



Rotary Club of Strathfield



Namaste

STRATHFIELD ROTARY BULLETIN

DISTRICT 9675
22nd July 2020

www.strathfieldrotary.org.au

info@strathfieldrotary.org.au

<https://www.facebook.com/strathfieldrotary>

Rotary, United Nations and Australian Themes

<i>Month of July</i>		
-	Rotary	Start of new Rotary year
<i>Weeks of July</i>		
-	-	-
<i>Days of July</i>		
28th July	UN	World Hepatitis Day

President's Report



Usha Garg
President

Last week we heard from one of our widely regarded Rotarians Tony Benner of Sydney Rotary. His gentle but profound message was not lost on us.

That we all like to serve we know. We also like to create change and opportunities for many. We like to help the young grow into global citizens and leaders. Seeking positive change, we bring positive transformation. That is one of the main reasons why we are here. But is this how others see us? Have we given enough

thought to this. Perhaps not. Tony's words certainly had an impact on me. Perhaps on many of us.

So, with this, I express my gratitude to all Rotarians and community members who work seamlessly together to reach greater heights. At every Rotary meeting, we raise our glasses in a toast to Rotary as our inspiration to serve, to our country that provides us with the abundance to serve and to our community that gives us reasons to serve.

We are returning to our normal meetings soon and our first in-person meeting at the Strathfield Event Centre will occur on the **5th August** and will only change if NSW Health Regulations change. With a strict eye on the numbers attending, an RSVP

system will soon be put in place (rather than apologies) by our club service director, Alexey Prokopenko. We expect that each member attending will inform in time. The pandemic situation is getting uncertain again, and members need to keep in close touch for updates.

Thanks to Bradley, we are progressing with the Youth Awards and look forward to a new way of presenting them. Thanks also for the hard work with the Bulletin. Thanks to Peter Smith and his team for the great graffiti removal in Homebush which has resulted in the chemist making a donation to our club. Bunnings Ashfield has promised a donation of \$500 to our club for the inconvenience of cancelling our sausage sizzle appointment at a short notice.

When you have time please do visit the virtual [House of Friendship](#) through 31

July. (*Explore, ask questions, and interact with other members at this exhibit, open 24 hours a day, that features Rotary Action Groups, Rotary Fellowships, projects, and partners. Share the experience with your club, family, and friends by encouraging them to visit, too*).

This week we will hear from Lachlan Warner, Coordinator of ACU's McGlade gallery at Strathfield, which plays a pivotal role for the teaching of visual arts and design. Many of us are fond of art and would find the talk interesting.

There are many more interesting talks and events coming up, so stay tuned.

Usha Garg

Reports from members

Janelle Watson

Recently our Club was involved with the Food Pantry at St Paul's in Burwood.

On the 5th August, Rector Fr. James and his team are going out on one of their Life Jacket runs when they take clothes, blankets, sleeping bags, beanies, socks, and jocks, etc. to those who are sleeping rough. There is always a need for blankets. A note that things need to be warm and clean (and

large sizes are good). If anyone is interested in donating please contact Fr. James or Rosemary King at St Paul's.

Below is a link with some background information:

[https://www.podomatic.com/podcasts/radio2rdj/episodes/2020-06-10T22\(underscore\)38\(underscore\)10-07\(underscore\)00](https://www.podomatic.com/podcasts/radio2rdj/episodes/2020-06-10T22(underscore)38(underscore)10-07(underscore)00).

Speaker last week: Tony Benner

We had the great pleasure to have as our guest speaker fellow Rotarian Mr Tony Benner who gave a very topical presentation titled "From the Outside Looking In". An introspective of how the

public image of Rotary clubs is defined by the activities and actions of its members and more particularly what changes we can consider and adopt to make Rotary more Inviting and relevant to a greater audience both during and post COVID 19.

Tony's background includes amongst other skills being a communications specialist advising various large institutional firms on how to maintain competitive advantages, dealing with digital strategy and event crisis management. Tony delivered a succinct presentation and I have identified critical points that he made regarding Rotary's public perception.

1. *The Front Desk*

A rotary meeting is like any other personal and business interaction. You have only one opportunity to make a first impression therefore it is critical to have the "best people" at the front desk. Friendly, welcoming, engaging and perhaps youthful.

2. *Meetings have to be fun*

Two words that resonated with me were "Showtime" and "Production". What lasting impression were our guests and potential members left with after our meetings. We have no excuse for boring meetings were we pre occupy ourselves with the mundane day to day Rotary business items instead of providing an entertaining fun and informative meeting that was slick and made guests want to return for more.

3. *Looking after Visitors*

Engaging and acknowledging visitors to our club. Ensuring that we actually followed up all visitors to gauge what their experience was and how we could improve our meetings. It was critical that we didn't alienate or offend any visitors with jokes or polarising statements.

4. *The Status Quo*

How relevant were some of the ceremonial and traditional Rotary agenda items in the

current environment and where they likely to alienate potential new members. He mentioned items like Rotary Grace and the National Anthem as examples. Revisit what we do, how we do it and why.

5. *Public Relations*

Are we communicating, engaging and attracting members from our community who are "movers and shakers". If we can engage with these members in our community and build relationships with "opinion makers" within their sphere of influence then the Rotary brand is likely to carry more weight and attract new members.

6. *Self Analysis*

Are we auditing all the projects we undertake to verify that they are still relevant and worthy of our attention. Are we asking guests to our club for feedback as to how we can improve our meeting or engagement with the community.



7. *Dr Google.*

We should embrace the internet and search engine internet sites. Tony thought that the Rotary International website was a labyrinth and it was often easier to search for the project or event on Google. He also thought that there was interesting content on the internet that we could adopt to make Rotary meetings engaging.

8. *Social Media*

Social Media was critical with the branding of Rotary and setting up local networks. We should have strong relationships with like-minded community organisations like the Chamber of Commerce and local Councils because members or these organisations were a source of our key audience. Tony suggested we adopted a consistent corporate image and published a broad range of both articles and photos on social media like Facebook if we wanted to attract a more diverse membership. He was sceptical of using too many BBQ shots with “old men”!

9. *Databases*

Tony though it was critical to have an extensive database of potential members and supporters who we could call upon for projects and social events. This database would go beyond members of the club but

incorporate all guests of the club, supporters, prominent local identities or anyone who had shown an interest to be part of the Rotary team.

10. *Growing Rotary*

Every member had to have an elevator statement to summarise what Rotary was and did in the community in 15 seconds. As Rotarians we had to let others know we are great people who are part of a great organisation that does great work.

As the other Tony would say (Tony Bennett!)

“It’s never too late to start doing what you love”..

Writeup by Andrew Aravanis

Speaker for this week: Lachlan Warner

Lachlan is from the McGlade Gallery. Located in Sydney’s inner west, near Sydney’s Bicentennial Park (which boasts sculptural and environmentally based artworks). The gallery is part of the NSW Regional Galleries Association.

The gallery works to further the University’s mission through its focus on the spiritual, social and ethical dimensions of artistic practice. Since its inception in 2001, the gallery has hosted exhibitions on the icon in Australian religious culture, calligraphy as a religious practice and on ikebana as a living example of Japanese Zen Buddhism.

The gallery plays a pivotal support role for the teaching and learning of visual arts and design. It acts as an important forum for showcasing student works at professional industry standards, and continues to develop a visual dialogue within and between studio practices and the wider art and design industries. Each year there are a series of student survey shows that culminate in the annual graduation exhibition in November.

The gallery also acts as an important site of community engagement, offering the general public access and exposure to a wide range and high standard of visual culture. It aims to be inclusive of all artistic endeavours from across all cultures and creeds.

Dates for the Calendar



<i>Rotary Events</i>			
<i>Day/Date</i>	<i>Event/speaker</i>	<i>To introduce</i>	<i>To thank + Speaker write-up</i>
Wed 22nd July	Lachlan Warner McGlade Gallery Australian Catholic University	Nick Hamilton- Kane	John-Paul Baladi
Wed 29th July	Charmaine Langley/ Nick Rinaldi Toastmasters Cooperation	Jaya Challa	Matthew Elias
Wed 5th Aug	First face-to-face meeting at the Golf Club	-	-

<i>Birthdays</i>	
-	-

<i>Anniversaries</i>	
-	-



The Rotary Statistics

Attendance last (Zoom) meeting (15-07-20)	25
Club membership	45
Partners	2
Guests	2*

<i>Funds raised</i>	
Raffle	\$n/a
Sergeant's session	\$n/a
Heads and tails	\$n/a

* one guest was the speaker, Tony Benner, the other guest accompanied Jan Barrett. (refer photo on next page)



Perhaps other members can bring a non-human guest to our next meeting



Your Committee 2020-21

President	Usha Garg	Secretary	Dimitry Palmer
President Elect	tba	Sergeant	Nick Hamilton-Kane
Immediate Past President	Arie Pappas	Treasurer	Rod McDougall
Youth	Peter Smith	Community	Allan Teale
International	Thaya Ponniah	Vocational	Janice Barrett
Public Officer	Rod McDougall	Club Service	Alexey Prokopenko
Bulletin Editor	Bradley Ayres	Web master	Raymond McCluskie
Bulletin Printer	Selectprint	Apologies	Gulian Vaccari
Facebook master	Charles Pitt		



Bulletin kindly printed (if we were producing hard copies) by

