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**Rotary International**  
[www.rotary.org/](http://www.rotary.org/)

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## Our Donation to Lifeline

Malcolm Braid presented a cheque to Wendy Carver from Lifeline. During the past year we assisted with painting and transfer of workstations to Turramurra. We allocated \$\$2,400.00 to assist with the purchase of 2 clothing bins.

Wendy thanked the club and members for all the work we did. Wendy made special reference to Doug Miller's significant effort



## Guests and Notice

President Michael welcomed guests- Wendy Carver from Lifeline and Andrew Thomas and Jesse

Next Week Pam Pritchard will talk about PolioPlus

## The Girl Who Played with Fire

Ross Egan has organized a Film night at **Roseville** Cinema on Monday 27 September. Ross booked the whole Cinema of 200. Admission is \$20. The movie is the second of Stieg Larsson's trilogy. The book is a best seller, please bring friends.

We will hold drinks and nibbles from say 6:15pm and movie to start round 7:15pm

The book is excellent and the first trilogy movie was good, please arrange a group with your friends

## Guest speakers Building a school in Uganda



This was a night with a difference. It is the first time I can recall that we donated to a project in Africa and we have a received a face to face update from the people who requested the money and who were responsible for the (over)



Construction. Andrew and Jessie jointly explained how they implemented the project and the difficulties they faced with construction

## 6,000 ShelterBoxes for Pakistan

Boxes of hope for Pakistani flood victims  
6,000 families affected by the Pakistani floods will be given the means to survive as 6,000 more ShelterBox disaster relief packages are sent into the disaster-affected area.

ShelterBox Australia is playing a significant part in ensuring that the displaced survivors of the disaster are provided with the aid they need to survive.

"In a disaster area such as flood-ravaged Pakistan, a ShelterBox can represent the difference between life and death for a family of up to 10 people," said ShelterBox Australia's Lasse Petersen.

"For floods of this magnitude, we are thankful that the death-toll was only 1,600, but the United Nations estimates that 20 million people are now homeless as a result. That's more people affected than the 2004 Indian Ocean Tsunami, the 2005 Kashmir earthquake and the 2010 Haiti earthquake combined."

"The immediate survival needs of these victims must be a priority for the international community and that's where ShelterBox can offer the most practical help possible," he added.

Distribution of ShelterBox tents to Pakistan flood victims commenced two weeks ago and more shelterboxes and tents continue to be flown in as the disaster worsens. ShelterBox has initiated a large scale response and urgently seeks further donor support to enable much greater numbers to receive rapid assistance.

ShelterBox has extensive experience in Pakistan having responded to separate disasters twice already this year as well as numerous occasions in 2008\9.

To ensure the aid gets to people who need it quickly, ShelterBox is working with the French Military and Pakistan's National Disaster Management Authority, both of whom have extensive experience working with ShelterBox in several disaster responses.

## Rotary Foundation Thought for The Week

This week's Rotary Foundation Thought is about how a Matching Grant can make a difference.

In 2008 the Rotary club of Cochabamba, Cercado in Bolivia and Glenhaven Club joined together in a matching grant to aid a street kids program in Bolivia. This institution provides free accommodation, care, literacy training and employment assistance to 140 street kids from low income families. A matching grant was used to help the institution buy an ice cream making machine. Each 'street kid' is involved in the hygienic manufacture and distribution of the ice cream.

Cochambo provided just US\$300 but with Glenhaven's \$10,000 and District 9680 \$3,500 a Matching Grant was obtained of \$8,600 to provide a total of \$22,450.

This is just one of the many examples of how the Foundation's humanitarian grants programs can make positive changes for at risk young people.

## Linda Lam-Rohfs—ABC Gardening Expo

Linda Lam-Rohfs went there on Friday, it was a beautiful day! They opened the gate at 10:00. It was full of people already by the time I arrived at 10:30 on a working day!

Yes, I spoke with over 30+ stores, and 3 of them said they come to GF every year!

### **Something they have and we don't:**

3 demos / talks happening at the same time  
big gardening suppliers, i.e. Yates, Richgro, seeds companies, turf & organic fertilisers

Societies, i.e. roses, orchards.

Gardening magazines

Shuttled bus services

Kids corner (i.e. big chess games)

Good advertising program - through ABC TV Channel

### **Something we have but they don't:**

Music - entertaining programs - they had one street performer there from South America

Good food stores (ours are heaps better, but more expensive)

**The worse experience:** One store holder refused to read our flyer because he believed this is not ethical! not fair to the organiser (I strongly disagreed).

**The best part of my field trip:** I spoke with the Brand Manager of ABC channel, and invited her coming to our GF, having a stand with us. She politely declined as they are doing 4 shows every year in different states. They have no resources for us (I know, we are smaller comparing to them). However, she agreed to donate 500+ ABC Gardening magazines (back issues) to us. I also asked for some of their show bags. She said that we may discuss further later. (hooray! She made my day...)

On the show guide, there is a list of exhibitors, I also collected some information, brochures & contact nos. from potential stores. They have 6 counters issuing tickets at the entrance (\$17 adult, \$15 Pensioner). No plant pick up services, some people came with a shopping trolley and pushing it everywhere. Some just left it with the store and collected on the way out. It appears that their rate is very high; a small one outside was around \$500, and another one inside the hall was \$2,000. The pricing info is rather sensitive, I couldn't get it from their web site either.

## Rotoract Macquarie Charter Dinner

Rotoract Macquarie Charter Dinner

On behalf of the Rotoract Club of Macquarie University, I would like to invite you and your club to our Charter Night. It has been a long road to get to where we are today and we would like celebrate our Charter with you. The details of the night are as follows:

**Saturday 4th September 6.30pm**

**Ryde Eastwood-Leagues Club (West Ryde)**

**Dress code: Semi-formal**

**\$60 (includes buffet dinner and drinks for first 2hrs)**

Please RSVP numbers before 1st September to [charter@rotaractmq.org](mailto:charter@rotaractmq.org) to reserve a place as there is limited capacity. Pay on the night.

## More on Uganda

*Some happy students showing their appreciation*



*Early Construction*



## Members Survey

### Malcolm Braid

Members survey is again attached, please complete it and return to Linda or Malcolm if you have not already submitted yours.

## Linda Lam-Rohfs—ABC Gardening Expo

**Who do we want to interact with on the site?**

### The public

- needing our contact details.

### Prospective members

- finding out what we do from annual reports etc

### Members

- for apologies
- club members contact details
- possibly other club resources
- possibly source of newsletter and program

### Others

I have considered others such as local businesses, Rotary district and international etc, visitors to the club, but can't think of anything they would need other than our contact details.

**What do we want them to do?**

### The public

- get our contact details to contact us by phone, post or email

### Prospective members

- get a warm glow about Rotary
- understand that it is a means to put something back into the community (and the world)
- contact us
- come to a meeting

### Members

- Use apology system – convenient for members and saves time at the door
- Access contact details and other resources – these things have to be somewhere and having them all in one place is useful.
- Access newsletter and program.

**How would we do it?**

### Public

Keep contact details up to date.

### Prospective members

Getting the web site to the level where it can attract and inspire prospects involves a lot of ongoing work possibly including some aspects of search, social media, blog and graphic design. It also has to be part of a more comprehensive marketing program. This has to be maintained, monitored and updated frequently. It

## Rotary Acronyms

Acronym	Description
<b>ANZO</b>	The abbreviation of our Rotary Region - Australia, New Zealand, Oceania.
<b>ANZSE</b>	Australia New Zealand Study Exchange <a href="#">Back to top</a>
<b>ARH</b>	Australian Rotary Health - A multi-District project approved by RI to seek public donations in support of health research within Australia. Previously ARHRF.
<b>ARHRF</b>	Australian Rotary Health Research Fund - A multi-District project approved by RI to seek public donations in support of health research within Australia. Now abbreviated to ARH.



## Peter Kipps—observation on our WEB for us to consider

I have received excellent responses to my request for improvements to our WEB from Peter Kipps, Linda Lam -Rohfs. I have published Peter's response today and will include sections from Bob and Linda next week which are not covered by Peter

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Getting the web site to the level where it can attract and inspire prospects involves a lot of ongoing work possibly including some aspects of search, social media, blog and graphic design. It also has to be part of a more comprehensive marketing program. This has to be maintained, monitored and updated frequently. It may not work. While I believe there are possibilities in this area, we need to be sure that we are able to put in the time to do it successfully.

### Members

Having club contact details and resources (including directory Koongga and apologies) on the web can be maintained with reasonable and I think manageable effort. If the Koongga goes on the web, I believe there should still be a group email each week with a link to web copy. Otherwise the readership could well go down. Which of course means that we will have to reduce the editor's salary.

We would need to have a login procedure to protect the club member details

### Preliminary Conclusion

We can consider this at various levels.

a) A simple site with contact details and a few resources, easy to maintain. Nothing special for prospects except perhaps an enquiry form. It should nevertheless be complete and up to date. Reasonable ongoing maintenance. This is effectively what we are doing now but it is incomplete.

b) More comprehensive site optimized to attract new members. Lots of ongoing work and risk of failure. Probably requires different web infrastructure eg Wordpress or similar

c) Or possibly go on with a) while we research a way to be successful with b)

Thank you Peter

## Ryde Rotary Golf Day

Ryde Rotary Club runs a Charity Golf day every year at the Oatlands Golf club, and we are looking for Players, Sponsors and donations of prizes for the raffle.

Friday

25th February 2011

Registration 7 am + breakfast

Shotgun start 8 am

Lunch approx 1pm

Can you put the attached flyer in your Club bulletin, print it and put it on your work noticeboard and also please send it to anyone you know who loves a game of Golf.

Please help us make this a great day for Golf, and for helping raise funds for Rotary Projects! Thanks for your assistance.

ENQUIRIES – MICK NELSON – 0428 645 128,  
email: [MickNelson1@bigpond.com](mailto:MickNelson1@bigpond.com)

## Tim Phillips

I phoned Shana on Saturday and she said that Tim has been a bit like a yo-yo, up one day and down the next, The good news is there have not been any new tumors on his brain

Shana said Tim will not return to Rotary until he improves and the weather is warmer.

## Guest Speakers

<b>30 August</b>	Pam Pritchard - PolioPLus
<b>6 Sept</b>	DG's visit
<b>20 Sept</b>	Wendy Escott (Studio Artes)
<b>27 Sept</b>	Movie Nite
<b>18 Oct</b>	Apprentice Awards

## Market roster

Time	12 September		
<b>Signs &amp; Banners</b>	Timms, Graham Hungerford, Geoff		
<b>Morning Set up</b>	White, Frank Thompson, John		
<b>0800 – 1030</b>	Newling, Greg Newling, Joy		
<b>1030 – 1300</b>	Evans, Emyr Jackson, Tom		
<b>1300 – 1530</b>	Kipps, Peter Desmarchelier, Roger		

**MARKET DUTIES:** You must initiate changes & advise Geoff Hungerford. Third Shift returns signs & bins to St George Bank

## Door team

Duty	August	September	October
<b>Greeter</b>	Eleanor Filewood	Caroline Jones	Malcolm Braid
<b>Team</b>	Judy Houghton Michael Midlam	Evans, Emyr, van Ewijk-Miller, Marieken	Bala Krishnan, Linda LamRohlf's

**NOTE:** The door team is responsible for welcoming visitors and guests, recording payments and issuing copies of the record to the President, Secretary and Bulletin Editor. Please arrange your own replacement.

## Happy days August 2010

### Birthdays

Reg Barlow	1-Aug
Sharna PHILIPS	8-Aug
Ross Goodman	17-Aug
Eleanor FILEWOOD	18-Aug
Gerry HOY	21-Aug
Greg NEWLING	23-Aug
Graham Fletcher	25-Aug
Carolyn Fletcher	28-Aug

### Anniversaries


## Club awards

**Winner District Governor's Shield - Best Large Club for 2004-05**  
**Presidential Citation - for excellence and exemplary achievements 2005-06-07-09**  
**District Governor's Membership Growth Award (Large Clubs) 2006-07**  
**District Governor's Membership Growth Award for Large Clubs 08-09**  
**Rotary International Award for Membership Development Initiatives 08-09**

## Apologies & Guests

Members are booked in to attend every regular meeting of the Club, if you cannot attend a meeting or wish to book in a guest/partner please access the WEB at <http://www.rotarynews.info/Club4219/r.i> before 3.30pm on the day of the meeting. An apology for the next week may be entered after 5pm. If you do not apologise for non-attendance the Club must pay for your meal and you will be asked to reimburse the Club.

## The 'Koongga' Message Stick

### The Emblem of the Rotary Club Of Ku-ring-gai

It is appropriate that the emblem of the Rotary Club of Ku-ring-gai should be the "KOONGGA", which is a message stick used by the Australian Aborigines. The pattern of markings burnt into the surface of a "Koongga" is not a form of writing. The bearer delivers the message orally and the "Koongga" is a guarantee that he is telling the truth.

Bearers of message sticks sometimes travelled long distances, often through the territories of hostile tribes. The messages they delivered were to arrange a corroboree, a trade meeting, exchange of information and other tribal matters.



The colours and symbols

tribe. The ones chosen and incorporated into our banner are representative of the tribes that lived in the Ku-ring-gai area many years ago. Additionally, the Banner of the Rotary club of Ku-ring-gai bids to all who receive it, a friendly "Karl tandi", a friendly welcome. Indeed, the Club's "Koongga" and "Karl tandi", banner reflect in their own unique way, the ideal of "Rotarians united in service, dedicated in Peace".

on a "Koongga" vary with each by the Rotary Club of Ku-ring-gai