



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

*A global network of community volunteers*

6 June 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 is a club forum where we will look at and analyse the results of the online survey. Last week it was my pleasure to award Jacqui her 6th Paul Harris Fellowship, Jacqui is doing an excellent job organising Wal Bishop's Testimonial Dinner which will be held on Wednesday 31st August at the Tattersall's Club. I would like to past members and past presidents, please contact Jacqui ASAP if you have their email or home addresses.

The board met after last week's meeting, it was decided that the bequest of \$100,900 by past member Clive Mormon would be transferred to the club's Benevolent Fund and profits from this would be given in Clive's name for the future.

On Thursday night the club membership committee met to discuss membership growth and retention, PP Keith will give a report at Monday's meeting. It is expected that all coming directors

See you Monday!

Yours in Rotary

*Phil Gresham*  
**President**

### WHAT'S ON?

**6 June 2016:**  
Mystery Event

### DATE CLAIMER

**June 12 2016**  
District 9640 Training  
Assembly for club officers  
and directors

**June 23 2016**  
RCOB Charity Golf Day

### 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 30 May 2016

President Phil Gresham was Chairperson for the day. After Rotary Grace, and toasts to the Queen of Australia and Rotary International he welcomed members and visitors to the meeting. Phil's message is provided in full elsewhere in the Bulletin.

In Rotary Spots, PP Graeme Whitmore reminded members of RCOB's Charity Golf Day scheduled for 23 June at North Lakes (brochure previously circulated). 50 players had registered so far and Graeme is hoping for final numbers near 100.

VP Keith Watts publicised the D9600 scheduled for 12 June. An Invitation and Registration form are attached. Keith urged all Office Bearers for 2016/17 to attend.

Jacqui Page provided a progress report on arrangements for the Wal Bishop Testimonial Dinner. The function is now scheduled for 31 August. Her committee was currently compiling an invitation list and an invitation had been designed with the help of members of the Rotaract Club of Brisbane RiverCity.

After a short period of fellowship, the Chair introduced the Guest Speaker, Rylie Thornton, Foundation President of the Rotaract Club of Brisbane RiverCity. She reported that her club had had a successful year and now had a solid core of around 20 members. She thanked RCOB for its support. Additional clubs now existed in the area and there were more than 100 Rotaractors in District 9600. She spoke about the Australian Rotaract Conference 2016, which would be held in Brisbane on 15-16 October at the QUT Gardens Point Campus. Districts 9600 and 9630 will be co-hosts of the event. Details of the extensive Conference Program can be found at: <http://conference.rotaract.org.au>.

This was an excellent presentation that generated numerous questions and discussion. Finally Rylie was thanked by acclamation.

President Phil was Acting SAA and asked members to contribute \$5 in lieu of the usual fines. Visitor Mark Williams won the raffle but the joker is still in the pack.

The meeting closed at 1.50pm.

## What does a Rotary club designed by younger members look like?

By Gordon Matthews, past governor of District 6920 (Georgia, USA), Rotary Club of Savannah East

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

A panel of three young members spelled out for us the issues that block young people from joining Rotary during our spring assembly a few years ago — scheduling, cost of dues, and rules.

I've been active in developing leaders in our community and have worked with our Group Study Exchange teams in the past, so I know the energy and potential in this "under 40" generation that we need to tap for Rotary. But I've also seen several Rotary clubs try to do this with limited results, because they stayed too close to the traditional model and dues structure.



The leadership team of the Rotary Club of Metro Savannah with the author (seventh from left in white shirt).

### Breaking the mold

To break that mold, I asked the son of a fellow member to gather a group of young people in the metro area of Savannah to explore the idea of starting a new club. I told them there are really just a few rules — to meet weekly, pay dues, and train a president-elect. The rest are just a lot of traditions. They were directed to develop a format that would meet their needs.

The team included young professionals with a Rotarian parent, past exchange participants, and others who were just interested in tackling the challenge. Several had taken part in our leadership development program and wanted to keep learning about the community. Others were in a social group that met monthly but craved more substance.



## Calendar

**13 June 2016:**

Fellowship

**20 June 2016:**

Ms Christy Frank  
Motivational Speaker

**27 June 2016:**

TBA

## Roster

**6 June 2016:**

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

**13 June 2016:**

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

**20 June 2016:**

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

**27 June 2016:**

**President** P Gresham  
**Chairperson** A Gillespie  
**Set Up/Away** J Delahunty  
**Raffle** K Jenkins  
**Visitor Register** T Kung  
**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)



After an initial meeting or two with district leaders, the team met on their own for six months to craft a plan and draw up a list of candidates. When they had 75, they invited them to a reception to introduce the concept and explain how to become a charter member. Applications came in quickly and they froze the group at 50 to submit their charter application, adding the remainder to a waiting list.



A recent service project.

The Metro Savannah Rotary Club started with a bang and has never looked back. They are careful to add members who maintain their diversity and bring in unique perspectives. Their membership includes engineers, construction managers, attorneys, graphic designers, sales managers, librarians, and non-profit directors.

**What works**

Annual dues is \$300. Members stay up to date on Facebook. They meet for lunch the first and third week of the month, calling in sandwich orders. Another week, they network at a pub over drinks. This in itself invites membership inquiries from others in the pub. And at least one meeting is a service project. The club has had at least 12 projects every year.

After a year, the board held a full day retreat to examine their format and make tweaks. Attending only as an observer and resource, I was impressed these busy young professional gave up most of their Saturday to evaluate and plan.

The club continues to thrive with more than 60 members, most under the age of 40. It's a great model for other districts who want to launch dynamic clubs of young professionals. And with the recent action by Rotary's Council on Legislation, it's easier than ever to step out and try new things. For more information how we got this idea off the ground, contact me at [Gordon.matthews@earthlink.net](mailto:Gordon.matthews@earthlink.net)

**The Jam on Instagram: Why your club should use it**

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

The most engaging posts on social media are the ones that include images. That isn't a statement, it's a fact!

Out of all of the social media networks, I have to say Instagram is my favorite. Why? Because photos equal fun!

Although Facebook is currently the most popular social network, other platforms have been gaining ground, especially visual platforms like Instagram, which allows users to share photos after applying edits and digital filters. After uploading your photo, you can share it on your club's social networking sites like Twitter and Facebook. Instagram is awesome when it comes to showing your creativity and it has 300 million active users.

So why should your club be on Instagram? Because "a picture is worth a thousand words." There are so many things you can do with photos to showcase your vibrant club and promote Rotary.

Before your jump in:

1. **Make sure you own a smartphone with a camera:** An Apple iPhone or Samsung Galaxy will suffice.
2. **Download the Instagram app:** You can't get started unless you start using it. Download the app from Google Play for Android or Apple App Store for iPhone and iPad.
3. **Use hashtags:** They are how you reach new audiences and gain more followers. Mix them up. Use some that are general (#barbecue), some that are trending, and some that are Rotary specific (#Rotary, #RotaryStory, #ricon16). But make sure they are relevant to what you are posting about.
4. **Engage with your audience:** Respond to comments you get on your photos. Follow others who are passionate about Rotary or about helping the community. Like and comment on their photos.

5. **Use captions:** Keep text to a minimum, because it is a visual platform. But make sure you have some kind of caption for every post to give viewers context. Don't just leave the caption field blank.
6. **Plan your photos.** Just like the old days of film photography, capturing good photos for Instagram with your smartphone requires planning. Occasionally there are happy accidents, but it's about putting yourself in a position to get a good photo. Experiment with different angles and plan around your source of light. Keep your eye out for that key moment or winning facial expression.
7. **Take a lot of photos:** Professional photographers shoot hundreds of images to get that one good shot. The same is true for Instagram. And in the days of digital photography, this is easier than ever, and you don't have to blow a fortune on film. Take 10, 20, or more photos of the same subject and use the one that turns out best. Remember, Ansel Adams said, "There are no rules for good photographs, there are only good photographs."

So go forth and start capturing those beautiful Rotary moments. Once you're on Instagram, follow us @rotarydownunder, and follow Rotary @rotaryinternational.



About the author: Evan Burrell is a member of the Rotary Club of Turramurra, 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.