



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: maternal & child health

This week: Dr Claire Hooper: age-related macular degeneration

Dr Claire Hooper is a medical retina and uveitis specialist. A graduate of the University of Melbourne, she completed her ophthalmology training at Sydney Eye Hospital. She was awarded a travel scholarship and undertook a further two years of medical retina and uveitis specialist training at Moorfields Eye Hospital in London.



Dr Hooper has been involved in clinical trials for macular degeneration and has published several articles in peer-reviewed journals and co-written three book chapters. She has extensive experience in the diagnosis and treatment of age-related macular degeneration, diabetic retinopathy, retinal vascular disorders and inflammatory conditions of the eye (uveitis and scleritis).

In her talk, Dr Hooper will briefly explain how the eye works; what the terms early, wet and dry age-related macular degeneration ('AMD') mean; who gets AMD; preventative measures; current treatment options; and the latest research developments.

Last week's guests & announcements

President Tony:

- Welcomed Nurani Krishnan, Sumathi Krishnan and Adrienne Hall; and
- Said that only 20 people have booked to see 'Black Coffee' at Pymble Players on Thursday 14 May. He urged members to attend and invite their friends to it.

Graham Timms encouraged members to make 'Centurion' contributions to the Rotary Foundation before 30 June and reminded them that:



- The contributions are tax deductible;
- The club gets members' donations back in the form of project grants in subsequent year; and
- In past years our club has got back 170% of what its members have contributed.

Chris Hoch called for volunteers to assist with the Red Shield Appeal on Saturday 30 and Sunday 31 May. He reminded members that they must register on www.kidsguardian.nsw.gov.au/check and at a Motor Registry. The process currently takes 3-4 weeks.

Joy Newling reported on youth matters, as follows:

Our club has supported two worthy causes in the last two weeks.

Last Monday Joyce and Robert Enos and Greg and I enjoyed a **fundraiser for Eagles RAPS**. I was sorry it



clashed with our regular meeting; otherwise you all could have come! One of their keen local supporters, Jim, was a fantastic auctioneer and local businesses supported them well with donations of goods, nights out, etc., and people were very generous with their bidding.

The most moving part of the night for me was Sean, father of Sharon, talking about Eagles RAPS and how



much Sally and Scott had helped his daughter through difficult times and that she was now doing well in her studies. His wife died suddenly on Boxing Day two years ago,

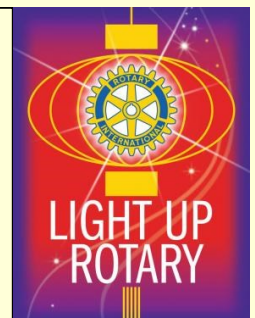
which had also added to the family's stress. One of the prizes auctioned included family passes to two different activities and meals, and it was bought for several hundred dollars by a local business man who then generously donated it to Sean and his family. The applause was deafening!

About 160 people attended at Lily's Restaurant at Seven Hills and over \$38,000 was raised! Marten and Sally weren't expecting that much and they were thrilled and very grateful. With that and their share from the Cycle Classic, they only need a similar donation to be able to carry on to the end of the year.

On Saturday afternoon we helped out at a fundraiser in **Hornsby for little Heidi Hawkins**, a 2 year old who is suffering from a rare form of kidney cancer and is under-

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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

going chemotherapy before an operation to remove one kidney.

The event was the idea of Maddie Moore, a 17 year old Asquith Girls High School student. She and her family worked hard putting it together, including collecting donations from local businesses for the raffle. Ladies from the CWA had cooked scones and cakes, PCYC had provided the venue at no cost and other volunteers were involved too.

Thank you to Christina, Georgina and Greg for helping out with the BBQ and serving afternoon tea, and club members who gave donations. They were also grateful for our help with the clean-up at the end.

It would have been better with a bigger crowd but there were quite a few young people there most of the time and others dropped in during the afternoon. I don't know what the final outcome was but I do know that Maddie would make a great RYLA candidate in a few years! Our support was appreciated and our club was thanked.

Mission in Healthcare & Development

Dear MHCD and BMi friends,

Receive greetings from MHCD (Mission in Health Care and Development) Uvira and Kinshasa, Democratic Republic of Congo. I would like to thank you very much for welcoming me and listening to my talks while I was in Australia. Am very sorry for taking so many days without writing to you. It's because after Australia I went to Uvira to work at MHCD Hospital and oversee our programmes. I felt so much at home while in Australia and I really appreciate your company, love and support.

I would like also to inform you that I just arrived yesterday from Uvira, where I spent other two weeks. I found so many problems and challenges there. At the nutritional centre I found many children healed and were healthy. I took photos of some of the children with their mothers/guardians and they were so happy. We also gave them some money for microfinance, so they can start small businesses and agricultural activities for the sake of eradicating malnutrition and poverty in their families. They were very happy.



There was another group of malnourished children who were coming to look for treatment, but because the centre was unable to admit them, they were asked to go back and wait for the next programme. When I came from Australia, I found 11 of the children had already passed away and most of those still alive had severe

malnutrition. It was my first time to see such severely malnourished children and they were looking like adults. I have attached some photos of them so you can see for yourselves. The condition is so severe, such that if they do not getting immediate attention all of them might lose their lives.



When I saw them, it was very difficult for me to leave them in the village, We transported them to the Luvungi Hospital for intensive care. We bought special milk for them and put them on treatment directly. The big problem is that the children are in urgent need of special milk, porridge and treatment so we can see if we will save their lives. I personally bought milk, porridge and medicine, but will only be for a short time, so am calling on all well wishers to help us out in this critical situation. The children are spending their nights at the hospital and MHCD is taking care of everything for them. The total number of severely malnourished children is 68 and each one of them is in need of US\$150 for full treatment. So that we might be able to treat all of the children, we shall be in need of US\$10,200. Any assistance shall be highly appreciated.

Am very sorry for writing to you this and sending you this photos of the children with severe malnutrition because they are shocking, but I have just sent them to you so you might see the suffering first hand.

Looking forward to hearing from you.

Dr. Luc Mulimbalimba
MHCD Director
www.mhcdafrika.org

Dear Loïc Lacombe,

I would like to thank you very much for welcoming me in your office and giving me time to talk to you while I was in Australia. I felt so much at home and am grateful to you for your care and support. Am sorry for taking some time without writing to you. It's because I passed through Uvira and I found so many challenges and problems.

We have a nutritional centre in Kiliba where we serve malnourished children with free medical care and special food. I found most of them that I left behind had healed and another group from different villages had also come to seek our services, but since there were no funds to cater for them, they were asked to go back. When I came back from Australia, I was told 11 of these children had died and those remaining had severe malnutrition. I took all of them in a minibus and took them to the Luvungi Hospital in the intensive care unit being served special porridge, milk and medical care. All of them were anaemic and at a dying point. I tried my level best to purchase special food and medicines, but they are almost 63, I cannot afford myself to cater for them. All this made me not to write to you because I was looking at how we can save the lives of those children. I believe you received my first email on this.

Again thank you very very much for everything you did for me while in Australia. I really appreciate your support and care. When I came back, I talked about my Australia trip with the MHCD staffs about everything you did for

me and they appreciated a lot and asked me to thank you on their behalf.

Many thanks,

Dr. Luc Mulimbalimba
MHCD Director
www.mhcdafrika.org

Istanbul Declaration

Dear Rotary Colleagues,

The Istanbul Rotary Peace Conference was a terrific event, with very good dissertations by the speakers, some moving flute and piano performances on the theme of Peace, and good fellowship at the dinner where I had the privilege of co-signing the Istanbul Declaration on Peace. Some 300 Turkish Rotarians and around 100 from Australia, New Zealand, India and other countries attended, and it was their commitment, representing all Rotarians, that stands as the basis for the Declaration. I will not go into the pre-amble (I hope to get that up on the website in a week or so), but the Declaration states that the delegates:



Do hereby resolve in a manner that will become known as the Istanbul Declaration:

First that peace remains an aspiration worth pursuing in the interest of all the world's citizens;

Secondly that the achievement of peace is a challenge taken up by all delegates attending;

And Thirdly that our efforts in taking this up are underpinned by our membership of Rotary International

As I said before I left, it is symbolic yes, but it creates a moral imperative to continue to work for peace - our highest Rotary objective. We are also hoping to develop a more concrete peace program between the Anzac and Turk Rotarians in the next few months.

It was also great to see the number of Rotarians traveling to Turkey around 25 April. I know that doing a tour to Gallipoli and around the country for ten days helped my understanding of how important the campaign was to the Turks and their sense of nationhood - as it was to Australia and New Zealand - and to develop a greater understanding and friendship with Rotarians and others in that terrific country. Travel does open up the mind and heart - it must be why D9685 Rotarians travel so much!

Regards,

Ian Scott

Governor RI District 9685, 2014-15

Last week: Bobbin Head Cycle Classic review



Rob Hall gave an overview of the Bobbin Head Cycle Classic ('BHCC'). There were 2,701 riders. \$230,000 was raised.

There were 597 responded to the post-event survey, evenly spread across the different ride distances. 80% of those who

responded said the ride was terrific. 19% said it was 'pretty good'. 96% said there were 'about the right number' of marshals.

Rob presented this 'word cloud', in which the size of each word corresponds to the number of times it was used in survey responses:



Lindsay Forrest commented on ride planning, marshaling & volunteers – the process.

Ride planning was completed by Who Dares and was approved by Police, SES and Councils way prior to our involvement with marshals/volunteers. The complete

ride has Traffic Control Points (TCP's) fully mapped and these TCP's determine what marshaling is required at each point and whether police are needed.

Team Leaders receive these maps for their sectors and are responsible for finalizing marshal allocation. The Marshal & Volunteer recruitment process is cumbersome, with many different approaches by the four Rotary clubs and different uses of computer programs.

There was excellent volunteering from our club (members, family, friends - although many were needed at Karuah Oval on the day). Our volunteers were managed by Caroline Jones. Allocations from other organisations, e.g. Lifeline, Ku-ring-gai Youth Development Service was not well controlled, with some double allocations – but we managed well.

The briefings by Paul Rickard & Michael Robertson were excellent, but the process that followed at our club that night was chaotic – we needed more of members' family/friends volunteers to attend.

Key improvements needed for next year are electronic management of the volunteer/marshal process, more attendance at briefings, getting volunteers' names earlier (at least 2-3 weeks in advance of ride day).

Huge thanks to Peter Kipps & Greg Newling for helping & guiding me, and to Caroline Jones for tirelessly recruiting volunteers.



Bob Elsworth reported on marketing the BHCC. Here are his notes:

A brief outline of our marketing strategy for the BHCC15 included:

- Establishing and maintaining a database of previous BHCC riders
- Graphic design of posters, flyers, corflute signs and banners and printing of same



- Direct SMSs and emails to previous riders prompting them to register
- Direct SMSs and emails to current registered riders encouraging them to fundraise
- Gathering intelligence on teams that rode and raised funds on previous BHCC rides, the Bicycle NSW Spring Ride and the Multiple Sclerosis Gong Rides
- Phone calls, direct approaches, SMSs and emails to Team Captains and members prompting them to register and raise funds for the BHCC15
- Significant social media interaction with our Facebook community through Carver Consulting including Facebook advertisements, blogs, articles
- Distribution of flyers at other cycling events, commencing with the Gong Ride on 19 October and including Bicycle NSW Spring Ride and Loop the Lake
- Distribution of flyers and posters at bike shops
- A media campaign that included local newspaper articles and radio interviews
- Installing banners and corflute signs (on trailers) at a range of high visibility roadside locations
- T Shirt sales to promote and raise funds
- Photography to provide a service to cyclists, photos for our archives and future marketing and to raise additional funds
- Web site presentation marketing
- Prize promotions for fundraising, registrations and the King/Queen of the Mountain events
- Post event survey of riders and analysis of results
- Promotions to Bicycle NSW members through a strategic alliance
- Establishing and maintaining online software for programming and planning called Smartsheet
- A survey of a select group of female cyclists to determine what would motivate them to ride the BHCC15
- Analytics to determine the source of registrations and fundraising from our range of marketing initiatives

But, let me ask what you think is best performing marketing strategy of all? Your efforts in making the BHCC one of Sydney's premier cycling events not to be missed. The value



for money we offer, the appeal of the rides on offer to a wide range of cyclists, the variation in terrain providing both beautiful scenery and challenges, our excellent volunteer attitudes and ride support and our impeccable planning and delivery on the day. Without this, all our marketing efforts would be in vain.

Some I'd like to thank in particular from our club include:

- Peter Kipps for his invaluable support and experience in marketing this event
- Tony McClelland for his Registrations Management and continual support
- John Aitken for his site management
- Bob Ivey for establishing and continual maintenance of our website
- Jack McCartney for his contacts and fundraising through sponsorships
- Ross Egan for managing the onerous task of logistics
- Lindsay Forest and Caroline Jones for organising our club's volunteers
- Geoff Hungerford for managing our banner and trailer sign placement
- Rob Hall for being a willing horse to step in and assist with whatever was asked of him

So thank you all of your contribution. We've certainly proved that many hands make light work.

If it wasn't for you this event wouldn't have grown at the exceptional rate it has and raised \$230,000 this year for our charity partner and charity beneficiaries.



Peter Kipps reviewed the statistics on the event and noted:

- 71% of riders undertook the 80km or 104km rides; 23% rode the next shorter rides.
- The number of female riders increased.
- 56% of the riders were new to the event. We need to replace half the riders each year (and attract more to increase the overall number).

(and attract more to increase the overall number).

- All the marketing initiatives contributed to rider registrations.



Jack McCartney reported on fundraising, the most significant point being that "people buy from people that they know and trust". Personal relationships are critical to attracting sponsorship.

The event's major sponsors (Platinum Asset Management and Bayer) resulted from personal contacts of Jack and of

Lindsay Forrest. Even then, it took a long time to negotiate each arrangement. The organizing clubs need to maintain the relationships and show that they care about the sponsors.

Jack paid tribute to Emma Carver of Lifeline and the Kuring-gai Youth Development Service representative and said that the 3 of them made an effective team.

President Tony mentioned that sponsorship accounted for 25% of the funds raised by the event.

John Aitken reported his observations about site management and said it pays to read riders' comments. He noted the points that follow on the next page.



What went well

- Site layout and organisation
- Starting process
- Teams tents
- Water distribution
- Set up process on Saturday
- Start management
- Rider return
- Clean up, pack up



What needs to be better/What could be improved

- PA too loud
- Toilet queues (need for more toilets)
- Riders blocking access path to oval
- Bib issues
- Not enough direction to assembly areas
- Insufficient chairs
- Food variety
- Coffee queues
- Shade and bike storage



Ross Egan reported on logistical matters, including:

- The teams setting up food and drink stops started and finished in the dark (they began at 3 am).
- 2 trucks provided by Budget were of great assistance.
- The support of the other Rotary clubs improved compared to previous years.
- More variety of food and drink is required. Mixing large quantities of sports drinks takes a lot of effort.
- The greatest change compared to previous years was the quality of medical support and the teams' ability to attend rapidly wherever they were needed.
- Management of the teams of marshals is trickling down, thus reducing the burden on the main organisers.

Peter Kipps discussed fundraising and said that:

- Funds raised per rider were \$52, which is 50% more than in 2014.
- 13% of funds were raised after registration.
- There were 77 teams and the average team size has increased. Team riders raise over 3 times as much as

non-team riders

- We need to research more into ways to encourage fundraising.

Bob Ivey encouraged members to visit the BHCC website to get information about the event and its results. He said that between 6,000 and 7,000 people have viewed the site.

Theatre Night

BLACK COFFEE by Agatha Christie

Where: Pymble Players
cnr Bromley Ave & Mona Vale Rd, Pymble

When: Thursday 14 May 2015 at 7.45pm for 8pm

Why: Fundraising for Vanuatu

Book: <https://docs.google.com/a/wildcolour.com/forms/d/1Tk8zVo-SG8C6ckLjVhmDCv6b6Mf12NK6gu29DLcHqd/viewform?c=0&w=1>

Pay: BSB: 032 089; Account no.: 253 333

In an English country house an eccentric inventor is murdered and his important formula stolen. One man immediately senses a potent brew of despair, treachery and deception among the house party. That man is Hercule Poirot. Enjoy the classic Christie setting for a Poirot whodunit – French doors, elegant women, country tweeds and knowing housekeepers.



Next week: club business meeting

Next week's meeting will be a club business meeting – the last one before the current board of directors and committee chairmen hand over to the new team in July. This is your opportunity to raise questions and make suggestions about management of the club's affairs, including proposing new projects.

As there was no time to discuss the reports on the Bobbin Head Cycle Classic at the last meeting, next week's meeting will be the place and time to do so.

Opera by the Lake

The Rotary Club of Great Lakes will be staging Opera By the Lake, featuring an opera company called "OperaBites" from Sydney on the 19th March 2016. That's right – just under 12 months away . . . but time will pass quickly. It is nice time of the year to visit the Great Lakes region. Monies raised go to charity. This will be an afternoon in the glamour and gorgeousness of opera in the great outdoors, beside the beautiful Wallis Lake. For more information go to www.operabythelake.com or our Facebook page.

Regards

Brian Bruton
Chairman, Organising Committee
M 0408 180 866

Calendar of events

May	4	Club business meeting
	11	Robert Mulas: The parent café - creating community amid diversity
	14	(Thursday) Fundraising night: Pymble Players: Black Coffee by Agatha Christie
	18	Meeting postponed 2 days
	20	(Wednesday) Bobbin Head Cycle Classic presentation to charities
	25	Chris Russell: Behind the scenes at 'New Inventors'
June	8	Queen's birthday - no meeting
	15	Lindsay Forrest: '10 on me'
	22	TBA
	29	Changeover dinner

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	[Vacant]
Bobbin Head Cycle Classic	Bob Elsworth
Sergeant-at-Arms	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