



The Rotary Club of Brisbane Inc.  
Founded 29 May 1923 Club 17787

*A global network of community volunteers*

22 February 2016



The Rotary Club of  
Brisbane Inc.  
ABN 75 152 438 499

**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	Phil Gresham
President Elect	Tony McKinnon
Imm Past President	Graeme Whitmore
Vice President	Keith Watts
Secretary	Michael Stephens
Treasurer	Warren Walker
Sergeant-at-Arms	Cameron Bishop

### Directors, Main Committees

Club Admin	Rick Tamaschke
Membership	Tony McKinnon
Public Relations	Denise Schellbach
Rotary Foundation	Graeme Whitmore
Service Projects	Patrick Caragata

**District 9600**  
**Club Number 17787**  
**Founded 29 May 1923**

**District Governor**  
John Leddy

**Rotary International  
President**  
K.R. (Ravi) Ravindran

### President's Message

This week's speaker is Bruce McNaught Assistant Governor D9600 speaking on Membership, if you haven't sponsored a new member for a while or never sponsored don't miss this meeting. Bruce visited our club earlier in the year and I know that he will be a good speaker.

Last week we had the first of our presentations on projects, our aim is to have one main focus project and several smaller projects, we had the best attendance in months along with three potential new members, I hope that this can continue. Next week we will have Tony and Graeme present their projects, they required more time to prepare.

This week I had an email from Yvonne Williamson that I circulated to the club, Yvonne, originally from Brisbane, attended our changeover meeting in June, she is the Charter President for The Rotary Club of Tianjin (Provisional). The club will be chartered on the 22nd of May and will be attended by President Ravi as the RI Convention in Seoul is on the following weekend. I hope that members from our club can attend, flights to China and accommodation are very reasonable.

Yours in Rotary

*Phil Gresham*  
President

### WHAT'S ON?

22 February 2016  
Bruce McNaught,  
Assistant Governor  
D9600:  
Membership

### DATE CLAIMER

April 29 to May 1, 2016:  
District 9600  
Conference

### 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 15 February 2016

President Phil chaired the meeting.

President Phil welcomed members and introduced 4 guests

1. Alan Stephens – the District Governor elect
2. Suzanne Green
3. Jacqui Payne
4. Jackie Bayard

Apologies were received from Kevin, Rick & James.

### Spots

1. Denise Schellbach thanked those members who had helped her staff the 'Eddie's Van initiative over the school holidays
2. Tony McKinnon indicated that there would be a 'Back to the Future' Sunday Lunch on 19 or 20 March. The aim would be to inspect RCOB's time capsule in the Botanical Gardens followed by lunch.

Patrick introduced the presentations on potential projects to be considered by the committee, which comprised:

1. Pres Phil on the Salvation Army suggestion that the club provide one or all of three vehicles it requested, namely a kitchen trailer for \$30,000, a trailer cold room to hold supplies and site equipment for \$15,000 each
2. Max Winters spoke on the Shaftesbury centre which currently provides accommodation for young people who struggle to go to school, mainly inner-city youth
3. Gerald Holtmann spoke on the financing of the training of rural medical staff to work with their local GPs in the carrying out colonoscopies under a state government initiative that has financed the facilities and GPs but not the support staff. He suggested a modest proposal for \$4000 of which \$3000 would be financed by the Rotary club of Brisbane and the balance by the local Rotary club in the area where the support staff would work

4. Denise spoke on helping suicide prevention and mental health issues. Eddie's fan showed that mental health problems or widespread through the homeless people within Brisbane and that there was ample area for a project to be developed. Max felt that this idea and the Shaftesbury centre proposal could be focused on the same areas.

More work in these areas will follow over the next few weeks.

Max won the raffle and the Joker is still in the pack

Pres Phil closed the meeting.

There were a very pleasing 21 members and 4 guests.

### *Ghana excited to take part in next phase of H2O Collaboration*

By Ako Odotei, a member of the Rotary Club of Tema, Ghana, Africa.  
Source: [blog.rotary.org](http://blog.rotary.org)

When the Rotary-USAID International H2O Collaboration asked Rotary clubs in Ghana to participate in the second phase of the partnership, there was a lot of excitement as well as some trepidation. US\$4 million (the amount the collaboration has committed to each country for 2015-18) is a lot of money!

Even though we were successful the first time around (from 2009 to 2013), setting up a national project between clubs can bring some challenges of their own. We didn't want clubs to feel as if the project was being forced on them. So we began by promoting the benefits of this partnership and project to club leadership. Club leaders were informed of the long-term nature of the project, and the importance of choosing members with skills to ensure a successful outcome. To collect information and data, we asked local Rotaractors to help. We anticipate 34 clubs will participate.

*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

### 29 February:

Project Presentations

### 7 March:

Cherryl McNaught, D9600 – Organ and Tissue Donation

### 14 March:

Project Presentations

### April 29 to May 1, 2016:

District 9600 Conference'

## Roster

### 22 February 2016:

President	P Gresham
Chairperson	G Holtmann
Set Up/Away	M Winders
Raffle	J Ryder
Visitor Register	G Whitmore
Attendance	D Schellbach J Smerdon

### 29 February 2016:

President	P Gresham
Chairperson	K Watts
Set Up/Away	C Shepherd
Raffle	C Muir
Visitor Register	P Anderson
Attendance	J Smerdon D Schellbach

### 7 March 2016:

President	P Gresham
Chairperson	W Walker
Set Up/Away	R Tamaschke
Raffle	W Bishop
Visitor Register	M Stephens
Attendance	D Schellbach J Smerdon

### 14 March 2016:

President	P Gresham
Chairperson	T Kung
Set Up/Away	J Delahunty
Raffle	K Jenkins
Visitor Register	A Gillespie
Attendance	D Schellbach J Smerdon

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](mailto:secretary@brisbanerotary.org.au)



As far as I am concerned, Rotary is all about fellowship and service and the collaboration presents Rotary members the opportunity to have a meaningful connection with the local communities and direct beneficiaries.



Primary school children in the Volta region of Ghana use a new spigot to wash their hands.

We are expected to raise \$200,000, so securing an international partner and other club/district contributors are essential. To find an international partner, we advertised in the Water and Sanitation Rotarian Action Group (WASRAG) bulletin. Thanks to the support of Past District Governor Ron Denham, we received a lot of interest and we secured a partnership with District 6380 (parts of Ontario, Canada, and Michigan, USA). We have worked with them in the past and are excited to once again work together. We would like to secure more District Designated Funds and/or cash contributions, so if you are interested, please email us at [rotaryusaid@rotary.org](mailto:rotaryusaid@rotary.org).

In April 2015, the host project management committee, Global Communities (USAID's implementing partner) and USAID Mission-Ghana began discussions with the Community Water and Sanitation Agency (the government agency in charge of rural water and sanitation in Ghana). Six areas in the northern, southern, western, and eastern regions were selected based on a needs assessment done by the Community Water and Sanitation Agency. From these regions, 13 districts were selected and approximately 130 communities have been earmarked for intervention. After the club committees are trained, we will conduct a needs assessment and verify needs in those 130 selected communities, then begin implementing the project in March 2016.

Some struggles we faced were getting all organizations on the same page. We are finalizing a plan which will include monthly informational meetings between the host project management committee, Global Communities, and the USAID Mission for updates, additional strategic planning and coordination of all activities.



About the author: Ako Odotei is chair of the host project management committee in Ghana for the Rotary-USAID International H2O Collaboration. The host project management committees are responsible for the oversight and coordination of the partnership on the ground in their countries.

### 6 social media resolutions to get your club noticed

By Evan Burrell  
Source: [blog.rotary.org](http://blog.rotary.org)



Maybe you spent much of last year banging away on social media to gain exposure for your club (because everyone says you should), but you felt like you were getting nowhere fast. It's still early in the year. Why not take a step back, make an honest assessment of your approach, and determine what you could do better.

Here are six social media resolutions I think you should make this year to elevate your club's social media exposure.

1. **Be consistent** – Post regularly and often. You won't build a solid social media presence by posting every once and a while. If you are using Facebook, Instagram, Flickr, or Pinterest, post at least once a week. For Twitter, every one to two days is key.

2. **Develop a social media schedule** – Manage your time by planning your club social media activity in advance. Since you can schedule your Facebook posts days or weeks ahead of time, take advantage of this ability. You will quickly find managing your club Facebook page will become a lot easier and feel less ad hoc.

3. **Mix it up** – Look at how you can use new and different social media platforms, or different types of content, to engage your audience and promote the good things your club is doing. Why not shoot an enticing video for membership recruitment? Or pose a question, such as "What was one thing you found interesting about this week's speaker?"

4. **Develop a strategy** – If your club is still using social media without a strategy, stop! A strategy will give your social media exposure purpose and identify the benefits to your club. Each social network has its own features, strengths, and best practices. But you want to make sure people are getting a cohesive message of what your club is about across all platforms. Start by defining goals and objectives. That will help you define your audience, choose the right platform, and determine your message.

- Do you want increased event participation?
- New members?
- Increased traffic to your website?
- To build an online community?
- What will success look like? What can you measure?

5. **Establish guidelines** – Dealing with the do's and don'ts of social media can be a minefield, so chart a path through it by creating a social media policy. Decide who can and will share online, who has password and login information, and who can be a backup if the main person is on holiday. Set clear boundaries for what you are going to share. If in doubt, get ideas from social media policies of other organizations. And make a crisis plan: what happens in the event of a PR emergency?



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**6. Have FUN** – This is the most important resolution and one you should try to stick to. Use your social media platforms to let a little bit of personality shine through and share with your audience a mix of interesting, entertaining, humorous, or helpful content relevant to your club and community.

While it can seem overwhelming, social media is the best Rotary promotional tool for building strong relationships and engaging with your community. If you set yourself some achievable goals this year, you and your club will reap the rewards.



**About the author:** Evan Burrell is a member of the Rotary Club of Turrumurra, New South Wales, Australia, and a former member of Rotaract. He has been involved with Rotary since he was 18. He currently manages social media for Rotary Down Under, the Rotary regional magazine of Australia. Follow Evan on Facebook.

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