



# K O O N G G A

Bulletin of the Rotary Club Of Ku-ring-gai Inc  
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Rotary serving humanity

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## President Michael on Bobbo

I think that everyone who took part in the BOBBO yesterday would have to say it was the best so far.

The event was safe and well organized, and the number of people who remained at the oval after the ride was also impressive.

I know that people say that without Paul and Michael from the Turramurra club, there would be no ride. I would just like to say that we have three outstanding members in Tony McClelland, Ross Egan, John Aitken and Peter Kipps. If any one of them did not do their job, there would be no ride.

When I arrived at the oval on Saturday morning, the grass was half way up to your knee. There were two people mowing, and I thought it was the council. However, it turns out that it was **Adam Desmarchelier** and his offsider mowing the area where all the tents and equipment were set up. The day would not have been as successful if everyone had to wondering around in long grass. So a special thank you to Adam.

I had to pick up my car this morning from the oval, and the council did mow it early today. Better late than never.

And a final comment on the oval, it is another testament to John, when I walked across it, you would never have known that several thousand people had been using it the day before.

One final point, Blake from Eagles Raps had a great ride completing the 80 K ride with several of his mates accompanying him. He even had his picture taken with Tony Abbott.



Our Blake has a well-deserved meal in the team hospitality tent after finishing the Bobbo as part of Team Eagle. Sally Wynd has a well-deserved rest.

## EaglesRAPS annual fundraiser

President Mike last night advised attendees of the upcoming EaglesRAPS annual fundraiser - a very important evening for our friends at Eagles.

In the past we have had members attend (last year Graham & Judy, Frances & I attended) and it would be great to get a group together again this year. Those who would like to attend should arrange your own tickets but also please let me know and we can later look to arrange car pooling.

To purchase tickets please follow the link:

[https://www.stickytickets.com.au/50945/2017\\_fundraiser.aspx](https://www.stickytickets.com.au/50945/2017_fundraiser.aspx)

Date - Thursday 11th May, 6pm

Venue - Lily's Restaurant/Bar/Function Centre; 5 Quinn St, Seven Hills (while Lily's is on Prospect Highway, you can't enter their facility/carpark from there, so the Quinn St address is a MUST for your GPS!!).

Cost of ticket - \$65 per person.

You'll be fed finger food, basic drinks (buy drinks yourself if you want something a bit fancier) and can participate in auctions/raffles should you want. Most importantly though, their students, other sponsors of Eagles will be there and it is great to part of such an important night for Eagles.

Lets see if we can get quite a big presence from our Club.

## Our RYLA Nominee



President Mike welcomed our RYLA participant Rebecca Thornley. Theme of the meeting was youth. Our Ryla rep spoke of her experience, as did two that Lindfield had sent.

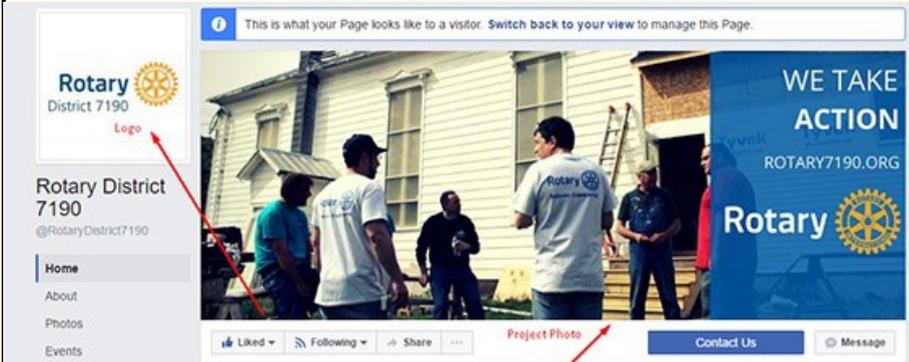
Linda and Mat congratulated them all and explained about the science competition they are running.

# Facebook and Instagram

**Your Koongga Editor is a Facebook and Instagram Luddite and I plan to attend a course to upgrade my knowledge, If any reader wants to join me please get in touch**

## “7 STEPS TO INCREASING YOUR CLUB’S FACEBOOK PRESENCE”

From Rotary voices. Posted on February 14, 2017 Article by Melissa Ward, Rotary Club of Twin Bridges, Southern Saratoga, New York. Melissa Ward is a Past District Governor for District 7190 and was an Assistant Public Image Coordinator for Zones 28-29. She is a speaker and trainer at a variety of events throughout the year. Use a cover photo that really speaks to your club’s mission. A Facebook page gives your club a voice on Facebook. With so much other “noise” on social media, there are several things you can do to raise your club’s page above the distractions.



1. Make good use of visuals. Your cover photo is prime real estate. Use a photo that really speaks to your club’s mission. Post fun, active photos.
2. Post regularly. Share your club’s next program, a photo of a project, create an event for your next fundraiser. For example, post your speaker every Monday. Share a photo every Wednesday. Share an article from Rotary.org every Friday.
3. Encourage club members to LIKE and SHARE posts from your Facebook Page. This is where the magic of social media kicks in. When members share posts onto their personal Facebook page, their connections can see it, like it and increase the club’s exposure exponentially. This is key to keeping your club’s posts in the newsfeed. Add a milestone for your charter date and major events
4. Your Facebook page can become a source for donations. If your club’s page has been set up as a not for profit and is verified you may be able to collect donations. See Facebook’s rules. Once your club is approved, people who like your page can run fundraising campaigns on your organization’s

## Facebook and Instagram

behalf. Note: This is currently only for USA based club's that are or have a foundation that is a registered 501(c)3.

5. Tag other businesses and organizations you work with. Place the @ sign in front of the business name and their Facebook page should appear. Select it and it will be tagged in the post. That sends a notice to that business, and gives them the opportunity to share your post onto their page. Now you have even MORE exposure.

6. Have more than one person as a page admin. Our club page has 3 admins. Each of us is responsible for different aspects of the page. This prevents the page from being forgotten, or from getting lost.

7. Use Milestones. Add a milestone for your charter date, for each president, for major events or awards. Milestones increase engagement AND give you a timeline of your club's history. The above tips may seem like a lot, but you can do them over time. The most impactful activity is having club members like and share your club's posts. This helps your club increase its reach and gain awareness in the local community. Using free tools like Hootsuite and Canva will make managing your page easier and more efficient.

### **“OUR SUCCESSFUL APPROACH TO MEMBERSHIP”**

***By Grahame Gordon, Rotary Club of Frankston, Vic, article from Rotary Down Under, Dec-Jan 2017.***

A LITTLE over two years ago, the Rotary Club of Frankston recognised that a membership initiative was a priority, as numbers had declined from 85 members in the mid-1980s to 39 at the beginning of 2014-15. Five enthusiastic Rotarians were charged with developing a plan to increase membership and lower the age demographic. Now, thanks to some "out of the box" thinking, membership has increased nearly 60 per cent, from 39 to 62 members.

Initially, a survey of current and past members was undertaken, which resulted in meeting protocols being modernised, the social program (the heart of the club) strengthened, the club's image reinvented with smart new Rotary apparel and social media embraced. A New Member prospectus (updated yearly) was prepared - showcasing Rotary and the positive nature of our club - including a 15-minute DVD showing activities and achievements in the community, fundraising and an active social program.

Cost was highlighted as an issue, so a fee-free first year giving new members time to build their loyalty to the club was successfully implemented and continues.

## “OUR SUCCESSFUL APPROACH TO MEMBERSHIP”

Club members were, and still are, encouraged to nominate prospective members and, knowing that many are reluctant to approach contacts, a team of three able members follows up leads.

Our membership initiative continues well beyond induction, with retention of all members a priority. New members are assigned a mentor and club role and within three months are invited to an informal evening where they can learn more about Rotary.

The success of this membership initiative has exceeded everyone's expectations. With 23 new members, so far, and a lowering of the original age demographic, the club has been revitalised. The growth of the club is now generating its own momentum and as a result is strong, vibrant, fun and a great place to be a Rotarian

### Club events



Some time ago, our club provided some assistance to Westmead Children's Hospital. On Monday, we will have a chance to renew our relationship with this magnificent organisation when, thanks to the good offices

of Ross Egan and Dr Egan, our guest speaker will be Brad Ceely.

Brad is a Nurse Practitioner and Co-Director of the Paediatric Intensive Care Unit at Westmead. He is currently undertaking a Research study looking at

heart failure in children after cardiac surgery.

Brad is passionate about quality and safety in health care to ensure the highest

level of care is provided to children and their families. He is going to discuss the future direction for research capacity at the children's hospital.

**Travellers' Tales:** On Monday 10th April, you will be the speakers. Emyr, Michael Tyler, David Forsyth, Roger Desmarchelier and two as yet anonymous

club members will each spend a **strictly enforced 5 minutes** *recounting an experience that has amused, amazed, confused, informed or simply gobsmacked them while travelling overseas.* To avoid any unseemly pushing

and shoving on the night, I would like to hear from two volunteers who, at last,

## YSIA April Meet-up

### From our Matt

I thought I share today's Youth Science and Innovation Awards' mentoring meet-up with you for the Koonga. I've also attached a photo of the event.

Thus far, we have 10 expressions of interest through our website, a submission of a project already made and an average attendance of 3 people per out monthly mentoring meet-ups. In the workshop, we introduced the students to home-made robotics in case it could help with their project. We had a quick brainstorming session where we encouraged the students to write down any idea or project of interest and propose an action plan to achieve their monthly goal. It is hoped that we can spend next week working on the progress made by the students throughout this month.

We are making modifications to the program structure regularly based on feedback from the attendees and post-event reflection by Linda, Rob and I. A structure that we are leaning towards for the monthly mentoring workshops is as follows:

- a short introduction to the YSIA structure, objective and submission
- a quick informative talk on something cool science (e.g. robotics, coding etc.)
- quick talk + Q&A with an inspiring university STEM student
- brainstorming/reflection session where we go over the progress made by the students in the past month

We would like to encourage all Rotarians to tell their friends and families about this program and give us any feedback or advice they seem fit for the good of the program. Linda, Rob and I are usually in the meetings so please approach us! If Rotarians are looking for more information or would like to pass on the details of the program to interested parties, please share the YSIA website: <https://sites.google.com/view/ysia-rotary-kuringgai/home>



## Coming Guest Speakers

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### Mon Apr 03

Brad Ceely from Westmead Hospital will give us an update on what is new and what is needed in child health care

## March Birthdays and Anniversaries

## Door Team

March	April	May	June
Forsythe	Hungerford	Kenyon	Manning
Hall	Hoch	Ivey	Lewis

<b>President</b>	Michael Midlam
<b>Vice President</b>	John Aitken
<b>Immediate Past President</b>	Graham Timms
<b>President Elect</b>	Malcolm Braid
<b>Secretary</b>	Lindsay Forrest
<b>Treasurer</b>	Chris Lewis
<b>Director</b>	Greg Newling
<b>Director</b>	Linda Lam Rolfs
<b>Service committee chairpersons and committees</b>	
<b>Administration (Club Service)</b>	Gary Keating
<b>Vocational Service</b>	Lou Coenen
<b>Community Service</b>	Roger Desmarchelier
<b>International Service</b>	Georgina Manning
<b>Youth Service</b>	Linda Lam-Rohlfs
<b>Social events</b>	Joy Newling
<b>Bobbin Head Cycle Classic</b>	Tony McClelland
<b>Sergeant-at-Arms</b>	Graham Timms
<b>Club committees</b>	
<p><b>Administration:</b> Gary Keating, Geoff Hungerford, Rob Hall (Program), Bob Ivey (Web and social media), Graham Maslen, Tony McClelland (Koongga)</p> <p><b>Bobbin Head Cycle Classic:</b> Tony McClelland, John Aitken, Ross Egan, Bob Elsworth, Peter Kipps, Michael Midlam, Gary Keating</p> <p><b>Club History:</b> Malcolm Braid, Tom Jackson</p> <p><b>Community:</b> Roger Desmarchelier, Gary Dawson Rob Hall Geoff Hungerford (Gordon Markets) Gary Keating Ross Egan (Daffodil Day) Chris Hoch (Red Shield) Anil Fulwaria Nick Kenyon Ted Price Cathy Jackson</p> <p><b>International:</b> Georgina Manning, Rob Hall, Graham Timms, Graham Maslen, Greg Newling, Anil Fulwaria, Emyr Evans</p> <p><b>Membership:</b> Tony McClelland,</p> <p><b>Public Relations:</b> Emyr Evans, Georgina Manning,</p> <p><b>Rotary Foundation:</b> Chris Hoch, Peter Tang, Lindsay Forrest, , Greg Newling</p> <p><b>Social Events:</b> Joy Newling, Ross Egan, Georgina Manning,</p> <p><b>Vocational:</b> LOU Coenen, David Forsythe, Peter Kipps, M Tyler</p> <p><b>Youth:</b> Linda Lam-Rohlfs, , Cathy Jackson, Gary Keating, Chris Lewis, Matt Mah-joub, Andrew Marselos, Joy Newling, Don Riddell</p>	