



TO: District Management Committee, Presidents, and Secretaries
FROM: DG Roy Armstrong
Date of Issue: 27th January 2013

Have a great Australia Day weekend, with plenty of Sausage Sizzles going on, we hope you are ***"Having Fun"***.

Action Items (New Items First)

Weekly Herald

We are getting feedback that the Weekly Herald is too large and doesn't get read. It is important that we get the medium right as the messages are important. Before we make changes it would be great to get feedback on various options to reduce size:

1. That we no longer run articles, up until the end date, rather they will be published once and leave it to the clubs to make a note of what is important.
2. We have incorporated items within the body of the newsletter rather than send a basic letter with lots of attachments. We could revert to sending attachments, the danger is that they will complicate the process and require multiple opening to get the full picture of what is going on. Currently we try to limit attachments to forms required for a specific purpose.
3. Subject to the availability of space we could upload attachments to the District website and show links. This would need an opinion from the Internet committee.
4. Lastly are all Presidents / Secretaries / Bulletin Editors, sending this publication to **ALL members to read!!**

Please let District Secretary Jerry Casburn have your opinion or any other ideas, contact him on jerry@thecasburns.com.au. In the absence of any comment we will assume the current format works for you and your club.

Rotarians & Friends @ Work

Rotarians & Friends @ Work is an inaugural initiative running from April 1 -21 this year, inviting the participation of every Rotary Club in Australia to join one of the biggest opportunities we have had to promote our public image Australia-wide with the help of major supporters. Rotarians & Friends @ Work will see Rotarians invited to work on local community projects with the generous support of partnering Bunnings Warehouse stores and products kindly donated by Selleys, Yates and Dulux.

In the coming weeks we will be providing more information on this project and launching a supporting website where Clubs can find out more and register their involvement. We urge every District to get involved in promoting Rotarians & Friends @ Work, as it is an extremely exciting opportunity to create something big collectively from the work we would ordinarily do separately.

We need your help to promote this project throughout your Districts and Clubs and to make it a success that will benefit all Rotary Clubs across the nation. We plan to contact Clubs throughout Australia in coming weeks and as



District Governors, we require your support in joining the Australian Public Image Team as we try to create some buzz, excitement and drive amongst Clubs to do something special in the name of Rotary.

What Rotarians & Friends @ Work is About:

The Community

Firstly, it's about doing something positive for communities across Australia. With Rotary Clubs invited to work with their local Bunnings Warehouse, Clubs will nominate a painting or gardening project to work on to help the community. Whether it's beautifying a school or a public housing estate with a garden project or brightening up the community by helping repaint a community hall or a welfare organisation's facilities, virtually every Rotary Club can take up this great opportunity to do something positive for their community. Clubs can also undertake a project independently if they wish or if there is not a participating Bunnings Warehouse store nearby.

Promoting Rotary's Work

It's also a great opportunity for Clubs to promote our community service in a coordinated public campaign. All projects will be delivered from April 1-21 and during that time a public relations campaign will be undertaken to showcase the great work undertaken by Rotary Clubs across Australia. At the end of the campaign, all Rotary Clubs will be encouraged to send in their stories and pictures of the projects so we can showcase our work throughout the year and highlight the difference that Rotary can make to Australian communities.

Showcasing Our Ability to Partner to Create Great Outcomes

We also hope this initiative will prove to be a successful example of our ability as an organisation to work on a large scale in partnership with a corporate supporter. Such supporters can help us do more for the community and raise our profile to support our Club membership through the provision of in-kind donations, marketing and PR support and public exposure to our stories, which as we know, often go under-reported.

We hope that establishing successful precedents will help us in attracting further support and engagement from corporate, philanthropic and government partners who can allow us to do more - we only have to look at one of our most successful engagements with the Gates Foundation and the impact that has had on polio eradication to find inspiration.

Timelines:

The website and online registration form for Rotarians & Friends @ Work is expected to go live at the start of February, with registrations taken from Clubs throughout the month and ending on February 28th.

We will be encouraging Clubs to work together as for every Bunnings Store, one Club will be appointed as a Coordinating Club to liaise with a Bunnings Warehouse Activities Organiser. Each local store will register the first Club to register on the Rotarians & Friends @ Work website as the Coordinating Club, so you may want to begin discussions with Clubs in your Cluster Group about which Club might act as the Coordinating Club for a project.

March will provide Clubs with a month to establish relationships with the Bunnings Activities Organiser and third parties involved (e.g. local schools, community groups or councils) to undertake planning and preparation before the projects will be undertaken in the first three weeks of April through to April 21. A national PR and media campaign will be conducted throughout this period and at the end of this period, we will assemble a showcase of Clubs' achievements which will be used for promoting Rotary throughout Australia, feeding back support to Clubs at the local level.

We'll bring you more details as they are ready for release and promotion.



Project Options and Examples:

Option 1: Garden Project:

Bunnings Warehouse and Yates Garden Products are partnering with Rotary throughout Australia to provide the means to plant vertical gardens. Vertical gardens are the latest international landscaping trend and are not only beautiful to look at but also compact and water efficient.

They are a great way to introduce young people to gardening and horticulture in a way where they can literally see, smell and in some cases even literally taste the fruits of their work. Vertical gardens can allow plants like strawberries, violas, nasturtiums, prostrate thyme, lobelias or succulents that naturally grow downwards to flourish and provide an attractive, compact and manageable garden that can be beautify any wall or fence.

Option 2: Painting Project:

Bunnings Warehouse together with Selleys and Dulux are partnering with Rotary to provide the painting and preparation necessities to add a revitalising lick of paint to buildings and facilities used by community organisations. Rotary Clubs can partner with schools, community groups, welfare agencies, local government or any other groups to work on revitalising buildings that need some attention. Whether it's an indoor or outdoor job, your Club can spend time adding colour, restoring cracked surfaces and giving surfaces a new coat of protection that will last for years.

Option 3: Alternate Project

If your Rotary Club is not located near a participating Bunnings Warehouse store or you have already arranged something else, you can nominate an alternate community project you wish to undertake independently for Rotarians & Friends @ Work to undertake from April 1-21. Whether it's fixing up fencing, cleaning up litter, replanting vegetation or something else to help the local community, we'd love you to register your project to showcase your work.

Published by Philip Archer – RI Regional Public Image Co-ordinator

Social Media: The Saviour of Community Organizations?

Many community organisations are experiencing an ageing and declining membership and some have made the assumption that social media can help raise public awareness and perhaps even improve retention and recruitment of members. There are now over 45 Rotary International Clubs in Districts 9500, 9520 and 9780 that have Facebook pages and this number is growing steadily.

Researchers from the University of Adelaide have exclusively invited Rotary International clubs in districts 9500, 9520 and 9780 to help investigate whether having a club Facebook page can encourage people to join Rotary or perhaps remain, if already a member. All clubs, which have Facebook pages, have been invited to participate.

At a time when many clubs are considering using Facebook or have just started using it, your contribution of 15-20 minutes will help clubs throughout Australia make informed decisions about the value of Facebook and how to use it effectively.

To help with this valuable research, please click on the survey link below or paste the URL into the address space in your browser.

[SMTSCO Online Survey](https://edu.surveymzmo.com/s3/1084270/SMTSCO2) (<https://edu.surveymzmo.com/s3/1084270/SMTSCO2>)

Hoax Emails

We are again being advised of emails from supposedly stranded Rotarians seeking financial help. They, as in the case of the original purporting to be from Past RI President Glen Kinross, are a hoax.



Semi-Annual Dues on Member Access (SARS) and Member Access Updates (Message from RI)

It is hoped that with 6 months to go, current officers have already updated Member Access with the newly elected club's officers for FY2013-14. This office would like to seek the current District Governors assistance in reminding their current Club Officers to do this so that the clubs continue to receive important information from RI.

The Electronic SAR for July 2013 will be emailed to Club Presidents and Secretaries for FY2013-14. If this information is not updated, there is a great chance that the clubs will not receive their ESAR. Please ensure that the change in leadership is seamless in that the club does not miss out on any information that enables it to continue its administration, project activities, fundraising and service to the community.

Message from DG Roy, please make sure that all dues are paid soonest.

Rotary Leadership Institute

Because the venue is now no longer available on Feb 2 we have delayed the start of the RLI course to 2 Mar. The second session will now be on May 4 and we will decide on a date for the 3rd session that suits the group when we meet on 2 Mar.

We still have 3-4 vacancies for 9520 applicants so please send your applications to PDG Alun Hughes at alun.hughes@bigpond.com Payment can be arranged later. Are members of your club interested in learning more about Rotary? Would they like to meet Rotarians from other clubs and acquire some new ideas? Are they interested

District Directory

Please note the Mobile Telephone number recorded in the Directory for David Gooley is incorrect.

It should be 0418 539 496. Email: gooleyh@internode.on.net

Disaster Aid

Below you will see an acknowledgement of the work we, together with our fellow Rotarians from around the world have undertaken to ease the suffering of those in the Philippines. To you our donors, we sincerely thank you for your support and hope you will pass this communication to all concerned within your circles.

Stand tall and proud – we have made a difference again – together.

DAI's immediate and super quick response to the Pablo (Bopha) disaster proves once again that physical distance is not insurmountable.

Ed and Team were already on ground zero barely a week after the disaster to accompany Balay Mindanaw. After a day, the community-based and community-focused strategy was formulated. After a few weeks, we now see the emergence of Barangay Ban-ao as a model of a community transforming itself from victims to resources.

Indeed, Balay Mindanaw's partnership with Disaster Aid International and Rotary is truly serendipity. First, they taught us how to be tent-builders, not just peace builders. Now, we partake of the same mission: helping rebuild resilient communities.

Again, please accept our most sincere THANKS!

Kaloy Charlito "Kaloy" Manlupig. Balay Mindanaw



Humanitarian Grants UPDATE – Matching Grants & Future Vision

Matching Grants – end of an era!

- ✳ **REMINDER - Closing date to submit Matching Grants applications to TRF is 31 March 2013**
- ✳ If your Club wish to undertake a Matching Grant project – please prepare your applications now to submit to TRF by 31 March 2013. This is extremely important for projects under \$30,000 in total value.
- ✳ DDF (District Designated Funds) - if your Club don't have enough funds for your Matching Grant project and would like financial help from your District (ie DDF) – please let us/Chandra know as soon as possible and ask for some DDF. The District will match Club contributions \$1/\$1, subject to funds availability.

LOOKING for a MATCHING GRANT project to do - last chance?

These two Rotary Clubs are looking for an international partner Clubs to support their projects. The respective Districts will contribute DDF for these projects. This means, your financial contribution will be minimal. Please contact Chandra Sluggett for more information on these projects.

1. RC Jundiaí Serra do Japy (Brazil, D4590) – Hearing aids for the deaf

Description (brief) - Provide hearing aids to very poor deaf persons, in conjunctions with ATEAL. ATEAL is an institution which provides range of services, including hearing aids, for the deaf community. The total cost of the project = \$25,000.

- ✳ Contribution needed from your Club(s) = approx \$4,034. Seek DDF from your District as well.

2. RC İzmir Dokuz Eylül (Turkey, D2440) – medical equipment for Behcet Uz Children's Hospital

Description (brief) – provide 3 x Non Invasive Ventilatory (NIV) support equipment – an urgent need for the hospital. The total cost of the project is \$27,000.

- ✳ Contribution needed from your Club(s) = approx \$4,200 and seek DDF from your District as well.

FUTURE VISION – we can start!

Our District can participate in the Future Vision humanitarian Grants program from February 2013. This means, your Club can now start preparing your applications for Global grant project to commence in July 2013. Please let us know as soon as possible, so that we can assist – the application process is different to Matching Grants. The NEW humanitarian grants program will be:

1. Global Grants (replaces Matching Grants) – for projects over \$30,000, funds are matched by TRF.
2. District Grants (replaces District Simplified Grants) – for projects under \$30,000 and for vocational team projects. Funds are not matched by TRF. Your District will assist your project instead.

<http://www.rotary.org/en/Members/RunningADistrict/FutureVisionPilotProgram/Pages/Resources.aspxh>

(visit for more information!)

Applications For District Governor 2015-16

Applications are currently being sought for the position of District Governor for the year 2015-2016! **These will close on March the 15th 2013.**

Applications are available on the District Website, go to the dropdown box under “Our District” then go to District documents (DG Nomination form). **Upon completion these should be sent to District Governor Roy Armstrong.**

District Disaster Support – Tasmania, Fiji and Samoa.

We as a District have sent \$5,000 dollars to each of the two above affected areas.

Donations from Clubs are being sought in support of these two Disaster Stricken Areas, cheques are to be forwarded to Treasurer, Darrell Wise – PO Box 37 Oaklands Park 5046- Please make Cheques payable to : District 9520 Disaster Fund – separately indicate to which area the monies are to be directed.

District Awards 2013

It is DG Roy's intention to present the **2012/2013 District Awards** to successful Clubs at the Barossa District Conference in April this year. Clubs are advised that where submissions are required, the closing date for submission to **District Secretary Jerry**, is **Sunday 3rd March 2013**.

The Awards and the requirements for submission, where applicable, are listed on pages 38, 39, and 40 of the 2012 / 2013 District Directory.

Please note that a new award - a **"Having Fun" - Award** will be presented this year! -

(Based on photographic proof of this event!! - further information on this award to follow)

District Peace Forum – (Saturday Feb 23rd 2013)



N.B. Some clubs are substituting attendance at the Forum for their normal meeting that week, you may want to consider this.

District Governors Marie Dorrington and Roy Armstrong have taken up the challenge of conducting a Peace Forum in our area as requested by RI President Sukuji Tanaka. PDG Malcolm Lindquist is convening the event. Our event is one of many that are being held world-wide including Berlin, Hiroshima and Hawaii.

The details of our forum are as follows

- | | |
|---------|--|
| • Date | Saturday 23 rd Feb 2013 |
| • Time | 1pm until 4.30pm |
| • Venue | Members dining area Adelaide oval. |
| • Cost | Free but attendees will be asked to register on line |

The MC for the event is Radio Personality and journalist Peter Goers and one of the keynote speakers will be the Lieutenant Governor of SA Hieu Van Le. RI Director John Boag will be representing Rotary International.

In addition there will be a Peace Dinner and Celebration of Rotary's 108th Birthday on the same day and at the same venue.

Details are as follows

- Date Saturday 23rd Feb 2013
- Time 6.30pm until 10pm
- Venue Members dining area Adelaide Oval
- Cost \$55 per head. Attendees will be able to register on line
- Guest Speaker Local Radio and TV personality Mark Aiston

We are planning to cater for 400 people at each event. It is possible to attend one or both of these events.

The purpose of this letter is to enlist your assistance in ensuring that all avenues of Rotary are represented at the forum (and dinner). We already have a commitment from some of the Global Peace Schools to provide candle bearers, traditional costumes and to make Peace Cranes.

The committee would like to have a similar commitment from

- Rotary Exchange students (past and present)
- Rotaractors

- NYSF Students
- RYLA and RYPEN Awardees
- Interactors and Members of Junior Interact clubs
- Members of Rotary, Probud and Rotary friends

You can assist in two ways

Firstly

Contact and enlist the support of members of the above groups and facilitate their attendance at the Peace Forum. The entrance to the Oval will be via the Pennington Terrace entrance and we hope to have parking available in the adjacent park land.

Secondly

Can clubs consider the sponsorship of one or more of the young people to attend the dinner? It would be great to have all generations present at the dinner but we are aware that cost may be an issue. Sponsorship can be a way in which more distant clubs can show that they support Rotary's declaration of Peace whether it be international, local or inner peace, even though it may be difficult for members to attend personally.

Attached is a copy of the brochure and a Response Form (New Gens Peace Forum and Dinner Response.docx) which you are asked to return to your District Secretary asap. Alternatively book online at

<http://e.mybookingmanager.com/E122021111585833>

We need your help!

Please Register Today

District Conference



Rotary District 9520 Conference
Barossa Valley
25th April—28th April 2013

What's On

Friday Frolics
Who's your Club's X Factor?

Let's Karaoke

The GREAT GATSBY

WINE TASTING

Discover the history of the Barossa Valley

District Conference Gala Dinner
Saturday April 27th 2013
7.00 pm to 11.00 pm

WEB PAGE— <http://www.d9520conf3013.rotaryaust.org/>

PLEASE REGISTER NOW

Other Items (New Items First)

Hyde Park Rotary – 30th Anniversary – Celebration Dance and Quiz



March 2nd 2013 – 7pm for &.30pm sharp quiz start. Featuring Chocolate Rush

Clarence Park Community Centre, 72 East Avenue, Black Forest.

Table of 8 with great prizes.

Cost \$30, includes welcome drink and supper, PAYG bar.

Contact Richard on 0408 080 471 or Ashley 0419 829 998

Glenelg Rotary – Breakfast on the Pat

Sunday 17th March 2013

8.30 – 11.30 am

Glenelg Baseball Grounds

Anderson Avenue

Glenelg North

Adults \$15

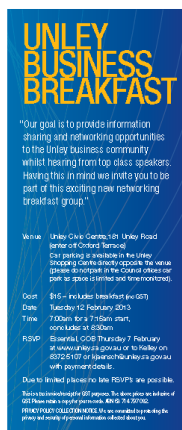
Children under 12 free when accompanied by an adult

Ticket price includes:

- 1 continental/hot breakfast
- Tea, coffee, juice
- Entertainment, games and activities for all ages
- Tables and chairs provided for all



Hyde Park Rotary Business Breakfast



12 FEBRUARY 2013

KESAB – Working with Unley businesses to restore, preserve and improve our environment

Guest Speaker John Phillips OAM
Executive Director, KESAB environmental solutions



John Phillips is a former Unley Council Councillor and a leading environmental solutions in 1985. KESAB is founded in 1988 as South Australia's leading not-for-profit organisation delivering work to environmental restoration programs. John has over 30 years experience engaging communities and building behavioural change with a specific focus on environmental sustainability, water reduction, recycling and resource recovery, green core practices, catchment water resources, remote community engagement and project management.

We have had a number of industry positions including Director of South Australia's Charitable Foundation, Unley Council Strategy Group, Project Manager of Unley Management Association SA Branch and was named 'Smart Young NGO Entrepreneur of the Year SA 2011' in 2009.

Come and hear about how KESAB are working with businesses in Unley to restore, preserve and improve our environment.

For more information please contact
Matt Grant 0422 765 485 or
Jan Shawcross 0422 584 477

Follow us on
LinkedIn Facebook

Venue Unley Civic Centre, 181 Unley Road (enter off Oxford Terrace)

Car parking is available in the Unley Shopping Centre directly opposite the venue (please do not park in the Council offices car park as space is limited and time monitored).

Cost \$15 – includes breakfast (inc GST)

Date Tuesday 12 February 2013

Time 7:00am for a 7:15am start, concludes at 8:30am

RSVP Essential, COB Thursday 7 February at www.unley.sa.gov.au or to Kelley on 8372 5107 or kjaensch@unley.sa.gov.au with payment details.

Due to limited places no late RSVP's are possible

See attachment "Hyde Park Rotary Business Breakfast" for booking form

Mobilong and Murray Bridge Rotary – Treasures Exhibition

local treasures



Prayer Book



Golden Figurine



***The Rotary Clubs of Mobilong
and Murray Bridge
invite you to the
Opening Night
on Friday 8 February at 6.30pm***

***of their
“TREASURES” Exhibition
8 - 25 February 2013***

Regional Gallery. Sixth Street, Murray
Bridge

A collective exhibition of art, artefacts, heirlooms, antiques,
porcelain, costumes and more
drawn from the family collections of Rotarians, Community leaders
and Invited exhibitors.

Gold Coin Entry & Raffle

Antiques Roadshow - 2 possible opportunities will be provided for
community
to present on a day and have their "Treasure" critiqued and
authenticated.
(valuations will not be provided)

That's all for this week. Peace through Service – The Challenge of Change – Have fun!!



DG Roy Armstrong.