



Top Right: Speaker Alex Makin—an excellent discourse on Membership and Marketing. The best speaker we've had in a long time!

Top Left: Caroline officially receives her FTG club badge

Middle Left: Virginia receives framed copies of the Four Way Test and Object of Rotary certificates

Bottom Left: Fran and Enid welcome Virginia into the club.

Rotary Club of Fern Tree Gully Inc.

Volume 50 No. 9

27th August, 2012

INCORPORATED REG. No. A0023463V
DISTRICT 9810 VICTORIA AUSTRALIA

CHARTERED: 16th May, 1963

Postal Address: P. O. Box 164 FERN TREE GULLY, VIC 3156
Website: www.ferntreegullyrotary.org.au

WEEKLY BULLETIN

**ROTARY CLUB OF FERN TREE GULLY
50TH ANNIVERSARY
2013**

President, Rotary International - **SAKUJI TANAKA & Kyoko**,

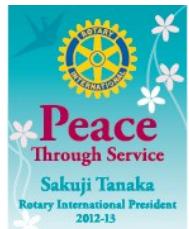
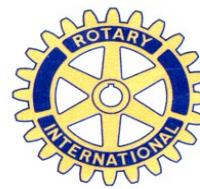
Rotary Club of Yashio, Saitama, Japan

District Governor, Dist. 9810 – **BRIAN MARTIN & Sue**,

Rotary Club of Box Hill Central

President, Rotary Club of Fern Tree Gully – **GRAEME ASPINALL**

Benefactor, Rotary Club of Fern Tree Gully – **IVAN GIGOVIC**, Vale: August 2003





**THE ROTARY CLUB OF
FERN TREE GULLY INC.,
2012-2013**



The Board

PRESIDENT	-	Graeme Aspinall
PRESIDENT ELECT	-	Mike Spark
SECRETARY	-	John Flemming
TREASURER	-	Enid Hughes
PAST PRESIDENT	-	Enid Hughes
COMMUNITY	-	Julie Goodchild
VOCATIONAL	-	Phil Walters
INTERNATIONAL	-	Paul McAloney
NEW GENERATIONS	-	Greg Downes

Office Bearers

FOUNDATION	-	Robert Dawson
MEMBERSHIP & MARKETING		Graeme Aspinall
FELLOWSHIP	-	Fran Mandergeddes
PROGRAM	-	Mike Spark
BULLETIN EDITOR	-	Enid Hughes
Aus. Rotary Health	-	Graham Faulkner

THE FOUR-WAY TEST

Of the things we think, say or do :-

- Is it the **TRUTH**?
- Is it **FAIR** to all concerned?
- Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- Will it be **BENEFICIAL** to all concerned?



PAST PRESIDENTS :

1963-64	HALL Frank	1989-90	FREGON John
1964-65	THOMSON Ken	1990-91	VIZE Stuart
1965-66	CLARKE * Harold	1991-92	ADAMS Brian
1966-67	MARTIN Laurie	1992-93	WYLIE * Peter
1967-68	ELDRIDGE Jeff	1993-94	ASPINALL Graeme
1968-69	RUSSELL Harry	1994-95	MOORE Robert
1969-70	CHAPPILL Geoff	1995-96	WILLINGHAM Ed
1970-71	COOK Duncan	1996-97	EDMUND Hilton
1971-72	CASTRICUM * John and MILLER Ken	1997-98	SPARK Mike
1972-73	LANGFORD * Greg	1998-99	FLEMMING John
1973-74	de JONGE Lawrence	1999-2000	OGLE Tony
1974-75	CRANE * Reeve	2000-01	YEATS Sandy
1975-76	BROWN John	2001-02	HALL Marilyn (First Woman President).
1976-77	FOSTER Ken	2002-03	McALONEY Paul
1977-78	CALLAHAN * Jack	2003-04	DAWSON Rob
1978-79	MILLER Ken	2004-05	MANDERGEDDES Fran
1979-80	RICHARDS John	2005-06	WALTERS Phil
1980-81	BEASLEY * Royce	2006-07	GOODCHILD Julie
1981-82	SHORTER Barry	2007-08	ASPINALL Graeme
1982-83	BOSCOTT Bob	2008-09	FAULKNER Graham
1983-84	BARUDAY George and DASBOROUGH Don	2009-10	LINCOLN Merv.
1984-85	MITCHELL * Ron	2010-11	LINCOLN Merv
1985-86	HURST Robert	2011-12	HUGHES Enid
1986-87	GLADWIN Bill		* Have "Passed on to meet Paul HARRIS".
1987-88	ELLIOTT John		
1988-89	GUINEY * David		

Community Kitchen Roster - 2012

Guide Hall
Underwood Rd

Ferntree Gully (Next to train station car park)
Rotary roster - every second Wednesday, 5.30pm

DATE	ROTARIAN
5 th September	Enid Hughes
19 th September	TBA
3 rd October	TBA
17 th October	TBA

Dinner provided



THE AGEING PROCESS...

- You know you're getting old when Your idea of weight lifting is standing up.
- When you wake up looking like your driver's license picture.

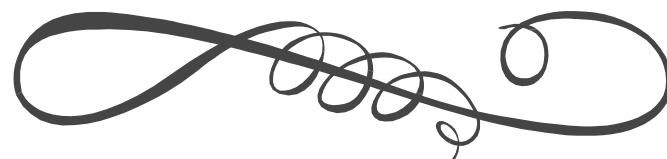
CLUB NOTICES

It is planned for Rahul to be inducted in September as he will be away for a few weeks.



UPCOMING MEETING RESPONSIBILITIES

Date & Time:	Monday 27th August [6:30 for 7:00]	Monday 3rd Sept [6:30 for 7:00]	Monday 10th Sept [6:30 for 7:00]	Monday 17th Sept [6:30 for 7:00]
Venue:	Knox Tavern	Knox Tavern	Knox Tavern	Knox Tavern
Program:	History of Hang Gliding	Committee Meeting	Wills - Will you or won't you?	Our Community Bank
Speaker:	John Liddell	TBA	Andrea Olsen	Janine Shepherd
Committee Subject	N/A	TBA	N/A	N/A
Chairman:	Paul W	Mike S	Fran M	Rob D
Cashiers:	Graham F & Julie G	Bob H & Stuart V	Virginia R & Paul W	Mike S & Graham F
Grace & Toast:	Virginia R	John F	Enid H	Angela L
Rotary Knowledge	TBA	Graeme Aspinall	TBA	TBA
Sergeant-At-Arms:	Mike S	Phil W	Phil W	Phil W
Scribe:	Phil W	Paul W	Rob D	Greg D



<i>Birthdays:</i>	None
<i>Wedding Anniversaries:</i>	None
<i>Induction to R.C. of F.I.G</i>	None

MINUTES OF MEETING: MONDAY, 13TH August, 2012

The meeting opened at 7.00 pm with President Graeme welcoming all members and guests— speaker Alex Makin, Exchange Students, Kate and Caroline and friend of Rob Dawson—Ken Martin.

President Graeme announced:

- Thanked Fran for organizing the excursion to the Napoleon Exhibition.
- Reminded members that the form on membership was to have been returned last week. We have had a forum on membership and was annoyed that these forms had not been handed back.
- Reminded people they need to put the names of business (not individuals), and pointed out that we must make the effort if the club is to remain viable.

Chairman: **Bob Hurst**

CHAIRMAN'S REPORTS

Secretary: **John Flemming**

- Read and distributed the mail:
 - Life Circle re information sessions for new volunteers
 - Evolve Newsletter
 - Graeme Emson—accepting Honorary Membership
 - Knox City Council requesting updates of club officers—JF has complied.

Apologies: Stuart V, Graham F, Phil W, Fred M, Julie G

Make-ups: Graeme A, Enid H, Rob D, Mike S, & Stuart V

Treasurer: **Enid Hughes**

Advised that an article would be appearing in the Bulletin outlining the terms of Ivan Gigovic's Bequest.

Vocational: **Phil Walters**

Absent—no report

Community: **Julie Goodchild**

Absent—no report

New Generations: **Greg Downes**

No report

Fellowship: **Fran Mandergeddes**

- Very enjoyable afternoon at the National Gallery followed by dinner at *La Camira* — a restaurant in Southbank. Most of us were very impressed with the exhibition; it gave a good illustration of what was happening at that point in history.
- Next show at Lilydale Theatre will be *Calendar Girl* and will be in November; probably a Friday night.
- A New Year's Eve event, featuring Mark Andrew (Australia's No. 1 Tribute Artist) —Night Al's in conjunction with Short Cut Hair Design. Venue will be 1330 Ferntree Gully Road, FTG.



For further information and to book tickets visit www.ado.net.au

The Australian Doctors Orchestra (ADO) is a unique national membership of medical professionals who are classically trained musicians. Since its first concert in 1993, the orchestra has played a concert every year in every state and used each occasion to raise funds for charity.

This year, for the first time, they will be performing two concerts. In Melbourne for their second concert of 2012, the orchestra will play their 20th performance, where 160 medical professionals from around Australia will share two days of final rehearsals that will culminate in a performance on the Sunday afternoon.

This year's ADO Concert will perform under the baton of conductor **Warwick Stengård**. Following a four-year engagement as Assistant Generalmusikdirektor at the Volksoper Wien and a seven year tenure as Erster Kapellmeister at the Luzerner Theater, Warwick Stengård is now a freelance conductor based in Vienna. In Europe and Australia, Stengård has studied with such notable conductors as Peter Eötvös, Vittorio Parisi, Ronald Zollman, Robert Rosen and Vladimir Verbitsky.

The 2012 Melbourne Concert will feature:

Brahms: *Academic Overture*
Mendelssohn: *Violin Concerto* and
Stenhammar: *Symphony No. 2*

The orchestra will feature acclaimed violinist **Natsuko Yoshimoto** performing Mendelssohn's Violin Concerto. Born in Japan, Natsuko began playing the violin at the age of three and won a full scholarship to study at the Yehudi Menuhin School in England when she was eleven. She received direct guidance and teaching under Lord Menuhin and Wen Zhou Li. In 1993, she was honoured to perform solo in the presence of the Queen and the Royal Family at Buckingham Palace. Natsuko is the Concertmaster with the Adelaide Symphony Orchestra. She was the leader of the Australian String Quartet and then the Grainger Quartet until the end of 2008.

The **B. Braun Australia Group** has proudly supported the ADO since 2009. The members of the Orchestra donate their time and the proceeds of this concert will be given to Australian Rotary Health.

Australian Rotary Health is Australia's largest non-government funding body of mental illness research and has invested in broad-ranging research projects including SIDS, adolescent health, environmental health, problems of the aged, family health and numerous diseases. Australian Rotary Health's major focus is youth mental illness.

Australian Rotary Health has a broad vision of health. They are the catalyst for projects that improve the quality of life for people who are least able to help themselves.



20
YEARS
Bringing Music to Life

Australian Doctors Orchestra

2012 CHARITY CONCERT
2pm; SUNDAY 16 SEPTEMBER
MELBOURNE TOWN HALL

To book tickets and more information
visit www.ado.net.au or
www.e-ticket.com.au

All proceeds go to
Australian Rotary Health



Proudly Supported By:

B|BRAUN
SHARING EXPERTISE

Thanks to:  CITY OF MELBOURNE



Induction Ceremony: President Graeme had great pleasure in inducting Virginia Rutledge into the club. Sponsored by John Flemming.

Sergeant-at-Arms: Mike Spark

Mike fined everyone for various misdemeanors.

Skill: Bob Hurst drew 5 of Clubs

PROGRAM: Marketing Strategies—Alex Makin

Marketing and web design is what Alex is involved with as a job. Spoke about the Rotary websites which are slowly being rolled out around the District. Has been heavily involved in a number of 'not-for-profit' organisations but it was when he became involved with Rotary that he concentrated on website design in particular.

- Looks at website from a number of perspectives but in particular they look at marketing.
- Any prospective company needs 5-7 sightings of their logo etc. before they begin to get a reaction.
- One new initiative on the websites this year is the calendar. This is being used to advertise what a club is doing.
- Marketing is more than buying and selling products.
 - Why do people join??
 - What do they get out of it?
 - Important to remember why we want business to be associated with us.
 - What are the strengths of the club?
 - What objectives do you want to achieve?
 - Who are you targeting and why?
 - What tools can be used to achieve these objectives?
 - What are your key messages?
 - What results do you expect?
 - How do you use marketing? - Brochures/web sites/ social media/ bulletin/telephone/email/correspondence.
 - Need to promote that Rotary has access to good speakers—we should exploit this.
- What is a marketing plan?
 - Supports the vision of the organization
 - Identifies objectives to achieve this vision.
 - Outlines actions that will fulfill the objectives

President Graeme dealt with the housekeeping, thanked Alex for his excellent presentation and reminded everyone to bring back the lists of prospective members next week.

Meeting Closed at 8.40 pm

Scribe Enid Hughes



PRESIDENT'S REPORT

With a week to go Winter will be behind us; September will mark the start of Spring. As I walk each morning I have noticed the buds of a new season about to burst, giving life to new growth. It's a good feeling to enjoy a little warmth in the air.

Last week we inducted Virginia Rutledge into the Club. Once again I welcome her. Rahul will be inducted when he returns (which will be soon).

My request for members to help identify potential new members from the classification listings I distributed a couple of weeks ago is still outstanding. If we are able to "bud" a few more members we will blossom and grow new life into our Club. Please give this more thought.

Presidents and Immediate Past Presidents from four of our five clubs in the Knox cluster —Bayswater, Knox, Rowville-Lysterfield and Fern Tree Gully met last week to finalise an outcome for the purchase and presentation of a suitable vehicle for Knox Community Policing. A new quotation had been obtained for a Nissan Tiida at \$14,500. This was considerably cheaper than the model first proposed. However, there was still a \$4,000 shortfall between funds sourced through Sponsors and a District Simplified Grant and those needed to get the vehicle on the road. The clubs agreed to make up this shortfall from club funds, subject to Club Board approvals.

The vehicle will be purchased by the District 9810 Project Funds Ltd., on behalf of the four clubs and the presentation to Knox Police is planned to take place at Rowville-Lysterfield's business breakfast on 11th October.

This high profile project will ensure Rotary's presence in Knox will not go unnoticed. The vehicle will carry suitable Club and Rotary and major sponsorship identification as it travels throughout the Knox area making it easier for the police to carry out important community work.

On Sunday, 14th October, the Melbourne Marathon will be held. I have been contacted by the Cerebral Palsy Education Centre (CEPEC) seeking our Club Members' assistance in providing Marshalling Volunteers. Our role would be the same as last year – handing out medallions at the finish line on the M.C.G.

Looking forward to seeing you all on Monday with a spring in your step!

Graeme Aspinall
President

THE IVAN GIGOVIC BEQUEST

For new members and those who are simply not aware of the history and rules of our bequest....

In August, 2003 Ivan donated to our club his house on Walbundry Avenue, FTG. Subsequently the house was sold and the club realised approximately \$140,000 from the sale.

The club invested the funds and has continued to do so each year since.

In a conversation with John Flemming, just prior to Ivan's demise, John asked Ivan if there was any specific area that he wished the proceeds from the sale of the house and land to be applied. Ivan commented that it would be nice if the money could be used in the overseas (International) area and particularly so if any Croation projects arose.

Ivan also observed that there were many areas that Rotary International supported and to which they applied funds. In such a situation he felt that his legacy should not be used in those sorts of areas but rather in areas that weren't funded significantly by Rotary International.

It has proven too difficult to correctly identify every project the club has funded with Ivan's money. We have certainly put many thousands of dollars into Operation Cleft, Shelter Box, A milk cow for a village in Uganda, Mosquito Nets in Papua New Guinea, Women in Nepal, and the adoption of a Cambodian family through the Cambodian Children's Trust, etc. etc.

As far as the dollars go, a thumbnail sketch would be:

\$140,000 (for these purposes, calculated at a very conservative rate) earning \$5,000.00 per year over nine years = \$45,000

The principal has also been reduced to \$92,000

Therefore:	\$48,000 (amount the principal has been reduced by)
Plus:	<u>\$45,000</u> (interest earned)
Total	<u>\$93,000</u>

Over the past nine years our club has donated on average, well in excess of \$10,000 per year in overseas aid thanks to Ivan Gigovic.

His death was a sad one but may he rest in peace. His anniversary is in August each year.

If anyone wishes to see an expanded version of John Flemming's final conversation with Ivan please ask Enid H. It was also Minuted by the Board of Directors at their meeting on 6th September, 2010.