



ROTARY  
SERVING  
HUMANITY

The  
**HERALD**

Rotary  
District 9520



January 2017

Mid-Month Newsletter

D9520.secretary@gmail.com

## VOCATIONAL SERVICE

### The concept of Vocational Service

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the Second Object, which calls on Rotarians to "encourage and foster":

- High ethical standards in business and professions.
- The recognition of the worthiness of all useful occupations.
- The dignifying of each Rotarian's occupation as an opportunity to serve society.

As a Rotarian, how can you put these ideals into action? Consider these suggestions:

- Talk about your vocation in your club, and take time to learn about fellow members' vocations.
- Use your professional skills to serve a community.
- Practice your profession with integrity, and inspire others to behave ethically through your own words and actions.
- Help a young person achieve his or her career aspirations.
- Guide and encourage others in their professional development.

If you do any of these things, you are performing vocational service. And if vocational service motivates and energizes you, then you're in the right place, because vocational service is the very essence of Rotary.



### Excerpt from RI President John Germ's January Presidential Message

As we enter 2017, we also enter the second year of the initiative known as the **United Nations Sustainable Development Goals**. These goals, usually referred to as the SDGs, pertain to a list of 17 areas where the people of the world can come together to address our most pressing economic, political, and social challenges. It is a hugely ambitious list, and it has to be. The ultimate aim of these goals is nothing less than **peace, prosperity, security, and equality for all of humanity**.

How do you even begin to tackle such a project? At Rotary, our answer is simple: **one step at a time**. These goals are nothing new for Rotary: They're already reflected in our areas of focus. We also understand that all of these 17 goals, just like our six areas of focus, are interrelated. You can't have good health without clean water. You can't have clean water without good sanitation. Good sanitation in turn helps keep children in school, which improves education, which improves economic prosperity and health. When you are talking about the advancement of an entire planet, no one indicator, no one goal, no one country, exists in isolation. To make real and lasting progress, we must all move forward together.

The idea of sustainability is key to the SDGs – and to our service in Rotary. Sustainability simply means making progress that will endure. It means not just digging a well, but being sure that a community can maintain it. It means not just running a health camp for a week, but training local health workers. It means empowering families and communities to take charge of their own futures by giving them the tools they need to succeed.

Sustainability has always been at the heart of our thinking in Rotary. We've been around for nearly 112 years and intend to be around for many more. We've already seen the difference our work has made: in health, in education, in water and sanitation, and of course in our efforts to end polio.



## Membership Chair - Mark Huddleston

The **Rotary Club of Seaford**, which chartered in November last year is the first new club in District 9520 in around ten years, so it's reasonable to say that a recruitment campaign of this scale has not been attempted in our district for a long time.

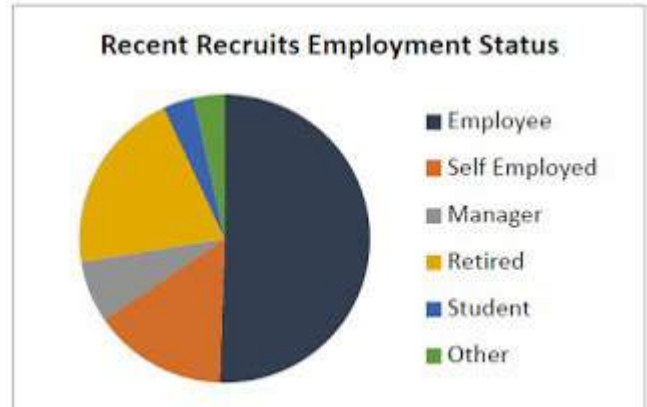
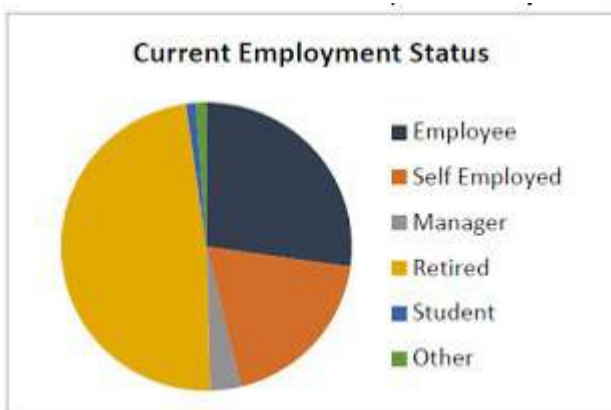
The last club to charter in our district involved a large number of members from an existing club jumping ship. This was never going to be the case for Seaford, so today I want to share a few insights from the process of finding the 20 charter members we needed.

My team tried things that I was convinced would work, without success. But we also had success in areas I really wasn't expecting. So, either I got part of the process wrong, or we need to accept that the volunteer recruiting landscape has changed. Or both.

I've done some marketing campaigns in my time, including the mind numbing work of preparing mailing lists, for myself and as a consultant to other businesses. I figured if I spent some time preparing a mailing list of businesses in the Seaford region, we would soon be able to launch a successful recruitment campaign. It took a lot of work, but I managed get together a list of over 700 businesses in the region. We had a team stuffing envelopes for hours. Massive effort, massive expense, ZERO results. I got the expected percentage of envelopes back marked "return to sender", but was genuinely disappointed that we didn't receive one email, one phone call, one person from that list at our information day. Even a one percent response would have meant seven calls. Whilst most were posted, teams of volunteers also approached business owners in major shopping centres. Zero, zip, nada, bupkis!

What did we learn from this? Was the flier and invite not attractive enough? Of course that is possible. Mind you the flier I created for this club has since been copied by another three clubs (not that that's a guarantee of success). Did the envelope not make it to the right person in the business? That's possible too. What I feel is most likely, is that for most business owners, commitment to a service club is just not a priority, and it wouldn't matter how glossy the brochure was. We need to accept that sometimes it's not about the bait – we're just fishing in the wrong place.

A few years ago I conducted a membership survey across our district, and one of the questions I asked was in relation to members' vocations, but it wasn't about classification.



I posed the question of employment status primarily in an effort to give us some indications as to where we should target our recruitment efforts, but also to dispel a few myths.

Whilst I stress these statistics only represent District 9520, I would imagine surveys across the rest of the country would reveal similar statistics. One of those myths is that Rotary is an organisation of CEOs and powerful business people. The statistics would suggest in fact that we are an organisation of retirees. Many of those powerful business people and leaders of industry ARE still in Rotary, it's just that a lot are now in their 70s and 80s and retired. I am glad they are still with us, because they can provide valuable mentoring and life lessons to us "youngins".

What the statistics are pointing out very clearly is that the board room is no longer interested in Rotary, and the shop floor is taking over. I recently ran a regional membership seminar and was approached by a well-respected PDG who fondly recounted the days where the local clubs were populated by the local business elite, and hoped those days would return. It is still the case in some countries and I guess even some clubs here in Australia, but I have my doubts those "glory days" will return. Our catch 22 is that clubs need to be populated with well-connected business leaders to attract more well connected business leaders. They once were, but I fear we are now reaping a barren crop because of poor sewing twenty odd years ago.

So what about Seaford's recruiting successes? Advertising in community newsletters/newspapers was quite fruitful for us, and our website brought in a number of members. It seems as plain as the nose on your face, but a website that clearly explains what your club does, in non-Rotarian language with easy to find contact details will reap rewards. Why some clubs just don't get this is beyond me. *Keep an eye out for my next blog which will be about our digital presence.* Being visible in the community is also very important, and we always had fliers to hand out at every event.

At the very beginning of this journey, I had conversations with our local state and federal MPs and also representatives of council, who gave me some great ideas but also some other groups to contact – and these contacts proved to be very fruitful. One such group was a representative body of local community support organisations, where I met with domestic violence workers,

church outreach providers, employment and career counsellors, community centres, neighbourhood watch, school support staff and educators, homelessness advocates, social workers, welfare agents – the list goes on. Whilst my original mission was to use these connections to spread the word about Rotary, and hopefully attract some potential members, what I soon discovered was that these connections were at the very coal face of the region's challenges. For many of them, their day-to-day experience was with those who had fallen through society's cracks.

Of the first 23 people to join the club, 13 are from vocations I would describe as "carers, supporters, teachers, nurturers". As a retailer, I am in a group perhaps more easily recognised on a traditional Rotary classification checklist. But that former group brings us something very special. How many times do you hear of Rotary clubs struggling to find worthwhile local projects? We seemingly have no trouble addressing desperate needs in developing countries, and I will always advocate for this sort of work. But clubs that are most active in their own communities are clubs which are likely to thrive. When a good proportion of your members spend their days facing the community's challenges, it's a lot easier for your club to address your community's challenges.



These people are a good fit for Rotary. They are great networkers and are full of ideas, but they are often overlooked for membership. They're attracted to what we do, and attraction is always going to be easier than recruitment.

I'm not suggesting we should give up on the butcher, the baker and the candlestick maker, but maybe we should spend a bit more time casting our lines where the fish are biting.



From Mark Huddleston's Membership blog

## Announcement of the Lead Director for RYLA 2017

The RYLA/RYPEN District Committee are proud to announce that Brittany Pilkington has been selected as the Lead Director for RYLA 2017.

**RYLA 2017** will be held from **23-29 September 2017**, with the Graduation Dinner held on 28 September at the Marche Club, Newton.



Britt is 22 years old and half way through a teaching and arts degrees at Flinders University, continuing this in 2017.

Britt has a love and interest in travelling, with adventures taking her to the United States, New Zealand and various parts of Asia. These overseas trips have also included a short term exchange in Japan, living in Tokyo for several months and attending university there. Britt also participated in a volunteer program building classrooms and teaching English in Cambodia.

Britt also loves playing and coaching netball, as an active member of the Mt Barker Lutheran Netball Club. Britt was fortunate to be sponsored by the Rotary Club of Strathalbyn to attend RYLA in 2012 and has enjoyed her time so much that she has continued to be involved in Rotary Youth programs since, as a Secretary at RYPEN 2013, and a Director at RYLA in 2014, 2015 and 2016.

Britt loves what RYLA stands for and is passionate about helping young people grow and develop their leadership potential.

Britt currently working as a Service Supervisor at Woolworths in Mt Barker, where she has worked for 7 years. After the completion of her tertiary education, Britt hopes to combine her love of travel and education, with an ambition of teaching English overseas, particularly in Japan as this would enable her to continue learning the language in the process. Britt wanted to be the Lead Director for RYLA 2017 not only to further her leadership skills, but also because Britt wants to help the other leaders and participants develop theirs too. Britt is looking forward to working with the team to build the program together, talking with clubs about RYLA, and replicate her positive RYLA experience for the 2017 cohort.



**REMEMBER: Opportunities always look bigger going than coming.**



# Notice Board

## District Conference - Mt Gambier

Thursday 27 to Sunday April 30



Numbers for the Friday Quiz Night are limited and filling fast.

**Don't miss out!**  
**Register Now**

Click Here to  
**REGISTER**

## Joint District Film Afternoon

Sunday 5th February 2017 4pm

Piccadilly Cinemas

## HIDDEN FIGURES

*See page 6 for Registration Details*



## 2017 International Women's Day Breakfast

Wed 8<sup>th</sup> March 2017 7am Adelaide Pavillion

Guest Speaker: **Professor Tanya Monro.**

*See page 9 for Registration Details*

## District 9520 Training Schedule

### Protection and Compliance

(Insurance, Risk Management and Youth Protection)

Targeted at current and incoming Club Presidents, Club Insurance/Risk Officers, Club Youth Directors and District Chairs/Committees for Youth Programs

February 11: 1.00pm-4.00pm, Mildura

April 8: 1.00pm-4.00pm, Adelaide

### District Leadership Team (DLT)

Targeted at DGE Bob Cooper's District Leadership Team for 2017-2018 including District Committee members

February 26: 8.30am-4.30pm, Adelaide

### Presidents Elect and Nominee Training Seminar (PENTS)

Targeted at Presidents Elect and Presidents Nominee

April 8: 6.30pm-9.00pm, Adelaide (Dinner)

April 9: 8.30am-4.30pm, Adelaide

### District Assembly

Targeted at Club Officers, new Rotarians and anyone interested in learning more about the programs of Rotary.

May 28: 9.00am-4.00pm, Murray Bridge

*Further details on all training programs can be found on the District 9520 website under Upcoming Events*

2016-17



2017-18



2018-19



2019-20



**Nomination  
Forms to DG  
Sam by  
28th February**

# Calendar

## January is Vocational Service Month

**January 13-21**

Victor Harbor Art Show

## February is Peace & Conflict Prevention/Resolution Month

**Sunday February 5**

Film Afternoon - 4pm Piccadilly Cinema Hidden Figures—End Polio Now

**Saturday February 11**

Protection & Compliance Training - La Trobe University Mildura

**Sunday February 12**

High Tea - 2pm Blackwood Memorial Hall RC Blackwood \$25

**Wednesday February 15**

Alumni Social Event—Joiners Arms Hotel Hindmarsh from 5:30pm

**Thursday February 23**

Rotary Anniversary

**Saturday February 25**

ROMAC Function—Walkers Arms Convention Centre

**Sunday February 26**

District Leaders and Team Training, Flinders University

## March is Water and Sanitation Month

**Wednesday March 8**

International Women's Day Breakfast

## April is Maternal and Child Health Month

**Saturday April 8**

Protection & Compliance Training - Adelaide TBA

**Saturday 8 & Sunday 9 April**

President Elect/Nominee Training

**Thursday 27 to Sunday April 30**

District Conference - Mount Gambier



## May is Youth Service Month

**Sunday May 28**

District Assembly Unity College, Murray Bridge

## Quote from the past

"Untold blessings have come...with the conquering of disease and the lengthening of life, but have we stopped to consider the wonderful growth of understanding...the expanding kindness and goodness in our social relationships? These have come with a very natural desire to enjoy a higher and higher plane of civilization."

Address to 1929 Rotary Convention, Dallas, Texas, USA

1928-29 I.B. Tom Sutton (hardware wholesaling), Rotary Club of Tampico, Tamaulipas, Mexico.

Rotary vision: To hold the good of the organization's past in reverence, as it climbs to higher usefulness in the future.



## did you know?

*The area covered in snow in Australia in winter is larger than Switzerland.*

*If you visited one new beach in Australia every day, it would take over 27 years to see them all.*

*21% of the world's gambling machines are in Australia. We have a mere .003% of the world's population.*

*The so called Dingo Fence in Australia is the longest fence in the world, and is about twice as long as the Great Wall of China. It has a gate every 9km.*

*Australia is the world's biggest buyers of 4WD.*

*Zinc cream, the sun-burn retarding mixture, was invented in Australia in 1940.*

*There are 60 designated wine regions in Australia.*

## Is your Club active in an Australia Day Project?

Have you completed and lodged a **Risk Assessment?**

Have you completed and lodged the **Public and Products Liability for Event?**

**Any queries:**

District Insurance Officer

John Rix: [johnrix@riverland.net.au](mailto:johnrix@riverland.net.au)

District Risk Officer

Nigel Woolmer: [niwusa@yahoo.com](mailto:niwusa@yahoo.com)

## Joint District Fundraiser to



**4.00pm - Sunday 5 February 2017**

District Governors Sam Camporeale and John Pohl invite you to attend  
a special pre-release of the movie

### ***"HIDDEN FIGURES"***

At the Piccadilly Cinemas, O'Connell Street North Adelaide

Tickets are \$20.00 per person

#### About the Movie

- HIDDEN FIGURES is the incredible untold story of Katherine Johnson (Taraji P. Henson), Dorothy Vaughn (Octavia Spencer) and Mary Jackson (Janelle Monae) and Kevin Costner as Dr Al Harrison
- Brilliant African-American women working at NASA, who served as the brains behind one of the greatest operations in history:
- The launch of astronaut John Glenn into orbit, a stunning achievement that restored the nation's confidence, turned around the Space Race, and galvanised the world.
- The visionary trio crossed all gender and race lines to inspire generations to dream big. Click here to see the official movie trailer"  
<https://youtu.be/hLETpnWS8vQ>



#### **BOOK HERE**

<http://e.mybookingmanager.com/E12194228166325>

Bring your family members, friends and work colleagues with you.  
Remember that The Bill & Melinda Gates Foundation  
is giving Rotary \$2 for each \$1 we raise.

**We are hopeful of ridding the world of polio this year.  
We are this close! With your help, we can do it!**



For 29 years ROMAC has been one of Rotary's most successful health programs, saving the lives of over 420 children from island communities of the Southwest Pacific that cannot be treated in their home countries. During the 2015/16 Rotary year Central Region Rotary clubs hosted 4 children, all from Timor Leste treated at the Memorial and the Adelaide Woman's and Children's hospitals. The costs of hospitalisation and treatment, not including surgeons fees and the host clubs who donated their time and expenses still cost ROMAC in excess of \$50,000 all of which was spent in Australia. During the same period 3 clubs out of 40 in District 9500 donated \$1750 and 11 clubs out of 51 in District 9520 donated \$10,500, not good percentages for an RI approved program. We have 6 months to change this trend. Book and attend our inaugural dinner, dance, come as a couple, bring friends, book a table.

## **WEAR RED FOR ROMAC GALA NIGHT**

Join us for a delicious three-course meal, with bar service, great music from the 50s, 60s and 70s performed by the very talented "Buddies 4", including dancing for those who would like to trip the light fantastic!

**Venue:** The Walkers Arms Convention Centre, N.E. Road Walkerville

**Date:** Saturday 25th February 2017

**Time:** 6.30pm for 7pm start

**Cost:** \$50.00 per person Cost inclusive of venue, dinner and entertainment.

**Dress:** wear something red (gentlemen – a red tie or red pocket square would be perfect ... ladies – as much red as you like!)

**What else to bring:** Dollars in your pocket for fun raffles & some auction items

**Most important:** Invite your friends and create a table of 8 ... fun for all.

**Come and join us for a wonderful night of entertainment, fun and fellowship, as we celebrate the continuing success of ROMAC.**

## **HOW TO BOOK YOUR TABLE**

**Conduct a funds transfer to BSB 035-047 Account Number 384355 (Rotary club of Salisbury).** In description enter "your name", in reference enter "ROMAC dinner" in email address enter – [alunhughes@bigpond.com](mailto:alunhughes@bigpond.com)

Book early as seats will be limited, closing date for bookings 31<sup>st</sup> January 2017

Alternatively post a cheque to "the treasurer RC Salisbury PO Box 931 Salisbury SA 5108"

Want to stay overnight? Walkers Arms Convention Centre will give you a 20% discount. Contact them direct for a room booking email: [reception@walkersarms.com.au](mailto:reception@walkersarms.com.au) or telephone Ph: (08) 8344 8022 and ask for Sophie Mills - Function Manager

# STOP PRESS



## The Rotary Club of Blackwood

invites you to a

# High Tea

Sunday the 12<sup>th</sup> of February

2:00pm - 5:00pm

Blackwood Memorial Hall

21 Coromandel Parade, Blackwood, SA, 5051

**\$25 per person**

Champagne on entry, sweets and savouries supplied. There will be raffles and games throughout the day. All men and women are welcome to come!



Bookings Essential: <https://www.trybooking.com/OEIA>

Laura Richter 0466 427 923

[Laura.Richter@westpac.com.au](mailto:Laura.Richter@westpac.com.au)

Flyers printed by Westpac Blackwood Branch





ROTARY INTERNATIONAL

Districts 9500 and 9520

0413511243 | barbarawheatcroft@gmail.com

rotarywomen.org.au

**International Women's Day breakfast 2017**  
**8<sup>th</sup> March 2017 commencing at 7.00am**  
**at**  
**Pavilion on the Park**  
**Veale Gardens, South Terrace, Adelaide**



The speaker for the 2017 **Women in Rotary** International Women's Day breakfast is Professor Tanya Monroe.

Professor Tanya Monroe is Deputy Vice Chancellor Research and Innovation and an ARC Georgina Sweet Laureate Fellow at the University of South Australia. Tanya was the inaugural Director of the Institute for Photonics and Advanced Sensing (IPAS) from 2008 to 2014 and was also the inaugural Director for the ARC Centre of Excellence for Nanoscale BioPhotonics (CNBP) at the University of Adelaide.

Tanya is a Fellow of the Australian Academy of Science (AAS), the Australian Academy of Technological Sciences and Engineering (ATSE), the Optical Society of America (OSA) and the Australian Institute of Physics. She is a member of the Prime Ministers Commonwealth Science Council (CSC), the Commonwealth Scientific and Industrial Research Organisation (CSIRO), the AAS National Committee for Physics and the South Australian Economic Development Board. She is Chair of the Council of the National Youth Science Forum (NYSF) and is also an inaugural Bragg Fellow of the Royal Institution of Australia (RiAus).

In 2015 Tanya was awarded a Eureka Prize for Excellence in Interdisciplinary Scientific Research. In 2014, Tanya was awarded the Beattie Steel Medal of the Australian Optical Society and in 2012 the Australian Academy of Sciences' Pawsey Medal. In 2011, Tanya was named South Australia's Australian of the Year; and the Scopus Young Researcher of the Year. In 2010, she became South Australian Scientist of the Year and Telstra Business Women of the Year (in the Community and Government category). In 2008, she won the Prime Ministers Malcolm McIntosh Prize for Physical Scientist of the Year.

Tanya obtained her PhD in Physics in 1998 from The University of Sydney, for which she was awarded the Bragg Gold Medal for the best Physics PhD in Australia. In 2000, she received a Royal Society University Research Fellowship at the Optoelectronics Research Centre at the University of Southampton in the UK. She came to the University of Adelaide in 2005 as inaugural Chair of Photonics. She has published over 500 papers in refereed journals and conference proceedings and raised over \$140M for research.

Start your day in the company of women who inspire, lead and influence. Join us and take the opportunity to network and to be entertained.

**Please bring your business card to share with attendees and to enter the prize draw.**

Indulge yourself, bring a friend, colleague or mentee. \$45 per person or \$450 for a table of 10

**Proceeds from the breakfast will support Days for Girls.** <http://www.daysforgirls.org/>

A joint initiative of the Rotary Districts 9500 and 9520 South Australia.

<http://e.mybookingmanager.com/http.e.mybookingmanager.com2017InternationalWomensDaybreakfast>

## Alumni Social Event

### Wednesday, February 15th 2017



It's on again and you're invited!! Our next Rotary Alumni Connect will be on Wednesday, February 15th 2017 at the Joiners Arms Hotel, 9 Manton Street Hindmarsh - commencing at 5:30 pm. It's a great venue, close to the city, with ample off-street parking. A BBQ will be available for \$30pp, with a cash bar. This is a great opportunity to catch up with old friends at a very relaxed event. Please share this invitation with other Rotary Alumni in your network. We hope you can join us!

Bookings (Essential) contact Peter Hammond at [peter\\_h@bigpond.net.au](mailto:peter_h@bigpond.net.au)  
RSVP Friday, February 10th 2017