

THE UNLEY ROTARIAN

Meeting 3772 – 26th July 2011

Website: unley.rotaryclub.org.au

2011 - 2012



Rotary Club of Unley Inc.

DISTRICT 9520
CHARTERED 17TH APRIL 1935



PRESIDENT: Sheila Evans: 8266 7435 or 0432 047 711
SECRETARY: Janet Singh: 0458 052 893
ADDRESS: PO Box 18, Unley SA 5061
EMAIL: unley.secretary@rotaryclub.org.au
MEETINGS: The Club meets every Tuesday at "Tiffins on the Park",
176 Greenhill Road Parkside (Cnr George Street) at 6.30pm.
Fellowship at 6.00pm

Our Last Meeting

Meeting No.	3772
Date	26 th July 2011
Occasion	Club Assembly
Venue	Tiffins on the Park
Chairman	President Sheila
Apologies	Mavis Martin, Janet Singh, Rohan Singh, Bob Mullins, Bob Mills, Geoff Hill, Bob Laws, Wendy Andrews, Greg McLeod, Lindsay England
Guests	None

President's Announcements

1. President Sheila welcomed members to the meeting and observed that the Assembly meeting was always one she looked forward to as it gave the opportunity to be informed about the great work being undertaken by club members through the committees.
2. The club has received a letter from Rosemary Warmington, CEO of the Carers Association, thanking the club and the other Rotary clubs that contributed to the donation of \$10,000 to cover the cost of enabling 25 young carers to attend a respite camp on Hindmarsh Island. The Rotary Club of Norwood is contributing 50% of the proceeds of a dinner dance fundraising event towards future camps for young carers. The Rotary Club of Hindmarsh Island will be providing a barbeque on the beach at the upcoming camp.



President Sheila

Spots

Stephen Westgarth asked members presenting reports to the Club Assembly to please forward him soft copies or typed copies of their reports so they can be included in this week's Bulletin, which has become the club's historical record.

Club Assembly

Thrift Shop Committee Report: Presented by Sheila Evans on behalf of Bob Laws

Thrift shop takings for the year 2010-11 were \$68,610 (\$4,551 ahead 2009-10). To March 2011 takings were consistently higher than the previous year but fell away from April to June (a problem across the retail industry).

Sheila also commented on her observations from the last few times she was on duty in the shop. Numerous items, particularly jewellery, were priced too low and she decided to re-price them. For example, one ring re-priced from \$2 immediately sold for \$20 and the others that she re-priced upwards had all been sold when she returned to the shop a few days later. She urged members when pricing to use common sense and put realistic prices on items.

Public Relations Report: Presented by David Mackrell

Local media

- Journalists turn over on the *Eastern Courier* very quickly and it is proving very difficult to build and maintain a relationship.
- We continue to invite the local incumbent to our meetings, but they have so far declined.
- I have been offering various stories over the last few months, which they have also not taken up.
- However, there is a breakthrough: we are very hopeful a story on our Carers SA Association will run as a photo was taken there with Sheila and young Natasha, and Sheila has been interviewed for it. We're crossing our fingers and our eyes.

Police Officer of the Year

- In the weeks leading up to POOTY, Stephen Baker and I worked on trying to coax some more PR activity from SAPOL with very limited success to date.
- By contacting a mate of mine in SAPOL's Communications Branch, he covered the event with video for the SAPOL web site and Facebook site.
- On the morning of the event, we emailed 5AA and 891, prompting Keith Conlon to mention the POOTY presentation on air and named Rotary Club of Unley.
- The Rotary presentation boards were revised, refreshed and updated for the big day; we're also looking into changing the construction to make them safer with no feet to trip over.
- A notice of the event was installed on the Thrift Shop counter and outside on the poles.
- We also had a notice on the *Messenger* on-line events page.
- Stephen Baker and I had a debrief with Geraldine at SAPOL on 8 June and from that, we have a clear mandate to drive publicity for next year's event independently, which should give the club a freer hand.
- I'm also trying to write a story to offer to other media.

Connect Unley

- From a suggestion Janet Singh made, we are investigating the new Connect Unley free application for iPhone; however, it may prove too expensive for a decent return on investment.

Thrift Shop

- Bob Laws accepted an invitation from The Advertiser to run an ad in its Green Shopping special section of the Friday Traders section and we again ran the small-space ad we created last year.

Unley Council Website

- We discovered that our club was not mentioned on the Unley Council web site, which has been rectified in the online business directory of community services.
- I've also emailed council to see if we can find other means of cross-promoting the club through its publications or communication channels.

Local Business Engagement Campaign

- With Stephen Baker, we've sent direct mail to local business leaders inviting them as our guest, along with a poster for staff.
- Stephen is now following that up with phone calls.

Leaflet

- I'm also looking into creating a new leaflet for the Thrift Shop, which is up-to-date with our details and is a bit more engaging.

Coast FM

- We've also been in touch with Coast FM radio station (frequency 88.7), which has put together a program called *Encounters of a Community Kind*.
- We're hoping to be included in the program at some stage and be a part of the program.
- The program commenced last night and runs every second and fourth Monday of the month from 6.00 till 7.00 p.m.



Membership Report: Presented by John Peacham

Building a plan for 2011

Committee: John Peacham, Stephen Westgarth and Nathan White

Charter: To increase the club membership and to retain current members

Challenge: To find and encourage new members and in doing so not destabilising existing members

Focus: New members in the 45+ age bracket (generation X and baby boomers)

Generation Xers are people born between 1965 and 1976, depending on the source. Gen-Xers are independent, enjoy informality, are entrepreneurial, and seek emotional maturity. They want to build a repertoire of skills and experiences they can take with them if they need to, and they want their career path laid out in front of them

Gen-Xers also seek balance in their lives now – not when they retire. They seek time to raise their children and don't want to miss a minute – as their parents did. Gen-Xers also want immediate and honest feedback.

Approach: Focused mail drops and hand outs

Use of social media e.g. Facebook – e.g. <http://www.facebook.com/group.php?gid=2249127995&v=wall>

Find out what new members want out of Rotary; we may need to modify rules, we may need to change meeting structure

Work closer with other committees and leverage activities where possible; e.g.

- engage with local group from country where we are sponsoring an international project
- use Carols at the Rotunda and Police Officer of the Year to raise awareness

Increase or network of sister clubs and encourage visitors.

Bulletin and Website Report: Presented by Stephen Westgarth

Weekly Bulletin

It is a requirement of our club's constitution that a weekly newsletter be produced providing information to members. As you know, a new editor for 'The Unley Rotarian' is needed due to the current editor taking on the chairmanship of the District Internet Committee. As a guide for prospective editors:

- The format and content of the bulletin is decided by the editor; the constitution does not stipulate what the bulletin should contain.

- The current bulletin is prepared using a Microsoft Word (97/2000) template, which is simple to learn and should be compatible with most members' home computers.
- The content for President's Announcements, Spots and guest speaker notes is provided by the presenters or chairman, so the most onerous task for the editor each week is updating the rosters.
- Stephen Westgarth can help with "Photoshopping" photos while the new editor gets the hang of it.
- The number of bulletins to be printed and posted out each week has been reduced by a recent board decision.
- The club reimburses out-of-pocket costs incurred by the editor for items such as postage stamps, stationery and ink/ toner.
- Stephen Westgarth will continue to make and upload the PDF version of the bulletin onto the club's website each week; the editor just needs to email hi the Word document.

Website

- The Rotary Club of Unley's website has a quality look but has ageing content and needs refreshing with new and updated content. Members and committees can help by providing stories about club projects and Rotary events.
- The website needs more photos, so whatever photos members can provide will be gratefully received and used to brighten the website's pages.
- Our website appears under the rotaryclub.org.au domain, which is owned by the Rotary Club of Unley, with our web address being <http://unley.rotaryclub.org.au>. Recently all clubs in District 9520 were given web addresses in the rotaryclub.org.au domain so that all clubs have a standard domain format. Generic club email addresses for all D9520 clubs will also be available under rotaryclub.org.au.
- Our website is a HTML site with some simple ASP functions. However, it can only be updated by a member of the staff of Forsyte Consulting. This single point sensitivity for website maintenance applies for a number of clubs in our district, so the District Internet Committee is looking into alternative platforms that club websites can be built on to make them maintainable by any authorised club member.
- This year we will be looking at opportunities for using social media, such as Facebook and Twitter, to reach out to and engage the Gen-Xers and Gen-Yers in our community and get them involved in Rotary projects, and possibly club membership.

Vocational Service & New Generations Report: Presented by Stephen Baker

1. Police Officer of the Year

The official tasks for POOTY finish in June each year. We now start again in October with the preparation of an article for the summer Neighbourhood Watch newsletter. There are 4 challenges which need to be addressed:

- a) Increase the number of submissions – *earlier approaches to the Neighbourhood and other Watch schemes should assist*
- b) Attendance at the dinner award ceremony needs to be strengthened – *an approach has been made to have it declared a Group 6 event*
- c) Publicity of the winners needs to be improved – *plans are in train to do just that*
- d) Next year will be my fourth as POOTY coordinator; renewal requires a new face to run it – *Jerry Casburn has put his hand up*

2. RYPEN, RYLA and RYWELL

Rotary Youth Program of Enrichment is an event involving 15-17 year olds in a camp at Woodhouse held during the last weekend in April. From our allocated schools we had two Annesley students but none from Walford. With the demise of Annesley, effort has been made to secure a closer relationship with Concordia.

Rotary Youth Leadership Award is a week training program at a retreat in Blackwood for 18-24 year olds – this year to be held in September. We will be sponsoring an aboriginal student Kimberley Lovegrove.

Rotary Youth Wellness Program – is designed to help young students at risk through providing interesting programs during the school holidays – We assist with a cheque (\$500 or \$1000).

Challenges: *Maintain contact for RYPEN with Walford and Concordia and look into local opportunities for RYLA*

3. Science Programs – NYSF and The Science Experience

The National Youth Science Forum is conducted in Canberra and Perth each year in January over a week for Year 11 students. It is a brilliant, expensive (we subsidize half cost: \$1000+) and much sought after event. The Committee works through the schools. Our nomination this year Eliza Colley was provided by St Peters RC which had 6 applicants.

The Science Experience is conducted over 3 days by local Universities for Year 9 and 10 students during December and January. It used to be a joint venture between Rotary and Siemens but is now conducted with the Science Schools Foundation. It has gained no traction with our allocated schools.

Challenges: *Maintain contact with Walford and Concordia on NYSF but put more effort with those schools to attract participation in TSE prior to the closing date in October.*

4. Indigenous Health Scholarship

This is working well. We must maintain contact with our sponsored student Dannielle Ghezzi. It now costs us \$3,000 per year.

5. Campbelltown Shareskills Inc.

Last year we sponsored a person at Louise Place (which mostly looks after young unmarried mothers) in a hospitality course – this resulted in the person gaining a suitable job in a country hotel. *We are awaiting a further nominee.*

6. Other Youth

This year we sponsored Concordia's Kalahari Experience and an Annesley student on a Science Program. *There are always requests to be worked through.*

Program Committee Report: Presented by Stephen Baker

The program for this forthcoming year has been changed to enable once a month internal meetings (i.e. free of guest speaker) and there will be increased emphasis on attracting new members. All suggestions are welcome.

Challenges: *The most immediate challenge for the club is to increase membership and use all means at our disposal (including through our programs) to do so. Next month the internal meeting will be addressing club membership.*

Community Service Report: Presented by David Mackrell on behalf of Wendy Andrews

Recently we were able to make donations to two of our speakers:

- Ian Beaton from Technical Aid for the Disabled S.A. talked about customising equipment to help the disabled, from changing clothes lines for wheelchair users, to tinkling potties for children. Projects they made averaged \$400 each, and they thanked us for our donations of \$800 to sponsor two projects.
- Frank Gratton spoke about the training involved in training Hearing Dogs, and what a lovely story a picture told of a dog, being driven along in the side car of his master's motor bike wearing goggles.

Other donations were for:

- Hat Day to raise money for Mental Health Research with a cheque for \$500
- We also matched the donations from Rotarians for the Red Shield Appeal for \$1,150.

Disability SA:

- Richard McDonald from Disability SA asked us to extend a raised garden bed at the Community Garden. This was completed six weeks ago with Richard so impressed by the welder's work he rang to thank him for his workmanship. The cost of \$700 dollars was paid to the welder for materials and labour with a further \$95 for plastic bins. I understand Mitre 10 supplied the potting mix.

Louise Place:

- We have come closer with the supply of a swing for Louise Place. With the recommendation of the welder we used for the garden, I felt confident to use him again and he is willing to repair and construct a swing as well as coming up with a second option of purchasing a new set as he feels there is enough room. I am waiting to get in touch with Louise Place to find out which they prefer.

Carers Association of SA:

- Earlier this month, we had guest speakers from the Carers Association of SA. We were all moved by Natasha's story; she has been looking after her sick and disabled mother for 14 years. Now at school she is finishing year 12 at the age of 21. It was very exciting for me that we were able to present them with a cheque for \$10,000 to help 25 young carers attend camp at Hindmarsh Island in October.

This has been made possible with the help of Past President Joan and her board, the support of the members of the Community Committee and other Rotary Clubs who have made donations. Norwood Rotary Club is supporting the project by donating half their profits from their Dance Party to this project. Hindmarsh Island Rotary Club is possibly organising a sausage sizzle for the children on the beach. It is great to see Rotary Clubs working together.

International Service Report: Presented by Alex Jonson

The International Committee has a proposed budget of \$21,825 for the 2011-12 Rotary Year. The Committee members this year are Alex Jonson (Chair), Ken Daly, Bob Mills, Rohan Singh, Colin Schirmer, Jim Newall and Joan Reed.

1. TRF (The Rotary Foundation) Matching Grants / Rotary International World Community Service Projects:

- a) The Rotary Foundation Annual Program: Donation to TRF: \$3500 (District Incentive to donate \$100 per member)
- b) Polio Challenge: A donation of \$2,000 plus \$125 raised in 2009-10 of will give a total of \$2,125.
- c) International Night – Fund Raiser: It is planned to organise possibly two culinary experience/fund raiser nights to raise monies for a specific project and for members to experience customs and food from other countries. Committee will seek further information on the viability of this idea over the next few meetings. Funds allocated for this project: \$1,000.

2. RAWCS (Rotary Australia World Community Service) Projects:

- a) 'Gift of Sight – Nepal' Project: This is a continuation of a 2008-09 project. Eye wear has been donated to RC Unley by Passport Eye Wear. We will send the balance of the (4?) boxes to Nepal and reimburse costs related to customs and cheque clearances. A Certificate of Appreciation will be sent to Passport Eye Wear. Funds allocated to this project: \$600
- b) DIK (Donations in Kind): Donation: \$500.
- c) Shelter Boxes Australia (Now Disaster Aid Australia): Donate funding for three shelter boxes: \$3,000.
- d) ROMAC (Rotary Overseas Medical Aid for Children): Donation: \$2,000.

3. Partnership Projects – International via Local Groups:

OSSAA (Overseas Specialist Surgical Association of Australia): Donation and annual subscription: \$2,100.

4. General Projects

Mercy Ships Australia: Arrange for a guest speaker to give a presentation to the Club. Donation: \$2,000.

5. New Prospective Projects (Unallocated): Budget: \$5,000.

6. Sponsored Projects:

Funds for these projects have been donated by Mr. and Mrs. Wasley. International Project/s are yet to be determined. Balance of funds available: \$26,000.

7. International Projects Pending Finalisation (Currently pending progress reports and final completion reports):

- a) Bore Well Project with RC of Dharmavaram Mid Town, India, District 3160
This is a continuation of a 2008-09 project. The Rotary Foundation Matching Grant Project Total is US\$44,000 for 42 bore wells, including a Rotary Club of Unley contribution of \$7,486 (\$US 6,600).
- b) VW Kombi Vehicle Project - PVMF (Projeto Vida Melhor Com Futebol) – RCS of Maringa-Parque do Inga, Maringa, Maringa-Norte & Maringa-Cidade Ecologica, Brazil
This is a continuation of a 2010-11 project. The Rotary Foundation Matching Grant Project Total is US\$ 22,941, including a Rotary Club of Unley contribution of \$3,647, for a vehicle to transport 150 at risk children to sports programs.

The Rotary Foundation Report: Presented by Joan Reed

Past President Joan Reed promised to 'bore you to death' with information about The Rotary Foundation, which we know about already, until the club achieves 100% Centurion status this year. The practice of collecting members' loose change in the TRF boxes placed on tables during meetings will continue this year. Timely updates on TRF news and publications will be provided to members.

Sergeant's Session

Sergeant Jerry scooped the pool by fining everyone who hadn't listened to his interview on the Voice of Rotary broadcast on RPH FM radio last Tuesday morning. Yes, it was early in the day, but members could have listened to the podcast online. Only two members had a chance of answering the question about Jerry's choice of music (Dire Straits and Vivaldi). Joan Reed knew the answer to this question and avoided a fine, then she won both the 'Heads and Tails' game (a bottle of port) and the Lucky Square (\$10).

The Voice of Rotary

Broadcast on 1197 AM RPH Adelaide each Tuesday 7.30-8.00 am

From each Wednesday the broadcast program can be heard on-line at www.rphadelaide.org.au

Information available from Rotarian Chris Hughes; Tel: (08) 8379 4633; Mob: 0418 835 977; Email: emandcee@bigpond.com



Diary Dates

Month	Day	Date	Activity Details	Venue
August	Sunday	07/08/11	Tailem Bend Musical "We're The Voice"	Tailem Bend Town Hall
	Wednesday	17/08/11	GSE Team Farewell - RC of Onkaparinga	Lobethal Hotel - 6.30 for 7.00pm
Sep-Nov	3 rd Sep, 8 th Oct, 5 th Nov		Rotary Leadership Institute	
April 2012	26 th – 29 th April 2012		District Conference	Mildura
May 2012	6 th – 9 th May 2012		International Convention	Bangkok

Our Upcoming Meetings

Date	Venue	Time	Occasion	Chairman & Scribe	Plaque Board	Sergeant	Attendance Desk
02/08/11	Tiffins on the Park	6 for 6.30pm	Bob Arnold: "Calperum Station"	J Casburn	H Kilsby	J Casburn	L England & G Ferguson
09/08/11	Tiffins on the Park	6 for 6.30pm	Deb Frank: "ISICAN Aboriginal Literacy Project"	S Baker	B Laws	J Casburn	G Ferguson & A Jonson
16/08/11	Unley Museum then dinner at Mama Carmela's	6 for 6.30pm	Visit to Unley Museum: Partners Event	D Mackrell	N/A	N/A	A Jonson & B Laws
23/08/11	Tiffins on the Park	6 for 6.30pm	Club Night	S Baker	G McLeod	J Casburn	B Laws & D Mackrell

Apologies To: Wendy Andrews by e-mail to unley.attendance@rotaryclub.org.au or in an emergency on 8377 7830

Meeting Chair Enquiries To: Stephen Baker on 8379 7105 or email to unley.vocational@rotaryclub.org.au

Venue Set-up/Plaque Board Enquiries To: Bulletin Editor

Attendance Desk Enquiries To: Wendy Andrews by e-mail to unley.attendance@rotaryclub.org.au or in an emergency on 8377 7830

Members rostered on Venue Set-up and Plaque Board should see Tiffins on the Park staff when access to the club's meeting paraphernalia is required. Please remember to gather up all items at the end of the meeting and return them to the storeroom.

Saturday Thrift Shop Roster: July-August 2011

Week No.	Dates	Early Shift: 10am to 12.30pm	Late Shift: 12.30pm to 3.00pm
5	30/07/11	Reno Elms & Bob Mullins	Natalie Bowen & Joan Reed
1	06/08/11	David Middleton & Jerry Casburn	Mavis Martin & Stephen Westgarth
2	13/08/11	Stephen Baker & Greg McLeod	Wendy Andrews & Bob Laws
3	20/08/11	Glenys Ferguson & Joan Reed	Neesha Nandasena & Nathan White
4	27/08/11	John Peacham & Chandra Sluggett	David Mackrell & Sheila Evans

Rotarians, who are unable to attend as rostered, please arrange a swap or contact:

Bob Laws: 8223 6403; (M) 0438 865 305; e-mail: steedman@senet.com.au

The Back Page



Remember our Rotary theme for the year:

Reach Within to Embrace Humanity