



# K O O N G G A

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

Volume 56 No. 44 23 June 2014

Rotary monthly theme: June: Rotary fellowship

## This week

### A Clayton's Changeover?

Is this the changeover the club has when it's not having a changeover? Contrary to President Tony's original thought of dispensing with changeover alto-



gether, we will be meeting to thank a few retiring board members, welcome their successors and celebrate a year of growth and successful projects. Tony's promised us a no frills event with no formalities. So come along and enjoy a jazz band and plenty of time to talk to other members and their partners.

Venue: Avondale Golf Club, Avon Road, Pymble

Time: 6.30 pm for 7.00 pm

Dress: Black tie/lounge suit

## Last meeting: guests & announcements

President Tony:

- Welcomed our guest speaker, Malcolm Noad, his supporters the Waratahs Cycling Club (Steve Adams, Jacky Andrews, Mark Haughton, Ian Jackson, Gary Keating, Alf Picello, Lyndon Polson, Chris Walsh, Marian Walsh, Karen Ward, Rob Watt), Joe Berg, Don Riddell, Georgina Manning, Lindsay Forrest, Frances Forrest, Margaret Braid, Joyce Cribb, Adrienne Hall, Patsy Hungerford, Gwen Ivey, Kerrie McCullough, Kerry Midlam, Jannet Pendleton, Eunice Price and Judy Timms;
- Said that Greg Goodman is recovering at home from an operation;
- Said that Tom Jackson is improving after his operation and will be at Changeover;
- Called for volunteers to help set up the Lifeline Book Fair from 7.30 am to 1 pm on Saturday, 5 July and to pack up after it from 5 - 8 pm on Sunday, 13 July (and immediately got 12 volunteers: well done everyone).

### In this issue

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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](http://www.kuringgairotary.org.au)

## Rotaract Changeover

Last Saturday night's Rotaract Changeover dinner was a night with the emphasis on fun, rather than speeches. So there were plenty of smiles. Our club's representatives were Ross & Penny Lambert, Rob & Adrienne Hall, Malcolm and Margaret Braid and Bob & Gwen Ivey.



In addition to our District Governor Graeme Davies, attendees included Rotaractors from other districts and members of Hornsby and Galston Rotary clubs.



It was more than just Crosslands Rotaract's changeover: it was a combined Rotaract District Changeover, celebration of the club's 10th anniversary and a fund-raiser for their current project to build a school in Timor Leste. Their President gave an interesting and inspiring account,

accompanied with a professionally put together slide show, of the many achievements and projects undertaken by the club over those 10 years. The Rotaract Club had secured almost as many donated prizes from nearby businesses as there were attendees, so there were plenty won - as indicated by the bottles of wine on our table. The prize donated by Greg & Joy Newling was noted and appreciated - well done guys! A couple of us exchanged business cards with Rotaractors, in order to build the association between our clubs.

Bob Ivey

Ross Lambert

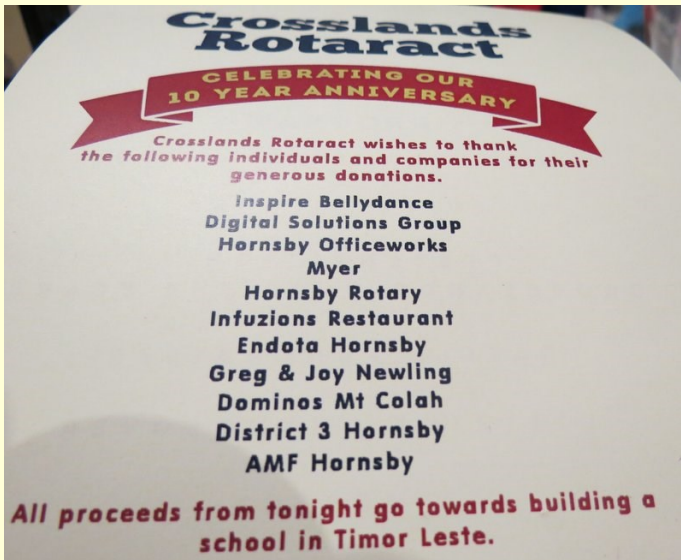


ENGAGE  
ROTARY



CHANGE  
LIVES

Rotary International  
Theme 2013-2014



*Crosslands Rotaract thanks its donors*



*Bliss in a bottle*



*Who's driving home? Who cares? Not me!*

## Gordon market result

The June market earned \$3,433.85, which is a nice average figure.

Coins \$519.85 = an indication of the number of customers.

Notes \$2,914.00 = stallholders site fees.

It seemed very quiet but in comparison with recent years things are steady and our cash gate is rising.

Comparisons:	2013	2012
Total	\$3,610	\$3,272
Coins	\$ 465	\$ 332
Notes	\$3,145	\$2,942

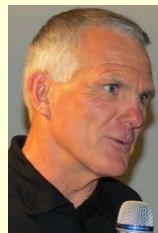
Some stallholders reported "a great day", others a "very quiet day" so who can tell?

It is the long weekend which affects trends.

Ross Lambert

## Last week's speaker

Malcolm Noad



### 'Working for Rupert Murdoch'

Malcolm spent 31 years working for News Limited, as well as serving as Chief Executive Officer of the Canterbury Bulldogs Rugby League Club and Chairman of the National Rugby League.

Ignoring his father's advice to stick to a safe but dull career with the Water Board, Malcolm got himself a position as a copy boy in the advertising department of 'The Australian' newspaper. He was hired on the strength of his declaration that he wanted to join a company where hard work and enthusiasm (and a reasonable amount of intelligence) could give him the opportunity to work his way up the corporate ladder. And so it proved in practice.

Malcolm joined 'The Aus' when it was only 9 years old and expected to close at any moment due to its unprofitability. Fortunately the company was led by a visionary who believed that Australia was large enough and mature enough to have its own national newspaper. Many years later it made its first profit and in July this year the paper will celebrate its 50th year.

At 28 Malcolm was promoted to run Teleclassifieds at a time when computers were just about to take over from typewriters. This was the beginning of the 'sweet spot' of the publishing industry. It was before the internet and what Malcolm calls 'unsocial' media, but at the beginning of the production technology boom where there was massive investment in colour printing presses, new printing plants and advanced pre-press production capability. It was a great time to be in the newspaper industry and Malcolm thrived on it. He created 'Kelly at the Tele', who did her job so well that he was made Assistant Advertising Director. Three years later he moved to Perth for 5 years as General Manager of the Sunday Times, Rupert Murdoch's division in WA.

In 1994 Malcolm returned to Sydney to run the NSW newspaper division, which included The Australian, The Daily Telegraph and the Sunday Telegraph. It was also just prior to the Super League 'war', which he became heavily involved in. It was an incredibly challenging yet

exciting time, juggling the demands of running a large newspaper division, helping to establish the Super League competition and ultimately going on to be on the Board and Chairman of the NRL when the ARL and Super League merged.

Subsequently Malcolm was promoted to Group General Manager, Newspapers, responsible for all of Rupert Murdoch's newspapers in Australia. At the time newspapers were still on the rise and circulations were increasing if the right amount of editorial and marketing skill were employed. Malcolm commented that it is far more difficult now, in the age of the internet.

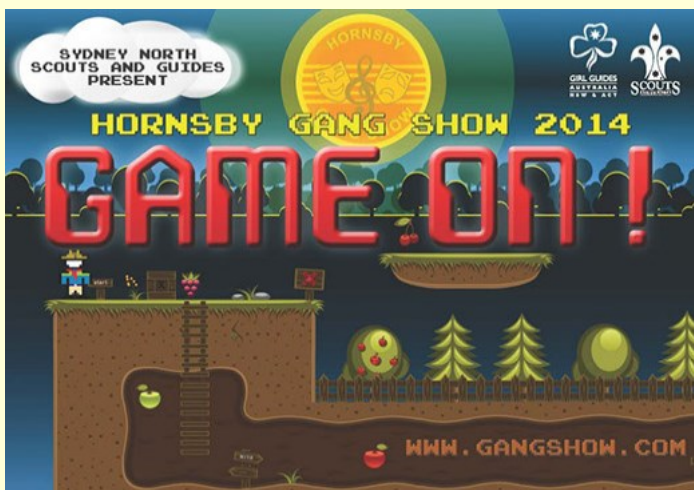
Malcolm's immediate bosses, Ken Cowley and Bob Muscat, were inspirational, engendering a culture of loyalty, hard work and opportunism. No doubt this was as a result of the way Rupert Murdoch ran the company. Malcolm said he experienced his 'whack and pat' method of management many times - a 'whack' when you thought you were on top of your game and you were a bit full of yourself and a 'pat' when things were tough and you needed support. Although Malcolm saw and experienced the opinionated, aggressive side of Rupert (but, he said, what successful business person doesn't have that?), he also had the pleasure of experiencing the charming, polite, down to earth, humble, attention to detail and informed side of him as well.

Malcolm related several stories about the nice and not so nice people he encountered during his time in the newspaper business. But only the newspapers he ran would be game to publish them.

### Last week at Killara Golf Club



Looking for a great night of entertainment that's more fun than a Rotary club meeting? (*How could that be? - Ed.*) Try The Gang Show by the Guides and Scouts:



### National Youth Science Forum



We have received applications from two year 11 students to attend the National Youth Science Forum (NYSF) in January 2015 and they are currently being considered.

We have also had a request from Sarah Whereat, District 9685 NYSF Committee Chair, who is arranging interviews for successful applicants at the District level on 19 July and is looking for members to assist with interviews. If you are able to help, please let Malcolm Braid know.

Many thanks,  
Joy Newling

### Rotary International Convention

Malcolm Braid writes:

Margaret and I were very pleased that we decided to attend the Rotary International Convention. It was well worth the investment. The two excellent concerts certainly were a great addition to the many inspiring speakers.



It is hard to nominate the highlight speakers but, if pushed, I would nominate Maya Ajmera, Founder of the Global Fund for Children, and Ade Adepitan, Broadcaster and Paralympic Medalist. Both had powerful messages of achievement in their respective areas.

#### Breakout Sessions

I attended several of the breakout sessions and a summary of each follows.

#### Shortening the Gap Between Rotaract and Rotary

Only 3% of Rotaract members transfer to Rotary when they reach 30. The session discussed a variety of aspects related to why Rotaract members don't see Rotary as an option and what some Districts/clubs are doing to bridge the gap

Some of the reasons for not transferring are:

- Unclear of what the process of advancing to Rotary is.
- Time and money requirements.
- Will the Rotary club be 'an action' club?

Presented by Sydney North Region Scouts & Guides at Asquith Boys' High School Theatre

#### PERFORMANCES

Friday	June 27 - 8pm
Saturday	June 28 - 2pm & 8pm
Sunday	June 29 - 3pm
Wednesday	July 2 - 8pm
Friday	July 4 - 8pm
Saturday	July 5 - 2pm & 8pm

#### TICKETS

Adult	\$21.00
Child	\$11.00
	(under 16 yrs)
Concession	\$16.00
Family	\$55.00 (2 adult + 2 child)

#### BOOKINGS

www.gangshow.com or contact  
Errol on 02 9481 0937

# Game On!

Dancing, Singing, Comedy, Drama and a cast of over 100 local talented Sydney North Region Scouts and Guides



- Who will be my friends (the demographics)?
- Which club is best for me?
- Rotary is seen as an exclusive club.
- When Rotary asks for Rotaractors' involvement it's always as 'labourers' only.

Some of the initiatives implemented by Rotary Clubs to bridge the gap are:

- Rotaract members attend Rotary District conferences and are allocated time to make presentations.
- Rotary pays the conference fees for attendees.
- Rotary invites Rotaract speakers to their meetings to outline projects, etc.
- Rotary club hosts evenings for Rotaractors reaching 30 and encouraging them to transfer.
- Encourage attendance at each other's meetings, events, fundraisers.
- Provide open invitations to attend Rotary meetings....some only ask the Rotaract members to pay a nominal dinner fee (\$5).
- Invite Rotaract President/Sec to Rotary Board meetings (and visa versa).
- Mentors allocated to assist in professional connections.
- Host an annual event with Rotaract.
- When the Rotaract members are inducted to Rotary invite other Rotaractors to attend at a subsidised rate.
- Have the chairman of the Rotary New Generations/ Youth Avenue of Service committee meet regularly with his/her counterpart in Rotaract.
- Attend each other's meetings regularly.
- Create a fellowship where young Rotary members (under 35) to meet with Rotaract members.
- Create opportunities for both to work on projects together.
- Financial discount in first year to join Rotary.

### **Rotaract and Rotary: Learning Together to Serve Together**

This session covered some of the points above but also had extra ideas - for example:

- See Rotaractors as a valuable resource, not just an extra body when working on projects.
- Ask Rotaractors to be part of the project committees.

- Stop the parent/child relationship.
- Change the mindset.
- Be welcoming.
- Mentor Rotaractors.
- Have Rotaractors part of the planning.
- Help them manage risk.
- Charge Rotaractors a smaller dinner fee.

Suggestions for both to consider:

- A sporting challenge between the two, e.g., table tennis, ten pin bowling.
- Each attends the other's meetings on a rotation basis or similar. (*Sound familiar? - Ed.*)
- Quarterly meetings together.
- Debate night.
- Mentoring opportunities.
- Board member on each other's committees.

These two sessions provided some wonderful ideas for our Youth Committee to follow up.

### **Bringing the FUN back**

Roger Desmarchelier has already commented on this session (*Koongga 9 June 2014 - Ed.*) However I noted a few points myself, as follows:

- Have a Fun meter and determine where we are.
- Singing to warm the soul!!
- Direct relationship between membership and Fun.
- Giving is Fun.
- Only 10% of Rotarians are under 45 years.
- Young people want flexibility.
- Members leave because they are not having fun.
- Need to ENGAGE with all members.
- Obnoxious and annoying members need to move on.
- Have a photographer. (*We do and he does a great job - Ed.*)
- Have more female members.
- Skype with clubs overseas in the same time zone.
- Rolling slide show while meeting is on - showing past activities/projects, next week's speaker, new members, etc. (*Koongga in motion! - Ed.*)
- Use social media. (*President Tony's onto it - Ed.*)
- Make meeting room inviting and presentable with Rotary material. (*I think he means flags, banners, etc.— Ed.*)
- Good food.
- Greeters at the door each meeting.
- Have 1 minute interludes.
- Present solid gold medallions for special achievements.
- Have a Director of FUN.
- Encourage makeups at other clubs/Rotary events.
- Different seating of members each week.
- Celebrations and recognitions, e.g., Valentines Day.
- Family night with children/grandchildren/brothers/sisters/etc. invited.
- Fun activities like 3 truths and a lie.

## Vocational Service: A Kaleidoscope of Projects

This session showcased several successful projects from NSW.

- Rotary Police Awards
- Rotary Worldskills Partnership
- Rotary Emergency Services Awards

All the above projects were managed by the Rotary Clubs in the Illawarra and presentations were in the form of short videos.

The web site they created is [www.prideoftheillawarra.com.au](http://www.prideoftheillawarra.com.au)

## Preparing Your Club for the Future: Club Visioning and Assessment

This breakout session was the least enjoyable. In essence the moderators (from Rotary International headquarters in Chicago) showed the various tools created on the web site for clubs to access.

Primarily the focus was to ensure that clubs regularly assess how 'healthy' they are and assess the strengths and challenges they face and how to create a shared vision and strategic plan.

The session could have been over in 30 minutes, it was dragged it out for 2 hours. As the final plenary session was happening after this breakout session, one just sat and passed the time.

## Other activities and events

### Homestay

We provided a homestay for Prem and Sacha from Norway. They arrived a day later than planned, due to the Beijing officials requiring them to have a visa for Australia before leaving.



During their time with us we took them to the beaches and had lunch on the Corso at Manly, which they really enjoyed. On the Friday evening we had dinner at the Greengate with our 4 kids and two partners, showing them the locals

relaxing whilst they enjoyed our food and wine.

### Home Hospitality Night

We partnered with Geoff and Patsy Hungerford and en-



joyed a lovely dinner at their home. The visitors were a group of 2 Rotarians and their wives from Utah and a Rotarian also from the USA who was a homestay visitor at Geoff and Patsy's. It was a great night.

### Chance meetings

The travel by train provided many opportunities to meet Rotarians from other parts of the world. One chance

meeting was with Jim and Michele from USA, a delightful couple who we hope to see when we go to the USA and Canada next year.



## 'Billabong' House of Friendship

As well as being a place to meet other Rotarians, the House of Friendship contained great presentation of many projects and activities of Rotary from around the world. One for Roger Desmarchelier, Peter Kipps and myself is 'The Recreational Vehicle Fellowship of Rotarians'. This provides an opportunity for the grey nomads to travel in musters for short or long periods and catch up with other clubs, potentially helping with projects/activities. This group may be able to provide volunteers for the Bobbin Head Cycle Classic in future!!

Thats all from us

Margaret and Malcolm

## District 9685 Changeover

The deadline to register for the District Changeover on 28 June (see flyer below) has been extended. This is an excellent opportunity to meet the movers and shakers in the District and compare experiences with members of clubs in the far reaches of the District.

If you have not yet registered, please do so at [changeover.rotarydistrict9685.org.au](http://changeover.rotarydistrict9685.org.au) in the next few days.

Registrations will definitely close next Wednesday 25 June.



## District Changeover 2014

*District Governor Graeme Davies and District Governor Elect Ian Scott invite  
you to celebrate with us*

**Saturday 28 June 2014**  
**6:30 for 7pm**

Castle Hill RSL Club    77 Castle Street, Castle Hill

\$55 per person includes two course meal, arrival drinks and wine on each table

To register go to [changeover.rotarydistrict9685.org.au](http://changeover.rotarydistrict9685.org.au)

Club bookings are welcome - [see the website for details](#)



Please pay by  
Wednesday 18 June



Come to Changeover and:

- Celebrate our successes across the whole District
- Support our District Governor and our District Governor Elect
- Experience the Rotary family at a District level
- Catch up with your Rotary friends and make new Rotary friends

*Organise a bus for your club!*

## Calendar of events

June	30	Panel discussion - the impact of the International Convention on our club
July	7	Joyce Enos - '10 on me' and John Aitken - 'Going to sea on stormy nights'
	14	Anna Brzeska - Updating your cardiopulmonary resuscitation skills
	21	Joint meeting with Sydney City Rotaract Club (TBC)
August	4	Club forum
	7	TBA
	18	Restaurant evening - venue TBA
September	8	District Governor's visit to North Shore clubs
October	6	Public holiday – no meeting
	20	Club forum
November	10	Restaurant night - venue: TBA
December	22	No meeting
	29	No meeting

## Club officers and committee chairmen 2013-14

### Board of directors

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

### Service committee chairmen

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

**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, Joy Newling, Ted Price