



# 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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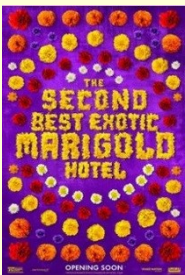
Rotary monthly theme: January: Vocational service

## This week - BBQ and fellowship

Our meeting this week will be a casual BBQ and fellowship night and NOT a combined bowls night with Crosslands Rotaract Club as the bowling greens are not available. (We will arrange a combined activity with the Rotaractors in the future. Watch this space!)



We will be meeting at 6.30 for 7pm in the lower BBQ/bar area. Instead of parking in the usual car park on the left, continue down the drive to the members' car park.



It will be a very relaxed evening and partners are invited – a restaurant night with a difference! Please book in as normal on the Club website.

As well as a chance to socialise, Ross Egan will have theatre party tickets to the "Second Best Exotic Marigold Hotel" available for everyone to take and make up a group with their friends.

## Last meeting's guests and announcements

President Tony:

- Welcomed Christina Tilston, Jane Hickson, Chris Lewis and Wally Forbes;
- Thanked Louise and Michael Tyler for hosting the Christmas party;
- Spruiked his favourite oven cleaner\*; and
- Said that Vice President John Aitken would deputise for him on 19 January.

(\* Whilst discussion of politics and religion may be frowned upon in Rotary, evidently promotion of oven cleaners isn't – Ed.)

## RYLA 2015 dinner

On Tuesday evening Georgina Manning and I went along to the Rotary Youth Leadership Award Dinner at Pittwater

RSL Club to join our Rylarian, Deb Jordan, and hear about her activities so far.

There were about 70 young people aged 19-27 on the week long course from Sydney, Blue Mountains, Central Coast and Illawarra, who were obviously having a wonderful time.



Deb was most enthusiastic about events so far and had enjoyed discussion groups dealing with negotiation skills, leadership, crucial conversations, interaction and decision making – along with lots of social activities and role playing.

District Governor Ian Scott explained the history of RYLA and his pride in the enthusiasm and positive mindset of these young people who are already involved and committed to community service.

Deb is an active member of the Ku-ring-gai SES team, telling us of her tree felling skills in the pre-Christmas storms, and also finds time to work with St John's Ambulance.

The keynote speaker was Libby Bleakley, a policewoman with 25 years' experience with NSW and Federal Police. Her passion to support victims of crime, particularly in the areas of child abuse and sexual violence, had led to her develop education for both victims and the perpetrators through refuges and prisons. She also has vast experience in Dili, Fiji and Sudan. Currently a member of Blackheath Rotary Club, Libby has created an education project in Dili with the emphasis on protecting young people. We look forward to hearing more from Deb Jordan when she comes to speak to our club.

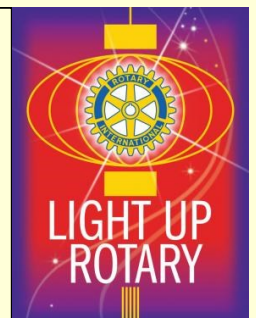
Joyce Enos

## I Can Read

I Can Read is a total literacy system for students of all ages and all abilities who wish to learn to read or improve English literacy. Created not just for the student who wants to learn to read, but for all students

### In this issue

- This week: BBQ and fellowship
- Last meeting's guests and announcements
- Rotary Youth Leadership Award dinner
- I Can Read
- Last meeting: Club business meeting
- Rotary monthly themes
- Calendar of events • Club officers • Club committees



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

Rotary International  
Theme 2014-2015



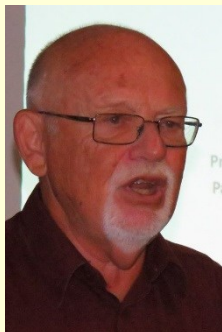
who wish to improve their English literacy skills.

A presentation on the system will be made on Tuesday, 20 January at Canisius College on Telegraph Rd Pymble, starting at 6:45pm.

For further details, contact Wendy O'Hanlon (T: 0410 527 018; E:

[wohanlon1@gmail.com](mailto:wohanlon1@gmail.com))

## **Last meeting - club business meeting**



### **Graham Timms**

#### **Club planning: 2015/16**

President-Elect Graham Timms outlined the plans he is starting to develop for 2015/16. This is his presentation:

One of the strange practices of Rotary throughout the world is to run about six months ahead of time. That means that, although we're only halfway through our year, we are already plan-

ning for the next one. That's why, if you recall, we had our annual general meeting last month.

For next year – 2015/16 – this presentation will give you an outline of our plans to date. Now this doesn't mean that we aren't full forward with the last six months of 2014/15, as your current committee chairs will no doubt remind you, but right now we're planning.

Let me stress at the start that nothing is cast in stone and there will be plenty of opportunities in coming months to question, challenge and, if appropriate, change what I'm going to show you tonight.

Let me also run through with you at the outset the process that has already taken place.

On Boxing Day Tony McClelland, our president, Mike Midlam, our president elect 2016/17, and I met to develop a draft plan, draft objectives and to start to put names to positions for 2015/16. We pretty much started from blank paper with only our constitution and by-laws and Rotary International's guidelines to help us. The reason we started from blank paper I'll come to in a moment.

Over the last two weeks I have been contacting some of the key people involved in the plan. All have had input and have made many improving suggestions (and no doubt there'll be many more to come) but most importantly all have bought into the plan and the process.

We're now at the point where the plan is presented to the club and it's over to you. I'm sure there will be questions and discussions, if not tonight, over the coming weeks as we bed down the various committees and people on them and finalise our objectives and plans.

Can I just ask you to hold your questions tonight until the presentation has finished. There are pads and paper on the tables to jot down any thoughts you might want to raise at the end. And this is not restricted to club members. If any visitors have thoughts and suggestions please share them. Nobody has a monopoly on good ideas.

Right, let's start.

Four years ago our club was in trouble. Membership had fallen so low that we were having difficulty filling our board positions and meeting our routine obligations such as staffing Gordon markets. Some board members were actively considering the need for a merger with another local club.

Tony McClelland did not accept this and, although he had always sworn that he would never do it, he very reluctantly accepted the club presidency with what seemed to me to be the ambitious objective of growing the club to fifty members by the end of his presidency.

I don't have to tell you how successful he has been and very recently we claimed title to being the fastest growing Rotary club in the known universe. Both Tony and I are confident that by 30<sup>th</sup> June this year, when he hands over to me, he will have achieved his goal.

The problem, as he and the board knew was that when you start a push for rapid growth some things get left behind. As new members come in, accumulated knowledge gets lost, people don't know or forget how things are supposed to be done and, in a worst case, may even lose sight or not understand what Rotary is really all about.

But on the other hand, if you don't have a **club** none of that matters, so Tony and the board accepted the risk on the basis that, once we had the membership (and by the way, that means the **right quality** of membership), we could fix the rest.

Now we think that the time has come to fix the rest and what follows is the 'who' and the 'how' and in the process I hope that some of our newer members and guests will gain a greater understanding of what Rotary is and does.

Just in passing I should say that some of our older members might find the organization I'm outlining different from the past but it's not really. It conforms to our by-laws and constitution and is consistent with the way our District sees the structure of Rotary clubs. I know because I've checked.

Okay, let's start with the 'who' of the board

**President: Graham Timms**

**Vice President: John Aitken**

**President-elect: Michael Midlam**

**Past President: Tony McClelland**

**Secretary: Geoff Hungerford**

**Treasurer: Graham Maslen**

**Director Foundation: Peter Tang**

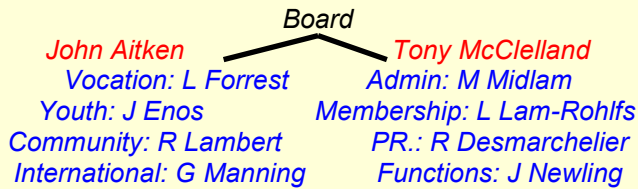
**Director: Lindsay Forrest**

**Director: Joyce Enos**

This is the board as you voted for it at the AGM in December. There's one slight change. Joy Newling excused herself in the interests of more new blood and her position has been taken by Peter Tang. All the positions are pretty much self-explanatory, possibly with the exception of Peter's.

For those who don't know, the Rotary Foundation is the Rotary global charity. Our club contributes to it in various ways and we draw from it by way of matching Foundation grants to undertake projects. For example, when we re-developed the Neringah Hospital kiosk last year a Rotary matching grant provided 30% of the funds. Peter Tang is our contact between the Foundation and the club.





The board is collectively responsible for the 'what' and the 'how' – what we do and how we do it and in this slide you can see that split and the heads of the committees involved.

The 'what' is what Rotary calls our 'avenues of service' – the four areas of activity in which all Rotary clubs operate. These are the community in which we live, our young people, the businesses that surround us and the wider international world. How each of those avenues of service will approach their tasks I'll come to in a moment.

The 'how' is the resources that our club applies to get the 'what' done – housekeeping if you like. Administration, staffing, communication, club morale. Once again, I'll come back to the specific duties in a moment.

Both the 'what' and the 'how' report to the board and two board members are specifically responsible. John Aitken has carriage of avenues of service and Tony McClelland of what, for want of a better description, we'll call club service. And of course the president is ex officio on all committees.

Some of you familiar with business organization concepts might notice that what we have here is a traditional business structure – a split between what is called 'line' and 'staff'. Our line functions, our avenues of service, are our reason of existence. Our staff functions are how we do the things that give us that purpose.

If only it were that simple, but of course it's not, and there are some functions that have a special place in the club.

Here's a list of them, the people in charge of the vital housekeeping that all too often is overlooked.

**Sergeant-at-arms:** *Malcolm Braid/Greg Newling*  
**Speakers:** *Rob Hall* **Website:** *Bob Ivey*  
**Koongga:** *Michael Tyler* **Auditor:** *David Forsythe*  
**Facebook Committee:** *Ross Lambert, Bob Ivey, Linda Lam-Rohlfis, Georgina Manning*

You'll notice, by the way, a new little group here – a Facebook committee. Now, as many of you know, I believe that Facebook is an instrument of the devil, but reality is that we have to have a Facebook page and if we have one it has to be the best. The committee will be tasked with developing and running the best social media program (starting but not necessarily ending with a Facebook page) that we can. The committee is very much a work in process and, as all the members of it have other significant club duties, I'm sure they would welcome additional members or replacements.

Now we come to a sobering slide.

<b>Available funds</b>	
<i>Recurrent uncommitted revenue:</i>	<i>\$40,000</i>
<i>Activity budget:</i>	
<i>Community</i>	<i>\$15,000</i>
<i>Youth</i>	<i>\$10,000</i>
<i>International</i>	<i>\$ 9,000</i>
<i>Vocational</i>	<i>\$ 2,000</i>
<i>District levy</i>	<i>\$ 4,000</i>

*To increase our activity we can:*

- *Draw down reserves*
- *Find fund-raising activities*
- *Receive District/Global grants*

We may now have the human resources to carry out our mission, but our financial resources are very scarce.

What I've done here is take a very simplified view of our accounts to show you what I believe are our likely available recurrent resources in 2015/16 if we continue to operate as we have done in the past. And yes, the Bobbo is excluded because all the funds raised from it are already committed.

I don't have to tell you that those amounts are meagre and make it difficult for us to do anything worthwhile.

It seems to me we have three alternatives and I actually think we should do all three.

The first is to draw down on our reserves. It makes no sense to me to be carrying some \$25,000 as a reserve year after year. We should deploy some of it. Not all, we need some reserve in case another disaster like the Aceh tsunami hits and we have to find urgent funds to provide Shelterboxes for example. But I think \$10,000 would do it.

The second is fundraising.

Yes, I know we do this already but I'm proposing that we do it in a more disciplined, more targeted way and actually include it in our beginning budgets. This is what the new functions committee I am proposing is intended to help with.

Third, I think we should give more attention to Rotary Foundation grants. Grants multiply our available funds and some clubs can have three or four in any year. We actually didn't do too badly last year with one grant for our tick project and one for Neringah, but we can do better.

Now we get to the meat – to our four pillars, our avenues of service.

The first avenue of service I want to look at is youth. Joyce Enos is the chair – by the way, I prefer the term 'head' – a chair is something you sit on and I'm hoping that Joyce and the others won't be doing too much sitting.

#### **Youth (Joyce Enos)**

*In 2015/16 to develop programs aimed predominantly at supporting disadvantaged youth in the community.*

- *Preference for support of 'hands-on' projects.*
- *Increasing emphasis given to indigenous programs.*
- *Eagles RAPS remains a prime responsibility, subject to assessment of its on-going viability.*

*With scarce resources, it seems sensible to give preference to disadvantaged rather than advantaged youth and the committee is requested to reconsider some of our past programs such as RYLA, Youth Exchange, etc.*

Joyce, like all the other avenue of service heads, may well be drawing up her own objectives but these guidelines that she and I have discussed are the way I'd like her to go forward.

With scarce resources we have to ration and to me it

makes sense to favour disadvantaged over advantaged. I love some of our youth development programs, but I'm not sure that sending privileged young people to mock parliaments or exchanging overseas students with other first world countries is the best use of our money. And most of you know that I'm a passionate advocate for our Rotary youth leadership program, Rotary Youth Leadership Award, but to be fair I don't think even RYLA can be exempt from review. Joyce has a big job in front of her so please, if you want to help her, tell her so. She'll admit she needs all the help she can get and, in that context, Joy Newling has already agreed to work with her.

I've asked Joyce to do two other things. The first is to give some emphasis to indigenous youth programs. I recently became aware of some serious indigenous youth challenges on our doorstep on the Central Coast. There are things there that need doing.

And I've asked her to work closely with Eagles RAPS. This little activity is uniquely ours, a couple of great people doing great things for disadvantaged kids, some of them indigenous, in Blacktown. It ticks all our boxes but it's fragile, so we need to monitor it closely.

Our next avenue of service is vocational with Lindsay Forrest.

#### **Vocational (Lindsay Forrest)**

*In 2015/16 to expand this avenue of service to develop closer relations with local businesses.*

- *The main emphasis is to be on getting to know local businesses and making them aware of RCK.*
- *As a secondary activity, presentations (talks) to RCK by local businesses.*

*The Board continues to support Pride of Workmanship. However it believes that the award should be rethought and rededicated.*

Rotary was founded as a business organization and one of our club strengths should be our links with the local business community, but at the moment our links are virtually non-existent.

It should be a two-way relationship. We can provide local businesses with custom and promotion, they can provide us with sponsorship and members. Vocation ought to be the backbone of any Rotary club.

I've asked Lindsay to rebuild our backbone. Again if this is an area where you feel you can help, please talk to Lindsay.

#### **International (Georgina Manning)**

*In 2015/16 to review the existing International projects to determine whether they are now mature and whether scarce resources to should be directed towards new projects:*

- *The focus for projects should be Asia/Pacific.*
- *Less projects rather than more.*
- *The projects should meet Foundation grant qualifications.*

*The committee will also assume full responsibility for Shelterbox and PolioPlus programs which may, subject to Board approval, qualify for separate funding.*

International is an area where we have done some of our

best work in the past and some of the projects we have helped initiate have become famous over the years for their achievements. Many years ago we were at the forefront of the development of microfinance in Bangladesh. We helped fund the first landmine dogs in Kampuchea, our seed money helped start the school of St Jude in Tanzania and more recently the School for Life in Uganda; and the first East Timor RYLA which led, almost directly, to the first free elections. Last year there was the Lao water project.

In 2015/16 Georgina Manning takes over from Roger Desmarchelier.

Now international might seem to be on a bit of a roll but once again, resources are scarce. We have to look at all these projects – and the other ones we contribute to – and rethink them. And I'd like to see a continued focus on Asia/Pacific, less projects with more meaningful money and we have to make sure that our projects conform to the Rotary guidelines.

It's a dive in the deep end for Georgina, so please offer help if that's where you'd like to serve. Greg Newling has already agreed to assist her to maintain the knowledge base of this successful area.

#### **Community (Ross Lambert)**

*In 2015/16 to establish close relations with community-based organizations with the purpose of establishing*

- *The preferred organizations the RCK will support.*
- *The extent of that support.*
- *The funding appropriate.*

*Note: Lifeline, as a major BHCC beneficiary, is excluded from consideration.*

Ross Lambert is our one continuing avenue of service head, continuing on with community.

Community avenue of service is really our sharp end, where our club meets the needs of the community in which we live.

Community had a great year last year with the completion of the Neringah Hospital shelter, Daffodil Day, the Red Shield appeal, Carols in the Park and various deft barbecue wielding activities.

But Ross and I believe that more can be done so I have asked him, like all the other avenue of service heads, to refocus, refine, redefine, to try to do more with what we have.

Ross' other problem is that quite a few of his committee from 2014/5 won't be available, so when he asks if you're interested in serving with him please don't say no.

#### **Club operating committees**

**Administration (Michael Midlam):** *Ensures the smooth running of the club, including website, Koongga, door team, weekly speakers and program, liaison with venue operator, liaison with Zone and District.*

**Membership (Linda Lam-Rohlf):** *To achieve membership growth to 55 members by the end of 2015/16, while eliminating unavoidable resignations.*

**Public Relations (Roger Desmarchelier):** *To*

*achieve favourable mentions in local media and to develop an appropriate social media presence.*

**Functions (Joy Newling):** Responsible for "fellowship" activities as well as fund-raising activities as requested by avenues of service or suggested by club members.

I won't spend too much time with the operating committees of the club – administration, membership, public relations – because they're pretty much self-explanatory. Although I will say that we intend to change the membership function somewhat. I've discussed this with a few of the old wise heads (well, old heads anyway) and we think that there's a natural size limit, beyond which the club ought not to push at risk of breaking into cliques and factions. We think that the number is around 55 to 60 and, as we anticipate getting there by maybe the end of 2015, membership then becomes as much a matter of maintenance and coordination as hunting and gathering.

Linda Lam-Rohlf has expressed some reluctance to take on the traditional membership role but I think she'd be excellent for the new demands of a mature club, especially as Tony McClelland will be doing all the hunting and gathering that may be needed.

The one committee – the new one – that I want to focus on is the functions committee headed by Joy Newling.

The idea of the functions committee is to do two things. The first is to schedule and arrange the 'fellowship' activities that make the club fun – the dinners-for-eight, the restaurant nights, the Christmas party and so on.

The second thing is to be a kind of one-stop shop where the avenues of service (or indeed any club member) can go if they have an idea for fund-raising activities. The functions committee will help plan it, organize it and stage it. If seed money is needed to get the function off the ground they'll take it to the board for approval. And by function I mean anything from the simplest raffle to the most elaborate gala ball.

The function committee is the ultimate facilitator.

### Special projects

**BHCC**

Tony McClelland

Graham Timms ex officio

**Gordon Market**

Geoff Hungerford

Graham Timms ex officio

Last, but by no means least, we have two special project committees. One most of us are already involved in in some form or other – that's the Bobbo. The other is one where we all pull our shifts but don't think much about – Gordon markets.

I'm not going to talk about Bobbo – the Bobbin Head Cycle Classic – because most of us know more about it than we really want to and, secondly, because if I start talking and describe the activities of the Bobbo committee we'd take the rest of the meeting.

But I do want to talk about the markets.

The Gordon markets make up most of our recurrent income but, to anybody who has worked on the markets, it's blindingly obvious that they can be a lot better and can generate a lot more revenue.

The reasons why they aren't better are complex and I won't go into them here, but it is my hope to wring more money out of them in 2015/16 and I've asked Geoff Hun-

gerford to work on it. He'll be setting up a small team to focus on it, but the first step actually rests with me. I have to persuade the incoming president of Turramurra Rotary club to work with us and I have to persuade the Turramurra club to be willing to change.

\*\*\*

Okay, that about covers where I want us to go in 2015/16. So what are the next steps?

### The next steps

**Now:** New Functions and Admin committees begin. Committee heads receive membership spreadsheet.

**End of Jan:** Committee heads finalise members.

**End of April:** Committees finalise objectives and budgets.

**May Board:** Board presentations & approvals.

**End June:** Changeover and committees begin operation.

Tony, Mike and I have prepared a detailed spreadsheet with suggestions for all the committee heads of membership participation. Over the next couple of weeks they will be filling all the names in that sheet. We would like it to be pretty much locked away by the end of the month.

The exception is that we'd like the new administration and functions committees to start work almost immediately. The functions committee has a theatre party and a trivia night to plan and, with Joy running the functions committee, Mike's new admin committee will have to start from now.

The other new committees will then get together to thrash out their objectives and budgets to go to the board on the first week of May.

And two last things.

The first is that I want to make the deliberations of the board as open and transparent as possible. Any member of the club will be welcome to attend any board meeting and the minutes will be published in Koongga – stunningly boring though they usually are.

Second, every single club member will be participating actively in at least one committee (and many of you on two) and for the next six months some will be doing double duty on your existing committees as well as your new ones.

I know I'm asking for an effort, but our club cannot move forward unless we all push, and I do mean **all**. If you have any particular preferences about where you can best do the pushing, please approach the appropriate head. Otherwise, if the head of an avenue of service or administration committee approaches you, please give their invitation your full attention.

Now it's over to you for comments and questions.

### Rotary monthly themes

Late last year, the Rotary International Board modified the RI calendar of special observances to highlight Rotary's 'areas of focus'. Look out for each month's 'special observance' in the top right hand corner of the first page of Koongga. For example, in January it is now 'vocational service', instead of 'Rotary awareness'.



## Calendar of events

January	26	Australia Day – no meeting
February	16	Pride of Workmanship
March	2	(Roseville Cinema) The Second Best Exotic Marigold Hotel (in aid of PolioPlus)
	16	Bobbin Head Cycle Classic club briefing
	29	(Sunday) Bobbin Head Cycle Classic
April	6	Easter Monday – no meeting
May	14	(Thursday) Fundraising night: Pymble Players: a Hercule Poirot whodunit
	17	Meeting postponed 3 days
	20	(Wednesday) Bobbin Head Cycle Classic presentation to charities

## Club officers and committee chairmen 2014-15

### Board of directors

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

### Service committee chairmen

<b>Club Service</b>	Joy Newling
<b>Vocational Service</b>	Michael Midlam
<b>Community Service</b>	Ross Lambert
<b>International Service</b>	Roger Desmarchelier
<b>Youth Service</b>	[Vacant]
<b>Bobbin Head Cycle Classic</b>	Bob Elsworth
<b>Sergeant-at-Arms</b>	Malcolm Braid

## Club committees 2014-15

**Administration:** Joy Newling, Geoff Hungerford, Rob Hall, Graham Maslen, Michael Tyler (Koongga)

**Bobbin Head Cycle Classic:** Bob Elsworth, Graham Timms, Tony McClelland, Ross Egan, John Aitken, Michael Midlam, Emyr Evans, Dilys Geddes, Geoff Hungerford, Jack McCartney, Linda Lam-Rolfs

**Club History:** Malcolm Braid, Tom Jackson

**Community:** Ross Lambert, Michael Midlam (Bowel scan), Lou Coenen, Linda Lam-Rolfs, Gary Dawson, Roger Desmarchelier, Chris Hoch (Red Shield), Caroline Jones, Nick Kenyon, Loïc Lacombe, Ross Egan (Daffodil Day)

**International:** Roger Desmarchelier, Graham Maslen, David Forsythe, Peter Tang, Georgina Manning, Lindsay Forest, Loïc Lacombe, Emyr Evans, John Aitken

**Membership:** Greg Newling

**Public Relations:** Michael Midlam

**Rotary Foundation:** Graham Timms, Peter Tang

**Vocational:** Michael Midlam

**Youth:** Joy Newling (acting), Bob Ivey, Malcolm Braid, Tom Jackson, Ted Price, Joyce Enos, Greg Goodman, Linda Lam-Rolfs, Jack McCartney