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## "ROTARY FOLLOWS THE YELLOW BRICK ROAD AT ADELAIDE ROYAL SHOW"

*Article received from PDG RC Malcolm Lindquist*

Thirty years ago the General Manager of the Apple & Pear Growers of South Australia and the Chief Executive Officer of the Citrus Board of South Australia met to consider how the two groups could put together a healthy showbag, based on the five food groups, for sale at the annual Adelaide Royal Show.

And so the Yellow Brick Road showbag was born.

The showbag is sold as an empty bag and includes a map of the show grounds with the collection stops on it (the yellow brick road). At each stop the map is stamped and product is collected. The map takes the participants all around the grounds.

The original participants were the Apple & Pear Growers Assoc., the Citrus Board of SA, Buttercup Bakeries (Goodman Fielders), the Potato Growers Assoc. of SA and the SA Dairy Assoc. The products in the original showbag included an apple and a pear, 2 oranges, a loaf of bread, a carton of milk and a baked potato.

The concept grew to include a greater range of products and in recent years it has been re-named as a healthy lifestyle bag as it now includes products which are manufactured as well as fruits and vegetables, but which still fit within a 'healthy' lifestyle and involves 14 stops on the road.



*Rtn Charles Schahinger(left) with Bronwyn and Mike Keelan*



*Donut Van with Rtn Liam Bache*

Since 2008 under the direction and tireless work of PDG Barbara Wheatcroft (D9500) Rotary clubs from Districts 9500 and 9520 have shared their time to man 5 selling booths over a 9-day period. A total involvement of almost 300 people every year, earning approx. \$13,000 - \$14,000 for the 20+ clubs involved each year.

This has been an excellent opportunity for Rotary clubs to become involved in a fund raiser for their club and established a very strong relationship between Rotary and the Yellow Brick Road group.

For some clubs this is a significant fund raiser, for others an opportunity to meet Rotarians from a different District and clubs to share stories of what projects they are doing in their Rotary clubs. This sharing of ideas has developed new friendships and the clubs look forward to being involved each year.

Also involved in the Adelaide Royal Show is the [Rotary Club of Mount Barker](#) which has run its famous donut stall for the past 10 years. Both of the above activities have ensured that one million people each year observe Rotarians Lighting Up Rotary in the community.

# "IT'S ON!"

## CANBERRA MEMBERSHIP CONFERENCE SEPTEMBER 2015

**Article by PDG Noel Trevaskis**

Our National Rotary Membership Success Conference will be held on September 5<sup>th</sup>-6<sup>th</sup> 2015 at the Hellenic Club, Woden – Canberra. Registrations will be available on the Australian Rotary website from mid-February 2015.

This membership conference will give attendees an opportunity to hear about the success stories of clubs from across Australia and how they have increased their membership. Along with those stories they will hear how some clubs became more flexible and innovative and increased their membership. How your club can become more diverse and be more representative of your local community.

The breakout groups will be structured in a way that will give all attendees the maximum opportunity to participate and learn from these sessions.

The National Membership Success Conference will appeal to all Rotarians who want to become more involved in growing Rotary across Australia.

Invitations have been extended to RI President Elect Ravi Ravindran and the Chairman of the RI Membership Advisory Committee Allan Jagger.

More details will follow in the next editions of 'Rotary on the Move'. Keep this diary date free!

## "FROM BBQ SNAG TO HASH TAG"

Our public image campaign is moving Rotary's reach well beyond the sausage sizzle and into the wider realm of social media and new thinking.

*Philip Archer, Regional Public Image Coordinator Zone 8, reports on the year that's been and what's ahead.*



In 2013-14 for the first time, 21 Districts pooled their resources so that a new public image campaign could be created with a consistent Rotary message promoted across Australia. And so, the "Conversations to actions" campaign was born with the showcasing of what our clubs and members do for our community both locally and internationally.

Our many Rotary Ambassadors such as Dr Jonathon Welch and Bev Brock have also told the wider public what they have achieved by "joining the conversation" at Rotary, recommending the public come along and see what "conversations to actions" is all about.

The campaign has been successful. Rotary's message has been publicised extensively through traditional media and social media, reaching a wide demographic with great results. The momentum of the campaign is being capitalised on in this 2014-15 Rotary year through showcasing the Rotary stories of individual club members—those moments when they went from being just a club member to being proud to call themselves a Rotarian; the projects that touched their hearts and made them see the power of Rotary; the moment that conversations turned into actions and made a very real difference.

Through extensive social media, these stories from clubs all around Australia will boost our radio ads and TV commercials, extending our reach even further and sharing the true work of Rotarians—not just the fundraising sausage sizzle, but the meaningful projects that change lives.

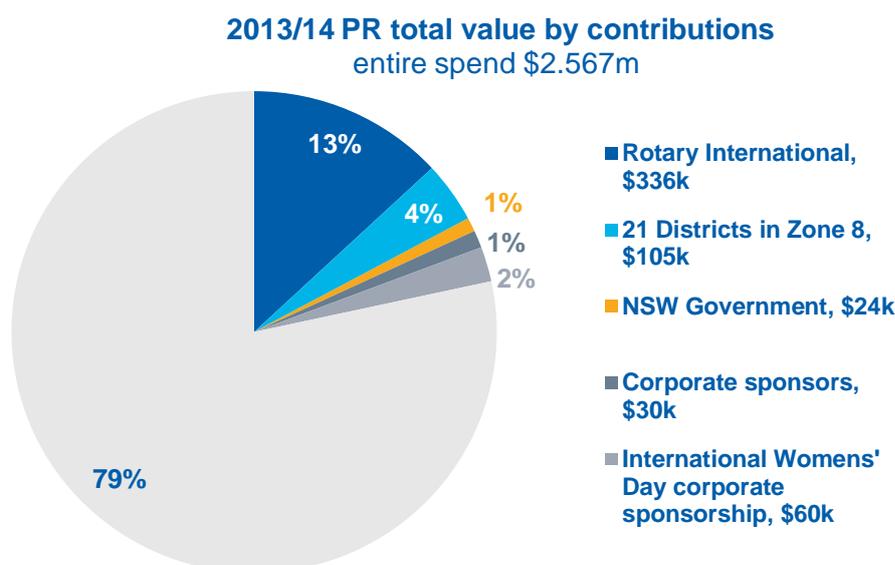
Rotary's public image has come a long way, and every Rotarian is a part of the process. By sharing our individual Rotary stories, we make it easier for the public and stakeholders to understand what we do and why we do it. As importantly, we make it easier for them to relate to us, and want to share in our quest to eradicate polio, provide disaster relief, improve literacy, create sustainable living locally and globally, and the myriad other actions we take to improve our world.

Share your Rotary moment and tell your story on the Australian Rotary website: [www.rotaryaustralia.org.au](http://www.rotaryaustralia.org.au) or Rotary Down Under's Facebook page: [www.facebook.com/rotarydownunder](http://www.facebook.com/rotarydownunder)

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The following data shows how our Public Image resources have been used over the past year with the cooperation of the 21 District Governors in Zone 8 and the public Image coordination team led by Public Image Coordinator Philip Archer.



### Zone PR Activity for 2013-14

1. **Ambassadors campaign** showcasing high profile Australians who are Rotarians
2. Strengthened **Australian Rotary online presence** via a new website and social media activity
3. **National radio advertising campaign** over three periods: Nov 2014, Feb-Mar 2014 and May-Jun 2014 during RI Convention in Sydney
4. **Marketing kits** for every district, including pull-up and tear drop banners for promoting Rotary during major events
5. **Membership brochures** for every district
6. **Social media campaign** highlighting Rotary's work locally and internationally
7. **Major events showcasing Rotary:** Social Inclusion Week (November 2013), Rotary's birthday 23 February, International Women's Day (March 2014), and Rotarians and Friends At Work (April 2014)
8. **Publicity during RI Convention**, particularly in NSW, via TV, social media, banners and billboards.
9. **National TV program coverage** promoting our involvement with polio eradication and our community activities, particularly on the ABC and National Nine News
10. **New marketing collateral:** new membership brochure, pull up banners, tear drop banners, banner ads for bulletins, websites and social media platforms.
11. **Partnership with RDU** to promote Conversations to Actions campaigns to members and clubs
12. **Print advertising** in regional airline magazines promoting Rotary to regional Australia; our ambassador campaign advertisements ran in RDU and other industry magazines at no cost
13. **Radio advertising** distributed nationally to community and commercial stations, and used as free social responsibility community advertisements
14. **Partnership with Nine Network Australia's A Current Affairs** where we promoted the work of RAWCS
15. **Conversations into Actions campaign** was promoted at PETS, District Assemblies, Conferences, the RI Convention and club meetings.

# "GROWING MEMBERSHIP IN THE NORTH WEST OF WESTERN AUSTRALIA"

## ROTARY CLUB OF PORT HEDLAND REBORN

Article by PDG ARC Colin Thorniley



There are quite a lot of clubs in our districts that have small memberships, all getting a little older, but are quite happy with their Rotary and they are doing a lot of good things for the community. They are making a good contribution to the name of Rotary but, if they are in a good sized community, they may well be holding back many potential members – some a little younger – from becoming part of our organisation.

Instead of continuing to try and encourage them to change, efforts would be better placed introducing a new club into the area (sponsored by an enthusiastic club or the district) to meet on a different day and maybe at a different time of the day.

I can hear people saying the existing clubs wouldn't be happy about that but after 15 or more years of asking for growth, and not seeing it happen, those clubs need to be encouraged to understand that Rotary and the District will continue to give every support to the club as always, however the district needs to introduce at least another 25-30 people in the area into Rotary and the only way to do this is to form a new club.

And this process works! The approach we used in Port Hedland is exactly the same as we used about 4 years ago to regrow the [Rotary Club of Kununurra](#) which at the end of their journey that took about 3 months, they had a club of 52 members. They started with 5 passionate existing members.



**Pres. Mal Osborne being presented with his membership certificate by DG 9455 Angus Buchanan.**

From the time we started the process in Port Hedland to the time we relaunched on the 13<sup>th</sup> October 2014 was also approximately 3 months.

The [Rotary Club of Port Hedland](#) was chartered in December 1970 and active continuously until June 2013 – over 40 years. It was sad to see the club become inactive as it had given some outstanding support to the local community for all those years. It is hard to exactly pin point what happened but suffice to say that the club numbers got smaller and smaller but the club was doing much the same amount of work as it had always done and I think members got a little tired. In the end the driving force of the Club died and others left town almost at the same time and so the club became inactive in June 2013. The Governor of [District 9455](#), Hank de Smit, was keen for the club to be reformed and so he arranged for this to happen.

### SO WHAT DID WE DO?

- Because there were no business lists available to us we purchased a copy of the Yellow Pages for the area and made a list of over 300 businesses in the area.
- We asked about 8 Rotarians to assist by phoning each of these businesses and obtain the name of the owner or the local manager of that business.
- From this we finished up with a list of just under 250 business and community persons.
- We arranged a cocktail function to be held at the Ibis Styles hotel in Port Hedland and sent out invitations to all the people on the list plus to all the local Councillors and JPs in the area.
- We eventually had approximately 70 acceptances to the function which was designed to tell the Rotary story.
- John Lindsay ([Rotary Club of Matilda Bay](#) and a resident of the town for approx. 10 years about 20 years ago) and Colin Thorniley spent time in the week before the function making appointments to see many of the senior and influential people in town.
- At the cocktail function John did an excellent presentation on Rotary and at the end of the night we had 25 people who expressed their interest in joining.

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- A few days after the function there was a meeting of interested people to decide meeting venue, days, times etc. and at the end of the process 23 people were signed up ready to take the club forward for another 40 years of service to their local community.
- On the 13<sup>th</sup> October the Rotary Club of Port Hedland was officially relaunched. DG Angus Buchanan addressed the group and inducted 23 new members but before the meeting was over another 3 had signed.
- At the time of writing this article RC of Port Hedland has 26 members with at least another 5 ready to join. The challenge issued to each new Rotarian is to introduce one more member in the next few weeks as they have accepted a target of 50 members.

Just by contacting business owners and community leaders without especially looking for a particular gender or age group the initial membership has an estimated average age of early forties and 35% are ladies.

It has been an exciting and rewarding 3 months. The new President of the club is Mal Osborne, the CEO of the Town of Port Hedland. If you get to Port Hedland please visit their club.

## “ PDG NOEL TREVASKIS, NOMINATED AS RI DIRECTOR FOR 2016-18 ”

**From Rotary *District 9710 - District Serviette, Oct 14, Issue 4***

Noel joined Rotary as a member of the [Rotary Club of Goulburn Argyle](#) in 1996; he is now a member of the [Rotary Club of Bega](#).

During his year as President, Noel became involved with Australian Rotary Health and the program of Community Mental Health Awareness Forums. Noel was one of the most sought after speakers for the program, travelling around Australia telling his story to help raise awareness of Mental Health and to help break down the stigma attached to this illness. In 2005 Noel was recognized for his efforts to de-stigmatise Mental Illness when he was awarded a Medal of the Order of Australia. He is still in high demand by all areas of media, nationally and internationally to speak about mental health issues.



**Noel and Sue Trevaskis**

In 2003 Rotary International awarded Noel the Service Above Self Award, the highest individual award a Rotarian can receive.

Noel served as District Governor for District 9710 in the year 2005-06.

In 2007 Noel was the Regional Rotary International Membership Coordinator for Zone 8; a position he held for two years. In 2011 he was appointed to the position of Rotary Coordinator for part of Zone 8, concluding on June 30<sup>th</sup> 2014.

Currently, Noel is the Project Lead for Membership Development for Australia, New Zealand and the South Pacific.

In 2013 Noel was appointed to the Rotary International Advisory Committee for Membership Development, a position he will hold until 2016. Noel has filled the role of RI President's Personal Representative on five occasions at District Conferences.

Sue is a nurse and works for an aged nursing care facility where she works with people with dementia and does palliative care. She has always had a real passion to help and work with people who have disabilities and the aged. Sue also volunteers at a local hospital as a support person for patients with dementia. While Sue is not a Rotarian, she is involved in the Rotary Youth Personal Enrichment program for District 9710, as well as supporting Australian Rotary Health.

Both Noel and Sue have been recognised as Paul Harris Fellows.

In their free time they spend time with their family and enjoy working in their garden. Noel recently retired after a lifetime working in the agricultural industry in marketing and sales management.

Noel's appointment as a Director is wonderful recognition for his dedication to Rotary.

## “KEEPING THEM CONNECTED”

**From Rotary Leader Sept 2014**

New definition of alumni boosts clubs' motivation to reach out to program participants.

**The Board of Directors and Rotary Foundation Trustees approved a new definition of Rotary alumni that includes participants in New Generations and Rotary programs in addition to those from Rotary Foundation programs.**

Think of these alumni as community leaders and you'll see how important it is to pursue a continuing long-term relationship. Giving them the opportunity to share in service projects and activities may well motivate them to become Rotary members.

Encourage your district's New Generations chair to work with your Rotary Foundation alumni subcommittee chair to identify ways to reach out to all former program participants.

Then help us expand our database by contacting alumni you know and asking them to take part in our [survey](#). The survey gives them a chance to share their Rotary story, reflect on their program experiences, learn how to reconnect with other alumni, and discover new Rotary opportunities in their communities.

Here are other practical ways to stay connected to alumni:

- Host an annual alumni event.
- Add alumni to your club's newsletter mailing list, and add an alumni section to your website.
- Create a Rotary alumni committee.
- Include alumni as part of an orientation session for current-year outbound participants.
- Invite alumni to club celebrations.

Learn more about alumni, alumni associations, and how to reach out to alumni at [Rotary.org](#).

## “ROTARIAN'S DAUGHTER WINS THE 2014 NOBEL PEACE PRIZE”

**Rotary Weekly 7 Nov 14**

Malala Yousafzai, the Pakistani teenager shot in the head by the Taliban for speaking out in support of girls' education, is one of two Nobel Peace Prize winners for 2014. Yousafzai's father, Ziauddin Yousafzai, is a member of the Rotary Club of Mingora Swat. Read more about the award and catch up on these other Rotary announcements:

- [Read about the Nobel Peace Prize](#)
- [Read more of Yousafzai's story in \*The Rotarian\*](#)
- [Enter the Interact video contest for a chance to win \\$500](#)
- [The Rotary Foundation earns coveted 4-star rating](#)

## “RI PRESIDENT MESSAGES”

**From Rotary Leader Nov 14 Vol 5 issue 3**

A top priority of our Foundation for more than a quarter of a century has been the eradication of polio. When we started working to immunize children against polio, one thousand people contracted polio every day. But today, thanks to your hard work, there are only a few hundred cases of polio a year! There is no more polio, anywhere, in India. India, along with all of Southeast Asia, is now certified polio-free. Polio is now endemic in only three countries: Afghanistan, Nigeria, and Pakistan. Just three!

When we eradicate polio — and we will — we'll have proved ourselves an organization capable of great things. We'll be even better equipped for the next challenge we choose to take on. And we'll have given the world a gift that will last forever.

In Rotary, strong friendships and great service go hand in hand. When we enjoy our work, we want to do it. We want to work harder, and we want to work better. We look forward to Rotary meetings. Even when our lives are busy, we make Rotary a priority — because we want to see our friends, and we want to serve.

That is why Rotary is still here, after more than 109 years. In Chinese, we say: A life without a friend is a life without sun.

Our Rotary friendships give light to our lives, and it is Rotary friendship — as well as service — that lets us 'Light Up Rotary'.

# "GIVE A YOUNG PERSON THE CHANCE OF A LIFETIME"

## How will you use district funds to support Rotary youth programs?

*From Rotary Leader Nov 14 Vol 5 issue 3*

Courtney was watching traffic go by in a small town deep in the Australian outback when an annual safari tour of 16 inbound Rotary Youth Exchange students stopped for a coffee break.

The chance encounter was about to change Courtney's life forever. The isolated teen, who was starving for conversation with people her age, immediately hit it off with the entire group, and the following year, another class of exchange students on safari went out of its way to visit her.



**Courtney (front) visits with members of the Rotary Youth Exchange safari to the Australian Outback.**

The cost of Rotary Youth Exchange is usually shared by the participant and a Rotary club, and Courtney's family couldn't afford to send her. But the safari tour's leaders and clubs in Rotary [District 9550](#) lined up financial support. Courtney was accepted into the program and is spending a memorable year in Brazil.

A recent decision by the RI Board of Directors has made it even easier for districts to provide people like Courtney with the opportunity of a lifetime.

Effective immediately, districts can use district grants to fund participation in programs including Rotary Youth Exchange, Rotary Youth Leadership Awards (RYLA), Rotaract, and Interact.

What will this mean for your district? Maybe your district would like to use grant money for youth-led service. Or perhaps it's an opportunity to fund a Rotary Youth Exchange for a student like Courtney, or support a New Generations Service Exchange. Your district could provide travel stipends for scholarships that allow more young adults to participate in RYLA, attend regional Rotaract conferences, or attend the Rotaract Preconvention.

"Previously undreamed-of opportunity, experience, and friendship were opened up to Courtney, thanks to the generosity of individual Rotarians and sympathetic clubs," says Geoff Asher, one of the three leaders of the safari tour that found Courtney. "The board's decision will open the door for more clubs to help disadvantaged young people who deserve a better chance in life."

Ivan Vianna, Rotary Youth Exchange chair emeritus for District 4760 (Brazil), took part in a Rotary Youth Exchange to Montrose, Pennsylvania, USA, in 1968. "Youth Exchange may be one of the most popular programs of Rotary, and yet not all families have enough funds to send their child," he says.

"Our district and some other districts create an award to fully sponsor the exchange of a youngster coming from a low-income family. The person touched by such an award surely will have his or her life changed for the better," he adds. "Moreover, there is no better source to find new members than by inviting alumni of whatever youth program."

Talk to your district leaders about how your district can use its funds to advance RYLA, Rotaract, Interact, and other [programs for young leaders](#).

### SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

## "STAR POWER CAN GET YOUR PROJECT NOTICED"

*Extracts from an article from Rotary Leader Nov 14 Vol 5 issue 3*

All Rotary clubs face the same challenges. One of those is to make sure the top leaders in your community aren't just members of the club but are fully engaged with the club and actively involved in its projects.

If your club wants to lead, it must have top leaders. Two categories not to overlook are media figures and celebrities. They make great members, are as eager to get involved as any member, and they provide the added bonus of spreading the good news of Rotary and making any Rotary project that much more exciting.

### HELPFUL TIPS:

1. Recruit local news editors and celebrities as club members. They will spread the word and add excitement.
2. Don't hesitate to ask these celebrities to be involved just like any other member.
3. If someone is a top celebrity and can't commit time to Rotary but appreciates its good works, considering making that person an honorary member of your club. It costs nothing and makes him or her a devotee of your club.
4. Consider involving media figures and celebrities in all your projects or events to make them more productive and special.

## "POLIO INFRASTRUCTURE HELPS COMBAT EBOLA IN NIGERIA"

*Rotary Weekly 7 Nov 14*

Rotary's investments in polio eradication infrastructure in Nigeria has helped the government stop the Ebola outbreak there. The polio surveillance network, which is used to monitor incidence of polio, is now also being used to identify and track suspected Ebola cases. To learn how you can support the fight against Ebola:

- [Read the Board's statement on Ebola](#)
- [Support the efforts of Rotarians in Monrovia on Rotary Ideas](#)
- [Read a news report on polio and Ebola in Nigeria](#)

# Season's Greetings

## and best wishes

### from the Newsletter's Team.

**THE NEXT ISSUE of this Newsletter  
will be published in February 2015.**

**All past editions of the "Rotary on the Move" Newsletter  
can be accessed by clicking [HERE](#)**

**If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)**

ROTARY COORDINATOR TEAM 2014 - 15  
Zone 8 and 7B

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**Zone 7B;** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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