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**2019-20 Issue 9 Meeting No. 3191
15 August 2019**

The news journal of the *Barossa Valley Rotary Club*

Club Information

Every Thursday at 6.00 PM for 6.30 Start

The Clubhouse

45 Macdonnell St

Tanunda, SA 5352

Australia

Phone: 0418 856 569

Email: secretary@barossavalleyrotary.org

 [District Site](#)

 [Venue Map](#)

World President: Mark Daniel Maloney
District Governor: Jane Owens
Club President: Keith Millington
Club Secretary: Sandie Simons

**The Four-Way Test
of the things we Think, Say or Do.**

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL & BETTER** friendships?
4. Will it be **BENEFICIAL** to all concerned?



Invocation:

Oh lord and giver of all good, we praise thee for our daily food.

May Rotary Friends and Rotary ways help us to serve thee all our
days.

**PLEASE REMEMBER TO ADVISE MARIE ROTHE OF
APOLOGIES (MEMBERS) AND ATTENDANCES
(FRIENDS/PARTNERS) EACH WEEK
(Ph: 8563-2156 Mob: 0411 524 156)**



Speaker Trevor Taylor with Rotarian Bryce Lillecrapp

Last night Rotarians heard a presentation from Trevor Taylor from RDA Services. His topic was "How to Survive in

Today's Business World." His message; social media, social media, social media.

Whilst most Rotarians in this club are retirees, it is always important to keep our fingers on the pulse of business in case it affects things like investments and superannuation. It was also interesting to gain an insight into how businesses today are run so very differently than those we may have been involved in in the past.

With Trevor's vast experience with the Regional Development Association, and having authored the book "Obtaining Ultimate Results from your Loyalty Club", he was well placed to try and educate us in this fast moving and ever evolving aspect of business.

Trevor started by illustrating his point with some examples of businesses that have been 'disrupted' because they failed to develop new marketing strategies; Dick Smith, ToysRUs and Radio Rentals were impacted drastically by Ebay and Amazon; taxis were impacted by Uber and; hotels were impacted by Air BNB. He said the key concern in this current age of the Millennial is all about the environment but accessibility to product is paramount.

Enter Social Media - Stage Left!

Trevor stressed that with a world population of 7.1 billion and 21 billion mobile phones worldwide, that social media and digital media simply cannot be ignored. Facebook, Instagram, SnapChat, Twitter, LinkedIn, Tumbl, Wechat, YouTube are here to stay and it is imperative business owners today customise their marketing and business practices to include them if they wish to retain their market share.

Trevor explained how QR Codes work. They are a barcode which can be attached to a product or a business window and is a machine-readable optical label that contains information about the item to which it is attached. In practice, QR codes often contain data for a locator, identifier, or tracker that points to a website or application.

Lastly, we heard about Loyalty Programs. Personally I think this was Trevor's real passion and primary interest. He said a good loyalty program promotes communication between the company

and its customer (know your customer and their needs), provides cheap advertising, encourages repeat purchases and hence, rapid growth. Get it right and you flourish! To illustrate that point, Trevor gave us a few statistics on companies like Priceline, Costco and Starbucks. If you get it wrong, you disappear. To illustrate that point Trevor gave us a few statistics on companies like Radio Rentals and Dick Smith.

Trevor finished with a video and a funny anecdotal story involving United Airlines. Not so funny for United Airlines however, who lost \$180 million after manhandling and destroying a band member's \$3,000 guitar and not taking it seriously. After months of being mucked around, the band wrote a song about the incident, uploaded it onto YouTube and ... 19 million hits, went viral ... next time United Airlines probably took all complaints somewhat more seriously! An example of how effective a tool digital media is.

Rotary Information - Bryce Lillicrapp

Bryce commented that District Governors are needed and that our club hasn't had one in a while. He reminded us that the nominations are in November and asked members to think about doing this.

Rotary Information - John Little

John observed that 29 years ago the Rotary logo came into being. He explained that the cogs on the wheel mean nothing more than a sturdy wheel means progress but the key holding the wheel onto the axle signifies 'Everyone is a key to success'. There are 1.2 million Rotarians in 33,000 Rotary clubs in 200 countries. How great to be a part of that!

Truro Op Shop Meeting

The attendance list was circulated last night for the last time. If you haven't indicated you wish to attend, please now call Marie Rothe ASAP.

This is a combined meeting of BV Rotary Club, Great Revival Shop and District Community Association (Formerly the Truro Red Cross)

Thursday, 29 August 2019, 6 for 6.30 pm
Cost: \$25 - Catered by Malcolm Filsell

Letters to the Editor

SADLY NOTHING TO POST THIS WEEK.

Please feel free to contribute, Rotarians

Your editor,
Roxane Canning (roxanecanning@hotmail.com)

Birthdays

Kathy Millington - 29 August

Anniversary

None this week


"Cats will amusingly tolerate humans only until someone comes up with a tin opener that can be operated by a paw."

Sir Terry Pratchett

Attendance Report 1 August 2019

Total Club Members Attending	26
Total Friends Attending	1

Partners Attending	1
Visiting Rotarians	0
Guests Attending	0
Apologies/Leave of absence	24!!!

Duty Roster		
	3191 29 August Venue: Truro Op Shop	3192 5 September Venue: TI Clubhouse
Invocation	Geoff Zerk	David Adams
Loyal Toast	Bill Simons	Sandie Simons
Sergeant	Robert Brookes	Brian Forgan
Chairperson	Don Farley	B. Lillicrapp
Speaker	Various	Brian Forgan
Subject	Truro Businesses	My Life
Rotary Info	John Little	Phil Martin
Bulletin	Roxane Canning	Roxane Canning
Setting Up	John Semmler	Richard Miller
Cashiers	Marie Rothe & Bev Stephenson	Marie Rothe & Bev Stephenson
Clothing Bins Angaston Nuriootpa Tanunda	22 Aug - 5 Sept R. Blenkiron G. Sidhu B. Klæbe	5 Sept - 19 Sept J. Little P. Thomas D. West



This email was sent to Marie-Louise Lees by Roxane Canning
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