



K O O N G G A

Bulletin of the Rotary Club Of Ku-ring-gai Inc - Chartered 6th February 1959

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Rotary monthly theme: May: Australian Rotary Health

This week



Nigel O'Rorke Microsoft - the years ahead

The digital world is rapidly advancing. Nigel

O'Rorke, the Consumers Channels Group Director of Microsoft Australia, will share how Microsoft is evolving to capture and lead the innovation in the Cloud First and Mobile First world.

He will discuss the Microsoft strategy to create a family of devices and services for individuals and businesses that empower people around the globe at home, at work and on the go, for the activities they value most. He will also share thoughts on:

- The mega technology trends
- How consumers are transforming the how and where they make purchases
- The role of the ecosystem
- The future of technology (ubiquitous computing and Ambient Intelligence).

Last week's announcements

President Tony announced:

- Bob Elsworth cycled 940km to Queensland in 7 days and came back by car. *[Hardly surprising that you wanted to get back so fast, Bob. We can't understand why you wanted to get there in the first place. Ed.]*
- The Bobbin Head Cycle Classic cheque presentations to beneficiary organisations at the Rotary Club of St Ives on Wednesday, 21 May. Treat it as an extra night out, not an alternative for our club's meeting on Monday, 19 May.
- Chris Hoch needs all the club's volunteers' 'Working with Children' forms for the Red Shield Appeal ASAP.



- Malcolm Braid, Joyce Enos and Greg Goodman assisted at the Rotary Youth Driver Awareness program for students from Galston High School. It's not known how much the students absorbed, but Joyce declared she would never drive close behind another car again. Well done, Malcolm, Joyce and Greg.
- The club needs a nominee for President Elect 2014-15 (i.e., President 2015-16). Get your nominations in to President Tony ASAP.



Bob Ivey said that he visited Tom Jackson in hospital a week ago and found him flat on his back and immobile. This week he visited Tom in rehabilitation and found him capering around like a spring lamb.

[There's a bit of poetic licence in that- Ed.] By the time you read this, Tom should be back home. We look forward to seeing you back at the club soon, Tom.



Spare a thought for Bob Ivey, who obviously likes visiting hospitals, because he went in to one for a hernia operation himself on 15 May. Give him a call because he's going to need cheering up.

Rotary International Convention

Greg Newling writes:

- Inspiring Speakers
- Top Class Entertainment
- Moving Stories of Achievement

Just 3 of the reasons to join nearly 20,000 Rotarians and partners from 150 countries around the world.



You can still register for the Sydney Rotary International Convention.

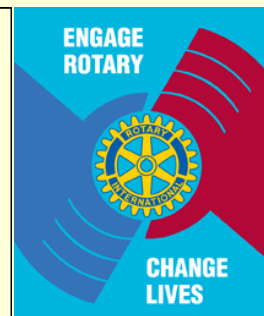
Why not? It's fun, you will see the bigger picture of Rotary, and you'll make new friends!

www.riconvention.org (international site)

www.rotary2014.com.au (Sydney host organising committee site)

In this issue

- This week: Nigel O'Rorke - Microsoft - the years ahead
- Last week's announcements
- Rotary International Convention
- Can you help Jessica?
- Last week: Greg Goodman: Strategies for building membership
- Next week's speaker: Okavango - miracle in the desert
- Lifeline book sales
- Calendar of events; Club officers; Club committees



The club meets every Monday 6.30pm at West Pymble Bicentennial Club, 2 Prince of Wales Drive, West Pymble. Visitors welcome. www.kuringgairotary.org.au

Rotary International Theme 2013-2014

Can you help Jessica?

Below is an excerpt from a letter from Jessica Tan, student at North Sydney Girls High School, whom we have partly sponsored to the 2014 YMCA NSW Youth Parliament.



Koongga readers: can you help Jessica with issues you want debated? We already have one: "Finding the right balance for development in Ku-ring-gai is a major challenge."

Please send your suggestions to me by email by Friday 23 May.

Joy Newling joy@hamble.com.au

"My name is Jessica Tan and I am the member for Ku-ring-gai in the 2014 YMCA NSW Youth Parliament. This year we have been given the opportunity to raise and debate issues which are prominent in our local electorate.

May I ask if the Rotary Club of Ku-ring-gai has identified any issues in our local community that should be addressed in the NSW Youth Parliament?"

Last week's speaker



Strategies for building membership

This week we were scheduled to view the second video by Michael McQueen, the marketing consultant who has worked closely on strategy with Rotary at a national and international level. At the last minute it was decided that Greg Goodman, in his role as chairman of the Youth Service Committee from July this year, would talk to the video, which addresses the future for Rotary. The key message from McQueen is that we have to focus on youth if we are to survive and thrive, so Greg offered to share his thoughts on how we as a club can go forward with a strategy that focuses on youth.

The first question to consider was "do we need to change"?

According to McQueen we have no choice but to change. With an aging and generally declining membership we risk becoming irrelevant in years to come without new blood. His strategy is to embrace youth, something that we do already, but not necessarily with the intention of a long term relationship leading to membership of Rotary.

Greg mentioned that there are three key myths relating to youth:

1. 'Youth are so technologically aware that we have to be like them.' McQueen contends that technology is not a solution, simply a means to an end. We don't need to get too hung up on technology. That said, President Tony would still like us to use social media much more effectively than we do at present.
2. Similarly we don't have to act or think like youth, just

be ourselves. They value us for who we are and the experience we offer.

3. 'Youth are self-sufficient and know it all.' They actually want boundaries set, leadership and direction.

In thinking about how we might go about engaging with youth with long term membership in mind, Greg suggested the following strategies:

- Focus on the outcome not the process. What are we trying to achieve?
- Leverage our previous youth connections, RYLA, RYPEN, MUNA, Interact, Rotaract.
- Extend the hand of friendship in all we do.
- Be prepared – they will challenge the status quo; a paradigm shift is needed.
- Tell the Rotary story who, what, how to inspire them.
- Start small – short term, targeted projects to raise awareness and familiarity.

Using these basic principles, Greg then went into more detail about his proposed strategy from a conceptual and practical perspective. Firstly from a conceptual perspective he suggested:

- The issue impacts on the whole club, not just the Youth Service Committee.
- We all need to think differently and adopt new ways and ideas – a paradigm shift in the way we go about our business.
- We need to work on a common strategy across each of our committees with youth in mind.
- We should leverage past and future youth contacts, particularly past recipients, Interact and Rotaract clubs.
- Greg suggested that we focus on what we already do rather than new projects – we already have a very broad youth program.
- He suggested allocating each **major** youth project to a project leader to manage the relationship. One person cannot do it all.
- We should set clear objectives and outcomes for EACH PROJECT with the end game being a closer long term relationship with the youth recipient/s.
- We need regular, structured monitoring and reporting against these objectives.

Against this conceptual framework, Greg then outlined how practically we could put these concepts into action. His strategy is as follows:

- Prepare a high level strategy paper – a joint effort by youth and membership committees.
- Present the paper to the board then all members.
- Allocate one membership and one Youth Service Committee member to each major youth project.
- Working groups should prepare a strategy for their project with the outcome focused on establishing awareness, opening communications, long term relationships and clear transition path from Interact, Rotaract and ultimately leading to membership of Rotary.
- Include more detail on our youth activities on our website.

Greg mentioned that the Youth budget comprised 11 major projects, six of which he felt lent themselves to

offering avenues to broaden our long term relationship with youth. These included Interact, Rotaract, RYPEN, MUNA and RYLA. He mentioned his experience at the recent District Conference where representatives from Interact and Rotaract had presented and were clearly looking for closer ties with Rotary.

Greg's preferred strategy is to focus on Rotaract in the short term, as they are in the pivotal age group from 20 to 30 years. He mentioned that the Rotaract speaker at the Conference felt that they and Rotary need to work more closely on projects as partners rather than the Rotaractors simply making up the numbers as workers. On a similar note he felt that we don't make the most of our relationship with Interact clubs, with no logical transition path from Interact to Rotaract and then on into Rotary.

Picking up on this theme, there was lengthy debate about how we might work more closely with Interact and Rotaract. Options included work more closely with Lower North Shore and Crosslands Rotaract clubs. President Tony mentioned the option of starting our own Rotaract club. Consensus was that Rotaract clubs had declined significantly in number over the years.

Joy Newling mentioned comments she had received from a 30 year old solicitor who had volunteered and worked on a couple of projects with us, as well as attending the last Trivia Night.

- Many young professionals often don't leave work until 7 or 8 and can't commit to regular weekly meeting.
- They are happy to work on projects when needed – also it looks good on their CVs, as many employers are now looking for community involvement.
- She enjoyed our meetings that she attended and found us a friendly bunch.
- To improve communication and find volunteers, use social media.
- She had never heard of Rotaract and neither had her friends.
- They also look for networking opportunities – a club of mostly retirees is not so attractive.

All good food for thought and issues to consider as we go forward.

The meeting felt that Greg's proposals made sense and President Tony said he would take up the comments regarding more structure around our planning and reporting in his next term.

Next week's speaker

Richard Field - Okavango: miracle in the desert

How is it that one of the great wetlands of the world, with a vast diversity of habitats and wildlife, can exist in the barren heart of the Kalahari Desert? Where does the water come from, and why does it decide to stop in the middle of the Kalahari? How can it be that the Okavango Delta has far more surface water during its long dry season (when no rain falls) than during the wet season when all the rain falls? How is it that, after flowing for over a thousand miles through



the desert, the water is so pure and clean that it is 15-20 times better than water classified as 'ideal' for drinking?

And how can it support such an abundance and diversity of life? With over 440 recorded bird species, 122 mammal species, including all of Africa's enigmatic large mammals, 64 reptiles and countless insects, amphibians and fish, the Okavango is more like the Garden of Eden than anywhere else on the planet.

With Africa's expanding population and a dire shortage of water in the surrounding areas, how is it that the Okavango has managed to remain a pristine wilderness?

In this talk, safari guide and former resident of the Okavango, Richard Field, will examine the miracle of the Delta, looking at its origins and the incredibly dynamic and complex way that this wonderful ecosystem functions. He will also look at how the long and short term seasonal cycles of wet and dry influence the distribution and abundance of some of the Okavango's more charismatic large mammals; in particular, African wild dogs and elephants. He will also share some of fascinating stories from his time spent living in the Okavango. Richard will also discuss how, through great foresight and wisdom, the government of Botswana has successfully managed to balance the preservation of this precious resource, whilst maintaining a thriving and very profitable tourism industry.

Yet, the economic success of the photographic tourism industry has meant it is now one of the primary sources of income for Botswana, which ironically is placing more pressure on it than ever before. Richard will wrap up his talk by examining this and other threats, which show that the future of the Okavango is by no means certain.

Lifeline book sales



Do you have books that you no longer read? Do you want to make space on your shelves? Why not donate the books to Lifeline for its book sales? You can drop off books at these locations:

- Lifeline Book Depot, Polding Road, West Lindfield
- Lifeline H2H Office Car Park, Pearson Avenue, Gordon

Lifeline's next book sales are scheduled as follows:

\$1 clearance

Sat – Sun, 31 May - 1 June, 8 am to 4 pm
Hornsby War Memorial Hall
2 High Street Hornsby

Book sale

Thur - Fri, 10 - 11 July, 9 am to 9 pm
Sat - Sun, 12 - 13 July, 9 am to 5 pm
Knox Grammar School, Pacific Highway,
Wahroonga

Why not fill up those shelves you just emptied?

Calendar of events

May	21	(Wednesday) Rotary Club of St Ives: Bobbin Head Cycle Classic presentation
	26	Richard Field – Okavango: miracle in the desert
June	1 - 4	Rotary International Convention - venue: Olympic Park, Homebush
	2	TBA
	3	Rotary International Convention Host Hospitality Night
	9	(Queen's birthday) No meeting
	16	TBA
	23	Club Changeover
	30	TBA
September	8	District Governor's visit to North Shore clubs
November	10	Restaurant night - venue: TBA

Club officers and committee chairmen 2013-14

Board of directors

President	Tony McClelland
Vice President	John Aitken
President Elect	Tony McClelland
Secretary	Geoff Hungerford
Treasurer	Graham Maslen
Director - Membership	Roger Desmarchelier
Director - Public Relations	Michael Midlam
Director - Club Administration	(Vacant)
Director - Service Projects	John Aitken
Director - Rotary Foundation	Graham Timms

Service committee chairmen

Club Service	(Vacant)
Vocational Service	Michael Midlam
Community Service	Ross Lambert
International Service	Greg Newling
Youth Service	Joy Newling
Bobbin Head Cycle Classic	Peter Kipps
Sergeant-at-Arms	Greg Newling

Club committees 2013-14

Bobbin Head Cycle Classic: John Aitken, Ross Egan, Peter Kipps, Tony McClelland, Michael Midlam, Adele Mitchell, Graham Timms

Club History: Malcolm Braid, Tom Jackson

Club Service/Club Administration: Geoff Hungerford, Graham Maslen, Michael Tyler (Koongga Editor)

Community Service: Lou Coenen, Gary Dawson, Roger Desmarchelier, Ross Egan (Daffodil Day), Bob Elsworth, Rob Hall, Chris Hoch (Red Shield Appeal), Geoff Hungerford (Markets) Caroline Jones, Nick Kenyon, Ross Lambert, Loïc Lacombe, Jack McCartney, Michael Midlam (Bowel Scan), Frank White (Markets)

International Service: David Forsythe, Graham Maslen, Adele Mitchell, Greg Newling, Peter Tang

Membership: Roger Desmarchelier, Dilys Geddes, Linda Lam-Rohlf's

Public Relations: Michael Midlam

Program: Rob Hall, Ross Egan

Rotary Foundation: Graham Timms

Vocational Service: Michael Midlam

Youth Service: Malcolm Braid, Emyr Evans, Greg Goodman, Bob Ivey, Tom Jackson, Linda Lam-Rohlf's, Joy Newling, Ted Price