

# Rotary Club of Fern Tree Gully Inc.

Vol. 51 No 29

24th February, 2014



President, Rotary International –  
**RON D. BURTON & Jetta,**

Rotary Club of Norman,  
Oklahoma, USA

District Governor, Dist. 9810 –

**Merv Ericson & Kay,**  
Rotary Club of Monash

President,  
**PHILIP WALTERS & Pam**  
Rotary Club of Fern Tree Gully

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

INCORPORATED REG. No. A0023463V

DISTRICT 9810

VICTORIA

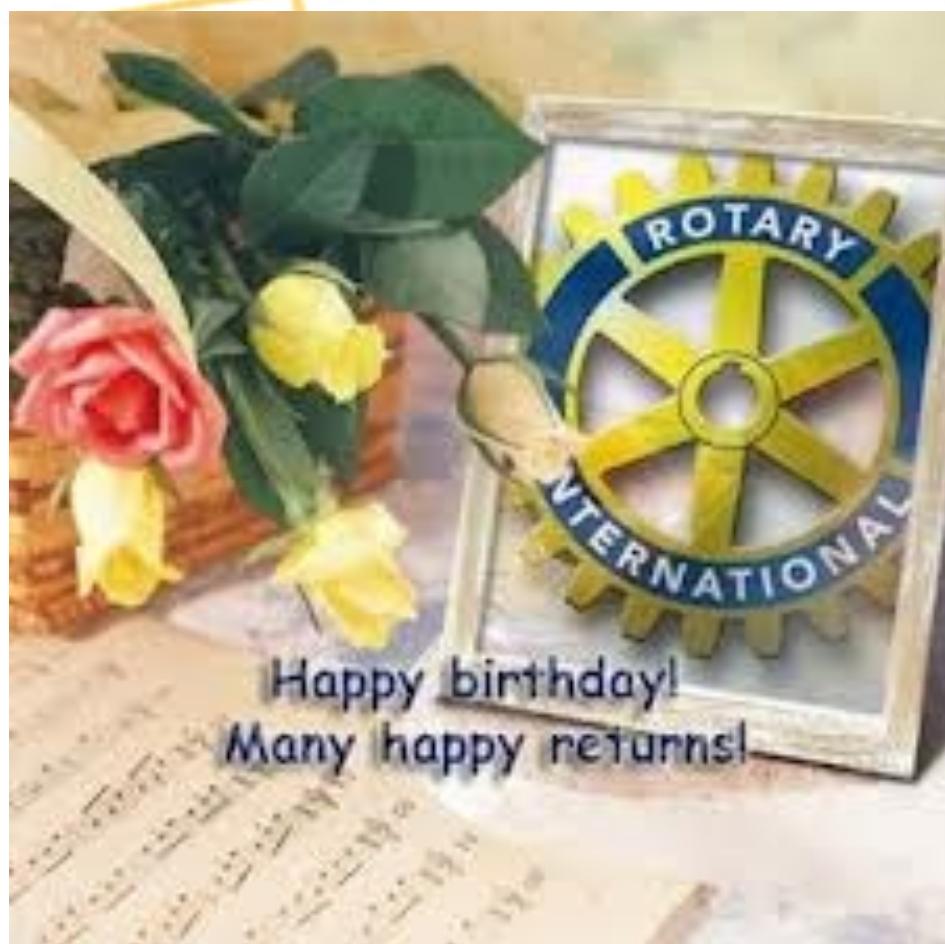
AUSTRALIA

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



23rd February, 1905

# UPCOMING MEETING RESPONSIBILITIES

Date & Time:	Monday 24 Feb 6.30 for 7.00	Monday 3 Mar [6.30 for 7.00]	Monday 10 Mar	Monday 17 Mar [6.30 for 7.00]
Venue:	Knox Tavern	Knox Tavern		Knox Tavern
Program:	YEP - A Year in Denmark	Committee Meeting	LABOUR	RDU - From Type- writers to Twitter
Speaker:	Kate Campbell	N/A	DAY	Jenny Coburn
Committee Subject	N/A	N/A		N/A
Chair:	Rob H	Virginia R	NO	Paul McA
Cashiers:	Paul Mc & Virginia R	Rob D & Greg D	MEETING	Graham F & Paul W
Grace & Toast:	Stuart V	Graham F		Enid H
Rotary Knowledge	N/A			
Sergeant-At-Arms:	Fran M	Fran M		Fran M
Scribe:	Rob D	Paul W		Bob H

# Rotary



<i>Birthdays:</i>	23rd—Rotary 1905 24th—Paul Mediratta 2nd Mar—Julie Goodchild
<i>Wedding Anniversaries:</i>	None
<i>Induction to RC of Fern Tree Gully</i>	None



# THAT WAS THE WEEK THAT WAS

Monday, 17th February, 2014

The meeting opened at 7.00 p.m. with PP Graeme welcoming members, visitor Pixie Lea, back for the second time, and Christine Anderson, first visit.

**Chairman:** **Graham Faulkner**

## CHAIRMAN'S REPORTS:

**Secretary:** **John Flemming**

Read and distributed the mail

- Invitation to attend Presidents' Meeting on 21st February
- Invoice for Shortbreads and Christmas Cakes
- Port Fairy RTC sent us some directories for purchase

John F and Paul W attended the Bunnings thank you sausage sizzle.

**Apologies:** Julie Goodchild, Phil Walters, Rob Dawson, Rahul Mediratta

**Treasurer:** **Enid Hughes**

No report

**Vocational:** **Phil Walters**

No report (absent)

**Community:** **Graeme Aspinall**

- Community Kitchen has started again.

**New Generations:** **Virginia Rutledge**

- Bayswater RTC are sponsoring students to attend Safe Driving School at Kilsyth. The program is called RYDA. They are looking for volunteers to supervise on the 13th and 24th March, 2014.
- RYPEN—Jessie McFarlane has accepted our invitation to sponsor her.

**International:** **Paul McAloney**

No report

**Fellowship:** **Fran Mandergeddes**

- Next Jazz session of the New Melbourne Jazz Band will be held at Upper FTG in May.
- A car rally is being planned. Members suggested that partners be allocated separate vehicles in order to avoid facing divorce.

**Club Service:** **Mike Spark**

No report

**Sergeant-at-arms:** **Fran Mandergeddes**

Asked us to provide our definition of *Friendship*. There were some good answers but we all still got fined.

Skill: Paul W drew 10 of Diamonds

## PROGRAM: REAL ESTATE AND THE COMMUNITY— **Matthew George—Ray White Real Estate**

- Matthew has worked at the FTG branch of Ray White Real Estate for six years.
- Ray White started in 1902 at Crows Nest, Qld. They now manage more than 200,000 rental properties .
- Different ways of selling:
  - Auction (sell before or after auction)
  - For Sale (Private sale)
  - Sale by Date (Silent Auction)
- Community:
  - In the last twelve months Ray White have donated in excess of \$100,000 to local communities, ie:
    - Good Friday Appeal
    - Knox Tree Planting
    - Red Nose Day\|Daffodil Day
    - Swags for the Homeless
    - Tennis Clubs, Football Clubs, Netball Clubs and Cricket Clubs
    - Primary and Secondary Schools
    - E J Whitten Legends Game

Questions followed.

There being no further business PP Graeme thanked Matthew for his presentation, read out the housekeeping and then closed the meeting.

Meeting closed at 8.30 p.m.

Scribe: Paul McAloney



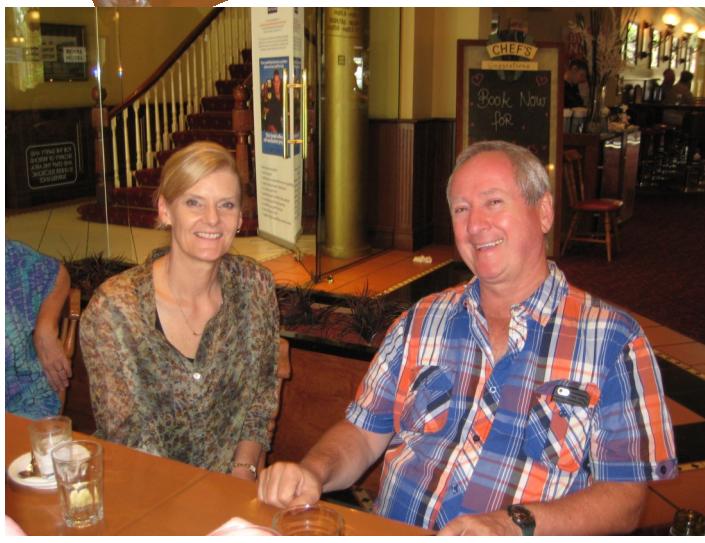
# HOW TO SPEND A LAZY SUNDAY AFTERNOON.....



Good food and wine, great friends and then.... there was the music! *The New Melbourne Jazz Band* were terrific. A great way to spend a Sunday afternoon.



Paul & Kay McA, Anne & John F, Brian and Fran M, Jill and Paul W, Mike S and Enid H—good fellowship





## Marketing is an Investment – Make sure it delivers results

[February 20, 2014](#) by [Alex Makin](#). |

For many businesses and organisations, marketing is more often than not, regarded as an expense, rather than being viewed as an investment. Marketing should be measurable so you can track your return on investment. It is critical not to haphazardly spend on marketing, but to be guided through a plan that identifies opportunities and mitigates risks.

A marketing plan is the guide that identifies how you can achieve outcomes, such as increased sales, growth in market share and ways to improve the design and distribution of your product or service. A marketing plan will also provide you with metrics so you know how to measure your success and outcomes.

Unfortunately, far too many businesses and organisations ignore the need for a marketing plan. Instead these organisations implement individual marketing and communications tools, such as advertising, websites and social media without considering how best to reach and motivate target audiences. Outcomes are always going to be diminished when there is no cohesive strategy. Furthermore, this approach fails to take into account potential constraints, such as the need to collect relevant market intelligence, or sales training, to better service customers and to demonstrate responsiveness.

- See more at: <http://www.alexmakin.com.au/2014/02/marketing-is-an-investment-make-sure-it-delivers-results/#sthash.OmZmKiho.dpuf>



The start of Rotary—the world owes these men a great deal!

President Phil has suggested that on

**Sunday 2 March 2014**

the club participates in

**"Clean-up Australia Day."**

We want you!



This would be done by attending at Phil's lovely estate and spending time to walk around and collect any rubbish or other irrelevant items we see on the way.

Phil has also suggested that we could breakfast at his home, either before or after the clean-up.

Would you please therefore put this event into your diary, and indicate interest and commitment as soon as possible.



**Fran Mandergeddes**



## **10 FUN FACTS**

1. You can't wash your eyes with soap.
2. You can't count your hair.
3. You can't breathe through your nose, with your tongue out.
4. You just tried no. 3
5. When you did no. 3 you realized it's possible, only you look like a dog.
6. You're smiling right now, because you were fooled.
7. You skipped no. 5
8. You just checked to see if there is a no. 5
9. Share this with your friends to have some fun too! :-)

## **Community Kitchen Roster - 2014**

**Guide Hall**

Underwood Rd

Ferntree Gully (Next to train station car park)

Rotary roster - every second Wednesday, 5.30pm

DATE	ROTARIAN
26th Feb	Paul Wilson
12th March	John Flemming
26th March	Virginia Rutledge
9th April	Graeme Aspinall
23rd April	Paul Wilson
7th May	Enid Hughes
21st May	John Flemming
4th June	Graeme Aspinall
18th June	Paul Wilson
2nd July	Virginia Rutledge
16th July	Paul McAloney
30th July	John Flemming
13th August	Paul McAloney
27th August	Graeme Aspinall
10th September	Paul Wilson
24th September	Virginia Rutledge
8th October	Enid Hughes
22nd October	John Flemming
5th November	Virginia Rutledge
19th November	Graeme Aspinall
3rd December	Paul Wilson
17th December	Enid Hughes



Dinner provided

Contact Graeme Aspinall for more information  
0425 432 290