



Our Last Meeting

Venue	Public Schools Club
Event	Visit by District Governor Jerry Casburn
Chairman	Joan Reed
Apologies	Graham & Patsy Beckett, Liz Christie, David Payne, Marlene Small
Guests	AG Bob Cooper, Hiro Yamamoto, Chen Chou
Returning Rotarians	Briony Casburn, Colin Schirmer, Chandra Sluggett
Attendance	24 members 3 guests

Rotary Club of Unley Inc.

District 9520 - Chartered 17 April 1935

President: Joan Reed: 8379 8470
or 0411 714 499

Secretary: Mavis Martin: 8178 0076

Address: PO Box 18, Unley SA 5061

Email: unley.secretary@rotaryclub.org.au

Meetings: Tuesdays at 6.00 for 6.30pm

Venue: Public Schools Club
207 East Terrace, Adelaide

PLEASE BRING YOUR GIFTS OF TOILETRIES ON TUESDAY FOR THE SALVOS TO HELP THE HOMELESS AND VICTIMS OF DOMESTIC VIOLENCE

President Joan's Announcements

Our AGM is next week – please volunteer to be involved in the management of the club and our programs.

Joint Group 6 Breakfast will be held 7am for 7.15am Wednesday 10 December at the Adelaide Royal Coach, concluding at 8.30am Guest speaker The Hon. Reverend Dr Lynn Arnold AO - cost \$25. Pay before Friday 5 December on-line...<http://www.trybooking.com/112330>

Club Christmas Celebrations will be held at Stamford Grand, Mosely Square, Glenelg on the evening of Tuesday 16 December.....Partner's Event



President Joan

Introductions

Stephen Baker introduced Hiroyuki Yamamoto and ChenKuo Chou who both made short presentations.

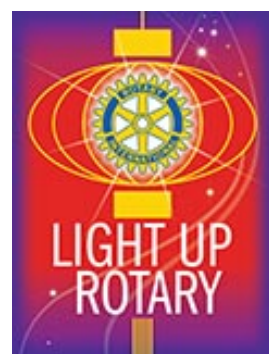


Hiro and Chen

Hiro was born in Japan. He has a background in IT and spent 6 years employed by A & D Japan to export equipment. He came to Australia to improve his English and undertake an MBA at Bond University. His marriage brought him to Adelaide and he undertook nursing studies. Hiro is looking for employment with companies exporting Australian food and produce.

Chen was born in Taiwan and has a background as a business analyst. He came to Australia 3+ years ago and is undertaking a 2 year Master's Degree in IT at UniSA.

His wife is studying early childhood and primary education there also. Both are expecting to graduate next month and are looking at means to stay engaged in Australia, a country with very positive attributes. Members of the baseball club that he joined have a strong affinity to beer.



District Governor Jerry Casburn

Jerry provided an outline of his plans and aspirations, after informing everyone that he originally joined Rotary through St. Ives after arriving from the UK:

- There is a District Strategic Plan which describes the goals to be reached (and be judged upon) in 3 years.
- IT and social media use needs to lift.
- The Rotary database needs to include details of Rotary volunteer effort.

- All projects undertaken need to be sustainable.....latest efforts with water supply improvement in the Maldives demonstrate best practice in sustainability.
- Membership retention of 98% pa is the goal. Over the last 10 years the numbers joining Rotary (1.2m) worldwide have only offset those leaving, and most of those departures could have been avoided. It is intended to achieve a net membership increase across the District of 50 or 4% this year.
- The Rotary Foundation is the key project driver and there is an aim to get clubs to annually commit 15% of their net income. Over the last 3 years Unley has contributed \$31,000, and another \$12,000 is expected this year. US\$5.5 billion is budgeted to finally eradicate polio which is currently confined to Nigeria, Afghanistan and Pakistan. As well as the Polio Plus Fund, contributions to RF are allocated to endowment, district and global grants. The speech by 'Mr Toilet' at the Sydney conference provided examples of how grants can be effectively used for clean water and sanitation in developing countries.
- New Rotary activities need to be developed. Each club should have a plan which includes school presentations.
- Race Day at Morphettville is scheduled next year. Rotaract Clubs are planned for Campbelltown and Broken Hill.
- The three key areas of District management include the Committee of Management (with the G-train), District Leadership and Coordinator of Avenues of Service

Jerry ended his presentation with a 'call to arms' for our Ballarat Conference, reference to Presidential Citations and the 4 way test, and an exhortation to enjoy and learn from Rotary. AG Bob Cooper endorsed Jerry's remarks and commended the Ballarat brochure.

Jerry was thanked in the usual fashion, but did not earn a fabulous Unley Rotary pen.

Spots and Sergeant's Session

Sheila Evans requested all members to commit to the 2015 Conference in Ballarat and advise her accordingly. A sheet will be distributed but it would help if an email is also sent.

David Middleton 'sold' the planned fun-filled Carols at the Rotunda on 14 December. He also emphasised that those unable to attend the Ballarat conference should promptly advise.

Mavis Martin has sent out the nomination form for the AGM, to be completed and returned by Friday. Mavis will be standing down as Secretary.

Reno Elms is again seeking help for the Salvos Christmas appeal in the Unley Shopping Centre...a roster was circulated. He will again be hosting the Christmas Day luncheon which attracted 130 people last year. Toiletries donated by the club will be made into hygiene packs for the homeless and victims of domestic violence.

Ken Haines reported that the BBQ was less successful yesterday. Help is needed for the Bunnings BBQ on Saturday 6 December and Monday 29 December, and Detmold on Friday 19 December.

Stephen Westgarth charged the Community and Vocational Committees with the responsibility of preparing Christmas Carols and POOTY exhibits for the Rotary Showcase at the Ballarat Conference.

Sergeant Ken Haines unfortunately drew Bob Mullins' marble for the infernal square. In the happiness session the editor told an "outstanding" story; Sheila celebrated a successful White Ribbon breakfast with 723 attendees; Valerie went international in Albury; Mavis sold her old house; David M admitted to email incompetence; Bob Cooper married off his son; Reno failed to avoid Esme's car and Valerie provided bread and butter pudding.....whew! Next week we are packing lollies for the Carols.....all mouths will be checked.

The meeting closed at 8.02pm.

Rotary International News

Five must-do's to get your event noticed in social media

By Arnold R. Grahil - Rotary News -- 4 Nov2014

Susanne Rea saw how social media propelled an event to raise money for polio eradication, and figured she could use the same tools to encourage Rotary clubs around the world to hold similar fundraising meals. To date, clubs and districts have raised over \$1 million for Rotary's polio eradication campaign through more than 600 dining events.

"At the peak of our registrations, it became an almost around-the-clock commitment," says Rea, a member of the Rotary Club of Cairns Sunrise in Queensland, Australia. "Social media really gave our project momentum."

In early January, Rea consulted her friend Mukesh Malhotra, a member of the Rotary Club of Hounslow, Greater London, England, and a past governor of District 1140, about her idea to encourage clubs to hold a meal to celebrate Rotary's anniversary on 23 February and benefit the polio eradication campaign. Their clubs agreed on a joint project, which they called the World's Greatest Meal, to spread the word. A Facebook page was launched, then a



Some Queensland Rotarians attempting to burn sausages as part of the World's Greatest Meal.

website, and a video was created for YouTube. As a result, hundreds of individual clubs promoted their own meal events through their Facebook pages.

What Rea did for her event, you can do for yours; all it takes is a little bit of social media know-how. We consulted several Rotary members with the right sort of expertise and came up with this list of "must-dos":

1. Create a page for your event on Facebook.

If you're not using Facebook yet, find someone in your club to serve as page administrator, and follow the easy steps at Facebook.com.

When creating an event page, add some news before inviting friends. Keep the text short and snappy, bearing in mind that social media is designed to entertain. Avoid Rotary jargon and abbreviations. You want your page to sound like what you would say to a friend who doesn't know anything about Rotary.

You can also download Rotary visuals for your page from the Brandcenter (My Rotary login required).

2. Use active photos that show people doing things.

Photos of active people having fun will generate the excitement you want to portray far better than check-passing photos or group shots. Get up close for compelling portraits. Five photos provide a good start for a Facebook post or gallery. You can tag people in the photos so they appear on their timeline, but don't go overboard.

3. Use Twitter and hashtags often.

Rotarian Rich Lalley, who manages social media campaigns for District 6440 in suburban Chicago, explains why Twitter is absolutely essential.

"Every reporter in the world uses Twitter; they are addicted to it, and use it constantly to get story ideas," he says. "Why would you not want to use it?"

Hashtags are a way to group social media posts on Twitter, Instagram, Google+, Pinterest, Facebook, and other social networking platforms. A hashtag is created by putting "#" in front of a word.

Using one or two hashtags per post makes your posts visible to anyone who shares your interest. For example, Rotary is using #ricon15 to amplify our message and generate enthusiasm about the Rotary International Convention in São Paulo in 2015. And the hashtags #endpolio and #WorldPolioDay built excitement about polio eradication and Rotary's live-streamed event on World Polio Day, 24 October.

Find more pointers on using hashtags.

4. Get all members involved in social media.

Social media works as a public relations tool because likes, shares, and comments spread the original message beyond the creator's immediate network and into the networks of friend's friends. It's much like a stone skipping across a pond: Each bounce produces new ripples. Every member needs to play a role in sharing posts.

5. Spend a little money on a Facebook ad.

Facebook has made changes over the years that limit the number of people who automatically see your posts. In the past, Lalley explains, posts would be seen by 60 to 80 percent of the people in your network. "Today, you are lucky if 8 percent of your network sees any of your posts," he says. The good news is that an investment of as little as \$25 to \$50 can boost your reach significantly. For example, if your club is planning a 5K race, you can take out an ad that targets people who live a certain distance from your community and who are runners, and reach several thousand people.

Once you have set up account information with Facebook, you need only click on the Boost Post button that appears on many of your posts to create an ad.

"If you want people to see your post or if you want to target people who have an interest in your event, a Facebook ad is really an inexpensive way to get results" Lalley notes.

PLEASE NOTE - WE HAVE THE FANTASTIC CAROLS AND BBQ'S APLENTY COMING UP WHICH WILL REQUIRE A WHOLE LOT OF HELP FROM EVERYONE.....including family members and friends

Our Upcoming Meetings

Date	Venue	Time	Speaker/Occasion	Chairman	Set up & Welcome	Sergeant	Attendance Desk
2 Dec 14	PSC	6 for 6.30pm	AGM Assembly	J Reed	G Beckett	K Haines	G McLeod D Middleton
Wednesday 10 December	Royal Coach Motel, 24 Dequetteville Tce, Kent Town	7 for 7.15am	Joint Group 6 Breakfast Guest Speaker Reverend Lynn Arnold Cost \$25	n/a	n/a	n/a	D Middleton
16 Dec 14	59 th floor Stamford Grand hotel, Glenelg	6.30pm	Christmas Capers	J Reed	P Beckett	n/a	R Mills R Mullins

Venue: PSC = Public Schools Club, 270 East Terrace, Adelaide

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

Meeting Chair Enquiries To: Secretary Mavis Martin 81780076 0408 399 834 or email to unley.secretary@rotaryclub.org.au

Venue Set-up/Bar Enquiries To: Bulletin Editor - Stephen Baker on 8379 7105

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

Saturday Thrift Shop Roster

November – December 2014

Week	Dates	Early Shift: 10am to 12.30pm	Late Shift: 12.30pm to 3.00pm
5	29 Nov 14	Bob Mullins & Reno Elms	Stephen Westgarth & Chen Chou (for David Pisoni)
1	6 Dec 14	David Middleton & Lalita Lopez	Bob Laws & Stephen Westgarth
2	13 Dec 14	Greg McLeod & Stephen Baker	Wendy Andrews & Mavis Martin
3	20 Dec 14	Glenys Ferguson, Joan Reed	Nathan White, Neesha Nandasena & Hiro Yamamoto
4	27 Dec 14	Bob Laws & Pam Trimmer	Sheila Evans & Ken Haines [closed]

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

Ken Haines 83325138; (M) 0417 896 261; e-mail: kj.haines@bigpond.com

Diary Dates

Year	Month	Day	Date	Activity Details	Venue
2014	Dec	Sun	14	Carols in the Rotunda	Unley Rotunda
2015	Apr	Thu-Sun	16-19	District 9520 Conference	Ballarat, Victoria
	Jun	Sat-Tue	6-9	Rotary International Convention	Sao Paulo, Brazil

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 (Burnside); Tel: (08) 8379 4633; Mob: 0418 835 977 and John Cox (Nth Adelaide); Email: emandcee@bigpond.com



December Program

2 Dec	PP Michael Moore (Edwardstown0	A Bookshop and Community Centre
9 Dec	Rtn John Kennedy (Magill Sunrise)	Rotary and Local Government
16 Dec	PP David Hunter (Port Adelaide)	The Club Art Show
23 Dec	Trevor Richardson	White Ribbon Ambassador
30 Dec	Rtn Julie Campbell (Adelaide Light)	Soles4Shoes

Bunnings Mile End Barbeque Dates

ALL the Bunnings Mile End Barbeque dates are the **last Monday** of the month from 8am to 5pm....but **ONE EXTRA** this time.

Next Dates: Saturday 6 December and Monday 28 December

Morning shift: 8.30am – 12.30pm Afternoon shift: 12.30 – 5pm

On the Back Page.....just a tiny one for the girls

A blonde male spies a letter lying on his doormat.

It says on the envelope "DO NOT BEND".

He spends the next two hours trying to figure out how to pick it up.

