



The Rotary Club of Brisbane Inc.

Founded 29 May 1923 Club 17787

A global network of community volunteers

1 August 2016



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	Anthony (Tony) McKinnon
President Elect	
Imm Past President	Phil Gresham
Vice President	Dr Keith Watts
Secretary	Michael Stephens
Treasurer	Warren Walker
Sergeant-at-Arms	Max Winders

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

District Governor
Alan Stephens

**Rotary International
President**
John Germ

President's Message

Fellows,

Our club is coming into a busy and exciting time. The Wal Bishop Tribute Dinner is less than five weeks away, our club's morning roster at Rocklea for Donations In Kind is on 6 August between 8.00 and 10.00 am (with "mornos" at a local cafe), and my first Red Wine Cluster Meeting - it's all happening at Brisbane Rotary. We need to give our full support to the dinner and the DIK activity.

I plan for the club to have a Club Assembly at the first available opportunity in the next couple of weeks. So put your thinking caps on so that we can all have a fruitful and constructive session examining where our club is, where we want it to go and what it can achieve in all its activities and projects.

Yours in Rotary

Tony McKinnon
President

WHAT'S ON?

1 August 2016:
Nigel Hendy EPIC (a charity)

DATE CLAIMER

August 6 2016
(Saturday)
Donations in Kind

August 31 2016
Wal Bishop Testimonial
Dinner

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 25 July 2016

Chairperson for the day was Mel Evans. After Rotary Grace, and toasts to the Queen of Australia and Rotary International he introduced President Tony McKinnon, who welcomed members and guests to the meeting. Tony's message is provided in detail elsewhere in the Bulletin.

In Rotary Spots, Jacqui Page reported that arrangements for a successful Wal Bishop Testimonial Dinner (scheduled for 31 August) are progressing well. Registrations for the event had been steadily increasing (some 80 so far) and the web-based booking system had been working well. PP Phil Gresham will be MC and speakers will be tightly scripted. Members were urged to attend and also to publicize the event amongst their colleagues and friends. Key tasks that still needed to be organized are music and the raffle. Work on the establishment of a scholarship was also proceeding.

PP Graeme Whitmore reported on the RCOB Charity Golf Day held on 23 June. All things considered, this had been a successful event with some \$6,000 raised for charity. A Summary Golf Report is attached. Graeme was warmly thanked for his efforts.

Denise Schellbach publicized the forthcoming guest speaker program (as detailed in this Bulletin) and urged members to attend. Denise had again produced an excellent program.

Following a short period of Fellowship, much of the remainder of the meeting discussed membership and future directions for the Club. Phil Little again urged that there should be some focus on technology and innovation as this might attract younger members, including former Rotaractors. Further discussions will follow in the weeks ahead.

SAA for 2016/17 Max Winders ran an entertaining session and managed to exact the usual fines. Steve Dunlop won the raffle, but the joker is still in the pack and the jackpot remains to be won.

The meeting closed at 1.55pm.

Workshops teach students to be good citizens

By Rajesh Kumar Modi, Rotary Club of Mumbai Borivali East, India
Source: blog.rotary.org

Children are the future of any country. We as members of Rotary have an opportunity to mold them in such a way that they can emerge as efficient and valuable resources for our country. All it takes is changing the way we approach our club activities. Not every project has to be a huge project. Sometimes, size isn't the only indicator of success.

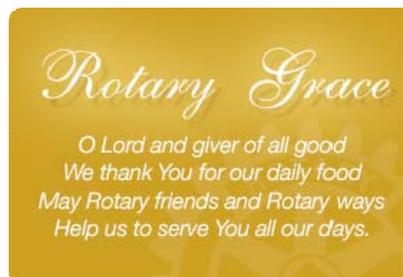
Big results

In June, my club, the Rotary Club of Mumbai Borivali East, partnered with the Rotary Club of Borivali in District 3140 to organize two day-long workshops on the subject of "How to conduct social activities." Three dozen students in six grade levels (standard 6 to 12) took part. The outcome was amazing. It was a great experience and made me proud to be chairman of the project.

Our first day started with a motivational speech, followed by discussions of eye and organ donations, skin donation, and garbage management. We passed out pledge forms for anyone who wanted to agree to be skin or eye donors. We also charged them with distributing and collecting additional pledge forms among their friends.



Students respond to a question during the two-day workshop.



Calendar

8 August 2016:

District Governor Alan Stevens

15 August 2016:

Fellowship

22 August 2016:

Sean Lues - Journeys Worldwide speaking about South Africa and Africa

Roster

1 August 2016:

President T McKinnon
Chairperson J Page
Set Up/Away P Little
Visitor Register S Dunlop
Attendance/Raffle D Schellbach
J Smerdon

8 August 2016:

President T McKinnon
Chairperson P Gresham
Set Up/Away C Muir
Visitor Register M Stephens
Attendance/Raffle D Schellbach
J Smerdon

15 August 2016:

President T McKinnon
Chairperson P Gresham
Set Up/Away C Muir
Visitor Register M Stephens
Attendance/Raffle D Schellbach
J Smerdon

22 August 2016:

President T McKinnon
Chairperson G Holtmann
Set Up/Away T Kung
Visitor Register S Francis
Attendance/Raffle 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



The second day, we gave them tips on Yoga followed by a demonstration on garbage management. They learned about water management, hygiene, and ways to protect our environment. We concluded the entire event with a summary of all the topics we had covered, and gave them an opportunity to help us plant trees. The participants then shared their experiences.

Helping Hands

It was amazing to see that some of the students created a Whatsapp Group named "Helping Hands" and started spreading awareness for water conservation, garbage management, and organ donation. The enthusiasm of the students was just amazing.

It was not a huge project, as only 36 students participated. But it was like spreading seeds on the ground; without knowing which seed will become a large tree in future.

Most Rotarians like to be a part of only big projects. But projects like this one work at minimum cost. I suggest all clubs worldwide organize a project like ours once in a while. It will help the children become good citizens of their respective countries.

How to handle a social media crisis

By Evan Burrell, a member of the Rotary Club of Turramurra, New South Wales, Australia
Source: blog.rotary.org



There seems to be a social media crisis or PR nightmare almost every other week nowadays, and even your Rotary club isn't immune to a potential crisis that can blow out of all proportion.

Crisis planning is essential and an effective crisis plan is based first and foremost on truth, transparency, and sincerity. Every Rotary club should have a strategy for how it will deal with a public relations disaster, either online or offline. If your club does not have a plan in place, I recommend your club devise one as a matter of urgency.

As part of your crisis plan, make sure you or the club leadership can confidently answer these following questions:

- Who will handle your social media accounts in case of a crisis?
- What will that person be authorized to write on social media about the crises?
- Will they need approval for every post?
- What will the messaging be across all the different platforms i.e. social media, traditional media, other Rotary clubs etc.?
- Will you have more than one person responding to online posts or offline discussion?
- What social media posts will you proactively put out there to manage it?

4. Manage the situation

If you have posted a response to the crisis on your club Facebook page, be cautious about removing comments made by members of the public (unless they are offensive comments, or could be libelous, etc.) To be seen to manipulate the responses to the crisis by selective deleting can itself result in a backlash.

You never know where or when a crisis will break. However, if you manage it properly, the fallout can be minimized.

Managing the Crisis

There is no one answer to managing a crisis, you need to do what is best for you and your club. Here are some ideas for successfully managing a social media crisis.

1: Identify & Communicate

If a crisis is identified, urgently inform the club leadership, tell them what's wrong and give them as much information as you are able to. They may need to seek legal advice or act on the information you give.

2. Acknowledge

Some companies first response is "yes, we realize something has happened" etc. If you don't have all answers though, then it is a good idea to seek direction on a proper acknowledgment of the crisis. A proper well-informed response may stop nonfactual gossip, messages, or comments.

3. Respond quickly

Once you have some relevant information and received some direction, you should respond to the crisis ASAP. A timely response is essential in limiting the reach and potential damage. Be prepared to acknowledge the crisis within a few hours or at least a day. Two weeks after the crisis has started is way too late!