



LIGHT UP
ROTARY

District
9520



Jerry Casburn
District Governor

District Governor's NEWSLETTER

November
is
Rotary
Foundation
Month

A Monthly Bulletin of District 9520

Issue: 5 - November 2014

Jerry's Jottings ...

Well complete with new car we are still on the road visiting the clubs in the District. We are nearing the end of our scheduled visits. These have been intermixed with many social events, committee meetings, training and other Rotary gatherings. We are still abuzz with our great fortune to be able to do this and thoroughly enjoying every minute.

Again, we have been able to join enthusiastic Boards intent on growing their clubs and doing good in the community. Our thanks to all of the clubs visited so far for their hospitality and enthusiastic welcome.

On the personal front, we are about to become grandparents again, with Jacqui, Briony's daughter, due to give birth in May.

This month saw the District supporting the Australian Rotary Health (ARH) organisation with Hat Day. Briony and I attended several meetings with everyone having fun and chipping in to give financial support to a great cause, mental health. We joined the Sunraysia clubs for a joint meeting organised by Assistant Governor Lesley Mitchell. It was excellent with presentations from Ian Oliver who is on the Board of ARH.



Good Fun at Edwardstown

An excellent presentation was given by Larnie Baird a local community worker who spoke about headspace a local government program to support people young people with mental health issues. More poignant was the joint meeting of Holdfast Bay and Somerton Park where Brenley Milsom (Somerton Park President) made a generous donation in the name of his sister-in-law who suffered a range of issues which lead to a suicide. It brought home to me how little distance we have between ourselves and someone who suffers.

This month saw the Rotary Youth Leadership Awards (RYLA) Graduation Dinner at the Belair Country Club. Forty highly enthusiastic young Rylarians attended.

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**HAVE FUN,
ENJOY ROTARY**





I included in my opening of the RYLA event and at the dinner the suggestion that instead of just forming Alumni, they consider forming or joining Rotaract clubs, this was supported by presentations during the week from the local Rotaractors. The good news, seven have joined the Flinders club. Another fifteen, or more, have been working with Mina Ward to form a Rotaract club within group 7 and we may even have an opportunity for one more club.

My thanks go to Mina Ward (Magill Sunrise), Stephany Martin (Rotaract Chair) and AG Scott Nicholls (Group 7) for their hard work in creating the Group 7 club which will hopefully be chartered in early 2015.

As a joint program between District 9500 and ourselves, a Rotary Leadership Institute was run. My thanks go to Marie Dorrington (Past

District Governor D9500), and the D9500 team for arranging for the premises and much of the organisation of the event itself. Also thanks to Euan Miller for being a facilitator at the program. Thanks also to Damian Leach for organising the D9520 input. This time the course was run over two days and one weekend which proved very successful. Keep an eye on the Herald for the next set of training. This is a great program for new Rotarians, it is not just aimed at leaders, it provides great information on the host of Rotary activities.

Our Annual General Meeting on October 14th went well and all of the motions put up were accepted. The current process is to have the Constitution and By-Laws ratified by Rotary International in Parramatta and to have the last year accounts, for the District, audited.

Registration material for the conference was distributed to all clubs in the last two weeks of the month. I am advised that it is worth organising accommodation, if not already done. Since we selected Ballarat, other events have been planned outside of Rotary.

The month also saw the School's Presentations, mentioned in prior newsletters, finalised and I expect to have copies available to all groups by early November.

Adelaide played host to the National Conference of Inner Wheel clubs, Inner Wheel is an organisation for the female partners of Rotarians. Briony and I attended a joint meeting of the delegates and the Rotary Club of Walkerville and their gala dinner at the Adelaide Conference and Convention Centre. The conference was largely organised by Marilyn Armstrong wife of PDG Roy Armstrong. Well done Marilyn. If you want to find out more about Inner Wheel, contact Marilyn.

As a finale for the month I attended the Youth Exchange weekend in Lameroo. We only have five students inbound this year and of these four were present. Our thanks go to Clive Bowman, an ex member of the now closed Lameroo club, and an Honorary member of the Loxton club, who played host and organiser. The students saw rural life in Australia, had a shot at sheep shearing, learnt about life in the outback and also went spotlighting. Yours truly also had a chance to be a kid again and enjoy all these activities.

The students saw rural life in Australia, had a shot at sheep shearing, learnt about life in the outback and also went spotlighting. Yours truly also had a chance to be a kid again and enjoy all these activities.

Youth exchange is a program that has seen great reductions in club support, in my view this is a shame. The students obviously enjoyed their time and were having a ball. It would be nice to go back to its halcyon days and see much more support. Better still support for students who are not likely to get this sort of opportunity. Please think about giving more support and find out more from the Youth Exchange committee or have them come to your club to promote the program.

They are many ways to "ENJOY ROTARY AND HAVE FUN".



Pass the Buck, Gov !

RYLA 9520
A Residential Leadership Seminar
for aspiring leaders aged 18 to 25 years



Governor's Travels Into Several Remote Parts of the District



During the past year, many of our club members have been working hard putting together the Conference plan and what a hoot it has been. Jerry and I believed Ballarat was a ripper of a place to visit after a trip there and the team travelled with us to check it out and what an adventure. First of all, I couldn't think of a nicer group of people, our Unley Club members, to share our time with, to explore together all the delights that Ballarat had to offer. The tourist personnel in Ballarat were really helpful and pointed us in the right direction to choose the appropriate venues we needed. We had long conversations over great wine, food and of course coffees at the many funky and fun cafes. We mostly walked around Ballarat, as it was easy to do, and honestly it was so engaging we didn't want to miss anything. We explored the refurbished Historic Buildings and many a time we lost track of time wanting to see more.

The second trip with the Committee, we met up with the 8 representatives of the 8 Ballarat Clubs for a meal and what a great night we had sharing ideas. The Clubs offered us use of their signage, flags etc. We also, offered the clubs a chance to book in to see our guest speakers and to "showcase" Rotary on a grand scale in Ballarat while so many of us are there. So, now the Registration forms are going out to clubs and I know you won't be disappointed. I have been to three conferences and loved all of them. One of our club members said when she went to her first, she discovered so much more about Rotary, that it made her commitment stronger! To other people, it's maybe like going to the gym, but once you've been, you're really glad you went and feel better for it. I also know that it can be the expense stopping some, but maybe with careful planning and five months to go, a few ideas like sharing transport and accommodation can help. I also think the \$235 early bird registration is great value, which includes the welcome reception, three mornings of guest speakers, three morning teas, two lunches and the Gala dinner. (Jerry and I have been to the Festival theatre and spent that much on one night!) Anyway, check out the registration form.



Briony's Blog



Jerry and I, and the wonderful Rotary Club of Unley, invite you to join us for "fun and fellowship" at the 2015 District 9520 Conference at Historic Ballarat.

New Club – Great Effort The Rotary Club of Male - Maldives

By Don Will



There are 200 scattered inhabited islands in The Republic of Maldives, and the islands of Dhigurah and Keyadhoo on remote atolls are no more a probable location to construct desalination plants to provide there 600 inhabitants each with a year round supply of water than many other equally needy island communities.

Until now fishing has been there primary source of subsistence and lifestyle is basic. However life is changing as viewed by the 18 South Aussie Rotarians (from nine different clubs) just returned from ten memorable days.

Whilst there they saw first hand the commissioning of two desalination plants which will have a dual purpose of ensuring affordable pure water year round, with excess production to provide additional income for the communities by sale of water to fishing and safari boats. At last the huge pollution emanating from a multitude of waste plastic bottles will be on the decline. Financing of these two projects exceeds \$50,000 and with a combination of support from the RC of Eastwood, Magill Sunrise, Mitcham and Marion, generous private donors, District Fund and the Rotary Foundation have made this dream a reality and a major achievement of the RC of Male <Maldives> in its second year of life.



Maldivian PhD student Ahmed Ranesh joined the RC Eastwood in 2011, starting a fabulous friendship leading to Rotary's birth in Maldives in 2013. The hospitality shown to our D9520/9500 tour group by the committed Maldivian Rotarians exceeded all expectations; seven days upon a safari boat inspecting projects already underway expanded our horizon and has given birth to the next major project funded by Australian Rotarians – Women Empowerment through the provision of sewing machines and business training for establishing a micro business on up to 5 addition isolated islands. With the recently announced District Grant this project will now proceed with haste.

Plans are already advanced for another visit to the Maldives in 2015 to witness the success of these sustainable RAWCS projects firsthand (whilst enjoying one of the world true 'Must See ' destination).





Hats Off to Rotary Clubs

Steff Fenton,
Hat Day Head Honcho

When it comes to shining a light on mental illness in Australia, Rotary Clubs have done it again. Thank you to all the Clubs across the nation who hosted a Hat Day event, and invited their local community to get involved as well.

Since Hat Day on Friday October 10, Australian Rotary Health has been inundated with event success stories, colourful photos and generous cheque presentations from Club supporters. Some of you held trivia nights, novelty auctions, hat competitions or simply passed the hat around at a partner's night – thank you for your vital support of mental health research.

2014 was an exciting year for Hat Day, as we engaged with organisations and the media to shine a light on mental illness. Australian Rotary Health was privileged to partner with the ABC in their 'Mental As' Campaign, a week of programming related to mental health. ABC and Australian Rotary Health worked together to successfully raise awareness and money for mental health research.

Hat Day took the front cover story of Rotary Down Under's September 2014 issue. Australian actor Elle Dawe was welcomed back as an ambassador, bringing actor Pauly Fenech. Dr Happy, a leader in positive psychology and happiness, was on national TV promoting happiness and Hat Day.



Hat Day Research Reps, those funded by proceeds from Hat Day, discussed exciting research findings in videos and blogs for social media. They also did interviews for radio, television, newspaper, magazine and online news stories.

Donations to Hat Day are currently being tallied – there are too many to count. 100% of funds will go directly to vital mental health research projects around Australia through *Australian Rotary Health*. Projects aim to find preventions, treatments and cures for a range of debilitating mental illnesses.

Thank you to everyone who got involved in Hat Day 2014.
For more information or to donate, visit www.hatday.com.au.



Locally: Hat Day at Hallett Cove

What Paul Harris said:



"It is well that there is nothing in Rotary so sacred that it cannot be set aside in favour of things better. This is an experimental age in a changing world, and all things which are worth while and progressive are the cumulative effects of preceding successes and failures."

Paul Harris
after planting a "friendship tree"
in Valparaiso, Chile

Rotary Youth Program encourages Emily Grace to pursue studies in science

By Sam Cozens,
Vocational Service Coordinator



Recently I attended a District Management Meeting where I heard Emily Grace talk about her personal journey through the National Youth Science Forum in Canberra during January this year, and later as part of a very select group of students to attend a Science Fair in Ontario Canada during May this year.

Emily Grace is presently completing her Year 12 studies, and she displayed an infectious enthusiasm for learning. Her talk was a truly wonderful experience for her audience.

The National Youth Science Forum attracts only the most capable students, and in the case of the Ontario group, Emily Grace was one of only 6 students selected from Australia which is an enormous achievement.

Both in Canberra and Ontario, Emily Grace mixed with very capable and highly motivated young people of similar age, and they had dedicated access to highly credentialed scientists and engineers. These young people were exposed to the cutting edge of scientific knowledge, and took part in high level practical experiments.

It comes as no surprise that Emily Grace was greatly moved by her experience in Canberra and Ontario, and she returns with even greater passion to pursue her science studies at the Waikerie High School and later at university.



Emily Grace with DG Jerry

I bring this short observation to you as fellow Rotarians to encourage you to have youth support high on your Rotary Club priorities. The programs noted above have high level support by Rotary but the encouragement for students comes at club level in your community. We all benefit by encouraging our young citizens to make the most of their talents. Choose to have support for emerging youth leadership prominently listed in your Rotary Club Goals. There are young people in your local community waiting for your encouragement.



Toronto Skyline



Ontario, Canadian Province



November is The Rotary Foundation Month

November is Foundation month

Many Rotarians ask, what does the Rotary Foundation do and how does it help?

There are many articles that highlight the good work that is done in both our local and international communities. We are all aware of the major project "End Polio Now". But we sometimes forget how our contributions, no matter how small, can build to something great. Think about the distribution each year to District grants. This year 21 clubs are able to carry out projects with the help of funds from the Rotary Foundation. Global grants support projects such as, Vocational Training Teams, renovations to Hospitals, water and sanitation projects. Many of these would not be possible without the funding from the Rotary Foundation.

As with any business venture, we have to plan how our funds are raised. The changes to rotary.org website are structured towards achieving that information. Every year our District contributes to the Rotary Foundation. Generally we, the District do not know how much that amount will be because clubs tend to leave the distribution until the last couple of months of the Rotary year. Interestingly our clubs set targets for their projects at the beginning of each year including how much will be targeted for the Rotary Foundation. The updating of those targets on My Rotary at the beginning of each year will most certainly assist the Trustees of the Rotary Foundation to plan their funding for the year.

Are your targets up to date on rotary.org – My Rotary? Make sure they are and then think about sending half of those targets in November in each year.

Rotary Foundation Month

What is your club doing to celebrate Foundation Month? Many clubs plan well in advance to hold meetings to celebrate the work that Rotarians do using the Rotary Foundation. Guest speakers, such as former Rotary peace scholars, GSE team members, members of the District Foundation committee are all enthused and available to provide valuable incite as to what the Foundation does and the success that has been achieved over its existence. Are you one of the clubs that has received a District grant? If so, why not promote it amongst your neighbouring clubs? Discuss ways to increase the size of these grants by working together with other clubs, or other entities. Remember there is access to funding from Rotary clubs in other countries to be used on projects in our communities. Projects such as providing breakfast for school children who can not afford it or do not have breakfast before they come to school. Plan early, work together as groups and celebrate the Foundation during November.

Specialist Training

A Specialist training day is planned to be conducted for Groups 1 & 2 in Mildura on 16th November. Watch the Herald for more information.

Are you a Centurion?

Individuals who donate \$100 per year to the Australian Rotary Foundation Trust become Centurions. Donations made in this way are tax deductible and contribute to the total district Foundation. For further details contact the Centurion Program coordinator: Margaret Northcote (RC of Campbelltown) pmnorthcote@gmail.com



New X-Ray Machine – Kompion Hospital

Are you a member of the Paul Harris Society?

PDG Euan Miller (RC of Norwood) is our representative for the for Paul Harris Society. Further details can be obtained from Euan on euanm@internode.on.net

Foundation Facts

Recently a list of facts was prepared entitled "Did you know" Here are some of those facts.

Did you know that your personal contributions increase your PHF recognition amount to the same value AND give you PHF points at the rate of one point per dollar which can be transferred to create a new PHF or PHF level?

Did you know that you can view your own personal giving progress to THE ROTARY FOUNDATION via "My Rotary" on the Rotary International website at www.rotary.org

Did you know that a group of Rotarians can combine their points to make Recognition? The minimum transfer is 100 points and in denominations of 100 points.

Did you know that that less than 20% of Rotarians in Australia make regular personal contributions to The Rotary Foundation?



Sanitation Projects

This (fortuitous) life



Recognising Sally Charlton

"Please email me – it could change my life!"

My partner had been in the local Rotary Club for several years and was losing interest and on the verge of resigning. Last year at the district conference she heard a speaker talking about assembling prosthetic hands for land mine victims. The simple, spring-loaded plastic hand came flat-packed in a kit, with ten kits costing \$3000.

As a result of her note "Please email me – it could change my life!" passed to the speaker at the conference dinner and his subsequent reply by email, she became a passionate advocate for and participant in the Helping Hands project. She had found her niche in the wider reaches of Rotary and it started her on a new journey.

She initially trained as a facilitator and went to various gatherings to instruct in the assembly of the prosthetic hands. She started to spread her passion about the project, talking to service clubs, businesses, schools and individuals. The aim is to bring people together with a common goal of helping another person. Instead of just donating money the participants have direct involvement in the project. Each hand takes two people two hours to complete. The makers of the hand are photographed and write a short note to the recipient.

Initially the construction of the hands was the focus of the project but all through this my partner dreamed of the future beneficiaries of these gifts. After eighteen months the coordinator of the project asked for volunteers for the overseas team to fit the hands and she grabbed the opportunity immediately.

She has just returned from Cambodia where 93 hands were fitted to amputees of all ages, most of whom were land mine victims but others who were victims of accident or illness. Emotions ran high. Recipients wrote letters back to the assembly teams here in Australia, some being able to write for the first time in thirty years. A man ate without assistance, a task he had been unable to manage for ten years. There were tears of joy and tears of pain. There was laughter and there were smiles. There was despair for those who could not be helped. Close connections in Cambodia have been achieved which will allow the team to return to other



areas of the country to assist more people in need. Since coming home my partner is an even stronger advocate for the Helping Hands project. It is easy to promote something that engenders passion, enthusiasm and personal connections across cultures. So did the email change her life? Without question!





Rotary's Global Membership Migration...

and what it means for clubs in developed countries

Part 1

By Mark Huddleston

Membership & Public Relations Coordinator

You've no doubt heard the statistics that our global membership has remained static at 1.2 million for over 20 years, and you may also have heard the statistic that we induct and lose 100,000 members per year. What you may not have heard (unless I've spoken at your club recently) is that the 100,000 that join Rotary's ranks each year not all joining in the same regions as those 100,000 who are leaving. There are a few notable exceptions, but it is overwhelmingly Rotary in the western or "developed" world that is losing those 100,000 members a year, and Rotary in the developing world that is gaining them.

I remember when I first got involved in Rotaract in the 80's, there were clubs everywhere in D9520 (then 952) and our neighbouring D9500. By the time I left Rotaract and became a Rotarian in 1997, there were only 2 or 3 struggling Rotaract Clubs remaining, including Edwardstown which folded in 1999. But as I sadly watched Rotaract fade away locally, it was growing at a staggering rate in the developing world.

Earlier this year at the Sydney International Convention, we heard from Ramkumar Raju, the Rotaract Representative (Rotaract equivalent of DG) from D3320 in India, who spoke about the astonishing projects undertaken by Rotaractors in India. In that one district there are over 25,000 Rotaractors. Clearly population density has a lot to do with these figures, but I can now see parallels between what was happening in Rotaract then, and what is happening in Rotary now.

There's a word that seems to be making its way into Rotary membership conversations lately, and that word is RELEVANCE.

Countries and areas with largest membership declines, 2003-13			Countries and areas with largest membership gains, 2003-13		
	# of members lost	% loss		# of members gained	% gain
UNITED STATES	-58,481	-15%	INDIA	+34,068	+38%
JAPAN	-23,248	-21%	KOREA	+12,671	+26%
ENGLAND	-7,743	-16%	GERMANY	+11,114	+27%
AUSTRALIA	-5,260	-14%	TAIWAN	+7,567	+49%
CANADA	-4,167	-14%	BRAZIL	+4,045	+8%

And with good reason. I believe Rotary in the developed world is struggling with a relevance deficit. Rotary is a very important part of my life, and right now, I couldn't imagine life without it. But clearly, Rotary is not relevant enough to the members who leave us, or the public who never join us.

I recall spending a lot of time on Maslow's theory many years ago when I was studying marketing and retail management, and how defining and meeting customers' needs was paramount in marketing your product and motivating your customers to part with their cash. Those books are all gathering dust in my shed now, but I'm starting to understand how life in a society without basic infrastructure, electricity, potable water and sanitation, shelter, healthcare and education can act as a considerable motivator to join an organisation like Rotary. A service club must appear very relevant in this environment.

In our comparatively fortunate and distraction ridden society however, the motivation to join a service club is clearly not as strong. Rotary is losing its relevance. People are still volunteering, they just aren't willing to prioritise attendance at meetings as a valuable use of their increasingly rare spare time.

In next month's issue I will have a crack at addressing how we can become more relevant in our developed world, and you can expect my old mate Maslow to get a mention again.

In the mean time, I'm looking forward to catching up with AG Lesley and the Rotarians from Group 1 on November 16 when we hold a membership seminar in Mildura.



Campbelltown Rotary Outback Experience

By Damien Leach

The Rotary Club of Campbelltown have just completed their fifth Outback Experience fund raiser for the charity raising \$40,000 for the Royal Flying Doctor Service, \$6,000 for Angel Flight and \$8,000 for Australian Rotary Health.

These five events have each been ran as an eight day mystery adventure into the outback with up to 39 participants in 15 vehicles at a time. They are the brain child of Rotarian Mal Hansen and his wife Val. These experiences have been organised and run by Mal and Val with the assistance of a small group of Rotarians (including the late David Tuckwell playing

a big part in the organising for the first three). All meals, accommodation and entertainment have been provided for the group by those areas visited, who very often donated the cost of such provisions to a charity of their choice or back to CROE for the Royal Flying Doctor.

Initially the idea was to take city folk out of their comfort zones and to show them our wonderful outback, and to raise funds for the RFDS, but over the years many participants have returned to 'do it all again'!

At this stage, at the completion of the five events (in 2004, 2006, 2010, 2012 and 2014) over \$347k has been raised or spent through CROE, with \$146,625 being donated to the Royal Flying Doctor Service, \$13,500 to the Rotary Foundation, \$17,500 to Australian Rotary Health and \$6,000 to Angel Flight. In addition, \$112,000 has been left in the outback for the provision of food, accommodation and entertainment and an estimated \$52,000 paid out for fuel. A wonderful outcome.



The 5 C.R.O.E's (Campbelltown Rotary Outback Experience) have taken participants to many places, remote towns of: Tibooburra, Innamincka, Kingoonya, Maree and Marla..

Group visited half a dozen historical places, ten pastoral stations and six outback lakes. They travelled on famous outback tracks and explored legendary mountain ranges. Visits to Aboriginal Communities, mining towns and National Parks were enjoyed too.

Group enjoyed hospitality from various organisation, Hospital Auxiliaries Progress Associations, Rotary Club.

Nature Foundation, Isolated Children and Parents' Association, RDFS, School of the Air and Bush Australia also benefited.

This is just an example of the great experiences and places visited, where money has been raised or left behind.

This doesn't mean there haven't been difficulties along the way, with CROE 2 (2006) organised and run while Mal and Val's daughter underwent treatment for Leukaemia and CROE 4 (2012) while Mal underwent treatment for Oesophagus and Prostate cancers. Both Mal and Val were passionate about CROE so they strived to make them a success despite personal challenges.

We have driven through – dust, mud, rivers, creeks, mountains and plains. Beds have been provided for those who have needed one, generally in Shearer's Quarters, but many participants have camped in their tent or swag.

We have had some great sponsors along the way in Paradise Motors, Fred Cetta Carpet Choice, Spring Gully Foods, Reg Bennett Campbelltown Eye Care, Jim Silvestri Motor Care, Colin Steinert Property Development, Campbelltown Rotary, Drouin Rotary, Di Watson, Ian Sowerby donating over \$500 each.

District Conference, Ballarat, Victoria

16th – 19th April 2015



We are One!

Make it a holiday !

Beautiful and Historical Ballarat, so much to see and so much to do!

For More information: www.facebook.com/RotaryClubOfUnley , or Email: unley.secretary@rotaryclub.org.au



Secretary's Corner

Peter Hammond

November News

November is the Rotary Foundation month, a time to reflect on the vital role that the Foundation plays in all Rotary's achievements. Projects like PolioPlus, Peace Fellowships, Ambassadorial Scholarships and the many global and local humanitarian programs are only possible with a well-financed Foundation.

November is also a month when many Clubs will be holding their Annual General Meetings and selecting Club Officers and Directors for the 2015 – 2016 Rotary year. Club Secretaries are responsible for updating membership – adding new members, removing terminated

members and recording incoming Club Officers. It is important that these changes are reported promptly to Rotary International.

In addition, beginning on January 1st 2015, Rotary International is introducing a new billing system to collect the semi annual dues. This will involve a simpler one-page invoice based on membership numbers on the RI database. Again, to ensure accurate invoicing, membership changes should be reported within 30 days but in all cases, no later than January 1st or July 1st.

The easiest method of updating Club data is by going online via the rotary.org and My Rotary websites. All membership edits and updates are seamlessly taken into the RI database, without any delays. Membership changes can still be reported to Parramatta by email, fax or post, but will often involve significant delays in changes being entered into the database.

My Rotary

<https://www.rotary.org/myrotary/>



All current and incoming Club Officers are encouraged to have online accounts and become familiar with the Rotary website. To help this process, I recently distributed a website guide to all Clubs. Please let me know if you would like to receive any further information.