



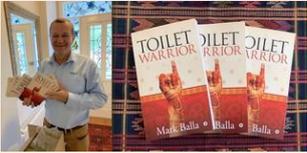
Welcome to the March edition of the District Governor's Bulletin.

MARCH IS WATER, SANITATION AND HYGIENE MONTH

There are many clubs in our District who have water and sanitation projects in developing countries. Examples of such projects are water tanks and water filtration units to provide clean drinking water.

It is every person's right to have safe, clean drinking water. It is estimated that 1400 children throughout the world die each day from diseases caused by lack of sanitation and unsafe water. Rotarians support many projects to bring clean water, sanitation and hygiene to people. When people have access to clean water and sanitation, waterborne diseases decrease, children stay healthier and attend school more regularly and mothers can spend less time carrying water and more time helping their families.

The **Rotary Club of Concord** has partnered with the **Rotary Club of Box Hill** in Victoria and the **Rotary Club of Nasik** District 3030 in India to help make toilets a reality for school children. They have received a Global Grant for their "Operation Toilet" in two schools – Vidya Prashala, Talegaon and Sant Haribaba Vidyalaya, Pangri. **Mark Balla** from the Rotary Club of Box Hill is the driving force behind this project.



Mark (pictured left) has written a book entitled 'Toilet Warrior', which tells the story. Mark completed the necessary community assessment for the grant and the project started in November 2019. It is due to finish by the end of 2020.

The **Rotary Club of Liverpool West** carried out a sanitation project in the village of Wainidradra in Fiji. Members of the Club supplied and installed toilets (pictured right), toilet blocks, showers and septic tanks. Before this the villagers were using pit toilets. The sewerage was overflowing on the ground. The official opening was conducted by the Minister of Health in Fiji. The Club also provided laptops and books to students who come from a low socio-economic group.



Conference 2020



Our District Conference 2020 is now only days away, Friday 20 to Sunday 22 March. This year we are joining with District 9685 to hold a joint conference which is to be held at the Wollongong Entertainment Centre.

The theme for our Conference is "Reasons" – the reasons you became a Rotarian and the reasons you continue to do good in the world in the name of Rotary.

We have some great speakers attending including the inspirational Turia Pitt, NSW Australian of the Year Munjed Al Muderis, social welfare activist Rebecca Tolstoy, founder of "Plastic Free Oceans" and motivational speaker Rob Edwards, and many, many others.



Tura Pitt



Munied Al Muderis



Rebecca Tolstov

There is a great program of activities organised on Friday afternoon including hands on and seminars. Our speakers on Saturday will enlighten you, motivate and inspire you and then at the Saturday night dinner you will be entertained by a fantastic 12-piece band "Sweet Home Chicago". Sunday morning we start with a breakfast on the beach and then a continuation of our great speaker program with Turia Pitt to close the Conference.

Booking information, the draft program and the full speakers list can be found on the Conference website [HERE](#) as well as our District website ([District Website Link](#)).

Book now and join in the fun as only Rotary can do.

Nutbush Dance

On Saturday morning 29 February District Governor (D9685) Kalma McLellan and I organised a joint District Nutbush Dance. 50 Rotarians gathered at Sydney Olympic Park and around 40 gathered in Wollongong to all come together to raise funds for the **Rotary National Bushfire Appeal**, while having lots of fun. \$732 was raised. While numbers were down the enthusiasm of those attending was amazing. This is clearly demonstrated in the photos. Everyone had a great time.



The Nutbush Dance crews at Olympic Park (left) and Wollongong (right) having a great time!



Thank you very much **Mark Tanner (Drummoyne Rotary Club)** for organising the music in Sydney, and **Dennis Clark (Corrimal Rotary Club)** in Wollongong. Thanks must also go to **Sue Clark and Kay Mireylees (Corrimal Rotary Club)** who did a great job in leading the Wollongong venue. Thank you, **Jim Christensen (West Wollongong Rotary Club)** for organising the barbecue as a community service opportunity. The coffee van and ice cream van at Homebush were both well patronised.

The sounds of Tina Turner's 1970s hit song, Nutbush City Limits could be heard loud and clear across the parks at 11AM, and then loud cheers as the feat was accomplished. Thank you to everyone who came to support this event which really highlighted 'Rotary in Action'.

Presidents' Meeting 21 February

It was good to see most clubs represented at the Presidents' Meeting held at Bankstown Sports Club on 21 February. The evening concentrated on the bushfires and bushfire relief. The evening started with a very warm welcome home to **Gus Mahoney** (pictured right) who has just returned from his yearlong Youth Exchange experience in Taiwan. Gus delighted us with some stories of his year living in Taiwan, his host families and attending school there. Thank you, Gus.



Cathy Mason (Caringbah Rotary Club) told us how she has updated the Adopt-a-Town website to now include fire affected towns in southern NSW. Cathy is also including Adopt-a-School and Adopt-a-Family. A part of the website has been allocated for people to register their skills (e.g. plumber, carpenter, etc.) so that when a request comes in for certain work to be carried out the volunteer list is already there to be called upon. Cathy is also looking for people to donate caravans they no longer need to be used as emergency housing for fire victims. Cathy delivered one such caravan to Lake Conjola on 23 February.

I had the greatest pleasure to present Cathy with a PHF recognition for all the great work that she is doing for bushfire relief. Cathy is one very enthusiastic Rotarian!

Our District Bushfire Relief Coordinator, **Ally Cox (Picton Rotary Club)** was unable to attend the Presidents' Meeting so she sent a video presentation to give us an update on her activities. The Rotary National Bushfire Appeal has reached over \$1.2m. Many Rotary Districts around the world have offered to donate their DDF (District Designated Funds) for bushfire relief, so there is a great opportunity to set up a Global Grant with these districts and connect the world.

Captain Brad McIver from the Salvation Army told us about the great work of the Salvation Army, particularly in times of disaster. They do an amazing job as first responders. They have already distributed almost \$12m to fire affected areas – providing food to fire fighters and assistance to families. They have raised over \$40m. Brad described how there were Salvation Army officers who lost their homes yet they were still out there helping others.



Inspector Neale Ray from the Rural Fire Service (RFS) and stationed at the Picton Control Centre described in vivid detail the unbelievable extent of the fires and just how hard our brave RFS men and women fought to save homes and properties. We should not focus on what was lost but on what was saved.

The evening finished with many of the District's Presidents telling us what they have been doing for bushfire relief and recovery. There are some great stories out there.



Rotary National Bushfire Appeal

There has now been in excess of \$1.2m donated to this fund. The RABS (i.e. Rotary Australia Benevolent Society) National Appeal Distribution Fund has now been set up for distribution of funds to fire impacted individuals and communities. Rotary clubs are being asked to firstly identify a need and determine if help is needed. Have the form accompanying this Bulletin completed. Make sure that this request will not be covered by insurance. Once your Club receives the application please send the completed form to District Governor Dianne at districtgovernor@rotarydistrict9675.org for approval. It will then go to the RAWCS Appeals Committee for consideration.

Rotary's 115th Birthday – 23 February

Every year, thousands of visitors to Rotary headquarters experience Room 711, a recreation of the office where Paul Harris met with three acquaintances on 23 February 1905 to start a club based on “mutual cooperation and informal friendship.”

Now you can join in to celebrate Rotary's anniversary by taking a virtual tour of the replica [HERE](#)

Highlighting a Rotarian

Phillip Snider: Rotary Club of Rose Bay President 2012-2014

Phillip Snider has organised Rotary's involvement in the **City2Surf** for 11 years. Phillip coordinates around 50 Rotarian volunteers each year to act as marshals with a strict 6am start on the second Sunday in August. In 2018 Phillip negotiated with Fairfax to utilise another 50 Rotarians as information officers in Hyde Park. Each year Phillip works on an increase in the donation per volunteer that goes to the participating clubs for distribution to their selected charities.



In 2010 Phillip made contact and started negotiations for Rotarians to act as marshals for the Sydney Marathon (**Blackmore's Sydney Running Festival**), which is held in September each year. The number of participating Rotarians from the **Rotary Club of Rose Bay** and other local clubs continues to grow as does the donation per volunteer that again goes to the participating clubs.

Phillip Snider received a **commemorative certificate at the NSW Parliament House from the Attorney General for his services as a JP** in July 2017 for **50 years of service**.

The District would like to congratulate Phillip on his many years of volunteering and in particular his years of association with the City2Surf and the Blackmore's Running Festival.

Discobility

This is a project of the **Rotary Club of Macarthur Sunrise**. It is a music, dancing and karaoke evening for adults with a disability giving them a chance to enjoy some fun with their friends and carers. The disco is held from 5pm - 8pm on a Saturday four times a year at a local hall. The participants are charged \$15pp to give them a meal of pizza, Kentucky Fried chicken, sugar free drinks, pies and ice cream. Their carers do not pay.



The DJ is a terrific guy and is wonderful with all the participants, which is very important to add to the fun of the evening. You must have the right DJ. He plays lots of great music that all the participants enjoy.

It generally costs the Rotary Club around \$500 to run the event unless they can find a sponsor to cover the costs. Sometimes the Club fundraises with a function.

This project is currently organised by **PP Di Wilson** who organises the catering and delegates the jobs on the day. Di stays to supervise the entire event. Usually 3 or 5 people come to help at 4.30pm to set up and then at 6.30pm the next shift come to clean up.

Everyone has so much fun with lots of loud music, dancing, food and meeting their friends. As they leave they all want to know when the next Discobility will be held.



ARH Funded Program Helps Dyslexic Children Cope Better

A recent Australian Rotary Health (ARH) funded study revealed that a new mental health program is effective in reducing the use of unhelpful coping strategies among children with dyslexia.

Dr Mark Boyes (pictured right) and his team at Curtin University were awarded an ARH Mental Health Research Grant in 2018 to conduct a pilot trial of the 'Clever Kids Program', a mental health program for primary school children who struggle with reading and spelling.



Forty children with dyslexia were recruited to the trial, with twenty participants receiving the Clever Kids Program compared to twenty participants who were part of a wait-list control group.

Dr Boyes noted after attending the Clever Kids program that children reported improved coping skills. "They were much less likely to use unhelpful coping strategies like avoiding problems, not telling people about their problems, and blaming themselves for their problems," Dr Boyes said.

"There were also promising findings for self-esteem, emotional problems and peer problems. After attending the Clever Kids program children reported higher self-esteem and parents said their children had fewer emotional and peer problems." Dr Boyes noted however that while these findings are promising, these changes were substantially smaller than the changes in coping skills. "These changes were smaller than the changes in coping skills, and we need to do a bigger study to confirm if Clever Kids improves self-esteem and reduces emotional and peer problems" Dr Boyes said.

Another strength revealed from the trial was that children with dyslexia reported that they liked the program and found it to be helpful. "They really liked meeting other children who were also struggling with reading and spelling. Children also liked activities involving drawing, movement, and paying attention to their bodies. They did not like activities involving sitting at tables reading and writing as much."



Dr Boyes said there is a very clear parent demand for programs addressing and promoting the emotional well-being of children with reading difficulties, and the results of this pilot study indicate that a bigger evaluation of the Clever Kids program is feasible.

The Clever Kids pilot study is a world-first to use a rigorous randomised control design to test a program promoting mental health among children with dyslexia. It is also the first time an evaluation of a mental health promotion program for children with dyslexia has assessed potential mechanisms associated with mental health and emotional and behavioural problems directly.

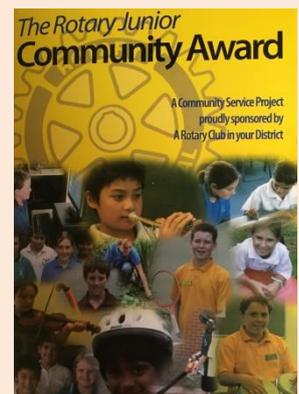
Results from the study are expected to be released by April 2020 before being submitted to a peer-reviewed journal. Dr Boyes hopes to present these findings at the Society for Research on Learning Disorders Conference, held in Norway on 18-19 June 2020.

Clearly another ARH success.

The Rotary Junior Community Award

I would like to introduce a new, exciting and innovative program into our primary schools. Children in the final year of Primary School will be given the opportunity to achieve the Rotary Junior Community Award. To do this they will undertake a range of tasks based on gaining skills and learning about their community. This Award has been designed by teachers and parents to give children a focus in four main areas –

- ❖ **Community Service** where children will help other people
- ❖ **Skills** where children will learn a new hobby or interest
- ❖ **Physical Recreation** which focuses on participation as well as performance
- ❖ **Social Experience** where children take part in a range of activities including a community commemoration, a community meeting, a cultural exchange, a religious experience, an arts performance and identifying and completing a task on a local environment issue. Many children use ANZAC Day as one of their activities.



Each of these areas takes around 10 weeks to complete. It is suggested that no more than two or three sections are done at the same time.

Either a teacher or a parent can act as the supervisor (appointed by the school). The supervisor is asked to assist the participating Grade 6 students in the design of their activities for the award. The supervisor is also asked to encourage the students if they fall behind. Sometimes a little bit of encouragement will get them back on track and stop them giving up completely. It is anticipated that most of the activities will take place during Terms 1, 2 and 3. The sponsoring Rotary Club will hold a special Awards Presentation Night later in the year.

This program has come about through the results of the Community Relations and Education Project, a pilot program trialled in Victoria, which was aimed to lower the incidence of violence, discrimination and racism in our communities. The aims of this award are to develop care for others, lifelong skills and a greater understanding of community activities and values.

There has already been some interest from a Rotary Club and a primary school in our district, so I feel this project does have potential.

If you would like more information please contact me at districtgovernor@rotarydistrict9675.org

Rotary Branding

This is part of an article on Rotary branding which appeared in the March edition of **Rotary On the Move**. It is written by **Ian Renshaw** from the **Rotary Club of Seaford** District 9520.

The term “brand” first emerged many years ago as a way for cattle to be identified by their rangers when wandering on unfenced land. Then, over 150 years ago, when brands started to emerge more, a brand differentiated its product features from generic competitors. A brand is basically an emotional, sensual, and physical imagery that comes to mind when one thinks of an organisation or individual product.

Rotarians and Rotary clubs can assist in making a strong Rotary Brand by using a combination of a Club Name and the Rotary Wheel, thus adhering to the Rotary International (RI) guidelines (2013). These guidelines can be found in the Brand Centre [HERE](#).

The Rotary Wheel is not the Rotary brand. It is the logo and part of the brand. Just like McDonalds, the Golden Arches are the logo of McDonalds’ brand. The brand is the Rotary Club name and Rotary wheel which determines a strong brand. It must be used by the club on all promotional material such as website, Facebook posts, banners, newsletters, email signatures, ‘A’ frames, advertising and sponsorships.

To create a strong brand, Rotarians and Rotary Clubs must use the club brand with discipline and consistency to build the Rotary culture, trust and awareness in the community. If Rotarians want to be recognised as the premier service club in their communities then strong, consistent branding is a must. There are NO exceptions to the RI guidelines. If you change the Rotary brand, you are weakening the brand, causing confusion in the community and diluting the Rotary story of achievements. The Apple, Google, Nike, Qantas brands do not change. They are all consistent, trusted and respected and instantly recognised by the public.

A message from RI President Mark Daniel Maloney...

“I have made balancing the demands of Rotary with professional and family commitments one of my priorities as president. No Rotarian should feel pressured to put in more time than a volunteer position should ever demand. This is true for several reasons, one of them being that the work we do in our day jobs is just as important to Rotary as the work we do in the organization. We carry our Rotary values everywhere, and our professional success helps build a case for Rotary every day we go into the office. This is particularly important in our efforts to reach younger new members. We want to see a Rotary where no one is ever asked to choose between being a good Rotarian and being a good parent, business owner, manager, or employee. When we ask busy young people to join us, we should not be asking them to give up their time and freedom. We should be rewarding them with an experience that makes everything they already do even more inspiring. Providing greater balance within Rotary will have another benefit as well: It will create opportunities for other Rotarians, including Rotaractors, to step up and take a leadership role on projects and committees. This will ensure that they remain engaged in our clubs and inspired to be Rotarians for life.”



AMSRO (The Association of Market and Social Research Organisations)

AMSRO has launched a "Research Got Talent" competition for young researchers in the market research industry. The premise behind the competition is for a young researcher to propose a piece of research that would benefit a charity or NGO. There are some researchers who have indicated that they would like to enter but don't have a charity for which they can look at to put a piece of work together. Industry supporters will actually pay for the field work, so an agency will receive the benefits of research, with consultation, without having to pay for it themselves. Entries close on the 30 March.

The winning entry will receive an economy-class return airfare (departing from an Australian capital city) to Toronto, Canada to attend the ESOMAR Congress from 13 to 16 September 2020. They will also be eligible to enter the ESOMAR Global RGT competition. This initiative is focussing on young market researchers between 18 and 35 years of age.

Entrants are required to nominate a charity/NGO and project of choice.

The project must meet the following criteria:

The overarching theme of the Research Got Talent initiative is '**The Role of Market Research and Insights in supporting Charities /Non-Profits in overcoming relevant and meaningful social issues**'. This is the theme against which all submitted research projects will be assessed.

Social issues to be addressed might include:

- Gender equality
- Access to Justice
- Access to Education
- Improving the lives of persons with disabilities
- Improving the lives of children
- Environmental and Climate change
- Integration
- Must be an Australian based charity
- **Project must be conducted and completed between 11 May and 31 July 2020**
- Charity/NGO must be prepared to share the project results and findings with Industry and potentially media outlets
- Entry must not exceed a project budget of \$30,000 (total)

Young researchers are required to submit a project proposal about the issue facing the Charity / NGO and how they will conduct research to assist them overcoming this issue.

Each entry will be judged on:

- Relevance of the proposed project
- Impact of the proposed project in addressing the Charity/NGO's specific issue
- It is not a requirement that projects have an innovative idea; however, if the project proposes an innovative approach to the problem at hand and provides an improvement to already existing ideas, it will be noted positively in the evaluation.

For example, an entry should cover the following:

1. Clearly explain how the project will meet the objectives.
2. Entries will be judged based on their proposed research methodology (including extent of innovation) and whether they've taken the time to form a genuine partnership with the NGO, and therefore that their methodology will contribute to improved outcomes for vulnerable community members.

3. Consider alternative and innovative approaches and techniques that may be realistically applied. This might include reviewing literature, interviewing staff and other stakeholders, and surveying or undertaking interviews with vulnerable community members and/or service users.
4. Define specifically the operational support required to run the project.
5. Indicate the roles and responsibilities. (i.e. How to ensure the project stays on track?)
6. Prepare a realistic project budget. Think of this as a total project fee (such as would be quoted to a client).
7. Prepare a realistic timeline, with the whole project wrapped up by 31 July 2020.

Each entrant is required to pay an entry fee of \$200 (+GST). Sponsorship will be provided by industry supporters to cover the project cost of fieldwork. More information is available on their website [HERE](#)

If you feel you can assist or if you have any questions please email Katie Ferro (katief@stableresearch.com.au)

Some helpful direct links to important websites...

Conference 2020 Registration	Conference 2020 Registration
District Directory	District Directory - Login
District Website	Rotary District 9675 Home Page
Manual of Procedure	Rotary District 9675 Home Page
District Constitution	Rotary District 9675 Home Page
District Regulations	Rotary District 9675 Home Page
District Speaker List	District 9675 Speaker List
Rotary International	Rotary International Home Page
RI South Pacific & Philippines Office	Resource Guide for Club Officers

Important dates for your diary...

20-22 March 2020	District Conference
26 March 2020	District Governor 2022-2023 Interviews and Selection
27 March 2020	Cronulla Rotary Club's 70 th Anniversary
28 March 2020	Dapto Rotary Club's 60 th Anniversary
3-5 April 2020	RYPEN Teen Ranch - Cobbitty
4 April 2020	Membership – Retention Seminar
5 April 2020	Macarthur Sunrise Rotary Club 25 th Anniversary
7 April 2020	Padstow Rotary Club Service Officer of the Year (SOOTY) Awards
20 April 2020	Holroyd Rotary Club Police Officer of the Year (POOTY) Awards
4 May 2020	Australian Rotary Health Scholars Evening
9 May 2020	New Member Learning Seminar - Sutherland

Yours in Rotary – Connecting the World

Dí

Dianne North
District Governor

Reasons

2020 DISTRICTS 9675 & 9685 CONFERENCE

Professor Jane Pirkis — Guest Speaker

Professor Jane Pirkis (PhD) is the Director of the Centre for Mental Health in the Melbourne School of Population and Global Health. She has undertaken a number of policy-relevant studies of suicide and suicide prevention in Australia, including profiling the epidemiology of suicide and suicidal behaviour among the general population and among at-risk groups.



Professor Pirkis is the current chair of Australian Rotary Health Research Committee.



Sweet Home Wollongong!

On Saturday Night at the Conference, we'll celebrate the roaring 20s. Gather your club members, come dressed up together — there will be prizes. *Sweet Home Chicago*, Australia's leading Blues Brothers Show, brings their acclaimed high energy show to our Conference. Colin Hardcastle and Dave 'Quini' Quin head the 12 piece line up, including a full and brilliant trio of horns, a soulful blues rhythm section and heavenly backing chorus, featuring the dynamic voice of Susie Melbert.

Conference Sponsors

Thank you to our 2020 Reasons Conference Sponsors. We appreciate your support.



Conference Website: bit.ly/reasonsconference2020

Rotary Districts 9675 & 9685 **20-22 March 2020**
Wollongong Entertainment Centre, Wollongong

Check the Conference website, for a range of different registration packages that are also available to suit you...



Grace Ramirez — Guest Speaker

Grace comes from a generally for-profit background but has always dreamt of being involved in an organisation with a much higher cause.

As a migrant to Australia, she feels fortunate to have found employment with Rotary International as the South Pacific and Philippines Office's Finance Supervisor beginning September 22, 2010. She is fulfilled in the fact that she has the opportunity to utilise her knowledge, skills and more than 20 years of work experience which includes corporate planning, banking and internal auditing, in service to a much broader spectrum of people. Following Bruce Allen's retirement, Grace is now the Manager of the International Office and Financial Services.

Join us for breakfast on Sunday morning!

On **Sunday 22 March, from 7.00am – 8.30am** join us for breakfast at Lang Park – cnr Marine Dr and Crown St, just across the road from the Conference Venue, Wollongong Entertainment Centre. Prepared for us by Rotarians in the Wollongong area, enjoy a great start to the day, overlooking the beauty of Wollongong beach.



Then head across the road for the Conference Sessions that begin at 9.00am. Sunday Breakfast is included in your Conference registration.