



## Our Last Meeting

|                     |                                                                                         |
|---------------------|-----------------------------------------------------------------------------------------|
| Venue               | Public Schools Club                                                                     |
| Guest Speaker       | <b>Caroline Warman</b>                                                                  |
| Chairman            | Geoff Hill                                                                              |
| Apologies           | Graham & Patsy Beckett, David Middleton, Joan Reed, Briony & Jerry Casburn, Alex Jonson |
| Returning Rotarians | Mavis Martin, Bob Mullins, Nathan White                                                 |
| Guests              | Chen Chou                                                                               |
| Visiting Rotarians  | Trevor McGuirk                                                                          |
| Departing Rotarians | None                                                                                    |
| Attendance          | 19 members and 3 guests                                                                 |

## Rotary Club of Unley Inc.

### District 9520 - Chartered 17 April 1935

**President:** Stephen Baker: 8379 7105  
or 0403 687 015

**Secretary:** Greg McLeod: BH 8223 3999  
or AH 8271 8409 or 0417 811 838

**Address:** PO Box 18, Unley SA 5061

**Email:** [unley.secretary@rotaryclub.org.au](mailto:unley.secretary@rotaryclub.org.au)

**Meetings:** Tuesdays at 6.00 for 6.30pm

**Venue:** Public Schools Club  
207 East Terrace, Adelaide

## President Stephen's Announcements

1. **Condolences** to Greg McLeod whose mother died on Sunday after 99 years and one month of active living.
2. **Illuminate 2** is scheduled for Saturday October 10 at Flinders University; the cost is \$20pp for refreshments.....and it will again be a terrific event.
3. **Donations in Kind:** The Rotary Club of Berri is seeking sporting goods, musical instruments, school uniforms, pencils, pencil sharpeners, erasers, exercise books, toys and sewing machines for the next shipment to East Timor.....we need to clean out all the member's sheds with material for ET and organise its transport to DIK through Alex Jonson.
4. The **RYLA Graduation Dinner** for the Class of 2015 will be held at the Grand Hotel Glenelg on Thursday 1st October 7.00 for 7.30pm costing \$40pp – bookings are required by 21<sup>st</sup> September. Because we are sponsoring three participants, we need to be well represented.



President Stephen Baker

## Guest Speaker – Caroline Warman: Truth in Advertising

Geoff Hill introduced Caroline Warman who is part of the Education and Engagement Team at Consumer and Business Services in the SA Government Attorney General's Department. She has been educating consumers, business and industry about their rights and responsibilities for around 17 years. She spoke to us about "truth in advertising" and how that applies to food and other products and services that we buy.

Caroline explained that ethics for advertisers in Australia are set by the Advertising Standards Bureau (e.g. language, violence, marketing to children) and rules are defined in the Australian Consumer Law in relation to fair trading and consumer protection.

It was pleasing to learn that the Australian Consumer Law gives the same rights to all Australians and the same rules for all businesses. The law covers all advertisements and statements made on any media, be they billboards, packaging, websites or Facebook pages, and covers all purchasing methods, e.g. in store, online, phone, door-to-door and farmers markets. The law is there to ensure fair contracts, sound business practices (e.g. truth in advertising) and safe products and comes down hard on misleading or deceptive conduct and false or misleading representations; fines can be as high as \$1.1m.

Caroline pointed out that a business has to be careful not to mislead anyone in its advertising, promotions, quotes, contracts and discussions with customers about the price, value, quality, composition and origin of what it is selling. Even saying nothing about something consumers should know about a product or service, or hiding disclaimers in small print, can be held to be misleading or deceptive conduct. However, consumers can't ignore prominently displayed disclaimers.

We learned a new word: Puffery; e.g. "Unley is the best Rotary club in Australia", i.e. a wildly exaggerated, fanciful or vague claim that no reasonable person would treat seriously or believe, except perhaps Unley Rotarians.





Caroline Warman with Chairman Geoff Hill

Caroline gave the example of “Red Bull Gives You Wings”, which everyone knows it doesn’t, except some Americans who won US\$10m in a law suit against Red Bull because they didn’t grow wings after swigging a can; the rest of this story does no credit to the US justice system.

Caroline showed us a very long list of documents and factoids in which it’s unlawful to make false or misleading claims or statements about goods or services; it just seems to be a good idea not to do it anywhere or any time. She elaborated on the issues surrounding country and region of origin claims, whether in words or symbols, and gave some illustrations of where businesses had been caught out doing the wrong thing – not to name and shame them of course.

Food labelling appears to be a major area of contention where misleading claims are often made, so Caroline explained the relevant issues of country of origin and ownership claims and the changes to food labelling laws expected soon. In particular she described the controversy

surrounding “free range eggs” labelling claims and described how breaches of consumer law are detected and the enforcement actions that can be taken by the authorities and how it can be costly for offenders.

Caroline listed the things a business should do:

- give current and correct information
- use simple language
- check that the overall impression is accurate
- back up claims with facts and documented evidence where appropriate
- note important limitations or exemptions
- correct any misunderstandings
- be prepared to substantiate

And should not do:

- make false statements
- make ambiguous or contradictory statements
- guess the facts
- omit relevant information
- make promises they cannot keep
- make predictions without reasonable basis

After several questions from Rotarians, Chairman Geoff summarised the situation in terms of The Four Way Test which, if adhered to, should keep Rotarians in business out of any trouble with consumer laws, and then presented Caroline with a Rotary pen. Caroline was thanked by acclamation for a very informative and helpful talk.

## Spots

**Stephen Westgarth** reported that the club’s laptop computer is missing from our storage cupboard at the PSC. We have a report that a female Rotarian requested access to the storage area last week, which may be when the PC was removed. If anyone has any knowledge of the whereabouts of the laptop computer would they please contact Stephen?

Stephen also advised that David Pisoni has requested a morning shift at the Thrift Shop on the fifth Saturdays of the month as it would enable him to get to electorate events scheduled for the afternoons. Pam Trimmer offered to replace David and Bob Mullins and Reno Elms will “discuss” which of them will get the morning off.

David is also not available for the fifth Saturday shift on 31 October; Sheila Evans kindly offered to swap with him on 24 October.

**Ken Haines** reminded members of the next Detmold barbeque events on Thursday 24 September at 6.00pm and Friday 25 September at 6.00am and 12.00pm, which means arriving about an hour ahead of those times to get ready. Please advise Ken as to which of these three barbeque sessions you will be able to assist with.

Volunteers are also needed for the Bunnings barbeque on Monday 28 September. Again, please advise Ken as to which shift you will be available for; AM or PM.

**Sheila Evans** announced that there would be a meeting of the Vocational and Youth Committee tonight.

**Mavis Martin** reported on her visit to the Rotary Club of Aireborough in Yorkshire where the members were still cock-a-hoop about England regaining The Ashes. The President and members sent their greetings to all at Unley Rotary.

**Wendy Andrews** reported that Pam Trimmer is now teaching English as a Second Language at the Unley Salvation Army. There is still room for more students, so if anyone knows anyone who would benefit from some ESL coaching, they should tell them about the courses and also let Reno Elms know.

**Lindsay England** announced that there would also be a meeting of the Thrift Shop Committee tonight.



Bob Mullins and Mavis Martin looking relaxed after their return; Bob after cruising back from Europe, and Mavis after a sojourn in Europe and Yorkshire

## Closing Time

Greg McLeod won the infernal squares and carried the can for Sergeant Bob Mills, who extracted a lot of very deserving fines, told a joke (we laughed), elicited numerous happy and sad fines (the Crows supporters were crowing) and related a word of wisdom from John Bunyan. Sheila Evans related the tale of an emotional meeting with Sir Angus Houston. President Stephen then wrapped-up the meeting at 7.58pm.

## Rotary News

### Making a difference through Rotary Youth Exchange

By Arnold R Grahl – Rotary News – 1 September 2015

When Gabriela Vessani was 12 years old, her mother took her to stay with friends in Pittsburgh, Pennsylvania, USA, for the summer.

"I loved it, so when I heard about Rotary Youth Exchange, I knew that was something I wanted to do," says Vessani, who is an Interactor from São Paulo.

This year, Vessani participated in the program. Hosted by the Rotary Club of Waterdown, Ontario, Canada, she stayed with four families, one of which included adopted children from different parts of the world.

"They had seven children, and it was crazy for me. But I loved it," she says. "It was such a unique experience getting to know all of my host brothers and sisters, and learning about so many cultures."

#### Changing lives

Vessani and 104 other Rotary Youth Exchange students visited Rotary World Headquarters in Evanston, Illinois, in July as part of a 31-day Discover America cross-country bus trip that was a finale to the exchange experience.

"This is the best program Rotary can be involved with, because Rotary is all about changing lives," says Vessani.

Rotary Youth Exchange has been providing intercultural exchange opportunities for secondary school students ages 15-19 since the 1920s. Students become cultural ambassadors for up to a full academic year, and the host families can help build peace and international understanding, serving one of Rotary's six areas of focus.

#### Club benefits

Mike Lubelfeld, an elementary school superintendent and member of the Rotary Club of Deerfield, Illinois, spent weeks making arrangements for his club to host its first exchange student in more than two decades. In August, Leo, a 17-year-old from Indonesia, was greeted at the airport by an enthusiastic welcome committee from the club.

"We have just started the process and, already, there is so much excitement," says Lubelfeld. "Working with youth of the world is one of the best ways to ensure a better future. And for our club to be able to take part in this cultural exchange is a huge opportunity that will not only benefit Leo but our members as well."

#### Building self-confidence

Varda Shah's family was asked by a friend to host an exchange student two years ago in Mumbai. At first, family members were reluctant.

"We were like, he's a boy, he's German, I don't know how this is going to work," says Shah. "But we decided to take a chance, and I never would have thought I could grow so close to someone in three months. We still Skype and connect through social media constantly and are always in touch."

Shah decided she wanted her own exchange experience. She stayed with three host families in New York, learning about camping, tailgating at sports events, and ice hockey. But the biggest change was to her self-confidence.

"Before, I would never be able to make a conversation with a person I didn't know," she says. "Now, I can proudly say it isn't like that anymore. I can go up to people. I have become more open, more mature."

#### Accepting others

Juliana Kinnl of Vienna decided to follow in her older sister's footsteps and take part in a Rotary Youth Exchange. She was hosted by two families from the Rotary Club of Newtown, Pennsylvania, and says she learned to be more accepting of other people and their differences.

"Meeting exchange students from all over the world, I have grown to accept people for who they are and not to judge them because they are different," says Kinnl. "I've also grown more confident in my own abilities and who I am."

#### Growing bolder

Minerva Lopez Martinez of Marcia, Spain, spent her exchange in Canada, hosted by the Rotary Club of Simcoe, Ontario. She said some of her friends at home chose not to pursue an exchange because they felt they would be losing a year of schoolwork. But she has a different perspective on that.

"You have your whole life to go to school and learn. You only have one opportunity for a youth exchange," she says. "The reason I came on the exchange is that I can be shy, and I didn't want to be like that anymore. Now, I am trying new things, talking to people I don't know. It has changed me a lot."



Rotary Youth Exchange students visit RI World Headquarters in Evanston, Illinois, USA, during a Discover America Bus Trip in July.

## Our Upcoming Meetings

| Date   | Venue            | Time         | Speaker/Occasion                                                   | Chairman              | Set-up & Welcome | Sergeant | Attendance             |
|--------|------------------|--------------|--------------------------------------------------------------------|-----------------------|------------------|----------|------------------------|
| 22 Sep | PSC              | 6 for 6.30pm | <b>Quiz Night</b> with Brownhill Creek                             | V Bonython & K Haines | S Evans          | J Reed   | S Evans<br>G Ferguson  |
| 29 Sep | Damien on Fisher | 6 for 6.30pm | <b>Roger Sexton:</b> 'My Professional Journey'                     | V Bonython            | K Haines         | J Reed   | S Evans<br>V Bonython  |
| 6 Oct  | Damien on Fisher | 6 for 6.30pm | <b>Jenny Ayres:</b> 'RAWCS - Orphanage in Nepal'                   | M Martin              | G Hill           | J Reed   | B Casburn<br>J Casburn |
| 13 Oct | Damien on Fisher | 6 for 6.30pm | <b>Marcus Ferrari:</b> 'Cranes at the Oval'                        | V Bonython            | A Jonson         | J Reed   | B Casburn<br>J Casburn |
| 20 Oct | NA               | 6 for 6.30pm | <b>NO MEETING THIS WEEK</b><br>Scatter meeting – visit other Clubs | NA                    | NA               | NA       | NA                     |

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

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

**Meeting Chair Enquiries To:** Secretary Greg McLeod on BH 8223 3999 or M 0417 811 838 or email to [unley.secretary@rotaryclub.org.au](mailto:unley.secretary@rotaryclub.org.au)

**Venue Set-up/Bar Enquiries To:** Bulletin Editor – David Middleton on BH 8377 7795 or M 0417 835 564

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

## Saturday Thrift Shop Roster

August - September 2015

| Week | Dates     | Early Shift: 10am to 12.30pm    | Late Shift: 12.30pm to 3.00pm                           |
|------|-----------|---------------------------------|---------------------------------------------------------|
| 3    | 19 Sep 15 | Glenys Ferguson & Joan Reed     | Nathan White & TBA                                      |
| 4    | 26 Sep 15 | Bob Laws & Pam Trimmer          | Sheila Evans & Ken Haines                               |
| 5    | 31 Oct 15 | Bob Mullins & Reno Elms         | Stephen Westgarth & Sheila Evans (sub for David Pisoni) |
| 1    | 3 Oct 15  | David Middleton & Jerry Casburn | Bob Laws & Stephen Westgarth                            |
| 2    | 10 Oct 15 | Greg McLeod & Stephen Baker     | Wendy Andrews & Mavis Martin                            |

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

Lindsay England (T) 8445 8552; (M) 0408 857 775; e-mail: [lengland@senet.com.au](mailto:lengland@senet.com.au)

## Bunnings Mile End Barbeque

**ALL the** Bunnings Mile End Barbeque dates are the **last Monday** of the month from 8am to 5pm

**Next Date: Monday 28 September** Morning shift: 8.30am – 12.30pm Afternoon shift: 12.30 – 5pm

## Diary Dates

| Year | Month | Day     | Date  | Activity Details                       | Venue                                                |
|------|-------|---------|-------|----------------------------------------|------------------------------------------------------|
| 2015 | Sep   | Sat     | 27    | <b>Bay to Birdwood Classic - Start</b> | Barrett Reserve, Adelaide Shores                     |
|      | Oct   | Tue     | 20-21 | <b>Big Red Ute [End Polio Now]</b>     | Unley Shopping Centre                                |
|      |       | Tue     | 6     | <b>Rotary Health Hat Day</b>           | Club Event                                           |
|      |       | Fri-Sat | 30-31 | <b>Membership Promotion</b>            | Unley Shopping Centre                                |
|      | Nov   | Tue     | 24    | <b>Unley Rotary Christmas Party</b>    | Kent Town Hotel                                      |
|      | Dec   | Sun     | 13    | <b>Carols at the Rotunda</b>           | Unley Soldiers Memorial Gardens                      |
| 2016 | Feb   | Sun     | 21    | <b>District Leaders Training</b>       | Flinders University                                  |
|      | Apr   | Sun     | 10    | <b>PENTS Seminar</b>                   | TBA                                                  |
|      | May   | Sun     | 15    | <b>District Assembly</b>               | TBA                                                  |
|      |       | Tue     | 17    | <b>SA Police Officer of the Year</b>   | Unley Soldiers Memorial Gardens & Kooyonga Golf Club |

## The Back Page

Are you having a good day?



Be a gift  
to the world