

Rotary Club of Fern Tree Gully Inc.

INCORPORATED REG. No. A0023463V

DISTRICT 9810 VICTORIA AUSTRALIA

CHARTERED: 16th May, 1963

Postal Address: P. O. Box 164 FERNTREE GULLY, VIC 3156

Website: www.ferntreegullyrotary.org.au

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President, Rotary International

**K.R. (Ravi) RAVINDRAN
& Vanathy**

**Rotary Club of Colombo
Sri Lanka**



District Governor, Dist. 9810 –

**DAVID TOLSTRUP & Alison
Rotary Club of Box Hill**

President,

PAUL McALONEY & Kay

Rotary Club of Fern Tree Gully

Benefactor,

IVAN GIGOVIC,

Vale: August 2003

Rotary Club of Fern Tree Gully



WEEKLY BULLETIN



“Branding & Marketing in the Digital World” Russell Pearson

Russell gave us an amusing but highly informative presentation on Simplifying the Digital World for Rotarians. His ideas are interesting and hopefully our 2016-17 Board will take these ideas and run with them.

Great presentation Russell—thank you.



UPCOMING MEETING RESPONSIBILITIES

Date & Time:	Monday 30th May [6.30 for 7.00]	Monday 6th June [6.30 for 7.00]	Monday 13th June [6.30 for 7.00]	Monday 20th June [6.30 for 7.00]	Monday 27th June [6.30 for 7.00]
Venue:	FTG Bowling Club	FTG Bowling Club		FTG Bowling Club	FTG Bowling Club
Program:	IMPACT	Committee Meeting	QUEEN'S	Probus Clubs in Knox	Presidents' Changeover
Speaker:	Kathy Kaplan AOM	N/A	BIRTHDAY	Bruce Crago	N/A
Committee Subject	N/A	TBA		N/A	N/A
Chair:	Graeme A	Christine A	NO	John F	Rob Hurst
Rotary Toast	Sean C	Fran M		Graeme A	Gary B
Cashier:	Graham F	John R	MEETING	Fran M	Paul W
Scribe:	Rob D	Rob H		Ray H	Linc -R-N
Rotary Knowledge		Paul W INTERACT		Gary B - Back-ground	N/A
Sergeant-At-Arms:	John F	Rob D		Rob D	N/A

<i>Birthdays:</i>	30th—Linc Reed-Nickerson
<i>Wedding Anniversaries:</i>	None
<i>Induction to RC of Fern Tree Gully</i>	None



PAUL'S PONDERINGS

Last week our guest speaker was Russell Pearson who spoke about Branding and Marketing in the Digital World. This was a real eye opener for us, as to what is available to help promote our club and Rotary with the aim of recruiting new members. It was quite appropriate that Russell was guest speaker, because Ray and Enid have established a club facebook page, which is a great tool to help promote Rotary and recruit new members. Has everyone gone in to the Club facebook page and clicked on share for each photo or article. Once you click share you can then download it on to your timeline then if your friends do the same thing the growth is endless. So come on everyone go on to our facebook page and share.

Last Monday myself, Paul Wilson, and President Elect Christine along with Salwan Shahine met with Fairhills High School about establishing a Interact Club within the school. After a very healthy discussion, the school are very keen on the idea and at the moment it is a case of combining their current Leadership training in with Interact. We have left the school with the booklet on Interact, and they will discuss it in due course and then get back to us. We were so grateful to have Salwan with us as he has so much knowledge on the subject, and he sells it very well.

Robert Dawson once again won the swindle, and in accordance with club custom, he has to buy every one a drink from his winnings. Actually it should be two drinks as he didn't shout last time he won it, and yet I noticed that readily accepted a drink from Robert Hurst when he won the last swindle. So Robert we wait in anticipation.

This Monday's meeting our guest speaker is Kathy Kaplan OAM, who is going to speak about IMPACT.

Don't forget Annual Reports have to be in by next week. Fran has hers in already. You are not going away by any chance are you Fran?

See you on Monday,

Yours in Rotary

Paul

Paul McAloney
President 2015-16

"THE WEEK THAT WAS"

Monday, 23rd May, 2016

The meeting opened at 7.00pm with Pres Paul welcoming club members our Guest Speaker Russell Pearson and Alan Feeney (Boronia Rotary).

President's Announcements.

Paul thanked those club members who attended the District Assembly on Sunday given the high number we had in attendance.

Christine, A Paul W, Graeme A and the District Interact Chairman (Salway Shaine) met this morning at Fairhills S.C. Report to follow

Chairman: Rob Dawson

Chairman's Reports:

Secretary: Christine Anderson

- received an email From Dist Gov Elect Carol Lawton thanking the Club for their attendance at Dist Assy. Christine will respond with feedback for improvements for next year.
- Planned visit to Donations in Kind warehouse will be postponed until July. Looking at a Saturday.

Apologies: John Reid, Graham Faulkner

Community: Graeme Aspinall

- Our attendance at the Community Kitchen will be cut back as they have more than enough volunteers to help out on Wednesdays. Decision made to keep in touch with Steve should the need arise again.
- Our permit has been received to sell raffle tickets at Ferntree Plaza, Upper FTG. John and I will start this coming weekend.

Youth: Paul Wilson

- After meeting this morning with the Fairhill's principle and a number of students the school has committed to establishing an Interact Club which we will sponsor.

Other: Enid Hughes

- Advised we were having problems with the web site again. The bulletin has been distributed.
- Reminder to all committee chairs annual reports are now due and budgets for next rotary year are required for our next board meeting.

John Flemming

Bowl Scan sales not progressing as well as last year.

Ray Hollis

Advised the club now has its own Facebook page.

Fellowship: Fran Mandergeddes

- Have purchased the tickets for the Elvis night at the Wantirna Club for those attending. Numbers are now final.

Fines / Skill John F conducted the fines session and didn't shuffle the cards too well as we had a **WINNER**, Rob Dawson (again).

Rotary Knowledge: Ray Hollis

Ray gave us an insight of his background and working life. Now that he is on the cusp of retirement he is looking forward to becoming more involved in Rotary.

Guest Speaker: Russell Pearson "Branding & Marketing in the Digital World"

Russell opened with the analogy of the number of ice cream flavours there are given we all have a different preference for a flavour. This applies to the many forms of digital mediums there are available for promoting our organisation. Facebook being the most popular. In Australia there are 14 million users on Facebook 1.59 billion worldwide that is 39.5% of the planet. 56% of those in Aus. are between 50 – 64 years.

Opportunities are available to attract new members through Facebook by promoting from the back, that is what we have done and directing them back to our Web page.

We need to identify who our is our market and what problems need to be solved. The challenge is to try something new.

Russell offered ongoing support and encouraged us to look at his Web page www.crimsonfox.com.au/ video series.

Russell responded to many questions and was thanked with a gift from the Club.

Pres Paul delt with housekeeping matters and closed the meeting at 8.25pm.

Scribe: Graeme Aspinall



“HOW DO YOU TALK ABOUT MEMBERSHIP TO THOSE WHO DON'T WANT TO LISTEN?”

Article by PDG Malcolm Lindquist, Rotary Coordinator Zone 8

As Rotary Leaders move around Australia they cannot but be impressed with the efforts being made by District Membership chairs as they strive to encourage clubs to address the areas of membership recruitment, retention and engagement. District seminars, round table discussions, café type experiences and numerous other events are conducted at district levels and these involve much effort for apparently little reward. But who attends these events? Inevitably a large proportion of the audience are the committed few. District Management team, Past District Governors, club Membership officers and the dedicated few. When we examine what is happening at club level a large proportion of members have not taken the first step towards asking an acquaintance to join their club and in fact turn off when the issue is raised. How do we get these members involved? As I have moved around the country I have seen excellent examples of Membership Chairs and committees taking the message to Rotarians at the club level and engaging all members to become involved in the recruitment and retention exercise and even getting clubs to examine the practices in their club which deter potential members. In South Australia District Chair Mark Hudleston and Past President Stephen Hayter have worked as a team with Assistant Governors to have group meetings involving several clubs in a localised area which replace the regular meeting. At these entertaining and lively meetings factual information and strategies are explored which are relevant to the particular area and this has resulted in clubs undertaking meaningful initiatives to improve membership statistics. The majority of the audiences of around one hundred people are people who do not attend district seminars. In D9675 District Membership Chair Stephen Knightley has undertaken a program of visits to clubs where he addresses with clubs the issues associated with attraction of new members and acts as a resource to enable changes in culture to occur. We have to realise that potential new members need to be approached and presented with a value proposition as to how Membership of Rotary will benefit them. The RC of Yass model of seeking out suitable people and exposing them to the good deeds of Rotary and the benefits of membership seems to be working in the several districts in Australia. Bec Weragoda in New South Wales has also showed that the approach of taking the message to potential members also works with Rotaract. She and her committee in the greater Sydney area are well on the way to forming three new Rotaract clubs in their District. They visit clubs and areas where potential Rotaractors are to be found promoting the value proposition that membership brings. I salute the efforts of all Membership Chairs and encourage all club presidents to work with them to develop strategies to switch on those members who do not want to listen.

IMPORTANT DATES TO DIARISE.....

May	Youth Services month	
23-May	Branding & Marketing - Digital World	Russell Pearson
30-May	IMPACT	Kathy Kaplan AOM
June	is Rotary Fellowship month	
6-Jun	Committee Meeting	
13-Jun	Queen's Birthday - No Meeting	
17-Jun	Bunnings Sausage Sizzle	
20-Jun	Probus Clubs in Knox	Bruce Crago
27-Jun	CHANGE OVER	
Goodbye Paul, WELCOME CHRISTINE		

July	is the start of new Rotary officers' year of service	
4-Jul		
11-Jul		
15-Jul	Bunnings Sausage Sizzle	
18-Jul		
25-Jul		