



# The Rotary Club of Brisbane Inc.

The Future of Rotary  
IS IN YOUR HANDS

05 October 2009



## The Rotary Club of Brisbane Inc.

PO Box 687  
Kenmore Qld 4069

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	Mike Mauger
President Elect	Bas Veal
Imm Past President	Michael Kelly
Secretary	Brian Carss
Treasurer	Cameron Bishop

District 9600  
Club Number 17787  
Founded 29 May 1923

District Governor  
Walter Buchanan

Rotary International President  
John Kenny

### Vice President's Message

Good morning and welcome to the guests from our sister club, Rotary Club of Taipei (Tatung District) who are joining us at our Rotary Lunch today. On Friday, a number of our Club members met the arriving delegation at the Brisbane Domestic Terminal at Eagle Farm at 11.00am.

We also thank the delegation for inviting our Club members to their banquet on Sunday evening at the Landmark Restaurant, Sunnybank.

Also, a reminder to the Rotary Club of Brisbane members who will be attending the Lord Mayor's Reception tonight that it will be commencing at 6.00pm at the City Hall.

I would also like to welcome our speaker today, Rosemary Vilgan who is the Chief Executive Officer of Qsuper, and the Government Superannuation Officer who will speak on superannuation in Australia. In her role she oversees the Queensland Government's superannuation program involving assets in excess of \$40 billion.

The Club's Board met on 29 September last and it was agreed that the Club would organise two new projects in 2010 which are a charity bike ride commencing at Toombul and an observation car tour to Boonah, finishing with lunch. The car observation tour will include time sections and observation tests. It is not a speed rally.

Our other two major projects are the assistance to Canine Helpers and TAFE scholarships to under-privileged people and these projects will continue for another year.

### Vice President Bas Veal

### Links

RCOB Member Speaker  
List 2009/2010

<http://www.brisbanerotary.org.au/MemberSpeakerList.html>

District Newsletter

<http://www.brisbanerotary.org.au/bulletins.html>

## Maintaining Membership

The Rotary Club of Brisbane has developed a "Join Us" brochure.

These are available at the desk on registration each week.

Make sure you take a hand-full and pass them onto your colleagues and friends when you invite them to join Rotary.

## GUEST SPEAKERS

Monday October 05 2009

Keynote Presentation

**Rosemary Vilgan**

*Superannuation*

*The cost of pensions especially in Australia is an ever increasing burden on the government purse. As a result, we are urged to invest in superannuation aided in part by the 9% employer contribution. However, the GFC has shown that is not a foolproof solution. What is the future for superannuation and what is the prognosis for risk minimisation?*



### Meeting Review 28<sup>th</sup> September 2009

Rotarian Alistair Smith gave a Job Talk titled Intellectual Property in Australia.

As part of the Rotary members' profession talks, Alistair discussed the nature of intellectual property and what his job involves in protecting intellectual property on a day-to-day basis.

In particular, Alistair discussed the different types of intellectual property available including patents, registered designs, trade marks, confidential information and copyright.

In discussing patents, Alistair commented that these are aimed at protecting a concept such as a product or process. In order to be patentable, ideas must be novel (new) and inventive (not obvious to a person skilled in the art). The person skilled in the art should be viewed as a "well-read idiot" in that they are capable of reading background documents regarding a subject and then implementing what is taught in these documents, but will have very little insight themselves.

It was also highlighted that patents provide a limited duration monopoly, up to 20 years, which prevents third parties exploiting what is protected by the patent. As a result, patents provide the right to stop the third parties competing but do not provide the patent holder with the right to implement themselves as the patent holder may infringe a third party's IP rights.

The purpose behind providing such a monopoly is to reward a developer for the investment made in bringing a product to market, which in the case of pharmaceutical products costs approximately US\$800 million per product.

As far as trade marks are concerned, Alistair discussed how these are used to identify the source of goods and services allowing consumers to select products based on the identity of their producer or supplier. For example, in the case of NUROFEN™ this allowed Boots PLC to charge a premium for the Ibuprofen drug even though the patents on this have now expired, allowing generic manufacturers to sell competing products.

In order to be valid, trade marks must be distinct and must describe the product or service for which they are used.

As a result, the best trade marks are typically made up words, such as Kodak, or Xerox. As trade mark protection is indefinite, this can ultimately be the most valuable form of protection available, and in the case of the trade sale of Gillette to Proctor and Gamble, the trade marks were valued at approximately US\$26 billion.

Registered designs are intended to protect the features of shape and configuration of a device and protection is usually relatively easy and cheap to obtain. This is therefore useful in protecting products that are sold on the basis of appearance and for which direct copies may be made, such as OAKLEY sunglasses, SWATCH watches or the like.

Confidential information was briefly mentioned with Alistair pointing out that benefit can be obtained in any situation where information that provides a competitive advantage can be kept secret.

Examples of this in the form of the COCA COLA™ recipe and the secret herbs and spices for KFC™ were mentioned.

In the case of copyright, Alistair highlighted how this applied to literary or artistic works and copyright was created when the work was created and therefore did not require registration. Copyright typically also provides a long period of protection, in the region of life of the author plus 75 years.

A number of questions were asked which highlighted the concern regarding ownership of intellectual property. Alistair discussed how whilst in the case of employees the intellectual property is typically (but not always) owned by an employer, this is not necessarily the case with contractors. Thus, in any situation where IP may be created by a contractor, the contract should be reviewed to ensure ownership of IP is addressed. It was also highlighted that even if this occurs, in the case of copyright there is also an additional "moral right" which cannot be transferred from the author. This provides the author with mechanisms to prevent alteration of the material which might impact on their reputation as a designer.

Finally, Alistair briefly commented on some of the problems associated with commercialising innovation in Australia, including the difficulty of obtaining funding, particularly in light of the changes in grants introduced by the Federal Government.

Chairman PP Alan Gillespie opened the meeting with some sobering thoughts. We only had 23 members in attendance (one guest) and were going through a membership "crisis".

He said at the time of the International Convention, we had 110 members and now we have 65, of which only 40-45 are active.

He encouraged us all to go on a membership drive the likes of what Keith Watts did years ago, because out of 100 we bring along, about 30 would join.

"I'm not suggesting we panic, but it's looking pretty grim when I look around today," he said.

President Mike Mauger expanded on Alan's concerns, saying one of the biggest problems was when people retire, they no longer need to go into the city.

He said last week was an all-time low with only 22 members.

He encouraged us to tell everybody to come along and bring colleagues/friends/family to the talk on QSuper.

Spots:

PP Keith Watts reminded everyone the wine labelling night was at Wal's Shed on Wednesday (but of course, it's too late if you're reading this now) and former Brisbane Rotarian Des Knight would print up box labels. Des is now at the Kenmore Rotary Club.

He also encouraged people to attend the banquet at Landmark Chinese Restaurant in Sunnybank welcoming the Rotary Club of Taipei on Sunday, October 4.

PP Alan Gillespie said the Taiwanese are very hospitable when we visit them. Apparently no matter what night you're there, they will hold a meeting in your honour.

We're also encouraged to meet them upon arrival on Friday, October 2 at 11.10am - they arrive on Jetstar from Cairns and will immediately proceed to Sirromet Winery, then Sheraton Mirage on the Gold Coast.

The reception for the Lord Mayor's Civic Reception at City Hall will be held at 5.30pm Monday evening, October 5.

Acting, Acting, Acting Sergeant-at-Arms PP Mel Evans worked the room for fines and drew the 5 of Diamonds in the raffle. Awwwww.

The Youth Scholarships project in support of disadvantaged young people of Brisbane together with Brisbane Youth Service was approved by the Board.

Enjoy your weekend.

## CALENDAR

**A Delegation from our  
Sister Club Taipai Tating  
will be  
visiting with us at  
Brisbane Rotary Club**

**When:  
5th October**

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## ROSTER

### Monday 05 October 2009

Acting President	B Veal
Chairperson	D Phillips
Set Up	K Hamburger
Put Away	M Kelly
Raffle	K Jenkins
Visitor Register	L Stalley
Fellowship	G Sellars
Attendance	B Esler G Whitmore

### Monday 12 October 2009

President	M Mauger
Chairperson	G Cause
Set Up	B Cunningham
Put Away	J Puttick
Raffle	P Little
Visitor Register	R Walters
Fellowship	M Stephens
Attendance	B Esler G Whitmore

## DATECLAIMER

### Keynote Speaker 30 November

#### John Quinn

Director, Sustainable Industries  
Division, DERM

*"What programmes exist or are planned to explain to the General Public what sustainability is and what can they do and what they can expect Commerce and Industry to do to enhance it?"*

### 2010 District Conference

When: 26th March 2010  
Where: Pelican Waters

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

secretary@brisbanerotary.org.au

## 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.**

## FOUR 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?