



[www.kuringgairotary.org.au](http://www.kuringgairotary.org.au) The club meets every Monday 6.30pm at West Pymble Bowling Club



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### Trivia Night

100 people attended and we made @2,400.00  
It was a fun night and the Warrawee Bowling Club staff appreciated how we cleaned up  
Thanks to Malcolm and Dilys and we also appreciate the effort from Ross and Helen

### Hat Day

Have you seen the article in the May Rotary magazine re Hat Day? "Hat Day is Australian Rotary Health's newest fundraising event and first community action and awareness day."

The official day was last Friday but it is running all through May. I was talking with Michael about it at the weekend and I would like to suggest that for our meeting on Monday 30 May we ask members to all wear a hat and bring a gold coin to donate to Rotary Health. Any hat would do - perhaps we could call it "Hat Monday!"

I thought it would add a bit of fun and raise money for a good Rotary cause at the same time.

Wahroonga Club embraced it (good PR in the Advocate) and apparently all the shopkeepers in Wahroonga wore hats on Friday. There was even a rally in Martin place at 1pm! Perhaps we could do something somewhere next year?

Hope you think it is a good idea too. I'm planning to do a 2 minute commercial to-night.

Cheers,

Joy Newling

### Decisions at Board

Review Budget for this year on Project account - We are looking at a deficit of \$260.00 for the year  
Project selection and review criteria is on the WEB  
Club a/c is \$98 in deficit  
**Members will be invoiced before June and payment is due before June 30 2011**

### Graham Timms International

President Michael presented a Certificate of Appreciation to Graham who has advised he will not continue as Coordinator of International Committee.

Graham has been a tireless and effective Leader for international. He invited input about project from committee members and argued passionately for allocation of funds.

He organised the International night which he and Judy ran at their home for several years and made significant funds for Projects.

He paid his own fare and accommodation to visit Timor-Leste to assess its suitability to become one of our projects.



### Meeting Apology

Please use the club website before 3pm on meeting day to apologise or add a guest or you will be required to reimburse the club for your meal cost.

### Back Pages

Guest speakers  
Market roster  
Door team  
Happy days

## Garden Festival

## Garden Festival

# Garden Festival 2011

- ØFinancials for 2011 vs previous years
- ØSurvey Data & Observations
- ØShortfalls & Opportunities
- ØProject Criteria – where to from here?

## Year to year comparison

Year	Stallholder Income	Gate	Sponsorship	Income total	Expenses	Profit
2005	\$ 12,914.00	\$ 12,773.00	\$ 5152.00	\$ 33,626.00	\$ 35,991.00	(\$5,152.00)
2006	\$ 21,045.00	\$ 15,174.00	-	\$ 36,219.00	\$ 28,013.00	\$ 8,206.00
2007	\$ 26,850.00	\$ 14,090.00	\$ 10,000.00	\$ 50,940.00	\$ 23,432.00	\$ 27,508.00
2008	\$ 22,311.00	\$ 20,656.00	\$ 12,273.00	\$ 55,240.00	\$ 27,786.00	\$ 27,454.00
2009	\$ 21,207.00	\$ 20,783.00	\$ 10,000.00	\$ 51,990.00	\$ 30,407.00	\$ 21,583.00
2010	\$ 19,007.00	\$ 11,510.00	-	\$ 30,517.00	\$ 22,478.00	\$ 8,039.00
2011	\$ 18,353.00	\$ 7,717.00	\$ 100.00	\$ 26,170.00	\$ 21,882.00	\$ 4,288.00

## Financials – the differences

### ØGaps identified:

- ØS'holders - 80 vs 109
- ØS'holder fees - \$230 vs \$275
- ØGate- ticketing pp at \$8
- ØAttendance - 1000 vs average 2000
- ØSponsorship - \$0.00
- ØIncome – ex GST = \$26Kk vs \$35K budget
- ØExpenses - \$22k vs \$27k budget
- ØParking Levy by Council for 2010.
- Profit - \$4k

### ØGap in Revenue:

ØS'holders	\$6,670
ØGate extra 1000	\$7,000
ØSponsorship	\$10,000
ØExtra Income	\$23,670

### ØLost cost Opportunities

Ø Council lease fees	\$3000
ØSES fees not reqd	\$3000
Ø extra 2000 attend	\$12000
Ø	\$18,000
Potential profit - \$36k -without sponsorship	

## Garden Festival

### Observations

- Wet weather weekend and State election
- Not enough people!!
- Conflicting events – always a challenge!
- No need for SES traffic management
- Ticketing by adult entrants, is \$8 too high?
- Managed gate leakage
  - L 2 gates
  - L Better fencing and stall layout
- No electronic promotion signage possible.
- No sponsorship to support set up costs - achieve breakeven at start.
- Community and International teams helped put time into project
- No promotion flyers.
- Good marketing effort – to what effect?.
- Logistics, music program & site well managed.
- Shelterbox –\$373.
- Show bags –\$317.

### Survey Data

#### Stallholder Survey:

- It's not commercially worthwhile for store holders – 21%
- Store holders are satisfied – 25%
- Store holders will not come next year – 30%
- Gate fees too high - 11%

#### Top 3 comments from store holders:

- Weather bad, non-commercial
- More visitors please!
- Better promotion required.

#### Guest Speakers feedback

- Workshops involving stallholders
- No pavilion – use open sided marquee.
- More promotion – street pole signs
- Wider variety of plant stalls
- Better links to horticultural media
- Adopt a flower theme
- Restore major prize – attraction.
- Reduce entrance fee – zero?

#### Top 3 comments from visitors:

- Not as good as last year
- More garden stalls, more how to talks & more plants
- Poor coffee, no honey stores

## Garden Festival

# Project Criteria

- Did it meet the social needs of the Community?
- Did it have member involvement?
- Did it get media attention?
- Did it meet financial demands?

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- Did we cover these off?
- Did we have fun?
- Should we do it again next year?

## Beneficiaries

SES		\$3,000
Shelter Box	\$?	
Studio Artes		\$?
Bo hospital		\$?
Total		\$?

## SWOT FACTORS

- Strengths – know-how, positive attitude, stallholder relationships.
- Weakness – club resources and available time,
- Opportunities – Promote Rotary, membership, community relationship, financial.
- Threats – weather, other events, stall numbers, quality, economy,
- Critical Factors
  - Stalls
  - Promotion
  - Financial target reached.

## Critical Functions

### Core

- Marketing – stalls, sponsors, major prizes, promotional materials
- Entertainment
- Speakers & workshops
- Children's activities

### Support

- Promotion – media, signage, mailing, web site
- Newsletters, show guide, flyers,
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## Decision for 2012

The meeting decided to defer a vote on a decision to proceed with the Festival in 2012

## School of St Jude

Rotary's support for **The School of St Jude** has been in place from before our doors first open. Since that time this invaluable assistance has been consistently provided in all shapes and sizes and continues to leave all of us at St Jude's feeling very fortunate to have such willing supporters all over the world.

We need to ask for your help in spreading the word for us! We currently have critical vacancies in a number of Management, Teaching and Teacher Mentor positions.

If you are (or know someone who might be) looking for an opportunity to:

- Put the heart and soul back into your professional and/or personal life in an environment that allows you to also focus on personal growth and development?
- Encounter new challenges in an environment that will benefit greatly from your knowledge and expertise?
- Achieve professional outcomes that will enhance your future career trajectory?
- Have some time-out to reevaluate your future career pathways while still achieving significant professional outcomes?
- Recover from the scourges of professional life in the West – 'burn-out' and 'work-life' imbalance?

**Then we have the position for you!** As opportunities in the developing world go, this is one of the best! You get to work in modern facilities with a large International and Tanzanian staff, where English is spoken and it all takes place in one of the most scenic parts of Africa.

We require the following positions to be filled as soon as possible:

### **Management:**

- **Finance Manager** – a new and exciting role ideal for the more experienced accountant or qualified financial professional who is now able to take time out and manage a younger team
- **Systems Manager** - an exciting role suitable for a person with experience in managing an IT department for a large organisation and wishing to advance to the next challenging level.

### **Education:**

- **Secondary Teacher Mentors** – working in an environment with professional and personal support, we need qualified teachers to mentor in the subjects of, **Mathematics, Science, Humanities, Business Studies, ICT and English**

**Primary Teacher Mentors** – working alongside Tanzanian teachers who are facing different challenges of a new curriculum implementation, we need qualified teachers for our Upper and Lower Primary campuses

- **ESL Teacher** - this challenging and rewarding role will raise the level of the Teachers' English skills so they can more confidently teach their subjects to their students in English.
- **Teacher Librarians** – working and liaising with local and International staff to provide dynamic and innovative library classes and resources for staff and students.

If you could please print off this four page attachment and take it to your next meeting, pass it round, or even pin it up on the bulletin board, it would be greatly appreciated. Maybe a member of your club is the person we need, or they may 'know of someone'!

Further information regarding these positions can be found on our school website: [St Jude's Job Vacancies](#) or by emailing the school HR team on [hadmin1@schoolofstjude.co.tz](mailto:hadmin1@schoolofstjude.co.tz) or [schoolofstjude@habari.co.tz](mailto:schoolofstjude@habari.co.tz)

Thank you for your continued support,  
From everyone at **The School of St Jude**

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<b>Rotary Acronyms</b>
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<b>RCC</b>	Rotary Community Corps
<b>RCD</b>	Rotary Club Director
<b>RCP</b>	Rotary Code of Policies
<b>RDU</b>	Rotary Down Under
<b>RFFA</b>	Rotarians For Fighting AIDS
<b>RI</b>	Rotary International - The association of Rotary Clubs of Rotary Clubs throughout the world
<b>RIBI</b>	Rotary International in Great Britain and Ireland

<b>Apologies &amp; Guests</b>
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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.kuringgairotary.org.au> before **3.00pm** on the day of the meeting. An apology for future meetings may also be entered. If you do not apologise for non-attendance the Club must pay for your meal and you will be asked to reimburse the Club.



## Guest Speakers

See club website: "Member Forum - Events" for whole year listing of events

<b>30 May</b>	From Perth to Broome and the Pilbara—Eleanor Filewood
<b>6 June</b>	Carers Night and Millie Constable
<b>13 Jun</b>	Queen's Birthday holiday—no meeting
<b>Mon 27 Jun</b>	Changeover Dinner, Rotary Club of Ku-ring-gai
<b>19 Sep</b>	District Governor's visit

## Market roster

Time	12 Jun
<b>Banners</b>	White, Frank
<b>Signs</b>	Timms, Graham Hungerford, Geoff
<b>Morning Set up</b>	White, Frank Thompson, John
<b>0800 – 1030</b>	Fletcher, Howard Krishnan, Bala
<b>1030 – 1300</b>	Evans, Emyr Midlam, Michael
<b>1300 – 1530</b>	Egan, Ross Forsythe, David

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

## Door team

Duty	May	June
Greeter	John Aitken	Emyr Evans
Team	Bala Krishnan	Roger Desmarchelier
Team	Greg Newling	Geoff Hungerford

**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 May 2011

Birthdays	
Jannet Pendleton	9-May
Patsy Hungerford	May

Anniversaries	
Malcolm Margaret Braid	7-May
Graham Judy Timms	11-May
John Janet Boyle	14-May
Michael Louise Tyler	16-May
Geoff Patsy Hungerford	18-May