



K O O N G G A

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

Volume 57 No. 10 8 September 2014

Rotary monthly theme: September: New Generations

This week



District Governor's visit to Upper North Shore clubs

Every year about this time, the District Governor visits the Rotary clubs in our area. As well as talking about things that are happening in Rotary, both internationally and within our District, the District Governor wants to hear what the members of each club are

doing and what they have to say. This is your opportunity to meet Ian Scott and other District officials, ask questions and put your point of view.

If you haven't been to one of these meetings, it's an excellent opportunity to find out how our club fits in with other clubs in the District, meet and swap ideas with members of other clubs and learn about the big picture of Rotary International.

The meeting is on **Tuesday, 9 September** at the **Pymble Golf Club**, Cowan Road, St Ives, at the usual time: **6.30pm for 7pm**. Don't forget: there is **no meeting at Killara Golf Club on Monday** this week.

Last week's guests & announcements

President Tony:

- Welcomed our guest speaker, Rob McInnes, and Ken Sackville.
- Enlisted 16 volunteers to do a mailbox drop in Killara for the talk on 'Women in Rotary' on 15 September.
- Gathered 5 volunteers to hand out leaflets publicising the Bobbin Head Cycle Classic at the 'Spring Cycle' on 19 October.

Welcome to Ken Sackville

President Tony inducted Ken Sackville as a member of the club.

Ken and his late wife, Sue, moved to Sydney with their 3 young children in 1993 and bought a house in Killara. For the next 7 years Ken ran Telstra's commercial call centres. Then he established his own marketing



President Tony, Ken Sackville and Geoff Hungerford

consultancy company, which he ran until 2005. Since then he has worked in sales and marketing for power companies.

Ken's Rotary classification will be Sales and Marketing. He's looking forward to helping the community through Rotary - indeed, he had already volunteered his services for club projects even before being invited to join.

Welcome to the club, Ken!

Light the Night

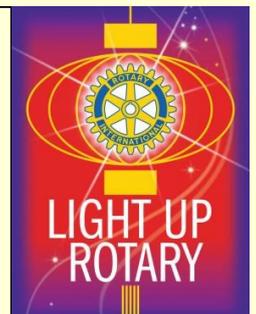


Volunteers are sought to assist with a BBQ we are providing at an event for the Leukaemia Foundation on Sunday, 21 September at Bicentennial Park, West Pymble.

The event, called 'Light the Night' is an inspiring twilight walk where community members, family, friends, colleagues and businesses shine lanterns of hope and raise funds to cure leukaemia, lymphoma and myeloma forever. Light the Night is about creating a brighter future. More than 50,000 Australians are living with leukaemia, lymphoma, myeloma and related blood

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The club meets every Monday 6.30pm at Killara Golf Club, 556 Pacific Highway, Killara. Visitors welcome (Tel: 9498 2700). www.kuringgairotary.org.au

Rotary International
Theme 2014-2015

disorders and every day another 31 are diagnosed. Sadly, not everyone survives, but we believe that one day, there will be a cure for everyone. The money that is raised through this event will be invested in vital research taking place in Australia.

This community focused event is to acknowledge and support those affected by leukaemia, lymphoma and myeloma and to support research into funding a cure. Attendees have the option to shine a lantern which relates to their personal story, a gold lantern to remember a loved one, a white lantern to reflect on your life with blood cancer, or a blue lantern to show support.

We will be hosting the BBQ, providing sausage sandwiches and drinks for an anticipated 300 people. Unfortunately, I am busy that day and will not be able to get to Bicentennial Park until around 6pm, which is when the event starts. So I am looking for the following assistance.

Two people to collect the large round BBQ, the marquees, power cords, BBQ tools, etc from the cave on Sunday afternoon and take them to Bicentennial Park. We will need a few more people at the venue to assist in the setup. Then we will need some of our fine sausage chefs to look after the cooking, serving, etc. Lastly to clean up, pack up and return material to the cave. Please email me your acceptance and what part you would like to take in the process. I will respond with a roster.

There appears to be just one hour for providing the BBQ (which I will confirm) so I think we will be very busy for that hour.

Ross Lambert ross@digitalsolutionsgroup.com.au

Vale Past President John Hessel

John Hessel, who died on 28 August, was a member of our club for almost 39 years. He joined the club at the beginning of 1974, with the classification 'Building'.

John served as Secretary of the club from 1977 to 1979 and as President 1979-80. He also served as Director - Club Service in 1997-98 and 2005-06.

John used his builder's expertise in a variety of hands-on projects, such as the construction of the 'fire circle' at Vision Valley and development of the 'senses walk' for disabled people at the Ku-ring-gai Wildflower Garden.

For many years, John owned and operated the independent 'Accent Realty' in Gordon, where he built an enviable reputation as a completely honest and honourable estate agent and one who, through quiet diplomacy, could be relied upon to get the best deal for his clients.

John's caring approach exemplified the Rotary motto 'Service Above Self'. Your correspondent first met him at an open house inspection, at which he mentioned to John that he was considering buying another house nearby. John went to inspect the other house and, knowing your correspondent's needs, subsequently recommended that he buy that one instead of the one that John was marketing.

Within Rotary John displayed the same qualities of care, honour, diplomacy (he was an eloquent and persuasive



speaker on any topic) and compliance with correct procedure.

There was something else, of which much mention was made at John's funeral: his determination. Throughout his life, if he set his mind to something that he believed in, he would pursue it doggedly until he achieved it. (For example, although he left school at 14, late in life he studied for and earned a science degree from Sydney University.)

Despite all setbacks, John always maintained a positive attitude. At the Uniting Church in Gordon, he was an inspirational leader of the youth group. And, after suffering a stroke several years ago, he bore the resulting limitation on his activities with great grace.

Last week

Rob McInnes

Innovation, intellectual property and start-ups

Rob McInnes is an intellectual property lawyer who specialises in structuring and negotiation of patent licences, collaborative research agreements and other contracts for the development and commercialisation of innovations.

Rob starting by explaining why innovation matters and how Australia fosters innovation. He emphasised the importance of intellectual property, its protection and commercialisation in the modern economy. For example, Apple Computers outsources its manufacturing (on which there is a 3% profit margin) and makes a 30% margin on exploitation of its intellectual property.

Whilst Australia is very effective at research and innovation, it does not focus enough on commercialisation. Consequently, good ideas are taken overseas for production purposes. Partly this is due to Australia's easy reliance on natural resources: it is not compelled to innovate in a way a country such as Singapore is.

Rob showed how, although there is great government support for research and development, little thought has been given to turning the results into profitable products that can be manufactured in Australia. Apart from Cochlear (bionic ear) and ResMed (sleep apnea therapy), most companies simply licence their innovations to others to manufacture (e.g., CSIRO's wireless local area network patents, Gardasil's human papillomavirus vaccine).

Intellectual property matters because it is through its development and exploitation that competitive advantage is sustained in the knowledge economy. It is a tradeable asset in its own right and some companies' only 'product' is their intellectual property.

Big companies understand the value of intellectual property, which is why Apple/Microsoft/Research In Motion paid \$4.5billion for Nortel's 17,000 patents, Google is paying \$12.5billion for Motorola (to acquire its patents) and why Google's brand is valued at \$160billion.

What's notable about intellectual property is that there is more of it now than previously, patents cover much



than used to be the case and intellectual property is of increasing importance in the valuation of companies for capital markets and investment purposes.

To illustrate the impact of intellectual property, Rob quoted Mark Getty, grandson of J Paul Getty: "Intellectual property is the oil of the 21st century. Look at the richest men 100 years ago: they all made their money extracting natural resources or moving them around. All today's richest men have made their money out of intellectual property."

Intellectual property inhibits competition against a company's existing products; it helps extract value from technologies a company doesn't use itself (i.e., by licensing them to others); it allows technologies to be acquired with some assurance of value; and it codifies a company's knowledge both internally and for investors.

Request for help

I am writing in regard to our Volunteer In-Home Support Service in which we provide short-term support to cancer patients living in the Hornsby/Ku-ring-gai area. This service is specifically offered during the client's treatment phase. Our service entails matching a volunteer with a cancer patient for a period of between 6 – 8 weeks in which a trained volunteer provides **1-2 hours per week** in assisting with some or all of the following:

- Transport to treatment
- Light housework (vacuuming/dusting)
- Light meal preparation
- Companionship
- Shopping Assistance
- Respite for carers

In addition to the above, we find that one of our greatest needs is transport to appointments. We wonder if Ku-ring-gai Rotary would consider making this volunteering service known to your membership?

If this is possible, through email to your membership or by Cancer Council providing pamphlets on the service, please let me know and I would be happy to provide the necessary material.

Your consideration in this matter is much appreciated, and I look forward to hearing from you in this regard.

Many thanks,

Romny Vadoros

Hornsby Ku-ring-gai Volunteer Home Help Service
Volunteer Coordinator | Northern Sydney Region
Cancer Council NSW

Level 1, 117 Willoughby Rd, Crows Nest 2065

P: 02 9334 1605

E: romny.vadoros@nswcc.org.au

W: www.cancerCouncil.com.au



BY POPULAR DEMAND Ku-ring-gai Rotary TRIVIA NITE !

In aid of the Hornsby/Ku-ring-gai
Women's Refuge

*Bring your friends & join in the
fun & games!*

Book a table for 8 or 10.

Questions and clues on the
BIG screen



7:00 pm

SATURDAY

25th October 2014

at WARRAWEE BOWLING CLUB

1479 Pacific Highway, Warrawee

Bookings: ross.egan@chubb.com.au

TICKETS AT THE DOOR: \$20

BYO SUPPER

Drinks available at the bar.



Calendar of events

September	15	Lucy Hobgood-Brown - Women in Rotary
	22	Club business meeting
	29	Chris Gollis - Emotional intelligence
October	6	Public holiday - no meeting
	13	Rotary Hat Day - joint meeting - Rotary clubs of Ku-ring-gai, St Ives and Turramurra
	20	Annabelle Chauncy - School For Life update
	25	(Saturday) Trivia night - venue: Warrawee Bowling Club
	27	John Lockyer & Annabelle Daniel – Hornsby/Ku-ring-gai Women's Refuge
November	10	Tony Castley - Rotary Foundation
	17	Suzy Ogelsby – Fitness for cyclists and golfers
December	15	Christmas party chez Tyler (last meeting in 2014)
	22	No meeting
	29	No meeting

Club officers and committee chairmen 2014-15

Board of directors

President	Tony McClelland
Vice President	John Aitken
President Elect	Graham Timms
Secretary	Geoff Hungerford
Treasurer	Graham Maslen
Director - Membership	Greg Newling
Director - Public Relations	Michael Midlam
Director - Club Administration	Joy Newling
Director - Service Projects	John Aitken
Director - Rotary Foundation	Graham Timms

Service committee chairmen

Club Service	Joy Newling
Vocational Service	Michael Midlam
Community Service	Ross Lambert
International Service	Roger Desmarchelier
Youth Service	Greg Goodman
Bobbin Head Cycle Classic	Bob Elsworth
Sergeant-at-Arms	Malcolm Braid

Club committees 2014-15

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

Club History: Malcolm Braid, Tom Jackson

Club Service/Club Administration: Joy Newling, Geoff Hungerford, Graham Maslen, Michael Tyler (Koonga Editor)

Community Service: Ross Lambert, 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, Loïc Lacombe, Jack McCartney, Michael Midlam (Bowel Scan), Frank White (Markets)

International Service: Roger Desmarchelier, David Forsythe, Graham Maslen, Greg Newling, Peter Tang

Membership: Greg Newling, Dilys Geddes, Linda Lam-Rohlfs

Public Relations: Michael Midlam

Program: Rob Hall, Ross Egan

Rotary Foundation: Graham Timms

Vocational Service: Michael Midlam

Youth Service: Greg Goodman, Malcolm Braid, Joyce Enos, Emyr Evans, Bob Ivey, Tom Jackson, Linda Lam-Rohlfs, Joy Newling, Ted Price