



FROM THE PRESIDENT'S DESK

On Saturday a number of the club attended a membership seminar called Energizing Rotary. One of the questions they asked was, "Why did you join Rotary?" For all of us there will be a variety of different reasons. For those of you who have been in the club for a long time you may not have thought about this for many years. For me who is new to Rotary but not new to volunteering it was about finding a way to make a difference in my local community as a member of a passionate team. Any new members to the club will look to us to guide them through the enormity of Rotary International's reach. We each play our role using our talents and experiences where we can.

As a team we are strong and can achieve a lot. After watching the documentary on the Australian cricket team, it was inspiring to see where individuals had struggles, the team around them pulled together for support. From the words of Justin Langer, "It's not about Me, it's about We".

Thank you to those of you who sent your wishes on the death of my cousin Daphne Beeton. A 70yo with the mind and outlook of a 7yo.

Sue

MEETING REPORT & GUEST SPEAKER

Some members had trouble logging-on for a start but were able to connect to hear Pat Armstrong speak on Rotary and the Environment. Together with many other people she stressed the need for responsible consumption so there can be sustainable cities and development. The planet cannot sustain the over use by the world's population.

It is this sustainable development which has become a focus and Rotary Clubs can apply for Global Grants to assist their projects.

Pat cited the case of how sustainable development can bring other areas of need to focus. An example is the successful East Timor roofing project enabling the installation of solar panels there providing sustainable electricity.

Clubs' environment projects need to involve all members especially younger members. In the past the District has had a tree planting project. Clubs at least should aim to carry out at least one new project.

A scheme has been developed so that for doing certain things Clubs can be awarded a Bronze Silver or Gold Award. Examples for a Gold Award are helping to solve the plastic crisis, becoming Rotarians for bees, planting native trees and growing vegetables. ESRAG – Environmental Sustainable Rotary Action Group can give project ideas.

Warwick was pleased to announce that there were more volunteers than were needed for the Farmers' Market. Don't forget to fill out your work permit form. Warwick will send it out to members.

Bob Williams ran another entertaining Sergeant's Session. Bob has adapted well to presenting on zoom. I think we will all owe the Sergeant a few dollars when we can again meet face-to-face.

Next week will be a Mental Health program and members are asked to wear a hat and be prepared to give a short talk on the reason for wearing that hat. Stuart and Bob are pleased to present another football night in three weeks' time.

Ray

October is Economic and Community Development month.

NEXT MEETING

Our next meeting will be via Zoom (7.00pm) on October 12th when we will be celebrating 'Lift the Lid on Mental Illness', an initiative of Australian Rotary Health.

Our Club meeting will follow at 7.40pm. This will be a continuation of the earlier meeting.

A link to join the meetings is included below.

Contact me if you have any problems – 0417 369 343

Join RCFH Guest Speaker Zoom Meeting – 7.00pm. Club Meeting – 7.40pm

<https://us04web.zoom.us/j/7023517430?pwd=MUwyREFUWUcwS0dXVEh1dURSK3c4QT09>

COMING UP

12 th October	Lift the Lid – Hat Night Chair: Sue Ballard Report: Bob Laslett
19 th October	Community Speaker Christina Chia.
26 th October	Footy Fever Night hosted by Bob & Stuart Williams
2 nd November	No Meeting
9 th November	Rotary Foundation Speaker – Bob Laslett to arrange.

CELEBRATIONS

Time to celebrate all those important events that make you and your family who they are and what brings you all together.



**I KNOW SCHOOL
DOESN'T START
TILL NEXT WEEK**



JUST WALK SLOWLY

Dedicated to all who have 'Home Schooled'.

KEEP SMILING

INTERNATIONAL

1. Fiji Eyes

Check out rotaryeyesfiji.com as it features our newest international club project.

2. Hope Katolo



Georgina in her new house

SPROUTINGS

What is Environmental Sustainability?

'Enough for all, forever'

And 'it's our planet - we can help save it and make a better world for our grandkids'

- Pat Armstrong.

We will be sending a questionnaire out soon to ascertain whether, environmentally, we are at a bronze medal level in the new 9810 awards system.

We hope you can all help us by answering and returning the questionnaire.

Also:

The Board wishes to hear from you. Do you have any planet saving ideas? Especially ones that the club can do as a group effort. Even the smallest project can help, so please let us know.

In the meantime...

What does Fogo stand for?

- FOGO stands for Food Organics and Garden Organics. The introduction of FOGO means that from 11 November 2019, households that already have a green waste bin will be able to place food scraps as well as garden waste into their bright green lidded organics bin. From 11 November, all Green Waste bins officially become FOGO bins.

.... and further changes are coming....

Glenys Grant

ENERGISING ROTARY SEMINAR

Chair PDG Shia Smart, assisted by DG Alma Reynolds.

Speaker Evan Burrell talked about attracting **NEW** members, Speaker Jessie Harman discussed **KEEPING** them.

Speaker 1 Evan Burrell

Evan's significant initial comments were about Rotary and Rotarians:

'A Hero is an Ordinary Person, doing Ordinary Things, in an Extraordinary Way.'
We all want to qualify for this Hero award!

He said – 'What is YOUR superpower? 'We help people – It's what we do'

Another Message from Evan – 'Buy into the Rotary Dream'

He continued: Energizing Rotary stems around **promoting** Rotary and what we do.

- We need to show our passion for what we do as Rotarians.
- Get into a campaign mode.
- Suggested slogan "**Be the Good**" which stems from **Believe There is Good** in the World

Website and Social Media: This is the avenue to create the most impact.

Face to face for two minutes in a lift, talking about why Rotary is attractive no longer works...

Use current media:

- Club Website and social media are virtual mediums and must be as eye-catching as possible.
- In the initial quick 'hit' - if those interested find an outmoded message they lose interest.
- Promote an active public image about what projects and activities the club are involved in.
- Get your design right, and use clear messages
- Highlight achievements – but in as personal a way as possible
- Use the right photos to tell the story better – not of building projects but of people and the impact on their lives.
- Also the impact the projects have had for the Rotarians personal satisfaction.
- **Do it all in a personal way...**

Social Media is where the main communication is now. It creates first and lasting impressions

- Use website and social media to get the story out. Ensure both portray an active Club.

- A tired static website or Facebook page indicates a no-action club.
- Tell Rotary stories through the three different mediums ie Twitter, Instagram, Facebook
- The use of all these ensure the message gets out.

Twitter, Instagram and Facebook

- Use social media such as Facebook, Instagram and Twitter to reinforce messages.
- They should be used to get conversation on activities happening.
- They compliment messages on the website with more dynamic and easily updated information.
- They are only useful if stories are continually updated.
- People getting regular posts will remember and pass on posts that fire their interest
- This reinforces the messages sent.
- It is an easy way to show how active the club is and what focuses they have.
- They create interest and traffic.
- Should aim to have 2-3 posts a week minimum.
- Ideally have 2 administrators looking at and managing social media and website to ensure it is current and active.

Also:

- Make bold statements and related images to get Club story out to the wider community.
- Create stories and interest so followers are easily able to share with others.
- Spread the word not just with followers but out to wider audience.
- Create a positive story with images to get messages across in social media. I.e. the smiling faces of children helped by End Polio or at a Rotary award giving ceremony.
- Talk about projects and key activities involved in- and the personal satisfaction it brings.
- **Make it personal** such as member's involvement and how it was achieved. That attracts new members and rewards current members.
- Tell the story about building relationships

Public image – it's very important for each Club to be current and relevant in branding.

- Promote, promote at every opportunity.
- Wear Rotary and club gear and badges as much as possible.
- Need to ensure use of current branding, not out-dated branding, which some clubs use.
- Signs and banners – they must be dynamic to make impact.
- Always add Club media addresses to every promotion.

LinkedIn is an untapped application esp focused on business/working people and could be used to encourage involvement in projects philanthropy.

Speaker 2 Jessie Harman

Growing Rotary – and the retention problem. It's not about elderly members retiring – it's about new members leaving. Statistics show a problem has been identified around retaining new Rotarians. Many leave after 1-2 years. An exit interview or questionnaire would be useful.

Hints and tips to try to keep them:

1. **Positive Impression:** New volunteers need to get a positive first impression. A new volunteer should be told about Rotary, what it's all

about and the projects undertaken. They should be told about what the club does ie projects and activities.

2. **Meaningful roles:** New volunteers should have meaningful volunteer roles. They need to see they are making a difference. They should be asked what is it they want out of volunteering and rotary. A list of projects in different areas of service should be available for them to be involved in.
3. **Communicate, communicate, communicate.** Have open two-way conversation. Make sure there is sufficient guidance and mentoring, problem solving and support for new members.
4. **Make it fun.** Include active social programs and fellowship. Include activities with wide appeal and opportunities for all members. It's not all about structured meetings and rituals. **Make it totally inclusive of ALL members.**
5. **Recognise and Appreciate members:** achievers may get club recognition and achievement awards to acknowledge work and projects. **Profile them on social media.**
6. **Show members** they are doing good in the community. Making sure volunteers know what they have achieved. Track projects. Bring back past beneficiaries to discuss what it means to them. Tell their story.
7. **Make sure** all members know they are part of something big. Rotary is bigger than the club and can make a difference not just locally. Need to talk about it esp on website and social media and that may inspire others wider.
8. **The big message: "make the Club fit the members- not the members fit the Club". Call to action**

Put our members at the heart of the club. Make the story personal - stories of members and their passion/interests on rotary projects etc.

Reflect on tips and how club can use them.

Get the stories out there. If successful there the club will be energised.

BLACKBURN MARKET – TRADER OF THE MONTH

The **Earthfive** leatherworks stall is operated by Peter Davies who has been a leatherworker since 1969, with a few years in between as a graphic designer.

Peter was telling me, between making made to measure belts for three different customers, that he started his leather journey when he made himself a bag from a goatskin in Kabul in 1969. He was travelling overland from the UK to Australia and wanted to replace the shoulder bag he had. So, he made one! He then made a few more for friends. When he arrived back in Melbourne an old friend heard about his bag making in Kabul and handed him a couple of hides he no longer needed and suddenly this became EARTH Leatherworks in Glenferrie road, Earth II in London when he started travelling again and Earth Three in New York when he moved there. Returning to Australia he had a big workshop employing 10 staff. Now he is on **Earthfive**.

He has been coming to our Blackburn market for more than 4 years. Peter makes shoes, sandals, handbags, purses, wallets, wrist warmers, glasses cases, three legged stools, you name it. He has made leather thigh length boots and helmets for films and the theatre. He will quote on any repairs. He takes credit cards and you can use PayPal. Come and see him at the Blackburn Market or Cockatoo, Mulgrave, or Belgrave markets.

Contact him via his website www.earthfive.com.au by email peter@earthfive.com.au or 0425 713 889

