

# Public Image Newsletter

*Connecting and Inspiring!*

Volume 2 Issue 3 November 2019



## Drought Appeal provides opportunity to maximise Rotary's awareness

The new Drought Appeal launched last month provides a golden opportunity to raise awareness of Rotary in Australia.

Clubs all around the country are conducting a huge variety of special fundraising projects to help our country cousins—bucket collections in shopping centres and on railway stations, holding special dinners, Bunnings Barbecues—just to name a few—specifically to support the appeal. And, of course, there was the Channel 9's Today Show's coverage of the launch of the Appeal on

21st October which was broadcast live around the country. A great way to promote the incredible work that Rotary does for the community!

To maximise the awareness of Rotary it is critical, when Clubs are conducting such fundraising events, that all promotional material is up to date. This means that display banners have the correct branding, Rotarians are dressed identically in their club polo shirts—again with the correct logo, and handout material (brochures, leaflets etc) are up

to date and relevant.

Having a poster or pull-up banner itemising the projects your club is involved in on display is also a great way to educate the public about Rotary and in particular what your club is doing in the local community.

Make the most of this opportunity to brand Rotary.

**The Rotary Clubs of Australia Drought Appeal**

# Uniting to sustain farm communities

**Donate in branch or online today**

All donations of \$2 or more are tax deductible and donors will be provided with a tax receipt. The Rotary Clubs of Australia Drought Appeal is a management account of Community Enterprise Foundation™ ABN 69 694 230 518, The Bendigo Bank Centre, PO Box 480, Bendigo, Vic 3352. The Foundation will make distributions for charitable projects by way of grants following receipt of applications from charities endorsed with item 1 Deductible Gift Recipient (DGR) status or other eligible Not-for-Profit organisations. (1366805-1373197) (10/19)

[bendigobank.com.au/rotarydrought](http://bendigobank.com.au/rotarydrought)



# Drought Appeal in Full Swing

By DGE Philip Archer, D9800

We are working with Great Northern Brewing Co. and Bendigo Bank to ensure that we continue the appeal over November and December and re-start the appeal in the middle of January with strong social media and hopefully Channel 9's help.

**As Rotary, we are looking to encourage our Clubs to have their first meetings in January as a fundraiser with the local Great Northern Brewing venue and Bendigo Bank Branch as a joint fund raiser.**

Whilst Great Northern Brewing Co. venues have completed their first Let it Pour campaigns, some of them are running further fundraising efforts such as raffles to complement their donations over the coming weeks.

I have ongoing discussions with Channel 9 and have requested further support in the coming weeks to promote the 2019 Rotary Drought Appeal and for them to join us again in kick starting the program in January. We have also requested that once we have a reasonable total, that they promote the program again just before Christmas encouraging donations from the public.



Channel 9 have also indicated that they have a corporate sponsor who is considering a sizeable donation.

I appreciate the support from all our friends at Channel 9, Bendigo Bank and Great Northern Brewing Co. and look forward to working with them over the coming days to implement practical ideas that we have brainstormed including an approach to Australian businesses for their support.

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## Central Coast Clubs combine to support drought relief in Lightning Ridge

A group of 20 Central Coast Rotarians travelled up to Lightning Ridge on the weekend of 25-28 October where we met with Lightning Ridge Rotary Club and spent the weekend in their town holding a BBQ with Lightning Ridge members as well as touring the area and having a night out in a local Restaurant on another night.

At the BBQ we handed over a cheque from Central Coast

Rotary Clubs for \$10,000 to President Rory Treweek, from Lightning Ridge Rotary Club who explained that the \$10,000 would be used to help purchase hampers (consisting of meat, bakery and other grocery items) as well as used to help pay for Medical prescriptions for farmers and the local community who were doing it tough and sometimes forgo getting prescriptions filled due to lack of money.

One lady farmer from Lightning Ridge Rotary Club said to me that her situation was desperate with her planning to kill the last of her breeding stock that coming week and although the \$10,000 was only a small amount it wasn't just the money we donated they appreciated it was that Central Coast Rotarians cared enough to jump in their cars, travel over 700 kms to Lightning Ridge and spend the weekend in their town socialising and meeting with local Rotarians and the community and showed that city/metropolitan people and Rotarians really cared about their country colleagues and their situation.

David Rivett, AG D9685





# Near Enough is NOT Good Enough

My mother taught me as a young girl to always do things to the best of my ability, often quoting the old adage “Whatever you do, do with might, as things done by half are never done right”. This is an approach that I have tried to follow throughout my life, and is something, I believe, that should be adopted by us all, particularly in regard to branding Rotary. I make no apologies about continuing to stress the importance of using the correct Rotary logo in raising our public image. To me, using the correct branding in **all instances** is the backbone to raising our public image and as I’ve always said, if we get the basics right, the rest will follow!

Whilst I appreciate that most clubs are now aware of the importance of branding in Rotary’s future growth, and are making an effort to comply, I am still amazed at the interpretations of ‘correct branding’ that I see on a almost daily basis on Rotary promotional material, including material produced by clubs/Rotarian who should know better. I’m undecided if its because Rotarians don’t appreciate the importance of using a clear and consistent brand, are not aware that we have a ‘new’ logo, or just have the attitude that ‘near enough is good enough’. Most likely it’s a combination of all three.

I recently received an email inviting me to a prestigious function being organised by one of the (larger, more ‘progressive’) clubs in my district. It was a dinner with a very well known, highly respected local identity as the special guest speaker. Not only did the flyer display the old blue & gold logo, but it also had the ‘Be the Inspiration’ theme on it. To me, this is unforgivable!

I get particularly upset when I see material with the wrong branding produced by clubs if it follows a presentation I have made to the club, or they have sought my advice regarding whether the planned logo is acceptable or not, and then produce it anyway! One club decided they wanted to re-design their club logo to identify the region they live in. The final design featured the Rotary Wheel (alone) with the club name beneath it (in the wrong font) placed it in the middle of an image of a shell! The club sought my advice, I explained what changes need to be incorporated, but they went ahead regardless, and the logo now appears on their website! Near enough is NOT good enough!

To me, getting our branding right is very simple. In **all instances** the logo should consist of the wheel with the word “Rotary” **to the left**, and should be **personalised** with the club, district or project name (such as in the



sample D9685 logo). Rotary International have made it very easy for us to produce the correct logo—the templates in the Brand Centre of the RI website ([www.rotary.org](http://www.rotary.org)) are simple to use and fool-proof. They also have very clear guidelines as what you can and can’t do with the logo.

Possibly, issues arise when a local printer / graphic artist is used to produce artwork for a brochure, banner or polo-shirt and is not briefed fully (or correctly) by the purchasing Rotary club. An example of this is a polo shirt I saw recently with the project details on the left breast and the Rotary logo consisting of the wheel and word “Rotary” on the right breast, but with the club name **beneath** the Rotary wheel.

My husband said, “At least they are trying”, when I commented to him about it. My answer was, “Yes, but it’s not good enough”! It’s so easy to get it right; we should all be able to do that! It’s time to lift our game!

PDG Gina Growden RPIC 2018-21

**Rotary IDENTITY AT A GLANCE**

**Overview**  
Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at [www.rotary.org](http://www.rotary.org).

**What logo format do I use for:**

Print	eps	spot or cmyk
Embroidery	eps	spot or cmyk
Screening	eps	spot or cmyk
Word Doc (headers)	png	rgb
PowerPoint	png	rgb
Digital	png	rgb
Web/Email	png	rgb
Tablet/Mobile	png	rgb

**Logos**

Masterbrand Signature:

Mark of Excellence:

Single Page Logo Usage Example:

Multipage Example (frontback):

Signature System for Clubs, Districts, Zones, and Projects:

**Member Pin**  
Recognized by Rotarians the world over, your Rotary pin remains unchanged as a proud symbol of membership.

**Colors**  
Approved color palette for Rotary branding.

**Typography**  
Licensed Option — fonts for purchase:  
Primary: FRUTIGER BLACK CONDENSED ALL CAPS FOR HEADLINES  
Frutiger for subheads, secondary nav, info graphics, and lockups  
Secondary: Sentinel for body text, secondary heads, captions, and callouts  
Free Option — when Frutiger and Sentinel are not available or are cost prohibitive:  
Primary: OPEN SANS CONDENSED OPEN SANS  
ARIAL NARROW FOR HEADLINES  
Arial for subheads, secondary nav, etc.  
Secondary: Georgia for body text, secondary heads, etc.

**Imagery**  
Rotarians Taking Action for Community  
Rotarians Listening and Exchanging Ideas  
Metaphorical

# I love a sunburnt country ...



*Photo source: Channel 9 website*

It has certainly been a very trying time for Australians in recent times with bushfires raging across the country, and in particular across NSW and Queensland over the past few weeks, adding to the plight of those in rural areas who have been affected by the drought. And to think that it's been snowing in the Victorian Alps at the same time!

Our heart-felt sympathies go to the families and friends of those who have lost their lives, and to Rotarians and friends who have lost their homes and their belongings in the bushfires.

Rotarians are often the first to respond when there is a disaster such as this and I am sure there are many stories of how Rotarians have helped out when and where needed. On hearing of the fires in and around Taree in Northern NSW earlier this week, I contacted a Rotarian friend to check if he and his family were safe. His reply was, "Yes, we are fine; just have a houseful of 'fire refugees'".

To me, this is the true spirit of Rotary. Looking out for our fellow humans.

For anyone wanting to support those affected by the bushfires, go to Rotary Australia World Community Service website: [www.rawcs.org.au](http://www.rawcs.org.au) and click on Project 41 - 2019-20.

## Multi District Public Image and Membership Seminar

### **ARPIC Julie Mason**

It was a delight, in my role as Assistant Coordinator Public Image for the Victorian Districts, to work with District 9800 Public Image Chair Kerry to provide an opportunity for representatives from Clubs to learn more about how to improve the image of their club and hence increase membership. District Membership Director Peter was very supportive of this initiative. Unfortunately the benefit of attending was limited to one participant only from outside our District. The other Districts are quite entrenched in current practice by way of enhancing Public image opportunities and all we could do is offer involvement in our initiative.

With thanks to Bernadette Schwerdt, Mark Stephens, Lesley McCarthy, Amanda Wendt and Alesha Capone, a local Wyndham journalist, thirty eight people, from twenty four different Rotary clubs had a wonderful chance to learn more about how to use the media, social and print, a web page and the Rotary Brand Centre to tell their Rotary Story. Bernadette set the scene by teaching us the elements of a compelling story in a most engaging manner. The workshops provided ideas and some practice and Peter brought it all

together with information that included so many useful tools and resources available on My Rotary.

This is a comment from a lady who travelled from Maryborough.

*"I took away some fabulous ideas and have even today been talking to my Club about them. I was so grateful for Saturday's hospitality and welcome and the generosity of each speaker - it was fabulous."* Louise.



ARPIC, Julie Mason, promoting the seminar

## Wanted!

### A Centenary Logo

In 2021 Rotary celebrates 100 years of service in Australia and New Zealand and we need a powerful, engaging logo to help build our story.

A competition has been launched to help make an impact. What creativity can you conjure that captures the heart and soul of our centenary?

Separate designs for both New Zealand and Australia will be welcome. Or a design that covers both countries—a design that enhances Rotary's broader branding.

Everyone is welcome to enter—Rotarians, professionals, friends and family. And your story will be an important part of the logo's launch. We are tapping into the passion and energy of volunteers who will be rewarded simply with a heart-felt thanks acknowledged by Rotary leaders. Your story will be part of our centenary story.

**The competition is now open and closes on 15 December. This is your chance to make a mark on history!**

For more information contact Rotary Melbourne R100 Team Leader Hugh Bucknell on: [hbucknal@bigpond.net.au](mailto:hbucknal@bigpond.net.au)

Phone +61 3 9819 3309 or visit <http://www.rotary100downunder.com>.



## Get more bang out of your bulletin!

Ask not what your bulletin readers can do for you; ask what you can do for your bulletin readers.

That's right, every single time you publish your online club bulletin or newsletter and email it to your subscribers, you should be asking yourself one question: "Is it informative AND engaging?"

Basically, the point is your club bulletin could be the best, most well-written, Pulitzer Prize-winning piece of writing anyone has ever seen, but what if no one reads it? What if they read it, but they still don't feel like they've gotten anything out of it? So make your bulletin work for you!

The original and most common form of interacting with your members and subscribers through email bulletins is a survey. Including a survey is an easy way to get your members engaged in reading your bulletin/newsletter. Your surveys could be about numerous things, including member satisfaction, future club events, or even who will win the footy grand final!

Adding images or video is another way to pique interest in your bulletin/newsletter, and it helps break up all the words. Take a cue from *Rotary Down Under* magazine; if you use a picture, add a caption. This way your readers can get a quick glimpse of what they're about to read and have a nice visual reference to

go along with it. Images related to your club story can do a great job of breaking up the monotony of words, enticing readers to do more than just read, as they say "*a picture tells a thousand words*". Have you got something funny, interesting or relevant to share with your audience? Maybe you can point your readers to a YouTube link of an engaging video. With websites like YouTube at your disposal, you can take advantage of video that can bring your newsletters to life.

Does your club maintain a Facebook page? Incorporate it into your club PR efforts. Your Facebook page is an interactive piece of your club. Ask your bulletin readers if they have anything to share for you to use on your club Facebook page. Doing this will not only create interaction between your bulletin and your readers, but promote your Facebook page a little more.

So there you have it. Put some life into your online bulletin and newsletters. Turn them from traditional and ordinary to unique and extraordinary. By engaging your readers you pull them into your club's PR marketing plan, and that's a good thing, because you want your subscribers active in your bulletin instead of just reading it.

**Evan Burrell,**

**Assistant Public Image Coordinator**





This year was a milestone as it was our 10<sup>th</sup> year of RYLA in Timor Leste. The caliber of the speakers also was exceptional with politicians, military, community leaders, business professionals and NGO's all contributing their knowledge and experiences to the participants.

Again this year we had over a thousand applicants for the 85 places. We now have over 800 RYLA alumni. These 800 alumni's have gone on to form six Rotaract clubs and the Rotary Club of Lafaek as well as youth groups in all the districts of Timor Leste.

Our Alumni are going out into the community providing free seminars and lectures to villages and districts

on health and hygiene. By providing this valuable service, our Alumni are providing local, culturally aligned education, reducing disease and health complications and increasing awareness and improving the quality of life and health for all Timorese. Alumni also provide after school hours English tutoring to boys and girls 6 – 12 years old. This is an initiative they have undertaken based on their own identification of local needs using textbook resources from Sydney Rotary Clubs. Sustainability and developing younger generations to free them from the literacy constraints previous generations faced, is a core deliverable of this exercise.

Alumni, working alongside local NGO's are capable of identifying and

delivering programs within their communities.

Any Rotary club with a project or prospective project in TL should avail themselves of the skills and network that these alumni have developed. Each one wants to give back to their community and are keen to work with Rotary clubs from around the world to improve living standards in TL.

With the training they have received at RYLA they have the necessary skills in leadership, project planning and implementation. Most have good English skills and love to act as interpreters and facilitators. Their base in Dili connects with all the districts in TL.

In January we will again run the traineeship program funding young Timorese to work for a four month period with three other TL partners of the JVP to gain work experience.

As it was our tenth anniversary of RYLA we held a one day convention which attracted over 900 people made up of RYLA alumni and their families. The conference showcased the many successful projects and success stories of RYLAians over the 10 years.

All this would not be possible without the support of Woodside and the Sunrise JVP.

**PP Angelo Raveane**  
**Rotary Club of Crows Nest (D9685)**  
**Email: [angelo.raveane@gmail.com](mailto:angelo.raveane@gmail.com)**



*Graduates from the 10th RYLA program in Timor Leste with Amanda Firkins, Angelo Raveane (at rear) and Theo Glockemann (wearing white shirts)*



# Polio Update

**Greetings Friends of the END POLIO NOW campaign,**

## THANK YOU

Special thanks and congratulations to all of those Rotary clubs, Districts and individuals that went out of their way to celebrate World Polio Day last week.

Train rides and Barefoot Bowls for Polio were the order of the day – and the dollars poured in once again.

Whilst fund raising remains a vital challenge if we are to achieve ultimate victory, promotion of the END POLIO NOW campaign is also a real priority and was certainly achieved across Australia and New Zealand.

Final figures are not yet available and some events are still being conducted but it is clear there were many heroes on World Polio Day.

The effort of Dave Anderson of Beecroft Club (District 9685) in getting the Sydney 'Ride The Trains for World Polio Day' around 195 stations was nothing short of sensational – the red END POLIO NOW shirts ensured a constant blaze of colour attracting a steady stream of questions from the public!

A core group of seven Rotarians were on board for the most of the trip – including District Governors Kalma McLellan, Di North, Tania Lowery and Graeme Hooper – but dozens of other Rotarians (many past officers) from various Rotary clubs came and went during the day.

It is estimated the event will raise around an amazing \$150k. This is down from last year's \$250k – which included a timely bequest of \$100k.

Two of the other standout heroes of the 'Ride the Trains' adventure were NZ's Tania Lowery (Governor, District 9980) and her husband Phil Atkinson.

They 'crossed the ditch' with \$30k from clubs across her District and created strong publicity for END POLIO NOW in both countries. Tania reported further \$1,000 donations from two other Rotary clubs on her return – and a promise of

more.

Still in NZ, Past Governor Ron Seeto reported that the 'All Trains' joint project in

District 9920 and 9910 covered 40 stations on Friday, November 1. Final details were not available at the time of writing.

PDG Ron and his team pulled off a major promotional coup with the screening of the END POLIO video on the Auckland Live Digital Stage!

Across Australia, the introduction of Barefoot Bowls for Polio also created interest and promotion and an additional flow of donations.

I dispatched a collection of Polio Day images to our senior leaders in the USA and they have since been back to me with thanks and congratulations, commenting ... "You all do things so well down under"!

Again, my sincere thanks to everyone who pitched in to make World Polio Day a memorable and profitable event.

## WPV3 ERADICATED

No doubt you were all delighted to hear/ see the announcement on World Polio Day (October 24) by Dr Tedros Adhanom Ghebreyesus (Director General of the World Health Organisation) that two of the three wild poliovirus strains have now been eradicated.

WPV3 has been eradicated globally – the second of three wild polio virus strains to be wiped out!

With only one strain remaining, the polio program is fully focused on overcoming remaining challenges and delivering on its promise of a polio free world.

For the families, health workers, scientists, Rotarians and donors working to end Polio, this achievement is an inspiring reminder that total eradication is within reach.

Next month, leaders from around the world will gather at the 'Reaching the Last Mile' Forum in Abu Dhabi to announce their continued support to GPEI and ensure the program has the resources needed to overcome the final hurdles to eradication.

## LATEST CASE FIGURES

To date, there have been 96 cases of Wild Polio Virus (WPV) this year – contained to Pakistan (77) and Afghanistan (19); along with 117 cases of vaccine derived (cVDPV) polio. This compares with 28 and 96 cases respectively for the same period last year.

Afghanistan and Pakistan remain the only two endemic countries whilst vaccine derived polio has been detected in 15 countries to date this year – mainly on the African continent.

With thanks and best wishes,

**Bob**

*PDG Bob Aitken AM JP  
RI END POLIO NOW Coordinator, Zone 8,  
2018/20  
1st November 2019*







## What the Judges are looking for

The judges of the video competition are the Zone 8 Public Image team (ie Rotary Public Image Coordinator & Assistants).

In selecting the winners, the judges take special notice of involvement by club members, and how much enjoyment they have gained through participating in the video; illustration of the RI theme (ie Rotary Connects the world); the use of correct Rotary logos throughout the video; whether or not the video has been produced specifically for the competition, and the length of the video.

We encourage clubs to seek tips from professionals, but to make the video themselves.

The winning video will be shown at the ANZ Conference in Alice Springs In September 2020 and a Certificate will be presented to the successful club (if possible) during the conference.

**For more information contact Rotary Public Image Coordinator, Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or by mob: 0412 128 106.**



## competition guidelines

### WHO CAN ENTER?

Any Rotary, Rotaract or Interact Club in Zone 8

### WHAT & HOW?

Videos must be filmed in-house using i-phone, i-pad or video camera, specifically for the competition

Must be a maximum of 2 minutes

Must depict club members as "People of Action" and illustrate how Rotary 'Connects the World' during 2019-20

Must illustrate use of correct Rotary branding

Closing date for entries is 31 May 2020.

Entries should be saved to a Dropbox and the link forwarded to RPIC PDG Gina Growden via email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) by 31 May 2020.

The winning entries will be shown at the 2020 Aust NZ Conference in Alice Springs in September 2020 .

### MORE INFORMATION



Contact Rotary Public Image Coordinator:  
PDG Gina Growden on Mob: 0412 128 106 or  
Email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)





## Put the 'social' into your social media

1. Remember that your friends, family and members of your community may not be familiar with Rotary, so **avoid jargon and acronyms**. Think about what you would tell them about Rotary if you were face to face.
2. When telling your story, be sure to **identify the problem, the solution, and its impact**. For example a Rotary club in Harvard, Illinois, is tackling food scarcity by helping out at a community garden that provides healthy produce to thousands of families.
3. Social media is a visual form of communication, so **include a photo with every post**. Good photos show people actively participating in projects and events; instead of a group shot, get one of the people doing hands-on work.
4. **Try new features!** Facebook makes it easy to stream live video from your club's projects. Instagram Stories offer a variety of ways to bring life to your posts, such as polls, questions, gifs, and music. Creativity and variety keep your posts from getting stale.
5. **Tag** participating member and community partners in your posts; **share** relevant contact posted by your members and partners; and **like and comment** on posts to help boost their engagement rate.
6. **Include the hashtag #PeopleofAction** in your posts to increase awareness of Rotary's public image campaign, which highlights individuals creating positive change in their communities. Rotary International's social media channels sometimes share posts containing the hashtag.
7. **Visit the Brand Centre** at Rotary.org for logos, creative assets, guidelines and more.

Ashley Demma  
The Rotarian, June 2019

## Do your roadside signs still need updating?

The Rotary Club of Burleigh Heads' new sign may be an example of what you can use. Congratulations Burleigh Heads for raising our public image!



## Spread your Club news on the Radio



*Rotary Matters*, a weekly program on community radio station Triple H 100.1 FM, profiles the causes, projects and people who make up Rotary.

The idea is to arouse interest and engagement among the wider general community. Each week a different Rotary initiative is profiled with an in-studio interview. This is followed by a What's On of activities in District 9685 which are accessible to the public.

To have your Club's initiatives and activities profiled on *Rotary Matters*, contact the host, Ian Stuart on 0416 138 860 or [ian.stuart@optusnet.com.au](mailto:ian.stuart@optusnet.com.au)

## Contact us:

This newsletter is produced bi-monthly by the Zone 8 Public Image team.

Please distribute to your friends/colleagues who may be interested in receiving a copy.

**Contributions are welcome** (approx. 300 words) plus photos. Please forward to: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)

Mob: 0412 128 106