEMY OF EXCELLENCE

Kath Monley reports on the DG Partner's Project

On Monday 16th March Tony and I were invited by the Koorie Academy of Excellence (KAE) to attend their welcome ceremony for the new inductees into the Academy.

This event was attended by the Alumni who graduated Year 12 in 2014. Of the 12 students who completed Year 12, 8 have elected to do further studies at University and 1 has elected to do a hospitality course through William Anglis.

Tony and I were please to hand out bursaries of \$1,000 to all 9 students who will receive \$1,000 at the completion of Semester 1 2015.

The event was attended by James Melino, Deputy Premier and Minister for Education and many other dignitaries from the Aboriginal and non-Aboriginal communities.

I am pleased to say that Rotary District 9810 got continuous thanks and recognition throughout the evening.

It was a very uplifting evening meeting the kids (and their families) who are beneficiaries for your generosity as Clubs and individuals in our District.

For those who were not at the Conference I would like to advise that I have been asked to sit on the scholarships committee of KAE and that Tony and I will continue to support this programme into the future.

LaTrobe University have agreed to administer the KAE Scholarship fund in their foundation fund, which has Deductible Gift Recipient status. This also provides correct corporate Governance for the funds.

Thank you once again for your support up until now and hope that if you are able to contribute further we can add to the scholarship fund to do more for these kids and those who will graduate year 12 in the future.

Thanks again

Kathy Monley

DGE Reports on his attendance at the International Assembly in San Diego

It is often said that “it was a once in a lifetime experience”. Not often in life do we have the chance to say that. Well Alison and I recently enjoyed just such an experience.

The International Assembly held in San Diego, USA during January is a Learning and Development opportunity for incoming District Governors and their partners [quaintly called spouses].

There are approx. 526 Governors Elect in the Rotary World and we all gathered at the most impressive Manchester Grand Hyatt on the shores of San Diego Harbour.

The first impression is the sheer enormity of the event. In addition to the approx. 1,000 DGEs and partners, there were at least fifty trainers and facilitators, countless numbers of RI staff and all the current and incoming RI Directors and Foundation Trustees.

Add to this mix numerous Past RI Presidents. There must have been in excess of 1,200 Rotarians and staff present.

Imagine feeding that many people all at once within less than 1 hour. This was achieved every day at every meal.

One of the really nice things about how the event was organised was that in every session delegates were allocated a different seat and therefore we would meet countless new people every day.

Formal plenary sessions were convened at which senior Rotary leaders and other inspirational speakers would address various topics relevant to how Rotary was planning to move forward.

The highlight of course was Rotary International President Elect, Ravi Ravindran, from Colombo, Sri Lanka, in his opening address revealing his Presidential Theme for 2015-16: ***Be a “Gift to The World”***. This theme was enthusiastically welcomed and embraced by all present and was the topic of much conversation during the remainder of the Assembly. The theme does of course give countless opportunities for interpretation in how individual Rotary Clubs carry out their humanitarian projects.

The other amazing aspect of the program was the breakout sessions which followed each plenary session. They were actually entitled “Ideas Exchanges” and this is exactly what they were.

There were only 20 participants in any one session and each session was facilitated by a well-trained member of the training team. This is where most of the learning and gathering of ideas took place.

Some of the major themes permeating the weeklong event were: the determination to see through the fight against polio; a major emphasis on increasing the humanitarian activity of each Rotary Club; and the need for all clubs to come on board with the new technology by embracing such facilities as Rotary Club Central and by using the Rotary website as a learning tool and a device for exchanging ideas and requests for assistance with projects.

Another emphasis was on working with young people and in particular the growing importance of having in place robust protection policies. This is seen as not only a risk management tool for our organisation but even more importantly a quality control and key marketing aspect of our various youth activities.

Much time was spent on how we can better market Rotary and we can enhance our public image by, for example, all using the same language when talking about Rotary.

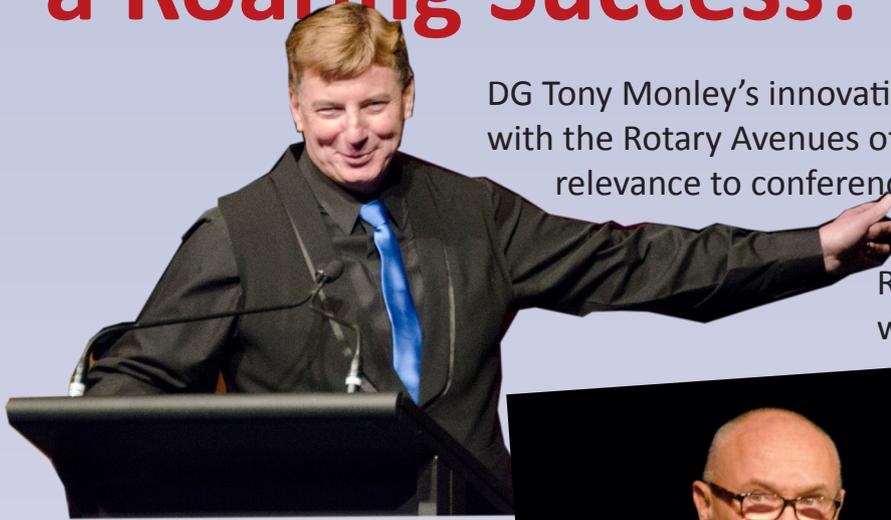
The new descriptor seems to have become ***Join Leaders, Exchange Ideas, & Take Action***. Alongside this is the necessity to use common branding and comply with the recently introduced identity guidelines. This results in all of Rotary’s public messaging looking consistent.

The importance and pivotal place of the Foundation in the future work of Rotary was heavily emphasised. The new Grants programs are going to enable Rotary Clubs the world over to be more responsive to their community’s needs.

There was so much more, but yes, it was a once in a lifetime experience!



Ballarat Conference a Roaring Success!



DG Tony Monley's innovation was to have the speakers fit in with the Rotary Avenues of Service. This brought a new relevance to conference presentations

RIPPR Bill Boyd from New Zealand was a star of the show.

Former Victorian Police Commissioner Ken Ley spoke on domestic violence



The dancers were spectacular. Where does DG Tony get these sensational acts from?

Olympian Steve Moneghetti spoke on the habits of successful people



Suzanne Blair was one of the two genial MCs who held it all together so very well



The Saturday Night gala was galactical!

Delegates' comments were that this was a very, very good conference. Speakers were highly relevant; always interesting and very entertaining. The Venue at Federation University was first class... and it all ran perfectly to time! What more could you wish for??

RURAL RELATIONS – ROTARY CLUB OF MONT ALBERT & SURREY HILLS

Some seven years ago the Rotary Club of Mont Albert and Surrey Hills (MASH) and that of Beaufort established links with one another. The approach came from MASH to see what could be done to help with the difficult drought situation that was developing.

Over time the relationship has grown and the following activities and projects have evolved.

Initial relations– started with a visit to Beaufort with home hosting and various visits around the district to see farming activities at Challicum Park, Rob Pelletiers Nursery, District wineries and assistance at the Lake Goldsmith Steam Rally selling Pies and Pasties.

Defying the Drift – this program commenced in 2010 and is available to Victorian secondary students (years 9-11) considering a career in agriculture and related industries. An initiative of Rotary District 9780, it is run in partnership with Marcus Oldham College at Waurn Ponds, with the objective of promoting careers in rural related industries and halting the drift of young people into the city and commercial type roles.

The Rotary Club of Mont Albert and Surrey Hills pledges a donation each year of \$1000 to assist students fund their course and attends the presentation annual dinner.



Shearing competition at the Beaufort Show

The Beaufort Show – MASH travels annually in November to assist Beaufort Rotary Club with parking of horse floats, judging competitions, coordinating the shearing competitions and admission duties. Beaufort Rotary host our members and also an evening meal on the Saturday night where Club members can get to know one another and enjoy Rotary fellowship.

Tree Planting – a District 9810 initiative, MASH took on the leadership of this project three years ago and with the Rotary Clubs of Doncaster & Waverley and

Whitehorse Rotaract. They plant seeds in December/ January and then travel to Beaufort in July to plant the seedlings. Beaufort Rotary coordinate with Landcare and find a suitable farm location to plant 2500 seedlings.



Enthusiastic club members showing off their green figures

Drought Relief – in 2008/09 during the drought MASH raised funds for the seven volunteer fire brigades in the Beaufort region who fought bushfires in Bendigo and Narbethong. Once again the Rotary Club of Beaufort were instrumental in coordinating this effort and ensuring donations were suitably distributed.

Beaufort's interaction with MASH – the relationship with Beaufort is not all one way as Beaufort members have also travelled to Melbourne and been hosted by MASH members to assist with fundraising efforts in the local community. These include helping out at the Bunning's sausage sizzle and at the annual Antiques and Collectables Fair. In 2008 Peter Oddie from Beaufort joined several of the MASH team that travelled to Fiji to provide educational supplies for the Ratu Nemasi School. Students of Beaufort Secondary College have been sponsored by MASH at MUNA and it is expected to occur again this year.

The RC MASH continues to support rural initiatives in the areas of Defying the Drift, Tree planting, MUNA and the Beaufort show. Over the years the involvement in these worthwhile projects has produced a strong bond with the Rotary Club of Beaufort and MASH looks forward to continuing the friendship.

Editors Note: *The District Sustainable Communities Committee has become involved in the Tree Planting and an article on this will be in the next issue.*

PROFILES OF CLUB MEMBERS WITHIN DISTRICT

A new item in the District Newsletter will be member profiles, especially new members. We are in the process of contacting all new members inducted since July last year.

What we ask of new members is some words of about 100—150 along with a good quality JPEG Photo.

We'd like to have name, club name, career details, family, hobbies, and the reason why they joined their Rotary club.

PROFILE OF ROGER CHONG

My name is **Roger Chong** (B Laws, MBA). I am married to **Christina Chia** who is also a Manningham Rotary member, and we are proud parents of 2 teenage daughters **Zoe** and **Ashley**.



I am a corporate & commercial lawyer by profession. I have been the Assistant Company Secretary at Toll Holdings Limited for over 15 years. In my previous roles, I have been General Counsel at an engineering company in Asia, and a private practice lawyer with a top tier Australian law firm.

The decision to join Rotary was an easy one. I learnt about Rotary a relatively short time ago and I was extremely impressed by Rotarians' work and commitment to assist the community. The work done by Rotary aligns to my personal values and in particular my passion in contributing my skills and time to those in our community who are dealing with challenging times.

My pastimes include badminton, reading, and trying new food experiences. I love travelling as well, particularly on overseas jaunts, where my 'foodie' interests come to the fore.

PROFILE OF CHRISTINA CHIA



Christina has over a decade of senior leadership experience in organisational strategy, Board governance and managing various projects within the Australia & Asia Pacific regions for international organizations in the Higher Education, hospitality industries and Not-For-Profit organizations.

Christina is married to Roger Chong who is also a new member of Rotary Manningham. She has two teenage daughters, Zoe and Ashley who attends Camberwell Girls' Grammar.

Christina enjoys travelling and engaging with people from all walks of life.

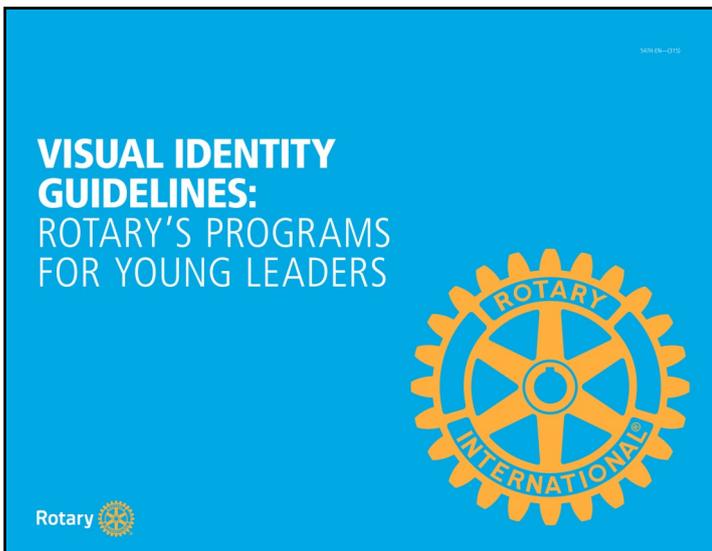
She thrives in results driven business environments through synergies created between people, processes and systems.

Christina is the Executive Officer at Royal Freemasons Ltd and combines her business management skills, love of people, and commitment to giving back to the broader community via Board positions she holds with Not-For-Profit Boards such as:

- President - Parents' Auxiliary, Camberwell Girls' Grammar
- Secretary - Kevin Heinze Grow
- Secretary - Royal Freemasons Ltd Ladies' Auxiliary
- Committee - Australian Asian Family Association.

Christina's aspirations align to Rotary's goals of embracing diversity by assisting those in need at local and global communities with passion, commitment and enriching their lives...of course, having fun on the journey!

A NEW LOOK FOR ROTARY'S YOUTH PROGRAMS



DEAR ROTARIAN, ROTARACTOR, OR FRIEND OF ROTARY:

Are you ready to make it clear how Rotary invests in youth and young adults? We are rolling out a new visual identity for our youth programs that does just that. This new look will better align Interact, Rotaract, RYLA and Youth Exchange with Rotary, making it more clear how these youth programs are connected to Rotary and an important part of our story.

Check out the new visual identity — a new, aligned visual design.

In our survey last year, we learned that our new design should include Rotary, be consistent with our voice and visual identity, and convey our history even as we reach out to future participants. We wanted our design to communicate what these activities are and how Rotarians support them; for each, we did that through the Rotary Masterbrand and the Rotary wheel:

RYLA is a program that develops young leaders. Since it's organized by Rotarians, we lead with your club or district logo featuring the Rotary masterbrand signature next to "RYLA" or the words "Rotary Youth Leadership Awards" in lowercase.

Rotary Youth Exchange is a program that builds cultural understanding. Since it's organized by Rotarians, we lead with your district or multidistrict logo featuring the Rotary masterbrand signature next to "Rotary Youth Exchange" in lowercase.

Interact is a club for emerging leaders. These clubs are sponsored by Rotary clubs, and they're connected to a school or a community. To show that, we put the Interact wordmark next to the Rotary wheel along with the phrase "A Rotary Sponsored Club."

Rotaract is a club for young leaders, such as university students or young professionals. These clubs are Rotary partners, and they are based in

universities or communities. We put the Rotaract wordmark next to the Rotary wheel with a phrase that affirms the role of Rotaractors as partners in service.

Our Interact and Rotaract graphics live on our Brand Center, under our Logos section. This is also where you can create your club, district or multidistrict signature.

Within our guidelines, there's lots of freedom. You can put this visual design into action in different ways on T-shirts, banners, and websites. You're also welcome to develop your own designs that share what RYLA, Rotary Youth Exchange, Interact, and Rotaract mean to you. If you do, be inspired by the fonts, colors, and ideas in our voice and visual identity guidelines to connect your creativity with Rotary's overall design principles.

We know that you have years of memories connected to our heritage logos — the red and metallic gold of Rotaract, the interlocking circles of the Interact logo, the confident, outstretched arms of RYLA, and the globe-crossing arrows of Rotary Youth Exchange. While we hope you'll embrace our new direction, keep your pins, T-shirts, banners, bells, and other treasured items. Our Heritage Communications team will be looking after these logos for us, as these historic logos are equally a part of Rotary's story.

As you put our new design into action, show us what you create. Send your questions, comments, and ideas to graphics@rotary.org. We can't wait to see what this next chapter of our story looks like.

Sincerely,

John Hewko
General Secretary, Rotary International

SHELTERBOX AUSTRALIA SEEKS HELP

The Board of ShelterBox Australia would greatly appreciate the support of Clubs within District 9810 in promoting their appeal for financial contributions to our initiative to provide much needed shelter and relief to the deserving thousands who have lost everything in the Vanuatu Disaster.

Shelterbox Australia works closely with many other aid agencies wherever we have natural and civil disasters. This one is on our doorstep. As project partners with Rotary International and the largest providers of emergency accommodation, worldwide, Shelterbox Australia are already delivering.

In many respects our response is mirroring that of Australian Rotarians when typhoon Haiyan hit the Philippines.

Please promote their mission in District 9810.