

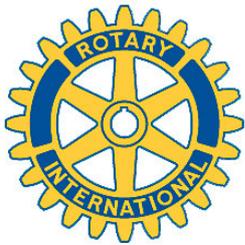


# The Rotary Club of Brisbane Inc.

Founded 29 May 1923 Club 17787

*A global network of community volunteers*

15 October 2012



## The Rotary Club of Brisbane Inc.

GPO Box 2909  
Brisbane Qld 4001

Meets 4<sup>th</sup> Floor  
(Edinburgh Room)  
of the Brisbane Club  
Post Office Square  
241 Adelaide Street  
Brisbane

**MONDAYS**

12.15 pm – 1.45 pm

### OFFICERS

President	Alistair Smith
President Elect	Graeme Whitmore
Imm Past President	Basil Veal
Vice President	Keith Watts
Secretary	Michael Stephens
Treasurer	Dougal Henderson
Sergeant-at-Arms	Cameron Bishop

District 9600  
Club Number 17787  
Founded 29 May 1923

District Governor  
Dai Mason

Rotary International President  
Sakuji Tanaka

## President's Message

Welcome Rotarians and friends,

We have now received the photos from our recent presentation to The Right Honourable Graham Quirk, Lord Mayor of Brisbane. As you can see, Phil Gresham did a magnificent job preparing the cheque, so many thanks to himself and Photofast for their contribution. I would also like to thank Past President Bas Veal as well as the Mayor's office for organising the presentation, and Past President Mike Mauger for attending. For the eagle eyed amongst you, you may also notice that Graham is wearing his Rotary badge reflecting his position as an honorary member of the club. Let's hope this remains in place! Now we need to arrange to forward this to media, and if anyone has any suggestions for tag lines, let me know.



On other news, I am in the process of preparing Melbourne Cup Trifecta tickets for club members to sell and I will have these at Monday's meeting. If you are interested in selling these but will not be present on Monday, please let me know and I will arrange for these to be forwarded to you. In the meantime, I look forward to seeing you all on Monday.

Yours in Rotary

**President Alistair**

**What's On?  
15 October:**

**Keith Watts**  
*Constitution &  
Bylaws for Club  
approval*

## Date Claimer

**Wednesday  
5 June 2013**

Celebration of the  
**90th Anniversary  
of the Charter  
of the Rotary  
Club of Brisbane**

## 4 WAY TEST

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?





## Rotary Meeting –8 October 2012

Chairman of the day Peter Anderson introduced our P Alistair who welcomed our guests. We had four Rotary visitors from Brisbane Highrise Club. They were Phil Breene, James Goodwin, Russell Postle, and Sarah Osbourne. Julian Burgess, a student from Hamburg, whose father is a Rotarian, was a guest of Michael Stevens. Adele Matthews was visiting as a prospective member of Rotary. P Alistair reported that he and Bas Veal had visited Brisbane City Hall last week, and inducted Lord Mayor Graham Quirk into Honorary Membership of the Club. They had also presented the Lord Mayor with an oversized cheque for \$25,000, provided courtesy of Phil Gresham, to the Lord Mayor as the Rotary Club of Brisbane's contribution to the restoration of City Hall. P Alistair again thanked Stan Francis and his band of volunteers for completing the delivery of school tables to Donations In Kind at Durack for later shipment to New Guinea. He also reminded members of our proposed mentoring programme to identify future leaders and prospective charities we could help, and to get any suggestion back to Patrick Caragata. P Alistair will attend a fundraising dinner at International House on Friday to assist our nominee for the Canberra Summer Science School, Madelaine Condon.

In Rotary spots PP Michael Kelly again thanked Stan Francis, P Alistair, Phil Little, Michael Stevens, Mel Evans, Phil Gresham and Wal Bishop and his Apprentice for their hard work in assisting in moving the tables to DIK.

Our speaker today was P Alistair who reported back on his recent business visit to China. Alistair's expertise is in Patents and Intellectual Property Protection. Forty years ago it was open slather with no protection and everything was copied in China. Then when the Middle Kingdom wanted to join the World Trade Organisation the whole scene changed and to join they had to introduce Western Standards of Patents and Intellectual Property Protection. They entrusted implementation of this policy to four large firms.

As Peter Dawson had emphasised to us in a previous talk, Alistair reiterated that to trade successfully in China you had to adapt to the different Chinese philosophy of doing business. In Chinese culture the traditional way of learning a trade was to learn from and copy a master. Copying, instead of being frowned upon, was taken as a form of flattery. To have a different view to the master was an insult. In our culture a signed agreement is a binding contract, whereas in China such an agreement is accepted more as a starting point for further negotiations. It is very difficult for a polite Chinese businessman to say no without offending you.

Alistair told of Chinese companies who could manufacture high end electronic products very cheaply then have to pay large royalty payments to Panasonic or Samsung who had done the original research. To overcome these problems the Chinese Government encourages Chinese companies to do more research and pays them to get overseas patents, to the extent that China is now the source of more patent applications than any other country.

Up to 2004, enforcement of patent rights through Chinese courts was problematical. Then Leggo, and a German bus manufacturer won landmark cases against Chinese copyists and the scene improved. Now the Chinese are very savvy with patent laws. The cost of mounting a patent case in China would perhaps be \$100,000 whereas in Australia there might not be much change out of \$1 million. The penalties in China can also be very harsh including closing down an infringing business for 10 years. Alistair's advice for anyone contemplating doing business in China was to obtain expert local assistance. The ideal situation would be to go into some kind of partnership with an existing Chinese business.

### ROTARY GRACE

○ Lord and giver of all good  
We thank You for our daily food  
May Rotary friends and Rotary ways  
Help us to serve You all our days.

## Calendar

### 22 October:

Fellowship +  
Malcolm Campbell, Rotary  
International Amsterdam

### 29 October:

Dean Prangley

### 5 November:

Fellowship

## Roster

### 15 October 2012:

**President** A Smith  
**Chairman** D Phillips  
**Set Up/Away** C Shepherd  
**Raffle** P Anderson  
**Visitor Register** J Delahunty  
**Attendance** J Smerdon

### 22 October 2012:

**President** A Smith  
**Chairman** K Hamburger  
**Set Up/Away** M Evans  
**Raffle** P Little  
**Visitor Register** P Little  
**Attendance** J Smerdon

### 29 October 2012:

**President** A Smith  
**Chairman** M Kelly  
**Set Up/Away** L Stalley  
**Raffle** P Cluff  
**Visitor Register** S Francis  
**Attendance** J Smerdon  
G Whitmore

### 5 November 2012:

**President** A Smith  
**Chairman** G Burnett  
**Set Up/Away** H Milne  
**Raffle** D Phillips  
**Visitor Register** B Veal  
**Attendance** J Smerdon  
G Whitmore

*Please forward any dates or articles of interest that you would like to see included in future Bulletins to the Bulletin Editor at*

*secretary@brisbanerotary.org.au*



## Rotary Meeting—8 October 2012

(continued)

He told of his own firm's experience where they had employed a Chinese national, who had previously worked for one of the four original patent companies in China, in their Melbourne office twenty years ago. This move was very helpful in any of their dealings with Chinese businesses due to the reputation and respect in which this employee was held by the local authorities.

In the question session that followed members gave their own recollections of trade with China. Peter Anderson's buying trips to China for David Jones started in the 1980's. Brian Carss supported Alistair's comments re employing expert help with a story of how business improved for Odyssey Travel after they employed a Chinese consultant. Once again this lecture proved that some of our best talks have come from within our own membership.

SAA Cam Bishop welcomed our guests and asked for donations of tinned food to be delivered to the homeless through Brisbane Youth Services. A total of 27 attended the lunch, made up of 4 visiting Rotarians, 2 guests and 21 of our own members.

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### RI President: Rotarians promoting service and peace

By Sakuji Tanaka

<http://blog.rotary.org/2012/10/10/tanaka/october/>

Throughout my travels in September, I saw Rotarians promoting Peace Through Service and diligently helping others.

One event that comes to mind, which I attended in September, was the 11th Korea-Japan Goodwill Conference in Tokyo. It brought together more than 1,400 Rotarians from two countries that are experiencing conflict. I was proud to see Rotarians talking about promoting friendship between their countries. Many Rotarians feel that, despite what politicians say, Rotarians share common ideals of service, and this attitude can help transcend conflict. I was very happy to be a part of it.

I also was in Brazil in September, where I met enthusiastic and committed Rotarians at the Rotary Institute in Victoria. They even made me an honorary citizen of Victoria.

From Brazil, I traveled to Tianjin, China, and participated in the World Economic Forum. Leaders from all over the world attended, and I was particularly impressed with the speech by China's premier, Wen Jiabao. He said that people need to be cognizant and cautious of their spending.

While in China, I visited Tiananmen Square in Beijing, the site of the historic demonstrations in 1989. The square is enormous, and from it I could see that a great deal of entrepreneurship is taking place.

Mongolia was the next country I visited, and I had the pleasure to meet the country's prime minister, Noroviin Altankhuyag. He's also the past president of the Rotary Club of Ulaanbaatar, Mongolia's first Rotary club. I also visited two interesting Rotary projects. One was an orphanage, and the other a school providing Japanese-style education. I enjoyed teaching the children how to send heartfelt applause. Students enjoyed my demonstration and we practiced together several times.



I continued my Asian travels to Hong Kong, where I met the financial secretary of Hong Kong. The economy there is excellent, and I could see several buildings being constructed.

It's impressive to see how Rotarians everywhere are full of energy and helping others through service projects. I think that every person has a desire to be useful to others, and Rotary helps them do this.