



The Rotary Club of Brisbane Inc.

Founded 29 May 1923 Club 17787

A global network of community volunteers

22 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,

As you know a focus for this year is for our club to do more fundraising than it has in recent times. Even with the receipts from the upcoming dinner, there will be a shortfall in funding to meet community service commitments. As a club we also need to generate more income from fundraising to meet the club's future operational needs and unforeseen calls on resources. We cannot continue to spend funds we have neither raised nor accumulated.

The first step the club, as a whole, urgently needs to do is to come up with new, imaginative and novel fundraising initiatives that can be quickly and efficiently implemented. Fellows, we all need to use our business and community contacts, resurrect what worked in the past, and "think outside the square" to raise funds without looking to our own members for monetary contributions.

Please give your responses to either Clive Shepherd or myself at your earliest convenience.

Could you also please add the following events to your diaries.

1. Rotary Leadership seminar at Northlakes – 11 September
2. Club Assembly – 12 September

Yours in Rotary

Tony McKinnon
President

WHAT'S ON?

22 August 2016:
Sean Lues -
Journeys Worldwide
speaking about
South Africa and
Africa

DATE CLAIMER

August 31 2016
Wal Bishop Testimonial
Dinner

September 11 2016
Rotary Leadership Institute
(RLI 9) Session 1

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 August 2016

Chairperson for the day was PP Phil Gresham. After Rotary Grace, and toasts to the Queen of Australia and Rotary International he introduced President Tony McKinnon who welcomed members and visiting Rotarians to the meeting, including 9600 DG Alan Stephens, 9600 AG Bruce McNaught, 9790 PDG Jessie Harman and 3200 PDG Dr V. Vijayakumar. Tony's message is provided in full elsewhere in the Bulletin.

In Rotary Spots, PP Mel Evans asked for volunteers to assist with the Aunties and Uncles Charity BBQ to be held between 10am and 12.30pm at the Roma St Parklands on 21 August.

Keith Watts reminded members of a RCOB Membership Committee meeting on 17 August.

DG Alan Stephens attracted attention to a 'School of Hard Knocks' concert scheduled for 7 October.

Denise Schellbach attracted attention to a recent article on youth suicide in 'Rotary Down Under' and to Rotary Suicide Prevention Day scheduled for 7 October. She had also visited several Brisbane Rotary Clubs to publicize the Wal Bishop Testimonial Dinner scheduled for 31 August.

This was followed by the induction of new member Peter Robb by President Tony McKinnon (pictured). Peter was welcomed to the Club with a standing ovation.



After a short period of Fellowship, Jacqui Page introduced the guest speaker, PDG Jessie Harman, from RC Wendouree Breakfast, who is currently Project Leader, Regional Membership Plan Australia.

She was visiting to share her thoughts on the project. She focused on; the state of Rotary membership in Australia and; things that Clubs and Districts might do to keep strong, including implications for RCOB. She emphasized that membership was more of a retention than a recruitment problem. Among other matters, there needed to be greater emphasis on increased diversity and less formality in activities that appealed to 'youngsters' (such as the 'graduates' of RYLA and Rotaract), and outward facing service projects to help create greater awareness of the 'Rotary Brand'. In her view attractive and current web and Facebook pages were also essential. Some of these issues are already being addressed by RCOB. Seeking corporate membership following the RC Melbourne model, might also be a fruitful avenue for RCOB to pursue. In her view RCOB had a proud history and should proceed with confidence.

This was an excellent presentation much appreciated by members. Questions and discussion followed. Finally PDG Jessie was presented with a memento of the occasion (pictured).



Acting SAA Steve Dunlop provided another entertaining session while managing to exact the usual fines. In the raffle the joker is still in the deck and the jackpot remains to be won. The meeting closed at 1.50pm.



Calendar

29 August 2016:
Phillip Fitzgerald
Our Club's Auditor

5 September:
Mystery Event

12 September:
Club Assembly

Roster

22 August 2016:

President T McKinnon
Chairperson T Kung
Set Up/Away R Tamaschke
Visitor Register W Bishop
Attendance/Raffle D Schellbach
J Smerdon

29 August 2016:

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

5 September 2016:

President T McKinnon
Chairperson D Henderson
Set Up/Away M Evans
Visitor Register M Winders
Attendance/Raffle D Schellbach
J Smerdon

12 September 2016:

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

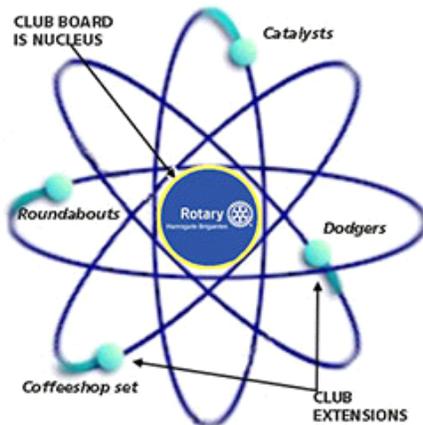
Please forward any dates or articles of interest that you would like to see included in future Bulletins to the Bulletin Editor at:

secretary@brisbanerotary.org.au



How can you make your Rotary club multi-dimensional?

By Richard Bosworth, a member of the Rotary Club of Harrogate Brigantes, North Yorkshire, England
Source: blog.rotary.org



A model of the Multi-Lifestyle club approach adopted by the Rotary Club of Harrogate Brigantes'

At the beginning of 2013, I was serving as membership chair of my club when I realized that we needed to do something to slow the loss of membership. Three years later, we have a vibrant and growing multi-dimensional club – we use the term Multi-lifestyle Rotary Club – that is making full use of the digital age and is discovering smarter ways of operating to secure our long-term future. How did we do it, and what do we mean by a multi-lifestyle club?

What I mean is a club that appeals to and is comprised of members of more than one distinct group, who work "together, yet apart." Currently, we operate two groups, a traditional evening group and a new business development group. The latter meets over breakfast and appeals to younger, enterprising, entrepreneurs and business executives.

Sun and planets model

Each group operates and manages itself to suit its members: the traditional group with a council and committees, the business development group with a small executive team, using smart technology and social media to connect. The two groups are bonded together by their common belief in and practice of the aims, objectives, and values of Rotary, along with a willingness to collaborate.

That is when the real magic happens. You'll often find members at each other's meetings.

Having investigated various models of governance, we are now considering a "sun and planets" approach. The "sun" at the center of the club is the board comprising an elected president, secretary, and treasurer, chosen by all the members of the club, plus the chair of each group. The groups themselves are the planets.

How it works

In this model the role of the board is to lead the club and provide strategic direction, strategic leadership, standards, and accountability. In keeping with Rotary International practices, two full club assemblies are planned for each year. The board is charged with creating the conditions for a growing, vibrant, diverse club where both groups operate within the requirements of RI and collaborate to the mutual benefit of all members, their families, and the local community.

What next? This year's president is from the business development group and more groups are planned.

Do you like our model? What would you think of becoming a multi-lifestyle club?

How to reach prospective members in the workplace

By Gina McBryan, a member of the Rotary Club of Grand Cayman, Cayman Islands
Source: blog.rotary.org

We all have our stories of how we were introduced to Rotary, and for the most part, those stories are positive. I could have been a Rotary member much sooner, had someone approached me.

I'm sure every club encourages their members to bring along guests and sponsor new members. For the past five years I have been a Rotary member, I've heard the same words of encouragement from my club leaders. And worldwide, our membership totals have remained stable. This makes me think of that line about the definition of insanity, "doing the same thing over and over again yet expecting different results."

This made me think of my own experience, why didn't I find out about Rotary before 2011? How come no one invited me to visit a Rotary meeting? It wasn't that I lived in a remote part of the world where there wasn't any clubs. In fact, there were four clubs in my local community. Maybe I even worked alongside Rotarians and didn't know it. The fact is, I didn't know anything about Rotary until I moved to the Cayman Islands and was introduced to a local club by my cousin, who is a member.



The Rotary Club of Grand Cayman's project team to Guatemala

Now presenting: Rotary

So what would have introduced me to Rotary 10 years sooner? This idea hit me. If a Rotarian from a local club had come into my workplace and held an information session about what Rotary is, how Rotary serves the community, and how I could become a member, that would have been a great start.

What would have appealed to me even more would have been a presentation that included information about not just one club, but several in the area. I would have had choices to think about based on meeting time, types of projects, and the demographics of each club.



So how do you do it?

- Find somebody in your district or local group of clubs who is good at speaking and create a presentation that highlights how your members have fun while serving their community. Explain the projects you are known for and how your members are being enriched through them.
- Break the stereotypes associated with Rotary and show how dynamic and multi-dimensional we can be. We are uniting people of all ages and backgrounds to come together and put "Service Above Self."
- Make it a joint effort between Rotary and Rotaract clubs in your area because you never know who your audience is going to be. You don't want to lose a potential member because a particular club meets on Tuesday evening but Wednesday mornings would better suit their lifestyle.
- Bring some brochures (you can download many from the Brand Center) and include a short video. Include details about all the clubs, including websites and social media pages.
- Bring treats, and cards inviting your audience to be a guest at an upcoming club meeting. You will be increasing your chances of attracting new members and building awareness of Rotary at the same time.

I really wish I had been introduced to Rotary earlier. I think I could have been a great Rotaractor, before moving on to Rotary. And now you can be both, at the same time. Don't let what happened to me happen to the young professionals near you. Go to their workplaces. Tell them how fun and exciting Rotary is, and how much it will enhance their life.
