



10 August 2009



The Rotary Club of Brisbane Inc.

PO Box 687
Kenmore Qld 4069

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	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

President's Message

It is interesting, yet not unexpected, that what is deemed to be a simple matter – is not! Wal Bishop, his project team and I have been looking into the area of the homeless in Brisbane.

We have found that there is a plethora of descriptions, interpretations, and opinions on what 'homeless' means and even more of the same on how the challenge can be solved.

To help us to understand this challenge, our Keynote Speaker this week is Dale Murray, who is the Principal of the Edmund Rice Education Australia Flexible Learning Centre Network who will be speaking on the topic of 'The term 'homeless' means many things to many people, in the case of Brisbane, what and who are they, and how can they be assisted?'

Notwithstanding where you come from, the fact that Brisbane, along with other places, has a large number of people declared as homeless is real, but assistance and support for these people is neither consistent nor enough.

However, none of us believe that we can immediately overcome this challenge, but it is my intention that this year's Rotary Club of Brisbane project will leave a lasting impression and legacy for those affected within our aegis, by utilising our combined capability and experience.

I encourage all members to get involved once the project is announced and, in the meantime, if you can assist the project team in any way, please contact Wal, thanks.

Remember, the future of Rotary is in your hands.

Yours in Rotary

President Mike Mauger

New Links

**RCOB Member Speaker
List 2009/2010**

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

District Newsletter

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

Maintaining our Membership

The Future of Rotary in your hands.

This is particularly true for Membership. Please make certain you have some of our new membership brochures when you invite your colleagues to join this International Service organisation.

GUEST SPEAKERS

Monday August 10 2009

Dale Murray
Network Principal
Edmund Rice Education

The term "homeless" means many things to many people - In the case of Brisbane, what and who are they and how can they be assisted?



Meeting Review 3rd August 2009

IS Rotary A Soft Touch For Charities?

The answer is YES!!

This week Rotarian Bob Aldred provided an enlightening insight into the way charities and not-for-profit organisations work based on his extensive experience in this field.

Bob began his career 40 years ago in the health and welfare sector at Gladesville Psychiatric Hospital in Sydney.

"They were exciting times with new drugs and methodologies that were changing the face of mental health," he said.

"It was also the years of the Vietnam War and the rise in the availability of hard drugs especially heroin."

Bob completed his training (on-the-job) as a psychiatric chaplain, industrial Chaplain and jail chaplain.

During these years, he was also the Pastor of a church that included 23 acres of Aged Care facilities and a Boys Orphanage.

He worked at the Sydney Methodist Mission as Director of Community Services that included responsibility for Sydney Lifeline, a Psychiatric Hospital, an Intellectually Disabled Hospital and Sheltered Workshop and a Homeless Shelter and Day Centre.

Bob then accepted the challenge of a Church in Albury Wodonga that had had a rough history and was in danger of closing its doors.

"Over eight years we saw the church grow to three congregations, a welfare and counseling program catering for over 600 people a week, a singles ministry for the single, widowed, divorced, and separated people," he said.

"To achieve these goals we established a Coffee lounge and opportunity shop, and marketed our programs and fund raising through extensive media including a talk back radio program on the Macquarie network, a weekly newspaper column and public advocacy."

"The success of these years was largely due to the expectation that those receiving help should be encouraged to participate in providing our services. Consequently, we had a strong team of volunteers, mostly from the community."

After eight years, circumstances led Bob to Brisbane where he worked 20 years as CEO of the Alcohol and Drug Foundation-Queensland.

As well as fulfilling this role, he also served on the Board and as President of QCOSS, the peak organisation for the community sector, help set us with Jackie Byrne the Community Sector Employers Association in order to enable the formation of the Social and Community Sector Award and to provide assistance to community organisations with respect to industrial matters.

I also wrote a curriculum for Community Organisation Administration and Welfare Studies and lectured in this area at TAFE.

"I applied my experience and qualifications to my job as CEO of ADFQ which grew in the 20 years I was there from a small organisation with six staff and capital of \$10,000 to a state wide organisation with over 80 staff, treating around 10,000 clients a year," he said.

"The services included general counseling through an Employee Assistance Program with contracts with about 450 companies, organisations and government departments, a drug rehabilitation program, an international conference, prevention and educational programs, and advocacy through lobbying, advisory committees and the media for improvements to policies.

"With this background across addictions, counseling, mental health, disability and homelessness, I will now address the issues that affect Rotary with respect to the health and welfare sector."

Bob said the reason Rotary was a "soft touch" was the perception that it's "an organisation of generous and wealth business people".

"As business people, not many Rotarians are experienced in dealing with the clients that charities cater for," he said.

"Consequently, Rotarians are ripe for the emotional appeal of the human interest based presentation."

He said charities were very good at telling stories.

"It is part of the armoury of the charity worker. Anecdotes sell better than hard facts. Nothing moves people more than the story of how a person down on his or her luck overcomes adversity. The facts that the story is about one client in 100 or more, or that the cost ratio is highly inefficient, or that the staff client ratio is either ridiculously low or ridiculously high with respect to the service provided are often omitted in the presentation."

"Thirdly, Rotary usually doesn't require an in depth assessment of the charities that it helps."

Bob said as a result Rotary tended to react subjectively rather than objectively to appeals for support, and therefore itself was "inefficient and ineffective in its investment in the lives of people".

"Paradoxically, while in business we would do a thorough, comprehensive analysis of an investment, even for significant amounts of donations we are incredibly subjective," he said.

Bob said the way to give effectively was to do our homework, understand the sector and properly screen candidates for donations.

What strategies can Rotary use to effectively support charities?

1. Assess where a charity fits in the help provided to its client base.
 - a. Is it duplicating services?
 - b. Does it integrate with other services?
 - c. Does it assess client outcomes in consultation with other services?
2. Do a financial assessment of the charity.

(Continued on Page 3)

CALENDAR

2010 District Conference

When:
26th March 2010

Where:
Pelican Waters

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ROSTER

Monday 10th August 2009

President	M Mauger
Chairperson	J Smerdon
Set Up	A Sandy
Put Away	C Muir
Raffle	C Mormon
Visitor Register	R Walters
Fellowship	D Phillips
Attendance	B Esler
	G Whitmore

Monday 17th August 2009

President	M Mauger
Chairperson	M Evans
Set Up	S Francis
Put Away	B Cunningham
Raffle	R Buchanan
Visitor Register	B Veal
Fellowship	M Pennisi
Attendance	B Esler
	G Whitmore

DATECLAIMER

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



Meeting Review

3rd August 2009

(Continued)

- a. Is its financial management in accordance with Australian Accounting Standards?
- b. What are its income sources? What are the risk factors for future income? (Single or multiple sources?)
- c. Does it have a plan for future growth?
3. What are the skill levels of its managers and Board members?
4. Does it address the systemic problems of its clients?
5. Does it effectively utilise volunteers – Can Rotarians be involved.
6. Are there opportunities for Rotarians' skills to compliment the staff through training, mentoring, etc.?

Other Strategies for Rotary to consider:

1. Call for applications.
2. Require regular reporting to Rotary through attendance by a representative of the charity on at least a bi-monthly basis. Maybe as an Honorary member.
3. A Rotarian to attend the Charities Board meeting bi-monthly as an observer.
4. Regular reports in our newsletter.
5. Links to webpages

Chairperson Don O'Donoghue noted that some of our best guest speakers are Rotarians. His thoughts were supported by Alison Sandy who remarked that when Bob was CEO of the ADF, everybody in the media knew he was the man to go to on these issues. No other person has had more impact or been as effective since.

President Mike Mauger spoke of the District Governor's visit last week and reinforced his call for a concentration on membership.

He said there was a delay in the announcement of the club's new Rotary project to tackle homelessness because of a need for more research. Perhaps we can apply Bob's rules to that one too.

Rotarian Wal Bishop also spoke on the importance of membership and referred to page five of the latest edition of Rotary Down Under where it was emphasised that the future of Rotary was "up to us". He talked of the challenges such as the Global Financial Crisis, but encouraged us to get more members along to meetings.

His son Rotarian Cameron was Sergeant-at-Arms and fined Alison Sandy for having a front page on homelessness the other week. Problem is, it was on alcohol-fuelled violence and was on the front page for three consecutive days. Cam needs to start reading The Courier-Mail!

Rotarian Bob Aldred then counter-fined him for referring to his organisation as Drug Arm instead of the Alcohol and Drug Foundation. Lucky his jokes were funny!

The winner of the 'Find the Joker' raffle this week was John Smerdon! He drew the Queen of Hearts and won a bottle of wine, so the jackpot is now well in excess of \$1,200!

Also another reminder that we have a sausage sizzle on September 13 as part of River Fire.

Enjoy your weekend.

News/Requests for Assistance!

The Cancer Council of Queensland is in the process of recruiting volunteers for Daffodil Day 2009.

All funds raised from Daffodil Day are dedicated to research, prevention and early detection programs and support for cancer patients and their families.

This could be an opportunity for staff in your organisation to become involved. Daffodil Day will be operating in Shopping Centres and volunteers will be asked to sell merchandise on behalf of the Council.

For more details contact

1300 65 65 85

or email nicolebaker@cancerqld.org.au.

The Queensland Police Service is seeking persons who can assist the Service with their recruitment and promotion selection panels.

The Queensland Police Service includes a community representative on all its recruitment and promotions panels where the role has substantial public contact/interface.

People who have experience in business, human resource management and/or recruitment and selection at middle management level in either the public or private sectors are suitable.

The positions are voluntary with recompense for expenses related to the panels.

If you or your colleagues are interested, please contact kelly.maureen@police.qld.gov.au before the 28th August, 2009.

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?

Membership...

