



#### DHS—Services and Programs—Jayashree Vasan

*Chairman Julie Goodchild thanks Jayashree for her succinct and very informative presentation on the services provided by the Department of Human Services.*



Rotary's early emblem was a simple wagon wheel (in motion with dust). It was designed in 1905 by Montague M. Bear, a member of the Rotary Club of Chicago who was an engraver. He designed the emblem to represent both civilization and movement. Most of the early Rotary clubs adopted the wheel in one form or another.

The present emblem, 24 cogs and six spokes, was adopted in 1924. A keyway was added to signify usefulness. An official description of the emblem was adopted at the 1929 International Convention.

# Rotary Club of Fern Tree Gully Inc.

Volume 50 No. 31

4th March, 2013

INCORPORATED REG. No. A0023463V  
DISTRICT 9810 VICTORIA AUSTRALIA

CHARTERED: 16<sup>th</sup> May, 1963

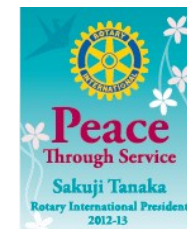
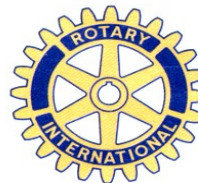
Postal Address: P. O. Box 164 FERNTREE GULLY, VIC 3156  
Website: [www.ferntreegullyrotary.org.au](http://www.ferntreegullyrotary.org.au)

## WEEKLY BULLETIN

# ROTARY CLUB OF FERN TREE GULLY 50TH ANNIVERSARY 2013

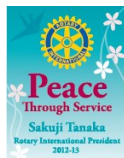
President, Rotary International - **SAKUJI TANAKA & Kyoko**,  
**Rotary Club of Yashio, Saitama, Japan**  
District Governor, Dist. 9810 – **BRIAN MARTIN & Sue**,  
**Rotary Club of Box Hill Central**

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

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

## Office Bearers

<b>FOUNDATION</b>	-	<b>Robert Dawson</b>
<b>MEMBERSHIP &amp; MARKETING</b>		<b>Graeme Aspinall</b>
<b>FELLOWSHIP</b>	-	<b>Fran Mandergheddes</b>
<b>PROGRAM</b>	-	<b>Mike Spark</b>
<b>BULLETIN EDITOR</b>	-	<b>Enid Hughes</b>
<b>Aus. Rotary Health</b>	-	<b>Graham Faulkner</b>

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

# Community Kitchen Roster - 2013

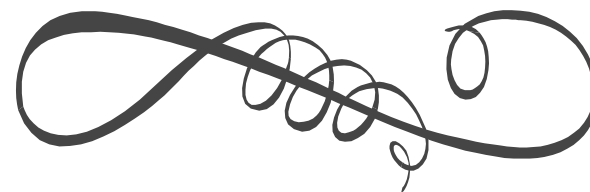
Guide Hall  
Underwood Rd  
Ferntree Gully (Next to train station car park)  
Rotary roster - every second Wednesday, 5.30pm

DATE	ROTARIAN
13th March	Virginia Rutledge
27th March	Paul Wilson
10th April	Graeme Aspinall
24th April	John Flemming
8th May	Fran Mandergheddes
22nd May	Caroline Wilhjelm
5th June	Paul Wilson
19th June	John Flemming
3rd July	Graeme Aspinall
17th July	Paul Wilson
31st July	Fran Mandergheddes
14th August	Virginia Rutledge
28th August	John Flemming
11th Sept	Paul Wilson
25th Sept	Graeme Aspinall
9th Oct	Enid Hughes
23rd Oct	Paul Wilson
6th Nov	John Flemming
20th Nov	Fran Mandergheddes
4th Dec	Virginia Rutledge
18th Dec	Enid Hughes

Dinner provided  
Contact Julie Goodchild for more information: 0418 567 318

## UPCOMING MEETING RESPONSIBILITIES

Date & Time:	Monday 4th Mar [6:30 for 7:00]	Monday 11th Mar	Monday 18th Mar [6.30 for 7:00]	Monday 25th Mar [6:30 for 7:00]
Venue:	Knox Tavern		Knox Tavern	Knox Tavern
Program:	Committee Meeting	LABOUR	Dance Family	ABCD Dreams
Speaker:	N/A	DAY	Heather Hill	Ken Wall
Committee Subject	TBA	HOLIDAY	N/A	N/A
Chairman:	Phil W		Enid H	Angela L
Cashiers:	Mike S & Paul W	NO	Stuart V & Rob D	Greg D & Graham F
Grace & Toast:	Enid H	MEETING	Angela L	John F
Rotary Knowledge	Fran M Free Choice		Phil Walters Rotary Direct	
Sergeant-At-Arms:	Paul McA		Paul W	Paul W
Scribe:	John F		Julie G	Phil W



<i>Birthdays:</i>	10th—Paul McAloney
<i>Wedding Anniversaries:</i>	None
<i>Induction to R.C. of F.I.G</i>	4th—Fran Mandergheddes—02

## MINUTES OF MEETING: Monday, 25th February, 2013

The meeting opened at 7.01 p.m. with President Graeme welcoming all members, guests.

**President Graeme announced:**

**Chairman : Julie Goodchild**

Called for reports.

**Secretary: John Flemming**

Read out the mail received

- MUNA
- President Elect
- RI—official directory
- RC Mt. Albert & Surrey Hills—selling hot cross buns
- KCC—Community skills calender
- Renewal for PO Box
- Applications for Round 12 grants—TAC
- BBQ at Bunnings “thank you” 6.30 Thursday

**Apologies:** Bob Hurst, Greg Downes, Rahul Mediratta, Fred Mason, Phil Walters, Paul McAloney

**Treasurer: Enid Hughes**

No financial report but apologised for the glitch on the website which had resulted in members being unable to open the weekly bulletin.

**Vocational: Phil Walters**

Absent—no report

**Community: Julie Goodchild**

No report

**International: Paul McAloney**

Absent—no report

**New Generations: Greg Downes**

Absent—No report

**Club Service:**

In the absence of Phil Walters, Mike Spark gave a vote of thanks to Julie Goodchild who has recently resigned from her long stint on the District Youth Exchange Committee.

A vote of thanks was also offered to Fran Mandergeddes for her work in Fellowship. Wonderful job.

the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level.

In Japan, 67 per cent of respondents age 40 or older said they had heard of Rotary, compared to only 38 per cent of those younger than 40.

The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.

### Public perception and giving

The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 per cent of respondents viewed Rotarians as charitable, respected, and caring. But only 26 per cent selected the attribute women to describe Rotary, while more than 50 per cent associated the organization with men.

In other questions, more respondents said they associated club membership with men than with women.

The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 per cent, and lowest in Japan, at 10 per cent.

The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives. The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 per cent of respondents said they would be likely to join a local Rotary club. More than 59 per cent said they would be unlikely to join.

### Similar findings

Similar findings came from focus groups that RI conducted between 2008 and 2010. The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines.

“Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do.”

## “Public is aware of Rotary, but unsure of what we do”

*Article supplied by ARC Ross Skinner, taken from the RC of Bishopdale-Burnside, D9970, Bulletin*

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness?

It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

### High awareness, low familiarity.

The survey showed that awareness of Rotary varies from country to country, and culture to culture.

Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 per cent), while Germany had the lowest (34 per cent). But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 per cent of respondents said they had some familiarity with the organization.

In South Africa, where 80 per cent of respondents indicated they were aware of Rotary, only 23 per cent said they had some familiarity with what it does. In Argentina, 63 per cent of the highest income bracket had heard of Rotary, while only 20 per cent of the lowest income bracket had.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get



### Fellowship: Fran Mandergeddes

- No tickets were available for the Basin Theatre production but will keep an eye out for the next one.
- It has been suggested that we focus more on “get together’s”, purely social. ie BBQ’s etc. (to spend time with each other). Asked members what they thought—they were in general agreement but are to get back to Fran with suggestions.
- Fran and her husband Brian are holding a Mexican night—dress up, food and music. There will also be games etc. Date to be advised.

### Sergeant-At-Arms: Fran Mandergeddes—

Kept the members in order and fined us all accordingly.

**Skill:** Stuart Vize drew 6 diamonds; Julie got the chocolate.

### PROGRAM: DHS—Services and Programs—Jayashree Vasan

Jayashree told us she had been in the Public Service for 26 years and was based in Boronia.

### Centrelink:

Her role is Financial Information Services—Investment, Superannuation, tax, planning etc. Information is **NOT** advice. Her department is open to all NOT just Centrelink clients.

Presentation included:

- Payment types—
  - ◊ Don't make a decision
  - ◊ Check us out
  - ◊ We can normally help you
- Income and Assets
- Rates
- Concessions
- Services :
  - Financial Seminars
  - FIS Phone Service
  - Personal consultations
  - 132 300 or [www.humanservices.gov.au/fi](http://www.humanservices.gov.au/fi)

President Graeme thanked Jayashree; noted that next week is a Committee/Board meeting week; announced the housekeeping and wished Julie Goodchild a happy birthday next Saturday.

Meeting closed at 8.35 p.m.

Scribe: Angela Locke



# Model United Nations Assembly (MUNA)



## Participants:

Year 11 students

## Program information:

- This 2 day program simulates sessions of the General Assembly of the United Nations (UN). It encourages young people to learn about other countries and appreciate the workings of the UN
- A team of two students is allocated a member country of the UN. They are required to investigate that country and represent its views as they debate a range of selected resolutions
- Students are asked to dress to represent their country's national costume
- MUNA is held in the Legislative Assembly Chamber of Parliament House
- The winning team attends the National MUNA in Canberra
- Prizes are awarded for Best Team, Runner Up, Best Costume, Most Popular Team

## Benefits for participants:

- Opportunity to learn about other countries and their perspectives on international issues
- Working as a team
- Development of debating & public speaking skills
- Development of "listen & responding" (thinking on your feet) skills
- Commitment to & planning for deadlines – balancing responsibilities

## Dates:

Saturday 4th & Sunday 5th May 2013, Parliament House, Melbourne

## Applications:

Open: February 2013. Close: 12 March 2013

## For more information:

A local Rotary Club or

<http://operations.9810rotary.org.au/new-generations/model-united-nations-assembly-muna/>

## Cost:

\$480 per team – paid by sponsoring Rotary Clubs

## Contact:

Carol Lawton

0411 249 280  
clawton@melbpc.org.au

WOMEN IN ROTARY



# The winning edge

THERE ARE CURRENTLY MORE THAN 1.2 MILLION ROTARIANS WORLDWIDE AND 34,000 IN AUSTRALIA. WOMEN HAVE FORMALLY BEEN PART OF ROTARY SINCE 1989 AND WHILE NUMBERS HAVE GROWN RAPIDLY SINCE THEN, WOMEN MAKING UP APPROXIMATELY 16 PER CENT OF MEMBERS WORLDWIDE, THEY STILL REMAIN A MUCH UNDER-REPRESENTED GROUP IN THE ROTARY MOVEMENT. TO COINCIDE WITH INTERNATIONAL WOMEN'S DAY ON MARCH 8, THIS SPECIAL FEATURE IS DEDICATED TO THE WONDERFUL WORK OF WOMEN IN ROTARY.

greater gender diversity on companies' Boards with better financial returns: of *Fortune* 500 companies, for example, those with more women Board directors outperform those with the least by 53 per cent in return on equity! The key reasons for this, it is thought, is that women offer a differing and complementing perspective to that of men. Put simply by the former Chairman of the US Securities and Exchange Commission, William Donaldson, "monolithic backgrounds are destined to foster monolithic thinking".

Second, gender diversity is important for maintaining and expanding Rotary's membership base. Over the past decade, new women members have been crucial for allowing Rotary to grow (the number of male members has actually fallen), and the rate of women volunteering in Australia is growing faster than that of men. As such, women are a fast growing sector of potential volunteers for Rotary, and it is more important than ever to increase their numbers if Rotary is going to continue to grow and attract talent. In particular, women in leadership positions can help facilitate this by having a deeper and more intimate knowledge of the needs and goals of women volunteers and how to attract them, by providing role models and mentors and by sending a message that women are welcome and valued in Rotary (and by dispelling perceptions, still held today, that this is not the case).

Increasing the number of women in Rotary isn't about fairness or equality. It simply makes sense. More women in Rotary will help to ensure that Rotary is able to continue serving the local and international community as best as possible for many years to come. •



## KERRY Kornhauser

Past President  
2011-12  
Rotary Club of  
Albert Park, Vic

There are at least two main reasons why Rotary needs to focus on increasing its gender diversity.

First, it is a matter of ensuring that clubs perform as well as they can. It is not that women make "better" Rotarians, but rather that increased diversity is likely to yield better outcomes, and clubs that reflect the

communities they serve may be able to better engage those communities and meet their needs.

In the corporate world research has repeatedly linked

## THE LOWDOWN >>>

- Women in Rotary since 1989
- Still only 16 per cent of 1.2 million
- March 8 is International Women's Day
- Major Celebrations in Melbourne and Sydney
- More women Rotarians helps future-proof Rotary