

# Rotary

## Rowville Lysterfield



### Alice Terrill—Improving your Club Public Image

Alice, who among many other roles and interests is the Co-District Rotaract Representative for our District, gave a very inspiring presentation on how to improve the Club public image and expand its reach by using social media.

Alice outlined the importance of using Social Media, especially Facebook as it has 2.95 billion active users and 93% of NGOs are on Facebook. It is an ideal way to raise awareness of the Club and its projects, as well as building networks with like minded people. Currently our Club has 840 followers, which is quite a good situation, but could be improved.

There are 3 simple steps to consider, under the headings: Community, Connection and Content.

**Community** This requires considering who you are to the world, what makes you unique and what you want to present to the world. The 'community' to which you wish to relate may be location based, or it might be cause based. Any posts should be supportive, welcoming, non-critical and non-judgemental. Effort needs to be made to find your community on-line.

**Connection** A simple way to make connections is to use hashtags. Adding three hashtags to a post increases the chance of the followers of other

organisations picking up on, and possibly sharing, Club posts, hence spreading information more broadly. In a similar way, tagging people in a post increases the chance of the Club post being liked and shared widely. Checking-in is a simple step that can also be of advantage to your location, such as the club meeting venue.

**Content** Photos are a very important part of FB posts. There should be a designated photographer for any event who should take multiple photos, at different angles. Smiling faces and action shots are more compelling and the photos must be high resolution—never out of focus. Ask permission before sharing.



### Meeting Details

#### Where:

Tosaria's Café  
60 Henderson Rd  
Rowville

#### When:

Tuesday, 6.30 pm  
for 7.00 pm start

**Meetings are hybrid unless indicated otherwise**

**Visitors are warmly welcomed**

*For information contact:*

Kevin Harrison  
0419 919 011

**Meeting Zoom link [here](#)**



**Home Club of  
IPDG Dr Daryl Moran**

Alice Terrill

Contd page 3



For a bit of fun this week, members of the Club ate dinner while wearing glasses that are used to demonstrate various eye conditions. These glasses provided a compelling insight into how difficult it can be to manage everyday tasks, such as eating, with an eye defect. A quick 'whip around' resulted in \$60 that will be denoted to Vision Australia .

**THANK YOU** Corinne announced that the grand total of money raised from Bunnings BBQs, since November 11 2016, is now just **over \$50,500**. This is a tremendous effort and makes it our most consistent money raiser. President Kevin thanked Corinne warmly for all the work that is involved in planning the amount of sausages and bread that is likely to sell. Corinne has meticulous records which enable her to make excellent forecasts given the weather, month etc, and which leads to little or no wastage.

Thank you Corinne from all the Club for this planning and thank you to all the members who have been on rosters over the years to bring these funds into the Clubs coffers.

## Club News and Rowville Roundup

- Please refer to the email from President Kevin regarding a fun and fundraising night and sign up as soon as possible.

**Date and Time:** Friday February 24th at 6 pm

**Location:** Scoresby tennis club

**Activities:** Tennis—racquets and balls provided. Some other fundraising activities. A BBQ with sausages and hamburgers for \$20

- Secretary Heather announced that a VISA gift card has been sent to **Neha** and **Ahmad** as a wedding gift. Members would be aware that Neha is the Co-President of Knox Rotaract and the daughter of members **Anita** and **Rajeev**. Rajeev has sent through thanks from Neha and Ahmad.
- Sue Batterham** recently ran a stall at the retirement village where she lives selling handmade fluffy animals. The \$376 raised has been donated to the Club. Thank you very much Sue.
- Adrian** is currently in respite care after another fall and we all wish him well. Keeping in touch with a text would be appreciated.

### Alice Terrill—contd.

A simple rule for content is 70% your own content, 20% sharing other content and 10% promotion, such as events or 'join us'.

Alice offered some feedback on our Facebook page, which is quite active, with lots of shared content. She suggested sharing 'chunks' from the newsletter, rather than the whole newsletter, with a photo and a catchy caption that would be more likely to gain attention. Doing these posts is a task that could be shared between several Club members, rather than creating an inordinate load for the Facebook manager. It is possible to schedule posts throughout the week and she recommends checking when the followers are most active and releasing posts at this time, to increase the likelihood of a post being noted.

The Club very much appreciated Alice making the time to share her experience with us and she has certainly given us much food for thought.



Hashtags



Tagging



Checking-in

Newsletter 24 2022-2023



**IMAGINE  
ROTARY**

### Rotary theme for each month

**July**— New leadership

**August**— Membership and New Club Development

**September**— Basic Education and Literacy

**October**— Economic and Community Development

**November**— Rotary Foundation

**December**— Disease Prevention and treatment

**January**— Vocational Services

**February**— Peace building and Conflict resolution

**March**— Water, Sanitation and Hygiene

**April**— Maternal & Child Health

**May**— Youth Service

**June**— Rotary Fellowships



- Imagine Melbourne, in late May, when tens of thousands of Rotarians from all around the world arrive here for RICON 23.
- Imagine the buzz of different languages and different cultures, all with the common interest in Rotary.
- Imagine falling into conversation with strangers, knowing that you share a desire to help those in need.

The opportunity is there for all of us to share in the excitement of RICON 23, even if it is not possible to attend the Convention itself. Volunteers are needed for a vast array of jobs and this opportunity is open to Rotarians, friends and family. If the task is inside a Convention venue, volunteers will need to be registered for the Convention, but there are many other roles that will be required for jobs outside the venues.



Rotarians from Africa at the Hamburg Convention

A special opportunity exists for our Club to volunteer on Saturday May 27th for the signature event at the Melbourne Museum. Organisation of the volunteers for this event is being co-ordinated by our Club member PDG Daryl Moran. This is a great chance for many members of our Club to work together and be part of this exciting evening, so please give it serious thought. The Host Organizing Committee is hopeful for great support from our Club.

For more details about volunteering and to register to volunteer, click [here](#).

## **Packing Day at Backpacks4 VIC Kids—Feb 1st**

---



Our Club has received a Foundation Grant of \$9000 for Backpacks 4 VIC Kids, which is sufficient to provide 76 'y essetails' packs.

To follow through this process, a working bee will take place at the Backpacks factory on **Wednesday February 1st**, to pack Backpacks. These backpacks go to children who are taken into out-of-home care when their home environment is deemed unsafe and provides some necessary items such as toiletries and some comfort items such as a toy. More information is available on their [website](#).

Eight people are needed for this day. If you are available and have not already put your name on the list, please let Marg know. Bring lunch, something to drink and something to share for morning tea. This is a great opportunity to see this amazing organisation close up!



**IMAGINE  
ROTARY**

## **BUNNINGS BBQs**

### ***Saturday January 28th***

Set up: **Corinne, Les, Ian**

9.00 am—12.00 pm: **Alan, Robyn, John, Carol**

12.00 pm—2.00 pm: **Max, Kevin, Cheryl, Kaye**

2.00 pm—4.00 pm: **Gary, Ayanthi, Rajeev, Anita**

Clean and pack up: **Corinne, Les**

Reserves: **Marg** (am), **Steve** (pm)

SAVE THE DATES FOR THE FOLLOWING, INCLUDING  
SATURDAY BBQ—Friday February 17th  
Saturday March 25th

ANOTHER

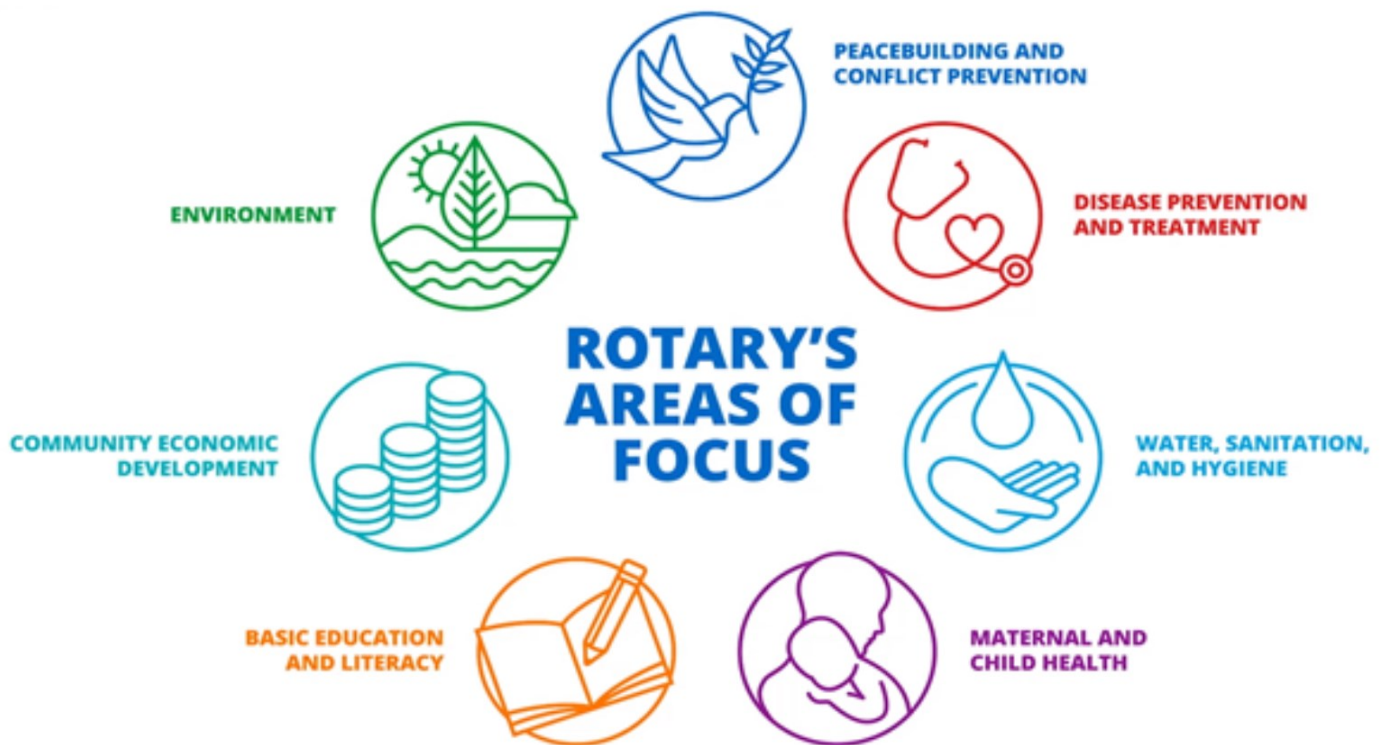
Total for  
January 20th  
Bunnings BBQ  
**\$1037.55**



BBQ helpers hard at work.  
Clockwise from top left: John, Kaye, Daryl

Rotary International and The Rotary Foundation recognize these seven areas of focus as organizational priorities, and there are countless ways that Rotarians can address these needs locally and internationally.

#### The New Symbols



**LIFT THE LID WALK FOR MENTAL HEALTH 2023**

**10am, Sunday 26th February**

**Gardiners Creek Deakin Uni**

- 3km, 6km or 9km walk
- Kids footy clinic
- Footy-inspired activities

[www.liftthelidwalk.com.au/mont-albert-surrey-hills](http://www.liftthelidwalk.com.au/mont-albert-surrey-hills)

The flyer features a purple background with colorful silhouettes of legs in various colors (green, blue, yellow, red) and a black stick figure kicking a football. Logos for the Rotary Club and St. K. F. C. are also present.

Club members who are keen walkers may be interested in taking part in the Lift the Lid Walk organised by the Rotary Club of Mont Albert and Surrey Hills. This is a very well organised event with a range of options for walking distance, through the beautiful Gardiners Creek area.

See the link at the bottom of this flyer for more information about how to register.





**IMAGINE  
ROTARY**

**Rotary** Zone 8 

**ZONE 8 ROTARY PUBLIC IMAGE**

**Behind the Curtain -  
3 Simple Steps to Maximising your  
Facebook Posts**

 **29 January 2023**  
 **12 noon - 1pm AEDT  
2pm - 3pm NZT**

*With:*  
**Alice Terrill, Whitehorse Rotaract;  
Sarah Hill, Wallsend-Maryland  
Rotary and Sarita McLean (Rotary  
Public Image Coordinator)**



## **Morning Tea at Peppertree Hill Retirement Village**

**DATE: Friday February 3rd. TIME: 10.15 am**

**LOCATION: Peppertree Hill Retirement Village,  
Rowville.**

The Club has been invited to a morning tea to do a presentation about some of the organisations with which our Club is involved.



Many of these organisation also gain benefit from the time and effort that members of the Village devote to helping others. This will provide the opportunity for newer members of the Village to become more informed.

Marg would like a good representation from the Club at this event, so if you are able to attend, please let her know.

(Food will be provided by Peppertree Hill )

Providing Sweet Treats for **Foothills Community Care** will commence at the start of February. Thank you to all those members who have volunteered to be on the roster. More details to come soon.

Let's support our members in their business endeavours.

**SEE ME FOR EVERYTHING**  
The corporate concierge



**Kevin Harrison**  
M:0419 91 90 11  
E:kevin@smfe.com.au  
FB:seemeforeverything  
23/12 Henderson Road  
Knoxfield 3180  
Melbourne Victoria

**ESSENTIAL SERVICES PLUS**  
Domenico & Claudia Scuteri  
Owners

☎ Domenico | 0412 279 364 / Claudia | 0434 492 578  
✉ dscuteri@essentialservicesplus.com.au  
🌐 essentialservicesplus.com.au  
💻 domenicoscuteri.acndirect.com

**helloworld TRAVEL**  
THE TRAVEL PROFESSIONALS

**ROWVILLE**

**John Williams**  
Director  
john.rowville@helloworld.com.au  
Shop 28, Stud Park Shopping Centre  
Stud Rd, Rowville VIC 3178  
T +61 3 9764 8487  
M +61 419 540 559

J.K.M.N. Williams & Associates Pty Ltd trading as Helloworld Travel Rowville.  
An independently owned franchise.

[helloworld.com.au/store/rowville](http://helloworld.com.au/store/rowville)


**Matt Crewe**  
B.Bus (Econ & Fin)  
Manager - Sales and Marketing

**austbrokers Countrywide**  
Insurance & Risk Management

☎ 03 9835 1346  
☎ 0412 317 746  
✉ mattc@abcountrywide.com.au  
💻 [abcountrywide.com](http://abcountrywide.com)

Level 2, 35 Dalmore Drive  
Scoresby VIC 3179  
PO Box 9055 Scoresby VIC 3179

**BarryPlant**

**Brenton Wilson** CEA (REIV)  
Managing Director  
Licensed Estate Agent & Auctioneer

M 0408 534 952  
T 03 9753 2828  
F 03 9753 2433  
bwilson@barryplant.com.au

Rowville Lakes Shopping Centre  
150 Kelletts Road  
Rowville, VIC 3178  
[barryplant.com.au/rowville](http://barryplant.com.au/rowville)

**Minuteman Press Springvale**

**ALL YOUR PRINTING & DESIGN NEEDS COVERED**

Contact us today, to see how we can help you.

**P 03 9547 0800 E [springvale@minutepress.com.au](mailto:springvale@minutepress.com.au)**  
[www.springvale.minutemanpress.com](http://www.springvale.minutemanpress.com)

**Greg Saligari** M.P. Ac AIPA AFA  
Principal

☎ 0482 928 262  
✉ [greg.s@compliancebusiness.melbourne](mailto:greg.s@compliancebusiness.melbourne)  
📍 Boronia, Hampton, and Collins Street, CBD



**CBA**  
[www.compliancebusadvisory.melbourne](http://www.compliancebusadvisory.melbourne)





**Knox Chiropractic & Wellness**

Click image for digital card



Date	Registration	Chair	Setup and production	Program
<b>January—Vocational Services</b>				
<b>31</b>	Kate	Pete	John Alan Stephen	<b>Colin Byron DGN</b> 'The opportunities and challenges lying ahead for District 9815'
<b>February—Peace Building and Conflict Resolution</b>				
<b>Wed 1</b>	Packing day at Backpacks 4 VIC Kids 10 am-4.00pmish 8 people required. Our Club has received a \$9000 grant for 76 ME packs. Bring your lunch and something to share for morning tea.			
<b>Fri 3</b>	Morning Tea and presentation at Peppertree Hill Retirement Village 10.30 am			
<b>7</b>	Jeff	Carol	Stephen Bob Ian	<b>Thameena Zarani</b> 'My career progression in Melbourne'
<b>14</b>			NA	Visit to refugee Community House 'Brand New Day' in Dandenong



## ANZAC Day adventure at Mansfield

It is proposed to mark ANZAC day in 2023 by having a Club trip to Mansfield. This could involve attending the 6.00 am Dawn Service and the 10am service. The ANZAC march for this service is very different, as it is led by mounted soldiers.

Possible lunch venues include wineries in the area.

Accommodation is available at various places close to the Vesey house including an air b'n' b in the same street. Bookings would need to be made soon to be sure of getting accommodation.

More details to come soon.

Website: [www.rowvillerotary.com.au](http://www.rowvillerotary.com.au)

District 9810

Facebook: <https://www.facebook.com/Rotary-Club-of-Rowville-Lysterfield-171446576246728/?ref=bookmarks>

Website: <http://www.9810rotary.org.au>

## 2022-23 BOARD MEMBERS

<b>President</b>	Kevin Harrison
<b>Vice-President</b>	Marg Vesey
<b>Secretary</b>	Heather Morris
<b>Treasurer</b>	Neil White
<b>President Elect</b>	Carol Constantine
<b>Immediate Past President</b>	Murray Wilson
<b>Director</b>	Steve Macdonald

## 2022-23 COMMITTEES

<b>Community</b>	Marg Vesey (mentor) Kate Kidd Pete Batterham
<b>Youth Service</b>	Max Williams Jeff Somers (mentor)
<b>Environment</b>	Gary Forrest Ayanthi Gunatilake
<b>Foundation</b>	Neil White (mentor) Adrian Klep
<b>International</b>	Alan Lunghusen (mentor) Arshad Samsudeen
<b>Vocational</b>	John Williams Neil Marshall
<b>Membership</b>	Ayanthi Gunatilake Gary Forrest

## OTHER ROLES

<b>Rowville Secondary College Council Rep</b>	Rajeev Wadhwa
<b>Newsletter</b>	Jenny Moran Heather Morris
<b>Facebook Website</b>	Kevin Harrison Alan Lunghusen Stephen Palamara
<b>Club Protection Officer</b>	Adrian Klep
<b>Program Committee</b>	Marg Vesey Jenny Moran Kaye Sharman
<b>On-to-Conference Art Show Committee</b>	Heather Morris Rajeev Wadhwa James Wilson
<b>Rowville Lysterfield Community News Correspondent</b>	Jenny Moran
<b>Fundraising Committee</b>	Carol Constantine Adrian Klep Bob Morris Stephen Palamara Arshad Samsudeen Kaye Sharman

