



The Rotary Club of Brisbane Inc.

Founded 29 May 1923 Club 17787

A global network of community volunteers

24 February 2014



The Rotary Club of Brisbane Inc.

ABN 75 152 438 499

**GPO Box 2909
Brisbane Qld 4001**

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

MONDAYS

12.15 pm – 1.45 pm

OFFICERS

President	Graeme Whitmore
President Elect	Graeme Whitmore
Imm Past President	Alistair Smith
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
Trevor Taylor

Rotary International President
Ron Burton

President's Message

Welcome fellow Rotarians

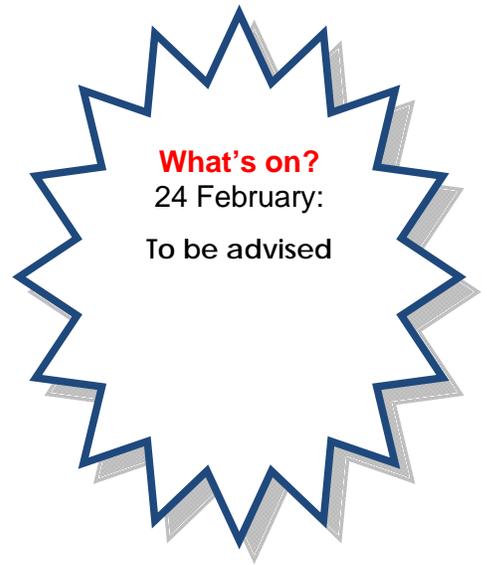
A particularly interesting speaker today and clearly reflected that a moments' inattention or carelessness can have life changing results, our speakers were representing the Paraplegic Benefit Fund of Australia, and while founded in Western Australia now has a team on the ground in Queensland. Their offer of an annual double membership of \$55 that provides a benefit \$100,000 in the event of Paraplegia is worthy of consideration, especially when the latest stats indicate that a lot of baby boomers and the like are the new group of paraplegic persons as we take on risky pursuits after retirement.

Not a large group at today's meeting but several apologies were received and are appreciated.

I am advised Clive Morman is now home, and we wish him well. Don O'Donoghue is now home and I am now receiving the usual email jokes from Don so he must be improving, speaking with Don he advises that he is required to attend approx. six weeks rehabilitation at Wesley on Monday Lunch times. He advises he will return to Rotary following this course.

I am told John Charlton is nearing completion of his treatment and is considering coming to our meetings in the near future, we await his presence.

The Rotary District 9600 Conference is on at the Maroochy RSL Club on the week end 28th to 30th March. Conference sessions are free to all Rotarians and their partners on the basis of registration. There is a wide range of interesting speakers, and entertainment, any Rotarian wishing to attend should register on line now.



Date Claimers

10 April 2014
30th Charter Anniversary of the RC of Taipei Tatung
Hotel Taipei Regent
Details on their website
<http://www.regenttaipei.com>

9 May 2014
Rotary Golf Day

1-4 June 2014
Rotary International Convention, Sydney

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?





President's Message

Turnout for the week was 20 members plus prospective member who was a visitor from Rotaract, and is considering joining Rotary, plus 2 speakers, a total of 23

PP Bas Veal is arranging some very interesting speakers; a larger member attendance would be appreciated.

REMINDER

It has been confirmed that our Annual Golf Day will be **Friday 9th May 11am** with BBQ dinner to follow, as this is one of our major Fund Raisers for the year we are looking to get 100 players this year (25 teams of 4), I appeal to each member to establish a team of 4 players and that would get us across the line, as of today we have a minimum of 6 teams who have expressed their intention, and a Gold Sponsor, but lots more help required. Sponsorship and team formation will be greatly appreciated by Michael Stephens and my self

On the Horizon for this year.

- Taiwan Rotary Birthday Visit: 10 April, Interested persons please see PP Keith Watts
- Sydney Conference: 1 to 4 June 2014
- Opera in the Park, Mt Coo-tha 2pm 23 March
- Art Spectacular 3rd April Opening Night

Please note both the above events, although our club is not involved, will provide some of the benefits to ROMAC which is supported greatly by our own Rotarian Denise Schellbach.

Yours in Rotary

**REMEMBER:
ENGAGE ROTARY CHANGE LIVES**

President Graeme

Rotary Meeting 17 February 2014

Chairman for the day Max Winders welcomed members to the meeting. After Rotary Grace, and toasts to the Queen of Australia and Rotary International, he introduced President Graeme Whitmore. Graeme's message is reported in detail elsewhere in the Bulletin.

In Rotary Spots, Denise Schellbach confirmed that the two burns victims in her care (sisters Rafika and Uswatun) mentioned in last week's Bulletin, had now returned home to Indonesia after extensive surgery in Australia under the ROMAC program. She also reported that she was actively working on 'team formation' for RCOB's Charity Golf Day.

Tony McKinnon indicated that he was now planning a further social function, details of which would be provided in due course. He also reminded members that a few cartons of wine were still available for purchase.

Following a short period of Fellowship, PP Bas Veal introduced the guest speaker for the day, Tony South from the Paraplegic Benefit Fund (PBF). Tony was supported by the Fund's Operations and Marketing Manager, Andrew Hopper.

Tony has been a paraplegic for more than 60 years and he is passionate about helping paraplegics and quadriplegics. He has been PBF's Community Partnerships Manager for the last 16 years. Prior to his role with PBF he had a long and distinguished career with IBM. Among other achievements, he is a former President of the Rotary Club of Mt Gravatt and is a Paul Harris Fellow, is a former world paraplegic archery champion, and is a Past President of the Paraplegic & Quadriplegic Association of Queensland. He has been awarded an OAM and an AM in recognition of his efforts.

Tony's presentation was based on his lifetime experiences. His talk was inspirational and was very much appreciated by members. Further information about Tony and PBF may be obtained by visiting:

www.pbf.asn.au

Continued next page

ROTARY GRACE

O 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

3 March 2014:

Fellowship

10 March 2014:

Speaker - to be advised

17 March 2014:

Speaker - to be advised

Roster

24 February 2014:

President	G Whitmore
Chairperson	A Smith
Set Up/Away	M Kelly
Raffle	S Francis
Visitor Register	G Holtmann
Attendance	J Smerdon W Walker

3 March 2014:

President	G Whitmore
Chairperson	P Anderson
Set Up/Away	P Ryan
Raffle	P Gresham
Visitor Register	K Cocks
Attendance	J Smerdon W Walker

10 March 2014:

President	G Whitmore
Chairperson	M Winders
Set Up/Away	M Evans
Raffle	S Dunlop
Visitor Register	M Winders
Attendance	J Smerdon J Ryder

17 March 2014:

President	G Whitmore
Chairperson	M Kelly
Set Up/Away	A McKinnon
Raffle	A Gillespie
Visitor Register	S Francis
Attendance	J Smerdon Jarrod Ryder

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 17 February 2014

SAA Cameron Bishop was in a happy mood following a holiday in Tasmania, partly researching truffles. As usual he provided a good deal of merriment, while raising funds for charity. Peter Anderson won the raffle.

The meeting closed at 2pm. 20 members and three guests were present.

How do you get End Polio Now ads in Brazilian media? Just ask!

By Marcos Netto, a member of the Rotary Club of Canoas-Industrial, Rio Grande do Sul, Brazil
Source: blog.rotary.org

When I first saw the End Polio Now campaign, I fell for it right away. It was my chance to work for a great cause. But even with all my efforts in participating and spreading the word about the World's Biggest Commercial, I knew I could do more.



Because of your enormous success and drive, I propose a new project for Rotary clubs to undertake. "Every Woman, Every Right" would not only build schools in poorer parts of developing countries, but also advance the security of women, and aid in providing health care where people can't afford hospitals or treatment.

Rotary has provided some wonderful ads to promote the campaign, but they were not being used as much as they could in Brazil. There are several reasons for this, but the biggest, in my opinion, was the absence of local celebrities that would engage Brazilians. So I contacted some fellow Rotarians from Brazil's Public Image Team and suggested we start a Media Swarm Project, or as we say here "Arrastão de Mídia."

The Media Swarm Project idea is quite simple. Using images from national celebrities and Rotary's guidelines, we prepared a series of ads to promote the End Polio Now campaign. We assembled them in a "kit" containing different high resolution formats for print media. We also included an action plan and a time table for contacting media editors, in person, to ask them simply "can you publish this free of charge?"



In District 4670 (part of Rio Grande do Sul), I sent packages with the help of the district governor to 60 clubs. Soon, other public image assistants began following suit. Our media swarm has spread all over the country, and ads are appearing in major newspapers and magazines, all free of charge. "Media swarm" is now in 15 out of 38 districts in Brazil's south and southeast regions. These areas represent more than two-thirds of the country's population and three-fourths of our gross national product.

I know Rotary and End Polio Now are having such a fantastic exposure in many ways they did not have before. And it is just a matter of not being shy to ask: "Hey, can you publish this?" People around the world will be thankful for our help ending polio for good!